

# Integrating Parks & Recreation and Health in Hutchinson, Kansas

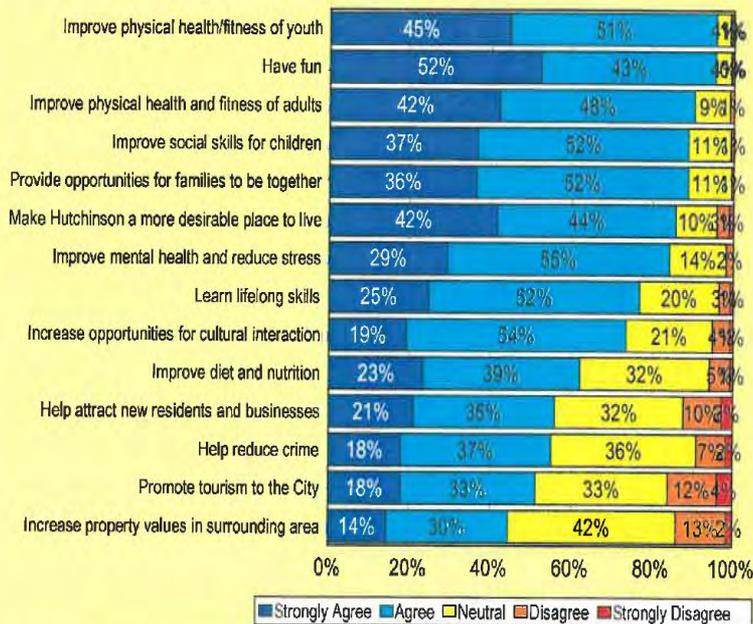
- NRPA Position statement
  - Role of Parks and Recreation on Health and Wellness
- Hutch Rec Mission & Vision
- Hutchinson Healthy Neighborhood Initiative



# Hutch Rec Community Interest and Opinion Survey February 2015

## Q9. Residents Level of Agreement with Benefits Received from Recreation Facilities, Programs and Services

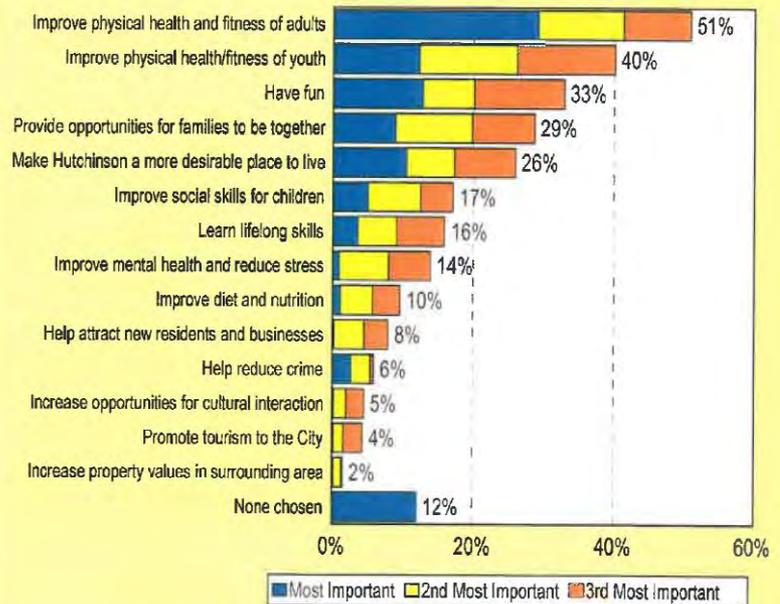
by percentage of respondents (excluding "don't know")



Source: Leisure Vision/ETC Institute (2015)

## Q10. Top Benefits That Are the Most Important to Residents

by percentage of respondents based on top three choices



Source: Leisure Vision/ETC Institute (2015)

# Hutch Rec Mission & Vision

- Our Mission: To provide our community with lifelong wellness, cultural, natural, and recreation opportunities that promote healthy minds and bodies through innovative programs, state-of-the-art facilities, and protected open spaces
- Our Vision: To inspire all residents to actively enjoy a healthy life as they strengthen our community spirit.



