

Date December 17, 2018

**RESOLUTION APPROVING THE LIVEDSM PARKS AND RECREATION  
COMPREHENSIVE PLAN AND ADOPTING THE PLAN AS AN ELEMENT OF AND  
AMENDMENT TO THE PLANDSM: CREATING OUR TOMORROW  
COMPREHENSIVE PLAN**

WHEREAS, on April 25, 2016, by Roll Call No. 16-0717, the City Council adopted PlanDSM: Creating Our Tomorrow Comprehensive Plan, which includes multiple goals related to Parks and Recreation such as developing a parks and open space system that promotes a communitywide network of public spaces to provide recreational, transportation, health, and environmental benefits to citizens of all abilities; maintaining and improving accessibility of parks for all residents; designing the City's trail system for all users including commuters and recreational users; preserving, restoring, and enhancing natural systems and river access; establishing and funding a public art program; and providing recreational programming; and

WHEREAS, PlanDSM specifically called for an update of the Parks and Recreation comprehensive plan to refine and achieve the vision goals for Parks and Recreation by PlanDSM; and

WHEREAS, on June 12, 2017, by Roll Call No. 17-0990, the City Council authorized a professional services agreement for an update to the Parklands plan document which had served as the Park and Recreation element of the City's Comprehensive Plan since 1995, which update is now known as LiveDSM Parks and Recreation Comprehensive Plan; and

WHEREAS, the LiveDSM Parks and Recreation Comprehensive Plan is the result of a planning process incorporating public and City staff comment, Steering Committee involvement, and Park and Recreation Board and Plan and Zoning Commission input; and

WHEREAS, on November 27, 2018, the Des Moines Parks and Recreation Board members voted 14-0 to approve unanimously the LiveDSM Parks and Recreation Comprehensive Plan, in form on file in the office of the City Clerk; and

WHEREAS, the City Plan and Zoning Commission has advised that at a public hearing held on November 15, 2018, the members voted 11-0 to approve the LiveDSM Parks and Recreation Comprehensive Plan as an element of the PlanDSM: Creating Our Tomorrow Comprehensive Plan, as shown in the Plan and Zoning Commission recommendation, and to approve an amendment to the Parks and Recreation Goal 2 Objective PR14 in PlanDSM to read "All residents should live within a safe, 10-minute walk of a park, trail or open space."

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa that the recommendation from the City Plan and Zoning Commission is hereby received and filed; and that LiveDSM Parks and Recreation Comprehensive Plan, as on file in the office of the City Clerk, is hereby approved and adopted as an element of the PlanDSM: Creating Our Tomorrow



**Roll Call Number**



**Agenda Item Number**

57

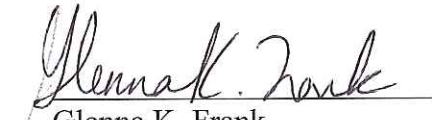
**Date** December 17, 2018

Comprehensive Plan, and that the proposed amendment to PlanDSM to adopt LiveDSM as an element thereto, and to amend Parks and Recreation Goal 2 Objective PR14 in PlanDSM as stated above, is hereby approved.

(Council Comm. No. 18-666)

MOVED BY \_\_\_\_\_ TO ADOPT.

APPROVED AS TO FORM:

  
Glenna K. Frank  
Assistant City Attorney

(21-2018-4.15)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
BOESEN				
COLEMAN				
GATTO				
GRAY				
MANDELBAUM				
WESTERGAARD				
TOTAL				
MOTION CARRIED			APPROVED	
_____ Mayor				

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_ City Clerk



November 28, 2018

Honorable Mayor and City Council  
City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their November 15, 2018 meeting, the following action was taken regarding a request from the City Parks and Recreation Director for review and recommendation to the City Council regarding amendment to the PlanDSM Creating Our Tomorrow Comprehensive Plan, to adopt the LiveDSM Plan as an element.

**COMMISSION RECOMMENDATION:**

After public hearing, the members voted 11-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Francis Boggus	X			
Dory Briles	X			
Chris Cutler	X			
David Courard-Hauri	X			
Jacqueline Easley	X			
Jann Freed				X
John "Jack" Hilmes	X			
Lisa Howard				X
Carolyn Jenison				X
Greg Jones	X			
William Page	X			
Mike Simonson	X			
Rocky Sposato				X
Steve Wallace	X			
Greg Wattier	X			

**APPROVAL** of an amendment to the PlanDSM - Creating Our Tomorrow Comprehensive Plan to adopt the LiveDSM Parks and Recreation Comprehensive Plan as an element. This includes amending Parks and Recreation Goal 2 Objective PR14 in PlanDSM to read "All

residents should live within a safe, 10-minute walk of a park, trail, or open space.”

