

City of Eau Claire
Waterways and Parks Commission
Wednesday, January 24, 2018
7:00 p.m.
North Conference Room – City Hall

Agenda

- I. Election of Officers
- II. Approval of minutes from the December 6, 2017 meeting.
- III. New Business
 - a. New/reappointments of Commission members
 1. Jenni Sterling – new appointee
 2. David Leaman, Susan McLeod, Joshua Miller – reappointed
 3. Appointments are through December 31, 2020
 - b. Recommendation on an application to rezone land located west of the Northwest Community Park from R-1A to R-1P and R-2P with a preliminary plat for Camden Place. (Pat Ivory)
 - c. Recommendation on an application to rezone land located southeast of Sundet Road and Robin Road from R-2, I-1, and I-2 to Public with a site plan for an existing park and storm water retention basin, and a proposed dog park. (Pat Ivory)
 - d. Recommendation to approve design and construction of Sundet Dog Park (Jeff Pippenger)
 - e. Recommendation to amend Ordinance for the Mobile Food Establishments (Jeff Pippenger)
 - f. Recommendation to approve Haymarket Plaza Final Site Plan and Confluence Crossing Bridge Design (Dave Solberg)
 - g. Recommendation to approve Parks and Recreation System Master Plan (Dawn Comte)
- IV. 2018 Special Events list (Information only)
- V. Directors Report (Information only)
- VI. Group Photo of Commission members
- VII. Adjournment

**Please call the Recreation Administrative Office
(839-5033) if you cannot attend this meeting!**

"Any person who has a qualifying disability as defined by the Americans With Disabilities Act that requires the meeting or materials at the meeting to be in accessible location or format must contact the ADA Coordinator for the City of Eau Claire, at 839-4921 or at 203 South Farwell Street by 2:00 PM the Monday prior to the meeting so that any necessary arrangements can be made to accommodate each request."

**CITY OF EAU CLAIRE
WATERWAYS AND PARKS COMMISSION**

December 6, 2017

Members Present: Diane Paulsrud, Tom Fiedler, Joshua Miller, Meredith Ball, Ron Doering, David Leaman, Terry Weld, Susan McLeod

Members Absent: Megan Kremer, Jason Duba, Kate Beaton

Staff Present: Jeff Pippenger, Dave Solberg, Pat Ivory

The meeting was chaired by Diane Paulsrud in the North Conference Room and called to order at 7:00 p.m.

Minutes: The minutes of the September 27, 2017 meeting were approved as written.

Business Agenda.

A. Recommendation on rezoning application, conditional use permit, and site plan for land located southwest of Menomonie Street and Mount Washington Avenue. Pat Ivory provided an overview of a request for rezoning of land located southwest of Menomonie Street and Mount Washington Avenue from TR-1A and R-1A to R-1 and for a conditional use permit and site plan for a parking lot for the Mount Washington Ski Jump Facility. The rezoning of the parcel would create three lots; one for an existing house, one for a future house, and one for the parking lot.

The parking lot would accommodate 36 spaces and connect with a smaller parking lot located to the west. A permeable pavement system is proposed, which Pat indicated would require approval from the Plan Commission. The Commission discussed the parking lot and the need for landscaping along the street. Pat noted that the Plan Commission would also require screening to the south abutting the house.

Matt Gundry, representing the ski club, discussed the design of the parking lot.

ACTION TAKEN: Terry Weld moved to recommend approval of the rezoning, conditional use permit, and site plan conditioned that landscaping and screening for the parking lot is provided as recommended by City staff. Ron Doering seconded the motion. All votes were in favor. Motion carried.

B. Recommendation on Grand Avenue Bridge Renovations. Dave Solberg, from the City Engineering Department provided an overview of plans to renovate the Grand Avenue pedestrian bridge. Plans call for widening the bridge deck from 12 feet to 14 feet, adding additional overlooks, and the installation of decorative lighting and hand rails. The project would include improvements to the west end in the vicinity of First Avenue. On the east end, the pedestrian way will connect with trail improvements planned for the east bank of the

river. Improvements to East Grand Avenue between the bridge and Graham Avenue will occur at a later date.

ACTION TAKEN: Joshua Miller moved to recommend approval of the plans. David Leaman seconded the motion. All votes were in favor. Motion carried.

C. Update on Haymarket Plaza Improvements. Dave Solberg provided an update on the Haymarket Plaza park project. Dave had attended the Commission's June meeting to provide an overview of the project. He anticipates that plans will be finalized in early 2018 at which time the Commission will review the final plans. He also discussed the proposed pedestrian bridge crossing the Eau Claire River to the north. Construction of the park improvements and bridge are planned to begin in the spring with completion by Labor Day.

D. Volunteer Appreciation Breakfast. Jeff Pippenger noted that the City Council would be sponsoring an appreciation breakfast for the City's boards and committees on January 10th. He encouraged everyone to attend.

Other Items.

-The Commission reviewed the special events listing and Director's Report. Projects discussed included: the Clearwater Parade, Carson Park playground, Fairfax ballfield dugouts, Half Moon Lake Causeway, Wells Field deer hunt, and the announcement of the Emerald Ash Borer being found within the City.

-It was noted that this was Diane Paulsrud's last meeting with the Commission. Diane is completing her second 3-year term. The Commission thanked her and asked her to come back to a meeting early next year to receive a plaque for her work with the Commission.

The meeting was adjourned at 8:10 p.m.

Submitted by,
Susan McLeod, Secretary

STAFF REPORT

TO: Waterways and Parks Commission
HEARING DATES: 1/24/18, 7:00 p.m.
North Conference Room

FROM: Community Development

FILE NO.: Z-1622-18 & P-1-18
PLAN COMMISSION: 2/5/18

AGENDA ITEM: Recommendation on an application to rezone land located west of the Northwest Community Park from R-1A to R-1P and R-2P with a preliminary plat for Camden Place

APPLICANT: Real Land Surveying

PROPERTY OWNER: Multiple owners

**ENGINEER/ARCHITECT/
SURVEYOR:** Real Land Surveying

TYPE OF INTEREST: Architect

SURROUNDING LAND USE: North: Residential/Commercial
East: Northwest Community Park
South: Residential/Vacant
West: Residential/Vacant

AREA: 34.3 acres

EXISTING ZONING: R-1A

EXISTING LAND USE: single family/vacant

PROPOSED ZONING: R-1P and R-2P

PROPOSED LAND USE: Single family and twin homes

ANALYSIS

Real Land Surveying has submitted an application to rezone approximately 34 acres of land located to the west of the Northwest Community Park and east of Jeffers Road from R-1A to R-1P and R-2P. The proposed zoning and accompanying preliminary plat for the development called Camden Place would create 67 residential parcels. Twenty-eight would be for single-family homes and thirty-nine of those would be for duplexes or twin homes. Three of the lots would accommodate existing homes. Since the land in question abuts the park, review by the Waterways and Parks Commission is necessary.

The Commission received a rezoning request for the same general area back in August of 2017. At that time, the request was for 57 lots for duplexes or twin homes. The Commission recommended approval of the request conditioned that Daisy Lane be of sufficient width to accommodate a pathway within the right-of-way to access the community park (see attached meeting minutes). The Plan Commission also recommended approval of that request, but was not approved by the City Council. The Council had concerns about the lack of single-family lots proposed for the development.

This revised request includes two additional parcels. One located to the southwest of the development along Jeffers Road and the other located to the northeast.

The preliminary plat for the new proposal proposes a street system that includes one east-west public street (Daisy Lane) that would extend from Jeffers Road east to the City's Northwest Community Park. The extension of this street is consistent with the concept plan for the community park (see attached) that was prepared in 2008 which shows the primary access to the park from Jeffers Road and generally in the northern portion of the park.

Because Daisy Lane will be that primary access to the community park from Jeffers Road, it should include a pathway on one side to accommodate pedestrian and bicycle accessibility. Therefore, adequate right-of-way width should be provided to accommodate this pathway. The preliminary plat shows a width of 66 feet. The City Engineering Department will need to review the right-of-way needs to determine the width necessary to accommodate the pathway.

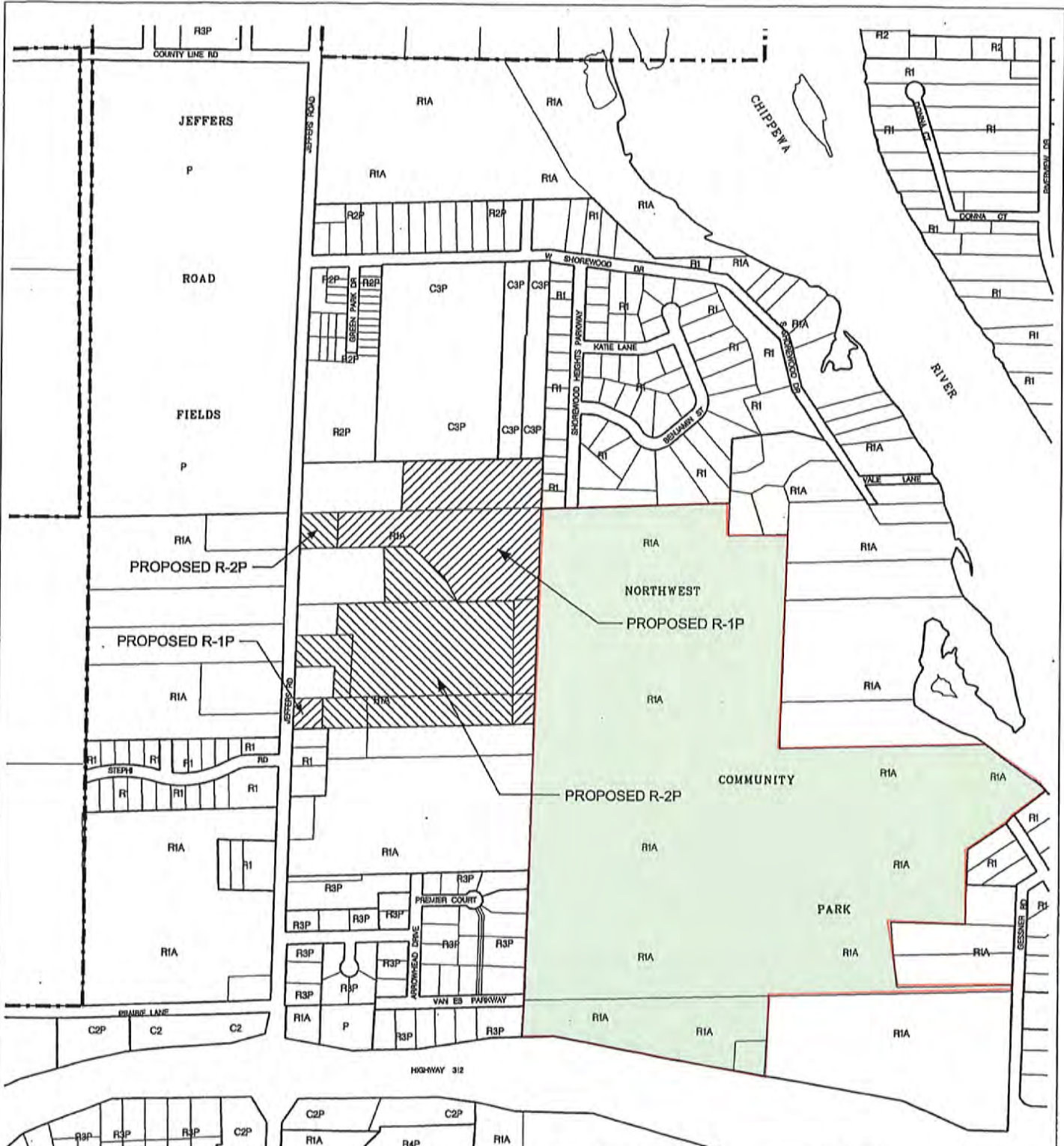
The preliminary plat also shows a north-south street (Hobbs Street) that would connect with Shorewood Heights Parkway. This provides secondary access for the Shorewood Heights subdivision which presently has only a single road into that area. Hobbs Street also allows for the extension of sewer and water utilities that are proposed to extend into the new development. This is consistent with the concept plan for the community park which shows that each of these access points should be retained.

As with the previous submission, this development also proposes three outlots along the

eastern side of the development abutting the park. These outlots would be used for storm water facilities and are within an existing Xcel Energy electric transmission line easement.

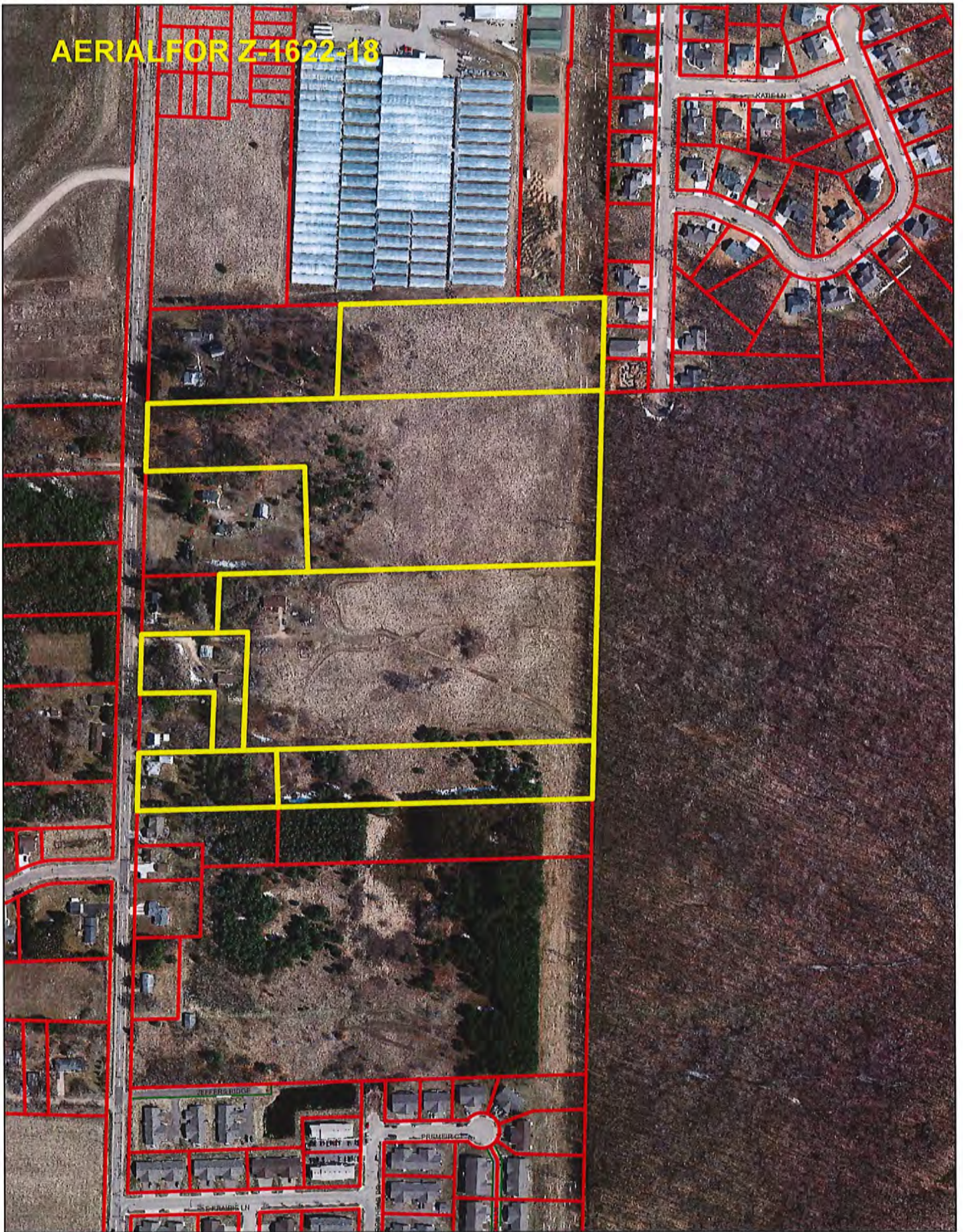
Finally, as noted at the August meeting of the Commission, development of the park facilities for the community park at this access location will be the responsibility of the City and will occur at a later date. Plans and specific plans will be prepared by the City at such time and will be reviewed by the Waterways and Parks Commission.

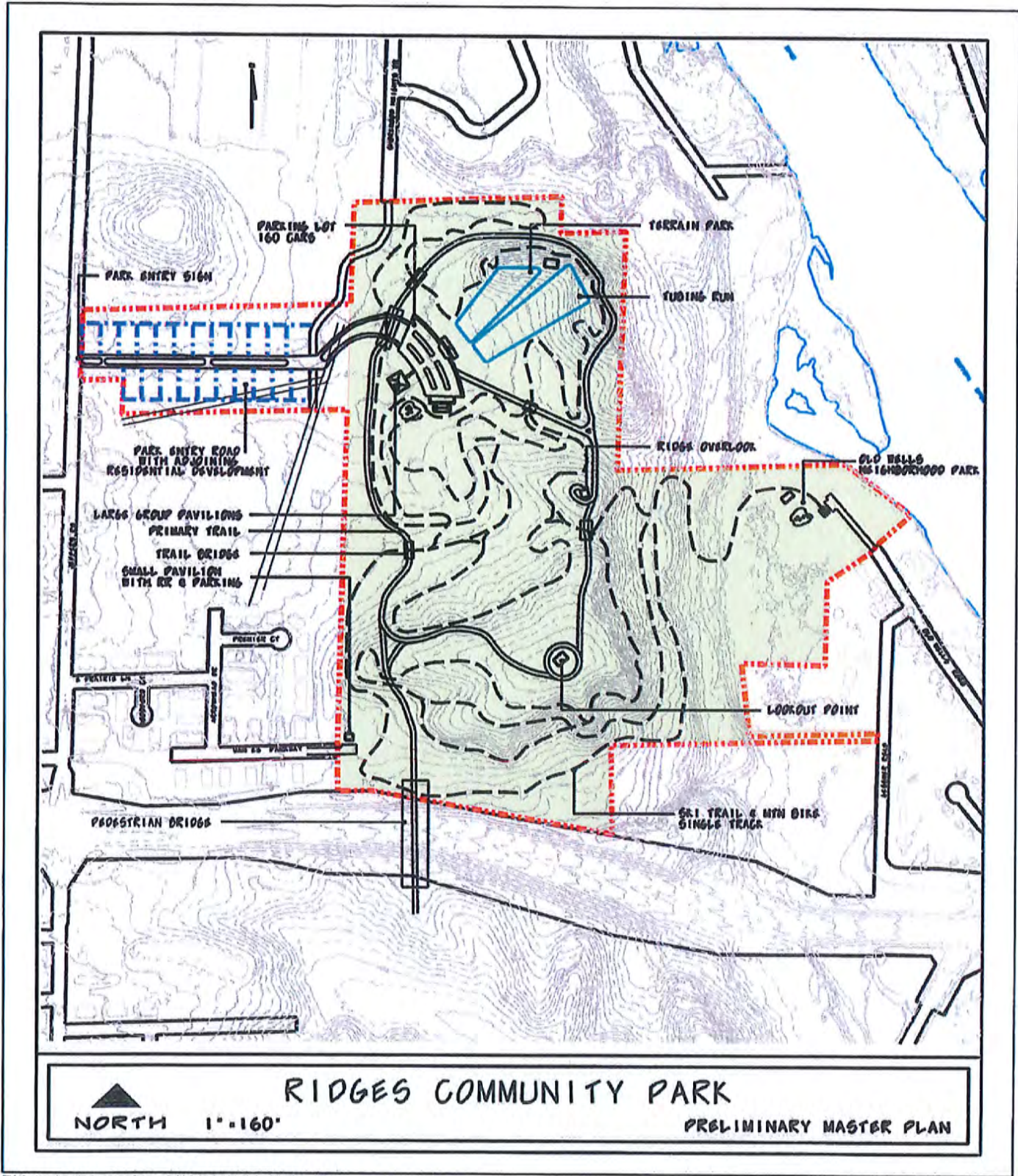
Staff recommends approval of the rezoning and preliminary plat conditioned that adequate right-of-way width be provided for Daisy Lane to allow a pathway connection between Jeffers Road and the community park.

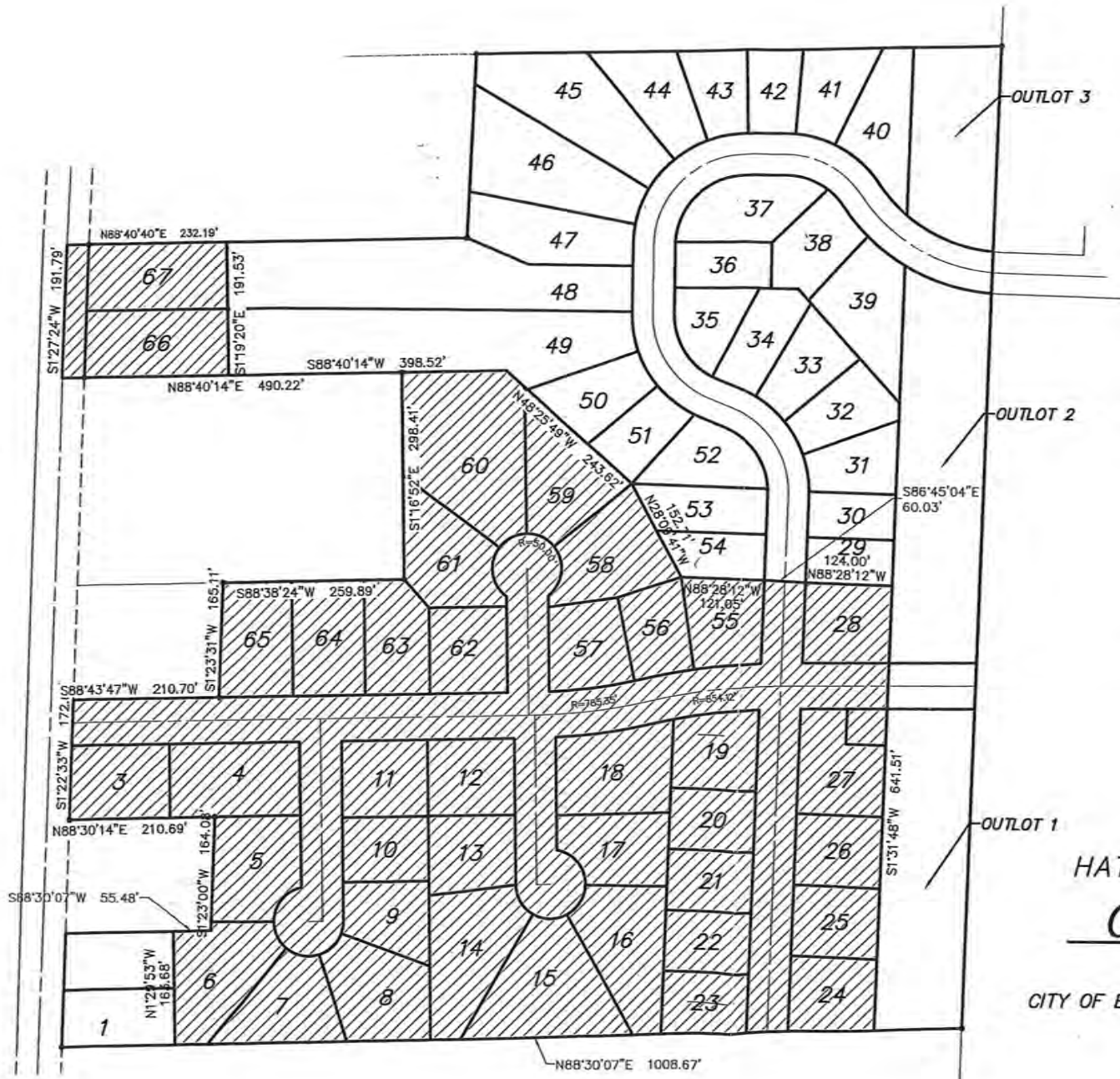


 DEPARTMENT OF COMMUNITY DEVELOPMENT CITY OF EAU CLAIRE, WI		FILE #	
		Z-1622-18	
ADDRESS	PARCEL NUMBER	ZONING	DATE
NE OF JEFFERS RD & HIGHWAY 312	NE OF JEFFERS RD & HIGHWAY 312	R-1A TO R-1P & R-2P	12-28-17

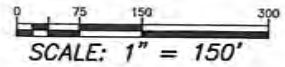
AERIAL FOR Z-1622-18







RE-ZONE DESCRIPTION R-2
 BEING PART OF THE NORTHEAST ¼ OF THE SOUTHWEST ¼ OF SECTION 6,
 TOWNSHIP 27 NORTH RANGE 9 WEST, CITY OF EAU CLAIRE, EAU CLAIRE
 COUNTY WISCONSIN DESCRIBED AS FOLLOWS:
 COMMENCING AT THE WEST ¼ CORNER, THENCE N88°40'40"E ALONG THE EAST
 WEST QUARTER LINE A DISTANCE OF 1101.59 FEET TO THE POINT OF
 BEGINNING;
 THENCE N88°40'40"E ALONG THE SOUTH LINE OF CERTIFIED SURVEY MAP
 NUMBER 3306 A DISTANCE OF 232.19 FEET;
 THENCE S1°19'20"E A DISTANCE OF 191.53 FEET;
 THENCE N88°40'14"E A DISTANCE OF 398.52 FEET;
 THENCE S48°25'49"E A DISTANCE OF 243.62 FEET;
 THENCE S28°09'41"E A DISTANCE OF 152.71 FEET;
 THENCE S88°28'12"E A DISTANCE OF 121.05 FEET;
 THENCE S86°45'04"E A DISTANCE OF 60.03 FEET;
 THENCE S88°28'12"E A DISTANCE OF 124.00 FEET;
 THENCE S1°31'48"W A DISTANCE OF 641.51 FEET;
 THENCE S88°30'07"W A DISTANCE OF 1008.67 FEET;
 THENCE N01°29'53"W A DISTANCE OF 163.68 FEET;
 THENCE N88°30'07"E A DISTANCE OF 55.48 FEET;
 THENCE N01°23'00"E A DISTANCE OF 164.08 FEET;
 THENCE S88°30'14"W A DISTANCE OF 210.69 FEET TO THE SAID EAST RIGHT OF
 WAY LINE;
 THENCE N01°22'33"E ALONG SAID EAST RIGHT OF WAY LINE A DISTANCE OF
 172.61 FEET;
 THENCE N88°43'47"E A DISTANCE OF 210.70 FEET;
 THENCE N01°23'31"E A DISTANCE OF 165.11 FEET;
 THENCE N88°38'24"E A DISTANCE OF 259.89 FEET;
 THENCE N01°16'52"W A DISTANCE OF 298.41 FEET;
 THENCE S88°40'14"W A DISTANCE OF 490.22 FEET TO THE CENTERLINE OF
 JEFFERS ROAD;
 THENCE N01°27'24"E ALONG SAID CENTERLINE A DISTANCE OF 191.79 FEET TO
 THE POINT OF BEGINNING.
 CONTAINING 18.63 ACRES MORE OR LESS.



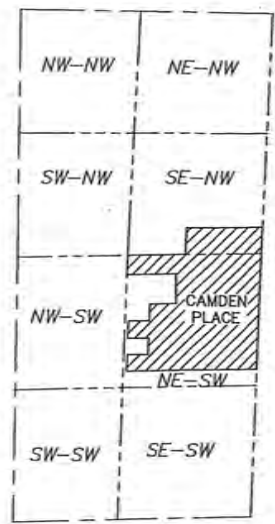
-ZONE SKETCH
 HATCHED AREA = R2-ZONE

CAMDEN PLACE
 IN THE NE¼ OF THE SW¼,
 SECTION 6, T27N, R9W,
 CITY OF EAU CLAIRE, EAU CLAIRE COUNTY, WISCONSIN

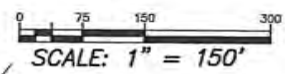
WEST 1/4
CORNER
SECTION 6
FOUND BRASS
CAP MONUMENT

SOUTHWEST
CORNER
SECTION 6
FOUND ALUMINUM
CAP MONUMENT

LOCATION SKETCH
OF THE NW¼ AND SW¼ OF SECTION 6



SETBACKS REQUESTED:
FRONT YARD - 30'
SIDE YARD - 8' / 25' CORNER LOT STREET SIDE
REAR YARD - 25'



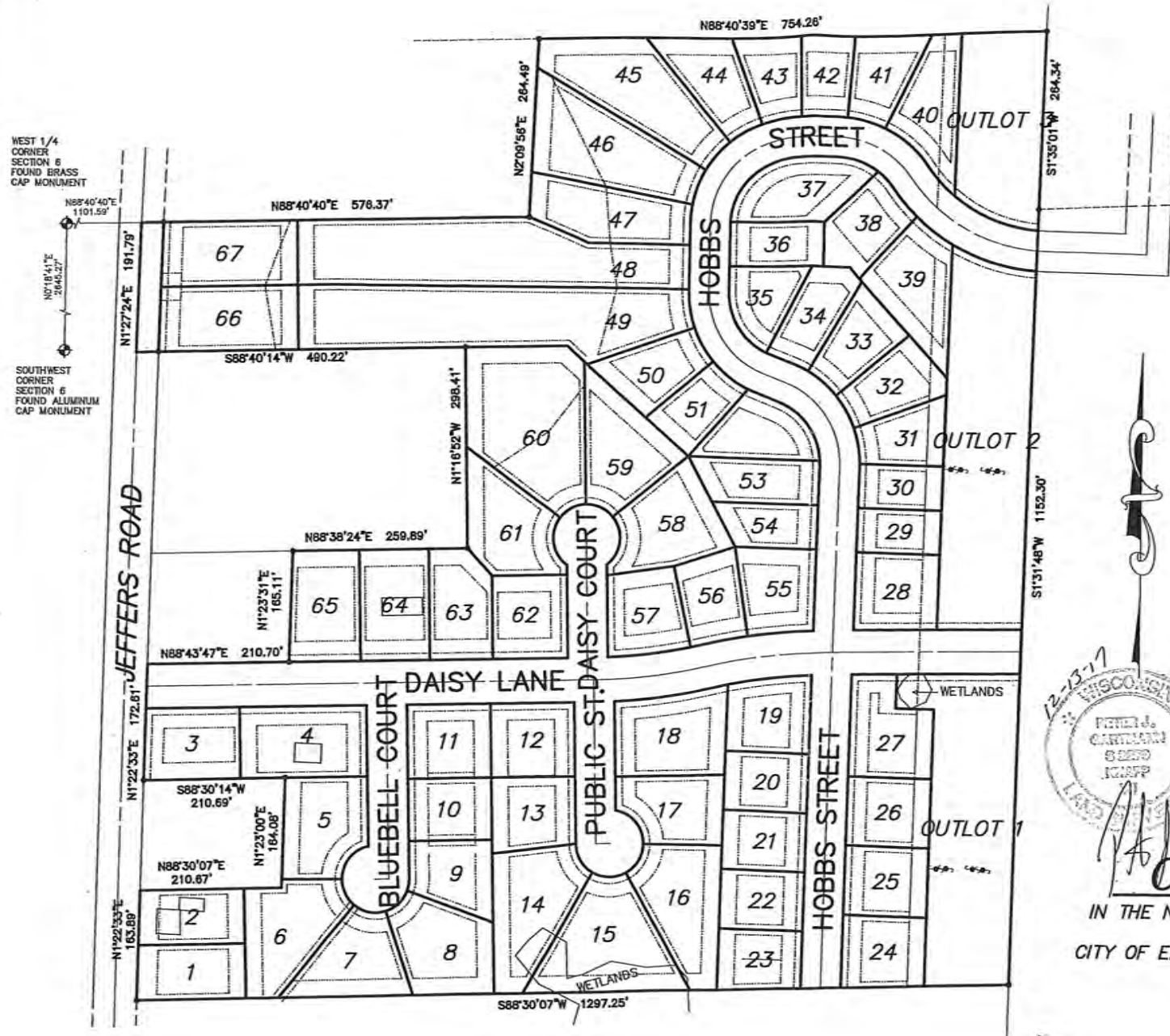
DRAFTED DECEMBER 6, 2017

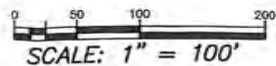
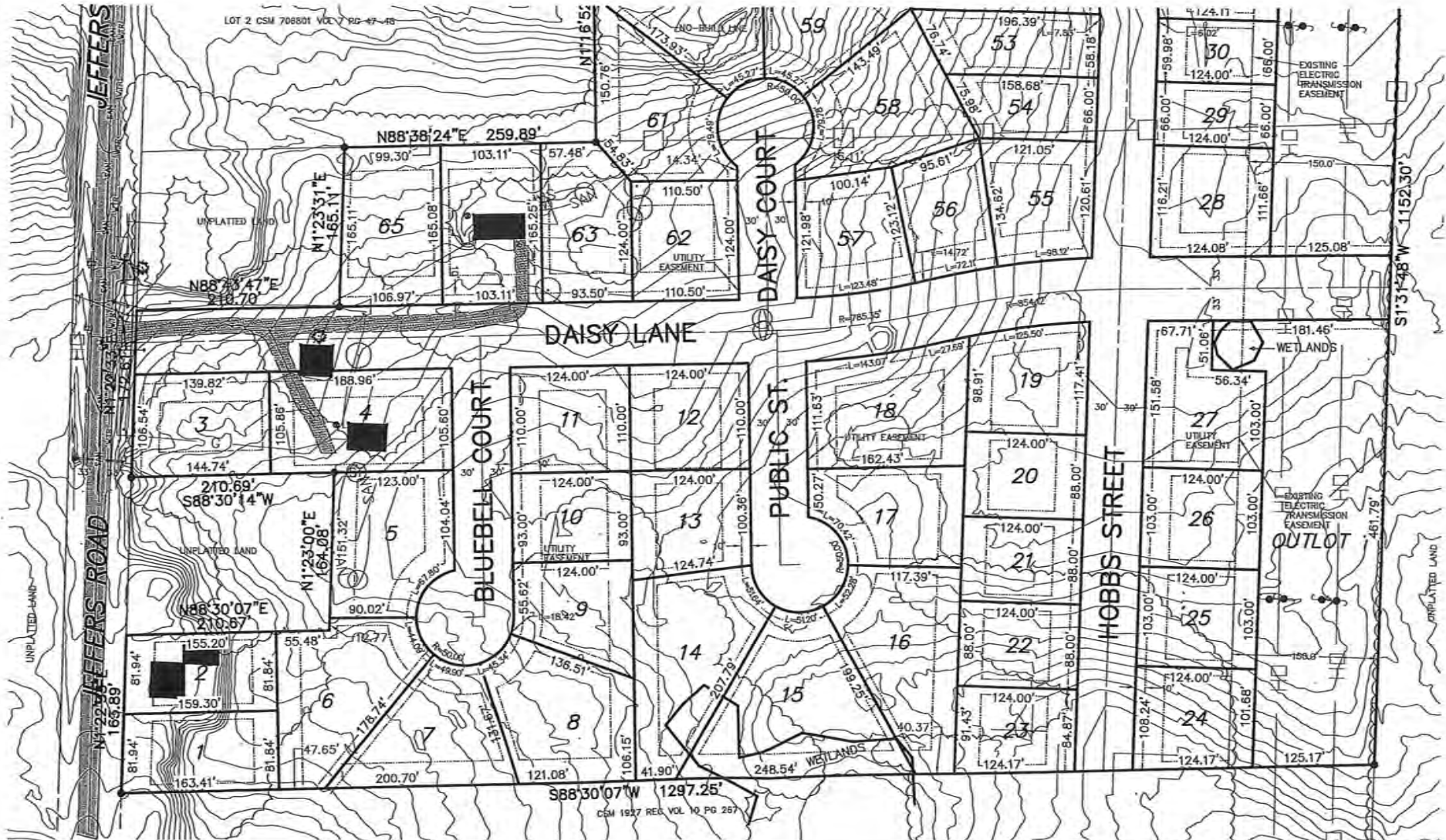


PRELIMINARY PLAT OF
CAMDEN PLACE

IN THE NE¼ OF THE SW¼ AND SE¼ OF THE NW¼,
SECTION 6, T27N, R9W,
CITY OF EAU CLAIRE, EAU CLAIRE COUNTY, WISCONSIN

PREPARED BY REAL LAND SURVEYING
CADD No. 17203PRELIM

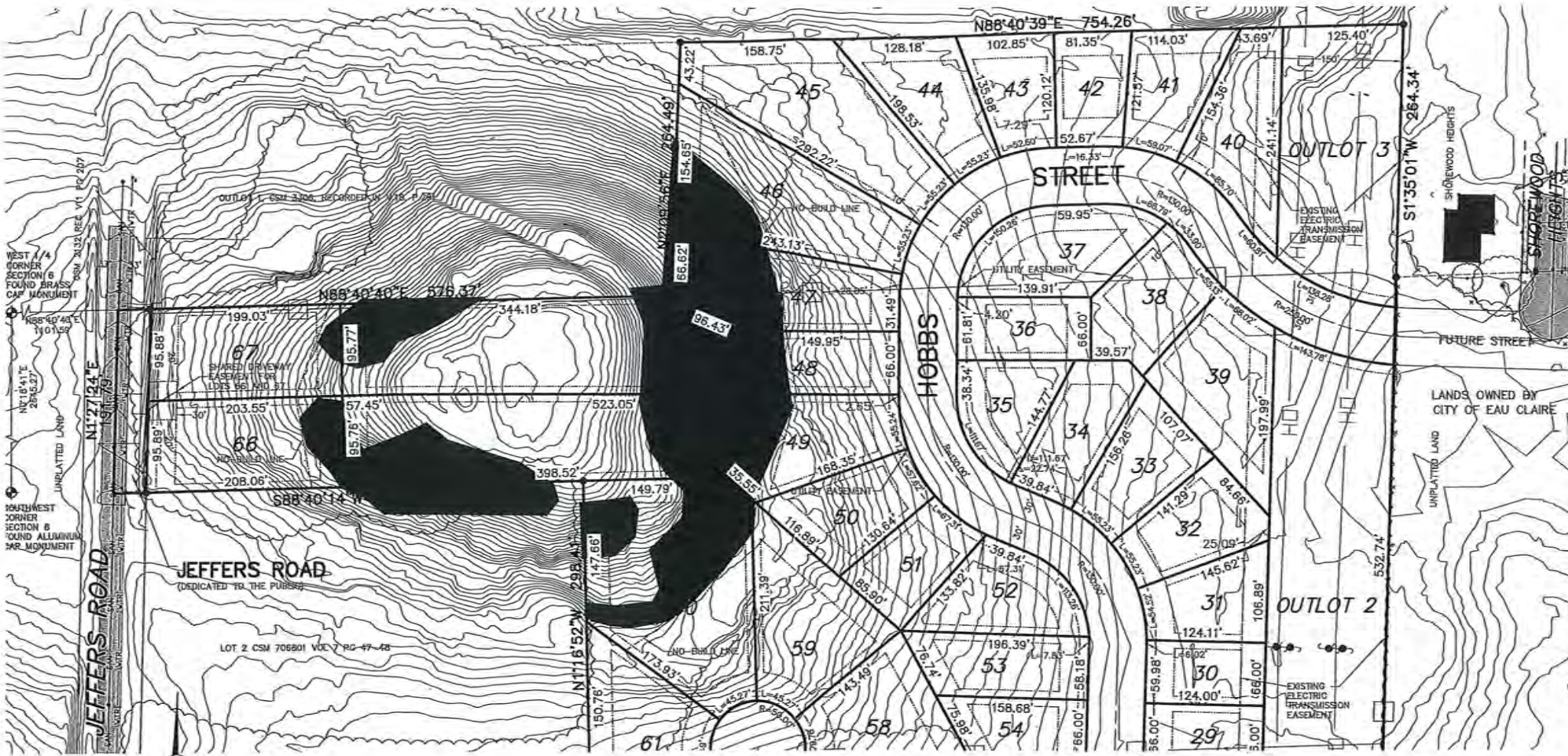




DRAFTED DECEMBER 6, 2017

PREPARED BY REAL LAND SURVEYING
CADD No. 17203PRELIM

PRELIMINARY PLAT OF
CAMDEN PLACE
 IN THE NE¼ OF THE SW¼ AND SE¼ OF THE NW¼,
 SECTION 6, T27N, R9W,
 CITY OF EAU CLAIRE, EAU CLAIRE COUNTY, WISCONSIN

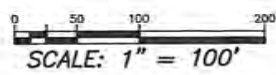


WEST 1/4 CORNER SECTION 6 FOUND BRASS CAP MONUMENT
 WEST 1/4 CORNER SECTION 6 FOUND ALUMINUM CAP MONUMENT
 UNPLATTED LAND
 UNPLATTED LAND
 UNPLATTED LAND

JEFFERS ROAD
 (DEDICATED TO THE PUBLIC)

LOT 2 CSM 706801 VOL 7 PG 47-48

LANDS OWNED BY CITY OF EAU CLAIRE



DRAFTED DECEMBER 6, 2017

PREPARED BY REAL LAND SURVEYING
 CADD No. 17203PRELIM

PRELIMINARY PLAT OF
CAMDEN PLACE
 IN THE NE¼ OF THE SW¼ AND SE¼ OF THE NW¼,
 SECTION 6, T27N, R9W,
 CITY OF EAU CLAIRE, EAU CLAIRE COUNTY, WISCONSIN

**CITY OF EAU CLAIRE
WATERWAYS AND PARKS COMMISSION**

August 23, 2017

Members Present: Diane Paulsrud, Tom Fiedler, Joshua Miller, Meredith Ball, Ron Doering, David Leaman, Kate Beaton, Susan McLeod

Members Absent: Terry Weld, Megan Kremer, Jason Duba

Staff Present: Jeff Pippenger, Pat Ivory

The meeting was chaired by Diane Paulsrud in the North Conference Room and called to order at 7:00 p.m.

Minutes: The minutes of the July 26, 2017, meeting were approved as written.

Business Agenda.

A. Recommendation on rezoning application and preliminary plat for land west of Northwest Community Park. Pat Ivory provided an overview of a request for rezoning of land west of the Northwest Community Park from R-1A to R-2P and a preliminary plat that would create 57 residential parcels. The preliminary plat proposes a street system that includes two public streets that would extend east to the City's park and provide a connection to Jeffers Road. Three outlots would be created along the eastern side of the development abutting the park. These outlots would be used for storm water facilities and are within an existing Xcel Energy electric transmission line easement.

Pat noted that the City had developed a concept plan for the development of the community park which included a public access from Jeffers Road in the general location as proposed with the preliminary plat. Staff anticipates that the right-of-way labeled as Daisy Lane would serve as this primary public street access to the park, therefore there is a need for the width of the right-of-way to accommodate a pedestrian/bicycle pathway from Jeffers Road east to the park.

Pat discussed the general concept plan for the park that shows the park generally to retain a natural character with trails, small picnic areas and parking. No extensive athletic fields are proposed, especially since the Jeffers Road Field complex is located to the northwest. There has been some discussion about a small area set aside for neighborhood park-related facilities which could include a small playground area.

Cody Filipczak and Sean Bohan, the applicants, spoke in support.

ACTION TAKEN: Tom Fiedler moved to recommend approval of the rezoning and preliminary plat noting that the City Engineering Department should work with the applicant to ensure that adequate right-of-way is provided to accommodate a bicycle/pedestrian pathway connection to the park. Ron Doering seconded the motion. All votes were in favor. Motion carried.

STAFF REPORT

TO: Waterways and Parks
Commission

HEARING DATES:
1/24/18, 7:00 p.m.
North Conference Room

FROM: Community Development

FILE NO.: Z-1623-18 & PZ-1801

PLAN COMMISSION: 2/5/18

AGENDA ITEM: Recommendation on an application to rezone land located southeast of Sundet Road and Robin Road from R-2, I-1, and I-2 to Public with a site plan for an existing park and storm water retention basin, and a proposed dog park.

APPLICANT: City of Eau Claire

PROPERTY OWNER: City of Eau Claire

TYPE OF INTEREST: owner

SURROUNDING LAND USE: North: Residential and vacant
East: Residential and vacant
South: Industrial
West: Residential

AREA: 11.4 acres

EXISTING ZONING: R-2, I-1, and I-2

EXISTING LAND USE: park

PROPOSED ZONING: Public

PROPOSED LAND USE: Neighborhood Park and dog park

COMPREHENSIVE PLAN: Comprehensive Plan

ANALYSIS

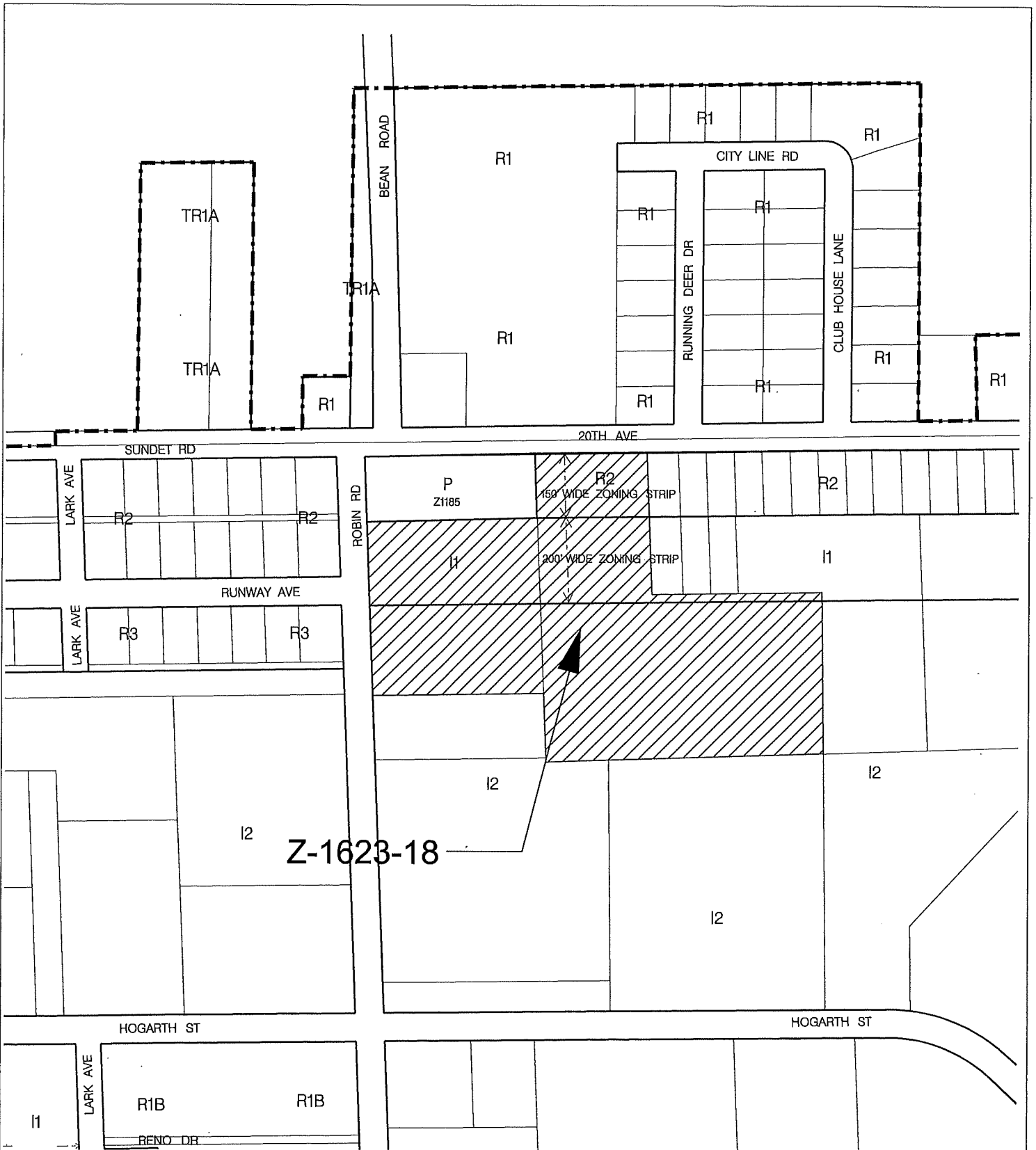
The City of Eau Claire is initiating the rezoning of City-owned property located to the southeast of Sundet Road and Robin Road from R-2, I-1, and I-2 to Public to allow a dog park. This would include a site plan for the existing neighborhood park and storm water retention basin and for the proposed dog park. The City approved the neighborhood park and retention basin back in 2001 with a conditional use permit and the rezoning of a portion of the park. The zoning for the south portion of the park remained industrial at that time as a portion of the park was within a tax increment district, which didn't allow a zoning change. That tax increment district has since expired.

The dog park consists of approximately 9.2 acres with the overall park approximately 11.4 acres in size. The dog park as shown in the attached site plan and would be located to the east of the neighborhood park and be divided into two areas. The larger area (8.2 acres) would accommodate larger dogs and a smaller area (1 acre) would be designed for smaller dogs. Each of these areas would include a wood chip trail along the perimeter and would be fenced with a 6-foot chain link fence. A pet watering station and leash transition area would also be provided.



The existing parking lot along Robin Road would be increased in size with the addition of 11 parking spaces. Approximately 8 spaces are currently available.

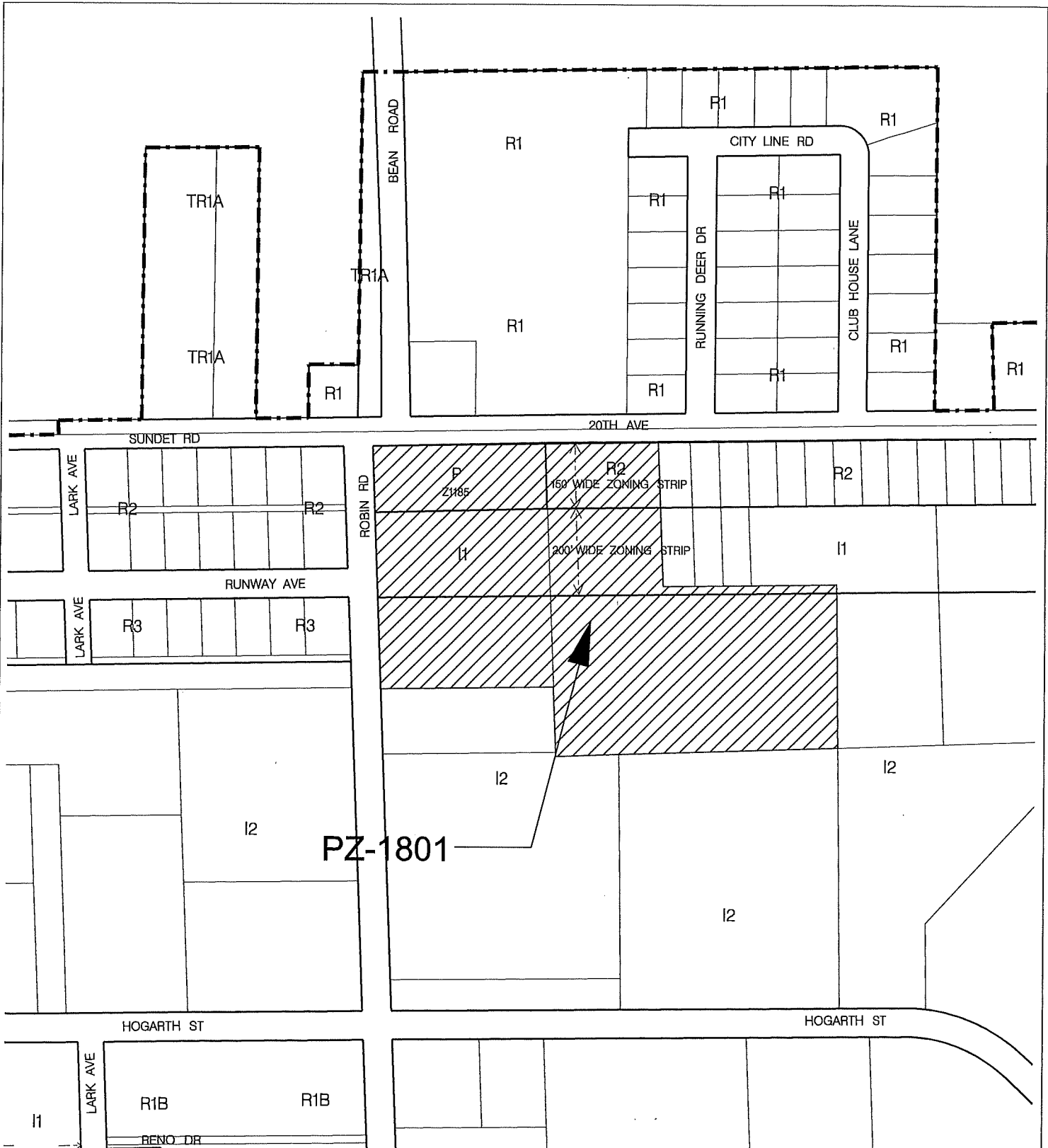
As noted, a portion of the larger dog park area will be within a storm water retention area. The City Engineering Department has consulted the DNR regarding the use of the retention area as a dog park and the use is permitted.

Staff recommends approval of the rezoning and site plan.



Z-1623-18

	DEPARTMENT OF COMMUNITY DEVELOPMENT CITY OF EAU CLAIRE, WI		FILE # Z-1623-18	
	ADDRESS SE OF SUNDET RD & ROBIN RD	PARCEL NUMBER 16-0434-E & PORTION OF 16-0435	ZONING R-2, I-1, & I-2 TO PUBLIC	



DEPARTMENT OF COMMUNITY DEVELOPMENT
CITY OF EAU CLAIRE, WI

FILE #

PZ-1801



ADDRESS

SE OF SUNDET RD & ROBIN RD

PARCEL NUMBER

16-0434-E & 16-0435

ZONING

PUBLIC(proposed)

DATE

1-8-18



PARKS, RECREATION AND FORESTRY

STAFF REPORT

PROJECT NAME: Northside Dog Park

To: Waterways and Parks Commission

Date: January 24, 2018

From: Jeff Pippenger

Description: Design and Construction of a Dog Park on the Northside of Eau Claire

Location: Sundet Park

Background: On Wednesday, December 13, 2017 the Community Services Department conducted an open house to present two options for a new Dog Park on the Northside of Eau Claire. The Sundet Neighborhood Park has a considerable amount of land that is unused, and would be a good site for a new dog park. The meeting had 10 citizens attend to discuss and give feedback to the project. Option 1 was the overwhelming favorite of those in attendance.

Justification: There has been a desire by local dog owners to have a northside dog park that would complement the current dog park on the southside of the City.

Proposed Location: Sundet Park

Facilities Features: Area will include a watering area, parking lot extension, leash transition area, a 1 acre small dog park, and an 8.2 acre large dog park area.

Storm Water: Part of the large dog park area is within a storm water detention area.

City of Eau Claire Park and Open Space Master Plan: Consistent with the goals of the 2013-2017 Park and Open Space Plan.

City Comprehensive Plan: Consistent with goals of 2015 Comprehensive Plan

Financial: Funded in 2018 Capital Improvement Plan

LAWCON: N/A

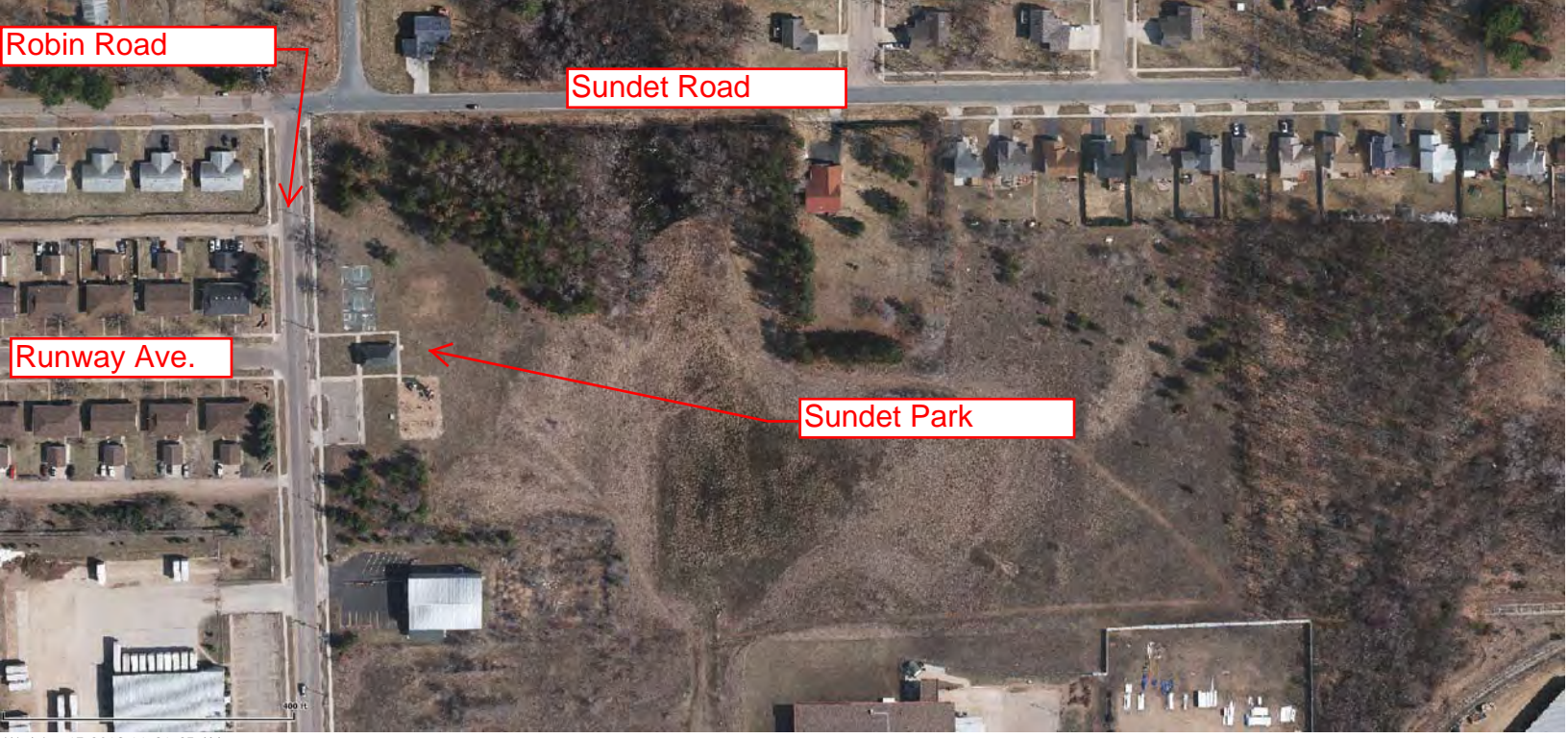
Robin Road

Sundet Road

Runway Ave.

Sundet Park

400 ft



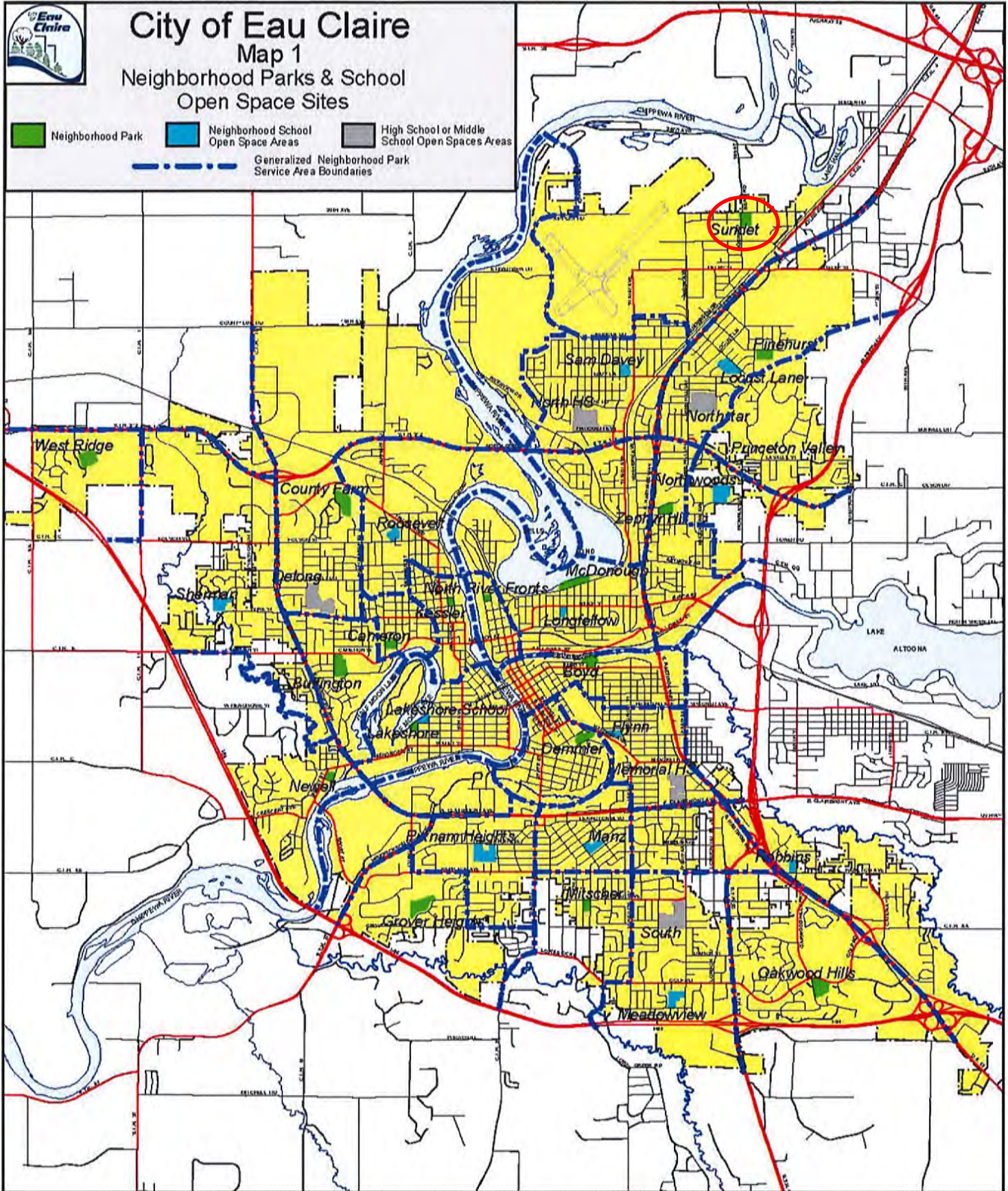


City of Eau Claire

Map 1

Neighborhood Parks & School Open Space Sites

- Neighborhood Park
- Neighborhood School Open Space Areas
- High School or Middle School Open Spaces Areas
- Generalized Neighborhood Park Service Area Boundaries





Description

Establish an off leash dog area on the north side of the city at Sundet Park.

Project

450-006

Priority Medium

Justification

The community has expressed interest in another dog park. Sundet Park receives a fair amount of vandalism and creating more opportunity for usage at the park may reduce the risk of ongoing vandalism. There is potential for nearly 10 acres of dog exercise area if adjacent City property is incorporated into the proposed dog park. A shelter, off street parking, lighting, and other amenities exist on the premise.

Project Name **Parks & Rec: North Side Dog Park**

Department Fund 450 - Parks & Recreation

Contact Todd Chwala

Type City Facility - New

Useful Life 50+ Years

Category Non-recurring

Produced Using the Plan-It Capital Planning Software

North Side Dog Park Meeting
Wednesday, December 13, 2017
7:00 pm
CMF, 910 Forest Street

We would like a 2 tiered system for dog park licenses in order to help lower income families participate in dog parks locally.

Would be ideal to have water component (pump) on grass rather than on wood chips because south side it gets all soggy

Trees & shrubs around perimeter of fence area for shade and beauty.

From: Asher, Michelle L - DNR [<mailto:Michelle.Asher@wisconsin.gov>]
Sent: Monday, December 04, 2017 2:51 PM
To: Dave Solberg; Jacobson, Matthew J - DNR
Subject: RE: North Side Dog Park

Hello Dave,

I concur with Matt and don't see any issue with you proceeding with your plans of creating a dog park.

Michelle

We are committed to service excellence.

Visit our survey at <http://dnr.wi.gov/customersurvey> to evaluate how I did.

Michelle Asher

Phone: (715)684-2914 Ext. 139

Michelle.Asher@Wisconsin.gov

From: Dave Solberg [<mailto:Dave.Solberg@EauClaireWi.Gov>]

Sent: Monday, December 04, 2017 2:40 PM

To: Asher, Michelle L - DNR <Michelle.Asher@wisconsin.gov>; Jacobson, Matthew J - DNR <Matthew.Jacobson@wisconsin.gov>

Subject: FW: North Side Dog Park

Matt, Michelle-

Good afternoon. I had discussed this with Matt quite some time ago and I wanted to circle back now that our Parks Division has started moving forward with this. We have a stormwater retention basin on the north side of Eau Claire. It is at Sundet Road and Robin Road. It does not have an outlet, it is full infiltration. The area has quite a lot of vandalism due to lack of "eyes" on the area. Currently it is a basin and small neighborhood playground.

The City is proposing to use the area as a dog park. My recollection is that Matt expressed that there is nothing that would prohibit it from being used as a dog park but failure to pick up debris and feces from the park could put the City in violation of our MS4 permit. Our dog park policy requires all feces to be picked up by the dog owner and I don't anticipate anything concerning that would jeopardize our MS4 standing. If there were an issue then the usage as a dog park would be discontinued.

I'd appreciate any feedback and comments you have with this before we move any further.

Thanks!

-Dave



David A. Solberg, PE
Engineering Director - *City Engineer*
City of Eau Claire
203 S. Farwell St.
Eau Claire, Wisconsin 54702
Office: 715.839.4934
e-mail: Dave.Solberg@eauclairewi.gov

From: Doug Derks
Sent: Wednesday, November 29, 2017 4:23 PM
To: Todd Chwala
Cc: Dave Solberg
Subject: North Side Dog Park

Todd,

Attached is a preliminary layout for the proposed dog park for the north side.

Doug

Douglas N. Derks, P.E.
203 S. Farwell Street
Eau Claire, WI 54702-5148
Office: (715) 839-4934
doug.derks@eauclairewi.gov

PARKS, RECREATION AND FORESTRY

STAFF REPORT

PROJECT NAME:

To: Waterways and Parks Commission

Date: January 24, 2018

From: Jeff Pippenger

Description: Ordinance to amend Section 13.12.066 of the Code of Ordinances entitled "Mobile Food Establishments".

Location: Various locations around the City neighborhood parks.

Background: The City of Eau Claire has an ordinance that allows licensed mobile food establishments to vend and sell food in City parks. This amendment expands this ordinance to include the following neighborhood parks; Boyd, Lakeshore, McDonough, Halfmoon Lake, Newell, Cameron, Kappus, Mitscher, Demmler, and County Farm parks.

Justification: The idea is to encourage neighborhoods to come out and have dinner together in the park one night a week. The Parks and Recreation division will drop off block party game bags to enhance the experience. This is a way to get neighbors out to meet each other. Statistics show that neighborhoods that know each other have less crime rates than those that do not.

Proposed Location: Various locations.

Facilities Features: Maps to show designated locations where the food establishments can operate.

Storm Water: N/A

City of Eau Claire Park and Open Space Master Plan: Consistent with the goals of the 2013-2017 Park and Open Space Plan.

City Comprehensive Plan: Consistent with goals of 2015 Comprehensive Plan.

Financial: N/A

LAWCON: N/A

ORDINANCE

ORDINANCE AMENDING SECTION 13.12.066 OF THE CODE OF ORDINANCES ENTITLED “MOBILE FOOD ESTABLISHMENTS”

THE CITY COUNCIL OF THE CITY OF EAU CLAIRE DO ORDAIN AS FOLLOWS:

SECTION 1. *That s. 13.12.066, entitled “Mobile Food Establishments” is hereby amended to read as follows:*

13.12.066 Mobile Food Establishments. The city clerk or designee may issue licenses for mobile food establishment vendors for the sale of specified food and beverage items from mobile food establishments on the public streets and in certain specified locations in city parks which shall be operated and conducted in accordance with the requirements and limitations expressed in this section.

A. Notwithstanding the provisions of section 9.76.100 and section 13.12.060 of this code, no mobile food establishment shall vend, sell or dispose of or offer to vend, sell or dispose of any food or beverage items, produce or any other thing on any public street or any public property whatsoever in the city of Eau Claire, without having obtained an approved license from the city clerk or designee.

B. Each applicant shall file an application with the city clerk or designee on forms provided by the city for each proposed mobile food establishment. The city clerk or designee may require such information on the application as the city clerk or designee considers reasonable and necessary.

C. Each applicant shall pay an annual fee in an amount as stated in the city of Eau Claire fees and licenses schedule for each proposed mobile food establishment.

D. All mobile food establishment licenses shall expire on June 30th of each year, subject to renewal year to year thereafter.

E. No license shall be issued unless the mobile food establishment has successfully passed an inspection performed annually by the city of Eau Claire Fire Department.

F. No license shall be issued unless the mobile food establishment has been licensed for such use by the City-County Health Department and has a valid restaurant license from the city. Mobile food establishments shall acquire all licenses and permits for any additional food or beverage items deemed necessary by the City-County Health Department, even if not explicitly required by this section, for public health, safety or welfare purposes.

G. Each mobile food establishment shall be separately licensed and such license shall not be transferable to another mobile food establishment. Such license shall be conspicuously displayed within the mobile food establishment.

H. The licensee or the licensee’s employee or agent shall be present within the vending site at all times during which items are displayed or sold.

I. A mobile food establishment shall meet the following vehicular requirements:

1. A mobile food establishment shall be designed and constructed specifically for the purpose of vending the product or products to be vended; and

2. A mobile food establishment shall have valid license plates and registration as required by Chapter 341, Wis. Stats; and

3. A mobile food establishment shall be in compliance with all Federal, State and local laws or regulations which govern motor vehicles, including, but not limited to, vehicle size requirements; and

4. A mobile food establishment shall be in safe, operable condition with no visible signs of rust or other deterioration; and

5. A sidewalk cart licensed under section 13.12.065 shall not qualify as a mobile food establishment and shall be exempt from this section.

J. All mobile food establishments shall be equipped with at least two (2) leak-proof, approximately thirty (30) gallon containers for the deposit of refuse, one container designated for trash and the other for recyclables. The licensee and his or her employee(s) shall be responsible at all times for the removal of all refuse resulting from his or her business or customer’s use of his or her business.

Such refuse shall be placed solely in the mobile food establishment's waste bins. No mobile food establishment shall discharge any material onto the street, sidewalk, gutters, storm drain or the property of another, including, but not limited to, public property.

K. The licensee shall permanently and prominently paint on or affix to the mobile food establishment a sign no smaller than twelve (12) inches by twelve (12) inches displaying, at a minimum, the name, address, and telephone number of the licensee. Such required information shall substantially fill the entire minimum space described herein. No separate free-standing signs shall be permitted in any location.

L. Each licensee shall provide proof of liability insurance for any single accident and for any property damage in the amount of \$1,000,000.00. Such liability insurance shall be in effect at all times the mobile food establishment is licensed in accordance with this section. A certificate of insurance for such coverage shall be delivered to the city clerk or designee prior to issuance of a license. If such insurance coverage is cancelled, not renewed, or materially changed, the insurer and licensee shall immediately provide notice to the city clerk or designee by certified mail. Failure to maintain such insurance may result in the suspension or revocation of the license.

M. Each licensee shall comply with all state codes and standards relating to the serving and selling of food or food products.

N. No mobile food establishment shall use bells or lights or any other noise-makers, other than music, to attract customers. Such music shall not be used after 9:00 p.m. on any day and shall maintain compliance with chapter 9.56 at all times.

O. No mobile food establishment shall operate before 8:00 a.m. or after 11:00 p.m.

P. A mobile food establishment shall comply with the following operation location requirements:

1. A mobile food establishment shall not be permitted to operate in those areas of the city and any adjacent streets that are situated within a residential zoning district in accordance with chapter 18.04 and any amendments thereto; and

2. A mobile food establishment shall not violate any traffic statute or ordinance; and

3. A mobile food establishment shall comply with all parking restrictions or other requirements and in any event shall not operate in any one location or parking spot, including in city parks, or along any one city block or equivalent length of street for a duration exceeding four (4) hours on any given day. Parking exemptions shall not be issued to a licensee under this section; and

4. A mobile food establishment, licensee or the licensee's agent or employee shall not reserve or otherwise hold parking spots on the public streets or in city parks; and

5. No mobile food establishment shall operate in or on any alley, boulevard, sidewalk, city trail, city park or public land unless:

a. specifically authorized through the special event approval process in section 9.59.030; or

b. operating in a designated location within Owen Park, Phoenix Park, Carson Park, Riverview Park, Soccer Park, Boyd Park, Lakeshore Park, McDonough Park, Half Moon Lake Park or Pinehurst Park per specifications of a license issued in accordance with this section; ~~and or~~

c. operating within Newell Park, Kappus Park, Cameron Park, Mitscher Park, Demmler Park and County Farm Park, in a designated location per specifications of a license issued in accordance with this section on a Thursday between the hours of 4:00 p.m. and 7:00 p.m. during the months of June, July and August, subject to all other restrictions in this section; and

6. No mobile food establishment shall operate on any public street within 200 feet of any business holding a valid restaurant license from the City-County Health Department and a valid restaurant license from the city; and

7. No mobile food establishment shall operate in a congested area where such operation impedes or inconveniences public use, and shall at all times provide at least four (4) feet of width on all sides for clear and unobstructed pedestrian, bicycle, or other permissible use; and

8. No mobile food establishment shall obstruct an adjacent path or lane of travel, including motor vehicle lanes, bicycle lanes, sidewalks, trails or other designated parking areas; and

9. No mobile food establishment shall conduct business within 20 feet of the intersection of the sidewalk with any other sidewalk; and

10. No mobile food establishment shall conduct business within 10 feet of the extension of any building entrance or doorway to the curb line; and

11. No mobile food establishment shall conduct business within the same park or within 500 feet, whichever is greater, of any special event authorized in accordance with section 9.59.030, any pavilion rental, any other city facility rental or any sporting event scheduled through the city Department of Parks, Recreation and Forestry for one hour prior to, during, or one hour after the event or other scheduled use or rental period, unless specifically requested by the event organizer or special event permit holder and such request is obtained in writing and kept in the mobile food establishment; and

12. No mobile food establishment shall use City water, electricity or other utilities in the course of its operations in accordance with this section.

