



WICHITA FALLS

PARKS AND RECREATION MASTER PLAN



Resolution No. 10-2025

**Resolution adopting the 2025 Parks and Recreations Master Plan and
directing City staff to develop approaches to implement the strategies
outlined**

WHEREAS, the City Council approved a contract with Halff and Associates to provide planning services for a new Parks and Recreations Master Plan in October of 2023; and,

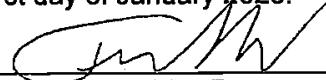
WHEREAS, consultant Halff and Associates facilitated eight meetings with various boards, committees, and the public, along with a community survey and a statistically valid survey; and,

WHEREAS, the City Council wishes to accept the 2025 Parks and Recreations Master Plan, including guiding principles, and direct the City staff to develop recommended approaches to implementing the recommendations.

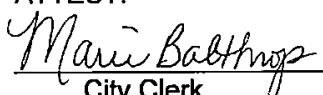
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WICHITA FALLS, TEXAS, THAT:

The City Council hereby adopts the 2025 Parks and Recreations Master Plan (Attached Exhibit A) and directs City staff to develop approaches to implement the strategies outlined in the report.

PASSED AND APPROVED this the 21st day of January 2025.


M A Y O R

ATTEST:


Mari Balthrop
City Clerk

ACKNOWLEDGEMENTS

DEDICATION

The City of Wichita Falls Parks and Recreation Department would like to dedicate the Parks and Recreation Master Plan to the late Ms. Dorcas Chasteen, in memory of over 40 years of service to the City of Wichita Falls.

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LIST OF ACRONYMS

BMI - Body Mass index

BNSF - Burlington Northern and Santa Fe Railway

CDBG - Community Development Block Grant

CMAQ - Congestion Mitigation and Air Quality

CMU - Concrete Masonry Unit

DHW - Domestic Hot Water

FTE - Full Time Equivalent

FHWA - Federal Highway Administration

GWFSAA - Greater Wichita Falls Soccer Association

HVAC - Heating, Ventilation, and Air Conditioning

LOS - Level of Service

MPO - Metropolitan Planning Organization

MSU - Midwestern State University

MWR - Morale, Wellbeing, and Recreation

MUD - Municipal Utility District

NRPA - National Recreation and Parks Association

TAS - Texas Accessibility Standards

TPL - Trust for Public Land

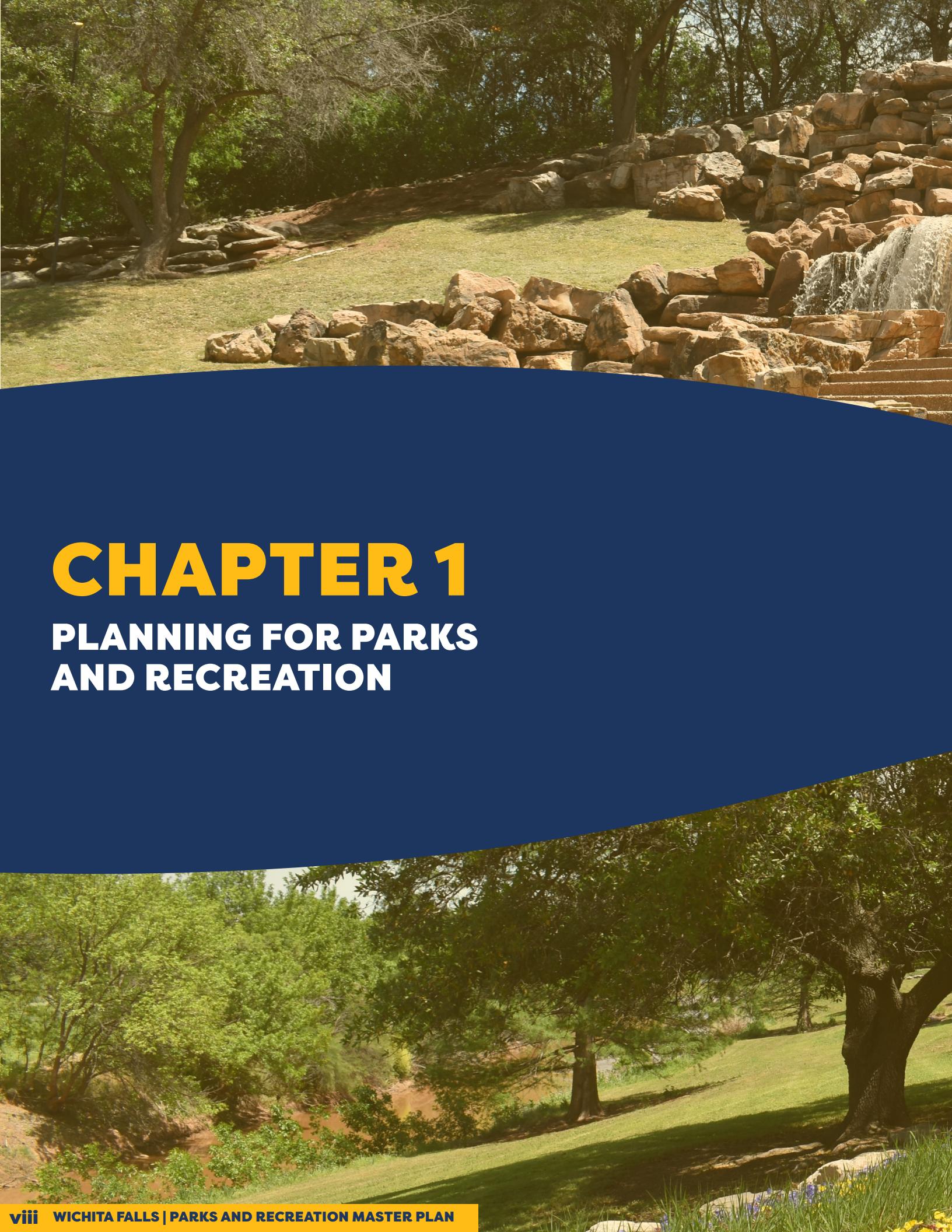
TPWD - Texas Parks and Wildlife Department

PIR - Priority Investment Rating

VCT - Vinyl Composite Tile

WFMPO - Wichita Falls Metropolitan Planning Organization

WFAA - Wichita Falls Amateur Athletics



CHAPTER 1

PLANNING FOR PARKS AND RECREATION



CONTENT

- › **INTRODUCTION**
- › **COMMUNITY CONTEXT**
- › **COMMUNITY ENGAGEMENT**
- › **GUIDING PRINCIPLES**

INTRODUCTION

The City of Wichita Falls initiated an update to its Parks and Recreation Master Plan to guide the development and maintenance of parks, recreation facilities and programs to meet the long-term needs of the community today and in the future. This plan inventories the existing park and recreation system, assesses present and future challenges, and serves as a blueprint for continuing to provide exemplary parks and recreation services. This Master Plan provides the City of Wichita Falls elected and appointed officials and staff with clear direction for responsible decision-making regarding improvements, maintenance, and development of existing and future parks and recreation amenities and programs to best serve residents and remain cherished community assets.

IMPORTANCE OF PARK PLANNING

WHY PLAN FOR A PARK SYSTEM?

Parks and recreation facilities are an integral part of the City's civic infrastructure and require careful planning and management to support the programs and amenities that improve community member's quality of life. Public trust in the City is rooted in consistent maintenance of facilities, careful management of natural resources, and diligent use of funds. Regularly updated long-range plans are great tools for cities to thoughtfully plan for maintenance, improvements, and incorporation of current trends into the parks and recreation system.

Parks and recreation facilities are local destinations for residents to participate in recreation, play, and social activities; ultimately parks and recreation spaces are a large contributor to quality of life for communities. The ability for people to access these amenities and their condition are major determinants of how quality is perceived. With this understanding, the Wichita Falls Parks and Recreation Master Plan considers the following key benefits of a comprehensive park and recreation system.

THE BENEFITS OF PARKS PLANNING

PROMOTE ACTIVE & HEALTHY LIFESTYLES

Parks provide both active and passive recreation opportunities in the form of sites for organized sports, outdoor play, and exercise all by interacting with the natural environment. Indoor recreation facilities provide the community with a variety of programs for people of all ages and abilities and create opportunities that positively impact ones physical and mental health. Exercise is an essential component of health and well-being and can be supported through both passive and active recreation options. Mental health can be positively affected by spending time in nature and interacting with others.

CONTRIBUTE TO A SENSE OF COMMUNITY

As venues for socialization, parks and recreation facilities foster opportunities to build community. These spaces facilitate both spontaneous interaction and intentional opportunities to meet others with similar interests. Groups and leagues can nourish essential social interaction for both youth and adults.

Community events hosted at these facilities bring people together, which contributes to an increased sense of community, creates opportunities to grow networks of neighbors and local businesses, and enhances the feeling of safety.

PROVIDE SAFE HAVEN TO YOUTH

Parks and recreation programming that is specifically geared towards youth and teens create opportunities for these age groups to build relationships, get active, and learn new skills. These benefits can stem from supervised, organized sports as well as unstructured activities like cycling or skateboarding.



Pavilions serve as gathering and meeting spaces that can bring the community together.



Sports complex facilities can lead to positive economic spin-off effects related to sports tourism.

INCREASE TOURISM

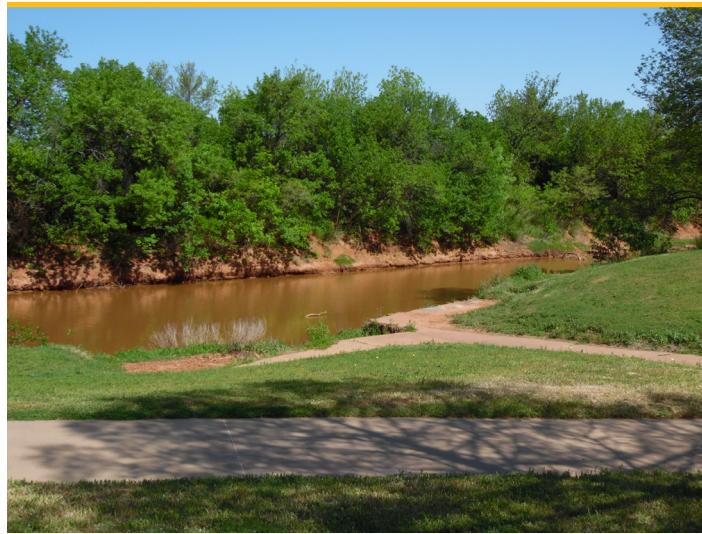
Parks and recreation facilities serve as great civic venues for sports tournaments, concerts, festivals, and other special events that bring tourism to the City and boost the local economy. Utilizing publicly owned spaces to host events can be a revenue generator for the City. Additionally, local hotels, restaurants, and retail will benefit from an influx of visitors attending these special events.

CONTRIBUTE TO THE ECONOMY

Parks can improve the economy by increasing residential property values. The Proximate Principle is a concept that states that people will pay more for a home when it is close to a park or green space. These increased home values will generate more income for the City through property taxes. Benefits extend to private businesses, which also benefit from proximity to parks and green spaces. When hotels and restaurants overlook a garden, lake or park, customers report higher levels of satisfaction. This in turn leads to more positive experiences and reviews and can generate more business and tax revenue.

PRESERVE NATURAL RESOURCES

Park space also promotes conservation through the intentional setting aside of land and protecting it from intensive development. Parks can provide buffers to sensitive habitats and house species outside of the urban ecosystem. Being responsible stewards of the natural environment is a role of a city as land managers and instilling best practice for maintaining and protecting the environment is crucial. Additionally, for cities that have not reached build-out, it is important to have criteria for designating parkland to continue to provide green space to residents, protect the natural environment, and promote desirable development patterns by using open space to create transitions between land uses.



Setting aside parkland protects the natural resources within them.

TPWD COMPLIANCE

The Texas Parks and Wildlife Department (TPWD) provides guidance for the development of Parks Master Plans as well as grant funding for local government entities. TPWD recommends that Parks Master Plans retain validity for 10 years but should be reviewed at the five-year mark. This guidance is intended to help municipalities organize their park planning initiatives and improve their chances of being awarded points in the selection process for grants. The “Project Priority Scoring System” is used as a part of the ranking process for the TPWD’s matching grant program. The guidance also encourages projects that reflect the community’s wants and needs. A TPWD-consistent plan includes the following organizational components:

- › [Plan goals and objectives \(see page 4\)](#)
- › [Parkland and facility standards \(see page 36\)](#)
- › [Inventory of existing parks and facilities \(see page 14\)](#)
- › [Needs assessment \(see page 32\)](#)
- › [Implementation strategy \(see page 64\)](#)
- › [Prioritized list of needs \(see page 92\)](#)

Texas Parks & Wildlife Department (TPWD)

Texas Parks and Wildlife Department partners with hundreds of communities to provide grants, education, and outreach programs across the state. TPWD requires government entities to adhere to the following requirements when drafting master plans and/or updates in order to be eligible for grant funding.

At a minimum, all master plans and/or updates must meet the requirements below for grant approval:

- › Once plans are complete, the applicable governing body must pass a formal resolution (or ordinance) adopting the plan and list of prioritized needs.
- › Plans must be comprehensive and include the sponsor’s entire area of jurisdiction.
- › Plans must address the present and future needs of the community or area.
- › Plans must cover at least a ten-year period and must be updated every five years to remain eligible.

PLANNING PROCESS

PLAN COMPONENTS

The Wichita Falls Parks and Recreation Master Plan is organized into four chapters, as shown below. Chapters are ordered chronologically and represent advancing phases of the planning process. These chapters set the foundation for the plan, outline existing conditions, identify future needs, and recommend an implementable action plan.

1

PLANNING FOR PARKS & RECREATION

The first chapter reviews the purpose of park and recreation planning, community context, engagement, and an overview of the planning process.

3

OUR SYSTEM NEEDS

The third chapter includes a comprehensive needs assessment of the park and recreation system amenities, facilities, and programs.

2

OUR SYSTEM TODAY

The second chapter takes inventory of the existing parks, trails, and recreation system that lays the foundation for the systemwide assessment.

4

OUR SYSTEM TOMORROW

The final chapter identifies the recommendations for park and facility improvements and expansions and presents a prioritized implementation action plan.

PLAN DEVELOPMENT

This master plan was developed over a 12-month timeframe, which included various touchpoints with the community, city staff, and key stakeholders to provide key input and review of draft deliverables at key project milestones. The planning process was developed over six phases summarized in the graphic below.

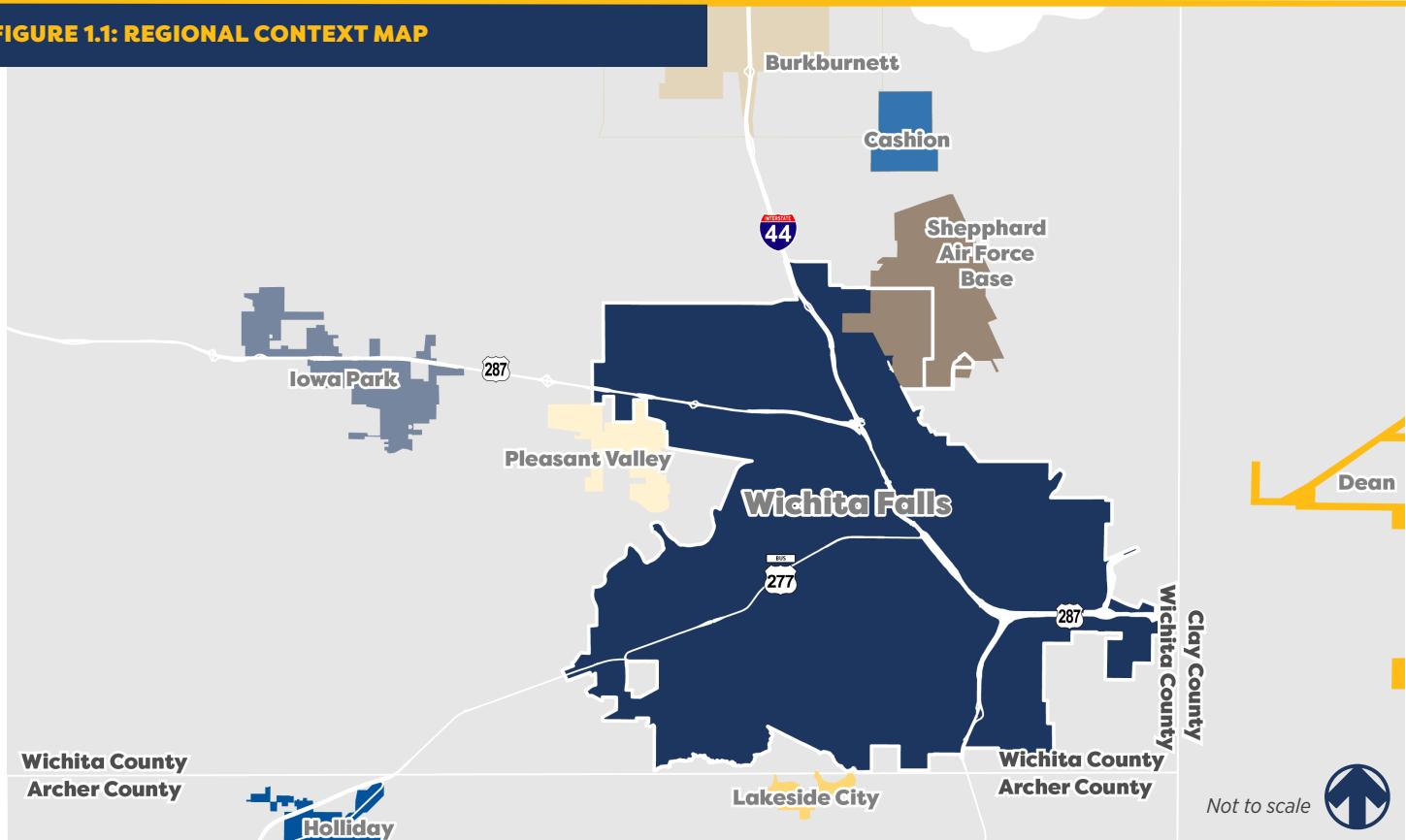


COMMUNITY CONTEXT

The City of Wichita Falls is located in Wichita County and serves as the county seat. The City is 139 miles southwest of Oklahoma City, 141 miles northwest of Dallas, and 115 miles northwest of Fort Worth. Wichita Falls is only 15 miles south of the Oklahoma border and is the western terminus of the Interstate 44 corridor.

It is important to note that the City's parks and recreation facilities also serve surrounding communities, and these regional implications should be considered in future planning efforts. Wichita Falls shares boundaries with Lakeside City and Pleasant Valley and is home to the Sheppard Air Force Base. Further relationships to surrounding communities can be seen in **Figure 1.1, Regional Context**.

FIGURE 1.1: REGIONAL CONTEXT MAP



PLANNING AREA

For this planning effort the focus is on the parks and recreation services within the Wichita Falls city limits. As mentioned previously, the City serves residents locally and regionally and there are many resources within the city that can be leveraged to better provide parks and recreation opportunities. The Wichita River runs through the City and is part of the Red River watershed. Holliday Creek is a tributary off of the Wichita River that meanders through several parks. It is adjacent to a portion of the Circle Trail, located in the southeast part of the City. Lake Wichita, or Wichita Reservoir, is located in the southern edge of the City and is managed by the Texas Parks and Wildlife Department (TPWD). Both Holliday Creek and Lake Wichita provide an opportunity for water recreation opportunities. Another notable natural feature includes the Wichita Bluffs Natural Area, which sits along the Circle Trail and the Wichita River. The BNSF Railroad runs through the east side of the City and a depot is located on the eastern edge of downtown. This presents an opportunity for trail facilities adjacent to the railroad and within the right-of-way through coordination with the railroad.

DEMOGRAPHIC PROFILE

Understanding a community's unique characteristics helps inform the planning process and more effectively address public needs and preferences. The demographic profile is a snapshot of key community facts and is presented on the following pages.

POPULATION GROWTH

As shown in **Figure 1.2, Historic and Projected Population**, Wichita Falls has experienced very little population change since 2000. The Texas Water Development Board projects just an 11 percent population increase between 2020 and 2050.

AGE GROUPS

The City's largest age group is between 20-24 (9.4 percent), likely due to the presence of Midwestern State University. The second largest age group is 15-19 (8.7 percent) shown in **Figure 1.3, Population and Age**.

Low population growth may limit tax funding and expansion opportunities. The City's large teenage and population groups should be taken in account when planning for parks and recreation programming.

RACE AND ETHNICITY

Wichita Falls is a predominately white community, with almost three-fourths of the population identifying as White. Nearly one quarter of the population identifies as Hispanic or Latino as shown in **Figure 1.4, Race and Ethnicity**. 11 percent of the population speaks Spanish.

WEALTH SNAPSHOT

INCOME AND POVERTY

The median household income of Wichita Falls is \$56,091, notably lower than the Texas median of \$72,284. Additionally, 15.2 percent of residents live below the poverty line, which is slightly more than 14 percent for the state. Overall, residents in Wichita Falls may benefit more from low cost city parks and recreation programming.

FIGURE 1.2: HISTORIC AND PROJECTED POPULATION (2000-2050)

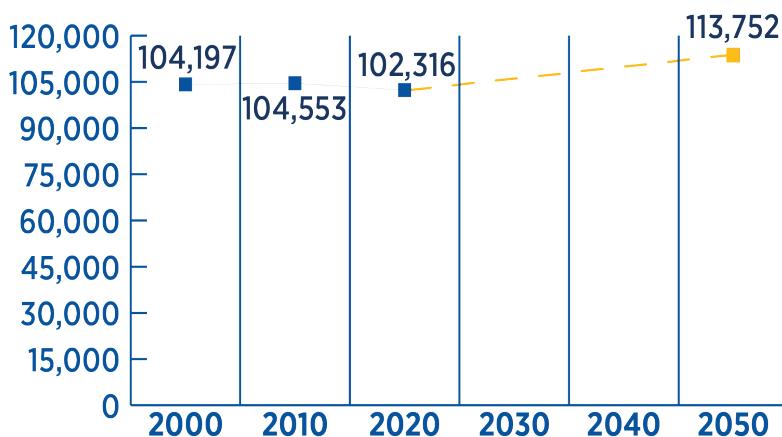


FIGURE 1.3: POPULATION AND AGE

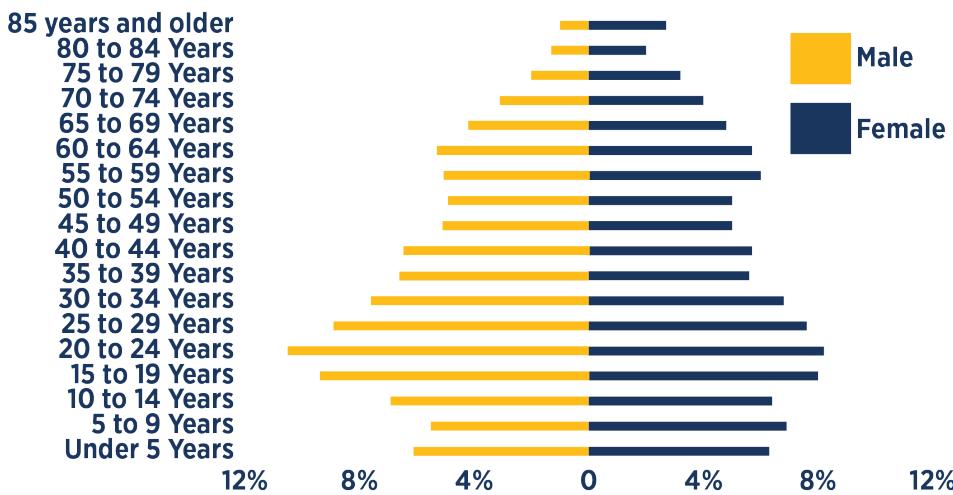
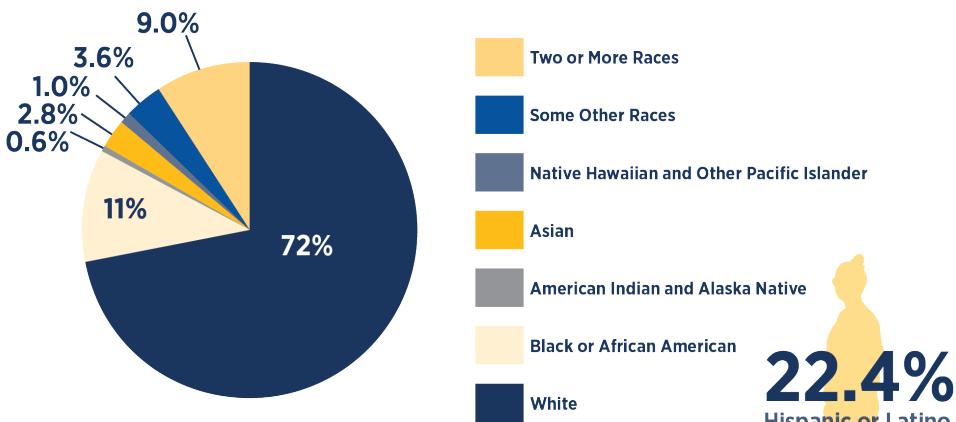


FIGURE 1.4: RACE AND ETHNICITY



Source (all figures): US Census Bureau ACS 2022 5-Year Estimates



HOME OWNERSHIP

54.5 percent of homes are owner-occupied while 45.5 percent are renter-occupied. The median value of housing units is \$148,900; notably lower than the Texas median of \$275,400.

EDUCATIONAL ATTAINMENT

The population with a bachelor's degree or higher is 23.5 percent compared to 33.9 percent for the state of Texas.

HEALTH SNAPSHOT

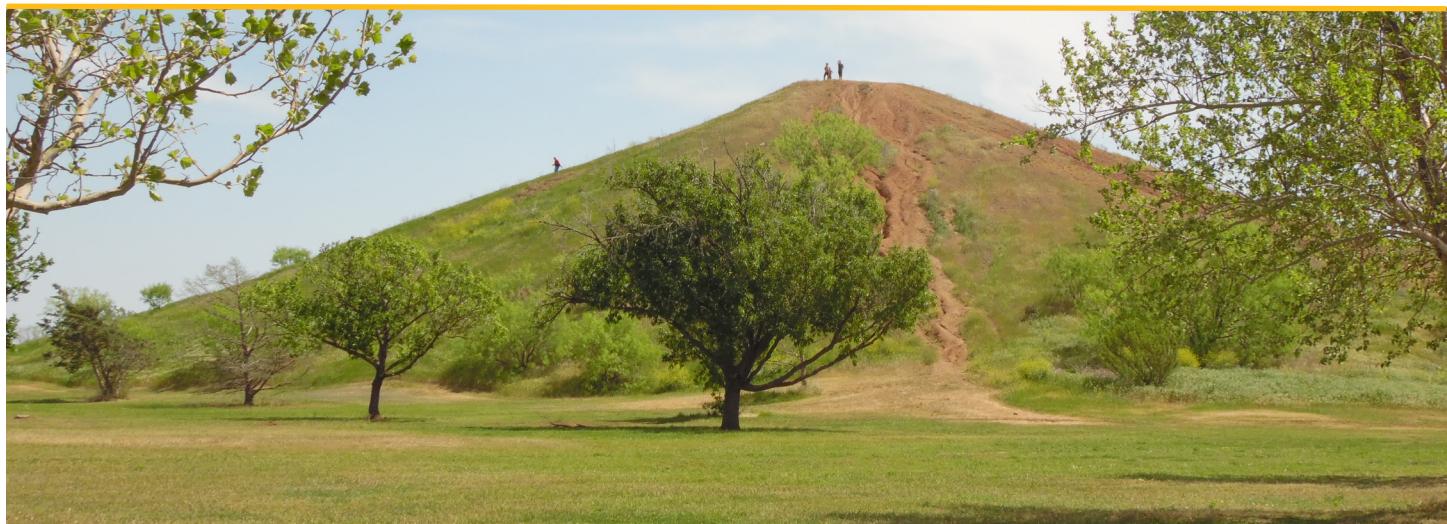
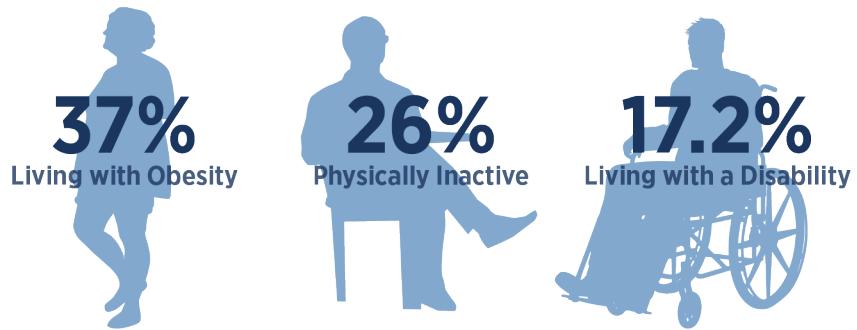
Increasing access to parks can improve the health indicators of residents who currently do not have as much access as the rest of the country.

17.2 percent of residents in Wichita Falls are living with a disability as shown in **Figure 1.5, Health Indicators**. These health indicators are tracked at the county-level, which Wichita Falls contributes to about 80 percent of the county's population.

37 percent of Wichita County's adults report having a Body Mass Index (BMI) of 30 or more, indicating obesity, and 26 percent report not having any physical activity outside of work. The statistics are on par with the state but higher than the United States.

Only 70 percent of Wichita County residents live close to a park or recreation facility, while 82 percent of Texans and 84 percent of the United States as a whole live close to a park or recreation facility. This is defined by a census block being within a half mile of a park, one mile of a recreational facility in an urban area or within three miles of recreational facility in a rural area.

FIGURE 1.5: HEALTH INDICATORS



The large silt hill informally named "Mount Wichita" or "Murphy's Hill" is an attraction in Lake Wichita Park.

COMMUNITY ENGAGEMENT

To ensure that this plan embodies the community vision, an extensive public engagement process was completed to identify the needs and desires of the community. The information and feedback collected throughout this process created the foundation for this plan and shaped the recommendations for future action.

STEERING COMMITTEE

The steering committee appointed for this planning effort was comprised of representatives of various park, recreation, and city boards that are invested in the operations and services provided by the parks and recreation system. The committee met a total of three times and members served as a sounding board for plan development, providing insight, feedback, and guiding recommendations during key project milestones. Feedback provided by the steering committee helped to identify issues and opportunities, set priorities for implementation, and establish the vision for parks and recreation in Wichita Falls and provided accountability that it is reflected throughout the master plan.

PARK BOARD

The Wichita Falls Park Board serves as an advisory board that makes recommendations to the City Council regarding parks and recreation facilities. The Park Board received briefings throughout the plan process and provided feedback and key direction as the plan was developed.

STAKEHOLDER LISTENING SESSIONS

Stakeholder listening sessions included representatives from non-profit organizations, the school district, business owners and community recreation organizations. These parties are intrinsically involved in the parks and recreation community throughout the City. Many stakeholders utilize public facilities or have partnerships with the City. These listening sessions provided insight on the scope of these partnerships and the participation of the public in privately run recreation programming. These sessions also fostered an environment for creative public-private solution making to address gaps in the current parks and recreation system.

PUBLIC MEETINGS

The first public meeting took place on March 26, 2024. Meeting attendees expressed a desire to see more restrooms, shade, trash cans, and benches at parks. Concerns were raised about parks and recreation facilities being ADA accessible and having sensory-friendly considerations. The community shared that more information on individual park offerings is not available and is a top reason for not using facilities.

The second public meeting took place on October 3, 2024. The public was invited to review the draft plan recommendations and provided feedback on which recommendations they felt should be prioritized for implementation.



Meeting attendees select recommendations for prioritization.

VISION FOR THE FUTURE OF PARKS

Benches Modern
Vibrant Green Spaces
Welcoming Seating
State Of The Art
Sculptures Colorful Art
Accessible Beautiful
Greener Like Bentonville
Practical



Meeting attendees participate in a visual preference activity.



Public meeting attendees gather for an overview presentation.

STATISTICALLY VALID SURVEY

A statistically valid survey is conducted to gather data from a sample population that is representative of the larger community population. For Wichita Falls, a minimum of 400 responses were necessary to reach a suitable level of validity. The survey was mailed to a random sampling of Wichita Falls residents and received a total of 512 responses, exceeding the target response number of 400. The content of the survey covered topics about park and recreation usage, preferences, barriers, and awareness. Survey results indicated that respondents most often visit Lucy Park (64 percent), Lake Wichita Park (60 percent) and Kiwanis Park (44 percent). Trails (56 percent) are the most used facility and 29 percent of respondents have participated in city recreation program in the past year. Additionally, 45 percent of respondents cite that not knowing what was offered was the primary reason that was preventing residents from utilizing facilities or programs.

Social media (72 percent) was the most common mode of communication that respondents cited, followed by word of mouth (63 percent). 94 percent of respondents agreed that public parks add to the quality of life in a community and 91 percent agreed that parks and recreation are an essential service to the City. Top facility needs included walking/jogging tracks, picnic shelters, and natural trails. Top facility importance include natural trails, walking/jogging track, aquatics/swimming facility, and the greenway trail system. Residents would also like to see more arts and crafts classes and cardio equipment.

MOST VISITED PARKS



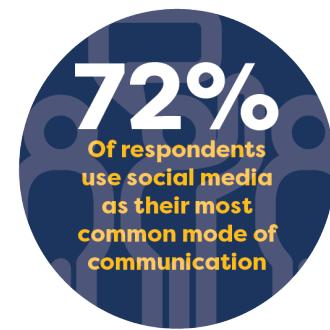
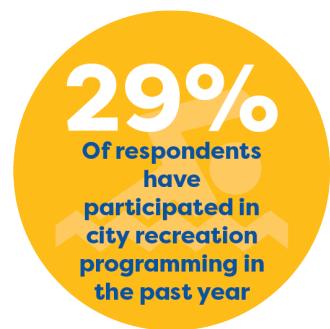
Lucy Park 64%



Lake Wichita Park 60%



Kiwanis Park 44%



FACILITIES AND AMENITIES MOST IMPORTANT TO HOUSEHOLDS

Natural Trails

**Walking/
Jogging Track**

**Aquatics/
Swimming Facility**

Greenway Trail System

COMMUNITY SURVEY

A community survey was advertised and made available online to the public throughout May 2024. The survey sought feedback to augment input received from the statistically valid mailed survey. A total of 583 responses were received via this method. The survey was advertised on the City and project website, social media outlets, and flyers at city facilities. Questions were related to overall satisfaction, preferences for amenities and facilities, and priorities moving forward, as depicted in the following graphics.

TOP PRIORITIES FOR FUTURE INVESTMENTS

Park Amenities



Aquatic Facilities



Trail Amenities



MOST PREFERRED TRAIL AMENITIES



MOST PREFERRED INDOOR RECREATION AMENITIES



MOST PREFERRED PARK AMENITIES



Community Engagement Key Findings

Based on the results from the stakeholder listening sessions, visioning session with the Steering Committee and Park Board, public meeting, statistically valid survey, and online community survey, the following key themes emerged.

1. Parks and recreation amenities/facilities are perceived as important services that should be maintained and improved
2. Residents prioritize park amenities that add to a comfortable user experience
3. There is interest in new indoor recreation amenities
4. There is interest in new or additional aquatic facilities both indoor and outdoor
5. Trail connections continue to be an important amenity for residents

GUIDING PRINCIPLES

The following guiding principles address major themes highlighted during the community engagement process and reflect the vision for Wichita Falls Parks and Recreation in the future. These guiding principles inform the recommendations of the master plan, which are detailed in **Chapter 4**.



ENHANCE AMENITIES & FACILITIES

Wichita Falls will focus investments on improving existing amenities and facilities to continue to provide quality park and recreation services.



ACCESSIBLE SYSTEM

Wichita Falls will improve access for all users by prioritizing distribution of resources, physical accessibility, availability of information, and diversifying offerings in an equitable manner.



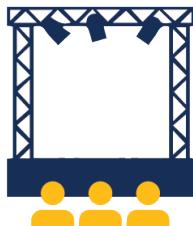
MANAGEMENT AND MAINTENANCE

Wichita Falls will utilize best practices to guide the administration of staff, programs, and funding resources and to enhance the operations and maintenance of parks and recreation amenities and facilities.



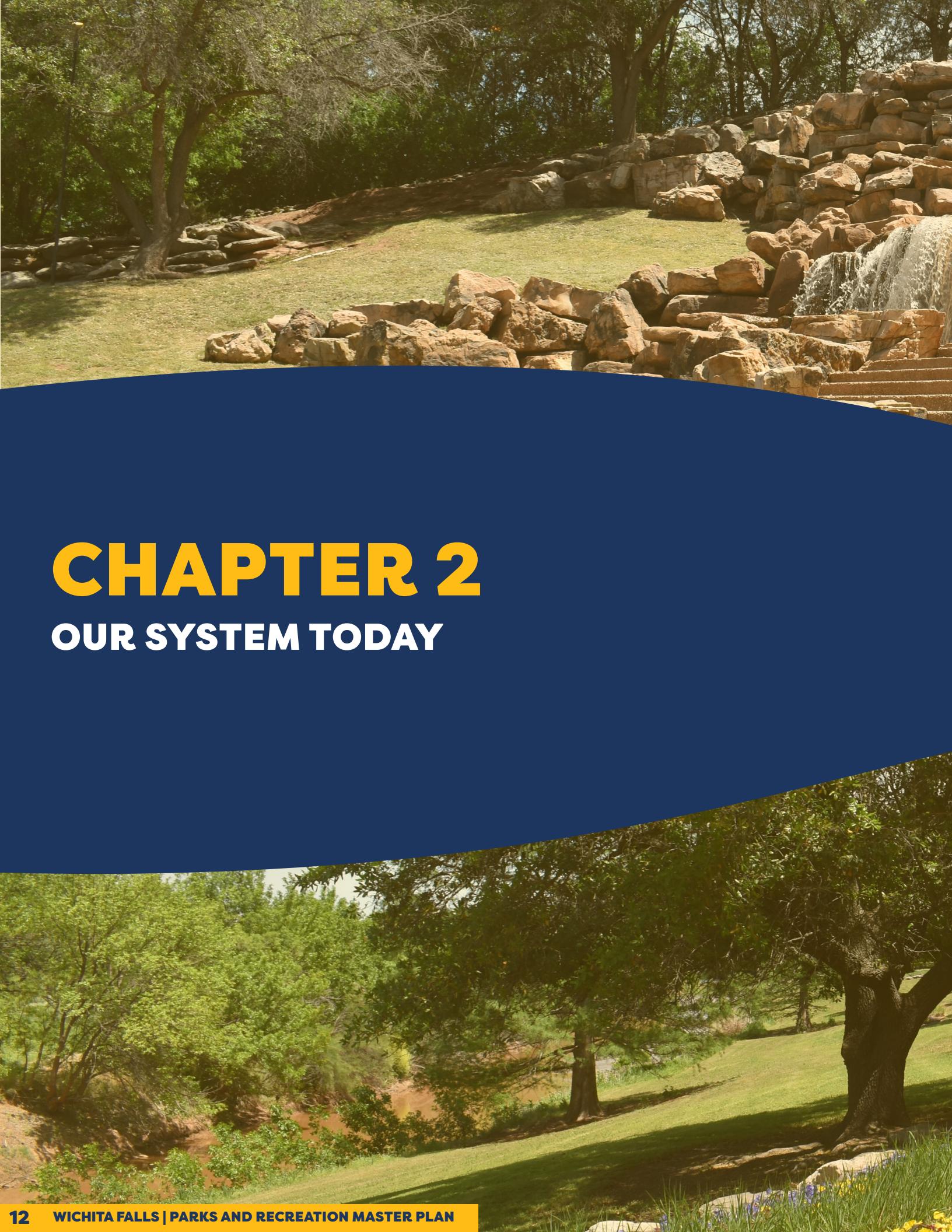
LEVERAGE PARTNERSHIPS

Wichita Falls will leverage existing and potential partnerships within the local community to optimize the use of facilities and resources and in the pursuit of funding opportunities to continue to meet community needs.



PARKS & RECREATION DESTINATION

Wichita Falls will capitalize on recreational tourism opportunities by integrating unique placemaking elements, upgrading facilities, and promoting the community as a destination for sports, arts, and cultural events.



CHAPTER 2

OUR SYSTEM TODAY



CONTENT

- › **PARK SYSTEM INVENTORY**
- › **INDOOR RECREATION & AQUATIC FACILITIES OVERVIEW**
- › **PROGRAMMING AND EVENTS**

PARKS SYSTEM INVENTORY

Wichita Falls maintains 1,093 acres of parkland spanning across 36 total parks. This includes 13 neighborhood parks, eight community parks, 13 mini parks, and two regional parks. In addition to the more traditional park spaces, the City also maintains a few special use parks which include the Wichita Falls Skate Park, the Wichita Bend RV Park, and the Wichita Bluff Nature Area as shown in **Figure 2.1, Existing Park System**. This chapter provides a snapshot of the City's inventory of parks, trails, and recreation facilities.

PARK CLASSIFICATIONS

Parks and recreation systems include different park types to serve different geographic service areas, support different amenities, and address the needs of various user group. Understanding the distinct characteristics of different park types helps a community identify gaps in the park system and overlaps in the City park system, and determine whether the placement of existing facilities meets the current park and recreation needs of the community. This plan identifies five park classifications that exist in Wichita Falls today, as well as some of the additional park facilities that contribute to the park system in terms of amenities and recreation opportunities.

REGIONAL PARKS



- Serve Wichita Falls and the greater Wichita County region including neighboring communities
- Offer specialized facilities intended to serve large populations
- Hosts events, festivals, and tournaments
- Accessed by major roads
- Primarily accessible via car
- Intended for day-long visits

COMMUNITY PARKS



- Serve City residents
- Residents may travel across town to utilize these facilities
- Can host larger neighborhood scale events
- Facilities support local programming

NEIGHBORHOOD PARKS



- Evenly distributed throughout residential areas
- Accessed primarily by walking and biking
- Active and passive amenities for all ages
- Organized play opportunities

POCKET PARKS



- Provides small-scale recreational activity
- Located within close proximity to medium/high density residential areas
- Small lot that includes sidewalks and benches
- Small gateway or garden areas for informal gatherings
- Typically tucked away within neighborhoods



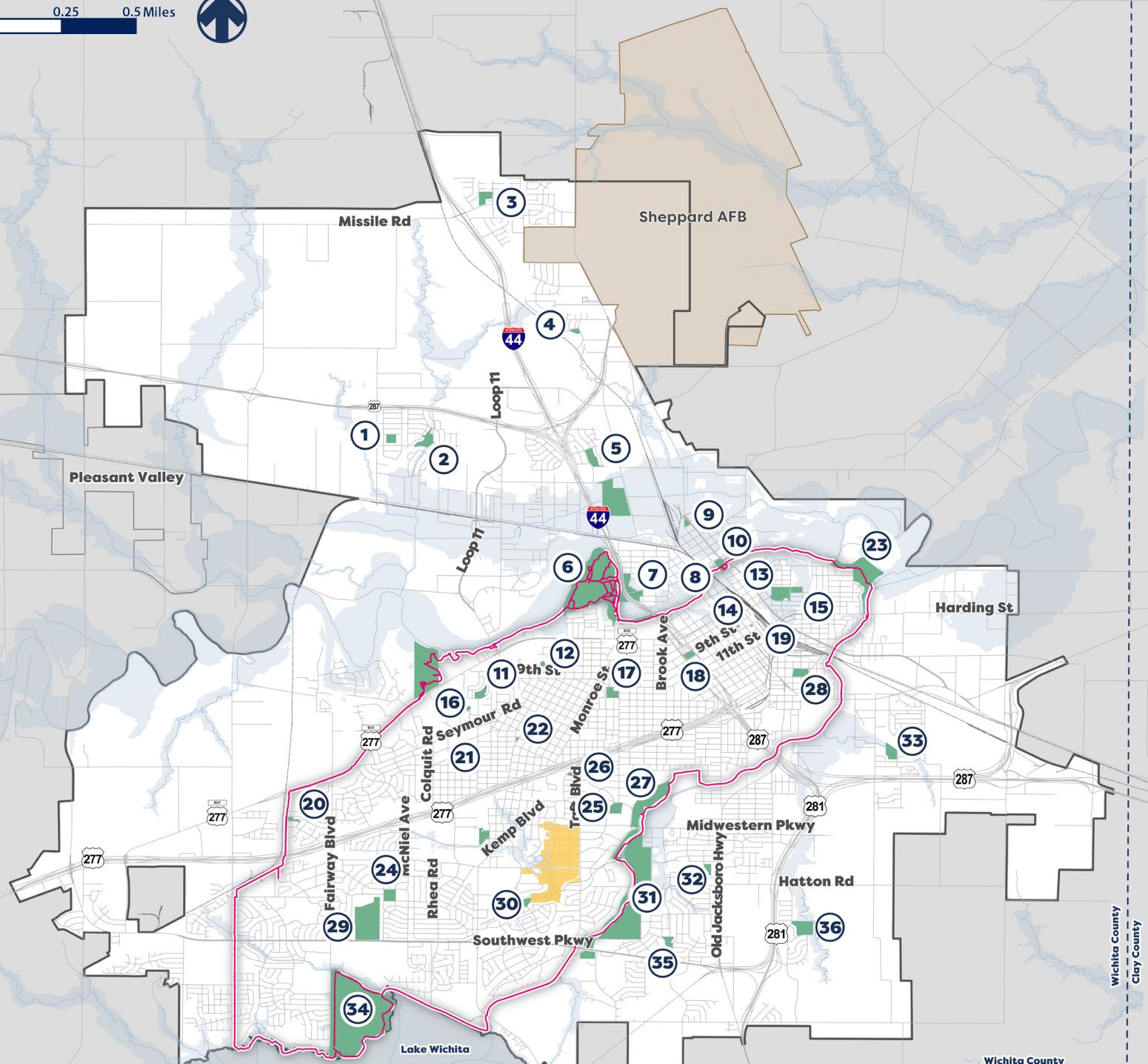
Regional parks, such as Lucy Park, have a large variety of amenities available.



Public art can be found in parks of all sizes, such as Harold Jones Park.

FIGURE 2.1: EXISTING PARK SYSTEM MAP

0 0.25 0.5 Miles



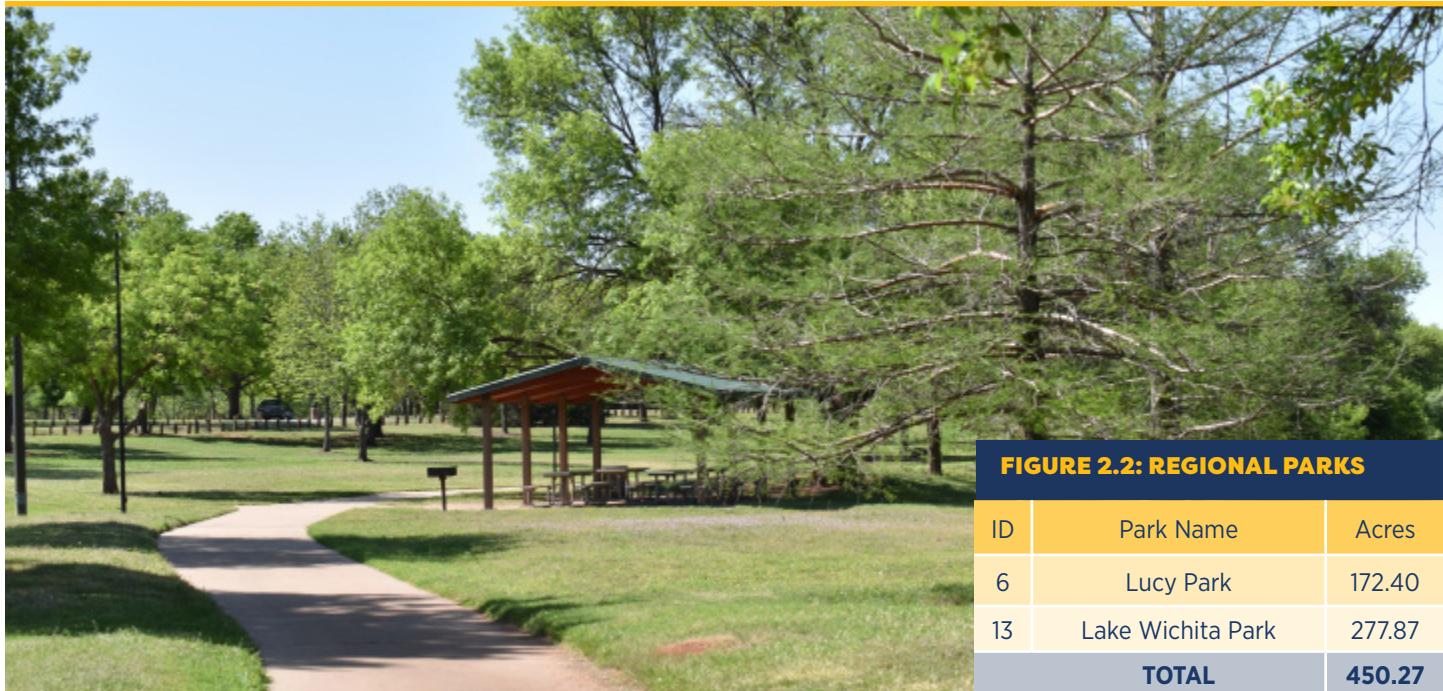
LEGEND

- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Midwestern State University
- Parks
- BNSF Railway

1 City View Park	8 Front & Indiana Park	15 Lincoln Park	22 Grant Street Park	29 Kiwanis Park
2 Sunset Terrace Park	9 Conoco Park	16 Indian Heights Park	23 Williams Park	30 Wood Memorial Park
3 Expressway Village Park	10 O'Reilly Park	17 Birdwell Park	24 Rotary Park	31 Weeks Park
4 Lions Park	11 Westover Hills Park	18 Harold Jones Park	25 Martin Plaza Park	32 Hursh Park
5 Lynwood East Park	12 Morningside Park	19 Bud Daniel Park	26 Roselawn Park	33 Lamar Park
6 Lucy Park	13 Spudder Park	20 Belair Park	27 Hamilton Park	34 Lake Wichita Park
7 Scotland Park	14 Park Central Park	21 Jarratt Park	28 Jalonick Park	35 Edgemere Park
				36 Loch Lomond Park

REGIONAL PARKS

Regional parks are intended to serve the City and the surrounding communities; therefore, are usually larger park spaces and have a multitude of amenities and facilities for residents and visitors. These parks are ideal for large-scale community events such as sports tournaments, outdoor events, and festivals. It is anticipated that visitors spend longer periods of time, especially during large events, at regional parks facilities such as concession stands, large parking areas, and sizable restrooms are commonly found. Ranging from 50 to 1,000 acres, these parks often have land set aside for preservation alongside active and passive recreation elements. Wichita Falls has two regional parks totaling 450.27 acres. Lake Wichita Park is on the southern part of town and Lucy Park is centrally located as seen in **Figure 2.3, Regional Parks**.



A pavilion with benches along a segment of the Circle trail that runs through Lucy Park.



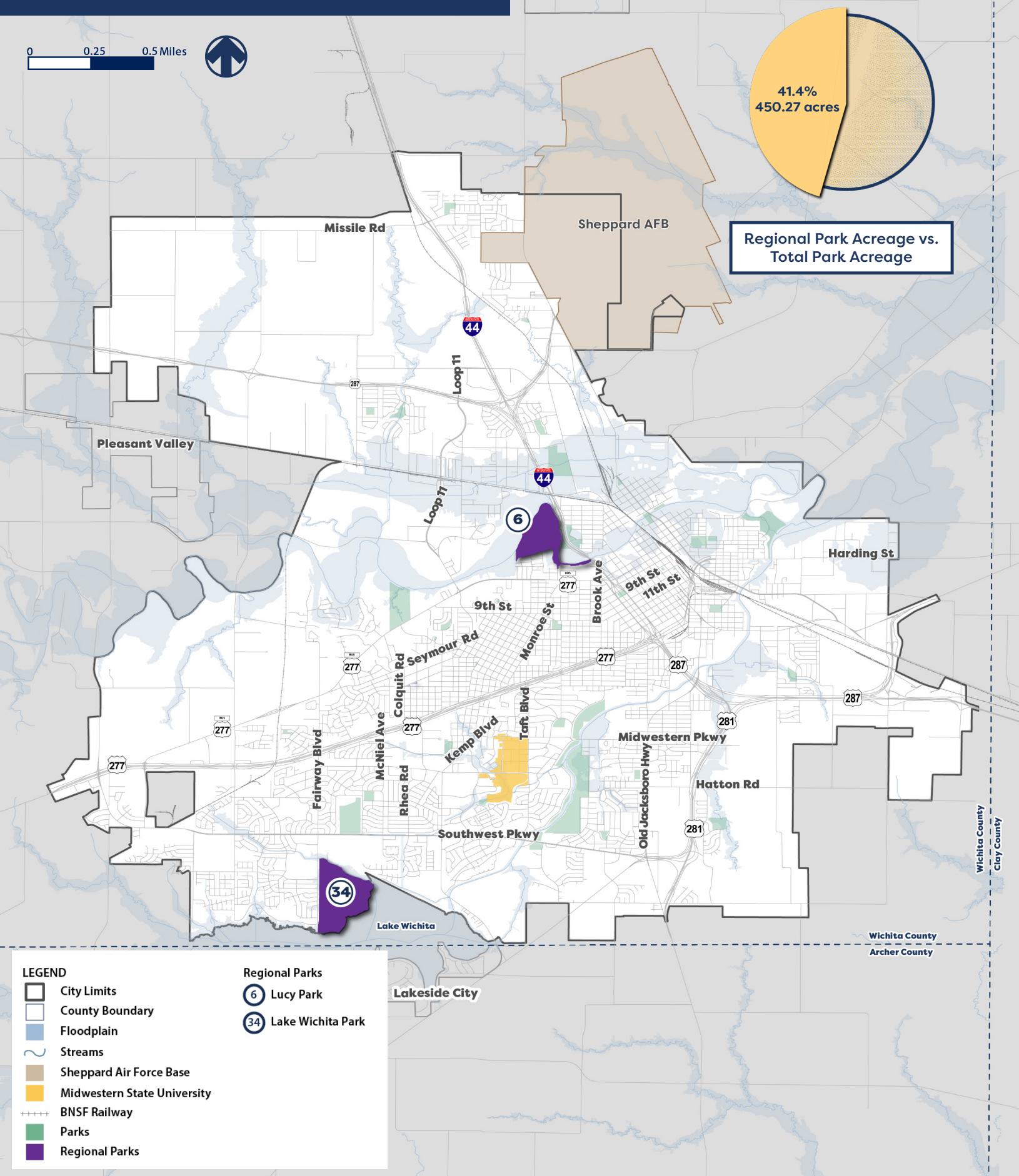
The Circle Trail overlooking Lake Wichita at Lake Wichita Park.

Typical Regional Park Amenities

While it varies between communities some amenities that are commonly found in regional parks include:

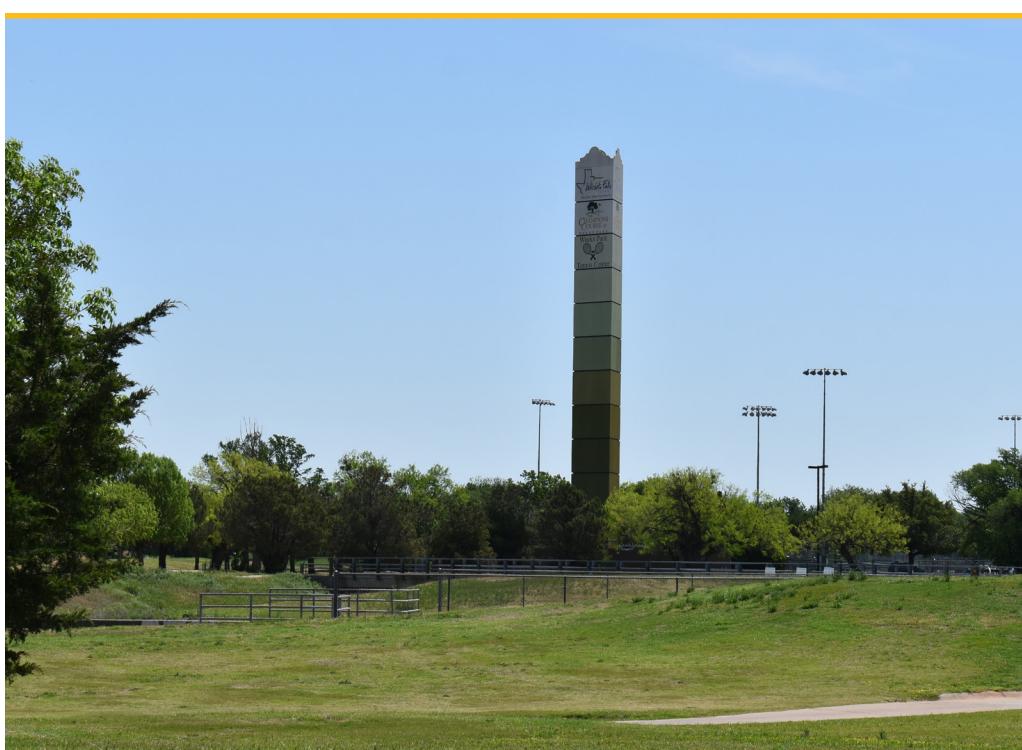
- Playgrounds
- Parking Lots
- Sports Fields and Courts
- Sports Fishing Piers
- Pavilions
- BBQ Pits
- Picnic Tables
- Bleachers
- Drinking Fountains
- Restrooms
- Concession Buildings

FIGURE 2.3:REGIONAL PARKS MAP



COMMUNITY PARKS

Community parks are typically larger parks that offer a range of active and passive recreation opportunities for multiple neighborhoods. Amenities commonly found in community parks include aquatic facilities, sports fields and courts, playgrounds, and public gathering spaces such as pavilions. Community parks generally provide multiple facilities while still leaving open space for unstructured recreation, natural areas, and landscaped areas for beautification. These parks tend to be between 10 and 50 acres. Wichita Fall's park system includes eight community parks totaling 412.94 acres. These parks are spread throughout the community as shown in **Figure 2.5, Community Parks**.

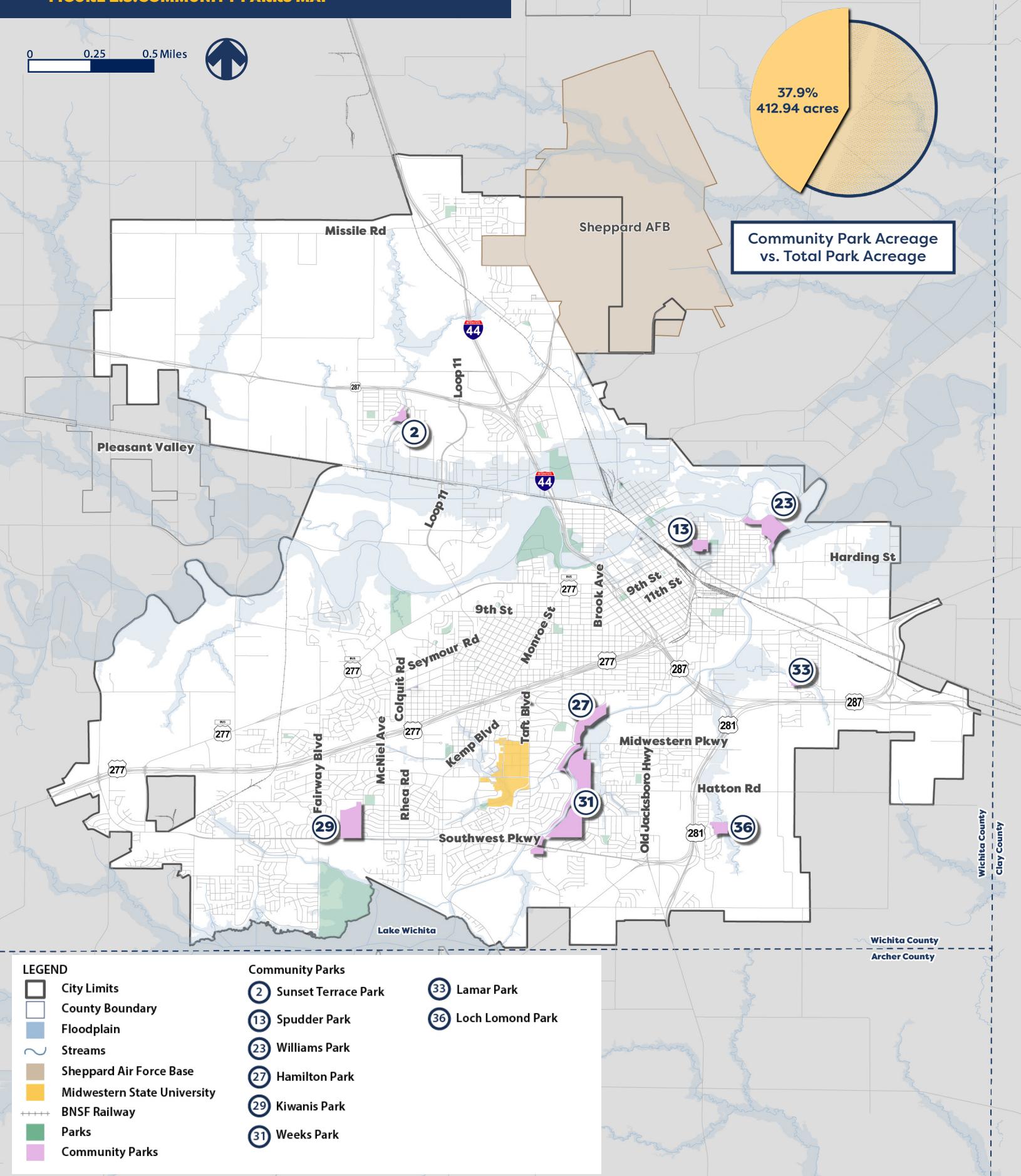


Typical Community Park Amenities

While it varies between communities some amenities that are commonly found in community parks include:

- **Playgrounds**
- **Sports Fields and Courts**
- **Pavilions**
- **BBQ Pits**
- **Picnic Tables**
- **Bleachers**
- **Benches**
- **Drinking Fountains**
- **Public Art**
- **Restrooms**

FIGURE 2.5:COMMUNITY PARKS MAP



NEIGHBORHOOD PARKS

Neighborhood parks are small parks intended to be accessed within walking or biking distance to surrounding neighborhoods, generally serving the park needs of the immediate neighborhood. Since these parks are within walking distance of their primary patron facilities such as restrooms and parking lots are not commonly included. Typically, they offer passive and active amenities including trails, playgrounds, pavilion, and benches. These parks are usually between three and 10 acres. The Wichita Falls parks system includes 13 neighborhood parks totaling 106.91 acres. These parks are primarily found in residential areas as shown in **Figure 2.7, Neighborhood Parks**.



The playground at Lynwood East Park.

FIGURE 2.6: NEIGHBORHOOD PARKS

ID	Park Name	Acres
1	City View Park	6.07
3	Expressway Village Park	10.01
5	Lynwood East Park	10.84
7	Scotland Park	14.50
10	O'Reilly Park	6.81
11	Westover Hills Park	6.44
17	Bridwell Park	7.64
24	Rotary Park	9.95
25	Martin Plaza Park	9.21
28	Jalonick Park	8.86
30	Wood Memorial Park	5.12
32	Hursh Park	5.85
35	Edgemere Park	5.61
TOTAL		106.91



A playground at Expressway Village Park.

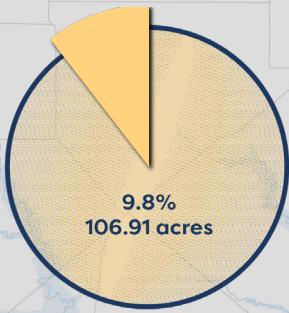
Typical Neighborhood Park Amenities

While it varies between communities some amenities that are commonly found in neighborhood parks include:

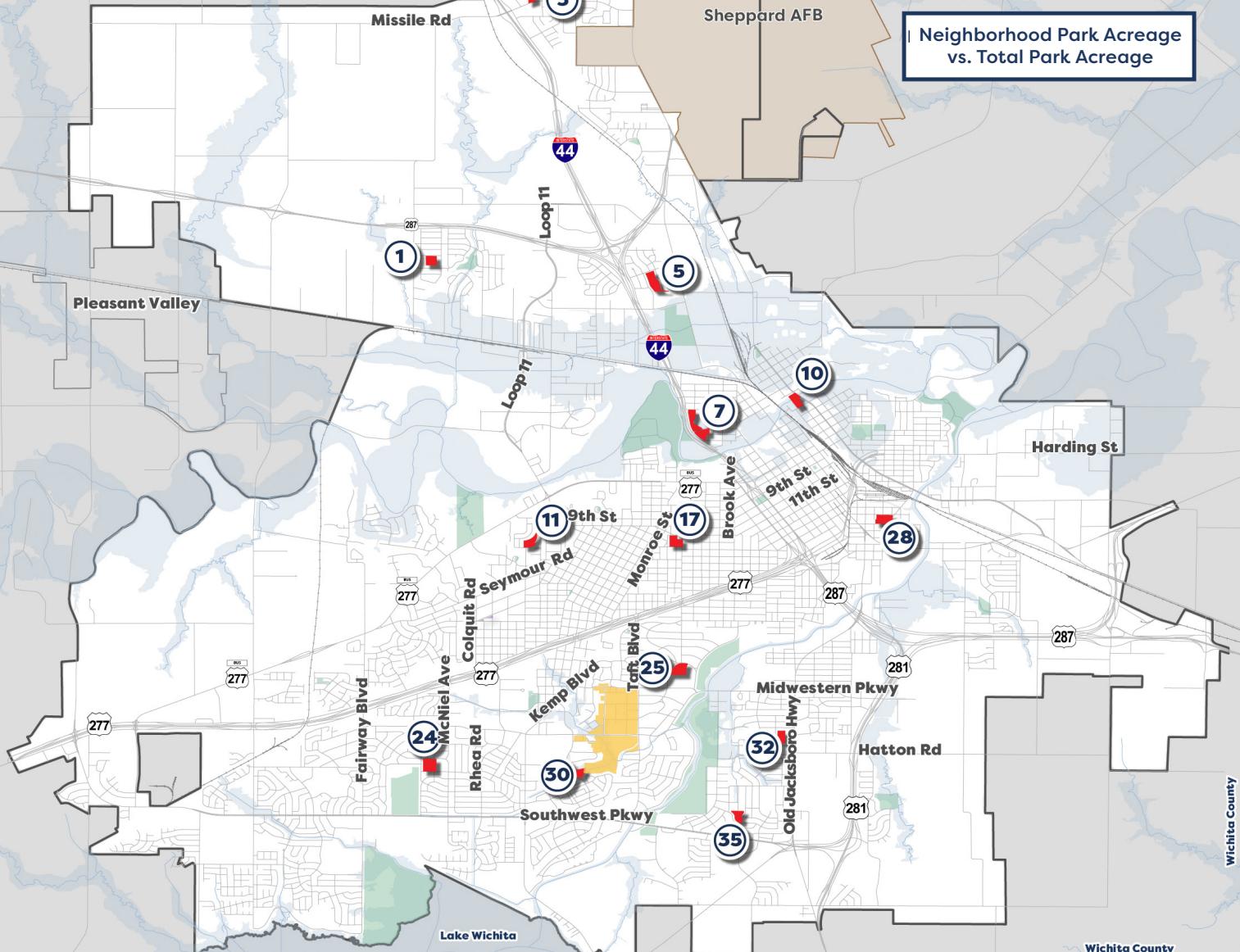
- Playgrounds
- Sports Courts
- BBQ Pits
- Picnic Tables
- Benches
- Drinking Fountains
- Pavilions
- Restrooms

FIGURE 2.7: NEIGHBORHOOD PARKS MAP

0 0.25 0.5 Miles



Neighborhood Park Acreage vs. Total Park Acreage



LEGEND

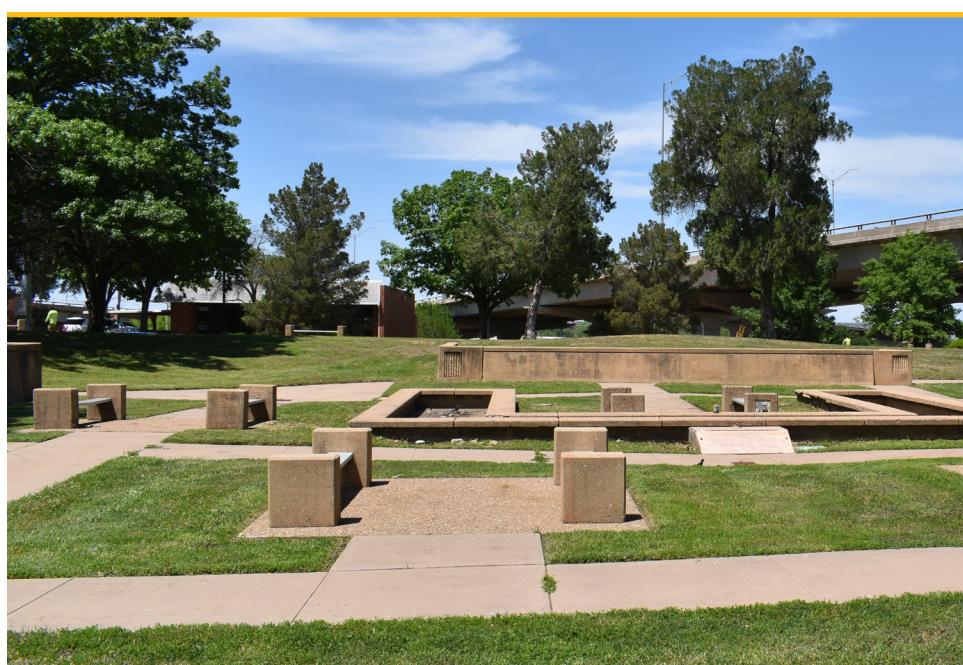
- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Midwestern State University
- BNSF Railway
- Parks
- Neighborhood Parks

Neighborhood Parks

- 1 City View Park
- 3 Expressway Village Park
- 5 Lynwood East Park
- 7 Scotland Park
- 10 O'Reilly Park
- 11 Westover Hills Park
- 17 Birdwell Park
- 24 Rotary Park
- 25 Martin Plaza Park
- 28 Jalonick Park
- 30 Wood Memorial Park
- 32 Hursh Park
- 35 Edgemere Park

MINI PARKS

Mini parks are generally small green spaces intended for passive recreational use. They serve as a place to sit outdoors, occasionally include playground equipment, and in some instances are green spaces centered around monuments that are of significance to the surrounding community. Mini parks can also be adjacent to trailheads or water features. Mini parks do not often have parking infrastructure and are typically accessed by walking or biking as they are intended to serve the immediate surrounding community. The Wichita Falls parks system includes 13 pocket parks totaling 22.99 acres. These parks are located throughout various parts of the City as shown in **Figure 2.9, Mini Parks**.



Benches at Harold Jones Park.

FIGURE 2.8: MINI PARKS

ID	Park Name	Acres
4	Lions Park	2.51
8	Front & Indiana Park	0.24
9	Conoco Park	2.10
12	Morningside Park	1.11
14	Park Central	0.69
15	Lincoln Park	4.89
16	Indian Heights Park	0.82
18	Harold Jones Park	4.25
19	Bud Daniel Park	0.36
20	Belair Park	2.50
21	Jarratt Park	0.61
22	Grant Street Park	0.49
26	Roselawn Park	2.42
TOTAL		22.99



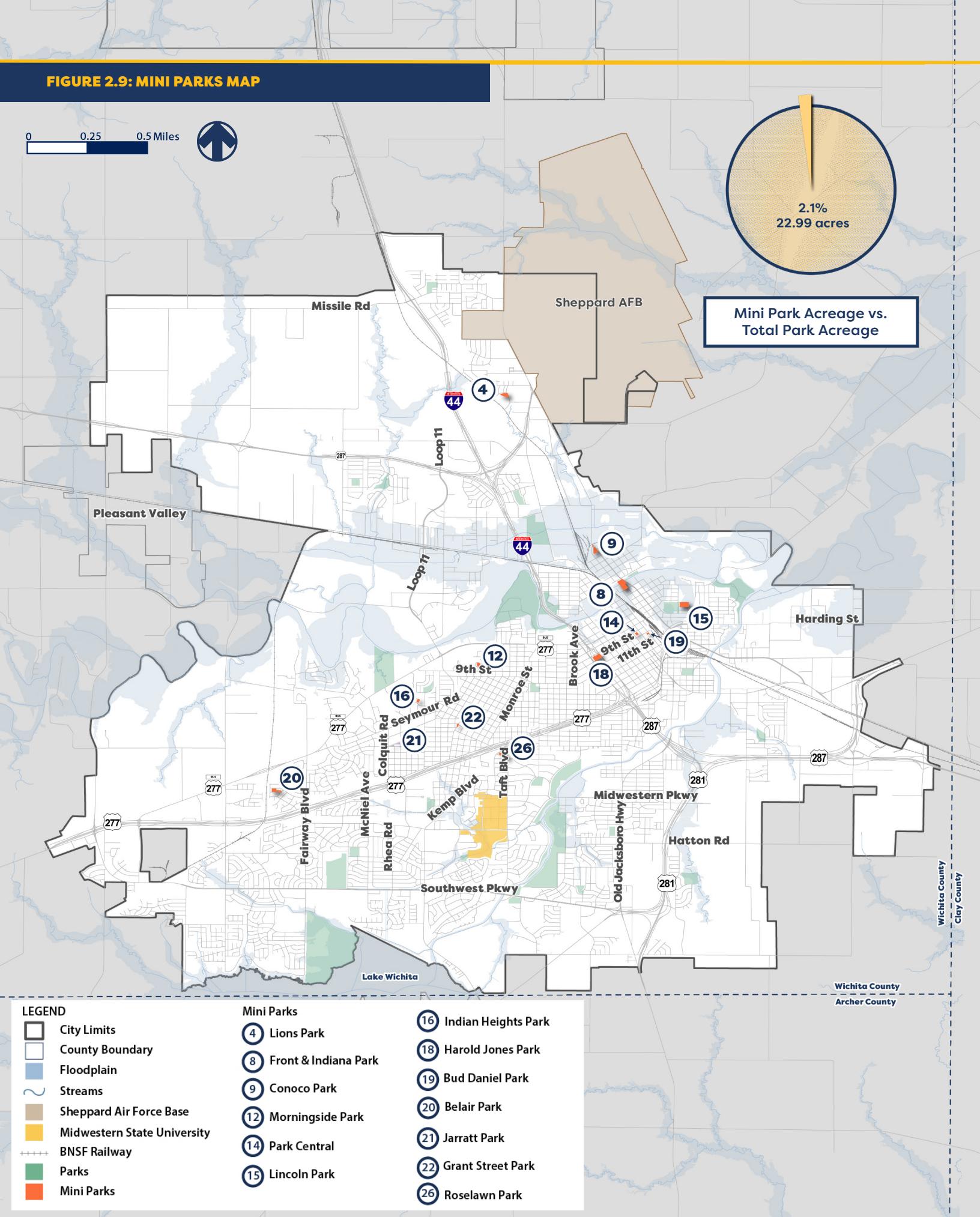
Public art at Park Central.