(21-2018-4.15)

## **STAFF RECOMMENDATION TO THE COMMISSION**

Staff recommends the approval of an amendment to the *PlanDSM - Creating Our Tomorrow Comprehensive Plan* to adopt the *LiveDSM Parks and Recreation Comprehensive Plan* as an element. This includes amending Parks and Recreation Goal 2 Objective PR14 in *PlanDSM* to read “All residents should live within a 10-minute walk of a park, trail, or open space facilities via vehicle access or a safe walking or bicycling route.”

## **STAFF REPORT TO THE PLANNING COMMISSION**

### **I. GENERAL INFORMATION**

- 1. Background:** The *PlanDSM – Creating Our Tomorrow Comprehensive Plan* was adopted on April 26, 2016. *PlanDSM* specifically recognized the paramount linkage between land use and, parks and recreation. The first objective of the first goal of the Parks and Recreation section of *PlanDSM* is to “Prioritize and fund an update of the Parks and Recreation Plan.”
- 2. State and Regional Planning Influences:** The City has participated in several State and regional planning efforts that serve as background to and provide general land use and transportation planning guidance for the future.

#### *Iowa Smart Planning Legislation*

The Iowa Smart Planning Act (Iowa Code Chapter 18B) was approved in 2010. The legislation articulated 10 Iowa Smart Planning Principles to be considered when any development decision is made and recommended core elements for inclusion in Comprehensive Plans. The Chapter also provides for objectives in preparation of Comprehensive Plans including identifying current and future land use, need for diverse modes of transportation, creating policies and programs for preservation of natural resources, and identifying unique characteristics important to the quality of life.

#### *The Tomorrow Plan*

Coordinated by the Des Moines Area Metropolitan Planning Organization, The Tomorrow Plan was a three-year planning process that included 17 cities and four counties within the greater Des Moines area. This collaborative effort aligned economic, social and environmental issues to provide for the long-term health of the region. The Tomorrow Plan focuses around four overarching goals and includes initiatives for their implementation:

- Create a resilient regional economy;
- Improve the region’s environmental health and access to the outdoors;
- Further the health and well-being of all residents in the region; and,
- Increase regional cooperation and efficiency at all levels.

The Tomorrow Plan identified five voluntary initiatives for governments to advance in the near term:

### *Nodes and Corridors*

The idea of development nodes and connecting corridors simply recognizes changing tastes in how people get around and what kinds of neighborhoods they want to live in—adding variety to choices in the Des Moines region. In its 2017 plan, the privately funded Capital Crossroads 2.0 Strategy points to this Tomorrow Plan initiative as a key strategy for the region.

### *Greenways*

Unify and completely connect all the parks, conservation lands, open space and trails of the region. Key steps to launch this initiative are to complete natural areas inventories to find the best areas; complete watershed plans to improve water quality; and celebrate land purchases, new parks and trail completions.

### *Resilient Neighborhoods*

Recognize the individual character of neighborhoods by supporting neighborhood associations, planning for more lower cost housing choices and providing model ordinances that strengthen neighborhoods.

### *Regional Cooperation*

Focus for now on improving flood resiliency and water quality. Look for and highlight stormwater best practices around the region through model ordinances and natural stormwater utilities.

### *Everyday Stewards*

To make these goals a reality, everybody has a stake and role to play. Look at the Tomorrow Plan ideas for how to make a difference.

### *Capital Crossroads*

Capital Crossroads is the ongoing planning/ volunteer work of the Greater Des Moines Partnership to continue to advance the region within a series of categories (or capitals) that include natural resources and governance. The Governance and Natural Resources committees have been working in areas of interest to parks and recreation in Des Moines and throughout the region. With the MPO, the Great Outdoors Foundation and other organizations, Capital Crossroads' Natural Resources committee has promoted greenways and water trails. Currently the Governance committee is spearheading a regional education effort to address stormwater management. This initiative links directly to water quality/quantity work required for any future, successful riparian corridors/greenways or water trails networks.

### *PlanDSM - Creating Our Tomorrow*

*PlanDSM* is the City of Des Moines' Comprehensive Plan for how it will grow through the year 2040. *PlanDSM* consists of a vision statement and values that will guide Des Moines into the future; goals and policies for eight different Plan elements (including Parks and Recreation); an implementation chapter describing how the Plan can be realized; and a Future Land Use Map.

Parks and Recreation Goals from *PlanDSM* include:

- Develop a parks and open space system that promotes a communitywide network of public spaces to provide recreational, transportation, health, and environmental benefits to citizens of all abilities.
- Maintain and improve accessibility of parks for all residents.
- Design the City's trail system for all users including commuters and recreational users.
- Preserve, restore, and enhance natural systems in identified natural areas.
- Preserve, restore, and enhance access to the Des Moines and Raccoon Rivers.
- Establish and fund a program for art in public places.
- Provide recreational programming as an intricate part of the social fabric of Des Moines and its park and open space system.