# Healthy Neighborhood Initiative

## Top Five Resident Agreed Benefits of Parks & Recreation

- Improve physical health and fitness of adults
- Improve physical health and fitness of youth
- Have fun
- Provide opportunities for families to be together
- Make Hutchinson a more desirable place to live



# Healthy Neighborhood Initiative

- Funding Partners (City of Hutchinson, Hutchinson Chamber of Commerce, Hutchinson Community Foundation)
- Neighborhood Development Coordinator: offices at Hutch Rec
- Focus: Housing, Built Environment, Health of Residents
- Engagement Process
- What residents are telling us:
  - Identify/Promote Neighborhood Identity
  - Targeted Housing Programs
  - Neighborhood Social Events
  - Public Art
  - Park & Trail Improvements (equitable access)

# Partnerships & Collaborations

Process to build relationships with County Health Department and Heal Reno County Coalition

- Health Investor
- Health In All Policies
- Pathways to a Healthy Kansas (Blue Cross & Blue Shield of Kansas)



# What we did next...



## Healthy Community Parks and Recreation Master Plan

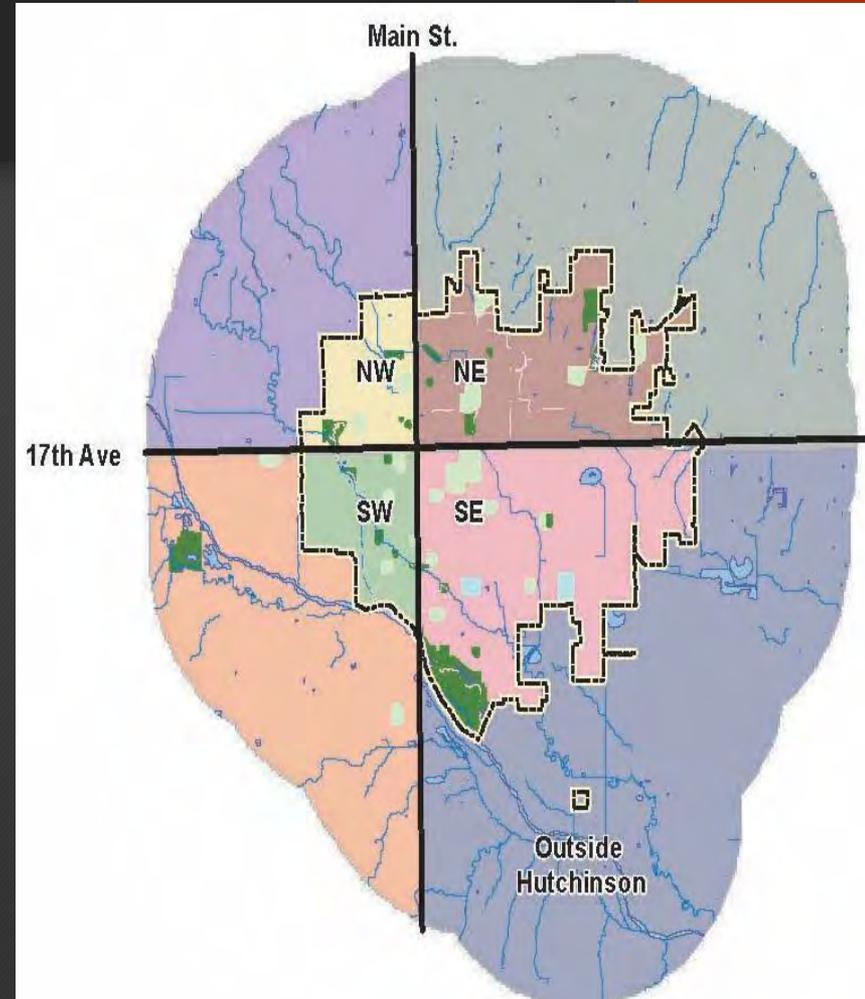


# Master Plan Outcomes

Community  
representation  
and equity

Four  
Sub Areas with  
strong  
differences

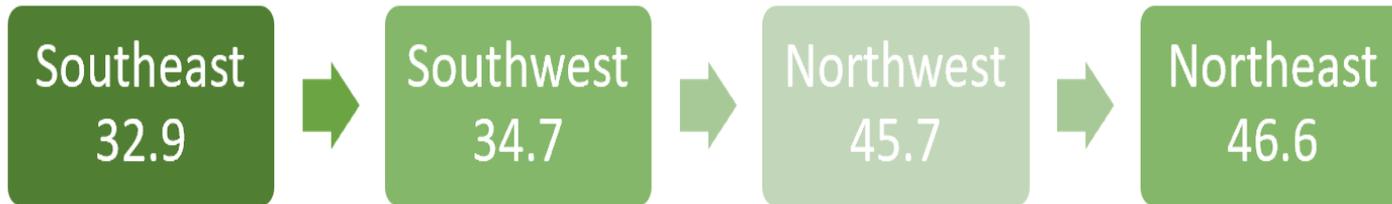
Over 90% white in N areas, more  
diverse in S areas



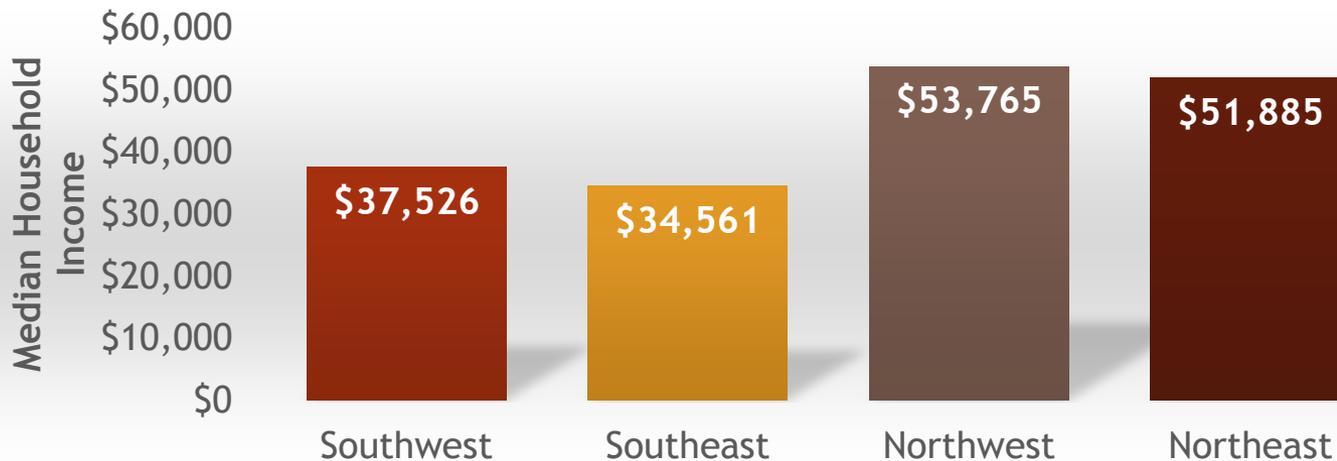
## Gender Distribution

Variable	Southwest	Southeast	Northwest	Northeast
2018 Male Population (%)	51.46%	54.38%	46.10%	46.36%
2018 Female Population (%)	48.54%	45.62%	53.90%	53.64%

