

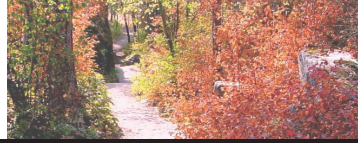


City of Post Falls Parks and Recreation

MASTER PLAN 2020

Experience
POST FALLS
PARKS AND RECREATION





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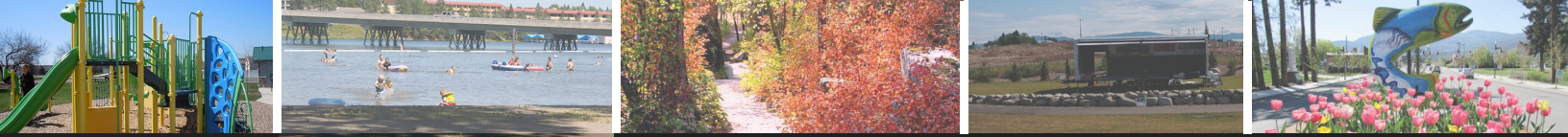


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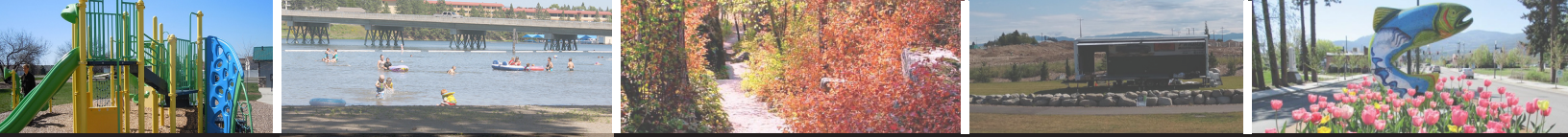
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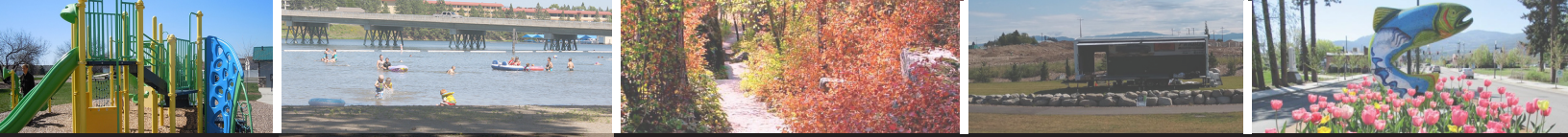


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EXECUTIVE SUMMARY

A. Blueprint for the Future

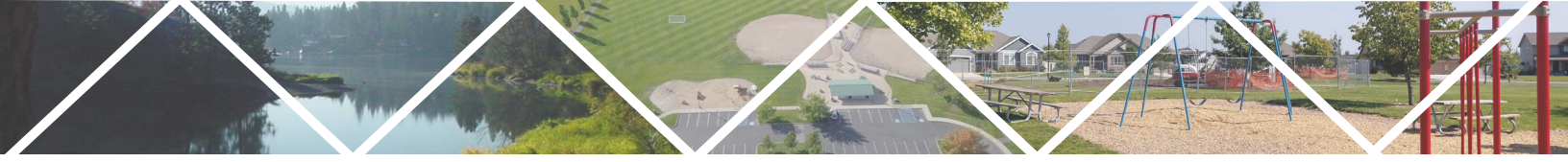
The 2020 Parks and Recreation Master Plan for the City of Post Falls has been created as a blueprint for providing quality recreation services, parks, green spaces, facilities, and programs throughout the city for the next ten years. The plan provides a comprehensive strategy for the evaluation and delivery of amenities and services as an update to the existing Parks and Recreation Master Plan, which was completed by GreenPlay in 2012.

Engagement was the key to a solid plan. The Project Team, consisting of Department staff, staff from other City departments, a Steering Committee, and members of the Parks and Recreation Commission, provided input to the GreenPlay consulting team at key points throughout the process. As a result, this plan incorporates the local knowledge and background which is only experienced when community and staff members are involved, while leveraging the consultant's expertise and perspective.

The project consisted of the following tasks:

- Review and Assessment of Existing Plans and Conditions
- Community/Stakeholder Engagement, Community Surveys, and a Statistically-Valid Survey
- Staff and Parks and Recreation Commission Engagement
- Comprehensive Facility Inventory and Level of Service Analysis
- Trends and Demographic Analysis
- Operational and Maintenance Analysis
- A Comprehensive Community Needs Assessment
- Identification of Key Challenges and Opportunities
- Recommendations: Goals, Objectives, and Action Plan





B. Key Opportunities

Generally, findings from the needs assessment process consistently identified an appreciation of existing facilities, programs, and services being offered by the City of Post Falls. Key challenges and opportunities were identified using a mix of qualitative and quantitative sources. The information gathered was evaluated, and recommendations were developed that address the following key opportunities:

- Maintaining level of service and quality of programs and facilities
- Increasing trails and pathway connectivity – locally and regionally
- Expanding river access
- Acquiring additional open space/natural areas
- Building an aquatic facility/recreation center
- Assuring accessibility: ADA, transportation, entry level for first time users
- Finding the balance between natural areas and developed amenities
- Creating a downtown, community gathering place
- Branding, wayfinding, and marketing
- Maintaining and expanding partnerships
- Providing new amenities: dog parks, splash pads, restrooms, playgrounds
- Growing programs: special events, adventure, camps, adult social sports
- Increasing staff to continue to provide the current level of service as the community grows
- Identifying dedicated funding to support operations and growth
- Increasing access to active recreation and athletic facilities to support programming demand and population
- Keeping pace with a growing population provides opportunity for unique and diverse recreation programs and facilities to meet community needs



C. Level of Service of the Physical Inventory

Proximity, availability of transportation, and pedestrian barriers are relevant factors affecting Post Falls' levels of service (LOS). The provision of assets is reasonably equitable across Post Falls, assuming residents have access to motorized transportation. The analysis indicates that Post Falls is currently providing its recreation opportunities in the form of a diverse developed park system when compared to other similar cities. Pedestrian barriers do hinder walkable access based on current parks and recreation assets.

GRASP® (Geo-referenced Amenities Standards Process) is the proprietary name for an approach that has been applied in more than one hundred communities across the country to evaluate LOS for park and recreation systems. With GRASP®, information from the inventory of parks and facilities described in **Section VIII** was used in combination with Geographic Information Systems (GIS) software to produce analytic maps and data that show the quality and distribution of park and recreation services across Post Falls.



D. Recommendations and Action Plan

The Consultant Team acknowledges that many services are notably working well to achieve the City's mission and that staff is doing an excellent job of implementing the 2012 Parks and Recreation Master Plan recommendations. The Department is on a good path and has, through this process, identified actions to continue the forward momentum. The action table below summarizes the improvements that can be made in the coming years

Goal #1: Improve and Expand Facilities and Amenities

- Objective 1.1:** Expand greenways, pathways, and trails connectivity
- Objective 1.2:** Continue to maintain and improve existing facilities and amenities
- Objective 1.3:** Expand open space and parks to meet the City's Level of Service
- Objective 1.4:** Make improvements to or replace some existing facilities and amenities
- Objective 1.5:** Develop new amenities at existing parks based on current level of service analysis
- Objective 1.6:** Continue to improve access to programs and facilities
- Objective 1.7:** Upgrade convenience and customer service amenities at existing facilities
- Objective 1.8:** Obtain the B.N.S.F. Rail Line

Goal #2: Continue to Improve Organizational Efficiencies

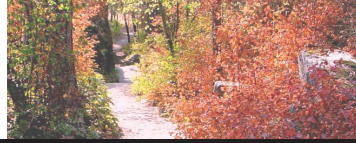
- Objective 2.1:** Continue to enhance and improve internal and external communication regarding department activities and services
- Objective 2.2:** Staff appropriately to meet current demand and maintain established quality of service
- Objective 2.3:** Expand Partnerships to increase access to recreation opportunities throughout the community

Goal #3: Continue to Improve Programs and Service Delivery

- Objective 3.1:** Expand community events based on demand and trends
- Objective 3.2:** Develop additional recreational opportunities
- Objective 3.3:** Work with other service providers to develop programs and service to meet demand, trends, and facility design

Goal #4: Increase Financial Opportunities

- Objective 4.1:** Review existing fees and restructure to meet current and future funding realities
- Objective 4.2:** Explore additional funding options
- Objective 4.3:** Explore opportunities to increase sponsorships
- Objective 4.4:** Refine pricing policy and practice, and develop a resource allocation and cost recovery philosophy.



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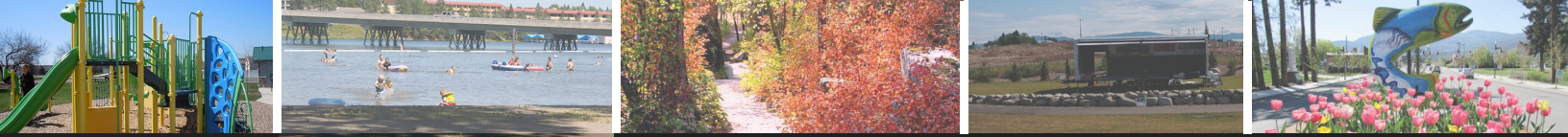
I. The Planning Context

A. Blueprint for the Future

This Master Plan has been created as a blueprint for providing quality recreation services, parks, green spaces, facilities, and programs throughout the City of Post Falls. The objectives of the Master Plan are to establish benchmarks, goals, procedures, and comprehensive achievable strategies and implementation approaches over a ten-year term.

The 2020 Parks and Recreation Master Plan is an update to the existing Parks and Recreation Master Plan, which was completed by GreenPlay in 2012. The plan will serve as version 2.0 for ongoing process and facility improvements to continually meet the needs of the citizens and partners of Post Falls. For this update, the City desired a concise document that was visually appealing and easy to read, with actionable recommendations that hold the Department accountable for its implementation.





B. Parks and Recreation Department Overview

The City of Post Falls Parks and Recreation Department serves the City of Post Falls and the surrounding unincorporated areas. It is located about 20 miles east of Spokane, Washington, and encompasses roughly 14.6 square miles with an estimated population of 38,811. The community served by the Department is growing, with the highest growth occurring in residential development, mixed-use development with a promising start to a revisioned city center & technology mixed use development along the highway 41 corridor, and a revisioning of downtown. The Department operates a broad-based system that offers a wide array of activities and events that encourage and promote positive and healthy lifestyles for all ages and abilities. Recreation services include athletic/fitness, youth, general recreation programs, and outdoor-related programming. The Department also provides maintenance and oversight to several city-owned facilities and city gateway/beautification corridors.

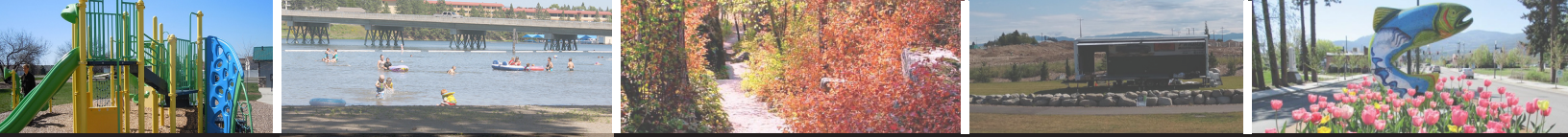
The Department oversees 33 parks, three indoor buildings, 28 picnic shelters, and 874 acres of parks and open space. It employs 22 full-time, year-round permanent staff members and approximately 60 part-time staff working in four divisions: Recreation Services, Parks Maintenance, Cemetery, and Urban Forestry. The Department staffing model embraces a combination of in-house staff and contractors to deliver quality services at the best value. The 2017-18 budget includes \$2.5 million of expenditures and \$550,000 in revenue. The majority of revenue comes from user fees for recreation programs, parking and lease agreements with Avista Utilities, events, and rentals. Remaining funding for the Department operation comes from general fund tax support. Growth impact to system facilities is supported through the assessment of residential development impact fees. The majority of new park development comes from impact fees and donations of land offered by individual development projects receiving density bonuses through Planned Unit Development subdivisions, SMART Code Development projects and Commercial/Residential Mixed subdivisions as well as exactions of land received during annexation.

"It is the mission of the Post Falls Parks & Recreation Department to provide exceptional parks, services, facilities, and recreational opportunities to our customers and the citizens of Post Falls."

-David Fair
Parks & Recreation Director

In response to growth, the City has entered a unique partnership with Avista Utilities and the Public Works Utilities Division for the use of the Post Falls Community Forest property. This partnership came from the City's need to explore alternative options for discharging treated wastewater. The result was the acquisition of a 500-acre natural area. This site was purchased for "land application" (the distribution of Class A treated wastewater over the surface of the earth through a network of above-ground drip irrigation) and non-motorized, public outdoor recreation.



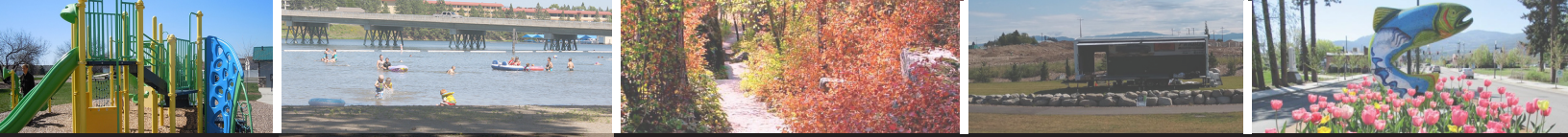


C. Strategic Framework

At the time of the development of the 2012 plan, the population of Post Falls was about 28,000. Post Falls is still growing steadily with an estimated 2020 population of 38,811. As part of the Spokane/ Coeur D'Alene metropolitan area, Post Falls is a popular place to live and work. The city offers a small-town, tight-knit community environment with many of the conveniences of a larger metropolitan area, including being located within 30 minutes of an international airport.

Figure 1: Post Falls Framework

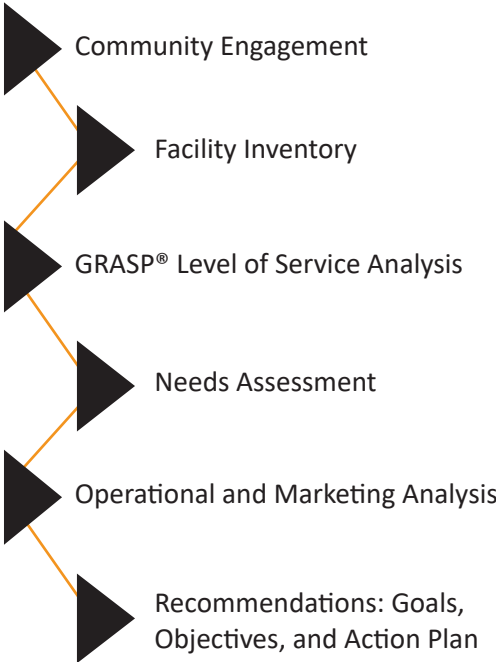


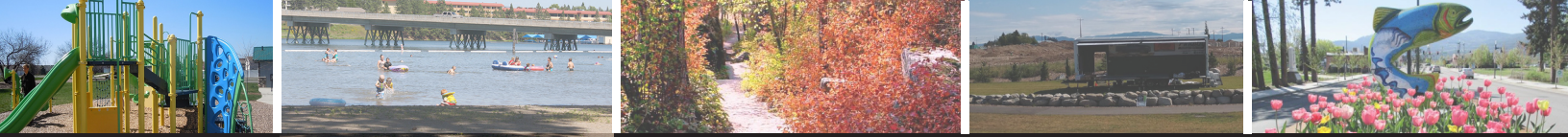


D. Engagement was the Key to this Planning Process

The process utilized in developing this Master Plan included the formation of an integrated project team comprised of staff and appointed officials, a review of institutional history, analysis of existing conditions, and engagement with members of the Post Falls community. The development of this plan included the key tasks displayed in the following graphic:

Figure 2: Planning Process Key Tasks





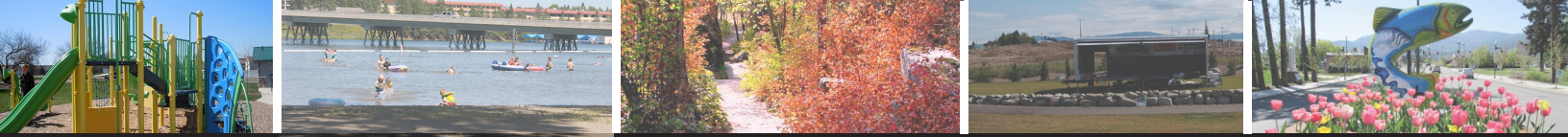
II. Key Opportunities

Generally, findings from the public input process consistently identified an appreciation of existing facilities, programs, and services being offered by the City of Post Falls.

Key challenges and opportunities were identified using several tools including a review of existing plans and documents, focus groups, stakeholder meetings, a community survey, asset inventory, and level of service analysis. The information gathered from these sources was evaluated, and the recommendations were developed that address the following key opportunities:

Figure 3: Key Opportunities





The findings summarized in **Figure 4** capture all of the key issues that surfaced during the Master Plan process and prioritizes them on one matrix. The key issues were placed into five categories:

- Organizational
- Programs and Service Delivery
- Facilities and Amenities
- Level of Service
- Financial

Rating Scale

- a. Priority
 - b. Opportunity to Improve
 - c. Minor Issue
- Left Blank means the issue did not come up or wasn't addressed in that venue

The qualitative data planning tools used to determine the priority of key issues include:

- Staff input
- Public forum input
- Leadership Interviews
- Consultant Team

The quantitative data planning tools used to determine the priority of the key issues include:

- Community Survey
- Existing planning documents
- Facility Assessment/Level of Service (LOS)

Preliminary recommendations were developed during a visioning session with the project team. The Key Issues Matrix summarizes areas that need immediate attention and helps guide the direction for implementing the recommendations of the Master Plan.

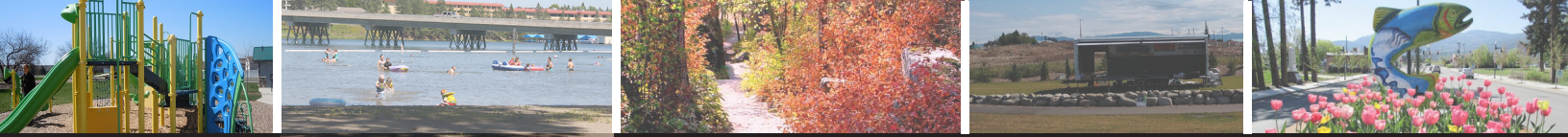

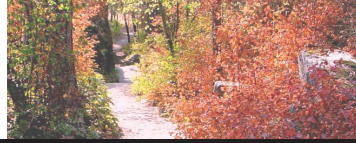


Figure 4: Key Issues Matrix

Post Falls Parks and Recreation Master Plan	Qualitative Data			Quantitative Data			
	Staff Input	Public Input	Leadership Interviews	Community Survey	Other City Documents	Facility Assessment/LOS	Consultant Team
 Experience POST FALLS PARKS AND RECREATION Key Issue - Rating Scale a - priority b - opportunity to improve c - minor or future issue blank means the issue didn't come up or wasn't addressed							
Organizational							
Staffing levels not keeping up with growth	a	a	b				a
Continuing to brand, market and promote the department and offerings	b	a		a			a
Partnerships are essential and need to maintained and expanded	a	a	a	a			a
Mixed method of getting information to community working best	a	a		a			a
Organizational structure not changing with growth	a						
Programs and Service Delivery							
New programs and services requested by community	b	a	b	a			a
Aquatic programs high priority	b	a	b	a	a		a
Special events are very popular	a	a	a	a			a
Natural environment provided opportunities to grow outdoor recreation	a	a	a	a	a	a	a
Promoting healthy active lifestyles are important	a	a	a	a	a	a	
Manage natural resource areas to avoid over usage and damage	a	a	a	a	a	a	a
Facilities and Amenities							
Trails and pathway connectivity are a top priority	a	a	b	a		a	a
Expanding river access desired by the community	b	a	b	a	a	a	a
Maintaining what you have as the community continues to grow	a	a	a	a		a	a
Community desires an aquatic facility and indoor recreation spaces	a	a	b	a		a	a
Wayfinding can help provide connectivity		a		a		a	a
A downtown gathering space is desired by the community	a	a	a	a	a	a	a
New amenities have been identified to expand use of parks	a	a		a		a	a
12% of survey respondents need ADA accessibility		a		a		a	a
Entry level facilities and amenities are needed to attract new users	b	a		b		a	a
Some playground structure are aging and are outdated	a	a		a	a	a	a
Neighborhood parks are important to the community	a	a	a	a		a	a
Community identified a need for a sports complex/additional athletic fields	a	a	b	b		b	b
Level of Service							
Connectivity locally and regionally are high priority	a	a	a	a	a	a	a
Acquiring additional open space/natural areas to stay ahead of growth	a	a	a	a	a	a	a
Schools provide limited recreation opportunities	a	b		b		a	a
Inconsistent design and fixture standards for amenities	a	b				a	a
Walkability is high and needs to be maintained with growth	a	a	a	a	a	a	a
Balance natural areas and developed amenities	a	a	a	a		a	a
Vacant land outside city needs public land set aside as It's developed	a	a			a	a	a
Finance							
Dedicated funding for operations and maintenance	a	a		a			a
Continue to grow partnership and sponsorship opportunities	a	a	a	a			a
Bond referendum supported for capital projects		a		a			a



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III. Organizational and Market Analysis

A. Departmental Organization

Post Falls Parks and Recreation Department is comprised of four divisions:

- **Recreation** – the Division develops and manages a variety of activities that include camps, sports leagues, group trips, workshops, special interest classes, and community events.
- **Parks** – the Division manages and maintains the City’s variety of parks and open space areas, manages new park construction, and coordinates public use of parks not owned by the City.
- **Urban Forestry** – the Division leads promotion and maintenance of the community’s arboreal resources, including a tree standard manual, tree and landscape planting and care guidelines, and a listing of recommended trees for Post Falls’ local climate.
- **Cemetery** – the Division operates Evergreen Cemetery, a 19-acre facility which first opened in the late 1800s and is home to many historic markers.

There are two citizen advisory groups that support the Parks and Recreation Department:

- **Parks and Recreation Commission**
- **Urban Forestry Sub-Committee**

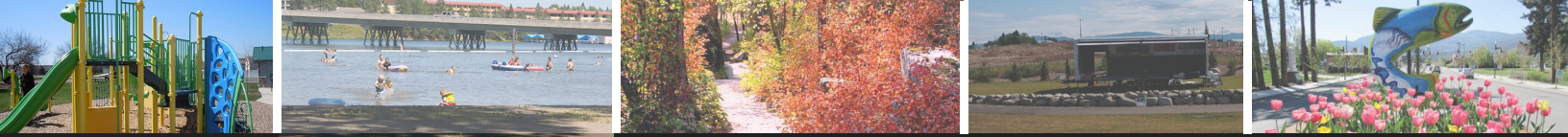
B. Organizational Analysis

GreenPlay broadly assessed the organizational and management structure of the Department and staffing to determine effectiveness and efficiency in meeting current and future departmental responsibilities relating to the community’s needs. The needs assessment – including input from staff interviews, community and key stakeholder engagement, and level of service analysis, along with the consultant’s expertise – has identified a few areas for operational enhancement.

These key areas for operational enhancement include:

- Address deferred maintenance and the aging infrastructure
- Address wayfinding and signage at parks and facilities
- Address staffing for maintenance to meet current and future demands for services
- Address staffing for programs and facilities operations to meet future demand
- Increase marketing and communication of services, programs and activities

Detailed actions to address these areas of improvements can be found in **Chapter VIII: Recommendations and Actions**.



C. Staffing Analysis

Observations and staff feedback were considered to determine if the current staffing organization was satisfactory within the Department. Analysis included the observations and assessments from:

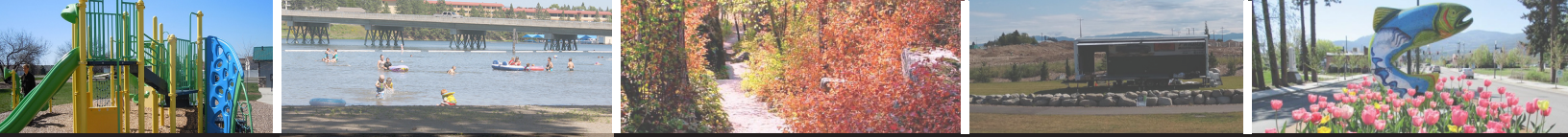
- Community input
- Community satisfaction rates
- Staff focus group
- Facility tours
- Observations of quality of maintenance
- SWOT Analysis

Staffing Considerations

After evaluating the observations and assessments, the consultant team has determined that the Parks and Recreation Department has an inadequate number of staff in place to operate its current system. Additionally, focus group participants and survey respondents saw the need for improved maintenance and upkeep of facilities and amenities.

One hurdle the Department must deal with is getting an appropriate pool of qualified applicants for open positions. This is a national issue and reflects the changing workforce of both the Millennial and Baby Boomer generations. To combat this trend, organizations need to be willing to allow for flexible scheduling, allow for remote workplaces, part-time and “gig” positions, and second-career applicants.

To operate more effectively in the future and to implement the Master Plan recommendations, the Department will need to hire additional positions to supplement existing staff. This will ensure that staffing resource levels can maintain existing and new facilities at or above acceptable community standards. The City recently completed a staffing study conducted by The Metts Group. Based on the study’s findings, the Parks and Recreation Department has an immediate need for an additional 9.7 staff and recommends adding three in the coming budget year.



IV. Recreation Programming Analysis

A. Program Development

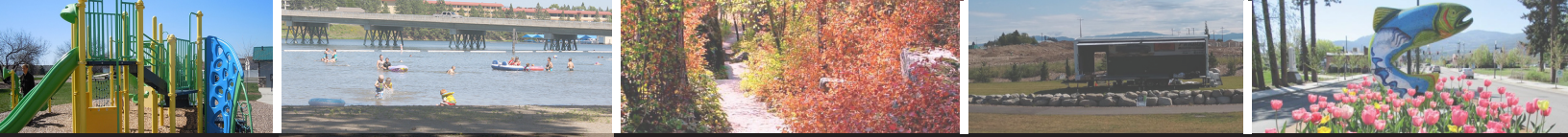
Understanding core services in the delivery of parks and recreation programs will allow the Department to improve upon those areas while developing strategies to assist in the delivery of other services. The basis of determining core services should come from the vision and mission developed by the City and what brings the greatest community benefit in balance with the competencies of the Department and current program trends.

The Department should pursue new/expanded program development around the priorities identified by customer feedback, program evaluation process, and research. The following criteria should be examined when developing new programs.

- **Need:** outgrowth of a current popular program, or enough demonstrated demand to successfully support a minimal start (one class for instance)
- **Budget:** accounting for all costs and anticipated (conservative) revenues should meet cost recovery target established by the Department
- **Location:** appropriate, available, and within budget
- **Instructors:** qualified, available, and within budget
- **Materials and supplies:** available and within budget
- **Marketing effort:** adequate and timely opportunity to reach intended market, within budget (either existing marketing budget or as part of new program budget)

Further research into what types of programming would be successful needs to be done. Successful programs utilize continuous creative assessments, research, and planning. The Department has a process that evaluates the success of current program offerings and criteria to determine if new program ideas should be instituted or if changes should be made to current programs. Maintaining the current registration data and evaluation process will help to assure success.

Moreover, new leisure and recreation trends may drive different needs. It is very easy to focus on programs that have worked for many years, especially if they are still drawing enough interested participants to justify each program's continuation. Starting new programs, based on community demand and/or trends, can be risky due to the inability to predict their success. If the program interest seems great, as with those identified in the citizen survey, then the programs should be expanded. Lack of available space may hinder new or expanded opportunities in some cases.



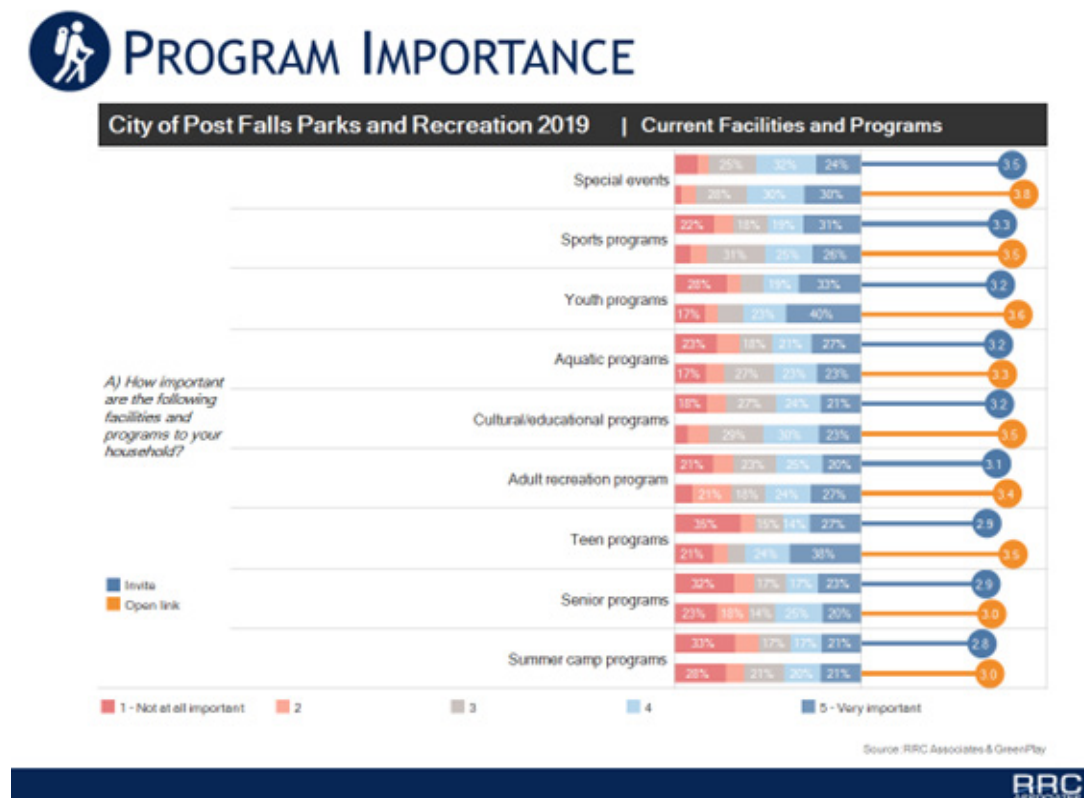
Using historical participation levels to determine program popularity and participant feedback can be helpful in deciding if programs should be continued. Additionally, utilizing citizen surveys and participant feedback, and researching trends in park and recreational programming are useful tools in determining future programming needs and desires. Sources for trends information include:

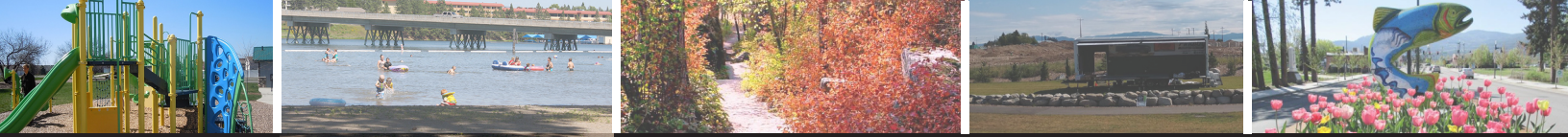
- State parks and recreation associations and conferences
- National Recreation and Park Association
- International Health and Sports Association
- Parks and recreation trade publications
- Outdoor recreation publications
- LERN
- National Sporting Goods Association
- International Festivals and Events Association

B. Programs and Activities

Post Falls offers a variety of recreational programs, services and activities. Special events, sports programs, youth programs, aquatic programs, cultural/educational programs, adult recreational programs, teen programs, senior programs, and summer camp programs are offered at various locations around the city. Survey respondents rated special events, sports programs, youth programs, and aquatic programs with the highest importance.

Figure 5: Survey Response: Program Importance





Festivals

Role of Festivals in the Community

Festivals and special events play an important role in the development of communities. These events are a growing form of tourism, especially in rural areas that are struggling to revitalize local economies and drawing people to these areas. These festivals and events are also important to bringing communities together. They build community bonds, celebrate the culture and diversity of the community, and help to create a community identity.

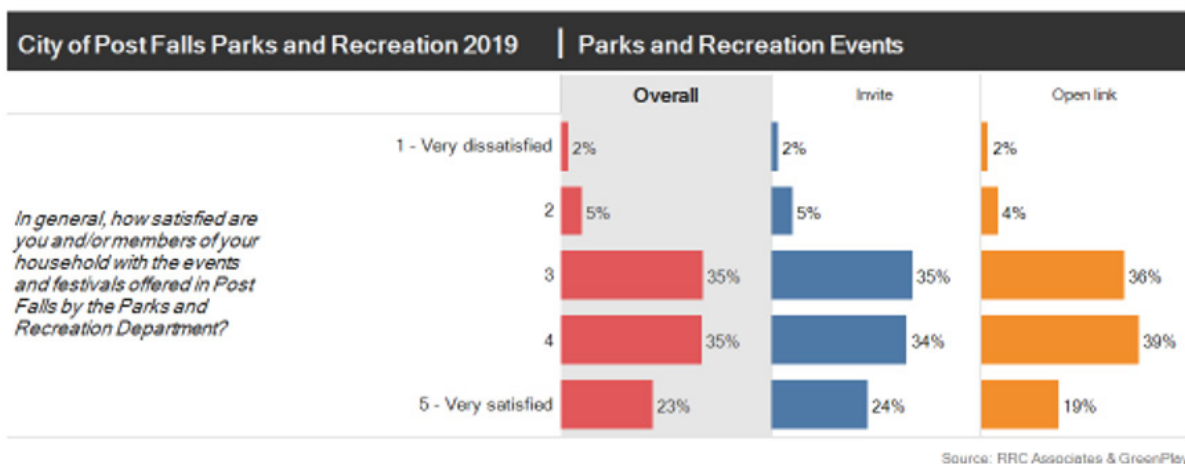
Both City-produced and co-sponsored festivals and events offer diverse cultural, historical, and recreational experiences to citizens and visitors while providing a strong economic impact on the region. Hotels, restaurants, retail shops, and stores all benefit from the thousands of people that attend these events. City-produced festivals also provide opportunities for sponsorship and booth space, which helps to promote local businesses, merchants, and non-profit organizations. Through co-sponsored events, the City has the opportunity to have a presence at each special event.