- 3. Project Funding:** On June 12, 2017 by Roll Call 17-0990, the City Council authorized the expenditure of \$249,638 on an update to the Parklands plan document which had served as the Park and Recreation element of the City's Comprehensive Plan since 1995. They selected RDG Panning and Design to provide consulting services for preparation of *LiveDSM Parks and Recreation Comprehensive Plan* to be adopted as an element of the City's Comprehensive Plan, *PlanDSM Creating Our Tomorrow*.
- 4. Plan Process:** *LiveDSM* (see attachment) was broken into phases emphasizing extensive public outreach to allow City residents to provide continuous community input into Plan development. Engagement included: open houses, neighborhood meetings, park events, community discussions, outreach to seniors and students and focus groups with park users and decision-makers. Additionally, almost 1,200 people participated in an online questionnaire, indicating where they see needed improvements and where they seek more services or facilities.
- 5. Plan Organization:** *LiveDSM* is organized around 5 goals extracted from the visioning process for the plan:
  - Deliver Equitable Facilities and Programs
  - Support Year-Round Programming that Attracts People to Parks
  - Make Parks and Trails the Heart of the Community
  - Improve Natural Systems
  - Launch New Approaches to Parks and Recreation

Also included are aspirations for implementation of the Plan to be Equitable, Effective, Healthy, Vital and Responsive. The Plan is capped off with an implementation section "Making the Plan Work." This implementation element identifies several future planning

processes and studies necessary to further the objectives of the Plan. It also provides and outline for the metrics to determine the success of the planning implementation.

One substantive change that *LiveDSM* proposes which would modify the language of *PlanDSM* is with regard to Parks and Recreation Goal 2 “Maintain and improve accessibility of parks for all residents” on Page 66 of that document. This proposed amendment would modify objective PR14 to read “All residents should live within 10-minute walk of a park, trail, or open space facilities via vehicle access or a safe walking or bicycling route.” This would be a change from a distance to duration considered a national standard. This is reinforced by the Goal “Deliver Equitable Facilities and Programs” under the Equitable Policy Guide provision on page 60 of *LiveDSM* stating “All residents should live within a 10-minute walk to a park.” It is also supported by the provisions on page 107 for the Goal “Make Parks and Trails the Heart of the Community” within the underlying Approach “Ensure locals are within a ten-minute walk to a park or trail.”

- 6. Plan Preparation:** *LiveDSM* has been prepared by RDG Planning & Design, under the guidance of the Steering Committee.

Members of the *LiveDSM* Steering Committee who were appointed by the Mayor, in consultation with the City Council and City Manager are as follows:

T.M. Franklin Cownie, Mayor  
Ben Page, Parks and Recreation Director  
Bill Good, Des Moines School District  
George Davis, Park and Recreation Board Chair  
Izaah Knox, Urban Dreams  
Katie Wengert, Broadlawns Hospital  
Joe Gonzalez, Latino Resources, Inc.  
Joe McGovern, Iowa Natural Heritage Foundation  
Joshua Barr, Human Rights Director  
Meg Schneider, Des Moines Partnership Representative  
Michael Simonson, Plan and Zoning Commission  
Sally Dix, Bravo Greater Des Moines  
Sarah Lohmeier, Friends of Des Moines Parks Board Member  
See Rodari, Asian Community Representative

- 7. Plan Adoption:** Taking into consideration Chapter 18B of the Iowa Code and pursuant to City Code Chapter 82, Article III of the City Code, adoption of the Comprehensive Plan or any substantial amendment thereof (i.e. *LiveDSM*), requires at least one public hearing with published notice. The adoption of the amendment requires affirmative vote by not less than two-thirds of the members of the Commission present at the time of the vote. After adoption of the plan or amendment by the Commission, a copy of the amendment, together with the report and recommendation of the Commission, shall be forwarded to the City Council, and the Council may approve the amendment. When the plan or any modification or amendment receives the approval of the Council, the plan shall constitute the official City plan. This consideration would adopt the *LiveDSM Parks and Recreation Comprehensive Plan* as an element of *PlanDSM*.

## SUMMARY OF DISCUSSION

Erik Lundy presented the staff report and recommendation.

### CHAIRPERSON OPENED THE PUBLIC HEARING

Richard Brown Assistant Park and Recreation Director presented the Parks and Recreation Comprehensive Plan.

David Courard-Hauri asked about the revised language and whether it was stating that residents should be within a 10-minute vehicle drive to a park.