Q. All business activity relating to the mobile food establishments in the public right-of-way shall be conducted from the curbside of the vehicle at all times.

R. The denial of a license under this section may be appealed to the administrative review board in accordance with chapter 1.06.

S. The penalty for violation of any provision in this section shall be a forfeiture of not less than \$50.00 per day nor more than \$500.00 per day for each violation, together with the cost of prosecution.

(SEAL) _____
President Kerry J. S. Kincaid

(SEAL) _____
City Manager Dale Peters

(ATTESTED) _____
City Clerk Carrie L. Riepl

First Reading _____

Final Reading _____

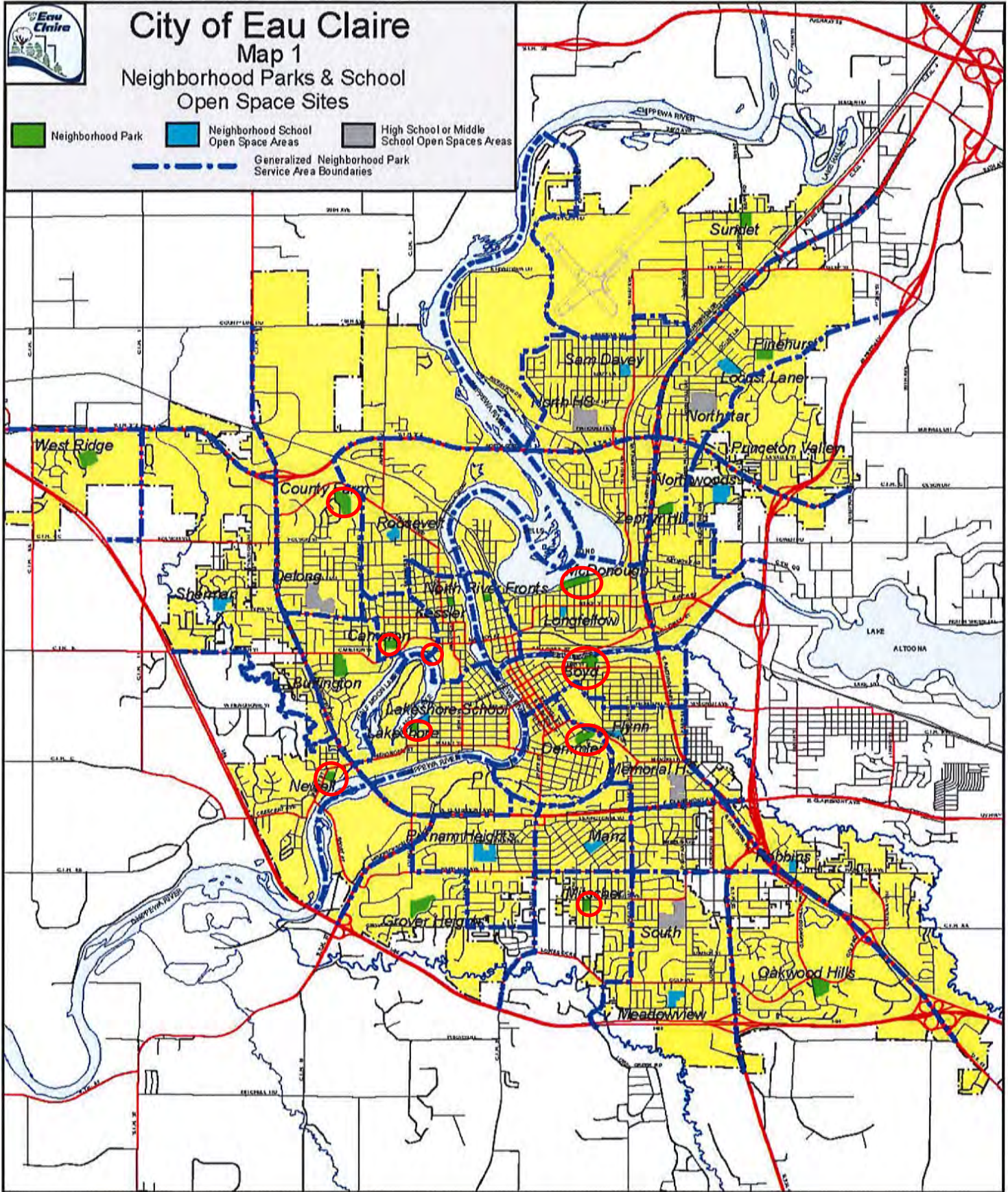
Adopted _____

Published _____



City of Eau Claire Map 1 Neighborhood Parks & School Open Space Sites

- Neighborhood Park
- Neighborhood School Open Space Areas
- High School or Middle School Open Spaces Areas
- Generalized Neighborhood Park Service Area Boundaries

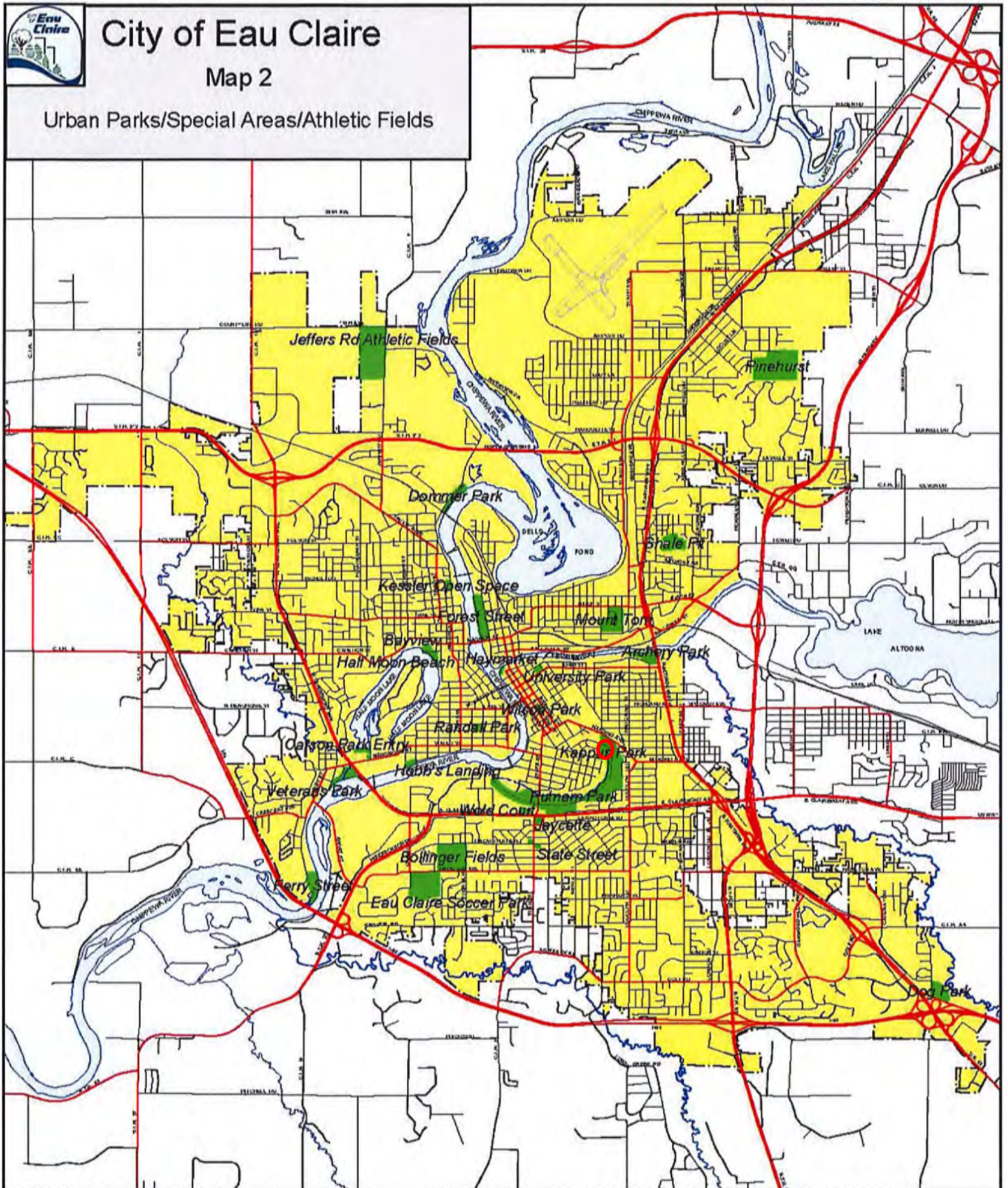




City of Eau Claire

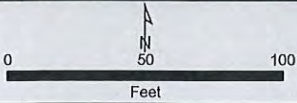
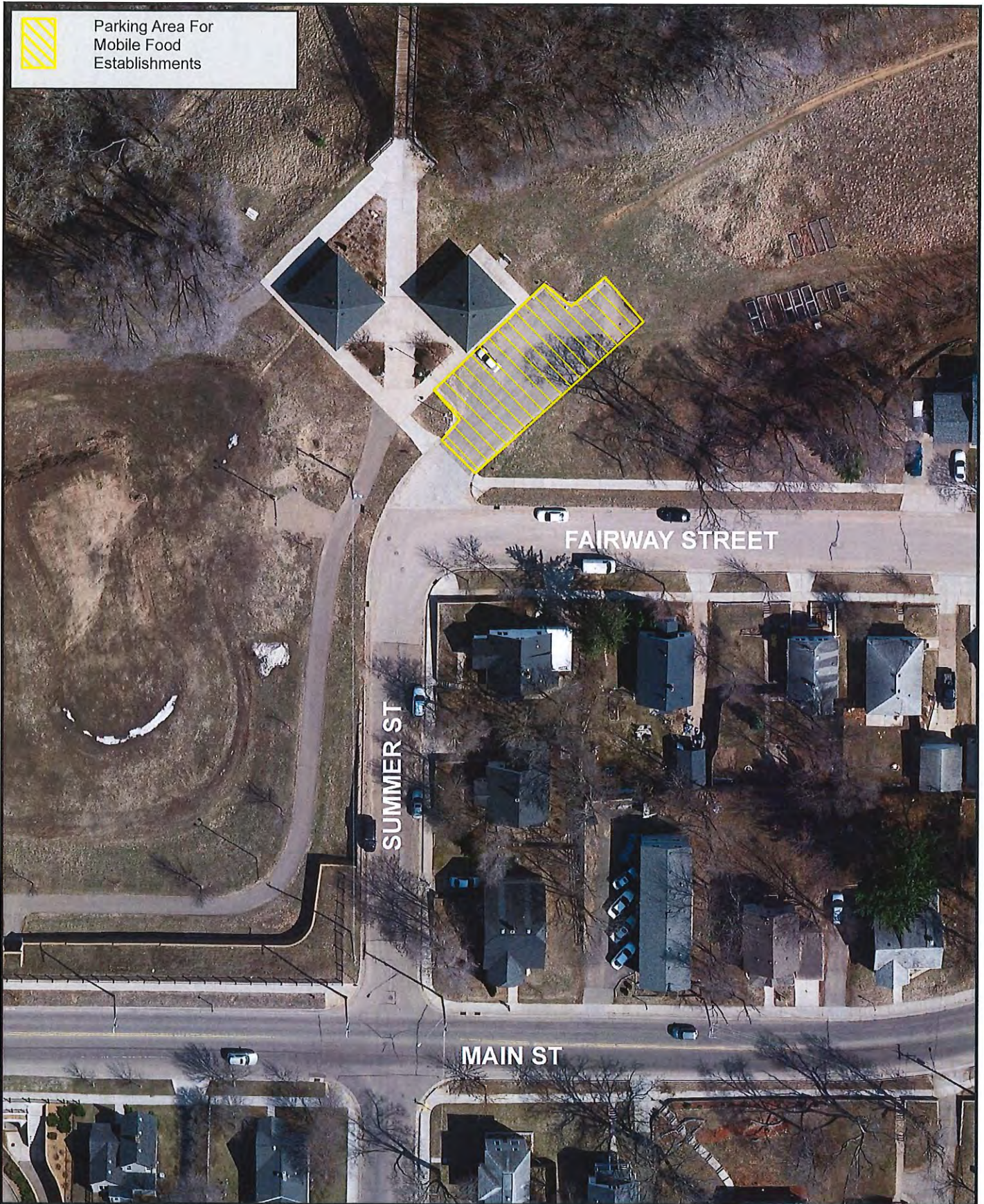
Map 2

Urban Parks/Special Areas/Athletic Fields





Parking Area For
Mobile Food
Establishments



Boyd Park
Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments

Half Moon Lake

BROADWAY ST

NINTH AVE



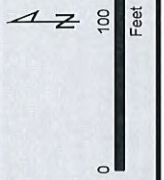
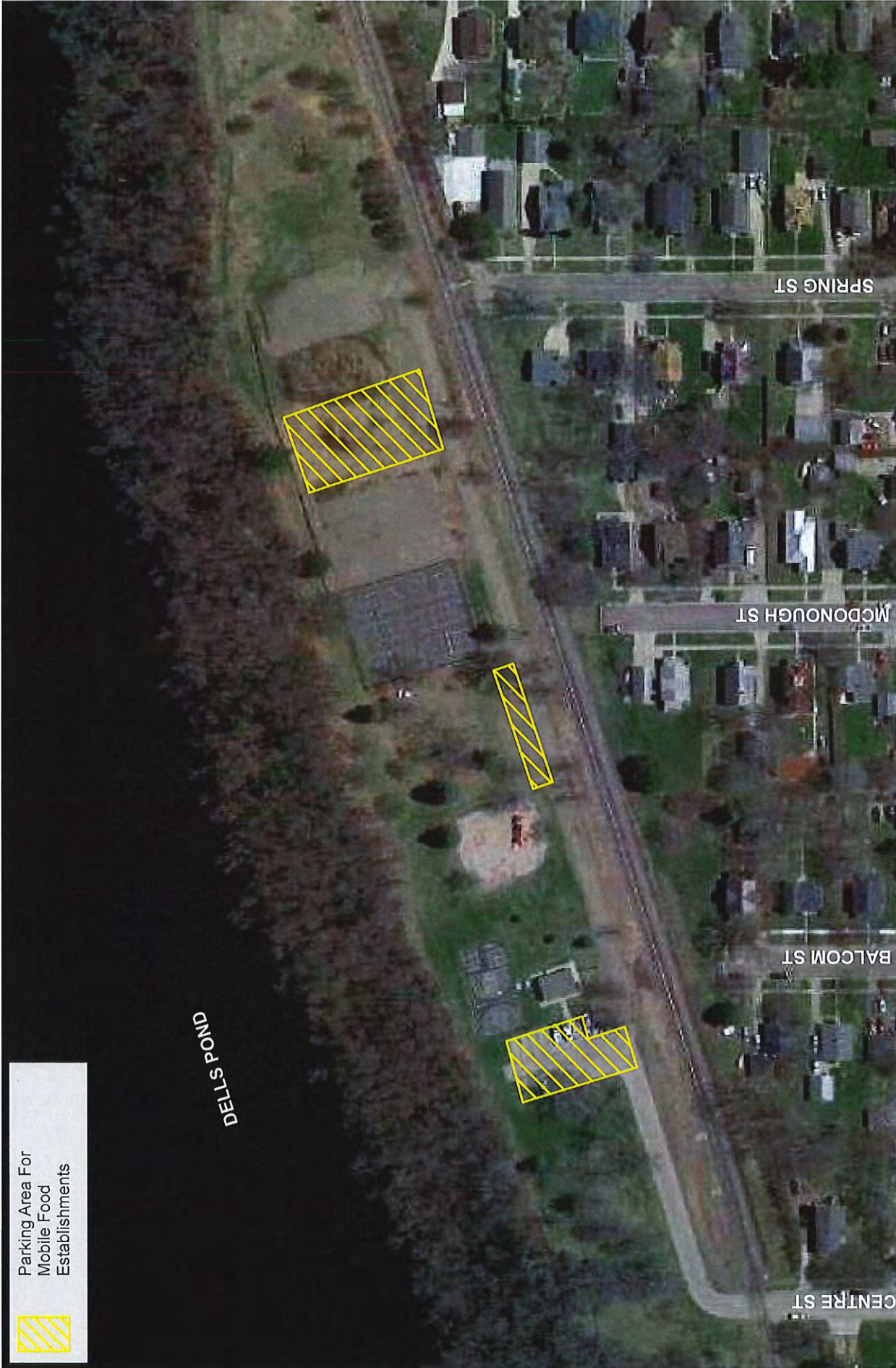
Lakeshore Park
Eau Claire, Wisconsin



Parking Area For
Mobile Food
Establishments



DELETED

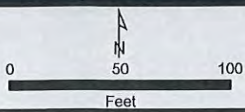


McDonough Park Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments

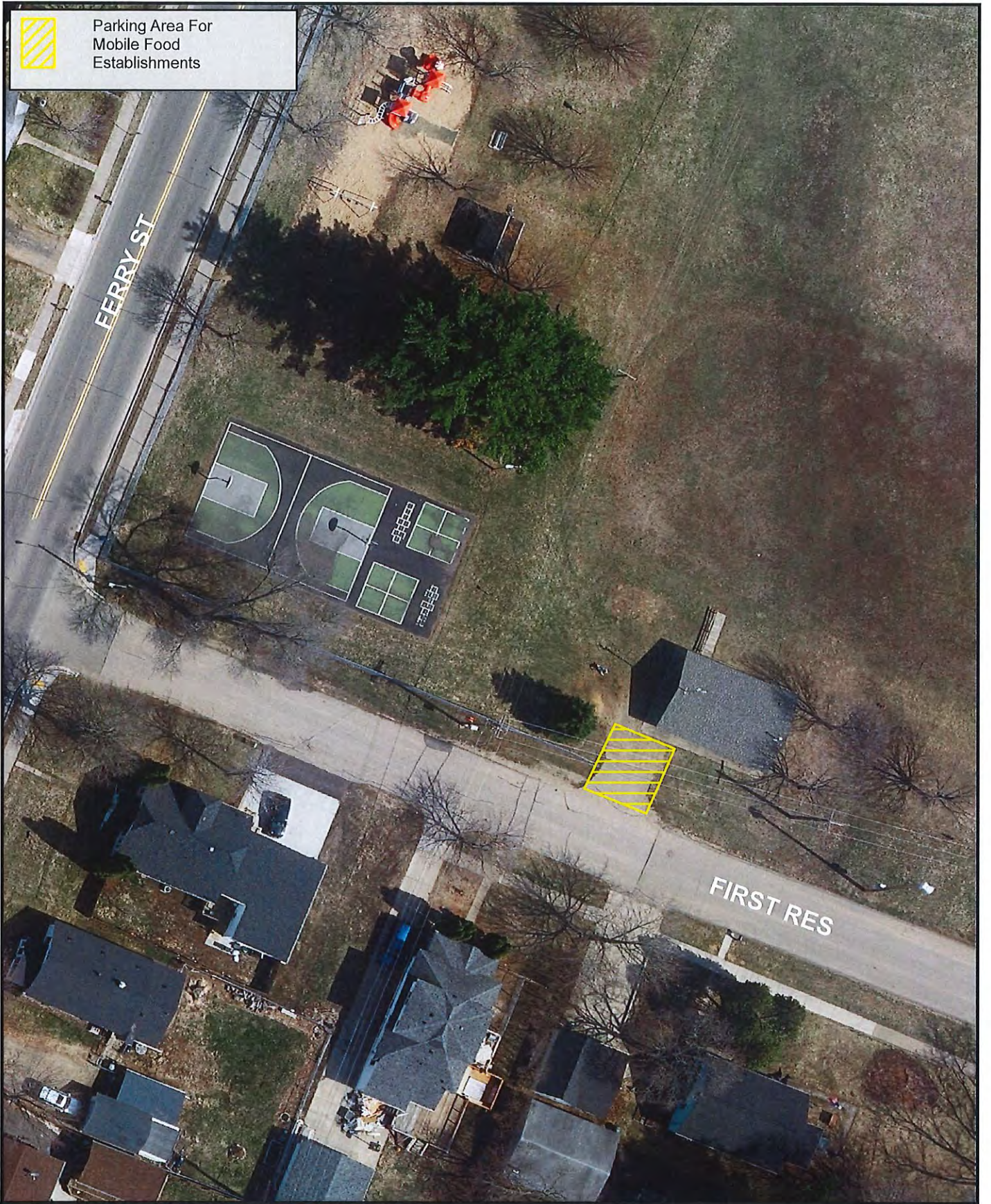


Half Moon Lake Park
Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments

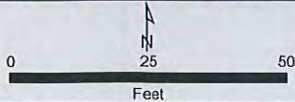
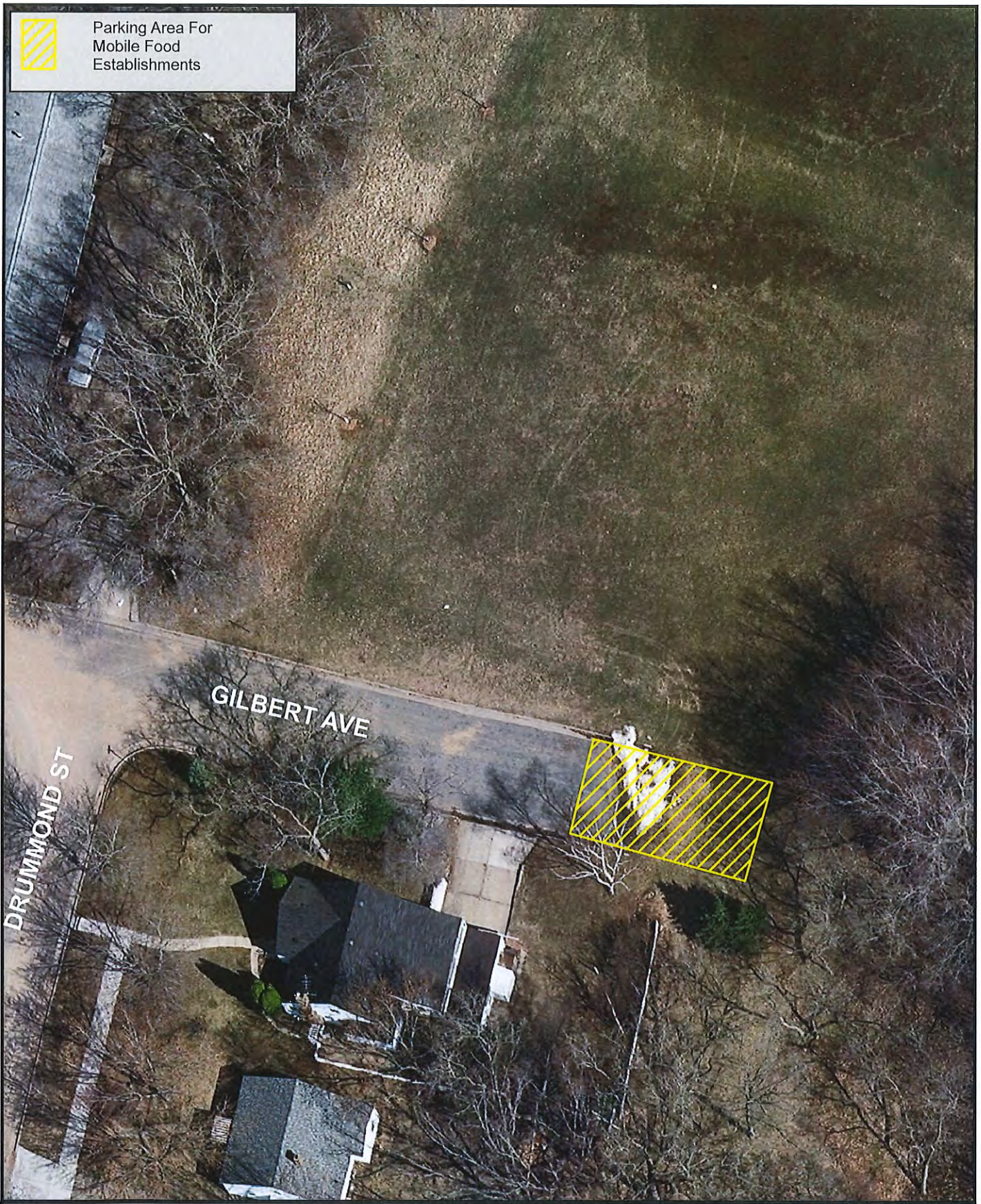


Newell Park
Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments

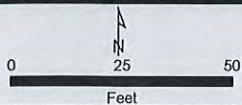
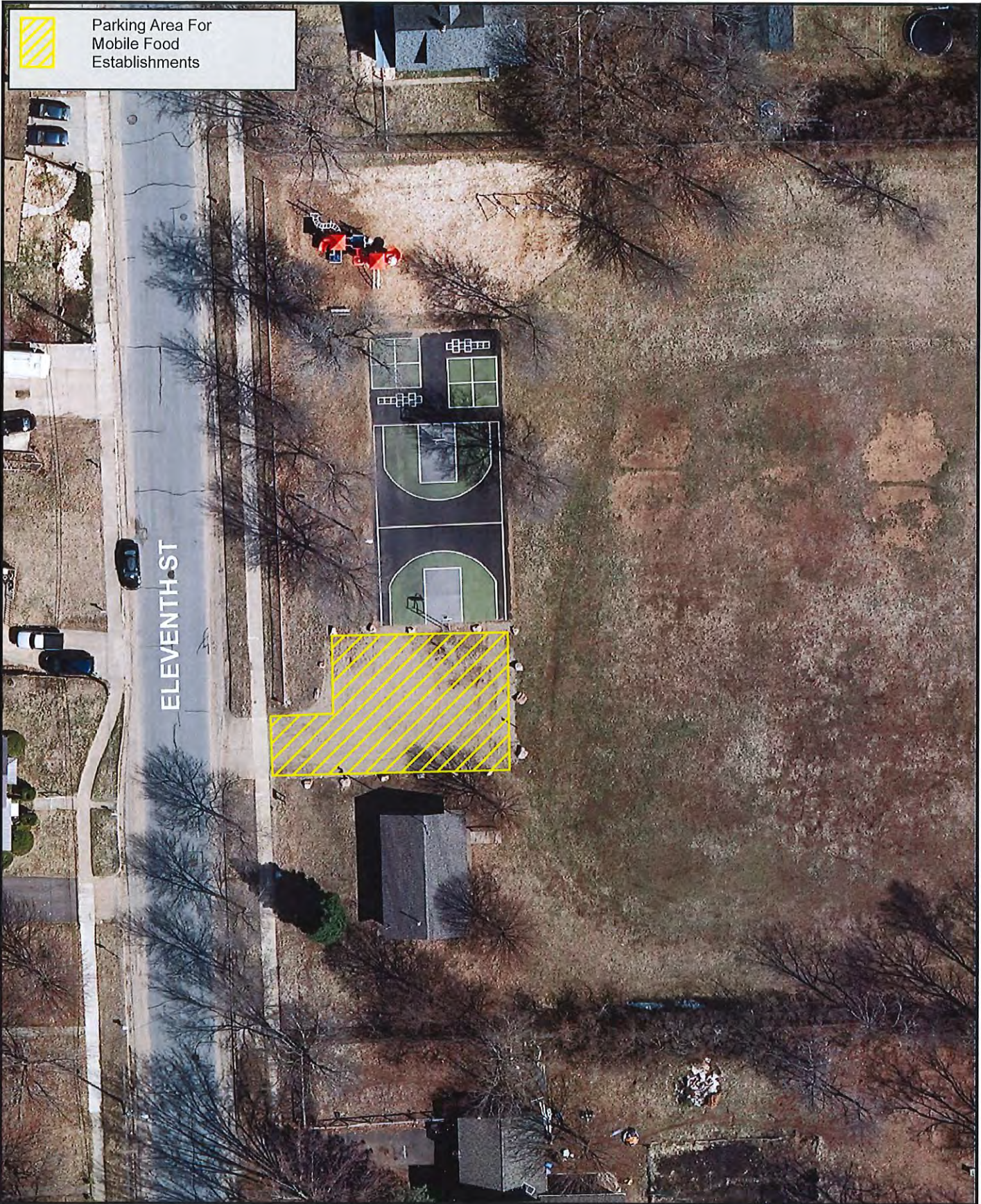


Kappus Park
Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments

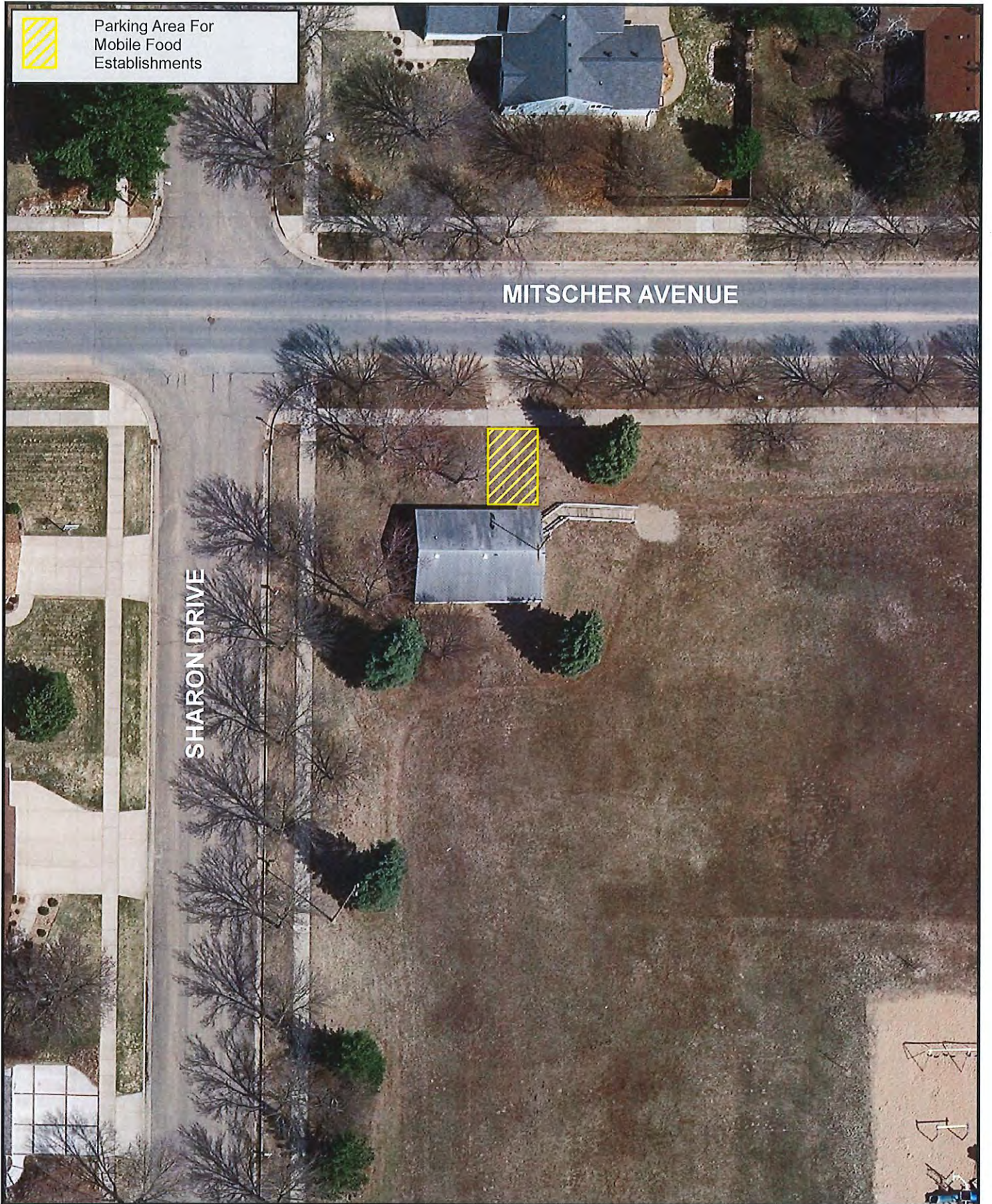


Cameron Park
Eau Claire, Wisconsin



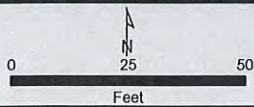


Parking Area For
Mobile Food
Establishments



MITSCHER AVENUE

SHARON DRIVE

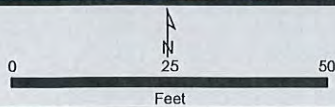


Mitscher Park
Eau Claire, Wisconsin



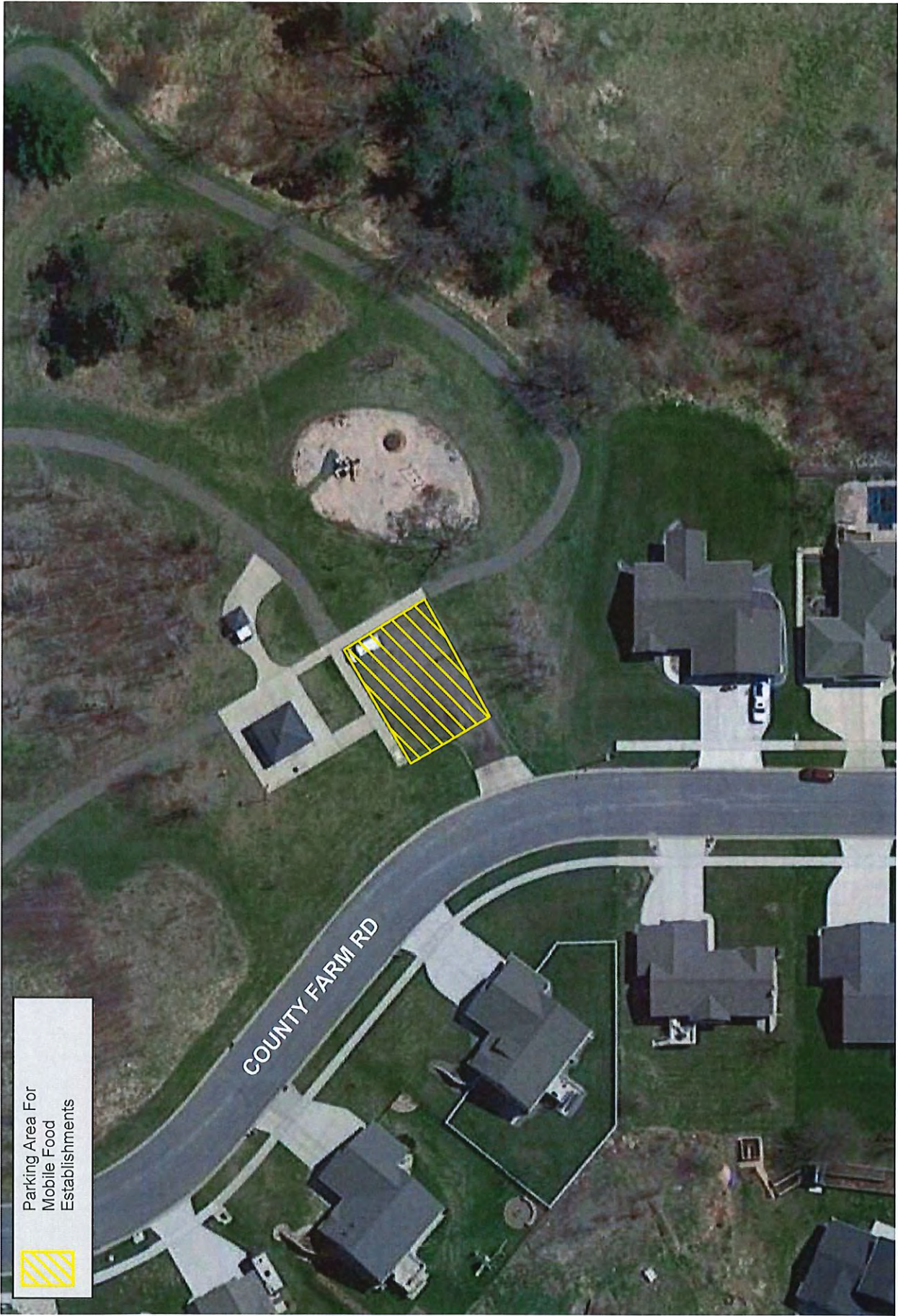


Parking Area For
Mobile Food
Establishments



Demmler Park
Eau Claire, Wisconsin





Parking Area For
Mobile Food
Establishments



County Farm Park Eau Claire, Wisconsin



PARKS, RECREATION AND FORESTRY

STAFF REPORT

PROJECT NAME: HAYMARKET PLAZA & CONFLUENCE CROSSING BRIDGE

To: Waterways and Parks Commission

Date: January 24, 2018

From: Dave Solberg - Engineering

Description: Haymarket Plaza Site Plan Approval
Confluence Crossing Bridge Approval

Location: Southeast corner of confluence of Chippewa River and Eau Claire River.

Background: The Haymarket Plaza is proposed to be constructed at the confluence of the Eau Claire and Chippewa Rivers. This area in the past has been used as a public parking lot but been identified for development into a higher, better use. The master plan concept was approved for Haymarket Plaza at the June 28, 2017 Waterways and Parks Commission meeting. The approved master plan included the concept of a bridge crossing the Eau Claire River, connecting Haymarket Plaza to Phoenix Park. After the approval of the Haymarket Plaza master plan the concepts of the plaza and pedestrian bridge were refined into a site plan for the plaza and preliminary plan for the Confluence Crossing Bridge.

The final site plan for Haymarket Plaza includes the approved concepts from the master plan and makes minor adjustments to areas of the plaza to improve pedestrian flow, encourage interaction, include art, allow access to the rivers, and provides a design for the Confluence Crossing Bridge.

The schedule for construction the plaza and bridge is anticipated to begin in spring of 2018 and be concluded by fall, 2018 in coordination with the Confluence Arts Center construction.

Justification: Haymarket Plaza will enhance the quality of life for residents of the City and also expand access and recreational opportunities to the Eau Claire and Chippewa Rivers.

Proposed Location: Confluence of the Eau Claire River and Chippewa River

Facilities Features: Finished project will contain multi-use trails, landscaping, seating areas, bike racks, pedestrian access to the rivers, interactive water feature, fire features, small gathering areas, locations for public art, and connectivity with Phoenix Park via the Confluence Crossing Bridge over the Eau Claire River.

Storm Water: No impacts.

City of Eau Claire Park and Open Space Master Plan: Consistent with the goals of the 2013-2017 Park & Open Space Plan.

City Comprehensive Plan: Consistent with goals of 2015 Comprehensive Plan

Financial: WDNR trail funding & City funding.

LAWCON: N/A



Haymarket Plaza - Final Master Plan

Eau Claire, Wisconsin

0214 | 2017 - 16_EAU_01



Landscape Architecture
 330 West Lakeside Street
 Madison, WI 53715
 608 . 358 . 6344

PARKS, RECREATION AND FORESTRY

STAFF REPORT

PROJECT NAME: Park and Recreation System Master Plan

To: Waterways and Parks Commission

Date: Wednesday, January 24, 2018

From: Dawn Comte

Description: Park and Recreation System Master Plan Presentation

Location: Throughout the City of Eau Claire Park System

Background: A comprehensive Park and Recreation System Master Plan has been established that provides recommendations for provision of facilities, programs and services; parkland acquisition and development; maintenance and operations; and administration and management. This plan is a companion document to the existing five year Park and Open Space Master Plan and Comprehensive Recreation Program Plan. These plans include; park and facility inventory, goals, priority identification for capital improvement budgeting and population trends. The current plans (2013-2017) are in the process of being updated. These plans are reviewed annually and utilized as a resource for planning of goals, capital improvement projects, facility development, service implementation, new program initiatives, and research.

Justification: Required to have for recertification for Commission for Accreditation of Parks and Recreation Agencies (CAPRA)

Proposed Location: Throughout City of Eau Claire Park System

Facilities Features: N/A

Storm Water: N/A

City of Eau Claire Park and Open Space Master Plan: Consistent with the goals of the 2013-2017 Park and Open Space Plan.

City Comprehensive Plan: Consistent with the goals of the 2015 Comprehensive Plan.

Financial: N/A

LAWCON: N/A

City of Eau Claire

Park and Recreation System Master Plan 2018-2022

Draft





Table of Contents

1.0 Executive Summary	4
2.0 Introduction	9
3.0 Demographic Analysis	13
4.0 Relationships to Plans and Documents	23
5.0 Community Survey Report Analysis	29
6.0 Benchmarking and Park Metrics.....	68
7.0 Recreation Planning Analysis.....	76
8.0 Park Inventory and Planning Analysis	95
9.0 Operations and Maintenance Analysis	116
10.0 Forestry Planning Analysis	120
11.0 Level of Service Analysis	124
12.0 Resource and Funding Analysis.....	130
13.0 Economic Impact Analysis	151
14.0 Trends Analysis.....	154
15.0 Implementation Strategies for Recommendation	167
Appendix A: Document and Plan Website Links.....	171
Appendix B: Community Survey Results	173
Appendix C: Inventory Analysis and Level of Service Standards.....	209
Appendix D: Park Metrics Matrix	216
Appendix E: Cost Recovery, Fees & Charges Matrices.....	231



ACKNOWLEDGMENTS

The Parks and Recreation System Master Plan team would like to recognize the Eau Claire community, professional team, City leadership, and facility stakeholders for their guidance, insight, and commitment during the development of the Master Plan. The plan is a primary resource for determining and identifying strategies to address the parks and recreational needs of the community.

EAU CLAIRE CITY COUNCIL

Kerry Kincaid, President	Kathy Mitchell, Vice President	Kate Beaton
Catherine Emmanuelle	David Klinkhammer	David Strobel
Tim Tewalt	Bob VonHaden	Terry Weld
Andrew Werthmann	Michael Xiong	

WATERWAYS & PARKS COMMISSION

Vacancy, Chair	Tom Fiedler, Vice Chair	Susan McLeod, Secretary
Meredith Ball	Ron Doering	Jason Duba
Megan Kremer	David Leaman	Joshua Miller
Jenni Sterling	Kate Beaton, City Council Rep	Terry Weld, City Council Rep

CITY OF EAU CLAIRE STAFF

Dale Peters	Patrick Newkirk	
Jeff Pippenger	Carrie Ottum	Tiffany Weiss
Jay Winzenz	Todd Chwala	Patty LaPoint
Pat Ivory	Steve Roscoe	Marybeth Berry
Dawn Comte	John Lofgren	Addy Gutsch
Chad Duerkop	Matt Staudenmaier	

CONSULTATION TEAMS

Ayres Associates
ETC Institute
Davey Resource Group
Visit Eau Claire



EAU CLAIRE PARKS, RECREATION AND FORESTRY PROFILE

Eau Claire manages 1,122 acres of parkland, calculating to 16.75 managed park acres per thousand residents.

Eau Claire Parks, Recreation and Forestry provide programming that serves abroad diversity of Eau Claire's population.

As part of the community outreach, there have been several in-person meetings consisting of stakeholder focus groups and City-wide public open houses. Eau Claire Parks, Recreation and Forestry also perform a major community survey every 5 years that reaches hundreds of community members.

The agency manages over 100 special event applications that attract tens of thousands of people annually.

Eau Claire maintains over 30 miles of trails including a portion of the Chippewa River State Trail.

Over 10,000 community members register for programs and leagues on an annual basis.

There are 59 diamond and rectangular athletic fields in Eau Claire's Parks system.

Eau Claire operates 4 concession operations with \$240,000 in annual revenue.

An average of 65,000 people visit Fairfax Outdoor Pool every year during a 14 week season.

Hobbs Ice Arena rents over 4,400 ice hours every year and attracts nearly 8,000 patrons during open skates.

1.0 Executive Summary





EXECUTIVE SUMMARY

City of Eau Claire Parks and Recreation Mission, “To provide exceptional Park, Recreation, and Forestry services that will enrich our citizens and visitors.”

The Community Services Department, Parks, Recreation Division is pleased to present the City of Eau Claire Parks and Recreation System Master Plan, developed through extensive public outreach to understand the community’s perspective and establish support for the 5-Year plan. The Master Plan has been a collaborative process between the City of Eau Claire, its residents, partners, and stakeholders. The Master Plan serves as a roadmap to navigate community goals and build recommendations that provide policy makers an approach to leverage the City’s parks and recreation resources with other community partners and initiatives. The Master Plan reinforces the objective to maintain the City of Eau Claire Parks and Recreation national accreditation by the National Recreation and Parks Association’s (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA). The Master Plan is a “living document” that adapts to changes within the community over time.

Special thanks to the City of Eau Claire Manager and City Council Members who provided insight and aspects for consideration as the master planning team examined diverse community needs. The public outreach process and data-driven analyses are stronger because of the ward-based perspectives.

The City of Eau Claire is in the midst of recovery from the last recession. The City was forced to make budgetary decisions to maintain core services while weathering the economic downturn. The development of the Master Plan is timely as the City begins to experience new growth. The master plan process supports the reevaluation of the community’s priorities to develop

measureable, realistic goals for implementation over the next five years.

Purpose

- The purpose of the Eau Claire Parks and Recreation System Master Plan is to:
- Guide decision-making;
- Provide insight into changing community needs and perspectives;
- Understand the level of service being provided to the community;
- Evaluate available resources and how to most strategically invest;
- Develop a prioritized action plan that is Manager and Council approved;
- Reinforce Plan Eau Claire; and,
- Support CAPRA accreditation.

Approach

The planning process for the Parks and Recreation System Master Plan is based on extensive community outreach combined with data-driven analyses of parameters of Eau Claire Parks and Recreation master plan team listened to input and ward-based considerations from the City of Eau Claire Manager and Council members during ward-based progress meetings in the Fall 2015 and Summer 2016. Insight from the City’s elected officials gives voice to the ward-based diversity in the Eau Claire Community and is essential to understanding community needs. The approach to developing the Eau Claire Parks and Recreation System Master Plan consists of:

Community Outreach: An extensive series of public input opportunities across the community with broad advertising.

Community Survey: A statistically valid survey of randomly selected households across the City of Eau Claire.



Demographic Analysis: A review of Eau Claire's diverse community as it is changing over time.

Relevant Plan Review: An assessment of long-term goals through the review of relevant plans and studies including the 2016 Parks and Recreation 5-Year Strategic Service Plan and Plan Eau Claire.

Programming Analysis: The review of operational and maintenance processes for the department as a whole, and recommendations to maintain a safe, clean and quality parks system.

Benchmarking: A benchmarking comparison with other parks and recreation department in the upper Midwest.

Inventory and Conditional Analysis: The review and update of the existing inventory of parks, recreational facilities, trails, and recreation programs.

Level of Service Analysis: An evaluation of the Level of Service (LOS) being provided to the community compared with local, regional, and national standards. Identification of potential gaps in existing parks and recreation facilities and programming.

Resource and Funding Analysis: A review of service, management and operations trends and approach. An analysis of the potential for improvement to existing parks, joint development opportunities, and public trails development recommendations.

Marketing: Responding to the community's priority of increasing awareness of Eau Claire parks and recreation facilities and services. Developing a social media marketing approaches includes the Prioritized Action Plan, a component of the recommendations.

Economic Impact of Eau Claire Parks: An estimate of the economic impact of Eau Claire's parks and recreation developed by

the Economic Impact Study and Visit Eau Claire.

Recommendation: Prioritized action strategy to guide the department over the next five years that is informed by community input and data-driven analyses.

Areas of Focus

Public outreach resulted in the identification of key areas of focus as the department moves forward. The following areas of focus represent the Eau Claire community's key priorities and are intended to guide the City delivery of community services, facilities, and recreation.

Reinvestment

Reinvestment in existing facilities and parks is a consistent theme expressed by the public and civic leaders during the public input process. As part of reinvestment, maintenance is paramount to deliver and improve the current level of services provided to the community.

Awareness

Strategies marketing and communication efforts, can help raise awareness and contribute to active lifestyles and a healthy community. Citizens' awareness of available programs and facilities was identified, as a significant opportunity for the City to address to build a strong bridge between the Eau Claire Parks and Recreation and the community it serves.

Collaboration

The City of Eau Claire Parks and Recreation have worked to establish and maintain strong partnerships, community organizations, health providers, universities, school districts, and Eau Claire County. Continuing to build on those partnerships and expand to work with new agencies and organizations within the community, will be important moving forward. These partnerships will help to establish alternative sources of funding and in kind services such as volunteerism, bringing together those



with mutual goals to take advantage of existing facilities, facility planning and development and provide additional programming and services to the community.

Health and Wellness

In recent years, health and wellness has been pushed to the forefront of park and recreation agencies and programming. In 2012, the National Recreation and Park Association established a health and wellness pillar, thus recognizing it as a critical area to focus their efforts. Through this master planning process, and various forms of public outreach, the Eau Claire community strongly recognizes the link between parks and recreation to the city's overall physical health, to quality of life, and to a sense of place. Parks provide measurable health benefits, from encouraging direct contact with nature and the local environment, to opportunities for physical activity and social interaction. Throughout the master planning process, the community has indicated a desire for the Eau Claire Parks, Recreation and Forestry facilities, services, and programs.

Social Equity

True to the very philosophy of public parks and recreation is the idea that all people, no matter the color of their skin, age, income level or ability, have access to programs, facilities, places and spaces, and services that make their lives and communities great. Our areas of focus include ensuring all people have safe access to quality park and recreation facilities and programming, expanding access to meal programs for children, investing in park improvement projects, and offering financial scholarships for community members that qualify.

Conservation

Conservation has become an integral consideration when selecting projects to assure best practices and level of service standards are incorporated into the planning and development processes. Criteria

utilized include; protecting open spaces and waterways, connecting people to nature, engaging communities in conservation, environment through green infrastructure, conservation of public lands, providing wildlife habitat, communities to nature, and enhance sustainability through conservation practices within parks.

Recommendations

Recommendations are the result of extensive community outreach coupled with data-driven analyses of Eau Claire Parks, Recreation and Forestry facilities, programs, services and operations.

Recommendations include a Prioritized Action Plan categorized by the four areas of focus – reinvestment, awareness, health and wellness and social equity and conservation. Also included in the plan's recommendations are capital improvement projects that respond to the community's call for reinvestment in expanded connectivity with the development of multi-purpose trails that connect existing parks to neighborhoods, and the city center. Recommended capital improvements focus on the community's priority facilities – playgrounds, stadiums, restrooms, sports fields and lighting, multi-purpose trails for connectivity, ice arena, and pool. The capital improvements are prioritized based on reinvestment, renovation, or replacement. Renovations or replacements that result in decreased operations and maintenance impacts are the highest priority. New facilities that increase level of service are prioritized if the new facility reaches under-served areas of the community or is part of a collaborative facility development plan. Conditional or quality scores that were assigned to existing facilities during the inventory and assessment component of the master plan inform capital recommendations for renovation and replacement. Geographic gaps in levels of service across the Eau



Claire community inform recommendations for new facilities.

Summary

The system master plan process yielded many diverse perspectives as we engaged in a productive dialogue with the community. The recurring commonalities among diverse stakeholders made it clear quality parks, trails and recreational facilities are very important to residents. Eau Claire Parks and Recreation are a vital asset for the community that requires reinvestment to maintain and improve the delivery of services to the community.

Parks, recreation, programming, open space, trails, and community events are integral part of Eau Claire's community

fabric, serving to strengthen its community interaction, culture, image, and unique sense of place. In turn, these resources help define the quality of life and make Eau Claire a great place to live and play. The Parks and Recreation System Master Plan is intended to be the guiding document to deliver Eau Claire Parks, Recreation and Forestry to provide exceptional parks, recreation and forestry services that will enrich our citizens and visitors.

Thank you to the City Manager and Council, City Staff, Eau Claire Parks and Waterways Commission members, and residents who contributed to this master plan for the betterment of the recreational experience in Eau Claire.

2.0 Introduction





Introduction

Eau Claire Parks, Recreation and Forestry have collaborated to create a 5-year Parks and Recreation Master Plan to assist with organization and operational planning. The mission statement of these divisions is to provide exceptional park, recreation, and forestry services that will enrich our citizens and visitors. Core values of accountability, responsiveness, ingenuity, professionalism, honesty, health, environmentalism, security, safety, and exploration provide direction for everything that is done within the department. This System Master Plan is based on ongoing community input and data analysis of the programming, provided services, operations, and organizational structure of the department as a whole. Process improvement, operational efficiency, and future industry trends are at the forefront of our planning efforts. Final recommendations of the System Master Plan include acquiring land to develop additional athletic field spaces to meet increasing demand, reinvesting in existing facility infrastructure at aging facilities, strengthening existing collaborative partnerships to enhance provided services, and modifying program offerings to stay on top of industry trends in youth and adult programming and athletics.

Purpose

Parks and recreation programs and services are important parts of overall quality of life and Eau Claire Parks, Recreation and Forestry have an integral role in the quality of life of all of Eau Claire's citizens and visitors. The purpose of the System Master Plan is to serve as a guide for all programming, services, and operations of the department. Further, the System Master Plan will provide insight into ongoing industry trends and changes within the community, serve to assess levels of service provided to the community, evaluate available resources, develop a prioritized action plan approved by the City Manager and City Council, and support CAPRA accreditation.

Accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA), the department is committed to excellence and an overall standard of high quality. The accreditation process serves to ensure high quality is met and processes are constantly improved for employees, volunteers, and the community as a whole. Through compliance with CAPRA accreditation standards, park and recreation agencies are independently evaluated against established benchmarks as delivering the highest level of quality. Having a publicly supported Master Plan is a required standard of excellence required to maintain accreditation.

Approach

The Parks and Recreation System Master Plan provides a vision for operations and programming that uses objective tools to inform City leadership. The approach incorporated into the master planning process includes:

Demographic Analysis

- Review of Eau Claire's diverse community and historical changes.

Relationships to Plans and Documents

- References to other department planning documents which contribute to the Master Plan.

Community Survey Report Analysis

- Review and analysis of community survey results.

Benchmarking and Park Metrics

- Analysis of industry standard service levels for various department services.

Recreation Planning Analysis

- Analysis of planning processes for recreation programming and services.

Park Inventory and Planning Analysis

- Inventory of department park and open space amenities and analysis of related planning processes.

Operation and Maintenance Analysis

- Evaluation and analysis of Department operations and maintenance.



Forestry Planning Analysis

- Review and analysis of City forestry planning.

Level of Service Analysis

- Analysis of level of services provided by the department.

Resource and Funding Analysis

- Review of funding sources and existing/future resources.

Economic Impact Analysis

- Analysis of area economic impact from park and recreation facilities and activities.

Trends Analysis

- Evaluation of industry trends and department innovation initiatives.

Implementation Strategies for Recommendation

- Provides the groundwork for moving forward with Master Plan recommendations.

Eau Claire Community Services Department – Parks/Forestry/Cemeteries & Recreation Divisions

The City of Eau Claire's Community Services Department is a large department consisting of several different divisions including Parks/Forestry/Cemeteries and Recreation. The two divisions serve the community by offering and maintaining a diverse selection of parks, trails, programs, athletic facilities, and other services to the citizens of Eau Claire and its visitors. The Department collaborates internally and externally with many different groups to meet the needs of the overall community.

Programs and Services

The Department offers a variety of leisure/recreational classes for varying personal interests for both youth and adults. Indoor and outdoor offerings for health and fitness, child development, aquatics, and youth and adult athletics are all offered.

Aquatic Facilities

In addition to operating year-round indoor aquatic programs in collaboration with the Eau Claire Area School District, during the summer months The Department owns and operates Fairfax Municipal Pool, a full service outdoor swimming pool with a water slide, zero depth area, and diving well, as well as various poolside amenities.

Rentals

Rental of all park pavilions, shelters, athletic facilities, and stadiums owned by the department is also managed by the department. Picnics, weddings, group meetings, and tournaments are some of the more popular rental uses of department facilities.

City Sports

Youth and adult sports leagues offered by the department include baseball, softball, soccer, flag football, and ultimate frisbee. The Department has also been instrumental in facilitating the growth of pickleball leagues in collaboration with external groups.

Parks and Trails

Eau Claire is blessed with many different exceptional park spaces with various active and passive amenities where community members can relax, play, and exercise. The proximity to water is very apparent in many of the parks. There is also an extensive trail system throughout Eau Claire which connects the various areas of the City and allows access to the park system.

Outdoor Athletic Facilities

The Department manages many different outdoor athletic facilities including the Soccer Park, Mount Simon baseball fields, and various other baseball/softball fields which are used for internal programming as well as by external community groups. In collaboration with the University of Wisconsin-Eau Claire, the Department also maintains the Bollinger Athletic Fields in the summer months.



Stadiums

Managed by the department, historic Carson Park is home to the Carson Football and Carson Baseball stadiums which are used by several different community football and baseball teams. Carson Park is also home to the Hobbs and Gelein softball fields which are used for varsity level events.

Ice Skating Facilities

The department owns and operates Hobbs Municipal Ice Arena, a year-round indoor ice facility with three sheets of ice which is utilized by all community ice sports groups, as well as public open skating. Further, during the winter months the department also maintains outdoor skating rinks at seven different neighborhood parks throughout the community.

Winter Recreation Area

During the winter months, the department collaborates with an external group to provide sledding, snowboarding, downhill and cross-country skiing, and various other outdoor winter recreation activities at the Pinehurst Winter Recreation Area.

Special Events

The department produces several annual special events including:

- July 4th Celebration
- National Night Out
- The Clearwater Winter Parade
- Rock'n New Year's Eve Celebration

The events are heavily attended and serve to connect the community with The Department.

Partnerships

Collaboration is a major pillar of the department and without essential partnerships with many different community groups; much of what is offered would not be possible. Key partners for the department include the University of Wisconsin-Eau Claire, the Eau Claire Area School District, the Eau Claire City/County Health Department, Visit Eau Claire, the Wisconsin Department of Natural Resources; as well as various other private groups and donors.

Amazing Eau Claire Cleanup

The Department hosts this event annually each spring to kick-start the spring cleaning and beautification process of the park system. Many different community groups volunteer for the event and continue to assist with ongoing cleanup and beautification each summer by 'adopting' specific park spaces within the community.

Memorial Trees and Benches

Private donors are able to donate to the Community Parks Association for the purpose of planting a memorial tree or placing a memorial bench at the City's various parks.

Program Diversity

The City of Eau Claire's Community Services Department – Parks/Forestry/Cemeteries and Recreation Divisions offer a very diverse selection of programs, services, and facilities to support many different stakeholders and groups. The Department maintains strong partnerships with a wide variety of community groups to enable collaboration and enhance services offered. The diversity of the Eau Claire community is reflected by the diversity of the department as whole.

3.0 Demographic Analysis





DEMOGRAPHIC ANALYSIS

This chapter presents a profile of the people who make up the Eau Claire community and identifies major demographic trends that may affect city planning over the next 15 years. Included are population and housing, race and ethnicity, age, household composition, income, and employment.

Data Source

Unless otherwise noted, the raw data used for the demographic analysis that follows was compiled by evaluating data from the City Comprehensive Plan.

COMMUNITY CONTEXT

Eau Claire is a middle class community with rapidly changing demographics. There is a relatively large Hmong cultural community and an increasing amount of ethnic diversity.

The City's workforce is diverse including a growing medical industry, two hospitals, University, Menards Headquarters, and other national manufacturing facilities. Eau Claire has continually reinvented itself beginning as a logging community, shifting into industrial manufacturing, and becoming more diverse from one dominated by blue collar industries to education, retail, and white collar business initiatives.

Community planning and interest has shifted from urban sprawl to revitalization of the downtown area. Music is defining the cultural scene in Eau Claire with multiple music festivals and significant development in the city center. Eau Claire is highly regarded as a great community to retire, and currently a destination for professionals ages 25-40.

These trends have a significant impact on the recreational needs and desires of the community. The Recreation Division team strives to keep abreast of these changes by attending state and national conferences and trade shows, discussing strategic initiatives with the City Planning Division,

meeting with neighborhood and community groups, and reviewing demographic reports such as the Census and other online data, when they are released.

COMMUNITY DEMOGRAPHICS

Predominant form(s) of government in the tax jurisdiction (i.e., manager, mayoral, commission): Eau Claire has a City Manager / City Council form of government. The City Council has eleven members, including a president who is elected every three years.

Population of tax jurisdiction:

- 67,381

Population of metropolitan service area:

- 129,665

Age profile of tax jurisdiction: Median age:

- 30

Income profile of tax jurisdiction:

- \$26,964 per capita (2015)
- \$43,541 Median family income (2015)

Racial diversity of the tax jurisdiction:

- 92% White/Caucasian
- 4.5% Asian/Laotian/Hmong
- 2.3% Hispanic
- 0.6% American Indian/Alaska Native
- 0.9% African American
- 0.1% Native Hawaiian/Pacific Islander

Parks and Recreation Characteristics

Operating budget:	\$6,000,000 annual
Capital budget:	\$1,219,000 (2016)
Full-time employees:	31
Part-time/seasonal employees:	400 plus
Parkland acreage:	1042 acres

Physical Characteristics

Eau Claire is the site of the confluence of the Chippewa River and the Eau Claire River, as well as home to Half Moon Lake. Eau Claire has 27 miles of waterfront property. The community is located in rural western Wisconsin, but easily connected by the interstate system and a regional airport.



- Geographic size of tax jurisdiction (square miles): 34.2 square miles
- Eau Claire is located on the confluence of the Eau Claire River and Chippewa River

Cultural Characteristics

Eau Claire is predominately a college town with large retail and regional medical centers. Music is defining the cultural scene in Eau Claire with multiple music festivals and development in the city center. It is highly regarded as a great community to retire to, with low cost of living expenses.

Demographic Issues

The following are the major demographic issues identified through the analysis of conditions. Issues are questions to be discussed, debated, and resolved during the planning process in light of other issues. The subsequent analysis of conditions has been prepared to help readers understand why these are issues and why they should be considered.

1. Household Income and Employment: What, if anything, should the City do to promote the growth of living-wage jobs, help raise average incomes and reduce the rate of poverty, unemployment, under-employment and their debilitating personal effects among Eau Claire residents, particularly households with children? This issue was the most highly rated by members of the Citizens Advisory Committee on the Comprehensive Plan.
2. Age Structure: What should the City do to attract and retain more people in the 25 to 34 year-old age group, those who are beginning their careers and families?
3. Regional and City Growth: What additional steps should the City take, if any, to attempt to capture a portion of the projected population growth in the region?

4. Household Size and Housing Choices: How should the Land Use Plan respond to the shrinking average size of households and the increased demand for multiple-family housing?
5. Population Composition: How should the City work toward integrating and accommodating growing minority population groups?

Demographic Trends

The following are population trends that should be considered in the update of the Comprehensive Plan.

1. Income and Wages. Income and wages in Eau Claire have lagged behind those of the Eau Claire metro area, the state, and the Twin Cities metro area, and the gap is growing wider. Although Eau Claire's household, family, and per capita incomes increased slightly during the 2000s, the income gap between the City and both the metro area and the state also grew somewhat during this period. Some of this difference may be attributable to the disproportionately large number of college students in Eau Claire, but it exists even when comparing only earnings by full-time workers.
2. Low and Moderate Income Concentrations. The residences of low and moderate-income households have typically but not exclusively been located in the older portions of the city. This pattern remained consistent in the 2010 Census.
3. Ethnic or Racial Minority Populations. The population of Eau Claire is slightly more racially diverse than it was in 1980, 1990, or 2000. The Hmong, African-American, and Hispanic populations in the City have all increased over this time frame. The residences of these groups tend to be located in the same neighborhoods



although the pattern has become more dispersed over time.

4. **Population, Household, and Housing Growth.** The City's population and number of households are forecast to continue to increase at approximately the same rate as they have over the past 20 years. That rate translates into an average of approximately 350 new households (and housing units) annually. Since the 1993 Comprehensive Plan, the annual average has been 330 new housing units.
5. **Household Size.** The construction of housing units in the past 20 years has shown a greater percentage of multiple-family compared to single-family dwellings. Households in many of these multiple-family units are much smaller than the City average. In fact, the majority are one-person households.
6. **Town Growth.** Single-family housing is expected to continue to grow in several of the townships near Eau Claire, including Pleasant Valley, Union, and Washington and the Village of Lake Hallie. Although the rate of such growth is expected to decline from its previous rapid pace.
7. **Age of Persons.** The median age of the population has been increasing. The school-age population (5 to 24) has declined slightly as a percentage of the whole, while the percentage of people age 45 to 64 has increased slightly since 2000.
8. **Household Composition.** Shifts in the City's household composition during the past 20 years include a decline in the percentage of family households. This corresponds with the increase in the percentage of single-person households during that time. The average number of persons per household and persons per family both continued their decline, consistent with national trends.
9. **Employment and Jobs.** The official rate of unemployment has fallen back into a moderate range and the percentage of the population over age 16 that is employed is the same as it was in 2000. The economy is less reliant on heavy manufacturing and has diversified into more managerial, professional, technical, and financial jobs. However, it is suspected that many people are working at less than their potential and young adults are not finding local employment at a rate sufficient to maintain their share of the community age profile.



ABOUT EAU CLAIRE

Acreage: 34.2 Square Miles
Form of Government: Council – Manager
Fiscal Year: January 1 through December 31
of City Employees: 493.75 City Positions, 35.97 Library Positions, 33.85 Health Dept. Positions and 3.09 CDBG Positions

Population Statistic: Estimated Population – 67,381 (2016)
Labor Force (MSA) – 91,813 (August 2017)
Unemployment Rate – 2.7% (July 2017)
Poverty Rate 18.7%

Educational Statistics: University of Wisconsin –Eau Claire (2016-17) – 11,000
Public School Enrollment (2016-17) – 1,554
Private School Enrollment (2016-17) – 1,383
City Bond Ratings: Standard & Poor’s – “AA+”, Moody’s – “Aa1”

Recreation: 1,042 Acres of City Parks, Playgrounds and Ballfields
9 Community Parks
19 City Parks and Playgrounds
30.3 Miles of Paved Trail System
5.7 Miles of Groomed Cross-County Ski Trails
Fairfax Municipal Pool
Hobbs Municipal Ice Center
Carson Park Football Stadium
Carson Park Baseball Stadium
Off-Leash Dog Park
Soccer Park

Housing: 27,919 Total Housing Units
15,223 Single-Family Detached Units
1,687 Single-Family Attached Units
10,428 Multiple-Family Units (including duplexes)
3,940 Multi-Family Parcels (including duplexes)
581 Mobile Homes and Trailers (from US Census Bureau)

Tax Overview:

Equalized Value Ratio

The equalized value ratio depicts the actual total property value of property in the City compared to the locally assessed real property value. A lower ratio means that the City’s actual property value is higher than the locally assessed value. Manufacturing property value is removed from the calculation because the State assesses such property, so it is not locally assessed. In addition, the calculation does not include property value in tax increment districts.

County	2016	2017	2018 (est.)
Eau Claire	96.68%	4.13%	91.14%
Chippewa	96.32%	94.48%	91.73%



Property Valuation:

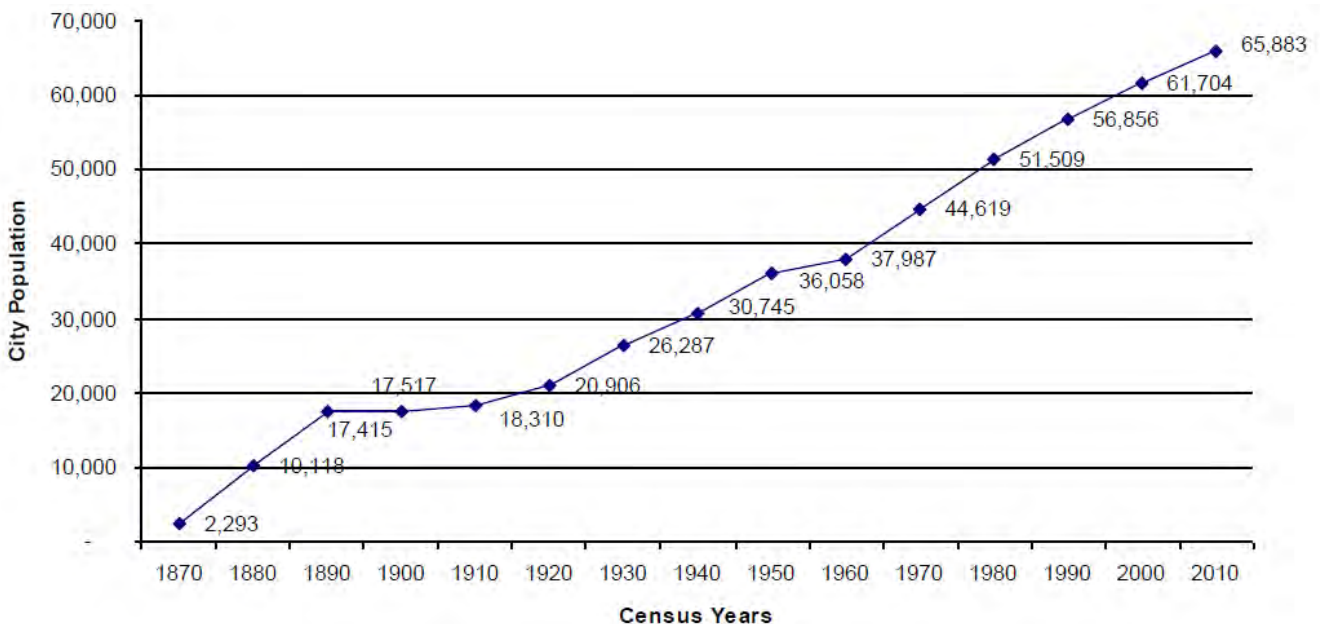
Tax values are described in terms of assessed and equalized values for taxation purposes. Assessed values are used to distribute a municipality’s tax burden among individual property owners, and are re-assessed every three years. An equalized value determines the value of a city, village, or town compared to other entities within a defined area. Equalized values are used for apportioning county property taxes, public school taxes, vocational school taxes, and distributing State aid. A positive change in equalized value indicates that a community’s share of the total value in a county is growing.

Valuation Type	2016	2017	2018	Percent Change
Assessed Value	\$4,404,019	\$4,451,150	\$4,515,052	+1.44%
Equalized Value	\$4,554,203	\$4,721,142	\$4,938,949	+4.61%

POPULATION

Eau Claire was incorporated in 1872, with a population of 2,293. The lumber industry created a population boom in the years following, as the City’s population swelled to over 21,000 persons by 1885, making Eau Claire Wisconsin’s third largest city, twice the size of Madison. However, lumbering soon began to decline with the depletion of the timber forests to the north, leading to mill consolidations and closings. Between 1885 and 1890, Eau Claire lost twenty percent of its population, but still finished the decade with a gain.