Typical Mini Park Amenities

While it varies between communities some amenities that are commonly found in mini parks include:

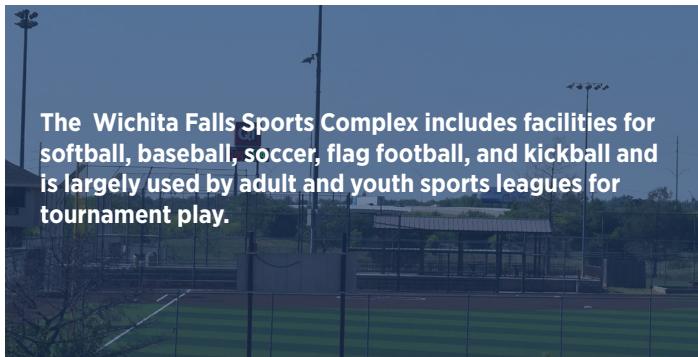
- Playgrounds
- Sports Courts
- BBQ Pits
- Picnic Tables
- Benches
- Drinking Fountains
- Pavilions
- Restrooms
- Public Art

FIGURE 2.9: MINI PARKS MAP



SPECIAL USE PARKS/OTHER PARK FACILITIES

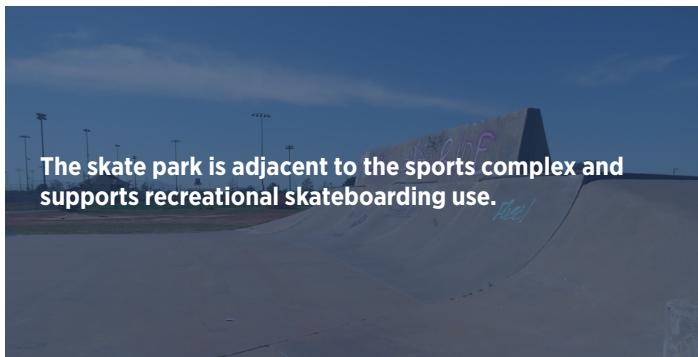
Special use parks can vary in use and size depending on the type amenities offered and location in the community. Since the facility is intended for specific recreational activities, each special use park may only support a limited number of activities. Wichita Falls maintains a skate park, sports complex, RV park, and the Wichita Bluff Nature Area. There is a total of 93.73 acres of special use parks.



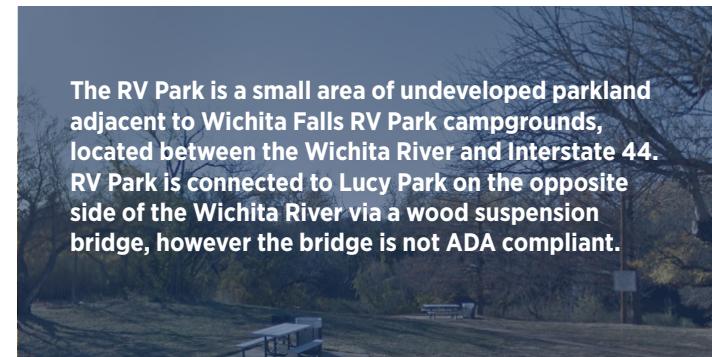
The Wichita Falls Sports Complex includes facilities for softball, baseball, soccer, flag football, and kickball and is largely used by adult and youth sports leagues for tournament play.



The Wichita Bluff Nature Area is a linear park, totaling over 80 acres, that is accessible through the Wichita Bluff Trail segment of the Circle Trails, which was completed in 2017. A trailhead with parking facilities for the nature area can be found off of Seymour Highway. Additionally, one will find a large pavilion overlooking the bluff using first trail spur off the Circle Trail when entering from the parking lot trailhead.



The skate park is adjacent to the sports complex and supports recreational skateboarding use.



The RV Park is a small area of undeveloped parkland adjacent to Wichita Falls RV Park campgrounds, located between the Wichita River and Interstate 44. RV Park is connected to Lucy Park on the opposite side of the Wichita River via a wood suspension bridge, however the bridge is not ADA compliant.

FIGURE 2.10: OTHER PARK FACILITIES

Park Name	Acres
Skate Park	6.45
Wichita Bluff Nature Area	81.13
RV Park	6.15
TOTAL	93.73

CIRCLE TRAIL

The Circle Trail is a nearly continuous, 20-mile trail around the City, with only two segments remaining. At completion, the trail will be a continuous 24-mile loop. This 10-foot-wide paved trails is intended for a variety of non-motorized uses such as walking, jogging, and bicycling. The trail creates a large loop, connecting many parts of the City including several parks. The Circle Trail is a major amenity for the community, providing accessible and affordable recreation to residents and providing the option for the trail to be used as a means of transportation. As a near finished project for the City, the majority of the trail has been funded using grant awarded dollars. The City has previously been awarded funding from the Federal Highway Administration (FHWA) Transportation Alternative Set Aside Grant Program.

SHEPPARD AIR FORCE BASE

For the service members and their families, Sheppard AFB offers both outdoor and indoor recreation amenities and facilities. There are several options when it comes to outdoor recreations. Wind Creek Park is the only park on base, but it offers popular recreational amenities including a disc golf course, walking trail, and a dog park. The base also has two pools, a main pool that supports recreation and lap swimming and Bunker Hill Pool which has waterslides, a kiddie pool, and splash pad. There are also two indoor fitness centers that offer a variety of programs and amenities, including outdoor field spaces.

SHARED-USE AGREEMENTS

The City has entered into shared-use agreements with the Wichita Falls Independent School District for use of indoor and outdoor facilities at some of the district's schools. This agreement between the city and the school district allows for public use of facilities outside of the school's operating hours and fill a need for indoor recreation space that is not available elsewhere in the city. Today, indoor gym spaces at Jefferson and Scotland Elementary Schools are utilized by the City's Parks and Recreation Department for adult league volleyball and basketball and for summer camp activities.

FIGURE 2.11: SPECIAL USE PARKS AND FACILITIES MAP

0 0.25 0.5 Miles



Missile Rd

Sheppard AFB

Pleasant Valley

Loop 11

44

9th St

Colquit Rd

McNeil Ave

Rhea Rd

Kemp Blvd

Seymour Rd

Taft Blvd

Southwest Pkwy

Midwestern Pkwy

Old Jacksboro Hwy

Hatton Rd

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INDOOR RECREATION & AQUATIC FACILITIES OVERVIEW

OVERVIEW

The City's only indoor recreation facility is the Wichita Falls Recreation Center. The Recreation Center is an approximately 33,000 square feet indoor facility serving a variety of uses and users within the community. The facility is located on the second floor of the Wichita Falls Public Library building and is combined with the Parks and Recreation Department administration offices. Lucy Pool, located in Lucy Park, is the only public outdoor swimming pool in the city and over the years has been heavily utilized and remains a well-attended amenity within Wichita Falls.

The Recreation Center predominantly serves the active older adults population in the 50 Plus Zone, with other multipurpose rooms available in the facility for general recreational programming and community rental use. **Figure 2.12, Recreation and Community Facilities**, shows prominent public and private recreation facilities found throughout the City. The inventory includes non-city entities that provide recreational programming, such as the YMCA and The Boys and Girls Club, because they play a crucial role in recreational programming for the community. There are several community facilities that are available to residents, serving as regular or occasional meeting spaces.

A detailed assessment of the Recreation Center, 50 Plus Zone, and Lucy Park Pool can be found in **Chapter 3**. The assessments evaluate the existing physical conditions of the facilities, including the physical structures, building envelope, site, building systems, and interior finishes and fixtures. The assessments also examine the programming capacity, physical condition, and longevity of the facilities. The assessments serve as a basis for recommendations, found in **Chapter 4**.



The log cabin at Lucy Park.



Entrance to the Wichita Falls Public Library and recreation Center.

FIGURE 2.12: RECREATION AND COMMUNITY FACILITIES

City-Owned Facilities

Wichita Falls Recreation Center

Lucy Park Log Cabin

East Lynwood Community Center

Kemp-Sunnyside Center

Hamilton Park Tennis Center

Weeks Park Tennis Center

Aquatic Facilities

Lucy Park Pool

YMCA Facilities

Downtown YMCA

Bill Bartley Family Branch YMCA

Boys & Girls Club Facilities

Boys & Girls Club of Wichita Falls - Central

Boys & Girls Club of Wichita Falls - Northeast

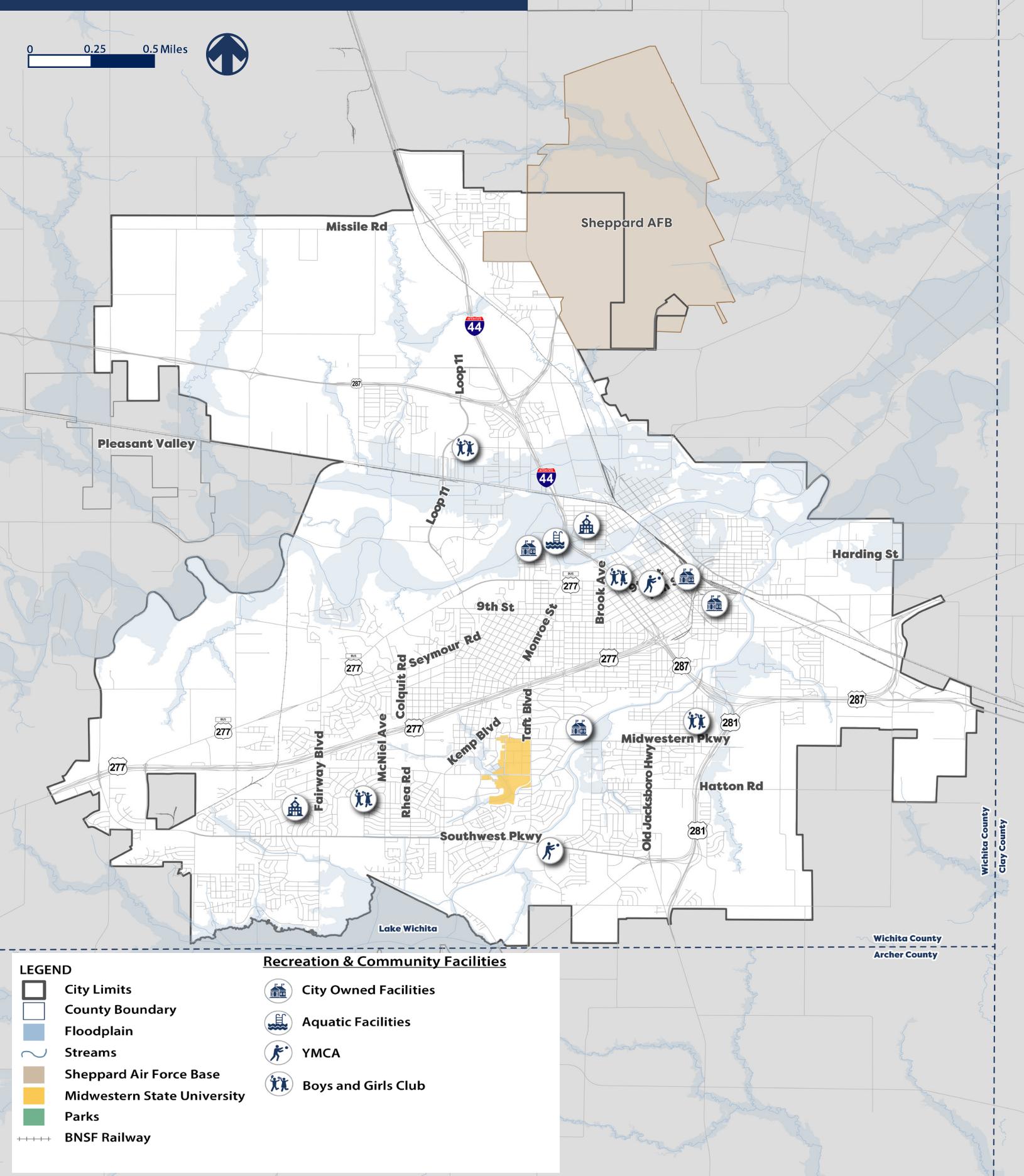
Boys & Girls Club of Wichita Falls - Southeast

Boys & Girls Club of Wichita Falls - Southwest



View inside of Lucy Park Pool during off-season

FIGURE 2.13: RECREATION AND COMMUNITY FACILITIES MAP



PROGRAMMING AND EVENTS



Many of the community and regional parks have large pavilions that can be rented by residents for hosting events.

COMMUNITY EVENTS

Community events provide opportunities to foster a sense of community and nurture community pride. These events bring entire communities together and promote social interaction between neighbors and strangers. Many events center around arts and culture, physical recreation, holiday celebrations or food. Events may also vary in targeted audiences, such as events for families and children. Different City departments, city partners, or third-party entities host events. There are large-scale annual events that draw in significant crowds, and smaller seasonal events that bring in local attendees such as the downtown concert series.

RECREATIONAL PROGRAMS

Recreational programming provides both children and adults with opportunities to stay active, build relationships, and learn new skills. Having a wide range of activities helps ensure that the City is best meeting the needs of its residents. In Wichita Falls these programs are primarily offered by the city or privately run third-party organizations, such as the Boys and Girls Club, the YMCA, and Southside Youth Center. The type of programs available to the community today range from youth and adult sports leagues, individual classes, class series, and special events. Demand for recreational programming change with the season and can evolve with national trends. For example, pickleball has seen a dramatic increase in interest in recent years and both public-private partnerships have helped support growing populations of players. Additional recommendations for programming can be found in Chapter 3. **Figure 2.14, Wichita Falls Recreation Programs**, summarizes the recreational programs available to residents. The list includes well-known/more popular programs and is not exhaustive of all programming available locally.

FIGURE 2.14: WICHITA FALLS COMMUNITY EVENTS

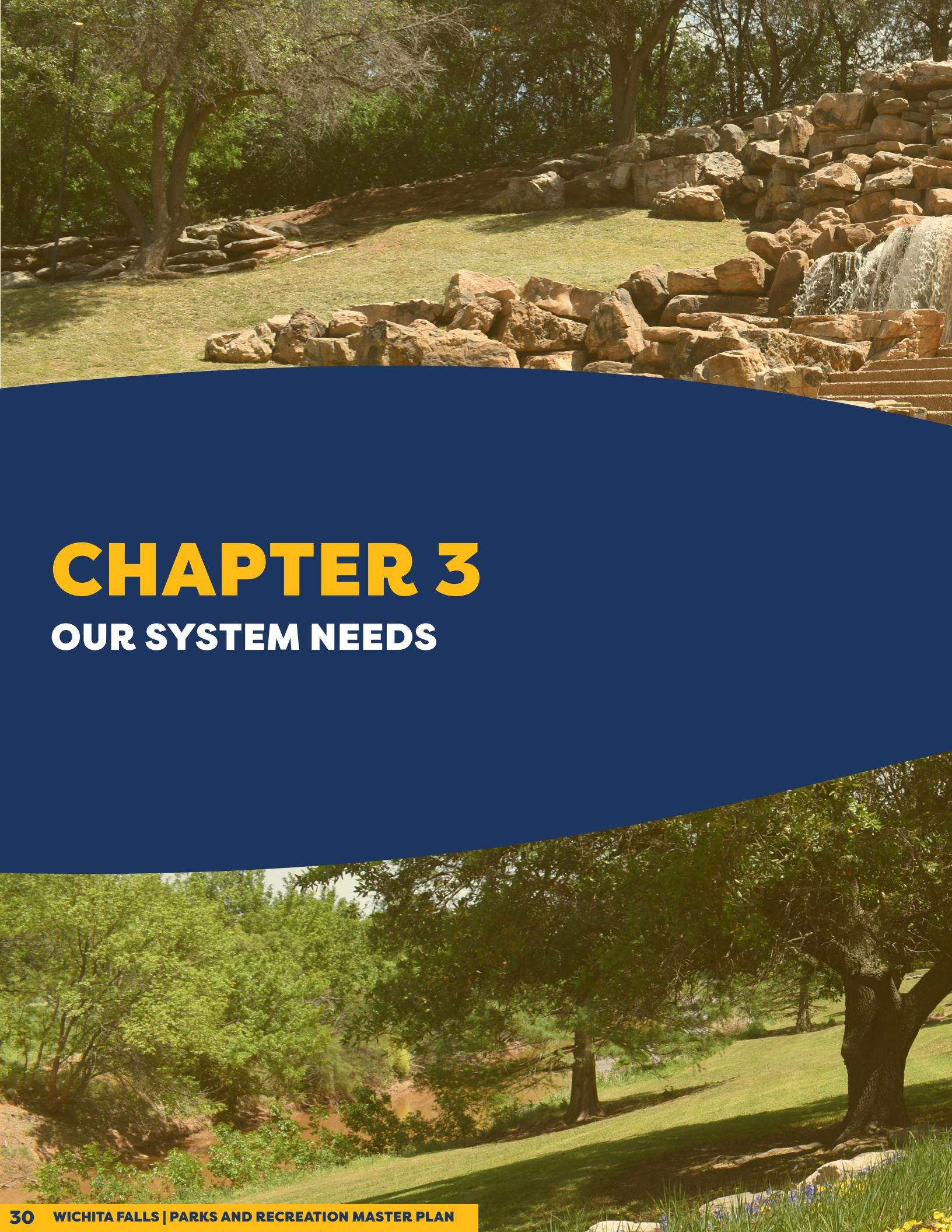
Outdoor Concert Series
Texas Ranch Round Up
Take It Outside Community Picnic Series
After Hours Artwalk
Spring Fling 5K



The Recreation Center offers a variety of programs for residents of all ages.

FIGURE 2.15: WICHITA FALLS RECREATION PROGRAMS

Program	Type	Administrator	Primary Age Group	Season
City of Wichita Falls Programs				
Softball	Athletics	Wichita Falls Amateur Athletics	Adults	Spring, Fall
Volleyball	Athletics	Wichita Falls Amateur Athletics	Adults	Spring, Fall
Basketball	Athletics	Wichita Falls Amateur Athletics	Adults	Summer, Winter
Kickball	Athletics	Wichita Falls Amateur Athletics	Adults	Varies
Adult Soccer	Athletics	Wichita Falls Amateur Athletics	Adults	Spring, Fall
Youth Soccer	Athletics	Wichita Falls Amateur Athletics	Youth	Spring, Fall
Swim Lessons	Aquatics	Lucy Park Pool	Youth, Adults	Summer
Youth Dance Classes	Health and Fitness	Recreation Center	Youth	Year Round
Adult Dance Classes	Health and Fitness	Recreation Center	Adults	Year Round
Martial Arts Classes	Health and Fitness	Recreation Center	Youth	Year Round
Fitness Classes	Health and Fitness	Recreation Center	Adults, Seniors	Year Round
Art Classes	Arts and Culture	Recreation Center	Youth, Adults, Seniors	Year Round
Third Party Programs				
Adult Tennis	Athletics	Falls Town Courts	Adults	Year Round
Youth Tennis	Athletics	Falls Town Courts	Youth	Year Round
Pickleball	Athletics	Falls Town Courts	Youth, Adults	Year Round
Baseball	Athletics	Little League	Youth	Spring
Basketball	Athletics	Boys & Girls Club, YMCA	Youth	Winter, Spring
Indoor Soccer	Athletics	Boys and Girls Club, YMCA	Youth	Summer
Football	Athletics	Boys and Girls Club	Youth	Fall, Winter
Outdoor Soccer	Athletics	Greater Wichita Falls Soccer Assoc.	Youth	Spring, Fall
Gymnastics	Athletics	YMCA	Youth	Year Round
Flag Football	Athletics	YMCA	Youth	Spring
Adult Volleyball	Athletics	YMCA, Southside Youth Center	Adults	Spring
Youth Volleyball	Athletics	YMCA, Southside Youth Center	Youth	Spring, Summer, Fall
Youth Softball	Athletics	Sunrise Optimist	Youth	Spring, Fall
Disc Golf	Athletics	Wichita Falls Disc Golf Assoc.	Youth, Adults	Varies
Silver Sneakers	Health and Fitness	YMCA	Seniors	Year Round
Group Exercise	Health and Fitness	YMCA	Adults, Seniors	Year Round
Livestrong	Health and Fitness	YMCA	Adults, Seniors	Year Round



CHAPTER 3

OUR SYSTEM NEEDS



CONTENT

- › NEEDS ASSESSMENT
- › RECREATIONAL PROGRAMMING ASSESSMENT
- › INDOOR RECREATION AND AQUATICS ASSESSMENT

NEEDS ASSESSMENT

There are a multitude of assessments that can be conducted to analyze how a parks and recreation system is serving the public. The Wichita Falls Parks and Recreation Master Plan utilizes seven assessments, as identified below. The demand, resource, and access-based assessments follow the methodologies provided by the Texas Parks and Wildlife Department (TPWD) for local park master plans. The assessments are intended to provide future direction for the amount, location, and distribution of parks and recreation amenities and facilities. The following assessments were conducted for this master plan.

DEMAND-BASED ASSESSMENT



The demand-based assessment identifies needs and interests of the community. The assessment establishes gaps between the supply and demand of existing facilities, amenities and activities, and where additional services may be necessary.

RESOURCE-BASED ASSESSMENT



The resource-based assessment evaluates the potential of both natural and man-made resources to be utilized for expanding and connecting the parks and recreation system to increase access and provide new or additional recreational opportunities.

ACCESS-BASED ASSESSMENT



The access-based assessment evaluates the current quantity and distribution of parks and facilities throughout the system identifying underserved areas and opportunities to reduce service gaps.

CONDITIONS-BASED ASSESSMENT



The conditions-based assessment evaluates the existing physical condition of equipment, structures, and facilities within ten parks. The assessment identifies near-term needs and supports long-term planning for future needs.

RECREATIONAL PROGRAMMING ASSESSMENT



The recreational programming assessment inventories and evaluates the level of participation for existing recreational programs to identify gaps, recreation trends, and inform future program planning for meeting the community's needs.

INDOOR RECREATION & AQUATICS ASSESSMENT



This assessment inventories and examines existing indoor recreation and aquatic facilities managed by the City. The assessment evaluates current conditions, capacity, and considerations for improvement.

OPERATIONS & MAINTENANCE ASSESSMENT



The operations and maintenance assessment reviews current budget, staff capacity, and maintenance methods compared to benchmark metrics. This assessment informs changes to operations and maintenance practices.

DEMAND-BASED ASSESSMENT

The demand-based assessment considers the expressed needs and interests of the community obtained through the plan's public outreach process, which included a statistically valid survey, online community survey, and public meeting. Public feedback provides the majority of information for informing what is considered important within the parks and recreation system for serving the community and how well amenities and facilities are performing and meeting recreational needs.

Refer to **Chapter 1** for more details on the administration and results of the individual public input opportunities. For the demand-based assessment, the results from the statistically valid survey provide the greatest insight for the types of amenities and facilities that are in highest demand based on an identified Priority Investment Rating (PIR). PIR is a tool for guiding future investment by identifying a rating for amenities and facilities based on both their importance and if there is unmet need for these items. Details about the PIR tool developed by ETC Institute and the results from the statistically valid survey can be found in the **Appendix**.

For Wichita Falls, PIR was calculated for two priority groups of park and recreation items, Priorities for Facility Investments and Priorities for Program Investments. For the items in each group, they are categorized as either low, medium, or high priority. Where higher ratings indicate that investments in these items would be in higher demand as they are perceived as important by residents and fulfill greater unmet need in the community. **Figure 3.1, Priorities for Facility Investment** and **Figure 3.2, Priorities for Program Investment** illustrate the high priority items for the two categories. Based on the results of the PIR, investment in these high priority recreation facilities and programs should be prioritized in the future.

FIGURE 3.1: PRIORITIES FOR FACILITY INVESTMENT

Highest priorities (highest unmet need and high importance) for facilities and amenities include:



At present, the Circle Trail is the predominant source of trails.



Lucy Park Pool is the only public pool in the City and is an aging facility. There is access to private pools, however this is more of an expense for residents.



The only community garden in the City is also run by a private entity.

FIGURE 3.2: PRIORITIES FOR PROGRAM INVESTMENT

Highest priorities (highest unmet need and high importance) for programs and amenities include:



The indoor walking/jogging track would be a new facility.



The City and third-party entities provide a variety of classes for both adults and children, however more classes for adults are desired.



RESOURCE-BASED ASSESSMENT

The resource-based assessment identifies existing resources in the City that could be utilized as future sites for parks, recreation, and open space amenities. The assessment is intended to help pinpoint potential solutions for gaps in parks service and increase overall accessibility of parks. Existing resources and opportunities may include city-owned land within floodplains, and undeveloped land. The City also maintains shared-use agreements with the school district and can expand joint services and facility use to increase access. The existing resources are mapped in **Figure 3.3, Existing Resources**.

GAPS IN PARK SERVICE

The areas shown on the map where there are gaps in park service identify the parts of the city that are beyond the 10-minute walkshed of a park (see pages 36-37). The map indicates that primarily the edges of the city are outside of the park service area which aligns with the more central concentration of parks today. Beyond the distribution of park space, limited access to a park can also be a result of major infrastructure such as highways and rail lines and natural features such as waterways. The far northwest corner of the city that is underserved by parks is less developed than the other parts of the city, therefore there has not historically been a priority for park service, but as development occurs this should be an area of focus. The western parts of Wichita Falls are populated with residential communities that lack park access within the 10-minute walkshed as a result of both major infrastructure and natural features that can impede access and few park spaces. The eastern parts of the City are characterized by industrial uses, where parks are an atypical land use, or sparsely populated ranchland.

UNDEVELOPED LAND

Undeveloped land presents an opportunity for the City to acquire land that can be used as parkland. Utilization of the parkland dedication ordinance as development occurs in the future will be key to securing park service for residents. The highest concentration of undeveloped land is on the north and west side of the City. Some of this includes land in the floodplain, which is a great opportunity for parks and green spaces.

CITY-OWNED LAND

The City of Wichita Falls owns small parcels of land throughout the city, some of which are adjacent to existing parks. If demand for park space or amenities increases, city-owned land adjacent to parks should be considered for expanding existing park sites since there would be no acquisition costs. Further analysis would be required to determine the feasibility of using these sites.

FLOODPLAIN

Much of the Wichita River Delta floodplain property can serve as excellent locations for park and trails since they are not suitable for other development. As the City explores expanding parks and trails, floodplain land should be considered for feasibility.



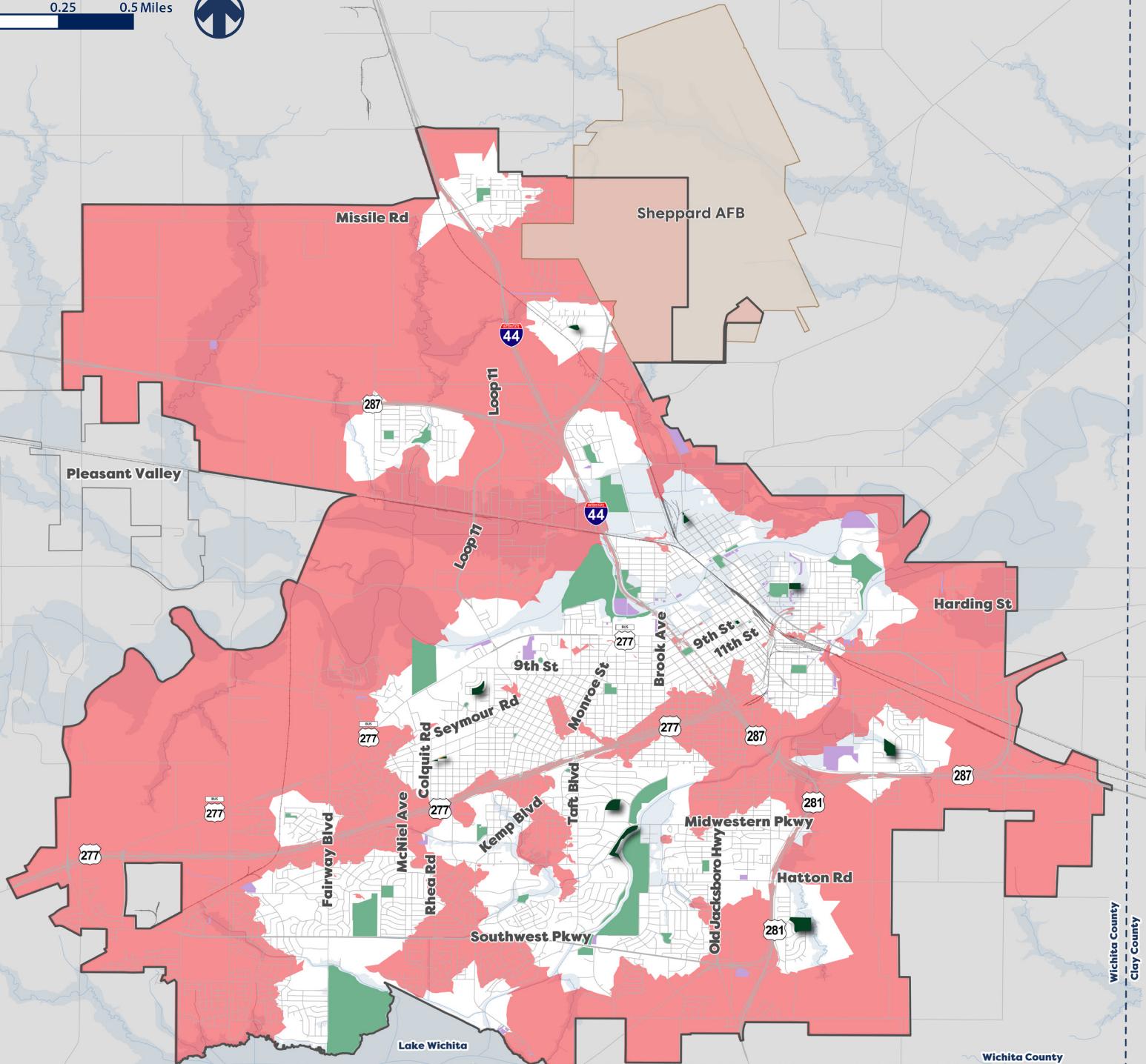
Utilizing land in the floodplain for parks and open space is an excellent way to protect water resources from intensive development.



Preserving undeveloped land is important to securing parkland for the future.

FIGURE 3.3: EXISTING RESOURCES

0 0.25 0.5 Miles



LEGEND

- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Parks with Undeveloped Space
- Parks
- BNSF Railway
- Gaps in Park Service
- City Owned Land

ACCESS-BASED ASSESSMENT

PARKS ACREAGE LEVEL OF SERVICE (ACREAGE PER CAPITA)

The National Recreation and Park Association's (NRPA) Park Acreage Level of Service (LOS) is a tool that helps determine whether there is sufficient parkland allocated to serve the needs of the community. LOS is measured against communities of comparable population size. These benchmark communities inform the "target" range of acres per capita to ensure that residents have access to parks and open spaces. Specific ranges are provided for different park types, though it is important to note that the quality of parks and types of amenities available are not included in this measurement. The definition of parkland may vary depending on the community which could change the overall metric. With these caveats in mind, LOS is used in conjunction with other tools as a part of the larger needs assessment in this master plan.

At present, the City has a surplus of parkland when utilizing the low range target LOS. When projecting forward to 2050, the City maintains a surplus of community parks, but falls into a deficit of neighborhood parks. When utilizing the high range target LOS metric, the City has a surplus of community parkland and a deficit of neighborhood parkland. When projecting to 2050, there is a deficit of all parkland types. As the city grows there will be a greater service demand on the park system; therefore, planning for expanding the system to continue to provide these quality of life services will be an important consideration. Specific to neighborhood parks, park acreage for this park type can be increased within the existing system if smaller parks are upgraded to neighborhood parks based on their current amenities or ability to support amenities and facilities in the future.

FIGURE 3.4: PARK ACREAGE LEVEL OF SERVICE

	Neighborhood Parks	Community Parks	All Parks ³
Total Acres	106.91 acres	873.21 acres	1096.14 acres
Acres to acquire to meet low range Target LOS ¹	1-acre Target LOS	5-acre Target LOS	10-acre Target LOS
2024 ²	4.6-acre surplus	361.6-acre surplus	72.98-acre surplus
2050 ²	6.8-acre deficit	304.5-acre surplus	41.38-acre deficit
Acres to acquire to meet high range Target LOS ¹	2-acre Target LOS	8-acre Target LOS	11-acre Target LOS
2024 ²	97.7-acre deficit	54.7-acre surplus	29.34-acre deficit
2050 ²	120.6-acre deficit	736.8-acre deficit	155.13-acre deficit

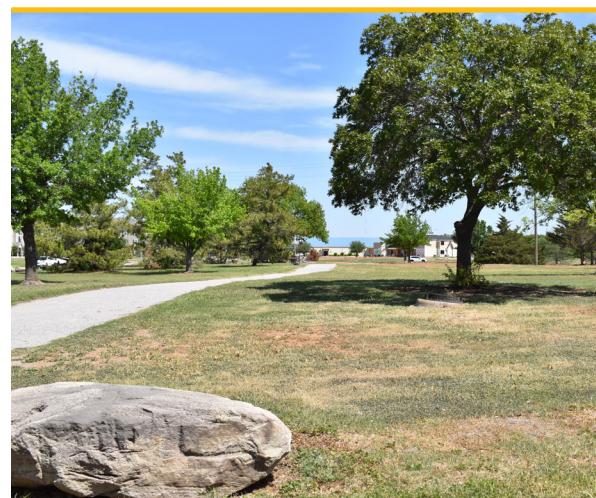
1. Target LOS ranges are based on NRPA benchmarks.

2. To determine level of service for 2024 and 2050 the following population estimates were used: 2020 population: 102,316, 2050 Population: 113,752.

3. Total acreage for community parks is both the regional and community park acreage. The RV park, Skate Park, and Wichita Bluffs Nature Area are included in total parkland acreage but are not mapped.

ACCESS TO PARKLAND LEVEL OF SERVICE

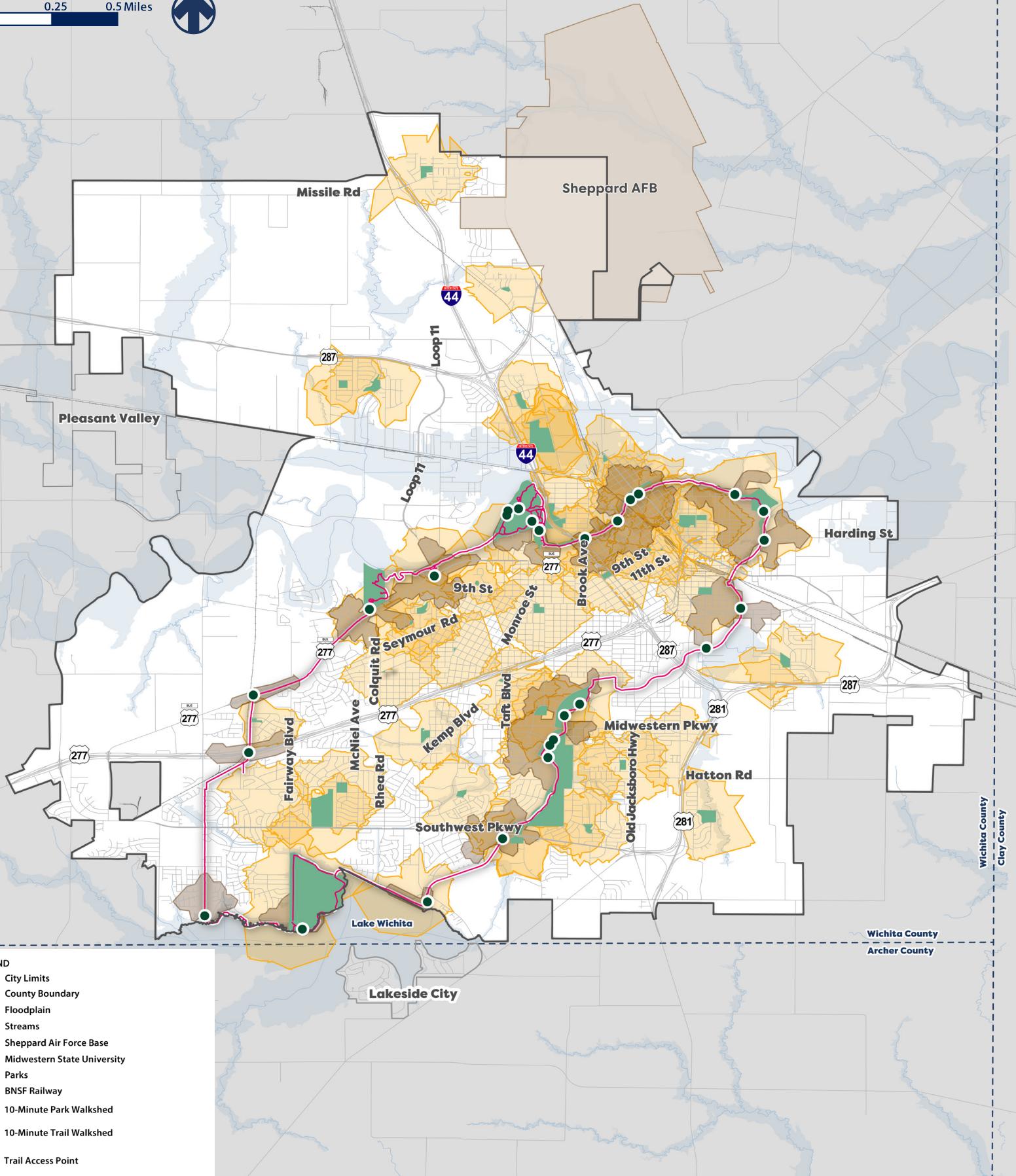
Level of Service for parks is also assessed based on accessibility. The Trust for Public Land (TPL) provides an additional national metric for evaluating park access called the 10-Minute Walk to a Park Assessment. Assessing park access by walkability provides a more equitable approach to determining where gaps exist in the parks system. A 10-minute walkshed equates to approximately a half mile radius around a park. The walkshed takes into account availability of pedestrian infrastructure such as sidewalks and trails as well as presence of physical barriers such as highways and waterways that limit access. The collective walksheds create the service area that parks create based on accessibility on foot. In Wichita Falls, 52 percent of residents live within a 10-minute walk to a park or trail access point. This is notably lower than the median for cities across the U.S., which is 74 percent. Areas outside of the 10-minute walkshed are predominantly in the far north and far west parts of the City. **Figure 3.5, 10-Minute Walk to a Park & Trail** illustrates the existing walksheds for the public parks system in Wichita Falls.



Trail connections to parks increase overall accessibility for users.

FIGURE 3.5: 10-MINUTE WALK TO A PARK & TRAIL

0 0.25 0.5 Miles



LEGEND

- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Midwestern State University
- Parks
- BNSF Railway
- 10-Minute Park Walkshed
- 10-Minute Trail Walkshed
- Trail Access Point

OUTDOOR RECREATIONAL AMENITIES LEVEL OF SERVICE

NRPA releases an annual Agency Performance Review providing national metrics for measuring park and recreation services to communities. Outdoor recreational amenity facility standards are measured based on number of facilities per a set number of residents. The standards provide guidance on future investments needed to best serve the recreational needs of a community. NRPA creates ranges of service based on jurisdiction of different population ranges to create a more realistic comparison, for Wichita Falls the 100,000 to 250,000 jurisdiction population range is used for metrics comparison. It should be noted that Wichita Falls' population is on the smaller end of the range. The park facilities listed in **Figure 3.6, Amenities Level of Service (2024)** are not an exhaustive list of recreational amenities, but rather commonly used facilities in communities nationwide. Wichita Falls is currently in a deficit of baseball fields, soccer fields, swimming pools, and dog parks. Tracking these metrics is one way to ensure that community needs and interests are being met and that amenities and programs grow in step with future population growth.

FIGURE 3.6: AMENITIES LEVEL OF SERVICE (2024)

Recreational Amenity/Facility	Current Number	Wichita Falls Current LOS (Per Resident)	Average LOS, Communities Between 100,000 to 250,000	Wichita Falls Current Surplus or Deficit
Athletic Fields				
Baseball Fields	13	1 per 7,870	1 per 6,821	Deficit
Basketball Half and Full Courts	31	1 per 3,301	1 per 9,643	Surplus
Soccer Fields	3	1 per 34,105	1 per 7,375	Deficit
Outdoor Amenities				
Playgrounds	42	1 per 2,436	1 per 5,016	Surplus
Aquatics				
Swimming Pools	1	1 per 102,316	1 per 65,697	Deficit
Special Use Facilities				
Skate Parks	1	1 per 102,316	1 per 105,567	Surplus
Dog Parks	1	1 per 102,316	1 per 74,504	Deficit

The average LOS for Communities between 100,000 and 250,000 is based on the NRPA 2024 Agency Performance Review



Lake Wichita provides an opportunity for more water access points for recreation.

CONDITIONS-BASED ASSESSMENT

For 10 of the system's parks a detailed conditions-assessment was conducted to review the existing conditions of amenities, facilities, accessibility, and ability to serve users based on individual park classification. The parks selected for additional evaluation were chosen by city staff because they represent a sampling of different park types and locations throughout Wichita Falls that have historically not been prioritized for significant investment. For this assessment 15 categories pertaining to various amenities and facilities within parks were used. Details on the categories and the criteria reviewed is summarized in **Figure 3.7, Park System Conditions Categories**.

FIGURE 3.7: PARK SYSTEM CONDITIONS CATEGORIES

Category	Key Attributes for Review
Sports Courts	Play surface, fencing, netting, striping, walls, and other non-removable facilities essential to support the activity and define the area of play.
Sports Fields	Play surface, fencing, netting, and other non-removable facilities essential to support the activity and define the field of play (striping not considered due to differing conditions depending on season).
Park Pathways/Trails	Surface condition, pathways/trail widths, vertical and horizontal clearance, crossing points, and ADA accessibility. Considers variations in pathways/trail type depending on the type of fitness, recreational, or transportation activities the trail is designed to support.
Public Gathering Spaces	Areas defined for public gathering including seating and shade structures (i.e., pavilions, picnic shelters).
Structured Play	Playscapes/playground equipment, surrounding surface areas, accessory structures to improve the comfort of users and attendants (i.e., seating areas, shade).
Open Play Areas	Surface conditions, landscaping, and access to shade for open lawn areas intended for unstructured play.
Parking	Condition of off-street parking areas including surface, striping, and accessibility. If off-street parking does not exist, availability of proximate on-street parking is considered.
General Fencing and Retaining Walls	Condition of physical structure.
General Site Facilities	General recreational and accessory structures (enclosed and open air) including elements such as restrooms, concession stands, bleachers, and special use facilities to support miscellaneous activities (i.e., shooting sports, archery, skating, etc.).
Additional Site Amenities	Accessory amenities serving general visitation including trash receptacles, pet waste stations, water fountains, benches, etc.
Plantings and Trees	Health, maintained condition, and coverage of trees and other landscaping including overgrowth. Strategic placement of vegetation to define park space.
Turf	Manicured lawn areas. This is cumulative of all surfaces in a park and may be included in previously listed categories such as sports fields and open play areas.
Signage	The general condition and accurate information displayed on identification, informational, and wayfinding signage.
Site Lighting	The placement and compliance with standards for lighting, condition of fixtures, and coverage of park area.
Park Accessibility	The overall accessibility for bicycles, pedestrians, and ADA compliance to, from, and within a park space.

CONDITIONS ASSESSMENT SCORING

The parks involved in the conditions assessment received a score of one to five for each of the above categories, unless the amenities or facilities were not present at the park, in which case they were not given a score. The ten parks are shown in **Figure 3.8, Conditions Assessment Parks**. A score of one indicates that significant improvements are necessary for the category and a score of five indicates that the amenities and facilities are in good condition and performing well. An average score was given to each park based on the cumulative scores for each category assessed for the individual park. The score range falls into categories three categories: poor (1.00-1.99), average (2.00-3.99), and good (4.00 or greater).

A median score was given to the collection of parks reviewed in this assessment, which is reflective of the level of investment that they have historically received. The median score for these parks is 2.10, which falls in the lower end of the average category. The following pages summarize the scores for the 10 review parks. Recommendations for each park can be found in **Chapter 4**. Pages **42-51** contain the individual assessments for the 10 parks.

FIGURE 3.8: CONDITIONS ASSESSMENT PARK CHARACTERISTICS

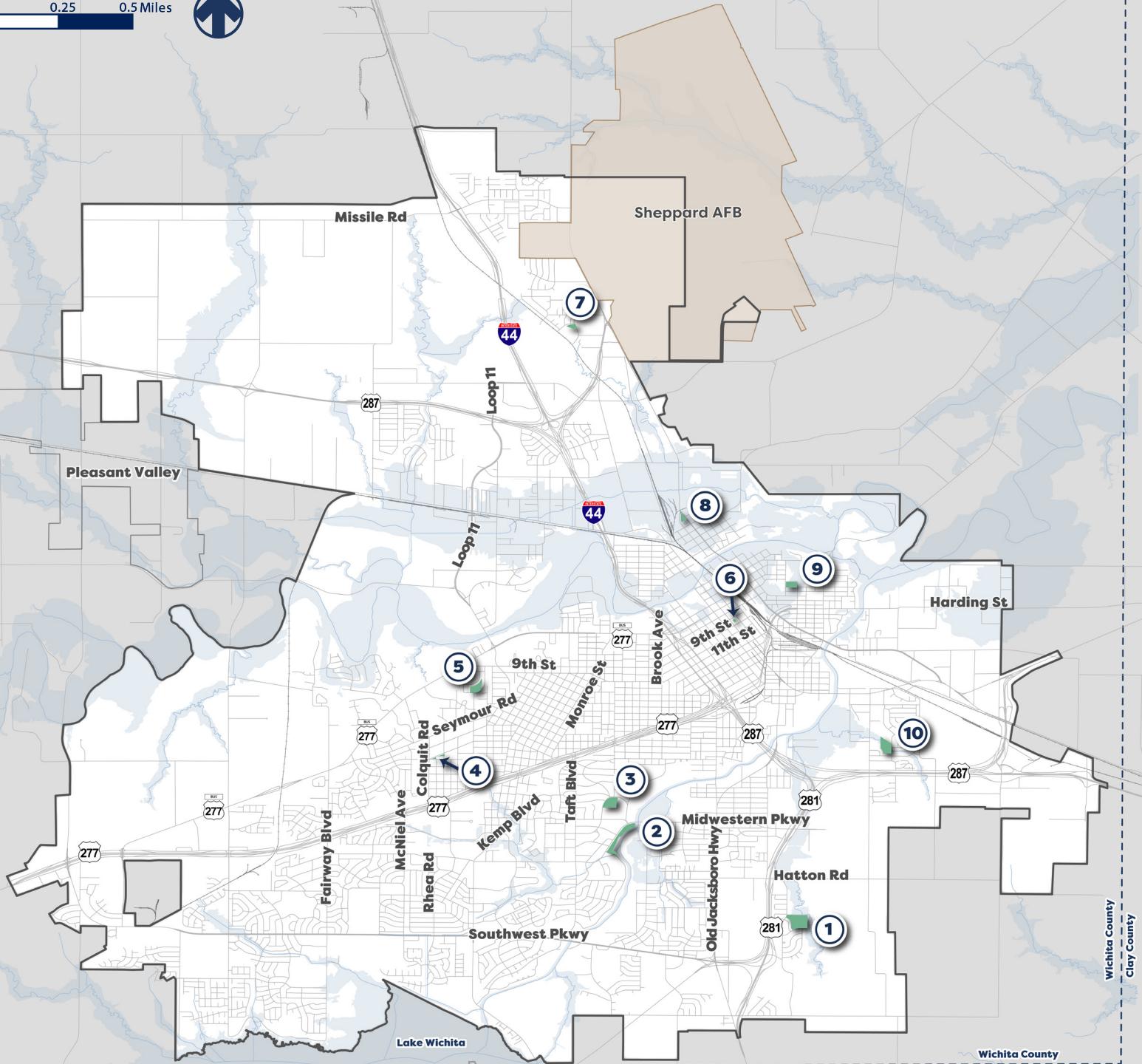
Park	Park Classification	Acreage
Loch Lomond Park	Community Park	18.23
North Weeks Park	Community Park	11.23
Martin Plaza Park	Neighborhood Park	9.21
Jarratt Park	Mini Park	0.61
Westover Hills Park	Neighborhood Park	6.44
Park Central	Mini Park	0.69
Lions Park	Mini Park	2.51
Conoco Park	Mini Park	2.10
Lincoln Park	Mini Park	4.89
Lamar Park	Community Park	10.19



The amenities within Lynwood East Park were reviewed as part of the Parks Condition Assessment.

FIGURE 3.9: CONDITIONS ASSESSMENT PARKS

0 0.25 0.5 Miles 



LEGEND

- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Parks
- BNSF Railway

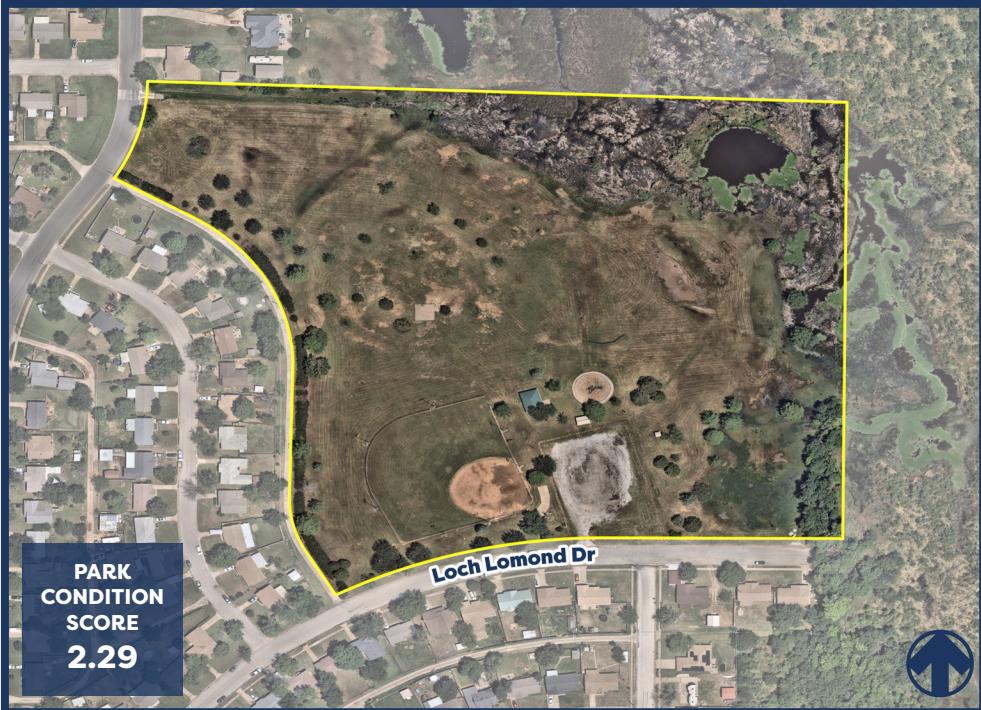
1	Loch Lomond Park	6	Park Central Park
2	North Weeks Park	7	Lions Park
3	Martin Plaza Park	8	Conoco Park
4	Jarratt Park	9	Lincoln Park
5	Westover Hills Park	10	Lamar Park

LOCH LOMOND PARK

Loch Lomond Park is an 18.23-acre community park in the southeastern sector of the city adjacent to a residential neighborhood. Today the park supports a variety of recreational interests such as sports and athletics, community gatherings, and unstructured play activities. Some of the major amenities that can be found in the park today include:

- › Youth baseball field
- › Kickball field and backstop
- › Soccer field
- › Basketball half-court
- › Playground and play equipment
- › Small pavilion
- › Picnic shelter
- › Restrooms
- › Open play areas

FIGURE 3.10: LOCH LOMOND PARK



The assessment of Loch Lomond Park identified the following key areas for improvement:

- › ADA accessibility throughout park especially regarding access to park amenities
- › Lack of shade elements around play equipment and in open play areas
- › Need for additional pathways connecting to and throughout park space
- › Outdated or broken sport and play equipment
- › Improvements at the baseball field for amenities supporting activities (i.e., bleachers, shade), fencing, and field drainage
- › Improvement and repairs to existing bathroom facilities

FIGURE 3.11: LOCH LOMOND PARK CONDITIONS CATEGORY SCORES



Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green



The play structure at Loch Lomond Park.

NORTH WEEKS PARK

North Weeks Park is a 11.23-acre community park in the southeastern sector of the city. North Weeks Parks is a largely undeveloped portion of Weeks Park found north of Holliday Creek and connected to Hamilton Park by a segment of the Circle Trail. Besides the portion of the Circle Trail running parallel to Holliday Creek, the park contains only a few amenities including picnic tables, play structures, and a small parking lot. The assessment of North Weeks Park identified the following key areas for improvement:

- › Play structures no longer meet current standards
- › Internal connectivity within the park with accessible trails/pathways
- › Invasive species (e.g., mistletoe) on existing trees
- › Aging signage and lack of informational signage in more visible locations
- › Undeveloped space within the park that has potential to be more usable
- › Hidden parking lot for oncoming traffic along Midwestern Parkway
- › ADA accessibility throughout park especially regarding access to park amenities
- › No designated parking or ADA van accessibility



Public Art at North Weeks Park.

FIGURE 3.12: NORTH WEEKS PARK

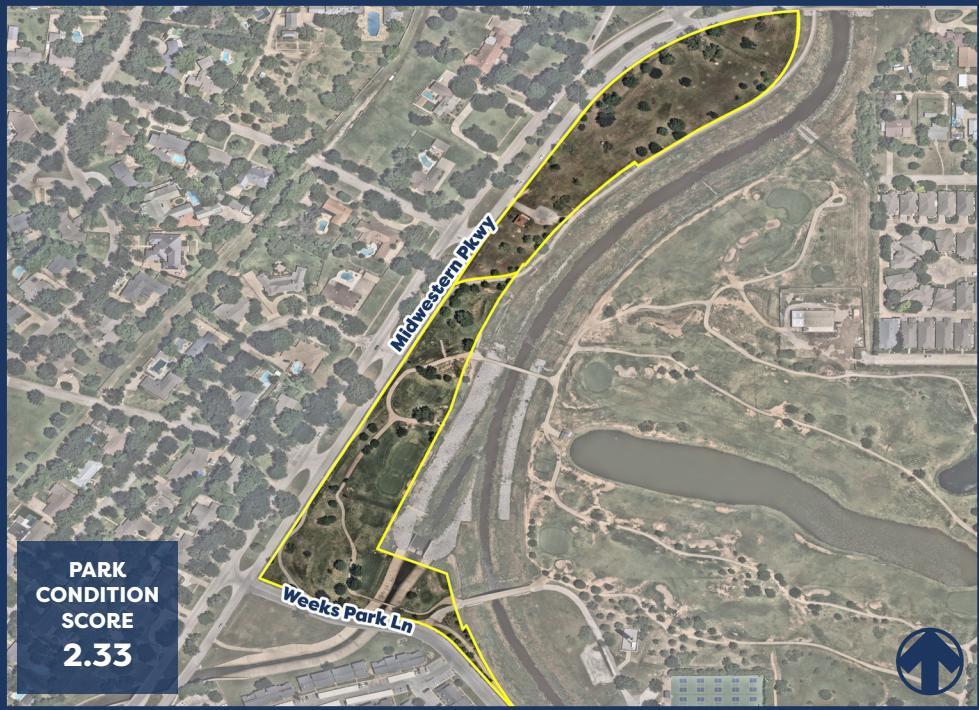


FIGURE 3.13: NORTH WEEKS PARK CONDITIONS CATEGORY SCORES

Category	Score
Sports Courts	
Sports Fields	
Park Pathways/Trails	
Public Gathering Spaces	
Structured Play	
Open Play Areas	
Parking	
General Fencing and Retaining Walls	
General Site Facilities	
Additional Site Amenities	
Plantings and Trees	
Turf	
Signage	
Site Lighting	
Park Accessibility	

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

MARTIN PLAZA PARK

Martin Plaza Park is a 9.21-acre neighborhood park in the southeastern sector of the city. This neighborhood park is within a large residential neighborhood, sharing boundaries with large estates. There are minimal amenities within the park with more emphasis on the natural environment. The assessment of Martin Plaza Park identified the following key areas for improvement:

- › Connectivity and accessibility to and within park via trails or sidewalks is missing
- › There is no formal entrance into the park
- › Visually weak signage
- › Potential to introduce additional amenities
- › There is no designated parking or ADA van accessibility
- › Weak lighting further into the park
- › Removal of dead and declining trees



Water overlook at Martin Plaza Park.

FIGURE 3.14: MARTIN PLAZA PARK

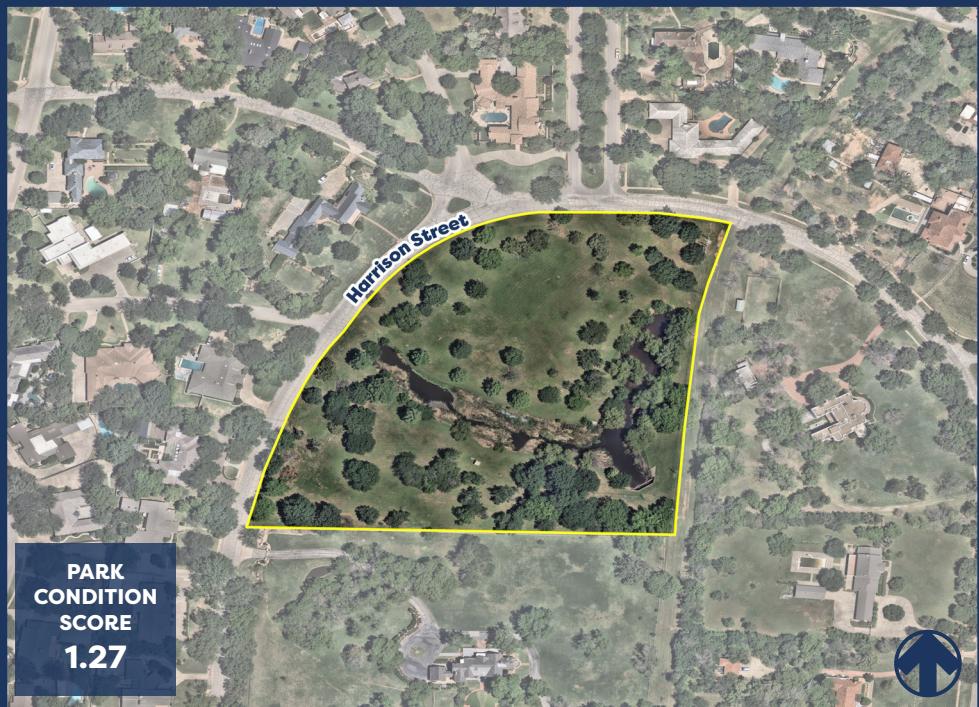


FIGURE 3.15: MARTIN PLAZA PARK CONDITIONS CATEGORY SCORES

Category	Score
Sports Courts	
Sports Fields	
Park Pathways/Trails	
Public Gathering Spaces	
Structured Play	
Open Play Areas	
Parking	
General Fencing and Retaining Walls	
General Site Facilities	
Additional Site Amenities	
Plantings and Trees	
Turf	
Signage	
Site Lighting	
Park Accessibility	

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

JARRATT PARK

Jarratt Park is a 0.61-acre mini park in the southwest sector of the city. This mini park faces a residential street and abuts the rear property line of single family homes. The park offers few amenities and has had some trees recently removed resulting in loss of shade within the park. Amenities include a picnic table and half-court basketball court. There is a non-contiguous portion of the park which is undeveloped and bisected by utility poles and lines. The assessment of Jarratt Park identified the following key areas for improvement:

- › Connectivity and accessibility to and within park via trails or paths is missing
- › Park signage is in poor shape and is inconsistent with department branding
- › Potential to introduce additional amenities
- › Aging amenities are inaccessible
- › Stumps remain in the open play area where trees were removed
- › Water fountain does not function
- › There is no ADA accessibility to the park
- › There is no designated parking or ADA van accessibility



A picnic table at Jarratt Park.

FIGURE 3.16: JARRATT PARK

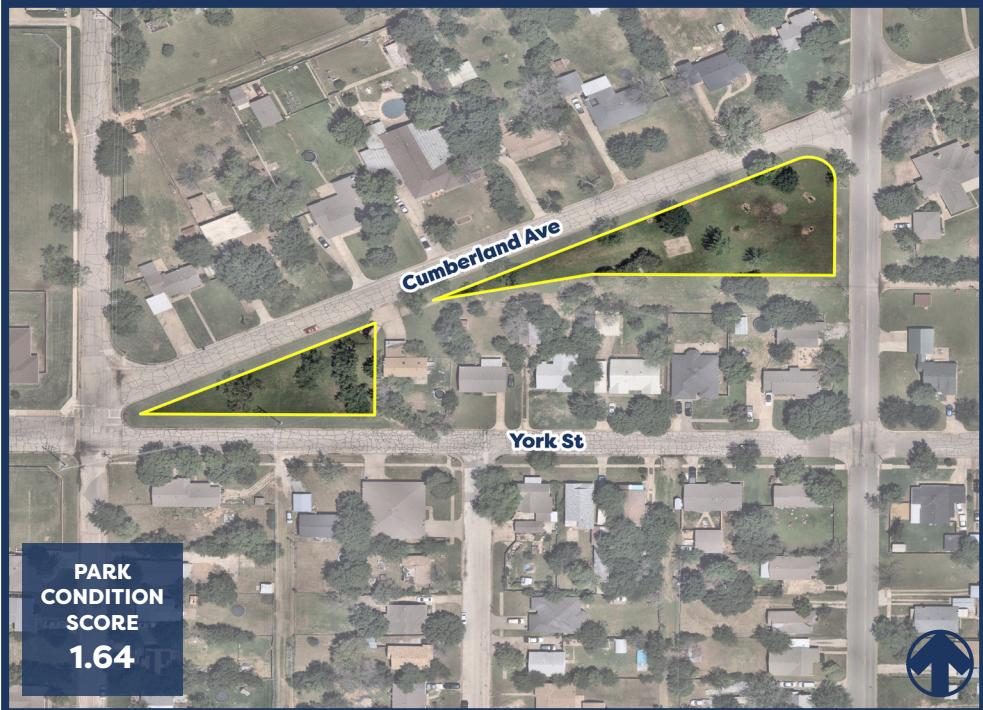
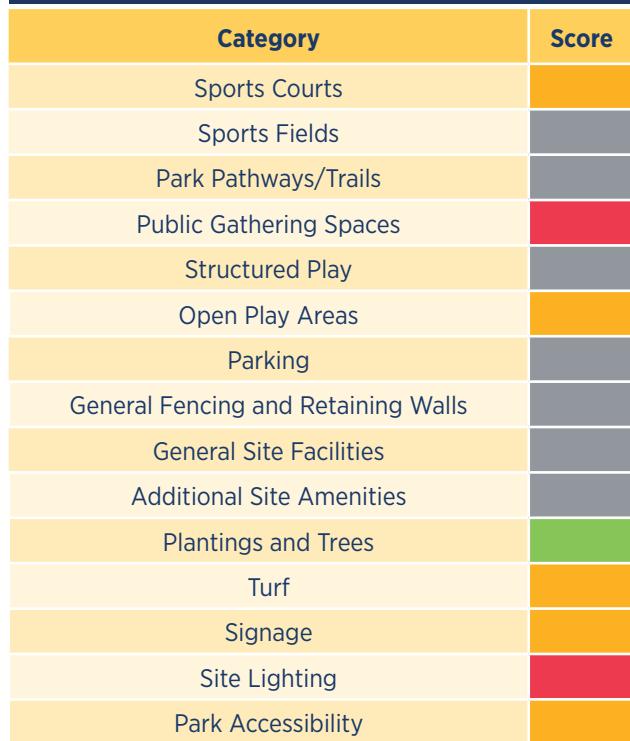


FIGURE 3.17: JARRATT PARK CONDITIONS CATEGORY SCORES



Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

WESTOVER HILLS PARK

Westover Hills Park is a 6.44-acre neighborhood park in the western sector of the city. This neighborhood park is within a residential neighborhood and has minimal amenities and is largely undeveloped. The amenities that can be found in the park today include:

- › Play structures
- › Playground
- › Half-court basketball court
- › Small pavilion
- › Soccer goals
- › Grill
- › Nighttime lighting

The assessment of Westover Hills Park identified the following key areas for improvement:

- › Connectivity and accessibility to and within park via trails or paths is missing
- › Potential to introduce additional amenities
- › Play structures no longer meet current standards
- › Soccer goals that are showing signs of age
- › Accessibility to newer playground area
- › There is no ADA accessibility to the park
- › There is no designated parking or ADA van accessibility
- › Lighting fixtures to be replaced or repaired where missing



Play structure at Westover Hills Park.

FIGURE 3.18: WESTOVER HILLS PARK



FIGURE 3.19: WESTOVER HILLS PARK CONDITIONS CATEGORY SCORES

Category	Score
Sports Courts	Yellow
Sports Fields	Red
Park Pathways/Trails	Gray
Public Gathering Spaces	Yellow
Structured Play	Green
Open Play Areas	Yellow
Parking	Gray
General Fencing and Retaining Walls	Gray
General Site Facilities	Yellow
Additional Site Amenities	Gray
Plantings and Trees	Yellow
Turf	Yellow
Signage	Yellow
Site Lighting	Red
Park Accessibility	Yellow

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

PARK CENTRAL

Park Central is a 0.69-acre mini park in the central sector of the city. This mini park is a destination in downtown for community events and provides a public gathering space for more passive recreation activities. The park is a well-utilized space, and it has benefited from its location in downtown, resulting in a well-maintained amenity. As a more passive park space some of the amenities offered include:

- › Internal paths
- › Designated seating areas
- › Open space for events
- › Information kiosk
- › Water fountain

The assessment of Park Central identified the following key areas for improvement:

- › Weather resistant shade structures
- › Park signage
- › Designated nighttime lighting

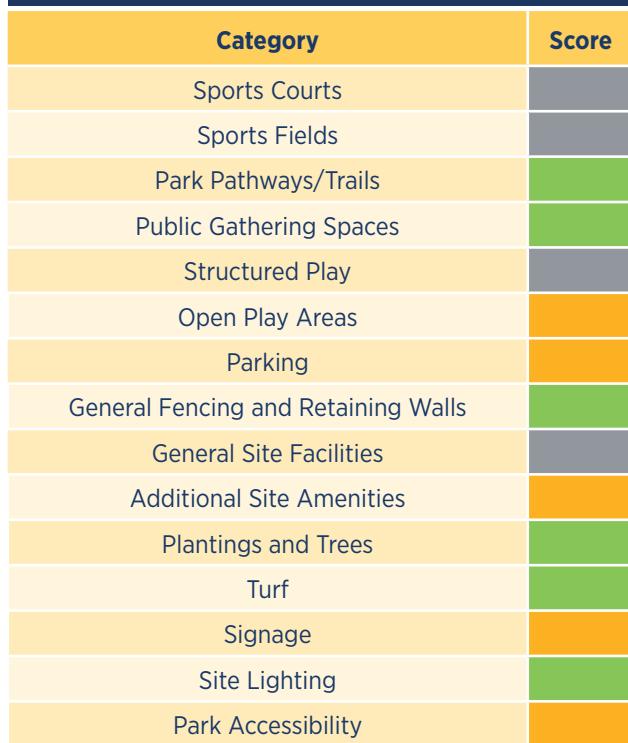


The view of downtown Wichita Falls from Park Central.

FIGURE 3.20: PARK CENTRAL



FIGURE 3.21: PARK CENTRAL CONDITIONS CATEGORY SCORES



Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

LIONS PARK

Lions Park is a 2.51-acre mini park in the northern sector of the city. This mini park is adjacent to Haynes Elementary School near single family and multi-family developments. There is a small bridge structure connecting the elementary school playground to the park. The park has few amenities and is largely undeveloped. The amenities within the park include:

- › Swing set
- › Play structure
- › Tennis court
- › Half-court basketball court
- › Small pavilion

The assessment of Lions Park identified the following key areas for improvement:

- › Park signage is in poor shape and is inconsistent with department branding
- › Play structures no longer meet current standards
- › Repairs to tennis and basketball courts
- › Holes in fencing around tennis court
- › Connectivity and accessibility to and within park via trails or paths is missing
- › Potential to introduce additional amenities
- › There is no designated parking or ADA van accessibility
- › Designated tennis court lighting



Sports Courts at Lions Park.

FIGURE 3.22: LIONS PARK



FIGURE 3.23: LIONS PARK CONDITIONS CATEGORY SCORES

Category	Score
Sports Courts	Yellow
Sports Fields	Gray
Park Pathways/Trails	Gray
Public Gathering Spaces	Yellow
Structured Play	Yellow
Open Play Areas	Green
Parking	Gray
General Fencing and Retaining Walls	Yellow
General Site Facilities	Gray
Additional Site Amenities	Gray
Plantings and Trees	Green
Turf	Green
Signage	Yellow
Site Lighting	Yellow
Park Accessibility	Yellow

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

CONOCO PARK

Conoco Park is a 2.10-acre mini park in the central sector of the city. This is an undeveloped park space that is in a more industrial part of the city. With minimal amenities this park isn't widely used but has the potential to service recreational needs for the surrounding residents.

The assessment of Conoco Park identified the following key areas for improvement:

- › Missing park signage
- › Missing formal park entrance and/or parking area
- › Connectivity and accessibility to and within park via trails or paths is missing
- › Potential to introduce additional amenities



Open space at Conoco Park.

FIGURE 3.24: CONOCO PARK



FIGURE 3.25: CONOCO PARK CONDITIONS CATEGORY SCORES

Category	Score
Sports Courts	
Sports Fields	
Park Pathways/Trails	
Public Gathering Spaces	
Structured Play	
Open Play Areas	Green
Parking	
General Fencing and Retaining Walls	
General Site Facilities	
Additional Site Amenities	
Plantings and Trees	Green
Turf	Green
Signage	Yellow
Site Lighting	
Park Accessibility	Red

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

LINCOLN PARK

Lincoln Park is a 4.89-acre mini park in the central sector of the city. This mini park is within a residential neighborhood and bisected by a large open drainage channel. The park is in close proximity to the Smith Street Community Garden and the Martin Luther King Center. While the park is mostly undeveloped the amenities that are found in the park include:

- › Playground area
- › Swing set
- › Half-court basketball court
- › Tennis court

The assessment of Lincoln Park identified the following key areas for improvement:

- › Missing park signage
- › Formal park entrance and/or parking area
- › Connectivity and accessibility to and within park via trails or paths is missing
- › Potential to introduce additional amenities
- › Missing netting on tennis court and basketball hoops and aging court surface
- › Accessibility to the playground area
- › Park signage is in poor shape and is inconsistent with department branding
- › General landscaping maintenance
- › Improved safety and accessibility
- › There is no designated parking or ADA van accessibility
- › Repairs to existing court surfaces
- › Maintenance regarding graffiti and vandalism within park structures
- › Connection to remainder of park over concrete drainage ditch



Play structure at Lincoln Park.