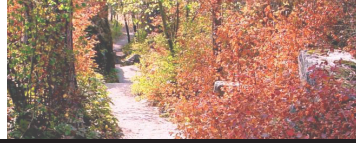
City-produced festivals should work to support the local community. Input to the operations of the events themselves, direct involvement along the lines of providing an opportunity for local artists/exhibitors and non-profit organizations, consideration of local businesses, and minimizing negative impacts on the local community are roles that the City should embrace.

Satisfaction with events is relatively high among invite respondents. About 58 percent rate their satisfaction either 4 or 5 while 35 percent rate it 3 out of 5. Only 7 percent rated their satisfaction 1 or 2 out of 5. Therefore, most respondents are satisfied with events and festivals in Post Falls. Similar results were found for open link respondents.

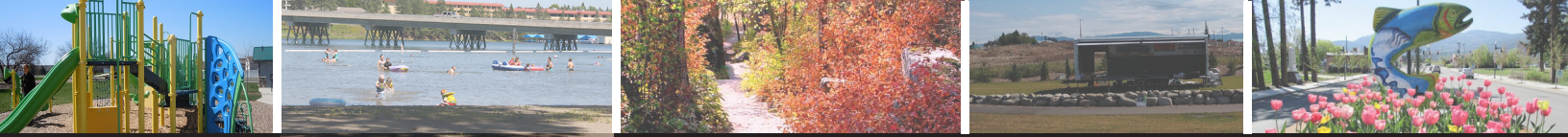
Figure 6: Survey Response: Event Satisfaction

EVENT SATISFACTION





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V. Parks and Open Space Analysis

A. Park System Overview

The parks and open space system in Post Falls is a well-maintained and diverse with 33 existing park locations, 38 miles of trails, and 874 acres of open space. Understanding core services in the delivery of parks and open space is also vital for the Department to improve upon these areas and make decisions on future park development. Articulating this strategy will assist in the responsible use and preservation of public open spaces. The basis of determining core services should come from the vision and mission developed by the City and what brings the greatest community benefit.

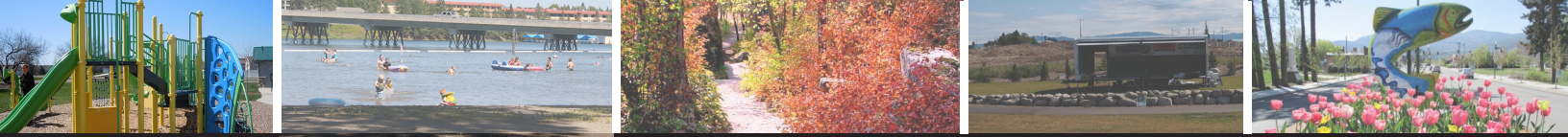


GreenPlay broadly assessed the provision of parks and open space assets and found them to be reasonably equitable across Post Falls. The assessment would indicate that Post Falls is currently providing its recreation opportunities in the form of a diverse, developed park system when compared to other similar cities. Pedestrian barriers such as bodies of water and major roadways hinder walkable access based on current parks and recreation assets. Significant gaps in walkable service exist in several locations throughout Post Falls, but these areas may or may not be residential areas. Pedestrian barriers and lack of trails and sidewalks also limit access to recreation throughout Post Falls. Additional analysis and a review of the information received from surveys, focus groups, and other sources, including staff knowledge, contributed to identify the best locations for future improvements.

The City's current LOS and standard is 16 acres of parkland per 1,000 people. The 16-acre quantity is further defined to include two general park types, with acreages apportioned to each:

- Level 1 Park – these are “active” facilities, representing a more developed park with sports fields and courts. Post Falls’ LOS calls for six acres per person of Level 1 Parks.
- Level 2 Park – these are more “passive” style parks, typically focusing on open spaces and trails. Post Falls’ LOS calls for ten acres per person of Level 2 Parks.

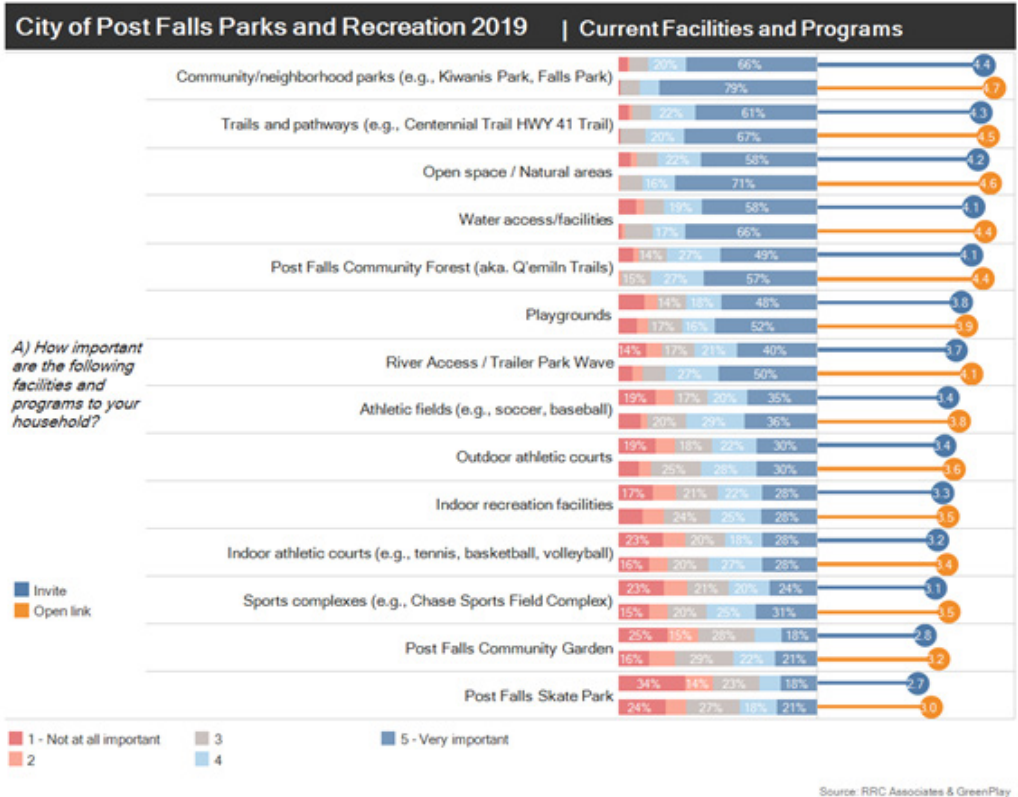
This standard was established in the City's Comprehensive Plan and was established in 1997. Since then, it has resulted in the diverse park system of 33 parks, 38 miles of trail and 874 acres of park land.



Post Falls is home to an abundance of outdoor recreational amenities. A high priority from the public engagement process was the desire for expansion and improved connectivity of the existing trails and public pathway system.

Also, a top priority of leadership interviews, survey respondents, focus groups, and other public engagement respondents was the expansion of open spaces and parks. The Department should promote the impact of natural resources for economic sustainability. A focus moving forward should be to bring awareness to natural and outdoor recreation as a key role in tourism and economic development for the City.

Figure 7: Survey Response: Importance of Current Facilities and Programs



B. Assessment Summary

Conclusions based on visits to each park or facility include the following:

- Some great additions and upgrades have been made to the system since the 2012 Master Plan (Community Forest, Tullamore, Crown Pointe, and Sportsman Park)
- Residents value the beauty of their surroundings
- Parks and open spaces are integral to creating communities where people want to live, work, play and visit
- There is a need to celebrate the water and opportunities to increase public views and access
- Most parks are well maintained, but some need updates (deferred maintenance)
- Branding - inconsistent signage and comfort feature standards across the system
- Some playground structures in need of updates
- Opportunities to increase ADA access throughout the system



VI. Urban Forestry Analysis

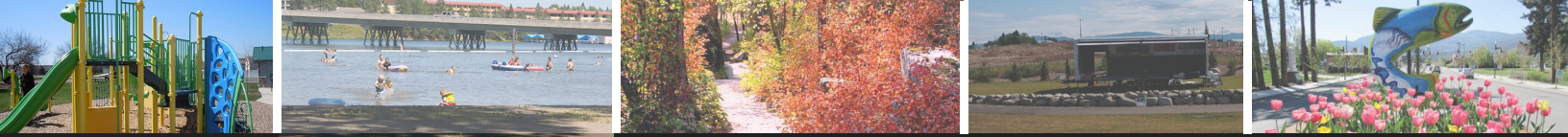
A. Post Falls Urban Forestry

The Post Falls Urban Forestry Division (PF UF) works in conjunction with the Post Falls Urban Forestry Commission, a citizen volunteer group that represents public opinion on matters pertaining to the management of public trees. Post Falls Urban Forestry is responsible for the management of over 13,000 individual street trees and 2,500 park trees located in 30 parks and 30 other public facilities. In addition to those trees, it manages over 200 acres of naturally forested park land and work closely with the Planning, Engineering, and Building Divisions to help plan, review, and inspect new developments and new construction within the City. Post Falls has been designated a Tree City USA by the Arbor Day Foundation since April 1998.



Urban Forestry is responsible for the care and maintenance of natural forested areas, open space, and natural surface trails. There are 650 acres of natural area, approximately 15 miles of natural surface trails, and over 2.5 miles of Spokane River shoreline. The Urban Forestry and Parks Maintenance (PM) Divisions work closely together: PM maintains amenities within the built environment and UF is responsible for trees in the built environment, natural areas, and natural surface trails.

Urban Forestry is governed by several requirements, found in multiple sections of the City Code. UF has grown to a point that it should have its own section of the City Code. Additionally, UF maintains the Post Falls Tree Standard Manual. The document is intended to communicate public tree requirements to a number of audiences (residents, contractors, builders, developers). The Tree Standard Manual takes a singular approach to reach these different audiences, which can be confusing and difficult to maneuver. The manual was developed in the mid-1990s and should be updated to address a more diverse audience.



As Post Falls continues to grow, the demand on UF also continues to grow. UF is heavily involved with Community Development. Staff time is spent in pre-, mid-, and post-project meetings with developers, builders, and contractors. UF reviews all commercial site plans, subdivision construction plans, and annexation requests pertaining to city street tree and landscaping requirements. UF also performs post-construction inspections of these projects and residential homes to ensure that what was built matches what was approved during the review process. Another impact from growth that has added to UF's workload is the acquisition of Post Falls Community Forest, a 500-acre natural area designated for outdoor recreation.

Urban Forestry plays a significant role in the health and well-being of Post Falls and the surrounding region. Unlike other kinds of public infrastructure that require more maintenance with age and eventual renovation or replacement, the value of a healthy tree increases over time. Considered together, the trees that comprise the City's urban forest are a critical community assets, the value of which is often underrated.

The benefits of trees to an urban environment are varied and significant. These include:

- Energy savings/passive energy conservation achieved by the shading of homes and paved surfaces
- Shade, for the health, safety, and comfort of people who use parks and public areas
- Mitigation of urban heat island effect
- Air cleaning and purification, removal of CO2, SO2, and other airborne pollutants
- Reduction of storm water runoff and soil erosion
- Filtering and purification of groundwater by directly absorbing pollutants
- Aesthetic enhancement and potential increased property values
- Function as wind and sound breaks
- Screening of unsightly urban infrastructure or for privacy
- Provide valuable wildlife habitat and migration corridors

B. Strategic Goals for Urban Forestry

General Overview

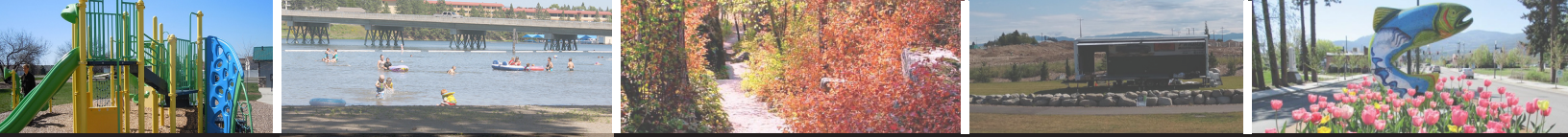
To keep pace with recent growth in the area, it is important that Post Falls UF define a clear vision for the future, as well as mechanisms for operation that will ensure a smooth transition in anticipation of future leadership changes. The following strategic goals have been identified for the continued health and sustainable future growth of Post Falls' urban forest.

1. Establish a Vision for Post Falls Urban Forestry

UF should continue to provide a high level of service to the community by responding to tree related calls from the public and retain its current operating model of caring for all park trees; providing review and comment on development applications as they relate to mitigation and plantings on City-owned property and in the downtown core area; and maintaining the current tree inventory.

2. Develop and Implement an Urban Forestry Management Plan

An Urban Forestry Management Plan can build on the current City Code, the Post Falls Tree Standard Manual, and data collected as part of the GIS inventory of park system trees. The planning effort could begin in-house, using a standard template from a similar plan, supplemented by the expertise of the Urban Forester.



3. Strengthen Approach to Management of the Urban Forest

Staff will complete the ongoing GIS inventory and formalize as a comprehensive data set for use as a management tool. Additional staff training will be required with implementation to maximize efficiency. GIS software updates and yearly technical support is ongoing to provide what is needed to manage urban forestry.

4. Evaluate Impacts of the Projected Park System Expansion on Urban Forestry

An understanding of the impacts of growth related to the maintenance of the urban forest will allow the City to maintain its current high level of service. It is recommended that annual assessments be conducted during the budget development process to determine needs for additional staff and equipment so as to achieve alignment between the Urban Forest Plan and the overall master plan.

5. Guarantee the Present and Future Health of the Urban Forest

The Urban Forester will work to further the health and longevity of the urban forest through diversification of tree species and age, anticipation of pests and other potential threats, and implementation of standards for planting and tree selection. Staff shall also seek continuing education on urban forestry trends, including the effects of climate change as relates to forest health.

6. Preserve Strong Relationship with the Community/Seek Additional Opportunities for Education and Outreach

Continue to work with the community in support of tree-related issues, while seeking additional opportunities to partner with other agencies, educate community members on the urban forest, and increase awareness of its value to our community.

7. Revise City Policy as Necessary to Strengthen Urban Forestry

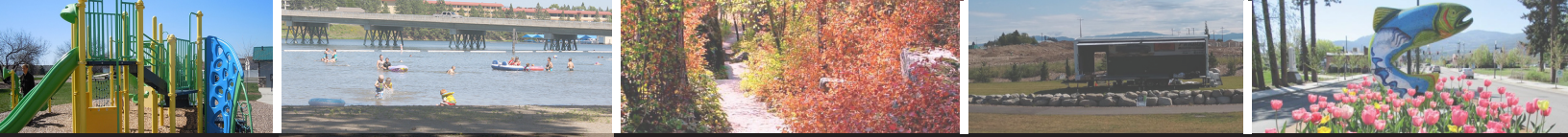
Periodically review and update the City ordinance to reflect changes in the field of Urban Forestry and updates resulting from legal action in other parts of the country. Updates may address changes to terms, definitions, best practices, or other considerations, as required to stay current with the industry.

8. Continue to Offer and Develop Special Programs Related to Community Forestry

Continue to offer and develop new programs that benefit the community and increase awareness of Urban Forestry. As programs are initiated, seek community participation first and then employ the City budgeting process to determine staffing and funding implications.

Currently, Urban Forestry is staffed by two full-time employees and one eight-month employee. UF is understaffed based on the current workload. With continued growth and acquisition of open space, additional staff will be required to maintain the desired level of service. UF is currently maintaining 5,636 +/- urban trees, 418 acres of natural area, 5.45 miles of soft surface trails and 0.9 miles of shoreline per employee annually.

There is not a national standard for urban forestry; however, based on the 2019 NRPA Agency Performance Review, the average parks and recreation department has 19 employees for 650 acres of parks maintained, 4.2 employees per 10,000 residents, and 4.9 employees for 30 parks maintained.



Management Schedule

As it is difficult to predict not only the rate at which growth will occur but also the form it will take, a standards-based approach is recommended over more prescriptive methods. This allows a threshold-driven mechanism for UF growth that will adjust for the changing demands of a growing system. If standards of service are well-defined, funding and resources may be more readily allocated, as necessary, toward achieving and maintaining those standards.

Tree Pruning

Overview and General Guidelines

- Pruning of all park trees shall take place on a five-year rotation based on need, except where immediate pruning is required for reasons of public safety.
- The Urban Forester will identify all trees in need of pruning.
- Pruning shall take place on a five-year rotation during the off-season to avoid conflicts with park users except where immediate pruning is required for reasons of public safety that might compromise public safety. Pruning of larger trees will be determined based on growth and will be contract pruned, also on the five-year rotation, or as needed.
- Trees shall be monitored for poor health or stress when conditions manifest that could cause deterioration, particularly after unusual weather events, such as freezing, flooding, high winds, or due to insect infestation. In such cases, the Urban Forester or other qualified staff shall be consulted to determine appropriate course of action and timing.

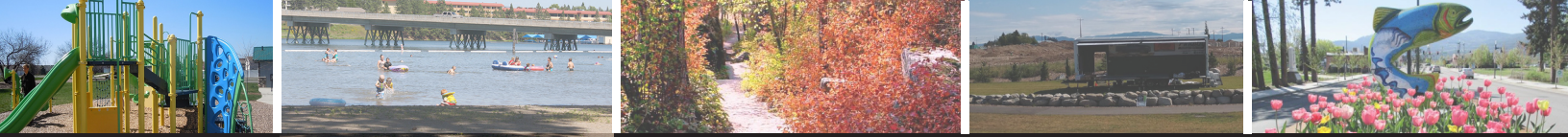


Summary

An urban forest, when well-managed, diverse, and healthy, provides generous benefits to a community. Trees beautify landscapes and streetscapes, improve the health of the environments, and enhance the experience of parks and public spaces by providing shade and relief from summer heat. Beyond health and comfort, this shade can mitigate for “heat islands” created by increased urbanization and offer passive cooling of homes and buildings that results in energy savings.

Unlike some components of the built environment whose values depreciate over time, the urban forest is a living system whose value only increases with the passing years. Successful long-term management of the urban forest must consider not only trees, but also site conditions and infrastructure components and their relationship to the overall health of the system.

It is also important to generate awareness of the benefits provided by the urban forest. The more the local community is educated on the value of the urban forest over time, the greater the investment in the forest, not only by professionals and managers of public lands, but by individual property owners, each contributing to the vitality and longevity of the whole.



VII. Financial Analysis

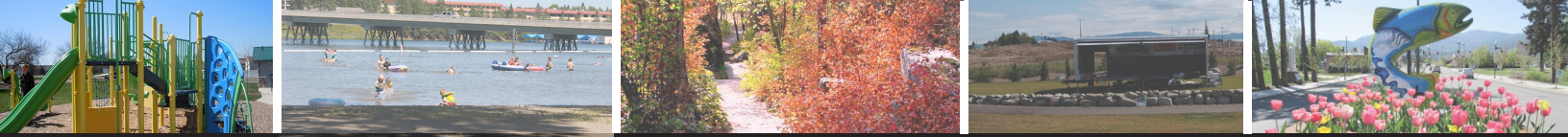
A. Current Circumstances

Parks and recreation facilities, programs, and services are essential to maintaining Post Falls' diverse and desirable community. However, not all facilities, programs, and services are equal. In general, the more a facility, program, or service provides a community benefit to its citizens as a whole, the more that element should be paid for by all citizens as part of the City's general fund. The more a facility, program, or service provides individual benefits, the more that element should be paid for by user fees. This funding and cost recovery philosophy acknowledges the tremendous public benefits of parks and recreation to the community. Parks and recreation services also promote and support a community's economic development, crime prevention, and community health. The City should seek to leverage partnerships wherever possible to help fund the facilities, programs, and services that it provides to the community.



Focus group participants and survey respondents expressed an interest in having the City maintain the access and affordability of programs and services. Parks and Recreation staff need to continue to work diligently to control expenses and improve revenues to maintain the access and level of affordability to which program users have become accustomed.

Park land in Post Falls is currently acquired through donations, leases, or purchases. The City maintains a capital improvement program and employs impact fees to maintain adopted levels of service for parks.



Development Impact fees are the main source of funding for the growth-related expansion of parks in Post Falls. The City collects impact fees, assessed with building permits, to maintain adopted LOS standards in accordance with the City’s current impact fee resolution. At the end of 2019, the City completed a *Capital Improvement Plan and Development Impact Fee Report**. The report recommended an increase in the impact fee and also a new type of public facility eligible for funding, which was identified as multi-modal paths.

Based on the findings of the Capital Improvement Plan and Development Impact Fee Report, the following additional infrastructure is needed to maintain current levels of service over the next ten years:

- 119 acres of Level One park land with an estimated cost of almost \$6 million
- 209 acres of Level Two park land estimated to cost \$10.46 million
- Level One park improvements totaling \$9.78 million
- Level Two park improvements totaling \$6.188 million
- 6,072 square feet of indoor recreation center space estimated at \$898,000

Total projected Parks and Recreation capital improvement cost in current dollars (2019) is \$33.3 million.

* *The Capital Improvement Plan and Development Impact Fee Report had not been adopted by City Council when this plan was completed. The report recommendations may have changed prior to adoption.*

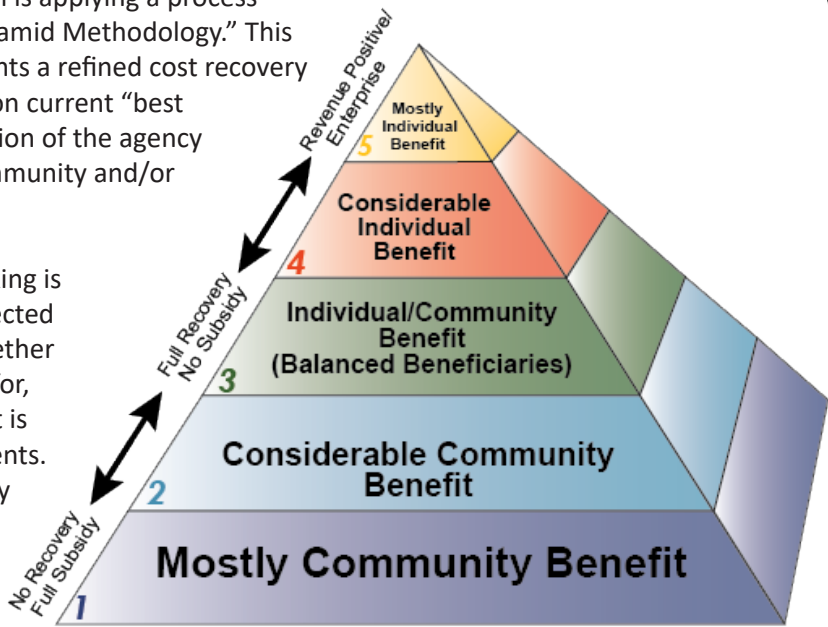
B. Financial Sustainability for Program Delivery

It is important for the City to develop a resource allocation and pricing philosophy that reflects the values of the community and the responsibility it has to the community. This philosophy will be especially important if the City moves forward in the development of new programs and additional and/or expanded facilities, and as it strives for sustainability and determines how much it is willing to subsidize operations with tax dollars.

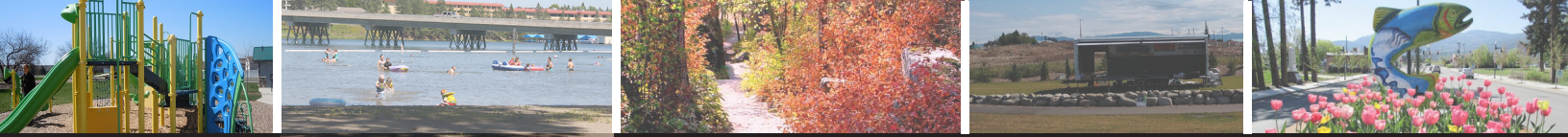
One means of accomplishing this goal is applying a process using an industry tool called the “Pyramid Methodology.” This methodology develops and implements a refined cost recovery philosophy and pricing policy based on current “best practices” as determined by the mission of the agency and the program’s benefit to the community and/or individual.

Critical to this philosophical undertaking is the support and understanding of elected officials, and ultimately, citizens. Whether or not significant changes are called for, the agency wants to be certain that it is philosophically aligned with its residents. The development of the cost recovery philosophy and policy is built on a very logical foundation, using the understanding of who is benefiting from recreation services to determine how the costs for that service should be offset.

Figure 8: Pyramid Methodology



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Recreation programs and services are sorted along a continuum of what delivers the greatest individual benefit to what delivers the greatest community benefit. The amount of subsidy for each level (not necessarily individual programs) is then determined to create an overall cost recovery philosophy.

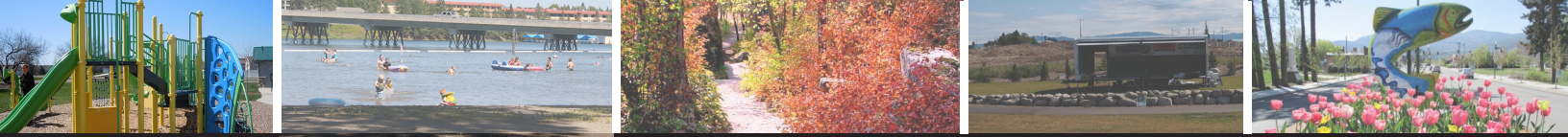
Developing effective ongoing systems that help measure success in reaching cost recovery goals and anticipate potential pitfalls are dependent on the following:

- Understanding of current revenue streams and their sustainability.
- Tracking all expenses and revenues for programs, facilities, and services to understand their contributions to overall Department cost recovery.
- Analyzing who is benefiting from programs, facilities, and services and to what degree they should be subsidized.
- Acknowledging the full cost of each program (those direct and indirect costs associated with program delivery) and where the program fits on the continuum of who benefits from the program or service to determine appropriate cost recovery targets.
- Defining direct costs as those that typically exist purely because of the program and the change with the program.
- Defining indirect costs as those that would typically exist anyway (like full-time staff, utilities, administration, debt service, etc.).
- Program fees should not be based on ability to pay, but an objective program should be in place that allows for easy access for lower income participants, through availability of scholarships and/or discounts. In many instances, qualification for scholarships and/or discounts can mirror requirements for free or reduce cost lunch in schools.

C. Potential Funding Support

Revenue enhancement was a key priority for focus groups and stakeholder participants, as well as survey respondents. The Department should continue to pursue funding strategies that provide alternative funds to the City's General Fund:

- Explore alternative funding sources that strategically align with targeted services
 - Urban renewal funds
 - Impact fee revenue for growth share of bond repayment
- Expand alternative funding for strategic initiatives through grants
- Expand additional community partnerships
- Explore the opportunities for (and use of) sponsorships
- Consider a bond referendum for expanded and new facilities
- Establish a state of the industry cost recovery and financial sustainability program
- Pursue land dedication
- Extraction on annexation



The Department should consider a bond referendum as a source of funding for new facilities that will increase patronage of the City of Post Falls. Additionally, the Department should review and potentially adjust user fees. A cost recovery study may be a helpful next step to assess resource allocations and cost recovery levels.

A bond referendum was supported by 64 percent of open link survey respondents and 49 percent of invitation respondents as a way to fund specific projects. Sponsorships and naming rights also received good support with 77 percent of open link survey respondents and 55 percent of invitation respondents indicating probably or definitely supporting.



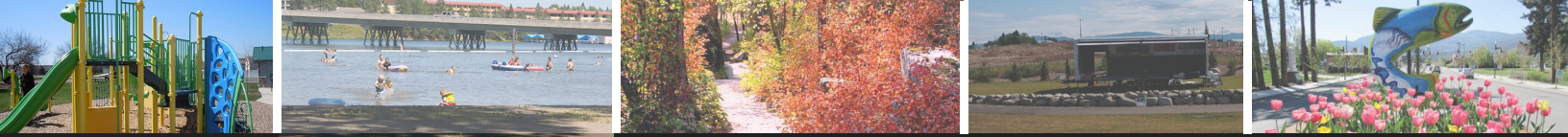
VIII. Recommendations and Action Plans

Residents and community leaders are increasingly recognizing that parks and recreation facilities, programs, and services are essential to creating and maintaining communities where people want to live, work, play, socialize, recreate, learn, and visit. These amenities can be investments in the long-term vitality and economic sustainability of any active and desirable community. The City of Post Falls Department of Parks and Recreation is committed to providing comprehensive and high-quality parks, programs, facilities, and services to the community.

A. Recommendations

After analyzing the recurring themes and issues that resulted from the master planning process, a variety of recommended goals and objectives have been developed to guide the Parks and Recreation Department. These recommendations focus on improving and expanding facilities and amenities, increasing organizational efficiency, improving programming and service delivery, and expanding financial opportunities.





Goal 1: Improve and Expand Facilities and Amenities

Objective 1.1 – Expand greenways, pathways, and trails connectivity

A high priority from the public engagement process was the desire for expansion and improved connectivity of the existing trails and public pathway system. The Department should continue working with the other agencies, bordering localities, and the County as it looks to develop and expand greenways, pathways, and trails that regionally connect communities, neighborhoods, schools, and parks.

Evaluate existing and proposed trails with gap analysis to prioritize the development of trails that link the regional system to existing and future parks, trails, and facilities. These linkages can provide the “last mile” for citizens and visitors to connect to the larger park and trail system.

Several planning initiatives currently exist to help improve local and regional connectivity. The City should continue to collaborate on the Centennial Trail and its connectivity to Post Falls. There are several regional and statewide planning efforts in the works, to be considered when looking to expand the city’s public pathway system.

Additional key concepts identified through the level of service analysis to expand trail connectivity that should be considered are:

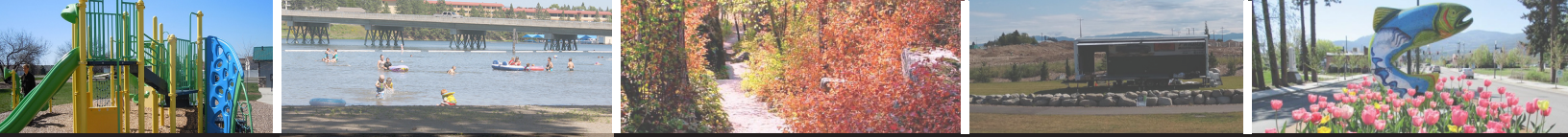
- Focus on connections to the Centennial Trail through off-street recreation-based trails when possible. While multi-modal trails are also important in increasing connectivity throughout the system, the main focus should be on trails and connections for all populations.
- Consider recreation trails that allow all populations to navigate trails and connections along the Highway 41 corridor and the I90/Highway 41 interchange in the next 5-7 years.
- Consider the ten-minute walk (1/2 mile) trailshed when prioritizing new trails and connections to the Centennial Trail or other regional trail corridors.
- Obtain the BNSF rail line and extend the Prairie Trail

Objective 1.2 – Continue to maintain and improve existing facilities and amenities

The top factor identified by focus group participants that would increase their use of facilities was the condition and maintenance of parks and amenities. The Department has done an excellent job with routine maintenance; however, asset replacement and upgrades to amenities needs to be addressed. The age and annual usage of many facilities present additional challenges to maintain and upgrade. The Department currently has several projects underway or in the planning stages. It should continue to implement existing plans and projects identified in the Capital Improvement Plan (CIP). Additionally, the inventory from this Master Plan should be used to address the deferred maintenance backlog and create an asset replacement schedule that will address the low scoring components identified as part of the inventory. All plans and a park assessment need to be reviewed periodically and updated as needed.

Maintain the GIS database for parks and trails as new parks, trails and amenities are added or existing assets are upgraded, replaced or repurposed by updating the data to reflect those changes and the current condition of the assets.

Rock climbing and bouldering are extremely popular activities due to unique natural terrain features in Post Falls, the Department should continue to support infrastructure and programming that facilitates daily usage, instruction, and events.



Objective 1.3 – Expand open space and parks to meet the City’s Level of Service

A top priority of leadership interviews, survey respondents, focus groups, and other public engagement respondents was the expansion of open spaces and parks in Post Falls. Based on the GRASP® analysis, 91% of the City’s population has access to outdoor recreation. Consider future growth areas and potential gaps identified in the GRASP® analysis as priority areas for additional park and open space lands. Utilize the target park area map Policy for Public/Neighborhood Open Space and involve the City of Post Falls Community Development Department in site selections.

Objective 1.4 – Make improvements to or replace some existing facilities and amenities

As the demand for usage of parks, trails, and facilities continues to grow, the Department should look for opportunities to improve existing park sites and recreation amenities. Continued discussions with planning and zoning will help express and monitor desired improvements.

Expanding the user base of individual parks and facilities by adding secondary uses and programs that support the primary park use will increase park user activity and frequency; this methodology helps meet the needs of Post Falls’ diverse community.

Specific areas of focus identified during the information-gathering phase of the master plan were:

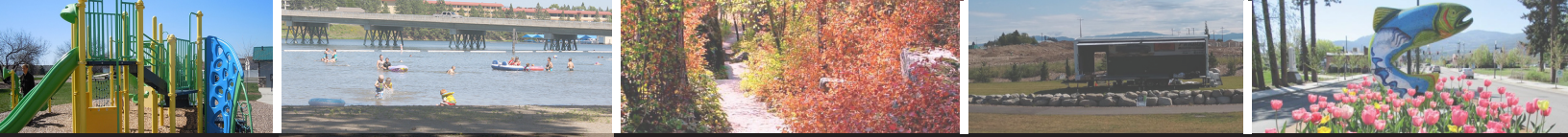
- **Special event space and infrastructure:** The City currently produces several large, high-quality special events throughout the year. Current park infrastructure to support these events is at capacity. Upgrading parking, sewer, electrical, and staffing must be addressed to allow for future growth of special events. The City is currently considering the development of an alternative site for events in the downtown area. This development would be better equipped to handle the impacts of additional events and help create economic growth in the downtown area. As part of the Master Plan update, a feasibility study for the downtown area is being conducted.
- **Increased access to water:** The region has an abundance of natural water elements that the community enjoys. The City should seek to build additional trail access points on the river for kayak, canoe, stand up paddleboard, and other non-motorized vehicle access.

Objective 1.5 – Develop new amenities at existing parks based on current level of service analysis

Based on the LOS analysis, continue to look for opportunities to add new components at existing parks where the level of service may be below the desired threshold. Refer to the Existing Conditions Report section of the Master Plan for those areas identified as most in need of improvement on a park by park basis.

Additionally, based on information gathered during the master plan process, the following facilities were expressed as desired by the community:

- **Adding a Recreation Center with an aquatic facility:** The City does not currently have a recreation center or indoor aquatic center. Focus group and survey respondents rated these facilities a high priority to develop in the city.
- **Development of Sports Complex:** At one time the community had a very robust adult softball program. However, when the facility was closed, no alternative was found and the program was discontinued. Focus group participants and survey respondents expressed interest in adding outdoor athletic fields and courts to provide additional recreational opportunities for adults, as well as young people. The Department should consider the addition of a multi-field sports complex.