## Average Age



## Median Household Income



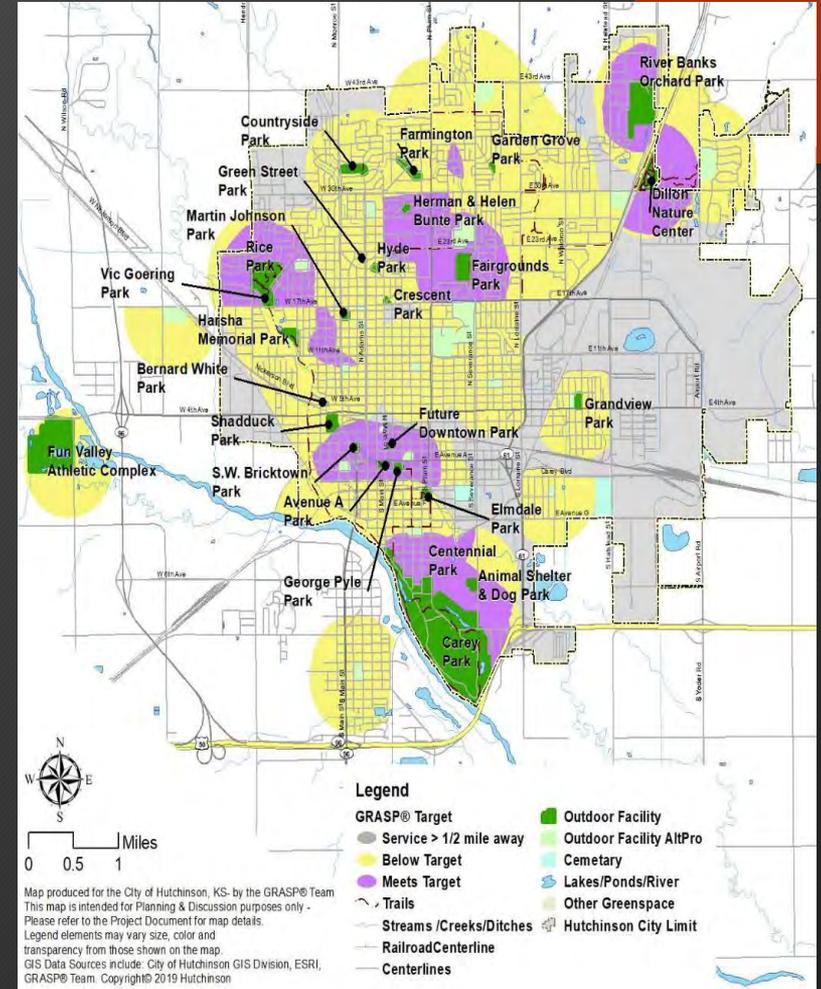
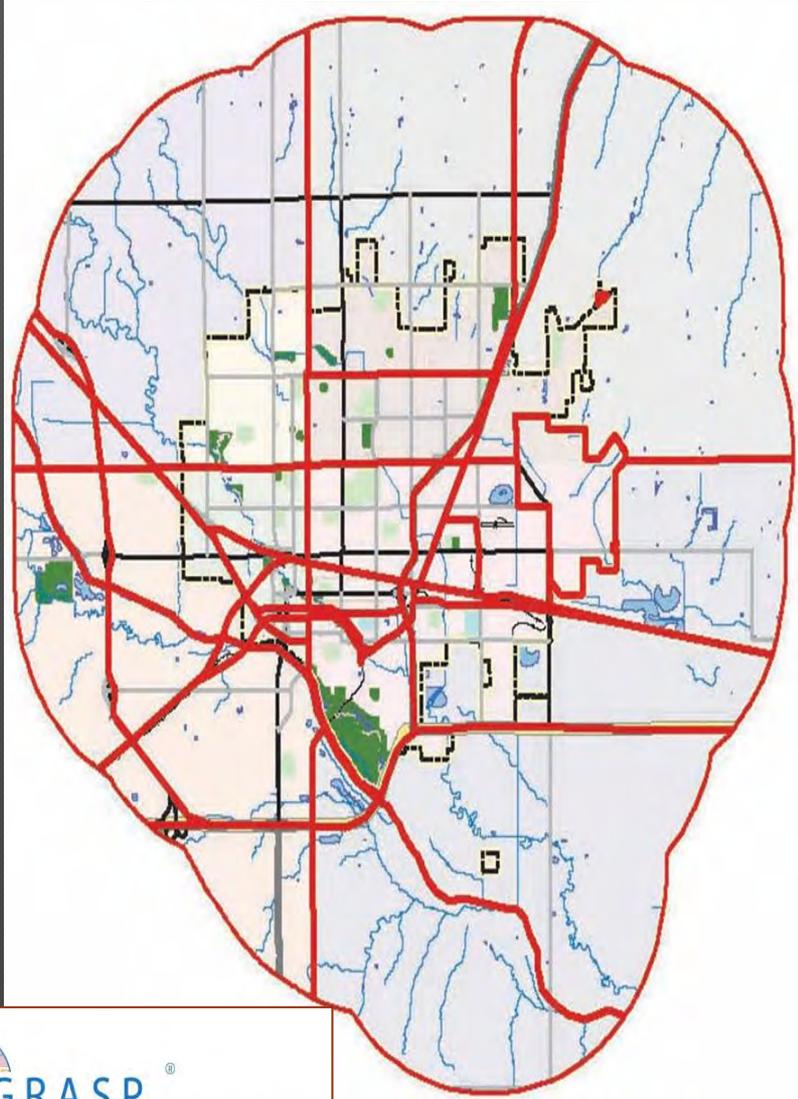
# Comprehensive Information Gathering & Engagement Staff, Decision Makers, Stakeholders, and Public