FIGURE 3.26: LINCOLN PARK

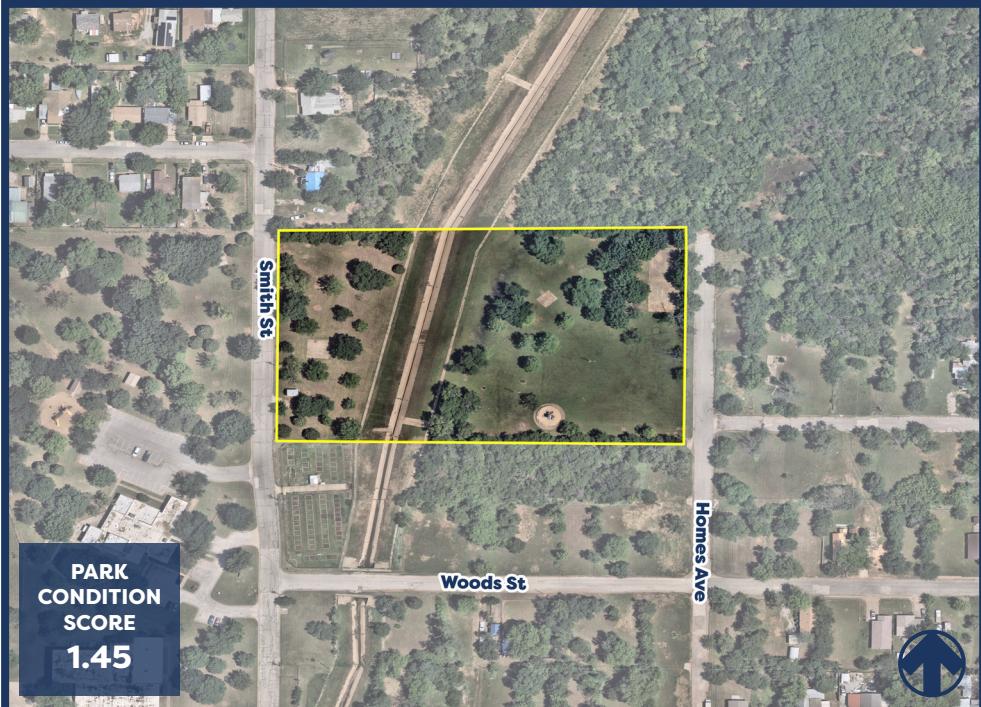


FIGURE 3.27: LINCOLN PARK CONDITIONS CATEGORY SCORES



Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

LAMAR PARK

Lamar Park is a 10.19-acre community park in the southeastern sector of the city. This park is surrounded by a residential neighborhood and adjacent to Lamar Elementary School. Today the park supports a variety of recreational interests such as sports and athletics, community gatherings, and unstructured play activities. Some of the major amenities that can be found in the park today include:

- › Play structures
- › Full-court basketball court
- › Small restroom facility
- › Picnic table
- › Baseball practice field
- › Large reservable pavilion
- › Grill areas within pavilion
- › Public sink

The assessment of Lamar Park identified the following key areas for improvement:

- › Cracked surface of the sports court
- › Missing or torn netting on basketball hoops
- › Play structures no longer meet current standards
- › Accessibility within designated playground space
- › Shade around play equipment
- › Park signage is in poor shape and is inconsistent with department branding
- › Connectivity and accessibility to and within park via trails or paths is missing
- › No designated parking or ADA van accessibility
- › Maintenance regarding graffiti and vandalism within play structures
- › Connection of portions of park over drainage ditch



The pavilion at Lamar Park.

FIGURE 3.28: LAMAR PARK



**FIGURE 3.29: LAMAR PARK
CONDITIONS CATEGORY SCORES**

Category	Score
Sports Courts	Red
Sports Fields	Yellow
Park Pathways/Trails	Green
Public Gathering Spaces	Green
Structured Play	Yellow
Open Play Areas	Yellow
Parking	Yellow
General Fencing and Retaining Walls	Green
General Site Facilities	Yellow
Additional Site Amenities	Yellow
Plantings and Trees	Green
Turf	Green
Signage	Yellow
Site Lighting	Yellow
Park Accessibility	Green

Score Category: Non-existent - gray, Poor - red, Average - yellow, Good - green

RECREATIONAL PROGRAMMING ASSESSMENT

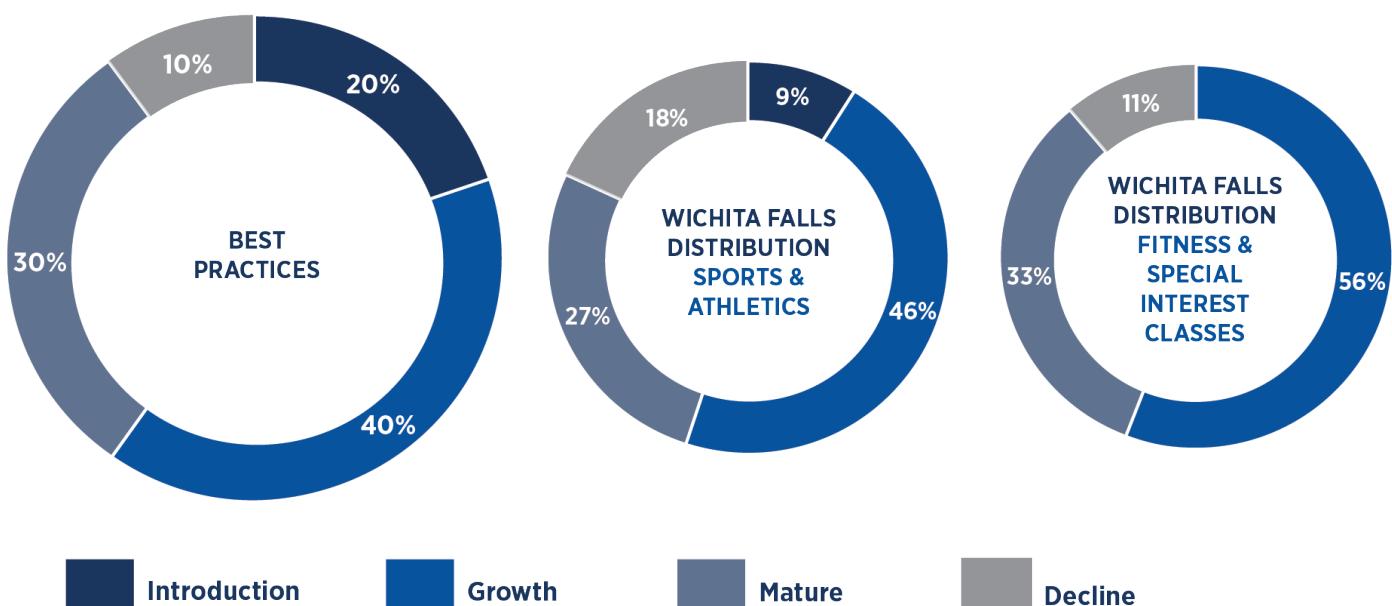
A recreational programming assessment was conducted to measure the demand for recreational programs and understand rise and fall of recreational trends in Wichita Falls. This assessment entailed reviewing participation levels for various programs offered both by the city and third-party organizations. A snapshot of available program participation data from recent years was analyzed to understand trends of growth and decline in participation across all programs available to residents. The findings identify the status of a program's lifecycle and overall participation trends across programs. It should be noted that the programs evaluated in this assessment only include those where participation data over the past few years was available and is not exhaustive of all programs offered within Wichita Falls either by the city or third-party organizations.

The recreational programs available in Wichita Falls have been categorized into one of four categories through this analysis, based on trends in participation over the past few years.

INTRODUCTION New programs that have been introduced in the past 1-2 years and are experiencing modest participation	MATURE Established programs with a slow increase or modest decline in participation
GROWTH Programs with moderate but consistent increase in participation overtime	DECLINE Programs in which participation has been consistently declining overtime

A community should have a balanced distribution of programs within these stages, as illustrated in **Figure 3.30, Program Lifecycle Distribution Comparison**, following the changes in recreation trends. Specifically, communities should target for more than half of recreational programs to be in the 'introduction' or 'growth' stages. Programs within these lifecycle stages represent those that align with high levels of resident interest and likely reflect national trends, which results in a larger return on investment than other programs. These programs should be observed closely to track growth to ensure they continue to meet the needs of residents and evolve appropriately. The next largest number of programs within a city should be those in the 'mature' stage. These programs are ones that are well established in the community and experience stable participation annually but should be monitored for potential shift towards decline. Only a few programs should be in the 'decline' stage and those that are in this stage require evaluation to determine the program's future. Programs that are experiencing steady decline in participation can either be modified to boost participation or retired to make room for programs that better meet resident needs.

FIGURE 3.30: PROGRAM LIFECYCLE DISTRIBUTION COMPARISON



ASSESSMENT FINDINGS

The recreational programming assessment divided the programs included in the review into two categories based on the recreational programming interests that they fulfill – Sports & Athletics and Fitness & Special Interest Classes. Programs categorized as sports and athletics have a fair number of programs experiencing growth with the Adult Basketball League offered by the city and the Adult Pickleball League offered by a third-party organization seeing significant increase in participation in recent years. The distribution of programs in the ‘mature’ stage is close to the recommended distribution. These programs either experienced slow participation increase or minimal decline in recent years and should be monitored for changes. In recent years, there have not been any programs introduced in the fitness and special interest classes category, but the majority of existing programs are growing, particularly youth and adult dance classes offered by the city. Programs in the ‘mature’ stage are mostly offered by the YMCA and see steady participation without notable increase between years. YMCA Group Exercise Classes is the sole program in the ‘decline’ phase. While few programs should be in a stage of decline it is understood that recreational interest and trend as always in flux and should be part of the review when determining modifying or retiring programs. Additionally, communities across the nation have seen fluctuation in participation rates as more predictable annual participation begins to normalize in the years following the pandemic.

FIGURE 3.31: RECREATIONAL PROGRAM LIFECYCLE ASSESSMENT

Sports & Athletics				
Stage	Programs	Number of Programs	Wichita Falls Distribution	Recommended Distribution
Introduction	Adult Pickleball League	1	9%	20%
Growth	WFAA Adult Volleyball League, WFAA Adult Basketball League, Fall Town Courts Adult Tennis, YMCA Baseball League, B&GC Basketball League	5	46%	40%
Mature	WFAA Adult Softball League, GWFSA Youth Soccer League	3	27%	30%
Decline	YMCA Youth Volleyball League, G&BC Youth Football League	2	18%	10%
Fitness & Special Interest Classes				
Stage	Programs	Number of Programs	Wichita Falls Distribution	Recommended Distribution
Introduction	N/A	0	0%	20%
Growth ¹	Youth Dance Classes, Adult Dance Classes, Martial Arts Classes, Aerobics Classes, Outdoor Concert Series	5	56%	40%
Mature	Art Classes, YMCA Silver Sneakers, YMCA Bootcamp Classes	3	33%	30%
Decline	YMCA Group Exercise Classes	1	11%	10%

1. All Fitness & Special Interest Class in the Growth category are managed by the City

WFAA – Wichita Falls Amateur Athletics, run by city Recreation Department

B&GC – Boys and Girls Club

GWFSA – Greater Wichita Falls Soccer Association

INDOOR RECREATION & AQUATICS ASSESSMENT

GENERAL ASSESSMENT

The Wichita Falls Parks & Recreation facilities assessed in this report include the Wichita Falls Recreation Center and 50 Plus Zone located on the second floor of the Wichita Falls Public Library Building and the Lucy Park Outdoor Pool.

On January 23, 2024, two members of BRS visited the facilities to assess their existing physical condition. A visual observation of each facility was conducted via on-site walk-through and interviews with key staff members with knowledge about operations, conditions and any recent modifications, and ongoing maintenance of each center. In addition, a facility matrix was provided to the city to provide additional details related to non-visible systems improvements that were not available or obtained through the on-site observations and interviews.

While this is not an exhaustive review of each facility, the intended goal is to provide a broad overview of observations and opportunities for improvement in terms of conditions and current programming to help guide prioritization and decision-making for improvements by the City. While these two City-owned facilities were assessed for this report, the BRS team, accompanied by City of Wichita Falls staff, also toured local YMCAs to better understand the breadth of indoor recreation currently offered within the City of Wichita Falls. Observations and assessments of these privately-owned facilities are not included in the scope of this report except to assist with the future planning of any indoor recreation facilities to fill any potential gaps in service.

RECREATION CENTER AND 50 PLUS ZONE

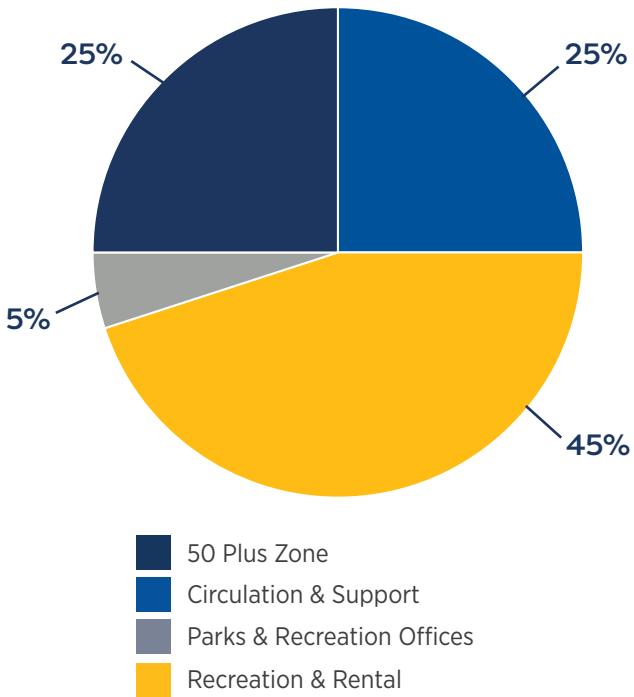
OVERVIEW

Access to the space is provided through a common south entry lobby with a staircase and elevators to access the second floor. The second floor is split with approximately 25 percent of the area dedicated to 50 Plus Zone, 45 percent dedicated to Recreation and Rental spaces, 5 percent to Parks and Recreation offices, and 25 percent to circulation and support spaces.

Recreation opportunities are limited to classes such as martial arts, dance, arts and crafts with many of the rooms serving multiple purposes.

The structure is a two-story brick building. According to the dedication plaque on the main floor of the Public Library, the building was opened in 1998. Based on the current wear and finish materials, it is assumed that the Recreation Department opened around the same time.

FIGURE 3.32: SECOND FLOOR SPACE BREAKDOWN



Despite meeting the current needs of the 50 Plus community and being well-used and appreciated, the finishes throughout the Recreation Center and 50 Plus Zone are showing significant wear due to age and normal use. Reinvestment is needed to continue attracting patrons and effectively serving the community's needs.

BUILDING ENVELOPE

The Recreation Center and 50 Plus Zone is in a large, shared facility and as such, an in-depth review of the full building envelope has not been included in the scope of this facility assessment. A visual assessment of the key envelope components was observed and is summarized below:

- It appears the building is comprised of a brick veneer wall system with upper sections clad with a stucco/plaster system; based on the approximate age of the facility, the cladding systems are likely provided with a steel frame/stud backup structure.
- It is unknown what type of weatherproofing membrane is used behind the cladding systems and what type or value of thermal insulation is provided for the exterior wall systems.
- The glazing systems appear to be a combination of aluminum storefront and curtain wall framing systems with insulated double-glazed units.
- Through visual observation of aerial imagery, the building's roof appears to be a low slope membrane roof system with a perimeter parapet/mansard roof and the entry canopies covered with asphalt composite shingles.

- No visual signs of building envelope failure were observed in the internal recreation spaces toured.
- The exterior of the building should be periodically assessed and cleaned with the appropriate means when staining or grime build-up is visible; this will help preserve the exterior finish from premature degradation. All exterior sealants that show signs of separation and or degradation should be replaced to mitigate risks of water ingress and early envelope failure.

SITE

The site around the building appears to be well-maintained and clean. Parking is provided on the south and east sides of the building in an asphalt-paved parking lot. Soft landscaping is provided in isolated conditions around the building with parking areas appearing well-maintained. Minor surface wear, cracking, and settlement/heaving were observed on the sidewalks, entry conditions, and drive aisles around the building and should be replaced or sealed appropriately to prevent further degradation.

ACCESSIBILITY

An in-depth accessibility assessment of the facility is not within the scope of this report; it is recommended that the City undertake a separate accessibility assessment to confirm compliance with the Texas Accessibility Standards (TAS) if one has not been completed recently. As accessibility regulations evolve over time, it is advised that the City monitor any changes to the local/state accessibility requirements and allocate some capital improvement funds for these future accessibility improvements.

BUILDING SYSTEMS

This report did not assess the building's Heating, Ventilation, and Air Conditioning (HVAC) System. It is recommended that a professional mechanical engineer assesses the HVAC system, and a reserve study is conducted to accurately forecast future expenditures and ensure adequate capital improvement cost allocation for all future improvements/replacements to the HVAC system.

Most light fixtures around the Recreation Center and 50 Plus Zone are 2x4 troffer fixtures with T8 fluorescent bulbs. Though relatively inexpensive, frequent maintenance cycles, a limited color temperature range, potential energy savings and potential tax incentives are reasons to consider upgrading fixtures to modern LED technology. It is recommended that a licensed professional electrical engineer assesses the full lighting systems. Conducting a reserve study will help accurately forecast future expenditures and ensure adequate capital improvement cost allocation for any such lighting upgrade.

INTERIOR FINISHES & FIXTURES

In general, the finishes appear to be original, and exhibit wear consistent with facilities of similar age; due to the age of the facility, many of the finishes may be reaching the end of their life span. Minor damage to walls and ceiling tiles was observed, with isolated ceiling conditions exhibiting water staining and smudging around ceiling HVAC diffusers. Smudging can be a result of many factors. However, it is thought that controlling dirt/air contaminants through more frequent housekeeping will prevent further degradation of the ceiling conditions around the HVAC diffusers.

Flooring throughout the facility is a mix of vinyl composite tile (VCT), luxury vinyl planks, broadloom carpet, porcelain tile (in the restrooms), and sprung wood flooring (in the dance studios). Isolated flooring conditions exhibit areas of degradation and will require repair or replacement in the short term. The mix of flooring conditions is likely a result of highly used areas of the facility degrading faster than less used areas. However, the mix of products can make it difficult to maintain and/or keep the products on-site for repair or replacement when needed, as might normally be the case, and provides an inconsistent user experience for patrons of the building.

Millwork thought the facility appeared to be original and exhibited wear consistent with facilities of similar age. A general lack of built-in storage solutions or spaces appears to be an issue, with many rooms having temporary tables, cases, shelving, and screens to meet the demands of programs. The result of this is rooms that use programmable space for storage. Further analysis of the storage requirements of the spaces and recommendations for improvement should be considered in the future.

The three unique types of spaces have differing Furniture, Fixture & Equipment (FF&E) requirements. Many of the spaces appear to have FF&E of various ages, makes, and models, which can make it challenging to maintain and plan for replacement when needed; however, no specific comments were made by staff regarding the need for replacement or any significant deficiencies with the FF&E.

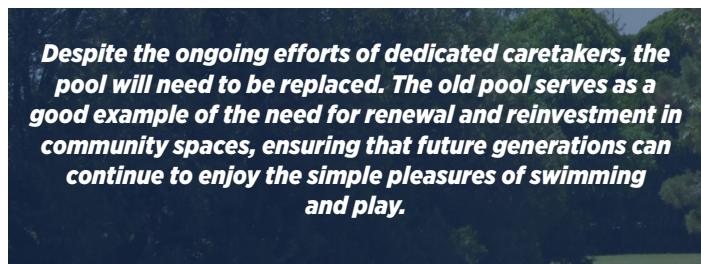


Fitness equipment in the 50 Plus Zone.

LUCY PARK OUTDOOR SWIMMING POOL

OVERVIEW

The Lucy Park Outdoor Pool is a 50-year-old outdoor leisure pool located in the 178-acre Lucy Park situated on the west side of the City of Wichita Falls. The park and pool are highly utilized and very popular among Wichita Falls residents and is the only aquatics facility currently owned and operated by the city. The pool and pool grounds are fully fenced, with access being provided on the west side of the pool through a gate at the lifeguard office/bathhouse control point.



Despite the ongoing efforts of dedicated caretakers, the pool will need to be replaced. The old pool serves as a good example of the need for renewal and reinvestment in community spaces, ensuring that future generations can continue to enjoy the simple pleasures of swimming and play.

PROGRAMMING

Lucy Park Pool is a seasonal public pool and hub of activity and relaxation for Wichita Falls residents. Open swim sessions for residents of all ages to splash, swim and cool off provide a welcome respite from the West Texas heat. To build confidence and skills in the water, learn-to-swim lessons offer expert instruction tailored to beginners of all ages, ensuring that everyone can enjoy the pool safely. Additionally, Lucy Park Pool is the only public pool offering a venue for memorable gatherings and celebrations. Party rentals are available for families and community gatherings.

Once a vibrant centerpiece of community activity, Lucy Park Pool now shows significant wear and tear from years of use. The once gleaming surfaces are now weathered and worn, bearing the scars of years of use. The equipment, which was once state-of-the-art, is now outdated and struggles to keep up with the demands of modern aquatics. The pool, which has been a valued source of recreation for generations, has experienced a decline in its condition over time.



Lucy Park Pool during the summer months. (Source: City of Wichita Falls)

POOL AND POOL DECK

The pool has a surface area of approximately 5,000 square feet and varies in depth from 3'-0" in the shallow end to 12'-0" in the deep end. The pool has a double flume single water slide structure that terminates at the pool's deep end. The deck surrounding the pool is slab-on-grade broom-finished concrete; there is also a landscaped grassy area on the pool's north side with a large shade tree and a series of picnic tables. The pool mechanical equipment is located on the pool's north side in a small CMU enclosure/shed and under an open-air steel structure with a metal roof covering.

Staff expressed concern over the future lifespan of the pool due to its age and wear. Further investigation by a professional in aquatics structures and systems should be completed to better understand the true anticipated lifespan of the pool and its mechanical systems and to provide an accurate assessment of any capital improvements needed to maintain the pool into the future.

Visual observation of the pool and pool deck indicates the pool will require ongoing preventative maintenance to prevent further degradation; minor cracking in the pool deck and degradation of the pool deck sealants were observed. Minor rust staining was seen on the poolside walls, indicating corroding metal pool components.



Leisure swim and swim lessons are important programming at Lucy Park Pool. (Source: City of Wichita Falls)

BUILDING ENCLOSURE (LIFEGUARD & BATH HOUSE)

It is understood that the lifeguard office/bathhouse is a seasonal building, is an open-air structure, and is unconditioned. The structure is a single-story building comprised of concrete masonry unit (CMU) walls with a metal roof system with an area of approximately 1,000 square feet. The facility operates seasonally from the end of May to the beginning of August. The building interior was not open at the time of the tour, so an assessment of its internal conditions could not be completed. It is anticipated that the interior is in alignment with the condition of the exterior, which is constructed of durable, utilitarian materials meant to withstand wet public usage.

An in-depth review of the building envelope has not been included in the scope for this facility assessment; a visual assessment of the key enclosure components was observed and is summarized below:

- The building comprises a painted Concrete Masonry Unit (CMU) walls system; based on the approximate age of the facility and its use, the CMU likely forms the load-bearing structure for the roof. The roof of the building is a pre-finished profiled metal sheet system, which appears to be relatively new and is in good condition.
- No visual signs of building enclosure/structural degradation were observed on the exterior of the building. The building should be periodically assessed and cleaned appropriately when staining or build-up is visible to prevent premature finish failure.



Lucy Park Pool infrastructure.

SITE

The park around the building appears to be well-maintained and clean. An asphalt-paved parking lot east of the pool is accessed off Williams Memorial Drive. Concrete sidewalks leading up to the pool provide pedestrian and service access to the check-in counter/control point and the pool's mechanical equipment. Minor degradation to asphalt pavement surfaces and minor cracking to the sidewalk leading into the pool were observed. The parking facilities for the pool do not currently provide accessible parking stalls and/or signage. Visual assessment beyond the immediate pool parking facilities, sidewalks, and surrounding softscapes are not part of the scope of this report.

ACCESSIBILITY

An in-depth accessibility assessment of the facility is not within the scope of this report. It is recommended that the city undertake a separate accessibility assessment to confirm compliance with the Texas Accessibility Standards (TAS) if one has not been completed recently. As accessibility regulations evolve over time, it is advised that the city monitor any changes to the local/state accessibility requirements and allocate some capital improvement funds for these future accessibility improvements.

FACILITY SYSTEMS

At the time of the assessment, the facility was closed for the season; it is understood that the facility is a seasonal facility with no HVAC systems. The restrooms have a domestic hot water (DHW) system. However, this was not observed at the time of the assessment. It is recommended that a professional mechanical engineer assesses the DHW system, and a reserve study is conducted to accurately forecast future expenditures and ensure adequate capital improvement cost allocation for all future improvements/replacements to the domestic water heating system.

The lighting system of the lifeguard/bathhouse and the general site are not observed due to the facility being closed for the season. It is recommended that a professional electrical engineer assess the full lighting systems and conduct a reserve study to accurately forecast future expenditures and ensure adequate capital improvement cost allocation for any upgrade/replacement of lighting.

The pool filtration and sanitation systems were not observed at the time of the assessment. It is recommended that a professional aquatics consultant/engineer assess the full pool systems and conduct a reserve study to accurately forecast future expenditures and ensure adequate capital improvement cost allocation for any upgrade/replacement of pool systems.

OTHER FACILITY FINDINGS

THE BOYS AND GIRLS CLUB

The Boys and Girls Club of Wichita Falls is a non-profit, membership-based agency whose purpose is to serve the youth of Wichita Falls.

Wichita Falls is fortunate to have the Boys and Girls Club whose mission is:

“To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.”

And who's vision is to:

“Provide a world-class Club Experience that assures success is within reach of every young person who enters our doors, with all members on track to graduate from high school with a plan for the future, demonstrating good character and citizenship, and living a healthy lifestyle.”

The Boys and Girls Club of Wichita Falls goes a step further than the National Boys and Girls Club with the following philosophy:

“The belief we should be more than just a place for kids to be safe. We provide a fun and educational environment for children.”

The Boys and Girls Club of Wichita Falls provides clubs for disadvantaged youth to have access to programs consisting of six categories:

1. Character & Leadership
2. Education & Career
3. Health & Life Skills
4. The Arts
5. Sports & Fitness
6. Special Initiatives

Four club locations, Central Club, Northwest Club, Southwest Club, and Southeast Club, provide destinations for Wichita Falls youth. Additionally, a new club will soon be built to service the community in the lowest-income area.

All clubs have the goal not to take the place of a child's normal education, but rather to enhance that education. When possible, provide homework assistance for members. Members have the choice of the programs and services as follows:

- › Computer Lab (10 Internet-Accessible Computers)
- › Learning Center
- › Computer Classes
- › Library of Textbooks for Homework and Entertainment
- › Traditional Games (Pool, Foosball, Carpet Bowling, and Board Games)
- › Gymnasium (Basketball, Gym Fitness)

Central Club has a large heated indoor swimming pool, and Camp Graham Ball offers fishing, archery, swimming, paddle boats, and hay rides.

YMCA OF WICHITA FALLS

Findings for the YMCA of Wichita Falls found a membership-based agency that is the largest provider of indoor recreation with a multi-generational approach to recreation and wellness, whose mission is:

“To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.”

Programs and services offered at six locations throughout Wichita Falls as follows:

- › Youth Sports
- › Adult Sports
- › E-Sports
- › Gymnastics
- › Aquatics
- › Health and Wellness
- › Childcare
- › Camps
- › Seniors
- › Cause & Community
- › Youth & Family Programs.

At its core, the YMCA has a long history of providing recreation and wellness services in Wichita Falls. It is a fiscally strong organization that is likely to continue well into the future.

OPERATIONS & MAINTENANCE ASSESSMENT

Addressing inefficiencies and operational shortcomings within the parks and recreation system is necessary to determine where improvements will be most effective. This section reviews staffing levels, budget needs, and national benchmarks to inform maintenance and operational changes that will contribute to high-quality park and recreation amenities and facilities.

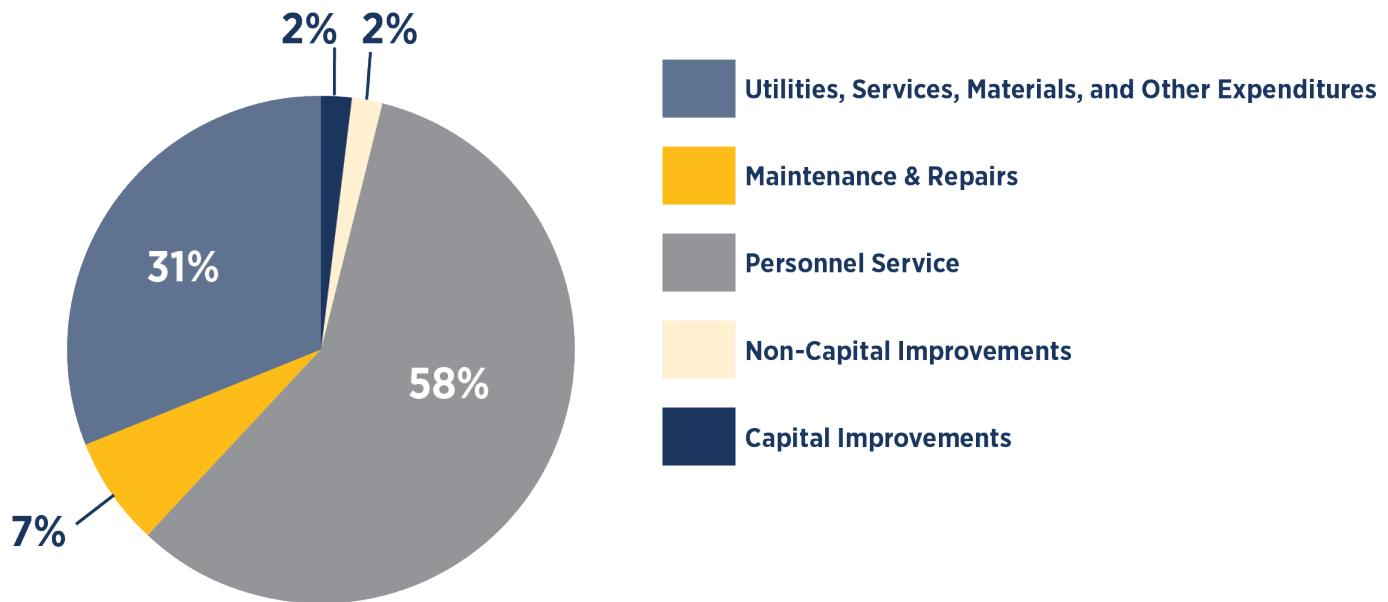
STAFFING AND BUDGET

The current staff capacity and allocated budget towards the Recreation and Park Maintenance Departments were reviewed to determine if current resources align with national metrics set for communities of similar size to Wichita Falls.

Looking at the current staff capacity, the Recreation and Parks Maintenance Departments collectively employ 77 full-time equivalent (FTE) staff members; however, the employees responsible for maintenance include 44 FTE's for park maintenance needs and five FTE's for recreation maintenance needs.

Figure 3.33, Breakdown of 2024-2025 Adopted Budget for Parks & Recreation Departments breaks down the combined Recreation and Parks Maintenance Departments budget of \$6,903,573. Maintenance and repair needs account for seven percent of the overall budget. Four percent is allocated for capital and non-capital improvement projects. The remaining budget is allocated towards needs and services outside of maintenance.

FIGURE 3.33: BREAKDOWN OF 2024-2025 ADOPTED BUDGET FOR PARKS & RECREATION DEPARTMENTS



The NRPA Agency Performance Review was used as a comparison tool for assessing operational practices in Wichita Falls. The results of this operations assessment using national metrics are summarized in **Figure 3.34, Operations Metrics Assessment** and indicated that Wichita Falls is allocated less funding and fewer FTE staff members than peer communities. It should be noted that in the jurisdiction population category that NRPA uses to organize community metrics, Wichita Falls is towards the smaller side of the population range.

FIGURE 3.34: OPERATION METRICS ASSESSMENT		
Metric	Wichita Falls Parks Department ¹	NRPA Performance Review ²
Full-Time Equivalent Staff	56.94 FTE (Park Maintenance Dept.) 20.53 (Recreation Dept.)	120 FTE
Operating Budget	\$5,206,519 (Park Maintenance Dept.) 1,697,054 (Recreation Dept.)	\$13,552,112
Budget per Capita	\$50.89 (Park Maintenance Dept.) \$16.58 (Recreation Dept.)	\$87.10
Budget per Acre	\$5,011.09	\$8,002
Five-Year Capital Budget Spending	\$27,704,373 (Parks and Library Projects)	\$24,284,312

1. City of Wichita Falls 2024-2025 Adopted Budget

2. Using median for jurisdictions with populations between 100,000 and 250,000 (NRPA Agency Performance Review 2024).

Figure 3.35, Benchmark Community Comparison summarizes comparable metrics across communities that fall within the same NRPA jurisdiction population range, maintain similar park acreage, and/or are geographically similar. Compared to peer communities Wichita Falls allocates a moderate park maintenance budget and employs an average number of maintenance employees. However, when looking at a combined parks and recreation budget Wichita Falls is notably lower.

FIGURE 3.35: BENCHMARK COMMUNITY COMPARISON										
	Population ¹	Maintained Acres	Maintained Acres per Capita ²	Budget ³	Cost per Capita	Budget per Acre	Park Maint. FTE's	Maintained Acre per FTE	Parks & Rec. Service Budget	Parks & Rec. FTE's
Wichita Falls, TX	102,316	1,039	10.15	\$5,206,519	\$50.89	\$5,011.09	44	23.61	\$6,903,573	77
Abilene, TX	125,182	1,002	8.01	\$3,445,294	\$27.52	\$3,437.66	53	18.91	\$10,480,582	88
Amarillo, TX	200,393	2,400	11.98	\$8,163,299	\$40.74	\$3,401.37	44	54.55	\$12,997,494	78
Lawton, OK	90,381	797	8.82	\$3,839,801	\$42.48	\$4,817.82	20	39.85	\$8,969,539	57

1. U.S. Decennial Census, 2020, Table P1.

2. Represents number of acres per 1,000 residents.

3. Represents budget dedicated to parks maintenance.



PARK CLASSIFICATION MAINTENANCE MODES

Providing a high-quality park space is strongly tied to having efficient maintenance practices that ensure that facilities and amenities are regularly and appropriately maintained. Adoption of a formal maintenance plan is a best practice recommendation, but in the interim defining maintenance modes for park spaces can be employed.

The required level of maintenance necessary to maintain park space varies among parks of different sizes and uses they support. For example, large parks that offer active recreation amenities such as sports fields will require not only more frequent but potentially specialized maintenance needs compared to smaller parks with fewer amenities. For Wichita Falls, three maintenance modes can be applied to existing parks to guide how maintenance needs are addressed and inform allocation of resources.

MAINTENANCE MODE - LEVEL 1

This maintenance mode is applied to the parks that require the highest level of maintenance due to their size and the types of amenities offered. Typically, regional and community parks fall into this category.



The Sports Complex is an example of a park that requires Level 1 maintenance to maintain the athletic fields.

MAINTENANCE MODE - LEVEL 2

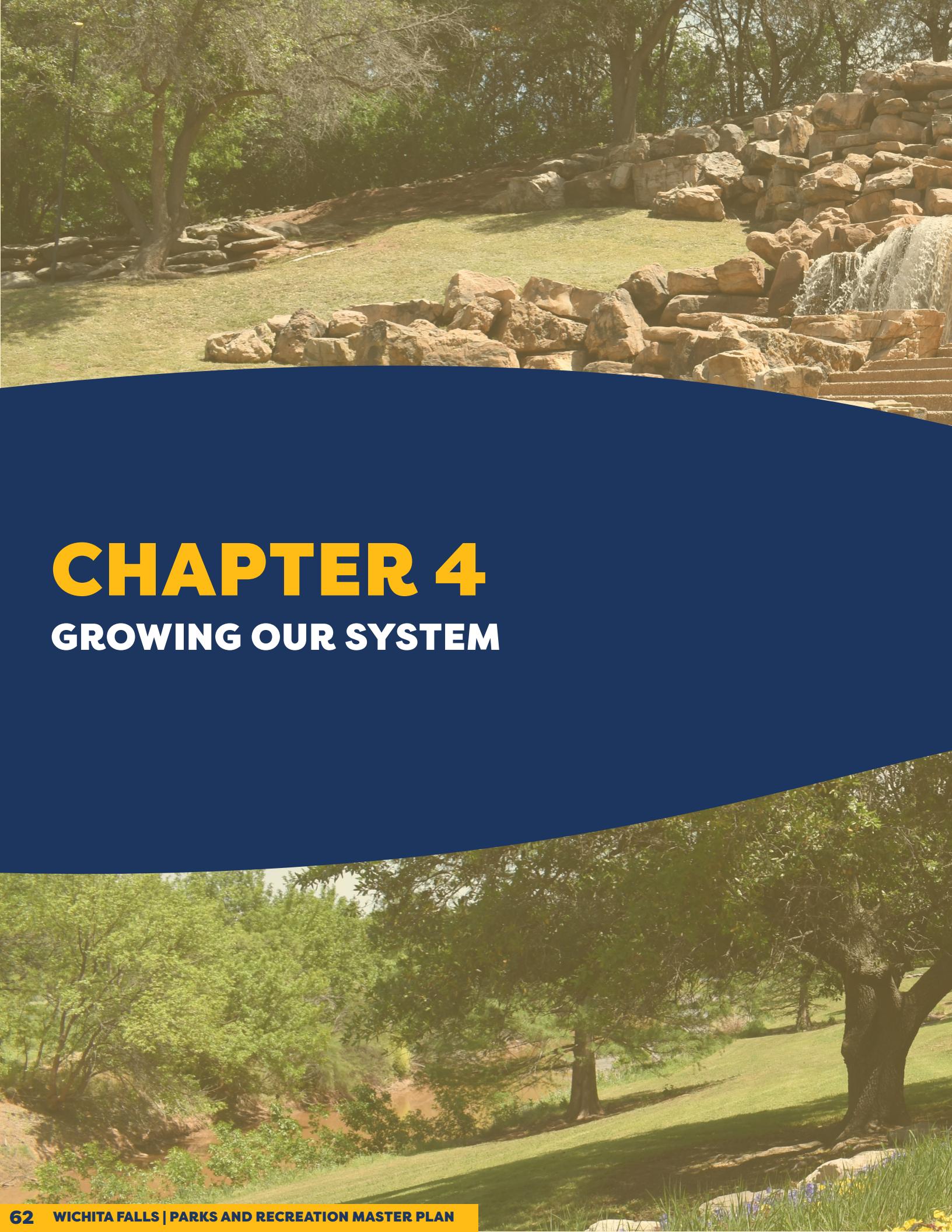
This maintenance mode is applied to parks requiring a moderate level of maintenance, as they host amenities that are well-used by park visitors but may also have areas that are undeveloped. Typically, neighborhood and community parks fall into this category.



Lamar Park is an example of a park that requires Level 2 maintenance with typical neighborhood park amenities.



Conoco Park is an undeveloped park that currently requires Level 3 maintenance due to lack of formal amenities.



CHAPTER 4

GROWING OUR SYSTEM



CONTENT

- › **IMPLEMENTATION PROGRAM STRUCTURE**
- › **PARKS & RECREATION RECOMMENDATIONS**
- › **INDIVIDUAL PARK RECOMMENDATIONS**
- › **SYSTEMWIDE OPPORTUNITIES**
- › **PLAN ADMINISTRATION & UPDATES**

IMPLEMENTATION PROGRAM STRUCTURE

PLAN RECOMMENDATIONS

This master plan includes recommendations that are categorized according to the five guiding principles established for the Wichita Falls Parks and Recreation System. These recommendations have been informed by the public and stakeholder feedback received during the vision portion of plan development, the results of the various needs assessments conducted and ability to serve resident needs today and in the future.

The following pages provide greater detail about the individual recommendations and the actions necessary to achieve implementation. An implementation program has been developed to realize each recommendation and serve as a tool for the City to track progress over time. The program includes guidance for the type of action required, timing of implementation, the agency responsible for implementation, potential partners, and identification of high priority items. Implementation tables outlining action type, timeframe, and implementation partners are included for each guiding principle.

ACTION TYPE

The type of action guides the city in how to initiate implementation of the recommendation and informs who will be the implementing agency. A recommendation may require a combination of action types to achieve implementation. Action types include:

Investment – New or adjusted capital or operational expenditures

Operation – Requires a new or modified program or staffing arrangement

Partnership – Formal agreement of informal pursuit of shared goals with external entities

Policy – Requires a new or modified process or policy

Regulation – Requires Council approved modification to City ordinance

Study – Requires further analysis or investigation to determine most appropriate solution

TIMEFRAME

A proposed timeframe for initiating each recommendation has been identified. As not all recommendations can be implemented at once, established timeframes will provide the City guidance to plan for implementation over time and track progress.

Short-Term – Represents the recommendations that should be initiated in the next 1-3 years following adoption. These strategies have been determined to be feasible for implementation in the near term.

Mid-Term – Represents the strategies that should be initiated in the next 4-6 years following plan adoption. These strategies require more complex planning and budgeting decisions.

Long-Term – Represents the strategies that should be initiated in the next 7-10 years following adoption. These items support long-term visionary items and require significant planning and funding resources.

Ongoing – Represents recommendations that do not have a specific timeframe and should be implemented over time or should be continually implemented on an established schedule.

IMPLEMENTATION PARTNERS

Many recommendations have one or more potential partners identified. The support of the implementation partners is necessary for successful implementation of the recommendations. The partners that have been identified include an array of city departments and public and private entities.

HIGH PRIORITY RECOMMENDATIONS

Recommendations identified as a high priority represent those that should be prioritized by the implementing agency when reviewing upcoming budgets, pursuing funding opportunities, and determining near-term feasibility for implementation. Prioritization was determined based on feedback received from the public and stakeholders and the findings of various needs assessments.

RELATED ACTIONS

There are several recommendations in the implementation plan that are directly or indirectly related to one another. Related actions may provide support, identify and/or generate new resources, or build upon the outcomes of another action. Being informed about interrelated actions will help the City appropriately plan for implementation sequencing. Where necessary the related action(s) has been identified in the implementation plan.

PARKS & RECREATION RECOMMENDATIONS



ENHANCE AMENITIES AND FACILITIES

These recommendations outline the process for improvements to existing amenities and facilities. The recommendations guide cost-effective planning and identify ways to make smaller investments in the existing system that will make large improvements to the overall quality of the parks and recreation experience. **Figure 4.1, Enhance Amenities and Facilities Implementation Program**, found on pages 71-72, provides a summary of the implementation parameters for each recommendation under this guiding principle.

RECOMMENDATION 1.1

Invest in security features within parks and along trails to deter illegal activity and create a stronger sense of safety for visitors.

Providing safe parks and trails is a sure way to increase utilization of these community facilities. Investing in security features will create a sense of safety for users and deter illicit activities. Security features, such as surveillance cameras, can deter illegal activity and provide officials with evidence in the event of a crime. Cameras should be placed in visible places and be accompanied by signage notifying that the area is under surveillance. Adequate lighting acts as both a deterrent and a mechanism to increase sense of safety and reduce accidents. Regular patrolling from local law enforcement can reassure park and trail users and discourage illegal activities when it is known the area is actively monitored.

RECOMMENDATION 1.3

Continue efforts to complete the remaining segments of the Circle Trail to provide increased access for trail users.

There are two key connector trails that would fill in the remaining gaps in the Circle Trail 24-mile network. One segment is to the west of Lake Wichita Park and the other is along the western boundary of Lucy Park along the Wichita River. Completing these final segments of the trail will provide additional access points, increase overall accessibility, and increase safety for trail users seeking to utilize the trail continuously. The City should continue pursuing grant funding opportunities for the completion of the Circle Trail as well as for future trail development efforts.

RECOMMENDATION 1.2

Establish an emergency marker program along the Circle Trail to increase user safety and enhance emergency responsiveness.

Emergency markers provide trail users with location information that can be given to first responders in the event of an emergency. These markers allow trail users to quickly and accurately report their location along the trail and reduce response times. Emergency markers also help trail users better navigate the trail network, as trails often lack consistent, identifiable landmarks. These markers can also be used by staff to pinpoint locations that require maintenance according to proximity to the marker.

RECOMMENDATION 1.4

Create lifecycle replacement schedules for playground equipment in parks to identify and track timeframes for replacing outdated structures.

Creating and implementing lifecycle replacement schedules for playground equipment is key to improving longevity and maintaining the safety and functionality of park amenities. These schedules proactively identify and track timeframes for replacing structures that may otherwise be unusable or unsafe. Proactively managing the replacement process allows the City to preemptively allocate funding during the budgeting process. These schedules also reduce overall maintenance costs and encourage consistent quality of recreation equipment. Continuously improving playground equipment keeps facilities in line with current safety standards and evolving community needs.

RECOMMENDATION 1.5

Update the Park Minimum Standard Amenities Table to accurately reflect the appropriate recreation activities for each park classification.

RECOMMENDATION 1.7

Integrate weather resistant shade structures covering playgrounds and affiliated seating areas to provide protection from the elements for those playing and observing.

The Parks and Recreation Department should work with the Park Board to develop an updated table that better reflects the existing amenities at parks today and set expectations for future development of the parks. Larger parks, such as community and regional parks generally have more land and facilities and therefore often offer more diverse and active amenities. Smaller parks, such as neighborhood and mini parks generally have fewer resources and may have amenities focused on passive uses, such as open play.

RECOMMENDATION 1.6

Establish consistent standards for the design of park signage and update signage under new standards at parks as feasible.

Park signage design standards create a cohesive, universal brand across the parks system that is highly recognizable and identifiable to residents and visitors. Today, there is inconsistent signage used throughout the park system, some parks have upgraded metal signs while other have outdated wooden signs. Park staff should solicit input from the public to shape design standards that reflect the community vision for park branding. Utilizing a consultant to assist in establishing standards can provide a specialized approach to selecting materials, color, font, and layout to promote consistency, readability, and legibility. Design standards should prioritize durable and low-maintenance materials that reduce long-term expenditures. Integration into the maintenance budget may be an effective way to implement the standards while also seeking out grant funding for larger expenditures.



Signage throughout the park system is inconsistent.

Hot summer weather can act as a deterrent to getting children and their families outside to play. Playground equipment and benches can be too hot to touch and prolonged, direct sun exposure can be a health hazard. Installing weather resistant shade structures that cover playground equipment and benches can encourage play during warmer months and provide a more comfortable experience. Benefits include keeping the playground equipment and playground visitors cool, reducing the likelihood of heat exhaustion and sunburns, encouraging longer visits to parks, and lowering the maintenance costs of long-term exposure to weather. It is important that the shade structures be made of weather resistant materials that can withstand prolonged sun exposure, high winds, and potential freezing temperatures during winter months.



The shade structure at Belair Park provides respite from the sun.

RECOMMENDATION 1.8

Continue to seek opportunities to repurpose existing amenities to keep up with emerging trends in parks and recreation.

Emerging trends in parks and recreation provide opportunities for underutilized facilities to be re-imagined to meet evolving community needs and desires in a way that is more cost effective. Repurposing may be low-impact, such as adding weather-resistant shade structures to an existing playground, or high-impact, such as converting an outdated sports field into a multipurpose field that serves a variety of activities. Unused green spaces may be converted into community gardens which would provide an additional amenity for all ages. These efforts address emerging trends, increase safety, and help maximize use of facilities.

RECOMMENDATION 1.9

Explore opportunities to integrate interpretive signage into parks and along trails to provide visitors with ecological, cultural, or historical information about the area.

Interpretive signage enhances visitor experience by providing ecological, historical, and cultural information about the surrounding environment. The city should work with community groups that have interest in the natural environment and arts and culture to help identify appropriate information to be highlighted through the signage. Elements to consider when installing new interpretive signage include durability of materials, timeliness of information included, and use of accessible language for the everyday person to understand. Integrated QR codes on the signs can increase accessibility to all visitors and allows for information to be more quickly and easily updated.



Interpretive signage can be designed to integrate well into natural landscapes.

RECOMMENDATION 1.10

Address maintenance and amenity needs at existing sports fields to provide enhanced spaces for recreational play and league practice.

Addressing maintenance and amenity needs of the City's existing sports fields is an essential part of increasing and maintaining the quality of recreation amenities that support athletic programs. A thorough assessment of current conditions of existing sports fields should be conducted to identify facility repairs, accessibility issues, and opportunities to integrate more modern amenities. Implementing high-quality, durable materials and adopting a regular maintenance schedule can prevent minor issues from becoming costly or disruptive. By fostering well-maintained, versatile sports fields, the city can foster community engagement, encourage active lifestyles, and potentially attract regional tournaments and events, contributing to the local economy.

RECOMMENDATION 1.11

Formalize known fishing locations within parks and along the Circle Trail and explore opportunities for stocked ponds to meet needs of the community.

Fishing was listed as a high-priority amenity that was important to the community in the statistically valid survey conducted for this process. Fishing at locally known spots and participating in events like the Texas Parks and Wildlife Department Fishing Rodeo are important recreation activities for many residents. By designating specific areas for fishing, residents and visitors can enjoy a structured and more accessible fishing experience. Stocking ponds with fish not only boosts the local ecosystem but also attracts recreational fishers of all ages, promotes outdoor activities and fosters a sense of connection with nature. Fishing is a multi-generational and family-friendly activity that supports both mental and physical health and well-being. Implementing these measures will help transform underutilized and little-known spaces into lively recreational spots, fostering a stronger communal bond and enriching the overall park and recreational experience.

RECOMMENDATION 1.12

Create more family-friendly and multi-generational recreation opportunities by implementing a variety of amenities and programs within parks and recreation spaces.

Implementing more multi-generational and family-friendly amenities, facilities, and programs expands access and fosters connection between generations. For many residents being able to participate in programs or visit facilities where the diverse interests of different age groups are met is important quality of life component. Enhancing use of existing facilities, such as utilizing sports fields for a wider diversity of activities, increases utility without incurring large expenditures. The City should identify opportunities to provide more amenities and programs at existing facilities, such as stocking known fishing spots, adding classes for additional age groups, and investing in inclusive play equipment. Smaller improvements, such as introducing new equipment and classes at the Recreation Center and 50 Plus Zone may increase the utility of the existing facility and make it more attractive to a variety of age groups.

RECOMMENDATION 1.13

Identify locations throughout the city that could support community gardens.

Community gardens provide many benefits to a community and create opportunities for seniors, volunteer organizations, and school groups to participate in outdoor activities. Today, the Smith Street Community Garden is the only one of its kind in the city. The City should identify underutilized land to support additional community gardens to increase access to this type of outdoor public space to more residents. These public green spaces can vary in size and create opportunities for residents of all ages to garden, learn about healthy eating, and connect with nature. Community gardens improve local biodiversity, reduce food insecurity, and foster environmental stewardship.



Smith Street Community Garden is the City's only community garden.

RECOMMENDATION 1.14

Address improvements to existing pavilions and picnic shelters and plan for regular maintenance needs of these elements to continue to provide safe and usable park amenities.

The City should assess the conditions of pavilions and picnic shelters in parks today to determine the level of maintenance required, which may ultimately lead to complete renovation for some facilities. Establishing regular maintenance schedules will ensure prompt attention to wear and tear, preventing minor issues from escalating into significant problems. During the improvement process high-quality, durable materials should be used to further reduce long-term maintenance costs and enhance the longevity of these structures. These efforts will not only enhance the usability and appeal of parks but also promote greater community engagement and enjoyment of outdoor spaces.

RECOMMENDATION 1.15

Prioritize safety and amenity enhancements in parks that have not received significant investment in recent years.

There are several parks within the system today that have not received substantial investment through general funding or grants. Many of these parks were included in the Parks Condition Assessment, revealing areas needing significant improvement. Moving forward, these parks should be prioritized for safety and amenity enhancements. Additionally, the city should utilize the individual park recommendations as a starting point for implementing improvements to disinvested parks. The parks included in the conditions assessment may not include all parks that qualify as receiving minimal investment in recent years; therefore, it is important to develop a more comprehensive inventory and identify crucial park needs. The inventory should be a thorough assessment of existing conditions to identify critical safety hazards and high-priority repairs. The assessment should also evaluate equipment and facilities for expected lifespan and anticipated maintenance/replacement. Addressing the most pressing safety concerns first may reduce the likelihood of accidents. Other upgrades should be made to otherwise under-invested parks which will increase the quality and consistency of the overall park system.

RECOMMENDATION 1.16

Identify existing parks that have large undeveloped space as candidates for creating concept plans to inform development of new or additional amenities that would address diverse recreation needs and interests of residents.

Wichita Falls should identify existing parks with significant undeveloped land by conducting a thorough inventory and analysis of current park areas. This process involves assessing the size, location, and current usage of each park to determine which ones have the potential for further development. Once identified, these parks can be prioritized for the creation of concept plans that propose new or expanded amenities tailored to meet the diverse and evolving recreational needs and interests of residents. Concept plans might include features like sports facilities, playgrounds, walking trails, and community gardens. These enhancements aim to maximize the park space to provide new or additional amenities, providing residents with a wide range of recreational options, and creating a vibrant parks and recreation experience.



An example of an indoor soccer facility.



An example of indoor sports court.

RECOMMENDATION 1.17

Conduct a feasibility study for the development of a new indoor recreation facility that identifies the right size facility, multi-use program, magnitude of costs, and projected schedule to serve the indoor recreation and programming needs of residents.

Based on the engagement and needs assessment conducted as part of this master plan, it was determined that there is a need and demand for a stand-alone municipal recreation center in Wichita Falls. The first step to achieving this is to conduct a feasibility study to assess the viability of constructing a new recreation center. The feasibility study will make recommendations to establish the best fit for the community relating to the best possible site location, the governance of such a facility, operations by experts in the field of parks and recreation, and consider the citizen's needs to "right size" the facility by focusing on four key elements:

- › **Program:** Defines the project's scope, objectives, and deliverables to ensure alignment with strategic goals and community needs.
- › **Total Project Budget:** Breaks down all financial requirements, including capital costs and contingencies, to ensure financial adequacy.
- › **Project Schedule:** Outlines the timeline with key milestones and deadlines to ensure the project can be completed on time and identifies potential delays.
- › **Proforma:** Provides financial operational projections, including revenue forecasts and cost estimates, to evaluate the project's revenue potential and return on investment.

These elements collectively help determine whether the project is practical, financially sound, and timely and help define the community's wants and needs through engagement and participation. It is recommended that such a feasibility study be conducted within the three-to-five-year time horizon to adequately plan for it and build the best team possible relative to other priorities within the Master Plan.

Conducting a feasibility study of this scope and magnitude demands engaging a team of national professionals with expertise specific to community-based sports and recreation. It is important that the team put in place possesses knowledge of current indoor recreation standards and future trends to offer a relevant and forward-thinking vision for the future of indoor recreation in the City of Wichita Falls.

RECOMMENDATION 1.18

Conduct a feasibility study for the development of a new aquatic facility that identifies the right size aquatic outdoor facility, magnitude of costs, and projected schedule to provide a modernized aquatic facility to replace Lucy Park Pool and serve the needs of residents.

RECOMMENDATION 1.19

Prioritize smaller improvements, such as hiring a local interior designer to replace the furniture, fixtures, finishes, and equipment throughout the facility to refresh the Recreation Center and 50 Plus Zone.

Based on the facilities assessment conducted as part of this master plan, it was determined that Lucy Park Pool needs to be replaced due to age and expected wear and tear. An aquatic feasibility study should be undertaken to assess the viability of replacing the existing Lucy Park Pool with a new Outdoor Family Lifestyle Pool, a recreational amenity that ranked high for community interest in the plan engagement efforts. The aquatic feasibility study will make recommendations to establish the best fit for the community using a similar process for the recreation center as described in Recommendation 1.17.

Based on the age and condition of the existing pool, it is recommended that such a feasibility study be conducted within the one-to-three-year time horizon. It is meant to replace and mitigate any potential gap in publicly available outdoor aquatics services should the existing pool not be able to maintain service due to cost-prohibitive failure.

Conducting a feasibility study of this scope and magnitude demands engaging a team of national professionals with expertise specific to outdoor aquatics design. It is important that the team put in place has knowledge of current outdoor aquatics design and future trends to offer the City of Wichita Falls a solution that meets the current and future needs of all residents and continues the legacy of Lucy Park Pool by providing a destination for the community to gather and enjoy.



An example of a neighborhood-scale aquatic facility.

The existing 50 Plus Zone shows signs of wear consistent with a facility of a similar age. Due to the current age and condition, it is recommended that the facility be provided with light renovations as well as repairing and replacing furniture, fixtures, and equipment. This initiative includes a fresh approach to interior design, which will unify the center's aesthetic with a comprehensive brand identity. The upgrades will feature new paint, enhanced lighting, and improved acoustics, creating a more cohesive and inviting environment. This investment is aimed at significantly enhancing the center's appearance, leading to more enjoyable and engaging experiences for its senior patrons.

Though maintenance and replacement of finishes has been ongoing over the center's lifecycle, an approach that is more holistic is recommended to address the continuity in appearance and overall appeal of the facility to a wider spectrum of potential users. It is recommended that this refresh be undertaken in the short term to provide the 50 plus users with a space that meets the needs of the community and offers an environment that is more broadly appealing.

Local or Regional Interior Design professionals with adequate experience in public recreation facilities should be engaged to assist with the recommendations and overall planning of a renovation and/or upgrades. A local or regional construction manager or contractor should be engaged to provide pre-construction estimating and scheduling services to plan and budget the work adequately and accurately.



Small-scale upgrades to the existing 50 Plus Zone can transform the experience of members and increase the quality of programs and amenities.

FIGURE 4.1: ENHANCE AMENITIES & FACILITIES IMPLEMENTATION PROGRAM

Wichita Falls will focus investments on improving existing amenities and facilities to continue to provide quality park and recreation services.					
ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
1.1	Invest in security features within parks and along trails to deter illegal activity and create a stronger sense of safety for visitors.	Investment	Short	Police/Fire Services	
1.2	Establish an emergency marker program along the Circle Trail to increase user safety and enhance emergency responsiveness.	Investment, Operations	Mid	Police/Fire Services	
1.3	Continue efforts to complete the remaining segments of the Circle Trail to provide increased access for trail users.	Investment	Mid	Wichita Falls Metropolitan Planning Organization	
1.4	Create lifecycle replacement schedules for playground equipment in parks to identify and track timeframes for replacing outdated structures.	Operations	Short	N/A	
1.5	Update the Park Minimum Standard Amenities Table to accurately reflect the appropriate recreation activities for each park classification.	Policy	Short	Park Board	
1.6	Establish consistent standards for the design of park signage and update signage under new standards at parks as feasible.	Policy	Mid	Park Board	
1.7	Integrate weather resistant shade structures covering playgrounds and affiliated seating areas to provide protection from the elements for those playing and observing.	Investment	Long	WF Medical Alliance	
1.8	Continue to seek opportunities to repurpose existing amenities to keep up with emerging trends in parks and recreation.	Operations	Ongoing	Park Board	
1.9	Explore opportunities to integrate interpretive signage into parks and along trails to provide visitors with ecological, cultural, or historical information about the area.	Study, Investment	Long	Park Board, Wichita Falls Arts Council	5.7
1.10	Address maintenance and amenity needs at existing sports fields to provide enhanced spaces for recreational play and league practice.	Operations, Investment	Mid	Local Sport Groups, YMCA, Boys and Girls Club	5.3
1.11	Formalize known fishing locations within parks and along the Circle Trail and explore opportunities for stocked ponds to meet needs of the community.	Study, Investment	Long	Texas Parks Wildlife Department	
1.12	Create more family-friendly and multi-generational recreation opportunities by implementing a variety of amenities and programs within parks and recreation spaces.	Policy	Ongoing	Community Partners, Corporate Sponsors	
1.13	Identify locations throughout the city that could support community gardens.	Study, Investment	Long	Retirement Community, School District, Faith-Based Organizations	
1.14	Address improvements to existing pavilions and picnic shelters and plan for regular maintenance needs of these elements to continue to provide safe and usable park amenities.	Investment	Mid	Neighborhood Groups/Associations	

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.

FIGURE 4.1: ENHANCE AMENITIES & FACILITIES IMPLEMENTATION PROGRAM (CONTINUED)

ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
1.15	Prioritize safety and amenity enhancements in parks that have not received significant investment in recent years.	Investment	Ongoing	TPWD, CDBG Program	
1.16	Identify existing parks that have large undeveloped space as candidates for creating concept plans to inform development of new or additional amenities.	Study	Long	Professional Design Firm	4.1
1.17	Conduct a feasibility study for the development of a new indoor recreation facility that identifies the right size facility, multi-use program, magnitude of costs, and projected schedule to serve the indoor recreation and programming needs of residents.	Study	Short	Sheppard AFB, Recreation Consulting Firm	2.11, 2.12
1.18	Conduct a feasibility study for the development of a new aquatic facility that identifies the right size aquatic outdoor facility, magnitude of costs, and projected schedule to provide a modernized aquatic facility to replace Lucy Park Pool and serve the needs of residents.	Study	Short	Sheppard AFB, Recreation Consulting Firm	
1.19	Prioritize smaller improvements, such as hiring a local interior designer to replace the furniture, fixtures, finishes, and equipment throughout the facility to refresh the Recreation Center and 50 Plus Zone.	Investment	Mid	Professional Design Firm	5.7

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.



ACCESSIBLE SYSTEM

These recommendations aim to bridge accessibility gaps in the parks and recreation system and expand overall connectivity. Increasing access for all requires a robust approach to diversifying parks and recreation offerings, raising awareness, and broadening physical access. **Figure 4.2, Accessible System Implementation Program**, found on page 77, provides a summary of the implementation parameters for each recommendation under this guiding principle.

RECOMMENDATION 2.1

Continue to develop the dog parks at Lake Wichita Park and Conoco Park and determine need for a third dog park location to address future needs.

The City has one existing dog park at Lake Wichita Park and has plans for developing a second at Conoco Park. Conoco Park is currently undeveloped parkland in the north central part of the city. Dog parks appeared as a high priority amenity for many residents through the public engagement process and increased accessibility will help meet this community need. Further developing existing dog parks and enhancing their amenities can significantly improve the quality of life for both pets and their owners. Upgraded facilities such as shaded areas, agility equipment, and water stations can make dog parks more functional and enjoyable and increase the amount of time people and their pets spend outside. There is a growing demand for pet-friendly spaces in many communities and monitoring usage can help to determine whether a third dog park will be necessary in the future.

RECOMMENDATION 2.2

Incorporate additional splash pads in different sectors of the city to increase access to this unique park amenity.

There is one splash pad in Wichita Falls today, and it is located in Hamilton Park. Splash pads have become an increasingly popular aquatic amenity, particularly for young families. For cities, these aquatic amenities tend to be less maintenance intensive than large facilities like pools, have less staff needs, and can be implemented more easily in various park spaces. Incorporating additional splash pads throughout the City is a strategy to provide an appealing outdoor amenity for families with children during hot weather months. Interactive water play offers a fun and safe way for kids to stay cool while getting active exercise outdoors, even in the peak of summer. By strategically placing splash pads throughout the city, access to these unique amenities is increased, and fills the need and desire for aquatic facilities that are less burdensome to the city.

RECOMMENDATION 2.3

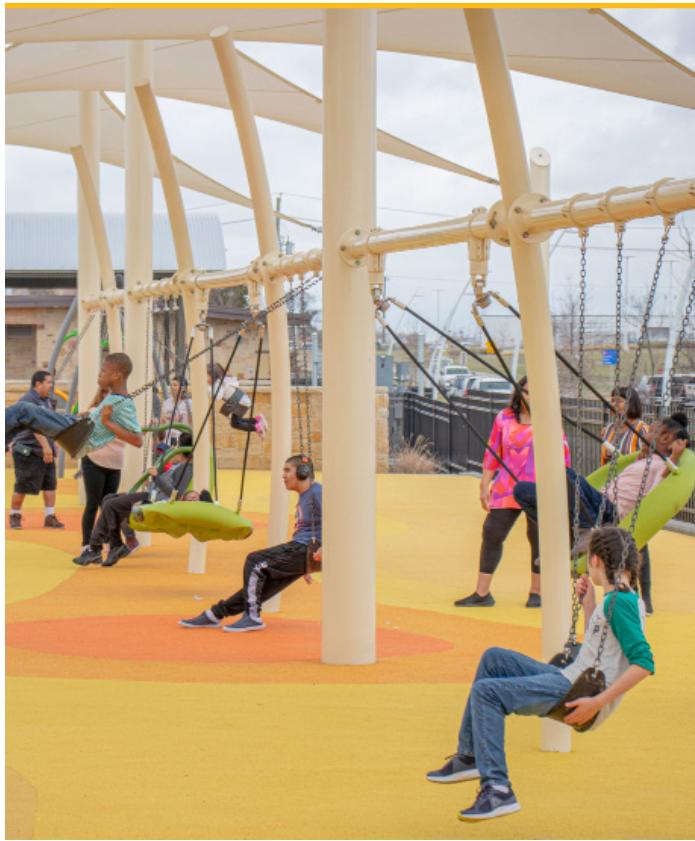
Increase awareness of the City's Park and Recreation system and its offerings by utilizing various outreach methods to share information to keep existing and new residents informed.

Raising awareness of the City's Park and Recreation system and its offerings is key to keeping the public informed and increasing usership. By utilizing various outreach methods to share information, there are greater opportunities for residents and visitors to be informed of existing and future offerings. Awareness can be increased by employing a multifaceted approach that reaches all residents, such as utilizing social media platforms and the City's official website to share updates, events, and programs. Local newspapers, community bulletin boards, and flyers distributed at public places like libraries, community centers, and schools can effectively inform those who prefer print media. Collaborating with local organizations, schools, and businesses to disseminate information and create partnership-driven events can further extend outreach. Additionally, translating materials into multiple languages and offering accessible formats will help make sure that all community members are aware of amenities made available to them.

RECOMMENDATION 2.4

Incorporate all-inclusive play equipment within parks that are distributed throughout the city to provide equitable access to these amenities.

All-inclusive play equipment within parks is essential for fostering an inclusive community where children of all abilities can play together. Kiwanis Park is currently the only public park in the city with inclusive playground equipment, thanks to generous donors. This equipment allows children with physical, sensory, and cognitive disabilities to participate in recreational activities, promoting social connection among peers. Equitably distributing these amenities across the community is important for families, regardless of their location to have access to safe, fun, and developmentally beneficial play environments. The City should invest in this type of play equipment in more parks by pursuing funding opportunities either through grants, or tapping into the philanthropic community to identify sponsorships or partner organizations.



An all-inclusive playground in Grand Prairie, Texas

RECOMMENDATION 2.5

Explore potential future for the city-owned trustee lots as either converting them to mini parks or selling the land.

The City owns parcels of land throughout the community which present a unique opportunity for providing new public open spaces. These lots should be evaluated for their potential to be converted into mini parks, which will provide green spaces that promote outdoor activities and community gatherings in underutilized areas. Alternatively, if certain trustee lots are deemed unsuitable for park development, the City could consider selling these parcels. The revenue generated from these sales could be reinvested into the parks and recreation department, funding improvements and expansions of existing parks and recreational facilities. This dual approach ensures efficient use of land resources while enhancing the City's recreational infrastructure.

RECOMMENDATION 2.6

Establish additional access points to the Circle Trail from surrounding neighborhoods to improve access to the trail and community destinations.

Wichita Falls can enhance access to the Circle Trail by establishing additional entry points from surrounding neighborhoods, creating greater connectivity and accessibility for residents. This would require identifying the highest-priority areas for new access points, considering factors such as physical environment and community needs. Through detailed evaluation and community input, the City should select new access points that are conveniently located and meet the desires of the community. Improving bicycle and pedestrian infrastructure leading to these access points will further bolster connectivity and accessibility. This approach not only encourages more residents to utilize the Circle Trail for recreation and commuting but also promotes a healthier, more active lifestyle and strengthens the community by connecting people to shared public spaces and activities.

RECOMMENDATION 2.7

Conduct a feasibility study for currently identified spur trails connecting surrounding neighborhoods to the Circle Trail.

Trails continue to be an important amenity for residents and the provision of additional trails that connect neighborhoods to the Circle Trail was a frequent request during the public engagement process. Potential trail spur corridors have previously been identified by the Parks and Recreation Department, and a feasibility study should be conducted to evaluate the possibility of constructing these trail segments in the future. Constructing trail spurs will enhance accessibility and provide residents with more convenient and safe routes to the trail which would maximize use of the facilities. As part of the study, trail spurs should be prioritized based on criteria such as, improved connectivity within the city, providing neighborhoods with equitable access to the trail, and environmental impact.

RECOMMENDATION 2.8

Conduct an ADA Transition Plan to identify and prioritize addressing non-compliant park and recreation amenities and facilities.

RECOMMENDATION 2.10

Expand City View Park by purchasing vacant properties as they become available and creating a trail connection to Sunset Park through the existing utility easement.

An ADA Transition Plan will be a city directed initiative for all city facilities and services identify areas that are not compliant with the Americans with Disabilities Act. Wichita Falls will need to conduct an accessibility audit of all city owned facilities including those specific to parks and recreation. This audit should identify current barriers and non-compliant elements, focusing on paths, restrooms, playgrounds, and other key parts of the parks and recreation system. The audit should be used to prioritize issues based on severity which will inform a phased approach to address the most critical areas first. Budget and resources should be allocated toward these efforts and grants should be pursued to support the implementation of necessary changes. Regularly reviewing and updating the ADA Transition Plan will help maintain compliance and ensure continued progress towards a more inclusive and accessible park and recreation system.

RECOMMENDATION 2.9

Increase the percentage of residents that are within a 10-minute walk to a park.

Currently, 51% of residents are within a 10-minute walk to a park or trail access point for the Circle Trail; where the national average is closer to 74%. Increasing this percentage can be achieved through a variety of approaches from developing new parks and enhancing access to existing ones. This effort involves identifying areas that are beyond a 10-minute walkshed and prioritizing the acquisition of land in those areas to create green spaces, as feasible. Additionally, improving connectivity through the construction of access points can make it easier for residents to reach nearby parks as well as trails and other recreation amenities. Consulting with community stakeholders and the public is key to identifying accessibility concerns and opportunities for improvement.

The City has previously acquired land near City View Park as it has become available for purchase. This land is intended to be used to expand the current area of the park and to support a connection to Sunset Terrace Park. This additional park space would connect to a utility easement, which could support a future trail connecting the two park spaces. Expanding City View Park and creating a new trail connection will increase overall connectivity and accessibility to the parks system within the neighborhood. For this to be realized more properties adjacent to City View Park will need to be acquired to solidify the connection through publicly owned land.

RECOMMENDATION 2.11

Continue to buy property near Lake Wichita along Kemp Boulevard to be transformed into future park space.

Community-based Indoor Recreation should provide the greatest opportunity for access and participation to all residents regardless of age, ability, or financial circumstances. The Wichita Falls culture of unwavering commitment to keeping fees for City Services low and accessible to all residents is a driver for a public recreation center. A public owned and operated recreation center would mean inclusion would not be limited, and it is a top priority to ensure that every member of the Wichita Falls community has access to essential services, regardless of their financial circumstances. As recommended to be a part of the Indoor Recreation Feasibility Study (Recommendation 1.17), the development of a building program should seek to define the a future project's scope, objectives, and deliverables to ensure alignment with the City's strategic goals and community needs with this in mind. Through the Indoor Recreation Center Feasibility Study, a project proforma would be performed to assess the organizational philosophy of the City of Wichita Falls related to service fees and pricing strategies and any financial barriers that may be exist for citizens. The Indoor Recreation Center Feasibility Study would seek to improve access to indoor recreation for citizens through strategies that align with the overall cost recovery philosophy of the City of Wichita Falls

RECOMMENDATION 2.12

Investigate and recommend methods that provide accessible indoor recreation to all residents while addressing financial barriers.

Community-based Indoor Recreation should provide the greatest opportunity for access and participation for all residents regardless of age, ability, or financial circumstances. As recommended to be a part of the Indoor Recreation Feasibility Study (Recommendation 1.17), the development of a building program should seek to define the project's scope, objectives, and deliverables to ensure alignment with the City's strategic goals and community needs with this in mind. Through the Feasibility Study, a project proforma should be performed to assess the organizational philosophy of the City of Wichita Falls related to service fees and pricing strategies and any financial barriers that may be present for citizens.

RECOMMENDATION 2.13

Identify and acquire, if necessary, a preferred site for the future indoor recreation facility to be built.

As part of the Indoor Recreation Center Feasibility Study, it is recommended that the project team assembles and prioritizes a list of existing sites available for potential use or available for potential acquisition to construct the recommended Recreation Center if deemed feasible. Site selection should consider both the costs and benefits of the site based on an objective set of characteristics deemed important to the City of Wichita Falls. Site selection should also weigh the importance of these characteristics with the aspirational vision and goals for Indoor Recreation as established in the feasibility study. The following site characteristics should be considered when determining a suitable site. The following site characteristics should be considered when determining a suitable site.

Site Features

- › Site Topography
- › Site Drainage / Location Outside of a Floodplain
- › Site Vegetation
- › Property Configuration
- › Adequate Site Size (5-10 Acres)
- › Visible or Known Geology
- › Views from the site
- › Visibility/Presence
- › Opportunity for Expansion

Accessibility/Usability/Services

- › Vehicular Access
- › Sanitary/Storm Sewer and Water Service

- › Pool Permit Potential

- › Electrical/Telephone/Data Service

- › Natural Gas Service

Anticipated Cost

- › Site Preparation/Development Costs
- › Off-Site Development Costs
- › Land Acquisition Cost
- › Fundraising Ability Based on Site
- › Timing/Phasing or Adjacent Development

Community Planning Issues

- › Community Growth Patterns
- › Proximity to Population
- › Adjacent to Cultural Amenities
- › Pedestrian Access (proximity to users)
- › Public Acceptance of Site
- › Partnership Potential
- › Potential for Revenue Generation
- › Access to Public Transit

RECOMMENDATION 2.14

Construct a new indoor recreation facility to provide greater access to indoor recreation programming.