Will Page stated the language is confusing and suggested a change so the vehicle access doesn't seem as important.

Mike Ludwig suggested that the wording be revised to state "All residents should live within a safe, 10-minute walk of a park, trail or open space."

Richard Brown concurred with the revised wording.

Jacqueline Easley asked about the interaction between schools and the City to create parks on school grounds.

Richard Brown stated if you were to factor in all the elementary schools in the city, most of our gaps would be filled but not every school is open to the public outside of school hours.

Jacqueline Easley asked if it was possible to revisit some of the language that was in Des Moines School District's "Vision 2005"?

Richard Brown stated they have an agreement with the school district that is updated every year. They talk about the use of their facilities and programs offered such as, flag football, youth basketball and free lunch in the park.

John "Jack" Hilmes asked for the percentage of residents within a 10-minute walk of a park trail or open space.

Richard Brown stated 5 years ago they were at 67% of households. A few of the largest gap areas on the Fairgrounds Neighborhood and southside. Access is very critical as these areas are also separated from park facilities by busy streets, railroad tracks or lack of sidewalks.

Will Page most of the parks have been acquired and developed in a patchwork fashion. Libraries are similar but routinely improve their collections. Since park pieces are so separated, does the plan address needs to "prune" the list of parks or their amenities?

Richard Brown stated once the plan is adopted, Parks can do a formal analysis. If we find that it doesn't remove service for people around the park, that will be something to consider. Despite being patch work, parks are well placed and removing one would leave too big of a gap.



No citizens were present or requested to speak regarding the item.

**CHAIRPERSON CLOSED THE PUBLIC HEARING**

**COMMISSION ACTION:**

John "Jack" Hilmes made a motion for approval of an amendment to the *PlanDSM - Creating Our Tomorrow* Comprehensive Plan to adopt the *LiveDSM Parks and Recreation Comprehensive Plan* as an element. This includes amending Parks and Recreation Goal 2 Objective PR14 in *PlanDSM* to read "All residents should live within a safe, 10-minute walk of a park, trail, or open space."

Motion carried 11-0.