Objective 1.6 – Continue to improve access to programs and facilities

According to the ADA.gov website, “Access to civic life by people with disabilities is a fundamental goal of the Americans with Disabilities Act (ADA). To ensure that this goal is met, Title II of the ADA requires state and local governments to make their programs and services accessible to persons with disabilities... One important way to ensure that Title II’s requirements are being met in cities of all sizes is through self-evaluation, which is required by the ADA regulations. Self-evaluation enables local governments to pinpoint the facilities, programs, and services that must be modified or relocated to ensure that local governments are complying with the ADA.”

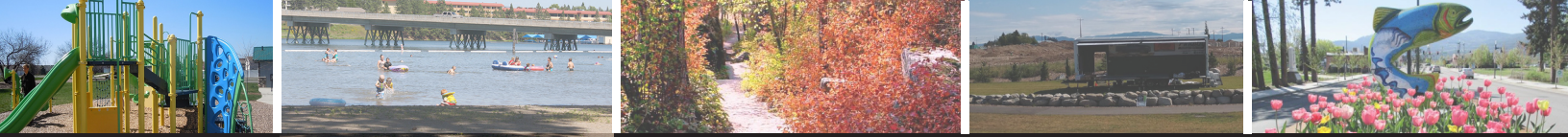
Continue to conduct self-evaluations of existing facilities and update the existing transition plan to improve accessibility for all citizens. As facilities are upgraded, the installation of inclusive amenities, playground, and park equipment should be considered.

Objective 1.7 – Upgrade convenience and customer service amenities at existing facilities

As the Department upgrades and improves existing facilities, it should explore opportunities to add shade, storage, restrooms, drinking fountains/water bottle filling stations, security lighting, public art, and other amenities appropriately.

Priorities for new or improved amenities from the public engagement include the installation of dog parks, splash pads, picnic areas, and playgrounds.

Objective 1.8 – Obtain the B.N.S.F. Rail Line



Goal 2: Continue to Improve Organizational Efficiencies

Objective 2.1 – Continue to enhance and improve internal and external communication regarding Department activities and services

The Department currently does a good job of promoting its programs and activities through its Activity Guide, social media, website, and other media. When asked how residents prefer to receive information from the City, survey respondents noted that the activity guide was the top preferred method (63 percent), followed by social media, the local media (newspaper, TV), and the internet/website.

To continue to be successful, the Department should develop a marketing plan that will guide communication and promotion of its activities and facilities. This marketing effort will create greater awareness of City recreation offerings. Once developed, the Marketing Plan should be updated periodically and include marketing strategies that incorporate the efforts of partner departments and other local parks and recreation departments and promote ongoing and completed projects.

As part of the Marketing Plan, the Department should incorporate wayfinding signage for facilities, parks, and amenities to enhance the park user experience.

Securing partnerships with local business and non-profit organizations to promote Post Falls' outdoor activities should also be pursued.

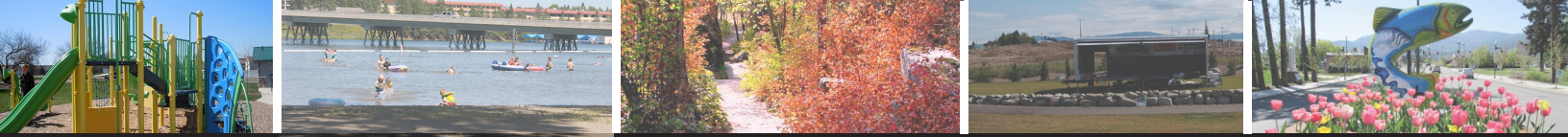
Objective 2.2 – Staff appropriately to meet current demand and maintain established quality of service

As recommendations in the Master Plan are implemented, it will be vital for the City to increase staffing levels as the Department's responsibilities grow. Expanded facilities, programs, and amenities will require additional resources and staffing within the department to maintain the desired LOS and meet the community's expectations.

Objective 2.3 – Expand Partnerships to increase access to recreation opportunities throughout the community

Seek to strengthen and grow partnerships between the Department and community organizations. Prioritize opportunities that expand residents' access to new, different, or in-demand programs, facilities, or services that may not be available directly through the Department.

The use of contract instructors and requests by outside organizations to use parkland for instruction, group activities, and programs continues to rise, the City needs to develop a policy for private use of public lands.



Goal 3: Continue to Improve Programs and Service Delivery

Objective 3.1 – Expand community events based on demand and trends

Increased special events were a priority for focus group participants and survey respondents. The Department should continue to look for opportunities to expand community events. Engaging businesses, non-profits, and the community in event development will better reflect the interests of the growing community and increase support for operations.

Objective 3.2 – Develop additional recreational opportunities

The city is home to an abundance of outdoor recreational amenities. The Department should continue to look for opportunities to expand recreational programs and activities based on community demand, market demand, and current trends. The community would like to see outdoor adventure, nature and environmental programs, and fitness and wellness programs expanded, as well as additional programs for teens, seniors, and people with disabilities.

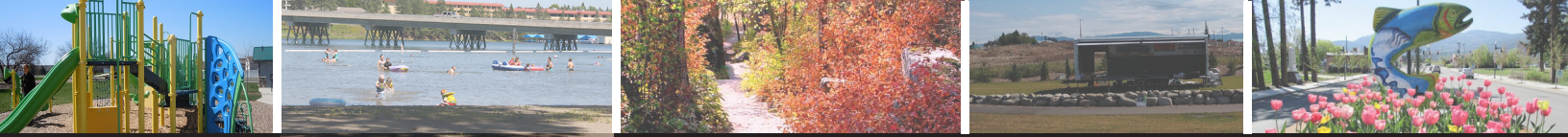
Survey respondents indicated that a lack of equipment, knowledge, and skills was a barrier to participation. The Department and other service providers should develop introductory programs and access to equipment to become familiar with and be able to experience new activities. The department should continue to work with private businesses and non-profits to provide specialized programs as needed.

In addition to active recreation programming, the Department also promotes passive recreation opportunities throughout the City. These activities require fewer programming resources from the Department and can enhance the perception of Post Falls. Online information, trailhead signage, and maps aid in promoting passive recreation.

To ensure the long-term viability of natural resources, the Department should establish principles for sustainability throughout parks, with programmatic elements to teach trail etiquette, leave no trace, and other environmentally-friendly measures.

Objective 3.3 – Work with other service providers to develop programs and services to meet demand, trends, and facility design

As popularity in program offerings and activities increases, the Department should continue to look for opportunities to expand programs with the other service providers within the city. Formalize agreements in writing with each service provider. Continue to expand on the Joint Use Agreements with the school district and non-profits that provide both open space and amenities for the community as well as facility space for additional programming.



Goal 4: Increase Financial Opportunities

Objective 4.1 – Review existing fees and restructure to meet current and future funding realities

The Department reviews current program and rental fees on an annual basis to ensure they are equitable, and that the collection of fees results in the appropriate cost recovery. As part of the master planning process, revenue and expenses were evaluated to determine current subsidies. The fees need to be adjusted to reflect operational and maintenance costs as identified.

Objective 4.2 – Explore additional funding options

Municipalities in Idaho may assess development impact fees to offset infrastructure costs to a municipality for identified public services. The development impact fees must be based on a Capital Improvements Plan (CIP) and Land Use Assumptions. The department currently utilizes a replacement methodology to calculate the fees and manage growth-related impacts to the system. Development impact fees may be used for infrastructure improvements or debt service from the issuance of bonds for growth-related infrastructure. In contrast to general taxes, development impact fees may not be used for operations, maintenance, replacement, or correcting existing deficiencies.

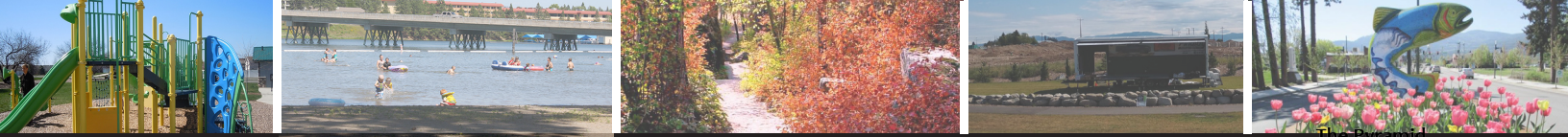
The City has just completed a Capital Improvement Plan and Development Impact Fee Report. The report supports the recommendations and actions identified in the Parks and Recreation Master Plan update. The Department should use the two documents as future development occurs to guide open space and facility improvements and additions.

Other funding strategy options may include donations, grants, sponsorships, and naming rights. These are generally short-term, specific to a project or amenity, and may require some matching funds. These strategies are generally project or program specific.

For long term funding for park maintenance and other departmental operations, the City may consider establishing a dedicated funding source or corpus trust.

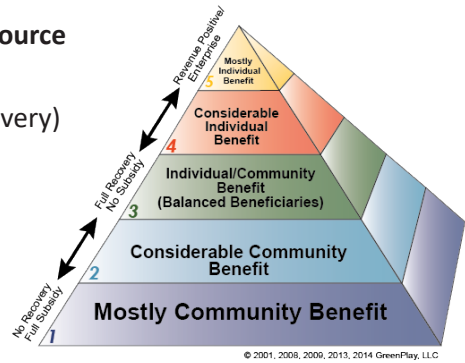
Objective 4.3 – Explore opportunities to increase sponsorships

The Department currently has sponsorship arrangements for special events, programs, and activities, and will continue to explore additional sponsorship opportunities. All existing and future sponsorships should be evaluated to ensure the best fit for the program.



Objective 4.4 – Refine Pricing Policy and Practice, and Develop a Resource Allocation and Cost Recovery Philosophy

The Department currently tracks its expenses and revenues (cost recovery) for programs and events. The Department should refine its resource allocation and cost recovery approach. In doing so, the Department should consider developing a pricing methodology that reflects the community’s values, while generating revenues to help offset the tax burden.



B. Action Plan, Cost Estimates, and Prioritization

The following tables represent a summary of the previous goals and objectives, with the addition of action items. These items provide tangible actions that the City can employ to complete the desired goals and objectives. All cost estimates are in 2020 figures where applicable. Most capital and operational cost estimates are dependent on the extent of the enhancements and improvements determined. The Operational Budget Impact is a dollar range calculated as the annual number of hours estimated, multiplied by an average hourly rate of \$24 per hour to cover all levels of staff including benefits.

Green highlighted actions are the actions that should be a priority for implementation.

Timeframe designations recommended to complete tasks are noted as:

- Short-term (up to 3 years)
- Mid-term (4-6 years)
- Long-term (7-10 years)
- Ongoing (occurs on a continuous basis)



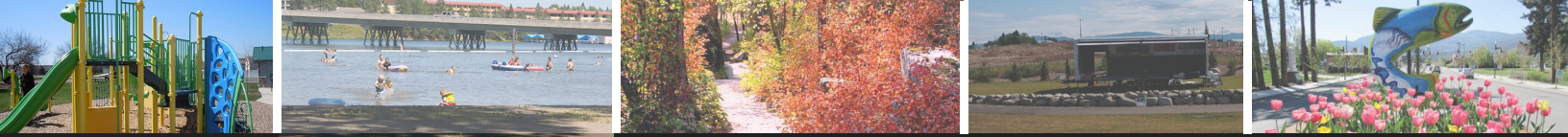


Table 1: Action Plan Table

Goal 1: Improve and Expand Facilities and Amenities

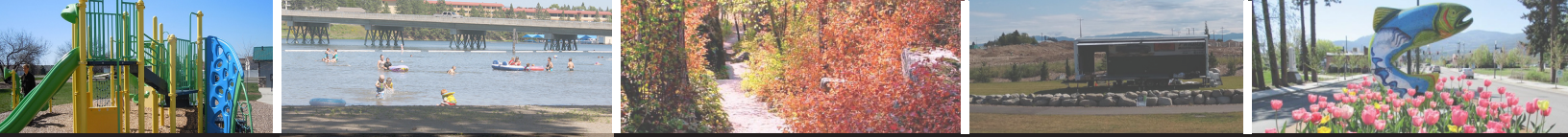
Objective 1.1: Expand greenways, pathways, and trails connectivity

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.1.a Continue working with other agencies, bordering localities, and the County to provide regional connectivity to neighborhoods, schools, parks and the community.	Multi-modal Paths \$87 per linear foot	Additional staff for maintenance (\$3,000 - \$5,000) is necessary per mile of trail	Short-Term Priority
1.1.b Plan and construct trails and greenways that link the regional system to existing and future parks and facilities. Prioritize off-street recreation trail opportunities over on-street connections whenever possible to increase trail access to all populations.	Off-Street 12-foot Recreational Trail \$8.50 per LF	Potential additional staff or contract management (\$5,000 - \$8,000) for maintenance of new trails	Short-Term Priority
1.1.c Continue working with other departments and municipalities to develop and expand greenways, bike paths, and trails to connect communities, neighborhoods, and parks.	TBD	Potential additional staff or contract management (\$5,000 - \$8,000) for maintenance of new trails	Ongoing
1.1.d Continue to collaborate on regional initiatives such as the Centennial Trail, as well as other projects that link the region.	TBD	TBD	Ongoing
1.1.e Develop and implement a wayfinding program that covers signage standards, directional and distance signage, maps and the use of apps.	Major trailhead/trail junction signage: \$10,000 per sign Secondary and directional signage: \$3000 – \$5,000/sign	Staff Time (\$5,000)	Mid-Term
1.1.f Establish a Safe Routes to Schools/Parks self- evaluation and transition plan.	TBD	Staff time (\$7,500)	Short-Term



Objective 1.2 Continue to maintain and improve existing facilities and amenities

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
<p>1.2.a Address the deferred maintenance backlog and create an asset replacement schedule that focuses on the low scoring components from the Master Plan inventory.</p>	TBD	TBD	Short-Term Ongoing Priority
<p>1.2.b Keep and maintain an updated GIS database of parks and trails assets using the current GRASP® inventory. Conduct annual component-based inventory and assessment to identify low scoring components and add new components or amenities.</p>	\$0	Staff time (\$7,500)	Ongoing Priority
<p>1.2.c Develop an asset replacement schedule to monitor assets and keep replacement up-to-date based on recurring inventory updates and assessments.</p>	Will vary based on asset	Staff time (\$5,000)	Ongoing
<p>1.2.d Address low scoring components and amenities from the Master Plan inventory by upgrading, replacing, or repurposing components or amenities where appropriate.</p>	Capital cost estimates per facility should be included in the deferred maintenance	Staff time or contract management (\$8,000 - \$12,000)	Ongoing
<p>1.2.e Develop and implement a rolling stock replacement Operations and Maintenance Plan.</p>	Will vary based on asset	Staff time	Ongoing

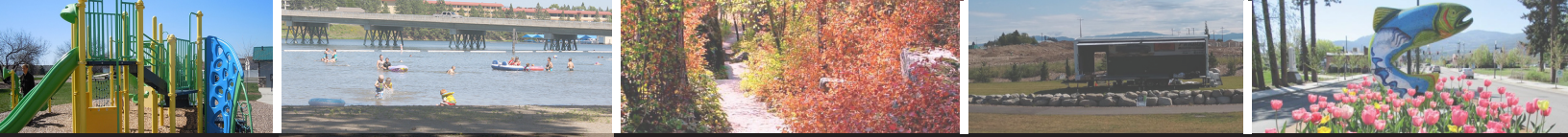


Objective 1.3: Expand open space and parks to meet the City’s level of service

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.3.a Look for opportunities to add new open space and parks as residential development occurs in the city as defined in the 2019 Impact Fee Study.	Will vary based on location and acreage	Additional staff and operations, maintenance cost	On-going
1.3.b Look for opportunities to acquire additional waterfront property to increase public access. Look to floodplain area dedication as an acquisition method.	Will vary based on location and acreage	Additional staff and operations, maintenance cost	Short-Term
1.3.c Look for opportunities to provide connectivity to the city’s unique recreational area: waterfront, timber lands, and conservation areas.	Will vary based on location and acreage	Additional staff and operations, maintenance cost	Short-Term
1.3.d Following the recommendation from the Downtown Space and the Community Center Feasibility Studies, consider options for downtown land acquisition and a comprehensive City Center Development Plan.	Will vary based on location and acreage	Additional staff and operations, maintenance cost	Short-Term

Objective 1.4: Make improvements to or replace some existing facilities and amenities

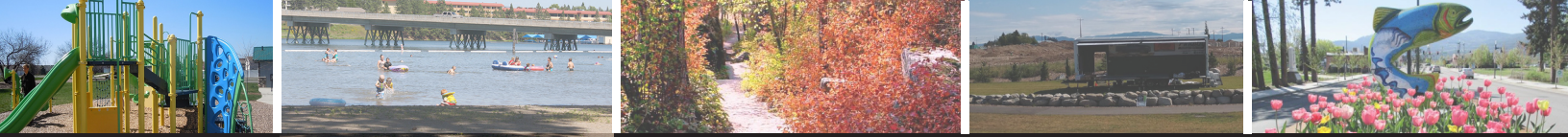
Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.4.a Consider components or opportunities identified in the needs assessment to add secondary uses to existing parks to expand the user base and support the primary park use.	Will vary based on identified secondary use	TBD	Short-Term Priority
1.4.b Look for opportunities to develop a new recreation center with an aquatic facility to meet community demand.	\$380 per SF 75K-100K SF \$28.5M to \$38M	TBD	Short-Term Priority



1.4.c Develop a downtown area for special events that is appropriate with parking, sewer, electrical, and vendor space.	Core Amenities \$54.1K per SF Optimal Amenities \$85.5K per SF	TBD	Short-Term Priority
1.4.d Based on the needs assessment, look for opportunities to add new components at existing parks to enhance the user experience and broaden users of the facility.	Will vary based on component	Staff Time and maintenance (\$5,000 - \$7,500)	Mid-Term
1.4.e Explore opportunities to increase or improve access to water.	Will vary based on type and location	Additional staff (\$10,000) for maintenance	Mid-Term
1.4.f Explore opportunities to develop and add outdoor athletic fields and courts to provide additional recreational opportunities for adults and young people.	Athletic Fields \$5 per SF 60K SF = \$290K Courts \$10 per SF 34K SF = \$340K	Additional staff (\$10,000) for maintenance	Mid-Term
1.4.g Install infrastructure and amenities to support growing outdoor activities in the city such as bouldering, rock-climbing, pickleball, and entry-level mountain biking.	Will vary based on project and amenity	TBD	Mid-Term

Objective 1.5: Develop new amenities at existing parks based on current level of service analysis

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.5.a Add a Recreation Center with an aquatic facility	TBD	Staff Time	Mid-Term
1.5.b Develop a public space in the Downtown Area	TBD	Staff Time	Mid-Term
1.5.c Develop a Sports Complex	TBD	Staff Time	Mid-Term

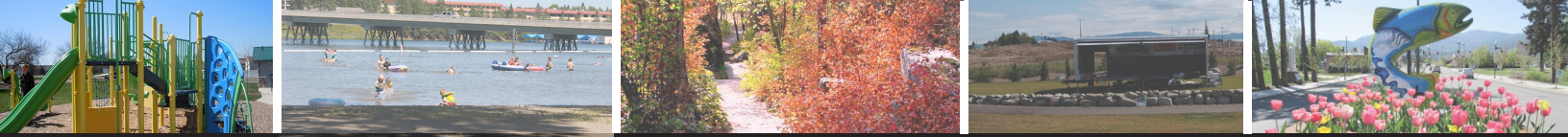


Objective 1.6:
Continue to improve access to programs and facilities

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.6.a Continue to inspect existing facilities, conduct self-evaluations, and update the ADA transition plan as needed.	TBD	Staff Time	Ongoing Priority
1.6.b Develop and provide entry level equipment, instruction, and access to recreational activities	TBD	Staff Time	Short-Term
1.6.c Expand access to program scholarships to participate in recreational programs for those with financial hardships	N/A	Staff Time	Short-Term

Objective 1.7:
Upgrade convenience and customer service amenities at existing facilities

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
1.7.a Explore opportunities to add restrooms, drinking fountains/water filling stations, shade, storage, and other amenities appropriately at existing parks and facilities.	Restrooms \$500 per SF 288 SF = \$144K Storage \$350 per SF 1200K = \$420K	Additional staff or contract management (\$5,000 - \$8,000) for maintenance	Mid-Term
1.7.b Explore opportunities to add new amenities to existing or new parks to meet community demand such as dog parks, splash pads, picnic areas, and playgrounds.	Dog Park \$3 per SF 30K SF -60K SF Splash Pad \$400 per SF 2K SF – 3.5K SF Playground \$150 per SF 1K SF – 2K SF	Additional staff or contract management (\$5,000 - \$8,000) for maintenance	Mid-Term



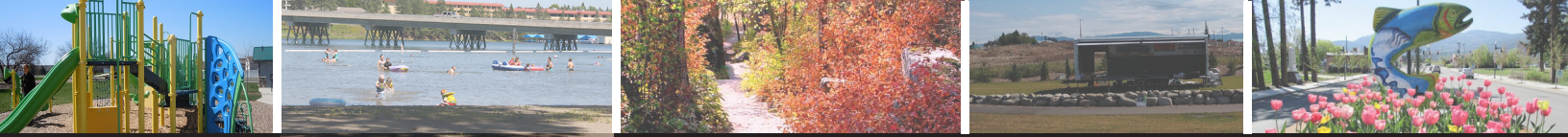
Objective 1.8: Obtain the B.N.S.F. Rail Line

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.8.a Obtain the B.N.S.F. Rail Line to provide a needed connection to the downtown corridor.	TBD	Maintenance and operations	Short-Term Priority

Goal 2: Continue to Improve Organizational Efficiencies

Objective 2.1: Continue to enhance and improve internal and external communication regarding Department activities and services

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
2.1.a Develop a marketing plan for the Department that includes but is not limited to: <ul style="list-style-type: none"> • Branding of the Department • Wayfinding and signage standards • Increased use of social media • Use and development of the Department’s website • Partnership opportunities 	\$0	Staff Time (\$25,000) or \$40,000 to hire consultant	Short-Term Priority
2.1.b Review marketing plan annually. Update the marketing plan every five years.	\$0	Staff Time (\$5,000) and Direct Expense	Ongoing
2.1.c Continue to engage the community in current and future parks, recreation, and open space planning efforts.	\$0	Staff Time (\$5,000 - \$8,000)	Ongoing
2.1.d Continue to promote and create awareness of programs and activities through the City website and social media.	\$0	Staff Time (\$5,000 - \$7,500)	Ongoing
2.1.e Continue to ensure all existing and future partnerships are accurately portrayed in a signed agreement.	\$0	Staff Time (\$2,500 - \$3,500)	Short-Term Ongoing

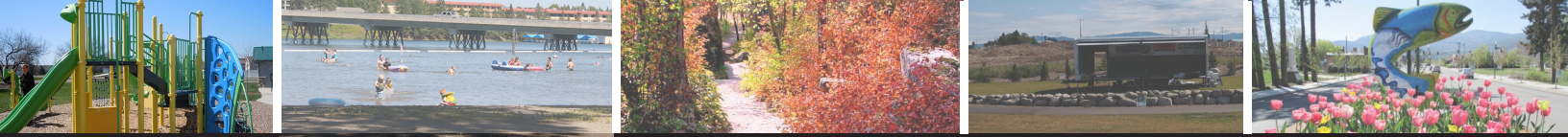


Objective 2.2: Staff appropriately to meet current demand and maintain established quality of service

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
2.2.a Increase staffing levels as the Department’s responsibilities grow; new positions in recreation programming as well as maintenance will be required.	\$0	TBD pending number of additional positions required	Short-Term Ongoing Priority
2.2.b Hire and train staff for current and future parks, facilities, and greenway/trails/pathways maintenance demands.	\$0	Staff Time (\$2,500 - \$3,000)	Short-Term
2.2.c Hire, conduct orientation with, and train staff for current and future recreation programming and facility usage demands	\$0	Staff Time (\$2,500 - \$3,000)	Mid-Term

Objective 2.3: Expand partnerships to increase access to recreation opportunities throughout the community

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
2.3.a Seek to strengthen and grow partnerships between the Department and community organizations.	\$0	Staff Time (\$5,000)	Mid-Term



Goal 3: Continue to Improve Programs and Service Delivery

Objective 3.1: Expand community events based on demand and trends

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
3.1.a Continue to look for opportunities to expand community special events in the downtown and throughout the city.	\$0	Staff time to plan and conduct events (\$10,000 - \$15,000) including required supplies	Short-Term Priority
3.1.b Establish guidelines/framework for identifying cost recovery goals/subsidy for internal and external provider events both for-profit and not for profit	\$0	Revenue potential to cover direct costs	Short-Term

Objective 3.2: Develop additional recreational opportunities

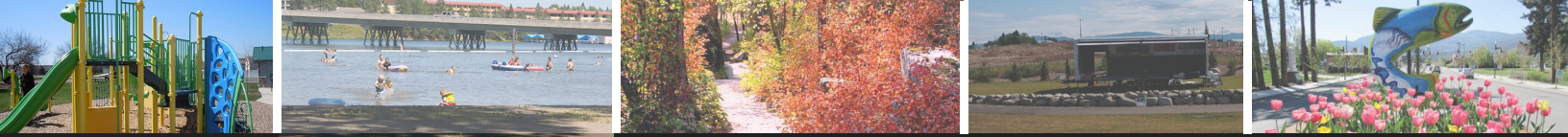
Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
3.2.a Develop and implement a plan to address the needs for outdoor adventure, nature and environmental programs, and fitness and wellness programs.	\$0	Staff time to plan with instructors conducting programs (\$8,000 - \$12,000) including required supplies	Short-Term
3.2.b Identify and explore additional recreational opportunities for people with special needs, teens, and seniors.	\$0	Staff time to plan with instructors conducting programs (\$8,000 - \$12,000) including required supplies	Ongoing
3.2.c Explore opportunities to provide introductory programs to become familiar with and be able to experience outdoor recreational opportunities in the city.	\$0	Staff time to plan with instructors conducting programs (\$8,000 - \$12,000) including required supplies	Ongoing



3.2.d Explore opportunities to provide access to equipment to become familiar with and be able to experience outdoor recreational opportunities in the City.	Varies based on activity and equipment needed	TBD	Ongoing
3.2.e Keep current with trends in recreational programming and develop new programs based on current trends and community needs and demand.	\$0	Staff time to plan with instructors conducting programs (\$8,000 - \$12,000) including required supplies	Ongoing
3.2.f As new programs and services are developed and implemented, continue to create a balance between passive and active recreation opportunities.	\$0	None	Ongoing

Objective 3.3: Work with other service providers to develop programs and service to meet demand, trends, and facility design

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
3.3.a Continue to look for opportunities to expand programs while working with other service providers within the city. Formalize partnership agreements in writing.	\$0	Staff time (\$3,000 - \$4,000)	Ongoing
3.3.b Continue to expand on Joint Use Agreements with the School District, non-profits, and private businesses to increase programs and services to the community.	\$0	TBD	Short-Term



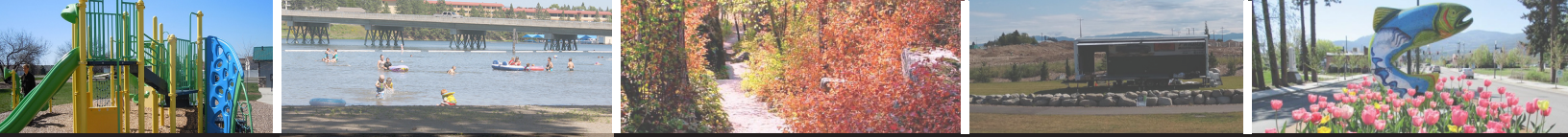
Goal 4: Increase Financial Opportunities

Objective 4.1: Review existing fees and restructure to meet the current and future funding realities

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
4.1.a Review and adjust existing fees to reflect current operational and maintenance costs incurred by the Department.	\$0	TBD	Short-Term Priority

Objective 4.2: Explore additional funding options

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
4.2.a Use the Capital Improvement Plan and Development Impact Fee Report to guide future development of open space and facilities.	Will vary based on projects recommended	Staff Time (\$3,000 - \$5,000)	Short-Term Priority
4.2.b Seek increased General Fund allocations to address recommendations from the Master Plan and increase capital funding.	Will vary based on projects recommended	Staff Time (\$2,000 - \$2,500)	Short-Term
4.2.c Continue to pursue grant opportunities and philanthropic donations.	Will vary based on projects recommended	Staff Time (\$3,000 - \$5,000)	Mid-Term
4.2.d Explore the feasibility of alternative land acquisition methods such as Conservation Easements and Recreation Access Easements to increase open space.	Will vary based on projects recommended	Staff Time (\$3,000 - \$5,000)	Long-Term



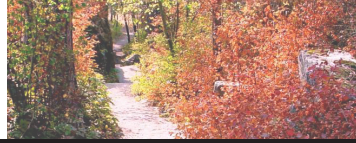
Objective 4.3: Explore opportunities to increase sponsorships

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
4.3.a Explore additional sponsorship opportunities and build on existing successful sponsorships.	\$0	Staff Time (\$3,000 - \$4,000) Potential increased revenue or decreased expenses	Ongoing
4.3.b Ensure that all existing and future sponsorships are accurately portrayed in signed sponsorship agreements.	\$0	Staff Time (\$2,000 - \$3,000)	Short-Term

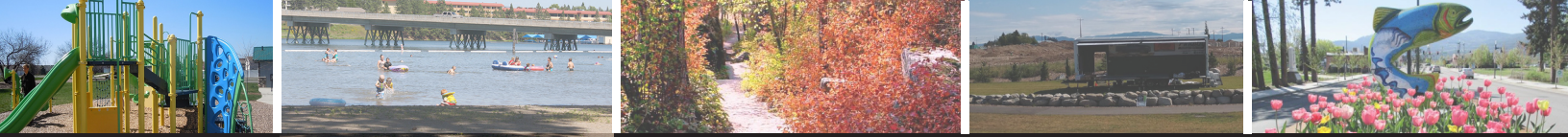
Objective 4.4: Refine Pricing Policy and Practice, and Develop a Resource Allocation and Cost Recovery Philosophy

Actions	Capital Cost Estimate	Operation Budget Impact	Timeframe to Complete
4.4.a Develop a resource allocation and cost recovery philosophy, model, and policy that is grounded in the values of Post Falls, and vision, and mission for its parks and recreation service offering.	\$45-\$65K if contracted	Staff Time	Mid-Term
4.4.b Establish a pricing methodology that continuously reflects community values while generating adequate revenues to sustain Post Falls facilities, parks, open space, programs, and services. Review the user fee structure annually.	\$0	Staff Time	Short-Term

The following three sections provide valuable input into this master planning process.



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IX. What We Have Now – Inventory and Level of Service Analysis

A. Parks and Facilities Inventory and Assessment

Parks and facilities were inventoried and assessed for function and quality in June 2019 using the GRASP®-IT audit tool. This tool classifies park features into one of two categories: **components** and **modifiers**. A component is a feature that people go to a park or facility to use, such as a tennis court, playground, or picnic shelter. **Modifiers** are amenities such as shade, drinking fountains, and restrooms that enhance the comfort and convenience of a site.

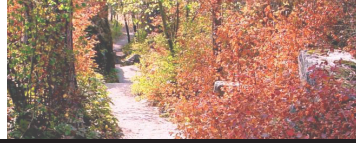
A formula was applied that combines the assessment of a site’s components and modifiers to generate a score or value for each component and the entire site. The resulting values compare sites to each other and to analyze the overall performance of the park system.

Assessment Summary

Conclusions based on visits to each park or facility include the following:

- Some great additions and upgrades to the system from the 2012 Master Plan (Community Forest, Tullamore, Crown Pointe, Sportsman Park)
- Need to celebrate the water and opportunities to increase views and access
- Limited indoor recreation opportunities
- Area resources and partnerships are essential to providing services to the community
- Schools provide some limited use opportunities across the city (however, the City has no control over the quality of amenities)
- Most parks are well maintained, but some need updates (deferred maintenance)
- Branding - inconsistent signage and comfort feature standards across the system
- Varying restrooms across the system (plumbed, vault, portables with and without enclosure)
- Some playground structures in need of updates
- Courts surfacing aging
- Opportunities to increase ADA access throughout the system



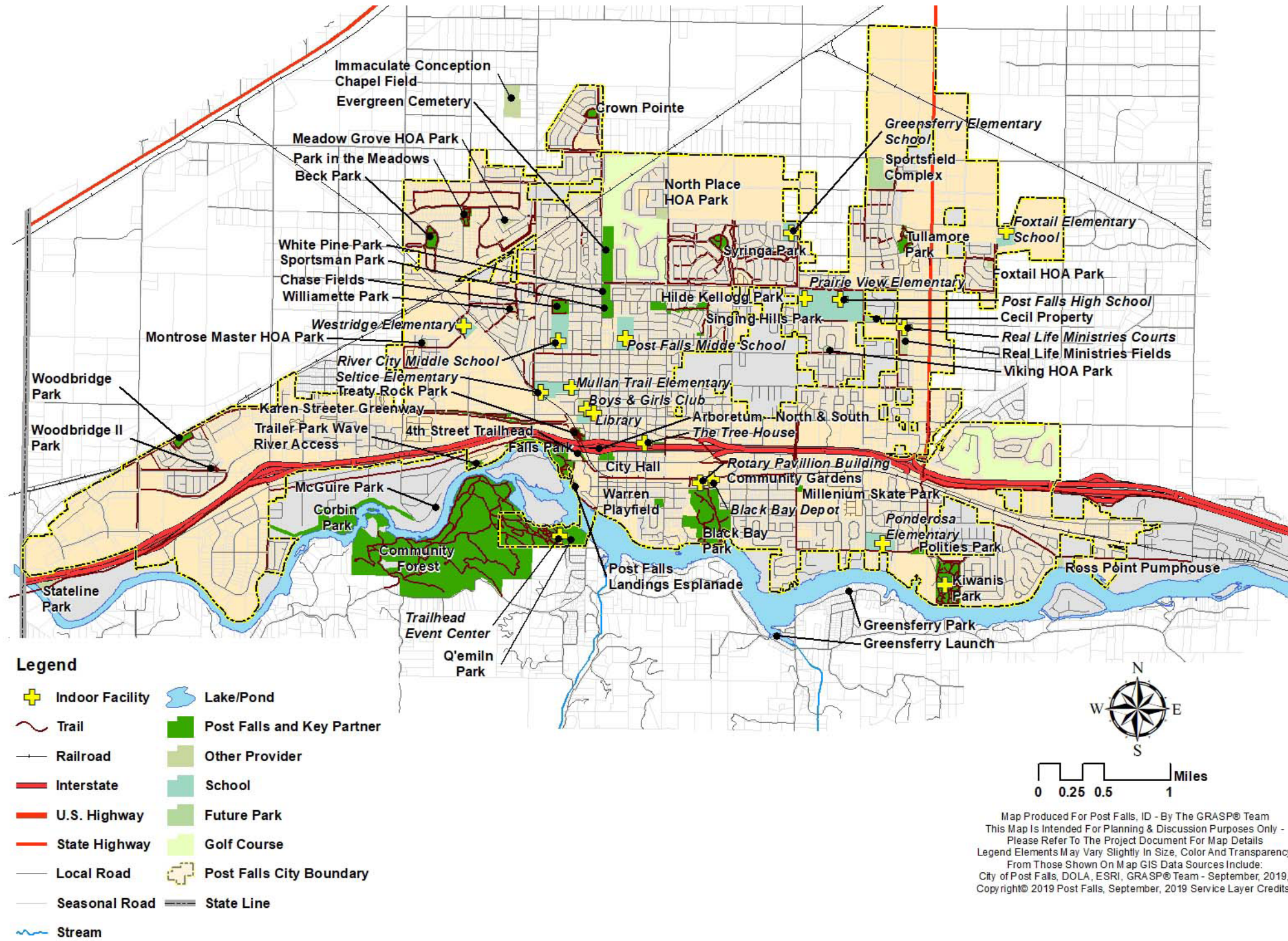


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The following map shows park and recreation facilities across Post Falls. Not all parks listed are owned and operated by the City of Post Falls.