Recommendations made within the Indoor Recreation Center Feasibility Study will look at how access to indoor recreation programming can be improved for the citizens of Wichita Falls. Though a common barrier to accessing indoor recreation programming is sometimes financial, barriers such as convenience, proximity/location, program availability, and physical barriers also exist. An assessment undertaken with the Indoor Recreation Feasibility Study should include an objective analysis of the access currently provided to indoor recreation for the citizens of Wichita Falls. The result of this analysis should determine common barriers that exist in providing inclusive, high-quality indoor recreation programming that meets the needs of the community. As part of the overall vision of a new Recreation Center, goals around access should be established, and the design and construction of a new Recreation Center should seek to mitigate as many of these barriers as possible through strategic planning.

Strategic planning should be completed early to better understand the barriers and to establish the goals of the city of Wichita Falls. This planning will assist in the selection of a suitable building site to mitigate any locational or physical barriers to access. It will also proactively establish appropriate building programming that addresses any gaps in service and provides the most appropriate indoor recreation spaces for the city of Wichita Falls so that all citizens who want to participate in indoor recreation can do so without undue hardship.

FIGURE 4.2: ACCESSIBLE SYSTEM IMPLEMENTATION PROGRAM

Wichita Falls will increase parks and recreation access for residents by providing accessible amenities, readily available information about the system, and diverse parks and recreation offerings.					
ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
2.1	Continue to develop the dog parks at Lake Wichita Park and Conoco Park and determine need for a third dog park location to address future needs.	Investment, Study	Short	Planning Department	
2.2	Incorporate additional splash pads in different sectors of the city to increase access to this unique park amenity.	Investment	Long	WF Medical Alliance, Private Sponsors	
2.3	Increase awareness of the City's Park and Recreation system and its offerings by utilizing various outreach methods to share information to keep existing and new residents informed.	Operations	Short	Public Information Office	5.2, 5.4, 5.5
2.4	Incorporate all-inclusive play equipment within parks that are distributed throughout the city to provide equitable access to these amenities.	Investment	Long	Play for All - Inclusive Community Playground	
2.5	Explore potential future for the city-owned trustee lots as either converting them to mini parks or selling the land.	Operations	Ongoing	Planning Department	
2.6	Establish additional access points to the Circle Trail from surrounding neighborhoods to improve access to the trail and community destinations.	Investment	Mid	Planning Department, Public Works Department	
2.7	Conduct a feasibility study for currently identified spur trails connecting surrounding neighborhoods to the Circle Trail.	Study	Short	Sheppard AFB	
2.8	Conduct an ADA Transition Plan to identify and prioritize addressing non-compliant park and recreation amenities and facilities.	Study	Mid	Planning Department, Public Works Department	
2.9	Increase the percentage of residents that are within a 10-minute walk to a park.	Policy	Ongoing	Planning Department	3.4
2.10	Expand City View Park by purchasing vacant properties as they become available and creating a trail connection to Sunset Park through the existing utility easement.	Investment	Long	Planning Department	
2.11	Continue to buy property near Lake Wichita along Kemp Boulevard to be transformed into future park space.	Investment	Mid	Planning Department, Lake Wichita Revitalization Group	
2.12	Investigate and recommend methods that provide accessible indoor recreation to all residents while addressing financial barriers.	Policy	Mid	YMCA	

Depending on the results of the Indoor Recreation Feasibility Study (Recommendation 1.17)...

2.13	Identify and acquire, if necessary, a preferred site for the future indoor recreation facility to be built.	Investment	Long	Planning Department, Public Works Department	1.17, 2.14
2.14	Construct a new indoor recreation facility to provide greater access to indoor recreation programming.	Investment	Long	Planning Department, Public Works Department	1.17, 2.13

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.



MAINTENANCE AND MANAGEMENT RECOMMENDATIONS

Recommendations that guide the overall maintenance and management of amenities and facilities are essential to providing a healthy and high-quality parks and recreation system. Wichita Falls works with constrained funding and resources; therefore, it is important to identify external resources, areas where efficiencies can be made, and opportunities to introduce new policies. **Figure 4.3, Maintenance and Management Implementation Program**, found on page 82, provides a summary of the implementation parameters for each recommendation under this guiding principle.

RECOMMENDATION 3.1

Explore the use of an app-based system for online reservations to provide a more convenient process for securing and managing amenity and facility reservations.

The Wichita Falls Recreation Department currently utilizes Active Net for online reservations of facilities within the parks and recreation system. In a world where technology is continually evolving and creating new opportunities for efficiencies, the City should explore app-based systems for amenity and facilities reservations. With greater access to smartphone capabilities, a mobile app, in addition to the existing online reservation system, can make it more convenient for residents to check availability, make reservations, and provide payment for park and recreation facilities and programs. Offering a mobile app allows residents to engage with the city's parks and recreation services in a way that aligns with their individual schedule and preferences. Additionally, mobile apps are a great platform for increasing resident awareness of available programs and upcoming events by sending app users notifications.

On the city management side, introducing automated services like app-based reservation systems streamlines operations and reduces the administrative burden, which allows staff to redirect focus to other responsibilities. The data collected by a mobile app provides valuable information about facilities and program usage and participation, which can be utilized to inform future allocation of funding, staffing, and other resources. The City can explore a number of mobile application options to determine which one best meets their needs and creates the ideal customer experience for park and recreation users.

RECOMMENDATION 3.2

Establish appropriate and feasible cost recovery targets for recreation programs to continue to support community demands.

Setting cost recovery targets is an important exercise in balancing recreational program costs that are covered by subsidies and those that are covered by user fees. These targets create fiscal sustainability for communities to alleviate some of the financial burden and allow for continued investment in a range of programs and services that are critical to strengthening a community's quality of life. Establishing targets that are realistic is largely tied to type of recreational program and contribution to the common good of the community. Programs that generate significant community benefits should aim for lower cost recovery targets and programs that are more of an individual-based benefit should have higher cost recovery.

Programs with large community benefit typically meet the needs or interests of most residents, are an essential service, and have a great impact on quality of life; therefore, making these programs accessible to all residents is more important than generating revenue from them so the cost recovery target is low. Conversely, programs that create a smaller impact on the community at large or provide benefits for a specific group should have a higher cost recovery target as they have a higher potential for being profitable. Establishing cost recovery targets will require philosophical and operational changes, where the City must determine the degree of community or individual benefit a program provides and the appropriate cost recovery target.



A gym is an example of a space that may be reserved by different groups and would benefit from an app-based reservation system.

RECOMMENDATION 3.3

Allocate resources for staff training to increase specialized and technical knowledge of staff and guide maintenance and management best practices.

RECOMMENDATION 3.5

Support the establishment of formal Friends of the Parks groups allowing volunteers to assist with park maintenance and enhancement responsibilities.

Trainings for staff are essential to keeping up with industry standards and best practice. Identifying trainings in areas such as horticulture management, playground safety and maintenance, natural resources management, aquatic facility management, and recreational programming management allows staff to be well-equipped to address the diverse needs typical of parks and recreation facilities and amenities. Especially, as seasoned employees leave the Parks and Recreation Department it is important to not only allocate resources to train staff to take on their responsibilities but to also implement a process for transferring institutional knowledge to reduce gaps in skills or requiring outsourcing. When developing the annual budget for parks and recreation, funding should be identified for training seminars, workshops, and other opportunities for increasing specialized knowledge. Investment in skills sets of current staff will allow them to fulfill the responsibilities of their roles more effectively and minimize the need to outsource tasks.

RECOMMENDATION 3.4

Routinely review the Parkland Dedication Ordinance to ensure it supports the development of parkland in the future.

Cities in Texas are granted authority by the Texas Local Government Code to enact a parkland dedication ordinance to help ensure parks are developed as new development occurs. Wichita Falls has park dedication requirements within the City's Subdivision and Development Regulations. Today, parkland is only required to be dedicated if the parks master plan shows a park is required in the area that is being developed and then allows the city to purchase the set aside land or release the option. A traditional parkland dedication ordinance requires that the developer dedicate acreage for parkland based on an established ratio or pay a fee in lieu of dedicating land. As part of the overall goals of this plan to increase access to parks for all residents (Recommendation 2.9), additional parkland is one method of doing so. Having a strong parkland dedication ordinance is an important tool for cities to support the future development of park space to serve residents as the city grows. Best practice would be to schedule regular reviews of the ordinance and make updates as needed to align with anticipated development patterns.

Friends of the Parks groups are found in many communities across the country, helping to fill the gaps in park maintenance needs and contribute to park enhancement. This type of volunteer group is typically composed of stakeholders and individuals with interest in preserving and improving park space, who agree to become the park stewards. Tapping into this community resource helps communities do more for park spaces than current resources allow. Friends of the Parks can aid in efforts such as invasive species removal, maintenance of trail access, general clean up, promoting park usage, and event coordination. The Wichita Falls Parks and Recreation Department can support formalizing Friends of the Parks groups around the city by advertising this volunteer opportunity especially to known interest groups, neighborhood groups, schools, and businesses. Successful Friends of the Parks Groups depend on a strong partnership with the Parks and Recreation Department, as the department has the technical knowledge, funding resources, and authority over these public spaces.

RECOMMENDATION 3.6

Consider reclassifying some existing parks based on current and future development visions for the park spaces to all the parks to be developed in accordance with standards set for each park classification.

There are several park classifications within the Wichita Falls Park System today, and these are defined by park size, amenities provided, and the intended recreational experience. For each park classification a set of standards is defined to promote consistent and appropriate development of different types of parks throughout the city (Recommendation 1.5). Review of existing developed parks has shown that some do not align with their current classification either based on acreage or available amenities. It is recommended these parks be reclassified to better support future development or implementation of amenities. Additionally, some parks with undeveloped space present the opportunity to be developed with new amenities in the future; however, they may need to be reclassified to be developed in compliance with the approved set of standards. Reclassification can contribute to increased access to new amenities and allow parks to be developed with amenities and facilities that better meet the needs and interests of the community.

RECOMMENDATION 3.7

Schedule regular meetings with the Boys and Girls Club of Wichita Falls and the YMCA to coordinate program offerings.

Many of the recreational program opportunities, particularly for youth sports, are provided by third party agencies. The Boys and Girls Club of Wichita Falls and the YMCA are two of the larger providers in the city. Holding regular meetings with these organizations creates an open and consistent line of communication and allows the city and these partners to coordinate on needs and opportunities to best serve the recreation needs of residents (Recommendation 4.9). Coordination between the city and outside agencies can be used to understand participation trends which can reveal redundancies or expansion opportunities, identify areas for collaboration, and help the community keep up with industry trends.

RECOMMENDATION 3.8

Develop a graffiti abatement program to guide removal and prevent reoccurrence within public spaces in the community.

Graffiti can be a nuisance for both public and private property owners and their removal can be labor and cost intensive. Public spaces, such as parks and recreational spaces, are popular locations for this type of vandalism as they are more accessible to the public and may not be regularly monitored. Many communities have developed graffiti abatement programs which focus on increasing awareness of respecting public spaces, provide easy reporting of incidences, timely removal, and identifying partners in the community. Programs such as these serve as a great way to deter future incidences because vandals will know their work will be removed quickly and areas are increasingly monitored by either law enforcement or neighborhood watch groups.



Graffiti, shown here at the skate park, can be labor intensive and costly to remove.

RECOMMENDATION 3.9

Collaborate with other City Departments and non-profit organizations on addressing the homeless populations within parks and recreation facilities.

Publicly accessible facilities such as parks and recreation facilities are common locations for homeless populations to congregate. Finding long term solutions for caring for the community's homeless requires efforts from multiple city departments and other community resources, including the Parks and Recreation Department. Considering the city resources are not endless, solutions need to be practical and address major community concerns like health and safety. By working with other departments and organizations the city can establish tangible resources that the City is able to offer residents experiencing homelessness. Some of the potential resource that can be explored include:

- › Provide temporary shelter during severe weather or extreme temperatures
- › Access to hygiene facilities during specific days/times
- › Partner with law enforcement to respond to health and safety issues
- › Utilize various outreach methods to connect people in need with resources
- › Support volunteer programs intended to provide resources and assistance to homeless persons
- › Provide public education about homelessness

RECOMMENDATION 3.10

Adopt a staffing ratio target that compares how many full-time employee equivalents (FTEs) are needed concurrent with the number of parkland acres maintained.

Currently, there are 44 full-time employee equivalents that are dedicated to park maintenance needs within the Parks Maintenance division in Wichita Falls. With over 1,000 acres of parkland, this means 23.6 acres are maintained per employee. Looking at national metrics provided by the National Recreation and Parks Association (NRPA), the number of FTEs employed for maintaining parks is low compared to jurisdictions of similar sizes. The acreage maintained per employee is comparable with similar sized agencies, but park maintenance employees are responsible for a variety of jobs that can fluctuate based on the season and around community events, putting additional strain on staff resources. To ensure efficient and equitable park maintenance throughout the entire system, the City should look to increase staffing levels as needed to better align the target set by NRPA, especially as new parkland is acquired or developed.

RECOMMENDATION 3.11

Provide opportunities for residents to provide feedback about the parks and recreation system to track satisfaction and unmet service needs.

The community engagement received during the development of this plan provided great insight into community park and recreation needs and preferences. In recent years it has become increasingly evident that trends related to parks and recreation are subject to change quickly, especially as demographics change. Offering more frequent opportunities for residents to provide feedback is a great way to gauge user satisfaction and understand shortcomings, to plan for adjustments or introduction of new amenities, and to understand how programs can continue to meet resident needs. Feedback can be promoted on the city website and collected through online survey platforms that are user friendly and provide easy to understand results.



Collecting both in-person and virtual feedback from residents will help the City better serve the community's needs.

RECOMMENDATION 3.13

Renovate existing restrooms at parks.

Restrooms are an amenity typical of larger parks, such as regional and community parks, where it is anticipated that visitors will be spending a long time at and likely travel further than walking distance to visit. Many of the parks that have restroom facilities in Wichita Falls today are beginning to show signs of age or are lower cost facilities that have reached the end of their prime operating lifecycle. As it becomes feasible, and funding resources are available these facilities should be upgraded to better serve park visitors. When determining the type of facility to invest in the city should consider facilities that are ADA accessible, can be outfitted with time locks, and designed in way that deters vandalism. The city should determine a rating for determining a schedule for renovating restrooms. The rating system should consider the severity of facility improvements and level of attendance the park attracts.



An example of a restroom facility at a park.

Appropriate staffing levels will allow Parks and Recreation Department to balance responsibilities and engage with the community by allowing resources for hosting specialized programs, growing successful programs, and organizing events. Several recommendations allude to aspirations of Wichita Falls to grow the parks and recreation services and programs offered, this growth will also require proportionate increase in resources. Significant operational changes, such as maintaining appropriate staff levels, are critical to growing successful programs. Staff levels should be reviewed annually to monitor current and anticipated capacities.

FIGURE 4.3: MANAGEMENT & MAINTENANCE IMPLEMENTATION PROGRAM

Wichita Falls will utilize best practices to guide the administration of staff, programs, and funding resources and to enhance the operations and maintenance of parks and recreation amenities and facilities

ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
3.1	Explore the use of an app-based system for online reservations to provide a more convenient process for securing and managing amenity and facility reservations.	Operations	Mid	IT Department	
3.2	Establish appropriate and feasible cost recovery targets for recreation programs to continue to support the community demands.	Policy, Operations	Mid	Finance Department, City Council	
3.3	Allocate resources for staff training to increase specialized and technical knowledge of staff and guide maintenance and management best practices.	Operations	Ongoing	N/A	
3.4	Routinely review the Parkland Dedication Ordinance to ensure it support the development of parkland in the future.	Regulation	Ongoing	Planning Department, Park Board, City Council	2.9
3.5	Support the establishment of formal friends of the parks groups allowing volunteers to assist with park maintenance and enhancement responsibilities.	Partnership	Short	School District, Sheppard AFB, Midwestern State University, Youth Groups, Master Naturalists	
3.6	Consider reclassifying some existing parks based on current or future visions for the park spaces to allow the parks to be developed in accordance with standards set for each park classification.	Policy, Operations	Long	Park Board	1.5
3.7	Schedule regular meetings with the Boys and Girls Club of Wichita Falls and the YMCA to coordinate program offerings.	Partnership	Short	Boys and Girls Club, YMCA	4.9
3.8	Develop a graffiti abatement program to guide removal and prevent reoccurrence within public spaces in the community.	Operations	Long	Neighborhood Groups, Volunteer Organizations	
3.9	Collaborate with other City Departments and non-profit organizations on addressing the homeless populations within parks and recreation facilities.	Partnership, Operations	Long	Faith Mission, Homeless Coalition	
3.10	Adopt a staffing ratio target that compares how many full-time employee equivalents (FTEs) are needed concurrent with the number of parkland acres maintained.	Policy	Mid	Park Board, Finance Department	
3.11	Provide opportunities for residents to provide feedback about the parks and recreation system to track satisfaction and unmet service needs.	Policy, Operations	Ongoing	Public Information Office	
3.12	Increase staffing proportionally as the number of city managed recreation programs grow.	Operations	Ongoing	Finance Department	
3.13	Renovate existing restrooms at parks.	Investment	Mid	Public Works Department	

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.



LEVERAGE PARTNERSHIPS

Identifying ways that existing and potential partnerships can be leveraged by the city is essential to supporting parks and recreation programming and services for residents. Partnerships can provide a range of resources including funding opportunities, staff support, growth or establishment of programs, and creating a network to tap into for future needs. **Figure 4.14, Leverage Partnerships Implementation Program**, found on page 86 provides a summary of the implementation parameters for each recommendation under this guiding principle.

RECOMMENDATION 4.1

Diversify funding sources to increase opportunities for financing various projects competing for constrained funding resources.

Similar to many communities, Wichita Falls has many departments and services competing for city funding. Diversifying funding sources creates greater financial sustainability and broadens the City's ability to achieve the projects and initiatives beyond general safety and maintenance needs. Additionally, pursuing other funding opportunities outside of traditional funding mechanisms allows Parks and Recreation Departments to more equitably serve the community. Additional resources extend the ability to invest more broadly throughout the community. Other recommendations within this guiding principle identify specific funding sources to be tapped into. Funding sources such as revenue generating activities, non-profits, and private donations or sponsorships.

RECOMMENDATION 4.2

Support the establishment of a Wichita Falls Parks Foundation to help improve parks through private donations.

Foundations are a type of non-profit organization, which can raise and accept private donations. This type of organization allows for a dedicated group, outside of the City, to focus on securing funding through private donations. Beyond financing improvements, safety features, and future amenity development within parks, a parks foundation presents the opportunities to spread awareness about the park and recreation offerings which can support future initiatives of the city. Ideal candidates for leading the formation of a parks foundation would be the local groups and individuals that actively support or advocate for parks and recreation within the community. While the City itself cannot establish a parks foundation it would support the creation by identifying community champions to lead and serve on the board as well as providing necessary direction on park and recreation needs.

RECOMMENDATION 4.3

Establish park improvement funds to finance enhancement and maintenance projects within the parks system.

Cities utilize separate funds as a means of reserving dedicated funding to be used for a specific community facility or service. One example of these types of funds is a park improvement fund. Park improvement funds are set up to ensure funding resources collected by the City are utilized for specific park and recreation related projects such as maintenance needs, amenity improvements, and development of park space. Upon establishing a this type of city fund, it is important to consider the management policies and procedures, so the project selection and funding allocation processes are clear. A variety of funding sources can contribute to the fund including an allocated portion of the city's budget, general obligation bonds, private donations, grant funding, and revenue generated from park and recreation activities and events. Having a reliable funding source like a park improvement fund provides the City with financial flexibility to continue to invest in essential city services that parks and recreation amenities and facilities provide.

RECOMMENDATION 4.4

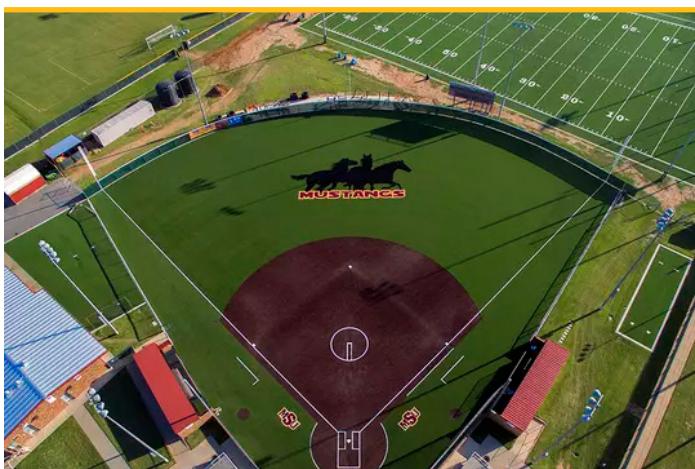
Legitimize partnerships between the City and outside entities with formal agreements to define the terms of the partnership.

The City currently works with or has plans to work with external partners to utilize facilities for a variety of city sponsored recreation programs, and in some cases vice versa. These agreements are essential to the continuation of these programs; however, written and signed agreements between the City and outside agencies are critical to long-term assurance that these programs remain operating as they do today. The City should initiate these agreements with any agency with which they have an unwritten agreement with today and before entering into future partnership. Agreements should clearly outline the permitted and prohibited activities and usage of facilities, specify responsibilities of each partner, provide for the community's best interest, and ensure public safety. These agreements should be regularly reviewed and modified as necessary with the consent of the partnering agency.

RECOMMENDATION 4.5

Tap into partnerships such as MSU or other institutional partners to provide additional publicly accessible recreation opportunities to residents.

Institutional partners such as Midwestern State University (MSU) and the local school district present opportunities to work collaboratively to increase public accessibility to recreation amenities. These types of partnerships can include entering into shared-use agreements which allow the public to utilize private amenities and facilities during specified times outside of hours of operation. Additionally, the City and institutional partners could share the costs of new amenities, such as all-inclusive play equipment, that is implemented in publicly accessible spaces like parks. These types of partnerships can fill in the gaps of major community needs particularly when the City faces financial or resource barriers.



Forming a relationship with MSU may allow for use of facilities like the softball field. Source: MSUTexas.edu

RECOMMENDATION 4.6

Continue to foster a relationship with the Wichita Falls MPO for support of future trail grant opportunities and promotion of the Circle Trail.

The Wichita Falls Metropolitan Planning Organization (MPO) is responsible for regional transportation planning, which is coordinated between the state, county, and cities that it serves. Pedestrian and bicycle connectivity are part of the transportation infrastructure for which the MPO plans have previously assisted with securing grant funding to finance segments of the Circle Trail. This relationship is important to maintain as the City will likely pursue grants for future trail development. Additionally, keeping the WFMPO apprised of the City's vision for future trails will contribute to better informed regional trail planning initiatives.

RECOMMENDATION 4.7

Designate a dedicated grant writer on staff to be responsible for pursuing grant opportunities for park and recreation projects.

Bringing on a staff member that is dedicated to pursuing grant opportunities will reduce the current administrative burden of this responsibility on current staff. An individual that is specialized in grant writing has industry knowledge and expertise in identifying, applying for, and securing funding from diverse sources from federal and state funding to private organization grants. Employing a grant writer will increase the City's ability to apply for a wider range of grants, which will significantly increase the likelihood that additional funding will be awarded. Relying on the expertise of a grant writing professional ensures that grant applications are not only submitted accurately but are written in a compelling manner. Expanding grant pursuits will allow the city to achieve more and larger projects throughout the city that without external funding may take many years to be realized.

RECOMMENDATION 4.8

Explore the potential for partnering with Sheppard Air Force Base to expand public recreation and volunteer opportunities.

Sheppard Air Force Base is one of the largest employers in Wichita Falls and the surrounding area. The base offers a variety of indoor and recreation opportunities for its servicemen/women and their families. While it is likely infeasible to allow civilian residents access to the recreation amenities on base there is potential for partnerships with the Morale, Welfare, and Recreation (MWR) outlet at Sheppard to encourage recreation and volunteer opportunities to the broader community.



City amenities and facilities like water access may also be frequented by Air Force Base residents.

RECOMMENDATION 4.9

Continue dialogue with YMCA regarding partnership opportunities as they arise.

The City has regular dialogue with the YMCA facilities, mainly as a result of allowing use of city-owned athletic facilities to support youth sports programs. The YMCA is a major provider of recreational programming for all ages in Wichita Falls and maintaining a relationship with this organization is important for the City's Parks and Recreation Department. Given that building new recreational facilities is very costly, continued dialogue with the YMCA is important to determine the feasibility of future partnerships for providing recreation to the greater community.

RECOMMENDATION 4.10

Explore sponsorship opportunities with private corporations interested in providing funding for the development of parks and recreation amenities and facilities.

Many communities have successfully secured corporate sponsorships to fund park and recreation amenities and facilities. Sponsorships can range from funding major maintenance or improvement needs, to financing larger amenities and facilities that are specialized or not currently available in the city. These large amenity projects are great branding opportunities for corporations and great ways to invest in local communities. An example of a generous private sponsor that has contributed to the enhancement of park facilities in the community today is the Wichita County Medical Alliance, whose investment can be seen at the Dr.'s Park Splash Pad in Hamilton Park.



Game Time at the Grounds is a mega sports facility in Cabot, Arkansas that has both local and national sponsorships.

FIGURE 4.4: LEVERAGE PARTNERSHIPS IMPLEMENTATION PROGRAM

Wichita Falls will strengthen existing and form new community partnerships to optimize the use of facilities and to pursue funding opportunities to better meet community needs.

ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
4.1	Diversify funding sources to increase opportunities for financing various projects competing for constrained funding resources.	Policy	Short	Park Board, Private Sponsors, Local Businesses	4.2, 4.3
4.2	Support the establishment of a Wichita Falls Parks Foundation to help improve parks through private donations.	Partnership	Short	National Association of Parks Foundations, Key Club	4.1
4.3	Establish park improvement funds to finance enhancement and maintenance projects within the parks system.	Operations	Long	City Council, Finance Department	4.1
4.4	Legitimize partnerships between the City and outside entities with formal agreements to define the terms of the partnership.	Partnership, Operations	Short	School District, Neighborhood Associations	
4.5	Tap into partnerships such as MSU or other institutional partners to provide additional publicly accessible recreation opportunities to residents.	Partnership	Mid	MSU	
4.6	Continue to foster the relationship with the Wichita Falls MPO for support of future trail grant opportunities and promotion of the Circle Trail.	Partnership	Ongoing	WFMPO	
4.7	Designate a dedicated grant writer on staff to be responsible for pursuing grant opportunities for park and recreation projects.	Operations	Mid	WFMPO	
4.8	Explore the potential for partnering with Sheppard Air Force Base to expand public recreation and volunteer opportunities.	Partnership	Mid	Volunteer groups at Sheppard AFB	
4.9	Continue dialogue with YMCA regarding partnership opportunities as they arise.	Partnership	Ongoing	YMCA	3.7
4.10	Explore sponsorship opportunities with private corporations interested in providing funding for the development of parks and recreation amenities and facilities.	Operations	Long	Local Businesses, Private Sponsors	

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.



PARKS AND RECREATION DESTINATION

Wichita Falls has laid the foundation for supporting parks and recreation events and activities that attract both local and regional participation. The athletic, recreational, and cultural offerings available today can be built upon through improved or additional facilities, tapping into the resources of local organizations, and increasing awareness both regionally and beyond. These efforts can make the city an even larger destination for parks and recreation activities. The recommendations in this section provide key actions for investing in new recreational attractions and identifying the resources for promoting what the city has to offer. **Figure 4.5, Parks and Recreation Destination Implementation Program**, found on page 91, provides a summary of the implementation parameters for each recommendation under this guiding principle.

RECOMMENDATION 5.1

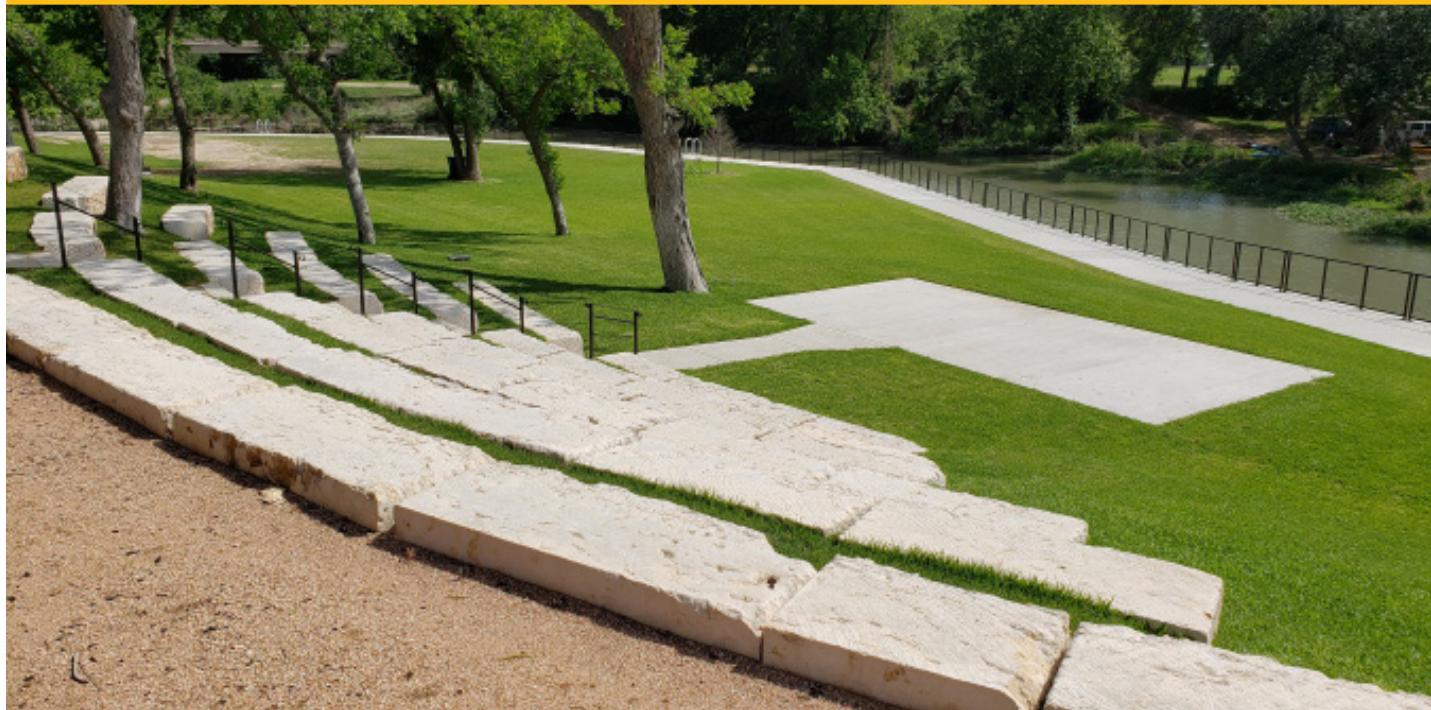
Explore potential locations for constructing an amphitheater that can be used to host community and regional events

The city currently utilizes a mobile stage to host concerts and similar events, but it is reaching the end of its operable life. A more permanent solution would be to invest in an amphitheater within one of the city's existing parks. A permanent location for hosting large community events is great for creating an identifiable space that is widely known to residents as the primary location for citywide events. The city should explore potential locations that can feasibly accommodate an amphitheater with enough room to support large events, provide adequate parking, and is accessible for a number of residents. Lake Wichita Park is potential candidate for the future location of an amphitheater.

RECOMMENDATION 5.2

Attract more regional and national tennis and pickleball tournaments to promote the city as a sports destination.

The tennis and pickleball communities in Wichita Falls are active recreation facility users and have growing programs. Tennis tournaments were previously staple events that the city hosted and pickleball has seen a surge in popularity in recent years. Capitalizing on historic events and recreational trends that the city can support are great ways to establish Wichita Falls as a sports destination. The City should work with local tennis and pickleball groups to understand what additional amenities, support, and resources are necessary to increase the city's attractiveness for being considered to host tournaments. Attracting regional and national events will bring an influx of visitors, which will result in high direct visitor spending profitability for the city.



Amphitheaters ranked high as a needed amenity in the public input process. An example of a waterfront amphitheater is the Zelder Mill Pavilion in Luling, Texas.

RECOMMENDATION 5.3

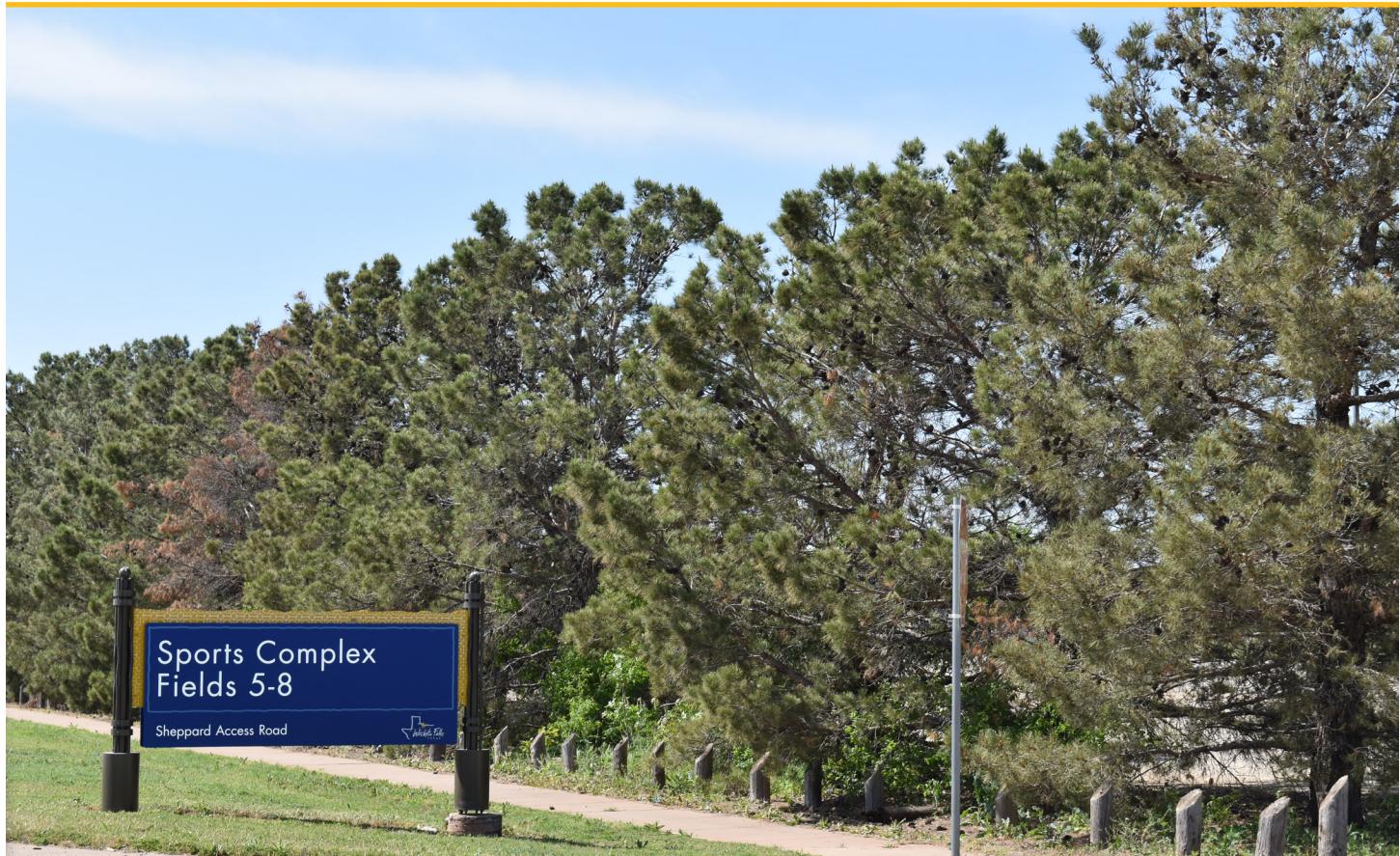
Support hosting youth sports tournaments to establish Wichita Falls as a recreation destination for the region.

Youth sports tournaments have been shown to be large revenue generators for direct visitor spending for communities that host these events. To support these high attendance events the city needs to continue to invest in the existing Sports Complex and make improvements or identify additional locations to keep up with other host cities within the region. The City should coordinate with the Public Information Office and Chamber of Commerce to help market the opportunities Wichita Falls has and increase awareness in other communities. Many communities work with local businesses and restaurants to provide discounts to tournament attendees as a way to encourage visitors to stay and shop local.

RECOMMENDATION 5.4

Leverage unique recreation and community events as an avenue for expanding knowledge about what the parks and recreation system has to offer.

Today, there are a variety of unique community events hosted by the City and partner organizations year-round in Wichita Falls. Expanding existing events and introducing new events that the City hosts is a great way to showcase the diverse offerings of the parks and recreation system. Well attended events present the opportunity for both residents and visitors to experience firsthand the types of activities, amenities, and programs that are available in Wichita Falls. Experience is a great way to increase awareness of the system and cultivate interest. Community-wide activities create a more personal connection between the community and parks and recreation service, which can encourage increased participation in existing and future programs, support for future initiatives, and higher usage of amenities and facilities.



Making upgrades to the existing sports complex may help bring in new sports tourism.

RECOMMENDATION 5.5

Advertise downtown events as an extension of the parks and recreation system to promote Wichita Falls as a destination for activities.

RECOMMENDATION 5.7

Incorporate arts and culture into parks to reflect the community's character and history.

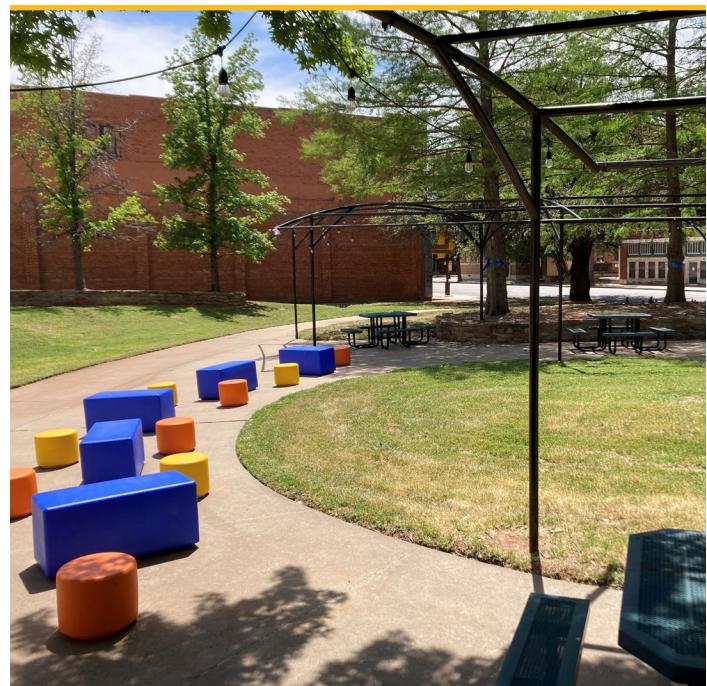
The Parks and Recreation Department should continue to work with the Downtown Wichita Falls Development organization to promote the city as a destination for activities, especially as park spaces in the downtown district are used to support events. Events held in downtown such as the farmers market, concert series, and other seasonal activities showcase the integration of arts and culture focused experiences with the parks and recreation system. Promotion of these events will attract visitors to the City and encourage exploration of the additional amenities and programs available through the Parks and Recreation Department.

RECOMMENDATION 5.6

Consider implementing paddle launch sites along the Wichita River to increase water recreation opportunities.

Paddle launch sites are designated areas where paddle sport users (kayakers, canoers, and stand-up paddle boarders) can safely access the water. Today, there is a launch site within Lucy Park and in 2021 the Lake Wichita Falls Revitalization Committee received funding from the Texas Parks and Wildlife Department to install an ADA-compliant kayak launch on the shores of Lake Wichita. Since these sites are typically found within existing parks, along trails, or adjacent to boat ramps there are likely to be support facilities and amenities like parking lots already available. Adding signage to formally designate the launch site and providing information and a map of available launch points on the city website would be a low-cost investment for the city to provide this new amenity. The city should explore additional locations along the Wichita River and Lake Wichita where safe and accessible launch sites would be feasible to implement.

Parks are ideal placemaking opportunities where the character and history of a community can be exhibited. The history of Wichita Falls can be woven into parks through the implementation of elements such as educational and interpretive signage identifying historical events or locations. There are opportunities to partner with local arts and cultural organizations, who are great resources for curating local talent to create art installations to be integrated into parks. Linking parks to the arts and culture of Wichita Falls creates a strong sense of identity, showcases the talent found in the community, and helps educate residents and visitors about the community.



Art installations contribute to a sense of community.

RECOMMENDATION 5.8

Maintain the Tree City USA designation and promote accolades that the city receives.

Applying for and earning designations from a national organization like Tree City USA shows that a city continues to invest in its community and in the well-being of future residents. Promoting designations of any kind on the state and national level is a great way to highlight the community's achievements and the importance placed on creating quality of life for residents. The city should continue to meet the criteria and standards outlined for maintaining designations to be able to advertise existing and future accolades. Dedicated staff time should be allocated to remaining informed about designation requirements, drafting and submitting necessary applications, and actively implementing elements for achieving or maintaining a designation.

RECOMMENDATION 5.10

Encourage organizations to host 5k/10k races along the Circle Trail as a way to promote the amenities within the City's parks and recreation system.

Encouraging organizations to utilize existing city facilities such as trails for community events is a great way to advertise what the parks and recreation system has to offer. The Circle Trail is a prominent recreation asset in Wichita Falls and the creation of a citywide loop trail is a unique amenity to the city. Hosting events like 5k/10k races on the Circle Trail will not only highlight the city's trail system but also showcase the parks and scenic views that can be observed from the trail. Events like races attract both residents and visitors to the city, boosting tourism and usage of the recreation amenities available. The City should work with known organizations that host these types of events and work together on promoting the events, recreation amenities, and the community as a whole to potential attendees.

RECOMMENDATION 5.9

Become a Silver Bicycle Friendly Community by identifying the areas for improvement within guidelines set by the League of American Bicyclists.

The League of American Bicyclists recognizes communities across the nation that make their communities safer and more comfortable for bicyclists. The Bicycle Friendly Community award focus on a community's performance with policies, programs, and implementation in five broad areas: engineering, education, encouragement, evaluation, and equity. In 2019, Wichita Falls applied to the program and earned a Bronze Bicycle Friendly Community Status; this status was rewarded in 2023. This is a great accomplishment in providing active transportation option to residents and the city aspires to graduate from the current status to Silver status in the future.

The League of American Bicyclists provides all awarded communities with a report card which contains information about current performance as well as feedback on how the city can maintain and improve its status. To work towards Silver status the City should review the report card and identify areas for improvement, which can range from implementation of physical infrastructure to introducing or modifying policies centered around active transportation.

RECOMMENDATION 5.11

Convert the portion of the abandoned hotel property acquired by the city into park space.

The City has recently acquired property across the Wichita River from The Falls. The site was previously utilized as a hotel, but due to flooding will be repurposed. The portion of the site that the City now owns is in the floodplain. Segments of mountain biking trails that are part of the Wee-Chi-Tah Trail network currently run through the site, connecting to a nearby trailhead at the RV Park. Developing this as publicly accessible park space will increase access for residents in the surrounding area. The proximity of the future park site to the RV Park, which is connected by a bridge to Lucy Park, will encourage more visitors, especially since it is located near a highway and river which are typically major accessibility barriers.

FIGURE 4.5: PARKS AND RECREATION DESTINATION IMPLEMENTATION PROGRAM

Wichita Falls will capitalize on recreational tourism opportunities by integrating unique placemaking elements, upgrading facilities, and promoting the community as a destination for sports, arts, and cultural events.					
ID	Recommendation	Action Type	Timeframe	Support/Partners	Related Action(s)
5.1	Explore potential locations for constructing an amphitheater that can be used to host community and regional events	Study	Mid	Planning Department	
5.2	Attract more regional and national tennis and pickleball tournaments to promote the city as a sports destination.	Operations, Partnership	Mid	Visitors Bureau, Chamber of Commerce, Fall Town Courts	2.3
5.3	Support hosting youth sports tournaments to establish Wichita Falls as a recreation destination for the region.	Policy	Mid	Visitors Bureau, Chamber of Commerce, MSU	
5.4	Leverage unique recreation and community events as an avenue for expanding knowledge about what the parks and recreation system has to offer.	Policy	Mid	Visitors Bureau, Chamber of Commerce	2.3
5.5	Advertise downtown events as an extension of the parks and recreation system to promote Wichita Falls as a destination for activities.	Operations	Short	Downtown Wichita Falls Development	2.3
5.6	Consider implementing paddle launch sites along the Wichita River to increase water recreation opportunities.	Investment	Long	TPWD	
5.7	Incorporate arts and culture into parks to reflect the community's character and history.	Policy	Ongoing	Wichita Falls Arts Council, Visitors Bureau	
5.8	Maintain the Tree City USA designation and promote accolades that the city receives.	Operations	Ongoing	Tree City USA	
5.9	Become a Silver Bicycle Friendly Community by identifying the areas for improvement within guidelines set by the League of American of Bicyclists.	Study, Investment	Long	Bicycle Groups, WFMPO, Planning Department	
5.10	Encourage organizations to host 5k/10k races along the Circle Trail as a way to promote the amenities within the City's park and recreation system.	Policy, Partnership	Mid	Running Groups, Non-Profits, Local Businesses	
5.11	Convert the portion of the abandoned hotel property acquired by the city into park space.	Investment	Long	Planning Department, Adjacent Landowner	

Bold text represents high priority recommendations. Additional information about the implementation parameters can be found on page 64.

INDIVIDUAL PARK RECOMMENDATIONS

Based on the conditions assessment conducted for 10 selected city parks (**Chapter 3**), a series of short- and long-term recommendations were developed for each park site. The short-term recommendations are those to be initiated in the first five years after plan adoption and the long-term recommendations would occur beyond five years. The following pages summarize the individual park recommendations in no particular order.

LOCH LOMOND PARK

(See page 42 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Install and replace missing amenity equipment including the volleyball and basketball netting

SPORTS FIELDS

- › Install new seating in dugouts and score call box for players and staff at events
- › Install modern (metal) bleacher seating for the ball field
- › Paint and address repairs to existing fencing, foul poles, and gates to the ball field
- › Grade and level the baseball field to remove mounding and holes located in the ball field

PUBLIC GATHERING SPACES

- › Paint and address repairs to the pavilion shade structure
- › Install outdoor grills around pavilion and picnic areas

OPEN PLAY AREAS

- › Grade field in areas of the park for open recreation

SITE LIGHTING

- › Incorporate lighting for park signage
- › Upgrade field lighting

PARK ACCESSIBILITY

- › Install ADA ramps for access into amenity areas

LONG-TERM RECOMMENDATIONS

SPORTS COURTS

- › Install second half of basketball court and additional goal to accommodate full court usage
- › Install new basketball court LED lighting for night usage

SPORTS FIELDS

- › Upgrade all field lighting to LED
- › Replace and install new scoreboard, looking into sponsorship opportunities
- › Install new call box equipment
- › Install new fencing and gates around the ball field
- › Pave the entirety of the backstop and surrounding areas of the fields for larger seating
- › Install shade structures for bleachers around ball field and the dugouts

PARK PATHWAYS/TRAILS

- › Install sidewalks around perimeter of park to connect to sidewalk facilities in the surrounding neighborhood
- › Install sidewalks throughout entire park connecting to amenities and facilities on site

PUBLIC GATHERING SPACES

- › Install larger pavilion

OPEN PLAY AREAS

- › Mass grade site to fix ponding of low points in park
- › Install and stripe multi-sport fields in open spacing for additional sports play

PARKING

- › Pave and stripe parking lot with dedicated ADA parking spaces

GENERAL SITE FACILITIES

- › Upgrade restroom facilities

NORTH WEEKS PARK

(See page 43 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

STRUCTURED PLAY

- › Remove existing play structures that present safety and usability issues

PARKING

- › Incorporate dedicated ADA parking spaces in existing parking lot

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

PLANTING AND TREES

- › Maintain existing foliage and remove invasive species from trees (i.e., mistletoe)

GENERAL SITE FACILITIES

- › Address flooding in the ground from broken lateral line and continually maintain irrigation system
- › Fill visible holes near paths and in open play areas of the park

LONG-TERM RECOMMENDATIONS

PARK PATHWAYS/TRAILS

- › Install sidewalks and ramps throughout site to reach amenities

OPEN PLAY AREAS

- › Mass grade for low points to assist with drainage and filling of low points and holes on site
- › Explore developing a concept plan for future development of the park

STRUCTURED PLAY

- › Install modernized play structures with shade

PARKING

- › Pave and stripe existing parking lot
- › Improve access to parking lot by relocating to a more visible location or making current entrance more visually prominent from road

ADDITIONAL SITE AMENITIES

- › Install additional seating (i.e., benches) throughout park
- › Replace the existing metal railings along the portion of the Circle Trail adjacent to the park

SITE LIGHTING

- › Install new LED lighting throughout site

MARTIN PLAZA PARK

(See page 44 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

PLANTING AND TREES

- › Remove damaged or dead trees within the park and plant new trees as feasible

PARK ACCESSIBILITY

- › Clear vegetation to improve visibility to existing pond

- › Create a formal park entrance that improves access and visibility for visitors

ADDITIONAL SITE AMENITIES

- › Address repairs to existing seating options within parks

LONG-TERM RECOMMENDATIONS

PARK PATHWAYS/TRAILS

- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

GENERAL FENCING AND RETAINING WALLS

- › Install privacy screen for residential home adjacent to park

PARK ACCESSIBILITY

- › Install access points with ramps around site for improved access into park

SIGNAGE

- › Replace wooden park sign with the more modern park system signage
- › Install additional signage identifying the park boundaries

JARRATT PARK

(See page 45 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Replace basketball goal netting

PLANTING AND TREES

- › Remove existing tree stumps on site from previous tree removal

GENERAL FENCING AND RETAINING WALLS

- › Fence and screen off property line next to residential homes

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility

PARK ACCESSIBILITY

- › Install ramps on curb for access to park

ADDITIONAL SITE AMENITIES

- › Repair and maintain water connection at existing water fountain

ADDITIONAL SITE AMENITIES

- › Replace and install new park benches and tables
- › Install small dock at existing pond

LONG-TERM RECOMMENDATIONS

SPORTS COURTS

- › Expand existing basketball court footprint to accommodate a multi-purpose court, including full court basketball usage

PARK PATHWAYS/TRAILS

- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

OPEN PLAY AREAS

- › Explore developing a concept plan for the undeveloped portion of the park

GENERAL FENCING AND RETAINING WALLS

- › Fence off utility poles and areas incompatible with park activities

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

ADDITIONAL SITE AMENITIES

- › Install shade structure near existing basketball court

WESTOVER HILLS PARK

(See page 46 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Replace basketball goal netting

SPORTS FIELDS

- › Paint and repair existing soccer goal posts and replace goal netting

STRUCTURED PLAY

- › Address potential repairs to recently implemented play structures
- › Replace outdated play equipment with more modern equipment

PARK ACCESSIBILITY

- › Install ramps on curb for access to park and playground area

PUBLIC GATHERING SPACES

- › Paint and address repairs to pavilion shade structure

SITE LIGHTING

- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

SIGNAGE

- › Incorporate lighting for park signage to increase visibility

PARK CENTRAL

(See page 47 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Install lighting on informational kiosk
- › Install lighting directed at the "WFTX" monument

ADDITIONAL SITE AMENITIES

- › Paint and repair existing tables and site furniture

LONG-TERM RECOMMENDATIONS

SPORTS FIELDS

- › Remove and install new soccer goals

PARK PATHWAYS/TRAILS

- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

OPEN PLAY AREAS

- › Explore developing a concept plan for future development of the park

GENERAL FENCING AND RETAINING WALLS

- › Install screening for residential homes bordering park property
- › Install seating at various points within park

SITE LIGHTING

- › Add lighting to existing shade structure
- › Install LED lighting within park

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

ADDITIONAL SITE AMENITIES

- › Install site seating next to sport fields

LONG-TERM RECOMMENDATIONS

GENERAL FENCING AND RETAINING WALLS

- › Install screening between park and neighboring buildings

SITE LIGHTING

- › Install permanent LED lighting within park

ADDITIONAL SITE AMENITIES

- › Install public art within the park
- › Install permanent shade structures
- › Install a permanent stage or performance area to support community events
- › Remove and install new site furniture

LIONS PARK

(See page 48 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Paint and address repairs to existing tennis court posts and replace netting
- › Replace basketball goal netting and restripe court

PUBLIC GATHERING SPACES

- › Paint and address repairs to pavilion shade structure

PLAY STRUCTURES

- › Address safety concerns of older play equipment

ADDITIONAL PARK AMENITIES

- › Install seating and shade structures for the tennis court
- › Install outdoor grills around pavilion
- › Remove empty concrete pad

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

PARK ACCESSIBILITY

- › Install ramps on curb for access to park
- › Install ADA ramps for access into amenity areas

CONOCO PARK

(See page 49 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SITE LIGHTING

- › Install lighting for park signs to be visible at night

LONG-TERM RECOMMENDATIONS

PARK PATHWAYS/TRAILS

- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

PUBLIC GATHER SPACES

- › Replace outdoor pavilion with larger shade structure to accommodate larger group sizes and provide more tables and seating

STRUCTURED PLAY

- › Replace outdated play structures with more modern equipment

OPEN PLAY AREAS

- › Explore developing a concept plan for future development of the park

PLANTING AND TREES

- › Remove or trim trees near amenities

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

SITE LIGHTING

- › Install new LED lighting surrounding tennis court, in the shade structure, and throughout the park

PARK ACCESSIBILITY

- › Create a formal park entrance off Katherine Drive

LONG-TERM RECOMMENDATIONS

PARKING

- › Install a parking lot with ADA parking spaces

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

ADDITIONAL AMENITIES

- › Develop the park space as the second dog park in the city that includes seating for pet owners, water stations for dogs, fencing to keep dogs contained, separate large/small dog play areas, agility equipment (obstacles, tunnels, ramps), dog waste stations (bag dispenser and trash cans), and lighting
- › Formalize park entrance

LINCOLN PARK

(See page 50 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Address repairs and restripe basketball and tennis court surface
- › Install and replace basketball goal netting
- › Paint and address repairs to existing tennis court posts and replace netting

STRUCTURED PLAY

- › Address safety concerns of older play equipment
- › Remove graffiti from existing play structures and explore using anti-graffiti coatings

PLANTING AND TREES

- › Remove damaged or dead trees within the park and plant new trees as feasible

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

PARK ACCESSIBILITY

- › Install ADA ramps for access into amenity areas
- › Install ramps on curb for access to park

ADDITIONAL SITE AMENITIES

- › Remove empty concrete pad

LONG-TERM RECOMMENDATIONS

SPORTS COURTS

- › Install second half of basketball court and additional goal to accommodate full court usage

PARK PATHWAYS/TRAILS

- › Plant vegetative buffer along drainage channel
- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

PUBLIC GATHERING SPACES

- › Install pavilion shade structure in central use area of park
- › Install outdoor grills around pavilion

OPEN PLAY AREAS

- › Explore developing a concept plan for future development of the park

GENERAL FENCING AND RETAINING WALLS

- › Install fencing to delineate drainage area and property lines

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

ADDITIONAL PARK AMENITIES

- › Remove and install new site furniture throughout the park

LAMAR PARK

(See page 51 for the conditions assessment findings)

SHORT-TERM RECOMMENDATIONS

SPORTS COURTS

- › Address maintenance needs of the basketball court including resurfacing the court and installing new basketball hoop netting
- › Paint and address repairs to shade structure adjacent to basketball courts
- › Add seating at basketball courts

SPORTS FIELDS

- › Paint and address repairs to baseball field backstop

PUBLIC GATHERING SPACES

- › Address maintenance needs of the existing large pavilion

STRUCTURED PLAY

- › Address maintenance needs of all play structures and equipment
- › Remove graffiti from existing play structures and explore using anti-graffiti coatings

GENERAL SITE FACILITIES

- › Paint and address maintenance needs of existing park restroom

PLANTING AND TREES

- › Remove damaged or dead trees on site

SITE LIGHTING

- › Incorporate lighting for park signage to increase visibility
- › Regularly evaluate and maintain lighting fixtures to ensure they are functioning properly

PARK ACCESSIBILITY

- › Install accessibility ramps into play structure area

LONG-TERM RECOMMENDATIONS

SPORTS COURTS

- › Install new shade structure and seating at basketball court

PARK PATHWAYS/TRAILS

- › Install sidewalks/path within and around the park to connect users to amenities and connect to the surrounding neighborhood

STRUCTURED PLAY

- › Replace outdated play structures and equipment with more modern play amenities

PARKING

- › Install dedicated parking lot with striping and ADA parking availability

GENERAL SITE FACILITIES

- › Renovate or construct restroom facilities that are more modern

SIGNAGE

- › Replace wooden park sign with the more modern park system signage

SITE LIGHTING

- › Install LED lighting throughout park fields and within the large pavilion
- ›

A faded, light gray background image of a park scene. On the left, a large, modern-style shelter with a dark roof and light-colored walls is visible. A sign on the shelter reads "SHELTER RESERVED THRU PARK AND RECREATION DEPARTMENT". In the center, a person wearing a white shirt and a cap is standing near a table. The background is filled with trees and a grassy field.

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SYSTEMWIDE OPPORTUNITIES

Figure 4.6, Systemwide Opportunities Map illustrates the opportunities for Wichita Falls to continue to improve and grow parks and recreation system offerings in the future. These opportunities represent some of the implementation actions related to physical expansion, introducing additional facilities, or continuing to leverage partnerships for existing park and recreation facilities.

EXPANDING TRAIL ACCESS

The Circle Trail is nearly complete with only a couple of remaining segments to be constructed. Completing the citywide loop trail continues to be priority for the City and its residents; however, there is interest in implementing additional trail connections within the community. The City has identified eight spur trails, which are trail connections that extend from the Circle Trail into the surrounding neighborhood. Spur trails provide greater accessibility to trail facilities, connections to the Circle Trail, and other community destinations. Introducing new access points throughout the community will improve overall accessibility to parks and recreation facilities. The City's experience in constructing trails and obtaining funding through grant applications will be essential for future trail implementation.

EXPANDING PARK SPACES

There are a few existing parks within the city that are adjacent to city-owned land that is currently vacant. This presents the opportunity to expand the existing park spaces and develop them to provide new or additional amenities and recreational opportunities. Adding additional acreage to the park system in this manner will increase overall parkland level of service for the city. City View Park is an example of ongoing park expansion efforts where the City owns vacant property adjacent to the park with the expectation for it to become an extension of the park in the future. Other parks that have been identified as candidates for expansion include:

- › Spudder Park
- › O'Reilly Park
- › Lucy Park
- › Weeks Park
- › City View Park

NEW PARK OPPORTUNITIES

To increase the percentage of residents that are within a 10-minute walk to a park space, it is recommended that additional park space be identified. As opportunities arise and funding becomes available, the city should acquire land to be preserved and developed as park space to continue to serve residents as the population grows. Figure 4.6 identifies areas within the city that are priority for introducing new park space to serve the surrounding residents. The high priority areas are identified by the Trust for Public Land (TPL). Access and equity are two major indexes that TPL considers when determining priorities for future park spaces, as they identify where the benefits of new park space will be most impactful to a community. The high priority areas are largely within the developed areas of the city that fall outside the 10-minute walkshed of existing parks.

EXISTING FACILITIES

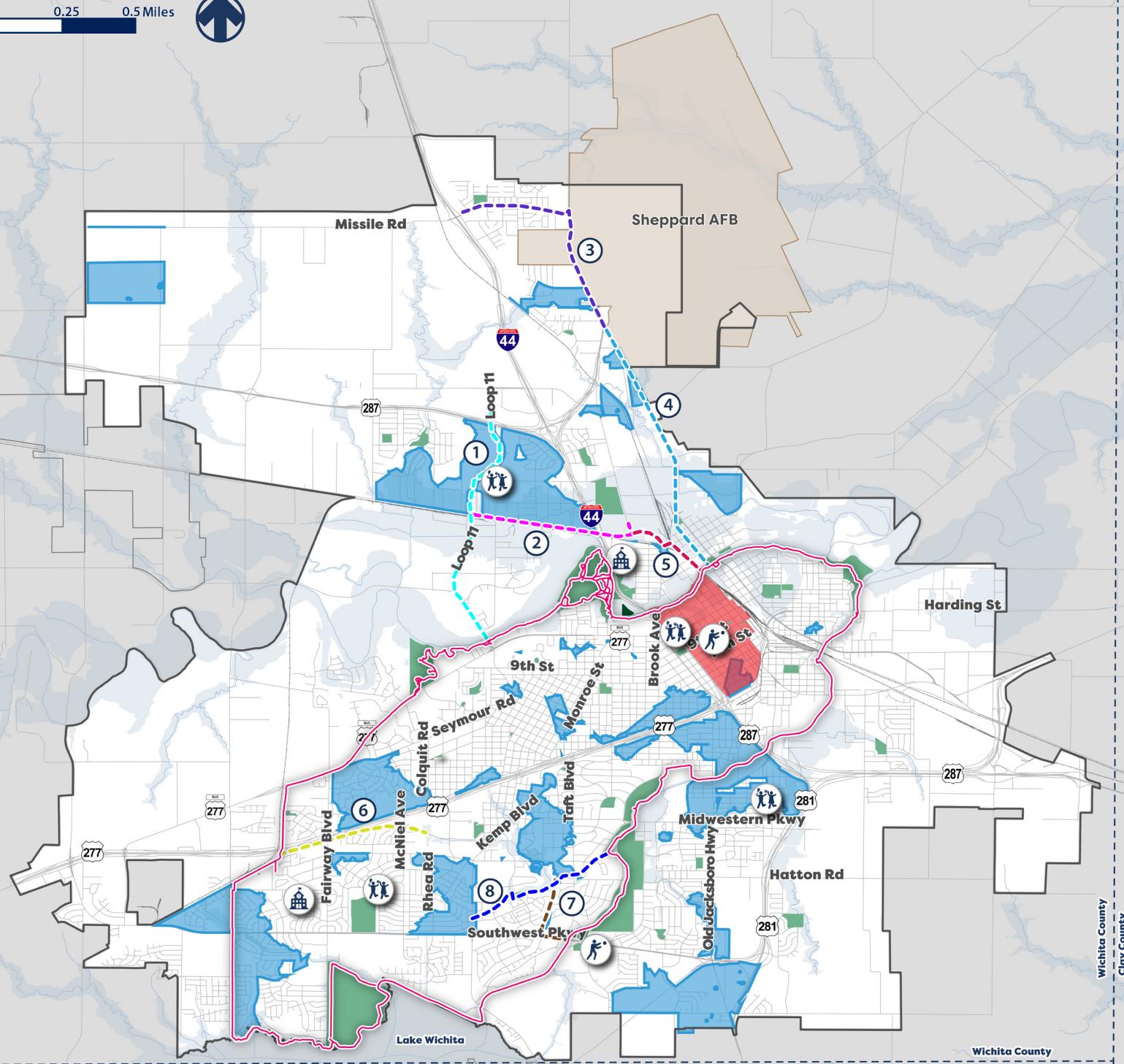
The City partners with community agencies such as the school district, YMCA, and the Boys and Girls Club to provide residents with more comprehensive recreational opportunities. Today, the City has shared use agreements at Jefferson and Scotland Elementary, whose facilities are used to support the athletic programs sponsored by the City. Schools are an existing resource that typically have both indoor and outdoor athletic fields and play amenities. Schools are found throughout the community and present an opportunity to fill the gap in park service through creating new partnership agreements between the district and the city. The YMCA and Boys and Girls Club are large recreation program providers for both the youth and senior populations of Wichita Falls. Continuing to tap into these organizations, particularly as they are generally well distributed throughout the community, is essential to providing the quantity and quality of recreational programming desired by residents.

DOWNTOWN OPPORTUNITIES

Events are hosted year-round throughout the city, and many are within Downtown Wichita Falls. Park Central and Bud Daniel Park are within the Downtown District, as shown in **Figure 4.6**, and are often used to support community events. Parks are important community infrastructure as they provide physical gathering spaces that are publicly accessible and provide flexibility in how they are utilized. Investing in additional park spaces in downtown will further support future events or increased attendance at well-attended events. Emphasizing the importance of park space in the Downtown District will be more successful through partnership between the Parks and Recreation Department and the Downtown Wichita Falls Development organization.

FIGURE 4.6: SYSTEMWIDE OPPORTUNITIES MAP

0 0.25 0.5 Miles



LEGEND

- City Limits
- County Boundary
- Floodplain
- Streams
- Sheppard Air Force Base
- Existing Parks
- Potential Future Park Site
- Downtown District
- TPL Priority Areas for a New Park
- BNSF Railway
- Circle Trail
- Proposed Circle Trail Segment

Recreation & Community Facilities

- City Owned Facilities
- Aquatic Facilities
- YMCA
- Boys and Girls Club
- School Shared-use Facilities

Proposed Trail Spurs

1	6
2	7
3	8
4	
5	

PLAN ADMINISTRATION AND UPDATES

PLAN ADMINISTRATION

The Wichita Falls Parks and Recreation Departments is responsible for administering the Parks and Recreation Master Plan. As the administrator of the plan, the department oversees the day-to-day activities of the plan including partner coordination, plan monitoring, community and stakeholder education, and plan amendments. These responsibilities entail the following:

- › **Partner Coordination.** This requires the department to work with the partners and support entities that have been identified in the implementation plan as supporting partners. Depending on the recommendation, coordination may occur regularly, at the initiation of an action, or at major milestones in the implementation process.
- › **Plan Monitoring.** The department is responsible for tracking plan success over time and as recommendations are implemented, priorities are shifted, and other adjustments are made to remain aligned with community vision. Monitoring can take the form of documenting success, developing reports, and sharing progress with the public and city leaders.
- › **Education.** As the primary plan champion, it is important that the Parks and Recreation Department remain transparent and continually inform residents, stakeholders, and elected and appointed officials about the importance of the master plan, notable accomplishments, and future input opportunities.
- › **Amendments.** To account for changes in the community and recreational trends over time there is the potential that the master plan will need to be amended in the future to remain aligned with the community vision for parks and recreation.

As the community changes over time, opportunities arise, or resources become available a number of things could happen, so the plan should evolve to address potential changes. Examples of conditions that may warrant plan modification or amendment include:

- › Identifying a facility or program not recommended in the plan
- › Unexpected funding sources becoming available
- › Implementation of action occurring in an order or at a pace that differs from initial prioritization

ANNUAL PROGRESS REPORT

The implementation action plan serves as a checklist for the city to utilize when prioritizing projects and tracking progress over time. Prior to the yearly budget process, Parks and Recreation Department staff should develop a progress report to identify the status of the recommendations in the implementation action plan. This exercise will help the department in making budgetary decisions and assess the actions that can be achieved in the upcoming year with appropriate resource allocation. Staff should work with elected and appointed officials to determine any necessary amendment to the implementation plan and keep city leadership informed about accomplishments and remaining actions.

FIVE-YEAR UPDATE

Five years after plan adoption staff should conduct a more comprehensive review of the plan. This review includes an update to park, recreation, and trail facility inventories, incorporating changes to demographic trends, and a thorough review of recommendations to ensure they remain relevant and align with the community vision. This update serves as an opportunity to have another touchpoint with the community to obtain public input on parks and recreation preferences and review level of service metrics.

TEN-YEAR UPDATE

Ten years after plan adoption, the City should expect significant changes and updates to have occurred in the parks and recreation system as general growth and development take place throughout the city. It is best practice to conduct a full update to the master plan every 10 years to stay up to date with community needs and national trends. If a revised master plan is not feasible at the time the City should at least compile a comprehensive summary of accomplishments achieved in previous years, update system inventories, document changes in demographics, offer public input opportunities, review the prioritization of remaining actions, and update maps to reflect changes.

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APPENDIX A

FUNDING STRATEGIES

FUNDING STRATEGIES

There are a variety of federal, state, and local funding resources that communities can access to implement improvements to park and recreation amenities and facilities. The following pages identify some of the resources but is not an exhaustive list.

FEDERAL FUNDING SOURCES

DEPARTMENT OF AGRICULTURE - NATURAL RESOURCES CONSERVATION SERVICE

Conservation Technical Assistance Program: Assists entities in planning and implementing conservation systems to reduce erosion, improve soil and water quality, improve and conserve wetlands, enhance fish and wildlife habitat, improve air quality, improve pasture and range condition, reduce flooding, and improve woodlands.

Source: <https://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/technical/>

Emergency Watershed Protection Program: Designed to help conserve natural resources by relieving imminent flood, fire, and windstorm hazards to life and property.

Source: <https://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/landscape/ewpp/>

DEPARTMENT OF AGRICULTURE - U.S. FOREST SERVICE

Urban and Community Forestry Program: Assists local governments to improve natural resource management of trees and forests in urban areas.

Source: <https://www.fs.usda.gov/managing-land/urban-forests/ucf?msclkid=382abc5ea6ec11ec8db5419eb4c78fb0>

DEPARTMENT OF THE INTERIOR - FISH & WILDLIFE SERVICE

Boating Access Program: Provides funding to states and area fish and wildlife agencies for projects that develop new access to waterways or renovation/improvement of existing facilities.

Source: <https://www.fws.gov/program/boating-access>

Sport Fish Restoration Program: Provides funding for fish management, conservation, and restoration; funds are distributed through state fish and wildlife departments.

Source: <https://www.fws.gov/program/sport-fish-restoration>

DEPARTMENT OF THE INTERIOR - NATIONAL PARK SERVICE

Land and Water Conservation Fund: Provides funding for planning, acquisition, and development of park and recreation areas and resource-based facilities.

Source: <https://www.nps.gov/subjects/lwcf/index.htm>

Outdoor Recreation Legacy Partnership Program: Provides funding to help create and improve state and local parks and other recreation areas, particularly in underserved communities.

Source: <https://www.nps.gov/orgs/1207/orlp2021.htm>

DEPARTMENT OF TRANSPORTATION - FEDERAL HIGHWAY ADMINISTRATION

Recreational Trails Program: Provides funds to entities to develop and maintain trails for both motorized and non-motorized users. Funds are administered through the states. Source: <https://recreationaltrailsinfo.org/>

Transportation Alternative Set-Aside Program: Provides funding for on and off-road pedestrian and bicycle facilities, recreational trail projects, safe routes to school projects, and planning, designing, or constructing boulevards. Funds are administered through the states and metropolitan planning organizations.

Source: https://www.fhwa.dot.gov/environment/transportation_alternatives/

Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Discretionary Grant: Provides funding for significant road, rail, transit, and port projects that achieve national economic objectives.

Source: <https://www.transportation.gov/RAISEgrants>

Congestion Mitigation and Air Quality Improvement Program (CMAQ): Provides funding for projects that improve air quality and reduces congestion, such as bicycle lanes, separated bicycle lanes, sidewalks, shared use paths, and signage.

Source: <https://www.transportation.gov/sustainability/climate/federal-programs-directory-congestion-mitigation-and-air-quality-cmaq>

Highway Safety Improvement Program: Provides funding for improving safety along public roadways to reduce conflicts between pedestrians/cyclists and automobiles.

Source: <https://safety.fhwa.dot.gov/hsip/>

Federal Lands Access Program: Provides funding to improve transportation facilities to or within federal lands with preference given to high-use recreation sites and economic generators.

Source: <https://highways.dot.gov/federal-lands/programs-access>

STATE FUNDING SOURCES

TEXAS PARKS AND WILDLIFE DEPARTMENT

Local Parks Grant: The Local Park Grant Program consists of 5 individual programs that assist local units of government with the acquisition and/ or development of public recreation areas and facilities throughout the State of Texas. The Program provides 50% matching grants on a reimbursement basis to eligible applicants. All grant assisted sites must be dedicated as parkland in perpetuity, properly maintained and open to the public.

Source: <http://tpwd.texas.gov/business/grants/recreation-grants/about-local-parks-grants>

Outdoor Recreation Grant: Outdoor Recreation Grants provide 50% matching grant funds to cities, counties, Municipal Utility Districts (MUDs), and other special districts with a population less than 500,000 to acquire and develop parkland or to renovate existing public recreation areas. There are two funding cycles per year with a maximum award of \$500,000. Projects must be completed within three years of approval. Application deadlines are October 1st of each year (the master plans submission deadline is 60 days prior to application deadline). Award notifications occur six months after deadlines.

Recreational Trails Grant: TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal gas taxes paid on fuel used in non-highway recreational vehicles. The grants can be up to 80% of project cost with a maximum of \$200,000 for non-motorized trail grants and currently there is not a maximum amount for motorized trail grants (call 512-538-4427 for motorized trail grant funding availability). Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, to improve existing trails, to develop trailheads or trailside facilities, and to acquire trail corridors.

Source: <https://tpwd.texas.gov/business/grants/recreation-grants/recreational-trails-grants?msclkid=32784ea2a6ef1ec1a1e92e30bb02b2>

Community Outdoor Outreach Program Grants: Provide funding to local governments and non-profit organizations for programming that introduces under-served populations to environmental and conservation programs as well as TPWD mission-oriented outdoor activities. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other tax-exempt groups. Minimum grant requests are \$5,000 and maximum grant requests are \$50,000. The application deadline is February 1st each year.