Figure 1-1 Growth in Population, 1870 – 2010



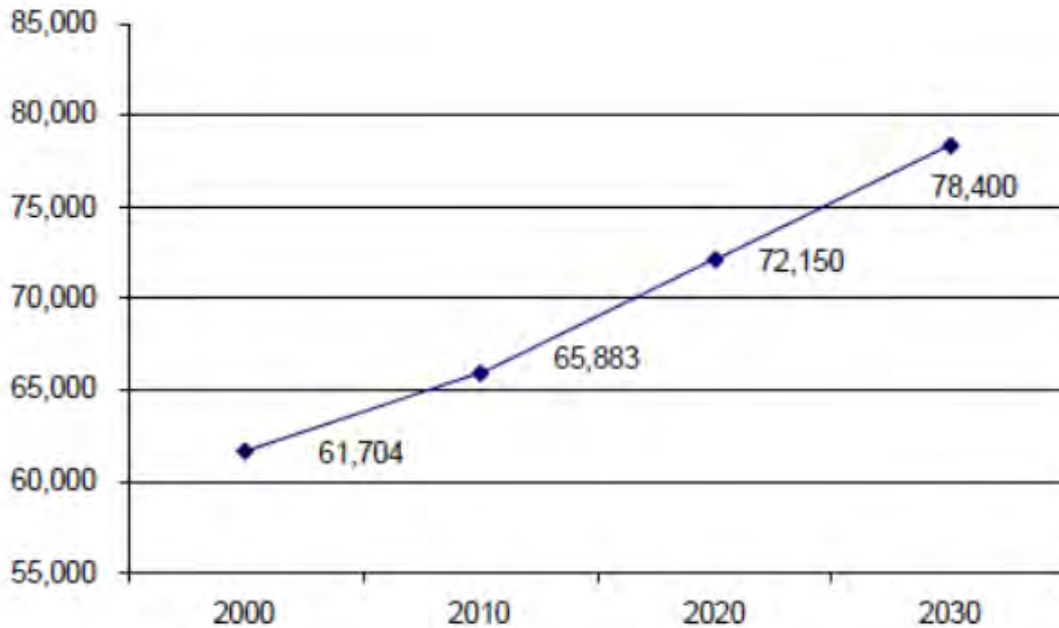
Population Forecast

The 2015 Comprehensive Plan predicts that growth through 2030 will continue at about the same rate of increase as the past thirty to forty years. Forecasts by the City, the Eau Claire Area School District, and the Wisconsin Department of Administration indicate that the City of



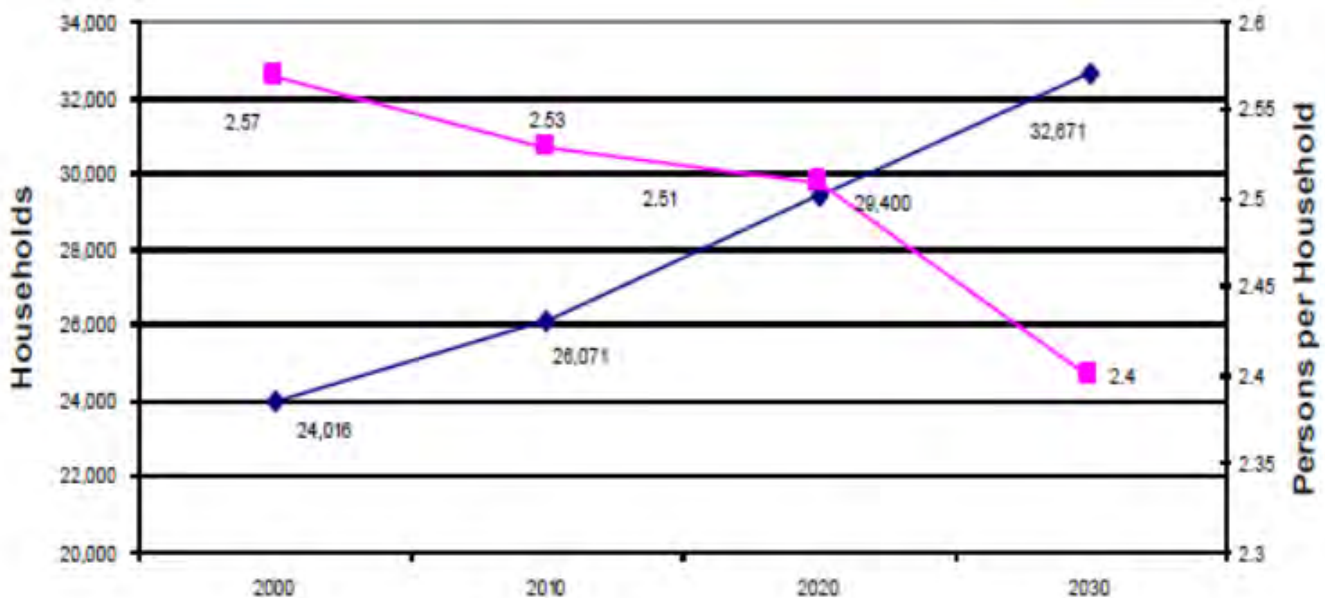
Eau Claire and the MSA (Metropolitan Service Area) will continue to grow slightly faster than they have in the recent past. As illustrated in Table 1-2, the growth rate for the MSA is projected to be slightly higher than that of the City over this period. Based on these projections, Eau Claire's population will increase by approximately 12,500 persons between the years 2010 and 2030.

Figure 1-2: Forecast of Population to 2030



The rate of household's growth is expected to exceed that of population because it is assumed that the average household size will continue to decrease slightly, following the trend of the past twenty years.

Figure 1-3: Forecast of Households and Persons per Household, 2000 to 2030





Racial and Ethnic Composition

From 1980 to 2010, the Eau Claire community saw a substantial change in its racial composition. During this 30 year period, the City’s minority population increased from 1.3 percent of the total population to 6.6 percent of the population; still a small increase compared with many Wisconsin cities, but a noticeable difference nonetheless.

The most significant change occurred during the 1980s, when a large number of Hmong moved to Eau Claire from their home countries of Laos, China, and Thailand. Census statistics indicate that the Hmong population is now somewhat dispersed within the community, whereas they were initially concentrated in several locations in the City. However, several smaller concentrations of Hmong still remain in northern portions of the City to the east of the airport and within the North Riverfront and North Side Hill neighborhoods located to the north and northeast of downtown. The 1990s and 2000s saw smaller increases in the Hmong population.

Age Distribution

Census statistics show that the largest concentration of persons by age were in the 5 to 19 and 20 to 24 age groups, which comprised 19 and 16 percent of the population in 2010 (Table 1-4). The high percentage of the population in the 20 to 24 group is attributable to the presence of the University of Wisconsin – Eau Claire and the Chippewa Valley Technical College campuses within the City.

The number of students enrolled in the high schools of the Eau Claire Area School District is presently at a low ebb, but a surge at the elementary school level is expected to soon change that. (Source: Planning for the Schools of Tomorrow, Eau Claire Area School District, 2012.) Since 1990, the percentage of the population in the 25 to 44 age range is down 3.4 percent while the percentage in the 45 to 64 group is up 7.5 percent. Thus, the percentage of the community in the important age range when families are started and careers are launched has declined.

Table 1-4 Population by Age, City of Eau Claire

Age Group	1990	%	2000	%	Age Group	2010	%	Percent Change 1990-2010
Under 5	3,975	7	3,574	6	Under 5	3,889	6	+1 %
5-17	9,118	16	9,784	16	5-19	12,726	19	-3 %
18-24	12,287	22	13,650	22	20-24	10,827	16	
25-34	8,636	15	8,161	13	25-34	9,785	15	0 %
35-44	7,612	13	7,916	13	35-44	6,749	10	-3 %
45-54	4,229	7	7,402	12	45-54	7,405	11	+4 %
55-64	3,758	7	3,849	6	55-64	6,822	10	+3 %
65 +	7,241	13	7,368	12	65 +	7,680	12	-1 %
TOTAL	56,856	100	61,704	100		65,883	100	
Median			29.4			29.8		

Source: U.S. Census



Household and Family Composition

Table 1-5 provides a summary of information pertaining to household and family composition for the City for 1990, 2000, and 2010. As shown, family households as a percentage of the total declined by 4 percent during the prior decade. (Family households are those where two or more persons living in a household are related.) Correspondingly, the non-family households significantly increased during the 2000s and now represent 47 percent of the City's households. This is a major change since 1990, when the family to non-family ratio was 61:39. In addition, one-person households increased to 32 from 28 percent of the total households during the 2000s.

Table 1-5 Household and Family Composition, City of Eau Claire

	1990	%	2000	%	2010	%
Household Type						
- Family household	12,838	61	13,567	57	14,293	53
- Non-family household	8,280	39	10,449	43	12,510	47
TOTAL	21,118	100	24,016	100	26,803	100
Married Couple Families	10,391	49	10,866	45	10,618	40
- With children	5,029	23	5,017	21	4,266	16
Female Householder	1,995	9	2,014	8	2,522	9
- With children	1,385	11	1,391	10	1,777	6
Persons Per Household	2.49		2.38		2.29	
Persons Per Family	3.07		2.99		2.89	
Hshd's with one or more persons 65 years or more	5,022	24	4,826	20	5,637	21
Persons in Group Quarters	5,839	28	6,182	26	4,536	17
One-person Households	5,869	28	7,157	30	8,485	32

Source: U.S. Census

EDUCATION

Eau Claire prides itself on the outstanding education available within the City. The Eau Claire Area School District provides K-12 education and consists of twelve elementary schools, three middle schools, two high schools and two charter schools. As a whole, the Eau Claire Area School District's excellent education system has been well noticed and rated in the top 15 percent of preferred school districts in the nation by a national independent study from parents and employers.

Faith-based private education is available through the Regis Catholic Schools, which has five schools including a high school and two child development centers. Other private schools include: Bethel Christian School, Eau Claire Academy, Crestview Academy, Immanuel Lutheran High School, Messiah Lutheran School, John Paul II Academy, and St. Mark Evangelical Lutheran School. The enrollment for these schools ranges from approximately 4 students to 200. The total private education enrollment for schools in the CESA 10 District was 1,383 students in 2016-17.



The City of Eau Claire is home to three institutions of higher education. Approximately 11,000 students attend UW – Eau Claire, a University that has earned honors in the US & News World Report’s “Best American Colleges” Guide, Kiplinger’s finance magazine, and The Princeton Review.

Chippewa Valley Technical College is another institute of higher education that provides students with high quality education and employers with an amazing resource for job training and skilled workforce.

HEALTH CARE

As a regional center, Eau Claire offers the best medical care in West Central Wisconsin. Those seeking professional help can choose from a wide variety of hospitals, clinics, pharmacies, chiropractors, alternative medicine practitioners, massage therapists, dentists, and other health care professionals. The four major medical providers located within Eau Claire, three of which account for over 1,000 employees each, provide the area with state-of-the-art, quality health care.

Mayo Clinic Health System offers a full range of quality medical services, including cardiac and orthopedic surgery and cancer and trauma care programs. A network of providers in west-central Wisconsin provide

access to experts close to home. Sacred Heart Hospital contains specialty centers such as Center for Cancer Research and Preventions, Specialized Neuroscience Center, Renal Dialysis Center, The Advanced Center for Surgery, and the hospital is a five-story, 385,000 square foot bed tower. Marshfield Clinic has more than 57 locations in Wisconsin’s northern, western, and central locations and is well known in Eau Claire as the Regional Cancer Center. Oak Leaf Medical Network is an institute that links over 150 independent physicians who provide personalized care throughout 29 northwestern Wisconsin communities in over 45 areas of specialization.

COST OF LIVING

With rising costs of inflation affecting the entire nation, the importance of affordable living is a common concern. Eau Claire routinely participates in the nationwide Accra Cost of Living Index (a government-recognized survey that accurately and reliably compares individual city data), in order to determine how its costs compare to other cities. Throughout the years of participation in the survey, Eau Claire’s cost of living has consistently ranked below the national average of 100. The most recent data from 2011 indicated that Eau Claire’s ranking was at 92.1.

4.0 Relationships to Plans and Documents





CITY OF EAU CLAIRE

City Vision Statement - Eau Claire is a vibrant city with exceptional quality of life and services.

City Mission Statement - To assure the common good through services essential for a safe, sustainable, engaged, and healthy community.

City Strategic Initiatives

1. **Fostering Sound Economic Development and Redevelopment** – increase household income, job opportunities, and tax base in the City by emphasizing job retention, growing existing businesses, and investing in cultural, recreational, and leisure amenities.
2. **Providing Safe and Functional Infrastructure** – Focus on City’s existing and future infrastructure by developing a five year estimate of the City’s capital and maintenance needs.
3. **Optimizing Organizational Structure and Staffing** – Prepare the City’s workforce for future service demands.
4. **Prioritizing Services and Service Levels** – Build on and maintain a City organization that is financially and organizationally sustainable by providing the right services, done the right way, and in the most cost effective manner.

City Core Values

Integrity
Environmental and Fiscal Sustainability
Service Excellence
Transparency
Enjoyment, Fun, Enthusiasm
Vision
Diversity
Collaboration

PARKS, RECREATION, & FORESTRY

Mission Statement - To provide exceptional park, recreation, and forestry services that will enrich our citizens and visitors.

Strategic Initiatives

1. **Customer Service Excellence** – Improve responsibilities, responsiveness, and interaction with customers.
2. **Prioritizing Services, Programs, Events, and Facilities** – Gather input, process, prioritize, plan, implement, and maintain services, programs, events, and facilities to respond to the recreational needs of a changing population and address needs currently not met.
3. **Marketing** – Promote image and visibility for the community to recognize the importance of Parks and Recreation as a leading service provider.
4. **Personnel and Staffing** – Organize staff to create a more flexible environment to provide services and programs that are responsive to community needs.



- 5. Funding – Determine strategies to continue to fund programs, services, and facilities.
- 6. Healthy Community- To contribute to providing new policies, programs, and events that address wellness, child obesity, fitness, the elderly, and lifetime activities within the community.
- 7. Environment – To ensure that facilities, parks, urban forest, and other natural resources are enhanced for future generations.

Department Core Values

- Accountability - To maintain open relationships with the community.
- Responsive - To provide for the needs of others.
- Ingenuity - To be innovative and creative.
- Professionalism - To be qualified and prepared to work.
- Honesty - To be open and transparent.
- Health - To provide quality opportunities for physical fitness and activity.
- Environmentalism - To provide healthy spaces and places.
- Security - To enforce rules fairly and consistently.
- Safety - To minimize accidents
- Explorative - To learn new ways to enhance services

Statements of Purpose

The Recreation Division provides a diverse selection of programs, services, and facilities for the citizens of Eau Claire that focus on healthy lifestyles, social equity, and collaboration within the community.

The Parks and Forestry Divisions provide Eau Claire residents and visitors the physical and psychological benefits that are derived from abundant quality parks, open spaces, and healthy urban forests.

Vision Statement

Eau Claire Parks, Recreation, and Forestry will use the following vision to guide the Department in the implementation of services:

"Live Life Better" - This visionary tag line emphasizes the creative aspects of building community as well as the primary assets used in the process: people, parks and programs. In this way, the community and staff recognize each other as vital partners in building a stronger community and acknowledge the contributions and resources of the profession.

City Comprehensive Plan

The Eau Claire Comprehensive Plan is a comprehensive and long-range statement of the City's development and preservation policies. It represents an agreement among the residents of Eau Claire on basic community values, ideals, and aspirations to govern a shared environment and serves as the City's framework for future decisions. It looks 10, 15, and 20 years into the future, allowing Eau Claire to focus on the big picture and the broad trends that shape it. The current Comprehensive Plan was adopted in 2015, and is available on the City's website at <http://www.eauclairewi.gov/government/comprehensive-plan>. While the Comprehensive Plan establishes overall goals, policies, and actions; the Park and Recreation System Master Plan serves to provide a reasoned approach to defining the current community's parks, waterways, and recreational issues, programs, facilities, services, and recommended priorities. Whereas the Comprehensive Plan presents a 10, 15, and 20 year view of park and open space needs; the Park and Open Spaces Plan and the Recreation Program Plan will



remain current and flexible through more frequent updates. The development of this Parks and Recreation System Master Plan involved each action including: public opinion research and evaluations; a draft plan; park metrics, benchmark comparisons, level of service standards analysis, facility inventory scoring and analysis, resource and funding analysis, trend analysis, economic impact analysis, and implementation strategies to direct the Department in planning for future programs, services and facilities.

City Code of Ordinances

Major policies established by the City Council are adopted by ordinance and are included in the City Code of Ordinances which are located on the City website at <http://www.eauclairewi.gov/government/ordinances>. Most of those that regulate the use of City parks and recreation facilities are found in Section 9 of the Eau Claire City Code of Ordinances. For example, Section 9.59 defines special events and 9.76 defines parks and public grounds. Section 3.40.010, fees and licenses schedule, defines the ability of Council to set fees for recreation program registration and use of facilities, including pool and ice center fees, pavilion rentals, and athletic facility rental. The Recreation Plan when used in conjunction with the City Code of Ordinances, can provide recommendations for changes to existing regulations, or suggest new issues that may benefit from the emphasis of a legal definition or provide an enforceable remedy to permit or restrict various recreation activities.

City Strategic Plan

The City strategic plan was updated in 2015. The current plan, 2015-2018, identifies the City's vision, mission, organizational values, and six key strategic priorities for the Eau Claire community. Each priority lists key intended results and identifies strategic initiatives needed to move toward achieving these priorities. The

Park and Recreation System Master Plan uses the City Strategic Plan to determine future vision and direction when planning and evaluating programs, facilities, and services.

Annual City Budget and Capital Improvement Program Budget

The City's Annual Budget determines the level of financial resources allocated to the provision of recreation programs, services, and facilities. This also includes expenditures such as staff, program supplies and contractual services; as well as projected revenues such as program fees and facility rentals. The City's Capital Improvement Program budget provides a five-year plan of expenditures that includes support for improvements to recreation facilities and new projects, as well as rehabilitation and reinvestment for existing facilities. The Park and Recreation System Master Plan may include recommendations which might have an effect on the allocation of financial resources, the public's interest in new capital projects, or the prioritization of various projects which support the recreational interests of residents.

Department Strategic Plan

The Eau Claire Parks, Recreation, & Forestry strategic plan was updated in 2016. The current plan, 2016-2020, identifies the Department's accomplishments since 2011, trends, internal and external threats, mission, organizational values, seven key strategic issues, desired vision/outcome statements, barriers to addressing strategic issues, and strategic actions/assignments. Strategic issues that the Department is addressing are; Customer Service Excellence, Prioritizing Services, Programs, Events, and Facilities, Marketing, Personnel and Staffing, Funding, Healthy Community, and Environment. The Recreation Program Plan uses the Department Strategic Plan to determine future vision and direction when planning and evaluating programs, facilities, and services. The Recreation Division has



an extensive role in achieving each initiative.

Department Policies and Procedures

Eau Claire Parks, Recreation, and Forestry Policies and Procedures have been recently reviewed and updated. The comprehensive policies and procedures are located online in the network files on the City intranet. The Recreation Program Plan references and distributes many of these policies to staff and facility users. They are an essential part of program and facility operations and administration, facility and event scheduling, personnel supervision, and service delivery.

Parks and Open Space Plan

The City of Eau Claire's Parks and Open Space Master Plan (POSP) represents a comprehensive review of open space needs for the City. The 2013-2017 POSP document was last updated in 2013. The current plan is under revision for 2018-2022. It offers a long-term vision to guide decisions related to park and open space resources and a detailed evaluation of current needs in the City and its neighborhoods. The POSP is located on the City website

<http://www.eauclairewi.gov/parks-administration/reports-survey-results-a-park-plans>. It identifies existing facilities, contains prioritized recommendations for the acquisition, improvement and preservation of parks and open space. The POSP is intentionally flexible so actions may be implemented as opportunities arise. The Park and Recreation System Master Plan is a companion to the POSP that guides the Department with comprehensive data and resources.

Comprehensive Recreation Program Plan

The primary purpose of the Recreation Plan is to provide the City of Eau Claire with a community-based description of its recreation program issues and needs with recommendations of how to respond. It is the intent of this report to provide a road

map for the next ten years, setting out priorities for recreation programs, facilities, and services. The plan serves as a companion document to the Parks and Open Space Plan (POSP). It is an implementation tool for the City of Eau Claire, providing a guide for the orderly development and/or management of Parks, Recreation, and Forestry programs, facilities, and services. It is a flexible document, presenting findings which are best evaluated, validated, and/or modified periodically as the City responds to the unforeseen opportunities and constraints, and also changing community demographics. The recommendations are reflective of traditional recreation programs, services and facilities, as well as other human service and community programs viewed as important by the community. Park and Recreation System Master Plan is a companion to the POSP that guides the Department with comprehensive data and resources.

Department and Division Annual Reports

The Department Annual Report represents a comprehensive overview of program and facility statistics, project updates, and financial summaries for Parks, Forestry, Cemeteries, Recreation, Hobbs Ice Arena, and Fairfax Pool.

The Recreation Division Annual Report is a valuable tool that represents a detailed overview of annual activities, facilities, programs, and administrative initiatives. The report includes; financial summaries, vision statement, mission, purpose of the Recreation Division, annual goals, annual achievements and highlights, fees and charges summary, program enrollment history, ticket sales history, pavilion rental history, stadium and athletic field reservation matrix, summary of the summer school partnership, program evaluation results, and final reports for Fairfax Pool and Hobbs Ice Arena.



The Park and Recreation System Master Plan uses these documents to enter data into matrices used to measure various determinants to assist in evaluating programs, facilities, and services. The Parks and Recreation team reviews data and updates all matrices annually.

Accessibility Assessment and Transition Plan - Americans with Disabilities Act

The Americans with Disabilities Act (ADA) provides for equal access for persons with disabilities to programs, services, activities, and facilities. A facility assessment and transition report was completed in 2015.

The process developed and implemented to complete the City of Eau Claire's ADA Physical Accessibility Assessment and Transition Plan includes; surveys to identify physical barriers in park facilities and a public involvement process to obtain input from the public and to review the draft Transition Plan recommendations. A physical audit of all the City's park facilities was conducted to determine what alterations might be necessary in order to meet ADA Accessibility Guidelines and suggested alterations that would be necessary to remove barriers and make City's park facilities fully accessible. The Park and Recreation System Master Plan reviews Department compliance and makes necessary service delivery improvements that relate to ADA.

5.0 Community Survey Report Analysis





Overview

ETC Institute administered a needs assessment survey for the City of Eau Claire during the summer of 2016. The survey was administered as part of the City's efforts to plan the future for parks and recreation. The survey and its results will aid the City of Eau Claire in taking a resident-driven approach to making decisions that will enrich the future of the City and positively affect the lives of residents. The survey will also help the City establish priorities for the future improvement of Parks, Recreation, and Forestry facilities, programs, and services within the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Eau Claire. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.eauclairesurvey.com.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households who received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Eau Claire from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 500 residents. The goal was

exceeded with a total of 889 residents completing the survey. The overall results for the sample of 889 households have a precision of at least +/-3.3% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the City's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

Facility Use and Ratings

Overall Use: Eighty-six percent (86%) of households surveyed indicated that they had visited any of the City of Eau Claire parks during the past 12 months. Thirty-five percent (35%) of respondents indicated they had visited City parks 1-5 times within the past year, 18% visited 11-20 times, 8% visited 21-25 times, and 17% visited 26 or more times.

Ratings: Respondents were asked to rate the overall condition of all the parks they have visited, 96% rated the parks as either "excellent" (55%) or "good" (52%). Only 4% rated the parks as "fair" and no respondents rated any of the parks they had visited as "poor".

Program Participation and Ratings

Overall Participation: Twenty percent (20%) of households surveyed indicated that they had participated in the City of Eau Claire programs during the past 12 months.

Ratings: Of households who had participated in programs, 93% rated the



programs as either “excellent” (54%) or “good” (39%). Only 7% rated the programs as “fair” and no respondents rated any of the programs or activities they have participated in as “poor”.

Use: When asked how many different recreation programs or activities their household have participated in over a quarter (28%) of respondents who had participated in a program within the past 12 months indicated they participated in at least one program, 50% participated in 2-3 programs, 18% participated in 4-6 programs, 3% participated in 7-10 programs, and 1% participated in 11 or more programs or activities. Over half (56%) of respondents indicated they reason they participate is because of how reasonable

the fees are, 46% indicated it was the location of the program facilities, and 39% indicated it was because friends participate in the program.

Information Sources

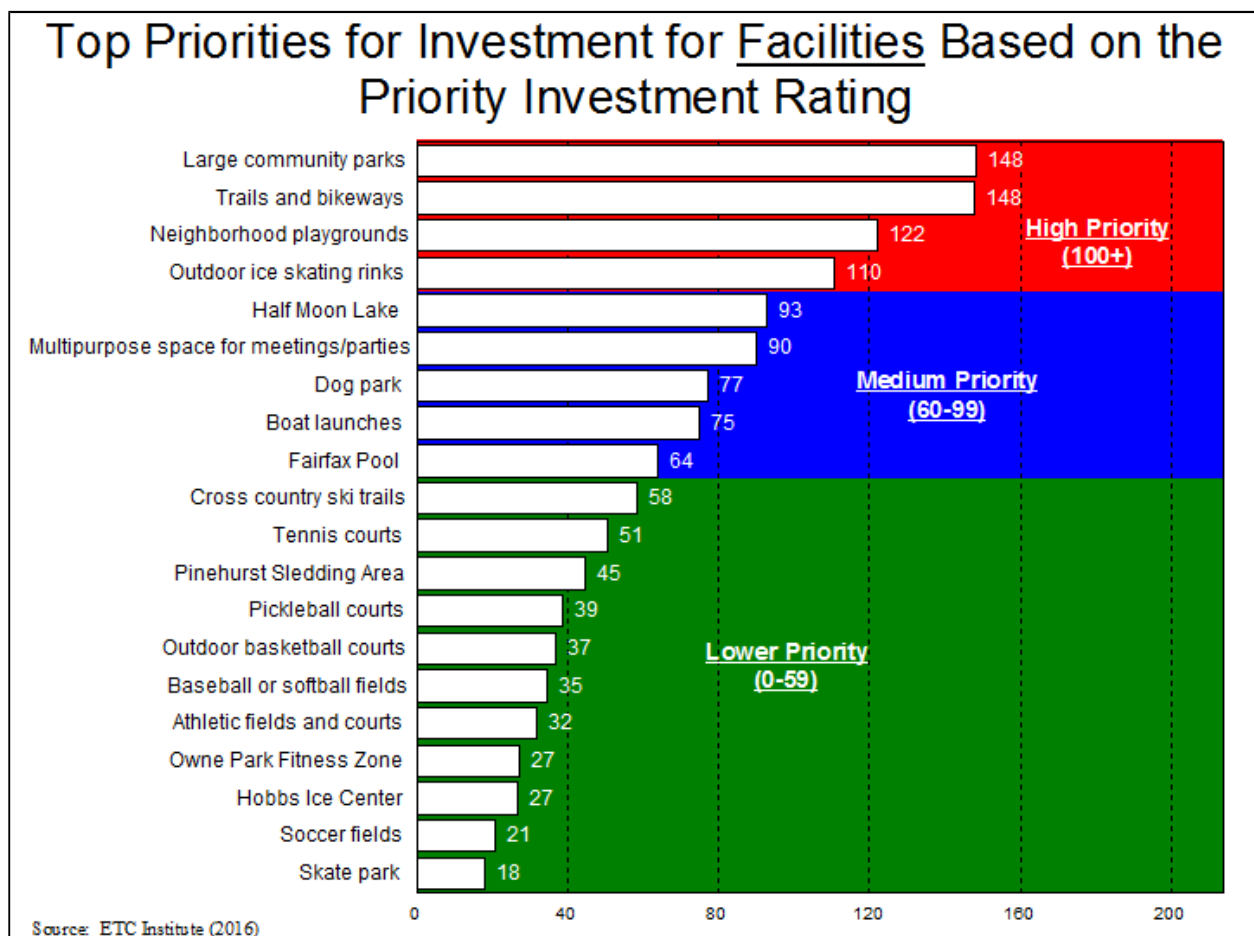
Respondents were asked to indicate the ways they learn about City of Eau Claire recreation programs, facilities and services. The most common methods were word of mouth (54%), printed materials (50%), and the newspaper (37%). Respondents were then asked to indicate which three sources they most preferred: Printed materials (42%), newspaper (31%), and television (20%) were the most preferred.



Facility Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 20 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet”

The three recreation facilities with the highest percentage of households that indicated a need for the facility were: large community parks (78%), trails and bikeways (63%), and the Fairfax Pool (41%). When ETC Institute analyzed the needs in the community, only one facility, large community parks, had a need that affected more than 30,000 households. ETC Institute estimates a total of 2,877 of the 42,564 households in the City of Eau Claire who have a need have unmet needs for outdoor ice skating rinks. The estimated number of households that have unmet needs for each of the 20 facilities that were assessed is shown in the table below.

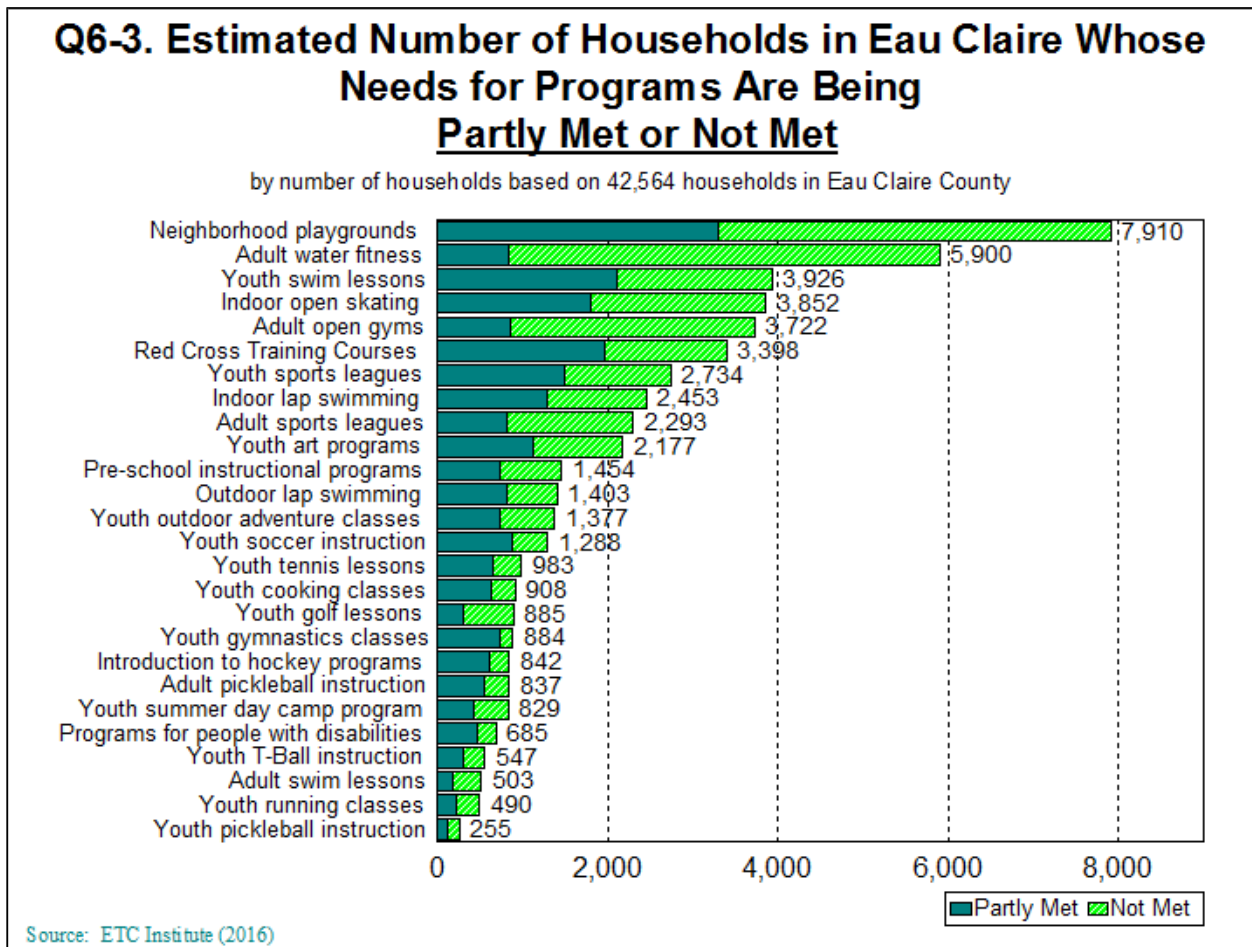




PROGRAMMING NEEDS AND PRIORITIES

Programming Needs: Respondents were also asked to identify if their household had a need for 26 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

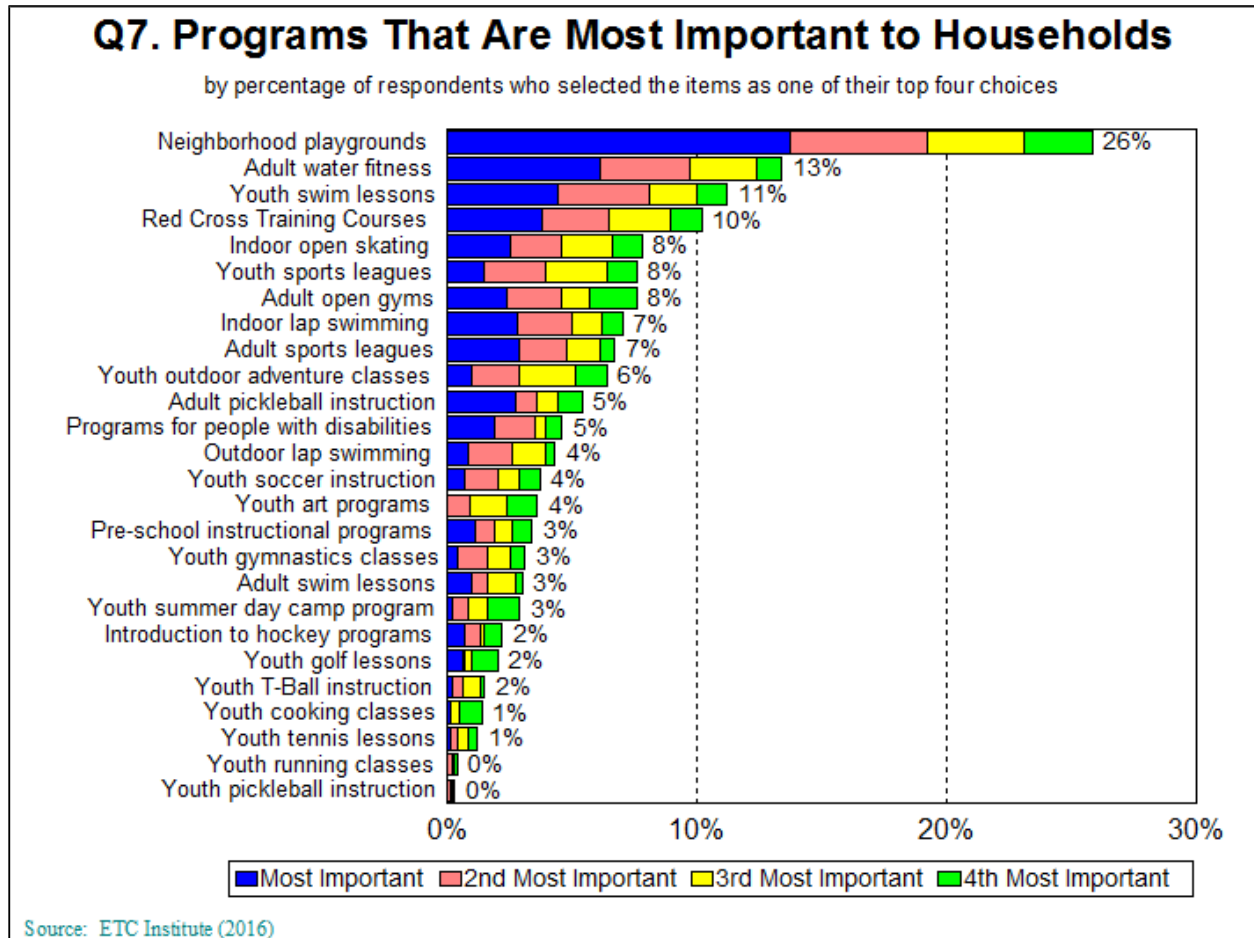
The three programs with the highest percentage of households that had needs were: neighborhood playgrounds (34%), adult water fitness (20%), and indoor open skating (18%). In addition to having the highest total need, the top two programs also have the highest unmet need among the 26 programming-related areas that were assessed. ETC Institute estimates that a total of 7,910 households have unmet needs for neighborhood playgrounds and 5,900 have unmet needs for adult water fitness programs. The estimated number of households that have unmet needs for each of the 26 programs that were assessed is shown in the chart below.





Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: neighborhood playgrounds (26%), adult water fitness programs (13%), and youth swim lessons (11%).

The percentage of residents who selected each program as one of their top four choices is shown in the table below.

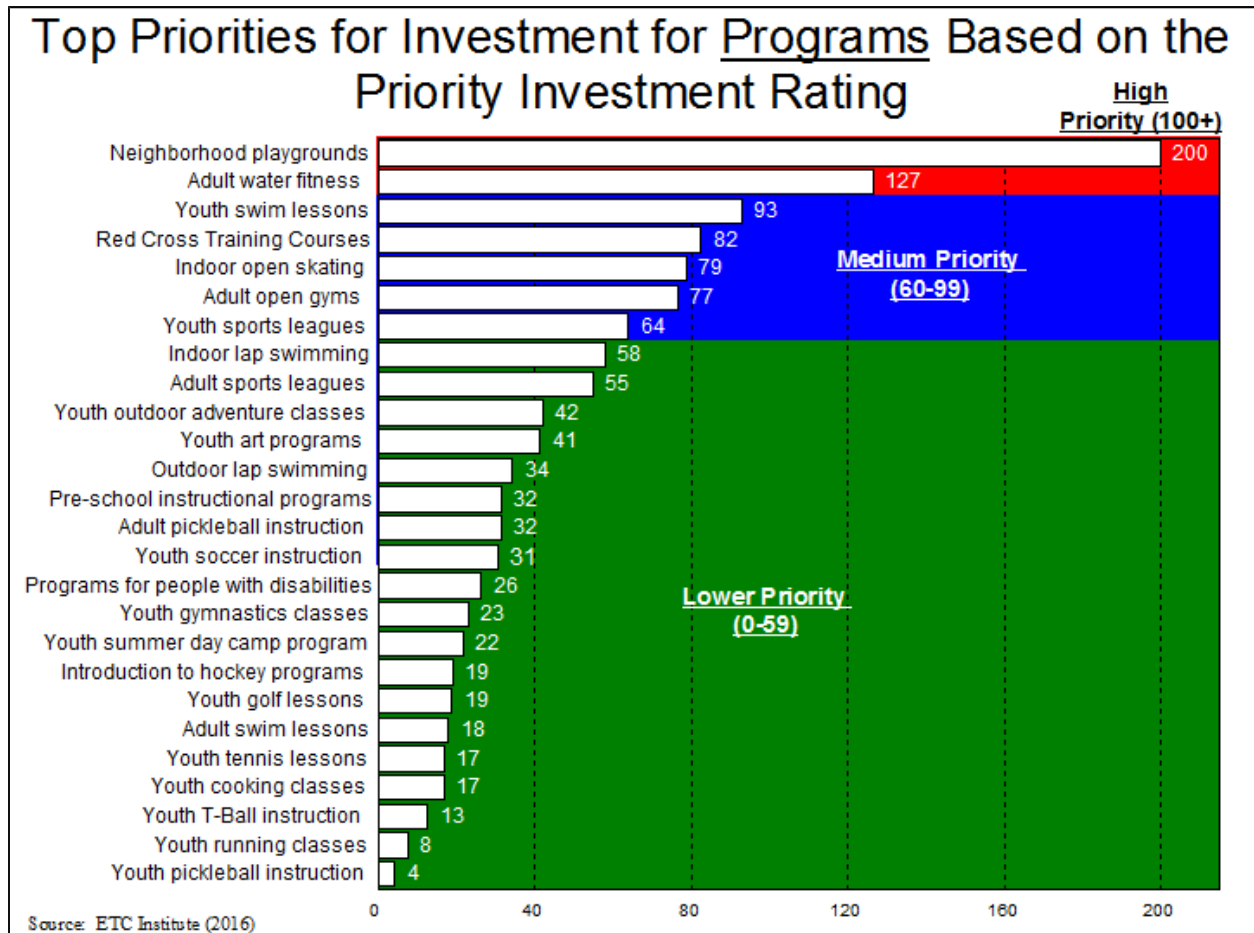




Priorities for Programming Investments: Based the priority investment rating (PIR), which was described briefly on page iv of this Executive Summary and is described in more detail in Section 2 of this report, the following four programs were rated as “high priorities” for investment:

- Neighborhood playgrounds (PIR=200)
- Adult water fitness education (PIR=127)

The chart below shows the Priority Investment Rating (PIR) for each of the 26 programs that were rated.





Additional Findings

The City of Eau Claire asked its residents to rate their level of support on various actions the City could take. The following is a brief summary of how supportive respondents were to each item.

- **Smoking Ban:** Over half, 53% of respondents feel the City should ban smoking, of all types, with in city parks and on city trails.
- **Off Leash Dog Park:** Nearly half (47%) of respondents were either “very supportive” (29%) or “somewhat supportive” (18%) of the City constructing off leash dog parks in other areas of town. Over a quarter (28%) of respondents were “neutral”, 8% were “not supportive”, 9% were “not at all supportive”, and 8% were not sure.
- **Herbicide Use:** Seventy-one percent (71%) of respondents were either “very supportive” (43%) or “somewhat supportive” (28%) of the City continuing to use herbicides to clean weeds from Half Moon Lake to allow for more swimming, boating, fishing and other recreational activities.
- **Geese Issues:** Sixty-five percent (65%) of respondents were either “very supportive” (41%) or “somewhat supportive” (24%) of the City using goose round-ups, goose egg oiling, and other measures to address the problems for park users at Half Moon Lake Beach caused by geese.
- **Deer Issues:** Less than half (41%) of respondents were either “very supportive” (23%) or “somewhat supportive” (18%) of the City hiring professional sharpshooters on City property to reduce the urban deer herd. The same percent of respondents (41%) were either “not supportive” (19%) or “not at all supportive” (22%) of this measure.
- **Carson Park Bleachers:** Sixty-three percent (63%) of respondents indicated they were either “very supportive” (39%) or “somewhat supportive” (24%) of the City removing the temporary bleachers at the Carson Park Baseball Stadium and constructing permanent seating with additional restrooms and concession stands.
- **Carson Park Turf:** Only 40% of respondents indicated they were either “very supportive” (18%) or “somewhat supportive” (22%) of the City installing artificial turf on the Carson Park Baseball Stadium field. Thirty-two percent (32%) of respondents were “neutral”, 13% were “not supportive”, 8% were “not at all supportive”, and 7% were “not sure”.

Conclusions and Recommendations

When analyzing the facilities offered by the City of Eau Claire Parks, Recreation and Forestry Department, the same item was the most important to respondent’s households and had the highest level of unmet need. Focusing on neighborhood playgrounds within the district would provide the greatest benefit for the largest number of residents within the City of Eau Claire. The City’s trails and bikeways is one of the top three most needed amenities and was also in the top three for unmet need. Focusing on this amenity will give the City the opportunity to provide the greatest benefit for the largest number of residents.

In order to ensure that the City of Eau Claire continues to meet the needs and

expectations of the community, ETC Institute recommends that the Parks, Recreation and Forestry Department sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed on the following page.

Facility Priorities

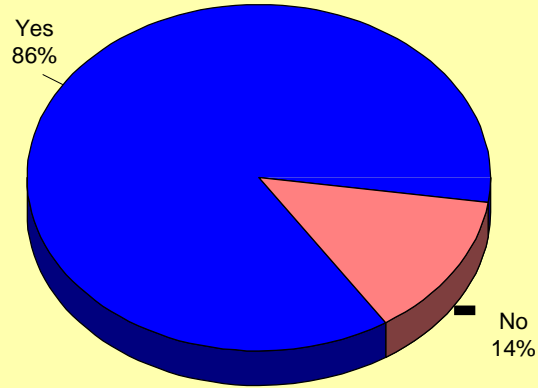
- Large community parks (PIR=148)
- Trails and bikeways (PIR=148)
- Neighborhood playgrounds (PIR=122)
- Outdoor ice skating rinks (PIR=110)

Programming Priorities

- Neighborhood playgrounds (PIR=200)
- Adult water fitness (PIR=127)

Q1. Has Your Household Visited Any City of Eau Claire Parks During the Past 12 Months?

by percentage of respondents

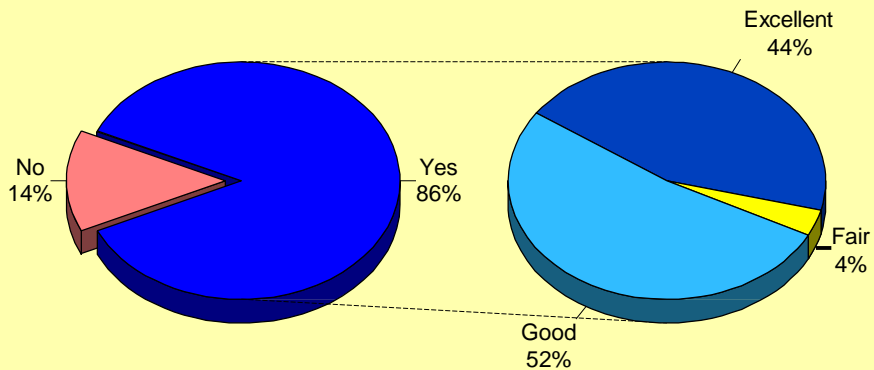


Source: ETC Institute (2016)

Q1. Has Your Household Visited Any City of Eau Claire Parks During the Past 12 Months?

by percentage of respondents

Q1-1. How Would You Rate the Overall Condition of All the City Parks You Have Visited?

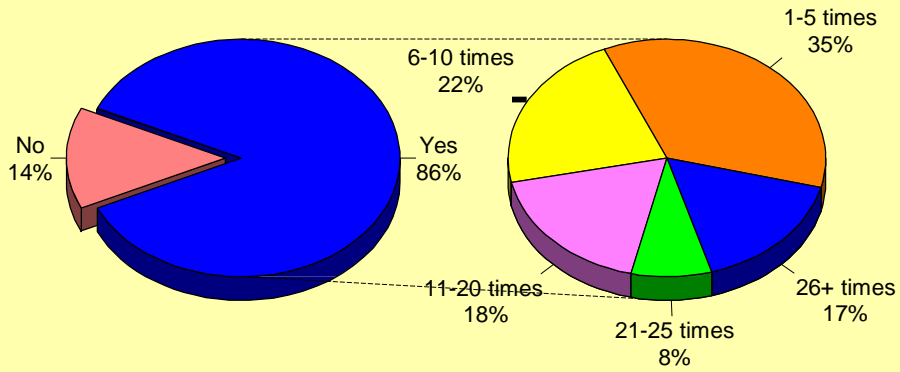


Source: ETC Institute (2016)

Q1. Has Your Household Visited Any City of Eau Claire Parks During the Past 12 Months?

by percentage of respondents

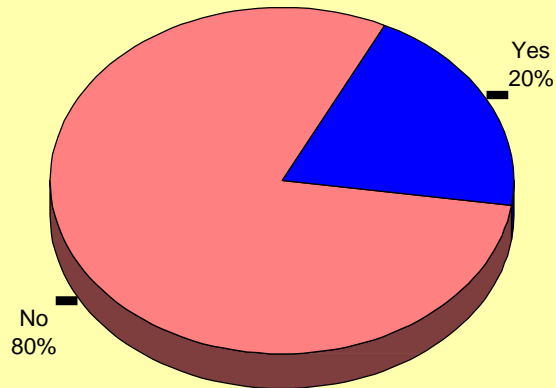
Q1-2. How Many Times Has Your Household Visited City Parks in the Past Year



Source: ETC Institute (2016)

Q2. Has Your Household Participated in any Recreation Programs or Activities Offered by the City of Eau Claire During the Past 12 Months?

by percentage of respondents

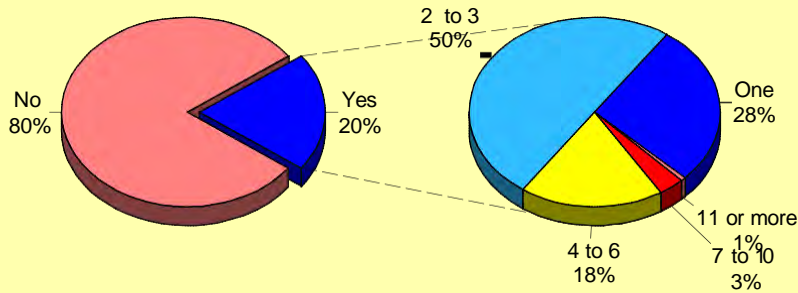


Source: ETC Institute (2016)

Q2. Has Your Household Participated in any Recreation Programs or Activities Offered by the City of Eau Claire During the Past 12 Months?

by percentage of respondents

Q2-1. How Many Different Recreation Programs or Activities Offered by the City of Eau Claire Has Your Household Participated In During The Past 12 Months?

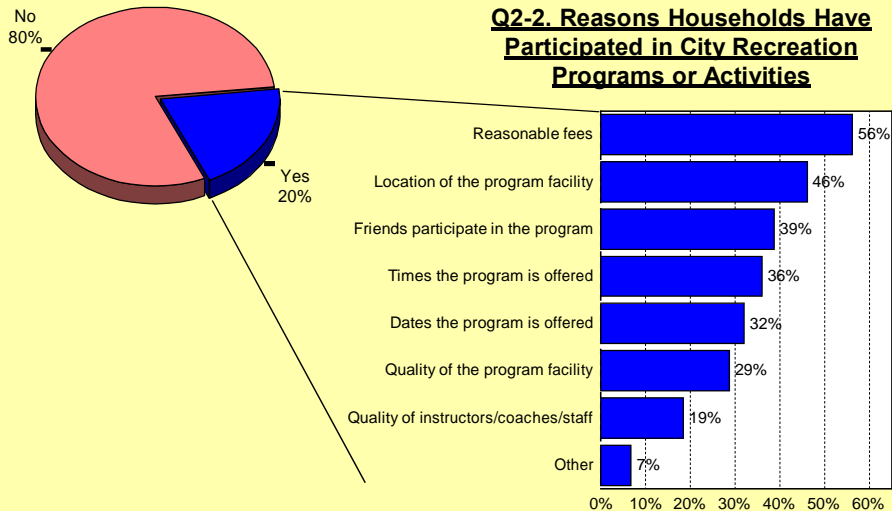


Source: ETC Institute (2016)

Q2. Has Your Household Participated in any Recreation Programs or Activities Offered by the City of Eau Claire During the Past 12 Months?

by percentage of respondents

Q2-2. Reasons Households Have Participated in City Recreation Programs or Activities

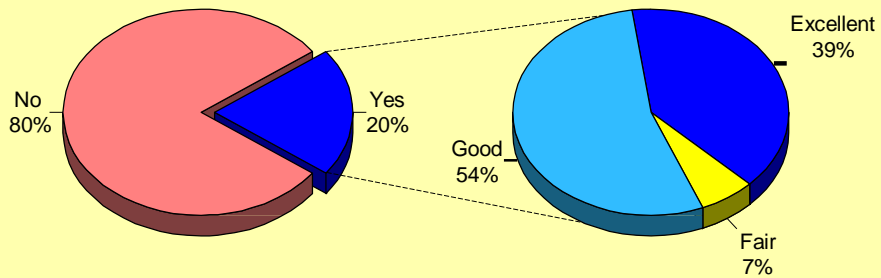


Source: ETC Institute (2016)

Q2. Has Your Household Participated in any Recreation Programs or Activities Offered by the City of Eau Claire During the Past 12 Months?

by percentage of respondents

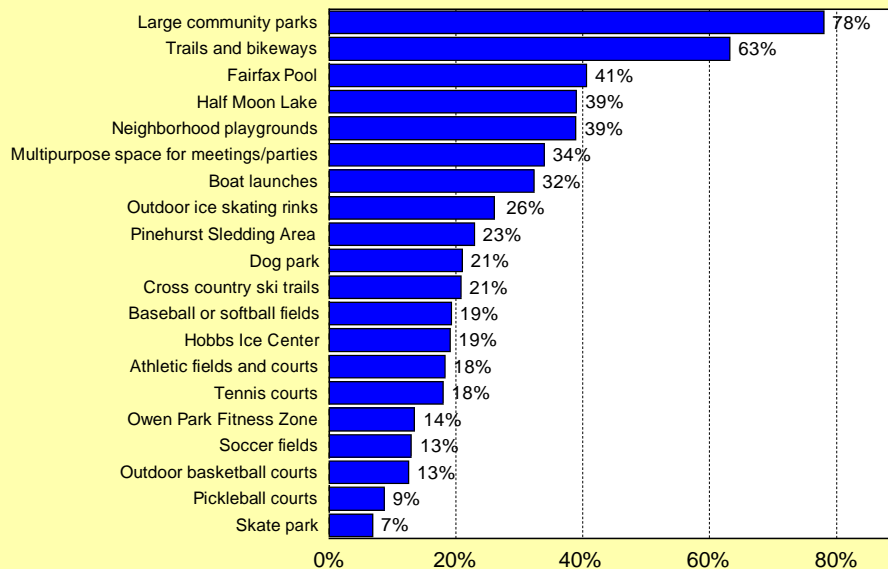
Q2-3. How Would You Rate the Overall Quality of Recreation Programs or Activities in Which Your Household Has Participated?



Source: ETC Institute (2016)

Q3. City of Eau Claire Facilities/Amenities Respondent Households Have a Need For

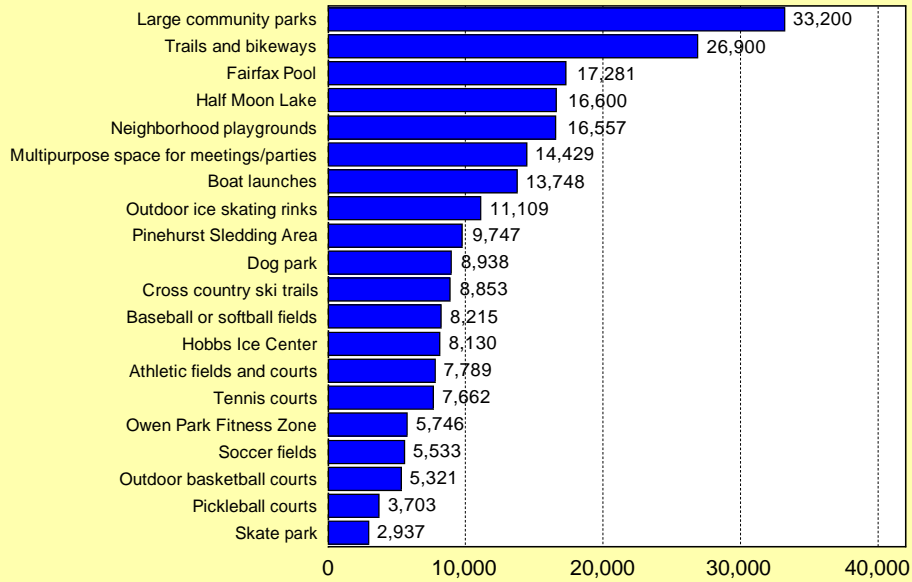
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q3-1. Estimated Number of Households in Eau Claire That Have a Need for Various Facilities/Amenities

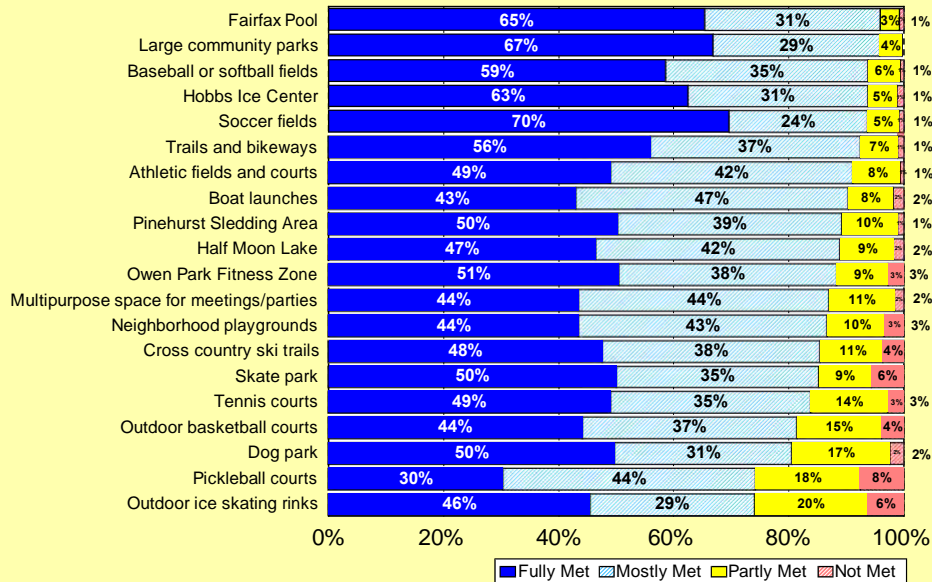
by number of households based on 42,564 households in Eau Claire County



Source: ETC Institute (2016)

Q3-2. How Well Parks and Recreation Facilities/Amenities Meet the Needs of Respondent Households

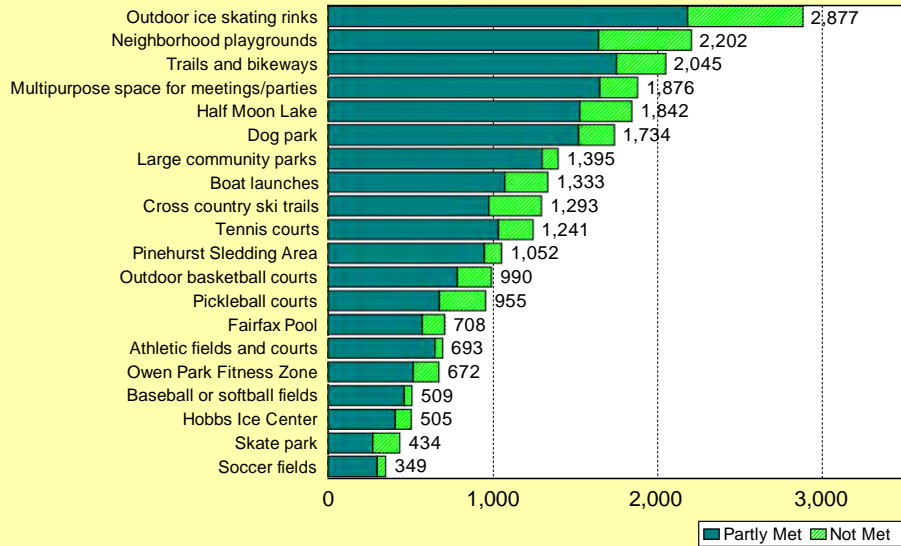
by percentage of respondents with a need for facilities/amenities



Source: ETC Institute (2016)

Q3-3. Estimated Number of Households in Eau Claire Whose Needs for Facilities/Amenities Are Being Partly Met or Not Met

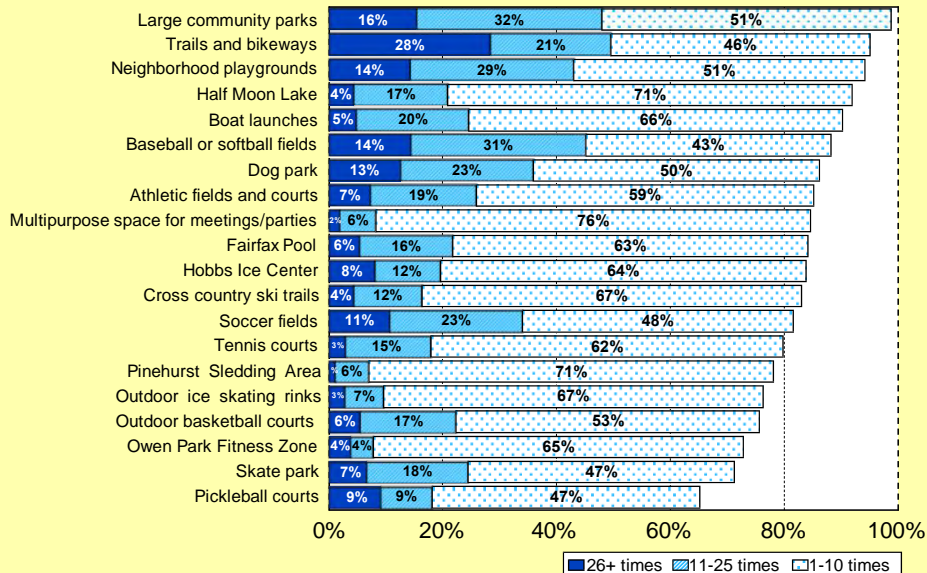
by number of households based on 42,564 households in Eau Claire County



Source: ETC Institute (2016)

Q3-4. How Many Times Used Facility/Amenity During the Past 12 Months?

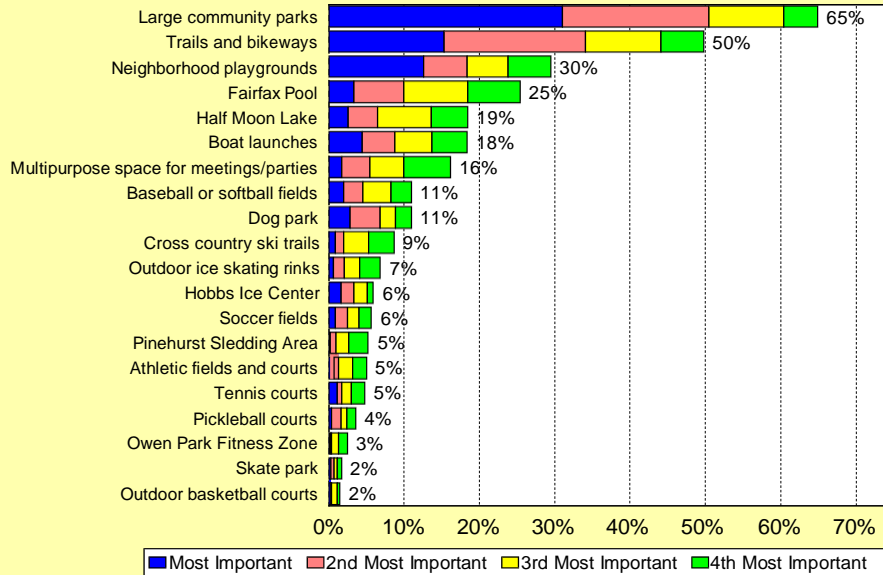
by percentage of respondents with a need for facilities/amenities



Source: ETC Institute (2016)

Q4. Facilities/Amenities That Are Most Important to Households

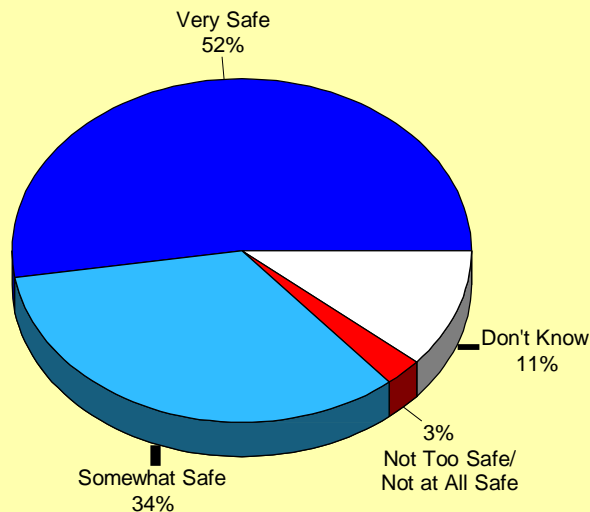
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q5. How Safe Do You Feel in City Parks, Trails And Recreation Facilities?

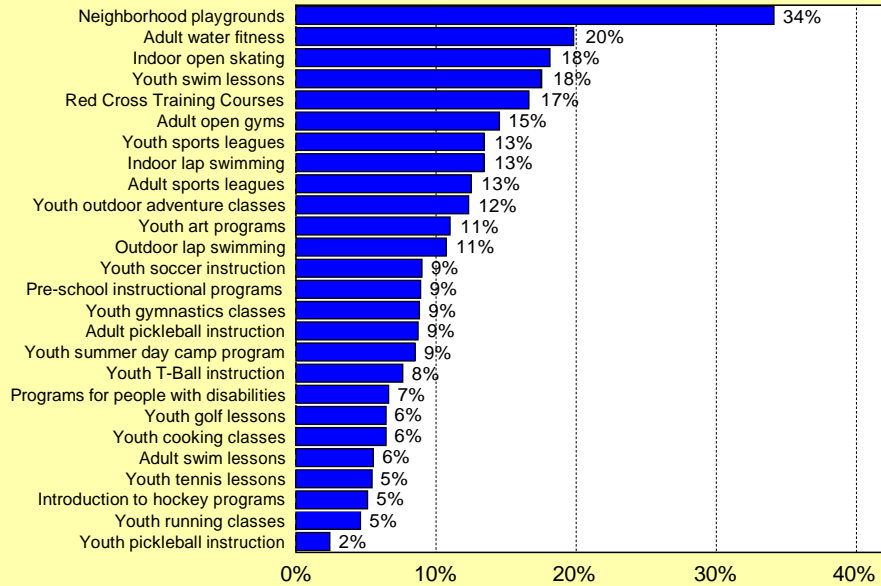
by percentage of households



Source: ETC Institute (2016)

Q6. Programs That Respondent Households Have a Need For

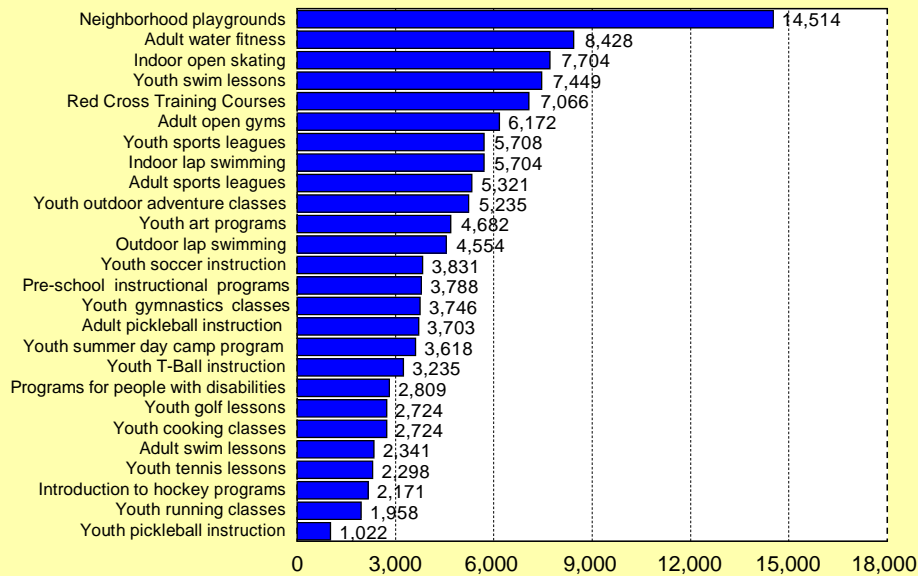
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q6-1. Estimated Number of Households in Eau Claire That Have a Need for Various Programs

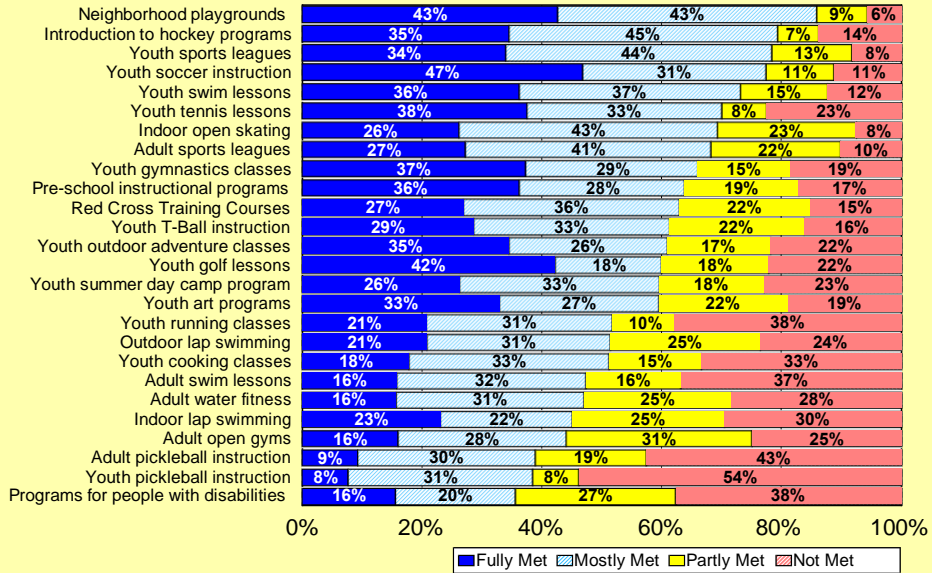
by number of households based on 42,564 households in Eau Claire County



Source: ETC Institute (2016)

Q6-2. How Well Programs Meet the Needs of Respondent Households

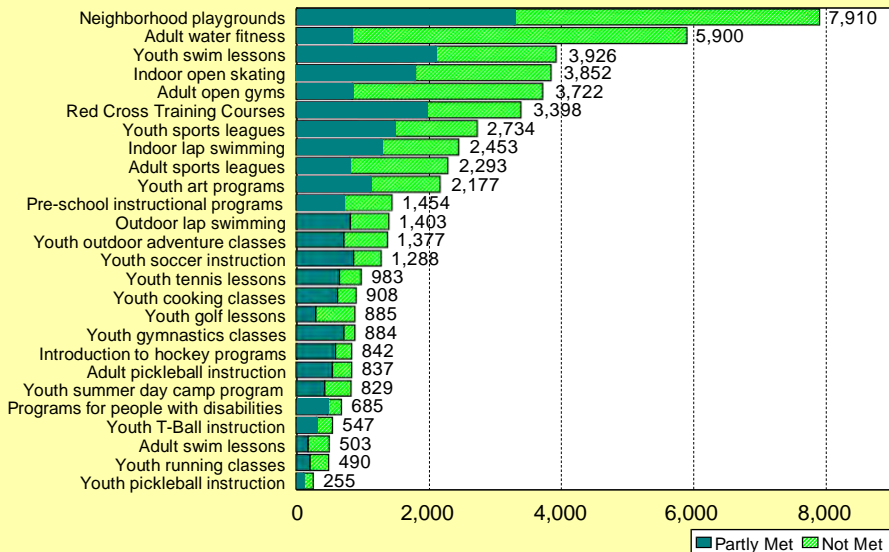
by percentage of respondents with a need for programs



Source: ETC Institute (2016)

Q6-3. Estimated Number of Households in Eau Claire Whose Needs for Programs Are Being Partly Met or Not Met

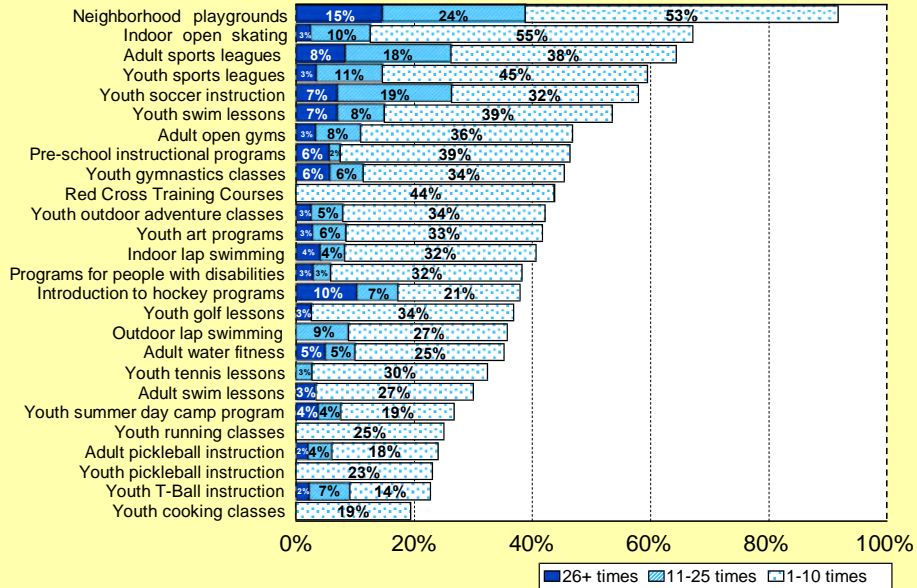
by number of households based on 42,564 households in Eau Claire County



Source: ETC Institute (2016)

Q6-4. How Many Times Used Programs During the Past 12 Months?