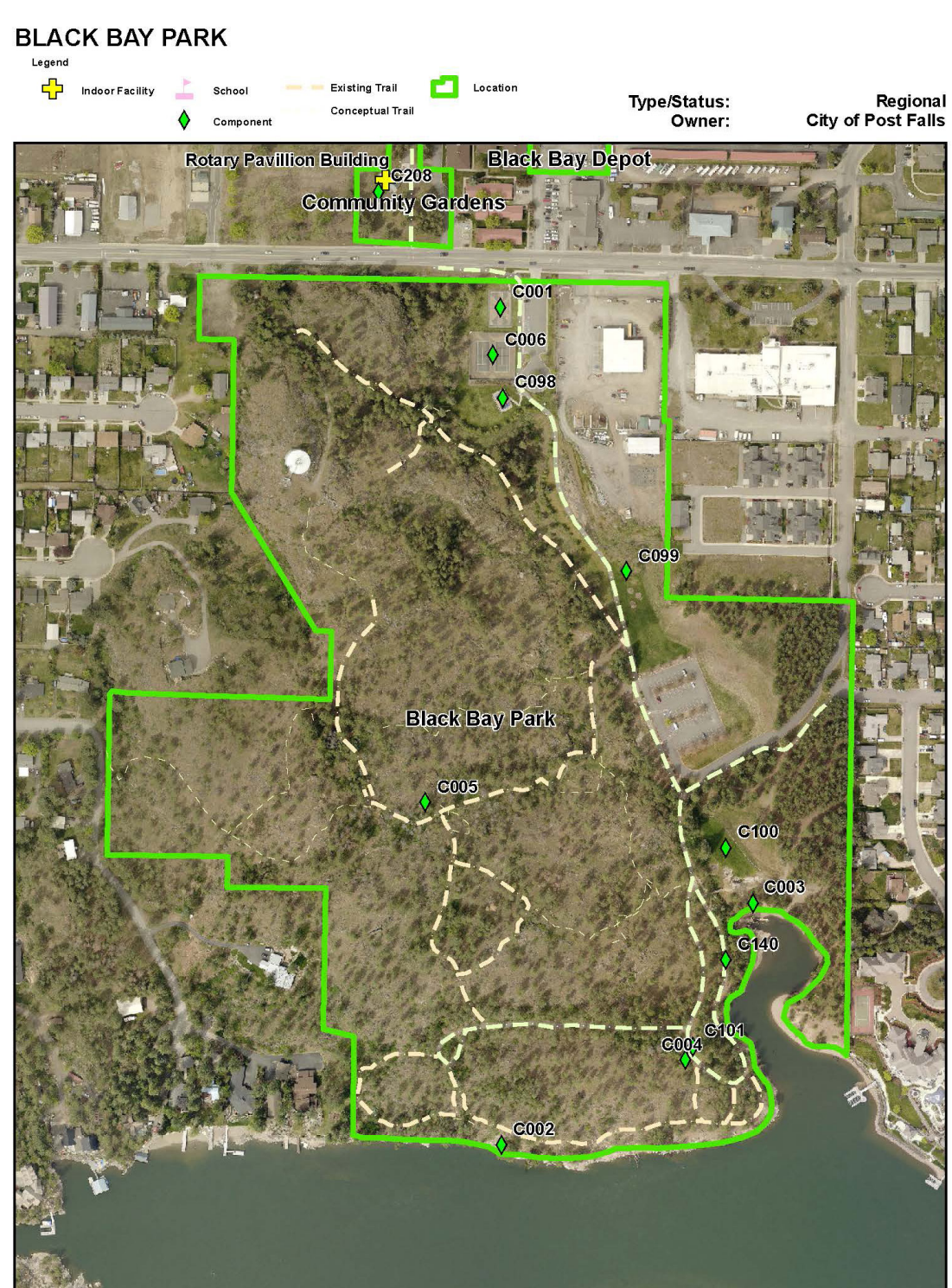
Figure 9: Post Falls System Map



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Figure 10: Example of GIS inventory map and data sheet from Black Bay Park



BLACK BAY PARK

Initial Inventory Date:
55.2 Total Neighborhood GRASP® Score **62.4** Total Community GRASP® Score Approximate Park Acreage: 65.9
 Owner: City of Post Falls

Drinking Fountains	2	Shade	2	Design and Ambiance
Seating	2	Trail Connection	3	
BBQ Grills	0	Park Access	2	2
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Plantings	2	
Restrooms	2	Picnic Tables	2	

General Comments

Nice mix of natural and developed park, lacks park sign, entries into park need updating

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L001	PARCEL	1		2	2	
C140	Loop Walk	1		2	2	Loop trail system within park
C101	Shelter, Small	1		2	2	Small eagle scout shelter
C100	Open Turf	1		1	1	Small isolated area
C099	Shelter, Small	1		2	2	Small eagle scout shelter
C098	Shelter, Large	1		2	2	Group shelter with fabric cover
C006	Tennis Court	2	Y	2	2	Only lighted courts in the area. Surfacing is aging and cracking
C005	Natural Area	1		2	2	
C004	Educational Experience	1		1	1	Not as nice as other interp signage in the system
C003	Water Access, General	1		2	2	
C002	Water, Open	1		2	2	
C001	Basketball Court	1		2	2	Court is fading and showing some drainage issues

See the Inventory Atlas, supplemental document to the Master Plan.

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Figure 11: Summary of Post Falls & Key Partner Outdoor Locations

LOCATION	Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Bike Course	Climbing, Designated	Concessions	Diamond Field	Diamond Field, Practice	Disc Golf	Educational Experience	Event Space	Fitness Course	Game Court	Garden, Community	Garden, Display	Horseshoe Court	Loop Walk	Multi-Use Pad	Natural Area	Open Turf	Other	Passive Node	Pickleball Court	Picnic Ground	Playground, Local	Public Art	Rectangular Field, Large	Rectangular Field, Small	Shelter, Large	Shelter, Small	Skate Park	Tennis Court	Track, Athletic	Trail, Multi-use	Trailhead	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open	Total Components Per Park				
Falls Park									2								1		1		1	3		1	1												4	1		2	20				
Post Falls Landings Esplanade										1												2													1						1		5		
Ross Point Pumpouse																																						1				1	2		
4th Street Trailhead																																				1							1	1	
Beck Park	1																1						3		1		1	1	1															9	
Black Bay Depot																						1			1			1																4	
Black Bay Park		1							1								1		1	1										1	2		2							1		1		12	
Cecil Property																																												0	
Chase Fields						1	2										1					1			1		1	1															8		
City Hall										1												1				1															1		4		
Community Forest					3				2											2		1															12	2					1	23	
Community Gardens														2	1																													3	
Corbin Park						1		1								2			1					3				1	2							1	1	2				1		16	
Crown Pointe		1															1	4		1			1					1	2															10	
Evergreen Cemetery									1													1																				1		3	
Hilde Kellogg Park																2										1		1				2													6
Karen Streeter Greenway																	1			1		1																						3	
Millenium Skate Park				1																													1											2	
Park in the Meadows		1										1					1			3	2		1		1					1														11	
Polities Park																				1																									1
Singing Hills Park																										1			1		1														3
Sportsfield Complex																																												0	
Sportsman Park						2	2																	2																				6	
Syringa Park	1	2															1		1						1					1							1							8	
Treaty Rock Park									2								1		1																									4	
Tullamore Park	1	1								1		2					1						3		1					2														13	
Warren Playfield			1																									2		1															5
White Pine Park		2																						1	1					1			3				1							9	
Woodbridge II Park																					1																							2	
Qemiln Park					1				1	2						2			1					1	1				2	1					2	2						1		17	
Trailer Park Wave River Access																						1																	1				3		
Kiwanis Park																	1		1	1				1	1					1	4							1	1			1		13	
Arboretum - North									1						1																											1		3	
Arboretum - South									1						1																											1		3	
Foxtail Elementary School			3				1																			1			1															6	
Frederick Post Elementary																				1						1																		2	
Greensferry Elementary		1	1																1						1		1		1															5	
Mullen Trail Elementary			3																1						2		2		1															7	
Ponderosa Elementary			4				2																		2		2		1															9	
Post Falls High School		3					5																										4	1										20	
Post Falls Middle School		1																											2															4	
Prairie View Elementary			3															1							1				1															8	
River City Middle School		2					2											1		1								1																7	
Seltice Elementary			4																	1					2																			7	
Westridge Elementary			3															1							1				1															6	
Totals:	3	15	22	1	3	4	15	2	1	12	4	1	2	2	3	6	12	9	7	15	3	12	10	7	27	1	17	11	13	15	1	9	2	13	4	5	10	4	4	10					

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Figure 12: Summary of Other Outdoor Resources

LOCATION	Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Diamond Field	Educational Experience	Loop Walk	Open Turf	Passive Node	Pickleball Court	Picnic Ground	Playground, Local	Rectangular Field, Large	Rectangular Field, Small	Shelter, Small	Water Access, Developed	Water Access, General	Water Feature	Water, Open	Total Components Per Park
Boys & Girls Club				2									1						3
Foxtail HOA Park						1	1				1								3
Greensferry Launch															1			1	2
Greensferry Park							1			1						1		1	4
Immaculate Conception Chapel Field												1							1
McGuire Park																1		1	2
Meadow Grove HOA Park						1	1		1					1					4
Montrose Master HOA Park	1						1				1			1					4
North Place HOA Park			1				1				1			1					4
Real Life Ministries Fields												2							2
Stateline Park					1			1											2
Viking HOA Park						1											1		2
Williamette Park	1	1				1	1				1								5
Totals:	2	1	1	2	1	4	6	1	1	1	4	3	1	3	1	2	1	3	



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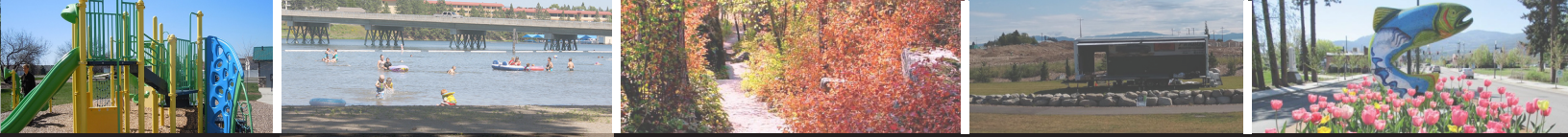
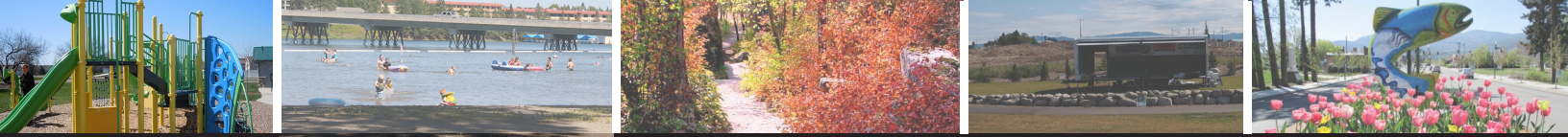


Figure 13: Summary of Post Falls & Key Partner Indoor Locations

LOCATION	Auditorium	Gymnasium	Kitchen, kitchenette	Lobby/Entryway	Multi-purpose	Patio/Outdoor Seating	Total Components Per Location
Black Bay Depot				1	2		3
Foxtail Elementary School		1					1
Greensferry Elementary School		1					1
Mullen Trail Elementary		1					1
Ponderosa Elementary		1			2		3
Post Falls High School	1	2			2		5
Post Falls Middle School		2					2
Prairie View Elementary		1					1
River City Middle School		2					2
Rotary Pavillion Building					1	1	2
Seltice Elementary		1			1		2
The Tree House					2		2
Trailhead Event Center			1		1	1	3
Westridge Elementary		1					1
Totals:	1	13	1	1	11	2	29

Figure 14: Summary of Post Falls & Key Partner Indoor Locations

LOCATION	Gymnasium	Multi-purpose	Total Components Per Location
Boys & Girls Club	1	3	4
Library		5	5
Real Life Ministries Courts	2	2	4
Totals:	3	10	13



Regional Parks

These parks attract visitors from throughout the region, depending upon the amenities provided. They offer between 9 and 11 unique components and from 12 to 20 total components. The most common components in these parks are open water, water access, shelters, picnic grounds, natural areas, and educational experiences.

- Black Bay Park
- Corbin Park
- Falls Park
- Kiwanis
- Q’emiln Park

Community Parks

These parks provide a broad range of community-based components. They offer between three and nine unique components and four to 12 total components. The most common components are playgrounds, rectangular fields, loop walks, and shelters. These components occur in 50 percent or more of the listed parks.

- Chase Fields
- Sportsman Park
- Tullamore Park

Neighborhood Parks

The neighborhood park is the basic unit of the park system, serves as a recreational and social focus of the neighborhood, and is considered a “walk-to” facility. They offer between two and nine unique components and two to 13 total components. The most common components are playgrounds, basketball, loop walks, open turf, and shelters. These components occur in 50 percent or more of the listed parks.

- | | |
|-----------------------|----------------------|
| • Beck Park | • Syringa Park |
| • Crown Pointe | • Warren Playfield |
| • Hilde Kellogg Park | • White Pine Park |
| • Park in the Meadows | • Woodbridge Park |
| • Singing Hills Park | • Woodbridge II Park |

Schools

Schools provide valuable recreational opportunities throughout Post Falls, even though they may have more limited access and availability throughout the day. They offer between two and five unique components and two to 19 total components. The most common components are basketball courts, playgrounds, and rectangular fields. These components occur in 50 percent or more of the listed parks.

- | | |
|-----------------------------|----------------------------|
| • Foxtail Elementary School | • Post Falls Middle School |
| • Frederick Post Elementary | • Prairie View Elementary |
| • Greensferry Elementary | • River City Middle School |
| • Mullan Trail Elementary | • Seltice Elementary |
| • Ponderosa Elementary | • Westridge Elementary |
| • Post Falls High School | |



Other Classifications

Open spaces, specialty facilities, trailheads, and greenways offer more singular or specialized uses, and components range greatly. Land intended for future parks are also listed here.

- 4th Street Trailhead
- Arboretum
- Black Bay Depot
- Cecil Property
- City Hall
- Post Falls Community Forest
- Community Gardens
- Evergreen Cemetery
- Karen Streeter Greenway
- Millennium Skate Park
- Politics Park
- Post Falls Landings Esplanade
- Ross Point Pumphouse
- Sportsfield Complex
- Trailer Park Wave River Access
- Treaty Rock Park

Trails

Extensive work was done in collaboration with parks and recreation staff and the GIS department to identify recreational trail opportunities available to the community. GIS data includes 64 miles of trails. Trail ownership is not indicated and is not assumed to be solely Post Falls owned and maintained. The highlight of the Post Falls trails system remains the Centennial Trail, which generally runs east to west through the city. To date, portions of the Centennial Trail remain on-street and include several 90 degree turns as the trail weaves its way through the heart of the city. The Centennial Trail is a predominately multi-use paved facility. Post Falls significantly increased trail access with the addition of the Post Falls Community Forest property, which features multiple routes and loops of natural surface trails within its boundary. It also features several connections to Q'emiln Park. Many other smaller trail networks are accessible throughout Post Falls but struggle with connectivity to each other and, therefore, limit access outside of individual neighborhoods or subdivisions.

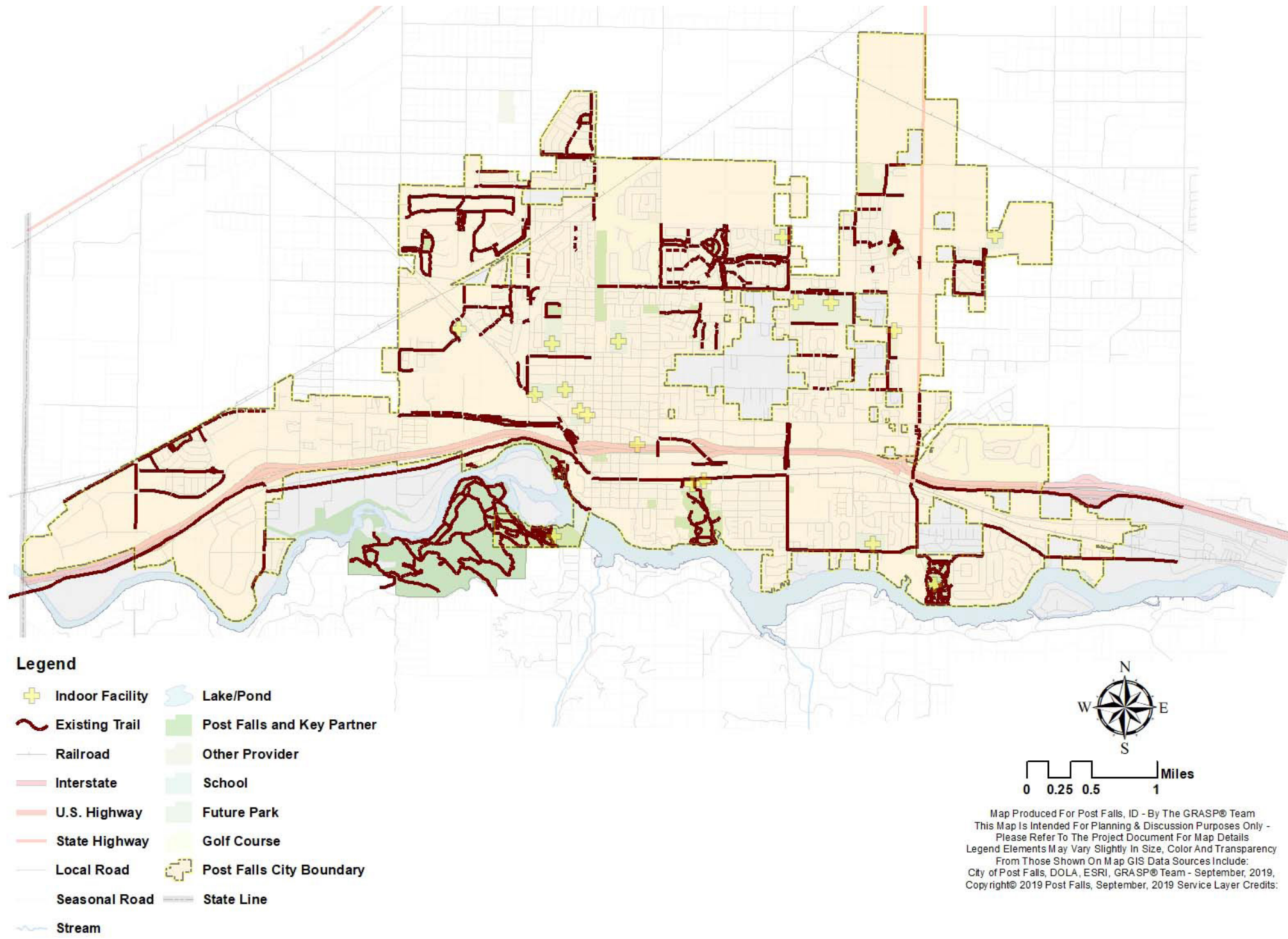
The BNSF rail line provides an opportunity for trail expansion. By acquiring the BNSF rail line will allow for the Prairie Trail extension that will improve ped trail connections within the HWY 41 corridor particularly around the area of the I-90 interchange. Another strategy to increase connectivity requires coordination and continuation other local and regional trails and multi-use trail systems. These partnerships will help connect to Coeur d Alene along the Spokane River. A final trail connection should be to the river trail from Stateline along the river connecting to pleasant View and the Corbin Ditch Trail. This connection was also recommended in the adopted 2012 master plan.



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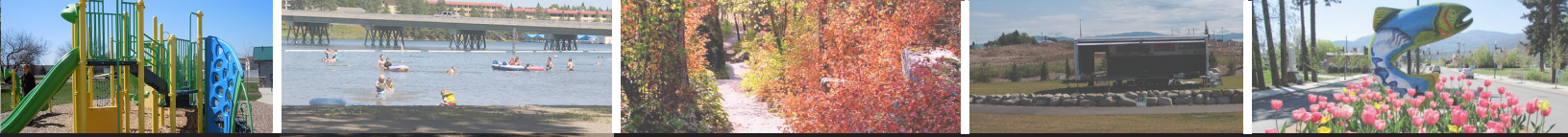


Figure 15: Trails Map





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Golf Courses

Golf courses cater to a limited sector of the population interested in playing golf and willing to pay; they classify as developed recreation property. They lack consideration for this level of service analysis based on this classification.

Indoor Facilities

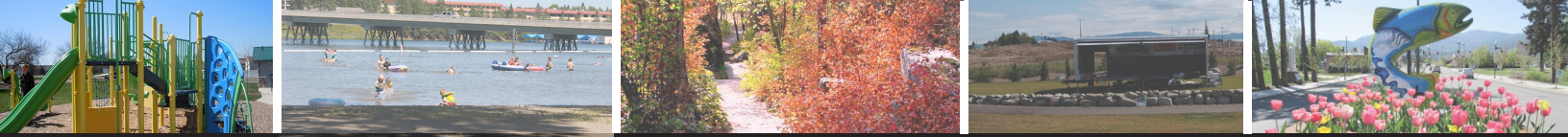
Indoor facilities were also inventoried and cataloged as shown in the following table. Indoor facilities vary greatly in their offerings. Schools, faith-based organizations, and the Boys & Girls Club provide all of the current gymnasium access.

Park Ranking

In addition to locating components, assessments included the functional quality of each element. The following table displays the ranking of each park based on an overall score for its components and modifiers. In general, parks at the top of the list offer more and better recreation opportunities than those ranked lower. The length of the bar for each park reflects its overall score in proportion to that of the highest-ranking park (Falls Park).

Table 2: Park Ranking Table

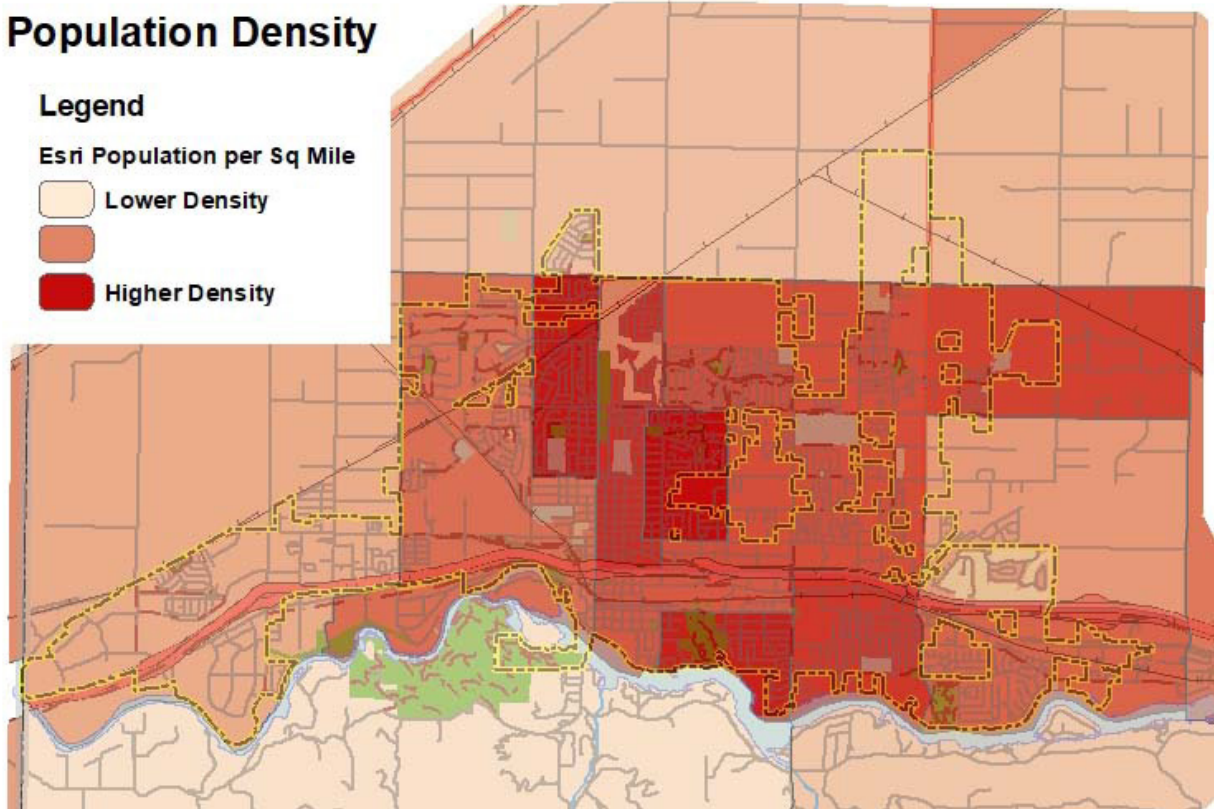
LOCATION	GRASP ^o Score/Ranking	LOCATION	GRASP ^o Score/Ranking
Falls Park	155	Foxtail Elementary School	17
Community Forest	122	Foxtail HOA Park	15
Tullamore Park	122	Prairie View Elementary	15
Corbin Park	112	Singing Hills Park	15
Q'emiln Park	79	Millenium Skate Park	14
Kiwanis Park	70	Stateline Park	14
Black Bay Park	62	Treaty Rock Park	14
Post Falls Landings Esplanade	58	Greensferry Elementary	13
Park in the Meadows	55	Viking HOA Park	13
Crown Pointe	53	Real Life Ministries Fields	12
Beck Park	48	Boys & Girls Club	11
Syringa Park	43	Post Falls Middle School	11
White Pine Park	41	Arboretum - North	10
Chase Fields	38	Arboretum - South	10
Sportsman Park	38	4th Street Trailhead	10
Black Bay Depot	36	Community Gardens	10
City Hall	36	Westridge Elementary	9
Hilde Kellogg Park	31	Greensferry Launch	7
Warren Playfield	24	McGuire Park	7
Post Falls High School	24	Polities Park	7
Meadow Grove HOA Park	22	Ponderosa Elementary	7
Montrose Master HOA Park	22	River City Middle School	7
North Place HOA Park	22	Ross Point Pumphouse	7
Greensferry Park	22	Frederick Post Elementary	6
Williamette Park	20	Woodbridge II Park	6
Karen Streeter Greenway	19	Mullen Trail Elementary	5
Trailer Park Wave River Access	19	Seltice Elementary	5
Woodbridge Park	19	Immaculate Conception Chapel Field	4
Evergreen Cemetery	18	Sportsfield Complex	4
		Cecil Property	2

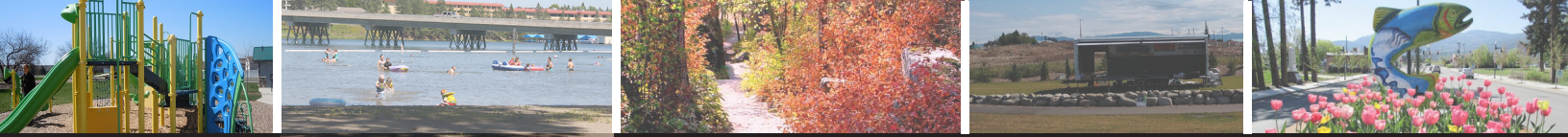


Population Distribution and Density

When discussing access to recreation, it is helpful to understand the population distribution and density in Post Falls. In **Figure 16**, areas of higher population density are shown in darker orange, while areas that are less densely populated are lighter in color.

Figure 16: 2019 Population density based on population per square mile by census block group





B. Level of Service Analysis

Level of Service (LOS) measurements evaluate how parks, open spaces, and facilities in Post Falls serve the community. They may be used to benchmark current conditions and to direct future planning efforts.

Why Level of Service?

Level of Service describes how a recreation system provides residents access to recreational assets and amenities. It indicates the ability of people to connect with nature and pursue active lifestyles. It can have implications for health and wellness, the local economy, and quality of life. Further, LOS for a park and recreation system tends to reflect community values. It is often representative of people's connection to their communities and lifestyles focused on outdoor recreation and healthy living.

GRASP® Analysis

GRASP® (Geo-referenced Amenities Standards Process) has been applied in more than one hundred communities across the country to evaluate LOS for park and recreation systems. With GRASP®, information from the inventory combined with Geographic Information Systems (GIS) software, produces analytic maps and data that show the quality and distribution of park and recreation services across Post Falls.

The GRASP® analysis is designed to complement and help focus and validate the goals and standards established in the City Comprehensive Plan and this master plan. The Geo-referenced analysis provided by GRASP® is an enhanced analysis of the City's currently established Departmental LOS goals and standards.

Perspectives

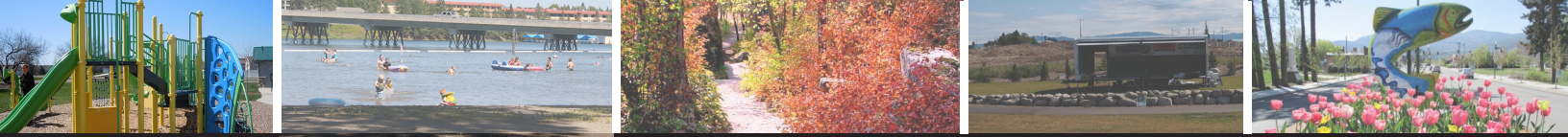
Perspectives are maps and data produced using the GRASP® methodology. Each perspective shows service across the study area. Data analysis also incorporates statistics. Maps, tables, and charts provide benchmarks or insights useful in determining community success in providing services.

Types of Perspectives

The LOS offered by a park or other feature is a function of two main variables: what is available at a specific location and how easy it is for a user to get to it. The inventory performed with the GRASP®-IT tool provided a detailed accounting of what is available at any given location, and GIS analysis was used to measure its accessibility to residents. People use a variety of ways to reach a recreation destination: on foot, on a bike, in a car, via public transportation, or some combination. In GRASP® Perspectives, this variability is accounted for by analyzing multiple travel distances (referred to as catchment areas). Two different travel distances were used to produce two distinct types of Perspectives for examining the park system:

1. Neighborhood Access
2. Walkable Access

An analytical technique known as GRASP® (Geo-Referenced Amenities Standard Process) was used to analyze the Level of Service provided by assets in Post Falls. This proprietary process, used exclusively by GreenPlay, yields analytical maps and data that may be used to examine access to recreation across a study area. A detailed history and description of GRASP® Methodology may be found in the previous Master Plan.



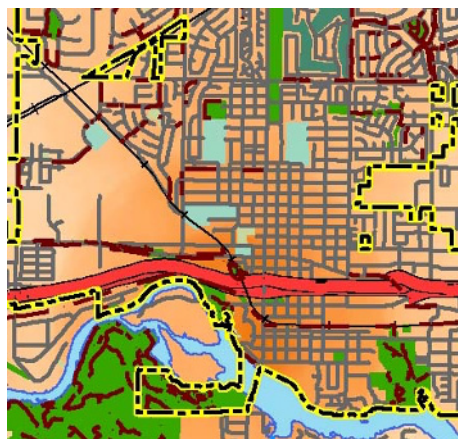
A **Neighborhood Access** perspective uses a travel distance of one mile to the inventory and is assumed to be a suitable distance for a bike ride or short drive in a car, or perhaps a longer walk. This catchment is intended to capture users traveling from home or elsewhere to a park or facility by way of a bike, bus, or automobile.

The National Recreation and Parks Association is currently promoting a nationwide ten-minute walk initiative. The campaign seeks to ensure that “there’s a great park within a ten-minute walk of every person, in every neighborhood, in every city across America.” In alliance with this movement, the **Walkable Access** perspective uses a shorter catchment distance intended to capture users within a ten to fifteen-minute walk.

For each perspective, combining the service area for each component, including the assigned GRASP® value into one overlay, creates a shaded map representing the cumulative value of all features.

GRASP® Level of Service perspectives use overlapping catchment areas to yield a “heat map” that provides a measurement of LOS for any location within a study area. Orange shades represent the variation in LOS values across the map.

Figure 17: GRASP® Level of Service catchment areas



Assumptions

1. Proximity relates to access. A feature within a specified distance of a given location is considered “accessible” from that location. “Access” in this analysis does not refer to access as defined in the Americans with Disabilities Act (ADA).
2. Neighborhood access relates to one-mile proximity, a reasonable distance for a drive in a car, or by bicycle.
3. Walkable access relates to ½-mile proximity, a reasonable ten-minute walk.
4. Walkable access is affected by barriers, obstacles to free and comfortable foot travel.
5. The LOS value of a map point is the cumulative value of all features accessible at that location.