TEXAS DEPARTMENT OF TRANSPORTATION

Safe Routes to School Program: The purpose of the Federal Safe Routes to School (SRTS) Program is to address these issues head on. At its heart, the SRTS Program empowers communities to make walking and bicycling to school a safe

and routine activity once again. The Program makes funding available for a wide variety of programs and projects, from building safer street crossings to establishing programs that encourage children and their parents to walk and bicycle safely to school.

LOCAL FUNDING SOURCES

General Fund Expenditures for improvements or repairs to existing parks and facilities.

Bond Funds are voter-approved debt financing that is paid back over time for large capital expenditures.

Park Fee Ordinance is a city ordinance that imposes a fee on developers when new development is built to pay for developing or improving parks. Depending on the structure of the ordinance, the city can require land to be dedicated for parks, cash in lieu of land for park development, or park development fees.

Tree Mitigation Fund is a city ordinance that can be enacted to ensure that developers replace trees removed during development or pay a fee for trees to be planted elsewhere.

OTHER FUNDING OPPORTUNITIES

Aside from federal, state, and local funding, other organizations can provide funding or volunteer services to help support the improvement of the parks system. These groups include friends of the park groups, service groups, youth service providers, and private corporations for sponsorships.

APPENDIX B

STATISTICALLY VALID SURVEY FINDINGS REPORT



2024 City of Wichita Falls Needs Assessment Survey Findings Report

Presented to the City of Wichita Falls, Texas

May 2024



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Executive Summary

2024 Wichita Falls, Texas

Needs Assessment

Executive Summary

Overview

ETC Institute administered a needs assessment survey for the City of Wichita Falls during the early months of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random number of households in the City of Wichita Falls. 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 online at wichitafallssurvey.com.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Wichita Falls from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses 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 online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 400 completed responses from residents, and this target was surpassed with 512 completed surveys collected. The overall results for the sample of 512 residents have a precision of at least +/-4.3% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings
- Charts showing the overall results of the survey (Section 1)
- Benchmarks (Section 2)
- Priority Investment Ratings (PIR) (Section 3)
- Importance-Satisfaction Analysis (Section 4)
- Tabular data showing the overall results for all questions on the survey (Section 5)
- A copy of the cover letter and survey instrument (Section 6)

The major findings of the survey are summarized in the following pages.

Parks and Recreation Facilities Use

Overall Parks and Recreation Facilities Use: The parks and facilities respondents indicated they use most often include Lucy Park (64%), Lake Wichita Park (60%), and Kiwanis (44%). Respondents were then asked to rate the physical condition of all the parks and facilities they've visited. Sixteen percent (16%) of respondents rated the parks and facilities they've visited as "excellent" and 51% gave "good" ratings, only 28% gave "fair" and only 5% gave "poor" ratings.

Overall Parks and Recreation Trails Use: Most respondents (56%) indicated they have used trails offered by the City of Wichita Falls during the past year. Of those, 33% rated the physical condition of the trails as "excellent," 53% rated them as "good," 12% gave "fair" ratings, and only 2% gave "poor" ratings.

Overall Recreation Programs Use: Some respondents (29%) of reported that they had participated in programs in the past year. Only 26% rated the programs "excellent", 55% rated "good", 17% rated the programs "fair", and 2% rated them "poor."

Barriers: The primary reasons that prevent respondents from using city recreation facilities, trails, or programs include: not knowing what was offered (45%), not having the time to participate (23%), and not knowing the location of facilities (14%).

Communication

Some of the most common ways of communication respondents use include: social media (73%), word of mouth (61%), and banners in public places (30%). Based on the sum of respondents' top three choices, the most preferred sources of information include: social media (72%), word of mouth (33%), and banners in public places (30%).

Benefits, Importance, and Improvements to Parks and Recreation

Agreement: Respondents were asked to rate their level of agreement with the statements listed in the survey. The statements that respondents agreed on most include: public parks add to quality of life in the community (94%), parks & recreation is an essential service to City (91%), and provide access to greenspace & nature, or playgrounds (84%).

Outside Organizations

The top organizations that residents used for parks, trails, and recreation activities (in the last year) include Wichita Falls parks & recreation (77%), State of Texas parks (54%), and churches/places of worship (51%). The organizations used most often include Wichita Falls parks & recreation (51%), State of Texas parks (24%), churches/places of worship (22%).

Additional Findings

Recreation and Fitness Providers: Twenty-two percent (22%) of residents said their needs for indoor recreation and fitness are “fully met” through private recreation and fitness providers while thirty percent (33%) said their needs were “mostly met.”

Importance of High Quality Recreation Programs/Facilities: Respondents were asked to rate how important it is for the city to provide high quality recreation programs and facilities. 76% of residents believe that it is “very important” for the city to provide high quality recreation programs and facilities, 18% believe it is “somewhat important,” only 4% of respondents were “not sure”, and only 2% believed it was “not important.”

Satisfaction of Overall Value Received from Parks and Recreation Services: Respondents were asked to rate their satisfaction with the overall value received from the parks and recreation services. 17% of residents were “very satisfied,” 39% were somewhat satisfied,” 28% rated “neutral,” only 11% were “somewhat dissatisfied,” and only 5% were “very dissatisfied.”

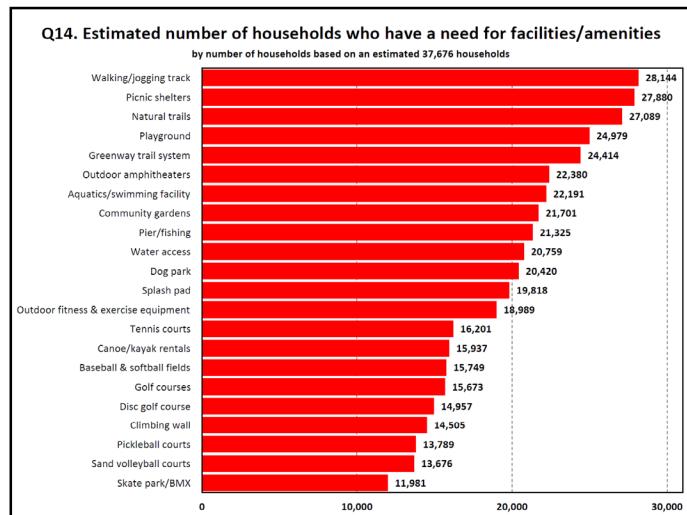
Recreation Facilities/Amenities Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 22 recreation facilities and amenities and to 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” need for various facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Walking/jogging track – 28,144 households
2. Picnic shelters – 27,880 households
3. Natural trails – 27,089 households

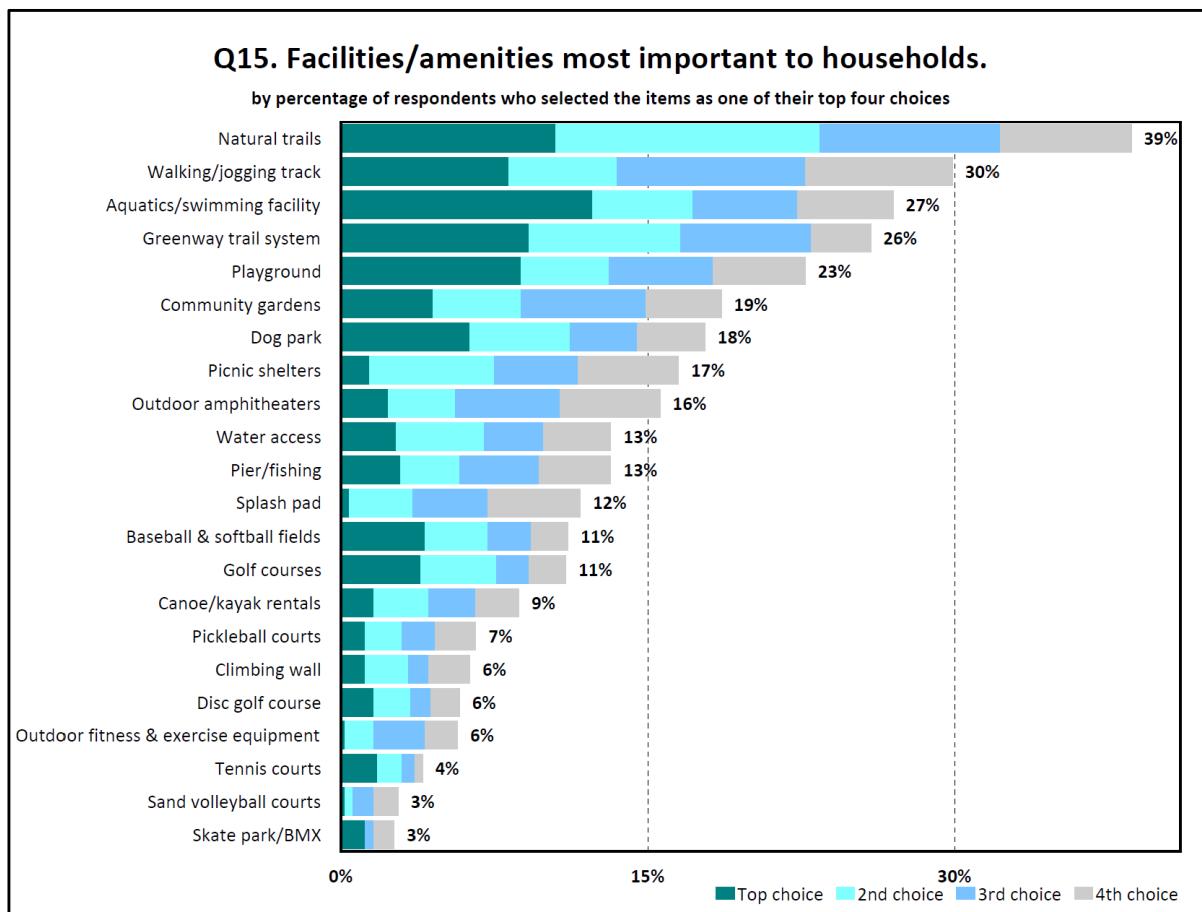
The estimated number of households that have unmet needs for each of the 22 facilities assessed is shown in the chart below.



Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

1. Natural trails (39%)
2. Walking/jogging track (30%)
3. Aquatics/swimming facility (27%)
4. Greenway trail system (26%)

The percentage of residents who selected each facility as one of their top four choices is shown in the chart in the next page.

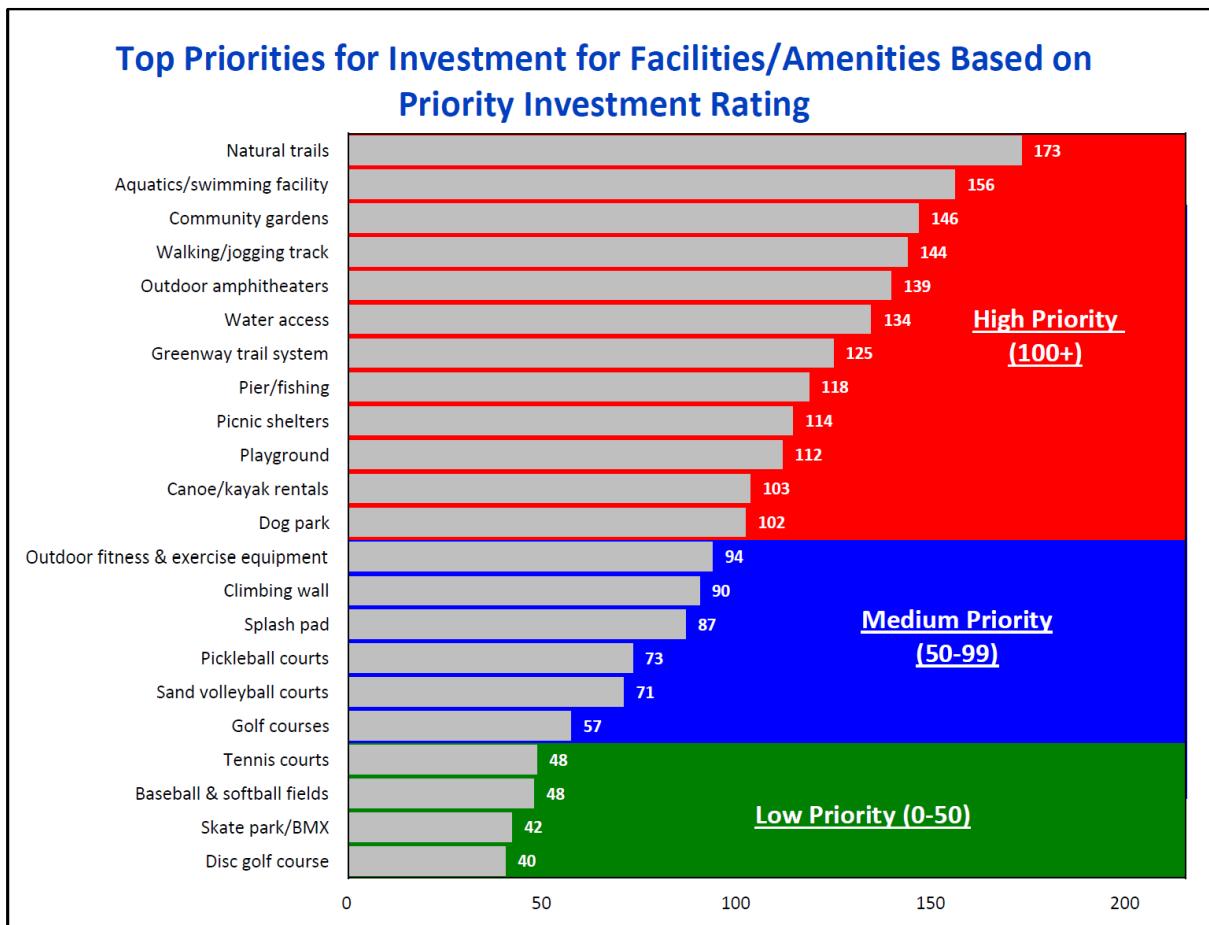


Priorities for Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Natural trails (PIR= 173)
- Aquatic/swimming facility (PIR= 156)
- Community gardens (PIR= 146)
- Walking/jogging track (PIR= 144)
- Outdoor amphitheaters (PIR= 139)
- Water access (PIR= 134)
- Greenway trail system (PIR= 125)
- Pier/fishing (PIR= 118)

The chart below shows the Priority Investment Rating for each of the 22 facilities assessed in the survey.



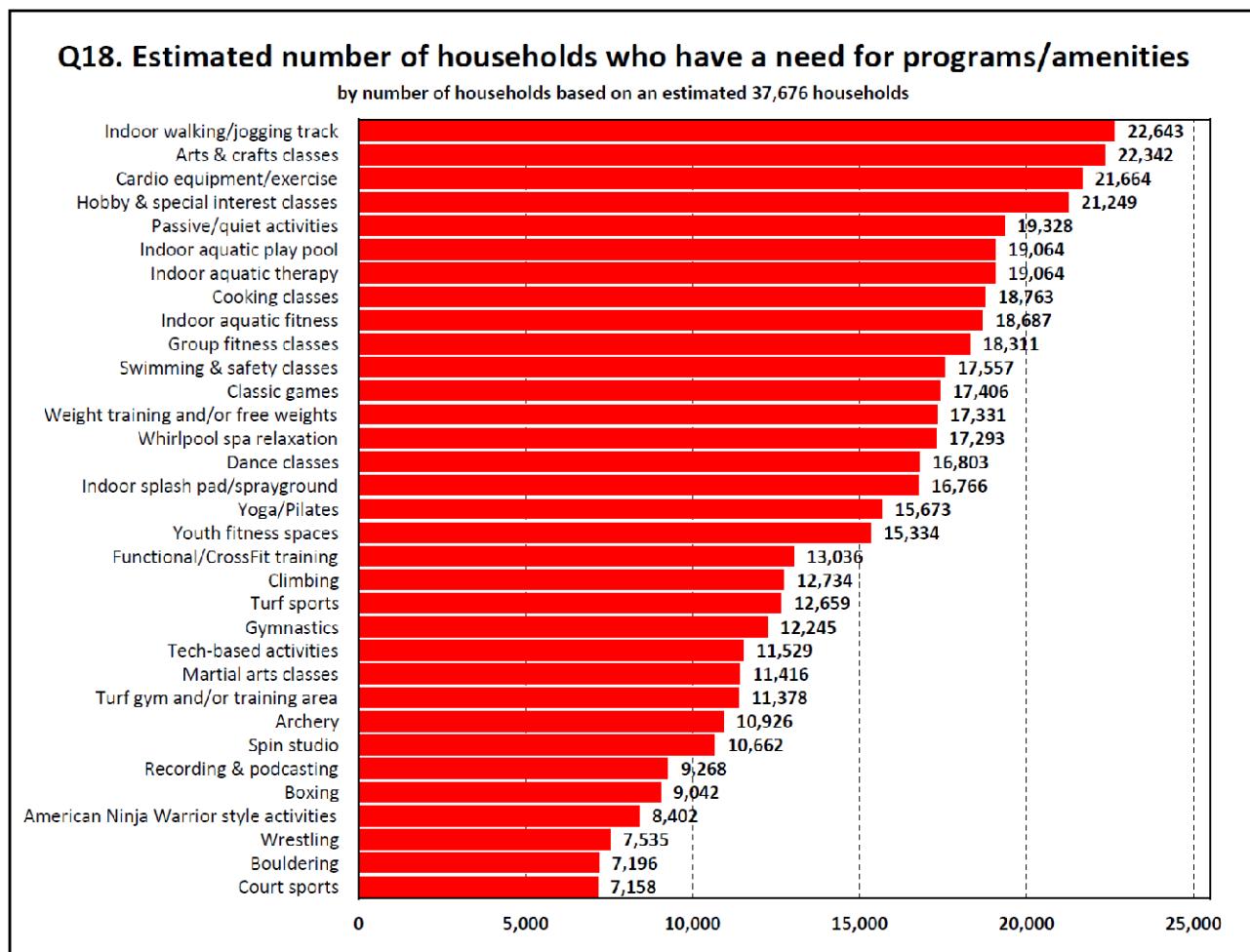
Recreation Programs Needs and Priorities

Program Needs: Respondents were asked to identify if their household had a need for 33 recreation programs and to 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” need for various programs.

The three programs with the highest percentage of households that have an unmet need:

1. Indoor walking/jogging track – 22,643 households
2. Arts & crafts classes – 22,342 households
3. Cardio equipment/exercise – 21,664 households

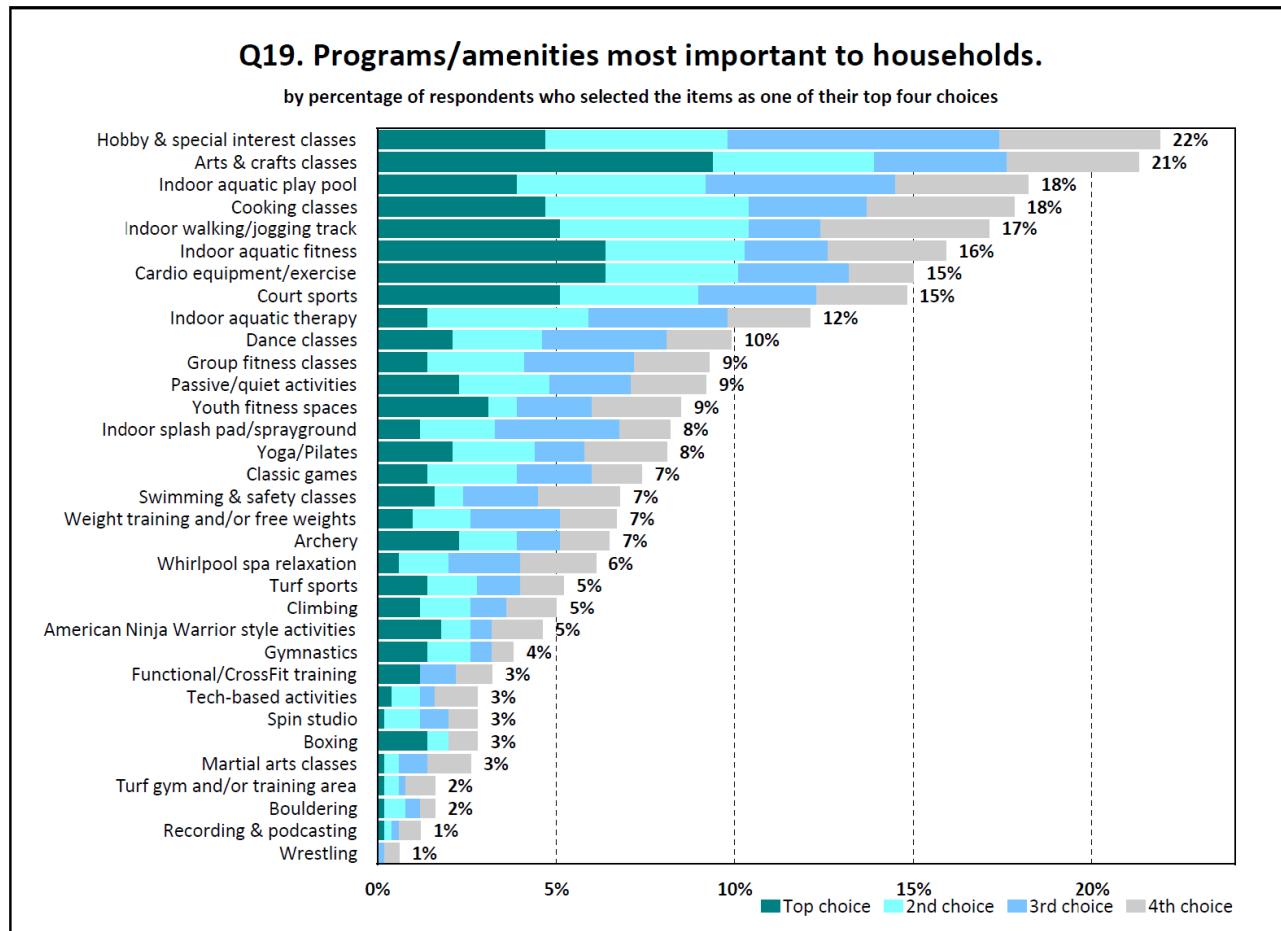
The estimated number of households that have unmet needs for each of the 33 programs assessed is shown in the chart below.



Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs that ranked most important to residents:

1. Hobby & special interest classes (22%)
2. Arts & crafts classes (21%)
3. Indoor aquatic play pool (18%)
4. Cooking classes (18%)

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

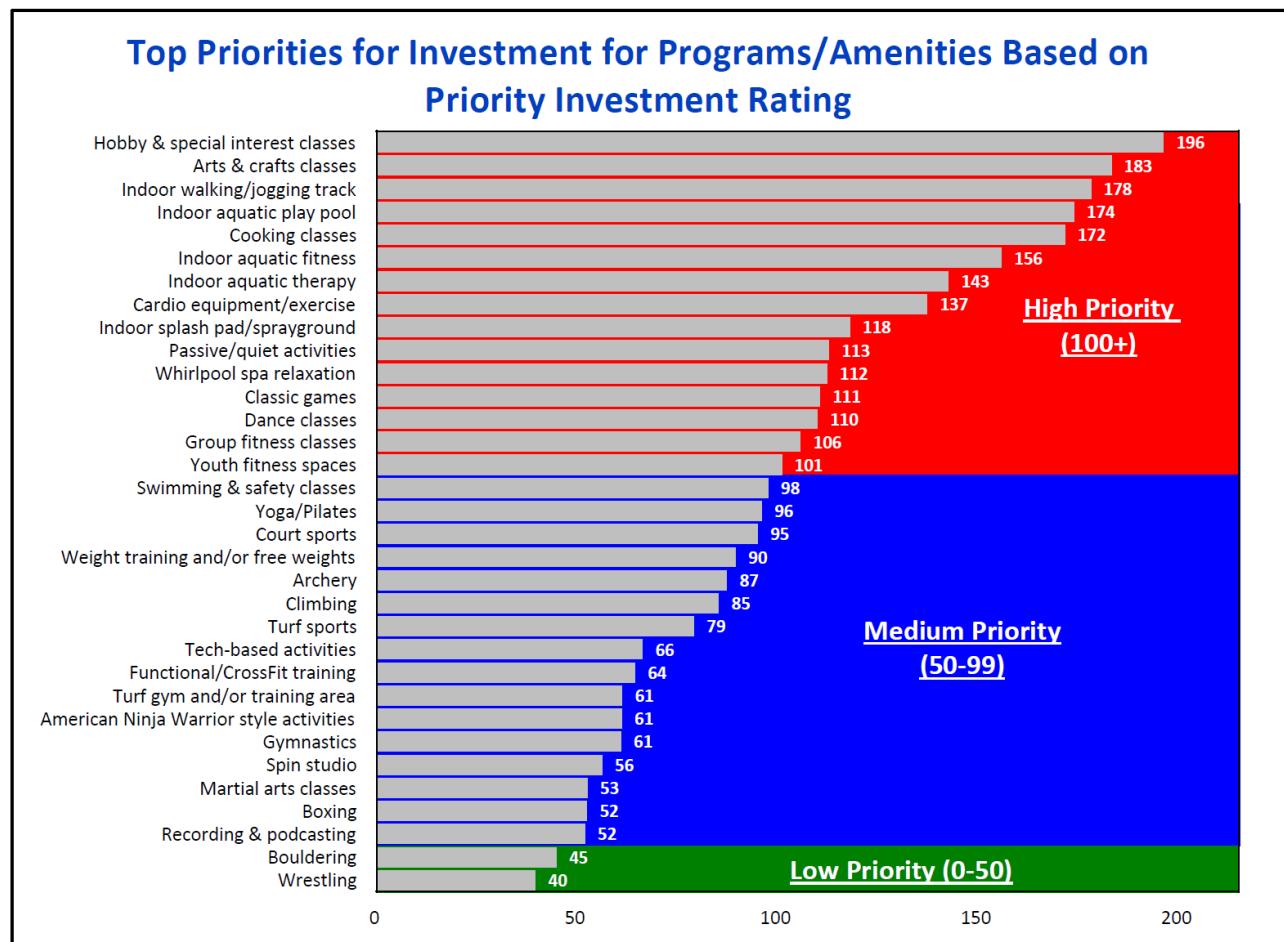


Priorities for Program Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Hobby & special interest classes (PIR= 196)
- Arts & crafts classes (PIR= 183)
- Indoor walking/jogging track (PIR= 178)
- Indoor aquatic play pool (PIR= 174)
- Cooking classes (PIR= 172)
- Indoor aquatic fitness (PIR= 156)
- Indoor aquatic therapy (PIR= 143)
- Cardio equipment/exercise (PIR= 137)

The chart below shows the Priority Investment Rating for each of the 33 programs assessed in the survey.



Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with services in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for Recreation Facilities. This analysis reviewed the importance of and satisfaction with parks and recreation facilities. Based on the results of this analysis, the services that are recommended as the top priorities in order to raise overall satisfaction ratings are listed below:

- Maintenance of City parks (I-S = 0.1531)
- Maintenance of playgrounds at City parks (I-S = 0.1264)
- Maintenance of picnic/pavilion areas at City parks (I-S = 0.1114)

The table below shows the Importance-Satisfaction rating for the thirteen categories of services that were rated.

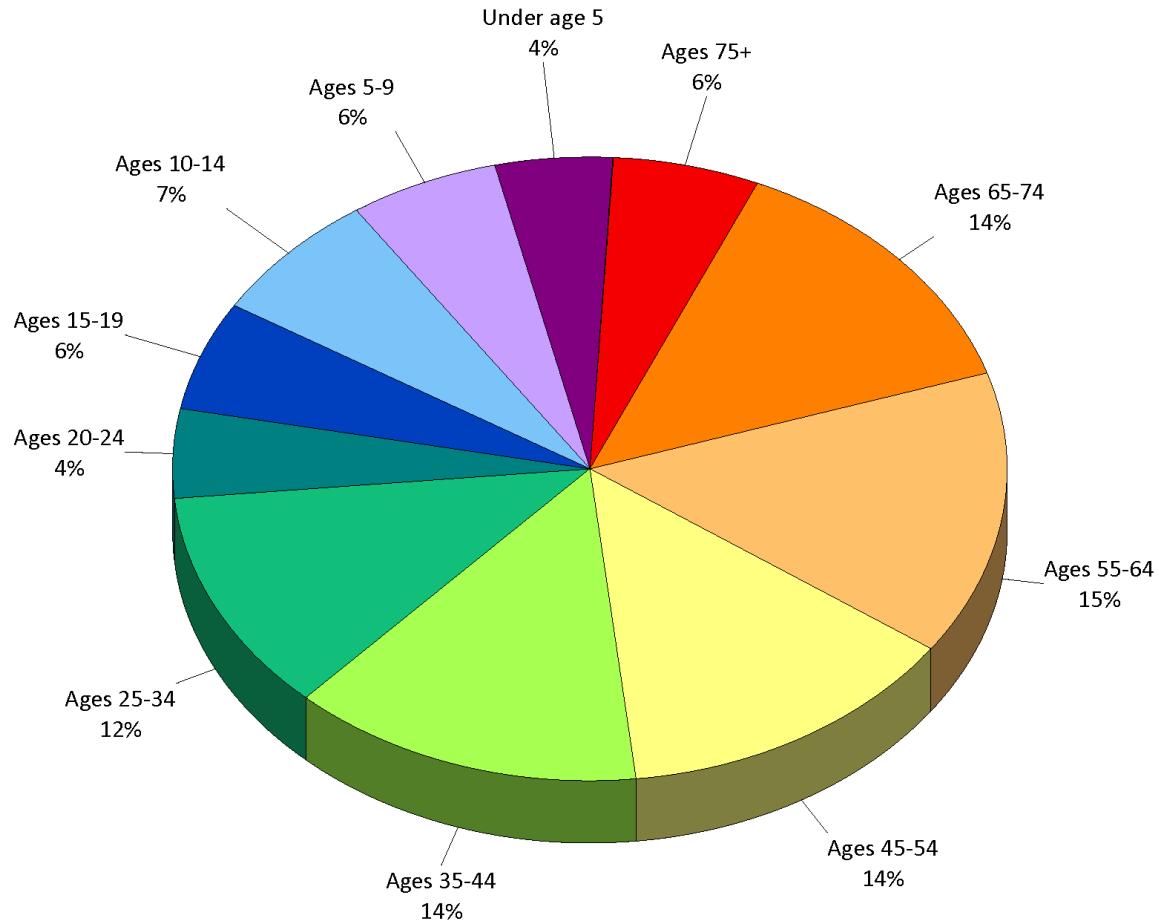
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City parks	36%	1	58%	10	0.1531	1
Maintenance of playgrounds at City parks	30%	2	58%	6	0.1264	2
Maintenance of picnic/pavilion areas at City parks	26%	4	58%	8	0.1114	3
Medium Priority (IS <.10)						
Maintenance of City's trail system	27%	3	69%	1	0.0833	4
Number of playgrounds at City parks	17%	5	51%	13	0.0831	5
Number of trails within City	17%	6	58%	7	0.0707	6
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	13%	7	58%	9	0.0537	7
Number of parks within City	12%	8	61%	4	0.0446	8
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	11%	9	59%	5	0.0439	9
Maintenance of outdoor swimming pool at Lucy Park	7%	10	41%	16	0.0431	10
Maintenance of Champions Course at Weeks Park	6%	12	57%	12	0.0247	11
Maintenance of disc golf course at Lucy Park	5%	15	50%	14	0.0225	12
Maintenance of baseball/softball fields at Wichita Falls Sports	6%	11	63%	3	0.0214	13
Maintenance of outdoor tennis courts at Hamilton Park & Weeks	5%	14	57%	11	0.0206	14
Maintenance of skate park at Wichita Falls Sports Complex	3%	16	46%	15	0.0173	15
Maintenance of splash pad at Hamilton Park	5%	13	67%	2	0.0170	16

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Charts and Graphs

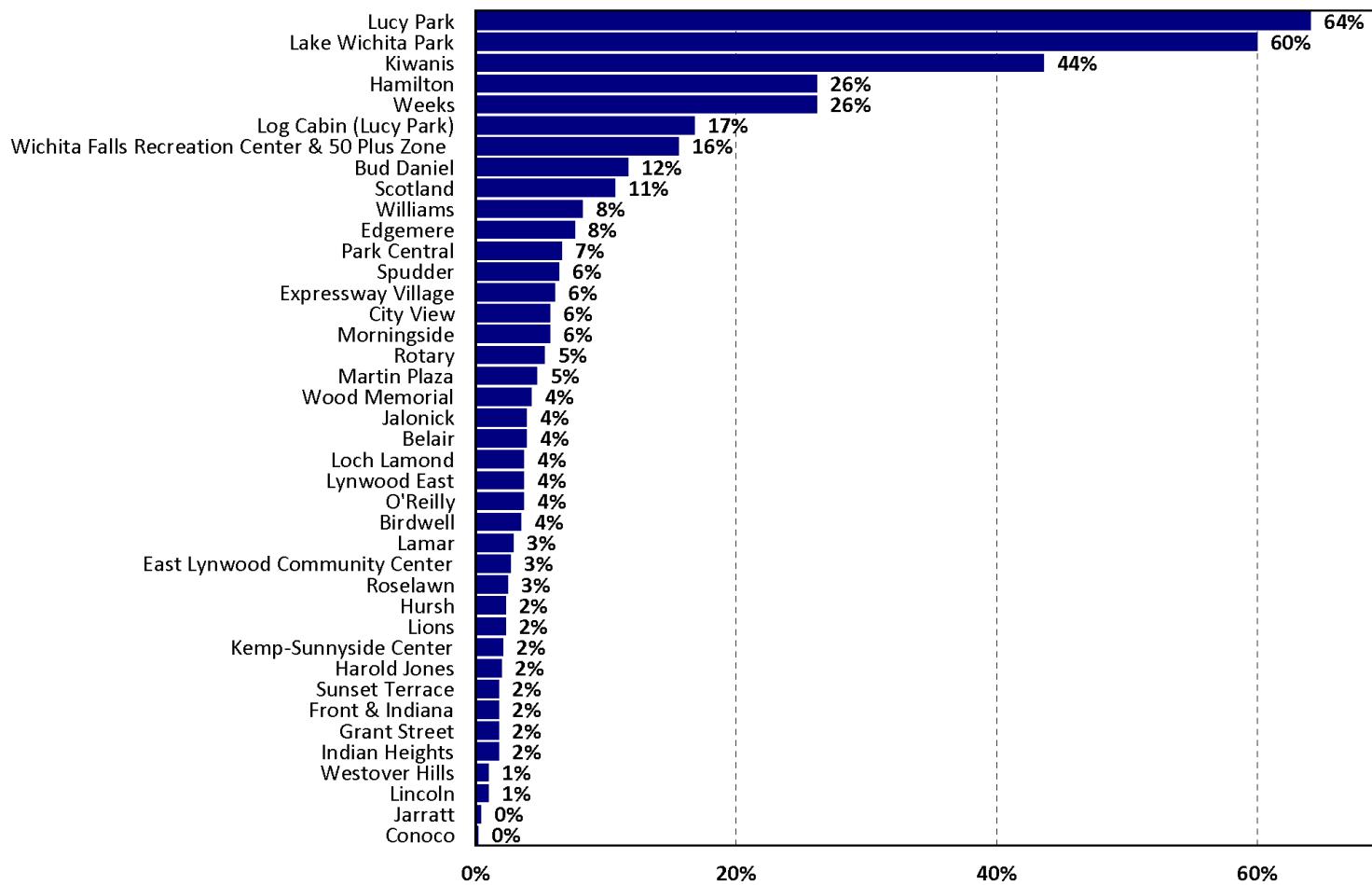
Q1. Including yourself, how many people in your household are...

by percentage of persons in household



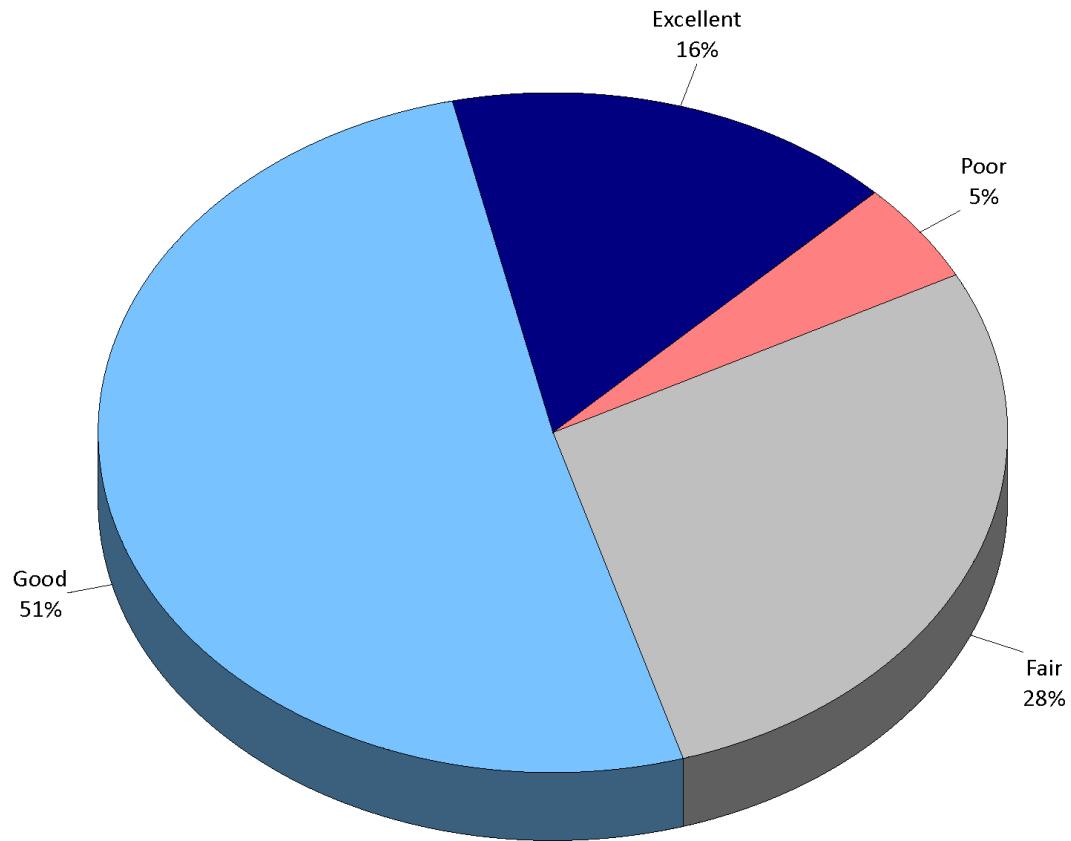
Q2. Please check all the parks/facilities you/your household have visited during the past year.

by percentage of respondents (multiple selections could be made)



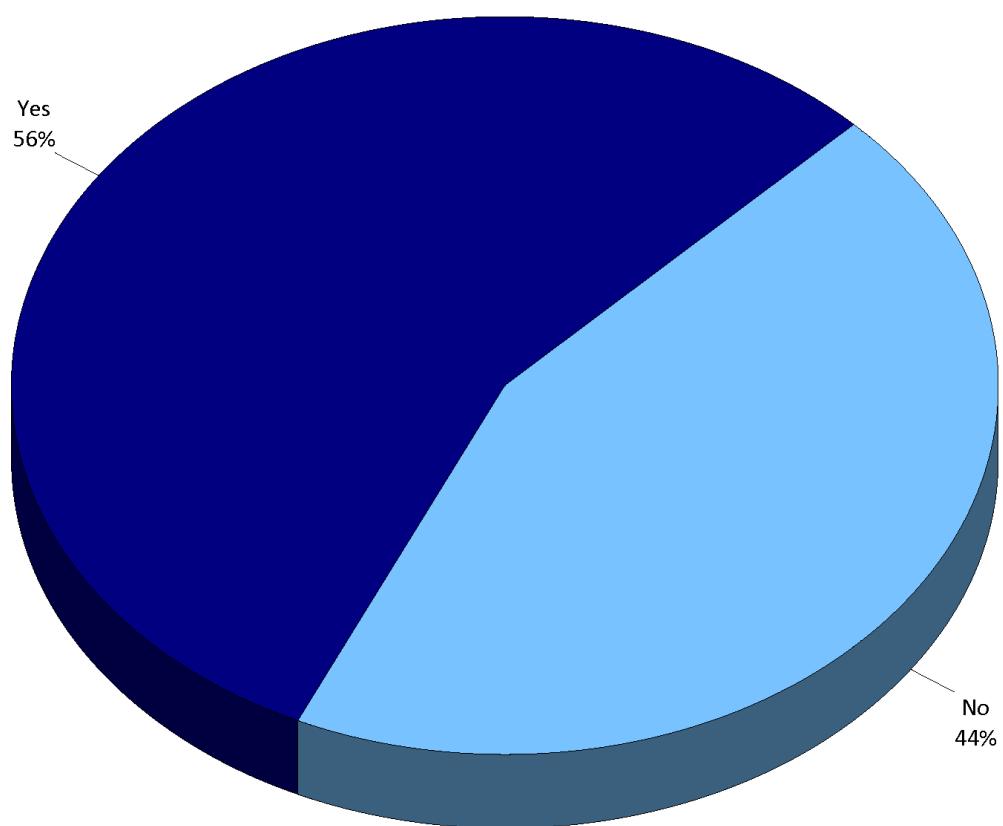
Q2a. How would you rate the physical condition of the parks/facilties you/your household have visited during the past year?

by percentage of respondents (excluding "not provided")

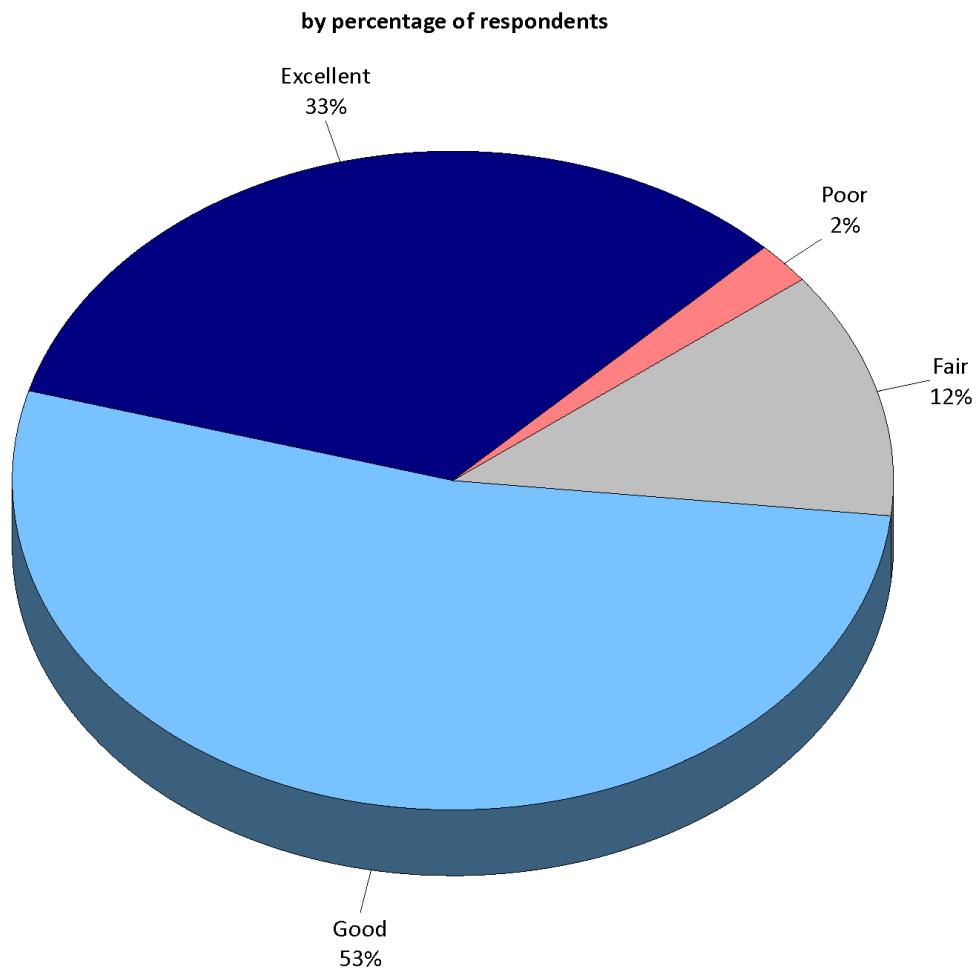


Q3. Have you/your household visited any trails in the past year?

by percentage of respondents (excluding "not provided")

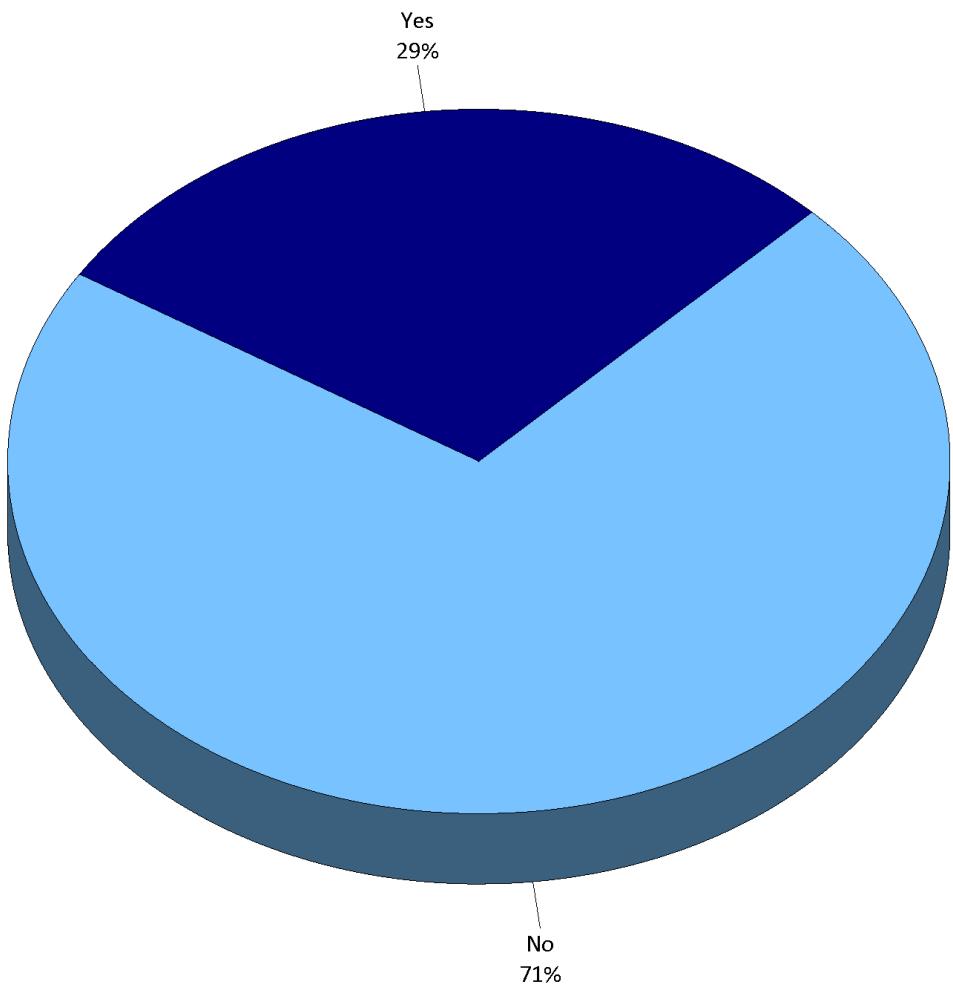


Q3a. How would you rate the physical condition of the trails you/your household have visited during the past year?



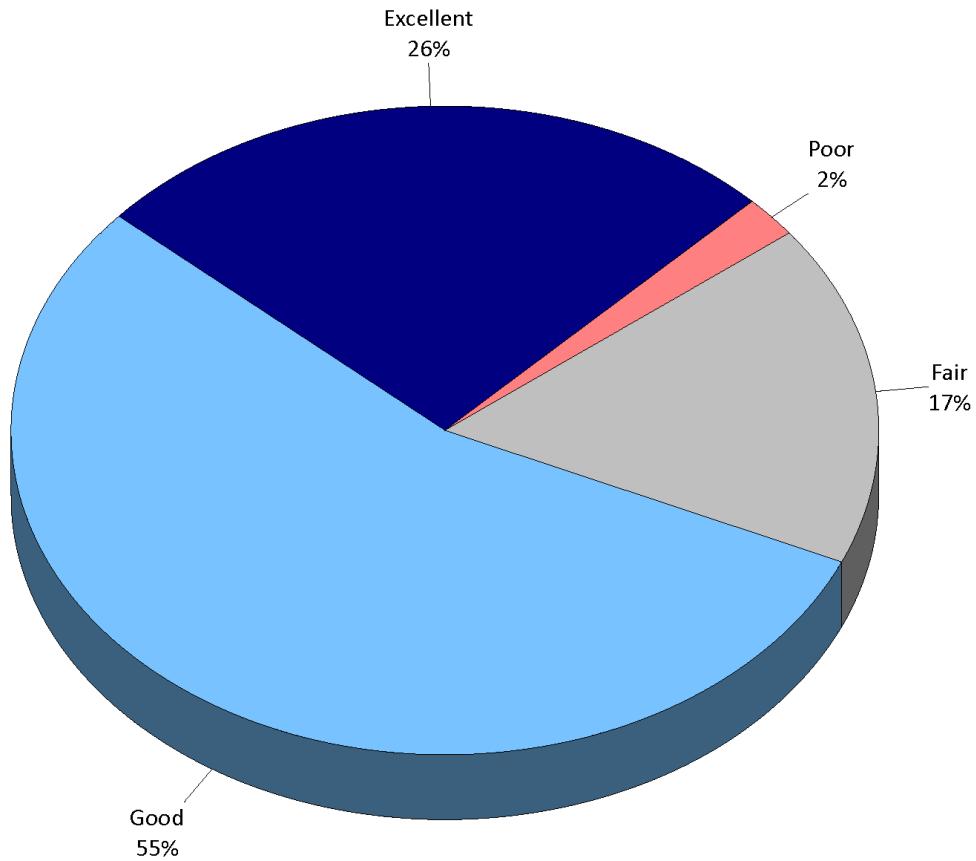
Q4. Have you/your household participated in any programs in the past year?

by percentage of respondents (excluding “not provided”)



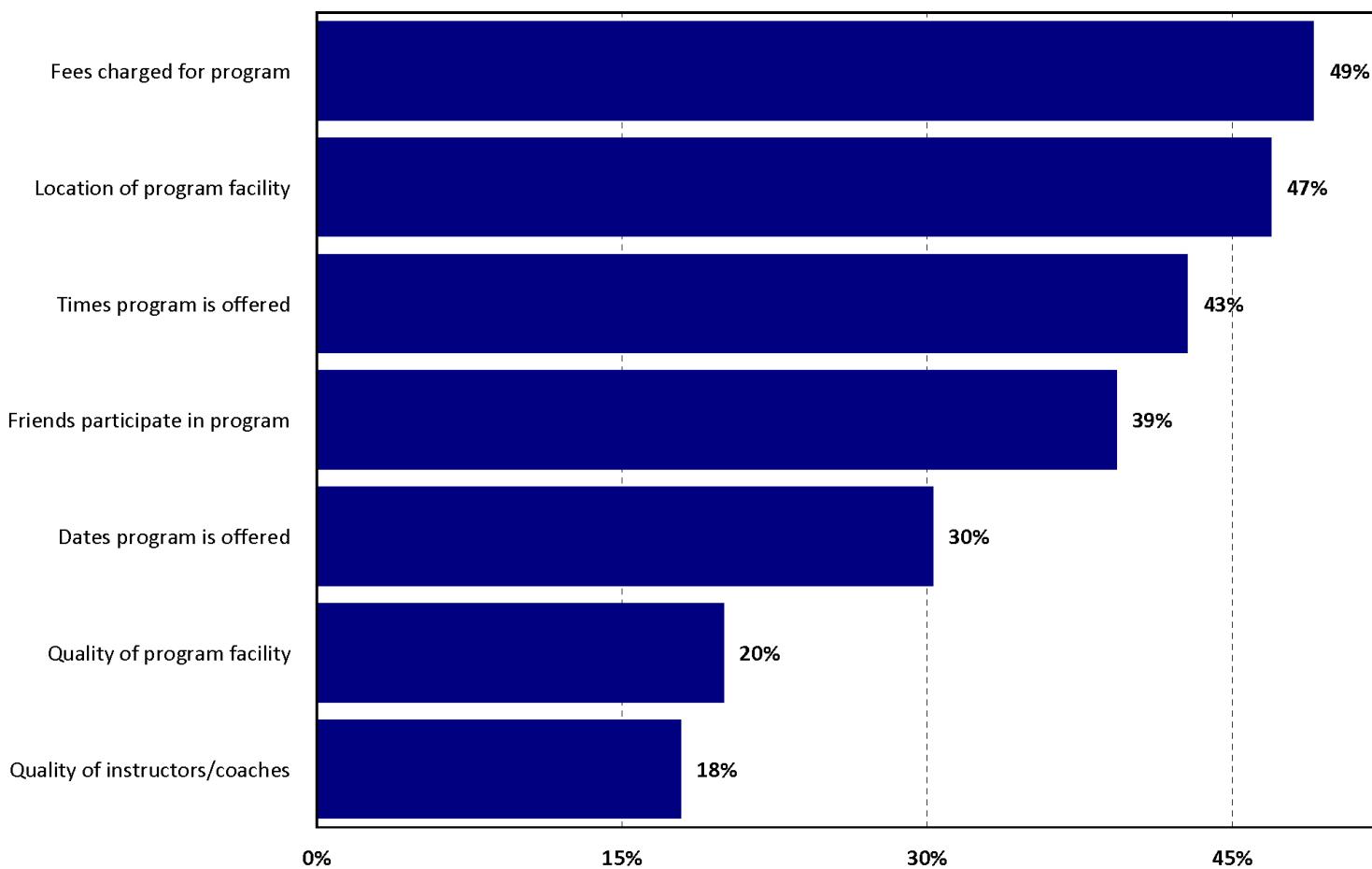
Q4a. How would you rate the programs you/your household have participated in during the past year?

by percentage of respondents (excluding "not provided")



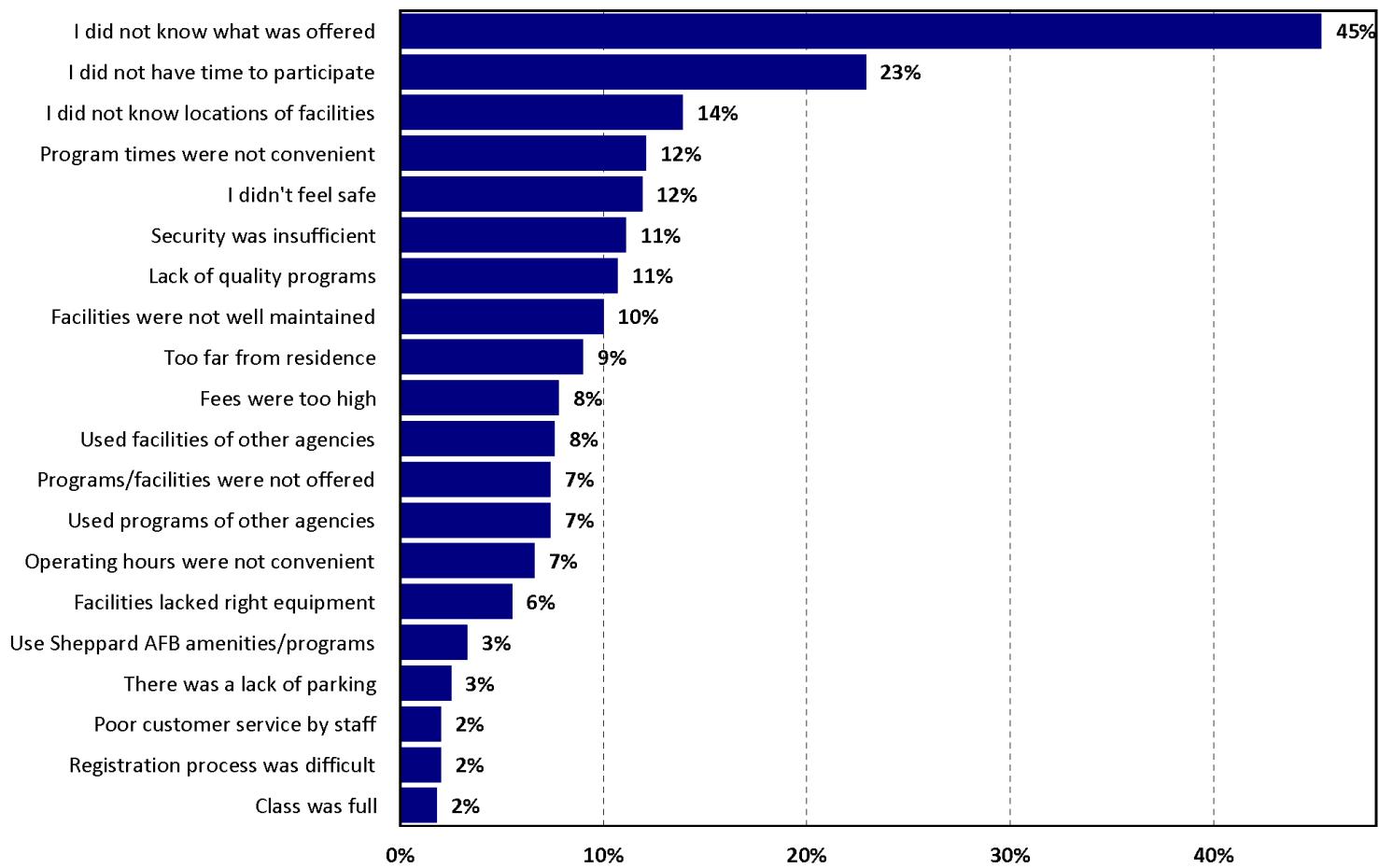
Q4b. Please check the three primary reasons why you/your household participate in City sponsored programs/activities.

by percentage of respondents (multiple selections could be made)



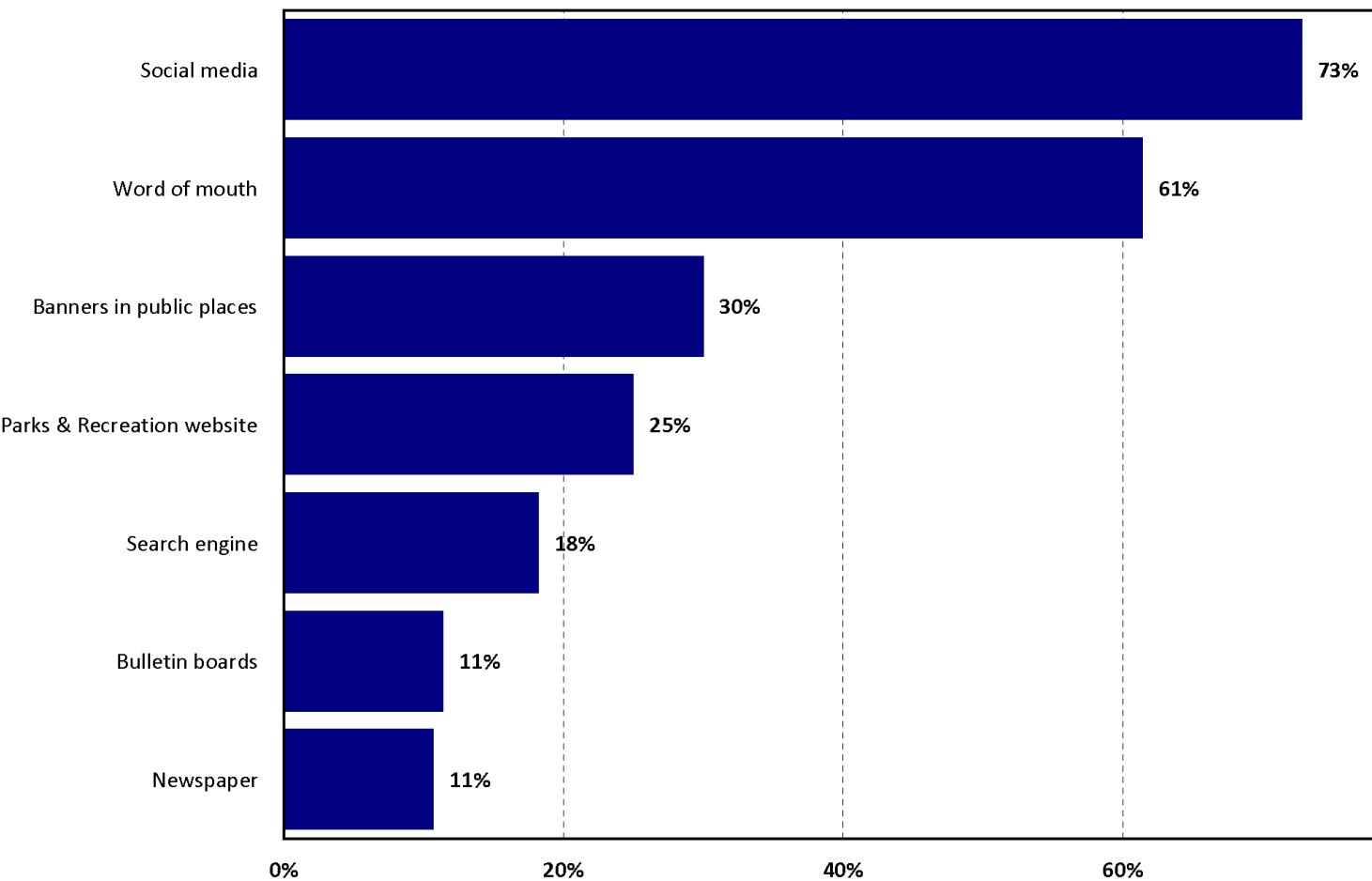
Q5. Please check all the reasons that prevent you/your household from using the City's facilities/trails/programs more often.

by percentage of respondents (multiple selections could be made)



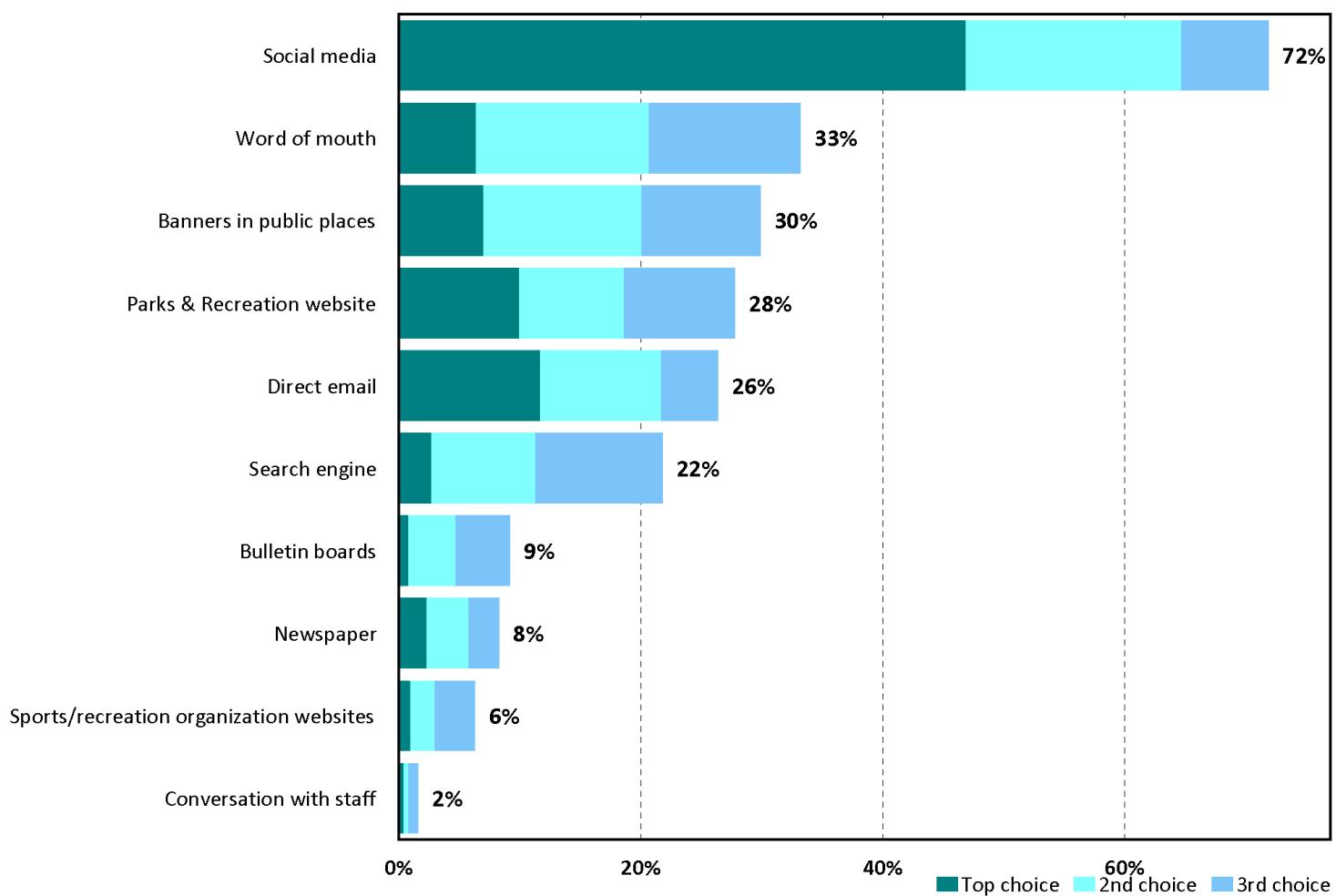
Q6. Please check all the ways you learn about Parks and Recreation Department programs/activities.

by percentage of respondents (multiple selections could be made)



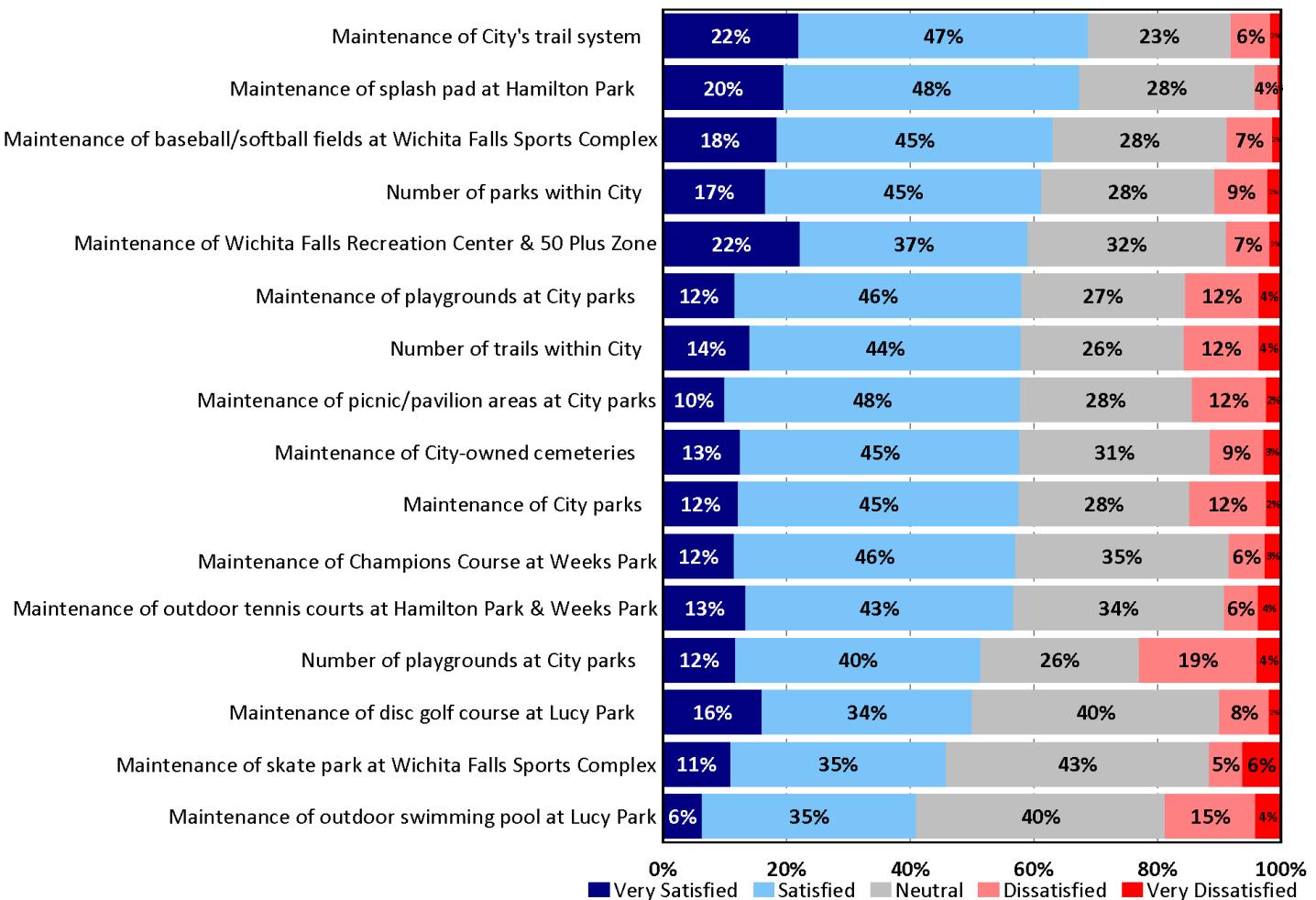
Q7. Which three of the sources of information do you prefer most?

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



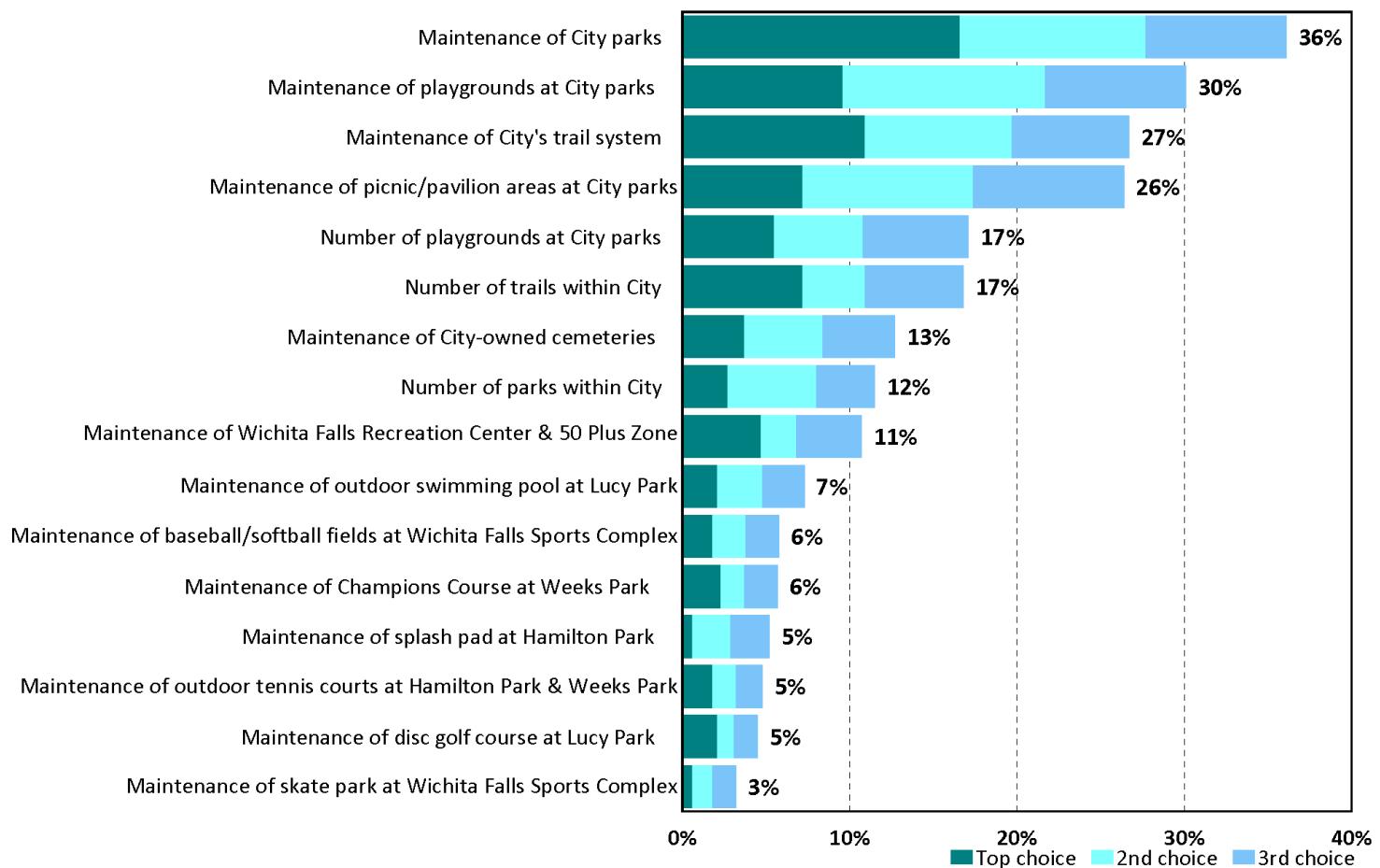
Q8. Please rate your satisfaction with the following recreation facilities.