Mixed  
methods

- Senior Focus Group at Senior Center
- Teen Focus Group & Youth Survey
- Community-wide Random Survey
- 3 General Focus Groups
- City and HutchRec staff meetings
- Key Heal Coalition & Stakeholders Meetings
- Open Public Forums
- Joint City Council and Hutch Rec Commission Meetings



# Pedestrian Barriers & Walkable Gap Identification



## GRASP®Active Walkable Access Analysis

# Recommendations & Outcomes

## Key Opportunities to Improve Health in Hutchinson through Parks and Recreation

1. Improve active transportation and physical activity opportunities through more connected and safer trails and sidewalks.
2. Improve nutrition through partnered educational campaigns, policy changes, and healthy food availability.
3. Increase social and health equity through increased participation from low income residents (especially on the south side of town).

# Hutchinson Action Plan

Goals Objectives  
Responsibility  
Financial  
Timing  
Outcomes



Summary Action Plan - 2019 - 2029	Who?			How much?	When?	Anticipated Outcomes / Measures
	City	Hutch Rec	Partners			
<b>Organizational</b>						
7.0 Enhance Organizational Support for both the City and Hutch Rec:						
7.1 Continue Strong relationship between HutchRec and City through regularly scheduled meetings and collaboration.				staff time	short-term and quarterly	Quarterly meetings between senior City and Hutch Rec staff
7.2 Continue Executive Support for Parks and Recreation				staff time	ongoing	Decision Makers are supportive from both the City and Hutch Rec
2.0 Focus on partnerships to leverage health and economic impacts:						
2.1 Work with public works to improve complete streets, trails, and sidewalks for walking & biking				staff time + cap improvements	mid-term	Work with public works to improve complete streets, trails, and sidewalks for walking & biking, and County/Health for nutritional policies/education
2.2 Work with County/Health, schools, and others to create health and nutrition policies and education				staff time	short to mid term	Creation of Nutrition Policy and Educational Programs, and improve availability of healthy foods
2.3 Work with Downtown, Chamber, and others to co-promote cultural, tourism, and special events as economic draws to help activate downtown				staff time	short to mid term	Better use of recreation, sports, and parks as regional draws. Creation of active regional sports commission
2.4 Create a Sports Coalition to attract and manage regional sports events and tournaments				staff time	short to mid term	Regularly meet to strengthen partnerships and work together for common economic and other goals. Track numbers and contacts of all partners
2.5 Track and leverage partners and partnerships for enhanced services				staff time	short-term and quarterly	Regularly meet to strengthen partnerships and work together for common economic and other goals. Track numbers and contacts of all partners
2.6 Continue to improve relationships with the different school districts to leverage access to school components and facilities in lower service areas				staff time	short-term and quarterly	Regularly meet to strengthen partnerships and work together for common goals. Increase number of school sites used for park and recreation services
2.7 Continue and strengthen Neighborhood Development Program				staff time	ongoing	Continue to Fund the program and strengthen outreach and contacts
3.0 Address staffing and resource allocation needs						
3.1 Address daily and deferred maintenance of parks and facilities through reprioritization and increased maintenance contracting				staff time x 2 FTE	short to mid term	Focus sufficient City resources to address operational and deferred maintenance needs
3.2 Address inability to do evaluation and analysis through addition of 1 FT staff person for Hutch Rec				staff time x 1 FTE	short to mid term	Sufficient Hutch Rec staff to better address special projects and regular evaluation
4.0 Improve Marketing and Awareness						
4.1 Focus on combined activity guides with inclusion of parks, zoo, events, Arts & Culture, and Trails				staff time	short term	Regular activity guides and stronger combined web presence with broader program mix and awareness of all types of available community offerings
4.2 Develop comprehensive wayfinding and signage Plan and Program for trails, parks, and facilities				staff time + cap improvements	mid-term	Better wayfinding, signage, identify, and awareness throughout Hutchinson
4.3 Add more information to City website on parks and facilities				staff time	short term	Better information available for residents and visitors
<b>Parks and Facilities</b>						
5.0 Improve Trails, Connectivity, and Alternative Transportation						