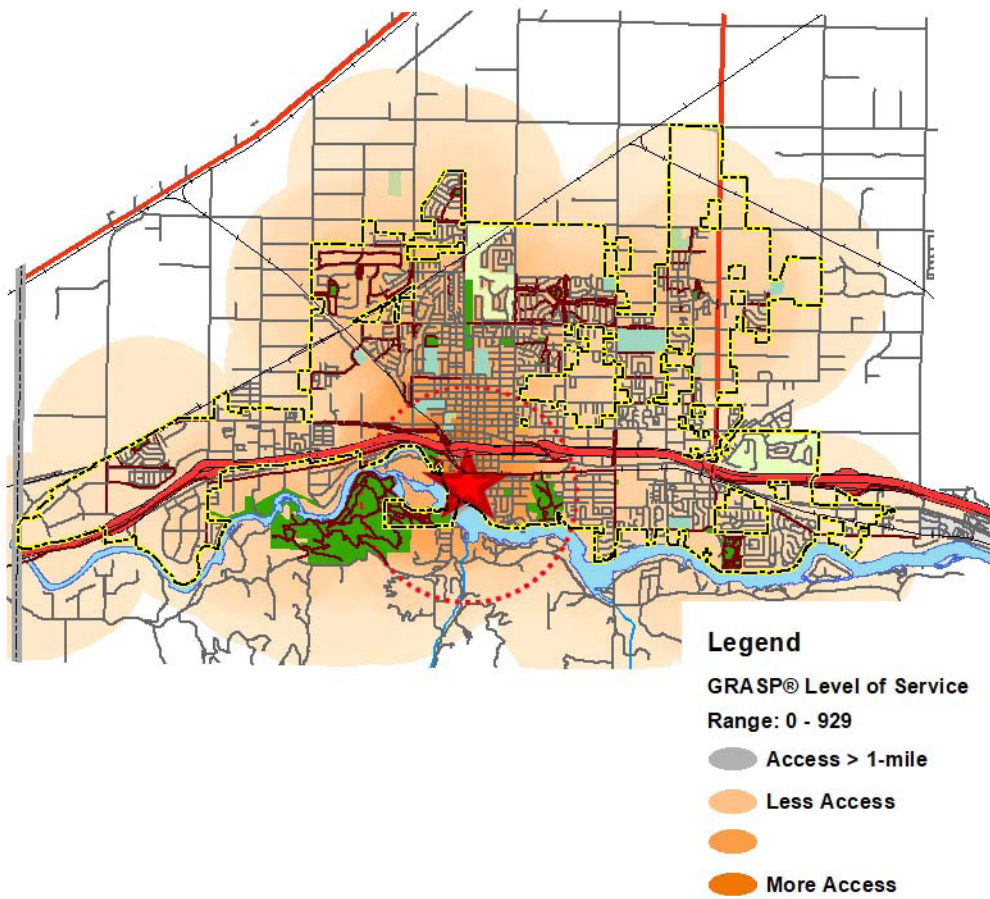


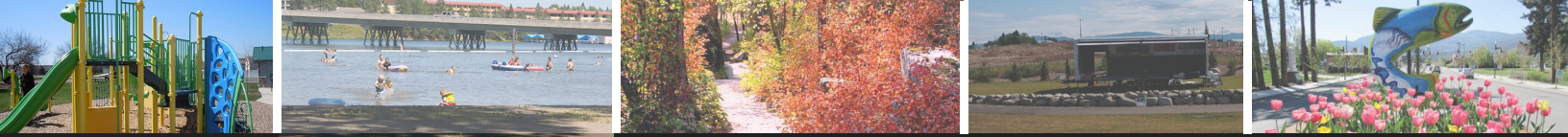
Neighborhood Access to Outdoor Recreation

A series of “heat maps” were created to examine neighborhood access to recreation opportunities. All outdoor recreation providers account for the level of service values. Darker gradient areas on the images indicate where there are more and higher quality recreation assets available based on a one-mile service area. In general, these images also show that Post Falls has an excellent distribution of parks and facilities. White and gray areas on these maps indicate that recreation opportunities are beyond a one-mile service area.

Areas of higher concentration are notable in south-central Post Falls, just across the bridge from Q’emiln Park. For example, a red star indicates the peak GRASP® value area (929) in the image above. From here, a resident has access to 113 outdoor recreation components in 19 different locations and eight indoor facilities and several trails.

Figure 18: Post Falls Neighborhood Access to Outdoor Recreation





Further analysis of this perspective indicates that most of Post Falls residents are within one mile of an outdoor recreation opportunity. Find additional statistics in the following table:

Table 3: Map Statistics for Figure 18

	A	B	C	D	E
	Percent of Total City with LOS	GRASP® Value Range	Average LOS per Acre Served	Avg. LOS Per Acre / Population per acre	GRASP® Index
Post Falls	100%	0 – 929	255	70	45

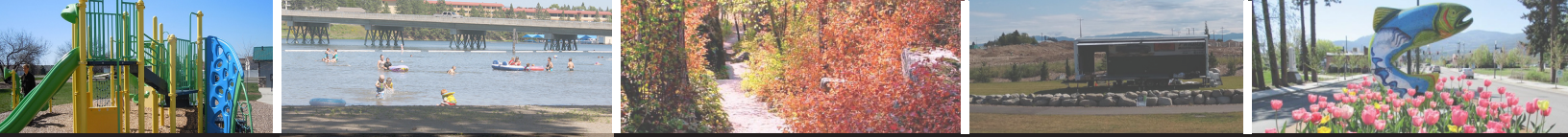
Column A: Shows the percentage of the city that has at least some service (LOS >0). Full coverage (100%) is rare in GRASP® analysis. Post Falls has achieved this coverage through a combination of City-owned parks and facilities as well as partnerships with key regional providers and schools.

Column B: For any location on the map, there is a numerical value that corresponds to the orange shading called the GRASP® value and results from the overlay or cumulative value of the scores of components accessible from that location. Values for different places on the map can be compared to one another, so a person in a location with a high value (darker orange) has greater access to quality recreation opportunities than a person in a lower value (lighter orange) area. Post Falls GRASP® values range from a low of 0 to a high of 929.

Column C: 255 is the average GRASP® value for the total area and is well above other comparable GRASP® agencies.

Column D: Shows the results of dividing the number from Column C by the population density of the area. Compared to communities of the similar total population for which GRASP® data is available, Post Falls’ population density meets the median when compared to others in the list. Post Falls’ score of 70 ranks highest in the list of similar communities and would indicate a relatively high level of service even considering population density.

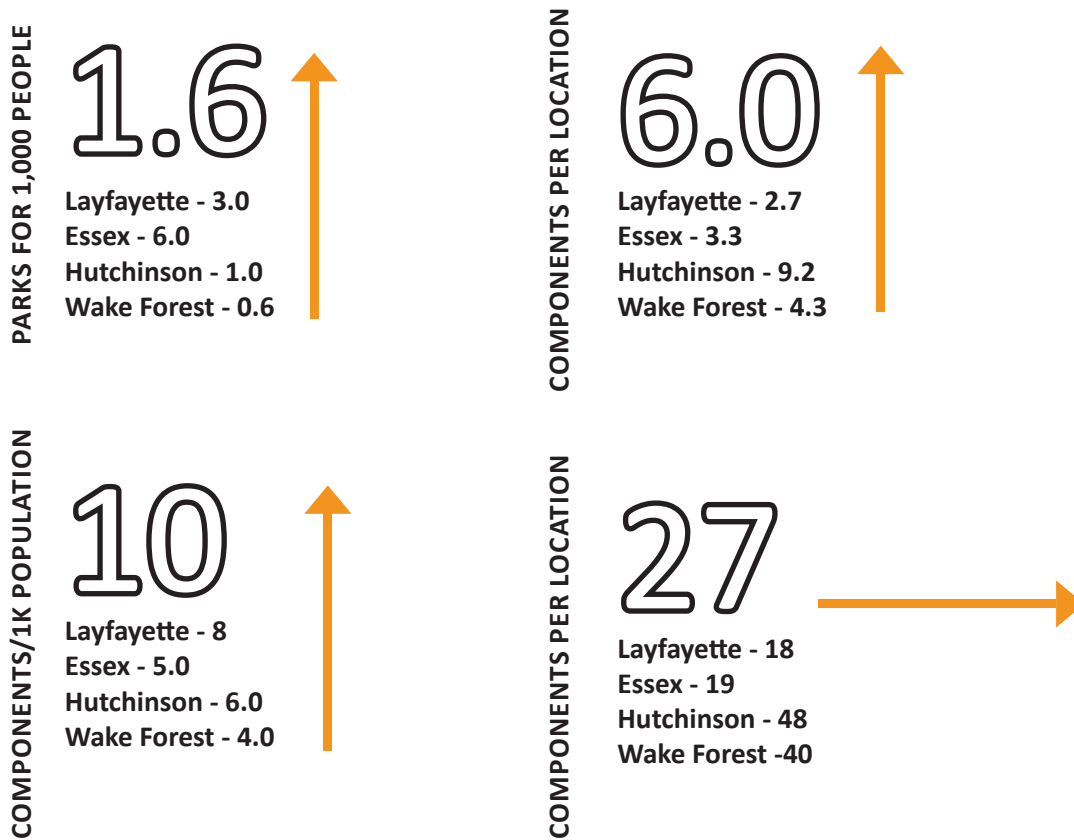
Column E: The GRASP® Index, effectively the GRASP® value per capita, involves dividing the total value of all the components in the system by the population of Post Falls. These last two numbers (column C & D) differ in two ways. First, the GRASP® Index does not factor in population density. Second, the GRASP® Index is derived using all components and does account for vital regional resources residents may access outside those limits. Post Falls’ score of 45 is above both the average and median for other comparable cities.



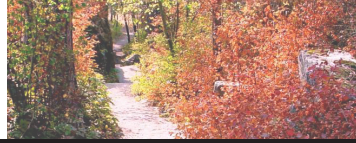
GRASP® Comparative Data

Figure 19 provides comparative data from other communities of similar population to Post Falls across the country. Because every community is unique, there are no standards or “correct” numbers; however, there are several interesting similarities and differences when making these comparisons. First, when comparing parks per capita, components per location, and components per capita, Post Falls ranks high in these three ratios. At the same time, Post Falls and its partners provide similar parks in terms of average score per park.

Figure 19: GRASP® Comparative Data



In the end, these comparisons would indicate that Post Falls residents have access to more parks (outdoor facilities) and components than similar-sized agencies. The scores of those locations are like other agencies. Find these comparisons and others in **Table 4**.



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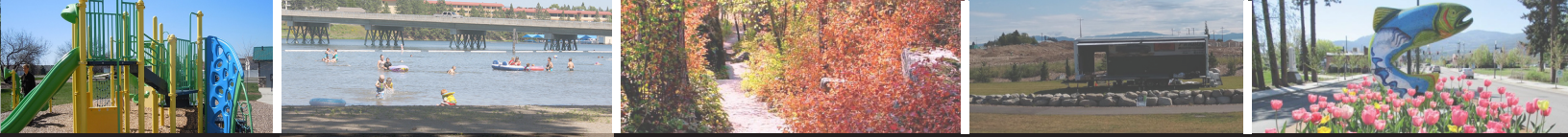


Table 4: GRASP® Comparative Data

STATE	CITY	YEAR	POPULATION	STUDY AREA SIZE (Acres)	# OF SITES (Parks, Facilities, etc.)	TOTAL # OF COMPONENTS	AVG. # COMPONENTS per SITE	TOTAL GRASP® VALUE (Entire System)	GRASP® INDEX	AVG. SCORE/SITE	% of TOTAL AREA w/LOS >0	AVG. LOS PER ACRE SERVED	NUMBER OF COMPONENTS PER POPULATION	AVERAGE LOS/POP DEN PER ACRE	Population Density (per acre)	% of Population with Walkable Target Access	People per Park	Park per 1k People
CO	Lafayette	2012	24,453	5,979	74	201	2.7	1300	53	18	83%	175	8	43	4.1	NA	330	3.0
VT	Essex	2011	28,858	25,230	47	153	3.3	895	31	19	72%	11	5	10	1.1	NA	614	1.6
ID	Post Falls	2020	40,674	13,231	59	355	6.0	1597	39	27	100%	255	9	70	3.6	70%	623	1.6
NC	Wake Forest	2014	35,839	13,740	37	159	4.3	1491	42	40	86%	165	4	63	2.6	NA	969	1.0
KS	Hutchinson	2019	40,772	15,798	26	239	9.2	1251	31	48	88%	227	6	88	2.6	38%	1568	0.6



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Walkable Access To Recreation

Walkability analysis measures access to recreation components by walking. One-half mile catchment radii have been placed around each component and shaded according to the component's GRASP® score. Scores are doubled within this catchment to reflect the added value of walkable proximity, allowing direct comparisons between neighborhood access and walkable access.

Pedestrian Barriers

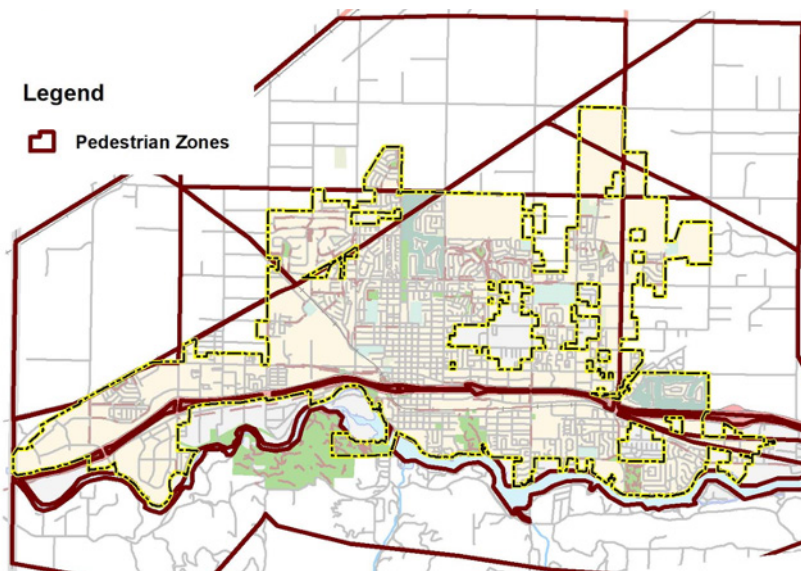
Environmental barriers can limit walkability. The LOS in this analysis has been “cut-off” by identified barriers where applicable.

Pedestrian barriers, such as major streets, highways, railroads, rivers, and lakes, impact the analysis. Zones created by identified barriers, displayed as dark red lines, serve as discrete areas that are accessible without crossing a major street or another barrier. Green parcels represent existing parks and open space; teal parcels indicate schools.

The analysis is intended to show the LOS available across Post Falls, based on a ten-minute walk. Darker gradient areas on the images indicate where there are more and higher quality recreation assets available based on a half-mile service area. White and gray areas on these maps indicate that recreation opportunities are beyond a ten-minute walk. In general, these images show that Post Falls has an appropriate distribution of parks and facilities.

Walkability is a measure of how user-friendly an area is to people traveling on foot and benefits a community in many ways related to public health, social equity, and the local economy. Many factors influence walkability including the quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, and public safety considerations among others.

Figure 20: Pedestrian Barriers



Walkability barriers “cut off” service areas where applicable.

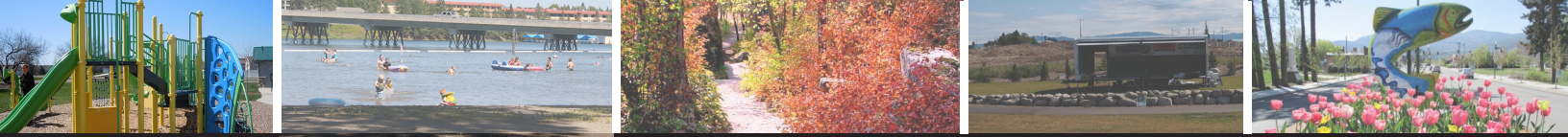
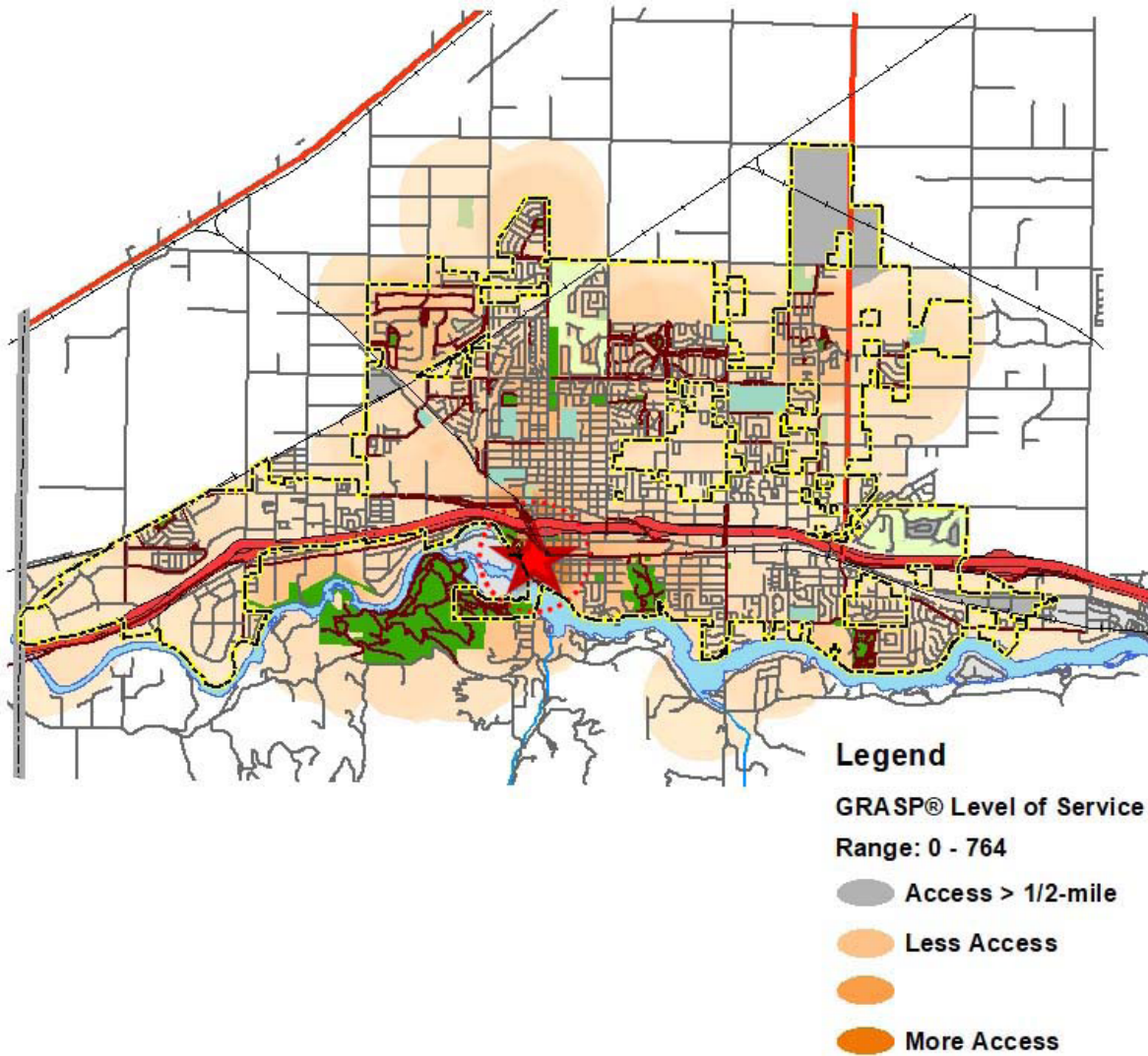


Figure 21: Walkable Access to Outdoor Recreation



An area of higher concentration is notable in southcentral Post Falls, just across the river from Q’emiln Park. For example, a red star indicates the highest GRASP® value area (764). Residents find the highest value just north of the bridge. A resident in this area (indicated on the above image with a red star) can walk to 66 different components in ten outdoor locations as well as the Trailhead Event Center and several trails. **Table 5** shows the statistical information derived from perspective Walkable Access to Recreation analysis.



Table 5: Statistics for Figure 21

	A	B	C	D
	Percent of Total with LOS	GRASP® Value Range	Average LOS per Acre Served	Avg. LOS Per Acre / Population per acre
Post Falls	92%	0 to 764	128	35

The numbers in each column are derived as described in neighborhood access. The GRASP® Index does not apply to the walkability analysis. The LOS value for a person who must walk to assets is about one-half of that for someone who can drive.

The orange shading in the maps allows for a quick understanding of LOS distribution across the city. Showing where LOS is adequate or inadequate is another step using GIS. First, a determination must be made as to what constitutes an adequate level of service for Post Falls residents. Woodbridge and Warren Playfield have been determined to be the target standard, with a location score of 67.2. GIS analysis shows where LOS is above or below the threshold value.

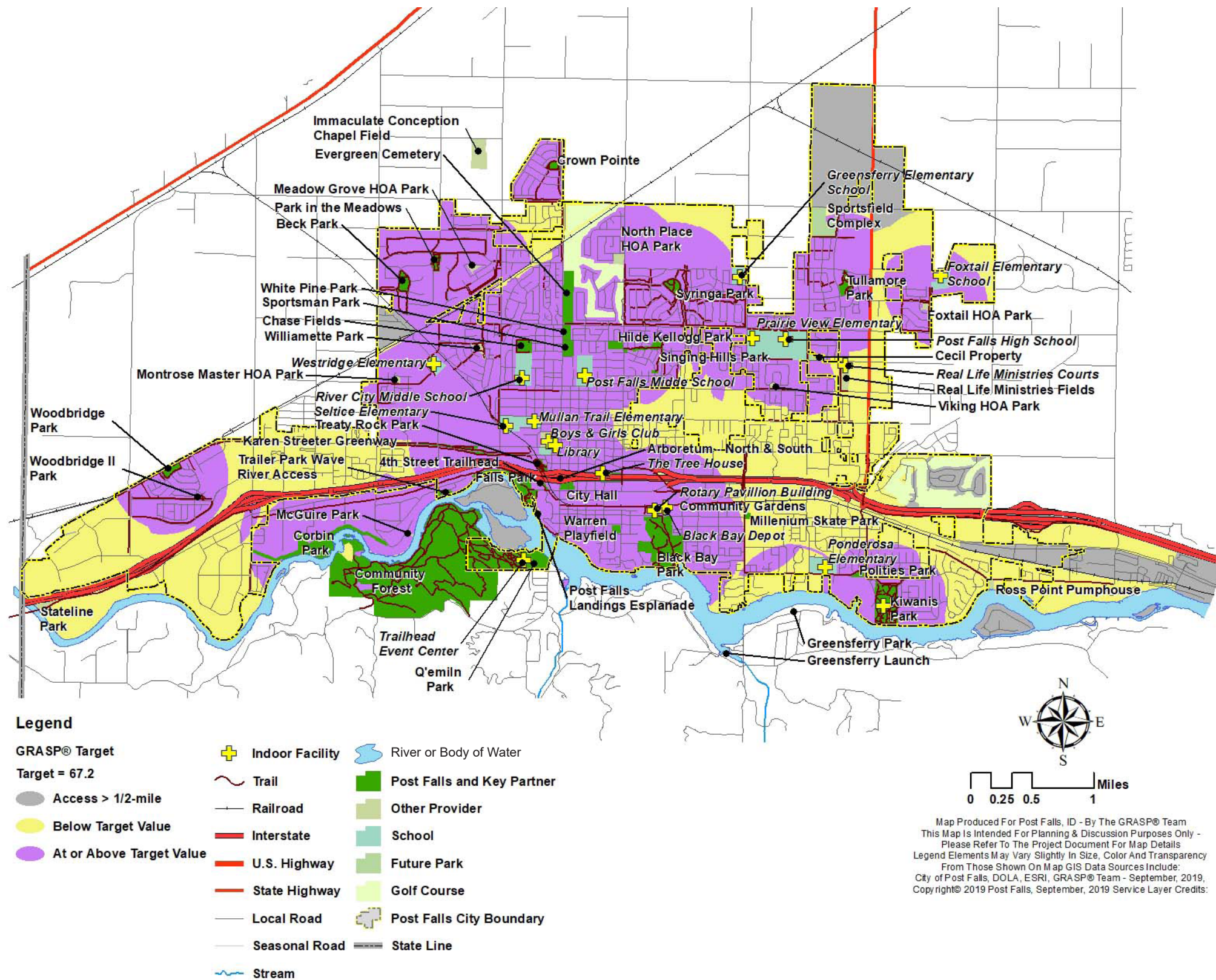
On the following map in **Figure 21**, purple areas indicate where walkable LOS values meet or exceed the target. Areas shown in yellow on the map can be considered areas of opportunity. These are areas where land and assets are currently available but do not provide the target value. It may be possible to improve the LOS value in such areas by enhancing the quantity and quality of features in existing parks without the need to acquire new lands or develop new parks. Another option might be to address pedestrian barriers in the immediate area.



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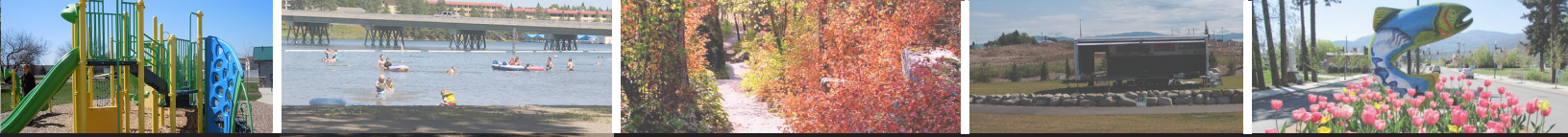


Figure 22: LOS Target Analysis





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On **Figure 22**, regions shown in purple have LOS that exceeds the threshold value of 67.2. Fifty-nine percent (59%) of Post Falls’ land area is above the target, and only 34 percent of the City drops below it. Eight percent of Post Falls has no service within walking distance.

Figure 23: Walkable Access to Outdoor Recreation

Walkable access to assets based on the percentage of land within the city boundary that scores above threshold (purple) or below threshold (yellow), respectively.

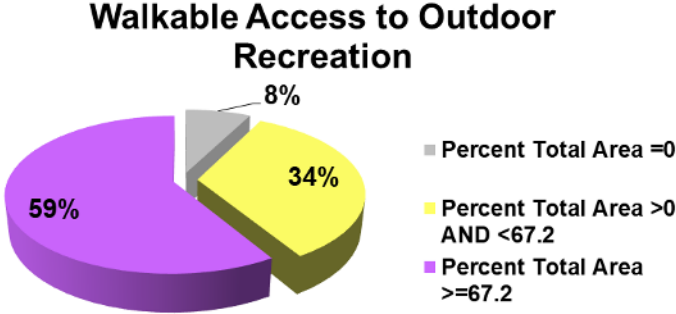


Figure 24: Walkable Access to Assets Based on Population

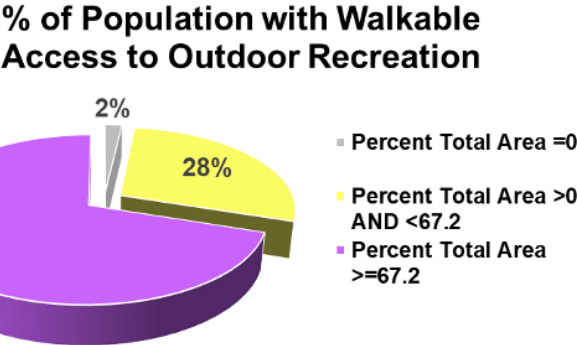
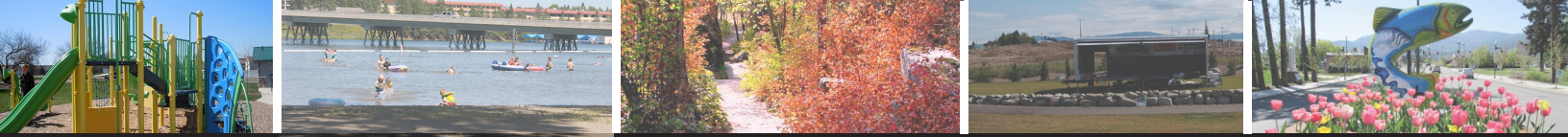


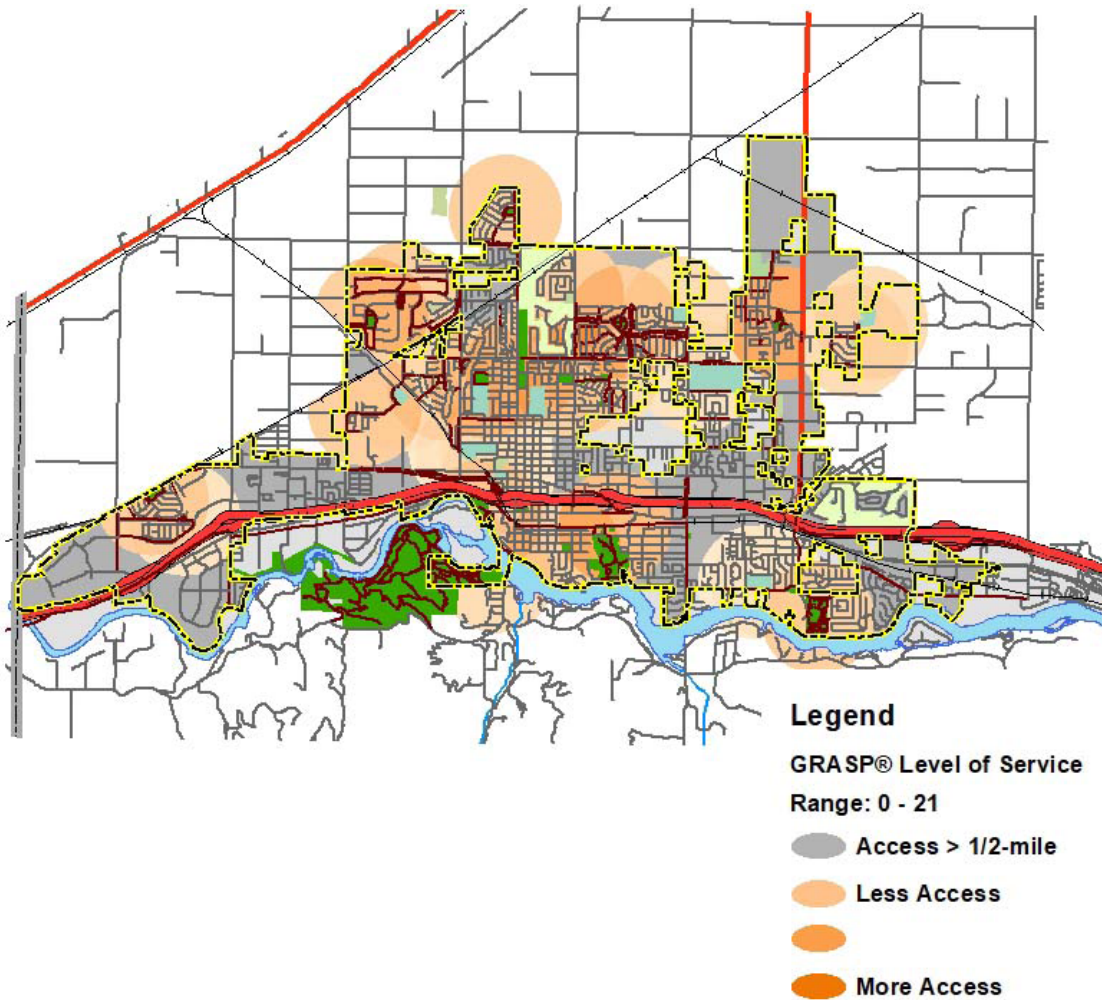
Figure 24 displays the level of service based on where people live and uses the walkable level of service data shown in Walkable Access to Recreation Gap Identification, as compared to census data provided by Esri GIS data enrichment techniques. The analysis would indicate that parks are generally well placed in or close to residential areas and capture a higher percentage of the population than land area. With only thirty percent of residents outside of target for walkable access to outdoor recreation opportunities, Post Falls is better positioned than the previous analysis indicated. When comparing to other cities from **Table 4: GRASP® Comparative Data**, Post Falls ranks highest of all the comparable cities.



Walkable Access to Playgrounds

This analysis looks at the walkable access to playgrounds based on quality and distribution across the city. One-half mile catchments reflect the walkable access. GRASP® scores of the individual playgrounds factor into this analysis. As with other analyses in this study, darker orange areas on the following map represent better access to quality playgrounds.

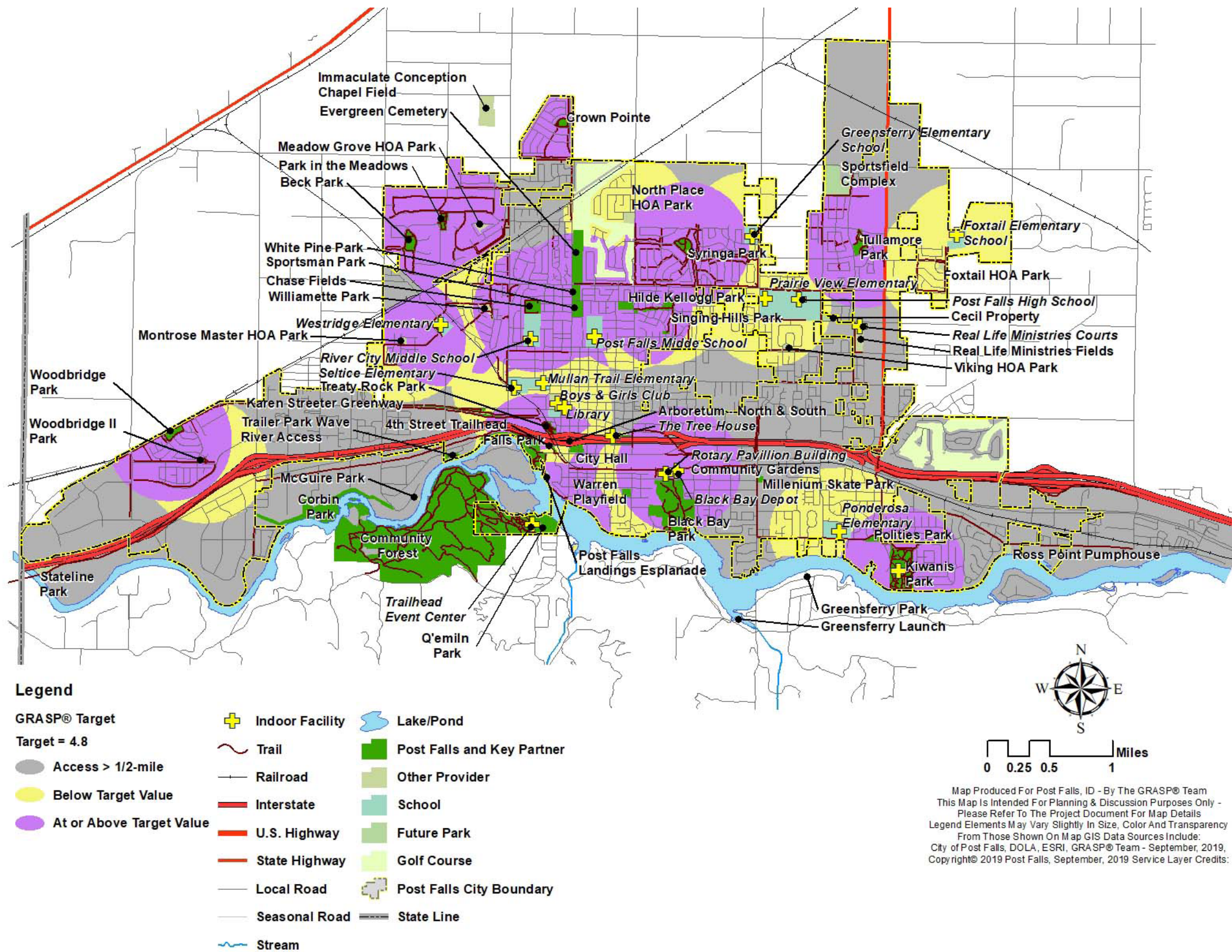
Figure 25: Walkable Access to Playgrounds



Based on the significant amount of gray on this map, it might appear that Post Falls is not providing adequate access to playgrounds. The further analysis looks at the distribution of children ages 0-14 within the different service levels. In the following map, the purple areas represent access to higher quality playgrounds, yellow areas represent access to lower scoring playgrounds, and gray areas indicate that access is beyond the ten-minute walk zone.