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



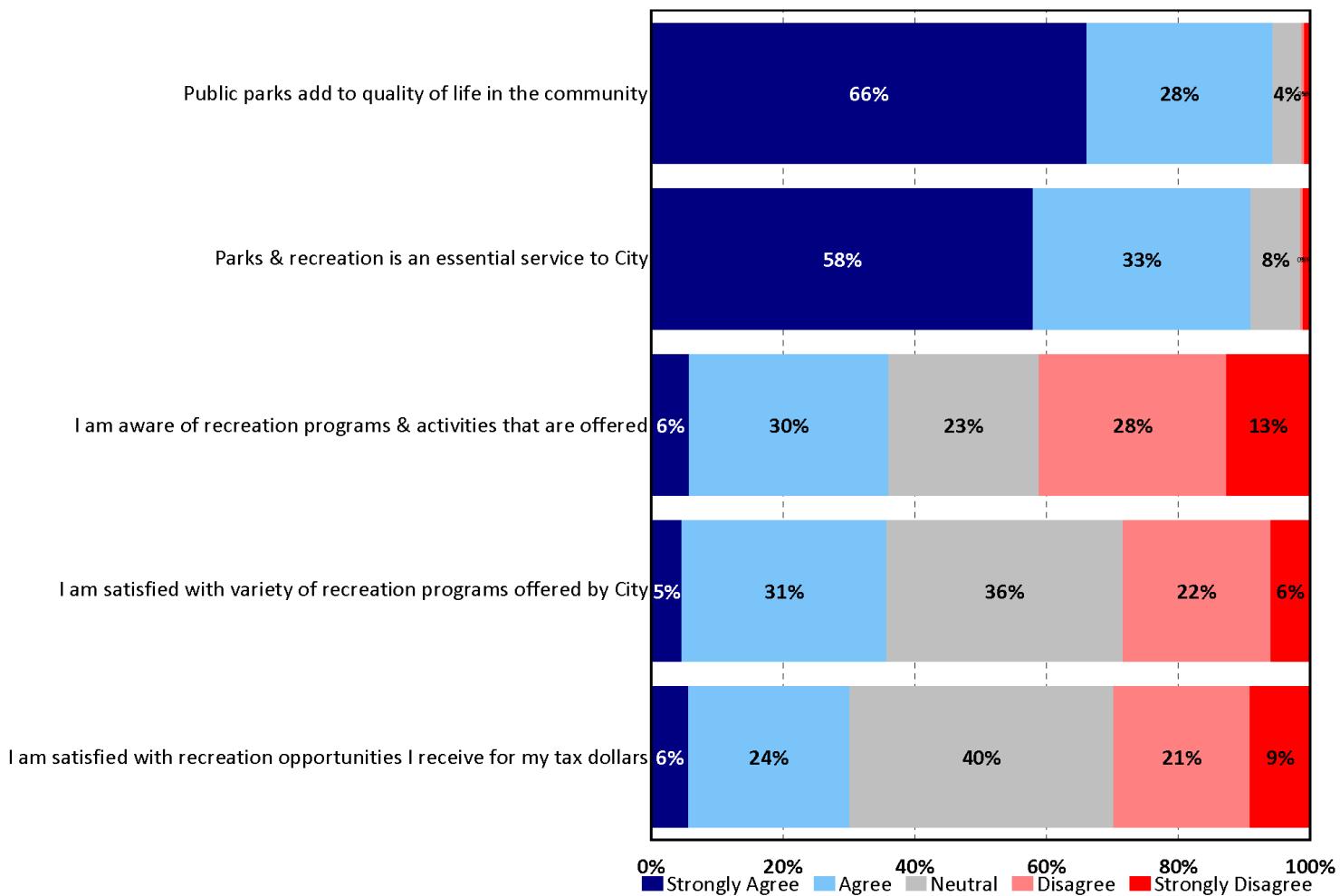
Q9. Which three of the areas do you think should be the top priorities for improvement over the next two years?

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



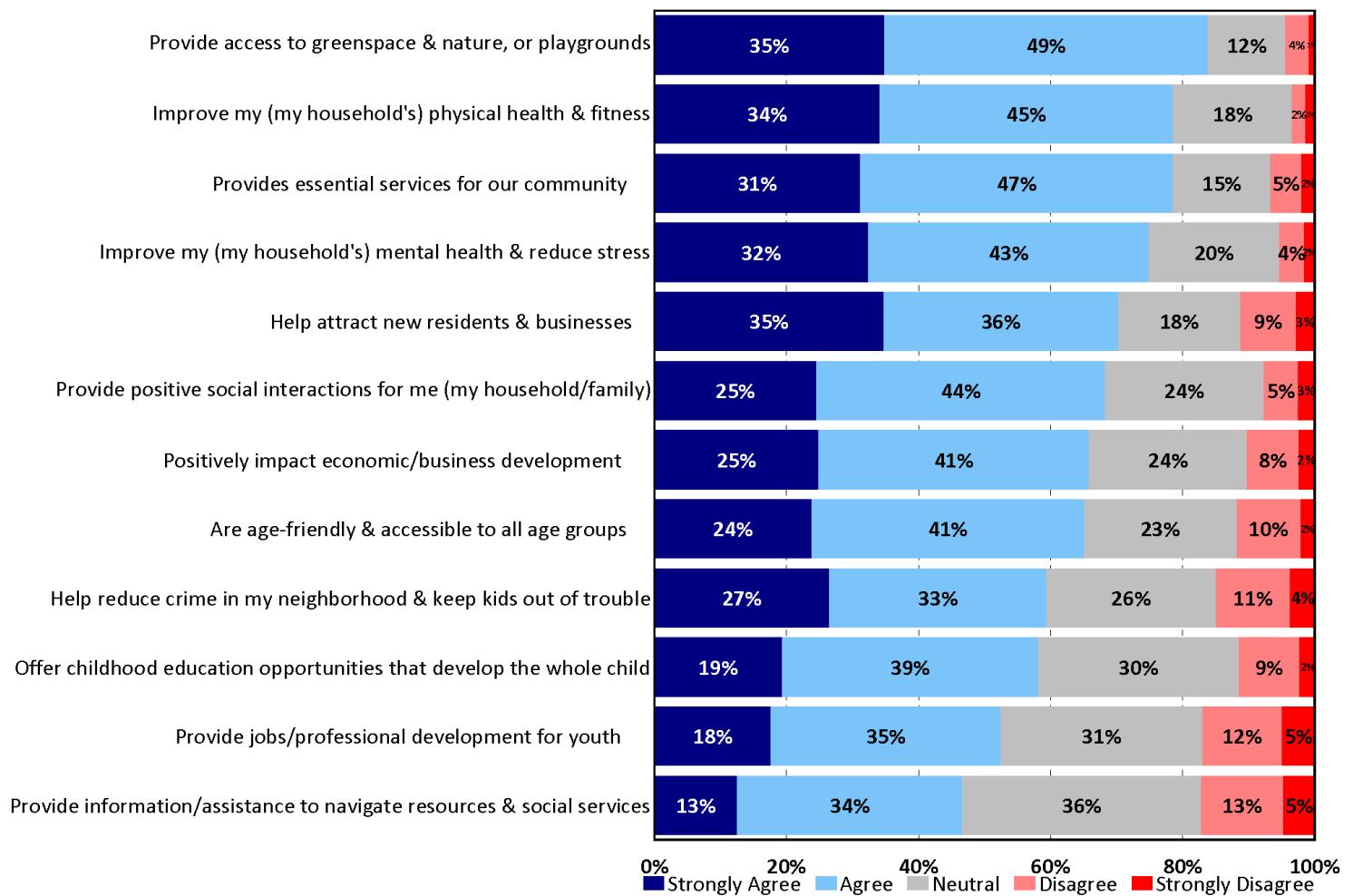
Q10a. Please indicate your level of agreement with these items.

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



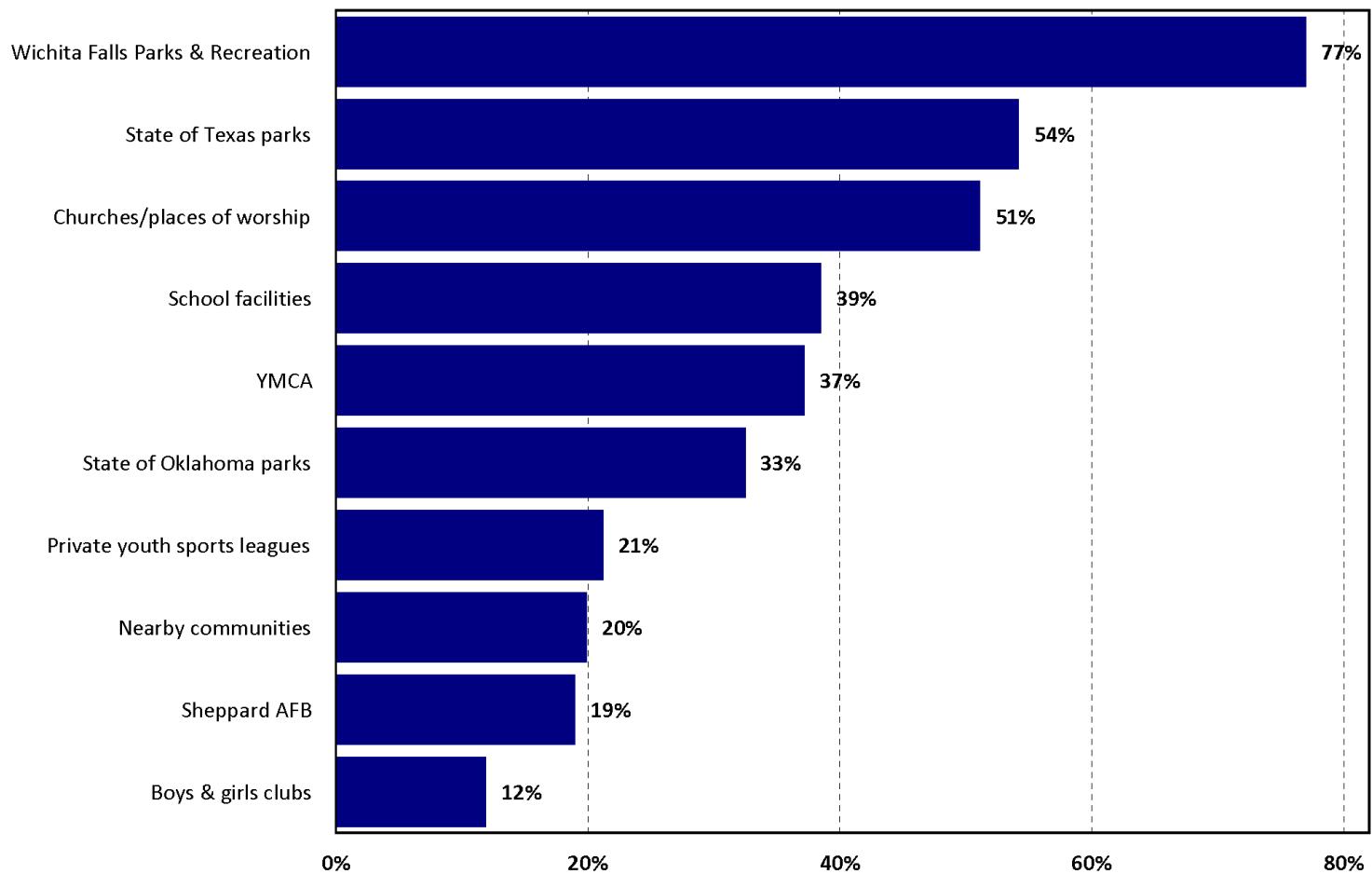
Q10b. Please indicate your level of agreement with the following.

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



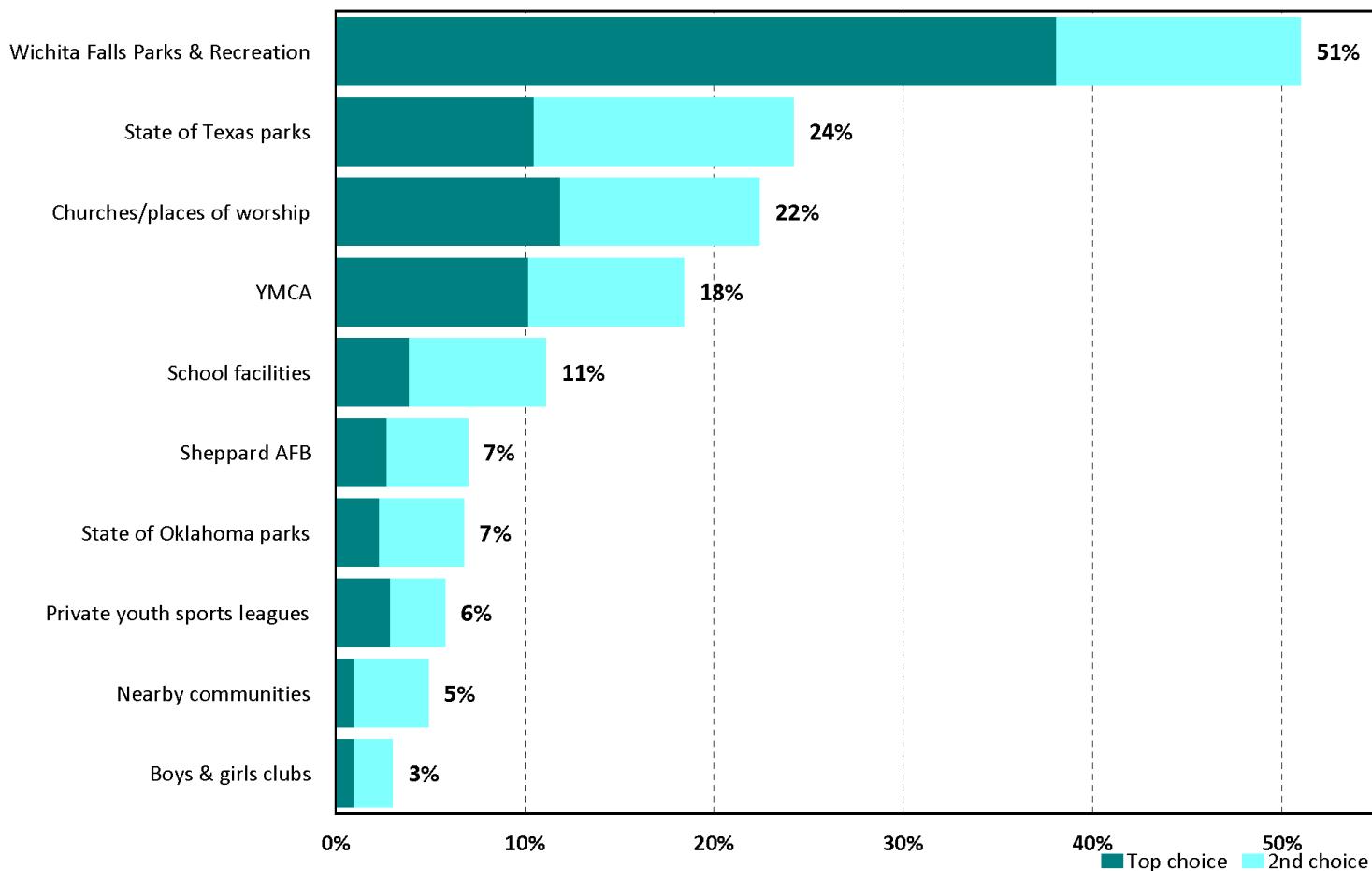
Q11. Please check all organizations your household has used for parks/trails/recreation activities during the past year.

by percentage of respondents (excluding "none of these")

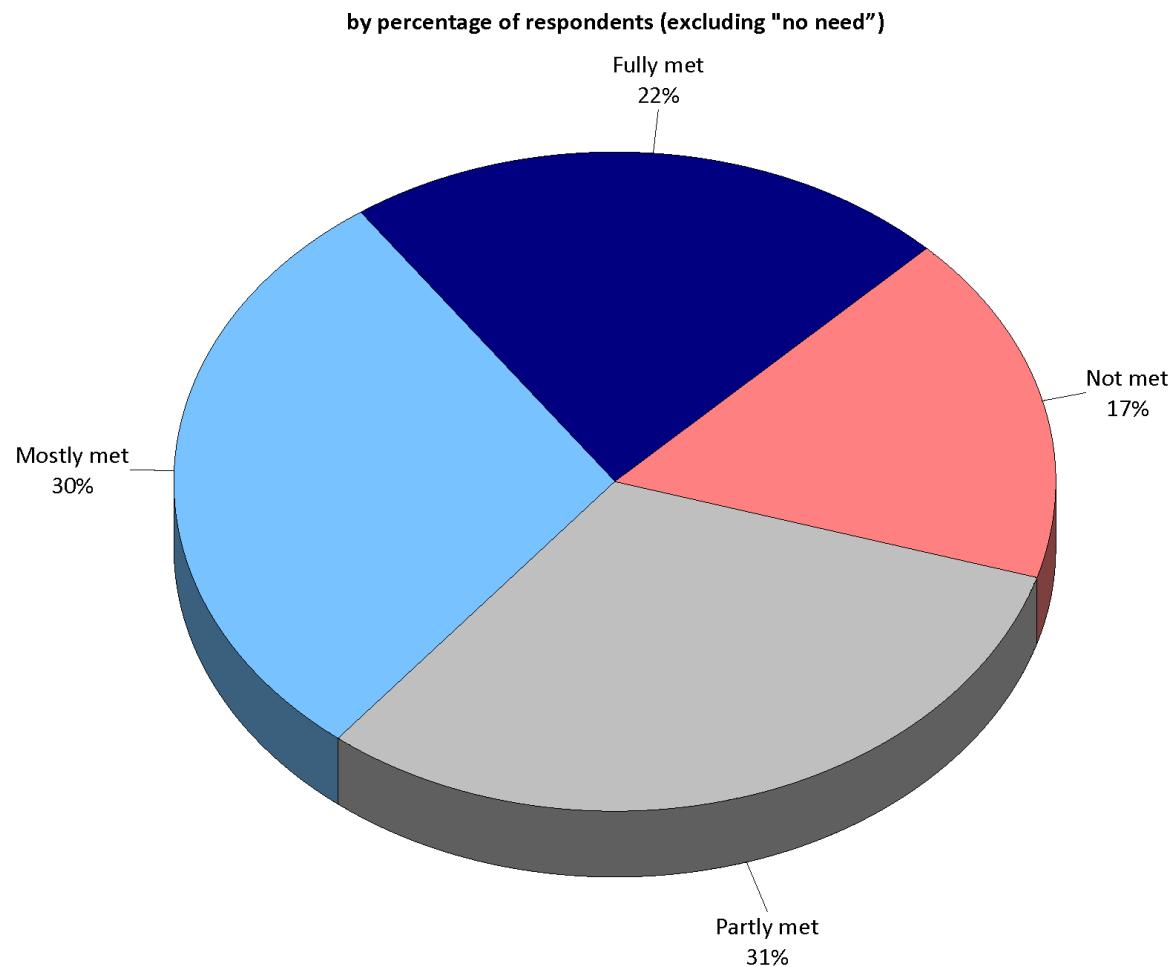


Q12. Which two of the organizations do you/your household use most often for parks/trails/recreation activities?

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

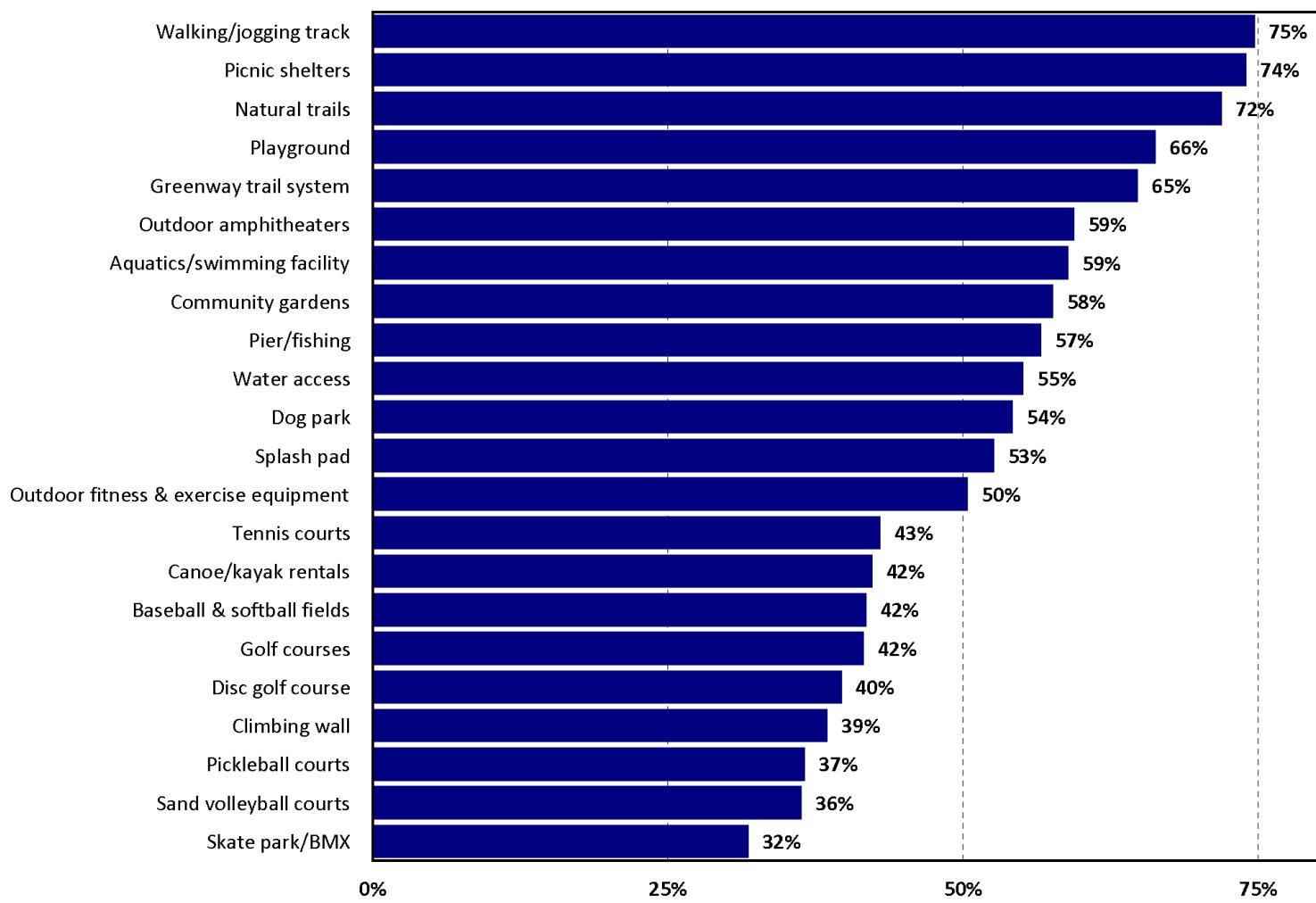


Q13. How well do you believe your needs for indoor recreation and fitness are currently being met through private recreation and fitness providers?



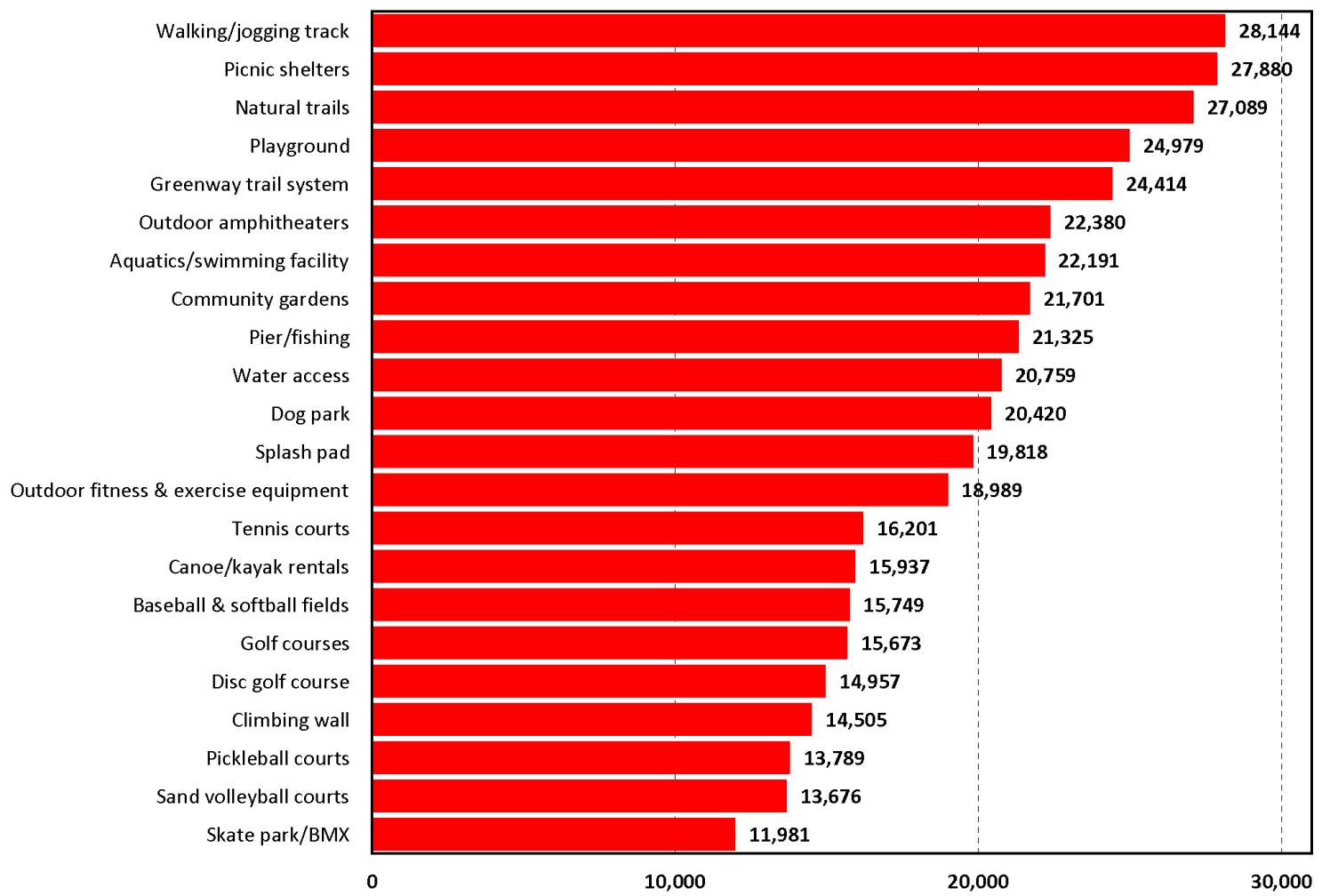
Q14. Need for outdoor recreation facilities/amenities.

by percentage of respondents who indicated need



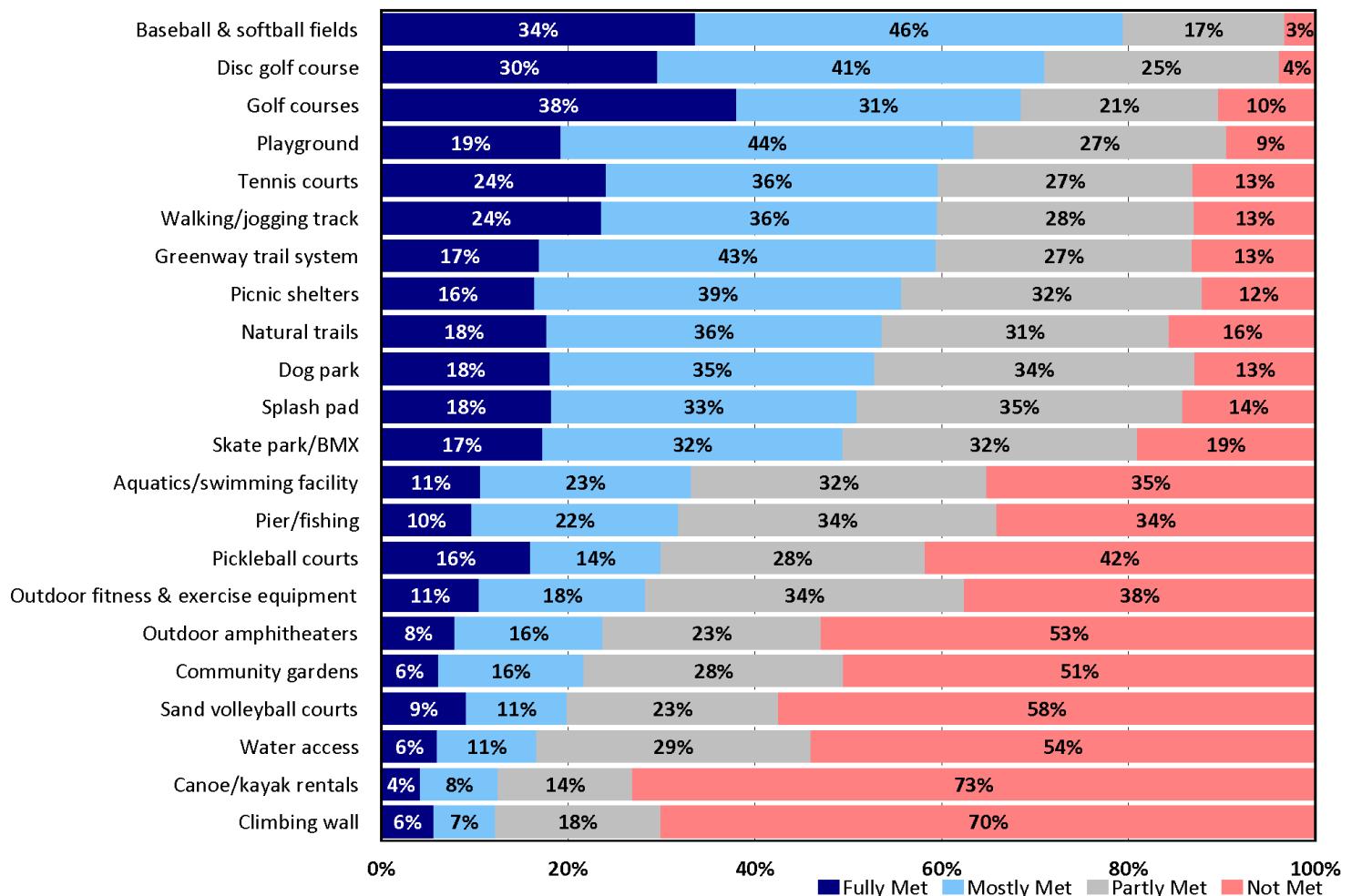
Q14. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 37,676 households



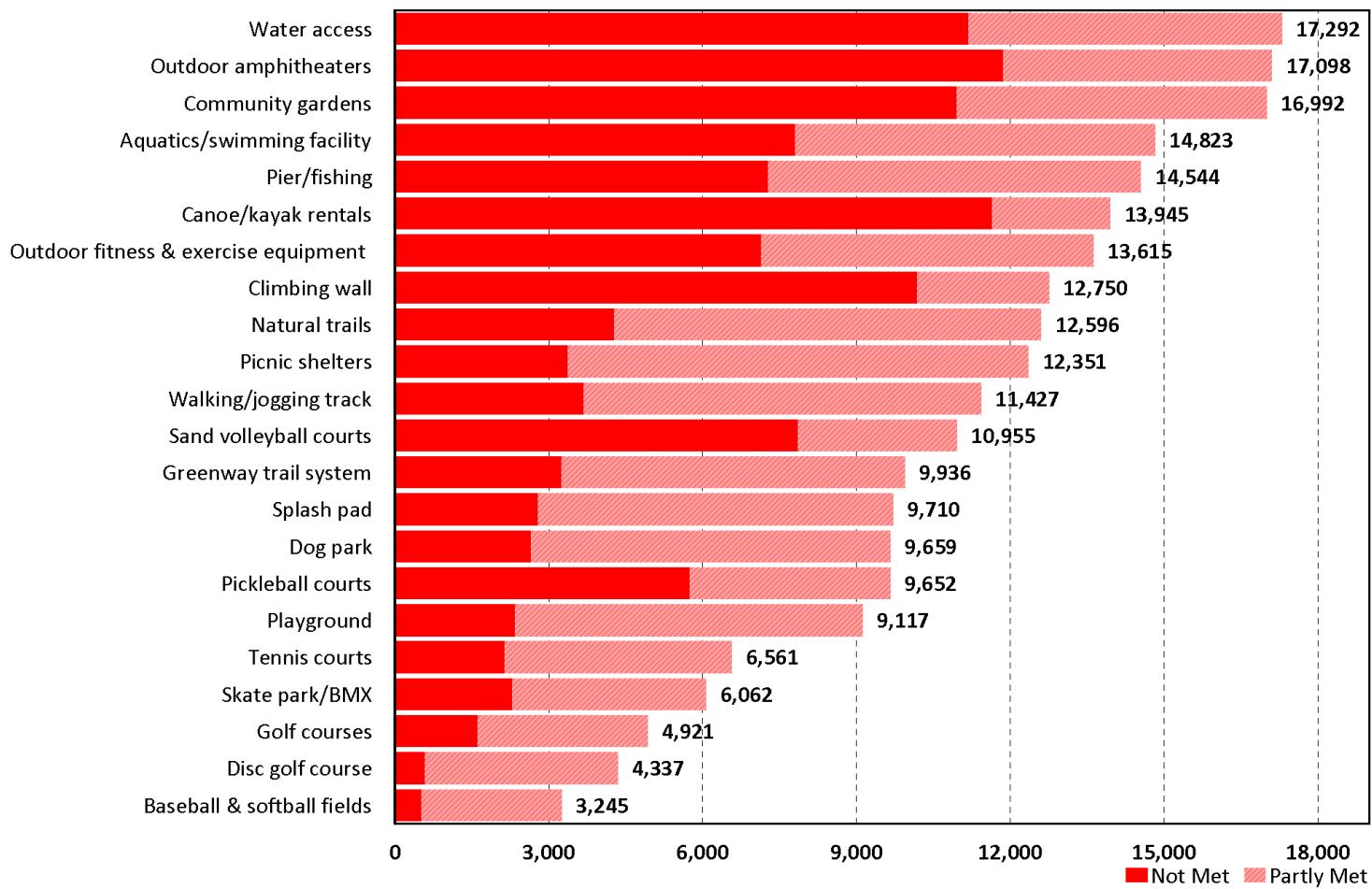
Q14. Please indicate how well your needs are met for facilities/amenities.

by percentage of respondents (excluding "no need")



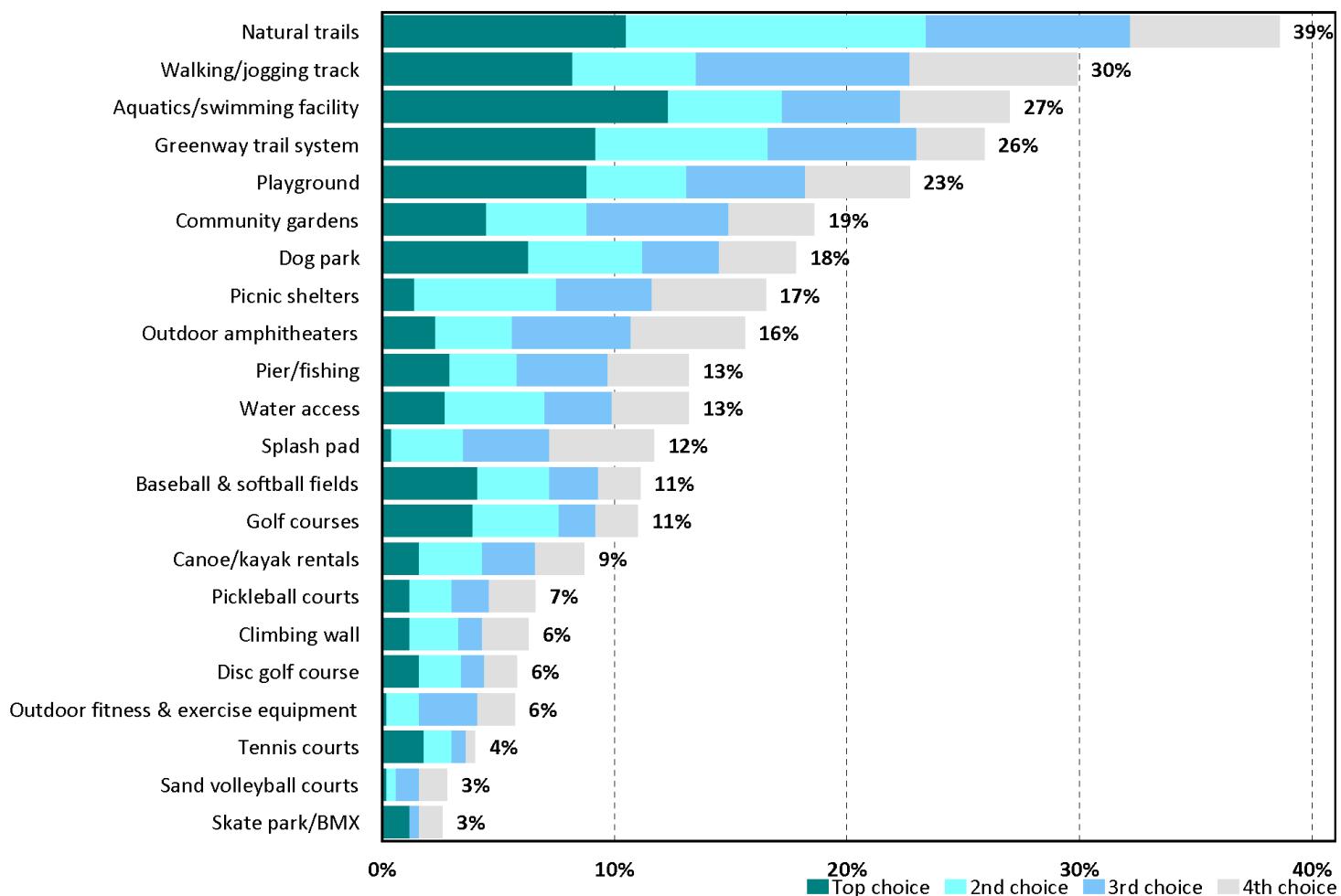
Q14c. Estimated number of households whose facility/amenity needs are only "partly met" or "not met"

by number of households with need based on an estimated 37,676 households



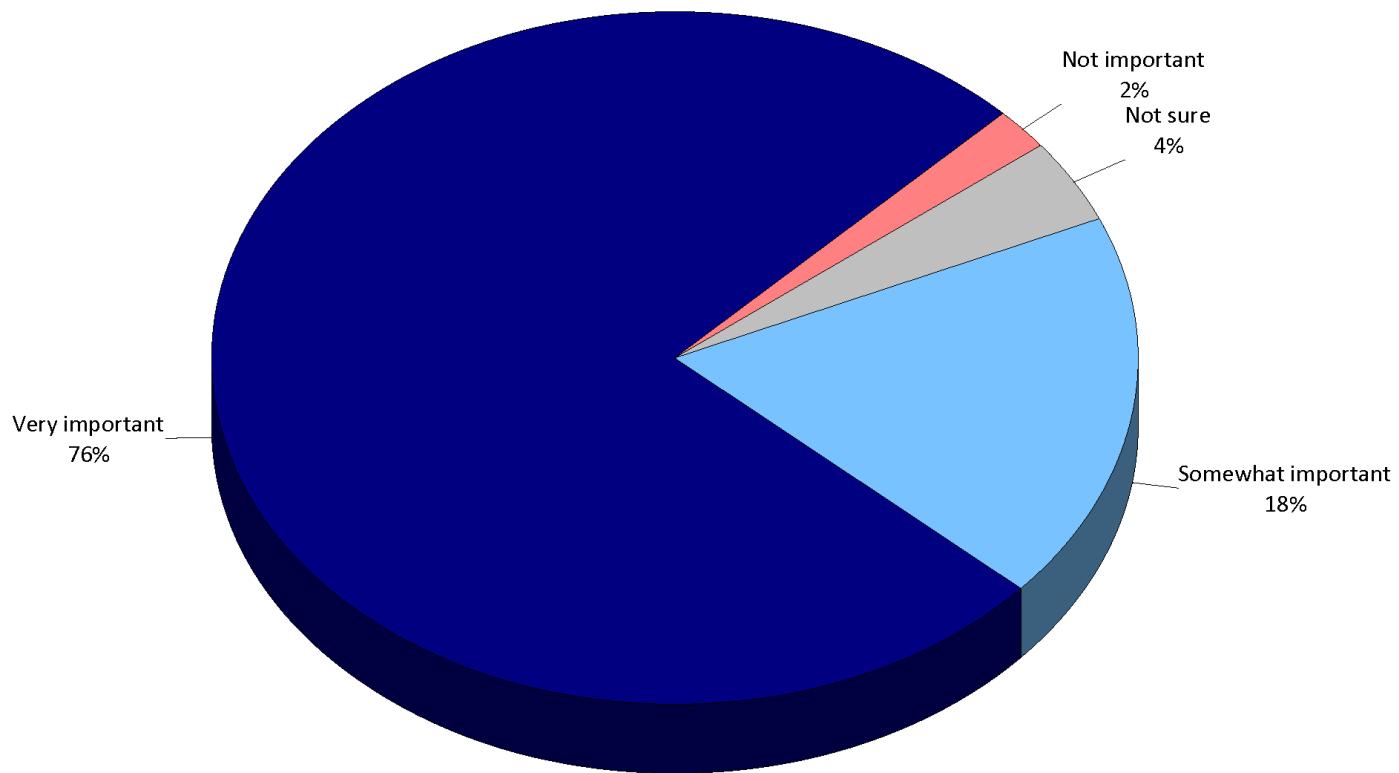
Q15. Which four facilities/amenities are most important to your household?

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

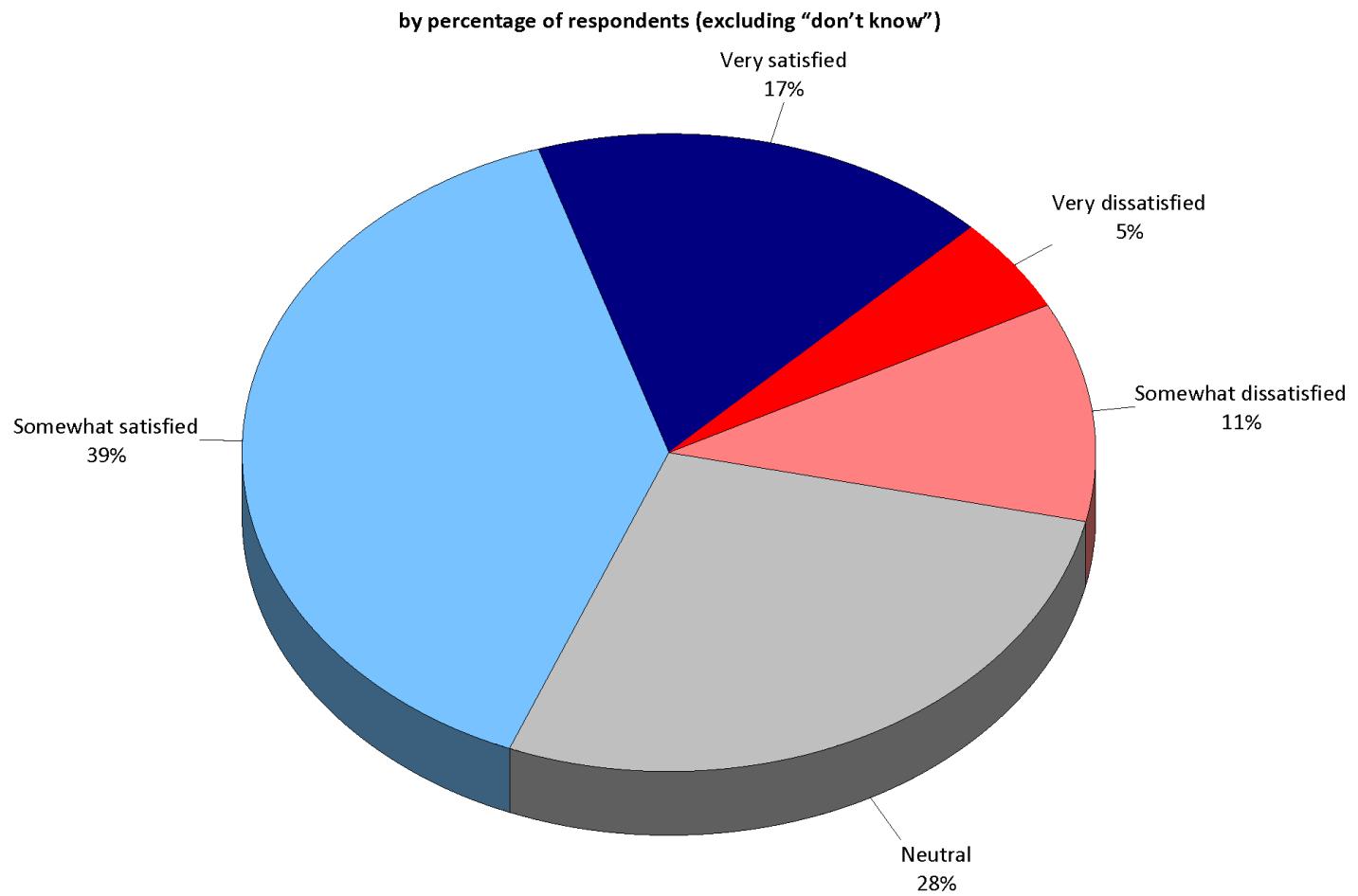


Q16. How important do you feel it is for the City to provide high quality recreation programs and facilities?

by percentage of respondents (excluding “not provided”)

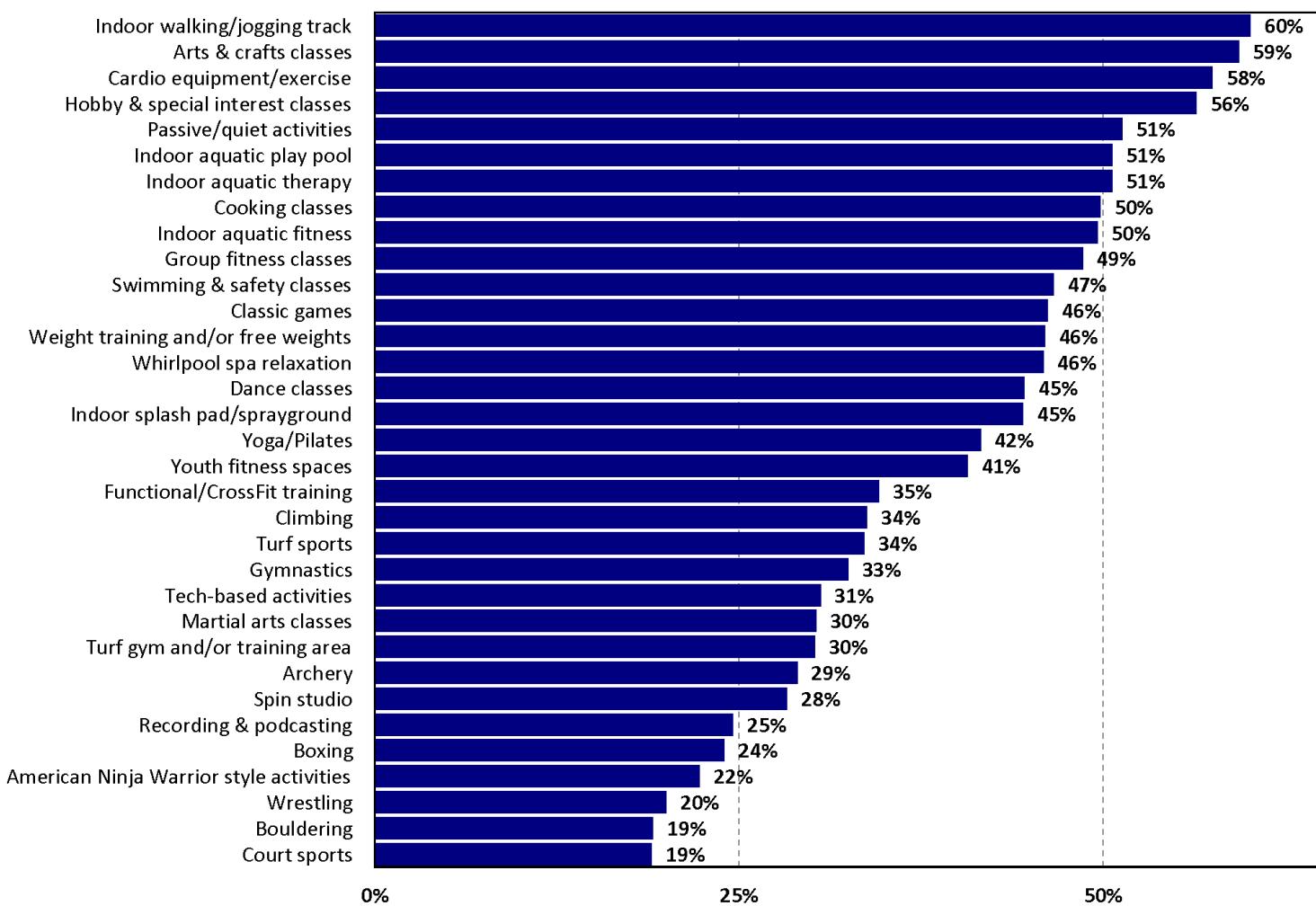


Q17. Please rate your satisfaction with the overall value your household receives from the parks and recreation services.



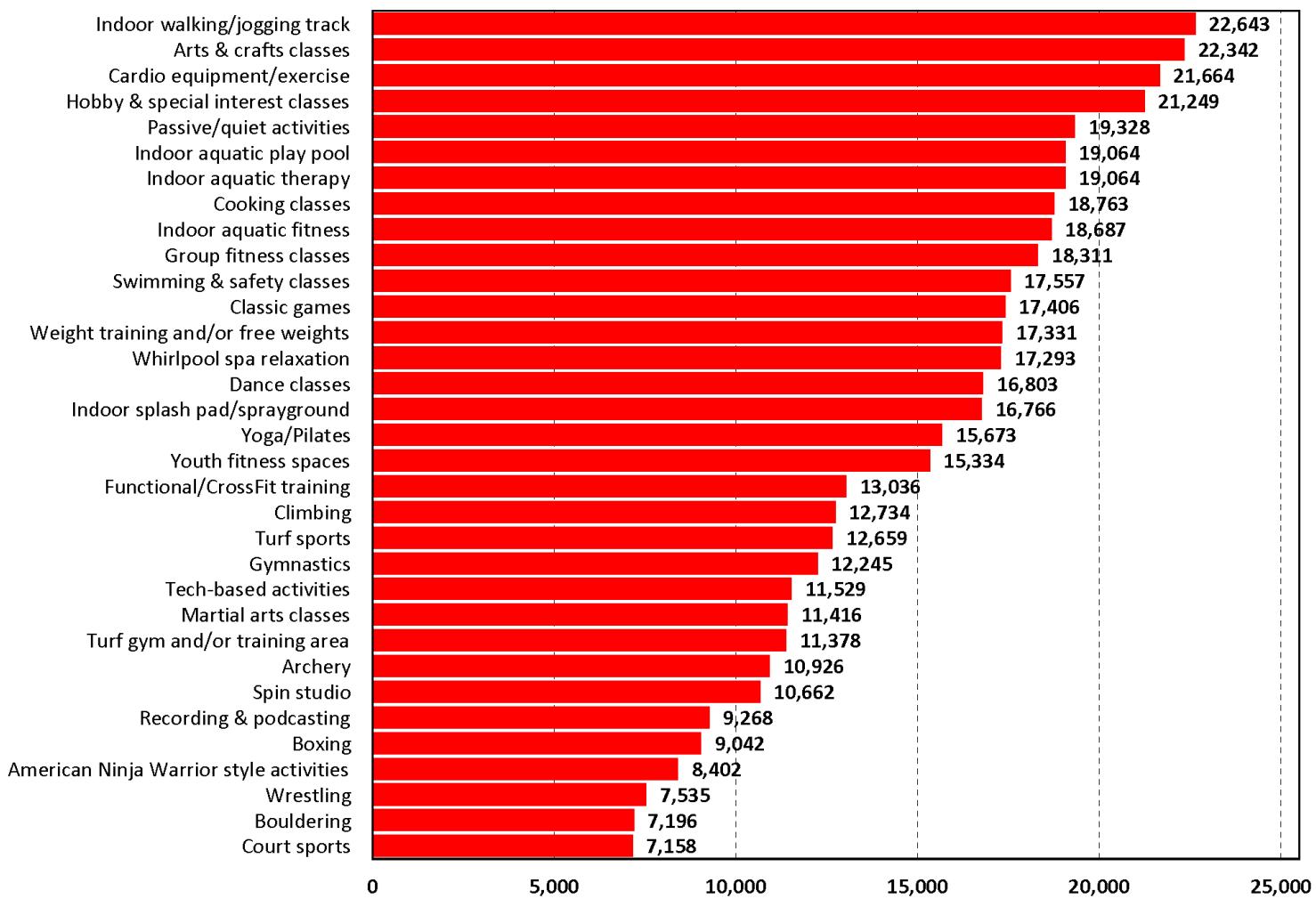
Q18. Need for indoor recreation programs/amenities.

by percentage of respondents who indicated need



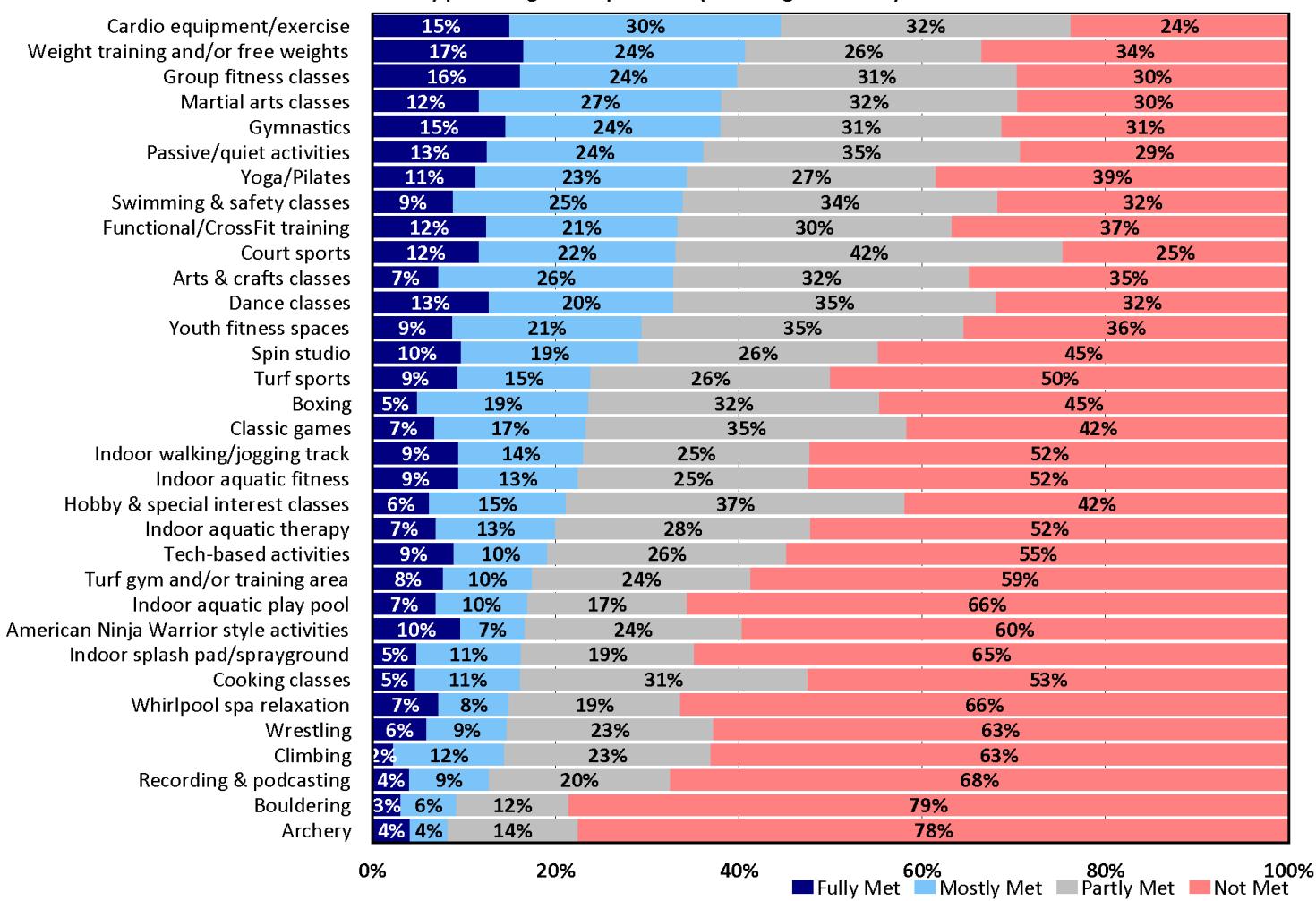
Q18. Estimated number of households who have a need for programs/amenities

by number of households based on an estimated 37,676 households



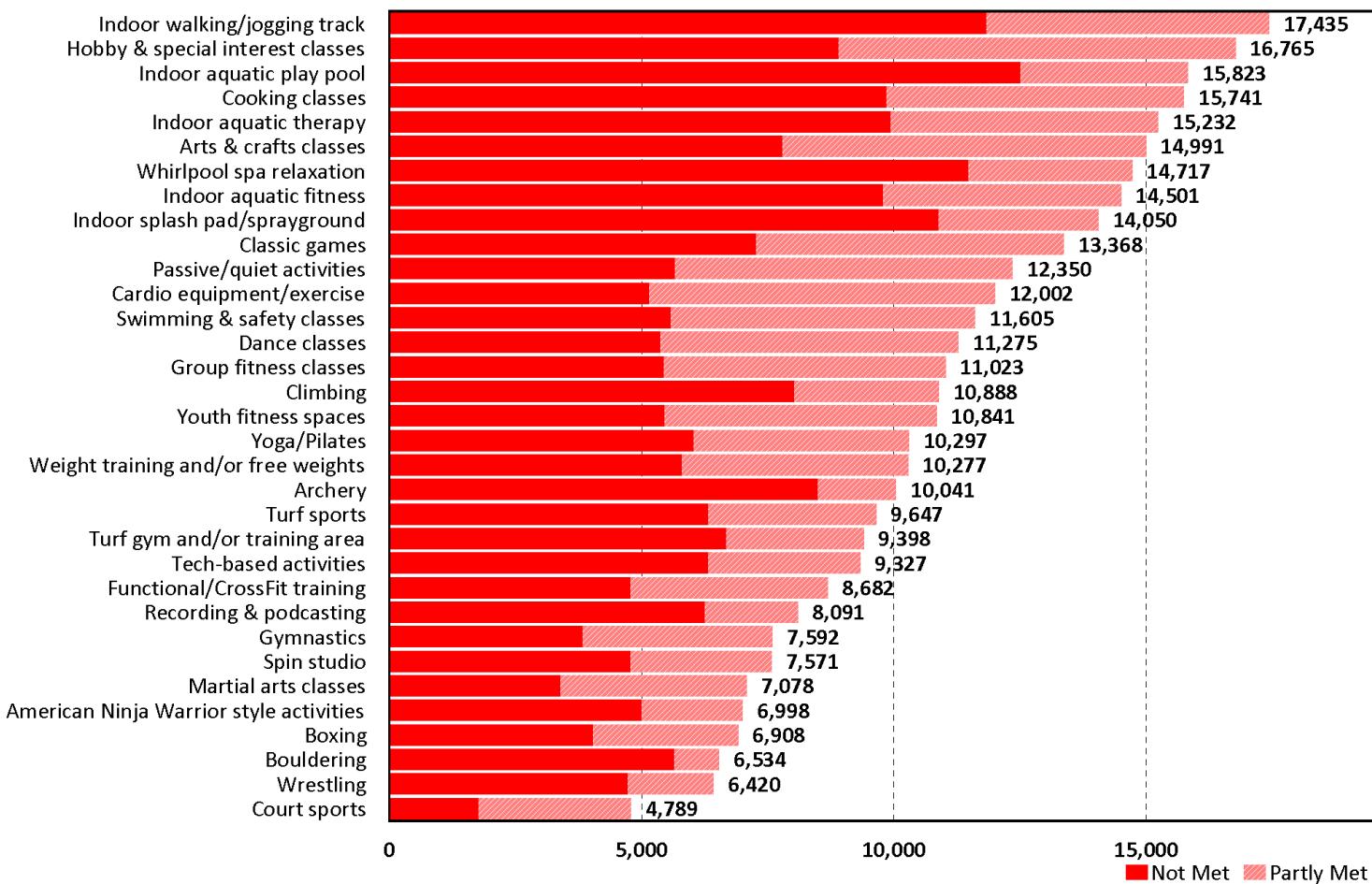
Q18. Please indicate how well your needs are met for programs/amenities.

by percentage of respondents (excluding "no need")



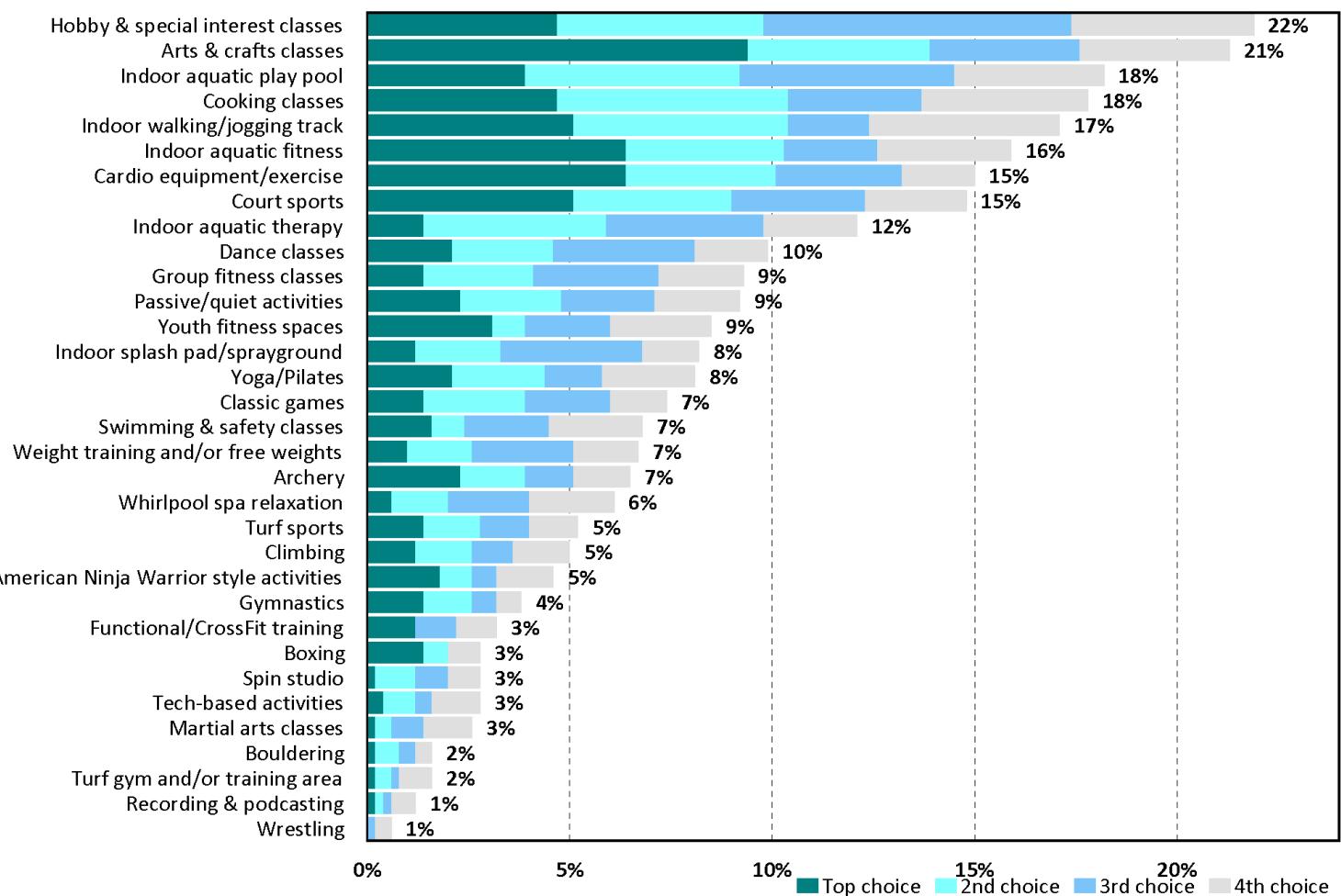
Q18c. Estimated number of households whose program/amenity needs are only "partly met" or "not met"

by number of households with need based on an estimated 37,676 households



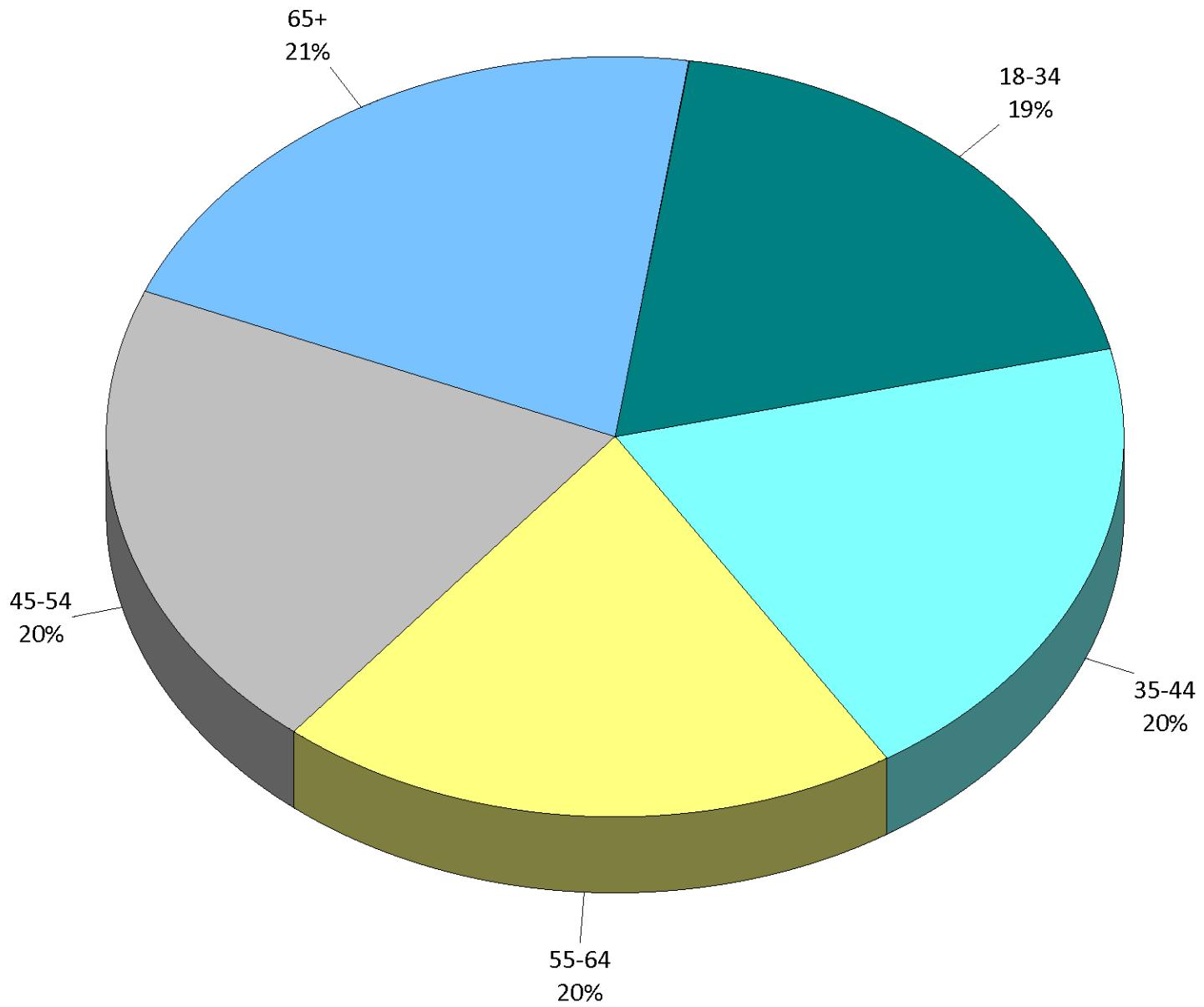
Q19. Which four programs/amenities are most important to your household?