Respectfully submitted,

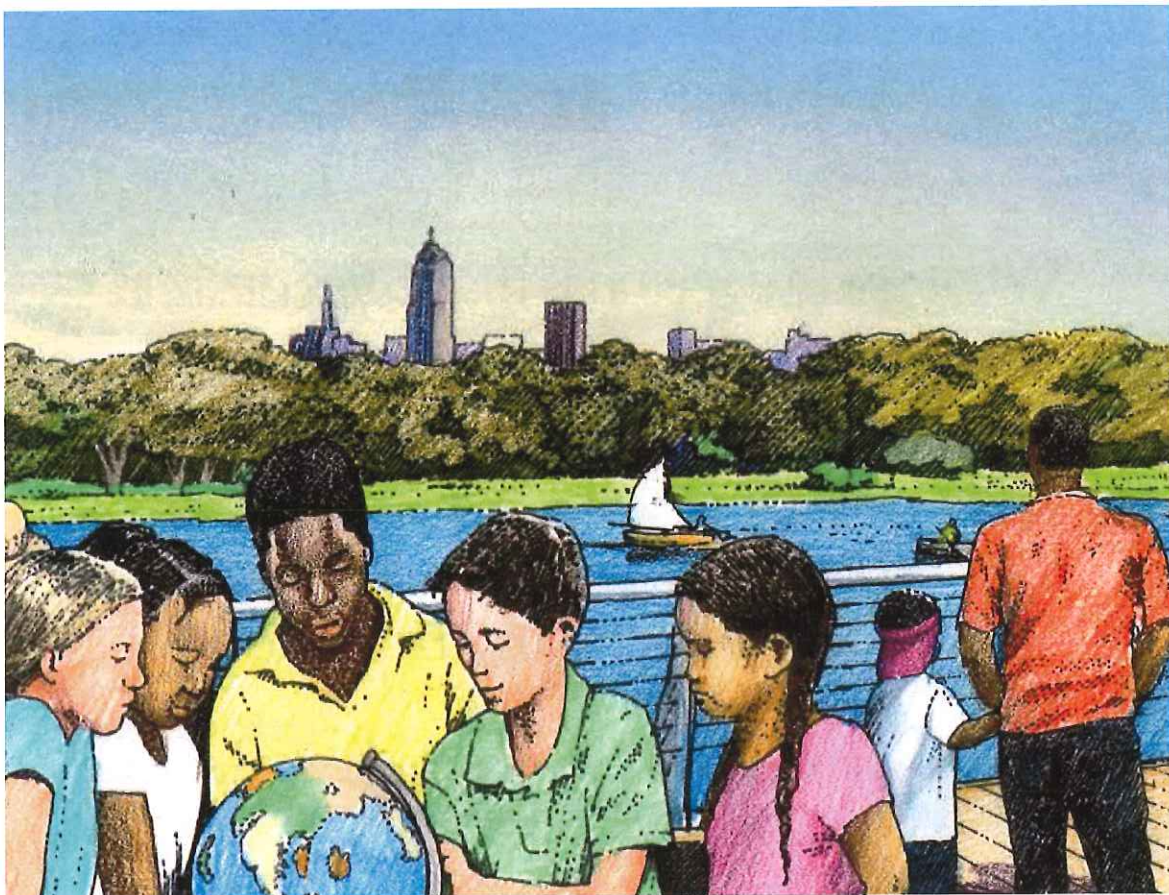


Michael Ludwig, AICP  
Planning Administrator

MGL:tjh  
Attachments

# EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



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## Acknowledgements

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**City Council**  
**T.M. Franklin Cownie**  
 Mayor  
**Christopher Coleman**  
 At Large  
**Connie Boesen**  
 At Large  
**Bill Gray**  
 Ward 1  
**Linda Westergaard**  
 Ward 2  
**Josh Mandelbaum**  
 Ward 3  
**Joe Gatto**  
 Ward 4

**City Manager**  
**Scott Sanders**

**Parks and Recreation Board**  
**George Davis**  
 Chair  
**Cynde Fanter**  
**Loyd W. Ogle**  
**Joel Potter**  
**Jessica Avant**  
**Sarah Lohmeier**  
**R. Stephen Vilmain**  
**Kimberley Boggus**

**Victoria Facto**  
**Sammy F. Pugh**  
**William Thompson**  
**Bill Nassif**  
**Mark Godwin**  
**Andrea Woodard**  
**Heather Anderson**

**Steering Committee**  
**T.M. Franklin Cownie**  
 Mayor

**Ben Page**  
 Parks and Recreation Director  
**Bill Good**  
 Des Moines School District

**George Davis**  
 Park and Recreation Board Chair

**Izaah Knox**  
 Urban Dreams

**Katie Wengert**  
 Broadlawn Hospital

**Joe Gonzalez**  
 Latino Resources, Inc.

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 Foundation

**Joshua Barr**  
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 Des Moines Partnership  
 Representative  
**Michael Simonson**  
 Plan and Zoning Commission  
**Sally Dix**  
 Bravo Greater Des Moines  
**Sarah Lohmeier**  
 Friends of Des Moines  
 Parks Board Member  
**See Rodari**  
 Asian Community Representative

### Internal Technical Committee

**Naomi Hamlett**  
 Economic Development  
**Ryan Moffatt**  
 Economic Development  
**Michael Ludwig**  
 Community Development  
**Amber Lynch**  
 Community Development  
**Jessica Butler**  
 Finance Department  
**Deb Maier**  
 IT Department  
**Steve Naber**  
 Engineering Department  
**Jeff Wiggins**  
 Transportation Department

**Larry Hulse**  
 City Manager's Office (retired)  
**Paul Parizek**  
 Police Department  
**Jonathon Gano**  
 Public Works Department  
**Greg Heid**  
 Public Library (retired)  
**Jim Hoff**  
 Building Services  
**Manisha Paudel**  
 Civil and Human Rights  
 Department

### Parks and Recreation Department Staff

**Ben Page**  
 Parks and Recreation Director  
**Richard Brown**  
 Assistant Parks and  
 Recreation Director  
**Jennifer Richmond**  
 Planning and Development  
 Administrator  
**Ron Ward**  
 Parks Manager  
**Matt Kalceovich**  
 Recreation Manager



All photographs in this document, unless otherwise attributed, are courtesy of Des Moines Parks and Recreation and RDG Planning & Design.

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*What we are seeing is that cities around  
 the country are using parks and  
 open space as a way to increase the  
 quality of life, to attract new businesses  
 and residents as well as to retain  
 the people who already live in the city.*

—Catherine Nagel

Executive Director of the City Parks Alliance, Washington, D.C.  
 Des Moines Business Record, June 29, 2018