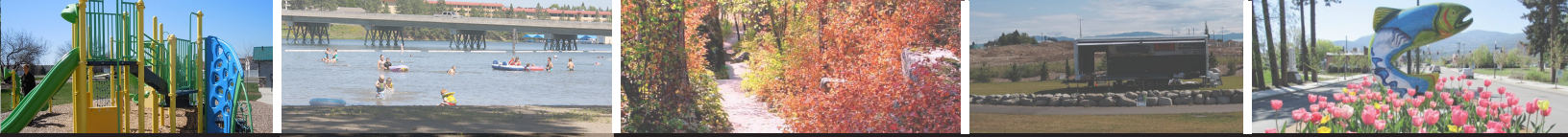


Figure 26: Walkable Access to Playgrounds Gap Identifications





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Sixty-nine percent (69%) of the children in Post Falls live within a ten-minute walk of a park or school that has a playground. Fifty-one percent of the 0-14 age bracket live within walking distance of a quality playground while eighteen percent likely have walkable access to a lower scoring school playground.

Figure 27: Walkable Access to Playgrounds Based on a Population Segment

% of 0 to 14 yr olds with Walkable Access to Playgrounds

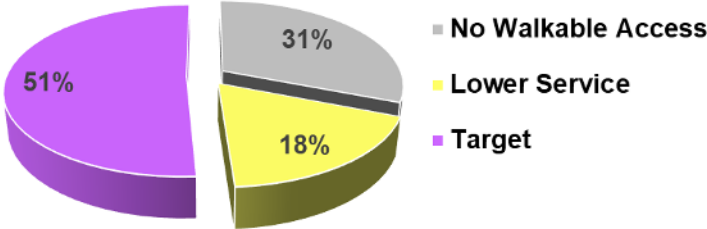
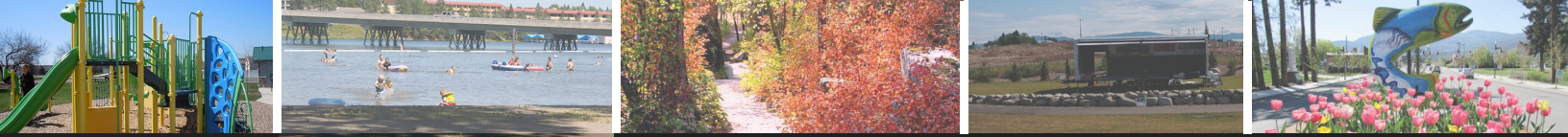


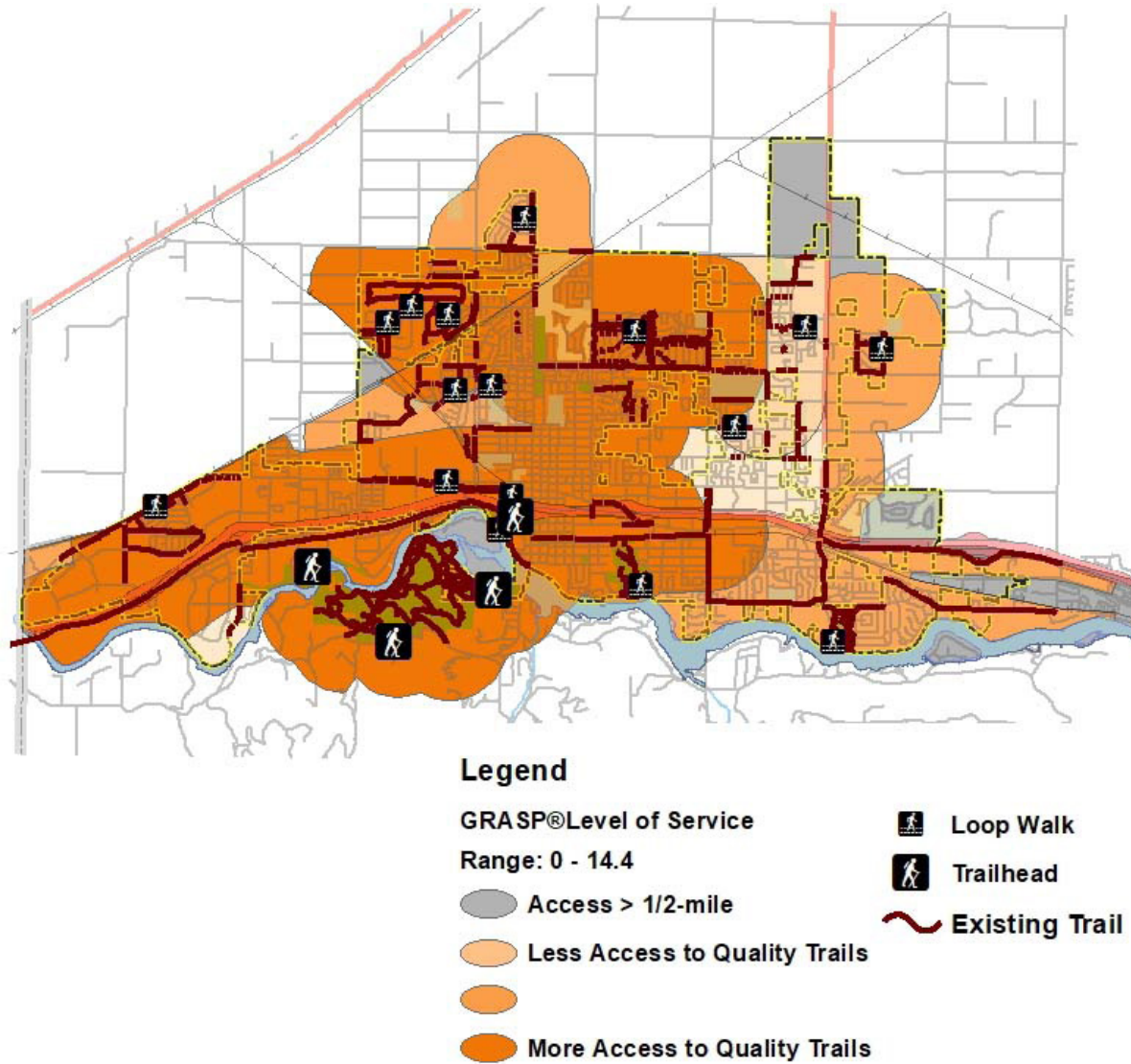
Figure 27 uses the data shown in Walkable Access to Playgrounds Gap Identification, as compared to census data provided by Esri GIS data enrichment techniques. The analysis would indicate that playgrounds are generally well placed in or close to residential areas and capture a significant percentage of the targeted population. With only 31 percent of children living outside of the walkable area, Post Falls is better positioned than the previous analysis indicated.

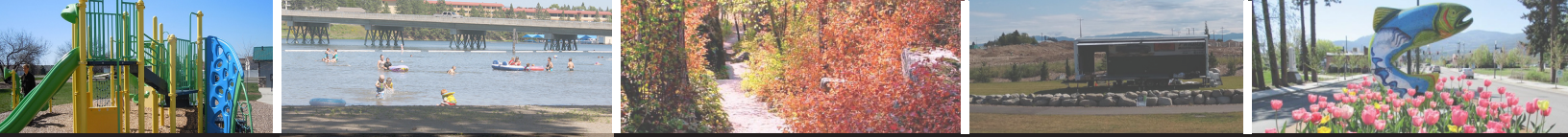


Walkable Access To Trails

This analysis measures access to trails. Shading, according to GRASP® scoring, uses one-half mile catchment radii of each trail corridor, based on off-street trails and the total length of a trail. For an overall system approach, the analysis ignores minor interruptions in trail continuance. Also, loop walks and trailheads are included in the mapping but do not factor into the level of service.

Figure 28: Trail Level of Service





More on Utilizing GRASP® Perspectives

GRASP® perspectives evaluate the level of service throughout a community from various points of view. Their purpose is to reveal possible gaps in service and provide a metric to use in understanding a recreation system. However, it is not necessarily beneficial for all parts of the community to score equally in the analyses. The desired level of service for a location should depend on the type of service, the characteristics of the place, and other factors such as community need, population growth forecasts, and land use issues. For example, commercial, institutional, and industrial areas might reasonably have lower Levels of Service for parks and recreation opportunities than residential areas.

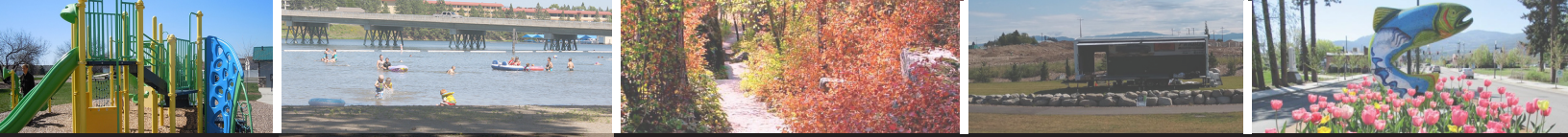
GRASP® perspectives focus attention on gap areas for further scrutiny.

Used in conjunction with other assessment tools such as community needs surveys and a public input process, perspectives can be used to determine if current levels of service are appropriate in a given location. Plans can then be developed that provide similar levels of service to new, developing neighborhoods. It may also be determined that different Levels of Service are adequate or suitable and therefore a new set of criteria may be utilized that differs from existing community patterns to reflect these distinctions.

C. Other Types of Analysis

Traditional analyses used to evaluate the recreational level of service are also valuable.





Trailshed Analysis

The trailshed analysis consists of two different studies. The existing Centennial Trail Trailshed and table indicate the current parks and components that are available along or within this trailshed. The second analysis includes proposed system trails that will connect to the Centennial Trail and increase access to parks and components as part of the overall trailshed and expanded trail system. Significant additions are evident from this expanded system. Also, planning for this expanded system should incorporate pedestrian-friendly crossings and routes, particularly along major highways, busy streets, and significant intersections.

Future Growth Analysis

The future growth analysis considers the current level of service and projected population growth by TAZ. A traffic analysis zone (TAZ) is a special area delineated by state and/or local transportation officials for tabulating traffic-related data—especially journey-to-work and place-of-work statistics. A TAZ usually consists of one or more census blocks, block groups, or census tracts. These analyses use the GRASP® walkability analysis to plan future needs for an additional level of service through the development of other parkland and components. The series of maps show the current level of service by TAZ region. The two middle images show current and projected TAZ populations. The maps on the right indicate the current per capita level of service and future per capita level of service if no new parks and components are added. The bottom right image suggests that areas in green have a higher level of service per capita. Regions that are indicated by orange and red shades have projected lower levels of service per capita. Many of these areas will likely exhibit significant growth in the future and require additional parks and components to serve these increasing populations. Notice areas along the Highway 41 corridor that change from light green to red from the current year to 2040 projections as an example.



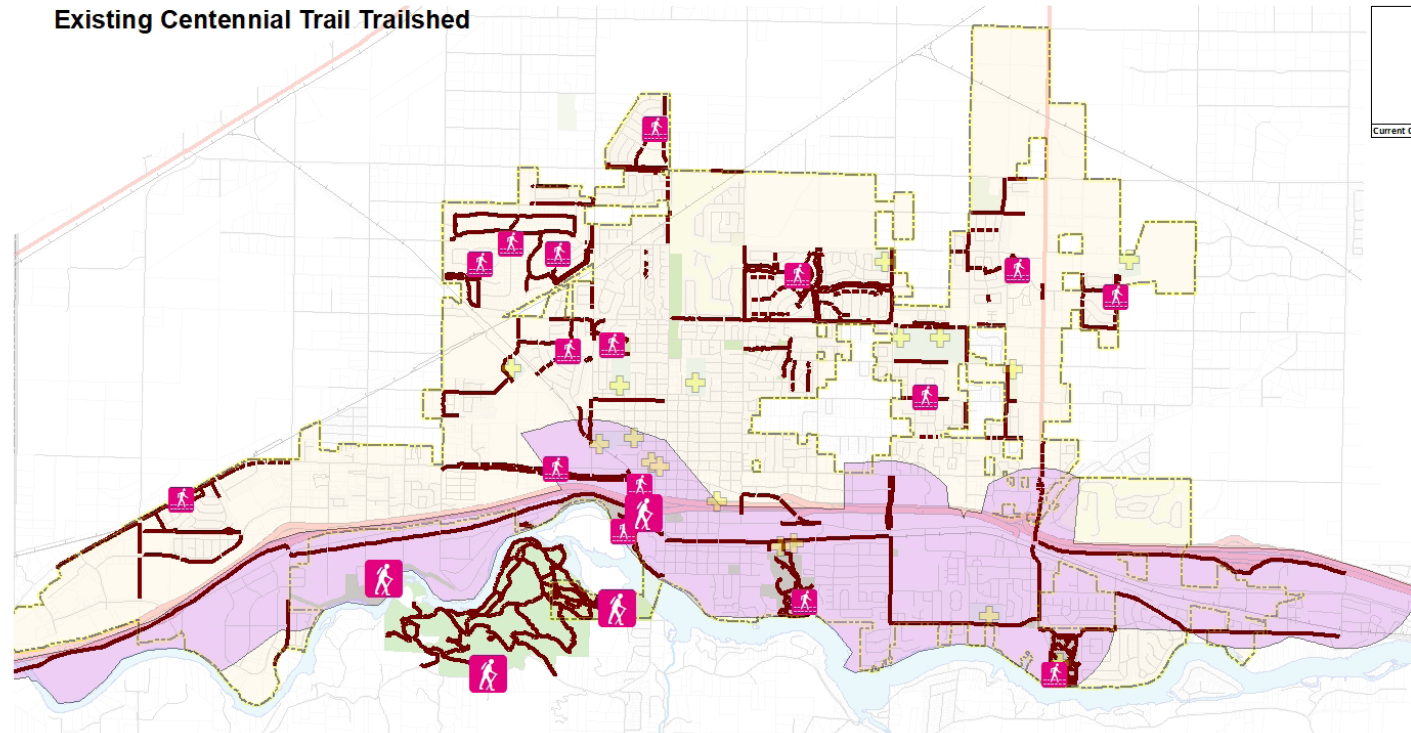
Figure 29: Parks and Recreation Trailshed Analysis

Post Falls, Idaho

Parks and Recreation Trailshed Analysis



Existing Centennial Trail Trailshed

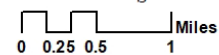


Current Centennial Trail	Basketball Court	Basketball Practice	Bike Course	Diamond Field	Disc Golf	Educational Experience	Event Space	Golf Course	Golf Community	Golf Clubhouse	Horseshoe Court	Loop Walk	Multi-Use Pad	Natural Area	Open Turf	Plaque Node	Picnic Ground	Playground, Local	Public Art	Rectangular Field, Large	Rectangular Field, Small	Shelter, Large	Shelter, Small	Track, Athletic	Trailhead	Trail, Multi-Use	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open
1	12	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Added Spurs and Future Connections	Aquatics, Spray Pad	Basketball Court	Basketball Practice	Bike Course	Clubhouse, Designated	Concessions	Diamond Field	Disc Golf	Educational Experience	Event Space	Golf Course	Golf Community	Golf Clubhouse	Horseshoe Court	Loop Walk	Multi-Use Pad	Natural Area	Open Turf	Plaque Node	Picnic Ground	Playground, Local	Public Art	Rectangular Field, Large	Rectangular Field, Small	Shelter, Large	Shelter, Small	Sports Park	Tennis Court	Track, Athletic	Trail, Multi-Use	Trailhead	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open	
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

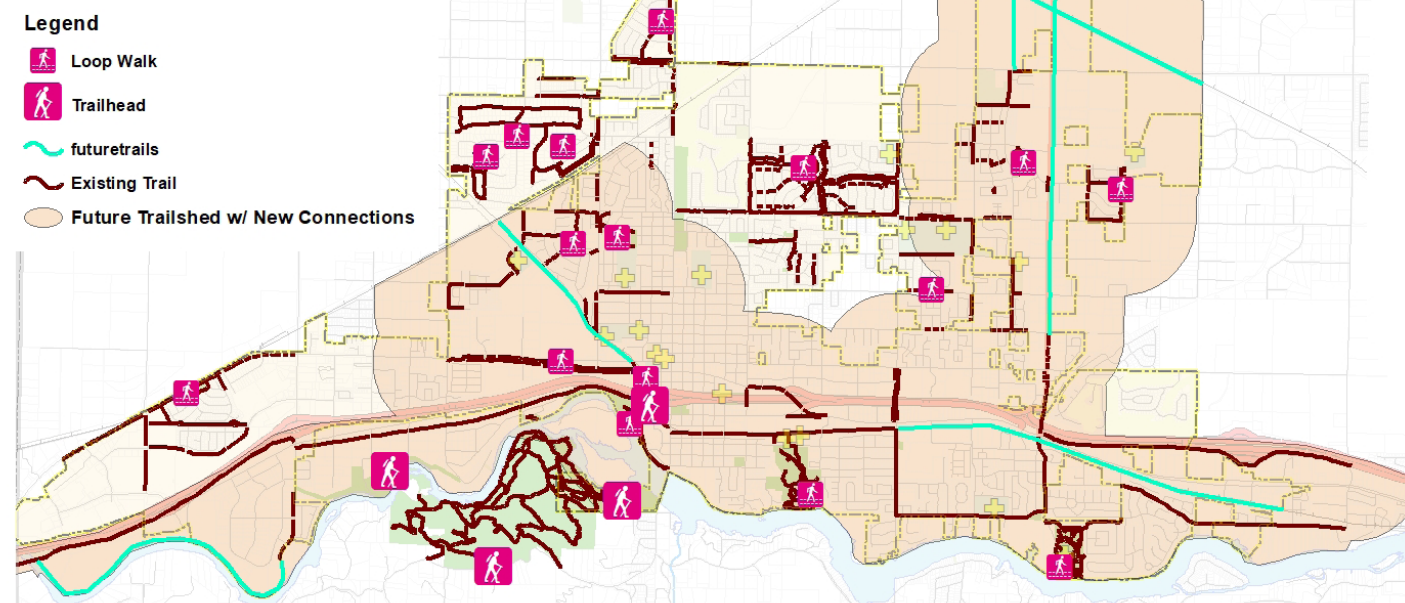
Legend

- Current Centennial Trail Trailshed
- Loop Walk
- Trailhead
- Indoor Facility
- Existing Trail
- Railroad
- Interstate
- U.S. Highway
- State Highway
- Local Road
- Seasonal Road
- Stream
- Lake/Pond
- Post Falls and Key Partner
- Other Provider
- School
- Future Park
- Golf
- Post Falls City Boundary
- State Line



Map Produced For Post Falls, ID - By The GRASP® Team
 This Map Is Intended For Planning & Discussion Purposes Only -
 Please Refer To The Project Document For Map Details
 Legend Elements May Vary Slightly In Size, Color And Transparency
 From Those Shown On Map GIS Data Sources Include:
 City of Post Falls, DOLA, ESRI, GRASP® Team - September, 2019,
 Copyright© 2019 Post Falls, September, 2019 Service Layer Credits:

Added Trails Impact on Overall Trailshed



- Loop Walk
- Trailhead
- futuretrails
- Existing Trail
- Future Trailshed w/ New Connections

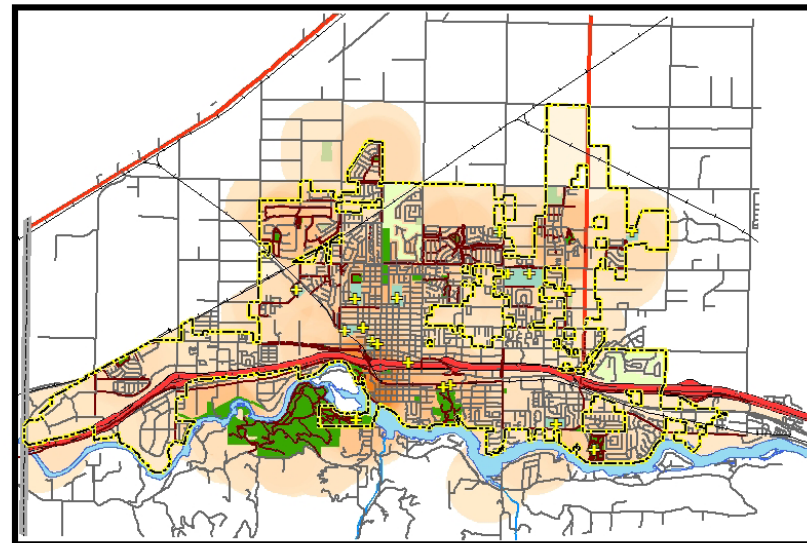
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Figure 30: Future Growth Analysis

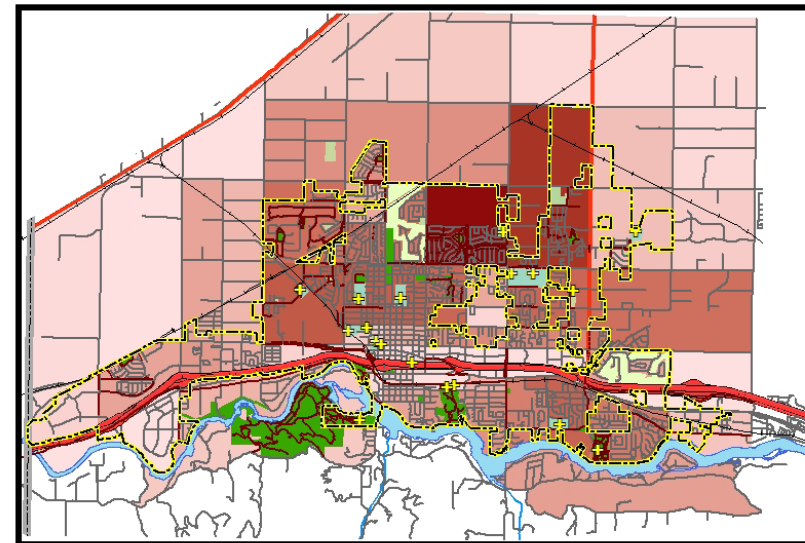
Post Falls, Idaho

Future Growth Analysis



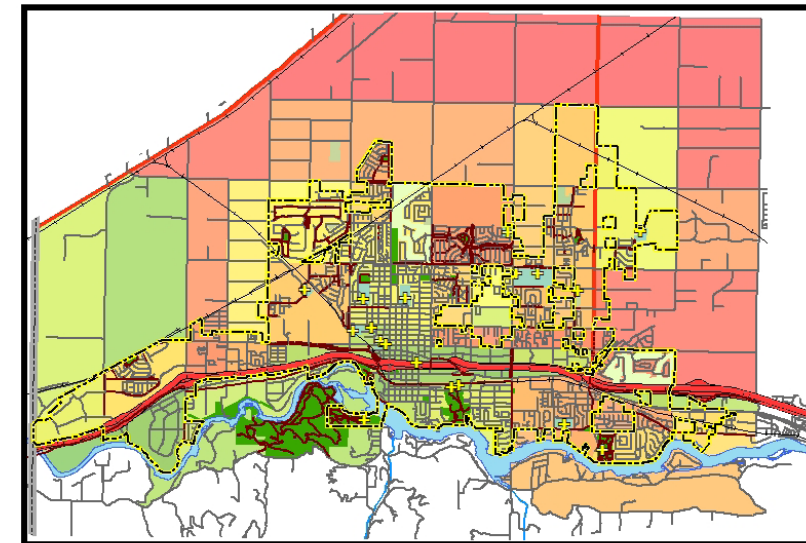
GRASP® Walkability Analysis

- No Current Service within 1/2-mile
- Lower Level of Service
- Higher Level of Service



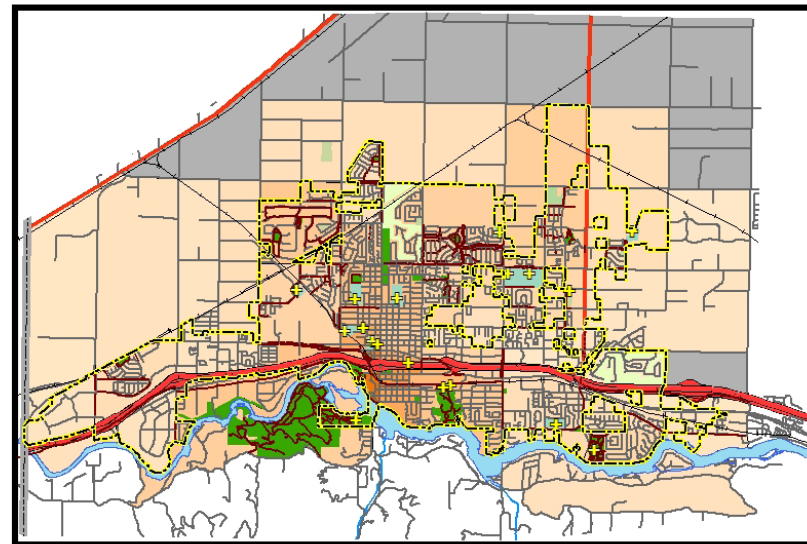
Current Year Population within TAZ

- Lower Population within TAZ
- Higher Population within TAZ



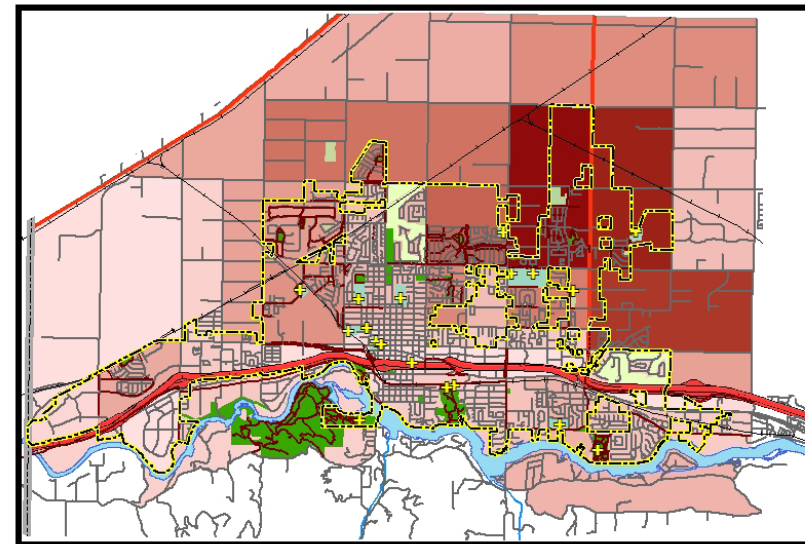
Per Capita LOS within TAZ (Current Year)

- Higher Level of Service per Capita
- Lower Level of Service per Capita



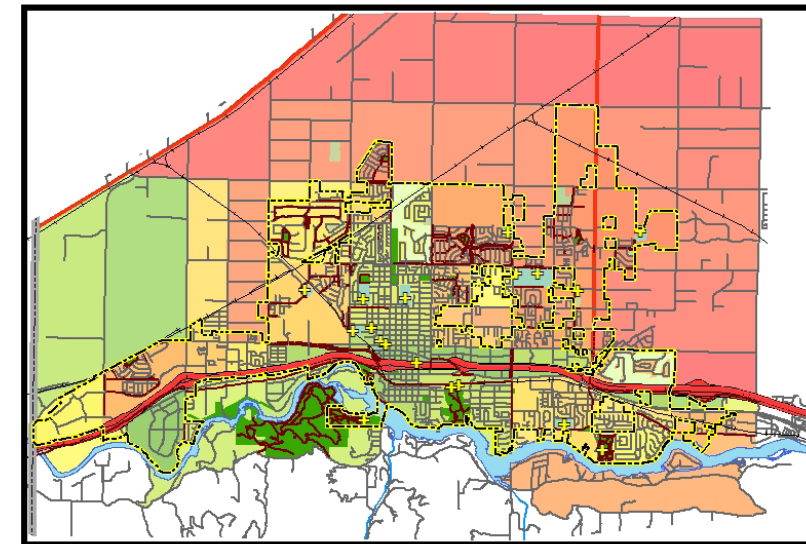
Average LOS per Acre by TAZ

- No Current Service
- Lower Level of Service within TAZ
- Higher Level of Service within TAZ



Projected Population within TAZ (2040)

- Lower Population within TAZ
- Higher Population within TAZ



Per Capita LOS within TAZ (2040)

- Higher Level of Service per Capita
- Lower Level of Service per Capita

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Table 6: Post Falls Capacities

LOS for Community Components																																				
	Population	Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Climbing, Designated	Concessions	Diamond Field	Diamond Field, Practice	Educational Experience	Event Space	Game Court	Garden, Community	Garden, Display	Horseshoe Court	Loop Walk	Multi-Use Pad	Natural Area	Open Turf	Passive Node	Pickleball Court	Picnic Ground	Playground, Local	Rectangular Field, Large	Rectangular Field, Small	Shelter, Large	Shelter, Small	Tennis Court	Track, Athletic	Trail, Multi-use	Trailhead	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open	
INVENTORY																																				
City of Post Falls & Key Partners		3	8	1	3	4	5	0	13	4	2	2	3	6	12	4	7	13	13	10	8	16	5	7	13	15	5	0	13	4	5	11	6	4	13	
Schools			7	21			10	2								5		3				11	12	4			4	2								
Other Providers		2	1	1			2								4			5		1		4	3	1		3									1	
System Totals:		5	16	23	3	4	17	2	13	4	2	2	3	6	16	9	7	21	13	11	8	31	20	12	13	18	9	2	13	4	5	11	6	5	13	
CURRENT RATIO PER POPULATION																																				
CURRENT POPULATION 2020	40,674																																			
Current Ratio per 1000 Population		0.12	0.39	0.57	0.07	0.10	0.42	0.05	0.32	0.10	0.05	0.05	0.07	0.15	0.39	0.22	0.17	0.52	0.32	0.27	0.20	0.76	0.49	0.30	0.32	0.44	0.22	0.05	0.32	0.10	0.12	0.27	0.15	0.12	0.32	
Population per component		8,135	2,542	1,768	13,558	10,169	2,393	20,337	3,129	10,169	20,337	20,337	13,558	6,779	2,542	4,519	5,811	1,937	3,129	3,698	5,084	1,312	2,034	3,390	3,129	2,260	4,519	20,337	3,129	10,169	8,135	3,698	6,779	8,135	3,129	
PROJECTED POPULATION - 2025	51,419																																			
Total # needed to maintain current ratio of all existing facilities at projected population		6	20	29	4	5	21	3	16	5	3	3	4	8	20	11	9	27	16	14	10	39	25	15	16	23	11	3	16	5	6	14	8	6	16	
Number that should be added by all providers to achieve current ratio at projected population		1	4	6	1	1	4	1	3	1	1	1	1	2	4	2	2	6	3	3	2	8	5	3	3	5	2	1	3	1	1	3	2	1	3	

To reach a threshold of needing additional components added due to population growth a component must currently have a minimum quantity of 6 in the system. Components with a quantity of less than six are not included in this table.

The capacity table can also be used to project future facility needs based on population growth, if:

- a. The future population's interests and behaviors are the same as today's, and
- b. That today's capacities are in line with today's needs.

The capacities table bases its analysis on the number of assets without regard to distribution, quality, or functionality. Higher LOS is achieved only by adding assets, regardless of the location, condition, or quality of those assets. In theory, the LOS provided by assets is more accurately a combination of location and quality as well as their quantity, which is why this table should be used with discretion, and only in conjunction with the other analyses presented here.



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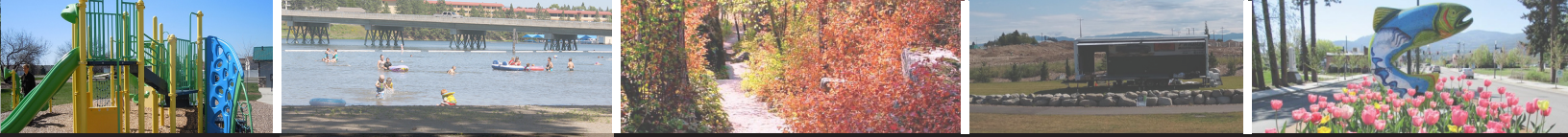


Table 7: Outdoor Park and Recreation Facilities – Median Population Served per Facility

2019 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks			
Outdoor Park and Recreation Facilities			
Outdoor Facility	Agencies Offering this Facility	Median Number of Residents per Facility	Post Falls Residents per Facility
Residents Per Park*	NA	1,881	623
Acres of Park Land per 1,000 Residents*	NA	9.6	44
Playgrounds	92.0%	3,586	1,185
Basketball Courts	83.0%	7,400	2,297
Dog Park	55.0%	55,675	NA
Tennis Courts	77.0%	4,858	4,083
Swimming pools (outdoor only)	52.0%	41,495	NA
Skate Park	14.0%	62,325	36,747
Diamond Fields: baseball - youth	75.0%	7,369	2,162
Diamond Fields: softball fields - youth	59.0%	13,773	
Diamond Fields: softball fields - adult	66.0%	15,000	
Diamond Fields: baseball - adult	55.0%	25,834	
Rectangular Fields: multi-purpose	63.0%	9,000	1,108
Rectangular Fields: soccer field - youth	47.0%	8,784	
Rectangular Fields: soccer field - adult	42.0%	15,000	
Rectangular Fields: football field	38.0%	35,572	

*Comparison based on median for 20,000 to 49,999 population comparison

The remaining comparisons are based on similar residents per square mile (more than 2,500)

Comparing Post Falls to recent national statistics in the “2019 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks,” the agency meets or exceeds the median benchmark in all categories except dog parks and swimming pools.

Similar calculations can also be made based on acres of land and parks per 1,000 residents. The following table includes all the properties included in the GIS mapping. The calculation of the acreage consists of only current Post Falls parks and critical partners (excluding schools). Based on this calculation Post Falls anticipates 219 new park acres to provide similar LOS based on population projects. Both residents per park and acres of parks per 1,000 people are better than NRPA published benchmarks for similar size cities or density.