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



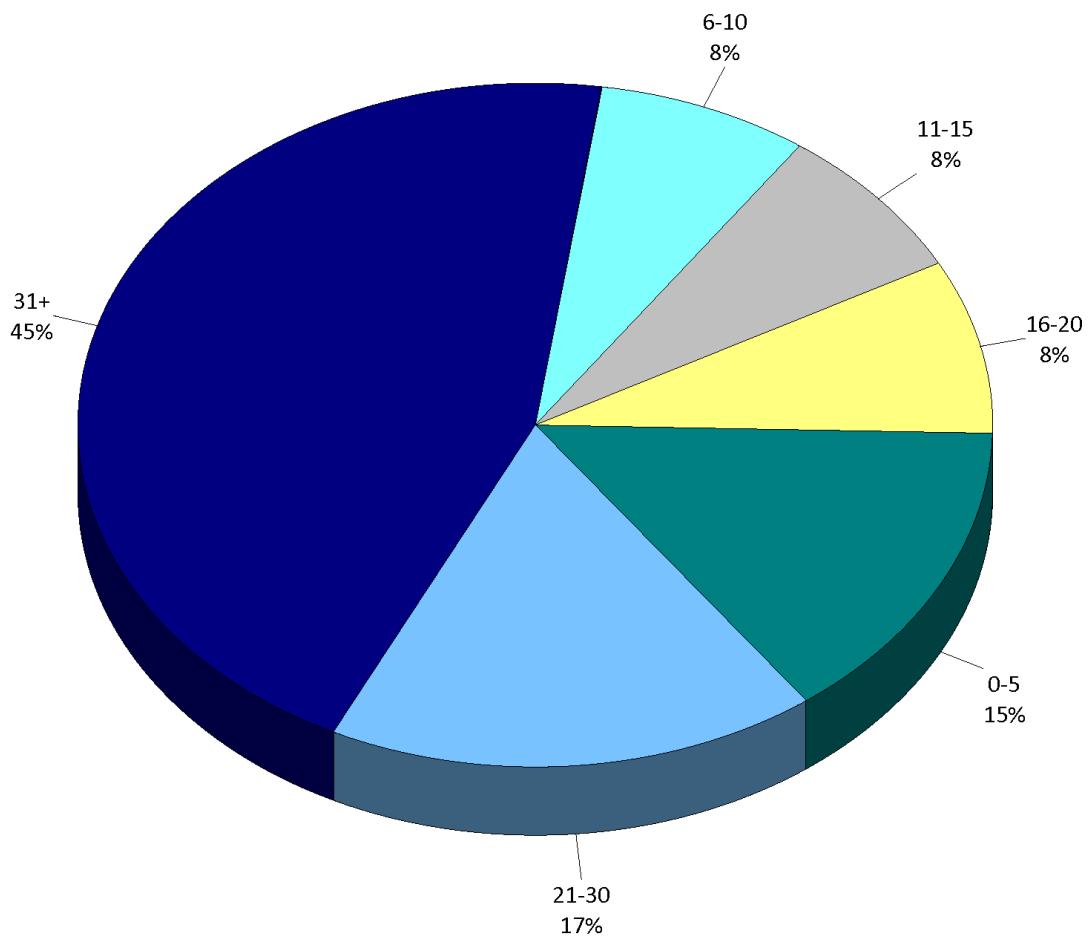
Q20. What is your age?

by percentage of respondents



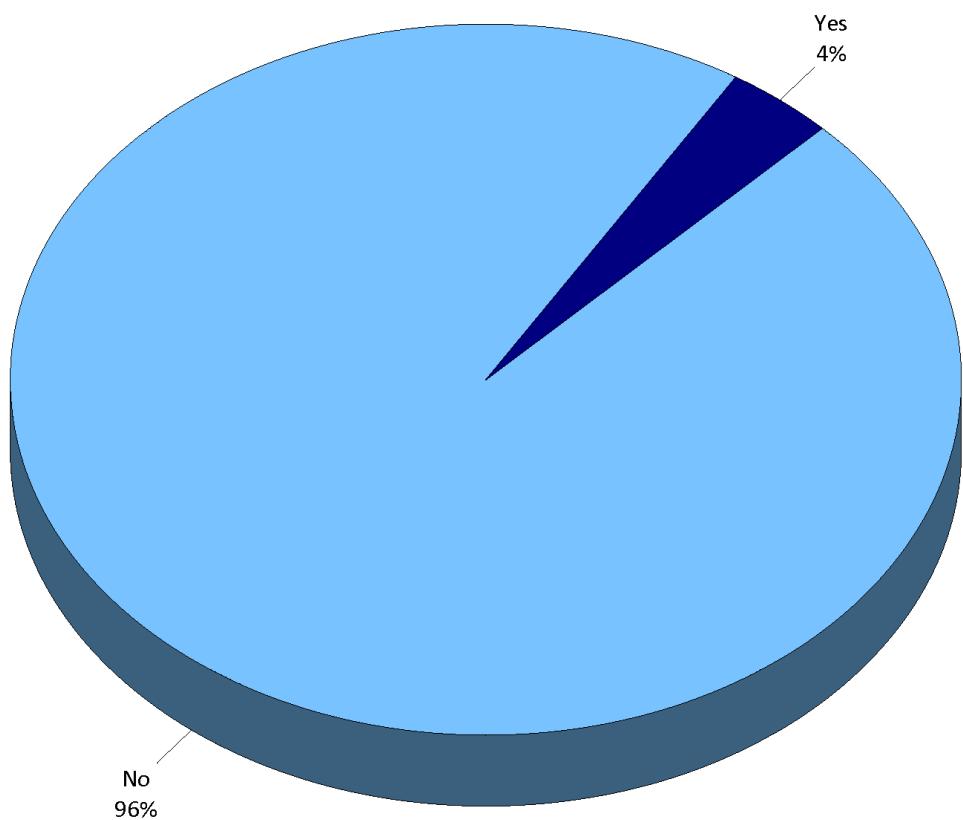
Q21. How many years have you lived in Wichita Falls?

by percentage of respondents (excluding "not provided")



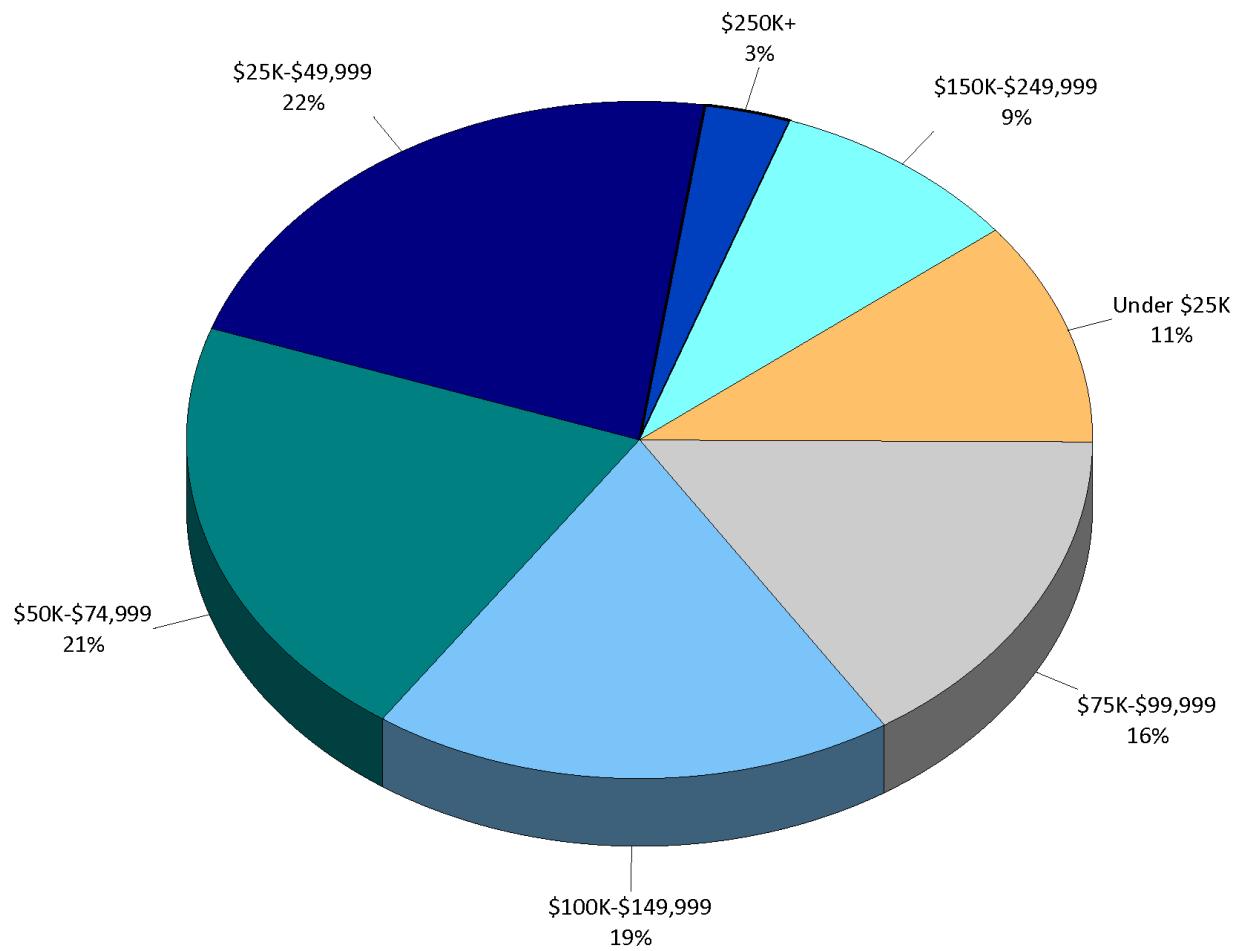
Q22. Are you/your household active-duty military?

by percentage of respondents (excluding "not provided")



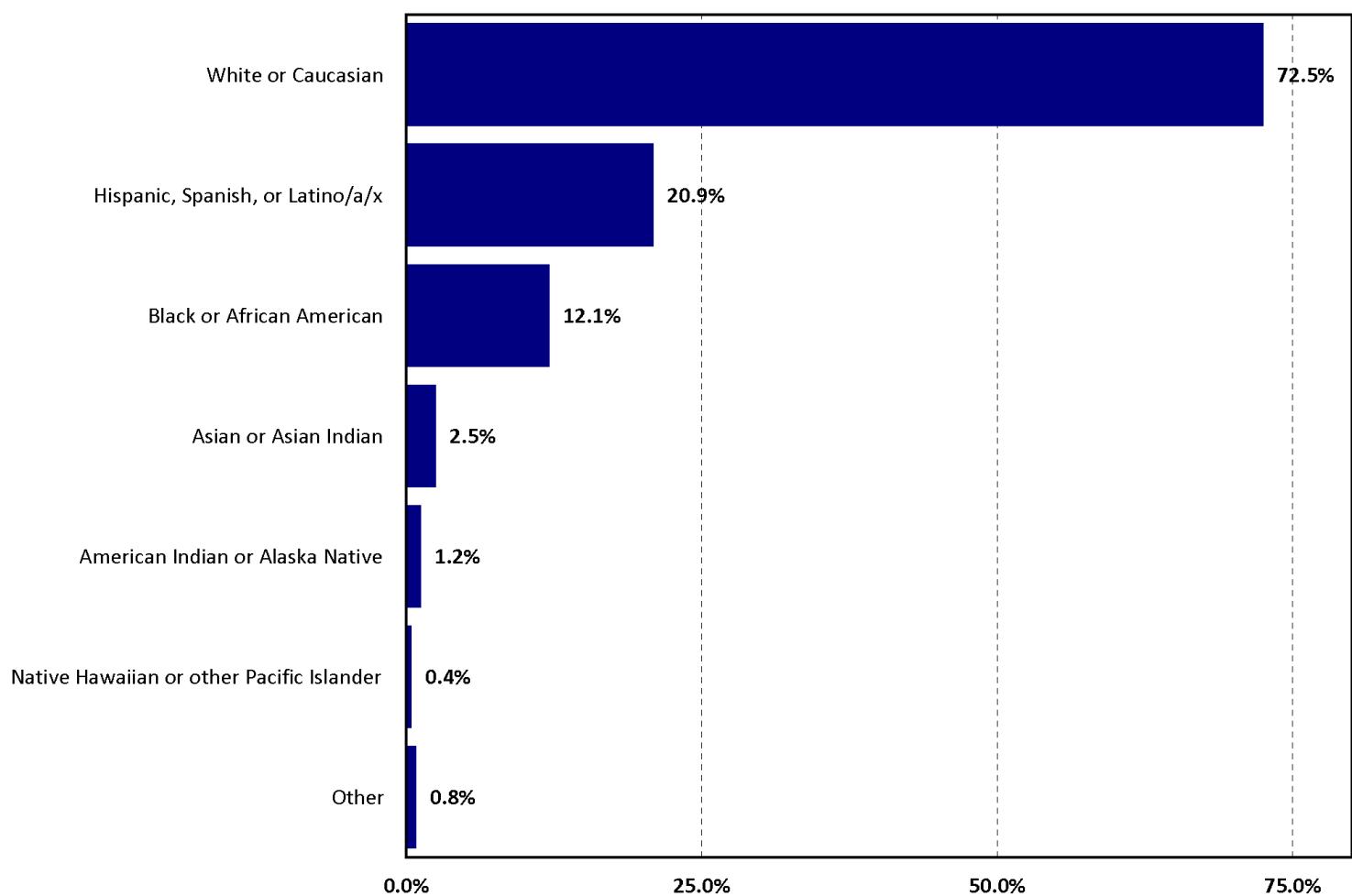
Q23. What is your household income?

by percentage of respondents (excluding "not provided")



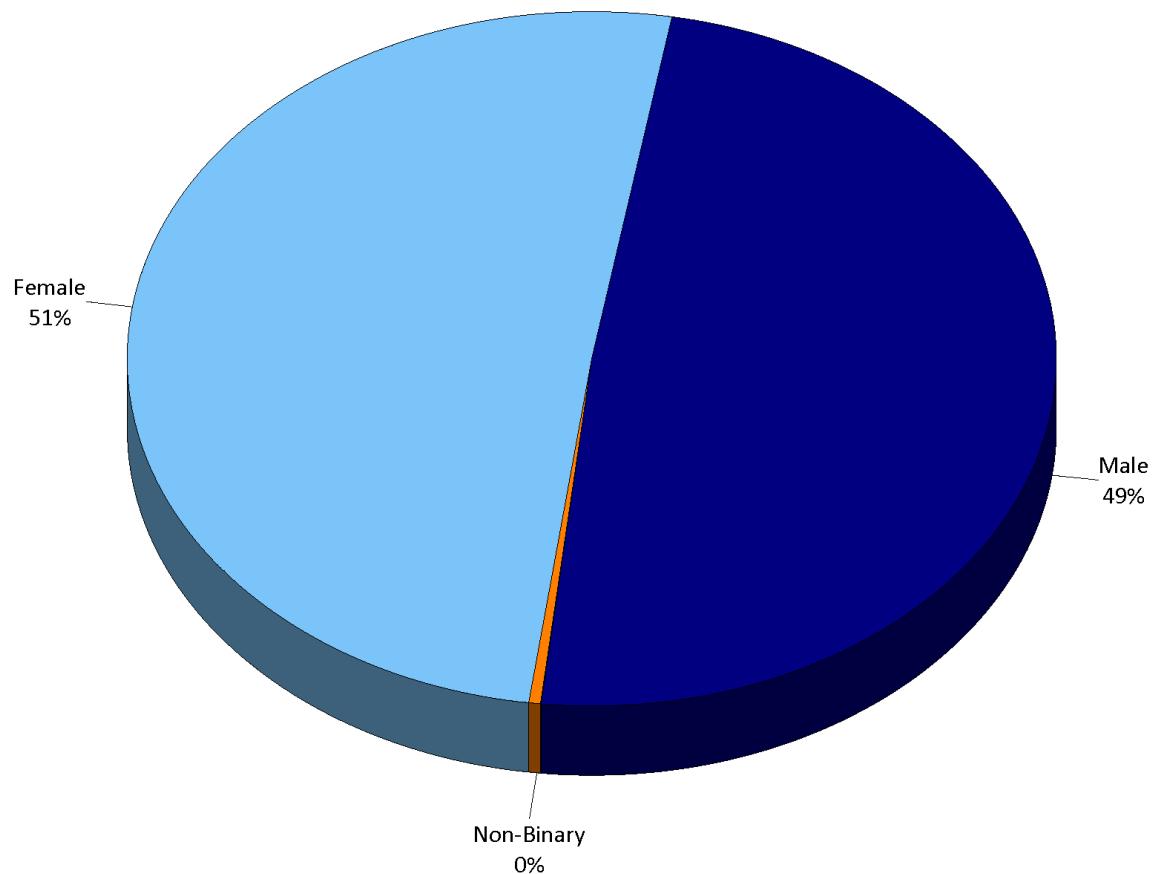
Q24. What is your race/ethnicity?

by percentage of respondents



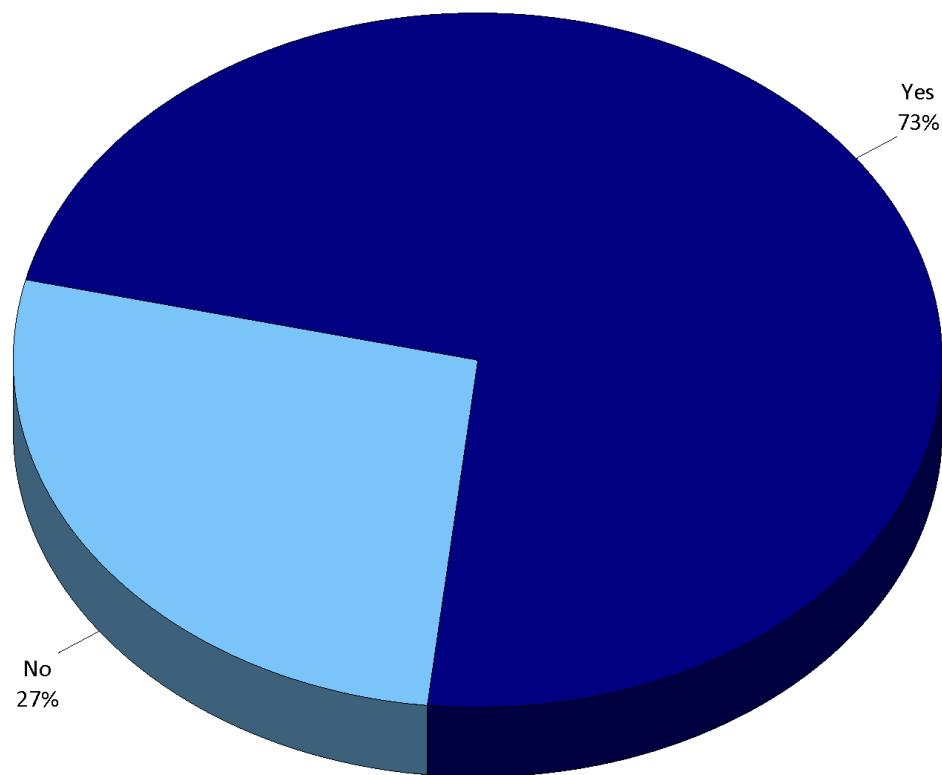
Q25. What is your gender?

by percentage of respondents (excluding "prefer not to say")



Q27. Would you like to be entered for a chance to win one (1) prepaid \$500 Visa Gift Card?

by percentage of respondents





2

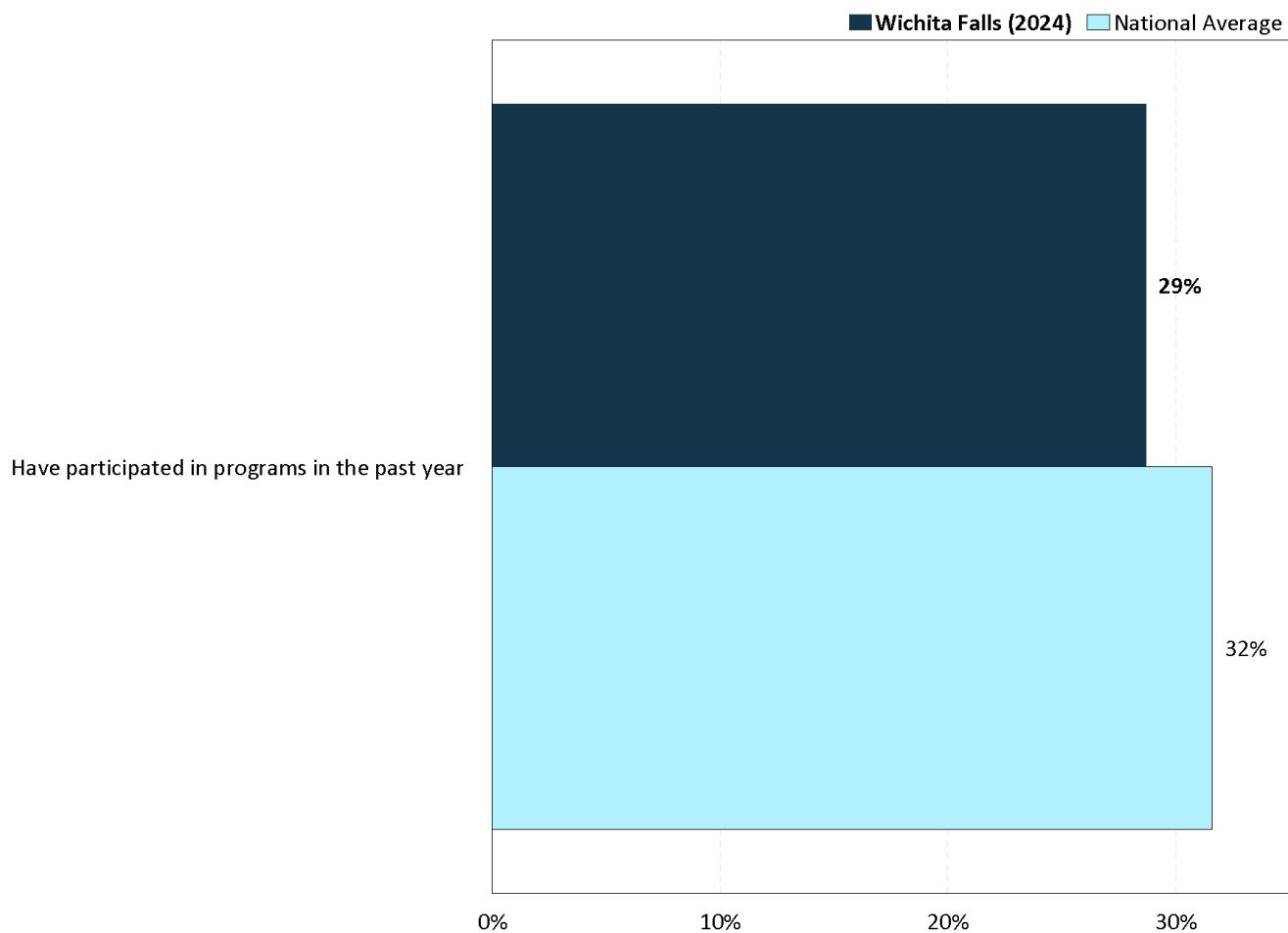
Benchmarks

National Benchmarks

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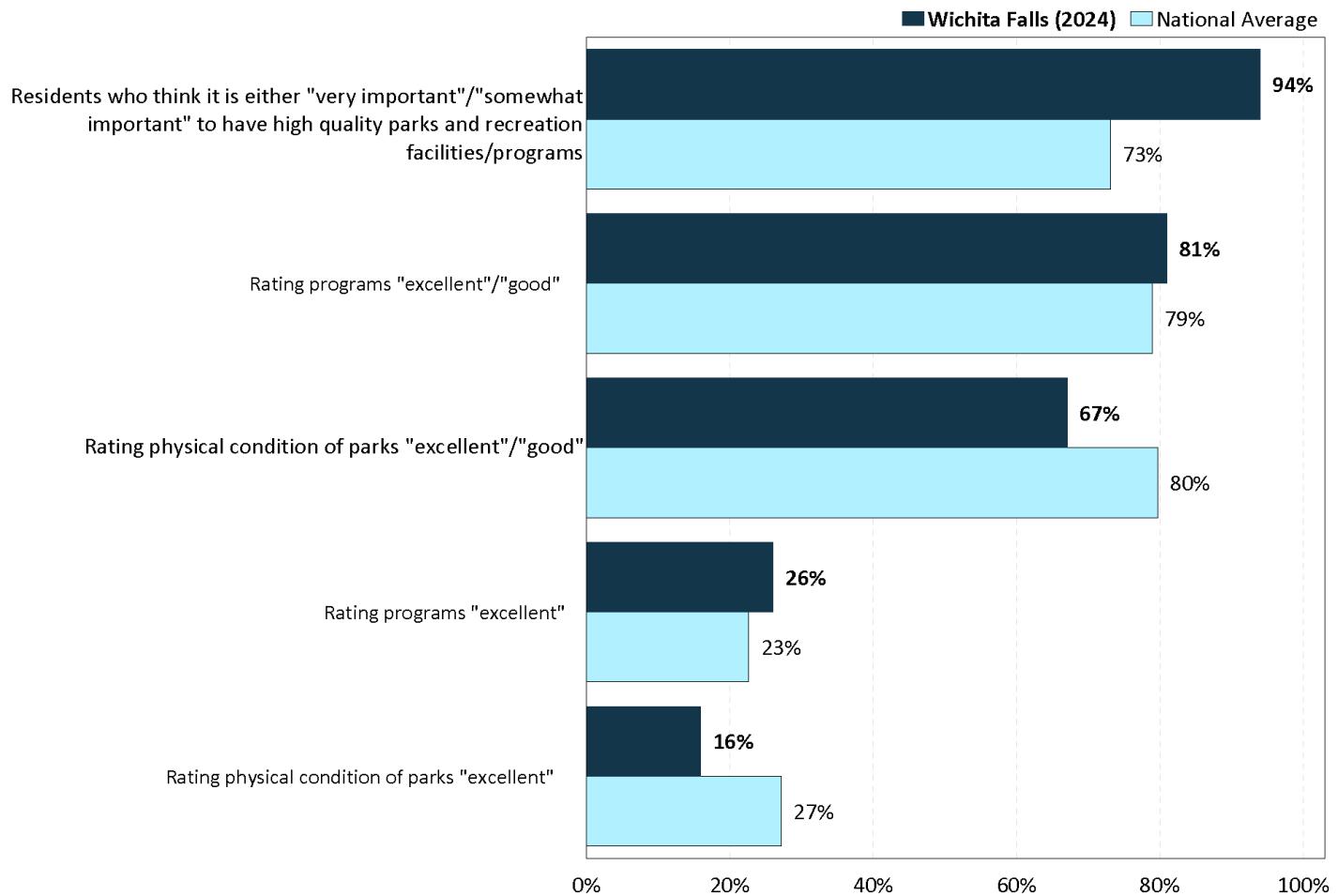
Use of Recreation Programs

by percentage of respondents



Ratings

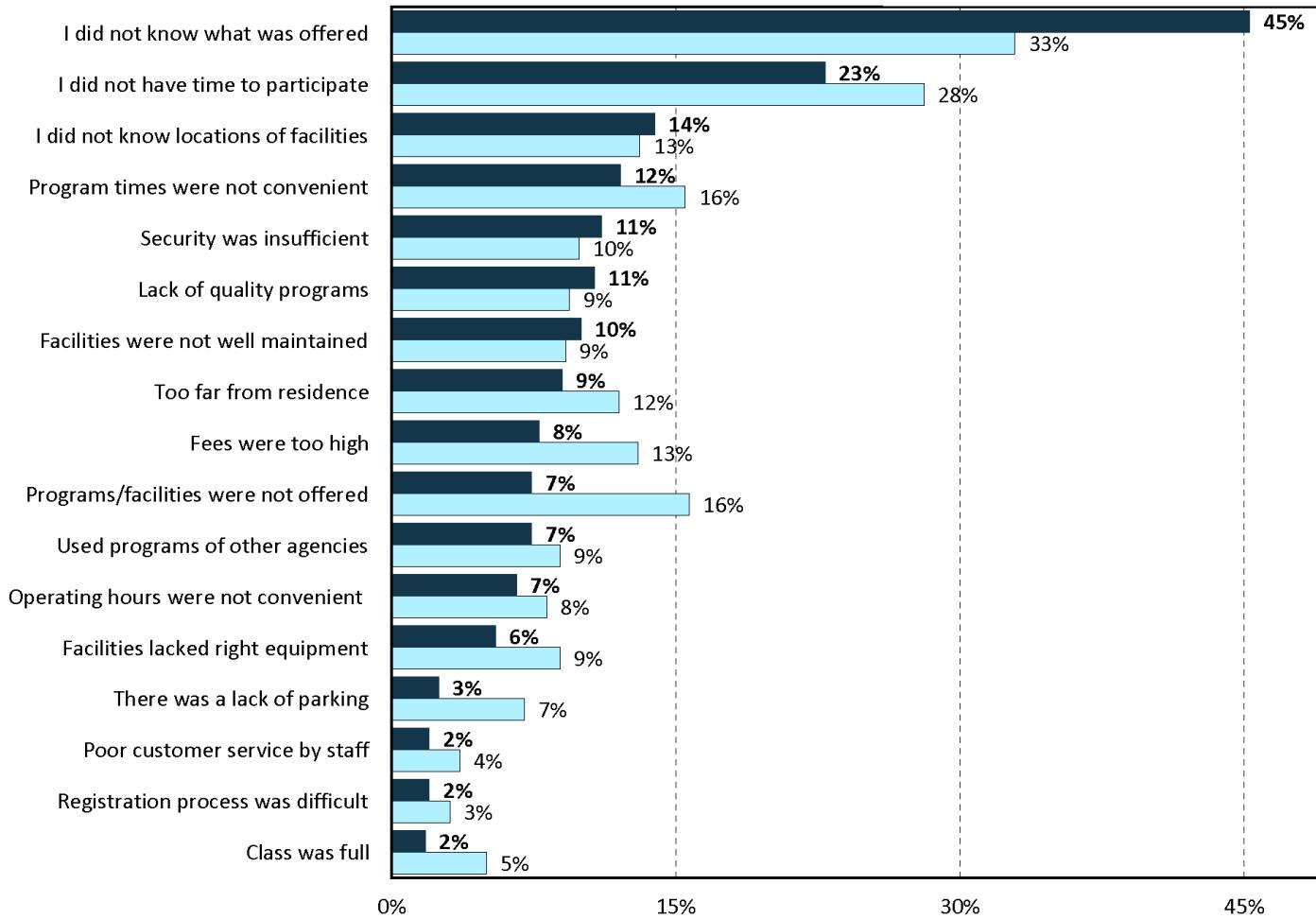
by percentage of respondents



Barriers

by % of respondents

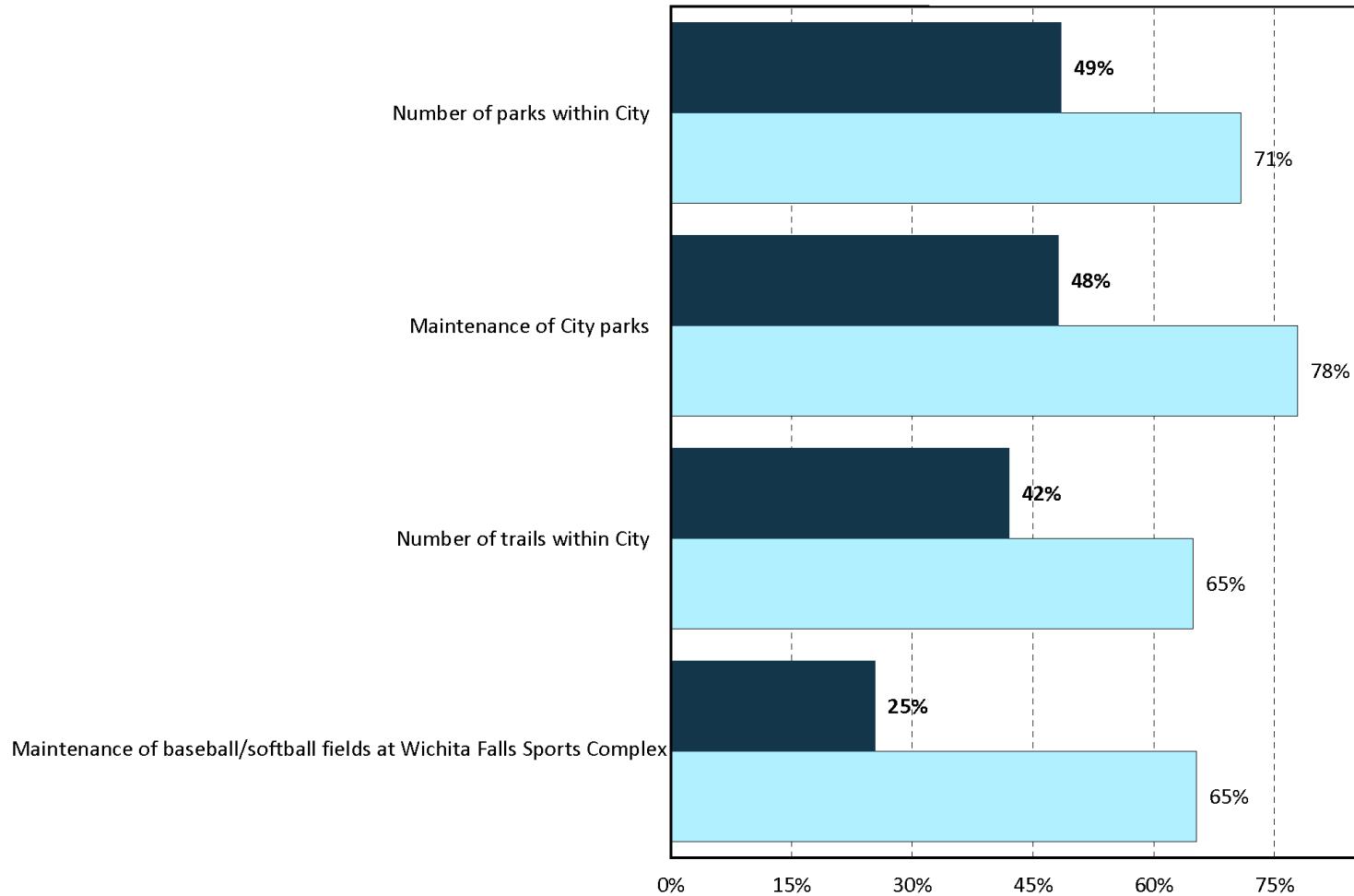
■ Wichita Falls (2024) ■ National Average



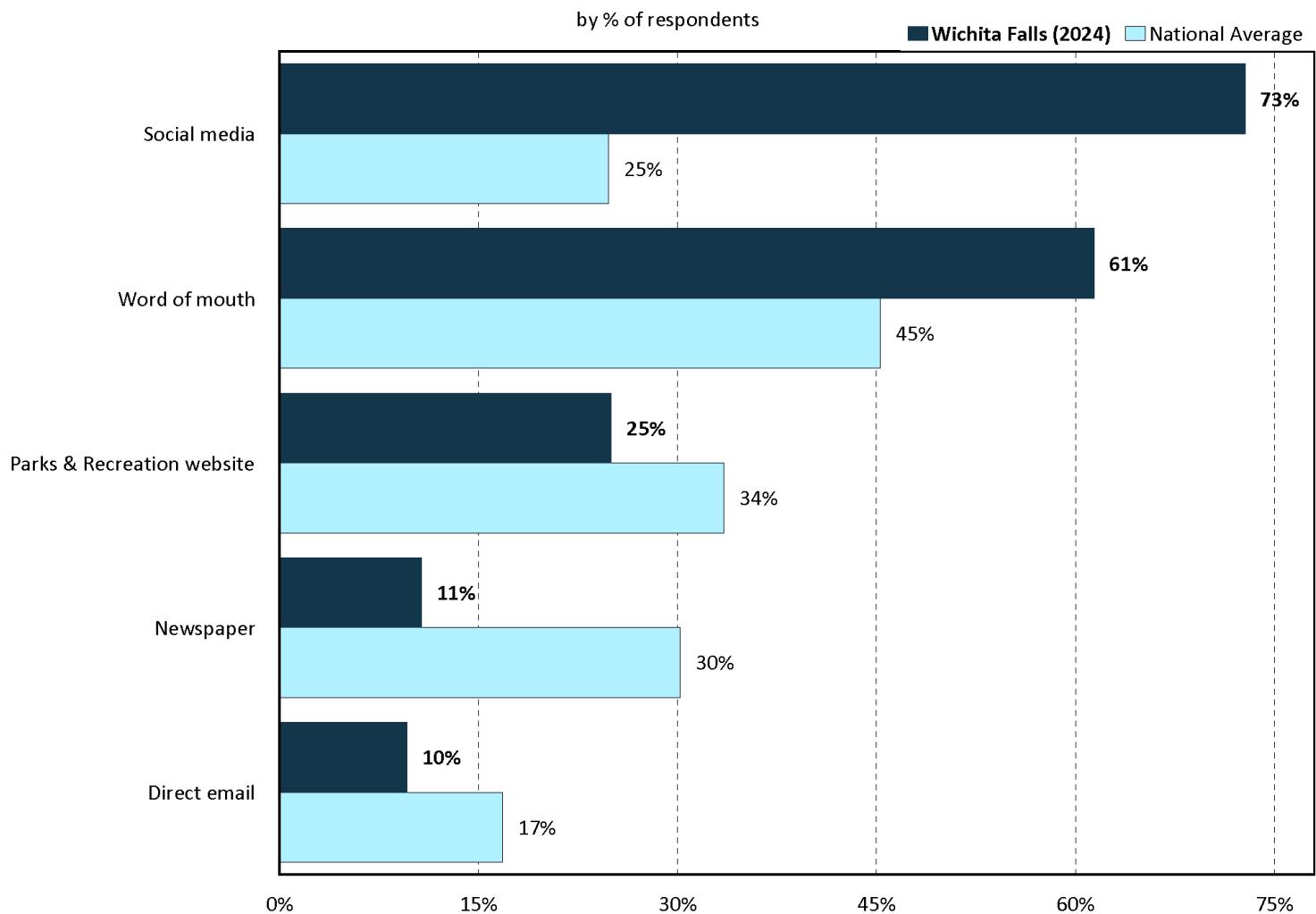
Satisfaction of facilities/programs

by % of respondents

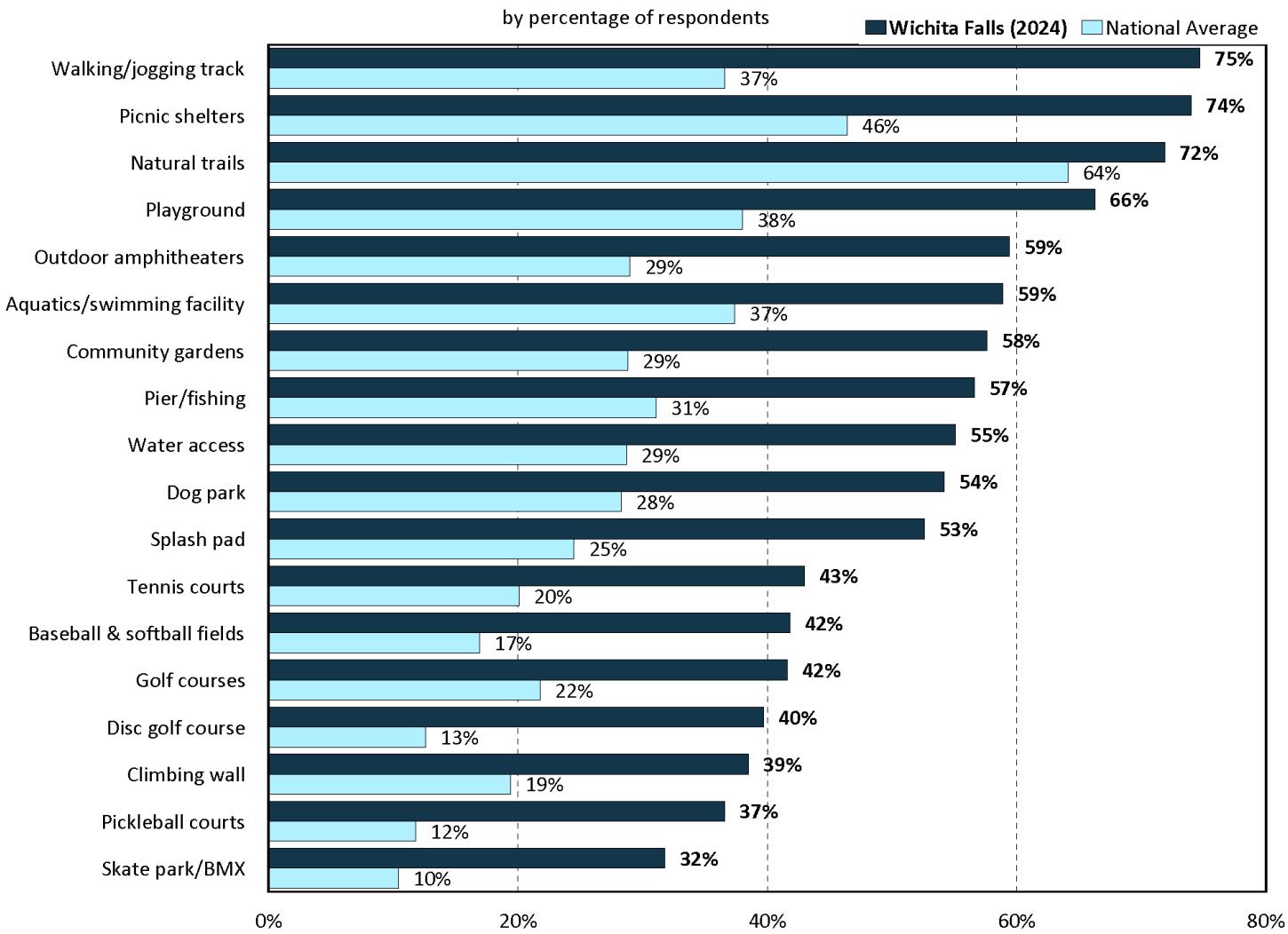
■ Wichita Falls (2024) ■ National Average



Sources Used for Information about Parks and Recreation



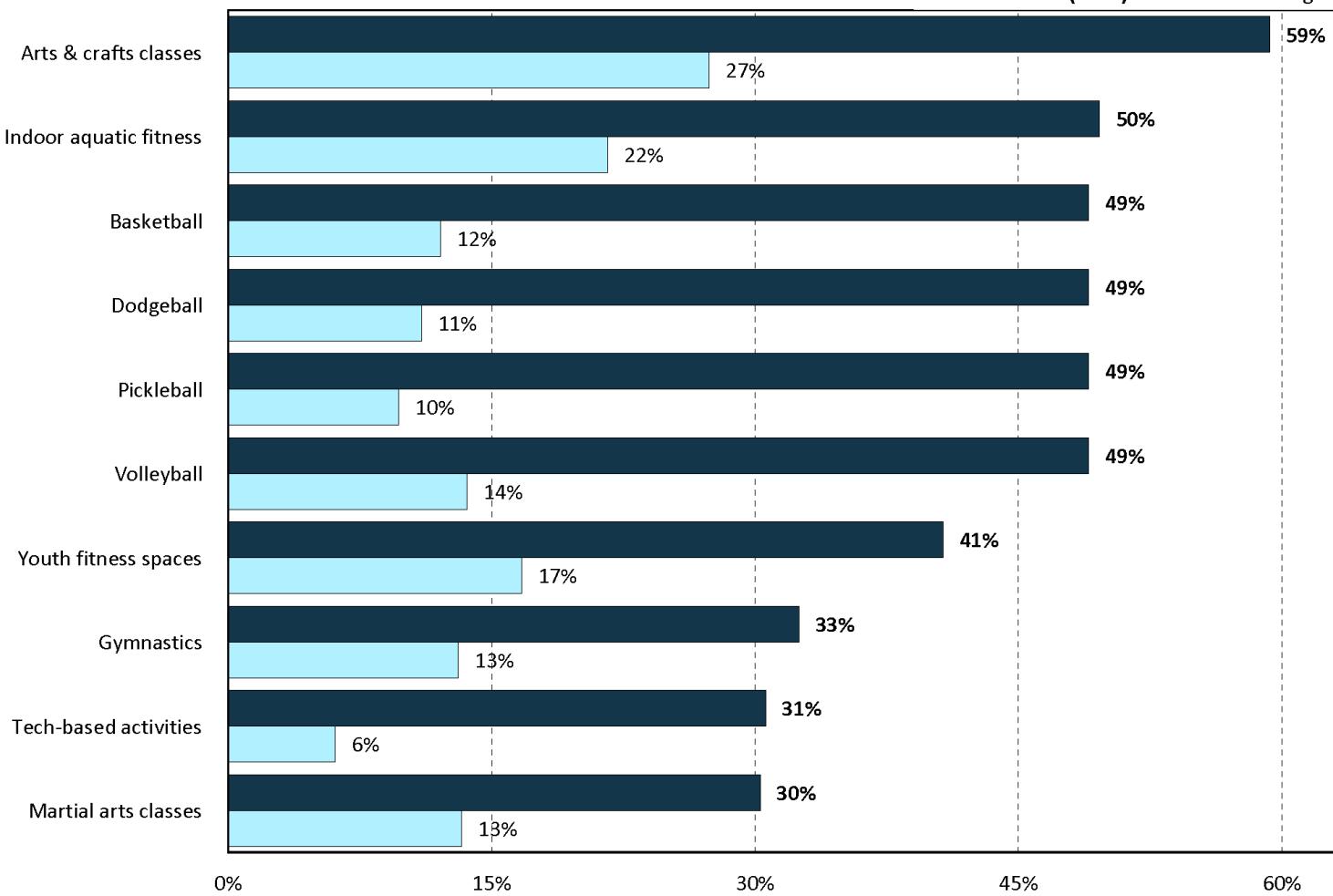
Respondents with Need for Facilities and Amenities



Respondents with Need for Recreation Programs

by percentage of respondents

■ Wichita Falls (2024) ■ National Average

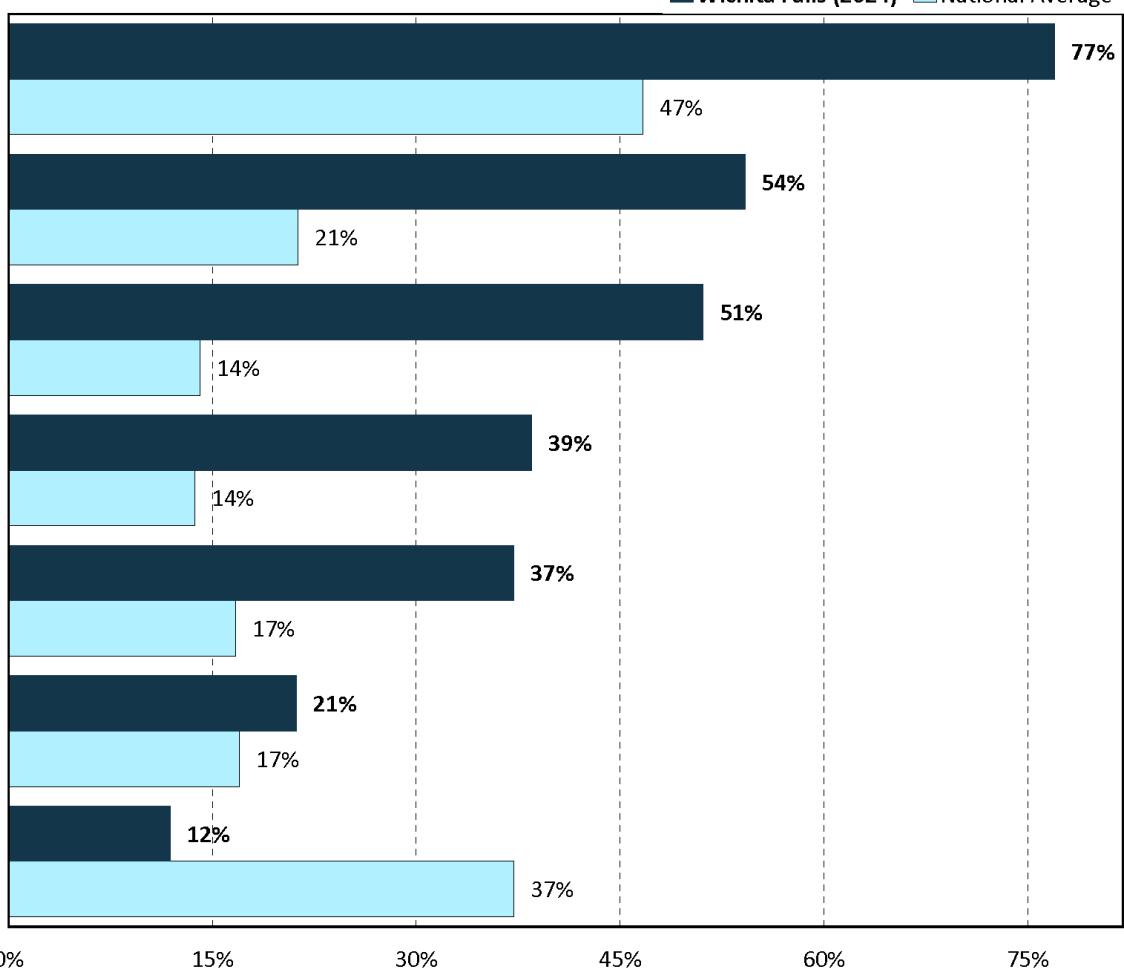


Outside Organizations

by % of respondents

■Wichita Falls (2024) ■National Average

Wichita Falls Parks & Recreation





3

Priority Investment Rating

Priority Investment Rating

Wichita Falls Needs Assessment

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 weighs 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:

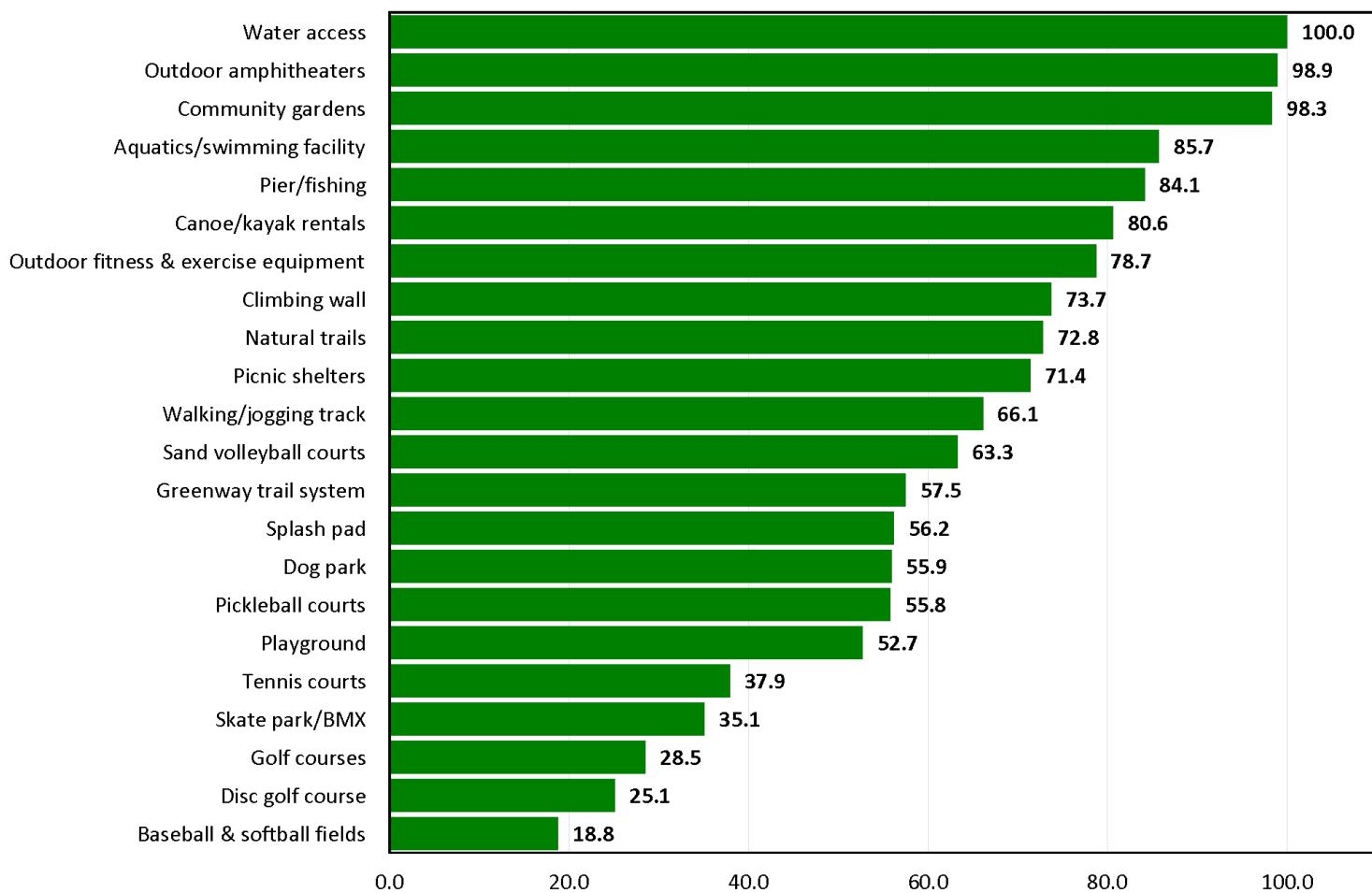
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. 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 50. 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 programs.

Unmet Needs Rating for Facilities/Amenities

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

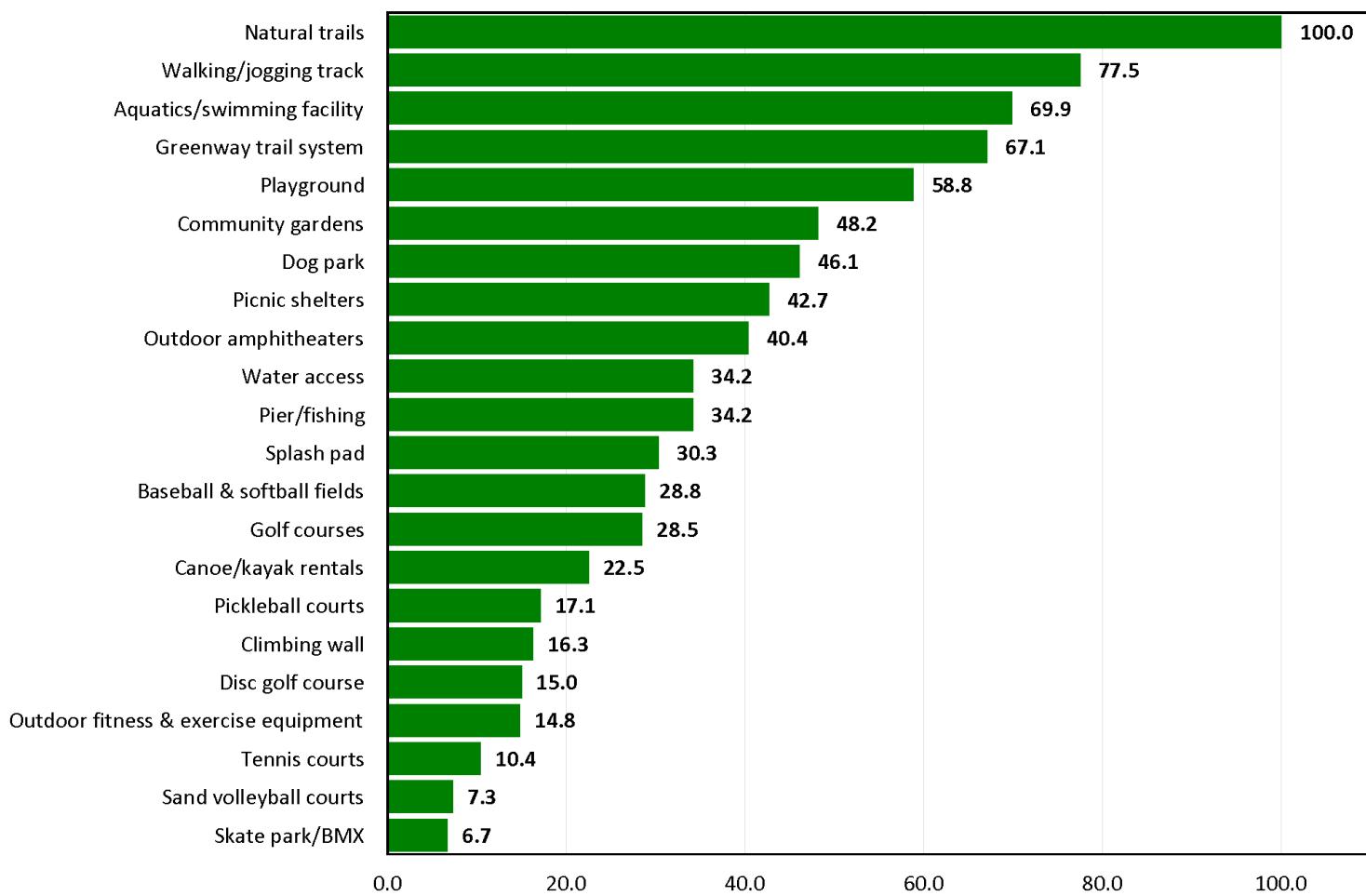
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



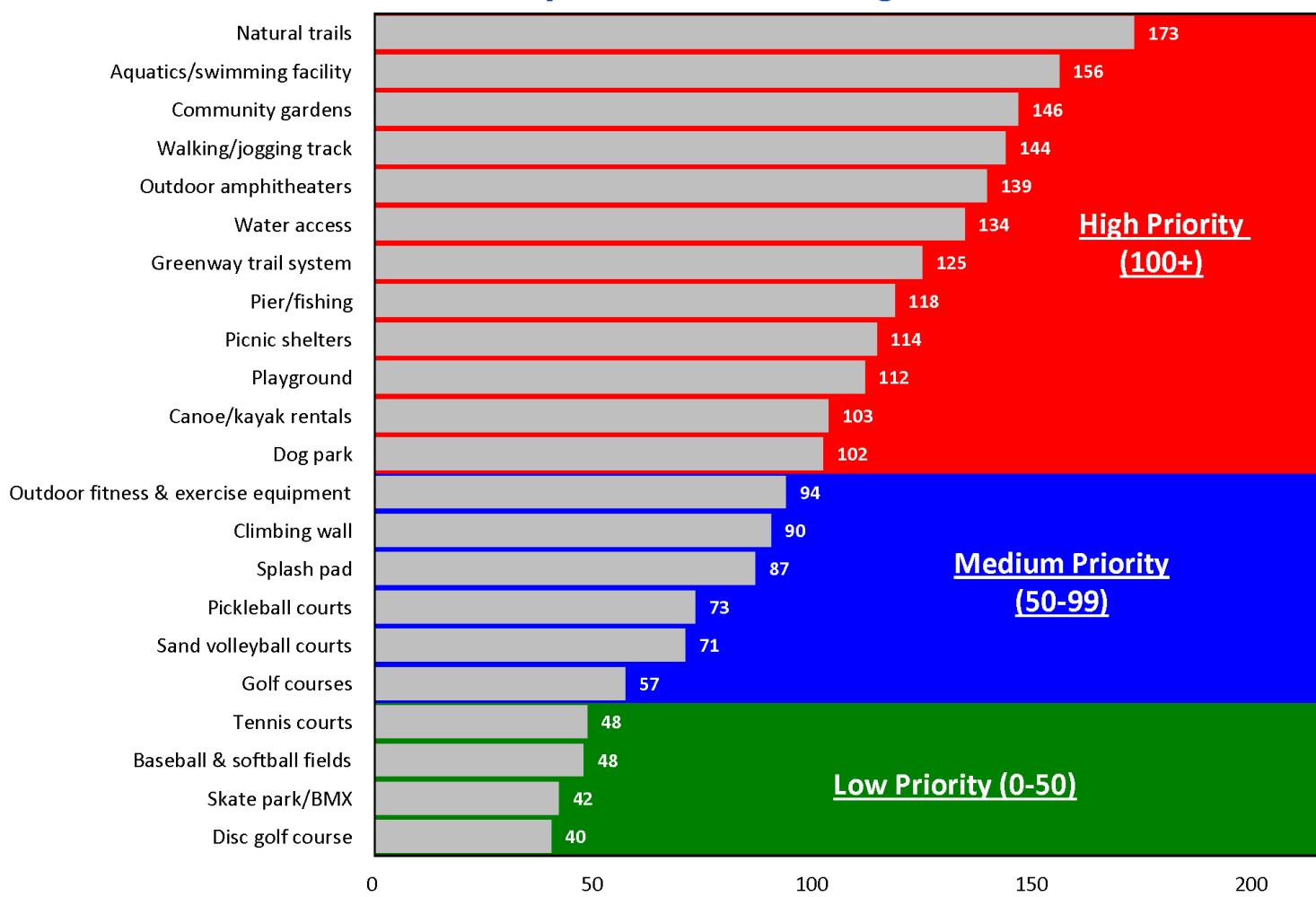
Importance Rating for Facilities/Amenities

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



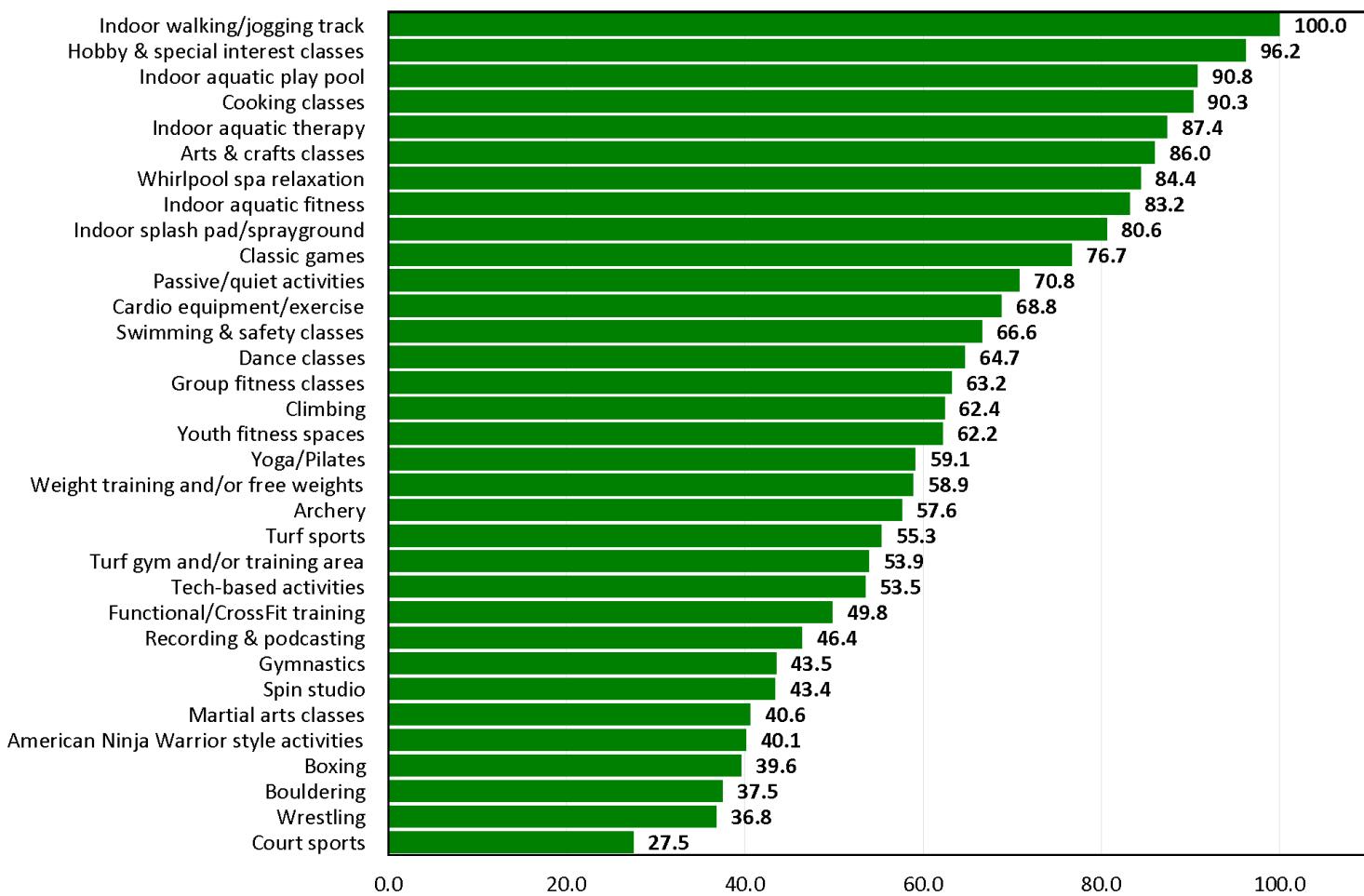
Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



Unmet Needs Rating for Programs/Amenities

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

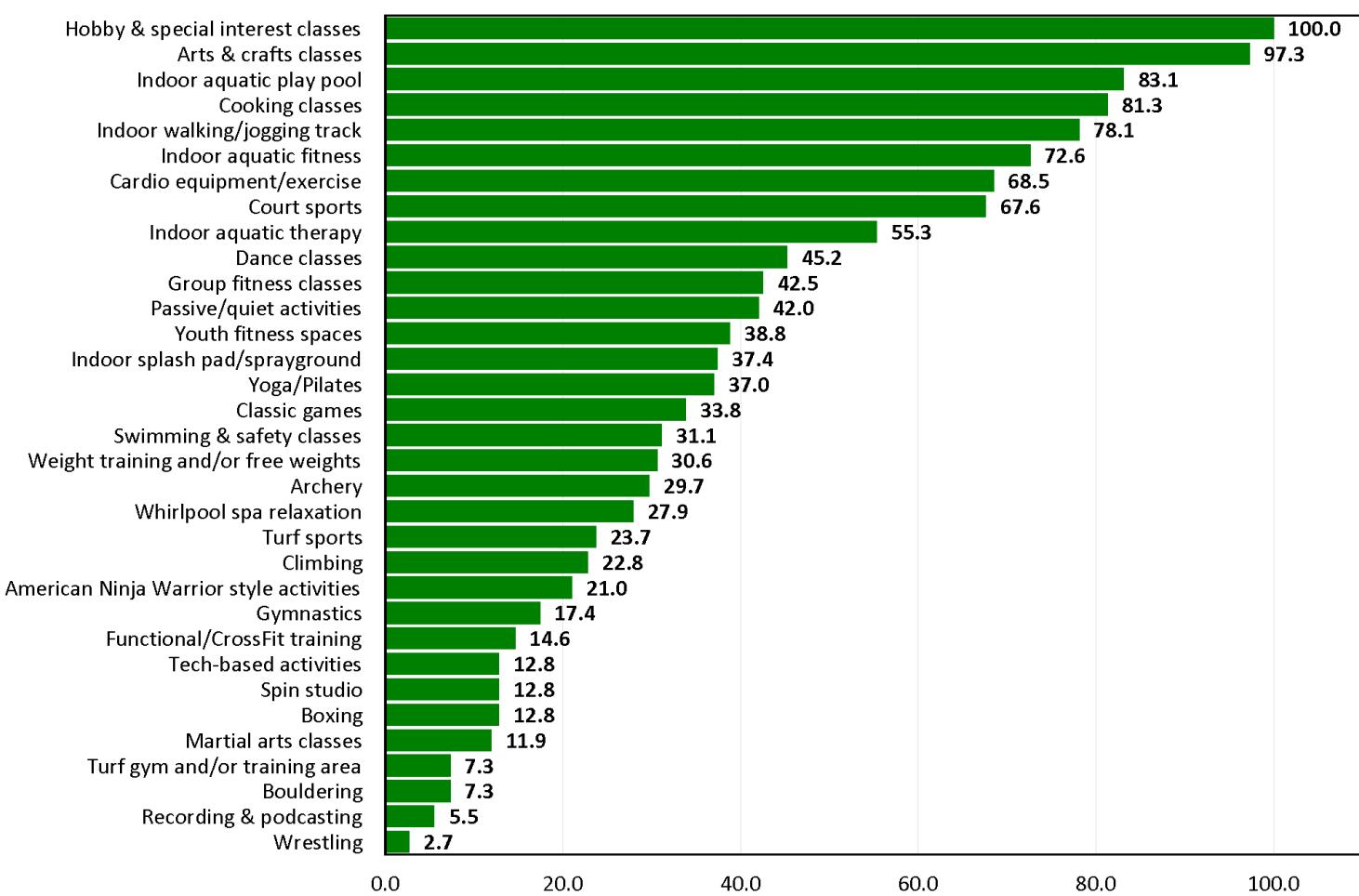
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



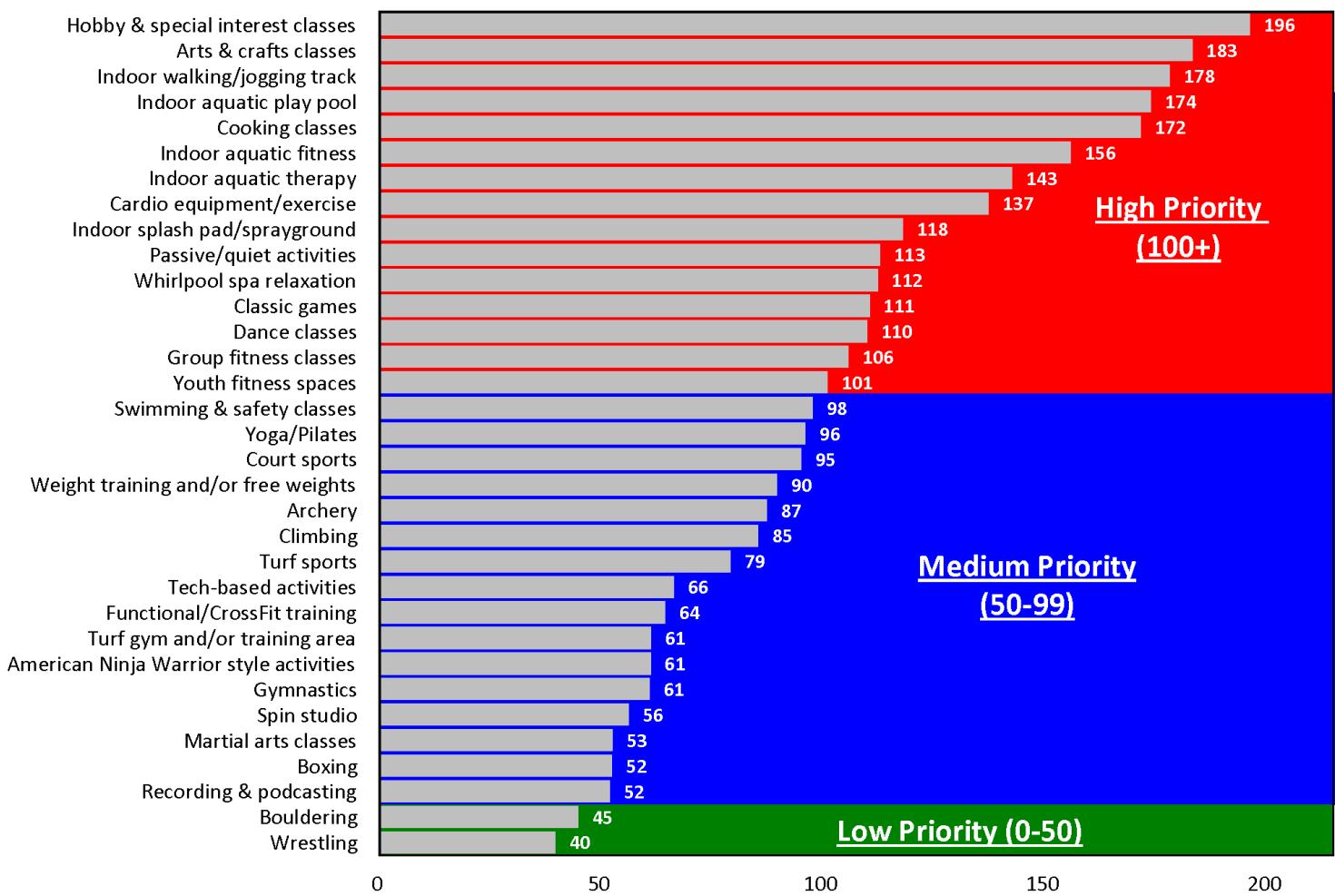
Importance Rating for Programs/Amenities

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



Top Priorities for Investment for Programs/Amenities Based on Priority Investment Rating





4

I-S Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to prioritize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the parks and recreation facility services that should be the top priorities for improvement over the next two years. Thirty-six percent (36.1%) of households selected "*maintenance of City parks*" as one of the most important items for the City to prioritize over the next two years.

With regard to satisfaction, 57.6% of respondents surveyed rated "*maintenance of City parks*" as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 36.1% was multiplied by 42.4% (1-0.576). This calculation yielded an I-S rating of 0.1531, which ranked first out of 16 categories of parks services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top four choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($I-S > 0.20$)
- Increase Current Emphasis ($I-S = 0.10 - 0.20$)
- Maintain Current Emphasis ($I-S < 0.10$)

Tables showing the results for the City of Wichita Falls are provided on the following pages.

2024 Importance-Satisfaction Rating

City of Wichita Falls, Texas

Parks and Recreation Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City parks	36%	1	58%	10	0.1531	1
Maintenance of playgrounds at City parks	30%	2	58%	6	0.1264	2
Maintenance of picnic/pavilion areas at City parks	26%	4	58%	8	0.1114	3
Medium Priority (IS <.10)						
Maintenance of City's trail system	27%	3	69%	1	0.0833	4
Number of playgrounds at City parks	17%	5	51%	13	0.0831	5
Number of trails within City	17%	6	58%	7	0.0707	6
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	13%	7	58%	9	0.0537	7
Number of parks within City	12%	8	61%	4	0.0446	8
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	11%	9	59%	5	0.0439	9
Maintenance of outdoor swimming pool at Lucy Park	7%	10	41%	16	0.0431	10
Maintenance of Champions Course at Weeks Park	6%	12	57%	12	0.0247	11
Maintenance of disc golf course at Lucy Park	5%	15	50%	14	0.0225	12
Maintenance of baseball/softball fields at Wichita Falls Sports	6%	11	63%	3	0.0214	13
Maintenance of outdoor tennis courts at Hamilton Park & Weeks	5%	14	57%	11	0.0206	14
Maintenance of skate park at Wichita Falls Sports Complex	3%	16	46%	15	0.0173	15
Maintenance of splash pad at Hamilton Park	5%	13	67%	2	0.0170	16

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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5

Tabular Data

Q1. Including yourself, how many people in your household are...

	Mean	Sum
number	2.6	1302
Under age 5	0.1	57
Ages 5-9	0.1	76
Ages 10-14	0.2	90
Ages 15-19	0.1	74
Ages 20-24	0.1	58
Ages 25-34	0.3	152
Ages 35-44	0.3	177
Ages 45-54	0.3	177
Ages 55-64	0.4	190
Ages 65-74	0.4	178
Ages 75+	0.1	73

Q2. Please CHECK ALL of the parks or park facilities you and the members of your household have visited during the past year.

Q2. All the parks or park facilities your household has

<u>visited during past year</u>	Number	Percent
Lake Wichita Park	307	60.0 %
Lucy Park	328	64.1 %
Lamar	15	2.9 %
Loch Lamond	19	3.7 %
Spudder	33	6.4 %
Sunset Terrace	9	1.8 %
Williams	42	8.2 %
Hamilton	134	26.2 %
Kiwanis	223	43.6 %
Weeks	134	26.2 %
Birdwell	18	3.5 %
City View	29	5.7 %
Edgemere	39	7.6 %
Expressway Village	31	6.1 %
Hursh	12	2.3 %
Jalonick	20	3.9 %
Lynwood East	19	3.7 %
Martin Plaza	24	4.7 %
O'Reilly	19	3.7 %
Rotary	27	5.3 %
Westover Hills	5	1.0 %
Wood Memorial	22	4.3 %
Scotland	55	10.7 %
Belair	20	3.9 %
Bud Daniel	60	11.7 %
Conoco	1	0.2 %
Front & Indiana	9	1.8 %
Grant Street	9	1.8 %
Harold Jones	10	2.0 %
Indian Heights	9	1.8 %
Jarratt	2	0.4 %
Lincoln	5	1.0 %
Lions	12	2.3 %
Morningside	29	5.7 %
Park Central	34	6.6 %
Roselawn	13	2.5 %
East Lynwood Community Center	14	2.7 %
Kemp-Sunnyside Center	11	2.1 %
Wichita Falls Recreation Center & 50 Plus Zone	80	15.6 %
<u>Log Cabin (Lucy Park)</u>	86	16.8 %
Total	1968	

Q2a. How would you rate the physical condition of the parks or park facilities you and the members of your household have visited during the past year?

Q2a. How would you rate physical condition of parks or park facilities	Number	Percent
Excellent	75	14.6 %
Good	240	46.9 %
Fair	132	25.8 %
Poor	23	4.5 %
<u>Not provided</u>	42	8.2 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q2a. How would you rate the physical condition of the parks or park facilities you and the members of your household have visited during the past year? (without "not provided")

Q2a. How would you rate physical condition of parks or park facilities	Number	Percent
Excellent	75	16.0 %
Good	240	51.1 %
Fair	132	28.1 %
Poor	23	4.9 %
Total	470	100.0 %

Q3. Have you or other members of your household visited any trails offered by the City of Wichita Falls during the past year?

Q3. Have you visited any trails during past year	Number	Percent
Yes	283	55.3 %
No	225	43.9 %
<u>Not provided</u>	4	0.8 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q3. Have you or other members of your household visited any trails offered by the City of Wichita Falls during the past year? (without "not provided")

Q3. Have you visited any trails during past year	Number	Percent
Yes	283	55.7 %
No	225	44.3 %
Total	508	100.0 %

Q3a. How would you rate the physical condition of the trails you and the members of your household have visited during the past year?

Q3a. How would you rate physical condition of trails	Number	Percent
Excellent	94	33.2 %
Good	149	52.7 %
Fair	34	12.0 %
Poor	6	2.1 %
Total	283	100.0 %

Q4. Have you or other members of your household participated in any programs offered by the City of Wichita Falls during the past year?