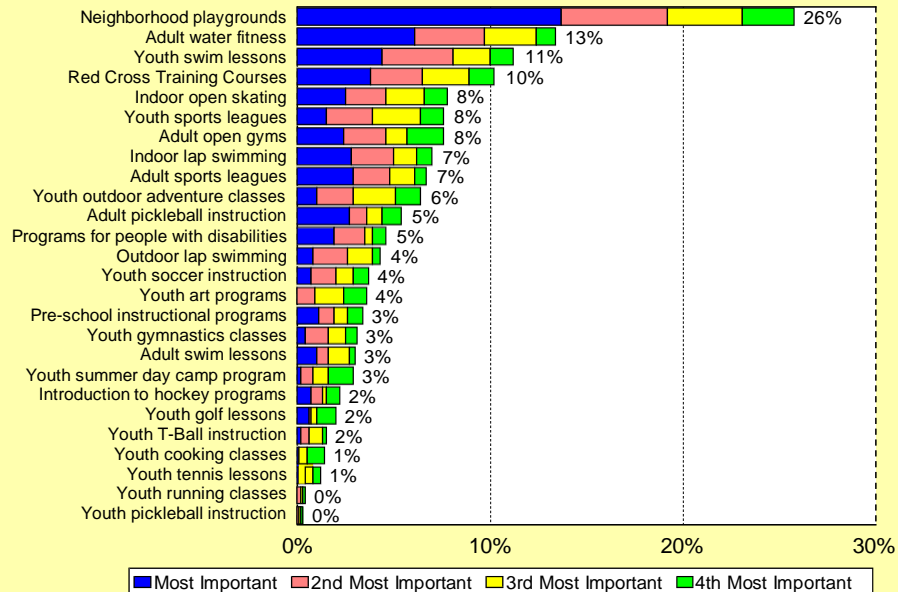
by percentage of respondents with a need for programs



Source: ETC Institute (2016)

Q7. Programs That Are Most Important to Households

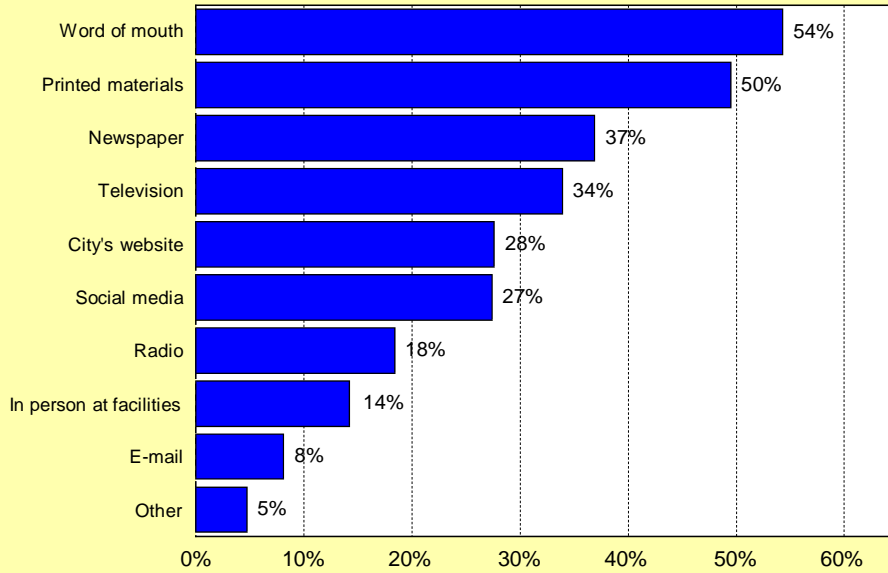
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q8. How Respondent Households Learn About City of Eau Claire Recreation Programs, Facilities and Services

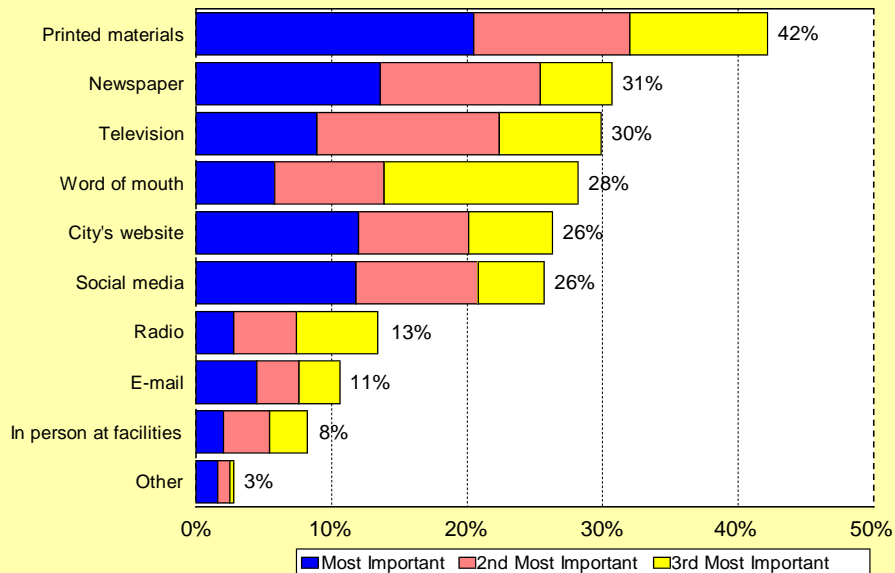
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q9. Most Preferred Ways of Learning About City Recreation Programs, Facilities and Services

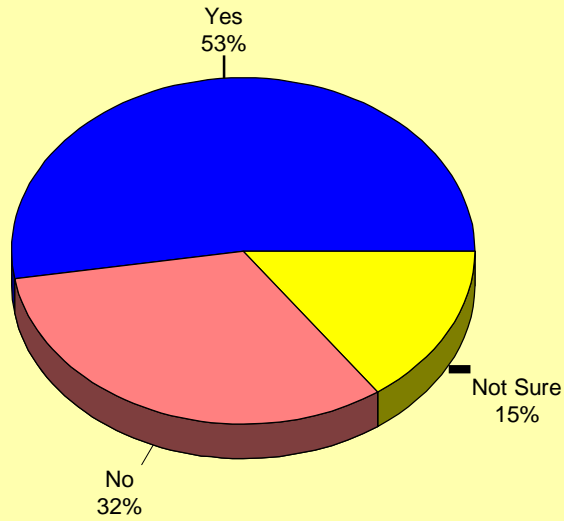
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2016)

Q10. Do you feel the City should ban smoking, of all types (i.e. vaping, e-cigarettes), within city parks and on city trails?

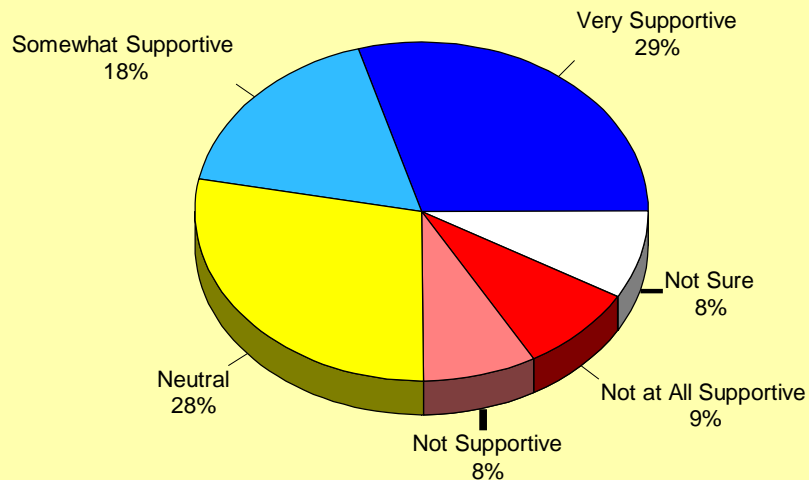
by percentage of respondents



Source: ETC Institute (2016)

Q11. How supportive would you be of the City constructing off leash dog parks in other areas of town?

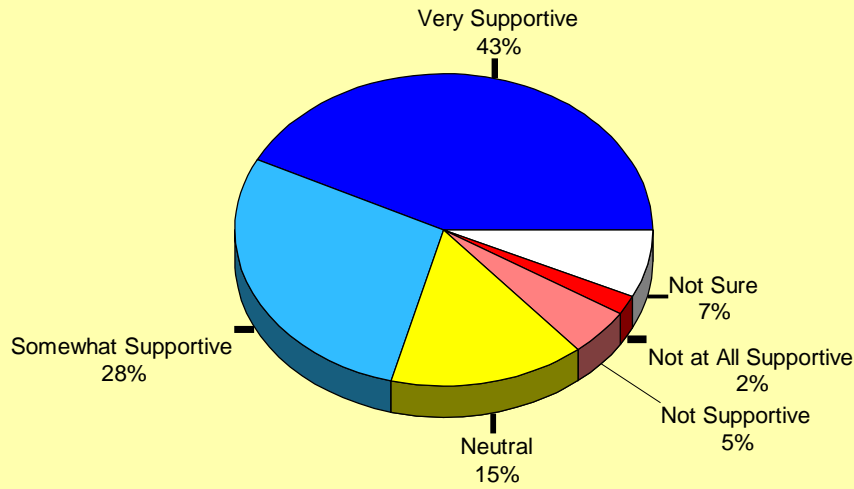
by percentage of respondents



Source: ETC Institute (2016)

Q12. How supportive would you be of the City continuing to use herbicides to clean weeds from the lake?

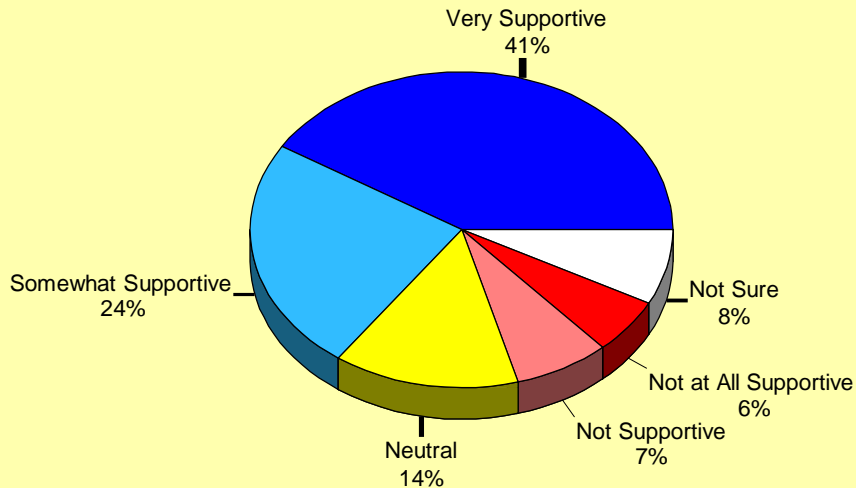
by percentage of respondents



Source: ETC Institute (2016)

Q13. How supportive would you be of the City using goose round-ups, goose egg oiling, and other measures to address these issues?

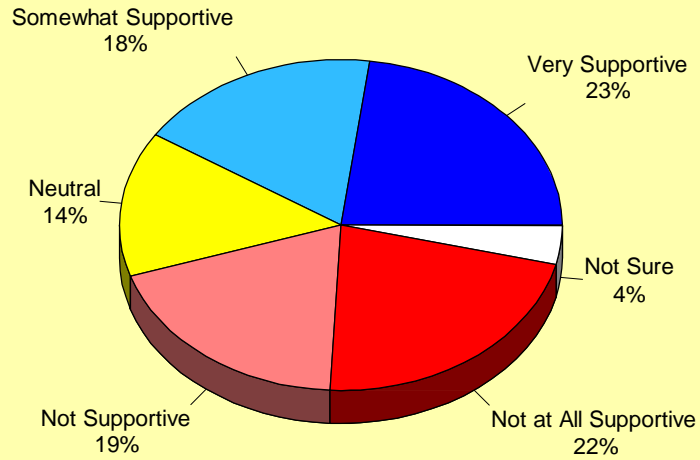
by percentage of respondents



Source: ETC Institute (2016)

Q14. How supportive would you be of the City hiring professional sharpshooters on City property to reduce the urban deer herd?

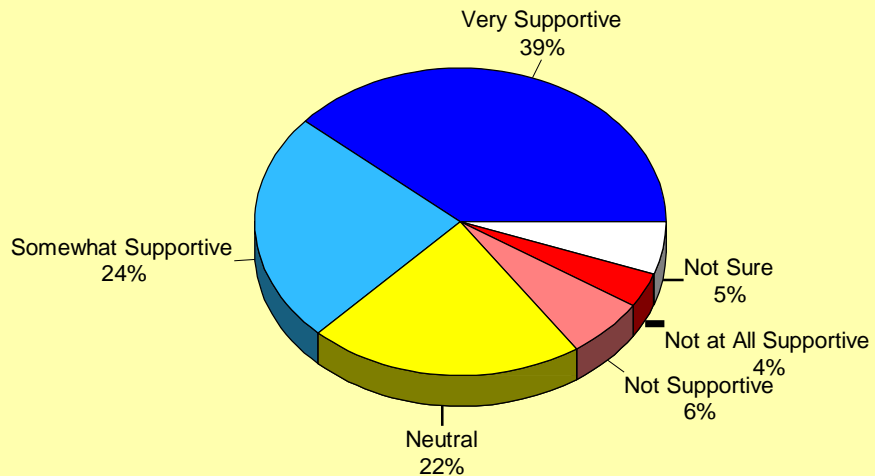
by percentage of respondents



Source: ETC Institute (2016)

Q15. How supportive would you be of the City removing the temporary bleachers at the Carson Park Baseball Stadium and constructing permanent seating with additional restrooms and concession stands?

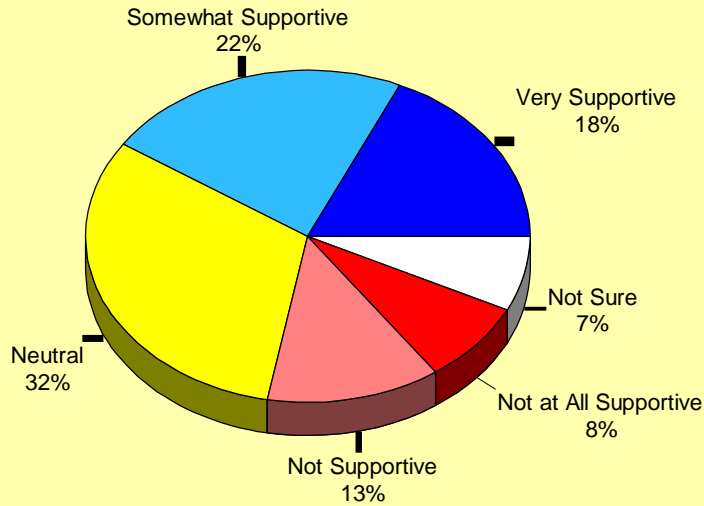
by percentage of respondents



Source: ETC Institute (2016)

Q16. How supportive would you be of the City installing artificial turf on the Carson Park Baseball Stadium field?

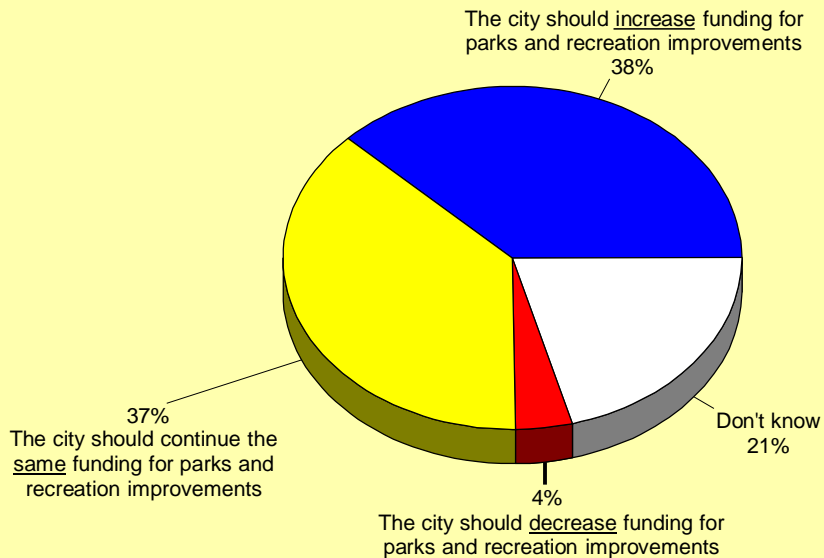
by percentage of respondents



Source: ETC Institute (2016)

Q17. Statement That Residents Most Agree with Regarding Funding for Parks and Recreation Improvements

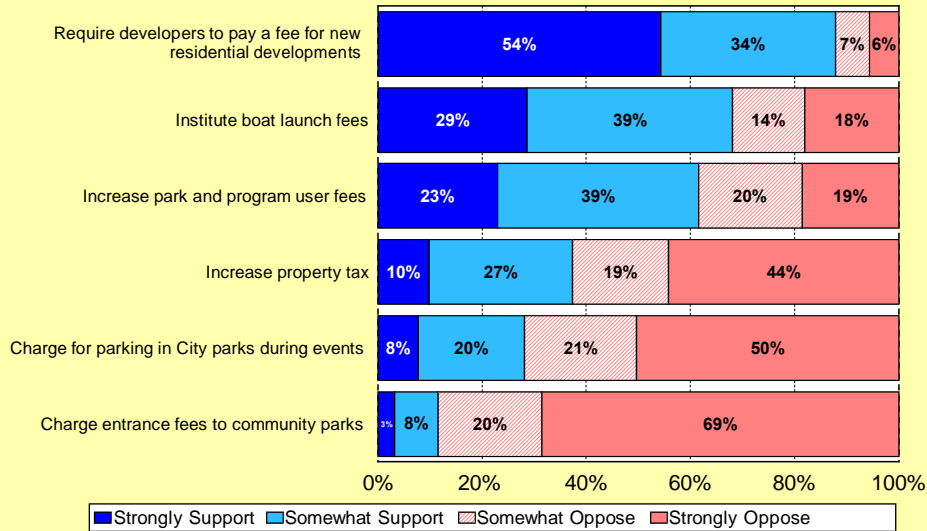
by percentage of respondents



Source: ETC Institute (2016)

Q18. Level of Support of Various Sources of Funding for Maintaining and Improving City Parks and Recreation Facilities and Programs

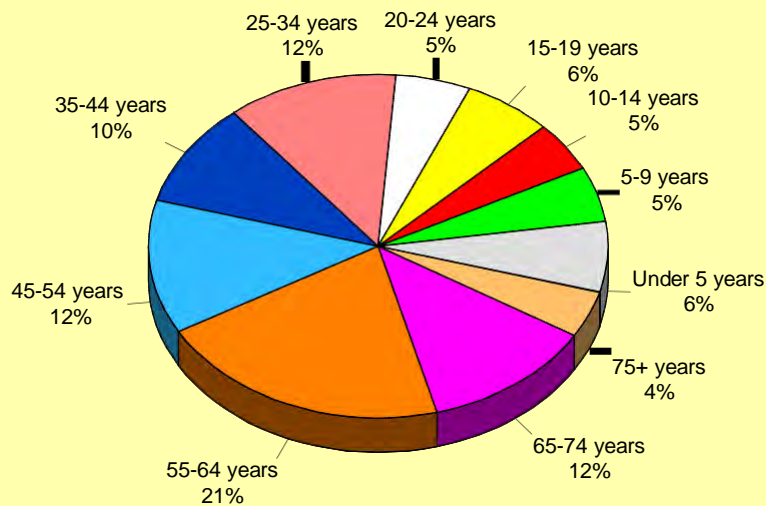
by percentage of respondents (without don't know)



Source: ETC Institute (2016)

Q19. Demographics: Ages of People in Household

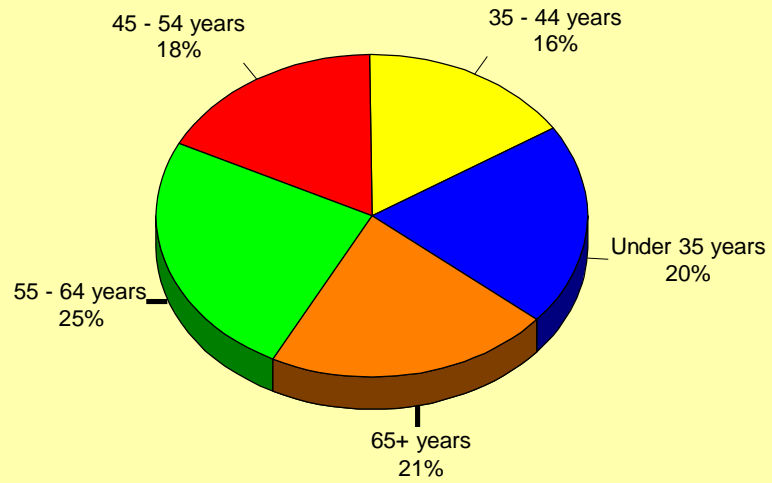
by percentage of household occupants



Source: ETC Institute (2016)

Q20. Demographics: What is your age?

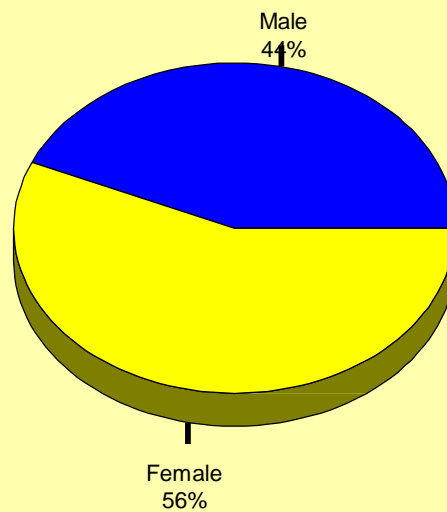
by percentage of respondents



Source: ETC Institute (2016)

Q21. Demographics: What is your gender?

by percentage of respondents



Source: ETC Institute (2016)

Q22. Demographics: How many years have you lived in the Eau Claire area?

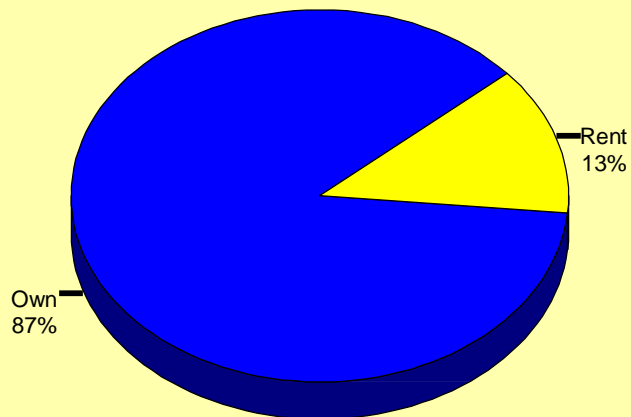
by percentage of respondents



Source: ETC Institute (2016)

Q23. Demographics: Do you own or rent your current residence?

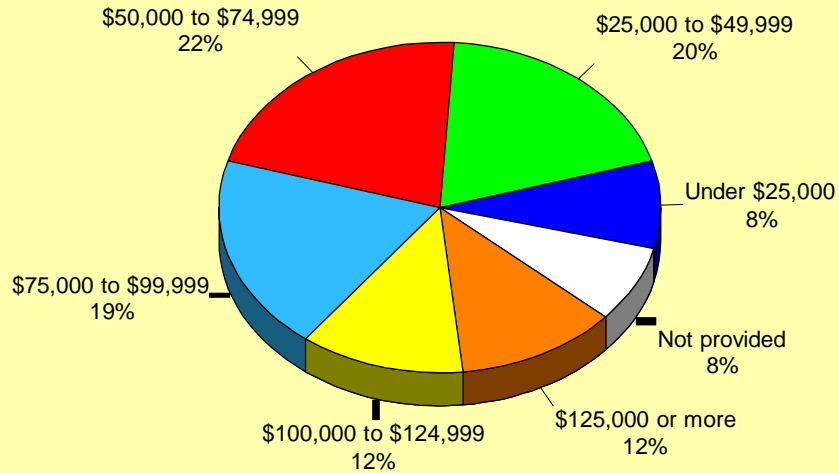
by percentage of respondents



Source: ETC Institute (2016)

Q24. Demographics: Which of the following best describes your total annual household income?

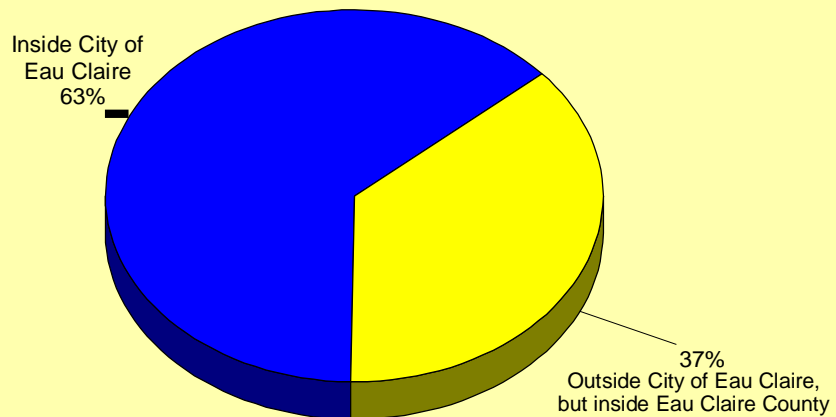
by percentage of respondents



Source: ETC Institute (2016)

Demographics: Location of Residence

by percentage of respondents



Source: ETC Institute (2016)



PRIORITY INVESTMENT RATING

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to analyze the charts:

High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.

Medium Priority Areas are those with a PIR of 60-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

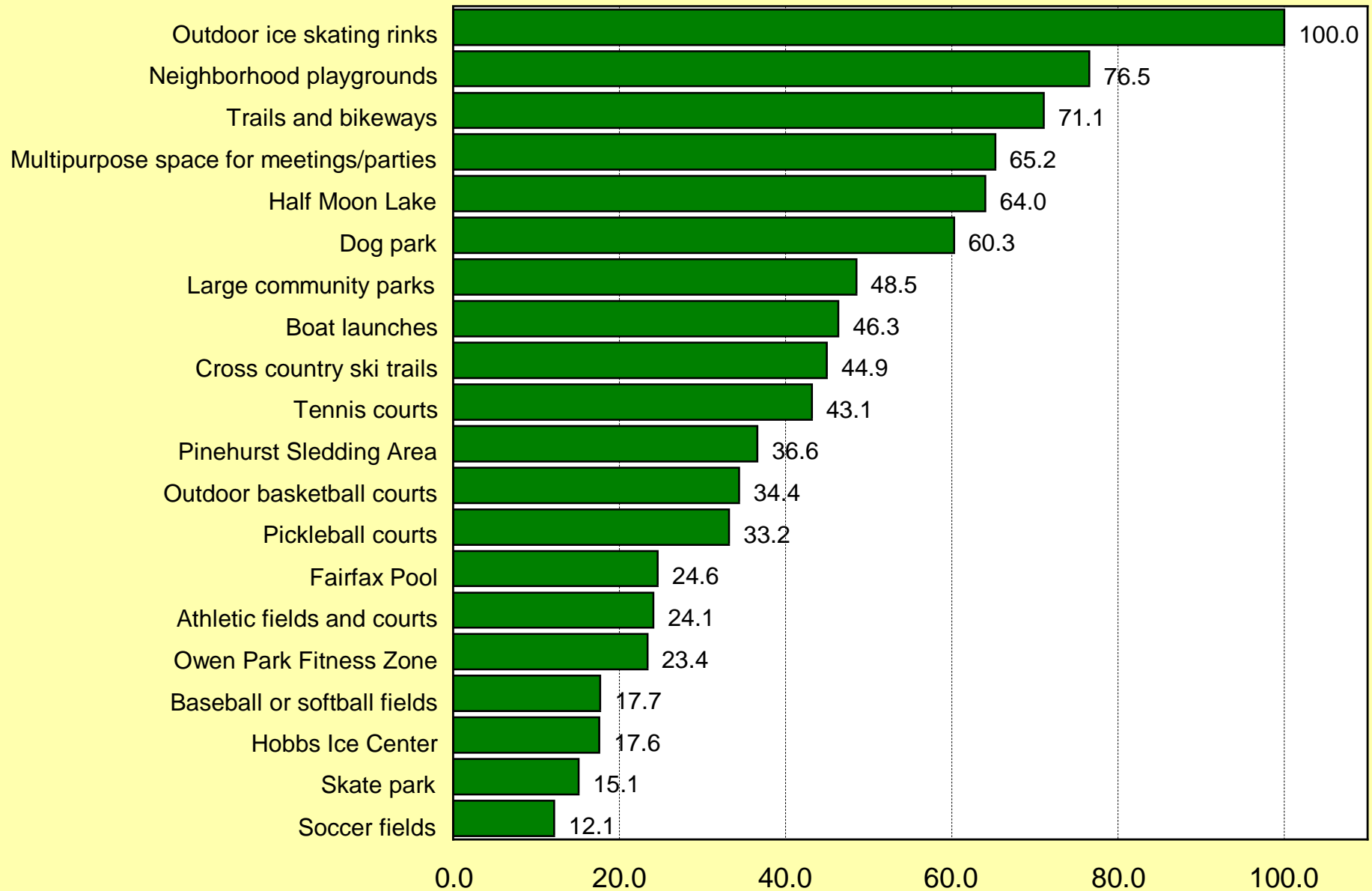
Low Priority Areas are those with a PIR below 60. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

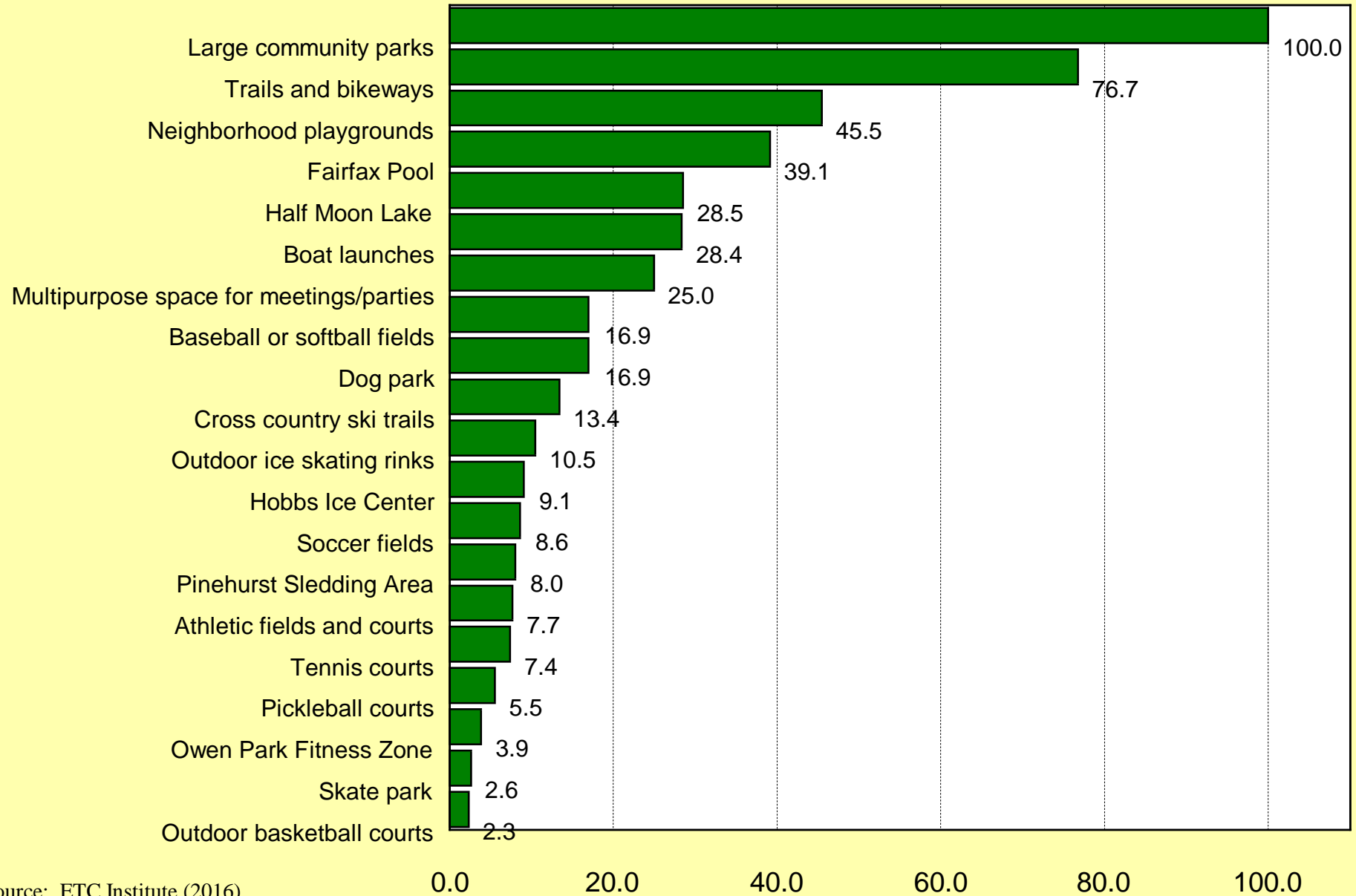


Source: ETC Institute (2016)

Importance Rating for Facilities

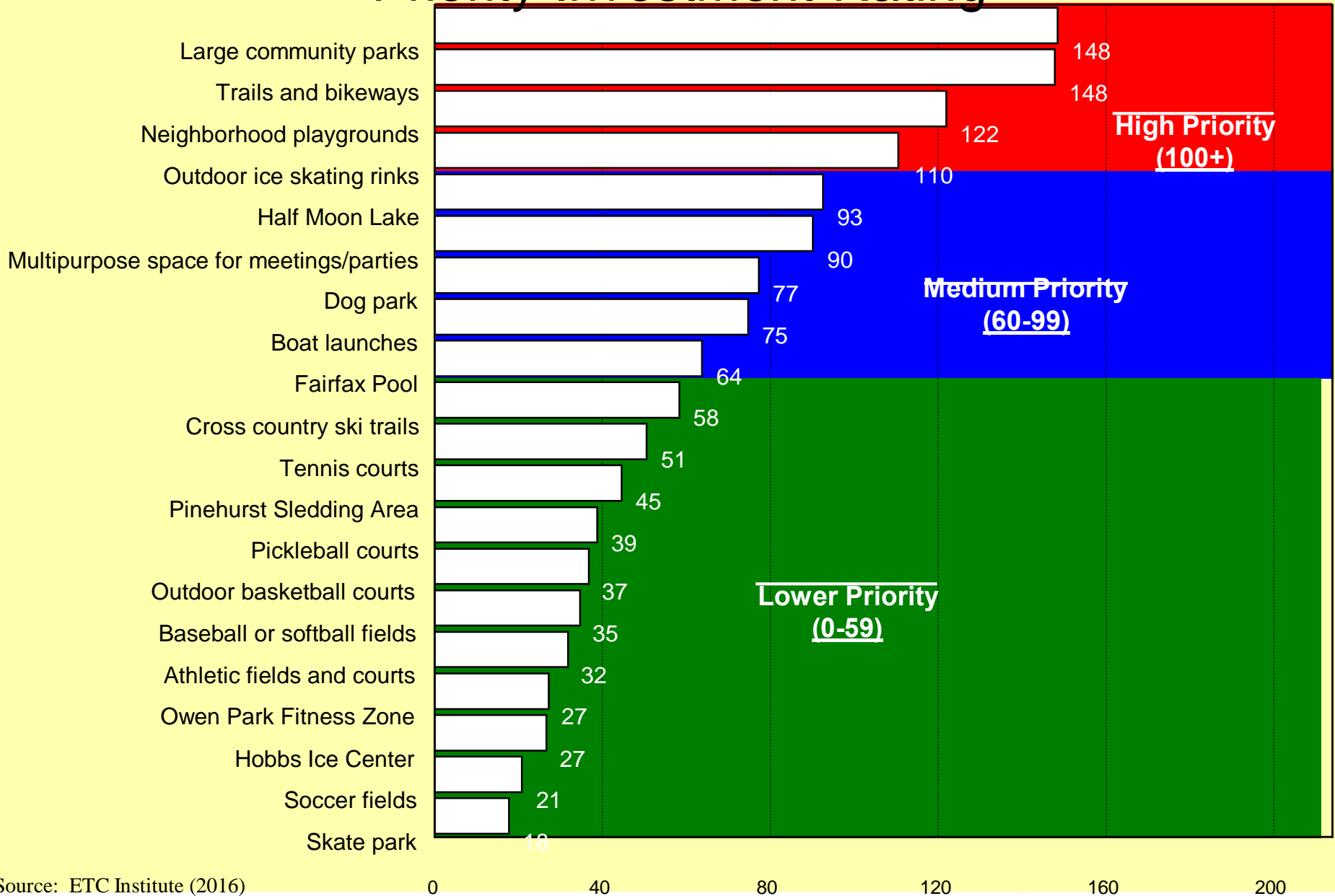
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

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

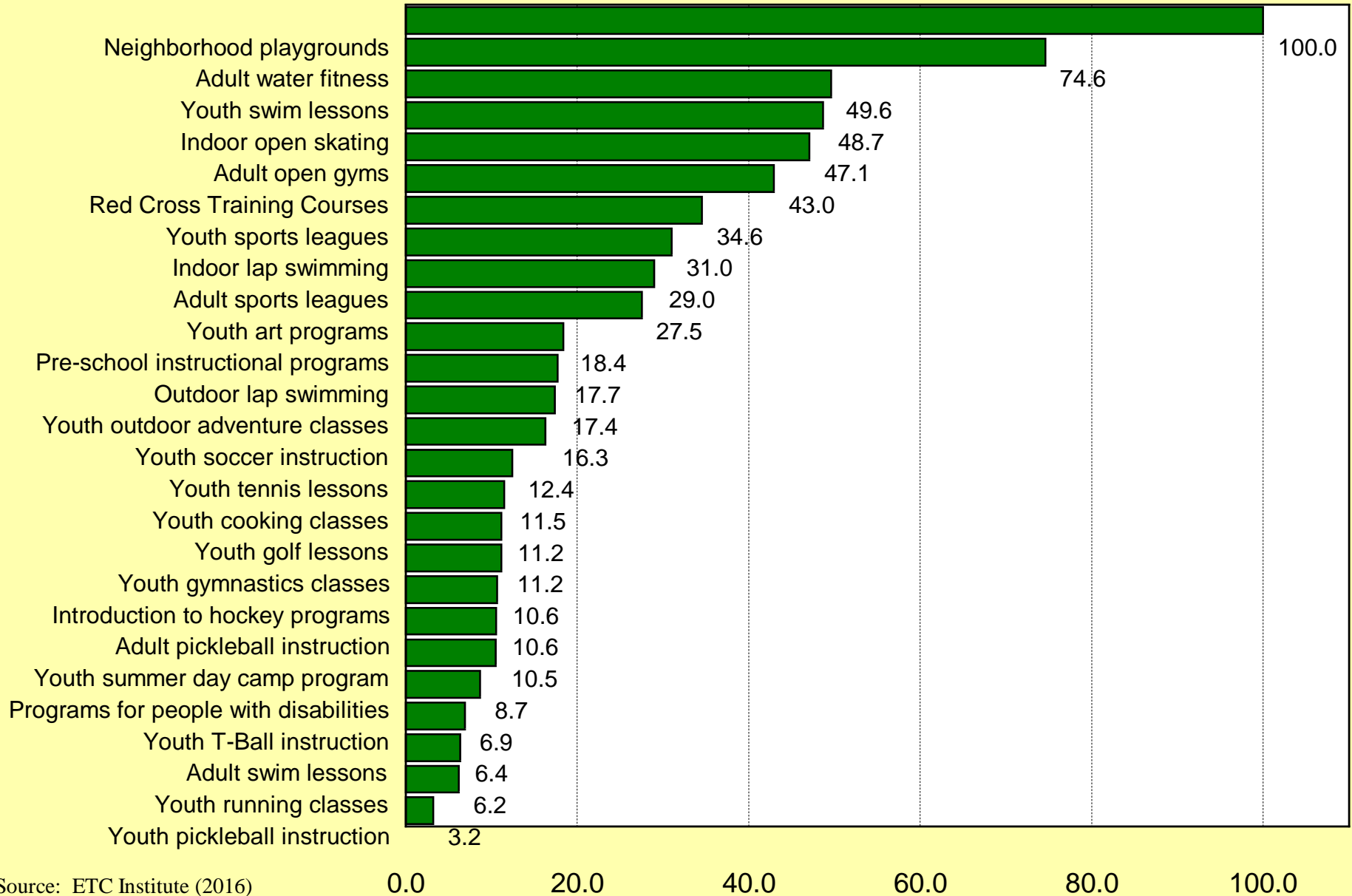


Source: ETC Institute (2016)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

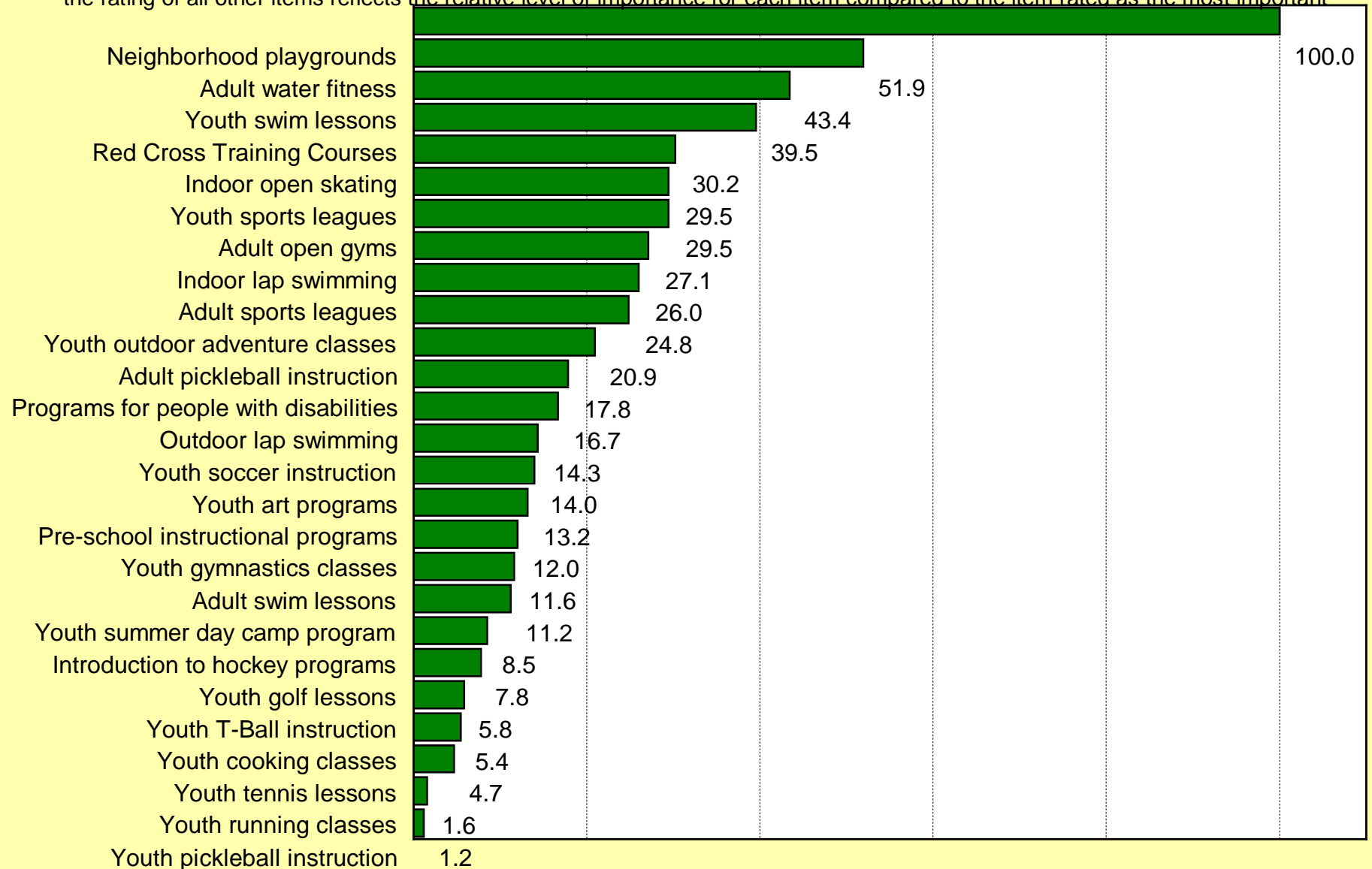


Source: ETC Institute (2016)

Importance Rating for Programs

the rating for the item rated as the most important=100

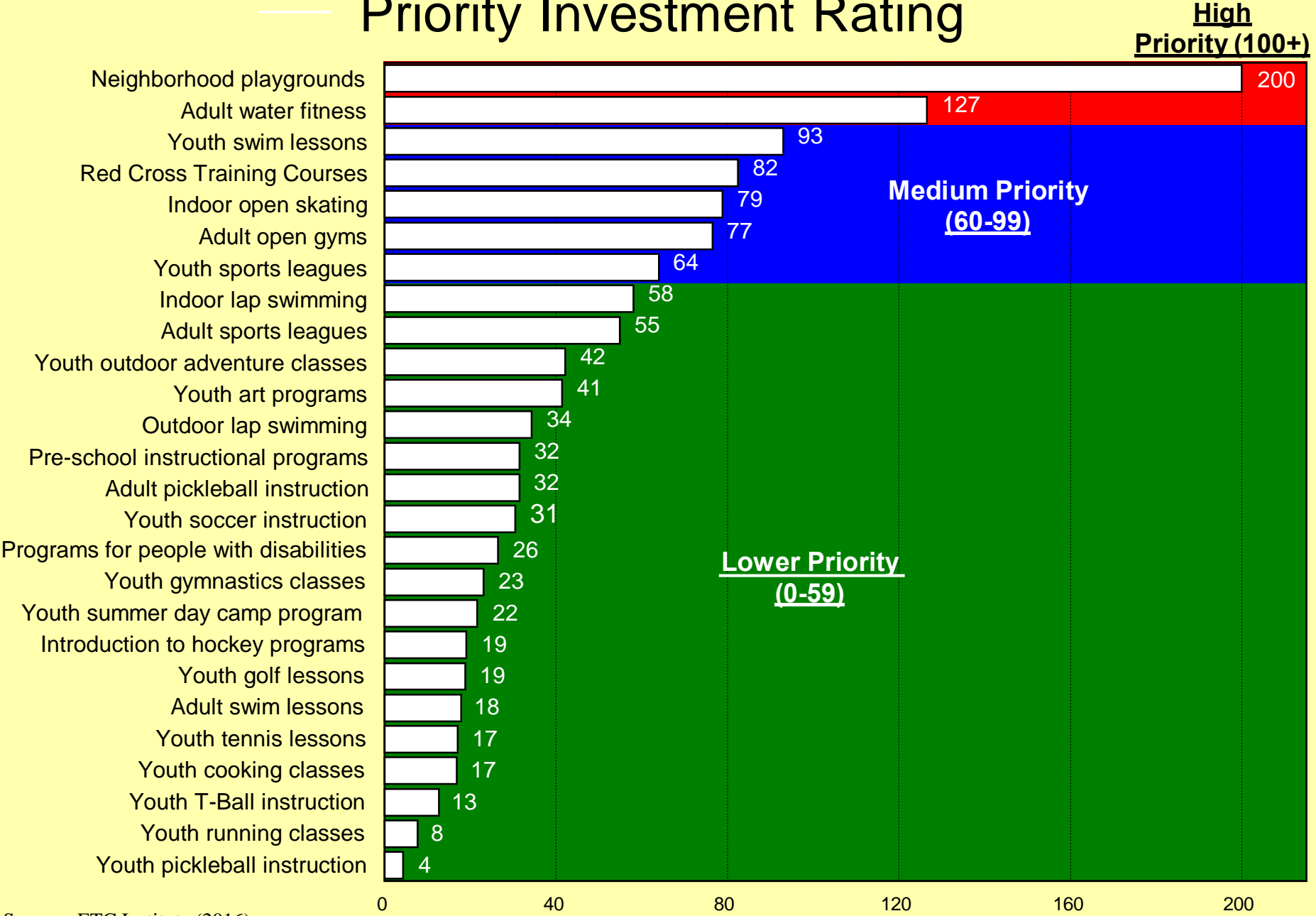
the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

0.0 20.0 40.0 60.0 80.0 100.0

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



Source: ETC Institute (2016)

BENCHMARKING SUMMARY REPORT

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks

and recreation, planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Eau Claire, Wisconsin were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Eau Claire, Wisconsin is not authorized without written consent from ETC Institute.

Benchmarking for the City of Eau Claire, Wisconsin		
	National Average	Eau Claire 2016
How would you rate the quality of all the parks/<u>facilities</u> you've visited?		
Excellent	31%	44%
Good	54%	52%
Fair	12%	4%
Poor	2%	0%
Has your household participated in City/County/Park District recreation <u>programs</u> during the past year?		
Yes	34%	20%
No	66%	80%
Have you or members of your household visited any City/County/Park District <u>parks</u> over the past year?		
Yes	82%	86%
No	18%	14%
How would you rate the quality of all the recreation <u>programs</u> you've participated in?		
Excellent	36%	39%
Good	53%	54%
Fair	9%	7%
Poor	1%	0%
Ways respondents learn about recreation programs and activities		
In person at facilities	6%	14%
E-mail bulletins/notification (Email)	11%	8%
Printed materials	27%	50%
Newspaper	37%	37%
Radio	13%	18%
TV/Cable Access	13%	34%
Website	31%	28%
Word of Mouth/Friends/Coworkers	43%	54%
Social media - Facebook/Twitter	11%	27%

Benchmarking for the City of Eau Claire, Wisconsin

	<i>National Average</i>	<i>Eau Claire 2016</i>
Recreation <u>programs</u> that respondent households have a need for		
Adult sports programs	22%	13%
Preschool programs	14%	9%
Programs for people with disabilities	12%	7%
Youth art, dance, performing arts	18%	11%
Youth Learn to Swim programs	25%	18%
Youth sports programs	26%	13%
Youth summer camp programs	19%	9%
Recreation <u>programs</u> that are the most important to respondent households		
Adult sports programs	9%	7%
Preschool programs	8%	3%
Programs for people with special needs/disabled	5%	5%
Youth art, dance, performing arts	6%	4%
Youth Learn to Swim programs	14%	11%
Youth sports programs	14%	8%
Youth summer camp programs	9%	3%
Parks and recreation <u>facilities</u> that respondent households have a need for		
Boat Facilities/Paddle Boats	29%	32%
Indoor Ice-Skating Rinks (Hobbs Ice Center)	26%	19%
Large Multi Use Community Parks	56%	78%
Meeting Space/conference center	24%	34%
Dog parks	28%	21%
Outdoor basketball/multi-use courts	23%	13%
Outdoor Ice-Skating Rinks	25%	26%
Skateboarding Park/Area	12%	7%
Neighborhood parks	59%	39%
Soccer, Lacrosse Fields (Outdoor field space)	21%	13%
Tennis Courts	26%	18%
Walking & Biking Trails	70%	63%

Benchmarking for the City of Eau Claire, Wisconsin		
	<i>National Average</i>	<i>Eau Claire 2016</i>
Most Important Parks and Recreation Facilities to Respondent Households		
Boat Facilities/Paddle Boats	9%	18%
Indoor Ice-Skating Rinks (Hobbs Ice Center)	7%	6%
Large Community Parks	19%	65%
Meeting Space/conference center	5%	16%
Dog Park	14%	11%
Outdoor Basketball Courts	4%	2%
Outdoor Ice-Skating Rinks	5%	7%
Skateboarding Area	2%	2%
Neighborhood Parks	26%	30%
Soccer, Lacrosse Fields (Outdoor field space)	8%	6%
Tennis Courts	7%	5%
Walking and Biking Trails	44%	50%

6.0 Benchmarking and Park Metrics





Comparative Analysis and Data

Benchmarking is a tool often used by agencies to measure where they fall in comparison to other similar agencies in regard to park acreage, budgets, staffing numbers, and revenue recovery. This tool will give the City of Eau Claire's managers and decision-makers an indication of how the Parks and Recreation Department is delivering services, facilities, and programs to its residents in comparison to other agencies regionally and nationally. The purpose of this analysis is also to provide a snapshot of Eau Claire's parks and recreation resources, services, and facilities; as well as provide a means to evaluate the City's progress over time. Benchmarking does have variables that may affect direct comparisons and those that may not be reflected in the data provided. For example, agencies in some cities may manage and operate sports leagues, while others may have nonprofit or community groups who provide athletics. Some agencies operate golf courses or zoos, while still others operate senior centers and teen centers. Further, agencies in some cities may contract maintenance work out to the private sector, while others perform varying degrees of maintenance activities in-house. This may affect staffing levels, per capita spending, and operating budget totals. The level of detail that is delivered from other agencies may not reflect what is available from the City of Eau Claire, but the analysis strives to cite these unique data points when necessary. The benchmarking information presented here can be used as a catalyst for the City of Eau Claire to continue to research best practices for more specific areas as they are needed, and primarily to benchmark against itself for improvements and resources needed over time.

Data Sources

Specific information from five comparable agencies was collected. This data was then used to directly compare the City of Eau Claire against those agencies in select

categories. The departments that provided feedback included Plymouth, MN; Owatonna, MN; Waukesha WI; Maple Grove, MN; and West Bend WI; communities of similar size who provide similar recreation, park, and trail services. The communities were chosen primarily due to the perceived similarities to the City of Eau Claire, and are within the same geographical region. Some of the key benchmarking data sought includes:

- Population
- Parks, open space and recreation areas
- Staffing and operations (full and part-time employees)
- Total operating budgets
- Cost recovery (ability to generate revenues internal to the department to offset operating expenses)
- Types and numbers of specific parks and recreation facilities per population

One readily apparent variable to consider when evaluating the City of Eau Claire against these agencies is Eau Claire and Owatonna are the only two communities that are not suburbs of a larger metropolitan area. Eau Claire is the main city in a small metropolitan area of about 125,000. In addition to the direct contact with specific agencies, this benchmarking analysis also uses national medians and averages gathered from national sources. The National Recreation and Park Association's (NRPA) GIS-based tool Park Metrics provides data of similar communities in order to assist in comparing amenities against national averages on data for similarly sized and funded communities. The Park Metrics online tool was used to collect on-demand, real-time data as an overall comparison on facility benchmarks. Customized reports were assembled from Park Metrics data from 2016 for Cities between 25,000 and 80,000 population and budgets between \$3,000,000 and \$15,000,000 (this is noted in the Tables as



“Park Metrics similar agencies”). The Park five (5) reporting agencies. While this data most closely resembles the parameters of operations for Eau Claire, it is not nationally

Metrics customized report included a total of comprehensive because of the low number of agencies reporting data.

Benchmarking Analysis

The City of Eau Claire has a population that is slightly above the average of the five communities it was benchmarked against (City of Eau Claire 2016 population of 67,545 vs. 54,790 average of the other five communities). However, the small populations of West Bend and Owatonna, (31,600 and 25,546) skews the average downward.

Table 6.1: Population of Benchmark Cities

Agency	Total Number of Residents
Plymouth, MN	75,057
Waukesha, WI	72,500
Maple Grove, MN	69,249
Eau Claire, WI	67,545
West Bend, WI	31,600
Owatonna, MN	25,546

Eau Claire manages 1,122 acres of land. This calculates to 16.75 acres of managed park acres per 1,000 residents. See Table 6.2. This results in the lowest managed park acres per 1,000 residents of all benchmark communities, but well above the 2016 Park Metrics Median of similar communities at 10.9 acres per 1,000 residents. See Table 6.2.

Table 6.2: Park Acres Managed per 1,000 residents

Agency	Total Managed Acres of Parks	Acres of Parks Managed per 1,000 residents
Park Metrics Similar Agencies	645	10.9
Plymouth, MN	1670	20.17
Waukesha, WI	1055	14.65
Maple Grove, MN	1475	21.44
Eau Claire, WI	1122	16.75
West Bend, WI	875	28.26
Owatonna, MN	547	21.78

Agency Resources

The City of Eau Claire employs the lowest proportion of full time employees of all benchmark cities at 0.42 full time employees per 1,000 residents, and ranks below the 2016 Park Metrics median of similar communities at 0.62 full time employees per 1,000 residents. See Table 6.3a. At the same time, Eau Claire ranks in the middle of part time and seasonal employees per 1000 residents of all benchmark cities and above the Park Metrics median of similar communities at 3 per 1000 residents. See Table 6.3b.



Table 6.3a Full Time Labor Pool Ratios

Agency	Full Time Employees	Full Time Employees per 1000 residents
Park Metrics Similar Agencies	31	0.62
Plymouth, MN	39.75	0.53
Waukesha, WI		
Maple Grove, MN	42	0.61
Eau Claire, WI	28.25	0.42
West Bend, WI	16.5	0.53
Owatonna, MN	24	0.94

Table 6.3b Part Time Labor Pool Ratios

Agency	Part Time Employees	Part Time Employees per 1000 residents
Park Metrics Similar Agencies	150	3
Plymouth, MN	196	2.6
Waukesha, WI		
Maple Grove, MN	425	6.15
Eau Claire, WI	217	3.23
West Bend, WI	100	3.22
Owatonna, MN	174	6.96

The total operating expenditure of Eau Claire Parks, Recreation and Forestry is \$85 per resident, well below the Park Metrics median of similar communities of \$141. Eau Claire ranked fifth among the benchmark cities (Table 6.4).

Table 6.4 Per Capita Operating Expenditures

Agency	Per Capita Operating Expenditures
Park Metrics Similar Agencies	\$141
Plymouth, MN	\$133
Waukesha, WI	
Maple Grove, MN	\$139
Eau Claire, WI	\$85
West Bend, WI	\$57
Owatonna, MN	\$103



Table 6.5 ranks agencies on total operating expenditures per acre of managed parkland. The City of Eau Claire (at \$5,142 per acre) is well below the Park Metrics median of similar communities of \$8,464, and ranks third among the benchmark cities.

Table 6.5 Operating Expenditures per Total Acres Managed

Agency	Operating Expenditures Per Acre
Park Metrics Similar Agencies	\$8,464
Plymouth, MN	\$5,994
Waukesha, WI	
Maple Grove, MN	\$6,541
Eau Claire, WI	\$5,142
West Bend, WI	\$2,057
Owatonna, MN	\$4,822

Cost Recovery

Eau Claire’s cost recovery percentage (33.6%) is the second lowest of the benchmark cities and very similar to the Park Metrics median of similar communities of 33.7%. See Table 6.6. Based on the City of Eau Claire’s budget information, revenues were generated by: Ice rental fees, pool memberships and entry fees, program and class fees, park facility rental fees, and sponsorship and advertising fees. The Agency regularly evaluates the bottom line of cost recovery, including evaluating the fee structure for all programs, rentals and facility use and developing cost recovery goals that incorporate the community’s values as well as the mission of the Agency. Lower cost recovery rates may be acceptable based on the policy and mission of the Eau Claire City Council.

Table 6.6 Cost Recovery Rankings (Revenue as a % of Operating Expenses)

Agency	Cost Recovery Percentage
Park Metrics Similar Agencies	33.7%
Plymouth, MN	39%
Waukesha, WI	
Maple Grove, MN	44.6%
Eau Claire, WI	33.6%
West Bend, WI	16.7%
Owatonna, MN	58.6%

Parks and Facilities

Eau Claire offers a diverse selection of recreational facilities to its residents including 39 developed parks, 60 athletic fields, 30 miles of trails, 2 athletic stadiums, a indoor ice arena with 3 sheets of ice, outdoor aquatic center, dog park, Farmer’s market, 2 outdoor amphitheaters and a designated water trail on the Chippewa River. Within these parks are individual amenities that are typically benchmarked independently from total park acreages. Since the agencies polled vary in size, a comparison of parks and amenities is done on a per population basis.



Indoor Facilities and Gyms

Eau Claire and other agencies surveyed have a diverse selection of indoor recreational facilities. Table 6.7 shows the number of indoor facilities and their respective average population per facility. Eau Claire has the third lowest number of residents per indoor facility (16,866) and scores better than the Park Metrics median of similar communities (28,967).

Table 6.7 Total Indoor Recreation Facilities and Population per Facility

Agency	Total Indoor Recreation Centers/Arenas/Stadiums	Total Indoor Community/Senior Centers	Population per Indoor Facility
Park Metrics Similar Agencies	N/A	N/A	28,967
Plymouth, MN	1	1	37,528
Waukesha, WI			
Maple Grove, MN	1	3	17,312
Eau Claire, WI	3	1	16,886
West Bend, WI	1	3	7,900
Owatonna, MN	0	2	12,773

Swimming Pools

Eau Claire currently operates 1 outdoor swimming pool which includes a 50 meter competition area. Table 6.8 illustrates Eau Claire’s ranking in number of resident per pool (67,545), lower than the Park Metrics median of similar communities (30,450) and the second lowest of the five benchmark agencies.

Table 6.8 Pool Totals and Population per Pool

Agency	Total Number of Pools	Population per Pool
Park Metrics Similar Agencies	N/A	30,450
Plymouth, MN	0	0
Waukesha, WI		
Maple Grove, MN	3	23,083
Eau Claire, WI	1	67,545
West Bend, WI	1	31,600
Owatonna, MN	1	25,546



Playgrounds

Playgrounds provide destinations for the youth of the community to recreate in a non-organized manner. Playgrounds of various sizes are offered throughout Eau Claire. When benchmarked against other agencies, Tucson ranks last in the number of residents per playground (2,597.88), however much better than the Park Metrics median of similar communities (3,046.2) (Table 6.9).

Table 6.9 Playground Totals and Population per Playground

Agency	Number of Playgrounds	Population per Playground
Park Metrics Similar Agencies	N/A	3,046.2
Plymouth, MN	43	1,745.51
Waukesha, WI		
Maple Grove, MN	51	1,357.82
Eau Claire, WI	26	2,597.88
West Bend, WI	18	1,755.56
Owatonna, MN	10	2,554.6

Athletic Fields-Mixed Use Rectangular and Diamond

Fields for team sports are in high demand in all jurisdictions, and fields are heavily programmed during peak seasons. In Eau Claire, there are 21 rectangular mixed-use fields. The City has 39 total diamond fields of various sizes for baseball and softball. Compared to other agencies and to the Park Metrics median of similar communities, Eau Claire is above average on diamond fields and below average for rectangular fields (Table 6.10 and 6.11).

Table 6.10a Athletic Field Analysis (Rectangular Fields)

Agency	Total Rectangular Fields	Population per Rectangular Field
Park Metrics Similar Agencies	N/A	1,923
Plymouth, MN	39	1,924
Waukesha, WI		
Maple Grove, MN	24	2,885
Eau Claire, WI	21	3,216
West Bend, WI	5	6,320
Owatonna, MN	1	25,546



Table 6.10b Athletic Field Analysis (Diamond Fields)

Agency	Total Diamond Fields	Population per Diamond Field
Park Metrics Similar Agencies	N/A	2,083
Plymouth, MN	34	2,207
Waukesha, WI		
Maple Grove, MN	61	1,135
Eau Claire, WI	39	1,732
West Bend, WI	8	3,950
Owatonna, MN	26	982

Trails

Trails, including multi-user hard surface trails, soft surface equestrian trails, hiking trails and nature trails are the links that tie a park system together and provide access to destinations around a city or region. Eau Claire is above average when compared to Park Metrics median of similar communities. However, when measured against the other benchmarked agencies in Minnesota and Wisconsin on population per mile of trail, Eau Claire is below average with 30 miles (Table 6.11).

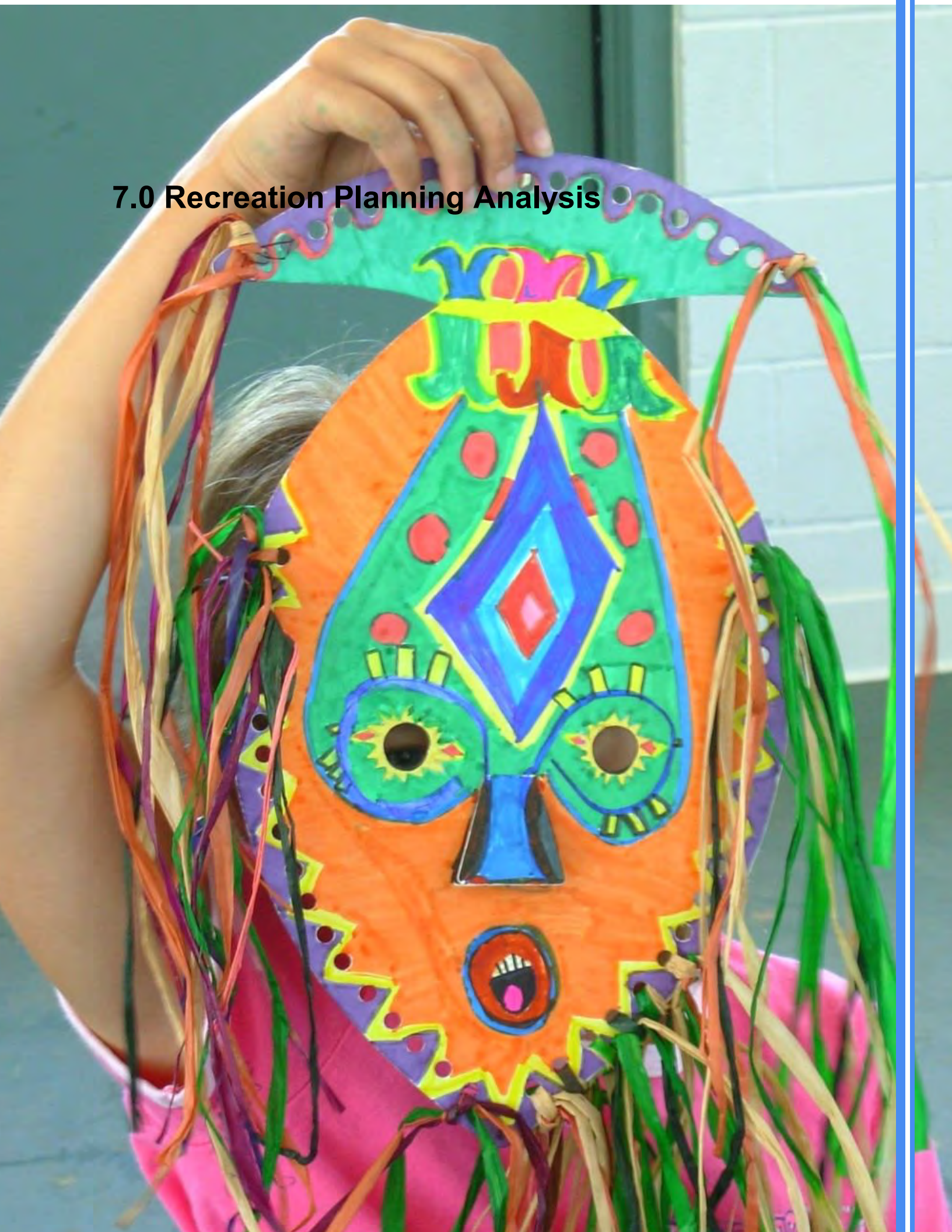
Table 6.11 Total Miles of Trail Analysis

Agency	Total Miles of Trail	Population per Mile of Trail
Park Metrics Similar Agencies	15.3	3,311
Plymouth, MN	158.75	472.8
Waukesha, WI		
Maple Grove, MN	55	1,259
Eau Claire, WI	30	2,251
West Bend, WI	25	1,264
Owatonna, MN	N/A	N/A

Key Findings

Eau Claire was above average in many categories when compared to similar agencies nationwide. However, in many of those same categories Eau Claire was below average when compared to the benchmarked agencies in Wisconsin and Minnesota. Eau Claire has fewer full time employees than the national average of similar agencies and at the same time manages 5.5 more acres per 1000 residents than the national average of similar agencies.

7.0 Recreation Planning Analysis





RECREATION PLAN PURPOSE

The primary purpose of the Recreation Plan is to provide the City of Eau Claire with a community-based description of its recreation program issues and needs with recommendations of how to respond. It is the intent of this report to provide a road map for the next ten years, setting out priorities for recreation programs, facilities and services. The report will serve as a companion document to the Parks and Open Space Plan (POSP). It is an implementation tool for the City of Eau Claire, providing a guide for the orderly development and/or management of Parks, Recreation, and Forestry programs, facilities, and services. It is a flexible document, presenting findings which are best evaluated, validated, and/or modified periodically as the City responds to the unforeseen opportunities and constraints as well as changing community demographics. The recommendations are reflective of traditional recreation programs, services and facilities; as well as other human service and community programs viewed as important by the community. The information provided in this report was developed from data collected and considered for the purpose of review and analysis in the development of recommendations for the Recreation Program Plan.

RECREATION PLAN VISION

The preparation of a Recreation Program Plan emphasizes the core services provided, and aligns with national and state-wide initiatives. Eau Claire Parks, Recreation, and Forestry will use the following vision to guide the Department in the implementation of the Recreation Program Plan:

"Live Life Better" - This visionary tag line emphasizes the creative aspects of building community as well as the primary assets used in the process: people, parks and programs. In this way, the community and staff recognize each other as vital partners

in building a stronger community and acknowledge the contributions and resources of the profession.

APPROACH AND METHODOLOGY

The Recreation Program Plan development process used in Eau Claire is a four phased approach, including a variety of tasks, methods and activities that were primarily focused upon community outreach and input.

Phase I involved the collection of data. Inventories of programs, services and facilities were created in addition to completing studies on the community demographics and trends. These reports can be found in the Appendix section of this report. Community input tools included:

- Community Survey – Extensive community wide surveys were completed in 2006, 2011, and 2016. Over 889 responses were completed in 2016. Survey categories included five key areas; Satisfaction/Safety, Communication, Facilities/Parks/Services, Parks Department Decisions, and Demographics of respondents. Comparison data was also used to determine changes in interests and trends between 2011 and 2016 survey results.
- Stakeholder Committees – Hobbs Ice Arena and Carson Baseball Stadium stakeholders were identified and committees were formed to determine policies, fees, funding resources, and operational efficiencies.
- Civic Engagement Workgroups – Fairfax Pool developed a committee of community members to evaluate the importance of the existing municipal swimming pool. The workgroup was charged with the questions: Should the pool remain open? What improvements should be made to continue operation?



And how would the community fund the necessary improvements?

- Program Participant Online Surveys – Participant surveys are sent electronically to individuals enrolled in programs and team managers for adult athletic leagues immediately following the conclusion of the activity. Results are reviewed and used to determine program, facility, and service improvements.
- Recreation Activities Matrix and Program Life Cycle Analysis – Programs are reviewed annually using specific criteria to determine program lifecycle and trends.
- Internal Needs Assessment and Analysis – A matrix of all recreation programs was established and is reviewed annually. This matrix allows staff to evaluate program demographics, locations, program schedules, underserved populations or age groups, and program categories. Review of the matrix has identified areas of programming that should be considered during the program planning process.
- Athletic Facility Inventory and Analysis - An athletic facility inventory was established.
- Demographic/Community Profile and Trends Analysis – A community profile and trends analysis were completed that provided an overview of the City of Eau Claire relative to its demographics using the 2010 census report, Eau Claire Area School District annual reports. The trends analysis was established based on national trends articles, local trends and interests, and Department strategic planning sessions.

Phase II included the review and analysis of the findings that were identified during Phase I. These findings were reviewed with

staff with the purpose of testing and refining the findings from Phase I through a team planning process.

- Team Planning Workshops – Members of the Recreation Team were asked to research and review data to present at various division and department meetings. After each presentation, open discussion for each topic allowed for team members to express ideas, suggestions, and input based upon their professional expertise, knowledge base, and personal experiences.

Phase III involved the development of draft recommendations and the first draft of the Recreation Program Plan.

Recommendations were developed based on Phase I and Phase II. These recommendations were reviewed by the department team.

Phase IV involved the review, revision, presentation, and approval processes with the Parks and Waterways Commission, and City Council. This document may be viewed as public record on the City webpage at

<http://www.eauclairewi.gov/parks-administration/reports-survey-results-a-park-plans>.

RECREATION PLAN RECOMMENDATIONS AND GOALS

The Recreation Program Plan proposes key recommendations in seven areas: programs and activities; service; facilities; athletic facility scheduling; team development; target markets; and marketing. Documents utilized in determining recommendations included: City and Department strategic initiatives, citizen surveys; division goals; annual reports; program evaluations; trends analysis; and matrices located in the appendices.



MARKETING

Marketing is a critical component to the awareness and success of the department. A barrier to doing this well is finding the time to dedicate to these initiatives. In an effort to increase promotions and provide more information, the department has contracted with a professional communications consultant from Otter Creek Communications to market programs, facilities, and services. This contract is evaluated annually. A comprehensive marketing plan is outlined each year that identifies detailed marketing initiatives. The development of the Recreation Program Plan has been a community-based, customer oriented process. The Parks, Recreation, and Forestry now has specific information regarding residents' recreational and community service needs. The development and implementation of a marketing strategy and plan is recommended in order to enhance the implementation of program and facility development and the delivery of services. Marketing is more than an advertising or publicity plan. It involves two very specific activities:

- Assessment of how well a program, service or facility meets the recreation and community service needs of the community
- Measurement of how well marketing efforts are communicating and connecting with the community, using an outcome-based approach.

Positioning and Branding are an important element of any marketing program. The "position" communicates how the Department is unique and distinguishes itself from other agencies/providers and their services to persuade participation and/or support (flag football, Clearwater Winter Parade, ice arena, stadiums, park facilities, etc.). To differentiate between positioning and branding, it is important to know that positioning programs, services, and facilities are foremost over branding.

Positioning reflects the needs and wants of the community while branding is the packaging of those services and includes the positioning theme or statement. Before creating brand (Live Life Better, Logo), establish position.

RECREATION PROVIDER ANALYSIS

The Recreation Provider Inventory is a matrix that identifies recreation providers within the City of Eau Claire and surrounding communities.

The Recreation Provider Matrix is used to evaluate activity offerings and identify programming opportunities for the citizens of Eau Claire. The recreation program team updates this matrix annually. The team then analyzes it to determine which program areas are deficient in the community and then develops new programs for the upcoming year if necessary. It is the goal of the recreation programming team to offer a balanced selection of programs in the community and has no intentions of offering programs that are successfully offered by other organizations or businesses.

The Eau Claire Parks, Recreation, and Forestry Prime Times publication includes an Eau Claire Community Resource Directory that is widely distributed throughout the community. It contains a listing of many recreational resources and recreation providers available within the community.

ATHLETIC FACILITY INVENTORY ANALYSIS

An Athletic Facility Inventory is a matrix used to identify athletic fields and open spaces with the City of Eau Claire and surrounding areas. Citizens of Eau Claire utilize other facilities in surrounding communities due to the close proximity and optional activities provided.

The recreation team uses this matrix to identify local facilities that are scheduled for community groups within Eau Claire. It is



also used in conjunction with the Recreation Provider Inventory and athletic scheduling analysis to determine facility needs in response to community interest. Eau Claire Parks, Recreation, and Forestry reviews data to determine which facilities should be developed, renovated, and/or repurposed.

RECREATION TRENDS ANALYSIS

The City of Eau Claire has a well-established process of assessing societal, national and local trends. The City adopted its most recent comprehensive plan in 2015. The complete plan included land use, transportation trends, the parks system, physical character, economic development, public utilities, community facilities, housing, historic preservation, downtown, intergovernmental coordination, and sustainability. The Parks and Recreation Department uses this plan when making many decisions regarding services offered, facility use and development, as well as department specific strategic goals. The City of Eau Claire Planning Division specifically tracks community demographics

and the development of the business districts and residential areas within the community. Access to the “Census Summaries for the City of Eau Claire” and the “Demographic Profile” for the community are located on the City website.