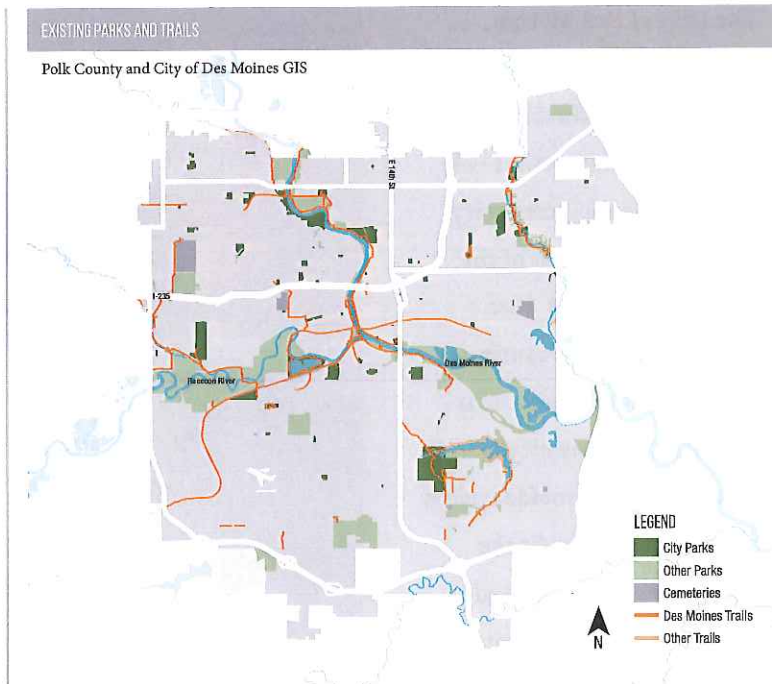
# PARK SYSTEM OVERVIEW

## OUR MISSION

Helping Des Moines Live Well, Play Hard and Protect the Earth.

## OVERVIEW

The City of Des Moines oversees more than 4,000 acres of parkland, open space and trails, and offers a variety of events and programs for Des Moines residents of all backgrounds, ages and abilities. Des Moines Parks and Recreation is responsible for managing, operating and maintaining complex assets within the park and recreation system. The assets managed by the department include 75 parks, 81 miles of paved and unpaved trails, seven cemeteries, two community recreation centers, three golf courses, four disc golf courses, 25 aquatic facilities, one ice skating rink, 265 community garden plots, 58 playgrounds, three dog parks, one skate park, one BMX track, 56 sheltered areas, 552 picnic tables and a variety of sports facilities that include basketball courts, soccer and football fields, baseball and softball fields and tennis and volleyball courts. The department employs 59 full-time staff, 333 part-time staff and over 4,400 volunteers to maintain its resources and offers 137 recreational programs per year.



# THE PLANNING PROCESS

## PUBLIC QUESTIONNAIRE RESULTS

This plan charts a course for the City's future aimed at reaching a new understanding of what parks and recreation means to the City and its residents. Public engagement, reflections of decision makers and community leaders, staff input and the ongoing involvement of steering and technical committees drive this plan.

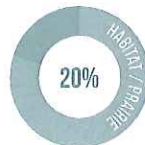
As part of this extensive engagement, the public played the "What's in Your Park" game, attended public events providing input and went on-line to answer questions. The results of that questionnaire help summarize the public's interests in the future Parks and Recreation system.



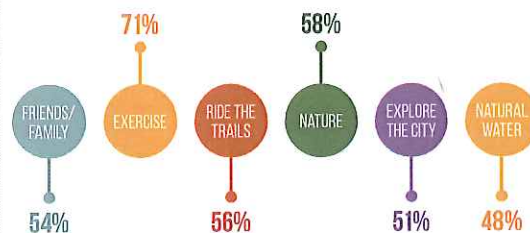
### GREATEST STRENGTH



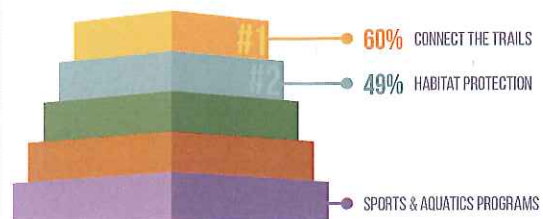
### GREATEST CHALLENGE



### WHY DO YOU USE DES MOINES PARKS AND RECREATION FACILITIES?



### HIGH VS. LOW PRIORITY



**The City of Des Moines Parks, Trails and Open Spaces are invaluable assets that play an important role in the economic prosperity and personal health of the residents of Des Moines. As the population continues to grow and diversify, it is important for the city of Des Moines to provide spaces and facilities that fit the ever-changing needs and desires of the community.**

## HEALTH SHED MAP: HIGHER PROPENSITY FOR HEALTH PARKS

## HEALTH HAS ALREADY BEEN PRIORITIZED

Identifying areas of greatest health need based on long-term health risks will help future priorities investments and underpins the whole of this plan.

## EQUITY LENS MAP: AREAS WITH GREATER EQUITY NEED (POVERTY, RACE POPULATION DENSITY AND GRIEVE)

## EQUITABLE ACCESS IS A PRIORITY

Des Moines Parks and Recreation has recognized the value of their system.