5.1 Complete a comprehensive regional Multi-Modal Alternative Transportation Plan				\$25-\$25K + staff time	mid-term	A complete plan with strong community and stakeholder input, Complete Streets, and 800 concepts
5.2 Increase regional trail connections				staff time + cap improvements	mid to long-term	Increased connections for recreation and alternative transportation
5.3 Improve sidewalks and on-street bike/ped improvements				staff time + cap improvements	mid to long-term	Increased connections for recreation and alternative transportation
6.0 Improve Existing Facilities						
6.1 Address and low-scoring park components and amenities				varies - see Costs	short to mid term	Some features replaced, and some removed to address maintenance needs
6.2 Implement annual park component inventory and assessment update to identify low scoring components				staff time	ongoing	Prioritized improvements, replacement and upgrades
6.3 Plan for regular replacement and upgrades to standard components such as playgrounds and picnic shelters				staff time + costs of identified components	short to mid term	A replacement schedule should be in place for all standard components
6.4 Work with Neighborhood Development Program to identify, strategize, and implement improvements to parks and facilities in lower scoring areas				staff time + costs of identified components	short to mid term	Targeted improvements by neighborhoods
6.5 Create a feasibility study to determine highest and best use for Memorial Hall				staff time + \$30 - \$50K	short to mid term	Assess the facility for a plan for potential inclusion arts, culture, recreational multi-purpose, conference, incubator, mixed-use, programming, events, etc. This is a prime downtown location that needs to be revitalized
6.6 Continue to evaluate senior needs for facilities				staff time	mid to long-term	Potential partnership or agreements to ensure services for seniors continue in all parts of the City
6.7 Feasibility Study and Plan for Aquatics (indoor & outdoor)				staff time + \$30 - \$50K	short to mid term	Study to determine improvements, potential funding, and best use for aquatics
6.8 Maintain and seek growth opportunities for The Zoo, Dillon Nature Center, and the Sports Area				staff time + capital improvements	ongoing	These important facilities should be upgraded and enhanced as possible
7.0 New Amenities and Facilities						
7.1 Add a Regional Adventure Park				staff time + cap improvements	mid to long-term	Activities for visitors and teens, water access
7.2 Increase legal access to Arkansas River				staff time + cap improvements	mid to long-term	Overlook landowners for additional access and potential promotion of the river as a more key recreational amenity. Add boating and swimming access to Carey Park and 4th Street area
7.3 Add nature playgrounds in other parks				staff time + cap improvements	mid to long-term	Enhanced education, stewardship, and access to nature throughout system
<b>Programs and Services</b>						
8.0 Align program equity and availability in all sub-areas to all demographics of residents						
8.1 Track and promote participation in southern sub-areas				staff time	immediate to short term	Increased participation for southern sub-areas, where there are disparities in income, race/ethnicity, education, and ages
8.2 Create opportunities for additional non-sport programs				staff time	short term to ongoing	Opportunities for additional cultural, arts, dance, teen, young adult, and education. Work more with Arts & Humanities
9.0 Increase city-wide and regional draw programs						
9.1 Add additional community-wide cultural and special events				staff time	mid to long-term	Increased social inclusiveness, tourism, and economic development through city-wide events
9.2 Create a regional sports commission				staff time	mid to long-term	Increase in management, capacity, and excitement of tournaments and competitions
<b>Finance</b>						
10.0 Recognize parks, recreation, sports, culture, and events as economic drivers and quality of life investments						
10.1 Fund facilities and staffing as outlined as an investment in quality of life				staff time + cap improvements	mid to long-term	Use of collaboration and potential alternative funding mechanisms to achieve funding of goals
10.2 Address Cost Recovery at Category Level for both City and HutchRec				staff time	short to mid term	Cost recovery plan for both City and HutchRec
10.3 Align cost recovery plan and policies for City and HutchRec				staff time	mid term and ongoing	Potential for some increased cost recovery (areas of town with stronger ability to pay)
10.4 Promote equitable scholarship program to promote low-income participation				staff time	immediate to short term	Need to ensure scholarship program is always available for those with lower incomes - need permanent funding source



How did we get here?