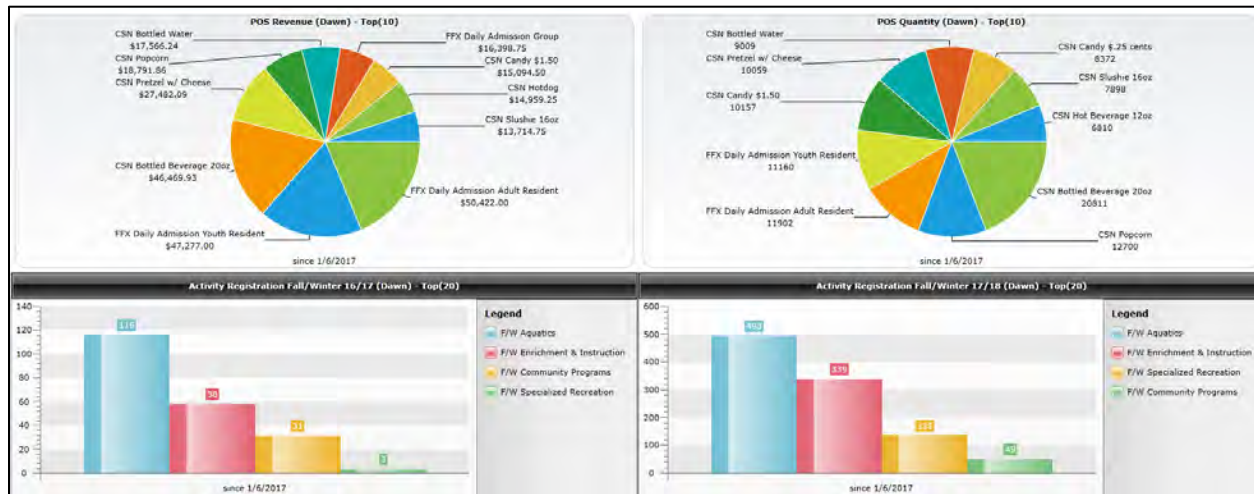
Eau Claire Parks, Recreation, and Forestry professionals are strongly connected to many professional organizations and external recreational service providers. There is also a strong history of cooperation with the Eau Claire Area School District, in which a majority of school age participants reside. The school district provides enrollment numbers, annual reports, and other studies that have been completed upon request. These documents are reviewed and analyzed to help determine specific community trends. “Planning for the Schools of Tomorrow” is a document provided by the Eau Claire Area School District that displays predicted and current age demographics, construction trends, as well as population and enrollment trends for our community.

Table 7.1 PARTICIPATION HISTORY

Program Category	2016-17	2015-16	2014-15	2013-14	2012-13
Aquatics	2433	2422	2513	3014	2697
Open Swim	191	250	135	207	481
Instruction Youth	2548	2238	2156	1901	1965
Athletics Youth	2995	3497	4268	2515	1930
Athletics Adult	4020	4571	5345	3503	3108
Specialized Rec	324	277	283	287	240
Outdoor Skating	3786	8670	10387	13252	13563
Events	19465	4435	17637	16904	8260



SALES AND ENROLLMENT COMPARISONS



RECREATION ACTIVITIES MATRIX

The Internal Activities Matrix is a tool that measures how programs are meeting specified criteria and goals set by City Council and Department staff. This matrix is used to determine the programs life cycle.

PROGRAM LIFE CYCLE ANALYSIS

The Program Life Cycle analysis is determined through analysis of the Recreation Activities Matrix. Programs receive a point total in the Recreation Activities Matrix based on criteria scoring, then each are ranked highest to lowest. Once each program is ranked, they are entered into the Program Life Cycle matrix to be analyzed. The recreation team utilizes the data to evaluate new programs and to determine if an existing program should be improved, restructured, or eliminated.

INTERNAL NEEDS ASSESSMENT ANALYSIS

The Internal Needs Index is an assessment of internal facilities, programs, and services which considers the needs of citizens in the community. The Needs Index references external sources for neighborhood demographics, school enrollment numbers, and participation in extra-curricular activities. This information is used to make informed decisions regarding trends, opportunities, program life cycles, as well as facility and program needs that facilitate human development.

The Internal Activities Matrix is a performance tool used to make decisions about City resources, setting priorities, and charting progress for the needs of the community. This matrix is used to measure internal recreation program classification, demographics, availability, and geographical locations. This matrix is also used to identify programming opportunities.



PROGRAM CATEGORY

2012	2017	
205	246	Youth Activities
23	26	Adult Activities
3	22	Special Populations
11	32	Family Activities
416	452	Aquatics

CLASSIFICATION

2012	2017	
8	39	Cultural
558	608	Educational
36	33	Physical Development/Fitness/Wellness
28	52	Social
28	29	Sport/Athletics

SEASON REGISTRATION & PARTICIPANTS

2012	2017	
24,514	22,340	Fall/Winter
64,708	65,429	Summer
10-30	10-30	Maximum Class Size (varies)
36	20	Cancelled

SUPERVISION

2012	2017	
613	732	Employee
31	26	Contractual
7	2	Partnership
19	4	Volunteer

AGE

2012	2017	
130	121	Pre-school 0-4
568	644	Youth 5-12
225	337	Teen 13-17
63	71	Adult 18-54
48	52	Older Adult 55+
38	60	Special Populations
11	33	Family



SKILL LEVEL

2012	2017	
381	498	Beginner
170	122	Intermediate
60	71	Advanced
2	1	Instructional League
26	19	House League

DAY

2012	2017	
384	455	Monday
407	435	Tuesday
387	441	Wednesday
389	428	Thursday
42	61	Friday
47	61	Saturday
33	30	Sunday

TIME

2012	2017	
399	460	8:00am-12:00pm
124	157	1:00pm-5:00pm
205	231	6:00pm-10:pm

LOCATION

2012	2017	
207	282	Community Parks
17	33	Neighborhood Parks
439	445	School
6	8	University
29	21	Other

PROGRAM OUTCOMES SUMMARY

Program outcomes are the measurable benefits that are intended as the result of implementing a program or service. They are considered the measures that have been developed for the purpose of gauging progress towards supporting the vision of the Recreation Program Plan, and City/Department strategic initiatives which

reflect community input as to how the programs can support the residents. Program outcomes are determined by the recreation team and listed in the Prime Times publications. A list of criteria developed to determine program outcomes can be found in the Recreation Programming Plan section of this document



under Recreation Program Standards and Outcomes.

FACILITY INVENTORY AND UTILIZATION

Eau Claire Parks, Recreation, and Forestry have developed a comprehensive facility inventory that is maintained by the Parks Division. A facility guide matrix summarizing the list of community and neighborhood parks and shelters is located in the Prime Times activity and services publications and online for community reference. The Facility Guide for Community Parks is widely distributed and recreation facilities and school facilities in the Prime Times. Both of these maps are requested and utilized regularly by community members. The recreation team reviews and updates maps annually or when new facilities are developed or altered.

throughout the community and used to identify rental opportunities. It contains a listing of parks, park and recreation amenities, seating capacities, square footage, and requirements for rental.

Additionally, a comprehensive map of the City trail system can be found online on the City web site. A one-page overview of the City trails is located in the Prime Times, online, and on printed informational materials in the administrative office. There is a map of the city indicating parks

Park Pages...a prescription for health initiative was implemented. There is a page for each community and neighborhood park that identifies amenities, location, brief history, and health benefits. These documents are available on the City webpage. Promotional planning and collaboration with local health providers is part of the next phase in implementation.

FACILITY OVERVIEW

Facility	Quantity	Lights
Baseball	27	6
Softball	31	16
Football	10	1
Soccer	59	3
Rugby	1	0
Hockey	4	4
Tennis	50	5
Pickleball	15	3
Petanque	4	0



RECREATION PROGRAM STANDARDS & OUTCOMES

The Recreation Division has moved from general program objectives to more specific program target outcomes, as defined in the Recreation Program Plan and as identified

in the Prime Times activities and services publication.

The Recreation Programming Target Outcomes are listed below:

- a. Encouraging people to try new things, develop new skills, or maintain existing skills.



- b. Promoting affordable healthy options on concession menus, in vending machines, and for program snacks.
- c. Offer programming that can improve a participant's health, strength, endurance, and well-being.
- d. Cultivating social skills, including leadership, team building, following directions, sportsmanship, and cooperation.
- e. Creating a safer community in and around water through learn to swim programming.
- f. Providing a connection to the natural environment.
- g. Creating positive activities and fun environments that allow creative expression for youth.
- h. Facilitating gatherings and bringing the community together.
- i. Developing friendships through social interaction and similar interests.
- j. Promoting individual and community development.
- k. Offering a range of options for different income levels and different abilities.
- l. Adapting to new demographics and preferences.
- m. Offering programs that are responsive to community demands or interest.
- n. Evaluating programs, services, and facilities measured through analysis and evaluation results.

Programming outcomes have been established for each activity offered and are listed in the Prime Times publications. The Recreation Division team reviews and updates the program outcomes prior to each publication or twice annually.

SELECTION OF PROGRAM CONTENT

The Recreation Division selects program content based on specific activities and opportunities with an understanding of individual differences and the culture of the community.

The Internal Needs Index outlines programs for each different age segment of the

population, the scope of the program (e.g., skill development, physical development, relaxation, cultural, club, or tournament), the participation level (e.g., single, small group, or large group), the degree of involvement, and the primary function (e.g., physical, educational, social, or creative).

Program evaluations are completed to solicit customer feedback and to ensure that the community is pleased with the program offerings and programs and services are added, removed, or modified to reflect the culture, ages, interests, and skill progression of patrons.

The 2010 Census information and School District Annual Reports are useful in determining the makeup of the community and assisting in determining programs and services that reflect the community needs, demographics, and economic status.

SCOPE OF PROGRAM OPPORTUNITIES

The City of Eau Claire places special emphasis on providing services and programs for youth, seniors, people with disabilities, and individuals with limited financial ability to participate in various recreation opportunities. A wide spectrum of accessible cultural, recreation, social and human services program opportunities are made available to the community.

COMMUNITY EDUCATION FOR LEISURE

Eau Claire Parks, Recreation and Forestry utilize a variety of methods to educate the community on the benefits of parks and recreation services. These include brochures, flyers, web pages, Facebook posts, social media communications and interaction, presentations, etc.

PARTICIPATION BARRIERS

While it is important to track participant interest and participation in various programs; another important area to



investigate further is examining reasons why people do not participate in Eau Claire's programs. Feedback results from surveys identified the four most significant reasons as barriers to participation:

- Fees are too high
- Program / facility times are not convenient
- Other commitments / too busy
- Location is not convenient

Other barriers of participation to consider during the planning process include; opportunity, knowledge, awareness, ability, overcrowding, lack of partners, shyness, and lack of transportation.

PROGRAM & SERVICE DETERMINANTS

The Recreation Division makes every effort to be balanced, customer-driven, and conceptually sound. Programs and services provided by the Recreation Division help to develop the social, physical, and mental well-being of individuals, families, neighborhoods, and organizations within the community. Programs offered represent many months of planning, community research, outreach to targeted groups, fostering partnerships, and evaluating customer feedback.

Conceptual Foundations of Play, Recreation, and Leisure

Recreational experiences are more than just a fun way to spend a few minutes or hours. A quality recreational experience will also provide opportunities for the participant to express their creativity, develop their sense of self-worth, and make choices that will enhance their overall sense of well-being, health, and quality of life. They provide opportunities for the participant to interact with the social, physical, and natural environments; thus allowing the participant to shape the recreation experience based on their own expectation, needs, and interests.

Participants should not only feel a sense of delight while actively participating in the program, but should carry that sense of well-being with them into the future. It should give them a chance for self-discovery and to develop individual skills such as leadership, the ability to share, and the ability to get along well with others. In other words, a quality recreation program will provide opportunities for the pursuit of joy and pleasure, excitement, challenge, and individual expression.

Most quality recreation programs have a secondary purpose, which is contributing to the development of family, neighborhoods, special interest groups, and the community. Everyone recognizes the recreational value of a child playing soccer on a youth team, but many overlook the value of the interactions that are happening simultaneously among the parents in the bleachers or the younger siblings in the adjacent playground. Bringing people together to share an enjoyable experience who would have otherwise not had any opportunity or reason to interact is one of the best ways to break down barriers, develop new friendships, and create a sense of community. Similarly, helping participants connect with other people who share their interests can be the catalyst to developing life-long friendships and leisure pursuits.

Programming That Meets Constituent Needs

Eau Claire is a middle class community with rapidly changing demographics. There is a relatively large Hmong cultural community and an increasing amount of ethnic diversity.

The City's workforce is diverse including a growing medical industry, two hospitals, University, Menards Headquarters, and other national manufacturing facilities. Eau Claire has continually reinvented itself beginning as a logging community, shifting into industrial manufacturing, and becoming



more diverse from one dominated by blue collar industries to education, retail, and white collar business initiatives.

Community planning and interest has shifted from urban sprawl to revitalization of the downtown city center. All of these trends have a significant impact on the recreational needs and desires of the community. The Recreation Division team strives to keep abreast of these changes by attending state and national conferences and trade shows, discussing strategic initiatives with the City Planning Division, meeting with neighborhood and community groups, and reviewing demographic reports such as the 2010 Census, when they are released.

Formal and informal customer feedback is solicited in a variety of ways to ensure that programs are customer-driven and meet the needs of as many people as possible. These include surveys, advisory groups, meeting with neighborhood groups, attending school open houses, and presenting to community organizations. Examples include:

- Revitalization of Downtown Eau Claire through development and facilitation of events.
- Fairfax Pool Civic work group
- Hobbs Ice Center Consortium
- Carson Park Concessions
- Carson Park Baseball Stadium Stakeholder Work Group

Community Opportunities

Eau Claire Parks, Recreation, and Forestry take full advantage of the abundant natural resources available within the City. The Eau Claire and Chippewa Rivers meet in the central part of the City. Community and neighborhood parks and shelters, open spaces, dog park, trails, boat landings, fishing locations, waterways, stadiums, athletic fields, outdoor pool, and indoor ice center offer diverse opportunities for individuals to choose various levels of recreation.

The Department's premier community park is Carson Park. Carson Park is the most central park that offers organized and passive recreational opportunities. It is surrounded on three sides by Half Moon Lake. The park houses four pavilions, baseball stadium, football stadium, two softball fields, two playground areas, three tennis courts, bike/walking/running trails, nature/hiking trails, boat landing, fishing pier, beach area, horse shoe courts and clubhouse, Chippewa Valley Museum, and Paul Bunyan Logging Camp.

Other recreational resources available in Eau Claire include Fairfax Municipal Swimming Pool, Hobbs Ice Arena, University Sports Complex, and five indoor swimming pools that are operated by the Eau Claire Area School District. Several commercial gyms, the indoor sports center, six golf courses, an indoor amusement center and waterpark, several movie theaters, two stage theaters, and two bowling allies are available recreation providers as well. A complete listing of community recreational resources is provided in the Recreation Plan in the Community Provider Inventory. It is also important to note the Eau Claire is surrounded by other municipalities that provide recreational opportunities. The Eau Claire recreation team regularly consults and coordinates with Chippewa Falls, Menomonie, and Altoona.

Recreation's Role in the City's Philosophy and Goals

The Recreation Division uses the recreational concepts listed above to help fulfill the organizational goals and objectives adopted by City Council and Parks, Recreation, and Forestry.

Eau Claire Parks, Recreation, and Forestry promote and support a livable community for Eau Claire residents and businesses by providing relevant and innovative programs, parks, facilities, and undisturbed natural



areas that meet the needs of a diverse population. This is achieved through the City and Department mission and vision statements, core values, and strategic initiatives.

Providing quality parks and recreation programs are vital parts of making this vision a reality. To this end, the City leaders have committed significant funds over the years to provide their citizens with parks and recreation facilities that are designed, maintained, and staffed to an acceptable standard. The City's citizens repeatedly cite the parks and the recreation programs, services, and facilities as an important part of quality of life in the city.

Experiences Desirable for Clientele

In addition to planning programs for the general public, the Recreation Division also targets programming to the needs and interests of specific groups. An example is the large specialized recreation population that actively participates in the City's Specialized Recreation programming. Between fifty and one hundred participants from Eau Claire and the surrounding communities attend the social programs held each Wednesday evening. They are actively involved in Special Olympics as well. These activities include; track and field, bowling, golf, softball, basketball, and other programs. These programs provide an opportunity for participants to socialize, enhance self-esteem, learn new skills, develop a sense of community, and provide support and respite for their families.

Other targeted programs offered by the Recreation Division include family programming, teen programming, preschool programs and activities, and instructional programs for school aged youth offered at a reduced rate through a summer school partnership initiative.

Criteria Utilized to Determine Programs and Services Offered

The Recreation Division analyzes trends, surveys, evaluations, data matrices, and specific criteria to determine which programs are offered and how services are delivered to the community. Each program area and facility are reviewed using a program service determinant worksheet that is categorized into six sections. These sections include:

1. conceptual foundations of play, recreation, and leisure
2. organizational philosophy, goals, and objectives
3. programs and services that meet an unmet need of the community
4. programming that meets constituent needs and interests
5. programs that create experiences desirable for clientele
6. programs and services that meet City Council goals

PARTICIPANT INVOLVEMENT

Eau Claire Parks, Recreation, and Forestry encourages community members to give their input and contribute to department policy decisions thru ongoing program evaluations and a community survey that is conducted every 5 years, along with the department strategic planning process.

Types of participant involvement include:

- Development and implementation of surveys
- Utilization of volunteers to improve program delivery
- Utilization of volunteers to improve service delivery
- Community and stakeholder involvement is part of the planning processes
- Establishing partnerships with many citizen organizations to develop new park areas and improve existing facilities. The citizen groups offer the ideas and financial support. The department provides the space and



some of the labor to accomplish these projects.

SELF-DIRECTED PROGRAMS & SERVICES

The City of Eau Claire Park and Open Space Plan provides an overview of the Departments vision, goals, classification and assessment system and an open space and facilities inventory. The Plan also includes a facility inventory of park areas, special areas, athletic areas, and Eau Claire Area School District open space sites. The document provides information to make informed decisions regarding trends and the vision for future use and development. Examples of services and programs offered under self-directed include, but are not limited to, the following:

- Beaches
- Trails, parks, playgrounds and open space (Facility Guides & Trail Map)
- Picnic shelters
- Dog Park
- Outdoor basketball and tennis courts
- Historical timeline walk
- Outdoor concerts
- Outdoor skating rinks

LEADER-DIRECTED PROGRAMS & SERVICES

The Recreation Program Plan provides an overview of the Division's goals, principles, vision, and mission. Combined, these elements direct the nature of services and their delivery. The Division's leader directed programs are very diverse and serve different target populations. Across the spectrum, the Eau Claire Parks and Recreation's leader directed programs are oriented toward providing introductory level skills, knowledge, and information to participants. The majority of the leader directed programs are outlined in Prime Times, the Departments seasonal publication of programs and services.

- Youth sports programs
- School age instructional programs
- Aquatics and swimming lessons

- Dance Classes
- Teen programs
- Specialized Recreation programming
- Schools Out programs and services
- Adult and youth health and fitness programs
- Early Childhood programs
- Red Cross certification classes
- Playground program
- Outdoor education

FACILITATED PROGRAMS & SERVICES

Eau Claire Parks, Recreation and Forestry facilitate programs and services with many different agencies throughout the community. The staff utilizes their knowledge and resources to provide assistance in many different areas. Some of those areas include facility scheduling and maintenance, committee or board organization, fundraising assistance, program planning and organization. Examples of such relationships include but are not limited to:

- Community Gardens
- Chippewa Valley Pickleball Club
- Skate Park
- Youth Sport Organizations
- Community Parks Association
- Eau Claire Farmers Market
- Chippewa Valley Museum
- Chippewa Valley Railroad Association
- Eau Claire Horseshoe Club
- Park Pavilion Rentals
- Special Events Committee

FEE-BASED PROGRAMS & SERVICES

Eau Claire Parks, Recreation, and Forestry provide programs and services at three distinct levels of cost recovery as directed by City Council. The City of Eau Claire requires all participants to pay their "fair share". To offset the tax dollars used to subsidize many programs, non-residents pay a standard charge for instructional and sports programs. All participants who live



within the Eau Claire City limits receive a \$10 or 50% discount off of the standard program fees, whichever is less. A cost recovery of 75 % is required for all youth instructional programs, sports programs, and open swims. A cost recovery of 100 % is required for all adult instructional programs, sports programs, and lap swims. The Eau Claire City Council has continued to support Regional Centers. These are neighborhood shelters in the community that offer outdoor skating rinks in the winter and supervised playgrounds in the summer months. Through the support of City Council and the residents of Eau Claire, these programs are operated free of charge.

The Cemeteries Division, Fairfax Municipal Pool, and Hobbs Ice Arena are operated as enterprise accounts and are supported by rental and admission fees, sales and advertising revenues, vending contracts, concession revenues, and community enhancement funding as directed by the Eau Claire City Council. Enterprise accounts are expected to manage expenses and revenues such that cost recovery is 100% or better.

Scholarships are available for low to moderate-low income families who would

like to participate in recreation programming, but are unable to pay the full program fee. Scholarships are available for youth programs and for season passes to the Fairfax Municipal Pool. Applications for scholarships are available at the Eau Claire Parks and Recreation Administration Office and online. Once the application is completed and supporting documentation is submitted, approved applicants pay 25% of the resident program fee or season pass fee. Scholarship guidelines require that the participant must be under the age of 18, reside within the City limits, and the family must provide proof of financial need. Funding for this program is generated through donations by individual community members and businesses. Donors are able to designate the funds for an individual youth membership or a family membership.

Fees have been established to recover a portion of the cost to provide services for special events, pavilion rentals, and athletic facility rentals. Fees are reviewed annually and approved by City Council during the budgeting process in the Fees and Licensing Schedule. These fees help provide the fund necessary to maintain all of our parks and fields at the highest level possible.

COST RECOVERY

Program Category	2017	2016	2015	2014	2013
Aquatics	95%	78%	76%	75%	75%
Instruction Youth	100%	94%	96%	105%	105%
Athletics Adult	66%	70%	78%	84%	84%
Athletics Youth	83%	81%	83%	79%	79%
Community Programs	12%	13%	12%	5%	5%
Concessions	128%	128%	117%	126%	126%

COOPERATIVE PROGRAMMING & COLLABORATION

Eau Claire Parks, Recreation and Forestry collaborate with numerous agencies to enhance community recreation and park opportunities. Staff understands the value

of partnering with other agencies, public or private to offer the best programs and services. The scope of the partnerships and agreements are diverse, and may include funding resources, space, operations, and/or publicity.



OUTREACH TO UNDERSERVED POPULATIONS

Eau Claire Parks, Recreation and Forestry Department are dedicated to serving all Eau Claire Residents; therefore one of the highest priorities is ensuring that programs, facilities, and services are accessible to all. The Program Needs Index in the Recreation Program Plan identifies the outreach efforts and opportunities.

Examples of outreach provided to the Eau Claire community include, but are not limited to:

- The recreation division offers scholarship opportunities for residents on government assistant programs. Residents who qualify are able to get recreation programs and season pool passes at 75% off the regular price.
- Par-te-Rec is a social program that meets once per week for physically and developmentally disabled adults. Activities include, dancing, table games, bingo, card games, themed events, and conversation.
- Camp Summertime is a summer day program for youth with physical and developmental disabilities. This program is operated in an integrated format where all participants work with and assist each other. Activities include arts, crafts, games, sports, music, storytelling and field trips.
- The recreation division offers adaptive swim lessons for individuals with special needs. One on one instruction is given to each student in this program. Skills are taught based on the students' abilities.
- Fairfax Municipal Swimming Pool is located on the extreme south side of town. The recreation division offers free bus service twice per week to residents that live a long distance from the pool. Over 3000 people ride the bus per summer to gain access to the pool.
- The recreation division has a staff member designated as inclusion coordinator for the department. Any participant that wishes reasonable accommodations be made so they can participate in mainstream activities, the inclusion coordinator will work with that individual to make inclusion possible. This may include the use of an interpreter.
- The Recreation Division has partnered with the Eau Claire school District to offer several summer programs at reasonable fees. This allows lower income families more opportunities to participate in recreational activities.

VOLUNTEER RECRUITMENT AND RETENTION

Recruitment of volunteers in the Recreation Division is an essential part of the program planning process. Volunteers create a connection to the community, reduce financial expenses, and can bring various skills and knowledge that improve program quality. Types of volunteers that are recruited include; service organizations and individuals. Programs that utilize volunteers are; Par-te-Rec, Youth Athletic Leagues, Concession Operations, and various Events hosted by the Department.

Programs that utilize volunteers maintain a list of paid staff and volunteers who worked with the program each season. As a new season approaches, the Program Supervisor or Program Planner is able to first contact those individuals who assisted with the program in previous seasons to determine continued interest in returning.

An online evaluation has been established for youth athletics and sent to all volunteer coaches. This evaluation allows staff to



evaluate: 1) the training of volunteers 2) the level of paid staff support to the volunteers 3) program delivery. This tool assists the department in making adjustments to improve volunteer retention.

SAFETY PLANNING

Safety planning is a key element to the operation of successful Parks and Recreation operations, facilities and activities. The Recreation Program Team had developed Emergency Management Plans (EMP) and Security Plans for three different areas in the Recreation Division; Hobbs Ice Arena, Fairfax Municipal Swimming Pool, and general recreation programs.

EMP's are used to educate employees and participants on how to handle specific emergencies at a specific facility or program. Employees practice EMP's at orientation and as a part of routine in-service trainings. Participants and customers are made aware of some EMP's through public postings within facilities that explain emergency exits and storm shelter locations. Security Plans are used to educate employees on the proper way to use facility security features such as gates, doors, cameras, and alarms. The Security Plan details which facility access points need to be locked at certain points during the day.

PROGRAM EVALUATION & ANALYSIS

The Recreation Division conducts regular user surveys for programs, activities, facility rentals, and events to obtain critical feedback from users and to ensure that programs and services meet the needs of the community. Additional comments are reviewed and considered when instituting changes and improvements in the programs, facilities, and services for the next year or season. Evaluations are created online using Survey Monkey. Participants, team managers, and user groups are sent the survey links electronically. The City of Eau Claire Information Technology Division controls the design, testing, and utilization of these surveys.

Surveys are currently used to measure several variables including registration and reservation procedures, staff and instructors, facilities, equipment, and curriculum. These evaluations are completed following an event, program session, or end of season.

Programs are financially evaluated internally through cost recovery guidelines set by City Council. Financial reports are completed at the end of each season for all programs and facilities. Financial reports and enrollment numbers are reviewed annually by the Recreation team during the budget process.

EVALUATION RESULTS (1-5 point scale, 5 high, 1 low)

Evaluation Type	2016	2015	2014	2013	2012
Instruction	4.63	4.9	4.76	4.74	4.23
Youth Athletics	4.45	4.33	4.24	4.16	4.25
Adult Athletics	4.5	4.78	4.25	3.81	3.76
Facility	4.81	4.66	4.54	4.5	4.5

TECHNOLOGY UTILIZATION

The use of technology is a vital component to the recreation division operations, planning, and customer services. The

information and conveniences allow staff and customers to evaluate programs, facilities, and services offered by the department. Reporting is more accurate,



matrices are easier to develop, and comparing data can be reviewed using and sorting a variety of criteria.

KEY COMMUNITY CHARACTERISTICS AND ISSUES

Throughout the planning process, common themes emerged that identify the key community characteristics and constraints that frame the dialogue and inform the Recreation Program Plan recommendations. These community characteristics and issues are critical to consider when determining, developing and delivering future recreation programs and services.

Key Community Characteristics:

1. Eau Claire has many places for residents to gather such as parks, trails, open space, waterways, and the downtown area.
2. The Eau Claire community is family-friendly.

3. People feel safe and secure in Eau Claire.

Key Community Issues:

1. How to best utilize and acquire remaining open space in Eau Claire to service community needs and interests.
2. The density of the community resulting from housing development has underscored the public's interest in both ensuring there are sufficient recreation programs, services and facilities for residents, and sustaining existing open space.
3. Access to programs, services and facilities for all is an important value of the community. Working to address barriers (such as awareness, financial, economic, cultural, physical, age, race, gender, religion, sexual orientation or geographic location) is important to residents.

8.0 Park Inventory and Planning Analysis





PREFACE

The City of Eau Claire's park and open space areas provide a unique blend of outdoor settings that few cities of comparable size can match. Resources such as Half Moon Lake, Dells Pond, Chippewa River, Eau Claire River, and the valleys, bluffs, and ridgelines provide a strong base for the City's park and open space system. This combined with the City's parks, neighborhood playgrounds, and special areas along with cooperative efforts among the Eau Claire School District and University provide the residents of the community with a wide variety of passive and active outdoor recreational opportunities.

In addition to providing the passive and active outdoor recreational opportunities for the community, the park and open space system also reflects upon how a community is perceived not only by its residents, but also by those who are visiting.

A well planned and well maintained park and open space system can be a source of civic pride and will serve as an integral component in establishing the form and image that the community projects.

In order for the City's park and open space system to continue to meet the outdoor recreational needs of the community and project a positive community image, regular planning and assessment of the community's park and open space facilities is essential. In order to address these needs, the City of Eau Claire has traditionally prepared both a long-range parks plan and a shorter-term parks facilities plan. This 5-year Park and Open Space Plan serves as the City's strategic plan to accomplish the goals and objectives of the City Council, Waterways and Parks Commission, and Eau Claire Parks, Recreation, and Forestry.

INTRODUCTION

The Park and Open Space Plan serves as the short-range element to the City of Eau Claire's Park Plan and provides a detailed five-year guide for the improvements to City of Eau Claire's parks, open spaces, trails and natural areas.

The preparation of the plan has involved a comprehensive review of each of the City's park and open space facilities and then based upon this review; specific needs and deficiencies have been identified for each of the parks and open space areas. Since its emphasis is directed towards a limited timeframe, this plan focuses on the existing park and open space facilities within the City. However, the acquisition of land that is necessary to address existing deficiencies or those anticipated within the five-year period of this plan is also included.

The plan has been prepared in conjunction with the goals, objectives and recommendations contained in the Parks Chapter of the City's Comprehensive Plan, which was adopted in 2015. The Parks Chapter looks at the long-range park and open space needs of the community with an emphasis on identifying the need and location for new park and open space facilities in both developed portions of the City and those areas where development will be occurring. The plan is more general in nature than this five-year plan.

The five-year plan is also a prerequisite for eligibility for funding for various grant programs offered by the Wisconsin Department of Natural Resources. In order for the City to maintain its eligibility for these grant programs, this plan should be updated on a regular basis. This plan includes a description of the classification system used to categorize the City's parks and open space sites and the standards that can be used to assess needs and deficiencies. In addition, an inventory of the municipal parks and open space sites as well as facilities provided by the Eau Claire School District



and University of Wisconsin-Eau Claire is also included. Finally, the plan includes the policy plan that serves as the foundation and direction for providing park and open space areas with Eau Claire.

It is important to note that the availability of funds over the next five years will be the determining factor as to which projects can be undertaken. Although, specific cost figures are not provided for each project, it is clear that the combined cost of these projects will exceed funding levels that will be available over this time period. Since it will be possible to complete only a portion of the projects identified, this plan should be used as a guide to aid in deciding which projects should be considered. The priority and completion time-frame for the projects will be evaluated each year at the time the City prepares its annual 5-Year Capital Improvement Program. The decision to fund a particular project in many cases will be determined by factors such as the availability of certain types of funding such as from State grants, the availability and eligibility of projects for CDBG funds, and how a particular project relates to other projects that are being considered.

Recent plans prepared by the State of Wisconsin and Eau Claire County have been utilized in the development of this plan. The first plan is the Statewide Comprehensive Outdoor Recreation Plan (SCORP.) The SCORP plan identifies state-wide and regional recreational needs and establishes overall goals to develop an improved supply of recreation amenities within the State, while also protecting Wisconsin's natural environment for the enjoyment of residents and visitors. The second plan is the Eau Claire County Outdoor Recreation Plan. The plan includes an inventory of outdoor recreation facilities in the County and sets forth recommendations for improvements for these facilities.

CLASSIFICATION AND ASSESSMENT SYSTEM

The City of Eau Claire has traditionally classified its park and open space areas into seven different categories or types of facilities. This classification system has been based on standards developed by the National Recreation and Parks Association (NRPA) and then adjusted to reflect the level of services that should be provided in Eau Claire. This system dates back to early park plans that were completed in the late 1960's until the present.

The park facility categories and standards for these categories have been based on factors such as site function, size, type of use, service area, and degree of facility development in order to determine the adequacy of a community's municipal parks and open space system. Relating these standards to the demographics of a community has provided a method of assessing the needs and deficiencies of the park system. Such criteria have been used in the past to provide a "blanket" approach to make sure that an equitable distribution of facilities has occurred throughout the community. In addition, the standards can be used to evaluate the attainment of the community's goals and objectives with respect to the quantity and quality of the parks.

However, using an approach based on national standards has in the past and continues to have some drawbacks. Standards that are not customized to the local community must be used cautiously as many factors critical to assessing need and demand are not incorporated into the standards and are ignored. For example, national standards do not consider factors that may be unique to a particular service area or neighborhood, such as type of housing, density, natural boundaries, or features etc. In addition, standards do not consider the availability and quality of the natural amenities available at individual sites or its physical features; such resources



and features can play a key role in determining what types of facilities should be developed at a particular site.

Because each community is unique, caution needs to be used when applying these standards. It is important to remember when using any type of standard, that the standard cannot be accepted as the absolute determinant of park and open space needs, but rather as a guide to developing a park and open space system.

The 2015 update of the City's Comprehensive Plan reviewed the classification system of parks and open spaces utilized in the 5-year plans. Upon review and discussion of the classification system, no major changes were made. One of the issues discussed by the Comprehensive Plan Citizens Advisory Committee pertained to the size of the optimal service area for the City's neighborhood playgrounds.

Traditionally, the City has utilized a half-mile service radius for playgrounds, and the Committee discussed alternatives such as eliminating the concept of neighborhood playgrounds and instead attempting to acquire and develop larger parks to provide such services. The trade-off would have been fewer parks to maintain, could provide more amenities, but these parks would have larger service areas. The Committee felt very strongly that park and playground services should be provided at the neighborhood level and that they be easily accessible to all neighborhoods as much as feasibly possible.

The Comprehensive Plan did recommend several small changes in the classification system:

- Park facilities traditionally called “neighborhood playgrounds” will be referred to as “neighborhood parks.” This reflects the fact that these facilities typically provide a variety of amenities in addition to playgrounds. The new terminology reflects the expanded focus of these facilities at the neighborhood level. The recommended size increases from 5-10 acres to 5-15 acres, depending on the characteristics of the neighborhood served.
- Park facilities traditionally called “neighborhood parks” will be referred to as “urban parks.” This also better reflects the nature of these facilities.
- A new classification was created, called, “community athletic field.” Athletic fields traditionally have been grouped with “special park facilities,” but the Committee felt the unique the size and magnitude of these facilities warranted a separate category.

In addition, the “street island” category was eliminated from the classification listing. Street islands are grassy boulevard areas located within the public right-of-way and are generally located in proximity to a street intersection and separate lanes of traffic. They traditionally have been included as part of this plan because they have been maintained by the Parks Division. These areas are no longer included in the listing since no recreational facilities or amenities are provided within these areas and maintenance is now the responsibility of not only the Parks Division, but also the Public Works Department, homeowner associations and condominium associations.

The categories of park and open space facilities are described below and Table 1 sets forth the criteria and standards for each category.



Table 8.1

	Play Lot	Neighborhood Park	Urban Park	Community Park	Special Area Facilities	Community Athletic Fields	Waterfront & Parkway Areas
Group Served	Pre-school children (5 yrs. & under)	Neighborhood surrounding playground (primarily those 5-14 yrs. in age)	Neighborhood surrounding park (for all ages)	Entire community (for all ages)	Entire community	Entire community	Entire community
Service Area	1 to 4 blocks on single project	1/2 mile radius from playgrounds	1/2 mile radius	Area within 20 min. travel time	No specific service area	No specific service area	No specific service area
Desirable Size	No standard	5-15 acres min.	2 acre min.	100+ acres desirable	Depends on type of facility	Depends on type of fields	Min. width 30ft., no min. length
Location	High density neighborhood which lack private yards Interior or residential block or housing development or in corner of neighborhood park.	Near center of neighborhood. Preferably at or adjoining elementary school. Should be accessible by pedestrians.	Near intensely developed areas & areas of high density	Where appropriate sites can be obtained incorporating scenic or other natural features. Should be along collector or arterial streets.	Depends on type of facility	Good site access-- location near collector or arterial street preferred.	Along lake or river shoreline
Facilities & Features	Sandbox, swings, slides, climbing structures, spray pool, benches, open shelter, fences, paved & grass areas. Not considered essential in large-lot residential areas.	Play apparatus area, multi-purpose athletic field, shelter building, skating rinks, and supervised playground programs may be provided at these locations. The goal is to provide both passive and active areas. Off-street parking is desirable.	Shaded areas for quiet activities, plantings, benches, picnic tables.	Active athletic areas similar to playfield but at least 1/2 should be rustic & provide picnicking, hiking, fishing, boating, etc. Off-street parking required. Shelters, swimming pools & quiet passive areas desirable.	Hockey rinks, swimming facilities, archery, skiing, sledding, pedestrian/ bicycle trails, scenic over looks or sites.	Major complexes, such sports as: soccer, softball, etc.	Bicycle/ pedestrian trails, benches, lookouts small picnic areas.

Play Lot

The play lot is the smallest unit of open space and the area that it serves is generally considered to be a substitute for a backyard. The primary function of a play lot is generally intended to serve preschool children, usually in areas of high density housing such as areas with a high concentration of multiple family housing. It typically is provided by the developer as an amenity for the housing project.

Since most residential areas in Eau Claire have fairly low population densities, the overall need for play lots is currently minimal. The City of Eau Claire has opted to not establish play lots due to the fact that they tend to be small areas with a high level of maintenance required. The City has used the next largest unit, the neighborhood playground or park, as the smallest area where services are provided.

It is recommended that the City require that play lot facilities be required as part of multiple family developments which create

high densities and which provide only minimal open space areas for individual dwelling units. They should be located within the development and be maintained by such development. The need for play lots is most critical for housing that is designed to draw households with young children versus housing designed to attract senior citizens. Since play lots are designed for the very young child, this requirement should be made regardless of whether or not there is a neighborhood playground within the immediate area.

Neighborhood Park (formerly Neighborhood Playground)

A neighborhood park is a “walk-to” facility, serving people within the immediate residential area. The City of Eau Claire has traditionally used a half a mile radius as the guideline as to how far a home should be



from this type of facility. Neighborhood parks may often adjoin and complement school facilities that may be in the same neighborhoods.

The neighborhood park as opposed to an urban park generally is a more active area than passive area and provides recreation facilities such as field areas, basketball or hard court surfaces, skating, etc. In Eau Claire, the standard for neighborhood parks typically includes a neighborhood shelter house, an open field area for activities such as softball or soccer, a hard court surface, play equipment, lighting, landscaping and off street parking. As new shelter houses are constructed and renovated, the City has been attempting to provide restroom facilities within these buildings.

Some neighborhood parks may have additional amenities or may not have all the normal amenities based on the size of the parcel or the desires of the neighborhood. Play equipment is generally designed for the 6 to 14 year old children. The unit usually includes a swing set with at least one tot seat. At most sites, the City operates an eight to ten week supervised summer program and an eight to twelve weeks supervised winter skating program.

In addition to the active types of recreation that typically occur at a neighborhood park, passive or quieter forms of recreation can also be found at many of the sites. In addition, the standard of one neighborhood park within a half a mile of everybody's home ensures that some form of green space is provided and accessible throughout the City.

Eau Claire currently has a variety of sizes of neighborhood parks. The smallest consists of 1.9 acres at Kessler to 11.7 acres at Buffington. The smaller the size of the facility, the less ability the City has in providing needed amenities. Ideally, neighborhood parks should have enough area to provide an active area as well as a

passive area. Although many of the older, existing parks may not meet the recommended size standard of five to fifteen acres, the City should strive to acquire sites of this size when obtaining land for new neighborhood parks. Finally, neighborhood parks should ideally be located in conjunction with an elementary school. By doing so both the Eau Claire School District and the City may be able to acquire less land than if the school is not located with the neighborhood park. It should be noted, however, that the service area for a school is generally much larger than a half mile; therefore several neighborhood parks may be needed within an elementary school service area.

Urban Park (formally Neighborhood Park)

An urban park generally provides areas for more passive recreational activities for all age groups. The primary function of these facilities is to provide open space where population densities are fairly high, where the city is highly populated and fountains are common.

These parks are generally within or in close proximity to intensely developed areas such as the City's Central Business District. Facilities at these parks will vary according to the size of the site. In most instances, picnic tables and/or benches, walkways, special plantings, commemorative plaques or statues and Eau Claire has no established standard for service area or size for urban parks. Most of the urban parks in the City are parks that were donated to the City in the early part of the City's history and range from 1.2 acres to 2.9 acres in size.

Community Park

A community park in Eau Claire is a facility designed to provide a combination of passive and active recreational activities for the whole City. A community park should also provide a wide variety of activities so that it serves a substantial portion of the community if not all of the community. They are typically destination spots for the



residents of the entire community because of either the natural amenities of the park or because of the facilities provided. A community park is larger than a neighborhood playground or park usually consisting of 75 to 150 acres or more; however, some may be substantially smaller (Phoenix Park is an example of a smaller community park.) Amenities of a community park will depend greatly on the natural features of the park and the needs of the community.

Community parks should be dispersed throughout the community; however, their location is highly dependent on the ability to secure a site large enough, which provides the natural amenities and/or physical features. Community parks may be land or water based, but should have an amenity of a large enough nature to attract residents from throughout the City. Amenities of this nature may include but would not be limited to a large group picnic area, a community swimming pool, a boat landing, a large scenic overlook or amenities of similar magnitude.

Community parks should be located on or within close proximity to collector or arterial streets to provide easy access from throughout the community. If the community park is large enough, it may also have an interior road system to provide access to various parts of the facility. Community parks should be well buffered from adjacent residential areas since they are designed to draw large numbers of people.

Eau Claire currently has nine community park areas. They range in size from Carson Park being the largest at 120.7 acres to Phoenix Park at 9.0 acres. It should be noted that although Phoenix Park does not meet the acreage criteria for a community park; it functions as such with amenities such as: the trail head facility, Farmers Market Pavilion, and scenic location along the river and labyrinth.

Traditionally, the City has not followed the specific standard relating number of acres of community parks that should be provided for a given population. Rather, the City has attempted to disperse the community parks throughout the City and incorporate unique and scenic natural resources within them. As the City continues to grow, large areas of parkland for community parks should be provided in order to maintain the quality of life that City residents currently enjoy.

Special Area Facilities

Special area facilities play an important role in fulfilling the community's needs for outdoor recreation activities. These facilities are provided for the benefit of the entire community, but because of their specialized nature have not been incorporated into a community park category. Generally, these facilities have been designed to provide one major activity on the site with secondary activities provided only if the area is of sufficient size. Although these areas may operate separately from the other parks in the City, they are an integral component of the entire park system.

Special areas may provide facilities for such activities as hockey, archery, skiing, dog parks, scenic overlooks and/or trails. There is no national standard for the number or the type of these facilities; rather they are developed based on local need and community interest.

Community Athletic Fields

In the past, athletic fields have traditionally been incorporated into one the special area facility classification. However, it was decided in the 2015 Comprehensive Plan to separate athletic fields into its own classification due to the unique nature of these facilities. The Eau Claire Soccer Park is an example of this type of facility. The development of major complexes such as this provide benefits in clustering fields in one location by providing greater ease of maintenance and minimizing conflicts



between various recreations uses and neighboring properties.

Waterfront and Parkway Areas

Waterfront and parkway areas typically are corridors of land owned by the City, which abut either a lake or river, or connect park facilities. The width of these areas may vary from 10 feet to over 100 feet, dependent on the characteristics of the site. In many cases, these corridors provide an opportunity for public access to portions of the City's waterways.

These waterfront and parkways areas may be developed with an improved trail system or be kept in its natural state depending on the location. Facilities that can be provided

within these corridors include bicycle/pedestrian trails, benches, overlooks or lookouts and small picnic areas. Parking and restroom facilities should be provided periodically along the trails.

The City does not have a specific standard for its waterfront and parkway areas. However, it should be the policy of the City that the City owns these corridors and that they are accessible to the residents of the area. Buffers between residential, commercial and other development should be maintained. Refer to the 2012 Waterways Plan which discusses visual and physical access to the waterways in more detail.

GOALS & OBJECTIVES

- A. Recognize and accommodate the diverse recreational needs of the community.
 - 1. Neighborhood level recreation facilities should be made available to each household in the City at either a neighborhood park facility or through the joint use of school facilities.
 - 2. Facilities provided at neighborhood parks should reflect the needs of the particular neighborhood or user group within the service area of the park.
 - 3. Park and open space facilities need to serve all ages, and be sensitive to the needs of persons with limited mobility.
 - 4. The municipal park and open space standards contained within this plan should be used as flexible guidelines to determine open space and facility needs.
 - 5. Access to the parks should be improved by linking these areas with trails, bikeways and other transportation systems, which enable more people to get to them.
 - 6. Ensure that development occurring next to parks, waterways, and open spaces is compatible with such areas and does not detract from the public's utilization of these parks and open space areas.
- B. Promote the restoration and preservation of significant and unique natural resources and amenities in the City.
 - 1. Identify, preserve and enhance existing valuable natural areas such as wetlands, woods, hilltops, and prairies and provide for appropriate public use.
 - 2. Identify naturally valuable lands prior to the preparation of plans for development.



3. Continue to work with the DNR on fish and wildlife management programs on Half Moon Lake and Carson Park and encourage such programs in other appropriate areas within the City.
- C. Minimize the proportion of the costs for park and open space development and maintenance borne by the City.
 1. Promote the development of those parks where the benefited people donate time or money to develop the facility.
 2. Utilize state and federal aid as it becomes available to acquire and develop park and waterway facilities.
 3. Promote joint public-private ventures in developing park and waterway facilities.
 4. When appropriate, the park system should be planned in cooperation with the county, school district, and university to enable joint design, development, and operation of areas and facilities for the mutual good of both recreation and education programs.
 5. Consider maintenance as an important factor when designing park and open space facilities.
 6. Encourage the formation of "Friends" groups that can assist park improvement, maintenance or funding projects.
- D. Reserve land along the Chippewa and Eau Claire Rivers, Dells Pond, Half Moon Lake and other waterways for public open space and access.
 1. Continue to acquire properties around Half Moon Lake as they become available until all lakefront property is publicly owned.
 2. Continue to acquire land along the Chippewa and Eau Claire Rivers and other waterway areas, which have been identified in the Comprehensive Plan and Waterways Plan where open space should eventually be provided in the form of a linear open space corridor called the greenway.
 3. Continue to develop the linear system within the greenway, which provides a variety of passive and active recreational activities.
- E. Encourage greater citizen involvement in leisure time activities in the community and promote greater utilization of existing open space and park facilities.
 1. Continue to provide a financial assistance program to those individuals that are financially unable to pay for the registration fees for recreation programs sponsored by the city and promote the fact that this type of assistance program is available.
 2. Continue to monitor attendance and participation levels of the programs and parks to assist in determining the need for recreational programs and facilities.
 3. Conduct periodic surveys and research to assess needs and deficiencies in programs and facilities.



4. Encourage the formation of a “Friends of the Parks” non-profit group that would be involved in the promotion of the City’s open space system.
5. Increase public awareness of facilities and programs that are available.
6. Encourage development that integrates pedestrian and bicycle circulation and access.

PARKS AND OPEN SPACE INVENTORY

In order to assess the needs and deficiencies of the City's park and open space system, it is important to inventory not only the existing facilities provided by the City, but facilities provided by others if available to the residents of the city. A total of 1,505.2 acres of Public Park and open space land exists within the City of Eau Claire.

The park and open space areas are primarily provided by three entities: the City of Eau Claire, Eau Claire School District, and the University of Wisconsin-Eau Claire. These lands are a combination of municipal parks, school grounds, University recreation areas, nature areas, and many specialized recreation uses. The division of acreage by type of facility and ownership is summarized in Table 2.

**Table 2
Existing Park and Open Space Acreage**

Municipal		<u>Acres</u>	<u>Total (acres)</u>
	Neighborhood Parks	101.9	
	Urban Parks	10.6	
	Community Parks	519.3	
	Special Areas	166.2	
	Community Athletic Fields	75.8	
	Waterfront and Parkway Areas	138.0	
			1,011.8
Eau Claire School District	Neighborhood School Open Space	80.1	
	Middle School and High School	148.7	
			228.8
University of WI - Eau Claire	Putnam Park	198.5	
	Athletic Field Areas	66.1	
			264.6
TOTAL			1,505.2



Municipal Park and Open Space

The City of Eau Claire owns approximately 1,012 acres of park and open space areas. This is an increase of approximately 368 acres since 1993. This increase is primarily attributable to the acquisition of the two new community park sites (Northwest and Southeast Community Parks), the acquisition and development of the Eau Claire Soccer Fields located on East Hamilton Avenue, several new neighborhood parks such as Sundet, County Farm, and Westridge and the

acquisition of land along the City's waterways.

A listing of the City's facilities by functional classification is provided in Table 3. Maps 1 through 4 illustrate the location of the sites. Finally, Appendix A identifies the specific types of facilities that are provided at each site. Table 4 provides an inventory of the segments of the City's recreational trail by length.

Table 3

Classification of Eau Claire's Park and Open Space Sites

Classification (acres)	Name	Size (acres)	Total
Neighborhood Park	Boyd	7.2	
	Buffington	11.7	
	Cameron	3.4	
	County Farm	10.4	
	Demmler	3.9	
	Grover Heights	8.9	
	Kessler	1.9	
	Lakeshore	2.8	
	McDonough	8.6	
	Mitscher	2.9	
	Newell	3.0	
	North River	1.5	
	Fronts	9.9	
	Oakwood Hills		
	Pinehurst	5.5	
	Princeton Valley	2.5	
	Sundet	5.1	
Westridge	7.5		
Zephyr Hill	5.2	101.9 acres	



City of Eau Claire

Map 1

Neighborhood Parks & School Open Space Sites

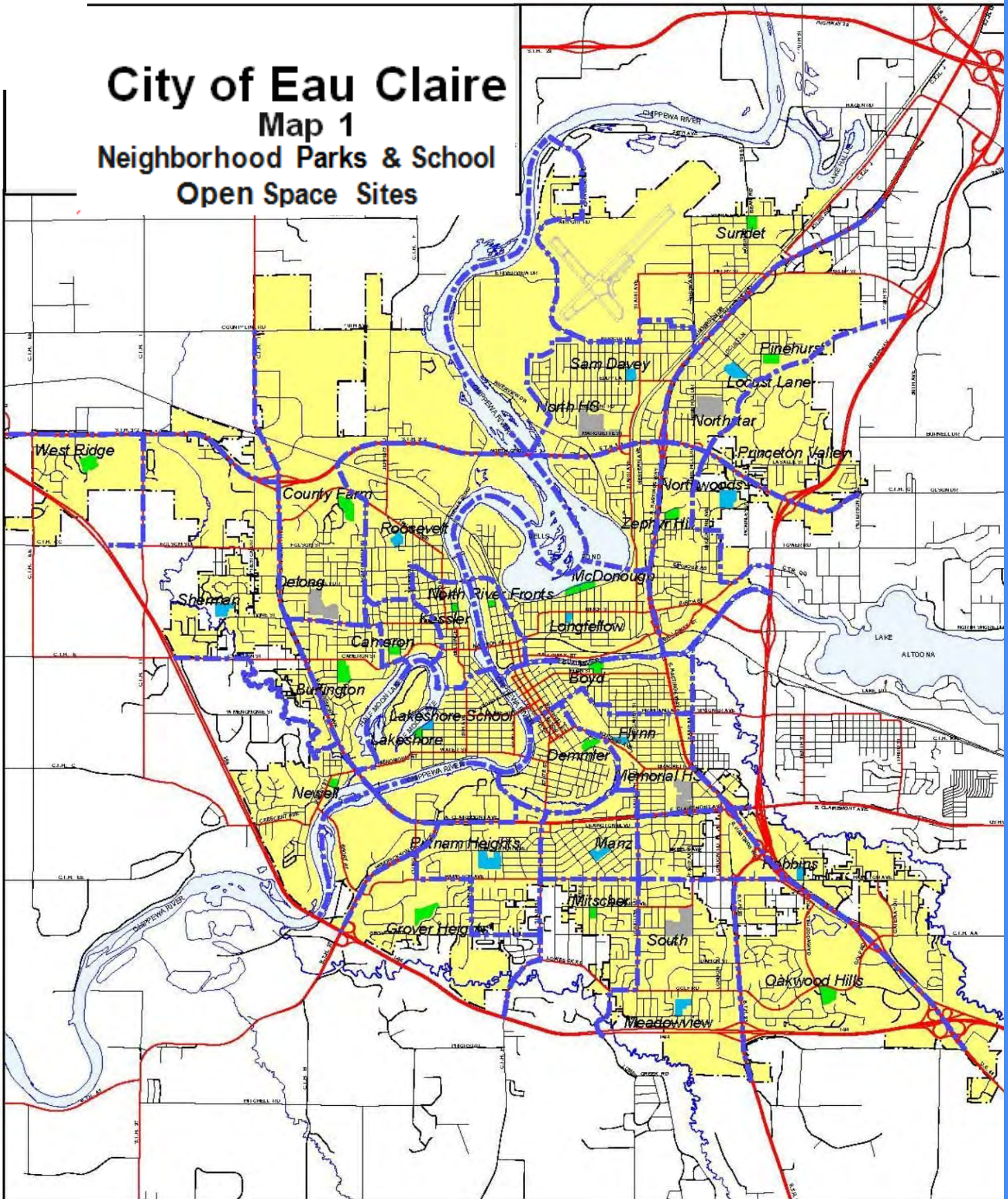




Table 8.2

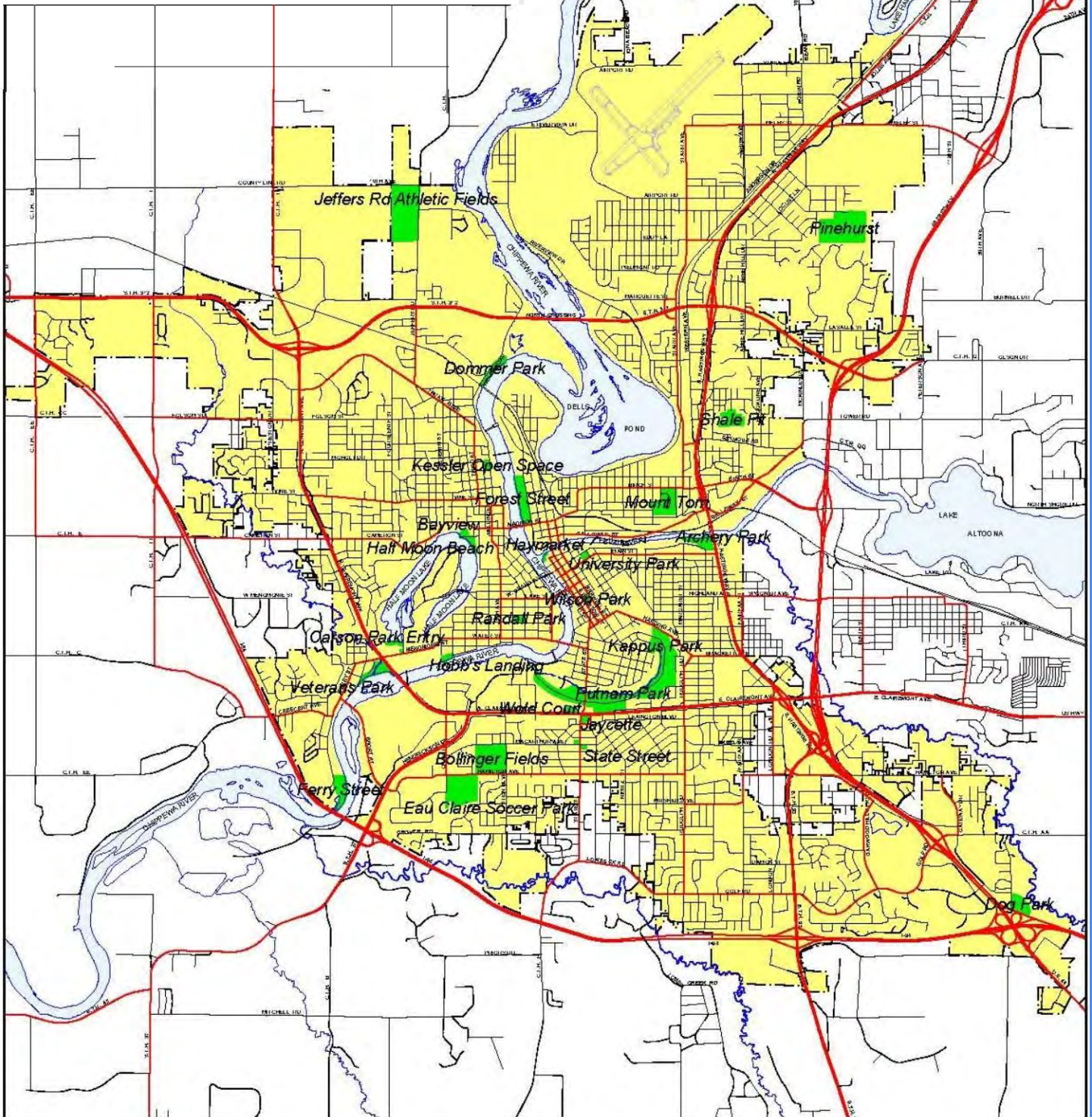
Classification	Name	Size (acres)	Total (acres)
Urban Park	Jaycette	2.0	
	Randall Park	2.9	
	State Street/MacArthur	1.2	
	University Park	1.3	
	Wilson Park	1.6	
	Wold Court	1.6	10.6 acres
Classification	Name	Size (acres)	Total (acres)
Community Park	Carson Park	120.7	
	Fairfax Park	74.4	
	Mount Simon	71.9	
	NW Community Park	109.2	
	Otter Creek Community Park	60.7	
	Owen Park	17.1	
	Phoenix Park	9.0	
	Riverview Park	27.5	
	Rod and Gun Park	28.8	519.3 acres
	Classification	Name	Size (acres)
Special Areas	Archery Park	7.9	
	Carson Park Entry	9.0	
	Dog Park	9.4	
	Domer Park	6.5	
	Ferry Street	11.8	
	Forest Street	16.8	
	Half Moon Beach & Bayview	4.1	
	Haymarket Park	.5	
	Hobb's Landing	2.4	
	Kappus Park	3.9	
	Kessler Hockey Bowl	1.9	
	Mount Tom	20.2	
	Pinehurst	53.4	
	Shale Pit	11.3	
	Veterans Park	7.1	166.2 acres
Classification	Name	Size (acres)	Total (acres)
Community Athletic Field	Eau Claire Soccer Park	35.8	
	Jeffers Road Athletic Field	40.0	75.8 acres



City of Eau Claire

Map2

Urban Parks/Special Areas/Athletic Fields





City of Eau Claire

Map3

Community Parks

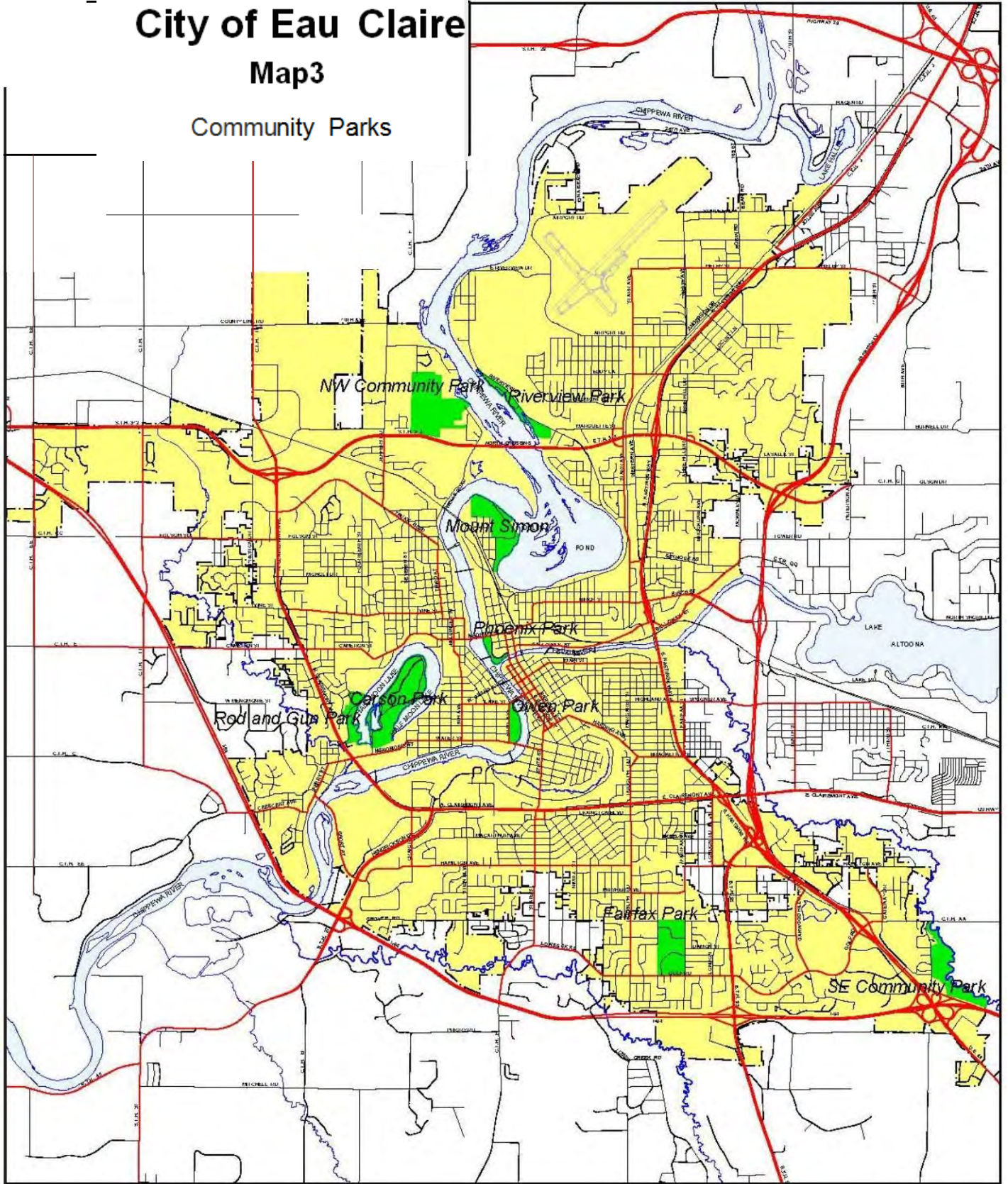




Table 8.3

Classification	Name	Size (acres)	Total (acres)
Waterfront & Parkway Areas	Thorpe Drive	0.8	
	Graham Ave. (E. Lake to E. Grand)	0.9	
	Graham Ave. (E. Grand to Eau Claire St.)	0.7	
	Farmers Store Park	0.2	
	Library (Farwell to Dewey)	0.2	
	Chamber Building (Farwell to Dewey)	0.3	
	NW Corner of Half Moon Lake	2.1	
	SE Shoreline of Dells Pond	8.0	
	SW Shoreline of Dells Pond	14.1	
	EC River (Boyd Park to Archery Park)	7.2	
	EC River/Trail – northside (N. Dewey to Eddy St.)	36.9	
	EC River – southside (S. Dewey to S-Bridge)	2.5	
	Old Wells Rd. (Folsom to North Crossing)	1.3	
	West Side RR (Cameron to Folsom)	11.5	
	1 st Ave. (Fulton to W. Grand)	3.0	
	1 st Ave. (W. Grand to W. Lake)	1.2	
	Trail System - Chippewa River (Water St. to Clairemont Ave.)	9.7	
	Trail System (Clairemont Ave. to S City Limits)	21.8	
	Trail System - east side Half Moon (Menomonie St. to Cameron St.)	14.0	
	Trail System (Whipple to 1 st Ave.)	1.6	138.0



Table 8.4

Trail Segments – Length		
Section Description	Length/Feet	
Chippewa River – Phoenix Trailhead to 5 th Ave.	9,113	
Chippewa River – 5 th Ave to RR Bridge	4,473	
Chippewa River – RR Bridge to South City Limits	4,512	
Half Moon Lake – RR Bridge to Lake St	4,667	
Half Moon Lake – Lake St to 1 st Ave	3,358	
Half Moon Lake – Fulton to Cameron St	1,834	
Phoenix Park – RR Bridge to Madison St	1,185	
Eau Claire River – Trailhead East to S Bridge	2,388	
Eau Claire River – S Bridge to Crossing of Galloway St	2,825	
Galloway St – North to North Crossing	11,321	
North Crossing to North City Limits	17,292	
South Side of Galloway St to River Prairie Crossing	5,853	
Boyd Bridge and Park Area	2,062	
Dewey St East to East of S Bridge	1,571	
Downtown – East Bank and Grand Ave Bridge	2,464	
UWEC Pedestrian Bridge	566	
Carson Park – Menomonie St to Causeway	5,157	
Buffington Playground to Rod and Gun Park	2,693	
Short Street Bridge	795	
Clairemont Ave – RR Bridge to Craig Rd	4,419	
Clairemont Ave – Craig Rd to S Hastings Way	14,253	
Clairemont Ave – S Hastings Way to East City Limits	651	
Hwy. 93 – Damon St	8,492	
Gateway Dr – Golf Rd to E Hamilton Ave	2,745	
Vine St Underpass	374	
Truax Blvd – N Clairemont to 14 th	4,561	
Epiphany Ln	1,449	
Old Wells Rd – Garden St to North Crossing	4,041	
North Crossing – Old Wells Rd to N Hastings Way	8,151	
North Crossing – N Hastings Way to East City Limits	12,632	
North Star Middle School Neigh Connections	3,353	
Bollinger Fields – Eau Claire Soccer Park Connections	5,463	
South Middle School Neigh Connections	1,392	
S Hastings Way – Eau Claire River to Fenwick Ave	9,371	
TOTAL	165,476	31.34 miles
Putnam Park – Garfield Ave to Putnam Dr.	9,371	
Altoona Pathways	41,592	

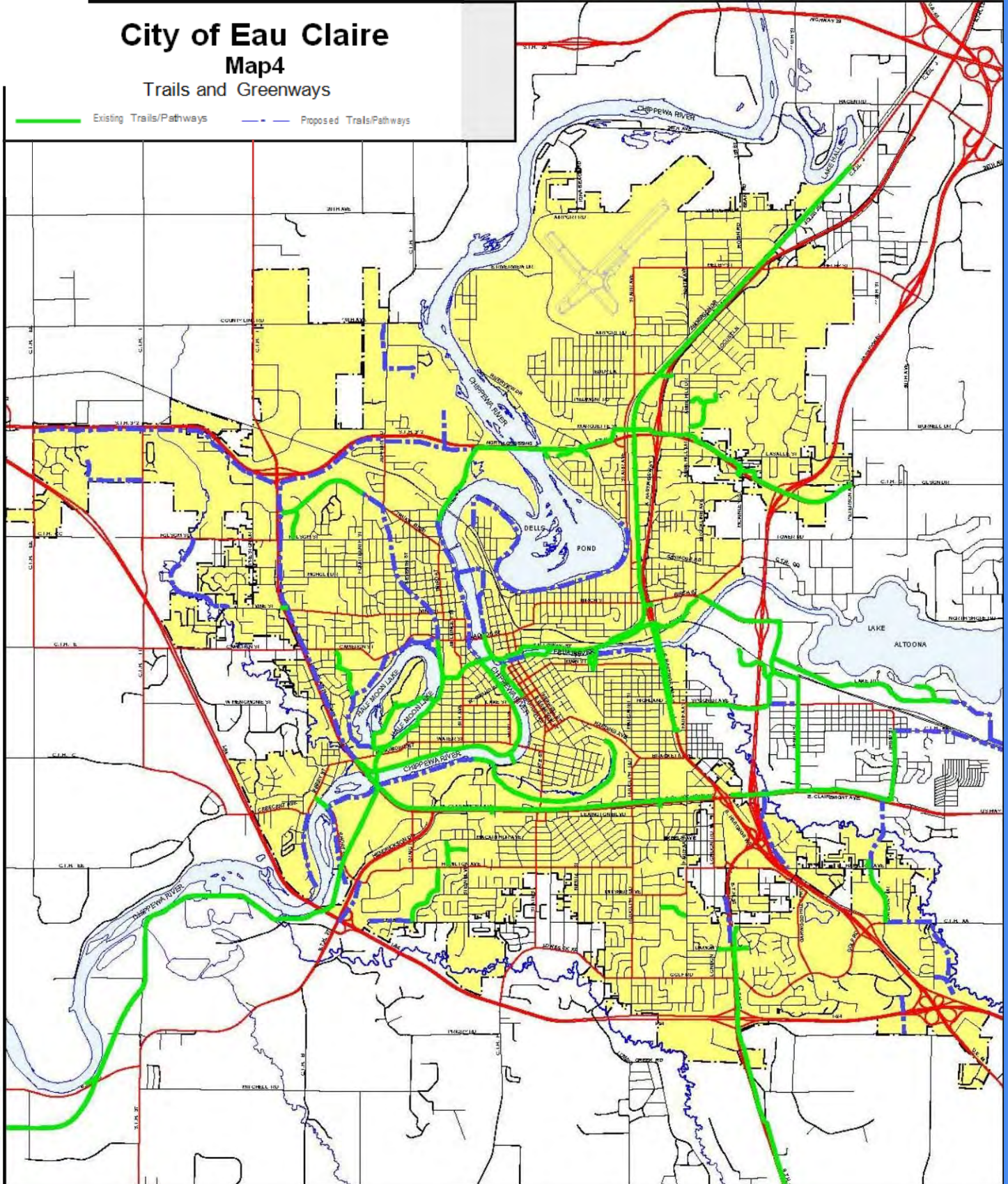


City of Eau Claire

Map4

Trails and Greenways

— Existing Trails/Pathways - - - Proposed Trails/Pathways





School District Open Space

The Eau Claire School District provides approximately 228 acres of recreational open space at 17 locations within the City of Eau Claire (see Map 5). These areas provide a wide range of facilities including: playground equipment at the elementary schools, tennis courts, basketball courts, baseball, football, and soccer fields, running tracks, large open play areas, etc. In addition, the School District and City have entered into a number of cooperative agreements, which enable the City to utilize various school sites for City-sponsored outdoor recreational activities and events. For example, several of the sites are utilized

by the City for their summer playground program and for the winter skating facilities and thus serve as neighborhood parks within the City. They also provide additional open space and play area for the neighborhoods in which they are located.

The size of the school sites within the City is summarized below in Table 5. These figures would include the elementary school sites where the City maintains a playground area and operates a summer playground program or operates a skating facility in the winter. Appendix A identifies the specific facilities and activities available at each of these sites.

Table 5

Classification	Name	Size (acres)	Total (acres)
School Sites	Davey	3.6	
	Flynn	5.2	
	Lakeshore	2.7	
	Locust Lane	9.5	
	Longfellow	2.5	
	Meadowview	5.0	
	Manz	6.0	
	<u>Northwoods</u>	14.0	
	Putnam Heights	13.4	
	Robbins	5.7	
	Roosevelt	4.5	
	Sherman	8.0	
	DeLong Middle School	30.4	
	<u>Northstar Middle School</u>	40.6	
	South Middle School	27.9	
	Memorial High School	21.4	
	North High School	28.4	228.8

University of Wisconsin-Eau Claire

The University of Wisconsin-Eau Claire (UWEC) owns or leases approximately 264.6 acres of land, which is used for a variety of outdoor recreational activities for its students and the general public. The largest of the University's properties is Putnam Park. Putnam Park is a 198.5-acre

tract of heavily forested land, which has primarily been kept in its natural state. It serves as a natural and wildlife and scenic area for the City of Eau Claire and as a natural arboretum for the University's research and study programs.



The park was donated to the City in 1909 with the provision that it is kept in a natural state. In 1957, the City deeded the property to the then, State Teachers College, now UWEC. In order to maintain community ties, a Park Commission composed of City and University representatives, subject to the Chancellor's approval, administers the park. A major portion of the park has been declared a scientific interest area.

A self-guiding trail has been built through part of the park and is a valuable resource for nature lovers. Along the trail, and throughout the park, over 400 species of trees, shrubs, and herbaceous plants may be found. Various animal life also has discovered this sanctuary in the middle of the City.

The University also owns or leases four sites totaling approximately 66.1 acres, which are developed for active recreational activities, such as softball, tennis, and basketball. Three of these sites are located on the upper campus area and include Simpson Field, which is located southeast of McPhee Physical Education Center; ball field facilities north of Sacred Heart Hospital; and an area south of Governor's Hall and Crestwood Commons. These three facilities provide 14 tennis courts, basketball courts, and softball fields; as well as open areas for soccer and football.

The remaining area owned by the University is a 36.8-acre tract of land called Bollinger

Field, which is located north of Hamilton Avenue and west of Stein Boulevard. This athletic field complex has been developed for baseball, softball, and soccer. The City of Eau Claire has entered into a cooperative agreement with the University for utilization of the fields for city-sponsored leagues.

State and County Park and Open Space Facilities

There are a number of parks and open space areas in the vicinity of Eau Claire that should also be considered in the planning process for the City's park system. These parks are summarized below in Table 5 along with the facilities developed at each site. Although not included in the acreage summary of parks within the City, these areas are regularly utilized by residents of the City.