## OPPORTUNITY GAPS: AREAS BEYOND A 10-MINUTE WALK TO A PARK

## THE TRAILS NETWORK CAN EFFECT PUBLIC HEALTH

Additional connections will improve access to trails, parks and programming sites and help grow the system's capacity to deliver public health and equity outcomes.

## SOCIAL SHED MAP: COLORS DEPICT HOMOGENEITY—THE QUALITY OR STATE OF BEING ALL THE SAME OR OF THE SAME KIND

## BUILDING COMMUNITY IS A GREAT STRENGTH

Understanding Des Moines social shed is another way of looking at public preferences, beyond the assumptions that are made based on demographics alone (census data).

## VISION AND MISSION

### WHAT IS THE FUTURE OF DES MOINES PARKS AND RECREATION?

#### VISION

Since 1995, at the time of the last parks and recreation comprehensive plan, the Parks and Recreation Department has been working from a big-picture view proposing powerful initiatives—the revival of Gray's Lake Park, Principal Riverwalk and an extensive trails system, just to name a few. LiveDSM maintains that vein of highlighting game-changing projects, but the vision experiences a shift. No simple slogan captures this new vision. The following aspirations paint a more detailed picture—a system that is equitable, effective, healthy, vital and responsive. The parks and recreation system is, essentially, "everywhere" and a fundamental part of daily living for all residents and visitors.

**Parks:** Everywhere, every day. According to the public, the system's success in delivering meaningful quality of life will be clear when:

- Parks and Recreation leads in achieving equity goals for the community
- Programming addresses goals of healthy living: active, reflective, social and educational
- Trails connect in all ways – everyone is within a ten-minute walk (half-mile) of a park or trail
- The park system excels in stewardship with nature always at hand
- World-class facilities help set the City's national identity and character
- Parks and trails use the latest technology
- The system attracts and keeps new businesses and young adults here
- Operational and maintenance needs sync with the system's funding
- Neighborhood parks serve as the system's backbone

#### MISSION

Despite this ambitious vision, the mission of the Parks and Recreation Department remains unchanged; helping Des Moines to live well, play hard and protect the earth. The update of the mission through this plan comes in the level of support for carrying out this work. The Department has done exceptional work with limited resources. Parks and Recreation has identified strategies—working with non-profits, public-private partnerships and vendor contracts to increase impact for the dollar. The proof's in the pudding. Des Moines' system is strong but the plan's analysis of peer communities shows the Department functions with fewer resources per capita than those communities. This downward public funding trend cannot maintain the system this plan envisions and the public wants. All resources must grow. Here's how.

### The Five Goals

It's time to bring well-resourced, best management practices to inform parks decisions—much as businesses would operate in the private sector. The plan recommends a commitment to cultural and organizational improvement. These changes are needed to achieve a world-class system that can stand the test of time—enriching/expanding partnerships while attaining new levels of effectiveness in operations and growing resources to keep pace with progress.

# MEASURING SUCCESS

## SUSTAINABLE FUNDING STRATEGIES

- Baseline cost-recovery percentage
- Changes in cost-recovery percentage
- Percentage and type of public-private partnerships
- Changes in number and type of public-private partnerships
- Percentage of budget from contributed income—leveraging Friends of Des Moines Parks

## ECOSYSTEM HEALTH AND RESILIENCE

- Acres of land being managed for ecosystem health and resilience
- Stream reaches not eroding to a serious degree
- Average number of native plant species in the natural areas of parks
- Number of parks with at least two species of frogs and toads
- Average number of breeding birds in the natural areas of parks (June survey)
- Acres of invasive plants in natural areas

## HEALTH AND EQUITY

- Shrinking of equity-needs zones identified on baseline Equity Map in Benchmarking chapter
- Set baseline “sense of well-being”
- Shrinking “red zones” in health map identified on baseline Health Map in Benchmarking chapter

## COMPARATIVE STANDARDS/STANDARDS OF SERVICE

- Meeting or exceeding measures based on aspirational cities
- Achieving NRPA Gold Medal Award

## ACHIEVING GOALS

*(Largely output-based measures)*

- Accomplishing action steps/work tasks in pursuit of the plan’s Five Goals
- Examples include: development of inventory, policy adoption, land acquisition



# EQUITY



## Big Ideas to Get Started

- Continue dialogue on equity in parks and recreation through partnerships
- Develop and adopt a series of policies regarding equity and its impact to parks and recreation
- Establish “Parks for New Des Moines Program” to work with city leaders and partners to design relevant programs accessible to people of color, immigrants, refugees and persons of all abilities
- Adopt budgets to fill equity gaps