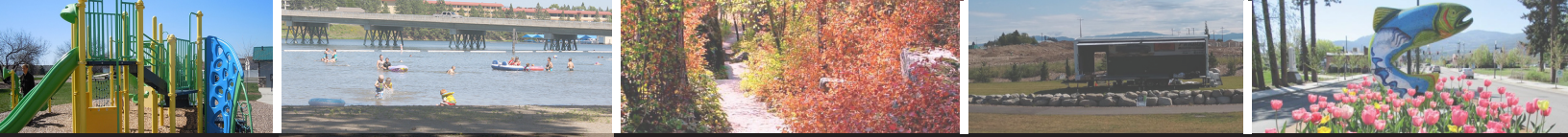


Table 8: Acres of Park Land per 1,000 Residents

This capacity table indicates that Post Falls provides approximately 23 acres per 1000 people or 44 people per acre of “park” and does not include other provider parks and schools.

		2019 GIS Acres*
INVENTORY		
City of Post Falls & Key Partners		828
Schools		187
Other Providers		55
System Total		1070
CURRENT RATIO PER POPULATION		
CURRENT POPULATION 2020	40,674	
Current Ratio per 1000 Population		20.4
Population per acre		49
PROJECTED POPULATION - 2025	51,419	
Total acres needed to maintain current ratio of City of Post Falls existing facilities at projected population		1047
Acres that should be added to maintain current ratio at projected population		219

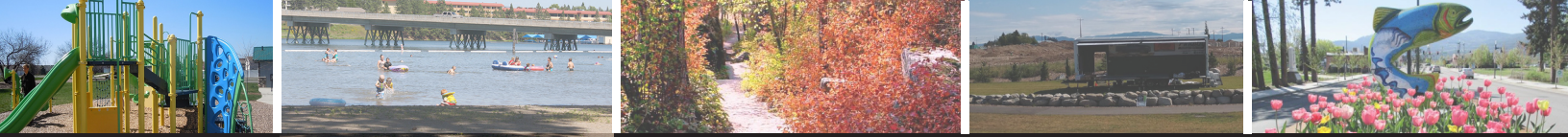
*Does not include 29 acres of future park lands

D. Key Conclusions

Proximity, availability of transportation, and pedestrian barriers are relevant factors affecting Post Falls levels of service. The provision of assets is reasonably equitable across Post Falls, assuming resident’s access to motorized transportation. The analysis would indicate that Post Falls is currently providing its recreation opportunities in the form of a diverse developed park system when compared to other similar cities. Pedestrian barriers do hinder walkable access based on current parks and recreation assets.

As growth continues in Post Falls, providing for additional park land acquisitions as annexation, and new development requests are processed will be required. Maintaining the establish LOS standards will require the development of policy statements/goals to support the stated Comprehensive Plan goal of keeping Post Falls’ neighborhoods safe, vital, and attractive. Leveraging and following the successes of the past to address future growth is recommended.

The most obvious way to increase overall LOS is to add assets in any area with lower service or acquire land or develop partnerships in areas lacking current service. Significant gaps in walkable service exist in several locations throughout Post Falls, but these areas may or may not be residential areas. Some residential areas have less access to quality recreation opportunities, while other areas have no walkable access. Pedestrian barriers and lack of trails and sidewalks also limit access to recreation throughout Post Falls. Additional analysis and a review of the information received from surveys, focus groups, and other sources, including staff knowledge, contribute to further identify the best locations for future improvements.



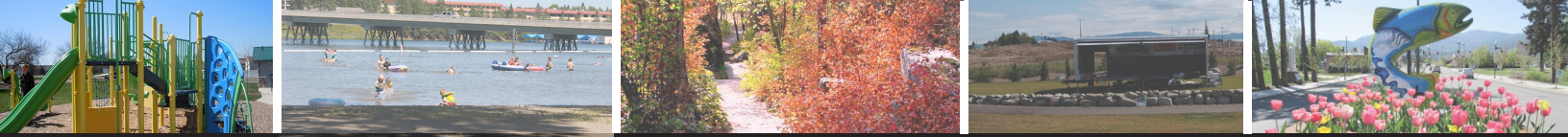
X. Community Engagement

A. Community and Stakeholder Input

Focus groups, stakeholder interviews, and a public forum were conducted on June 10-12, 2019. These meetings were held throughout the City. The goal of these sessions was to gather information that would guide the development of the community recreation needs assessment survey. Participants included:

- Users/Community Members
- City/Department Staff
- Stakeholders
- Commissioners
- Youth and Teens
- Special Interest Groups
- Alternative Providers
- Regional Directors
- School District
- Library Services



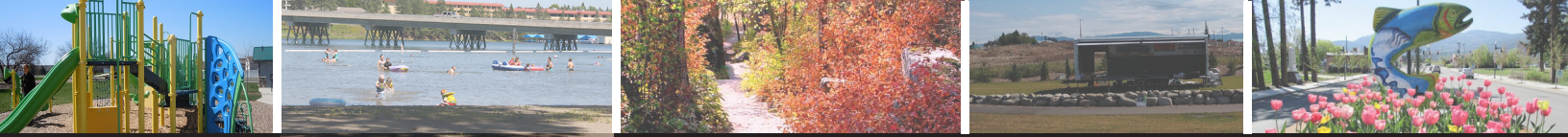


Over the course of three days, GreenPlay hosted five meetings and spoke with 41 community members and stakeholders.

Top priorities that were identified during this portion of the planning process include:

- Connecting the community to parks physically, emotionally, socially
- Building a recreation center/swimming pool
- Building a sports complex/adult softball
- Maintaining what we have/keep level of service and quality
- Improving marketing/branding/communication
- Managing natural resource areas to avoid over usage and damage
- Creating a community gathering place
- Growing staff to continue to provide the level of service as the community grows
- Dedicating funding to support operations and growth
- Expanding river access, not enough boat launches – motorized and non-motorized
- Keeping up with the growth
- Finding the balance between natural area and developed amenities
- Focusing on downtown, waterfront, and bike trails
- Being proactive regarding land acquisition and preservation
- Improving connection to the Centennial Trail
- Providing new amenities: dog Parks, splash pads, pickleball, destination playground
- Growing programs: special events, adventure, camps, adult social sports

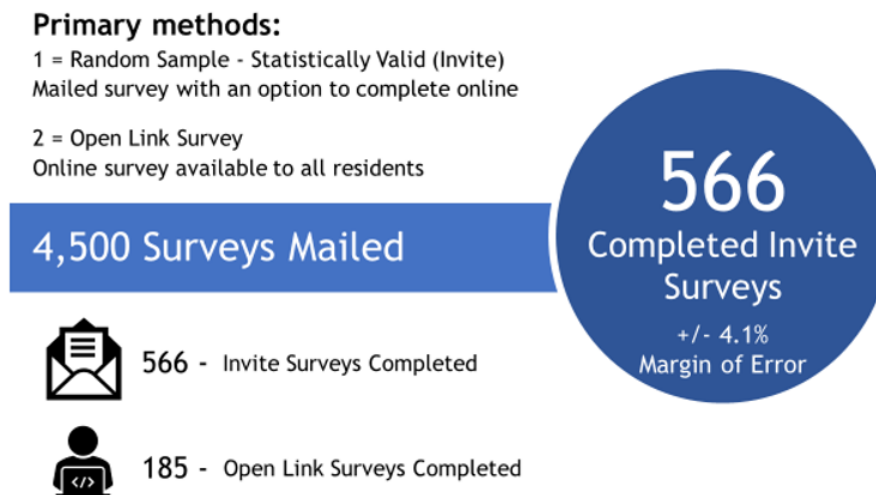
The full Post Falls Parks and Recreation Master Plan Update – Community Engagement Memo was provided as a staff document, and the Public Meeting Summary PowerPoint presentation was posted to the Department’s website.



B. Random Invitation Community Survey Summary

As part of the project, a statistically valid survey was conducted to assess the opinions, desires, and needs of residents in Post Falls. The survey was conducted using three primary methods: 1) a mailed survey to 4,500 households in Post Falls, 2) an online, password-protected invitation website, 3) an open link survey for all other residents who were not included in invitation sample. Invitation or invite respondents were given a unique password to participate through the online survey. Approximately two weeks after the mailed surveys began arriving in mailboxes, the open link survey was made available to all residents who did not receive an invitation survey. Results are kept separate to maintain the statistical validity of the invitation sample. The invitation sample contains 566 completed surveys (margin of error: 4.1 percent) with the open link closing with 185 completed surveys.

Figure 31: Survey Results



After reviewing all data received through the survey the consultant team summarized key findings which are shown in **Figure 32**. These findings present a quick overview of the survey outcomes. The purpose of the community needs assessment study was to gather community feedback on Post Falls Parks and Recreation facilities, services, programs, amenities, future planning, communication, and more.

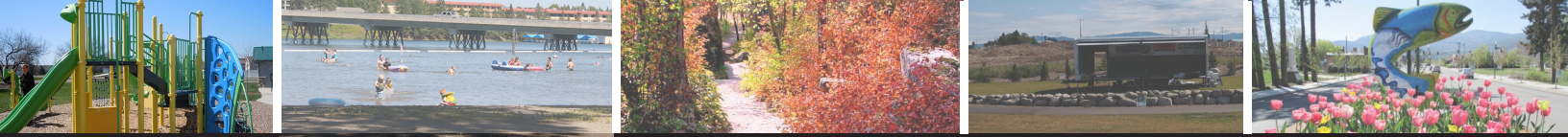


Figure 32: Key Findings from Community Survey

Respondents across both the invite and open link samples place a high priority on trail connectivity, aquatics (programs and facilities), and open space/natural areas, a common trend throughout this survey.

Q'emlin Park, Falls Park, and the Centennial Trail are the most often used facilities in Post Falls. However, most parks/facilities and programs receive some level of usage throughout the year, highlighting their importance to the community.

Respondents are generally quite satisfied with all aspects of parks and recreation in Post Falls, including parks, facilities, events, and programs.

Future improvements and additions for facilities focused on aquatic facilities, trail connectivity, and increasing open space/natural areas. Many comments also highlighted the desire to continue placing Post Falls' natural scenery as a priority when developing new facilities.

Communication effectiveness is rated as mostly effective among both invite and open link respondents. Diversifying communication methods may improve awareness among those who are somewhat unaware about programs/facilities offered.

Support for funding mechanisms is focused on park/facility sponsorships and naming rights, along with bond referendums. Residents are much less likely to support user fees or property taxes to pay for parks and recreation.

Other findings from the survey have been integrated into the development of recommendations and actions for the Master Plan update.



Communication Methods

The top two most preferred methods to receive information among invite and open link are Activity Guide/Brochure (63 percent overall) and social media (54 percent overall). Open link respondents are slightly more likely to prefer social media, but it's still a high priority for invite respondents. Newsletters, emails from the City, and the City website are also important. Results demonstrate a need to diversify communication methods in Post Falls.

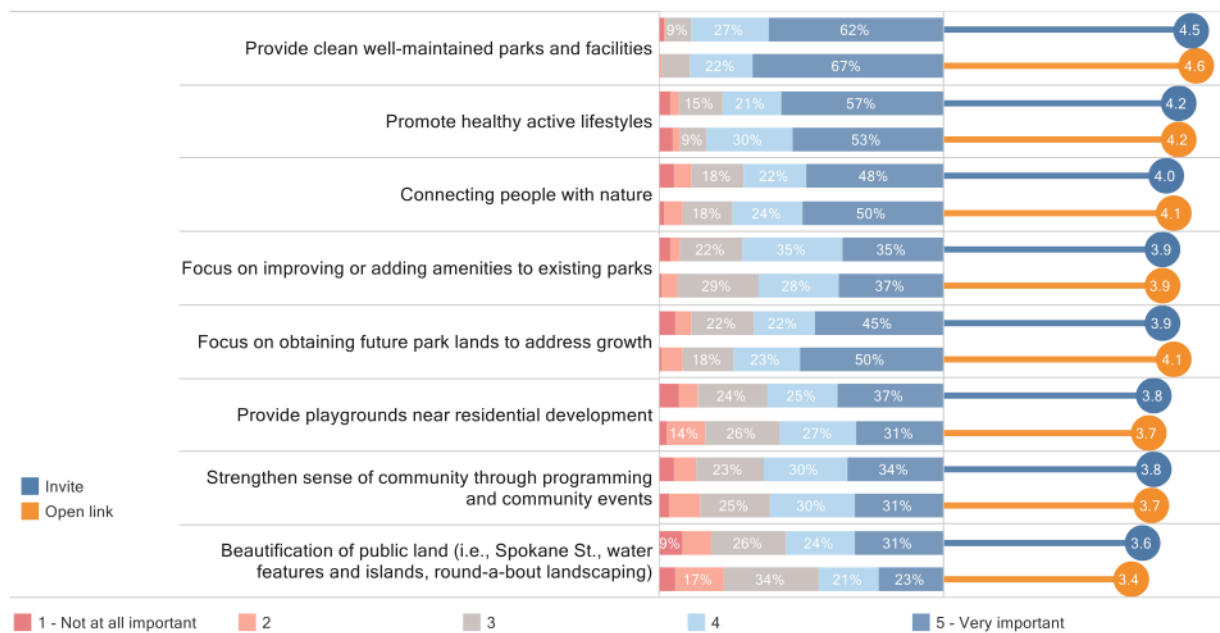
Figure 33: Top Five Methods of Communication



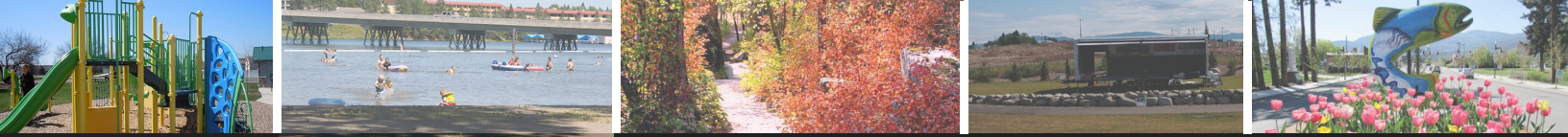
Vision/Purpose of Parks and Recreation

On a scale of one to five with one being not at all important and five being very important, respondents see a primary purpose for the future to be providing clean well-maintained parks and facilities (4.5). Promoting healthy active lifestyles (4.2) and connecting people with nature (4.0) were also seen as important among both invite and open link respondents.

Figure 34: Survey Results: Vision/Purpose of Parks and Recreation



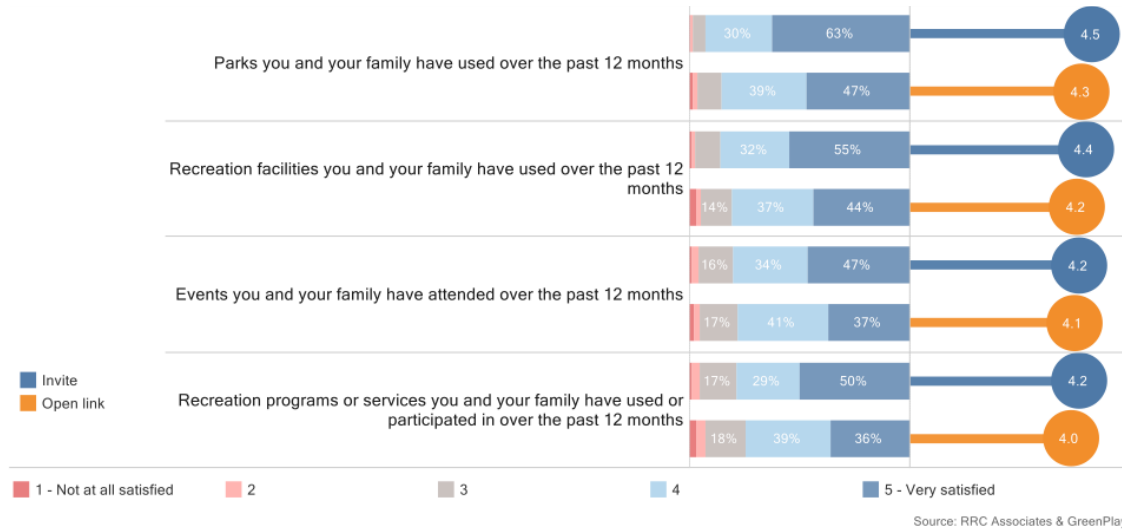
Source: RRC Associates & GreenPlay



Current Satisfaction

When asked how satisfied they were with aspects of Post Falls’ parks and recreation services, all aspects rated high at 4.2 out of 5.0 or higher. Parks (4.5) received the highest satisfaction score followed by facilities (4.4). Events and programs both had mean ratings of 4.2 by invite respondents. Open link respondents were slightly less satisfied but overall very positive about these aspects.

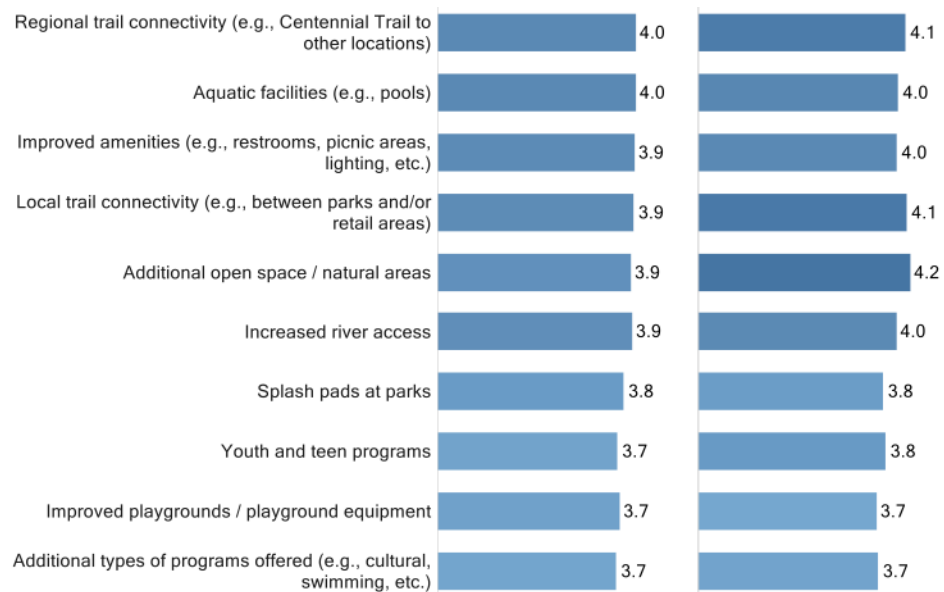
Figure 35: Survey Results: Current Satisfaction

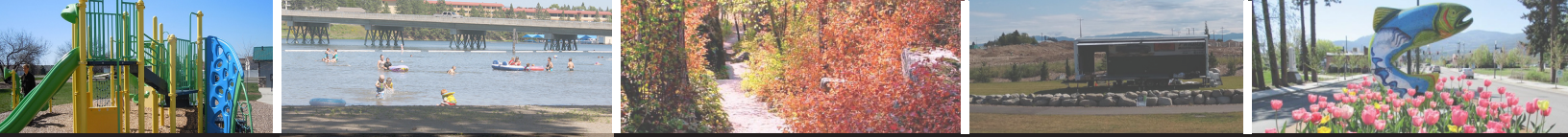


Future Needs – Facilities and Amenities

For the future, respondents place the most importance on regional trail connectivity (4.0), aquatic facilities (4.0), improved amenities, and local trail connectivity (3.9). It’s clear throughout many questions that trail connectivity and aquatics have become a trend. Open link responses are similar in results.

Figure 36: Survey Results: Facilities and Amenities

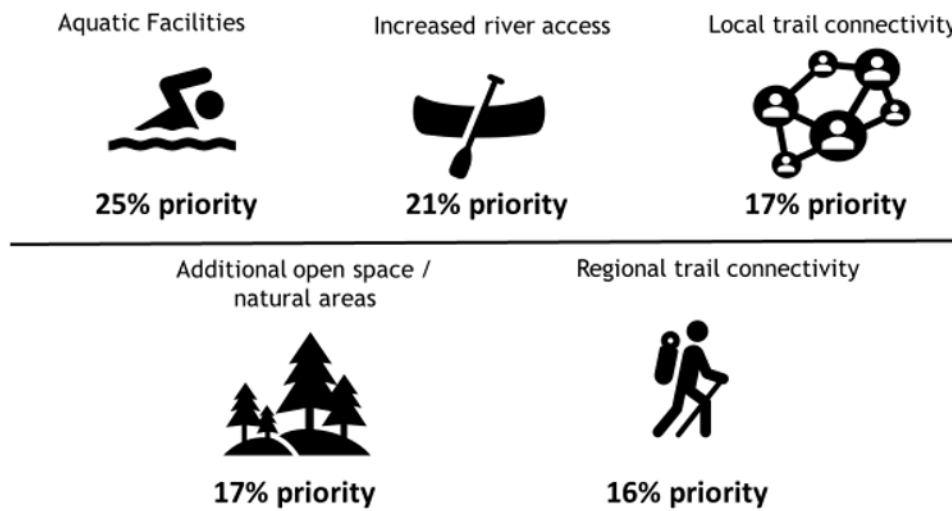


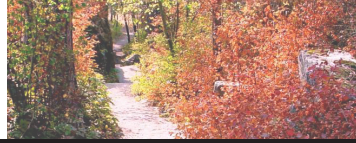


Top Ranked Priorities for the Future

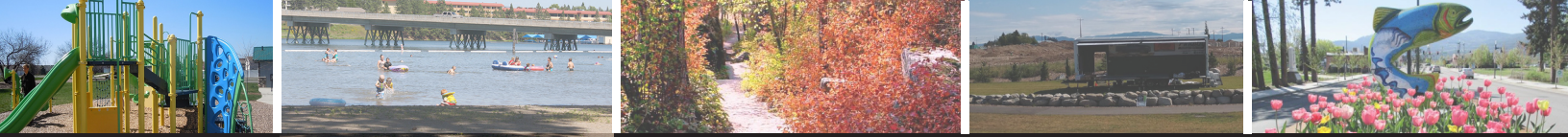
When asked to prioritize their responses, aquatic facilities rise to the top for both invite (25%) and open link (28%) respondents. Increased river access (21%) along with trail connectivity (both regional and local) (17%) and additional open space/natural areas (17%) were also viewed as a priority.

Figure 37: Top Ranked Priorities for the Future





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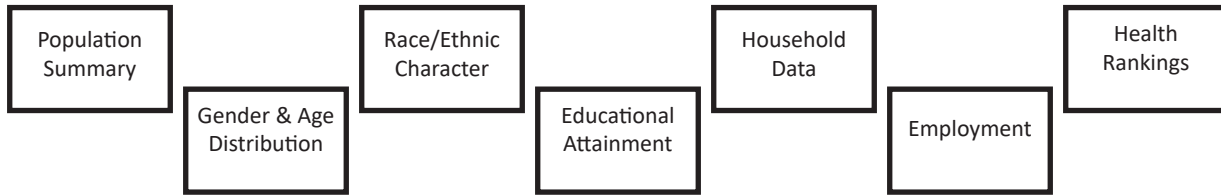


XI. Community and Identified Needs

A. Demographic Profile

Recreation and Park Demographic Profile

By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of parks, recreation, and open space management. This demographic profile was compiled in August 2019 from a combination of sources including the Esri Business Analyst, American Community Survey, and U.S. Census. The following topics will be covered in detail in this report:



Population

Kootenai Metropolitan Planning Organization (KMPO) is utilizing a 4.8 percent annual growth rate for its transportation planning within Post Falls. The basis for the 4.8 percent annual growth rate is founded on the U.S. Census data for the City of Post Falls from 2000 to 2010. Based on decennial Census data, the population for the City of Post Falls in 2000 was 17,247 and in 2010 it was 27,574. Since 2010, Post Falls has realized an average growth rate of approximately 3.25 percent and 4.80 percent for the previous three (3) years.

Growth rates can be a strong comparative indicator of an area’s potential for economic development. From 2010 to 2019, the population of City of Post Falls grew 2.69% percent annually each year. The City of Post Falls is growing at a slightly faster rate than Kootenai County (2.40%), the State of Idaho (1.54%), and the United States (0.8%). The figure below shows a visual representation of the population growth rate between 2010 and 2019.

Figure 38: Population Projected Annual Growth Rates (2010 – 2019)



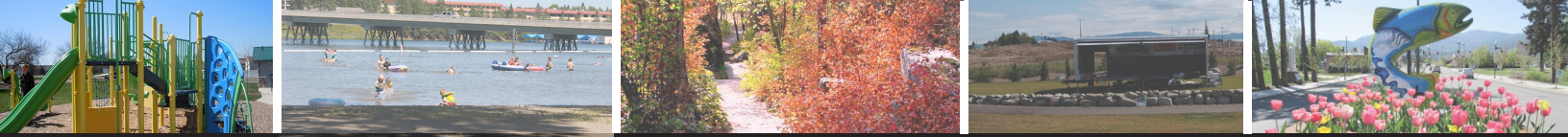
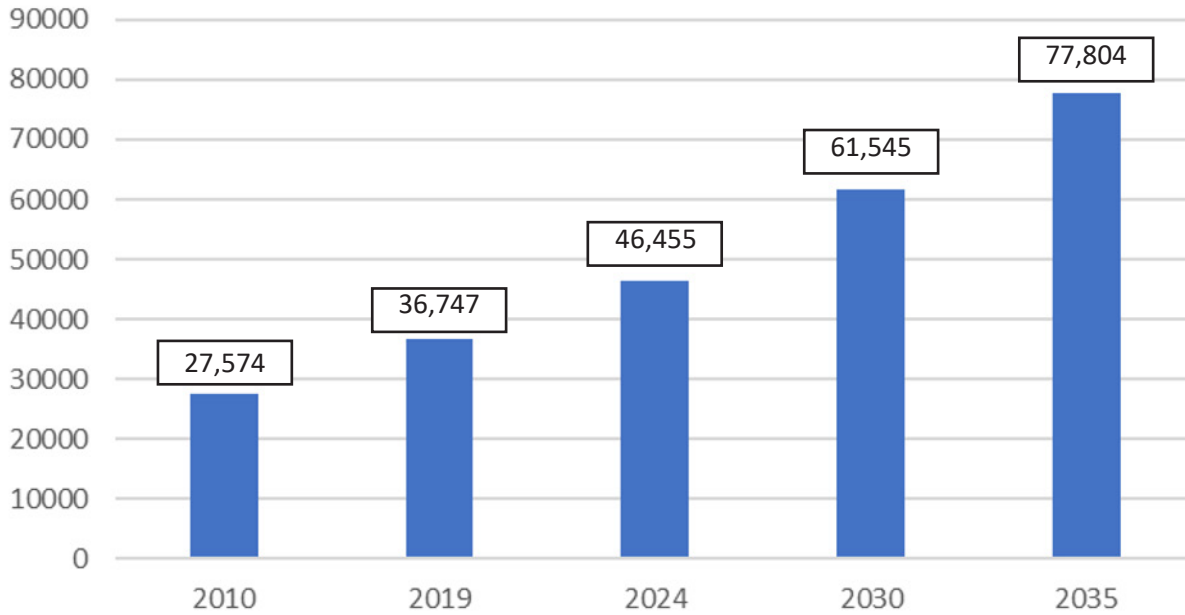


Figure 39: Projected Population Trends from 2000 to 2035



Age & Gender Distribution

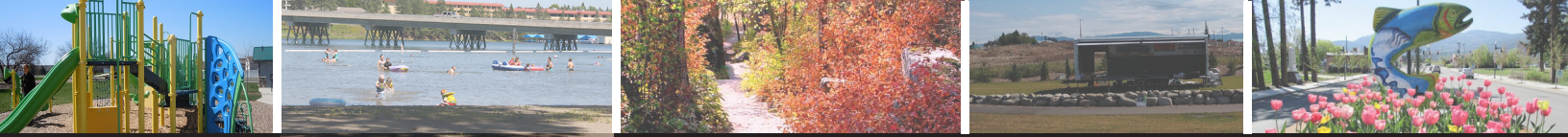
The City of Post Falls had slightly fewer males (49%) than females (51%). This distribution is about the same as Idaho and the United States.

Table 9: City of Post Falls Gender Distribution Compared to State and National Averages

	City of Post Falls	Idaho	USA
2019 Female Population (%)	51.31%	49.91%	50.75%
2019 Male Population (%)	48.68%	50.09%	49.25%

Figure 40: Median Age of City of Post Falls between 2010 and 2024

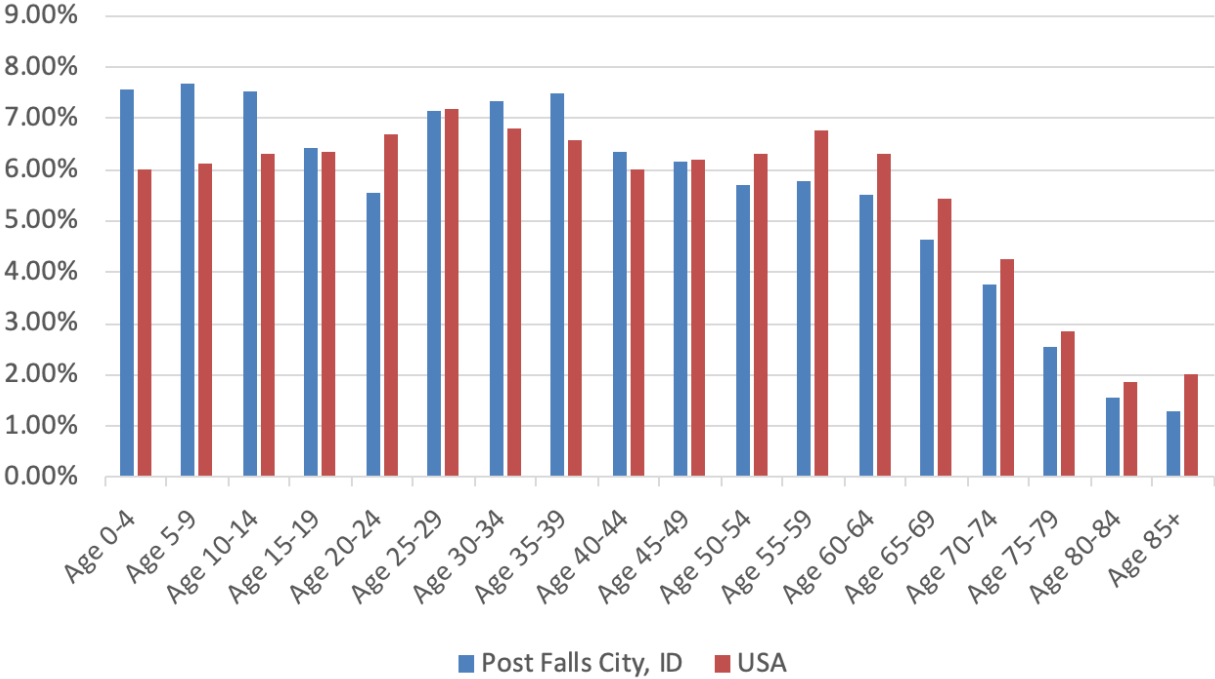


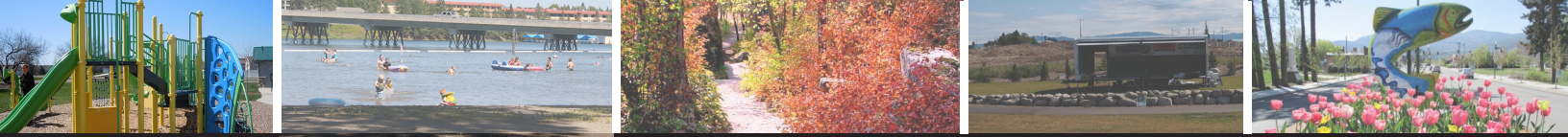


Looking at the population age breakdown by five-year increments in the figure below, there are a few key conclusions.

- The City of Post Falls had a high concentration of citizens between 0 and 15 years old, and 30-40 years old. In total, these age ranges make up almost 40 percent of the population. This age distribution is indicative of a population of many young families with kids.
- Each age cohort between 40 and 85+ years old average to make up 4 – 5 percent of the population, with a steady decrease in size from ages 40-44 at just over 6% and over 85 just above one percent.
- The age distribution is expected to stay relatively the same from 2010 to 2024. The changes that are expected are within two percentage points.

Figure 41: 2019 Age Distribution in City of Post Falls





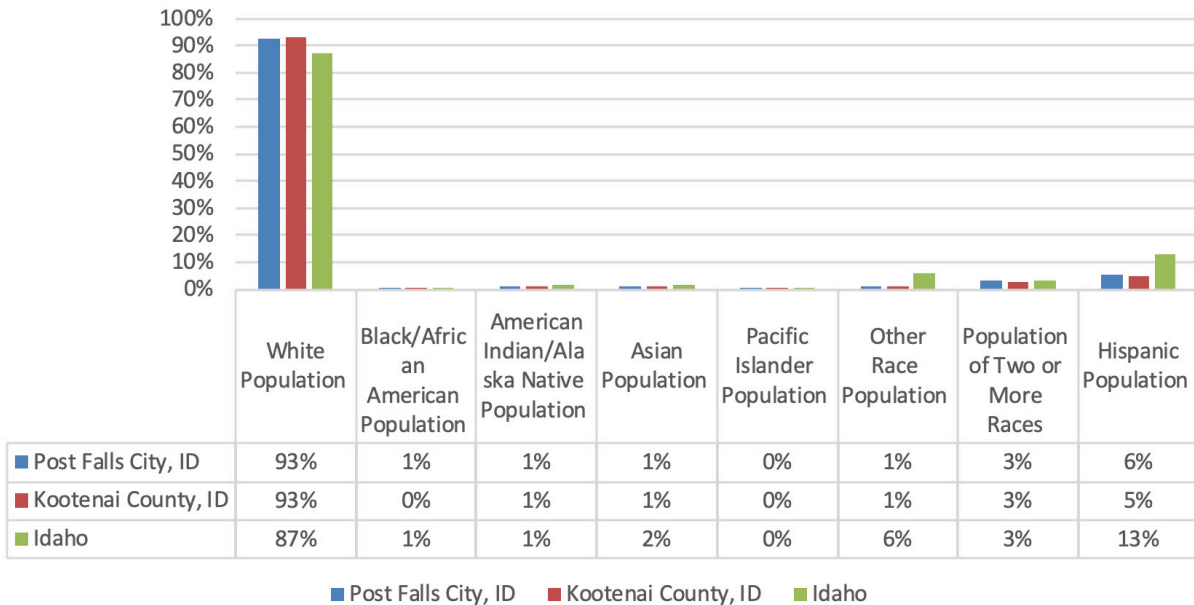
Race/Ethnic Character

In the United States, communities are generally becoming more diverse. Before comparing this data, it is important to note how the U.S. Census classifies and counts individuals who identify as Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish are included in all of the race categories.