Due to their larger size they offer a variety of amenities and recreational activities, while at the same time maintaining a very natural and wild environment, which generally can't be provided within any of the more urban parks with the possible exception of Carson Park and Mt. Simon Recreational Area. Facilities commonly provided include: camping, boating, swimming, fishing, hiking, picnicking, nature trails, etc. As noted in the introductory section, a detailed listing of open space facilities is contained in the 2006-2010 Eau Claire County Outdoor Recreation Plan.

State and County Parks Near Eau Claire

Big Falls Co. Park				•			•									•			
Coon Fork Co. Park	•	•		•	•	•	•			•	•	•	•	•		•	•		
Harstad Co. Park	•			•	•		•			•		•	•			•			
Lake Altoona Co. Park		•		•	•	•	•	•	•	•	•	•	•		•		•		
Lake Eau Claire Co. Park			•	•	•	•	•	•	•	•	•	•	•			•			
Phillips Co. Park		•		•	•					•					•				
Lowes Creek Co. Park				•	•					•			•	•		•			•
Beaver Creek Reserve	•	•								•			•	•			•	•	
Tower Ridge Co. Ski Trail		•													•		•		•
Lake Wissota State Park	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•



PARK AND OPEN SPACE PROJECTS

This section sets forth the listing of projects that address deficiencies and needs in the City's park and open space system. It is based on the City's Comprehensive Plan and a detailed review of the current conditions of existing park and open space areas and their facilities. The trends, policies, standards, and background information contained in this plan were also considered in this process.

It is important to emphasize that the actual timing of these projects is dependent upon a number of factors, including:

- The availability of funding from the City's general fund on a year to year basis;
- The availability of grant funds for particular projects;
- The timing of other capital improvement projects in the vicinity of a park facility;
- The timing and availability of private fund raising efforts for projects;
- Changes in recreational demands and needs of the community;
- Opportunities to consolidate the bidding of projects or materials in an effort to reduce unit costs.

The priority and completion time-frame for the projects will be evaluated each year using these factors as the City prepares its annual 5-Year Capital Improvement Program.

9.0 Operations and Maintenance Analysis





Highlights

- The department conducts a Strategic Planning process every 5 years. Input for this process is provided by staff from all levels of management, front line and administrative assistance personnel. Strategic planning provides a look at department strengths & weaknesses both internal and external, and comparisons to other like agencies.
- The department also conducts a comprehensive community survey every 5 years. The survey results are analyzed and inputted into the 5 year capital improvement plan to the greatest extent possible, and also utilized as a guiding reference for the 5 year Park and Open Space Plan
- The City of Eau Claire has dramatically added to its recreational trail system and park acreage & infrastructure in the past 12 years

Introduction

The Eau Claire Community Services Department (Park, Recreation, and Forestry) have responded to the challenges in the industry of doing more with less, and yet maintaining a high standard of care and service delivery. As park infrastructure and facilities increased Department Staff have found efficiencies in re organization, creative scheduling, and revising approaches to key tasks and responsibilities.

A closer look into the Park Recreation and Forestry Divisions through analysis and outreach some themes became evident.

- Customer satisfaction (general public, residents and users) remains largely satisfied with the level of maintenance and variety of opportunities available.
- The public's expectations and desire for instant information is a challenge
- Aging infrastructure (stadiums, athletic fields, trails, irrigation systems etc.) is and will continue to be a challenge to be addressed in future years.
- A majority of city playgrounds are reaching maturity at the same time. Replacements will have to follow a tight timeline as budgets allow.
- Preventative maintenance intervals will be a key component to manage costs.

Staff

Department staff is dedicated devoted and passionate to the Eau Claire Park,

Recreation & Forestry mission. This attitude is evident throughout the organization from senior management to the front line employees. A cross section of staff is involved with safety committee meetings, process improvement meetings, seasonal planning, and preparation sessions. Employees actively consider how to make the department maintenance activities more efficient and effective. Front line employees often find themselves in a position of public interaction and routinely answer questions and take public input.

Infrastructure

Infrastructure is aging and the Department's capacity to remedy is challenged by limited funding. As budgets allow, all park maintenance improvement projects and additions are prioritized with respect to needs, public safety, and strategic direction. Invasive species control has increasingly become a bigger part of park maintenance responsibilities. Half Moon Lake has been intensely managed to eradicate curly leaf pond weed and Eurasian milfoil. Japanese Knot Weed and Buckthorn also have a presence in the parks open space and staff has conducted initiatives to control these invasive plants.

Equipment:

Equipment required to adequately manage and maintain city parks and forests has been adequate. A fresh approach to vehicle replacement schedules is primarily responsible for this. Seasonally, with the addition of part time staff, the division



experiences vehicle shortages at times, but assigning personnel to satellite parks alleviates most of this problem so staff does not have to compete for equipment.

Playgrounds

Playground safety inspections are on-going. Two front line staff and one supervisor have attained playground safety inspection certifications. A recurring fund in the city's capital improvement plan allows for playground equipment repairs as needed due to incidents of vandalism or other failures.

Vegetation

Park turf is identified by three classifications:

- a. Class I - athletic field turf, irrigated, and on an intense fertilization and weed control program
- b. Class II - turf in neighborhood parks, non-irrigated and mowed a minimum of once per week
- c. Class III - turf in special areas and right of ways, non-irrigated, and mowed up to 4 times annually

An increasing number of landscaped areas have been converted to low maintenance perennials. These same flower beds were primarily planted with annuals in the past. Converting to low maintenance plants allows staff to manage vegetation less frequently, and yet these landscaped areas remain attractive throughout the season.

Park Maintenance and User Group agreements

Without involvement from key user or interest groups a number of park improvements and renovations would not have been possible. Some examples include:

- a. Chippewa Valley Pickleball Association. This group successfully fundraised to install 6 new pickleball courts and renovate 6 additional courts from a failing tennis court in McDonough Park.

- b. Outdoor Moore provided major donations and in-kind services to create a terrain park, cross country skiing trails, mountain bike trails, tubing, and sledding runs at Pinehurst Park.
- c. National Little League and Softball Association. Provided funding and in-kind service to construct Jeffers Park, softball/little league baseball complex, restrooms, and concession building
- d. Miracle League. Successfully funded to install an all-inclusive baseball field for persons with disability and mobility challenges.
- e. Community Gardeners. Community gardening enthusiasts worked with the department to establish community gardening space at 4 locations in the city.

Sustaining Maintenance Levels

Eau Claire Park, Recreation, & Forestry has endured reduced staffing levels over the last 12 years while still maintaining a high level of care for facilities for the general public. Park operations are more efficient compared to years past due to reorganization efforts, process improvements, and union / management relationships. Challenges certainly lie ahead with upcoming development in the city. Haymarket Landing and The Cannery District are parks in various stages of completion. The Park Maintenance Division will be involved to a high level in the usual and customary care of these new facilities. Strategies for best management of new and existing parks will need to be examined. Outside sources may come from contracted services, partnerships with local organizations and agencies, volunteerism, gifts, and grants. Over the past two decades special event requirements, limited budgets, and an economic downturn have seen the current level of staffing evolve more towards daily routine maintenance set up and take down activities. Special projects do pose more challenges, but outsourcing often times has been more effective when balancing trying to balance projects with



usual and customary maintenance. Outreach and surveys continue to show strong support for sustaining and expanding the City’s park resources. A key to successful navigation for the next two decades will be to find ways to address the deferred maintenance and aging

infrastructure systems. With limited funding and increased demands on the park system, the City of Eau Claire Community Services Department will need to look to creative relationships that benefit the community and set up the Park, Recreation, & Forestry Divisions for success.

Table 9A

Personnel						
	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Number of funded employees at your agency:						
a. Number of full-time employees	28.25	42	24	39.76		16.5
b. Number of non-full-time employees	132	425	174	196		100
Percentage of total full-time equivalents (FTEs) involved in the following operational areas:						
a. Administration	16.7%	0.0%		19.1%		20.0%
b. Operations	13.3%			16.9%		5.0%
c. Maintenance	63.3%			46.3%		56.0%

10.0 Forestry Planning Analysis





Forestry Planning Analysis

The City of Eau Claire is a thriving municipality that combines beautiful neighborhoods, parks, and recreational opportunities to create an attractive community in which to live, work, and play. The economic health of Eau Claire is closely related to the ability of its municipal government to supply its citizens and visitors with efficient services, safe public spaces, and properly maintained infrastructure. Trees are an integral asset within the community and with the proper care will continue to appreciate in value.

Trees provide significant economic, functional, and structural benefits to the community that help improve the quality of life within the City. When property maintained, trees return overall benefits and value to the community far in excess of the time and money invested in them for planting, pruning, protection and removal.

The City of Eau Claire conducted a street tree inventory of its public streets in 2007 – 2008. The City has commissioned this Management Plan to report on the inventory findings, evaluate the current condition of the public trees, and to establish an effective planning and management program for this valuable resource. This document will review current conditions and explore future management options.

Resource Structure

Based on Eau Claire's tree inventory, the City's public forest contains:

- A total of 28,815 publicly managed street trees and an additional 6,500 park trees.
- Eau Claire has 11,438 (38.89%) maples (Acer); 9,299 (31.62%) ash (Fraxinus); 2,458 (8.36%) linden (Tilia); 736 (2.5%) oak (Quercus); 715 (2.43%) elm (Ulmus); and 663 (2.25%) apple (Malus) trees.
- 29.83% of the trees are less than 6 inches in diameter at breast height

(DBH); 38.30% established trees (6- to 12-inch DBH); 29.50% maturing trees (12- to 24-inch DBH); and 2.38% mature trees (>24-inch DBH).

- Of Eau Claire's inventoried tree population, 74.61% rated in Good condition (21,500); 17.43% (5,023) rated in Fair condition; 7.57% (2,182) rated in Poor condition; and 0.38% (110) rated as Dead. Eau Claire has 522 ideal planting sites and 71 stumps.
- In Eau Claire, the estimated canopy cover of just the inventoried trees (in maintained areas) is 314 acres, approximately 1.45% of the City's total urban tree canopy, with a canopy cover of 18.01% of the total streets and sidewalks.
- Eau Claire's primary annual maintenance goals are 150 (0.52%) Removals: 18,972 (65.84%) trees for Routine Pruning; and 9,693 (33.64%) trees for Training Pruning.

Resource Function and Value

The cumulative value provided by Eau Claire's public trees is averaged to be \$82 per tree annually, for a gross total of \$1.9 million annually. The City's trees conserve and reduce energy, reduce carbon dioxide levels, improve air quality, mitigate storm water runoff, and provide other benefits associated with aesthetics, increased property values, and quality of life. Eau Claire's public trees are providing the community substantial annual benefits such as:

- Inventoried public trees reduce energy and natural gas use in Eau Claire from shading and climate effects equal to 3,443 MWh (Megawatt-hour) and 458,584 therms, for a total savings valued at approximately \$710,744, with a City-wide average of \$24.67 per public tree.
- Public trees in Eau Claire reduce atmospheric CO₂ by a net of 6,239 tons per year, valued at \$91,122, for an average net benefit per tree of \$3.16.



- The net air quality improvement from the removal and avoidance of air pollutants is valued at \$110,849 per year, with an average net benefit per tree of \$3.85.
- Eau Claire's public trees intercept 24.25 million gallons of storm water annually. The total value of this benefit to the City is \$656,571 per year, for an average value of \$22.79 per inventoried tree.
- The estimated total annual benefit associated with increased property values, aesthetics, and other less tangible improvements is \$806,057 per year, for an average of \$27.97 per inventoried tree.
- When the City's annual tree-related expenditures are considered, which are reported to be approximately \$486,300 per year, the net annual benefit (benefits minus costs) to the City is \$1,889,043.
The average net benefit for an individual public tree in Eau Claire is \$65.56 per year. The City of Eau Claire receives \$4.88 in benefits for every \$1 spent on its municipal forestry program.

Management Recommendations

Eau Claire's public urban trees resource provides the community with many benefits. Sustainably managing this resource requires constant attentions and commitment by educated talented people. The urban environment is not a natural environment for trees and, therefore, the urban tree needs management to deal with compacted soils, pollution, limited growing space, insufficient nutrients, as well as invasive exotic pests. To maximize the benefits of Eau Claire's resource and ensure sustainability, the following management practices should be implemented:

- Many of Eau Claire's top performing species, such as silver maple (*Acer saccharinum*), in terms of benefits provided, dominate the mature size classes. These types of trees require increased maintenance, and if the City

wants to continue to receive these benefits, then the City will need to be committed to either maintaining or replacing them.

- With a benefit-cost ratio of \$4.88 and a benefit value of \$82.43 annually per tree, Eau Claire can justify an increase in maintenance activity to increase the annual benefits of the public trees. Eau Claire should aim for a benefit value of \$100 per tree and a benefit-cost ratio of \$5.
- Continue to maximizing tree benefits by planting the "right tree in the right place". Ensure that all plantings are maximizing the potential grow space.
- **Reduce dependence on maples and ash** through careful species selection to achieve greater diversity and guard against catastrophic losses. Currently, maple and ash combined comprise approximately 71% of Eau Claire's inventoried public trees. It is recommended that no species represent more than 10% and no genera represent more than 15% of the total population.
- **Prepare for exotic invasive pests** such as emerald ash borer and gypsy moth. Gypsy moth is gradually spreading into the area and can be expected to reach outbreak levels within the next decade. Gypsy moth attacks any types of trees, and can cause tree decline and death with repeated years of defoliation. Beyond its impact on tree health, the public nuisance value of this insect is extremely high.
- **Continue strengthening the City's network of partners** and urban forest managers to work together towards the common goal of an improved, more functional, and sustainable public tree resource.
- Eau Claire currently invests approximately \$486,300 in urban forestry activities. It is recommended that the City invest an additional \$100,000 to \$150,000 to address priority



removals and routine maintenance needs, not including EAB.

- The City is commended and should continue to have a commitment to

maintaining a high level of employee education and certifications.

11.0 Level of Service Analysis





Level of Service Guidelines

During the 1980's, a set of standards was developed by the National Recreation and Park Association (NRPA) to assist agencies in measuring Level of Service (LOS) and help determine whether jurisdictions were meeting suggested "norms" with regard to types of parks, the amenities that should be in a park, and how many acres of parkland an agency should have. These guidelines are a starting point, as they do not take into account the unique qualities and needs of communities across the country. Local trends, climates and the popularity of some activities over others often dictate a greater need for particular facilities. The guidelines serve as a good baseline for determining a minimum standard for parks and primary amenities. These guidelines, coupled with input received from the community, analysis of participation numbers for various activities and comparisons to similar communities, provide the necessary additional information for determining the number of facilities that are appropriate. These guidelines, last updated in 1995, provide a template of typical park classifications, recommended number of acres per system, and recommended service levels based on population. Since these guidelines are relatively outdated, they are strictly intended as a guideline and do not take into account the unique character of any given city. The types of parks that can be included to meet the standards can be a combination of the following classifications as determined by the NRPA:

- Regional Park
- Community Park
- Neighborhood Park
- School Park
- Mini Park
- Special Use Park
- Greenway
- Natural Resource Area/Preserve

Each classification is based upon the types of amenities, size, service area, and access

to the facility. A detailed description of the different types of parks as defined by the NRPA guidelines and the Eau Claire adapted classifications are detailed in the next section.

Park Classification and Distribution Analysis

Utilizing the park categories as developed by NRPA as a guideline, existing parks in the City of Eau Claire were classified as Community, Neighborhood, Urban, Community Athletic Fields, Waterfront and Parkway Areas, or Special Area. Eau Claire Parks, Recreation and Forestry adapted the NRPA guidelines to fit its system, because the agency has some facilities that do not easily fit into the NRPA classifications. In addition, Eau Claire Parks, Recreation and Forestry has some maintenance responsibilities for other City of Eau Claire facilities such as City Hall.

The Eau Claire park system includes 43 outdoor facilities/parks distributed across the City. The park system provides a diverse selection of amenities through the variety in size and programming at each facility. Generally, the Community Parks and Community Athletic Fields provide lighted facilities for organized athletics, larger play grounds, lakes, and niche assets such as skate parks, dog parks, etc. The smaller Neighborhood and Urban Parks also play an important role in the system by providing picnic pavilions, small play grounds, basketball courts, and informal athletic fields within neighborhoods. Overall, the Eau Claire park system provides a comprehensive system of open green spaces available for public use.

Eau Claire Park Classifications Neighborhood Park

A neighborhood park is a "walk-to" facility, serving people within the immediate residential area. The City of Eau Claire has traditionally used a half a mile radius as the guideline as to how far a home should be from this type of facility. Neighborhood parks may often adjoin and complement



school facilities that may be in the same neighborhoods. The neighborhood park as opposed to an urban park generally is a more active area than passive area and provides recreation facilities such as field areas, basketball or hard court surfaces, skating, etc. In Eau Claire, the standard for neighborhood parks typically includes a neighborhood shelter house, an open field area for activities such as softball or soccer, a hard court surface, play equipment, lighting, landscaping and off street parking. As new shelter houses are constructed and renovated, the City has been attempting to provide restroom facilities within these buildings. Some neighborhood parks may have additional amenities or may not have all the normal amenities based on the size of the parcel or the desires of the neighborhood. Play equipment is generally designed for the 6 to 14 year old children. The unit usually includes a swing set with at least one tot seat. At most sites, the City operates an eight to ten week supervised summer program and eight to twelve weeks supervised winter skating program. Eau Claire currently has a variety of sizes of neighborhood parks. The smallest consists of 1.9 acres at Kessler to 11.7 acres at Buffington. The smaller the size of the facility, the less ability the City has in providing needed amenities. Ideally, neighborhood parks should have enough area to provide an active area as well as a passive area. Although many of the older, existing parks may not meet the recommended size standard of five to fifteen acres, the City should strive to acquire sites of this size when obtaining land for new neighborhood parks.

Urban Park

An urban park generally provides areas for more passive recreational activities for all age groups. The primary function of these facilities is to provide open space where population densities are fairly high, where the city is highly urbanized and where green spaces are limited in number or quite small in size. Therefore, these parks are

generally within or in close proximity to intensely developed areas such as the City's Central Business District. Facilities at these parks will vary according to the size of the site. In most instances, picnic tables and/or benches, walkways, special plantings, commemorative plaques or statues and fountains are common. Eau Claire has no established standard for service area or size for urban parks. Most of the urban parks in the City are parks that were donated to the City in the early part of the City's history and range from 1.2 acres to 2.9 acres in size.

Community Park

A community park in Eau Claire is a facility designed to provide a combination of passive and active recreational activities for the whole City. A community park should also provide a wide variety of activities so that it serves a substantial portion of the community if not all of the community. They are typically destination spots for the residents of the entire community because of either the natural amenities of the park or because of the facilities provided. A community park is larger than a neighborhood playground or park usually consisting of 75 to 150 acres or more; however, some may be substantially smaller (Phoenix Park is an example of a smaller community park.) Amenities of a community park will depend greatly on the natural features of the park and the needs of the community. Community parks should be dispersed throughout the community; however, their location is highly dependent on the ability to secure a site large enough, which provides the natural amenities and/or physical features. Community parks may be land or water based, but should have an amenity of a large enough nature to attract residents from throughout the City. Amenities of this nature may include but would not be limited to a large group picnic area, a community swimming pool, a boat landing, a large scenic overlook or amenities of similar magnitude. Community parks should be located on or within close



proximity to collector or arterial streets to provide easy access from throughout the community. If the community park is large enough, it may also have an interior road system to provide access to various parts of the facility. Community parks should be well buffered from adjacent residential areas since they are designed to draw large numbers of people. Eau Claire currently has nine community park areas. They range in size from Carson Park being the largest at 120.7 acres to Phoenix Park at 9.0 acres. It should be noted that although Phoenix Park does not meet the acreage criteria for a community park; it functions as such with amenities such as: the trail head facility, Farmers Market Pavilion, its scenic location along the river and labyrinth, it functions as a community park.

Special Area Facilities

Special area facilities play an important role in fulfilling the community's needs for outdoor recreation activities. These facilities are provided for the benefit of the entire community, but because of their specialized nature have not been incorporated into a community park category. Generally, these facilities have been designed to provide one major activity on the site with secondary activities provided only if the area is of sufficient size. Although these areas may operate separately from the other parks in the City, they are an integral component of the entire park system. Special areas may provide facilities for such activities as hockey, archery, skiing, dog parks, scenic overlooks and/or trails. There is no national standard for the number or the type of these facilities; rather they are developed based on local need and community interest.

Community Athletic Fields

In the past, athletic fields have traditionally been incorporated into one the special area facility classification. However, it was decided in the 2005 Comprehensive Plan to separate athletic fields into its own classification due to the unique nature of these facilities. The Eau Claire Soccer Park is an example of this type of facility. The

development of major complexes such as this provide benefits in clustering fields in one location by providing greater ease of maintenance and minimizing conflicts between various recreations uses and neighboring properties.

Waterfront and Parkway Areas

Waterfront and parkway areas typically are corridors of land owned by the City, which abut either a lake or river, or connect park facilities. The width of these areas may vary from 10 feet to over 100 feet, dependent on the characteristics of the site. In many cases, these corridors provide an opportunity for public access to portions of the City's waterways. These waterfront and parkways areas may be developed with an improved trail system or be kept in its natural state depending on the location. Facilities that can be provided within these corridors include bicycle/pedestrian trails, benches, overlooks or lookouts and small picnic areas. Parking and restroom facilities should be provided periodically along the trails. The City does not have a specific standard for its waterfront and parkway areas. However, it should be the policy of the City that the City owns these corridors and that they are accessible to the residents of the area. Buffers between residential, commercial and other development should be maintained. Refer to the 2012 Waterways Plan which discusses visual and physical access to the waterways in more detail.

Level of Service Analysis

Park Area per 1000 Residents

While the old guidelines are intended to only be a guide, they do serve as a benchmark in which to evaluate the service being provided in a geographic area, in this case, within the municipal boundaries of the City of Eau Claire. The guidelines recommend a park area ratio of between 6.25 (minimum) and 10.5 (optimal) acres per 1,000 residents. A customized report from the 2016 NRPA Park Metrics database indicates the median park area ratio of 10.6



per 1,000 residents among all reporting jurisdictions. Eau Claire manages 1,122 acres of parkland, calculating to 16.75 park acres per thousand residents. This is above the recommended optimal level of 10.5 acres/1,000 residents.

Table 11.1 shows the NRPA guidelines recommend minimum and maximum standards as well as the current level of service being provided by the City of Eau

Claire. The information in Table 11.1 will be used for the development of recommendations for new facilities and renovation projects. Deficiencies in the current service patterns, facility distribution, and community demand for improved service and specific amenity needs will result in facility recommendations for both existing facilities and future development.

Table 11.1 Eau Claire LOS Parks/1000 Residents

Population 67,545	Minimum NRPA Guideline	Maximum NRPA Guideline	Eau Claire Current Service Level	
	Min acre/1000	Max acres/1000	Current acres/1000	Acres Provided
Community Park	5	8	7.7	519.3
Neighborhood Park	1	2	1.5	101.9
Urban Park	.25	.5	.16	10.6
Special Area Facilities	NA	NA	2.5	166.2
Community Athletic	NA	NA	1.1	75.8
Waterfront/Parkways	NA	NA	2.1	138

Park and Recreation Assets

In addition to acreage for park facilities, programmed assets (a.k.a. – amenities) within the parks have also been evaluated against agencies that provided data for Park Metrics for 2016. This allows the City staff to benchmark Eau Claire against other agencies across the nation to determine the amenity shortfalls and overages in the current system, weigh them against community needs and desires, and plan for additional facilities as existing parks are updated and new park land is acquired (Table11.2).

Table 11.2 shows the median population per facility type for jurisdictions that participated in the 2016 Park Metrics database. Comparison to the 2016 data shows that the number of facilities in Eau Claire is below the median in recreation centers, senior centers, outdoor pools, tennis courts, and youth baseball fields. However, the data suggests that there are an adequate number of basketball courts, stadiums, adult baseball fields, youth and adult softball fields, multipurpose fields, outdoor ice rinks, playgrounds and indoor sheets of ice.



Table 11.2 Park Metrics Population per Facility Comparison

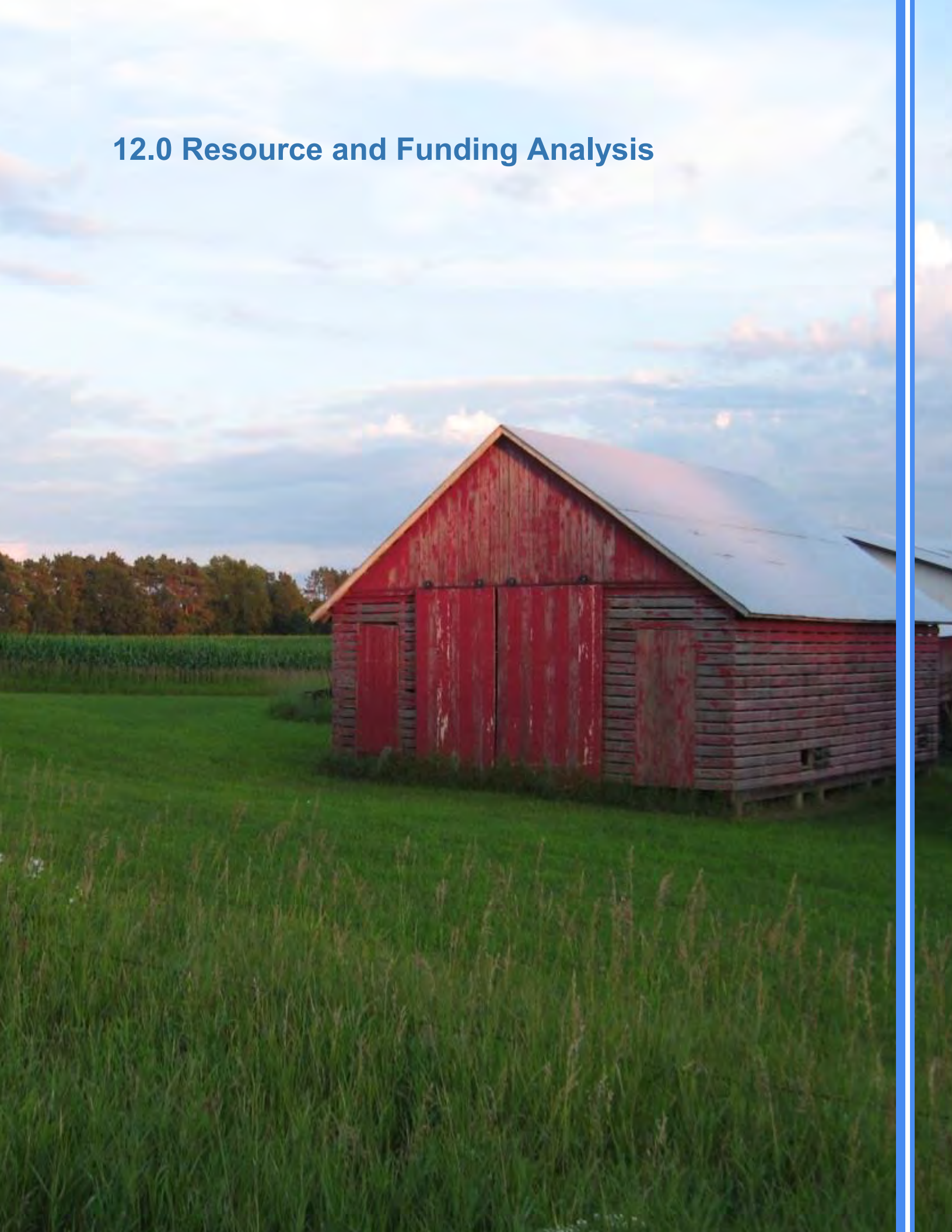
	2016 Park Metrics Median Population per Facility All Agencies	Eau Claire Population Per Facility
Recreation/Community Centers	26,296	0
Senior Center	46,406	67,545(not operated by ECPRF)
Outdoor Swimming Pool	30,999	67,545
Basketball courts (outdoor)	6,528	5,196
Tennis Courts (outdoor)	4,111	8,443
Stadiums	69,497	33,772
Baseball Field Youth	5,667	9,649
Baseball Field Adult	16,590	9,649
Softball Field Youth	9,255	7,505
Softball Field Adult	12,230	7,505
Multi-Purpose Rectangular Field	7,120	7,505
Outdoor Ice Rinks	11,257	9,649
Playgrounds	3,055	2,598
Indoor Sheets of Ice	26,473	22,515

Key Findings

Like the park area statistics, the facilities statistics are valuable because they are the only available means of comparing jurisdictions. Unfortunately, the fact that some of the data in these reports is contradictory further highlights the difficulty that these agencies have in collecting reliable data. It also emphasizes the value of the results of the community survey in

gauging the facility needs of the Eau Claire Parks and Recreation system. In general, the NRPA data indicates that some Eau Claire facility numbers are lower than other reporting jurisdictions and this should be considered in conjunction with the community survey results to prioritize the planning for new facilities.

12.0 Resource and Funding Analysis





Beginning in 2011, the State's levy limit program requires municipalities across Wisconsin to limit the growth of their levies for municipal operations to a function of the property value growth in their communities. In theory, the levy for operations should be sufficient to fund increased service demands brought on by growth in the community. However, not included in the State's levy limit calculation are adjustments for inflation that impact the cost of goods and services the City requires. Inflationary increases impact goods and services such as the cost for asphalt, employee health insurance, and other economic adjustments. Consequently, levy does not keep up with cost inflation; much less cover the service demands that come with new development.

In order to meet rising service demands in light of fiscal constraints the City employs a carefully planned budget and continuously considers efficiencies and cost saving measures. The City's budget process is collaborative and involves input from every department in the organization. A collaborative approach ensures resources are directed to the City Council's highest priorities and provides an opportunity to analyze existing service delivery methods.

The City continuously analyzes existing service delivery methods and achieves efficiencies where possible. Efficiencies are often gained through the use of various technologies that reduce labor time or otherwise optimize existing processes. Staff are needed to maintain, repair, and eventually replace the various technological equipment employed by the City. As more technology is added within the organization

this need will increase. In addition to anticipating technological changes the proposed budget plans for the anticipation that parking enforcement services will increase downtown. As downtown development continues and the area becomes an increasingly attractive destination the City recognizes the need to provide for adequate parking enforcement.

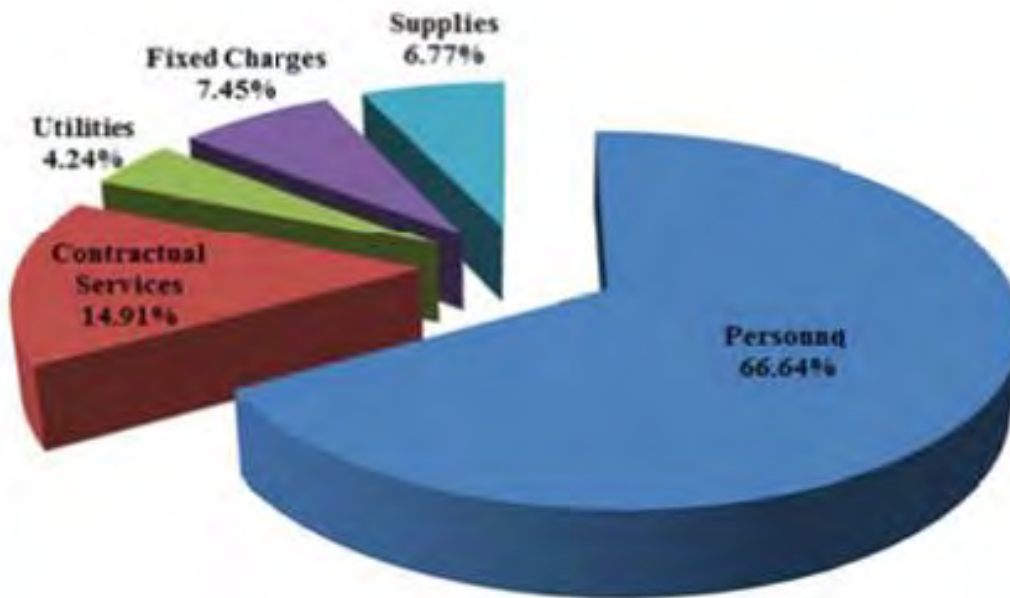
The proposed budget also affirms some of the City's prior commitments. Economic development continues to be a priority for the organization and the proposed budget continues the commitment of creating stability in the City's Economic Development Fund.

The City as an organization is only as good as its people. That philosophy drives the organization's commitment to its employees and this proposed budget reflects that commitment. The Operating Budget supports the City's objectives to provide competitive wages along with funding for training opportunities and high quality equipment.

This proposed budget reflects an organization that seeks to respond to service delivery changes while remaining committed to core initiatives and values. As one of the fastest growing communities of its size in the state the City will continue to seek ways to fund an ever-changing landscape of service demands. Funding such flexibility must be coupled with providing the financial capacity to continue the City's commitment to existing initiatives and values.

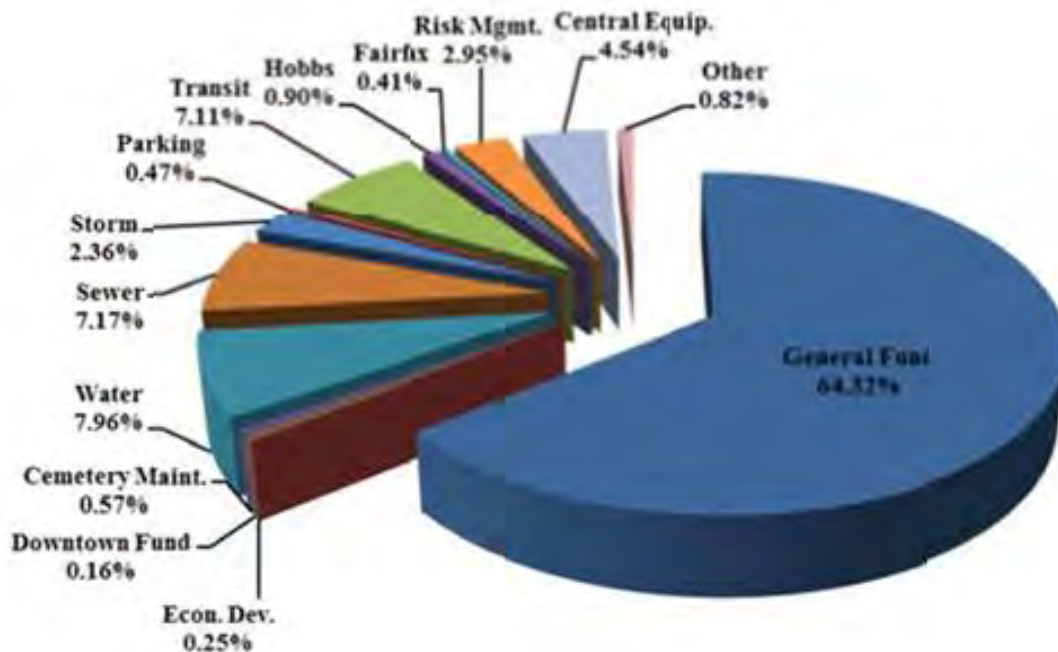


Table 12.1



Operating expenditures are broken down into a number of categories, and as illustrated in the pie chart, personnel and related costs represent a expenditures majority (66.64%) of operating followed by contractual services (14.91%), fixed charges (7.45%), supplies (6.77%), and utilities (4.24%).

Table 12.2



The operating budgets are comprised for the City of Eau Claire of various funds, as illustrated in this pie chart. The General Fund accounts for most of the City's core services and represents



64.32% of the operating budget, followed by the Water Utility (7.96%), Sewer Utility (7.17%), Transit (7.11%), Central Equipment (4.54%), and Risk Management (2.95%).

GENERAL FUND

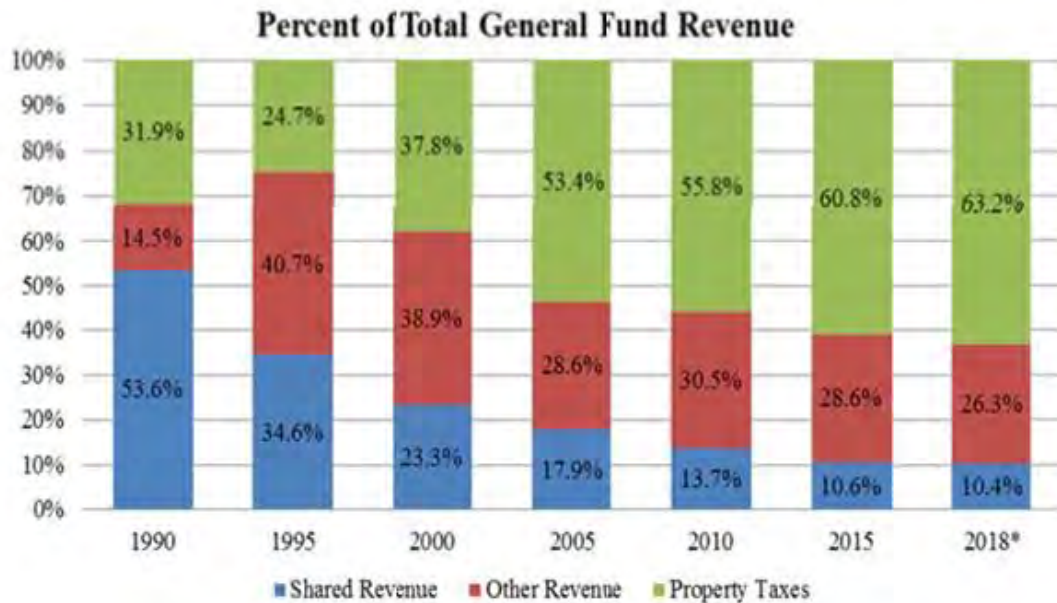
The General Fund is the largest of the City’s operating funds and provides for City services most familiar to residents, with the primary source of revenue being the property tax. Police and fire protection, snow plowing, street maintenance, recreation programs and maintenance of parks and ball fields, along with support services are all paid for through the General Fund.

Table 12.3

	2016 Actual	2017 Adopted	2017 6 Month Actual	2017 Projection	2018 Proposed
Revenue s & Other Financing Sources:					
Taxes & Special Assessments	\$ 37,446,608	\$ 44,093,300	\$ 29,034,242	\$ 44,093,300	\$ 45,533,900
Intergovernmental	11,838,533	11,757,000	2,003,892	11,757,000	11,847,300
Licenses & Permits	1,819,379	1,637,300	811,660	1,637,300	1,662,300
Fines & Forfeitures	520,378	544,000	231,525	544,000	519,000
Charges For Services	4,169,089	3,959,200	1,873,945	3,959,200	4,282,100
Charges For Services - Intergovernmental	3,442,966	3,579,200	1,693,673	3,579,200	3,856,100
Miscellaneous	939,310	1,088,800	909,580	1,092,300	1,266,000
Other Budgeted Receipts	-	2,743,000	-	2,943,000	2,855,900
Other Financing Sources	2,422,016	125,000	135,648	125,000	185,800
Revenue s & Other Financing Sources: Total	<u>62,598,278</u>	<u>69,526,800</u>	<u>36,694,165</u>	<u>69,730,300</u>	<u>72,008,400</u>
Expenditures & Other Financing Uses:					
Personnel Services	37,815,678	39,896,500	18,567,966	39,802,209	41,520,900
Contractual Services	6,649,613	7,322,700	3,158,151	6,175,195	7,427,400
Utilities	1,367,850	1,319,200	640,765	1,186,012	1,367,800
Fixed Charges	511,498	693,600	238,633	642,700	693,600
Materials & Supplies	1,508,672	1,620,300	670,667	1,330,835	1,592,200
Contributions & Other Payments	208,898	188,000	90,347	188,000	187,300
Capital Purchases	18,424	-	-	-	-
Other Financing Uses	11,191,088	18,486,500	11,298,298	18,486,500	19,219,200
Expenditures & Other Financing Uses: Total	<u>\$ 59,271,721</u>	<u>\$ 69,526,800</u>	<u>\$ 34,664,827</u>	<u>\$ 67,811,451</u>	<u>\$ 72,008,400</u>



Table 12.4



FUND BALANCE

The City has very little ability to pay for capital projects on a pay-as-we-go basis. Under the levy Limit statutes, the City is not able to exceed the levy limit to pay for ongoing capital improvements. Instead, annual expenditures for streets, parks, and facilities must either be financed by drawing down limited fund balance or through the issuance of debt.

Table 12.5

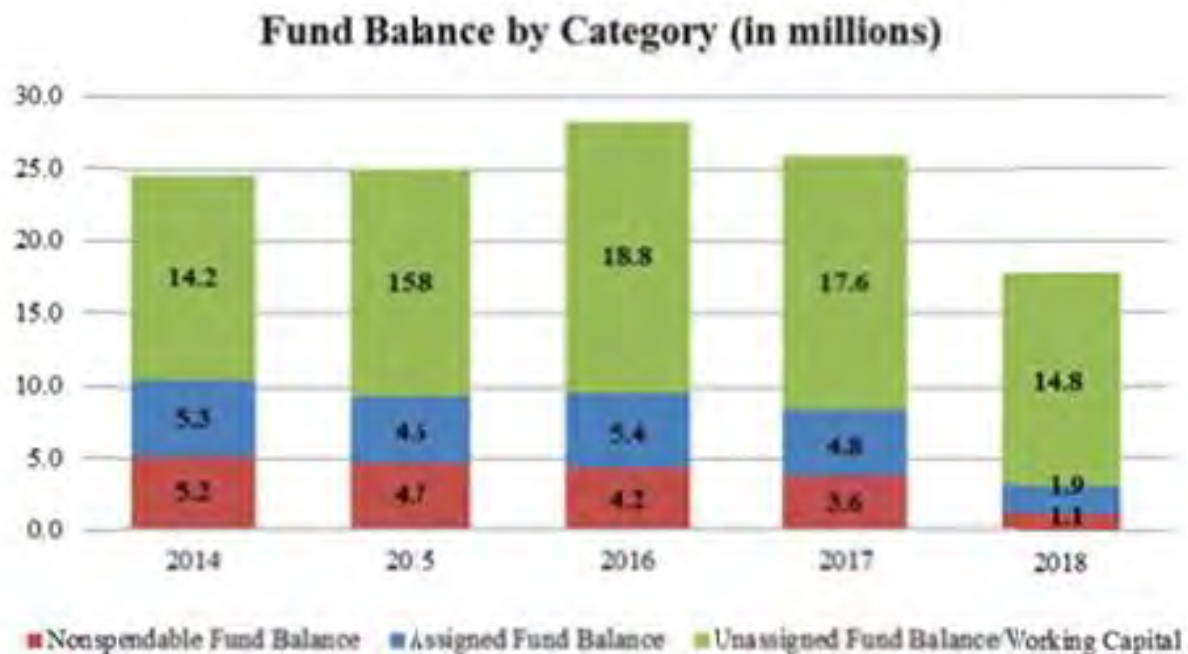




Table 12.6

OPERATING BUDGETS
PARKS, RECREATION, AND FORESTRY OPERATIONS

PARK MAINTENANCE	2012	2013	2014	2015	2016
Expenses	\$2,978,054	\$2,876,801	\$2,888,009	\$2,979,305	\$2,239,000

RECREATION	2012	2013	2014	2015	2016
Revenues	\$650,127	\$618,240	\$619,896	\$716,657	\$702,262
Expenses	\$811,006	\$773,880	\$766,856	\$796,023	\$793,681
Net	(\$160,879)	(\$155,640)	(\$146,960)	(\$79,366)	(\$91,419)

FORESTRY	2012	2013	2014	2015	2016
Expenses	\$603,691	\$524,310	\$464,771	\$530,084	\$749,600



Table 12.7 ENTERPRISE OPERATIONS

CEMETERIES	2012	2013	2014	2015	2016
Revenues	\$437,787	\$153,904	\$172,875	\$155,537	\$197,016
Expenses	\$366,912	\$355,676	\$705,368	\$419,702	\$418,490
Net	\$70,875	(\$201,772)	(\$532,493)	(\$264,165)	(221,474)

FAIRFAX OUTDOOR POOL	2012	2013	2014	2015	2016
Revenues	\$264,672	\$249,896	\$260,801	\$290,953	\$315,640
Expenses	\$296,825	\$297,825	\$326,499	\$344,063	\$384,384
Net	(\$32,153)	(\$47,929)	(\$65,698)	(\$53,110)	(\$68,744)

HOBBS ICE ARENA	2012	2013	2014	2015	2016
Revenues	\$785,563	\$717,822	\$766,857	\$775,355	\$757,992
Expenses	\$636,774	\$703,943	\$663,117	\$680,498	\$705,201
Net	\$148,789	\$13,879	\$103,740	\$94,857	\$52,791

Consolidated operation savings of \$180,000 applicable



Table 12.8 COMMUNITY SERVICES BUDGET SUMMARY

OPERATING BUDGET	2012	2013	2014	2015	2016
Cemeteries	\$393,900	\$460,900	\$623,400	\$474,400	\$477,400
Forestry	\$564,000	\$594,100	\$594,800	\$616,600	\$749,600
Parks Maintenance	\$2,818,700	\$2,936,900	\$2,947,000	\$2,920,500	\$2,980,300
Buildings & Grounds	\$685,300	\$695,100	\$680,400	\$673,900	\$693,800
Recreation	\$926,000	\$921,800	\$927,100	\$909,200	\$899,400
Hobbs Ice Arena	\$891,900	\$886,300	\$950,500	\$954,700	\$986,400
Fairfax Pool	\$346,500	\$346,000	\$341,000	\$346,100	\$353,300
Volunteer	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Streets	\$6,079,100	\$6,152,600	\$6,205,100	\$6,251,800	\$6,380,800
Fleet	\$4,428,635	\$4,634,729	\$4,738,674	\$4,870,150	\$5,175,795
Transit	\$5,518,800	\$5,649,200	\$5,548,900	\$5,605,600	\$5,603,600
Sewer	\$7,949,900	\$8,185,200	\$9,330,000	\$9,536,100	\$9,290,800
Storm Water Utility	\$3,933,400	\$4,124,100	\$4,289,500	\$4,410,500	\$4,535,500
Water	\$8,724,300	\$9,065,000	\$9,603,600	\$9,567,800	\$9,676,600
Total	\$43,285,435	\$44,676,929	\$46,804,974	\$47,162,350	\$47,828,295

REVENUES	2012	2013	2014	2015	2016
Cemeteries	\$437,787	\$153,904	\$172,875	\$155,537	\$197,016
Recreation	\$650,127	\$618,240	\$619,896	\$716,657	\$702,262
Hobbs Ice Arena	\$785,563	\$717,822	\$766,857	\$775,355	\$757,992
Fairfax Pool	\$264,672	\$249,896	\$260,801	\$290,953	\$315,640
Transit	\$4,136,157	\$4,288,190	\$4,582,940	\$4,372,126	\$4,438,318
Sewer	\$8,736,180	\$10,114,165	\$9,929,622	\$9,962,003	\$10,149,562
Water	\$9,554,488	\$9,665,330	\$10,164,139	\$10,668,244	\$10,159,856
Total	\$24,564,974	\$25,807,547	\$26,497,130	\$26,940,875	\$26,720,646



EXPENSES	2012	2013	2014	2015	2016
Cemeteries	\$366,912	\$355,676	\$705,368	\$419,702	\$418,490
Forestry	\$603,691	\$524,310	\$464,771	\$530,084	\$749,600
Parks Maintenance	\$2,978,054	\$2,876,801	\$2,888,009	\$2,979,305	\$2,239,000
Buildings & Grounds	\$685,300	\$695,100	\$680,400	\$673,900	\$693,800
Recreation	\$811,006	\$773,880	\$766,856	\$796,023	\$793,681
Hobbs Ice Arena	\$636,774	\$703,943	\$663,117	\$680,498	\$705,201
Fairfax Pool	\$296,825	\$297,825	\$326,499	\$344,063	\$384,384
Streets	\$5,601,761	\$6,210,741	\$6,039,533	\$5,577,317	\$5,692,396
Fleet	\$2,852,114	\$3,195,096	\$3,351,098	\$3,178,305	\$3,321,573
Transit	\$5,075,635	\$5,188,612	\$5,388,474	\$5,234,408	\$5,334,598
Sewer	\$5,368,450	\$5,427,112	\$5,831,615	\$5,682,337	\$5,520,899
Water	\$6,098,667	\$6,004,117	\$6,434,429	\$5,862,471	\$6,133,914
Total	\$31,375,189	\$32,253,213	\$33,540,169	\$31,958,413	\$31,987,536

CAPITAL IMPROVEMENT PLAN

The Capital Improvement Plan (CIP) is a five-year plan created with careful planning by City staff. When adopted by the City Council, a capital improvement plan is used to direct ongoing capital investments to achieve strategic goals of the City.

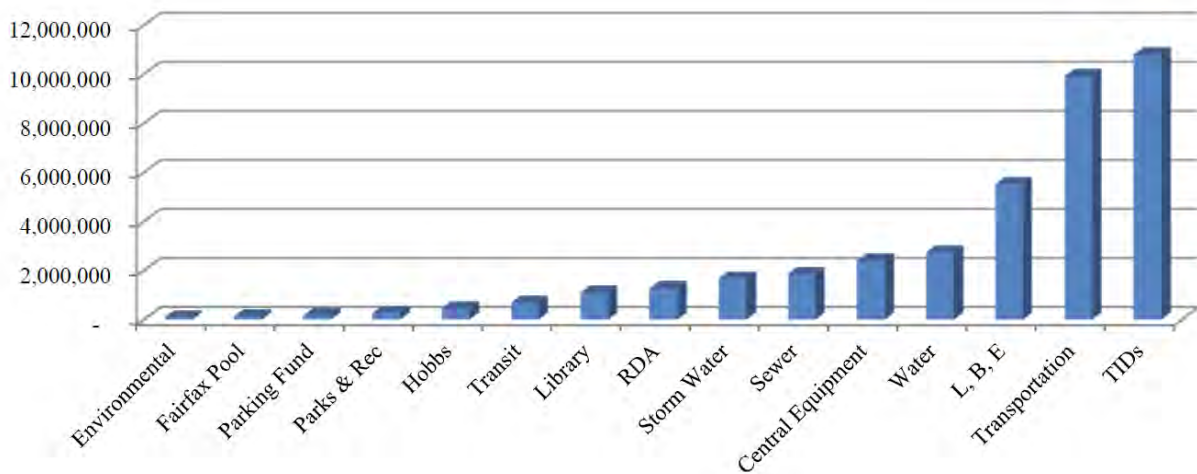
A capital project is deemed as such when the end product holds a value of at least \$5,000 and possesses a useful life of greater than one year. Projects typically involve improvements to land, buildings, and equipment. Long-term plans pertaining to building maintenance, vehicle replacements, and development of the city, among others, are used to create the CIP. This allows staff to most effectively and

efficiently direct the resources necessary for sound capital management. Although the resources necessary for capital projects are planned through this process, staff completes careful analysis and consideration before implementing these projects.

Projects within the CIP are subject to change or removal as circumstances change and technologies evolve. As such, a capital improvement plan is an evolving process requiring input from citizens, boards and commissions, and the City Council. Review of the CIP is held in a publicly accessible format to maximize citizen input along the way.



Table 12.9 Total Project Costs by Fund (2018)

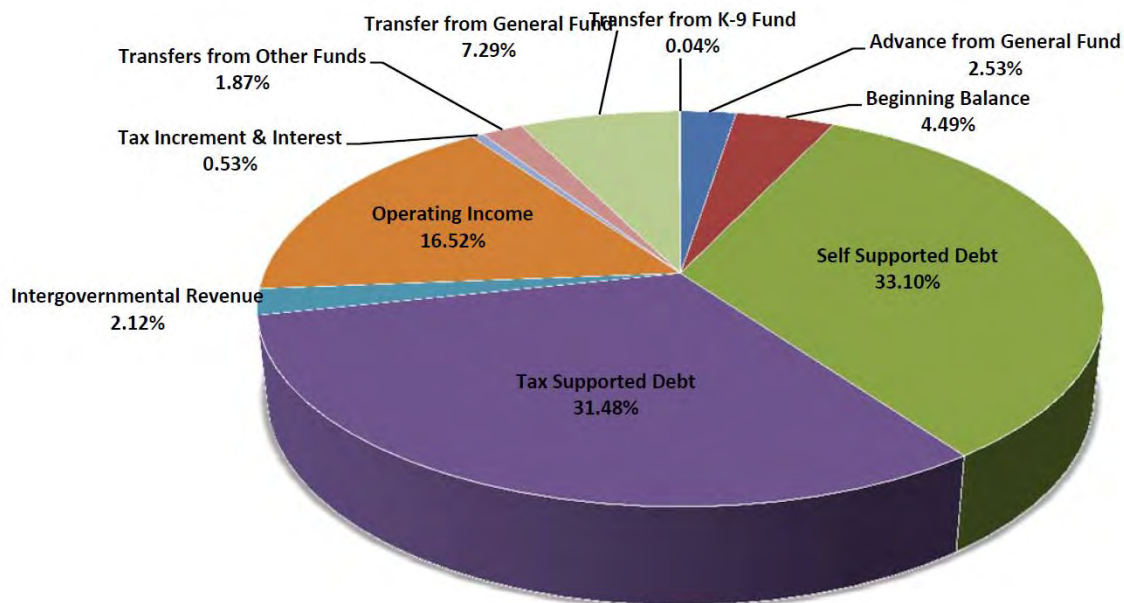


FUNDING SOURCES

The funding for the project costs in the Capital Improvement Plan comes from a variety of sources. The City uses funds on hand and user fees to the extent possible, and also leverages outside funding in the forms of grants, State and Federal aids, and intergovernmental agreements. Bonds and promissory notes are issued when necessary to ensure funding for the capital investments needed to maintain services and achieve strategic goals of the City. Financial policies are used to direct the amount of bonds or notes issued in any given year.

Chart 12.10

Funding Sources (2018)





POLICIES GUIDING THE CAPITAL IMPROVEMENT PLAN

The City utilizes a number of financial policies to guide the financing of the Capital Improvement Plan. Staff review the funding sources required to finance the projects in the CIP to ensure Policy compliance.

1. The unassigned fund balance in the General Fund may be no less than 15 percent of subsequent year expenditures.
2. The portion of the City's tax levy attributable to debt service may not exceed 25 percent.
3. Total general obligation indebtedness may not exceed 3.5 percent of the total equalized value in Eau Claire.
4. Net direct debt may not exceed three times (3x) the operating revenues of the City.

Table 12.11

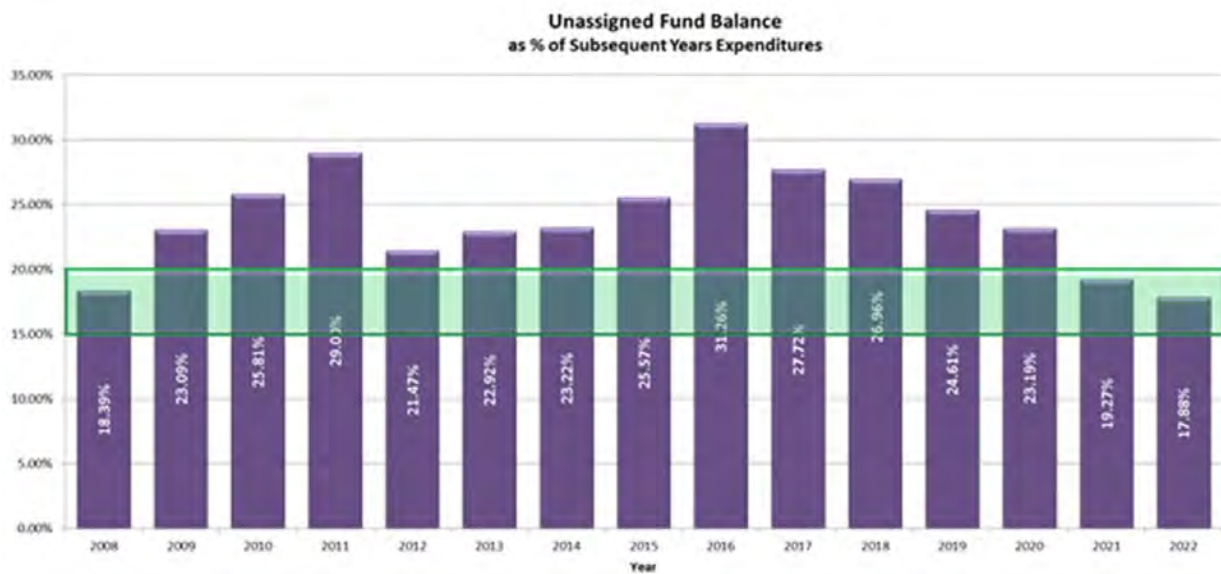


Table 12.12

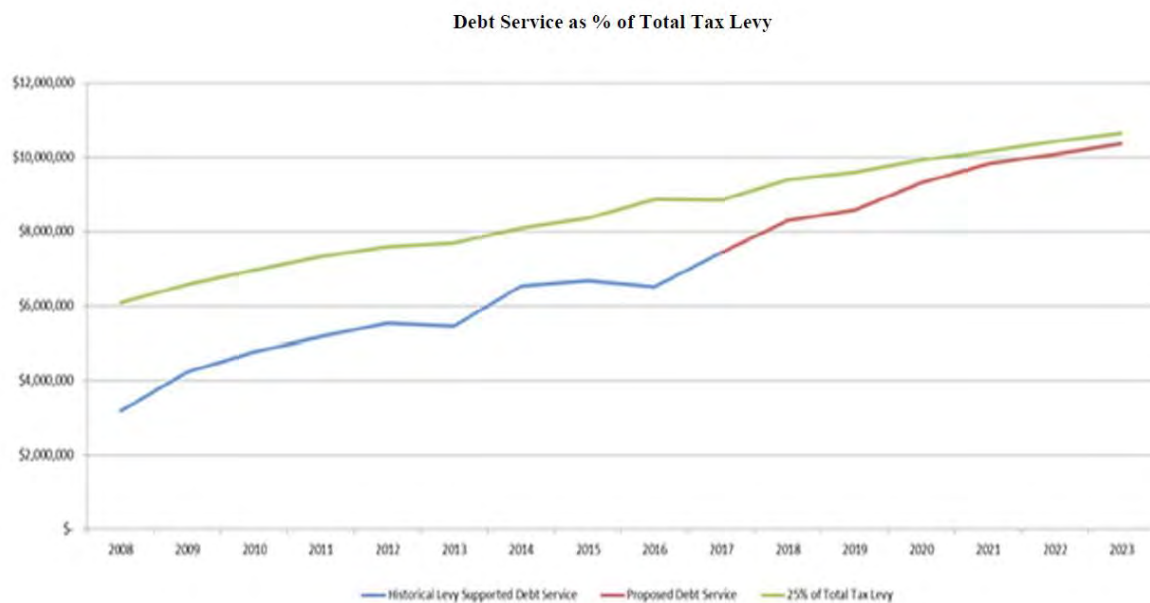




Table 12.13

DEPARTMENT SUMMARY

Department	2018	2019	2020	2021	2022	Total
Fund 402 - Water	2,750,000	4,870,000	11,280,000	10,300,000	3,790,000	32,990,000
Fund 404 - Sewer	1,868,500	1,660,000	2,021,000	1,831,000	2,772,000	10,152,500
Fund 405 - Storm Water	1,680,000	3,050,000	2,140,000	1,830,000	1,940,000	10,640,000
Fund 406 - Parking	170,000	1,060,000	60,000	701,000	60,000	2,051,000
Fund 408 - Public Transit	695,000	6,725,000	785,000	925,000	500,000	9,630,000
Fund 410 - Hobbs Ice Center	460,000	1,570,000	355,000	270,000	1,485,000	4,140,000
Fund 412 - Fairfax Pool	130,000	225,000	50,000	125,000	75,000	605,000
Fund 422 - Central Equipment	2,405,600	2,393,000	2,844,000	2,963,400	2,579,500	13,185,500
Fund 430 - Environmental Imp.	95,000	95,000	95,000	95,000	95,000	475,000
Fund 434 - Land, Bldg, & Equip	5,525,100	3,821,800	2,702,500	1,952,500	1,859,300	15,861,200
Fund 441 - Transportation Imp.	9,920,000	9,935,000	9,995,000	12,780,000	9,135,000	51,765,000
Fund 450 - Parks & Recreation	273,000	1,821,000	285,000	275,000	310,000	2,964,000
Fund 463 - TID #7	1,300,000					1,300,000
Fund 464 - TID #8	830,300					830,300
Fund 465 - TID #9	5,200,000					5,200,000
Fund 466 - TID #10	1,500,000					1,500,000
Fund 467 - TID #11	1,975,000	250,000	250,000	250,000		2,725,000
Fund 469 - TID #14 (New)				3,800,000		3,800,000
Fund 490 - Library Imp.	1,098,000	811,000	970,000	550,000	140,000	3,569,000
Fund 495 - RDA	1,275,000					1,275,000
TOTAL	39,150,500	38,286,800	33,832,500	38,647,900	24,740,800	174,658,500

Table 12.14

EXPENDITURES BY FUNDING SOURCE

	2018	2019	2020	2021	2022	Total
Advance from General Fund						
Fund 410 - Hobbs Ice Center					500,000	500,000
Fund 495 - RDA	991,000					991,000
Advance from General Fund Total	991,000				500,000	1,491,000
Beginning Balance						
Fund 402 - Water	989,000					989,000
Fund 412 - Fairfax Pool	90,000					90,000
Fund 422 - Central Equipment	180,000					180,000
Fund 430 - Environmental Imp.	95,000	95,000	95,000	95,000	95,000	475,000
Fund 434 - Land, Bldg, & Equip	51,500	78,500	3,500			133,500
Fund 450 - Parks & Recreation	70,000	75,000		25,000		170,000
Fund 495 - RDA	284,000					284,000
Beginning Balance Total	1,759,500	248,500	98,500	120,000	95,000	2,321,500
G.O. Bonds - Tax Supported						
Fund 434 - Land, Bldg, & Equip	3,225,400	2,202,000	1,327,000	667,000	472,000	7,893,400
Fund 441 - Transportation Imp.	7,150,000	6,550,000	6,340,000	5,940,000	5,790,000	31,770,000
Fund 450 - Parks & Recreation	38,000	215,000		20,000	30,000	303,000
Fund 490 - Library Imp.	1,065,000	800,000	970,000	550,000	140,000	3,525,000
G.O. Bonds - Tax Supported Total	11,478,400	9,767,000	8,637,000	7,177,000	6,432,000	43,491,400



G.O. Bonds (Advance from General F

Fund 406 - Parking	150,000	1,010,000		591,000	50,000	1,801,000
Fund 408 - Public Transit	139,000	1,345,000	95,000	185,000	100,000	1,864,000
Fund 410 - Hobbs Ice Center	233,600	1,500,000				1,733,600
G.O. Bonds (Advance from General Fund) Total	522,600	3,855,000	95,000	776,000	150,000	5,398,600

Intergovernmental: State Aid

Fund 441 - Transportation Imp.	160,000	160,000				320,000
Fund 450 - Parks & Recreation	50,000	100,000	25,000	75,000	25,000	275,000
Intergovernmental: State Aid Total	210,000	260,000	25,000	75,000	25,000	595,000

Private Contribution

Fund 410 - Hobbs Ice Center					550,000	550,000
Fund 450 - Parks & Recreation		450,000				450,000
Private Contribution Total		450,000			550,000	1,000,000

Promissory Notes - Tax Supported

Fund 434 - Land, Bldg, & Equip	291,900	108,600	130,300	100,000	191,800	822,600
Fund 450 - Parks & Recreation		450,000				450,000
Fund 490 - Library Imp.	33,000	11,000				44,000
Promissory Notes - Tax Supported Total	324,900	569,600	130,300	100,000	191,800	1,316,600

Transfer from Community Enhancem

Fund 410 - Hobbs Ice Center	226,400	70,000	355,000	270,000	435,000	1,356,400
Fund 412 - Fairfax Pool	40,000	225,000	50,000	125,000	75,000	515,000
Fund 450 - Parks & Recreation	115,000	238,000	130,000	155,000	55,000	693,000
Transfer from Community Enhancement Total	381,400	533,000	535,000	550,000	565,000	2,564,400

Transfer from General Fund

Fund 434 - Land, Bldg, & Equip	1,895,900	1,418,800	1,227,800	1,171,600	1,181,600	6,895,700
Fund 441 - Transportation Imp.	960,000	1,625,000	2,055,000	1,440,000	1,745,000	7,825,000
Fund 450 - Parks & Recreation		293,000	130,000		200,000	623,000
Transfer from General Fund Total	2,855,900	3,336,800	3,412,800	2,611,600	3,126,600	15,343,700



PURCHASING & BIDDING PROCEDURES

1. Purchasing Guidelines & Procedures
 - a. Timeliness & Approval
 - b. All invoices and receipts must be approved and sent to accounting within one week of receipt Sign, date, and write the account number on each receipt
2. Request for Payment (Pink Form)
 - a. For purchases <\$200
 - b. Used for subscriptions, reimbursements, refunds
 - c. Attach all supporting documents, receipts, invoices
 - d. If requesting for an attachment to be mailed with the payment, then make a duplicate copy of the attachment
3. Procurement Card
 - a. For “over the counter” purchases of goods that are immediately available or online purchases
 - b. Card holder has a specified limit per purchase
 - c. Statements received electronically via email
 - d. Complete Procurement Form (white) and submit to supervisor with statement for approval
4. Requisitions & Purchase Orders
 - a. Complete a “Requisition” entry on the Munis accounting software, then release for review and approvals
 - b. Once approved, a “Purchase Order” will be accessible on Munis and sent to the vendor
 - c. If part of the order is received, complete a Partial Liquidation Form (Gold Request for Payment)
 - d. If order is complete, indicate “COMPLETE” on the purchase order, sign, and date
5. Petty Cash
 - a. For purchases <\$25
 - b. Request petty cash from the Department Administrative Staff
 - c. After purchase, submit receipt with approval and any remaining funds

LEGAL AUTHORITY

The Eau Claire City Council created, by Ordinance (Chapter 2.92 of the City Code of Ordinances), the Purchasing Division and the position of Purchasing Manager. The Purchasing Division is responsible for the following functions:

1. Procuring the supplies, services and construction needed to implement Council programs and policy.
2. Maintaining and enhancing public confidence in public procurement.
3. Ensuring fair and equitable treatment of all people who deal with the City's procurement system.
4. Ensuring that the purchasing value of City funds is maximized to the fullest extent practicable.

5. Fostering effective competition within the free enterprise system.
6. Maintaining the quality and integrity of the procurement system.

Purchasing Division's Responsibilities

The Purchasing Staff will purchase supplies, services and construction as requested by using departments.

The Purchasing Division also maintains contract specification information is maintained in the Purchasing Office.

Department Responsibilities

It is important to plan procurements so that "rush" orders or "emergency" orders are



minimized. Having to purchase items quickly is generally more expensive and disruptive. Consequently, a Requisition should be sent to the Purchasing Office far enough in advance of the date on which the supplies or services are needed so that a thorough and orderly procurement process can be completed.

PROCUREMENT PROCEDURE

Procurement begins in the using department by defining what product; construction or service is needed on the requisition and ends with receipt of the goods or services and payment to the Contractor by Accounts Payable.

Source Selection

Vendor Contacts: The Purchasing Division understand that staff will have contact with sales and vendor representatives; however, it is suggested that staff direct all sales and vendor representatives to the Purchasing Office. Copies of all correspondence with vendors should be sent to the Purchasing Office. Procurement negotiations or agreements, either verbal or written, between staff, as a City representative, and a vendor or consultant or their representatives are prohibited unless authorized by the City Purchasing Manager.

Secure and Maintain Dependable Sources: It is essential that we maintain good, stable relationships with vendors and contractors in order to sustain dependable supply sources. To that end, provide any information and opinions about vendor performance and responsibility.

Competitive Sealed Bidding: Request for Bids (RFB) is the preferred method and will be used whenever possible when the estimated cost of the purchase exceeds \$30,000 for supplies, equipment and services. A formal selection process normally consists of placing a public notice in the newspaper and/or other publications, setting a specific date, time and place for the bid opening, and publicly opening the

bids for competing offerors' inspection. This is a formal procedure and the basis for selection may include other factors, along with price, in an effort to select the lowest responsible offer. The award usually requires City Council authorization.

Competitive Sealed Proposals: Request for Proposals (RFP) is used when competitive sealed bidding is considered impractical or otherwise inappropriate for a particular procurement, and the cost of which exceeds \$30,000, the Competitive Sealed Proposal method may be used. This method is usually appropriate when the specifications or Scope of Services cannot be adequately defined to provide all prospective contractors with a complete and accurate description of the work to be performed. Professional services and research and development are several examples that may, in some instances, fall into this category. This is a formal procedure and the basis for selection may include other factors, along with price, in an effort to select the best responsible offeror. The award usually requires City Council authorization.

Small Purchases: A Request for Quote (RFQ) is an informal procedure and is used more frequently than any other when the estimated cost of a purchase is less than \$30,000 for supplies and services. Informal written quotations, telephone quotations, and published price lists are often used. Specifications, terms and conditions and other requirements are usually done more briefly than in the formal methods of selection. Use of this method requires less lead-time than Competitive Sealed Bidding or Competitive Sealed Proposals.

Sole Source Procurements: From time to time, there appears to be only one source for a supply, service or construction. If this is determined by the Purchasing Manager to be the case, the purchase will be negotiated and the other methods of selection may be disregarded. The Purchasing Manager



must, by law, make this determination in writing.

Emergency Procurements: If an emergency situation exists and supplies, services or construction are needed immediately to protect the health and welfare of the public, you may secure them without regard to normal purchase selection procedures. This method of selection may be used only during a bona fide emergency or in an attempt to prevent such an emergency. A formal written determination declaring that an emergency exists or existed must be made by the Purchasing Manager if the cost of the purchase exceeds \$30,000 for supplies and services. Staff must obtain an Emergency Purchase Order number from purchasing staff if the purchase is made during working hours. If the emergency occurs after regular working hours purchase what is necessary and notify purchasing staff on the next working day and immediately submit a Purchase Requisition, with all documentation.

Note: Even in emergency situations, unless it will unduly delay activities necessary to eliminate the emergency condition, it is advisable to attempt to get more than one price quote or proposal for the required supplies or services.

Because of the many laws, regulations and policies that must be complied with staff should not attempt to obtain quotations, proposals or prices unless asked to do so by purchasing staff. During the budget process it is acceptable for you to contact vendors to obtain necessary preliminary prices on equipment, supplies or services.

The Purchase Cycle

The purchase cycle begins when a need is recognized somewhere in the using department. This need for supplies, services or construction must be submitted on a Purchase Requisition. After the requisition is released and approved by the appropriate departments it is routed electronically via MUNIS to the Finance Department for

funding approval and is then forwarded to the Purchasing Department.

When purchasing staff receive the Purchase Requisition it is reviewed to ensure that it is complete and accurate with respect to the description of what is needed. This includes quality, quantity, estimated cost and use. When inquiring about a specific order, please refer to the purchase requisition number assigned by MUNIS.

Procurement Cards

Department managers may authorize personnel to be cardholders by contacting the City Purchasing Department Procurement Card Program Coordinator. The proposed cardholder shall be issued a copy of the procurement card procedure and is required to sign a Cardholder Enrollment Form and Employee Agreement. This agreement indicates that the cardholder understands the procedure and the responsibilities of a Procurement Cardholder.

Authorized Card Use – The unique card that the cardholder receives has his/her name embossed on it and shall be used only by the cardholder. No other person is authorized to use that card. The cardholder is authorized to make transactions on behalf of others in his/her department. However, the cardholder is ultimately responsible for all use of his/her card. A \$10.00 surcharge will be assessed on all personal purchases made to your City Procurement Card. Use of the card shall be limited to the following conditions:

- The total value of a good or service shall not exceed a cardholder's purchase limit. Payment shall not be split into multiple transactions to stay within the purchase limit.
- All items purchased "over the counter" must be immediately available at time of credit card use. No backordering of merchandise is allowed.
- Reference the Procurement Card manual for more detailed information.



Requisition

Requisitions are submitted using the Munis accounting software. Specifications must be submitted on or with the Requisition, a complete description of the supplies, services or construction you wish to have purchased. Sizes, color, type, grade, model, catalog number, quantity, use, performance requirements, and other descriptive information must be included. Any special requirements for delivery, timing, packaging, etc., must also be indicated.

Receipt and Inspection of Supplies, Services or Construction: Accounts Payable personnel must be notified of receipt and acceptance of an order by submitting a packing slip along with a request for payment form. Vendors expect and are entitled to payment within a reasonable time after delivery or acceptable performance. Payment is made only after staff has returned the packing slip and request for payment form to the Accounts Payable personnel showing that the City has received what was ordered.

The request for payment form should be completed and returned to the Accounts Payable personnel on the same day delivery or performance is complete. If received merchandise is damaged or defective, or if a vendor is not performing as agreed upon, contact Purchasing staff.

The Contract or Purchase Order
Once the selection of a contractor or vendor has been completed, a written contract (Purchase Order or Formal Agreement) is created and sent to the vendor. The Purchase Order serves either as acceptance of a vendor's offer, or as an offer to buy. In the latter case, the vendor must accept in writing (acknowledgment) or by performance. In the former, a legal contract exists when the Purchasing Manager signs the purchase order.

The Agreement or Purchase Order contains all the necessary elements of a legal written

contract. To receive certain protection under the Uniform Commercial Code, any contract over \$500 must generally be in writing. The basic elements contained in a written contract are: 1) the names of the contracting parties; 2) a description of the supplies, services or construction being purchased; 3) the price; 4) time or period for performance; and 5) delivery instructions. Other terms and conditions are included as necessary and as agreed to by the contracting parties.