## GOAL

Deliver Equitable Facilities and Programs

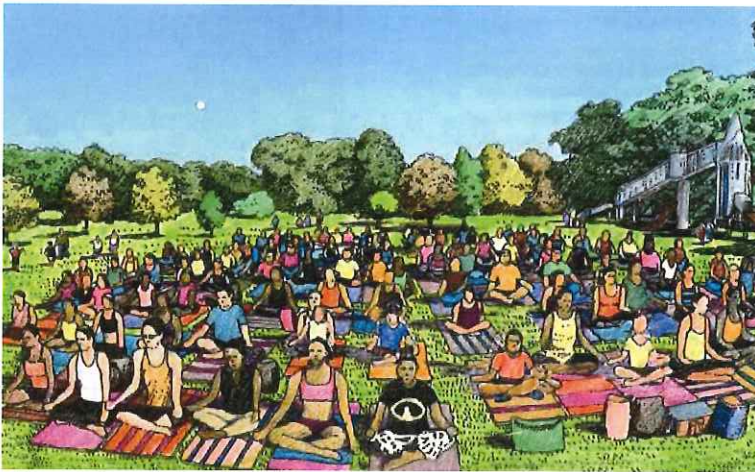
“Parks” is redefined and brought to you in ways that are meaningful, accessible and healthy to you, your friends, family and neighbors—Des Moines’ parks, trails and public spaces are everywhere.

## APPROACH

- Continually expand the definition of a park to align with how people in Des Moines need and use parks and public spaces
- Establish a baseline and begin to measure progress
- Fill the gaps in places and programs
- Continue to make progress with a racial equity lens



# ATTRACTION



## Big Ideas to Get Started

- Start a pop-up park initiative to deliver programs where the system has gaps
- Expand outdoor skills-building programming with learning objectives and evaluation
- Discuss with other city departments focusing on Live Well Ambassadors concept
- Begin a dialogue about unmet recreation needs
- Start a community activities guide, sent out at least once per year to all Des Moines households
- Create winter-season program options emphasizing outdoor play

## GOAL

Support Year-Round Programming that Attracts People to Parks

Exceptional programming and services deliver all-season opportunities for current and future park system users.

## APPROACH

- Develop “pop-up parks,” special events and programs for year-round (available everywhere) use
- Use best practices—include learning objectives, evaluation
- Establish a series of guidelines and policies that standardizes fees and evaluation tools for programming
- Establish a Recreation Committee to understand the recreation needs of the community



# HEART



## Big Ideas to Get Started

- Identify system gaps—missing parks or trail connections
- Prioritize areas where equity needs are highest
- Launch signage study and implement using city's existing park and trail plans as a starting point
- Achieve a world-class water recreation feature that supports advocacy for water quality

## GOAL

Make Parks and Trails the Heart of the Community

Neighbors love their nearby parks/trails and see them as ever-active hubs of connection, learning, reflection and play. All embrace facilities of community pride and inspiration.

## APPROACH

- Ensure locals are within a ten-minute walk to a park or trail
- Expand/add neighborhood parks with updated play, gathering spaces and services (water, shade, etc.)
- Sign the way to parks, comparable to trails signs
- Consistently provide a sense of safety and security (programming, lighting, patrol)
- Plan for four-season park facilities
- Activate our network of water



# NATURE



## Big Ideas to Get Started

- Describe healthy, resilient natural systems in parks and their benefit to Des Moines
- Engage and explain to city leaders and the public what a sustainable program is for managing natural resources in parks
- Complete a systemwide plan for natural resources
- Develop a Natural Resources Management Plan for one park

## GOAL

### Improve Natural Systems

A deep commitment to ecological stewardship translates to healthy ecosystems; high-quality land, water and wildlife; and tremendous resilience for natural areas and biodiversity in the park system—despite change over time.

## APPROACH

- General and special funds are well planned and always meet the ecological stewardship needs
- A system plan guides natural resource management priorities and methods on land and water; monitoring and reporting; and how volunteers and other resources are used
- People understand and engage with nature in parks without harming wildlife or sensitive natural features



# INNOVATION



## Big Ideas to Get Started

- Evaluate existing processes and decision criteria for driving partnerships, programs and projects to identify gaps in Best Management Practices (BMP)
- Maintain a culture of creativity and innovation
- Establish data-driven analytical processes, methods and tools to drive decisions
- Benchmark success through parks/trails inventory

## GOAL

### Launch New Approaches to Parks and Recreation

Des Moines Parks and Recreation creates a highly professional foundation for its work—serving as a launch point for new ways of thinking about parks, partnerships and meeting public needs.

## APPROACH

- Expand successful partnerships
- Leverage best practices from other park systems (city, county, state and federal)
- Empower decision-making through a process of underwriting, contracting and contract oversight to drive partnerships, services, facilities and guest satisfaction