Figure 42 reflects the approximate racial/ethnic population distribution.

- The City of Post Falls was less diverse than the United States population with a non-white population of seven percent.
- Those that identify as Hispanic make up only six percent of the total population. This is less than the Hispanic population of 13 percent in Idaho.
- Roughly one percent of the population identify as Black or African American, and one percent identify as another race not specified on the U.S. Census.

Figure 42: Racial/Ethnic Diversity of City of Post Falls





Educational Attainment

Table 10 shows the percentage of residents (18+) that obtained various levels of education. Only 7.27 percent of Post Falls residents did not have a high school education or equivalent, compared to Idaho (8.81%) and the United States (11.64%). However, graduate/professional level degree attainment was lower in Post Falls (5.02%) than in Kootenai County (7.93%), Idaho (8.51%), and the United States (12.54%).

Table 10: 2019 City of Post Falls Educational Attainment

Level of Education	City of Post Falls	Kootenai County	Idaho	USA
Less than 9th Grade	1.39%	1.04%	3.18%	4.90%
9-12th Grade/No Diploma	5.88%	5.49%	5.63%	6.74%
High School Diploma	26.36%	22.65%	22.30%	23.13%
GED/Alternative Credential	6.18%	5.28%	6.00%	3.90%
Some College/No Degree	33.12%	29.64%	26.23%	20.23%
Associate's Degree	10.45%	11.26%	9.73%	8.58%
Bachelor's Degree	11.61%	16.71%	18.41%	19.98%
Graduate/Professional Degree	5.02%	7.93%	8.51%	12.54%

Household Data

- The median household income in Post Falls is \$55,540. This is lower than Kootenai County (\$58,378) and the United States (\$60,548), and higher than the State of Idaho (\$53,700). Roughly 13 percent of the residents make under \$35,000 annually.
- The median home value in Post Falls is \$221,161, compared to Kootenai County (\$274,938) Idaho (\$228,837) and the United States (\$234,154).
- The average household size is 2.69 in Post Falls, compared to 2.53 in Kootenai County, 2.67 in Idaho, and 2.59 in the United States.
- About 2.69 percent of households in Post Falls receive food stamps, compared to the rate in Kootenai County at 11.15 percent and the State of Idaho at approximately 11.3 percent.
- Approximately one-third (29.47%) of residents live with some sort of hearing difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and/or independent living difficulty. This is higher than the national average (25%).

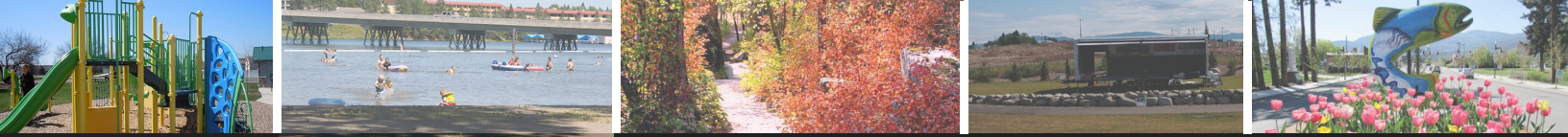
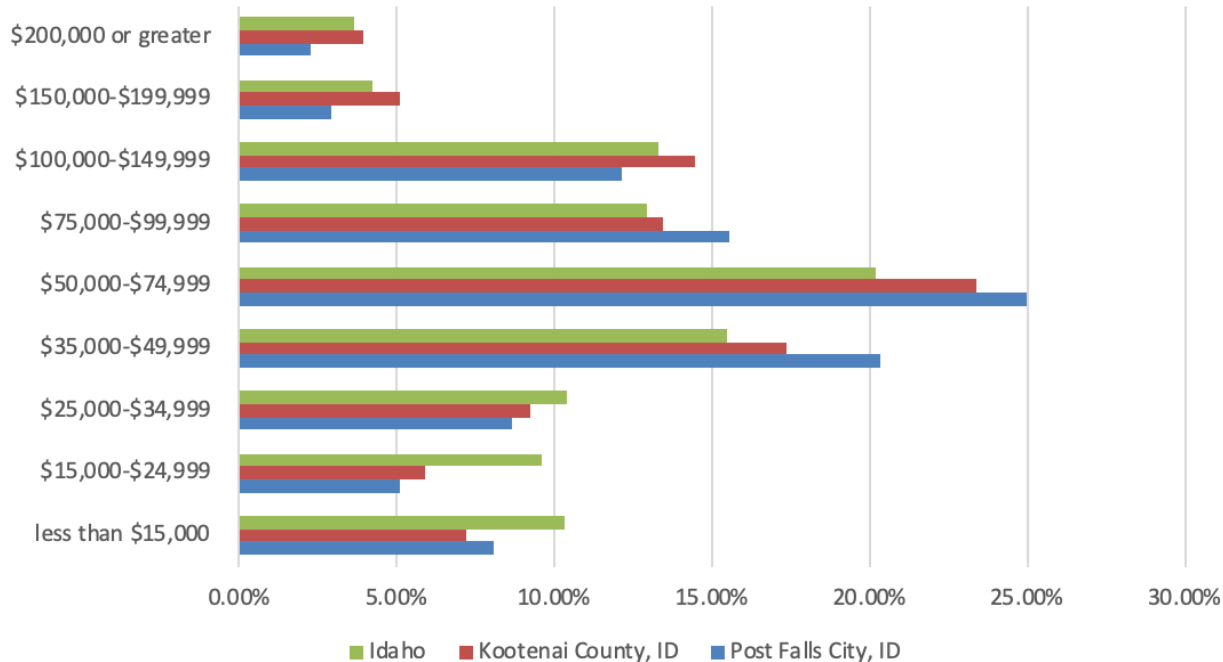


Figure 43: Median Household Income Distribution in City of Post Falls



Employment

- Roughly 54 percent of the population is employed in white-collar positions, which typically performs managerial, technical, administrative, and/or professional capacities. Approximately 29 percent were employed by blue-collar positions, such as construction, maintenance, etc. About 17 percent of residents were employed by the service industry. Kootenai County was made up of similar employment breakdown, with 60 percent white-collar, 24 percent blue-collar, and 16 percent service industry.
- Less than 2.2 percent of the population was unemployed in 2019, compared to the rate of Kootenai County (3.2%), Idaho (2.8%) and the United States (4.6%).
- In terms of commuting, about 17 percent of workers spend seven or more hours commuting back and forth to work each week, and 86.1 percent of commuters drive alone in a car to work.

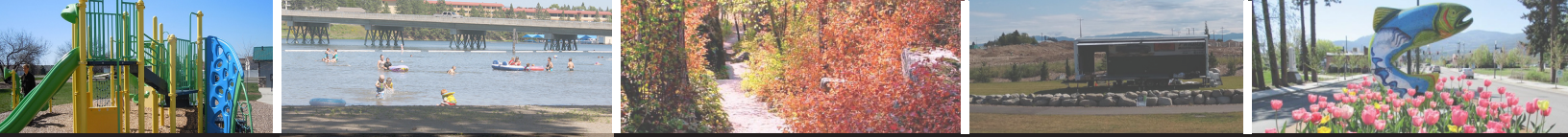
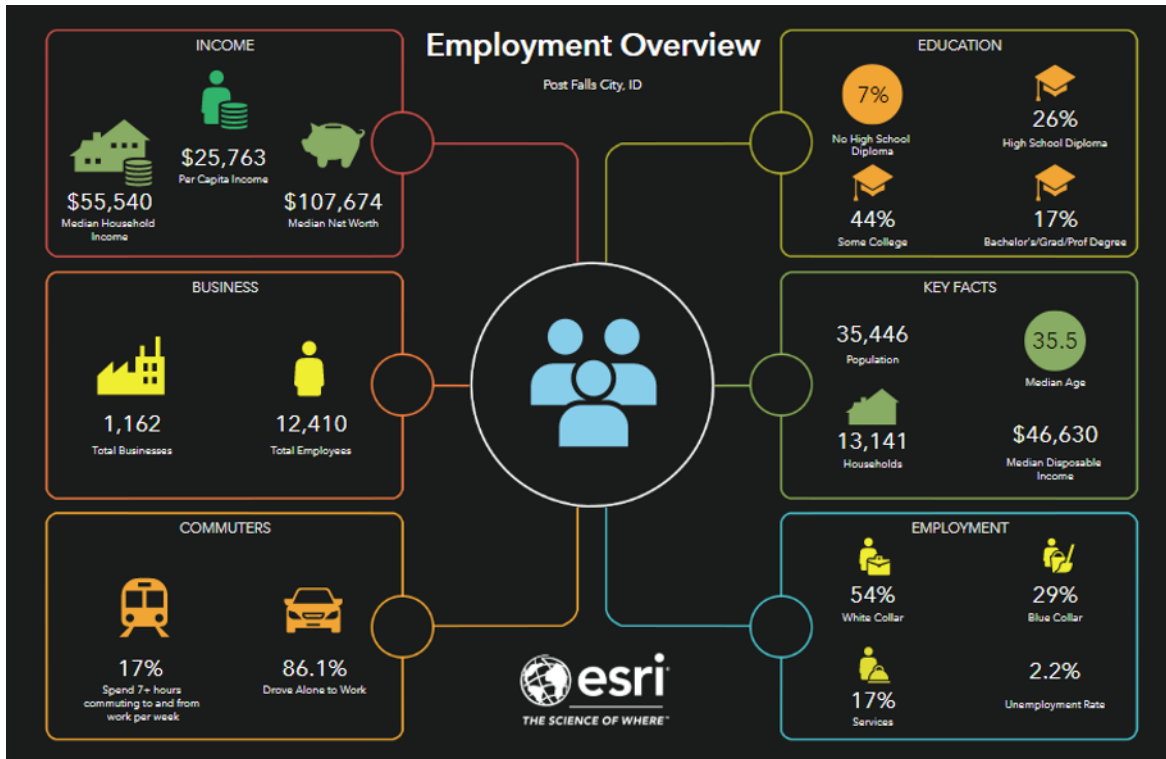
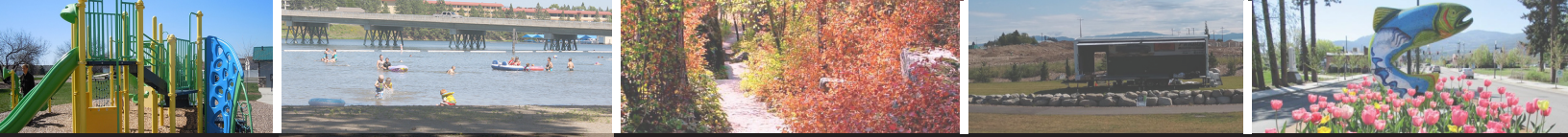


Figure 44: Employment Overview in City of Post Falls, Idaho





B. Park and Recreation Influencing Trends

The changing pace of today's world requires analyzing recreation trends from both a local and national level. Understanding the participation levels of city residents using data from the U.S. Census Bureau, combined with research of relevant national recreation trends, provides critical insights that help to plan for the future of parks and recreation. These new shifts of participation in outdoor recreation, sports, and cultural programs are an important component of understanding and serving your community.

Part I: Recreation Behavior and Expenditures of Post Falls Households

- Local Recreational Expenditures
- Outdoor Recreation Behavior
- Fitness and Health Behavior
- Team Sport Participation

Part II: Parks and Recreation Trends Relevant to Post Falls

- Active Transportation
- ADA Compliance
- Aquatics & Water Recreation Trends
- Community Events and Festivals
- Conservation
- Economic and Health Benefits of Parks
- Generational Trends in Recreation
- Outdoor Fitness Trails
- Outdoor Recreation
- Signage and Wayfinding
- Urban Park Revenue
- Winter Recreation

Part I: Recreation Behavior and Expenditures of Post Falls Households

Local Recreational Expenditures

Data from the Bureau of Labor Statistics provides insights about consumer expenditures per household in 2019. The following information was sourced from Esri Business Analyst, which provides a database of programs and services where Post Falls residents spend their money. The table below shows the average dollars spent on various recreational products/services. Money spent on sports/recreation/exercise equipment related to Entertainment and Recreation generated the highest revenues of \$2.3 million in Post Falls.

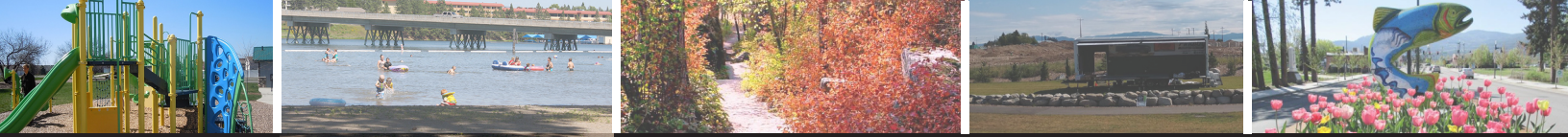


Table 11: Recreational Expenditures in City of Post Falls, Idaho

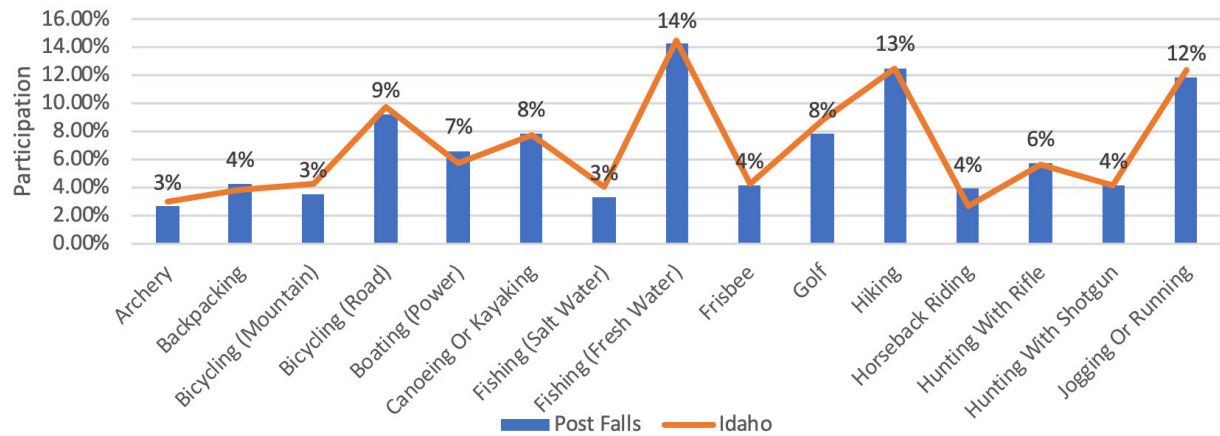
Variable	Average	Total
Entertainment/Recreation -Sports/Rec/Exercise Equipment	\$176.90	\$2,324,640
Entertainment/Recreation - Toys/Games/Crafts/Hobbies	\$96.90	\$1,273,347
Hunting & Fishing Equipment	\$63.13	\$829,562
Pet Services	\$54.77	\$719,763
Camp Fees	\$34.59	\$454,525
Bicycles	\$23.12	\$303,807
Rental of Boats/Trailers/Campers/RVs	\$18.72	\$245,948
Camping Equipment	\$17.80	\$233,902
Water Sports Equipment	\$6.92	\$90,873
Winter Sports Equipment	\$3.53	\$46,337

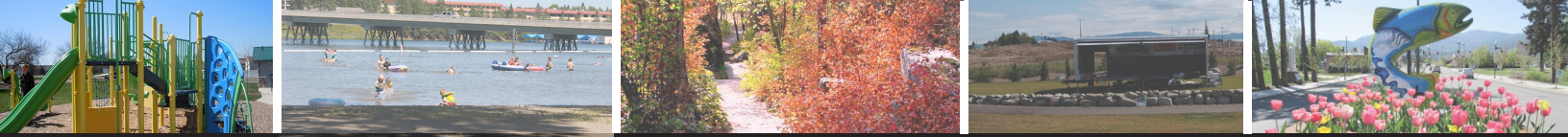
Outdoor Recreation Behavior

As displayed in **Figure 45**, data from Esri Business Analyst indicates popular outdoor recreation activity participation by households in Post Falls. Participation was also pulled from the State of Idaho for comparison. The most popular activities in the City of Post Falls included:

- Fishing (Fresh Water) (14%)
- Hiking (13%)
- Jogging or Running (12%)

Figure 45: Outdoor Recreation Behavior of Post Falls compared to the State of Idaho



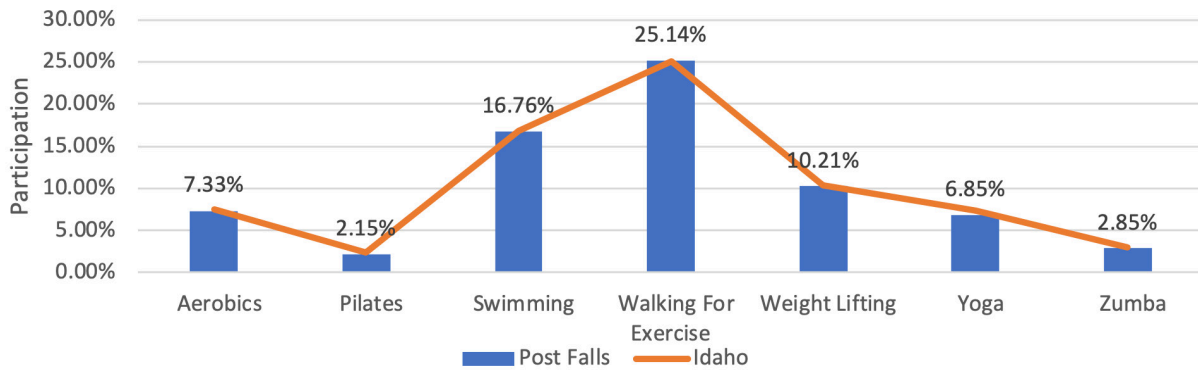


Fitness and Health Behavior

Figure 46 shows household participation in various fitness activities. Participation was higher in Post Falls than the State of Idaho, specifically for the following activities:

- Walking for Exercise (25%)
- Swimming (16%)
- Weight Lifting (10%)

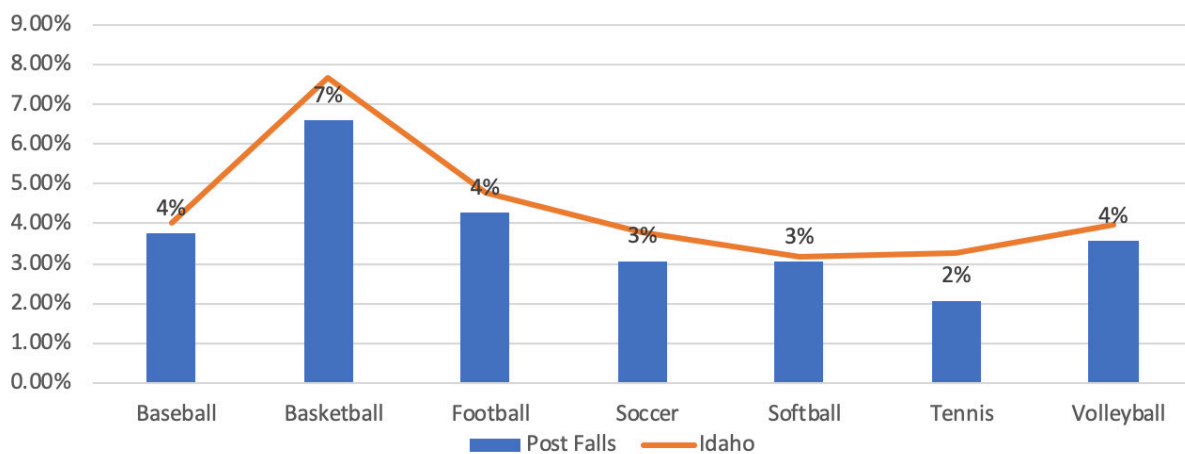
Figure 46: Fitness and Wellness Participation of Post Falls compared to the State of Idaho

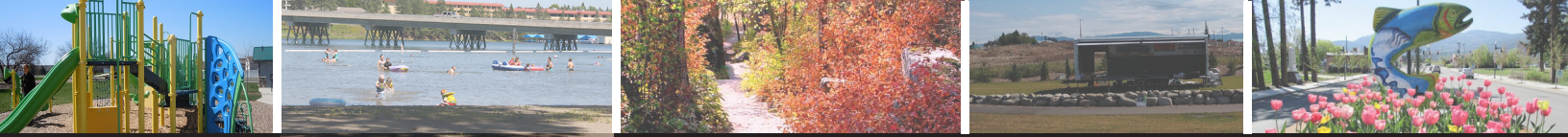


Team Sport Participation

According to census data, households in Post Falls had the highest participation in basketball (7%), followed by football, baseball, and volleyball (4%).

Figure 47: Team Sport Household Participation in Post Falls compared to State of Idaho





Part II: Parks and Recreation Trends Relevant to Post Falls

Active Transportation – Bicycling and Walking



In many surveys and studies on participation in recreational activities, walking, running, jogging, and cycling are nearly universally rated as the most popular activities among youths and adults. Walking, jogging, and running are often the most highly participated in recreational activity and cycling often ranks as the second or third most popular activity.

These activities are attractive as they require little equipment, or financial investment, to get started, and are open to participation to nearly all segments of the population. For these reasons, participation in these activities are often promoted as a means of spurring physical activity and increasing public health. The design of a community’s infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking in a community can have a major impact on improving public health and life expectancy.

ADA Compliance

On July 26, 1990, the federal government officially recognized the needs of people with disabilities through the Americans with Disabilities Act (ADA), which underwent a significant update in 2010. This civil right law expanded rights for activities and services offered by both state and local governmental entities (Title II) and non-profit/for-profit entities (Title III). Parks and Recreation agencies are expected to comply with the legal mandate; which means eliminating physical barriers to provide access to facilities and providing reasonable accommodations in regard to recreational programs through inclusive policies and procedures.

It is a requirement that agencies develop an ADA Transition Plan, which details how physical and structural barriers will be removed to facilitate access to programs and services. The Transition Plan also acts as a planning tool for budgeting and accountability.¹

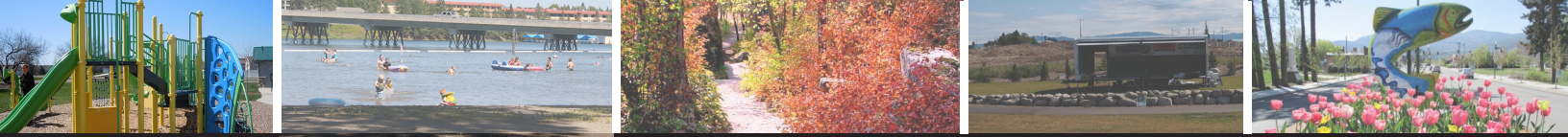
Aquatics and Water Recreation Trends

According to the National Sporting Goods Association (NSGA), swimming ranked second nationwide in terms of participation in 2018.² Nationally, there is an increasing trend toward indoor leisure and therapeutic pools. Additional indoor and outdoor amenities like “spray pads” are becoming popular as well. In some cities and counties spray pools are popular in the summer months and turn into ice rinks in the winter months. In this maturing market, communities are looking for atmosphere - an extension of surroundings either natural or built. Communities are also concerned about water quality and well as conservation. Interactive fountains are a popular alternative, ADA-compliant, and low maintenance. Trends in architectural design for splash parks can be found in *Recreation Management* magazine articles in 2014 and 2015.³

1 Mark Trieglaff and Larry Labiak, National Recreation and Park Association: “Recreation and the Americans with Disabilities Act,” Accessed August 2019: <https://www.nrpa.org/parks-recreation-magazine/2016/august/recreation-and-the-americans-with-disabilities-act/>

2 “2018 Sport Participation Snapshot,” National Sporting Goods Association, 2018.

3 Dawn Klingensmith “Make a splash: Spraygrounds Get (Even More) Creative”, *Recreation Management*, April 2014 (and April 2015 updates). (http://recmanagement.com/feature_print.php?fid=201404fe01).



Community Events and Festivals

In the context of urban development, from the early 1980s, there has been a process that can be characterized as “festivalization,” which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of “cultural experience.”

The success rate for festivals should not be evaluated simplistically solely on the basis of profit (sales), prestige (media profile), size (numbers of events). Research by the European Festival Research Project (EFRP)⁴ indicates there is evidence of local and city government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, tourists). There is also a growing number of smaller, more local, community-based festivals and events in communities, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational, and participative value. For more information on the values of festivals and events, see the CRC Sustainable Tourism research guide⁵ on this topic.

Conservation

One of the key pillars of parks and recreation is the role that it plays in conservation. Managing and protecting open space, providing opportunities for people to connect with nature, and educating communities about conservation are all incredibly important. One of the key components of conservation is addressing climate change. Local parks and recreation can help by building climate-resilient communities through water management, green infrastructure, and sustainability. A report by NRPA in 2017 titled “Park and Recreation Sustainability Practices” surveyed over 400 park and recreation agencies and found the top five ways that local departments are taking action on conservation and climate change include:

- Alternative Transportation – 77% reduced carbon footprint through offering transportation alternatives
- Watershed Management – 70% adopt protective measures for watershed management
- Air Quality – 53% plant and manage tree canopy that improves air quality
- Sustainable Education – 52% educate the public about sustainability practices
- Stormwater Management – 51% proactivity reduce stormwater through green infrastructure⁶

4 EFRP is an international consortium seeking to understand the current explosion of festivals and its implications and perspective. <http://www.efa-aeef.eu/en/activities/efrp/>, accessed October 2012.

5 Ben Janeczko, Trevor Mules, Brent Ritchie, “Estimating the Economic Impacts of Festivals and Events: A Research Guide,” Cooperative Research Centre for Sustainable Tourism, 2002, <http://www.sustainabletourisonline.com/1005/events/estimating-the-economic-impacts-of-festivals-and-events-a-research-guide>, accessed October 2012.

6 NRPA, “NRPA Report: Park and Recreation Sustainability Practices,” 2017. <https://www.nrpa.org/our-work/Three-Pillars/conservation/climate-resilient-parks/>



Economic and Health Benefits of Parks

In 2017, the Outdoor Industry Association estimated that national consumer spending on outdoor recreation generated \$887 billion in consumer spending, and directly supported 7.6 million jobs.

- Trails, parks, and playgrounds are among the most important community amenities considered when selecting a home.
- U.S. Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care.⁷
- Nearly half of active Americans regard outdoor activities as their main source of exercise.⁸

The Benefits of Parks: Why America Needs More City Parks and Open Space, a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space⁹:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and psychological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with stormwater control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Generational Trends in Recreation

Activity participation varies based on age, but it also varies based on generational preferences. In regard to generational activity, according to the Sports & Fitness Industry Association (SFIA) report, Millennials had the highest percentage of those who were “active to a healthy level,” but a quarter also remained sedentary. Nearly 28 percent of Generation X were inactive, with Baby Boomers at 33 percent inactive. Baby Boomers prefer low impact fitness activities such as swimming, cycling aquatic exercise, and walking for fitness.

⁷ Nowak, David J., “Benefits of Community Trees,” Brooklyn Trees, USDA Forest Service General Technical Report

⁸ Outdoor Recreation Participation Report 2016

⁹ Paul M. Sherer, “The Benefits of Parks: Why America Needs More City Parks and Open Space,” The Trust for Public Land, San Francisco, CA, 2006

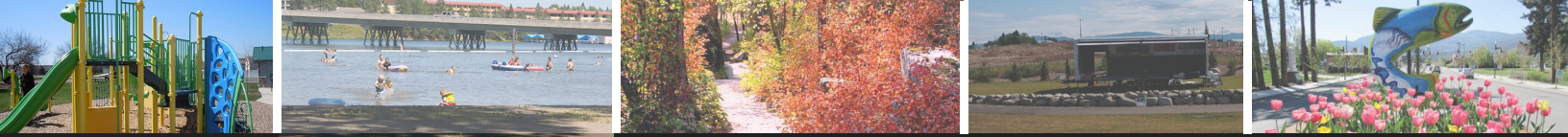
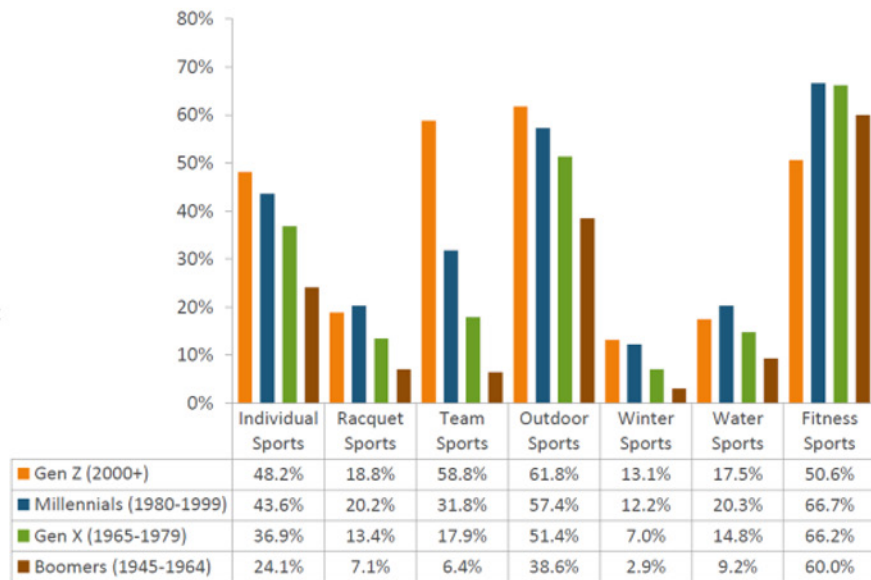


Figure 48: Generational Trends in Recreation

- In 2015, over 80% of Gen Z were active, with a quarter being active to a healthy level. Gen Z had the least percentage of inactives.
- Almost half (49%) of all Millennials were involved in high calorie burning activities.
- 48% of Gen X participated at least once a week in an fitness activity/sport.
- The Boomer generation was the least active in 2015, 34% reporting no activity and only 37% involved in high calorie burning exercises.



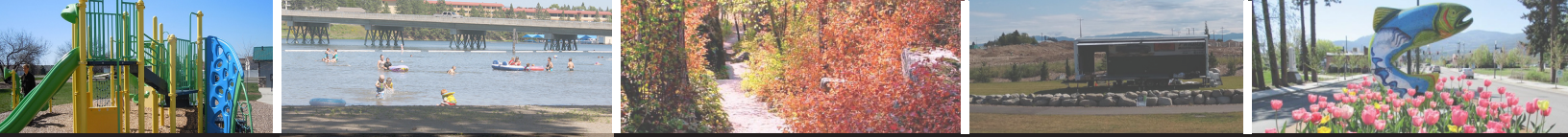
Outdoor Fitness Trails

A popular trend in urban parks with trail use for health, wellness, and fitness activities is to install outdoor fitness equipment along the trails. These kinds of exercise stations have been modernized to withstand weather and heavy use. These can be spaced out, but a more popular option is to cluster the fitness apparatus just off the trail with a peaceful and pleasing view of nature or playgrounds.



Signage and Wayfinding

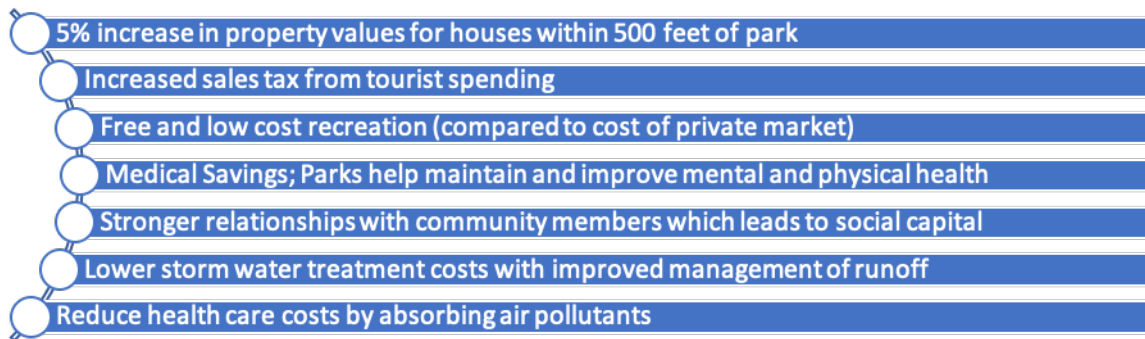
To increase perception and advocacy, a parks and recreation professional needs to prioritize opportunities that impact the way the community experiences the system. This can start with signage, wayfinding, and park identity. The importance of signage, wayfinding, and park identity to encourage awareness of locations and amenities cannot be understated. A park system impacts the widest range of users in a community; reaching users, and non-users, across all demographic, psychographic, behavioral, and geographic markets. In a narrower focus, the park system is the core service an agency can use to provide value to its community (ex. partnerships between departments or commercial/residential development, high-quality and safe experiences for users, inviting community landscaping contributing to the overall look or image of the community). Signage, wayfinding, and park identity can be the first step in continued engagement by the community, and a higher perception or awareness of a park system; which can lead to an increase in health outcomes.



Urban Park Revenue

A study prepared by the Penn State Department of Recreation, Park, and Tourism Management analyzed the impact of park visitor spending in the state and local economy in 2010. Urban parks provide unique spaces to recreate which serve as economic drivers. The website, ConservationTools.org, has tools and research to make the case for conservation, including reports on the economic benefits of open space, wetlands, trails, water quality, outdoors, and more.

Figure 46: The Seven Economic Benefits of Parks



Winter Recreation

Winter sports are gaining popularity in the United States, and their economic contributions are being tracked and monitored. According to a report in collaboration with POW (Protect Our Winters) and REI, in February 2018, snow sports such as snowboarding, skiing, and snowmobiling generated an estimated \$20.3 billion in economic value in the United States, primarily through ski resorts, hotels, bars, restaurants, grocery stores, and gas stations.¹⁰ More than 20 million people participated in downhill skiing, snowmobiling, and snowboarding between 2015 and 2016. One sport that is on the rise is cross country skiing, which saw a 12 percent increase in popularity. The numbers from the Outdoor Recreation Topline Report show that cross country skiing is on the rise.¹¹

¹⁰ Protect Our Winters, REI CoOp, The Economic Contributions of Winter Sports in a Changing Climate; Accessed April 2019; https://g2g764m8l73gtwxg366onn13-wpengine.netdna-ssl.com/wp-content/uploads/2018/02/POW_2018_economic_report-1.pdf

¹¹ Outdoor Foundation, Outdoor Recreation Participation Topline Report (2016); Accessed January 2019, https://outdoorindustry.org/wp-content/uploads/2017/04/2017-Topline-Report_FINAL.pdf