The original Purchase Order is sent to the contractor. A copy of the purchase order may be accessed in MUNIS.

Follow-up & Payment

The Purchasing Manager is responsible for resolution of all controversies and protests prior to any litigation by a vendor or contractor. The procedure for handling disputes is described in the Purchasing Ordinance, Chapter 2.92.195, titled "Contractual Remedies".

The contractor, after performing under the contract, will send an invoice to Accounts Payable personnel. The invoice will be honored only after you are satisfied with the materials or services obtained and have indicated full or partial acceptance by signing and dating the invoice or Receiving Sheet.

When Accounts Payable personnel receive an invoice, it is matched to the appropriate Receiving Sheet and if the two agree, and the Receiving Sheet is signed and dated indicating acceptance, the invoice will be paid. If the Receiving Sheet has not been received from the using department, the invoice will be held until the proper receiving document is received in satisfactory form.



OTHER PROCUREMENT POLICES & PROCEDURES

Environmentally Preferable Purchasing Policy

This policy was created as a way of guiding City of Eau Claire departments in the purchase of environmentally preferable products and services in a manner that complies with local, state or federal requirements and not to procure goods and services that do not perform adequately for their intended use, exclude adequate competition, or are not available at a reasonable price in a reasonable period of time. This policy may be found on the City's Intranet site under the Purchasing Department.

Request for Payment Form

Use of the MUNIS Purchase Requisition System should always be the first method of purchase considered when making a purchase for the City. However, the purchasing Divisions understand, there may be exceptions from time to time and that those circumstances may warrant the use of the Request for Payment Form.

Miscellaneous purchases will be allowed on a Request for Payment on an exception basis up to \$200 if the vendor does not accept credit cards and petty cash is not feasible. In addition, the following items may also be submitted on a Request for Payment:

1. Reimbursement to employees for:
 - a. Tuition and Books
 - b. Local business meals
2. Payment to third parties for things like
 - a. Claims for erroneous towing and storage of cars
 - b. Claims for damaged mailboxes
 - c. Claims for bodily injury or property damage caused by city employees (Risk Management only)
 - d. Reimbursements to individuals, local groups and organizations

- e. Refunds (Parks & Recreation, Parking, Utilities)
- f. Loans
- g. Subscriptions to magazines, newsletters and professional journals
- h. Memberships in professional organizations.
- i. Utilities
- j. Payments to other governmental agencies.

Any purchase made by an employee of the City without proper authorization shall in no way obligate the City for payment. Any such purchase will be considered a personal liability of the employee.

Cooperative Purchasing: use of cooperative contracts without regard to Chapter 2.92. of the City Code of Ordinances.

Gifts/Gratuities: City ordinance and City policy prohibit any employee from receiving anything of any value from vendors or anyone with whom we have business or regulatory contact. Should staff receive a gift of any value please bring it to the Purchasing Division and it will be returned with a letter stating the City's policy and ordinance against receiving such gifts.

Property Disposal Program/Auction Site: Purchasing is responsible for the disposal of surplus property. If there is excess or surplus property that is no longer needed, contact the Purchasing Technician (839-4916) to have those items posted to the auction site for sale or another appropriate alternative method.

FEES AND CHARGES

Fees and Charges are reviewed annually and approved by City Council during the budget adoption process. A complete listing of the Fees & Licensing Schedule is available on the City intranet as a reference. It includes fees for facility rental, pavilion rental, special events, programs, and



services that are offered by the Department. Council directives are outlined in the financial policies listed below.

Financial final reports are submitted in detail for each recreation program. Total expenses are calculated to include direct and indirect costs such as; personnel, materials, 30% administrative fee, and a 5% facility overhead charge. Revenues are calculated to include program fees, sponsorships, donations, and reimbursements from the summer school agreement.

A “Fees & Charges” summary document is formulated using the data from the individual financial reports for each program. This document allows staff to evaluate program recovery rates and cost per participant to ensure we are meeting the criteria set by the council directives. It also assists in determining the cost effectiveness of a program when used in conjunction with the participation history document.

COST RECOVERY COUNCIL DIRECTIVES

100% Cost Recovery – Adult Programs
75% Cost Recovery – Youth Programs
25% Cost Recovery - Youth Program
Scholarships & Fairfax Pool Passes
Subsidized programs (playgrounds, rinks, specialized rec, indoor open swim)

FUNDING RESOURCES & ACHIEVING FINANCIAL SUSTAINABILITY

The recreation team continues to investigate opportunities to increase revenues and decrease expenses without compromising the values and mission of the department. The team consistently evaluates, reviews, and analyzes each program, facility, and service. This is currently achieved by using the following methods.

- General Fund Tax Base
- Community Enhancement Funds

- Fees & Charges
- Product Sales
- Advertising
- Sponsorships
- Partnerships
- Summer School Program Agreement
- Grants
- Exclusivity Agreements
- Naming Rights
- Fundraising Events
- Program Restructure
- Program/Facility Repurposing

FINANCIAL POLICIES

The City of Eau Claire's financial policies set forth the basic framework for the overall fiscal management of the City. Operating concurrently with changing circumstances and conditions, these policies assist the decision-making process of the City Council. These policies provide guidelines for evaluating both current activities and proposals for future programs.

Operating Budget Policies

The City will prepare an annual budget for all operating funds. The City will maintain a budgetary control system to ensure adherence to the budget and will prepare regular reports comparing actual revenues and expenditures to budgeted amounts. The City will integrate performance measurements and performance objectives with the operating budget.

A contingency account will be maintained in the annual operating budget to provide for unanticipated expenditures of a non-recurring nature or to meet unexpected increases in service delivery costs. Transfers from the contingency account to the operating programs will require approval by the City Council.

Mid-year adjustments within budgeted accounts of a department may be made with approval of the Department Directors and the Finance Director. Budget adjustments between departments or



between funds must be approved by the City Council. Budgets are classified as either lapsing (spending authority terminates at year-end) or non-lapsing (spending authority continues through the life of a project). All lapsing budgets are prepared for fiscal year operations beginning January 1 and ending December 31.

Capital Budget Policies

Funding for infrastructure projects should be obtained from:

Operating profits

- Bond market
- State Trust Fund loans
- Grants
- General Fund advances

The City shall utilize available funding sources for capital improvements whenever practical and feasible.

- Grant funds
- Special assessments
- Developer contributions

The City will develop a five-year capital improvement program, which will be reviewed and updated annually. The complete five-year capital project funding plan must be balanced each year by matching projected expenditures with proposed revenue sources by fund. Transfers between capital project funds must be approved by the City Council. A transfer within a capital project fund may be approved by the Finance Director.

Revenue Policies

The City will seek to maintain a diversified and stable revenue system to minimize short-run fluctuations in any one revenue source. The City will attempt to maximize benefits from major revenue sources as a way of maintaining a stable tax rate. The City will follow an aggressive policy of collecting revenues. The City will establish all user charges and fees at a level related to the full cost (operating, direct, and

indirect) of providing the service, whenever practical.

The City will review license fees/charges annually to determine if the revenues support the cost of providing the service.

The City shall levy and collect a room tax pursuant to §66.0615 of the Wisconsin Statutes. This tax is collected monthly from all city hotels and motels and is based on the gross room receipts collected. The proceeds from this tax are used to promote convention, tourism, cultural and recreational activities.

Parks and Recreation administers a variety of adult and youth recreation programs and activities. These fees and charges are reviewed annually by the City Council. The following policy guidelines have been adopted:

- Instructional programs will be offered on a year-round basis.
- Adult instructional fees should cover 100% of the cost of supplies, administration, and personnel.
- Youth instructional fees should cover 75% of the cost of supplies, administration, and personnel.
- Some programs are offered to the community as a service and are not designed to recover cost. These programs include playgrounds, outdoor rinks, and Par-te-Rec.

The recreation division shall charge rental or fees for rooms, pool, gym, ball fields, and special equipment.

Reserve Policies

The City will establish a contingency expenditure appropriation in the annual operating budget to provide for unanticipated expenditures of a non-recurring nature, or to meet unexpected small increases in service delivery costs.



The City will maintain a working capital reserve of \$3.7 million to provide funds for reasonable cash flow needs. This reserve will also be used when the City encounters unforeseen emergencies such as storms, floods, severe unexpected increases in service costs or decreases in revenue, or

other situations that are determined to be emergency situations by the City Council.

Reserves will be established as required by bond ordinance and by statute for arbitrage requirements.

13.0 Economic Impact Analysis





Economic Impact Analysis

The City of Eau Claire's public park and recreation system provides significant positive economic impact to the Eau Claire community every year. A variety of parks and open spaces, pavilions and shelters, trails and waterways, and athletic facilities and stadiums operated by The Department provide for a wide array of events and activities that attract visitors to Eau Claire who in turn spend money at local business and contribute to tax revenue for the City. Amenities provided by The Department improve public health, boost spending at local businesses, support local jobs, enhance property values, attract visitors, and generate tax revenue. Further, these amenities provide many different recreational opportunities, filter air pollutants and retain storm water, and improve the overall quality of life which in-turn drives economic development by promoting growth in the community both of businesses and citizens. This report seeks to quantify the economic benefits that result from events and activities at facilities operated by the Eau Claire Parks, Recreation, and Forestry. Data throughout this section is provided by The Wisconsin Department of Tourism 2016 Report and by Visit Eau Claire's 2013-2014 Economic Impact Study.

State Level Impact

Parks and recreation are a category within the tourism industry in the state of Wisconsin. Many different types of tourism spending happen within the state including lodging, air transportation, other transportation, food/beverage, retail, and recreation. This spending supports jobs and creates tax revenue. According to the Wisconsin Department of Tourism, in 2016 total recreation spending by visitors to Wisconsin was \$ 1.631B, a 4.2% increase from 2015. Lodging accounted for another \$2.657B in spending by visitors, an increase of 5.8% over the previous year. In total, leisure spending accounted for 88% of all spending by visitors to Wisconsin in 2016.

Specific to employment, the tourism industry accounts for approximately 193,454 jobs or 8% of all jobs in Wisconsin. The recreation sector directly supported almost 26,000 and indirectly supported another 2,000 of those jobs in 2016. This accounts for 14% of all tourism related jobs in Wisconsin. In terms of labor income, recreation and entertainment jobs in Wisconsin totaled \$462.5M in wages in 2016, or 8% of labor income within the state's tourism industry. Further, the tourism industry in Wisconsin also produced \$2.65B in tax revenue in 2016. This consisted of \$1.148B in federal taxes and \$1.506B in state and local taxes. This revenue is enough to offset the equivalent of \$650 in taxes per household throughout the state to replace the tax revenue generated by the state's tourism industry.

Regarding the economic impact of events and activities in Eau Claire, in 2013-2014 Visit Eau Claire surveyed patrons at 31 different events held at various facilities operated by the Department. The results of that study showed an estimated overall economic impact of \$3.7M to the local economy. This included direct and indirect spending and revenue from hotel rooms. The study was done on just a small portion of the events within Eau Claire that utilize Department facilities so it is clear that the overall impact to the community through sports and recreation tourism is much greater.

Further study is needed to produce more detailed data about specific areas of economic impact stemming from events and activities at Department facilities. Areas of focus specific to Department related events and facilities should include total hotel room usage, spending, and tax revenue, food/beverage related spending and tax revenue, shopping/miscellaneous spending and tax revenue, property value and related tax revenue impacts, as well as job related data specific to sports and recreation tourism from Department facilities and events.



Once this data is produced, a full picture of the overall economic impact of the Department's services will be available. This can be used to assist with planning of future

events and facilities, attracting new events to Eau Claire, and in determining potential future trends within the Department.

14.0 Trend Analysis





Trends Analysis

Results of data-driven analyses which provide insight in the Eau Claire Parks, Recreation, and Forestry's operations, i.e. the analyses of programs, operations, benchmarking, funding and resources, facility inventory, and level of service, all found in preceding chapters, mirror many of the trends that the parks and recreation industry is experiencing nationally. A review of national trends informs the interpretation of the local analyses. Interpretation is also aided by a review of local trends.

National Trends in Parks and Recreation Agencies

The National Recreation and Parks Association (NRPA) provides research reports on timely topics and challenges in the parks and recreation industry. Over the past five years, the NRPA has identified key trends in the industry:

Using data to guide operations;

- Health and Wellness;
- Conservation;
- Active transportation;
- Economic impact of parks;
- Social equity;
- Broad support of Parks and Recreation;
- Doing more with less; and,
- Programming changes over time.

Using Data to Guide Operations

The NRPA's 2016 'Using Data at Parks and Recreation Agencies' reports the results of a national survey to reveal how parks and recreation agencies are embracing data.

The key findings of the research indicate:

- Park and recreation agencies are using data to support a number of key areas, including master planning, to measure facility usage, to inform programming decisions, and to support current/increased funding.
- Park and recreation agencies are using a mix in internally collected data and information from other agencies and other third-party resources.

- Much of the data analysis is performed by department/program managers, frequently with Excel as the primary analysis tool.
- Two in five park and recreation agencies currently use dashboards to share key performance metrics and other insights with stakeholders.
Eau Claire Parks, Recreation, and Forestry is currently making the transition towards more data-drive decision making. With new registration software, Eau Claire Parks, Recreation, and Forestry is positioned to advance the use of data in programming, operations, maintenance, and planning decisions.

Health and Wellness

Health and wellness is one of the three pillars of NRPA's program for impacting communities. Public park and recreation agencies create healthy communities and play an vital role in improving the physical environments in which we live. Good health for individuals of all ages, abilities, socio-economic backgrounds, and ethnicities are supported through facilities, outdoor settings, and services provided by parks and recreation agencies. Through collaborative programs and policies, change can be fostered to reach an immense population:

- Help reduce obesity and incidence of chronic disease by providing opportunities to increase rigorous physical activity in a variety of forms;
- Provide a connection to nature which studies demonstrates reduces stress levels, strengthens interpersonal relationships, and improves mental health;
- Assist in minimizing hunger in American and increasing access to nutritious food options; and,
- Foster overall wellness and healthful habits, which as becoming tobacco-



free and engaging in enrichment activities that add balance to life.

Eau Claire Parks, Recreation, and Forestry are experiencing this trend towards collaborating to advocate for health and wellness. Over the past 5 years, Eau Claire Parks, Recreation and Forestry has been involved with making Eau Claire a healthier community. Currently, there is the potential to increase communication of this important role through a social media campaign.

Conservation

One of the NRPA's three pillars for impacting communities is conservation. It is the NRPA's mission that:

“The mission of public parks and recreation at all levels should support conservation and stewardship of land, water, and natural resources. Parks and public lands serve an essential role in preserving natural resources and wildlife habitat, protecting clean water and clean air, and providing open space for current and future generations. Parks provide essential connection for Americans of all ages and abilities to the life-enhancing benefits of nature and the outdoors. As the largest source of open space land in the country, parks and public lands are critical to the quality of life for all Americans. The quality of life for every person in every community is improved by clean, green and accessible parks and open space.

Parks are key to ensuring the health of our environment because they play a critical role in maintaining healthy ecosystems, providing clean water and clean air, enabling conservation of natural resources. Park and recreation professionals should become leaders in protecting open space for the common good, and actively lead in sustainably managing and developing land and resources. In addition, park and recreation professionals should provide education and interpretations of the value of conservation to the public, connect children

and youth to nature and the outdoors, and coordinate environmental stewardship with other public and nonprofit entities.”

Eau Claire Parks, Recreation, and Forestry, a municipal parks and recreation system, has traditionally been the provider of natural resource parks in the City of Eau Claire. Carson Park and Rod and Gun Park are two examples. The Parks and Forestry Division has more recently collaborated with local partners to establish areas of re-vegetation and water harvesting. These areas create maintenance challenges, which are a reason the Parks and Forestry Division is moving towards new approaches to maintaining these urban conservation areas. The potential to increase collaboration with local partners to provide and maintain these areas is available and recommended.

Active Transportation

NRPA's report, 'Active Transportation and Parks and Recreation', addresses the national trend of multi-purpose paths being part of a larger community interest in multi-modal transportation. Community-wide systems to advance multi-modal transportation require collaboration between transportation departments and parks and recreation departments. The benefits of this collaboration are consistent with the mission of the parks and recreation industry.

The benefits are:

- Active transportation stimulates local economies through job creation, commercial business development and real estate values;
- Active transportation infrastructure builds healthy communities by encouraging physical activity as part of daily life;
- Active transportation promotes conservation and environmental sustainability by reducing air and water pollution and minimizing congestion; and,



- Active transportation provides transportation access to all citizens regardless of age, gender, socioeconomic status or disability.

Eau Claire Parks, Recreation, & Forestry has been participating in the development of a multi-modal transportation system through the master planning and incremental development of multi-use paths (i.e. greenways) throughout the urban core in collaboration with local and regional transportation agencies. These planned and partial implemented greenways align with urban water courses where possible and integrate the Eau Claire Community Development and Engineering Departments' bicycle boulevards and other bicycle facilities. The continued development of Eau Claire's greenways is an important effort that responds to the community's priority for investment in connectivity.

Economic Impact of Parks

NRPA's study, 'Economic Impact of Parks', responds to a national trend toward quantifying the benefits of parks and recreation to the economic health of a community. According to NRPA, "America's local and regional public park agencies generated nearly \$140 billion in economic activity and supported almost 1 million jobs from their operations and capital spending alone in 2015. When the spending at local and regional parks is combined with that of national and state parks, public parks are responsible for more than \$200 billion in annual economic activity."

Key findings from the report include:

- Local and regional public park agencies directly provided more than 356,000 jobs in the United States during 2013, equating to nearly \$32.3 billion in operations spending;
- Operations spending by park agencies generated nearly \$80.0 billion in total economic activity, boosted the gross domestic product (GDP) by \$38.8 billion and supported nearly 660,000 jobs that paid in excess of \$24 billion in salaries, wages and benefits;
- Local and regional park systems spent an estimated \$22.4 billion on capital programs, leading to about \$59.7 billion in economic activity, a contribution of \$29.2 billion to the GDP, \$19.6 billion in labor income and more than 340,000 jobs; and
- In total, the nation's local and regional public park agencies spent nearly \$54.7 billion in 2013, leading to \$139.6 billion in economic activity, just under \$68.0 billion in contributions to the GDP, and nearly 1 million jobs that generated labor income of \$43.8 billion in 2013.

The Eau Claire Parks, Recreation, and Forestry System Master Plan reference an economic impact analysis of Eau Claire's parks and recreation. It focuses on the impact to increased property values, health and wellness and tourism and has been prepared by Visit Eau Claire.

Social Equity

Social equity is one of the NRPA's three pillars for impacting communities. The NRPA's position is:

"Our nation's public parks and recreation services should be equally accessible and available to

all people regardless of income level, ethnicity, gender, ability, or age. Public parks, recreation services and recreation programs including the maintenance, safety, and accessibility of parks and facilities, should be provided on an equitable basis to all citizens of communities served by public agencies. Social equity is a critical responsibility borne by every public park and recreation agency and the professionals that operate them. It is a right, not just a



privilege, for people nationwide to have safe, healthful access to parks and recreation. The NRPA believes park and recreation agencies, through the provision of equal access to parks and recreation, should cultivate community ties through programs and services for all which produces public benefits by connecting people more deeply to the fabric of the community. This sense of connectedness makes communities livable and desirable.”

Eau Claire Parks, Recreation, and Forestry has long supported social equity in Eau Claire’s diverse community with affordable fees for programs and services which are accessible community-wide with partnerships with local social services agencies. Continued success in supporting social equity can be informed by data-driven analyses of programs and participation and levels of services analyses that identify gaps in service.

Broad Support for Parks and Recreation

The NRPA’s report, ‘Americans’ Broad-Based Support for Local Recreation and Park Services’, is part of a national trend to document the strong public support that exists for parks and recreation.

Key findings from the report are:

- An overwhelming majority of Americans assert that they personally benefit from local parks and that their communities benefit from local parks;
- Americans are in agreement that NRPA’s Three Pillars—Conservation, Health & Wellness and Social Equity—are chief priorities for local parks;
- Parks are a great value: 4 in 5 Americans concur that local parks are well worth the tax dollars spent on them;
- This passion for local parks has gone unabated over the past 25 years, even with dramatic demographic shifts in the United States and the ways technology transformed how we interact with others

and entertain ourselves;

- Support for local parks is widespread, spanning different age groups, income strata, household types and political affiliations.

Community survey results demonstrate Eau Claire households feel strongly that parks and recreation is important to their community and a vital investment.

Doing More with Less

Parks and recreation agencies across the nation are being asked to do more with less. Agencies are asked to oversee the operation and maintenance of diverse facilities and responsibilities in addition to their traditional role. Some of these new responsibilities include performing art centers, historic preservation and street-side and median landscaping. With limited resources, parks and recreation departments are increasingly collaborating with other departments and agencies to provide proactive solutions to challenges in other agencies and support the solutions with economic impact analyses.

Changes in Programming Over Time

Programming is the largest generator of revenue for most agencies. The challenge facing many agencies with limited budgets is what to do about providing programs that generate lower revenue. Nationally, program attendance has stabilized since coming out of the recession, and has increased for the median and upper quartile of agencies nationwide.

Nationally, facility-based programs have been increasing across all types of classes. Organized team sports have had the largest increase while golf, martial arts, and water safety



have had the largest decreases in programs offered by agencies. Total park attendance has declined or remained static since 2010. One of the methods used to boost program and parks attendance is by partnering with outside organizations and

foundations. Boston, Massachusetts is one example of a city that has successfully partnered with a local agency and has increased participation in health and wellness programs.

Table 13.1 – Percent of Departments Offering Activity Types

Source: NRPA's Park Metrics data

Percent of Departments Offering Activity Types		
Activity	% of Departments Offering the Activity in 2014	% of Departments Offering the Activity in 2017
Organized Team Sports	88	86
Golf	52	43
Martial Arts	62	62
Water Safety	67	69

Trends in Sports

Youth Flag Football

Youth flag football has risen in popularity more and more over the past three years amid recent concussion concerns. The Eau Claire Parks, Recreation, and Forestry youth flag football program has seen a 6% increase in participation since 2014, going from 383 registered youth to 407 in 2017. According to USA Football, flag football is the fastest growing sport for young American children ages six to 14 experiencing a 8.7% increase in participation nationwide over the past five years. There are also parents who appreciate the alternative to the traditional sport until children are more physically developed and taught proper tackling techniques by qualified and trained coaches. The Eau Claire Parks, Recreation, and Forestry youth flag football program sees potential for even more growth as the local YMCA and middle school programs are being eliminated due to declining participation numbers.

Non-Traditional Adult Sports

Adults have always looked to their local park and recreation agencies to offer leagues and recreational sports to exercise and reduce stress. Park and Recreation staffs are listening to adults' requests to keep programs fresh and creative; while still being revenue generating. Nationwide, adult sports programs have changed to accommodate tighter schedules and new activities. Some new trends, such as mini volleyball and Ultimate Frisbee, reflect adults wanting to get in games quicker and fewer players for a game because of time restrictions and pressures of working adults. Eau Claire Parks, Recreation, and Forestry have experienced the trend of busier adults and have adapted to accommodate working adults with families. Participation in adult volleyball leagues have declined in the recent year. A creative solution was offering a 4 v 4 Women's Volleyball League on Monday evenings. A team of two individuals register and plays with another team of two individuals against two other



teams of two players. This modification allows volleyball enthusiasts to play competitive volleyball without the hassle of recruiting six players needed for a traditional volleyball game.

Another non-traditional sport that has seen significant growth is pickleball, now one of the fastest growing sports in America. Back in 2013, Eau Claire Parks, Recreation, and Forestry began offering one 2-hour drop-in program for pickleball players once a week. Now pickleball can be played somewhere within the city of Eau Claire 7 days a week. Also, since the initial renovation of two tennis courts in 2014, Eau Claire's pickleball community has experienced tremendous growth. So much growth that the Eau Claire Parks, Recreation and Forestry, along with

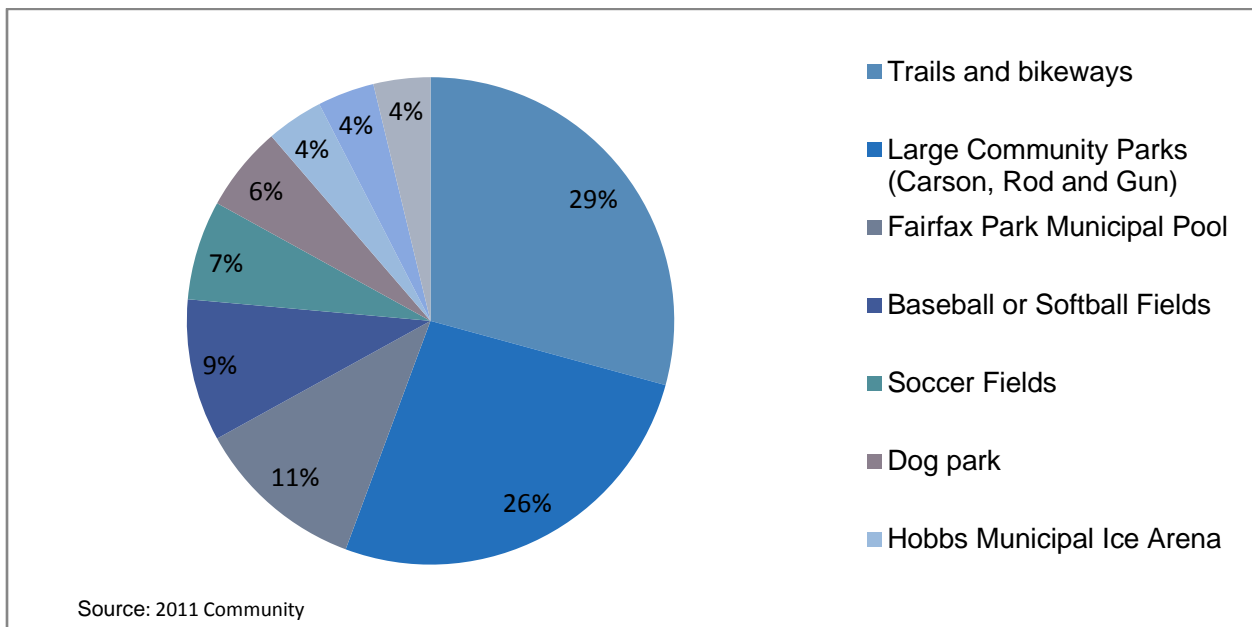
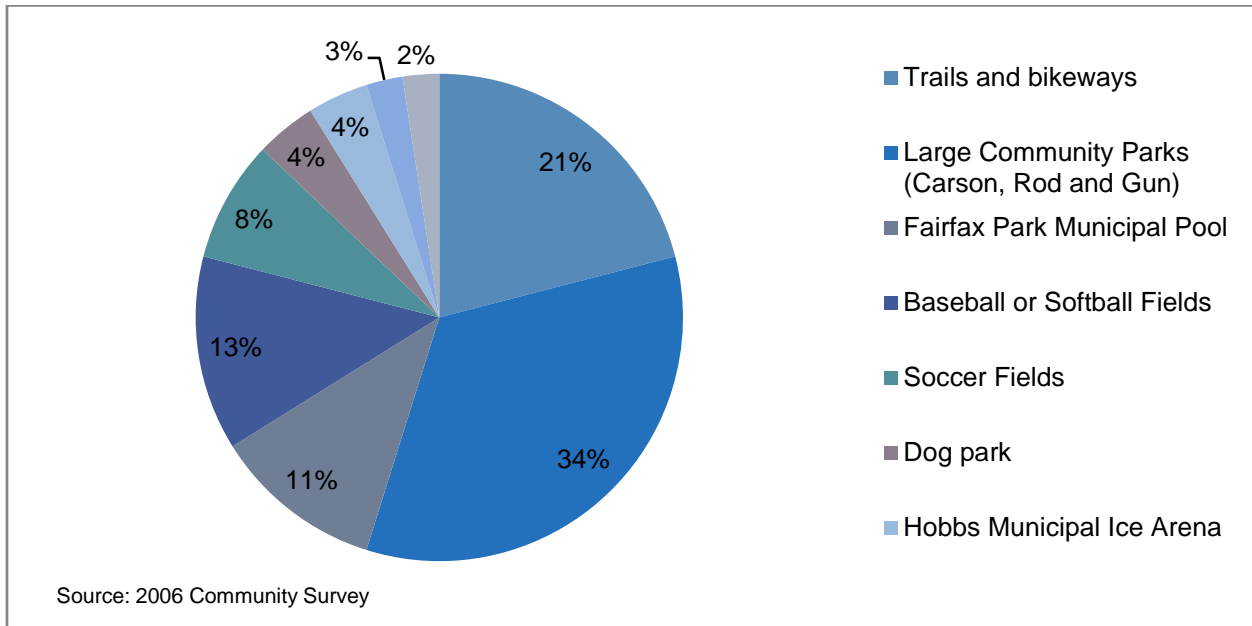
the Chippewa Valley Pickleball Club and many local donors, have teamed up to advance court opportunities with six brand new outdoor courts in 2017. The pace of the game and smaller court size makes it easier for people of all ages and skill levels to experience the game, while minimizing injuries associated with other court sports.

Local Trends in Parks and Recreation

A comparison of Eau Claire Parks, Recreation, and Forestry statistically valid community survey completed in 2011 with a similar community survey completed in 2006 as part of the 5-Year Strategic Plans yields insight into local parks and recreation trends. Another survey was completed in 2016 to assist with Strategic Plans.



Exhibit 13.1 Households that frequently used Eau Claire Parks and Recreation facilities in the past 2 years

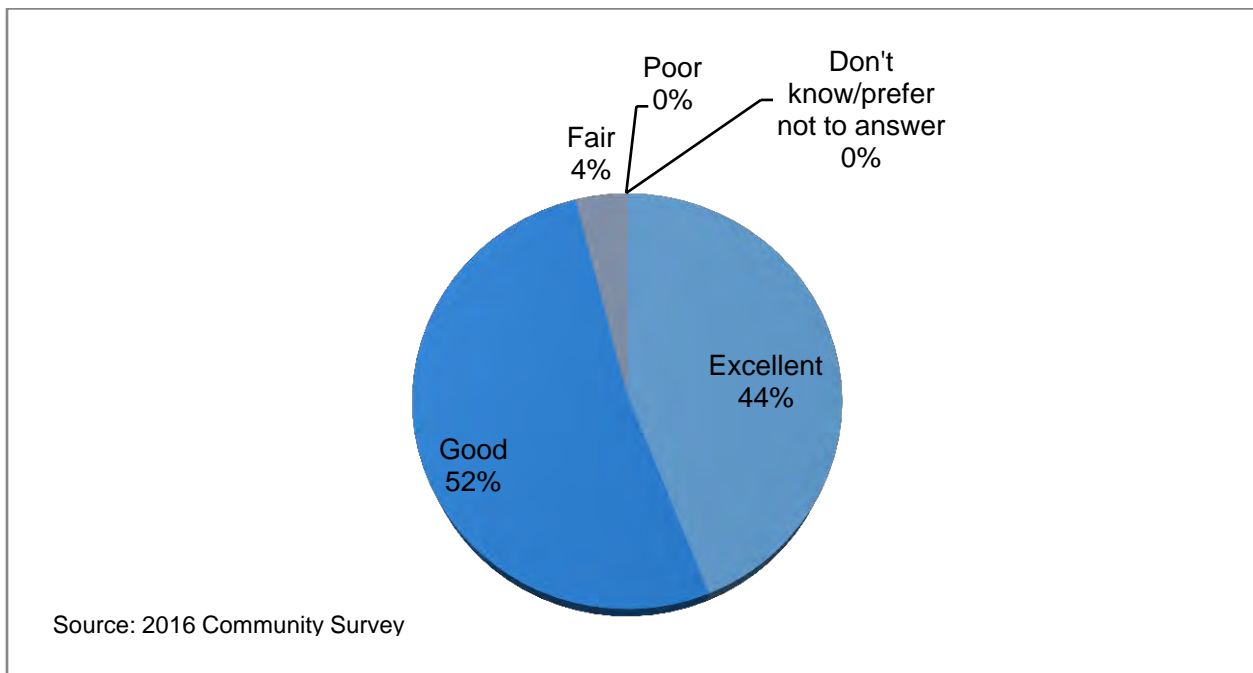
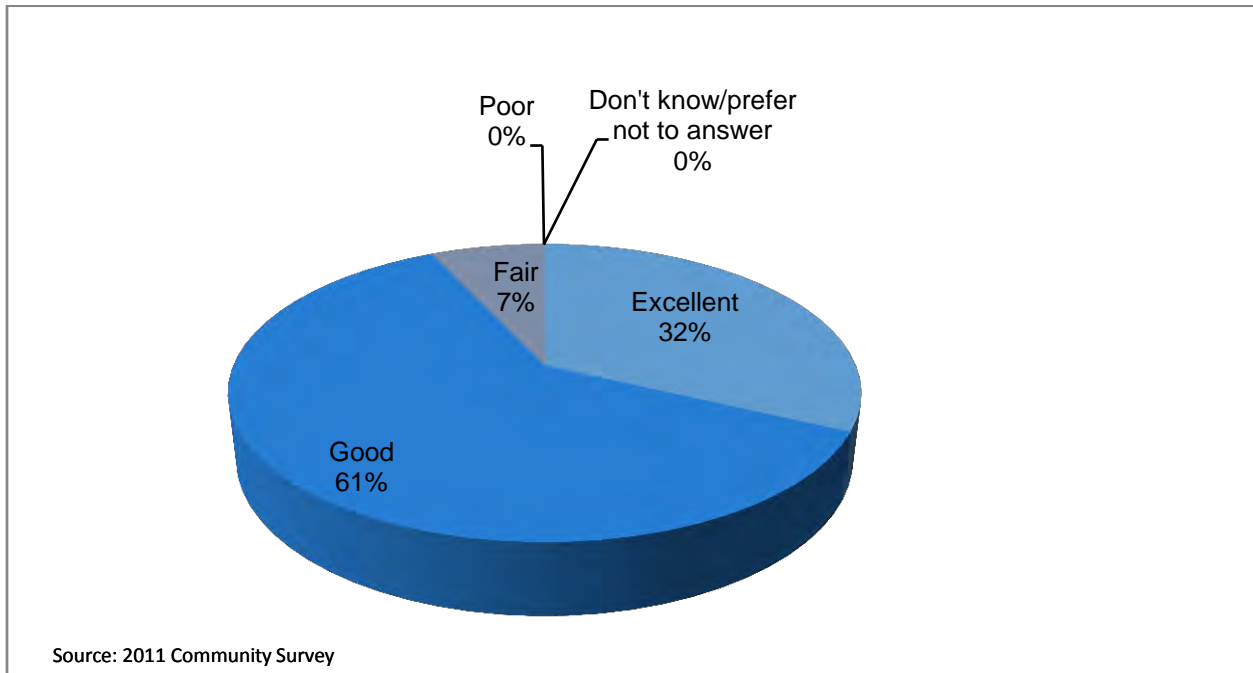


The results from Eau Claire households have similarities, but now show some interesting changes. For example, the percentage of household that frequently use Eau Claire Parks, Recreation, and Forestry facilities in the past 5 years has declined. (Exhibit 13.1) In 2011, large community

parcs were frequently used 28%, which is a decrease from 42% in 2006. On the contrary, large community parks and trails/bikeways have remained the top two most frequently used facilities in 2006 and 2011.



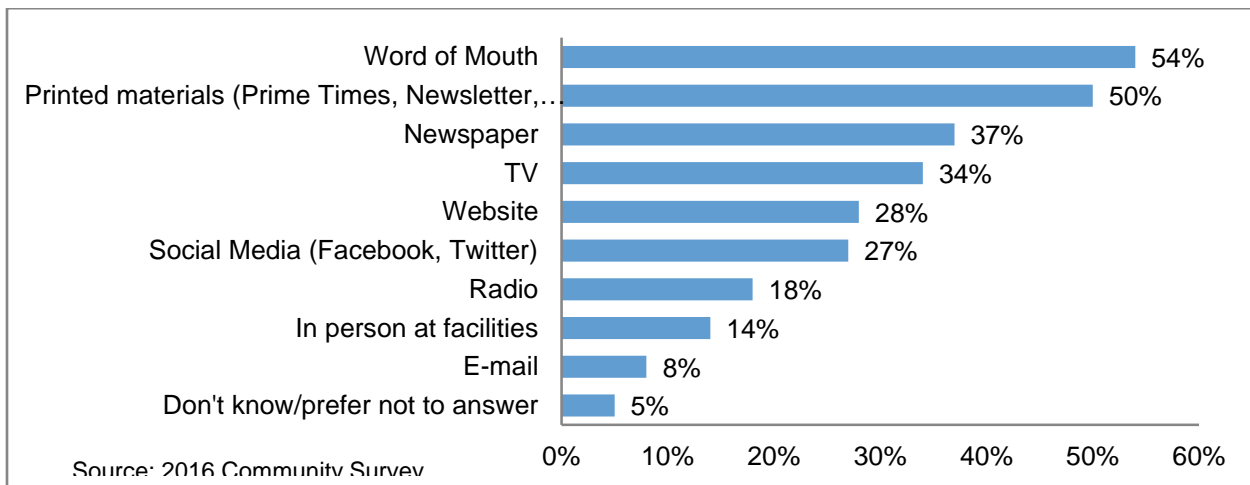
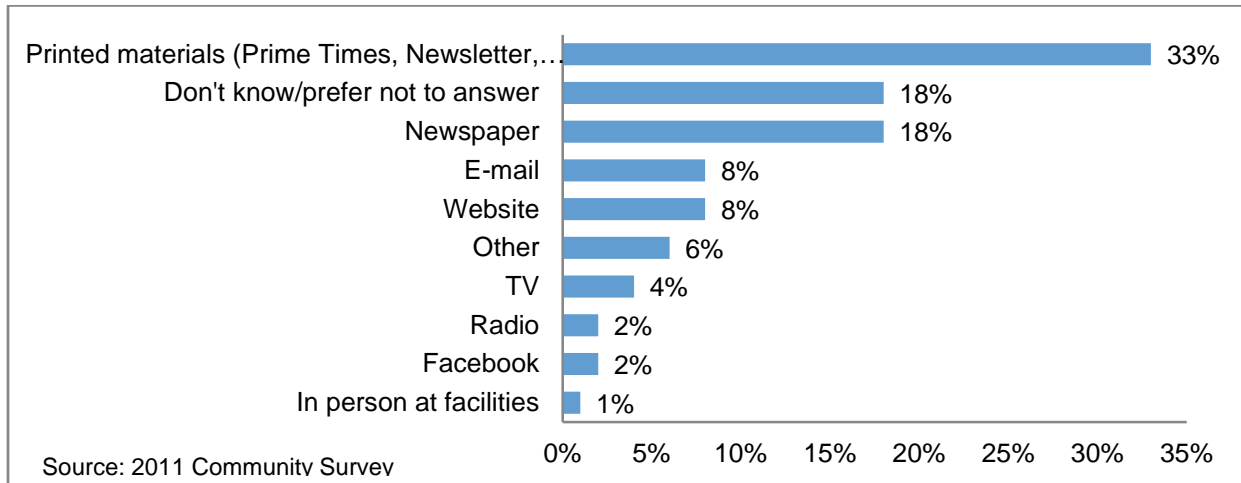
Exhibit 13.2 Overall ratings of Eau Claire Parks and Recreation facilities



In 2016, households gave Eau Claire Parks, Recreation, and Forestry facilities an excellent rating of 44% up from 32% in 2011. (Exhibit 13.2)



Exhibit 13.3 How households learn about Eau Claire Parks, Recreation & Forestry Programs, Facilities & Services



How households learn about programs, services, and facilities has changed. In Exhibit 13.4, it shows printed materials is one of the highest ways household respondents learn about Eau Claire Parks, Recreation, & Forestry programs, services, and facilities. In 2011, 33% gained information from printed material and 50% in 2016. Social media (i.e. Facebook and Twitter) showed the most significant increase going from 2% in 2011 to 27% in 2016. While the newspaper is still the third most common means of obtaining information, the 2011 survey indicated 18%

in 2011 and 37% in 2016.

Youth swimming lessons was a programming trend which household respondents felt was very important to offer. Being the third most important in 2011 following neighborhood playgrounds and adult water fitness. While in 2016, youth swimming lessons was third behind youth sports programs and youth enrichment programs. It is apparent in the Eau Claire community that offering youth a lifelong skill, such as swimming lessons, will always be viewed as important.



The demographics of the survey can tell us about our user groups. Exhibit 13.4 shows a significant increase in people under 35 and a decrease in people 65 or older.

Exhibit 13.4 Age

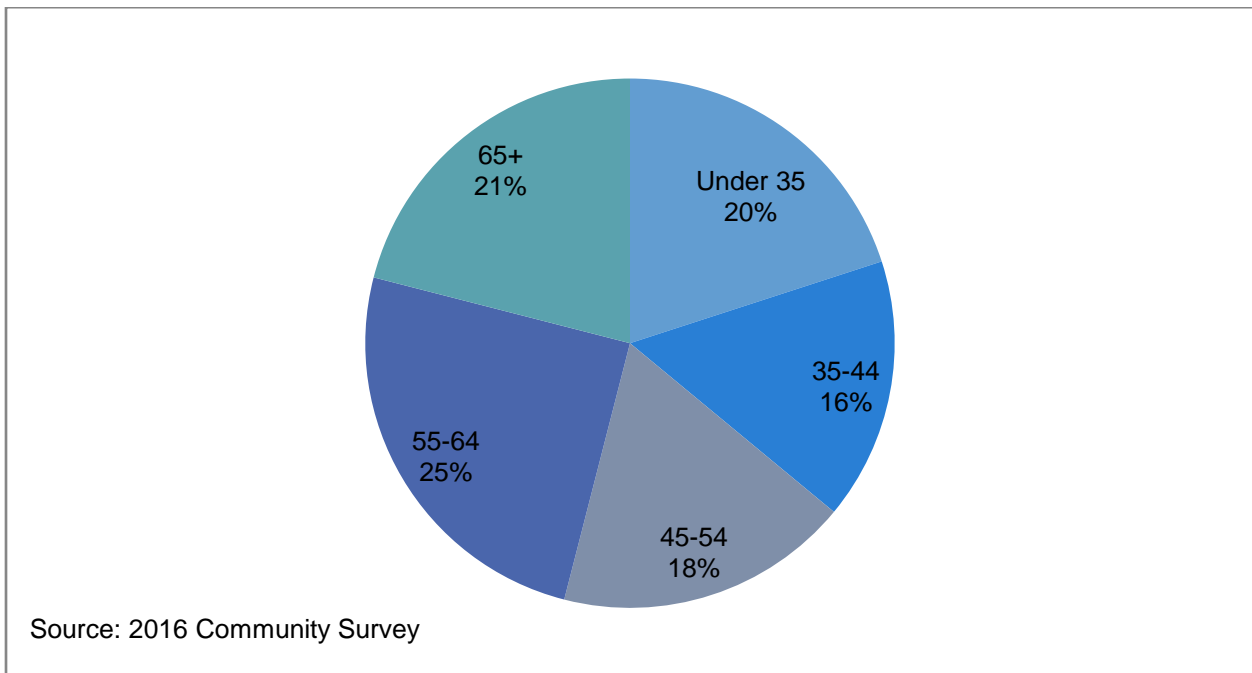
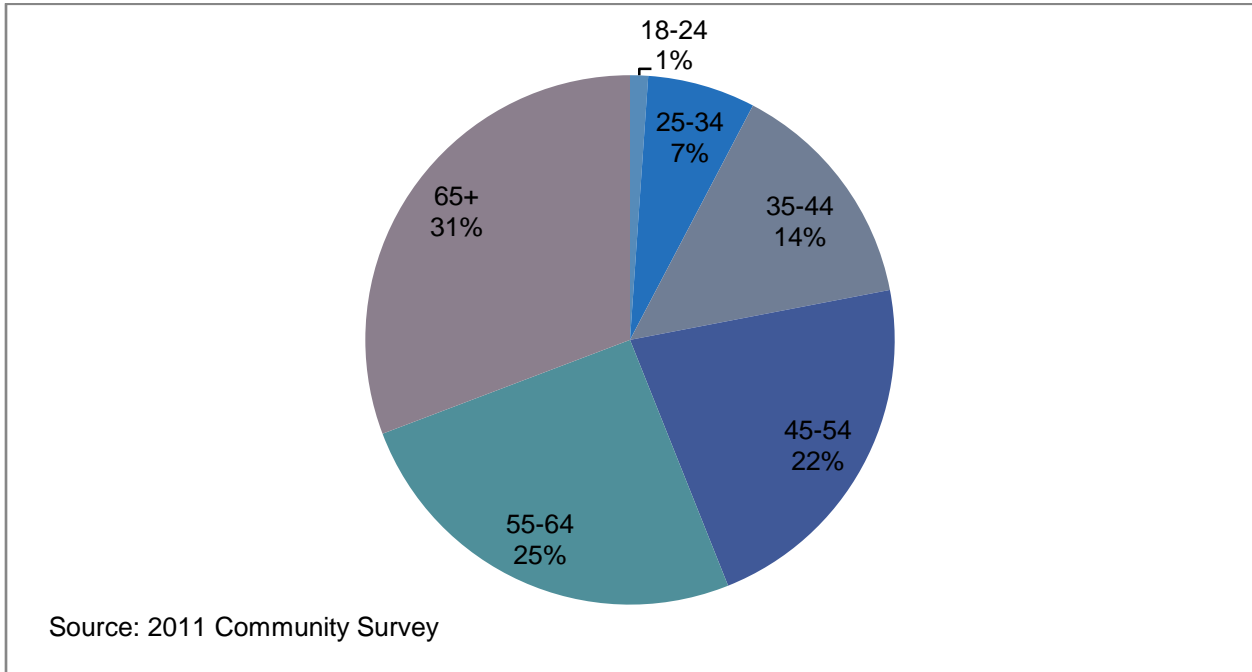




Exhibit 13.5 Household Income

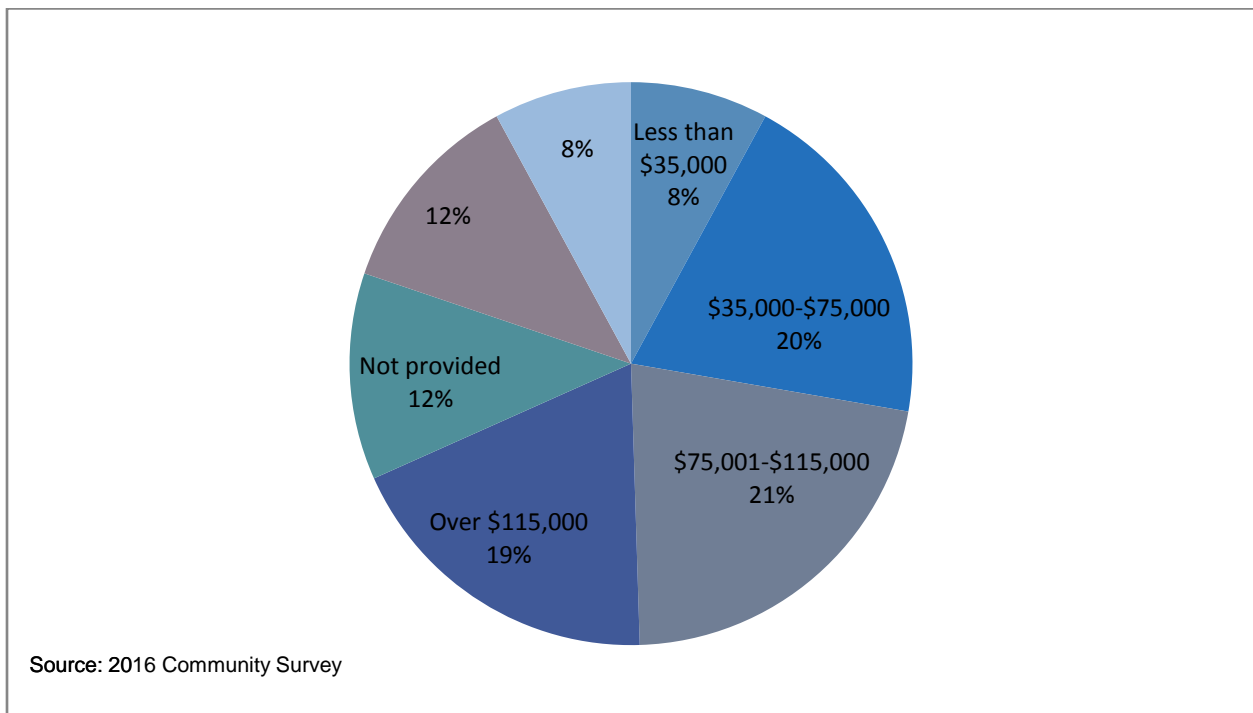
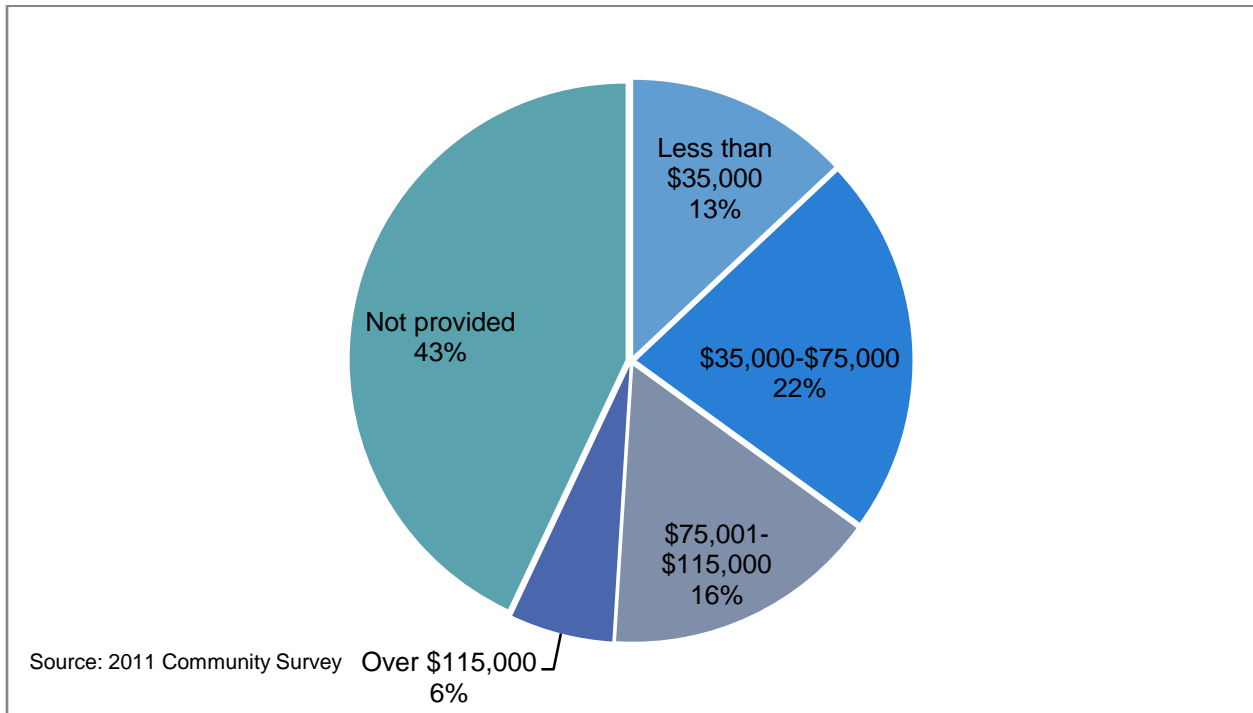


Exhibit 13.5 shows that income of Eau Claire residents has also shown changes since 2011. In 2011, 35% of respondents

said they had a total annual household income under \$75,000. That number increased to 50% in 2016.



Overall, the comparison of the community surveys from 2006, 2001, and 2016 provides insight into local trends in parks and recreation. One trend is large community parks and trails/bikeways are the top two parks and recreation facilities frequently used by the Eau Claire community. There is a growing demand for more health and wellness opportunities such as walking and biking trails. Another change over the ten years is the way in which households learn about parks and recreation services and programs. Many more people are on-line and communicating through the internet than before, especially with social media.

Summary

National and local trends inform the interpretation of Eau Claire Parks, Recreation, and Forestry operations analyses and lead to effective recommendations for strategic actions over the next five years. Many national trends are mirrored by local parks and recreation changes over time. Programming is an aspect of the parks and recreation industry that changes over time with national and community interests in sports and activities. It is vital to track trends over time to best deliver facilities and programs which most effectively meet the community's needs and are the most effective investment in public funding.

15.0 Implementation Strategies for Recommendation





IMPLEMENTATION STRATEGIES FOR RECOMMENDATIONS

The collective role of the department is the implementation of the Park and Recreation System Master Plan. Marketing considerations and recommendations, the priority of service related to target markets, preliminary list of recommendations, and park metrics to be used in the measuring and evaluation of programs, facilities, and services is an important part of the progress of implementation of the plan.

Eau Claire Parks, Recreation, and Forestry have the primary responsibility for implementation of the recommendations approved by the City Council as part of the City's Park and Recreation System Master Plan. Generally, this role is threefold:

- To provide programs, services and facilities;
- To partner with existing community agencies in the provision of programs and services;
- To facilitate the development and provision of new facilities, programs and services, or standards of performance;

Occasionally, the Parks and Recreation Division will be the best suited, or professionally the most appropriate agency, to be the community "provider" of a program, service, or facility as determined by some set of publicly generated criteria (such as efficiency, effectiveness, professional competency, built facility, public accessibility, etc.). In these cases, the Division will align (or realign) its practices and use designated/allocated public resources (i.e., mission, staff, building, program, funding, etc.) to deliver the specific program at the desired level of service to attain the designated outcome. Conversely, the Park and Recreation Divisions are in the position to collaborate with other agencies based upon the distribution of public assets or other resources. For example, the City has shared use of the University athletic

complex which includes maintenance, capital improvements, facility use, and scheduling. The City also partners with the Eau Claire Area School District to provide summer school programming. Partnerships allow for shared resource use and are developed over time through formalized contracts, agreements, or memos of understanding. Finally, the Parks and Recreation Division may be a "facilitator" either by initiating and then handing off a program or service, or by contracting out services, or by setting standards of service delivery that are then met by other community providers. A current example is the provision of golf programs, youth hockey leagues, pickleball facility development, and facility scheduling services.

Taking a customer-driven, outcome oriented, and collaborative approach; Parks, Recreation, and Forestry can continue to play a central role in maintaining and improving quality of life in Eau Claire. As provider, partner and facilitator, the organization will be responsible for communicating the vision and creating awareness of the work of Parks, Recreation, and Forestry. The Division teams will be expending effort as much on forming critical partnerships to carry out the work of delivering programs as it does on expanding existing professional competencies to better deliver its services. Under this model, strengthening the network of facilities, programs and services accessible by the community will be as important as documenting and demonstrating outcomes of services offered. Utilizing industry benchmarks and implementing best practices where feasible, the Divisions will increase capacity to provide City Council, Waterways and Parks Commission, and Citizen advisory groups with information to make informed public policy decisions. Efforts to research and secure new funding sources to expand resources will be seen as part of the role of the Department.



In summary, Eau Claire Parks, Recreation, and Forestry's role will be to effectively provide, partner, and facilitate the delivery of park and recreation programs, facilities, and services. Implementation of the Park and Recreation System Master Plan will involve the realignment of its efforts to meet the priorities, levels of service, and standards expected. In order to fulfill The Department's primary role, the following key recommendations have been created based on findings resulting from the master planning process. Staff input, community input, and industry trend analysis have all contributed to these recommendations. Broken up into four major categories, the Master Plan recommendations include Land Acquisition and Facility Development, Reinvestment in Existing Infrastructure, Strengthening Collaborative Partnerships, and Trend Based Programming.

Land Acquisition and Facility Development

The demands of area youth soccer and baseball/softball are growing to the point that existing facilities are not enough to meet demand for field use. As such, The Department should explore acquiring land within the community to create additional field space. Location of existing field complexes, as well as proximity to freeway interchanges and hotels should be analyzed to determine the best location for future athletic fields. It is anticipated that the Interstate 94 corridor on the west side of Eau Claire will see future addition of freeway exits/entrances so location of future athletic fields near that corridor would facilitate easy access from all areas of Eau Claire. Existing collaborative partners and also soccer and baseball/softball groups should be included in the development of future field facilities to ensure all needs are met, services are not duplicated, and future growth is not limited.

Reinvestment in Existing Infrastructure

The Department owns and operates many athletic facilities and complexes of varying ages. Many are aging to the point that redesign, replacement, or renovation is needed. Particularly at Carson Football Stadium, the main grandstand and press box are in need of renovation along with upgrading of concessions facilities and the revision of additional seating which is brought in during the UWEC season. Facility stakeholders have already met with Department leadership to discuss the possibility of a complete rework of the football stadium complex. That discussion has resulted in a desire to create a separate master plan for renovation of the Carson Football Stadium to address all of these issues as well as set the facility up for other uses which it currently cannot accommodate. Through collaboration with all the facility's stakeholders and the CIP budget process, the Carson Football Stadium Master Plan can be developed and implemented over time.

Another facility which is in need of upgrading is Hobbs Ice Arena. The facility has aging mechanical equipment used for the ice refrigeration process and also lacks dedicated locker rooms for the three high school teams that utilize the facility. Further, two thirds of the existing public locker rooms lack showers and bathrooms. There is also a desire to attract a Junior hockey team to the facility, and the locker room amenities required by that level of team currently do not exist at the facility. Some of the mechanical issues are beginning to be addressed through the CIP budget process, but further work is needed. Specifically with the future addition of locker rooms, the department will need to collaborate with existing user groups on the design of future spaces to ensure all needs are met and future growth is not limited.

Other areas of reinvestment in existing infrastructure include the possibility of



adding lighting to athletic fields which currently do not have lights, potential addition of a splash pad area to an existing neighborhood or community park separate from Fairfax Pool, and covering of one of the existing boarded outdoor ice rinks to create a year-round multi-use space.

Strengthening Collaborative Partnerships for Future Program and Facility Development

Significant collaboration between The Department and various groups including UWEC, the Eau Claire Area School District, Visit Eau Claire, and many others already goes on for many of the services provided by The Department. UWEC and ECASD both have future facility projects that have either already began or will soon be started. Collaboration with those groups relevant to these projects should be increased to ensure that services provided by The Department can be maximized.

Specifically, it is desired to gain access to exclusive gym space so that program offerings can be increased. Whether at UWEC or ECASD facility, discussion should start so that an exclusive gym space can either be created or an existing space can

be dedicated to Department use and programming. Further, duplication of services and limitation of future growth can be prevented when all relevant community groups collaborate on their major projects.

Trend Based Programming

Recent trends in youth athletics as well as adult programs have created a need for The Department to modify its traditional programming offerings in those areas. In general, there is an increased desire for outdoor recreational opportunities, a desire for shorter seasons in adult athletic leagues, an increased desire for drop-in or open play activities for all ages, and a major decline in tackle football interest due to concussion concerns. The Department should capitalize on these trends by modifying existing programming to accommodate the current trends. Increases in outdoor programming, drop-in type programming, decreasing season length in adult leagues, and youth flag football programming will all help to ensure services provided by The Department are relevant and successful. Constant analysis of industry trends is required to ensure this continues now and into the future.



Appendix A: Document and Plan Website Links

- City Comprehensive Plan
- Community Survey
- Park and Open Spaces Plan
- Comprehensive Recreation Plan
- Urban Forestry Plan
- City Operating Budget
- City Capital Improvement Plan
- Community Services Annual Report
- Economic Impact Study



APPENDIX A

DATA RESOURCES AND WEBSITE LINKS

<http://eauclairewi.gov/departments/recreation-services/administration/reports-surveys-park-plans>

City Comprehensive Plan

<http://www.ci.eau-claire.wi.us/departments/community-development/planning/comprehensive-plan>

Community Survey

<http://eauclairewi.gov/home/showdocument?id=16224>

Park and Open Spaces Plan

<http://eauclairewi.gov/home/showdocument?id=6092>

Comprehensive Recreation Plan

<http://www.eauclairewi.gov/home/showdocument?id=2081>

Urban Forestry Plan

<http://www.eauclairewi.gov/home/showdocument?id=1360>

City Operating Budget

<http://eauclairewi.gov/home/showdocument?id=19350>

City Capital Improvement Plan

<http://www.ci.eau-claire.wi.us/home/showdocument?id=20524>

Community Services Annual Report

<http://eauclairewi.gov/home/showdocument?id=18707>

Economic Impact Study

<http://www.eauclairewi.gov/home/showdocument?id=8799>



Appendix B: Community Survey Results



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q1. Has your household visited any City of Eau Claire parks during the past 12 months?

Q1. Has your household visited any City parks during past 12 months	Number	Percent
Yes	768	86.4 %
No	121	13.6 %
Total	889	100.0 %

Q1a. (If YES to Question 1) How would you rate the overall condition of ALL the City of Eau Claire parks you have visited?

Q1a. How would you rate overall condition of all parks you have visited	Number	Percent
Excellent	339	44.1 %
Good	399	52.0 %
Fair	26	3.4 %
Poor	2	0.3 %
Not provided	2	0.3 %
Total	768	100.0 %

Q1b. (If YES to Question 1) Approximately how many times have you or members of your household visited City of Eau Claire parks during the past year?

Q1b. How many times have you visited City parks during past year	Number	Percent
1-5 times	271	35.3 %
6-10 times	167	21.7 %
11-20 times	140	18.2 %
21-25 times	61	7.9 %
26+ times	128	16.7 %
Not provided	1	0.1 %
Total	768	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q2. Has your household participated in any recreation programs or activities offered by the City of Eau Claire during the past 12 months?

Q2. Has your household participated in any recreation programs or activities during past 12 months

	Number	Percent
Yes	178	20.0 %
No	711	80.0 %
Total	889	100.0 %

Q2a. (If YES to Question 2) How many different recreation programs or activities offered by the City of Eau Claire has your household participated in during the past 12 months?

Q2a. How many different recreation programs or activities has your household participated in

	Number	Percent
1 program/activity	49	27.5 %
2 to 3 programs/activities	89	50.0 %
4 to 6 programs/activities	33	18.5 %
7 to 10 programs/activities	6	3.4 %
11+ programs/activities	1	0.6 %
Total	178	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q2b. (If YES to Question 2) Check the THREE primary reasons why your household has participated in City of Eau Claire recreation programs or activities.

Q2b. Primary reasons why your household has participated in recreation programs or activities	Number	Percent
Quality of instructors/coaches/staff	33	18.5 %
Location of the program facility	82	46.1 %
Quality of the program facility	51	28.7 %
Reasonable fees	100	56.2 %
Times the program is offered	64	36.0 %
Friends participate in the program	69	38.8 %
Dates the program is offered	57	32.0 %
Other	12	6.7 %
Total	468	

Q2b. Other

Q2b. Other	number	percent
Fairfax pool-clean facility, run very nicely	1	9.1 %
Programs appropriate for 60 and over	1	9.1 %
Youth sports	1	9.1 %
Been doing so for 35 years	1	9.1 %
Limited competition	1	9.1 %
Farmers markets and music	1	9.1 %
What the program is that is being offered	1	9.1 %
Programs for young children under 10	1	9.1 %
Like music	1	9.1 %
Exposure to activities	1	9.1 %
Fun	1	9.1 %
Total	11	100.0 %

Q2c. (If YES to Question 2) How would you rate the overall quality of recreation programs or activities in which your household has participated?

Q2c. How would you rate overall quality of recreation programs or activities	Number	Percent
Excellent	70	39.3 %
Good	96	53.9 %
Fair	12	6.7 %
Total	178	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q3. Please indicate if you or any members of your household have a need for the facilities/amenities listed below:

(N= 889)

	Yes	No
Q3-1. Neighborhood playgrounds	38.9%	61.1%
Q3-2. Outdoor ice skating rinks	26.1%	73.9%
Q3-3. Baseball or Softball fields	19.3%	80.7%
Q3-4. Soccer fields	13.0%	87.0%
Q3-5. Tennis courts	18.0%	82.0%
Q3-6. Hobbs Ice Center	19.1%	80.9%
Q3-7. Fairfax Pool	40.6%	59.4%
Q3-8. Half Moon Lake	39.0%	61.0%
Q3-9. Large community parks	78.0%	22.0%
Q3-10. Dog park	21.0%	79.0%
Q3-11. Trails & bikeways	63.2%	36.8%
Q3-12. Skate park	6.9%	93.1%
Q3-13. Outdoor basketball courts	12.5%	87.5%
Q3-14. Boat launches	32.3%	67.7%
Q3-15. Cross country ski trails	20.8%	79.2%
Q3-16. Pinehurst Sledding Area	22.9%	77.1%
Q3-17. Owen Park Fitness Zone	13.5%	86.5%
Q3-18. Athletic fields & courts	18.3%	81.7%
Q3-19. Multipurpose space for meetings/ parties	33.9%	66.1%
Q3-20. Pickleball courts	8.7%	91.3%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q3. If you have a need for a facility/amenity and circled YES, how well are your needs being met?

(N=782)

	Fully Met	Mostly Met	Partly Met	Not Met
Q3-1. Neighborhood playgrounds	43.5%	43.2%	9.9%	3.3%
Q3-2. Outdoor ice skating rinks	45.5%	28.6%	19.6%	6.3%
Q3-3. Baseball or Softball fields	58.6%	35.2%	5.6%	0.6%
Q3-4. Soccer fields	69.6%	24.1%	5.4%	0.9%
Q3-5. Tennis courts	49.0%	34.8%	13.5%	2.6%
Q3-6. Hobbs Ice Center	62.5%	31.3%	5.0%	1.3%
Q3-7. Fairfax Pool	65.4%	30.5%	3.3%	0.9%
Q3-8. Half Moon Lake	46.5%	42.4%	9.2%	1.9%
Q3-9. Large community parks	66.9%	28.9%	3.9%	0.3%
Q3-10. Dog park	49.7%	30.9%	17.0%	2.4%
Q3-11. Trails & bikeways	55.9%	36.5%	6.5%	1.2%
Q3-12. Skate park	50.0%	35.2%	9.3%	5.6%
Q3-13. Outdoor basketball courts	44.1%	37.3%	14.7%	3.9%
Q3-14. Boat launches	43.0%	47.3%	7.8%	1.9%
Q3-15. Cross country ski trails	47.6%	37.8%	11.0%	3.7%
Q3-16. Pinchurst Sledding Area	50.3%	38.9%	9.7%	1.1%
Q3-17. Owen Park Fitness Zone	50.5%	37.8%	9.0%	2.7%
Q3-18. Athletic fields & courts	49.0%	42.1%	8.3%	0.7%
Q3-19. Multipurpose space for meetings/ parties	43.5%	43.5%	11.4%	1.5%
Q3-20. Pickleball courts	30.3%	43.9%	18.2%	7.6%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q3. If you have a need for a facility/amenity and circled YES, how many times has your household used this type of facility/amenity during the past 12 months?

(N=782)

	None	1-10 times	11-25 times	26+ times
Q3-1. Neighborhood playgrounds	5.9%	51.1%	28.7%	14.3%
Q3-2. Outdoor ice skating rinks	23.8%	66.7%	6.7%	2.9%
Q3-3. Baseball or softball fields	11.8%	43.1%	30.7%	14.4%
Q3-4. Soccer fields	18.4%	47.6%	23.3%	10.7%
Q3-5. Tennis courts	20.1%	61.9%	14.9%	3.0%
Q3-6. Hobbs Ice Center	16.2%	64.2%	11.5%	8.1%
Q3-7. Fairfax Pool	15.9%	62.5%	16.2%	5.5%
Q3-8. Half Moon Lake	8.1%	71.0%	16.5%	4.4%
Q3-9. Large community parks	1.2%	50.9%	32.4%	15.5%
Q3-10. Dog park	13.8%	50.3%	23.3%	12.6%
Q3-11. Trails & bikeways	5.1%	45.5%	21.1%	28.4%
Q3-12. Skate park	28.9%	46.7%	17.8%	6.7%
Q3-13. Outdoor basketball courts	24.4%	53.3%	16.7%	5.6%
Q3-14. Boat launches	9.8%	65.6%	19.7%	4.9%
Q3-15. Cross country ski trails	17.0%	66.7%	11.9%	4.4%
Q3-16. Pinehurst Sledding Area	22.0%	71.1%	5.8%	1.2%
Q3-17. Owen Park Fitness Zone	27.2%	65.0%	3.9%	3.9%
Q3-18. Athletic fields & courts	14.8%	59.3%	18.5%	7.4%
Q3-19. Multipurpose space for meetings/ parties	15.4%	76.3%	6.3%	2.0%
Q3-20. Pickleball courts	34.8%	47.0%	9.1%	9.1%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household?

<u>Q4. Top choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood playgrounds	112	12.6 %
Outdoor ice skating rinks	5	0.6 %
Baseball or softball fields	18	2.0 %
Soccer fields	8	0.9 %
Tennis courts	10	1.1 %
Hobbs Ice Center	14	1.6 %
Fairfax Pool	29	3.3 %
Half Moon Lake	23	2.6 %
Large community parks	276	31.0 %
Dog park	25	2.8 %
Trails & bikeways	136	15.3 %
Skate park	3	0.3 %
Outdoor basketball courts	3	0.3 %
Boat launches	39	4.4 %
Cross country ski trails	8	0.9 %
Pinehurst Sledding Area	2	0.2 %
Owen Park Fitness Zone	2	0.2 %
Athletic fields & courts	6	0.7 %
Multipurpose space for meetings/parties	15	1.7 %
Pickleball courts	4	0.4 %
None chosen	151	17.0 %
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood playgrounds	52	5.8 %
Outdoor ice skating rinks	13	1.5 %
Baseball or softball fields	22	2.5 %
Soccer fields	14	1.6 %
Tennis courts	5	0.6 %
Hobbs Ice Center	15	1.7 %
Fairfax Pool	60	6.7 %
Half Moon Lake	35	3.9 %
Large community parks	173	19.5 %
Dog park	36	4.0 %
Trails & bikeways	167	18.8 %
Skate park	4	0.4 %
Outdoor basketball courts	1	0.1 %
Boat launches	39	4.4 %
Cross country ski trails	10	1.1 %
Pinehurst Sledding Area	7	0.8 %
Owen Park Fitness Zone	2	0.2 %
Athletic fields & courts	5	0.6 %
Multipurpose space for meetings/parties	34	3.8 %
Pickleball courts	11	1.2 %
<u>None chosen</u>	<u>184</u>	<u>20.7 %</u>
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household?

<u>Q4. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood playgrounds	48	5.4 %
Outdoor ice skating rinks	18	2.0 %
Baseball or softball fields	34	3.8 %
Soccer fields	13	1.5 %
Tennis courts	12	1.3 %
Hobbs Ice Center	16	1.8 %
Fairfax Pool	76	8.5 %
Half Moon Lake	63	7.1 %
Large community parks	88	9.9 %
Dog park	19	2.1 %
Trails & bikeways	89	10.0 %
Skate park	4	0.4 %
Outdoor basketball courts	6	0.7 %
Boat launches	44	4.9 %
Cross country ski trails	29	3.3 %
Pinehurst Sledding Area	15	1.7 %
Owen Park Fitness Zone	8	0.9 %
Athletic fields & courts	17	1.9 %
Multipurpose space for meetings/parties	40	4.5 %
Pickleball courts	7	0.8 %
<u>None chosen</u>	<u>243</u>	<u>27.3 %</u>
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household?

<u>Q4. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood playgrounds	51	5.7 %
Outdoor ice skating rinks	24	2.7 %
Baseball or softball fields	24	2.7 %
Soccer fields	14	1.6 %
Tennis courts	16	1.8 %
Hobbs Ice Center	7	0.8 %
Fairfax Pool	61	6.9 %
Half Moon Lake	44	4.9 %
Large community parks	40	4.5 %
Dog park	19	2.1 %
Trails & bikeways	51	5.7 %
Skate park	5	0.6 %
Outdoor basketball courts	4	0.4 %
Boat launches	42	4.7 %
Cross country ski trails	30	3.4 %
Pinehurst Sledding Area	22	2.5 %
Owen Park Fitness Zone	11	1.2 %
Athletic fields & courts	16	1.8 %
Multipurpose space for meetings/parties	55	6.2 %
Pickleball courts	11	1.2 %
<u>None chosen</u>	<u>342</u>	<u>38.5 %</u>
<u>Total</u>	<u>889</u>	<u>100.0 %</u>



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

SUM OF TOP 4 CHOICES

Q4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household? (top 4)

Q4. Sum of Top 4 Choices	Number	Percent
Neighborhood playgrounds	263	29.6 %
Outdoor ice skating rinks	60	6.7 %
Baseball or softball fields	98	11.0 %
Soccer fields	49	5.5 %
Tennis courts	43	4.8 %
Hobbs Ice Center	52	5.8 %
Fairfax Pool	226	25.4 %
Half Moon Lake	165	18.6 %
Large community parks	577	64.9 %
Dog park	99	11.1 %
Trails & bikeways	443	49.8 %
Skate park	16	1.8 %
Outdoor basketball courts	14	1.6 %
Boat launches	164	18.4 %
Cross country ski trails	77	8.7 %
Pinehurst Sledding Area	46	5.2 %
Owen Park Fitness Zone	23	2.6 %
Athletic fields & courts	44	4.9 %
Multipurpose space for meetings/parties	144	16.2 %
Pickleball courts	33	3.7 %
None chosen	151	17.0 %
Total	2787	



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q5. How safe do you feel in City parks, trails, and recreation facilities?

Q5. How safe do you feel in City parks, trails, & recreation facilities	Number	Percent
Very safe	466	52.4 %
Somewhat safe	299	33.6 %
Not too safe	21	2.4 %
Not at all safe	3	0.3 %
Don't know	100	11.2 %
Total	889	100.0 %

Q5a. If you indicated "Not Too Safe" or "Not at All Safe" in Question 5, what park, trail or facility do you feel is unsafe?

Q5a. What park, trail or facility do you feel is unsafe	number	percent
All	1	4.3 %
All parks and trails	1	4.3 %
All trails should have lights on them for walkers	1	4.3 %
Bike trail between eddy and melby way too dark at night	1	4.3 %
Bike trail between dewey street and banbury place has insufficient lighting	1	4.3 %
Carson	1	4.3 %
Carson park needs more police patrol	1	4.3 %
Fairfax pool half moon lake	1	4.3 %
McDonough park	1	4.3 %
McDonough park & mt simon	1	4.3 %
Not safe to be alone	1	4.3 %
Owen park downtown bike trail	1	4.3 %
Phoenix park	2	8.7 %
Phoenix park, not too safe	1	4.3 %
Pinehurst sledding hill is very unsafe	1	4.3 %
Rod and gun park-isolated	1	4.3 %
Trail behind hobbs ice and fine arts	1	4.3 %
Would not go to any park, trail or facility alone after dark	1	4.3 %
Too much drug dealing at mt simon park boat launch and other areas	1	4.3 %
Trail by banberry & uw-cc needs a panic or emergency button	1	4.3 %
Trail by boyd park and down by banbury place	1	4.3 %
Trails/bikeways	1	4.3 %
total	23	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. Please indicate if you or any members of your household have a need for the programs listed below:

(N=889)

	Yes	No
Q6-1. Adult swim lessons	5.5%	94.5%
Q6-2. Adult water fitness	19.8%	80.2%
Q6-3. Adult pickleball instruction	8.7%	91.3%
Q6-4. Indoor lap swimming	13.4%	86.6%
Q6-5. Outdoor lap swimming	10.7%	89.3%
Q6-6. Adult sports leagues	12.5%	87.5%
Q6-7. Adult open gyms	14.5%	85.5%
Q6-8. Indoor open skating (youth & adult)	18.1%	81.9%
Q6-9. Programs for people with disabilities	6.6%	93.4%
Q6-10. Red Cross training courses	16.6%	83.4%
Q6-11. Pre-school instructional programs	8.9%	91.1%
Q6-12. Youth gymnastics classes	8.8%	91.2%
Q6-13. Youth art programs	11.0%	89.0%
Q6-14. Introduction to hockey programs	5.1%	94.9%
Q6-15. Neighborhood playgrounds	34.1%	65.9%
Q6-16. Youth swim lessons	17.5%	82.5%
Q6-17. Youth tennis lessons	5.4%	94.6%
Q6-18. Youth outdoor adventure classes	12.3%	87.7%
Q6-19. Youth golf lessons	6.4%	93.6%
Q6-20. Youth sports leagues	13.4%	86.6%
Q6-21. Youth cooking classes	6.4%	93.6%



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. Please indicate if you or any members of your household have a need for the programs listed below:

	<u>Yes</u>	<u>No</u>
Q6-22. Youth running classes	4.6%	95.4%
Q6-23. Youth pickleball instruction	2.4%	97.6%
Q6-24. Youth summer day camp program	8.5%	91.5%
Q6-25. Youth T-ball instruction	7.6%	92.4%
Q6-26. Youth soccer instruction	9.0%	91.0%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. If you have a need for a program and circled YES, how well are your needs being met?

(N=521)

	Fully Met	Mostly Met	Partly Met	Not Met
Q6-1. Adult swim lessons	15.8%	31.6%	15.8%	36.8%
Q6-2. Adult water fitness	15.7%	31.3%	24.6%	28.4%
Q6-3. Adult pickleball instruction	9.3%	29.6%	18.5%	42.6%
Q6-4. Indoor lap swimming	23.1%	22.0%	25.3%	29.7%
Q6-5. Outdoor lap swimming	20.8%	30.6%	25.0%	23.6%
Q6-6. Adult sports leagues	27.3%	40.9%	21.6%	10.2%
Q6-7. Adult open gyms	16.0%	28.0%	31.0%	25.0%
Q6-8. Indoor open skating (youth & adult)	26.2%	43.1%	23.1%	7.7%
Q6-9. Programs for people with disabilities	15.6%	20.0%	26.7%	37.8%
Q6-10. Red Cross training courses	26.9%	36.1%	21.8%	15.1%
Q6-11. Pre-school instructional programs	36.2%	27.6%	19.0%	17.2%
Q6-12. Youth gymnastics classes	37.3%	28.8%	15.3%	18.6%
Q6-13. Youth art programs	32.9%	26.6%	21.5%	19.0%
Q6-14. Introduction to hockey programs	34.5%	44.8%	6.9%	13.8%
Q6-15. Neighborhood playgrounds	42.7%	43.1%	8.5%	5.7%
Q6-16. Youth swim lessons	36.2%	36.9%	14.6%	12.3%
Q6-17. Youth tennis lessons	37.5%	32.5%	7.5%	22.5%
Q6-18. Youth outdoor adventure classes	34.5%	26.4%	17.2%	21.8%
Q6-19. Youth golf lessons	42.2%	17.8%	17.8%	22.2%
Q6-20. Youth sports leagues	34.0%	44.3%	13.4%	8.2%
Q6-21. Youth cooking classes	17.9%	33.3%	15.4%	33.3%



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. If you have a need for a program and circled YES, how well are your needs being met?

	<u>Fully Met</u>	<u>Mostly Met</u>	<u>Partly Met</u>	<u>Not Met</u>
Q6-22. Youth running classes	20.7%	31.0%	10.3%	37.9%
Q6-23. Youth pickleball instruction	7.7%	30.8%	7.7%	53.8%
Q6-24. Youth summer day camp program	26.3%	33.3%	17.5%	22.8%
Q6-25. Youth T-ball instruction	28.6%	32.7%	22.4%	16.3%
Q6-26. Youth soccer instruction	46.8%	30.6%	11.3%	11.3%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. If you have a need for a program and circled YES, how many times has your household used this type of program during the past 12 months?

(N=521)

	None	1-10 times	11-25 times	26+ times
Q6-1. Adult swim lessons	70.0%	26.7%	0.0%	3.3%
Q6-2. Adult water fitness	64.7%	25.2%	5.0%	5.0%
Q6-3. Adult pickleball instruction	76.0%	18.0%	4.0%	2.0%
Q6-4. Indoor lap swimming	59.5%	32.4%	4.1%	4.1%
Q6-5. Outdoor lap swimming	64.3%	26.8%	8.9%	0.0%
Q6-6. Adult sports leagues	35.7%	38.1%	17.9%	8.3%
Q6-7. Adult open gyms	53.3%	35.9%	7.6%	3.3%
Q6-8. Indoor open skating (youth & adult)	32.8%	54.6%	10.1%	2.5%
Q6-9. Programs for people with disabilities	61.8%	32.4%	2.9%	2.9%
Q6-10. Red Cross training courses	56.3%	43.7%	0.0%	0.0%
Q6-11. Pre-school instructional programs	53.7%	38.9%	1.9%	5.6%
Q6-12. Youth gymnastics classes	54.7%	34.0%	5.7%	5.7%
Q6-13. Youth art programs	58.3%	33.3%	5.6%	2.8%
Q6-14. Introduction to hockey programs	62.1%	20.7%	6.9%	10.3%
Q6-15. Neighborhood playgrounds	8.2%	53.0%	24.2%	14.6%
Q6-16. Youth swim lessons	46.5%	38.6%	7.9%	7.0%
Q6-17. Youth tennis lessons	67.6%	29.7%	2.7%	0.0%
Q6-18. Youth outdoor adventure classes	57.9%	34.2%	5.3%	2.6%
Q6-19. Youth golf lessons	63.2%	34.2%	0.0%	2.6%
Q6-20. Youth sports leagues	40.4%	44.9%	11.2%	3.4%
Q6-21. Youth cooking classes	80.6%	19.4%	0.0%	0.0%



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q6. If you have a need for a program and circled YES, how many times has your household used this type of program during the past 12 months?

	None	1-10 times	11-25 times	26+ times
Q6-22. Youth running classes	75.0%	25.0%	0.0%	0.0%
Q6-23. Youth pickleball instruction	76.9%	23.1%	0.0%	0.0%
Q6-24. Youth summer day camp program	73.1%	19.2%	3.8%	3.8%
Q6-25. Youth T-ball instruction	77.3%	13.6%	6.8%	2.3%
Q6-26. Youth soccer instruction	42.1%	31.6%	19.3%	7.0%



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	9	1.0 %
Adult water fitness	54	6.1 %
Adult pickleball instruction	24	2.7 %
Indoor lap swimming	25	2.8 %
Outdoor lap swimming	7	0.8 %
Adult sports leagues	26	2.9 %
Adult open gyms	21	2.4 %
Indoor open skating (youth & adult)	22	2.5 %
Programs for people with disabilities	17	1.9 %
Red Cross training courses	34	3.8 %
Pre-school instructional programs	10	1.1 %
Youth gymnastics classes	4	0.4 %
Introduction to hockey programs	6	0.7 %
Neighborhood playgrounds	122	13.7 %
Youth swim lessons	39	4.4 %
Youth tennis lessons	1	0.1 %
Youth outdoor adventure classes	9	1.0 %
Youth golf lessons	5	0.6 %
Youth sports leagues	13	1.5 %
Youth cooking classes	1	0.1 %
Youth summer day camp program	2	0.2 %
Youth T-ball instruction	2	0.2 %
Youth soccer instruction	6	0.7 %
<u>None chosen</u>	<u>430</u>	<u>48.4 %</u>
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	5	0.6 %
Adult water fitness	32	3.6 %
Adult pickleball instruction	8	0.9 %
Indoor lap swimming	20	2.2 %
Outdoor lap swimming	16	1.8 %
Adult sports leagues	17	1.9 %
Adult open gyms	20	2.2 %
Indoor open skating (youth & adult)	19	2.1 %
Programs for people with disabilities	14	1.6 %
Red Cross training courses	24	2.7 %
Pre-school instructional programs	7	0.8 %
Youth gymnastics classes	11	1.2 %
Youth art programs	8	0.9 %
Introduction to hockey programs	5	0.6 %
Neighborhood playgrounds	49	5.5 %
Youth swim lessons	33	3.7 %
Youth tennis lessons	3	0.3 %
Youth outdoor adventure classes	17	1.9 %
Youth golf lessons	1	0.1 %
Youth sports leagues	21	2.4 %
Youth running classes	2	0.2 %
Youth pickleball instruction	1	0.1 %
Youth summer day camp program	5	0.6 %
Youth T-ball instruction	4	0.4 %
Youth soccer instruction	12	1.3 %
<u>None chosen</u>	<u>535</u>	<u>60.2 %</u>
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	5	0.6 %
Adult water fitness	32	3.6 %
Adult pickleball instruction	8	0.9 %
Indoor lap swimming	20	2.2 %
Outdoor lap swimming	16	1.8 %
Adult sports leagues	17	1.9 %
Adult open gyms	20	2.2 %
Indoor open skating (youth & adult)	19	2.1 %
Programs for people with disabilities	14	1.6 %
Red Cross training courses	24	2.7 %
Pre-school instructional programs	7	0.8 %
Youth gymnastics classes	11	1.2 %
Youth art programs	8	0.9 %
Introduction to hockey programs	5	0.6 %
Neighborhood playgrounds	49	5.5 %
Youth swim lessons	33	3.7 %
Youth tennis lessons	3	0.3 %
Youth outdoor adventure classes	17	1.9 %
Youth golf lessons	1	0.1 %
Youth sports leagues	21	2.4 %
Youth running classes	2	0.2 %
Youth pickleball instruction	1	0.1 %
Youth summer day camp program	5	0.6 %
Youth T-ball instruction	4	0.4 %
Youth soccer instruction	12	1.3 %
<u>None chosen</u>	<u>535</u>	<u>60.2 %</u>
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	10	1.1 %
Adult water fitness	24	2.7 %
Adult pickleball instruction	7	0.8 %
Indoor lap swimming	11	1.2 %
Outdoor lap swimming	12	1.3 %
Adult sports leagues	12	1.3 %
Adult open gyms	10	1.1 %
Indoor open skating (youth & adult)	18	2.0 %
Programs for people with disabilities	4	0.4 %
Red Cross training courses	21	2.4 %
Pre-school instructional programs	6	0.7 %
Youth gymnastics classes	8	0.9 %
Youth art programs	13	1.5 %
Introduction to hockey programs	2	0.2 %
Neighborhood playgrounds	35	3.9 %
Youth swim lessons	17	1.9 %
Youth tennis lessons	4	0.4 %
Youth outdoor adventure classes	20	2.2 %
Youth golf lessons	3	0.3 %
Youth sports leagues	22	2.5 %
Youth cooking classes	4	0.4 %
Youth running classes	1	0.1 %
Youth pickleball instruction	1	0.1 %
Youth summer day camp program	7	0.8 %
Youth T-ball instruction	6	0.7 %
Youth soccer instruction	8	0.9 %
None chosen	603	67.8 %
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results**Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household?**

<u>Q7. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	3	0.3 %
Adult water fitness	9	1.0 %
Adult pickleball instruction	9	1.0 %
Indoor lap swimming	7	0.8 %
Outdoor lap swimming	4	0.4 %
Adult sports leagues	5	0.6 %
Adult open gyms	17	1.9 %
Indoor open skating (youth & adult)	11	1.2 %
Programs for people with disabilities	6	0.7 %
Red Cross training courses	12	1.3 %
Pre-school instructional programs	7	0.8 %
Youth gymnastics classes	5	0.6 %
Youth art programs	11	1.2 %
Introduction to hockey programs	6	0.7 %
Neighborhood playgrounds	24	2.7 %
Youth swim lessons	11	1.2 %
Youth tennis lessons	4	0.4 %
Youth outdoor adventure classes	12	1.3 %
Youth golf lessons	9	1.0 %
Youth sports leagues	11	1.2 %
Youth cooking classes	8	0.9 %
Youth running classes	1	0.1 %
Youth pickleball instruction	1	0.1 %
Youth summer day camp program	12	1.3 %
Youth T-ball instruction	2	0.2 %
Youth soccer instruction	7	0.8 %
None chosen	675	75.9 %
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

SUM OF TOP 4 CHOICES

Q7. Which FOUR types of programs from the list in Question 6 are MOST IMPORTANT to your household? (top 4)

<u>Q7. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Adult swim lessons	27	3.0 %
Adult water fitness	119	13.4 %
Adult pickleball instruction	48	5.4 %
Indoor lap swimming	63	7.1 %
Outdoor lap swimming	39	4.4 %
Adult sports leagues	60	6.7 %
Adult open gyms	68	7.6 %
Indoor open skating (youth & adult)	70	7.9 %
Programs for people with disabilities	41	4.6 %
Red Cross training courses	91	10.2 %
Pre-school instructional programs	30	3.4 %
Youth gymnastics classes	28	3.1 %
Youth art programs	32	3.6 %
Introduction to hockey programs	19	2.1 %
Neighborhood playgrounds	230	25.9 %
Youth swim lessons	100	11.2 %
Youth tennis lessons	12	1.3 %
Youth outdoor adventure classes	58	6.5 %
Youth golf lessons	18	2.0 %
Youth sports leagues	67	7.5 %
Youth cooking classes	13	1.5 %
Youth running classes	4	0.4 %
Youth pickleball instruction	3	0.3 %
Youth summer day camp program	26	2.9 %
Youth T-ball instruction	14	1.6 %
Youth soccer instruction	33	3.7 %
None chosen	430	48.4 %
Total	1743	



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q8. How does your household learn about City of Eau Claire recreation programs, facilities, and services?

Q8. How does your household learn about City recreation programs, facilities, & services	Number	Percent
City's website	245	27.6 %
Social media	244	27.4 %
Newspaper	328	36.9 %
Radio	164	18.4 %
Television	301	33.9 %
Email	72	8.1 %
In person at facilities	126	14.2 %
Printed materials (i.e. Prime Times, Newsletters, Flyers, Table Tents, Posters)	440	49.5 %
Word of mouth (family, friends, neighbors)	483	54.3 %
Other	42	4.7 %
Total	2445	

Q8. Other

Q8. Other	Number	Percent
Don't care	3	7.5 %
Don't get any info from city, usually friends	1	2.5 %
Don't use them	1	2.5 %
Facebook	1	2.5 %
Friends	1	2.5 %
Google search	1	2.5 %
Home school association	1	2.5 %
I don't	1	2.5 %
Internet search	1	2.5 %
Life resident	1	2.5 %
No info	2	5.0 %
None, don't follow	1	2.5 %
Not in city so don't get anything about city programs	1	2.5 %
Online	1	2.5 %
Searching online	1	2.5 %
School	2	5.0 %
Schools sends home	1	2.5 %
Snail mail	1	2.5 %
Tri-county quarterly magazine	1	2.5 %
Usually doesn't	1	2.5 %
Volume one	14	35.0 %
We don't get notices	1	2.5 %
We used to live in eau claire we moved a year ago	1	2.5 %
Total	40	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q9. Which THREE of the methods from the list above in Question 8 are your MOST PREFERRED ways of learning about City recreation programs, facilities, and services?

<u>Q9. Top choice</u>	<u>Number</u>	<u>Percent</u>
City's website	107	12.0 %
Social media	105	11.8 %
Newspaper	121	13.6 %
Radio	25	2.8 %
Television	79	8.9 %
Email	40	4.5 %
In person at facilities	18	2.0 %
Printed materials (i.e. Prime Times, Newsletters, Flyers, Table Tents, Posters)	182	20.5 %
Word of mouth (family, friends, neighbors)	52	5.8 %
Other	14	1.6 %
None chosen	146	16.4 %
Total	889	100.0 %

Q9. Which THREE of the methods from the list above in Question 8 are your MOST PREFERRED ways of learning about City recreation programs, facilities, and services?

<u>Q9. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
City's website	72	8.1 %
Social media	80	9.0 %
Newspaper	105	11.8 %
Radio	41	4.6 %
Television	120	13.5 %
Email	28	3.1 %
In person at facilities	30	3.4 %
Printed materials (i.e. Prime Times, Newsletters, Flyers, Table Tents, Posters)	102	11.5 %
Word of mouth (family, friends, neighbors)	72	8.1 %
Other	8	0.9 %
None chosen	231	26.0 %
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q9. Which THREE of the methods from the list above in Question 8 are your MOST PREFERRED ways of learning about City recreation programs, facilities, and services?

<u>Q9. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
City's website	55	6.2 %
Social media	44	4.9 %
Newspaper	47	5.3 %
Radio	53	6.0 %
Television	67	7.5 %
Email	27	3.0 %
In person at facilities	25	2.8 %
Printed materials (i.e. Prime Times, Newsletters, Flyers, Table Tents, Posters)	91	10.2 %
Word of mouth (family, friends, neighbors)	127	14.3 %
Other	3	0.3 %
None chosen	350	39.4 %
Total	889	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the methods from the list above in Question 8 are your MOST PREFERRED ways of learning about City recreation programs, facilities, and services? (top 3)

<u>Q9. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
City's website	234	26.3 %
Social media	229	25.8 %
Newspaper	273	30.7 %
Radio	119	13.4 %
Television	266	29.9 %
Email	95	10.7 %
In person at facilities	73	8.2 %
Printed materials (i.e. Prime Times, Newsletters, Flyers, Table Tents, Posters)	375	42.2 %
Word of mouth (family, friends, neighbors)	251	28.2 %
Other	25	2.8 %
None chosen	146	16.4 %
Total	2086	



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q10. Smoking is currently allowed in city parks and trails. Smoking in park buildings and stadiums is not allowed. Do you feel the City should ban smoking, of all types (i.e. vaping, e-cigarettes), within city parks and on city trails?

<u>Q10. Should City ban smoking of all types</u>	<u>Number</u>	<u>Percent</u>
Yes	464	52.2 %
No	285	32.1 %
Not sure	134	15.1 %
Not provided	6	0.7 %
Total	889	100.0 %

Q11. The City currently has one, ten acre off leash dog park in the southeastern part of the city. How supportive would you be of the city constructing off leash dog parks in other areas of town?

<u>Q11. How supportive would you be of City constructing off leash dog parks in other areas of town</u>	<u>Number</u>	<u>Percent</u>
Very supportive	260	29.2 %
Somewhat supportive	155	17.4 %
Neutral	248	27.9 %
Not supportive	71	8.0 %
Not at all supportive	76	8.5 %
Not sure	73	8.2 %
Not provided	6	0.7 %
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q12. The City of Eau Claire uses herbicides to remove non-native plants in Half Moon Lake to allow for more swimming, boating, fishing and other recreational activities. How supportive would you be of the City continuing to use herbicides to clean weeds from the lake?

Q12. How supportive would you be of City continuing to use herbicides to clean weeds from the lake

	Number	Percent
Very supportive	377	42.4 %
Somewhat supportive	251	28.2 %
Neutral	133	15.0 %
Not supportive	44	4.9 %
Not at all supportive	18	2.0 %
Not sure	61	6.9 %
Not provided	5	0.6 %
Total	889	100.0 %

Q13. Geese create problems for park users at Half Moon Lake Beach and at Riverview Park by contaminating these parks with feces. How supportive would you be of the City using goose round-ups, goose egg oiling, and other measures to address these issues?

Q13. How supportive would you be of City using goose round-ups, goose egg oiling, & other measures to address these issues

	Number	Percent
Very supportive	364	40.9 %
Somewhat supportive	211	23.7 %
Neutral	124	13.9 %
Not supportive	65	7.3 %
Not at all supportive	51	5.7 %
Not sure	67	7.5 %
Not provided	7	0.8 %
Total	889	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q14. The City has received complaints that deer are creating problems for residents and their landscaping. How supportive would you be of the City hiring professional sharpshooters on City property to reduce the urban deer herd?

Q14. How supportive would you be of City hiring professional sharpshooters on City property to reduce urban deer herd

	Number	Percent
Very supportive	203	22.8 %
Somewhat supportive	158	17.8 %
Neutral	124	13.9 %
Not supportive	171	19.2 %
Not at all supportive	194	21.8 %
Not sure	33	3.7 %
Not provided	6	0.7 %
Total	889	100.0 %

Q15. How supportive would you be of the City removing the temporary bleachers at the Carson Park Baseball Stadium and constructing permanent seating with additional restrooms and concession stands?

Q15. How supportive would you be of City removing temporary bleachers at Carson Park Baseball Stadium & constructing permanent seating with additional restrooms & concession stands

	Number	Percent
Very supportive	341	38.4 %
Somewhat supportive	214	24.1 %
Neutral	190	21.4 %
Not supportive	57	6.4 %
Not at all supportive	33	3.7 %
Not sure	49	5.5 %
Not provided	5	0.6 %
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q16. How supportive would you be of the City installing artificial turf on the Carson Park Baseball Stadium field? This would allow more games to be played on the field.

Q16. How supportive would you be of City installing artificial turf on Carson Park Baseball Stadium field

	Number	Percent
Very supportive	162	18.2 %
Somewhat supportive	198	22.3 %
Neutral	278	31.3 %
Not supportive	111	12.5 %
Not at all supportive	72	8.1 %
Not sure	64	7.2 %
Not provided	4	0.4 %
Total	889	100.0 %

Q17. Please indicate which one of the following statements you MOST agree with.

Q17. Which one statement you most agree with	Number	Percent
City should increase funding for parks & recreation improvements	335	37.7 %
City should continue same level of funding for parks & recreation improvements	333	37.5 %
City should decrease funding for parks & recreation improvements	35	3.9 %
Don't know	186	20.9 %
Total	889	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q18. Please indicate your level of support for each of the following potential sources of funding for maintaining and improving City parks and recreation facilities and programs.

(N=889)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Q18-1. Increase property tax	9.1%	25.3%	17.1%	40.8%	7.6%
Q18-2. Increase park & program user fees	21.5%	36.0%	18.6%	17.4%	6.5%
Q18-3. Institute boat launch fees	25.8%	35.5%	12.5%	16.3%	9.9%
Q18-4. Require developers to pay a fee for new residential developments	50.2%	30.9%	6.1%	5.1%	7.7%
Q18-5. Charge entrance fees to community parks	3.0%	7.8%	18.6%	64.0%	6.6%
Q18-6. Charge for parking in City parks during events	7.3%	19.2%	20.1%	47.2%	6.2%

WITHOUT DON'T KNOW

Q18. Please indicate your level of support for each of the following potential sources of funding for maintaining and improving City parks and recreation facilities and programs. (without "don't know")

(N=889)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Q18-1. Increase property tax	9.9%	27.4%	18.5%	44.2%
Q18-2. Increase park & program user fees	23.0%	38.5%	19.9%	18.6%
Q18-3. Institute boat launch fees	28.7%	39.4%	13.8%	18.1%
Q18-4. Require developers to pay a fee for new residential developments	54.4%	33.5%	6.6%	5.6%
Q18-5. Charge entrance fees to community parks	3.2%	8.4%	19.9%	68.5%
Q18-6. Charge for parking in City parks during events	7.8%	20.4%	21.4%	50.4%



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q19. Including yourself, how many people in your household are:

	<u>Mean</u>	<u>Sum</u>
number	2.49	2216
Under age 5	0.16	141
Ages 5-9	0.13	114
Ages 10-14	0.12	107
Ages 15-19	0.16	138
Ages 20-24	0.13	120
Ages 25-34	0.30	267
Ages 35-44	0.25	222
Ages 45-54	0.31	276
Ages 55-64	0.52	458
Ages 65-74	0.31	276
Ages 75+	0.11	97

Q20. What is your age?

<u>Q20. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	179	20.2 %
35-44	143	16.1 %
45-54	154	17.4 %
55-64	220	24.8 %
65+	190	21.4 %
Total	886	100.0 %



Eau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q21. What is your gender?

<u>Q21. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	388	43.6 %
Female	501	56.4 %
Total	889	100.0 %

Q22. How many years have you lived in the Eau Claire area?

<u>Q22. How many years have you lived in Eau Claire area</u>	<u>Number</u>	<u>Percent</u>
5 or less	100	11.4 %
6 to 10	64	7.3 %
11 to 15	65	7.4 %
16 to 20	71	8.1 %
21 to 30	158	18.1 %
31+	416	47.6 %
Total	874	100.0 %



Fau Claire 2016 Parks and Recreation Needs Assessment Survey Results

Q23. Do you own or rent your current residence?

<u>Q23. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	772	86.8 %
Rent	113	12.7 %
Not provided	4	0.4 %
Total	889	100.0 %

Q24. Which of the following best describes your total annual household income?

<u>Q24. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	74	8.3 %
\$25K - \$49,999	174	19.6 %
\$50K - \$74,999	191	21.5 %
\$75K - \$99,999	170	19.1 %
\$100K - \$124,999	106	11.9 %
\$125K+	106	11.9 %
Not provided	68	7.6 %
Total	889	100.0 %

Location of residence:

<u>Location of residence</u>	<u>Number</u>	<u>Percent</u>
Inside the City	564	63.4 %
Outside City, but inside the County	325	36.6 %
Total	889	100.0 %



Appendix C: Inventory Analysis and Level of Service Standards

- Athletic Facility Inventory
- Facilities Guide
- Inventory Analysis Matrix
- Level of Service Standards Matrix



Park and Recreation System Master Plan

Athletic Facility Inventory															Updated 2017
Facility	Baseball	Softball	Football	Soccer	Rugby	Hockey	Tennis	Pickleball	Petanque	Lights	Classification	Owner	Map	Address	Location
Totals	27	31	10	59	1	4	50	15	4	31					
Carson Gelein Softball Field		1								1	Softball	ECPR	Yes	902 Carson Park Drive	Carson Park - Eau Claire
Carson Hobbs Softball Field		1								1	Softball	ECPR	Yes	812 Carson Park Drive	Carson Park - Eau Claire
Carson Football Stadium			1							1	Football	ECPR	Yes	802 Carson Park Drive	Carson Park - Eau Claire
Carson Base ball Stadium	1									1	Base ball	ECPR	Yes	702 Carson Park Drive	Carson Park - Eau Claire
Babe Ruth N	1									1	Base ball	ECPR	Yes	1115 North Eddy Street	Mt Simon Park - Eau Claire
Babe Ruth S	1									1	Base ball	ECPR	Yes	1115 North Eddy Street	Mt Simon Park - Eau Claire
Fairfax Field E	1									1	Base ball	ECPR	Yes	3800 Fairfax Street	Fairfax Park - Eau Claire
Fairfax Field W	1									1	Base ball	ECPR	Yes	3800 Fairfax Street	Fairfax Park - Eau Claire
Fairfax Base ball Field	1										Base ball	ECPR	Yes	3800 Fairfax Street	Fairfax Park - Eau Claire
Jeffers Softball Field #2		1									Softball	ECPR	Yes	5710 Jeffers Road	Jeffers Park - Eau Claire
Jeffers Softball Field #4		1									Softball	ECPR	Yes	5710 Jeffers Road	Jeffers Park - Eau Claire
Jeffers Softball Field #5		1									Softball	ECPR	Yes	5710 Jeffers Road	Jeffers Park - Eau Claire
Jeffers Base ball Field #1	1										Base ball	ECPR	Yes	5710 Jeffers Road	Jeffers Park - Eau Claire
Jeffers Base ball Field #3	1										Base ball	ECPR	Yes	5710 Jeffers Road	Jeffers Park - Eau Claire
Kessler Field	1										Base ball	ECPR	Yes	105 Walnut Street	Kessler Park - Eau Claire
Mcdonough Park								12			Pickleball	ECPR	Yes	800 Centre Street	McDonough Park - Eau Claire
Newell Field	1										Base ball	ECPR	Yes	122 South Michigan Street	Newell Park - Eau Claire
Wilson Park									4		Petanque	ECPR	Yes	810 S Farwell Street	Wilson Park - Eau Claire
Zephyr Hill Field		1									Softball	ECPR	Yes	2526 Shady Grove Road	Zephyr Hill Park - Eau Claire
De Long #1	1										Base ball	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #2	1										Base ball	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #3				1							Soccer	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #4			1								Football	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #5	1										Base ball	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #6				1							Soccer	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long #7			1								Football	ECASD	Yes	2000 Vine Street	De Long Middle School
De Long							6				Tennis	ECASD	Yes	2000 Vine Street	De Long Middle School
South #1				1							Soccer	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South #2				1							Soccer	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South #3				1							Soccer	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South #4			1								Football	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South #5				1							Soccer	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South #6				1							Soccer	ECASD	Yes	2115 Mitscher Avenue	South Middle School
South							7				Tennis	ECASD	Yes	2115 Mitscher Avenue	South Middle School
Northstar #1		1									Softball	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Northstar #2		1									Softball	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Northstar #3			1								Football	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Northstar #4				1							Soccer	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Northstar #5				1							Soccer	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Northstar							6				Tennis	ECASD	Yes	2711 Abbe Hill Drive	Northstar Middle School
Bollinger #1				1							Soccer	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #2		1								1	Womens Softball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #3				1						1	Soccer	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #4					1						Rugby	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #5		1								1	Varsity Soccer	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #6	1									1	Base ball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #7		1								1	Mens Softball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #8		1								1	Coe d Softball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #9		1								1	Mens Softball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Bollinger #10		1								1	Coe d Softball	UWEC	Yes	3210 Stein Boulevard	University Bollinger Field Complex
Soccer Park #1				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park



Park and Recreation System Master Plan

Facility	Baseball	Softball	Football	Soccer	Rugby	Hockey	Tennis	Pickleball	Pétanque	Lights	Classification	Owner	Map	Address	Location
Totals	13	17	5	47	0	4	31	3	0	15					
Soccer Park #2				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #3				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #4				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #5				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #6				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #7				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #8				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
Soccer Park #9				1							Soccer	ECPR	Yes	1101 West Hamilton Avenue	Eau Claire Soccer Park
North #1				1							Soccer	ECASD	Yes	1801 Piedmont Road	North High School
North #2	1										Baseball (practice)	ECASD	Yes	1801 Piedmont Road	North High School
North #3	1										Baseball	ECASD	Yes	1801 Piedmont Road	North High School
North #4		1									Softball (jv)	ECASD	Yes	1801 Piedmont Road	North High School
North #5		1									Softball (varsity)	ECASD	Yes	1801 Piedmont Road	North High School
North #6			1								Football	ECASD	Yes	1801 Piedmont Road	North High School
North #7		1									Softball (jv 2)	ECASD	Yes	1801 Piedmont Road	North High School
North #8				1							Soccer	ECASD	Yes	1801 Piedmont Road	North High School
North #9			1								Football	ECASD	Yes	1801 Piedmont Road	North High School
North #10				1							Soccer	ECASD	Yes	1801 Piedmont Road	North High School
North #11				1							Soccer	ECASD	Yes	1801 Piedmont Road	North High School
North							10				Tennis	ECASD	Yes	1801 Piedmont Road	North High School
Memorial #1			1	1							Soccer/Football	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #2				1							Soccer	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #3				1							Soccer	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #4			1								Football	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #5		1									Softball	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #6	1										Baseball	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial #7	1										Baseball (practice)	ECASD	Yes	2225 Keith Street	Memorial High School
Memorial							10				Tennis	ECASD	Yes	2225 Keith Street	Memorial High School
Regis			1								Football	Regis	No	2100 Fenwick Avenue	Regis High School
Regis							6				Tennis	Regis	No	2100 Fenwick Avenue	Regis High School
Immanuel		1									Softball	Immanuel	No	510 Grover Road	Immanuel Luthern High School
Seymour	4	2								3	Baseball/Softball	Seymour	No	6500 Tower Road	Eau Claire
Hallie	4	3								4	Baseball/Softball	Hallie	Yes	4907 117th Street	Lake Hallie
Hobbs Ice Center - Eau Claire						3					Hockey	ECPR	Yes	915 Menomonie Street	Eau Claire
Altoona Sports Center						1					Hockey	Altoona	No	2300 Spooner Avenue	Altoona
Altoona Sports Center	1	3								3	Softball	Altoona	No	2300 Spooner Avenue	Altoona
Altoona Sports Center				1							Soccer	Altoona	No	2300 Spooner Avenue	Altoona
Owen Park							2			2	Tennis	ECPR	Yes	501 First Avenue	Owen Park - Eau Claire
Carson Park							3	3		3	Tennis	ECPR	Yes	706 Carson Park Drive	Carson Park - Eau Claire
CV Montessori				2							Multi Use	ECASD	Yes	400 Cameron Street	Cv Montessori Charter School
Flynn		1	1								Multi Use	ECASD	Yes	1430 Lee Street	Flynn Elementary School
Lakeshore		1	2								Multi Use	ECASD	Yes	711 Lake Street	Lakeshore Elementary School
Locust Lane			3								Multi Use	ECASD	Yes	3245 Locust Lane	Locust Lane Elementary School
Longfellow			2								Multi Use	ECASD	Yes	512 Balcom Street	Longfellow Elementary School
Manz			4								Multi Use	ECASD	Yes	1000 East Fillmore Avenue	Manz Elementary School
Meadowview		1	3								Multi Use	ECASD	Yes	4714 Fairfax Street	Meadowview Elementary School
Northwoods			4								Multi Use	ECASD	Yes	3600 Northwoods Lane	Northwoods Elementary School
Putnam Heights			3								Multi Use	ECASD	Yes	633 West MacArthur Avenue	Putnam Heights Elementary School
Robbins			2								Multi Use	ECASD	Yes	3832 East Hamilton Avenue	Robbins Elementary School
Roosevelt			1								Multi Use	ECASD	Yes	3010 Eighth Street	Roosevelt Elementary School
Sam Davey		1	2								Multi Use	ECASD	Yes	3000 Starr Avenue	Sam Davey Elementary School
Sherman			2								Multi Use	ECASD	Yes	3110 West Vine Street	Sherman Elementary School



FACILITY GUIDE FOR COMMUNITY PARKS

Park Amenities	Carson Birch Pavilion 810 Carson Park Dr	Carson Braun's Bay Pavilion 520 Carson Park Dr	Carson Park Oak Pavilion 814 Pavilion Dr	Carson Park Pine Pavilion 741 Pavilion Dr	Hoover Chapel Lakeview Cemetery 1405 Buffington Dr	Jeffers Park 5710 Jeffers Rd	Mt Simon Park Dells Pavilion 1005 Addison Ave	Mt Simon Park Hillside Pavilion 1100 Addison Ave	Owen Park Bandshell 501 1st Ave	Phoenix Park Pavilion 330 Riverfront Ter	Phoenix Park Amphitheatre 330 Riverfront Ter	Putnam Chapel Forest Hill Cemetery 822 Emery St	Riverview Park Island Pavilion 2712 Riverview Dr	Riverview Park Lions Pavilion 2800 Riverview Dr	Riverview Park North Pavilion 2900 Riverview Dr	Rod & Gun Park Pavilion 1515 Rod & Gun Park Dr
Pavilion Dimensions (in feet)	36x20	32x16	32x16	36x20		100x56	36x20	38x28					30x20	36x24	36x20	45x20
# of approximate seating	70*	40	70*	80*	80	50	80*	130*	1380	1000		50	60	120*	80*	60**
Accommodates (in or around)	100	40	100+	100+		100	200	250	1380		500+	60	200	200	200	100**
Alcohol (Special Requirements)						●				●	●					
Alcohol Allowed	●	●	●	●			●	●					●	●	●	●
Bathroom (B) - Portajon (P)	P	P	B	B		B	B	B	B	B	B		P	B	B	B/P
# of Electrical Outlets	8	8	8	8	4	2	8	8	12	68	4	2	8	8	8	12
Grills	2	2	1	1			1	1	1				1	1	1	1
Indoor Shelter																
Water Spigots Available	1		1	1		1	1	1	1	3			1	1	1	1
Key Required (Gate/Door/Lights)	●					●			●	●						●
Recreation Amenities																
Athletic Field																
Baseball Stadium/Fields	●	●	●	●		●	●	●								
Basketball Court																
Bike Trail Access	●		●	●					●	●	●					
Boat Dock/Landing		●					●	●						●	●	
Cross-Country Skiing			●	●												
Disc Golf Course							●	●								
Fitness Zone									●							
Football Stadium			●	●												
Hockey Rink (seasonal)																
Horseshoe Courts			●	●												
Ice Skating Rink (seasonal)																
Museums	●		●	●												
Nature Trails/Hiking	●	●	●	●			●	●	●	●	●		●	●	●	●
Pickleball Courts	●		●	●												
Playground Equipment	●		●	●		●	●	●	●					●	●	●
Scenic Views	●	●					●	●		●	●		●	●	●	●
Skateboard Plaza																
Sledding Hill (Seasonal)																
Softball Diamonds			2	2		3										
Tennis Courts			3	3					2							
Volleyball Courts							2	2					1	1	1	

* Additional tables may be brought closer to the pavilion but will not fit underneath.
 ** Maximum 100 people/event due to parking, restrooms, and accessibility.
 Phoenix Park Amphitheatre: Casual seating (boulders).
 Phoenix Park Pavilion: No picnic tables available.
 Riverview Park Island Pavilion: No volleyball net provided.
 Rod & Gun Park Pavilion: One 20' x 30' (max.) tent may be used to seat an additional 40 people.
 Park restrooms open April 15-October 15, weather dependent.
 Some Neighborhood Park restrooms remain open during winter ice skating sessions.



FACILITY GUIDE FOR NEIGHBORHOOD PARKS																				
Boyd Shelter & Pavilion 1202 Fairway St	Cameron Shelter 1601 11th St	County Farm Pavilion 3309 County Farm Rd	Demmler Shelter 524 Putnam Dr	Forest Street Garden Pavilion 534 Forest St	Grover Heights Shelter 1022 Violet Ave	Kessler Shelter 105 Walnut St	Lakeshore Shelter 900 Broadway St	Manz Shelter 3105 May St	McDonough Pavilion 800 Centre St	Mitscher Shelter 3507 Sharon Dr	Newell Shelter 122 S. Michigan St	North River Fronts Pavilion 815 Forest St	Oakwood Hills Shelter 4433 Oakwood Hills Pkwy	Pinehurst Shelter 3523 Deibert Rd	Putnam Heights Shelter 530 W. Tyler Ave	Roosevelt Shelter 908 Folsom St	Sam Davey Shelter 3001 Mercury Ave	Sundet Shelter 4703 Robin Rd	Park Amenities	
26x26	18x22	24x24	18x22	22x54	22x15	22x16	25x16	18x22	22x24	19x19	23x20	23x20	19x19	22x30	23x26	18x24	22x30	15x22	Pavilion Dimensions (in feet)	
70				12															# of approximate seating	
45-100	25	35	25	40	20	20	25	25	35	25	30	30	25	45	40	30	30	20	Accommodates (in or around)	
																			Alcohol (Special Requirements)	
																			Alcohol Allowed	
B	B	P	B	P	B	B	B		B	B	B	B	B	B	B	B	B	B	Bathroom (B) - Portajon (P)	
8	2	4	2		1	2	5	1	3	1	1	2	1	2	4	1	1	4	# of Electrical Outlets	
●									●				●						Grills	
●	●		●		●	●	●	●		●	●		●	●	●	●	●	●	Indoor Shelter	
1	1	2	1	1	2	1	1		1		1	1	1		1		1	1	Water Spigots Available	
●	●		●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Key Required for access
																			Recreation Amenities	
●	●		●			●		●		●	●					●	●	●	Athletic Field	
																			Baseball Stadium/Fields	
●	●	●	●		●	●			●	●	●	●	●					●	Basketball Court	
●					●	●	●												Bike Trail Access	
																			Boat Dock/Landing	
																			Cross-Country Skiing	
																			Disc Golf Course	
																			Fitness Zone	
																			Football Stadium	
																			Hockey Rink (seasonal)	
●			●										●	●	●	●	●	●	Horseshoe Courts	
													●	●	●	●	●	●	Ice Skating Rink (seasonal)	
●														●					Museums	
																			Nature Trails/Hiking	
●	●	●	●		●	●		●	●	●	●	●	●		●	●	●	●	Pickleball Courts	
				●					●										Playground Equipment	
							●												Scenic Views	
																			Skateboard Plaza	
													●	●					Sledding Hill (Seasonal)	
						1					1								Softball Diamonds	
																			Tennis Courts	
																			Volleyball Courts	



FACILITY GUIDE FOR OTHER LOCATIONS

Amenities	Archeery Park 900 Fairway Street	Bayview Park 602 Randall Street	Bollinger Fields (UWEC) 3210 Stein Boulevard	Buffington Park 1220 Buffington Drive	Dommer Park 3537 Old Wells Road	Fairfax Baseball Field 3800 Fairfax Street	Forest Street Park Forest Street	Half Moon Beach 615 Randall Street	Jaycette Park 2500 Paiton Street	Kappus Park 800 Gilbert Avenue	Mt. Tom Park 2122 Birch Street	Northwest Community Park 650 Van Es Parkway	Randall Park 321 Broadway Street	Sherman Neighborhood Park 2256 Vesterheim Street	Soccer Park 3456 Craig Road	State Street/MacArthur Park State St & MacArthur Ave	University Park 610 Main Street	Wilson Park 810 S. Farwell Street	Zephyr Hill Neighborhood Park 2625 Shady Grove Road
Shelter									●										
Athletic Field															●				
Baseball/Softball Fields			●			●													●
Basketball Court																			●
Bike Trail Access					●			●							●				
Boat Dock/Landing								●											
Cross-Country Skiing																			
Disc Golf Course																			
Gardens							●												
Ice Skating Rink (seasonal)																			
Football Stadium																			
Hockey Rink (seasonal)																			
Horseshoe Courts																			
Museums																			
Nature Trails/Hiking									●	●	●				●				
Open Park Space														●			●		
Picnic Area						●	●	●					●		●	●	●	●	
Playground Equipment				●											●				●
Scenic View					●			●			●								
Sledding Hill																			
Softball Diamonds																			
Tennis Courts																			
Volleyball Courts																			



PARK INVENTORY AND LEVEL OF SERVICE MATRIX				
Location	Classification	Acres	Developed	Service Level Rating
Carson Park	Community	120.7	Yes	5
Fairfax Park	Community	74.4	Yes	5
Mount Simon Park	Community	71.9	Yes	4
NW Community Park	Community	109.2	No	2
Otter Creek Park	Community	60.7	No	1
Owen Park	Community	17.1	Yes	5
Phoenix Park	Community	9	Yes	5
Riverview Park	Community	27.5	Yes	4
Rod & Gun Park	Community	28.8	Yes	5
Boyd Park	Neighborhood	7.2	Yes	4
Buffington Park	Neighborhood	11.7	Yes	3
Cameron Park	Neighborhood	3.4	Yes	3
County Farm Park	Neighborhood	10.4	Yes	3
Demmler Park	Neighborhood	3.9	Yes	3
Grover Heights Park	Neighborhood	8.9	Yes	3
Kessler Park	Neighborhood	1.9	Yes	3
Lakeshore Park	Neighborhood	2.8	Yes	4
McDonough Park	Neighborhood	8.6	Yes	4
Mitscher Park	Neighborhood	2.9	Yes	3
Newell Park	Neighborhood	3	Yes	3
North River Fronts Park	Neighborhood	1.5	Yes	3
Oakwood Hills Park	Neighborhood	9.9	Yes	3
Pinehurst Park	Neighborhood	5.5	Yes	4
Princeton Valley Park	Neighborhood	2.5	No	1
Sundedt Park	Neighborhood	5.1	Yes	2
Westridge Park	Neighborhood	7.5	Yes	2
Zephyr Hill Park	Neighborhood	5.2	Yes	3
Jaycette Park	Urban	2	Yes	3
Randall Park	Urban	2.9	Yes	3
State Street/MacArthur	Urban	1.2	Yes	1
University Park	Urban	1.3	Yes	3
Wilson Park	Urban	1.6	Yes	5
Wold Court Park	Urban	1.6	Yes	3
Archery Park	Special Area Facilities	7.9	No	1
Dog Park	Special Area Facilities	9.4	Yes	5
Domer Park	Special Area Facilities	6.5	Yes	3
Forest Street	Special Area Facilities	16.8	Yes	3
Halfmoon Beach	Special Area Facilities	4.1	Yes	3
Haymarket Park	Special Area Facilities	0.5	Yes	1
Hobb's Landing	Special Area Facilities	2.4	Yes	4
Kappus Park	Special Area Facilities	3.9	Yes	2
Kessler Hockey Bowl	Special Area Facilities	1.9	No	1
Mount Tom	Special Area Facilities	20.2	No	2
Pinehurst Park	Special Area Facilities	53.4	Yes	4
Shale Pit	Special Area Facilities	11.3	No	1
Veterans Park	Special Area Facilities	7.1	Yes	1
Eau Claire Soccer Park	Community Athletic Fields	35.8	Yes	5
Jeffers Park	Community Athletic Fields	40	Yes	5



Appendix D: Park Metrics Matrix



Agency Summary Effectiveness

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Operating expenditures per capita	\$85	\$139	\$103	\$133		\$57
Revenue per capita	\$29	\$62	\$61	\$52		\$9
Total revenue to total operating expenditures	33.6%	44.6%	58.6%	39.0%		16.7%
Total tax expenditures per capita	\$57	\$77	\$43	\$81		\$47
Operating expenditures per acre of parkland	\$15,296	\$6,497	\$4,742	\$6,612		\$2,769
Operating expenditures per acres of parks and non-park sites	\$12,425		\$3,761	\$5,993		\$1,263
Operating expenditures per FTE			\$109,909	\$136,201		\$97,720
FTE's per 1,000 population	0.42	0.61	0.94	0.53		0.53
Acres of parks per 1,000 residents	16.75	21.44	21.78	20.17		28.26
Number of residents per park	1,501	876.57	912.36	1,154.72		1,373.91
Number of acres per park	8.37	18.80	19.87	23.29		28.26
Number of participants per program	0.09			155.75		55.56
Ratio of fee programs to all programs	85.2%			93.8%		94.4%
Ratio of building attendance to park attendance	1,132.3%					6.7%



Agency Operations

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Agency's total annual operating expenditures	\$5,759,000	\$9,647,985	\$2,637,816	\$10,009,434		\$1,800,000
Percentage of agency's total operating expenditures for the following categories:						
a. Personnel services	68.4%	53.0%	68.0%	49.3%		70.0%
b. Operating expenses	31.6%	47.0%	32.0%	44.7%		27.0%
c. Capital expense not in CIP	0.0%			4.6%		3.0%
d. Other (describe below)	0.0%	0.0%		1.5%		
If "Other," please describe:						
Percentage of agency's total operating expenditures from the following sources:						
a. General fund tax support	3.7%	55.0%	45.5%	13.8%		87.0%
b. Dedicated levies	59.0%	0.0%		0.0%		
c. Earned/generated revenue	33.6%	45.0%	51.0%	83.2%		
d. Other dedicated taxes	3.5%					
e. Sponsorships	0.0%		0.0%			
f. Grants	0.2%		0.0%			
g. Other (describe below)			3.5%	3.1%		13.0%
If "Other," please describe:						Recreation Enterprise Account
Agency's total annual non-tax revenues	\$1,932,581	\$4,298,385	\$1,545,757	\$3,900,000		\$300,000



Capital Budget

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Agency's total capital budget for the next 5 years and total capital budget for the fiscal year:						
a. Capital budget for next 5 years				\$29,987,800		\$300,000
b. Capital budget for the fiscal year	\$5,759,000		\$265,000	\$10,406,800		\$150,000
Percentage of agency's current fiscal year's capital budget designated for the following purposes:						
a. Renovation			95.0%	62.5%		25.0%
b. New Development			5.0%	33.6%		
c. Acquisition				3.8%		
d. Other						75.0%
If "Other," please describe:						Tree planting and a vehicle
Dollar value of authorized general obligation bonds and revenue bonds authorized for the agency this year						
a. Value of general obligation bonds authorized	\$0	\$0		\$3,295,000		\$56,500
b. Value of revenue bonds authorized	\$0	\$0				\$0



Personnel

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Number of funded employees at your agency:						
a. Number of full-time employees	28.25	42	24	39.76		16.5
b. Number of non-full-time employees	132	425	174	196		100
c. Total annual hours worked by non-full-time employees				70,151.25		4,000
d. Total number of full-time equivalent employees (FTEs)			24	73.49		18.42
Percentage of total full-time equivalents (FTEs) involved in the following operational areas:						
a. Administration	16.7%	0.0%		19.1%		20.0%
b. Operations	13.3%			16.9%		5.0%
c. Maintenance	63.3%			46.3%		56.0%
d. Programmers	6.7%	0.0%		15.3%		13.0%
e. Capital development				2.5%		6.0%
f. Other						
Number of volunteers and number of annual hours worked by the volunteers at the agency						
a. Number of volunteers	1,948	151	475	1,550		120
b. Total hours worked by volunteers		9,580	20,000	18,923		2,000
Percentage of agency's that have staff covered by collective bargaining (i.e., are union members)	No	Yes	Yes	Yes	No	No



Workload

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Number of individual parks or non-park sites the department/agency maintains and/or has management responsibility over:						
a. Total number of parks	45	79	28	65		23
b. Total park acres	376.5	1,485	556.3	1,513.84		650
c. Total number of non-park sites	3		2	9		14
d. Total acres of non-park sites	87		145	156.46		775
Total number of parks + non-park sites (a+c)						
Total acres of parks + non-park sites (b+d)						
Number of acres of developed and undeveloped open space for which the department has management responsibility over or maintains:						
a. Developed	463.5			1,513.84		400
b. Undeveloped	658.5	215		156.46		1,025
Total number of trail miles managed or maintained by the agency	28.94	55		158.75		25
Number of buildings and the square footage of the buildings operated by the agency:						
a. Number of operated buildings	21	14		4		20
b. Square footage of operated buildings				308,943		12,000



Number of programs the agency offers annually and the number of people (i.e., contacts) served by these programs:						
a. Total number of programs offered	54			2,222		90
b. Number of fee based programs	46	900		2,084		85
c. Total program contacts (estimate as necessary)	5	51,000		346,086		5,000
Number of contacts (e.g. participants, users) of the agency's parks and facilities per year:						
a. Total building facility contacts	117,608			929,545		5,000
b. Total park facility contacts	10,387					75,000
c. Total facilities and parks contacts	127,995	0	0	929,545	0	80,000



Agency Responsibilities

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Agency Responsibilities						
a. Budgetary responsibility for its administrative staff	Yes	Yes	Yes	No	No	Yes
b. Operate and maintain park sites	Yes	Yes	Yes	Yes	No	Yes
c. Operate and maintain indoor facilities	Yes	Yes	Yes	Yes	No	Yes
d. Operate, maintain, or contract golf courses	No	No	Yes	No	No	No
e. Operate, maintain, or contract campgrounds	No	No	No	No	No	No
f. Operate, maintain, or contract indoor swim facility	No	Yes	No	No	No	No
g. Operate, maintain, or contract water parks	Yes	Yes	Yes	No	No	No
h. Operate, maintain, or contract tennis center facilities	No	No	Yes	No	No	No
i. Operate, maintain, or contract tourism attractions	Yes	No	Yes	No	No	No
j. Operate, maintain, or contract other attractions or facilities	Yes	No	No	No	No	No
k. Provide recreation programming and services	Yes	Yes	Yes	Yes	No	Yes
l. Operate and maintain non-park sites	Yes	No	Yes	Yes	No	Yes



m. Operate, maintain, or manage trails, greenways, and/or blueways (TGB)	Yes	Yes	Yes	No	No	Yes
n. Include in its operating budget the funding for planning and development functions	No	Yes	No	Yes	No	Yes
o. Operate, maintain, or manage special purpose parks and open spaces	Yes	Yes	No	Yes	No	Yes
p. Manage major aquatic complex	Yes	Yes	No	No	No	No
q. Manage or maintain fairgrounds	No	No	No	No	No	No
r. Maintain, manage or lease indoor performing arts center	No	No	No	No	No	No
s. Administer or manage farmer's markets	Yes	No	No	Yes	No	No
t. Administer community gardens	Yes	No	No	Yes	No	No
u. Manage large performance outdoor amphitheaters	No	Yes	No	Yes	No	No
v. Administer or manage professional or college-type stadium/arena/racetrack	Yes	No	No	No	No	No
w. Administer or manage tournament/event quality indoor sports complexes	Yes	Yes	No	Yes	No	No
x. Administer or manage tournament/event quality outdoor sports complexes	Yes	No	Yes	Yes	No	No
y. Conduct major jurisdiction wide special events	Yes	Yes	Yes	Yes	No	Yes



Facilities

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Jurisdiction population per facility or activity areas within facilities:						
a. Recreation centers						
b. Community centers	11,257.5	69,249		75,057		31,600
c. Senior centers		69,249	25,546			
d. Teen centers		69,249				
e. Fitness center			25,546			
f. Gyms		69,249	25,546			
g. Stadiums	33,772.5					
h. Ice rink	22,515	34,624.5		25,019		31,600
i. Arena	67,545			75,057		
j. Performance amphitheater		69,249				31,600
k. Indoor track						
l. Nature centers						31,600
Jurisdiction population per outdoor facility:						
a. Playgrounds	2,597.88	1,357.82	2,554.6	1,745.51		1,755.56
b. Totlots						15,800
c. Community gardens	67,545			75,057		
d. Basketball courts	5,195.77	2,098.45	5,109.2	3,127.38		3,950
e. Multiuse courts -basketball, volleyball	33,772.5					
f. Tennis courts (outdoor only)	8,443.13	1,648.79		3,127.38		2,872.73
g. Diamond fields: baseball - youth	9,649.29	23,083		3,574.14		7,900



h. Diamond fields: baseball - adult	9,649.29	7,694.33		18,764.3		31,600
i. Diamond fields: softball fields - youth	7,505	1,413.24	1,965.08	15,011.4		
j. Diamond fields: softball fields - adult	7,505		1,965.08	18,764.3		10,533.3
k. Diamond fields: tee-ball	9,649.29					
l. Dog park	67,545			25,019		31,600
m. Ice rink (outdoor only)	11,257.5	3,010.83	4,257.67	6,823.36		31,600
n. Swimming pools (outdoor only)	67,545	69,249				31,600
o. Rectangular fields: multi-purpose	7,505	3,010.83		2,084.92		15,800
p. Rectangular fields: cricket field						
q. Rectangular fields: field hockey field						
r. Rectangular fields: football field	33,772.5		25,546			
s. Rectangular fields: lacrosse field				25,019		31,600
t. Rectangular fields: soccer field - adult	11,257.5					31,600
u. Rectangular fields: soccer field - youth	22,515					31,600
v. Overlay field						
w. Multipurpose synthetic field	67,545	69,249				
Jurisdiction population per golf facility:						
a. Driving range stations						
b. Regulation 18-hole courses			25,546			
c. Regulation 9-hole courses						
d. Executive 9-hole courses						
e. Executive 18-hole courses						
f. Par 3; 18-hole courses						
g. Par 3; 9-hole courses						
Jurisdiction population per swimming facility.						
a. Indoor competitive swimming pools: 50 meters						
b. Indoor competitive swimming pools: 25 meters						



c. Other indoor competitive swimming pools						
d. Indoor separated diving well						
e. Total indoor competitive swimming pools						
f. Leisure pool		34,624.5				
g. Therapeutic pool						



Activities

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Percentage of agencies offering the following activities:						
a. Health and wellness education	Yes	Yes	Yes	Yes	No	Yes
b. Safety training	Yes	Yes	Yes	Yes	No	No
c. Fitness enhancement classes	Yes	Yes	Yes	Yes	No	Yes
d. Team sports	Yes	Yes	Yes	Yes	No	Yes
e. Individual sports	Yes	Yes	No	Yes	No	Yes
f. Racquet sports	Yes	Yes	No	Yes	No	Yes
g. Martial arts	Yes	Yes	Yes	Yes	No	Yes
h. Aquatics	Yes	Yes	Yes	Yes	No	Yes
i. Golf	Yes	Yes	No	Yes	No	Yes
j. Social recreation events	No	Yes	No	Yes	No	Yes
k. Cultural crafts	No	Yes	No	Yes	No	Yes
l. Performing arts	No	Yes	Yes	Yes	No	Yes
m. Visual arts	Yes	Yes	Yes	Yes	No	Yes
n. Natural and cultural history activities	Yes	No	No	Yes	No	No
o. Themed special events	Yes	Yes	No	Yes	No	Yes
p. Trips and tours	Yes	Yes	Yes	Yes	No	Yes
Percentage of agencies offering the following Out-of-School Time (OST) activities?						
a. Summer camp	Yes	No	Yes	Yes	No	Yes
b. Before school programs	No	No	No	No	No	No



c. After school programs	No	Yes	No	No	No	No
d. Preschool	No	Yes	No	No	No	No
e. Full daycare	No	No	No	No	No	No
f. Specific teen programs	Yes	Yes	Yes	Yes	No	No
g. Specific senior programs	No	Yes	Yes	Yes	No	Yes
h. Programs for people with disabilities	Yes	Yes	Yes	Yes	No	Yes



Jurisdiction Information

	Eau Claire (City of) Parks, Recreation and Forestry Department	Maple Grove Park and Recreation Board	Owatonna Park & Recreation	Plymouth Parks and Recreation	Waukesha Parks, Recreation & Forestry	West Bend Parks, Recreation & Forestry
Agency/department's jurisdiction type	City	City	City	City	City	City
If "Other," please describe:						
Country	US	US	US	US	US	US
If "Other," please describe:						
State/Province	WI	MN	MN	MN	WI	WI
Jurisdiction's annual total operating and capital budget						
a. Jurisdiction annual total operating budget	\$84,641,600	\$37,444,500	\$16,132,958	\$81,956,318	\$5,330,050	\$22,000,000
b. Jurisdiction annual capital budget	\$43,629,500		\$666,500	\$50,199,100	\$16,131,792	\$1,500,000
Square mileage and population of the incorporated jurisdiction the agency serves						
a. Square mileage of incorporated jurisdiction	34.77	36	14.53	36	23.5	15.25
b. Population of jurisdiction	67,545	69,249	25,546	75,057	72,500	31,600



Appendix E: Cost Recovery, Fees & Charges Matrices



Eau Claire Parks, Recreation, and Forestry Department

Recreation Division Fees & Charges

2017

AQUATICS										
PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
Water Fitness	\$1,895.64	\$1,792.50	\$1,106.44	\$106.40	\$4,900.98	\$2,128.00	(\$2,772.98)	43%	172	(\$16.12)
Swim Lesson-Individual/Adapted	\$1,300.48	\$2,656.39	\$1,187.06	\$452.60	\$5,596.53	\$9,052.00	\$3,455.47	162%	124	\$27.87
Swim Lesson-Youth	\$52,754.70	\$14,794.17	\$20,264.66	\$4,607.94	\$92,421.47	\$92,158.75	(\$262.72)	100%	2081	(\$0.13)
Lifeguard Training/WSI	\$3,929.36	\$3,503.00	\$2,229.71	\$246.25	\$9,908.32	\$4,925.00	(\$4,983.32)	50%	56	(\$88.99)
Open/Lap Swim	\$1,234.64	\$0.00	\$370.39	\$28.65	\$1,633.68	\$573.00	(\$1,060.68)	35%	191	(\$5.55)
TOTALS	\$61,114.82	\$22,746.06	\$25,158.26	\$5,441.84	\$114,460.98	\$108,836.75	(\$5,624.23)	95%	2624	(\$2.14)

INSTRUCTIONAL										
Adult Instructional										
PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
Adult Fitness	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!	0	#DIV/0!
TOTALS	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!	0	#DIV/0!

Youth Instructional										
PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
Art	\$5,347.72	\$1,201.07	\$1,964.64	\$832.05	\$9,345.48	\$16,641.00	\$7,295.52	178%	476	\$15.33
Babysitter Training	\$314.88	\$1,304.99	\$485.96	\$103.50	\$2,209.33	\$2,070.00	(\$139.33)	94%	30	(\$4.64)
Cooking	\$1,569.35	\$312.06	\$564.42	\$196.95	\$2,642.78	\$3,939.00	\$1,296.22	149%	72	\$18.00
Basketball Hoop Dreams	\$391.64	\$0.00	\$117.49	\$69.00	\$578.13	\$1,380.00	\$801.87	239%	80	\$10.02
Disc Golf Instruction	\$248.67	\$973.58	\$366.68	\$49.45	\$1,638.38	\$989.00	(\$649.38)	60%	25	(\$25.98)
Golf	\$861.20	\$1,440.00	\$690.36	\$166.60	\$3,158.16	\$3,332.00	\$173.84	106%	77	\$2.26
Hockey Instruction Mini Mites										
Hockey (Introduction)	\$319.99	\$1,736.95	\$617.08	\$113.40	\$2,787.42	\$2,268.00	(\$519.42)	81%	42	(\$12.37)
Karate Do	\$1,845.12	\$300.00	\$643.54	\$121.48	\$2,910.13	\$2,429.50	(\$480.63)	100%	62	(\$7.75)
Kubb Instruction	\$0.00	\$0.00	\$0.00	\$37.00	\$37.00	\$740.00	\$703.00	100%	22	\$31.95
Outdoor Adventure	\$2,276.80	\$2,571.58	\$1,454.51	\$449.70	\$6,752.59	\$8,994.00	\$2,241.41	133%	248	\$9.04
Pickleball Instruction	\$456.97	\$133.05	\$177.01	\$28.75	\$795.78	\$575.00	(\$220.78)	72%	13	(\$16.98)
River City Adventures	\$18,339.49	\$2,079.77	\$6,125.78	\$892.75	\$27,437.79	\$17,855.00	(\$9,582.79)	65%	439	(\$21.83)
River City Gold Leadership Develop	\$140.82	\$25.00	\$49.75	\$35.40	\$250.97	\$708.00	\$457.03	282%	19	\$24.05
Running Instruction	\$779.52	\$371.70	\$345.37	\$70.50	\$1,567.09	\$1,410.00	(\$157.09)	90%	28	(\$5.61)
Sand Lot Sports (ECASD summer)	\$2,789.90	\$2.00	\$837.57	\$283.43	\$3,912.90	\$5,668.50	\$1,755.61	145%	276	\$6.36
Soccer Instructional (ECASD)	\$4,672.83	\$0.00	\$1,401.85	\$265.65	\$6,340.33	\$5,313.00	(\$1,027.33)	84%	124	(\$8.28)
T-Ball Instructional	\$748.93	\$111.40	\$258.10	\$89.05	\$1,207.48	\$1,781.00	\$573.52	147%	43	\$13.34
Tennis	\$3,332.63	\$1,116.04	\$1,334.60	\$284.75	\$6,068.02	\$5,695.00	(\$373.02)	94%	137	(\$2.72)
Tumbling	\$6,182.90	\$3,226.65	\$2,822.87	\$506.51	\$12,738.93	\$10,130.25	(\$2,608.68)	80%	307	(\$8.50)
Wrestling Instruction	\$0.00	\$700.00	\$210.00	\$63.40	\$973.40	\$1,268.00	\$294.60	130%	28	\$10.52
TOTALS	\$50,619.36	\$17,605.84	\$20,467.56	\$4,659.31	\$93,352.07	\$93,186.25	(\$165.82)	100%	611	(\$0.27)

* one time equipment purchases

ATHLETICS
Adult Athletic

PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
Cornhole League	\$136.45	\$10.60	\$44.12	\$10.00	\$201.17	\$200.00	(\$1.16)	99%	20	(\$0.06)
Kickball-Fall Coed	\$513.36	\$519.75	\$309.93	\$48.00	\$1,391.04	\$960.00	(\$431.04)	69%	67	(\$6.43)
Kickball League-Summer	\$739.96	\$579.75	\$395.91	\$72.00	\$1,787.62	\$1,440.00	(\$347.62)	81%	87	(\$4.00)
Open Gym - VB, PKB, BK	\$2,338.43	\$5,420.00	\$2,327.53	\$158.30	\$10,244.26	\$3,166.00	(\$7,078.26)	31%	1081	(\$6.55)
Pickleball Clinics	\$69.33	\$0.00	\$20.80	\$6.30	\$96.43	\$126.00	\$29.57	131%	21	\$1.41
Pickleball Indoor Tournament	\$79.12	\$581.25	\$198.11	\$22.00	\$880.48	\$440.00	(\$440.48)	50%	32	(\$13.77)
Pickleball League	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!	0	#DIV/0!
Run, Row, Ride	\$113.03	\$336.75	\$134.93	\$40.75	\$625.46	\$815.00	\$189.54	130%	39	\$4.86
Soccer-Fall Coed	\$1,089.15	\$702.63	\$537.53	\$135.00	\$2,464.31	\$2,700.00	\$235.69	110%	119	\$1.98
Soccer-Spring Coed	\$955.99	\$632.63	\$476.59	\$120.00	\$2,185.21	\$2,400.00	\$214.79	110%	111	\$1.94
Soccer-Summer Coed	\$1,116.26	\$632.63	\$524.67	\$200.00	\$2,473.56	\$4,000.00	\$1,526.44	162%	149	\$10.24
Softball-Summer	\$11,708.96	\$11,470.40	\$6,953.81	\$990.00	\$31,123.17	\$19,800.00	(\$11,323.17)	64%	794	(\$14.26)
Softball-Men's Fall	\$1,114.23	\$1,116.24	\$669.14	\$135.00	\$3,034.61	\$2,700.00	(\$334.61)	89%	131	(\$2.55)
Ultimate Frisbee League-Fall	\$299.13	\$231.20	\$159.10	\$36.00	\$725.43	\$720.00	(\$5.43)	99%	48	(\$0.11)
Ultimate Frisbee League-Spring	\$148.83	\$1,836.76	\$595.68	\$51.00	\$2,632.27	\$1,020.00	(\$1,612.27)	39%	51	(\$31.61)
Ultimate Frisbee League-Summer	\$185.97	\$2,421.20	\$782.15	\$41.00	\$3,430.32	\$820.00	(\$2,610.32)	24%	41	(\$63.67)
Volleyball - Coed Recreational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!	0	#DIV/0!
Volleyball - Womens 4v4	\$517.45	\$1,103.26	\$486.21	\$64.00	\$2,170.92	\$1,280.00	(\$890.92)	59%	32	(\$27.84)
Volleyball - Coed & Womens Power	\$3,655.79	\$3,337.89	\$2,098.10	\$345.00	\$9,436.78	\$6,900.00	(\$2,536.78)	73%	211	(\$12.02)
TOTALS	\$24,131.63	\$30,402.59	\$16,360.27	\$2,416.35	\$73,310.84	\$48,327.00	(\$24,983.84)	66%	2947	(\$8.48)

Youth Athletic

PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
T-Ball League	\$517.08	\$1,470.90	\$596.39	\$301.92	\$2,886.29	\$6,038.33	\$4,350.00	209%	73	\$59.59
Baseball League	\$447.92	\$1,647.92	\$628.75	\$143.25	\$2,867.84	\$2,865.00	\$4,350.00	100%	40	\$108.75
Classic Tournament	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!		
Flag Football	\$3,284.17	\$9,026.82	\$3,693.30	\$1,245.16	\$17,249.45	\$24,903.25	\$7,653.80	144%	454	\$16.86
Hockey-Leagues	\$2,938.82	\$38,980.84	\$12,575.90	\$1,314.38	\$55,809.93	\$26,287.50	(\$29,522.43)	47%	103	(\$286.63)
Soccer Sandlot - Summer	\$1,316.05	\$644.70	\$588.23	\$160.74	\$2,709.71	\$3,214.75	\$505.04	119%	101	\$5.00
Soccer League	\$6,627.23	\$6,925.13	\$4,065.71	\$997.00	\$18,615.07	\$19,940.00	\$1,324.93	107%	458	\$2.89
TOTALS	\$15,131.27	\$58,696.31	\$22,148.27	\$4,162.44	\$100,138.30	\$83,248.83	(\$11,338.66)	83%	1116	(\$10.16)

COMMUNITY PROGRAMS										
PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery	Participants	Cost per Participant
Adult Specialized Recreation	\$6,796.29	\$14,479.43	\$6,382.72	\$303.85	\$27,962.29	\$6,077.00	(\$21,885.29)	22%	148	(\$147.87)
Camp Summertime	\$6,953.30	\$590.97	\$2,263.28	\$109.45	\$9,917.00	\$2,189.00	(\$7,728.00)	22%	48	(\$161.00)
Eau Claire Glow	\$54.90	\$373.64	\$128.56	\$9.75	\$566.85	\$195.00	(\$371.85)	34%	26	(\$14.30)
Parents Night Out	\$626.62	\$469.07	\$328.71	\$73.49	\$1,497.88	\$1,469.75	(\$28.13)	98%	128	(\$0.22)
Rockin' New Years Eve Skate										
Skating Rinks	\$16,589.71	\$37,237.26	\$16,148.09	\$3,483.97	\$73,459.03	\$3,881.99	(\$69,577.04)	5%	6785	(\$10.25)
TOTALS	\$31,020.82	\$53,150.37	\$25,251.36	\$3,980.51	\$113,403.05	\$13,812.74	(\$99,590.31)	12%	7135	(\$13.96)
CONCESSIONS										
PROGRAM	Personnel	Materials	Admin.	Facility Overhead	Total Expenses	Revenues	Net Revenue	Recovery		
<i>Carson</i>	\$19,919.80	\$76,895.00	\$0.00	\$0.00	\$96,814.80	\$114,322.77	\$17,507.97	118%		
<i>Fairfax</i>	\$22,091.78	\$30,790.05	\$0.00	\$0.00	\$52,881.83	\$70,987.65	\$18,105.82	134%		
<i>Hobbs</i>	\$30,569.07	\$33,147.17	\$0.00	\$0.00	\$63,716.24	\$84,814.86	\$21,098.62	133%		

CITY OF EAU CLAIRE COMMUNITY SERVICES DEPARTMENT
PARKS, RECREATION AND FORESTRY
January 2018 Monthly Report

Carson Park Main Playground

The East half of the playground has been installed, and the remainder will be completed in the spring of 2018.

Fairfax Ballfields

Dugouts are built, trusses constructed, and roof is up. Steel sheeting will be delivered later this month.

Forestry Division

Emerald Ash Borer has been officially discovered in the City of Eau Claire. We will continue our preemptive Ash removals in targeted neighborhoods, which currently is East of Rudolph Road to Fairfax Street and South of Mitscher Street to Interstate 94. Additionally, we are continuing our neighborhood pruning operations, which is in the Third Ward neighborhood.

We will be facilitating a chain saw safety clinic with employees from other divisions later this month. The intent is to cross train employees in Parks, & Streets Divisions in further preparations for emerald ash borer impact on city trees.

Parks Division

All nine (9) outdoor ice rinks were being built during the holiday season, but mild weather did not allow us to officially open the rinks until after Christmas.

The lack of significant snow has hampered grooming, which has set back on all cross country ski trails.

New Play Equipment was installed in Lower Mount Simon Park. The old equipment was failing some components of our safety audit standards.

Prime Times

The Fall and Winter 2017-2018 edition is now available in print, or can be found online at www.eauclairewi.gov/primetimes

Special Events

The Special Events Committee continues to work with all the groups that conduct events within city parks and meets at least monthly. The group will also review alcohol license applications. Polar Plunge will be returning home to Halfmoon Lake after a one year absence.

Volunteer Appreciation Celebration Breakfast

The City Council hosted a breakfast, on Wednesday, January 10, 2018, for all the Commission and Committee members that volunteer their time to assist the

City Council in making decisions that affect our community. Thank you all who could make it.