Q4. Have you participated in any programs during past year	Number	Percent
Yes	145	28.3 %
No	361	70.5 %
Not provided	6	1.2 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q4. Have you or other members of your household participated in any programs offered by the City of Wichita Falls during the past year? (without "not provided")

Q4. Have you participated in any programs during past year	Number	Percent
Yes	145	28.7 %
No	361	71.3 %
Total	506	100.0 %

Q4a. How would you rate the programs you and the members of your household have participated in during the past year?

Q4a. How would you rate programs	Number	Percent
Excellent	37	25.5 %
Good	78	53.8 %
Fair	24	16.6 %
Poor	3	2.1 %
Not provided	3	2.1 %
Total	145	100.0 %

WITHOUT NOT PROVIDED**Q4a. How would you rate the programs you and the members of your household have participated in during the past year? (without "not provided")**

Q4a. How would you rate programs	Number	Percent
Excellent	37	26.1 %
Good	78	54.9 %
Fair	24	16.9 %
Poor	3	2.1 %
Total	142	100.0 %

Q4b. From the following list, please check the THREE primary reasons why you or members of your household participate in City sponsored programs/activities.

Q4b. Primary reasons why you participate in City sponsored programs/activities	Number	Percent
Fees charged for program	71	49.0 %
Location of program facility	68	46.9 %
Times program is offered	62	42.8 %
Friends participate in program	57	39.3 %
Dates program is offered	44	30.3 %
Quality of program facility	29	20.0 %
Quality of instructors/coaches	26	17.9 %
Other	10	6.9 %
Total	367	

Q4b-8. Other:

Q4b-8. Other	Number	Percent
Interest	1	10.0 %
Like unique offerings	1	10.0 %
Simply something that was interesting	1	10.0 %
Festivals	1	10.0 %
ONLY THING OFFERED	1	10.0 %
Only place I could find this type of class	1	10.0 %
Advertised	1	10.0 %
I am a Kiwanis member	1	10.0 %
I have worked at one of these events	1	10.0 %
Getting the children involved	1	10.0 %
Total	10	100.0 %

Q5. Please CHECK ALL the reasons that prevent you or other members of your household from using City recreation facilities, trails, or programs, or from using them more often.

Q5. All the reasons that prevent you from using City recreation facilities, trails, or programs, or from using them more often

	Number	Percent
Facilities were not well maintained	51	10.0 %
Programs/facilities were not offered	38	7.4 %
Facilities lacked right equipment	28	5.5 %
Security was insufficient	57	11.1 %
Lack of quality programs	55	10.7 %
Too far from residence	46	9.0 %
Class was full	9	1.8 %
Fees were too high	40	7.8 %
Used facilities of other agencies	39	7.6 %
Used programs of other agencies	38	7.4 %
Poor customer service by staff	10	2.0 %
I did not know locations of facilities	71	13.9 %
Program times were not convenient	62	12.1 %
I did not know what was offered	232	45.3 %
Operating hours were not convenient	34	6.6 %
Registration process was difficult	10	2.0 %
There was a lack of parking	13	2.5 %
I didn't feel safe	61	11.9 %
I did not have time to participate	117	22.9 %
Use Sheppard AFB amenities/programs	17	3.3 %
Other	44	8.6 %
Total	1072	

Q6. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities.

Q6. All the ways you learn about Parks & Recreation

Department programs & activities	Number	Percent
Banners in public places	137	26.8 %
Bulletin boards	52	10.2 %
Conversation with staff	33	6.4 %
Direct email	44	8.6 %
Parks & Recreation website	114	22.3 %
Sports/recreation organization websites	38	7.4 %
Newspaper	49	9.6 %
Social media (e.g., Facebook, X, Instagram)	332	64.8 %
Search engine (e.g., Google, Yahoo, Bing)	83	16.2 %
Word of mouth	280	54.7 %
Other	57	11.1 %
None of these	56	10.9 %
Total	1275	

WITHOUT NONE OF THESE**Q6. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities. (without "none of these")**

Q6. All the ways you learn about Parks & Recreation

Department programs & activities	Number	Percent
Banners in public places	137	30.0 %
Bulletin boards	52	11.4 %
Conversation with staff	33	7.2 %
Direct email	44	9.6 %
Parks & Recreation website	114	25.0 %
Sports/recreation organization websites	38	8.3 %
Newspaper	49	10.7 %
Social media (e.g., Facebook, X, Instagram)	332	72.8 %
Search engine (e.g., Google, Yahoo, Bing)	83	18.2 %
Word of mouth	280	61.4 %
Other	57	12.5 %
Total	1219	

Q7. Which THREE of the sources of information listed in Question 6 above do you PREFER MOST?

Q7. Top choice	Number	Percent
Banners in public places	36	7.0 %
Bulletin boards	4	0.8 %
Conversation with staff	2	0.4 %
Direct email	60	11.7 %
Parks & Recreation website	51	10.0 %
Sports/recreation organization websites	5	1.0 %
Newspaper	12	2.3 %
Social media (e.g., Facebook, X, Instagram)	240	46.9 %
Search engine (e.g., Google, Yahoo, Bing)	14	2.7 %
Word of mouth	33	6.4 %
None chosen	55	10.7 %
Total	512	100.0 %

Q7. Which THREE of the sources of information listed in Question 6 above do you PREFER MOST?

Q7. 2nd choice	Number	Percent
Banners in public places	67	13.1 %
Bulletin boards	20	3.9 %
Conversation with staff	2	0.4 %
Direct email	51	10.0 %
Parks & Recreation website	44	8.6 %
Sports/recreation organization websites	10	2.0 %
Newspaper	18	3.5 %
Social media (e.g., Facebook, X, Instagram)	91	17.8 %
Search engine (e.g., Google, Yahoo, Bing)	44	8.6 %
Word of mouth	73	14.3 %
None chosen	92	18.0 %
Total	512	100.0 %

Q7. Which THREE of the sources of information listed in Question 6 above do you PREFER MOST?

<u>Q7. 3rd choice</u>	Number	Percent
Banners in public places	50	9.8 %
Bulletin boards	23	4.5 %
Conversation with staff	4	0.8 %
Direct email	24	4.7 %
Parks & Recreation website	47	9.2 %
Sports/recreation organization websites	17	3.3 %
Newspaper	13	2.5 %
Social media (e.g., Facebook, X, Instagram)	37	7.2 %
Search engine (e.g., Google, Yahoo, Bing)	54	10.5 %
Word of mouth	64	12.5 %
<u>None chosen</u>	179	35.0 %
Total	512	100.0 %

SUM OF TOP 3 CHOICES

Q7. Which THREE of the sources of information listed in Question 6 above do you PREFER MOST? (top 3)

<u>Q7. Top choice</u>	Number	Percent
Banners in public places	153	29.9 %
Bulletin boards	47	9.2 %
Conversation with staff	8	1.6 %
Direct email	135	26.4 %
Parks & Recreation website	142	27.7 %
Sports/recreation organization websites	32	6.3 %
Newspaper	43	8.4 %
Social media (e.g., Facebook, X, Instagram)	368	71.9 %
Search engine (e.g., Google, Yahoo, Bing)	112	21.9 %
Word of mouth	170	33.2 %
<u>None chosen</u>	55	10.7 %
Total	1265	

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following recreation facilities provided by the City of Wichita Falls based on your experience in the past two years.

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Maintenance of disc golf course at Lucy Park	5.1%	10.7%	12.7%	2.5%	0.6%	68.4%
Q8-2. Maintenance of City parks	10.2%	37.9%	23.0%	10.4%	2.0%	16.6%
Q8-3. Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	6.4%	23.2%	15.8%	4.5%	1.4%	48.6%
Q8-4. Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	4.3%	17.0%	12.9%	2.1%	1.0%	62.7%
Q8-5. Maintenance of picnic/pavilion areas at City parks	7.2%	35.0%	20.3%	8.8%	1.8%	27.0%
Q8-6. Maintenance of playgrounds at City parks	8.2%	32.8%	18.8%	8.4%	2.5%	29.3%
Q8-7. Maintenance of baseball/softball fields at Wichita Falls Sports Complex	7.4%	18.0%	11.3%	2.9%	0.6%	59.8%
Q8-8. Maintenance of City's trail system	15.4%	33.0%	16.2%	4.5%	1.2%	29.7%
Q8-9. Maintenance of outdoor swimming pool at Lucy Park	1.8%	9.8%	11.3%	4.1%	1.2%	71.9%
Q8-10. Maintenance of skate park at Wichita Falls Sports Complex	2.7%	8.8%	10.7%	1.4%	1.6%	74.8%
Q8-11. Maintenance of splash pad at Hamilton Park	8.2%	20.1%	11.9%	1.6%	0.2%	58.0%
Q8-12. Number of parks within City	13.1%	35.4%	22.3%	6.8%	1.6%	20.9%
Q8-13. Number of playgrounds at City parks	7.8%	26.6%	17.2%	12.7%	2.7%	33.0%
Q8-14. Number of trails within City	10.2%	31.8%	19.1%	8.8%	2.5%	27.5%

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following recreation facilities provided by the City of Wichita Falls based on your experience in the past two years.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-15. Maintenance of Champions Course at Weeks Park	4.3%	13.9%	10.9%	1.8%	1.2%	68.0%
Q8-16. Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	7.4%	12.3%	10.7%	2.3%	0.6%	66.6%

WITHOUT DON'T KNOW

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following recreation facilities provided by the City of Wichita Falls based on your experience in the past two years. (without "don't know")

(N=512)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Maintenance of disc golf course at Lucy Park	16.0%	34.0%	40.1%	8.0%	1.9%
Q8-2. Maintenance of City parks	12.2%	45.4%	27.6%	12.4%	2.3%
Q8-3. Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	12.5%	45.2%	30.8%	8.7%	2.7%
Q8-4. Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	11.5%	45.5%	34.6%	5.8%	2.6%
Q8-5. Maintenance of picnic/pavilion areas at City parks	9.9%	47.9%	27.8%	12.0%	2.4%
Q8-6. Maintenance of playgrounds at City parks	11.6%	46.4%	26.5%	11.9%	3.6%
Q8-7. Maintenance of baseball/softball fields at Wichita Falls Sports Complex	18.4%	44.7%	28.2%	7.3%	1.5%
Q8-8. Maintenance of City's trail system	21.9%	46.9%	23.1%	6.4%	1.7%
Q8-9. Maintenance of outdoor swimming pool at Lucy Park	6.3%	34.7%	40.3%	14.6%	4.2%
Q8-10. Maintenance of skate park at Wichita Falls Sports Complex	10.9%	34.9%	42.6%	5.4%	6.2%
Q8-11. Maintenance of splash pad at Hamilton Park	19.5%	47.9%	28.4%	3.7%	0.5%
Q8-12. Number of parks within City	16.5%	44.7%	28.1%	8.6%	2.0%
Q8-13. Number of playgrounds at City parks	11.7%	39.7%	25.7%	19.0%	4.1%

WITHOUT DON'T KNOW

Q8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following recreation facilities provided by the City of Wichita Falls based on your experience in the past two years. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-14. Number of trails within City	14.0%	43.9%	26.4%	12.1%	3.5%
Q8-15. Maintenance of Champions Course at Weeks Park	13.4%	43.3%	34.1%	5.5%	3.7%
Q8-16. Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	22.2%	36.8%	32.2%	7.0%	1.8%

Q9. Which THREE of the areas listed in Question 8 do you think should be the top priorities for improvement over the next TWO years?

<u>Q9. Top choice</u>	Number	Percent
Maintenance of disc golf course at Lucy Park	11	2.1 %
Maintenance of City parks	85	16.6 %
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	19	3.7 %
Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	9	1.8 %
Maintenance of picnic/pavilion areas at City parks	37	7.2 %
Maintenance of playgrounds at City parks	49	9.6 %
Maintenance of baseball/softball fields at Wichita Falls Sports Complex	9	1.8 %
Maintenance of City's trail system	56	10.9 %
Maintenance of outdoor swimming pool at Lucy Park	11	2.1 %
Maintenance of skate park at Wichita Falls Sports Complex	3	0.6 %
Maintenance of splash pad at Hamilton Park	3	0.6 %
Number of parks within City	14	2.7 %
Number of playgrounds at City parks	28	5.5 %
Number of trails within City	37	7.2 %
Maintenance of Champions Course at Weeks Park	12	2.3 %
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	24	4.7 %
<u>None chosen</u>	105	20.5 %
Total	512	100.0 %

Q9. Which THREE of the areas listed in Question 8 do you think should be the top priorities for improvement over the next TWO years?

<u>Q9. 2nd choice</u>	Number	Percent
Maintenance of disc golf course at Lucy Park	5	1.0 %
Maintenance of City parks	57	11.1 %
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	24	4.7 %
Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	7	1.4 %
Maintenance of picnic/pavilion areas at City parks	52	10.2 %
Maintenance of playgrounds at City parks	62	12.1 %
Maintenance of baseball/softball fields at Wichita Falls Sports Complex	10	2.0 %
Maintenance of City's trail system	45	8.8 %
Maintenance of outdoor swimming pool at Lucy Park	14	2.7 %
Maintenance of skate park at Wichita Falls Sports Complex	6	1.2 %
Maintenance of splash pad at Hamilton Park	12	2.3 %
Number of parks within City	27	5.3 %
Number of playgrounds at City parks	27	5.3 %
Number of trails within City	19	3.7 %
Maintenance of Champions Course at Weeks Park	7	1.4 %
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	11	2.1 %
<u>None chosen</u>	127	24.8 %
Total	512	100.0 %

Q9. Which THREE of the areas listed in Question 8 do you think should be the top priorities for improvement over the next TWO years?

Q9. 3rd choice	Number	Percent
Maintenance of disc golf course at Lucy Park	7	1.4 %
Maintenance of City parks	43	8.4 %
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	22	4.3 %
Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	8	1.6 %
Maintenance of picnic/pavilion areas at City parks	46	9.0 %
Maintenance of playgrounds at City parks	43	8.4 %
Maintenance of baseball/softball fields at Wichita Falls Sports Complex	10	2.0 %
Maintenance of City's trail system	36	7.0 %
Maintenance of outdoor swimming pool at Lucy Park	13	2.5 %
Maintenance of skate park at Wichita Falls Sports Complex	7	1.4 %
Maintenance of splash pad at Hamilton Park	12	2.3 %
Number of parks within City	18	3.5 %
Number of playgrounds at City parks	32	6.3 %
Number of trails within City	30	5.9 %
Maintenance of Champions Course at Weeks Park	10	2.0 %
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	20	3.9 %
<u>None chosen</u>	155	30.3 %
Total	512	100.0 %

SUM OF TOP 3 CHOICES

Q9. Which THREE of the areas listed in Question 8 do you think should be the top priorities for improvement over the next TWO years? (top 3)

Q9. Top choice	Number	Percent
Maintenance of disc golf course at Lucy Park	23	4.5 %
Maintenance of City parks	185	36.1 %
Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, & Lakeview)	65	12.7 %
Maintenance of outdoor tennis courts at Hamilton Park & Weeks Park	24	4.7 %
Maintenance of picnic/pavilion areas at City parks	135	26.4 %
Maintenance of playgrounds at City parks	154	30.1 %
Maintenance of baseball/softball fields at Wichita Falls Sports Complex	29	5.7 %
Maintenance of City's trail system	137	26.8 %
Maintenance of outdoor swimming pool at Lucy Park	38	7.4 %
Maintenance of skate park at Wichita Falls Sports Complex	16	3.1 %
Maintenance of splash pad at Hamilton Park	27	5.3 %
Number of parks within City	59	11.5 %
Number of playgrounds at City parks	87	17.0 %
Number of trails within City	86	16.8 %
Maintenance of Champions Course at Weeks Park	29	5.7 %
Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	55	10.7 %
<u>None chosen</u>	105	20.5 %
Total	1254	

Q10a. Your Level of Agreement: Please indicate your level of agreement with each of the items listed below, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q10-1. I am aware of recreation programs & activities that are offered	5.1%	26.6%	20.1%	25.0%	11.1%	12.1%
Q10-2. I am satisfied with recreation opportunities I receive for my tax dollars	4.5%	19.3%	31.8%	16.4%	7.2%	20.7%
Q10-3. I am satisfied with variety of recreation programs offered by City	3.5%	23.2%	27.0%	16.8%	4.5%	25.0%
Q10-4. Parks & recreation is an essential service to City	53.1%	30.3%	6.8%	0.4%	1.0%	8.4%
Q10-5. Public parks add to quality of life in the community	61.7%	26.4%	4.1%	0.4%	0.8%	6.6%

WITHOUT DON'T KNOW

Q10a. Your Level of Agreement: Please indicate your level of agreement with each of the items listed below, where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q10-1. I am aware of recreation programs & activities that are offered	5.8%	30.2%	22.9%	28.4%	12.7%
Q10-2. I am satisfied with recreation opportunities I receive for my tax dollars	5.7%	24.4%	40.1%	20.7%	9.1%
Q10-3. I am satisfied with variety of recreation programs offered by City	4.7%	31.0%	35.9%	22.4%	6.0%
Q10-4. Parks & recreation is an essential service to City	58.0%	33.0%	7.5%	0.4%	1.1%
Q10-5. Public parks add to quality of life in the community	66.1%	28.2%	4.4%	0.4%	0.8%

Q10b. Park and Recreation facilities offered by the City of Wichita Falls: Please indicate your level of agreement with each of the items listed below, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q10-6. Help attract new residents & businesses	31.3%	32.0%	16.6%	7.6%	2.5%	10.0%
Q10-7. Help reduce crime in my neighborhood & keep kids out of trouble	23.6%	29.3%	22.9%	10.0%	3.3%	10.9%
Q10-8. Improve my (my household's) mental health & reduce stress	28.7%	37.7%	17.6%	3.3%	1.4%	11.3%
Q10-9. Improve my (my household's) physical health & fitness	30.7%	40.0%	16.2%	1.8%	1.4%	10.0%
Q10-10. Are age-friendly & accessible to all age groups	20.7%	35.9%	20.1%	8.4%	1.8%	13.1%
Q10-11. Offer childhood education opportunities that develop the whole child	12.7%	25.6%	19.9%	6.1%	1.6%	34.2%
Q10-12. Positively impact economic/business development	20.7%	34.0%	19.9%	6.4%	2.0%	17.0%
Q10-13. Provide access to greenspace & nature, or playgrounds	31.4%	44.3%	10.5%	3.1%	0.8%	9.8%
Q10-14. Provide information/assistance to navigate resources & social services	9.0%	24.6%	26.0%	9.0%	3.3%	28.1%
Q10-15. Provide jobs/professional development for youth	11.9%	23.6%	20.7%	8.2%	3.3%	32.2%
Q10-16. Provide positive social interactions for me (my household/family)	21.1%	37.7%	20.7%	4.5%	2.1%	13.9%
Q10-17. Provides essential services for our community	27.3%	41.6%	12.9%	4.1%	1.8%	12.3%

WITHOUT DON'T KNOW

Q10b. Park and Recreation facilities offered by the City of Wichita Falls: Please indicate your level of agreement with each of the items listed below, where 5 is "Strongly Agree" and 1 is "Strongly Disagree." (without "don't know")

(N=512)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q10-6. Help attract new residents & businesses	34.7%	35.6%	18.4%	8.5%	2.8%
Q10-7. Help reduce crime in my neighborhood & keep kids out of trouble	26.5%	32.9%	25.7%	11.2%	3.7%
Q10-8. Improve my (my household's) mental health & reduce stress	32.4%	42.5%	19.8%	3.7%	1.5%
Q10-9. Improve my (my household's) physical health & fitness	34.1%	44.5%	18.0%	2.0%	1.5%
Q10-10. Are age-friendly & accessible to all age groups	23.8%	41.3%	23.1%	9.7%	2.0%
Q10-11. Offer childhood education opportunities that develop the whole child	19.3%	38.9%	30.3%	9.2%	2.4%
Q10-12. Positively impact economic/business development	24.9%	40.9%	24.0%	7.8%	2.4%
Q10-13. Provide access to greenspace & nature, or playgrounds	34.8%	49.1%	11.7%	3.5%	0.9%
Q10-14. Provide information/assistance to navigate resources & social services	12.5%	34.2%	36.1%	12.5%	4.6%
Q10-15. Provide jobs/professional development for youth	17.6%	34.9%	30.5%	12.1%	4.9%
Q10-16. Provide positive social interactions for me (my household/family)	24.5%	43.8%	24.0%	5.2%	2.5%
Q10-17. Provides essential services for our community	31.2%	47.4%	14.7%	4.7%	2.0%

Q11. From the following list, please CHECK ALL organizations your household has used for parks, trails, and recreation activities during the last year.

Q11. All the organizations your household has used for parks, trails, & recreation activities

	Number	Percent
Wichita Falls Parks & Recreation	351	68.6 %
State of Texas parks	245	47.9 %
State of Oklahoma parks	147	28.7 %
School facilities	174	34.0 %
Churches/places of worship	232	45.3 %
Private youth sports leagues	96	18.8 %
Boys & girls clubs	54	10.5 %
YMCA	168	32.8 %
Sheppard AFB	86	16.8 %
Nearby communities	90	17.6 %
Other	28	5.5 %
<u>None of these</u>	60	11.7 %
Total	1731	

WITHOUT NONE OF THESE

Q11. From the following list, please CHECK ALL organizations your household has used for parks, trails, and recreation activities during the last year. (without "none of these")

Q11. All the organizations your household has used for parks, trails, & recreation activities

	Number	Percent
Wichita Falls Parks & Recreation	348	77.0 %
State of Texas parks	245	54.2 %
Churches/places of worship	231	51.1 %
School facilities	174	38.5 %
YMCA	168	37.2 %
State of Oklahoma parks	147	32.5 %
Private youth sports leagues	96	21.2 %
Nearby communities	90	19.9 %
Sheppard AFB	86	19.0 %
Boys & girls clubs	54	11.9 %
Other	28	6.2 %
Total	1667	

Q11-11. Other:

Q11-11. Other	Number	Percent
National parks	2	7.1 %
Night club (dancing)	1	3.6 %
Dog park	1	3.6 %
Local music events	1	3.6 %
North Texas Rehabilitation	1	3.6 %
The Wellness Center @ North Texas Rehab	1	3.6 %
Other than Texas and Oklahoma state parks	1	3.6 %
Pay to play business in WF	1	3.6 %
Girl scouts	1	3.6 %
Private businesses	1	3.6 %
Streams and valleys Wee Chi Tah Trail	1	3.6 %
National Forest	1	3.6 %
Country club	1	3.6 %
PRIVately OWNED FACILITIES	1	3.6 %
CAMPFIRE	1	3.6 %
Family outings	1	3.6 %
Log cabin	1	3.6 %
Fishing days were great	1	3.6 %
Skate park, splash pad	1	3.6 %
Marriage	1	3.6 %
National and state parks in Colorado and Wyoming	1	3.6 %
Park on Missile Road	1	3.6 %
Cultural events	1	3.6 %
Trails	1	3.6 %
Bike riding	1	3.6 %
WFCC	1	3.6 %
River Bend Nature Center	1	3.6 %
Total	28	100.0 %

Q12. Which TWO of the organizations from the list in Question 11 do you and the members of your household use MOST OFTEN for parks, trails, and recreation activities?

Q12. Top choice	Number	Percent
Wichita Falls Parks & Recreation	195	38.1 %
State of Texas parks	54	10.5 %
State of Oklahoma parks	12	2.3 %
School facilities	20	3.9 %
Churches/places of worship	61	11.9 %
Private youth sports leagues	15	2.9 %
Boys & girls clubs	5	1.0 %
YMCA	52	10.2 %
Sheppard AFB	14	2.7 %
Nearby communities	5	1.0 %
None chosen	79	15.4 %
Total	512	100.0 %

Q12. Which TWO of the organizations from the list in Question 11 do you and the members of your household use MOST OFTEN for parks, trails, and recreation activities?

Q12. 2nd choice	Number	Percent
Wichita Falls Parks & Recreation	66	12.9 %
State of Texas parks	70	13.7 %
State of Oklahoma parks	23	4.5 %
School facilities	37	7.2 %
Churches/places of worship	54	10.5 %
Private youth sports leagues	15	2.9 %
Boys & girls clubs	10	2.0 %
YMCA	42	8.2 %
Sheppard AFB	22	4.3 %
Nearby communities	20	3.9 %
<u>None chosen</u>	153	29.9 %
Total	512	100.0 %

SUM OF TOP 2 CHOICES

Q12. Which TWO of the organizations from the list in Question 11 do you and the members of your household use MOST OFTEN for parks, trails, and recreation activities? (top 2)

Q12. Top choice	Number	Percent
Wichita Falls Parks & Recreation	261	51.0 %
State of Texas parks	124	24.2 %
State of Oklahoma parks	35	6.8 %
School facilities	57	11.1 %
Churches/places of worship	115	22.5 %
Private youth sports leagues	30	5.9 %
Boys & girls clubs	15	2.9 %
YMCA	94	18.4 %
Sheppard AFB	36	7.0 %
Nearby communities	25	4.9 %
<u>None chosen</u>	79	15.4 %
Total	871	

Q13. Within the City of Wichita Falls, there are a variety of private recreation and fitness providers. How well do you believe your needs for indoor recreation and fitness are currently being met through private recreation and fitness providers?

Q13. How well are your needs for indoor recreation & fitness currently being met through private recreation & fitness providers	Number	Percent
Fully met	82	16.0 %
Mostly met	109	21.3 %
Partly met	115	22.5 %
Not met	63	12.3 %
My household does not have a need for recreation & fitness providers	143	27.9 %
Total	512	100.0 %

WITHOUT NO NEED

Q13. Within the City of Wichita Falls, there are a variety of private recreation and fitness providers. How well do you believe your needs for indoor recreation and fitness are currently being met through private recreation and fitness providers? (without "no need")

Q13. How well are your needs for indoor recreation & fitness currently being met through private recreation & fitness providers

	Number	Percent
Fully met	82	22.2 %
Mostly met	109	29.5 %
Partly met	115	31.2 %
Not met	63	17.1 %
Total	369	100.0 %

Q14. A variety of outdoor recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each outdoor facility or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met."

(N=512)

	Fully met	Mostly met	Partly met	Not met	No need
Q14-1. Aquatics/swimming facility	6.3%	13.3%	18.6%	20.7%	41.2%
Q14-2. Baseball & softball fields	14.1%	19.1%	7.2%	1.4%	58.2%
Q14-3. Canoe/kayak rentals	1.8%	3.5%	6.1%	30.9%	57.8%
Q14-4. Climbing wall	2.1%	2.5%	6.8%	27.1%	61.3%
Q14-5. Community gardens	3.5%	9.0%	16.0%	29.1%	42.4%
Q14-6. Disc golf course	11.7%	16.4%	10.0%	1.6%	60.4%
Q14-7. Dog park	9.8%	18.8%	18.6%	7.0%	45.9%
Q14-8. Golf courses	15.8%	12.7%	8.8%	4.3%	58.4%
Q14-9. Greenway trail system	10.9%	27.5%	17.8%	8.6%	35.2%
Q14-10. Natural trails	12.7%	25.8%	22.1%	11.3%	28.1%
Q14-11. Outdoor amphitheaters	4.7%	9.4%	13.9%	31.4%	40.6%
Q14-12. Outdoor fitness & exercise equipment	5.3%	9.0%	17.2%	18.9%	49.6%
Q14-13. Pickleball courts	5.9%	5.1%	10.4%	15.2%	63.5%
Q14-14. Picnic shelters	12.1%	29.1%	23.8%	9.0%	26.0%
Q14-15. Pier/fishing	5.5%	12.5%	19.3%	19.3%	43.4%
Q14-16. Playground	12.7%	29.3%	18.0%	6.3%	33.8%
Q14-17. Sand volleyball courts	3.3%	3.9%	8.2%	20.9%	63.7%
Q14-18. Skate park/BMX	5.5%	10.2%	10.0%	6.1%	68.4%
Q14-19. Splash pad	9.6%	17.2%	18.4%	7.4%	47.5%
Q14-20. Tennis courts	10.4%	15.2%	11.7%	5.7%	57.0%
Q14-21. Walking/jogging track	17.6%	26.8%	20.5%	9.8%	25.4%
Q14-22. Water access (boating, kayaking, canoeing)	3.3%	5.9%	16.2%	29.7%	44.9%

WITHOUT NO NEED

Q14. A variety of outdoor recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each outdoor facility or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

(N=512)

	Fully met	Mostly met	Partly met	Not met
Q14-1. Aquatics/swimming facility	10.6%	22.6%	31.6%	35.2%
Q14-2. Baseball & softball fields	33.6%	45.8%	17.3%	3.3%
Q14-3. Canoe/kayak rentals	4.2%	8.3%	14.4%	73.1%
Q14-4. Climbing wall	5.6%	6.6%	17.7%	70.2%
Q14-5. Community gardens	6.1%	15.6%	27.8%	50.5%
Q14-6. Disc golf course	29.6%	41.4%	25.1%	3.9%
Q14-7. Dog park	18.1%	34.7%	34.3%	13.0%
Q14-8. Golf courses	38.0%	30.5%	21.1%	10.3%
Q14-9. Greenway trail system	16.9%	42.5%	27.4%	13.3%
Q14-10. Natural trails	17.7%	35.9%	30.7%	15.8%
Q14-11. Outdoor amphitheaters	7.9%	15.8%	23.4%	53.0%
Q14-12. Outdoor fitness & exercise equipment	10.5%	17.8%	34.1%	37.6%
Q14-13. Pickleball courts	16.0%	13.9%	28.3%	41.7%
Q14-14. Picnic shelters	16.4%	39.3%	32.2%	12.1%
Q14-15. Pier/fishing	9.7%	22.1%	34.1%	34.1%
Q14-16. Playground	19.2%	44.2%	27.1%	9.4%
Q14-17. Sand volleyball courts	9.1%	10.8%	22.6%	57.5%
Q14-18. Skate park/BMX	17.3%	32.1%	31.5%	19.1%
Q14-19. Splash pad	18.2%	32.7%	34.9%	14.1%
Q14-20. Tennis courts	24.1%	35.5%	27.3%	13.2%
Q14-21. Walking/jogging track	23.6%	35.9%	27.5%	13.1%
Q14-22. Water access (boating, kayaking, canoeing)	6.0%	10.6%	29.4%	53.9%

Q15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household?

Q15. Top choice	Number	Percent
Aquatics/swimming facility	63	12.3 %
Baseball & softball fields	21	4.1 %
Canoe/kayak rentals	8	1.6 %
Climbing wall	6	1.2 %
Community gardens	23	4.5 %
Disc golf course	8	1.6 %
Dog park	32	6.3 %
Golf courses	20	3.9 %
Greenway trail system	47	9.2 %
Natural trails	54	10.5 %
Outdoor amphitheaters	12	2.3 %
Outdoor fitness & exercise equipment	1	0.2 %
Pickleball courts	6	1.2 %
Picnic shelters	7	1.4 %
Pier/fishing	15	2.9 %
Playground	45	8.8 %
Sand volleyball courts	1	0.2 %
Skate park/BMX	6	1.2 %
Splash pad	2	0.4 %
Tennis courts	9	1.8 %
Walking/jogging track	42	8.2 %
Water access (boating, kayaking, canoeing)	14	2.7 %
<u>None chosen</u>	70	13.7 %
Total	512	100.0 %

Q15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household?

<u>Q15. 2nd choice</u>	Number	Percent
Aquatics/swimming facility	25	4.9 %
Baseball & softball fields	16	3.1 %
Canoe/kayak rentals	14	2.7 %
Climbing wall	11	2.1 %
Community gardens	22	4.3 %
Disc golf course	9	1.8 %
Dog park	25	4.9 %
Golf courses	19	3.7 %
Greenway trail system	38	7.4 %
Natural trails	66	12.9 %
Outdoor amphitheaters	17	3.3 %
Outdoor fitness & exercise equipment	7	1.4 %
Pickleball courts	9	1.8 %
Picnic shelters	31	6.1 %
Pier/fishing	15	2.9 %
Playground	22	4.3 %
Sand volleyball courts	2	0.4 %
Splash pad	16	3.1 %
Tennis courts	6	1.2 %
Walking/jogging track	27	5.3 %
Water access (boating, kayaking, canoeing)	22	4.3 %
<u>None chosen</u>	93	18.2 %
Total	512	100.0 %

Q15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household?

Q15. 3rd choice	Number	Percent
Aquatics/swimming facility	26	5.1 %
Baseball & softball fields	11	2.1 %
Canoe/kayak rentals	12	2.3 %
Climbing wall	5	1.0 %
Community gardens	31	6.1 %
Disc golf course	5	1.0 %
Dog park	17	3.3 %
Golf courses	8	1.6 %
Greenway trail system	33	6.4 %
Natural trails	45	8.8 %
Outdoor amphitheaters	26	5.1 %
Outdoor fitness & exercise equipment	13	2.5 %
Pickleball courts	8	1.6 %
Picnic shelters	21	4.1 %
Pier/fishing	20	3.9 %
Playground	26	5.1 %
Sand volleyball courts	5	1.0 %
Skate park/BMX	2	0.4 %
Splash pad	19	3.7 %
Tennis courts	3	0.6 %
Walking/jogging track	47	9.2 %
Water access (boating, kayaking, canoeing)	15	2.9 %
<u>None chosen</u>	114	22.3 %
Total	512	100.0 %

Q15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household?

Q15. 4th choice	Number	Percent
Aquatics/swimming facility	24	4.7 %
Baseball & softball fields	9	1.8 %
Canoe/kayak rentals	11	2.1 %
Climbing wall	10	2.0 %
Community gardens	19	3.7 %
Disc golf course	7	1.4 %
Dog park	17	3.3 %
Golf courses	9	1.8 %
Greenway trail system	15	2.9 %
Natural trails	33	6.4 %
Outdoor amphitheaters	25	4.9 %
Outdoor fitness & exercise equipment	8	1.6 %
Pickleball courts	10	2.0 %
Picnic shelters	25	4.9 %
Pier/fishing	18	3.5 %
Playground	23	4.5 %
Sand volleyball courts	6	1.2 %
Skate park/BMX	5	1.0 %
Splash pad	23	4.5 %
Tennis courts	2	0.4 %
Walking/jogging track	37	7.2 %
Water access (boating, kayaking, canoeing)	17	3.3 %
<u>None chosen</u>	159	31.1 %
Total	512	100.0 %

SUM OF TOP 4 CHOICES**Q15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household? (top 4)**

Q15. Top choice	Number	Percent
Aquatics/swimming facility	138	27.0 %
Baseball & softball fields	57	11.1 %
Canoe/kayak rentals	45	8.8 %
Climbing wall	32	6.3 %
Community gardens	95	18.6 %
Disc golf course	29	5.7 %
Dog park	91	17.8 %
Golf courses	56	10.9 %
Greenway trail system	133	26.0 %
Natural trails	198	38.7 %
Outdoor amphitheaters	80	15.6 %
Outdoor fitness & exercise equipment	29	5.7 %
Pickleball courts	33	6.4 %
Picnic shelters	84	16.4 %
Pier/fishing	68	13.3 %
Playground	116	22.7 %
Sand volleyball courts	14	2.7 %
Skate park/BMX	13	2.5 %
Splash pad	60	11.7 %
Tennis courts	20	3.9 %
Walking/jogging track	153	29.9 %
Water access (boating, kayaking, canoeing)	68	13.3 %
None chosen	70	13.7 %
Total	1682	

Q16. How important do you feel it is for the City of Wichita Falls to provide high quality recreation programs and facilities?

Q16. How important is it for City to provide high quality recreation programs & facilities

	Number	Percent
Very important	379	74.0 %
Somewhat important	90	17.6 %
Not sure	20	3.9 %
Not important	10	2.0 %
<u>Not provided</u>	13	2.5 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q16. How important do you feel it is for the City of Wichita Falls to provide high quality recreation programs and facilities? (without "not provided")

Q16. How important is it for City to provide high quality recreation programs & facilities

	Number	Percent
Very important	379	76.0 %
Somewhat important	90	18.0 %
Not sure	20	4.0 %
Not important	10	2.0 %
Total	499	100.0 %

Q17. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the parks and recreation services offered by the City of Wichita Falls.

Q17. Your satisfaction with overall value your

household receives from parks & recreation services

	Number	Percent
Very satisfied	81	15.8 %
Somewhat satisfied	183	35.7 %
Neutral	129	25.2 %
Somewhat dissatisfied	51	10.0 %
Very dissatisfied	23	4.5 %
<u>Don't know</u>	45	8.8 %
Total	512	100.0 %

WITHOUT DON'T KNOW

Q17. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the parks and recreation services offered by the City of Wichita Falls. (without "don't know")

Q17. Your satisfaction with overall value your

household receives from parks & recreation services

	Number	Percent
Very satisfied	81	17.3 %
Somewhat satisfied	183	39.2 %
Neutral	129	27.6 %
Somewhat dissatisfied	51	10.9 %
Very dissatisfied	23	4.9 %
Total	467	100.0 %

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met."

(N=512)

	Fully met	Mostly met	Partly met	Not met	No need
Q18-1. American Ninja Warrior style activities	2.1%	1.6%	5.3%	13.3%	77.7%
Q18-2. Archery	1.2%	1.2%	4.1%	22.5%	71.1%
Q18-3. Arts & crafts classes	4.3%	15.2%	19.1%	20.7%	40.6%
Q18-4. Bouldering	0.6%	1.2%	2.3%	15.0%	80.9%
Q18-5. Boxing	1.2%	4.5%	7.6%	10.7%	76.0%
Q18-6. Cardio equipment/exercise	8.6%	17.0%	18.2%	13.7%	42.6%
Q18-7. Classic games (table tennis, foosball, air hockey, billiards)	3.1%	7.6%	16.2%	19.3%	53.7%
Q18-8. Climbing	0.8%	4.1%	7.6%	21.3%	66.2%
Q18-9. Cooking classes	2.3%	5.7%	15.6%	26.2%	50.2%
Q18-10. Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	5.7%	10.5%	20.7%	12.1%	51.0%
Q18-11. Dance classes	5.7%	9.0%	15.6%	14.3%	55.5%
Q18-12. Functional/CrossFit training	4.3%	7.2%	10.4%	12.7%	65.4%
Q18-13. Group fitness classes	7.8%	11.5%	14.8%	14.5%	51.4%
Q18-14. Gymnastics	4.7%	7.6%	10.0%	10.2%	67.6%
Q18-15. Hobby & special interest classes	3.5%	8.4%	20.9%	23.6%	43.6%
Q18-16. Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	4.7%	6.4%	12.5%	26.0%	50.4%
Q18-17. Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	3.5%	5.1%	8.8%	33.2%	49.4%
Q18-18. Indoor aquatic therapy (physical therapy & movement, warm water therapy)	3.5%	6.6%	14.1%	26.4%	49.4%
Q18-19. Indoor splash pad/sprayground	2.1%	5.1%	8.4%	28.9%	55.5%
Q18-20. Indoor walking/jogging track	5.7%	8.2%	14.8%	31.4%	39.8%
Q18-21. Martial arts classes	3.5%	8.0%	9.8%	9.0%	69.7%

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met."

	Fully met	Mostly met	Partly met	Not met	No need
Q18-22. Passive/quiet activities (reading, lounging, social engagement)	6.4%	12.1%	17.8%	15.0%	48.6%
Q18-23. Recording & podcasting	1.0%	2.1%	4.9%	16.6%	75.4%
Q18-24. Spin studio	2.7%	5.5%	7.4%	12.7%	71.7%
Q18-25. Swimming & safety classes	4.1%	11.7%	16.0%	14.8%	53.3%
Q18-26. Tech-based activities (Esports, tech Lab, VR Gaming)	2.7%	3.1%	8.0%	16.8%	69.3%
Q18-27. Turf gym and/or training area	2.3%	2.9%	7.2%	17.8%	69.7%
Q18-28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	3.1%	4.9%	8.8%	16.8%	66.4%
Q18-29. Weight training and/or free weights	7.6%	11.1%	11.9%	15.4%	53.9%
Q18-30. Whirlpool spa relaxation	3.3%	3.5%	8.6%	30.5%	54.1%
Q18-31. Wrestling	1.2%	1.8%	4.5%	12.5%	80.1%
Q18-32. Yoga/Pilates	4.7%	9.6%	11.3%	16.0%	58.4%
Q18-33. Youth fitness spaces	3.5%	8.4%	14.3%	14.5%	59.4%

WITHOUT NO NEED

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

(N=512)

	Fully met	Mostly met	Partly met	Not met
Q18-1. American Ninja Warrior style activities	9.6%	7.0%	23.7%	59.6%
Q18-2. Archery	4.1%	4.1%	14.2%	77.7%
Q18-3. Arts & crafts classes	7.2%	25.7%	32.2%	34.9%
Q18-4. Bouldering	3.1%	6.1%	12.2%	78.6%
Q18-5. Boxing	4.9%	18.7%	31.7%	44.7%
Q18-6. Cardio equipment/exercise	15.0%	29.6%	31.6%	23.8%
Q18-7. Classic games (table tennis, foosball, air hockey, billiards)	6.8%	16.5%	35.0%	41.8%
Q18-8. Climbing	2.3%	12.1%	22.5%	63.0%
Q18-9. Cooking classes	4.7%	11.4%	31.4%	52.5%
Q18-10. Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	11.6%	21.5%	42.2%	24.7%
Q18-11. Dance classes	12.7%	20.2%	35.1%	32.0%
Q18-12. Functional/CrossFit training	12.4%	20.9%	29.9%	36.7%
Q18-13. Group fitness classes	16.1%	23.7%	30.5%	29.7%
Q18-14. Gymnastics	14.5%	23.5%	30.7%	31.3%
Q18-15. Hobby & special interest classes	6.2%	14.9%	37.0%	41.9%
Q18-16. Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	9.4%	13.0%	25.2%	52.4%
Q18-17. Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	6.9%	10.0%	17.4%	65.6%
Q18-18. Indoor aquatic therapy (physical therapy & movement, warm water therapy)	6.9%	13.1%	27.8%	52.1%
Q18-19. Indoor splash pad/sprayground	4.8%	11.4%	18.9%	64.9%
Q18-20. Indoor walking/jogging track	9.4%	13.6%	24.7%	52.3%
Q18-21. Martial arts classes	11.6%	26.5%	32.3%	29.7%

WITHOUT NO NEED

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q18-22. Passive/quiet activities (reading, lounging, social engagement)	12.5%	23.6%	34.6%	29.3%
Q18-23. Recording & podcasting	4.0%	8.7%	19.8%	67.5%
Q18-24. Spin studio	9.7%	19.3%	26.2%	44.8%
Q18-25. Swimming & safety classes	8.8%	25.1%	34.3%	31.8%
Q18-26. Tech-based activities (Esports, tech Lab, VR Gaming)	8.9%	10.2%	26.1%	54.8%
Q18-27. Turf gym and/or training area	7.7%	9.7%	23.9%	58.7%
Q18-28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	9.3%	14.5%	26.2%	50.0%
Q18-29. Weight training and/or free weights	16.5%	24.2%	25.8%	33.5%
Q18-30. Whirlpool spa relaxation	7.2%	7.7%	18.7%	66.4%
Q18-31. Wrestling	5.9%	8.8%	22.5%	62.7%
Q18-32. Yoga/Pilates	11.3%	23.0%	27.2%	38.5%
Q18-33. Youth fitness spaces	8.7%	20.7%	35.1%	35.6%

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. Top choice	Number	Percent
American Ninja Warrior style activities	9	1.8 %
Archery	12	2.3 %
Arts & crafts classes	48	9.4 %
Bouldering	1	0.2 %
Boxing	7	1.4 %
Cardio equipment/exercise	33	6.4 %
Classic games (table tennis, foosball, air hockey, billiards)	7	1.4 %
Climbing	6	1.2 %
Cooking classes	24	4.7 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	26	5.1 %
Dance classes	11	2.1 %
Functional/CrossFit training	6	1.2 %
Group fitness classes	7	1.4 %
Gymnastics	7	1.4 %
Hobby & special interest classes	24	4.7 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	33	6.4 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	20	3.9 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	7	1.4 %
Indoor splash pad/sprayground	6	1.2 %
Indoor walking/jogging track	26	5.1 %
Martial arts classes	1	0.2 %
Passive/quiet activities (reading, lounging, social engagement)	12	2.3 %
Recording & podcasting	1	0.2 %
Spin studio	1	0.2 %
Swimming & safety classes	8	1.6 %
Tech-based activities (Esports, tech Lab, VR Gaming)	2	0.4 %
Turf gym and/or training area	1	0.2 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	7	1.4 %
Weight training and/or free weights	5	1.0 %
Whirlpool spa relaxation	3	0.6 %
Yoga/Pilates	11	2.1 %
Youth fitness spaces	16	3.1 %
None chosen	124	24.2 %
Total	512	100.0 %

WITHOUT NO NEED

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q18-22. Passive/quiet activities (reading, lounging, social engagement)	12.5%	23.6%	34.6%	29.3%
Q18-23. Recording & podcasting	4.0%	8.7%	19.8%	67.5%
Q18-24. Spin studio	9.7%	19.3%	26.2%	44.8%
Q18-25. Swimming & safety classes	8.8%	25.1%	34.3%	31.8%
Q18-26. Tech-based activities (Esports, tech Lab, VR Gaming)	8.9%	10.2%	26.1%	54.8%
Q18-27. Turf gym and/or training area	7.7%	9.7%	23.9%	58.7%
Q18-28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	9.3%	14.5%	26.2%	50.0%
Q18-29. Weight training and/or free weights	16.5%	24.2%	25.8%	33.5%
Q18-30. Whirlpool spa relaxation	7.2%	7.7%	18.7%	66.4%
Q18-31. Wrestling	5.9%	8.8%	22.5%	62.7%
Q18-32. Yoga/Pilates	11.3%	23.0%	27.2%	38.5%
Q18-33. Youth fitness spaces	8.7%	20.7%	35.1%	35.6%

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. Top choice	Number	Percent
American Ninja Warrior style activities	9	1.8 %
Archery	12	2.3 %
Arts & crafts classes	48	9.4 %
Bouldering	1	0.2 %
Boxing	7	1.4 %
Cardio equipment/exercise	33	6.4 %
Classic games (table tennis, foosball, air hockey, billiards)	7	1.4 %
Climbing	6	1.2 %
Cooking classes	24	4.7 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	26	5.1 %
Dance classes	11	2.1 %
Functional/CrossFit training	6	1.2 %
Group fitness classes	7	1.4 %
Gymnastics	7	1.4 %
Hobby & special interest classes	24	4.7 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	33	6.4 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	20	3.9 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	7	1.4 %
Indoor splash pad/sprayground	6	1.2 %
Indoor walking/jogging track	26	5.1 %
Martial arts classes	1	0.2 %
Passive/quiet activities (reading, lounging, social engagement)	12	2.3 %
Recording & podcasting	1	0.2 %
Spin studio	1	0.2 %
Swimming & safety classes	8	1.6 %
Tech-based activities (Esports, tech Lab, VR Gaming)	2	0.4 %
Turf gym and/or training area	1	0.2 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	7	1.4 %
Weight training and/or free weights	5	1.0 %
Whirlpool spa relaxation	3	0.6 %
Yoga/Pilates	11	2.1 %
Youth fitness spaces	16	3.1 %
None chosen	124	24.2 %
Total	512	100.0 %

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. 2nd choice	Number	Percent
American Ninja Warrior style activities	4	0.8 %
Archery	8	1.6 %
Arts & crafts classes	23	4.5 %
Bouldering	3	0.6 %
Boxing	3	0.6 %
Cardio equipment/exercise	19	3.7 %
Classic games (table tennis, foosball, air hockey, billiards)	13	2.5 %
Climbing	7	1.4 %
Cooking classes	29	5.7 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	20	3.9 %
Dance classes	13	2.5 %
Group fitness classes	14	2.7 %
Gymnastics	6	1.2 %
Hobby & special interest classes	26	5.1 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	20	3.9 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	27	5.3 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	23	4.5 %
Indoor splash pad/sprayground	11	2.1 %
Indoor walking/jogging track	27	5.3 %
Martial arts classes	2	0.4 %
Passive/quiet activities (reading, lounging, social engagement)	13	2.5 %
Recording & podcasting	1	0.2 %
Spin studio	5	1.0 %
Swimming & safety classes	4	0.8 %
Tech-based activities (Esports, tech Lab, VR Gaming)	4	0.8 %
Turf gym and/or training area	2	0.4 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	7	1.4 %
Weight training and/or free weights	8	1.6 %
Whirlpool spa relaxation	7	1.4 %
Yoga/Pilates	12	2.3 %
Youth fitness spaces	4	0.8 %
None chosen	147	28.7 %
Total	512	100.0 %

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. 3rd choice	Number	Percent
American Ninja Warrior style activities	3	0.6 %
Archery	6	1.2 %
Arts & crafts classes	19	3.7 %
Bouldering	2	0.4 %
Cardio equipment/exercise	16	3.1 %
Classic games (table tennis, foosball, air hockey, billiards)	11	2.1 %
Climbing	5	1.0 %
Cooking classes	17	3.3 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	17	3.3 %
Dance classes	18	3.5 %
Functional/CrossFit training	5	1.0 %
Group fitness classes	16	3.1 %
Gymnastics	3	0.6 %
Hobby & special interest classes	39	7.6 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	12	2.3 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	27	5.3 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	20	3.9 %
Indoor splash pad/sprayground	18	3.5 %
Indoor walking/jogging track	10	2.0 %
Martial arts classes	4	0.8 %
Passive/quiet activities (reading, lounging, social engagement)	12	2.3 %
Recording & podcasting	1	0.2 %
Spin studio	4	0.8 %
Swimming & safety classes	11	2.1 %
Tech-based activities (Esports, tech Lab, VR Gaming)	2	0.4 %
Turf gym and/or training area	1	0.2 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	6	1.2 %
Weight training and/or free weights	13	2.5 %
Whirlpool spa relaxation	10	2.0 %
Wrestling	1	0.2 %
Yoga/Pilates	7	1.4 %
Youth fitness spaces	11	2.1 %
None chosen	165	32.2 %
Total	512	100.0 %

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. 4th choice	Number	Percent
American Ninja Warrior style activities	7	1.4 %
Archery	7	1.4 %
Arts & crafts classes	19	3.7 %
Bouldering	2	0.4 %
Boxing	4	0.8 %
Cardio equipment/exercise	9	1.8 %
Classic games (table tennis, foosball, air hockey, billiards)	7	1.4 %
Climbing	7	1.4 %
Cooking classes	21	4.1 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	13	2.5 %
Dance classes	9	1.8 %
Functional/CrossFit training	5	1.0 %
Group fitness classes	11	2.1 %
Gymnastics	3	0.6 %
Hobby & special interest classes	23	4.5 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	17	3.3 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	19	3.7 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	12	2.3 %
Indoor splash pad/sprayground	7	1.4 %
Indoor walking/jogging track	24	4.7 %
Martial arts classes	6	1.2 %
Passive/quiet activities (reading, lounging, social engagement)	11	2.1 %
Recording & podcasting	3	0.6 %
Spin studio	4	0.8 %
Swimming & safety classes	12	2.3 %
Tech-based activities (Esports, tech Lab, VR Gaming)	6	1.2 %
Turf gym and/or training area	4	0.8 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	6	1.2 %
Weight training and/or free weights	8	1.6 %
Whirlpool spa relaxation	11	2.1 %
Wrestling	2	0.4 %
Yoga/Pilates	12	2.3 %
Youth fitness spaces	13	2.5 %
<u>None chosen</u>	188	36.7 %
Total	512	100.0 %

SUM OF TOP 4 CHOICES**Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household? (top 4)**

Q19. Top choice	Number	Percent
American Ninja Warrior style activities	23	4.5 %
Archery	33	6.4 %
Arts & crafts classes	109	21.3 %
Bouldering	8	1.6 %
Boxing	14	2.7 %
Cardio equipment/exercise	77	15.0 %
Classic games (table tennis, foosball, air hockey, billiards)	38	7.4 %
Climbing	25	4.9 %
Cooking classes	91	17.8 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	76	14.8 %
Dance classes	51	10.0 %
Functional/CrossFit training	16	3.1 %
Group fitness classes	48	9.4 %
Gymnastics	19	3.7 %
Hobby & special interest classes	112	21.9 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	82	16.0 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	93	18.2 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	62	12.1 %
Indoor splash pad/sprayground	42	8.2 %
Indoor walking/jogging track	87	17.0 %
Martial arts classes	13	2.5 %
Passive/quiet activities (reading, lounging, social engagement)	48	9.4 %
Recording & podcasting	6	1.2 %
Spin studio	14	2.7 %
Swimming & safety classes	35	6.8 %
Tech-based activities (Esports, tech Lab, VR Gaming)	14	2.7 %
Turf gym and/or training area	8	1.6 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	26	5.1 %
Weight training and/or free weights	34	6.6 %
Whirlpool spa relaxation	31	6.1 %
Wrestling	3	0.6 %
Yoga/Pilates	42	8.2 %
Youth fitness spaces	44	8.6 %
<u>None chosen</u>	124	24.2 %
Total	1548	

Q20. What is your age?

Q20. Your age	Number	Percent
18-34	98	19.1 %
35-44	101	19.7 %
45-54	104	20.3 %
55-64	101	19.7 %
65+	108	21.1 %
Total	512	100.0 %

Q21. How many years have you lived in Wichita Falls?

Q21. How many years have you lived in Wichita Falls	Number	Percent
0-5	74	14.5 %
6-10	38	7.4 %
11-15	38	7.4 %
16-20	41	8.0 %
21-30	87	17.0 %
31+	228	44.5 %
<u>Not provided</u>	6	1.2 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q21. How many years have you lived in Wichita Falls? (without "not provided")

Q21. How many years have you lived in Wichita Falls	Number	Percent
0-5	74	14.6 %
6-10	38	7.5 %
11-15	38	7.5 %
16-20	41	8.1 %
21-30	87	17.2 %
31+	228	45.1 %
Total	506	100.0 %

Q22. Are you or anyone in your household active-duty military?

Q22. Are you or anyone in your household active-duty military	Number	Percent
Yes	19	3.7 %
No	484	94.5 %
<u>Not provided</u>	9	1.8 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q22. Are you or anyone in your household active-duty military? (without "not provided")

Q22. Are you or anyone in your household active-duty military	Number	Percent
Yes	19	3.8 %
No	484	96.2 %
Total	503	100.0 %

Q23. What is your household income?

Q23. Your household income	Number	Percent
Under \$25K	49	9.6 %
\$25K-\$49,999	101	19.7 %
\$50K-\$74,999	95	18.6 %
\$75K-\$99,999	73	14.3 %
\$100K-\$149,999	85	16.6 %
\$150K-\$249,999	42	8.2 %
\$250K+	14	2.7 %
Not provided	53	10.4 %
Total	512	100.0 %

WITHOUT NOT PROVIDED

Q23. What is your household income? (without "not provided")

Q23. Your household income	Number	Percent
Under \$25K	49	10.7 %
\$25K-\$49,999	101	22.0 %
\$50K-\$74,999	95	20.7 %
\$75K-\$99,999	73	15.9 %
\$100K-\$149,999	85	18.5 %
\$150K-\$249,999	42	9.2 %
\$250K+	14	3.1 %
Total	459	100.0 %

Q24. What is your race/ethnicity?

Q24. Your race/ethnicity	Number	Percent
Asian or Asian Indian	13	2.5 %
Black or African American	62	12.1 %
American Indian or Alaska Native	6	1.2 %
White or Caucasian	371	72.5 %
Native Hawaiian or other Pacific Islander	2	0.4 %
Hispanic, Spanish, or Latino/a/x	107	20.9 %
Other	4	0.8 %
Total	565	

Q24-7. Self-describe your race/ethnicity:

Q24-7. Self-describe your race/ethnicity	Number	Percent
More than one	1	25.0 %
Mixed	1	25.0 %
Middle Eastern	1	25.0 %
Multi-racial	1	25.0 %
Total	4	100.0 %

6

Survey Instrument



OFFICE OF THE MAYOR

Dear Wichita Falls Resident,

We want to hear from you. The City of Wichita Falls is conducting a survey to help determine parks and recreation priorities for the community. These items contribute significantly to our quality of life in Wichita Falls, and your opinions are very important to us.

We appreciate your time and realize this survey will take approximately 15-20 minutes to complete.

Each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven approach to recreation planning to enhance our community and improve the quality of life for all residents.

You have been randomly selected.

Your response to this survey will remain confidential and will be reported in group form only. Please return your completed survey within the next two weeks using the enclosed postage-paid return-reply envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer to take the survey online, please visit WichitaFallsSurvey.org.

At the end of this survey you will have an opportunity to opt-in to receive a chance to win one (1) \$500 prepaid Visa gift card for fully completing your survey.

If you have any questions, please contact ETC Institute's project manager Ryan Murray at ryan.murray@etcinstitute.com or at 913-254-4598.

Don't miss this opportunity to have your voice heard and help us meet the ever changing recreation needs of all community members.

Sincerely,

Tim Short, Mayor

CITY OF WICHITA FALLS

1300 7th Street • P.O. Box 1431 • Wichita Falls, Texas 76307 • t: (940) 761-7404 • f: (940) 761-8833
www.wichitafallstx.gov

2024 City of Wichita Falls Needs Assessment

The City of Wichita Falls would like your input to help determine parks and recreation priorities for our community. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope or fill it out online at WichitaFallsSurvey.com. We greatly appreciate your time. To say thank you for fully completing this survey, you will have the opportunity to opt-in for a chance to win one (1) \$500 prepaid Visa gift card. The gift card will be sent via email. The drawing is limited to one entry per household.



1. Please complete this survey with all members of your household in mind. Including yourself, how many people in your household are...

Under age 5: Ages 15-19: Ages 35-44: Ages 65-74:
Ages 5-9: Ages 20-24: Ages 45-54: Ages 75+:
Ages 10-14: Ages 25-34: Ages 55-64:

2. Please CHECK ALL of the parks or park facilities you and the members of your household have visited during the past year.

Regional Parks

(01) Lake Wichita Park
 (02) Lucy Park

Community Parks

(03) Lamar
 (04) Loch Lamond
 (05) Spudder
 (06) Sunset Terrace
 (07) Williams
 (08) Hamilton
 (09) Kiwanis
 (10) Weeks

Neighborhood Parks

(11) Birdwell
 (12) City View
 (13) Edgemere
 (14) Expressway Village
 (15) Hursh
 (16) Jalonick
 (17) Lynwood East
 (18) Martin Plaza
 (19) O'Reilly
 (20) Rotary
 (21) Westover Hills
 (22) Wood Memorial
 (23) Scotland

Pocket/Mini Parks

(24) Belair
 (25) Bud Daniel
 (26) Conoco
 (27) Front & Indiana
 (28) Grant Street
 (29) Harold Jones
 (30) Indian Heights
 (31) Jarratt
 (32) Lincoln
 (33) Lions
 (34) Morningside
 (35) Park Central
 (36) Roselawn

Indoor Recreation/Community Centers

(37) East Lynwood Community Center
 (38) Kemp-Sunnyside Center
 (39) Wichita Falls Recreation Center & 50 Plus Zone
 (40) Log Cabin (Lucy Park)

2a. How would you rate the physical condition of the parks or park facilities you and the members of your household have visited during the past year?

(4) Excellent (3) Good (2) Fair (1) Poor

3. Have you or other members of your household visited any trails offered by the City of Wichita Falls during the past year?

(1) Yes [Answer Q3a.] (2) No [Skip to Q4.]

3a. How would you rate the physical condition of the trails you and the members of your household have visited during the past year?

(4) Excellent (3) Good (2) Fair (1) Poor

4. Have you or other members of your household participated in any programs offered by the City of Wichita Falls during the past year?

(1) Yes [Answer Q4a-b.] (2) No [Skip to Q5.]

4a. How would you rate the programs you and the members of your household have participated in during the past year?

(4) Excellent (3) Good (2) Fair (1) Poor

4b. From the following list, please check the THREE primary reasons why you or members of your household participate in City sponsored programs/activities.

(1) Quality of instructors/coaches (5) Times the program is offered
 (2) Location of the program facility (6) Friends participate in the program
 (3) Quality of the program facility (7) Dates the program is offered
 (4) Fees charged for the program (8) Other: _____

5. Please CHECK ALL the reasons that prevent you or other members of your household from using city recreation facilities, trails, or programs, or from using them more often.

(01) Facilities were not well maintained (12) I did not know locations of facilities
 (02) Programs/Facilities were not offered (13) Program times were not convenient
 (03) Facilities lacked the right equipment (14) I did not know what was offered
 (04) Security was insufficient (15) Operating hours were not convenient
 (05) Lack of quality programs (16) Registration process was difficult
 (06) Too far from residence (17) There was a lack of parking
 (07) Class was full (18) I didn't feel safe
 (08) Fees were too high (19) I did not have time to participate
 (09) Used facilities of other agencies (20) Use Sheppard AFB amenities/programs
 (10) Used programs of other agencies (21) Other: _____
 (11) Poor customer service by staff

6. From the following list, please CHECK ALL of the ways you learn about Parks and Recreation Department programs and activities.

(01) Banners in public places (07) Newspaper
 (02) Bulletin boards (08) Social media (e.g., Facebook, X, Instagram)
 (03) Conversation with staff (09) Search Engine (e.g., Google, Yahoo, Bing)
 (04) Direct email (10) Word of mouth
 (05) Parks and Recreation Website (11) Other: _____
 (06) Sports/recreation organization websites (12) None of these

7. Which THREE of the sources of information listed above do you PREFER MOST? [Write in your answers below using the numbers from the list in Question 6.]

1st: _____ 2nd: _____ 3rd: _____

8. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following recreation facilities provided by the City of Wichita Falls based on your experience in the past two years.

Facilities	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Maintenance of the disc golf course at Lucy Park	5	4	3	2	1	9
02. Maintenance of City parks	5	4	3	2	1	9
03. Maintenance of City-owned cemeteries (Riverside, Rosemont, Hillcrest, and Lakeview)	5	4	3	2	1	9
04. Maintenance of outdoor tennis courts at Hamilton Park and Weeks Park	5	4	3	2	1	9
05. Maintenance of picnic/pavilion areas at City parks	5	4	3	2	1	9
06. Maintenance of playgrounds at City parks	5	4	3	2	1	9
07. Maintenance of the baseball/softball fields at the Wichita Falls Sports Complex	5	4	3	2	1	9
08. Maintenance of the City's trail system	5	4	3	2	1	9
09. Maintenance of the outdoor swimming pool at Lucy Park	5	4	3	2	1	9
10. Maintenance of the skate park at the Wichita Falls Sports Complex	5	4	3	2	1	9
11. Maintenance of the splash pad at Hamilton Park	5	4	3	2	1	9
12. Number of parks within the City	5	4	3	2	1	9
13. Number of playgrounds at City parks	5	4	3	2	1	9
14. Number of trails within the City	5	4	3	2	1	9
15. Maintenance of The Champions Course at Weeks Park	5	4	3	2	1	9
16. Maintenance of Wichita Falls Recreation Center & 50 Plus Zone	5	4	3	2	1	9

9. Which THREE of the areas listed in Question 8 do you think should be the top priorities for improvement over the next TWO years? [Write in your answers below using the numbers from the list in Question 8, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ NONE

10. Please indicate your level of agreement with each of the items listed below, where 5 is "Strongly Agree" and 1 is "Strongly Disagree."

10a. Rate your Level of Agreement...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01. I am aware of the recreation programs and activities that are offered	5	4	3	2	1	9
02. I am satisfied with recreation opportunities I receive for my tax dollars	5	4	3	2	1	9
03. I am satisfied with the variety of recreation programs offered by the City	5	4	3	2	1	9
04. Parks and recreation is an essential service to the City	5	4	3	2	1	9
05. Public parks add to the quality of life in the community	5	4	3	2	1	9
10b. Park and Recreation facilities offered by the City of Wichita Falls...						
06. Help attract new residents and businesses	5	4	3	2	1	9
07. Help reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
08. Improve my (my household's) mental health and reduce stress	5	4	3	2	1	9
09. Improve my (my household's) physical health and fitness	5	4	3	2	1	9
10. Are age-friendly and accessible to all age groups	5	4	3	2	1	9
11. Offer childhood education opportunities that develop the whole child	5	4	3	2	1	9
12. Positively impact economic/business development	5	4	3	2	1	9
13. Provide access to greenspace and nature, or playgrounds	5	4	3	2	1	9
14. Provide information/assistance to navigate resources and social services	5	4	3	2	1	9
15. Provide jobs/professional development for youth	5	4	3	2	1	9
16. Provide positive social interactions for me (my household/family)	5	4	3	2	1	9
17. Provides essential services for our community	5	4	3	2	1	9

11. From the following list, please CHECK ALL organizations your household has used for parks, trails, and recreation activities during the last year.

<input type="checkbox"/> (01) Wichita Falls Parks and Recreation	<input type="checkbox"/> (07) Boys and Girls Clubs
<input type="checkbox"/> (02) State of Texas Parks	<input type="checkbox"/> (08) YMCA
<input type="checkbox"/> (03) State of Oklahoma Parks	<input type="checkbox"/> (09) Sheppard AFB
<input type="checkbox"/> (04) School facilities	<input type="checkbox"/> (10) Nearby communities
<input type="checkbox"/> (05) Churches/places of worship	<input type="checkbox"/> (11) Other: _____
<input type="checkbox"/> (06) Private youth sports leagues	<input type="checkbox"/> (12) None of these

12. Which TWO of the organizations from the list in Question 11 do you and the members of your household use MOST OFTEN for parks, trails, and recreation activities? [Write in your answers below using the numbers from the list in Question 11, or circle "NONE."]

1st: _____ 2nd: _____ NONE

13. Within the City of Wichita Falls, there are a variety of private recreation and fitness providers. How well do you believe your needs for indoor recreation and fitness are currently being met through private recreation and fitness providers?

<input type="checkbox"/> (4) Fully met	<input type="checkbox"/> (2) Partly met	<input type="checkbox"/> (9) My household does not have a need for recreation and fitness providers
<input type="checkbox"/> (3) Mostly met	<input type="checkbox"/> (1) Not met	

14. A variety of outdoor recreation facilities and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each outdoor facility or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met". If you do not have a need for one of the items listed, please circle 9 for "No Need."

Outdoor Facilities and Amenities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Aquatics/swimming facility	4	3	2	1	9
02. Baseball and softball fields	4	3	2	1	9
03. Canoe/kayak rentals	4	3	2	1	9
04. Climbing wall	4	3	2	1	9
05. Community gardens	4	3	2	1	9
06. Disc golf course	4	3	2	1	9
07. Dog park	4	3	2	1	9
08. Golf courses	4	3	2	1	9
09. Greenway trail system	4	3	2	1	9
10. Natural trails	4	3	2	1	9
11. Outdoor amphitheaters	4	3	2	1	9
12. Outdoor fitness and exercise equipment	4	3	2	1	9
13. Pickleball courts	4	3	2	1	9
14. Picnic shelters	4	3	2	1	9
15. Pier/fishing	4	3	2	1	9
16. Playground	4	3	2	1	9
17. Sand volleyball courts	4	3	2	1	9
18. Skate park/BMX	4	3	2	1	9
19. Splash pad	4	3	2	1	9
20. Tennis courts	4	3	2	1	9
21. Walking/jogging track	4	3	2	1	9
22. Water access (boating, kayaking, canoeing)	4	3	2	1	9

15. Which FOUR of the outdoor facility and amenity items from the list in Question 14 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 14, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

16. How important do you feel it is for the City of Wichita Falls to provide high quality recreation programs and facilities?

(4) Very important (3) Somewhat important (2) Not sure (1) Not important

17. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the parks and recreation services offered by the City of Wichita Falls.

(5) Very Satisfied (3) Neutral (1) Very Dissatisfied
 (4) Somewhat Satisfied (2) Somewhat Dissatisfied (9) Don't Know

18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met". If you do not have a need for one of the items listed, please circle 9 for "No Need."

Indoor Programs and Amenities	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. American Ninja Warrior style activities	4	3	2	1	9
02. Archery	4	3	2	1	9
03. Arts and crafts classes	4	3	2	1	9
04. Bouldering	4	3	2	1	9
05. Boxing	4	3	2	1	9
06. Cardio equipment/exercise	4	3	2	1	9
07. Classic games (table tennis, foosball, air hockey, billiards)	4	3	2	1	9
08. Climbing	4	3	2	1	9
09. Cooking classes	4	3	2	1	9
10. Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	4	3	2	1	9
11. Dance classes	4	3	2	1	9
12. Functional/CrossFit training	4	3	2	1	9
13. Group fitness classes	4	3	2	1	9
14. Gymnastics	4	3	2	1	9
15. Hobby and special interest classes	4	3	2	1	9
16. Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	4	3	2	1	9
17. Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	4	3	2	1	9
18. Indoor aquatic therapy (physical therapy and movement, warm water therapy)	4	3	2	1	9
19. Indoor splash pad/sprayground	4	3	2	1	9
20. Indoor walking/jogging track	4	3	2	1	9
21. Martial arts classes	4	3	2	1	9
22. Passive/quiet activities (reading, lounging, social engagement)	4	3	2	1	9
23. Recording and podcasting	4	3	2	1	9
24. Spin studio	4	3	2	1	9
25. Swimming and safety classes	4	3	2	1	9
26. Tech-based activities (Esports, tech Lab, VR Gaming)	4	3	2	1	9
27. Turf gym and/or training area	4	3	2	1	9
28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	4	3	2	1	9
29. Weight training and/or free weights	4	3	2	1	9
30. Whirlpool spa relaxation	4	3	2	1	9
31. Wrestling	4	3	2	1	9
32. Yoga/Pilates	4	3	2	1	9
33. Youth fitness spaces	4	3	2	1	9

19. Which **FOUR** indoor programs or amenities from the list in Question 18 on the previous page are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]

1st: _____

2nd: _____

3rd: _____

4th: _____

NONE

Demographics

20. What is your age? _____ years

21. How many years have you lived in Wichita Falls? _____ years

22. Are you or anyone in your household active-duty military? _____(1) Yes _____(2) No

23. What is your household income?

_____ (1) Under \$25,000

_____ (4) \$75,000-\$99,999

_____ (7) Over \$250,000

_____ (2) \$25,000-\$49,999

_____ (5) \$100,000-149,999

_____ (3) \$50,000-\$74,999

_____ (6) \$150,000-\$249,999

24. What is your race/ethnicity? [Check all that apply.]

_____ (01) Asian or Asian Indian

_____ (04) White or Caucasian

_____ (02) Black or African American

_____ (05) Native Hawaiian or other Pacific Islander

_____ (03) American Indian or Alaska Native

_____ (99) Other: _____

25. What is your gender?

_____ (1) Male

_____ (2) Female

_____ (3) Non-Binary

_____ (4) Prefer not to say

26. Please share any additional comments that could assist the City of Wichita Falls in its efforts to provide quality recreation and sports programs and facilities.

27. Would you like to be entered for a chance to win one (1) prepaid \$500 Visa Gift Card? The gift card will be sent via email. The drawing is limited to one entry per household.

_____ (1) Yes [Answer Q27a.] _____ (2) No

27a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!

WITHOUT NO NEED

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q18-22. Passive/quiet activities (reading, lounging, social engagement)	12.5%	23.6%	34.6%	29.3%
Q18-23. Recording & podcasting	4.0%	8.7%	19.8%	67.5%
Q18-24. Spin studio	9.7%	19.3%	26.2%	44.8%
Q18-25. Swimming & safety classes	8.8%	25.1%	34.3%	31.8%
Q18-26. Tech-based activities (Esports, tech Lab, VR Gaming)	8.9%	10.2%	26.1%	54.8%
Q18-27. Turf gym and/or training area	7.7%	9.7%	23.9%	58.7%
Q18-28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	9.3%	14.5%	26.2%	50.0%
Q18-29. Weight training and/or free weights	16.5%	24.2%	25.8%	33.5%
Q18-30. Whirlpool spa relaxation	7.2%	7.7%	18.7%	66.4%
Q18-31. Wrestling	5.9%	8.8%	22.5%	62.7%
Q18-32. Yoga/Pilates	11.3%	23.0%	27.2%	38.5%
Q18-33. Youth fitness spaces	8.7%	20.7%	35.1%	35.6%

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

Q19. Top choice	Number	Percent
American Ninja Warrior style activities	9	1.8 %
Archery	12	2.3 %
Arts & crafts classes	48	9.4 %
Bouldering	1	0.2 %
Boxing	7	1.4 %
Cardio equipment/exercise	33	6.4 %
Classic games (table tennis, foosball, air hockey, billiards)	7	1.4 %
Climbing	6	1.2 %
Cooking classes	24	4.7 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	26	5.1 %
Dance classes	11	2.1 %
Functional/CrossFit training	6	1.2 %
Group fitness classes	7	1.4 %
Gymnastics	7	1.4 %
Hobby & special interest classes	24	4.7 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	33	6.4 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	20	3.9 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	7	1.4 %
Indoor splash pad/sprayground	6	1.2 %
Indoor walking/jogging track	26	5.1 %
Martial arts classes	1	0.2 %
Passive/quiet activities (reading, lounging, social engagement)	12	2.3 %
Recording & podcasting	1	0.2 %
Spin studio	1	0.2 %
Swimming & safety classes	8	1.6 %
Tech-based activities (Esports, tech Lab, VR Gaming)	2	0.4 %
Turf gym and/or training area	1	0.2 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	7	1.4 %
Weight training and/or free weights	5	1.0 %
Whirlpool spa relaxation	3	0.6 %
Yoga/Pilates	11	2.1 %
Youth fitness spaces	16	3.1 %
None chosen	124	24.2 %
Total	512	100.0 %

WITHOUT NO NEED

Q18. A variety of indoor recreation programs and amenities are listed below that are already offered in the community or may be offered in the future. Please indicate how well your needs for each program or amenity are met on a scale of 1 to 4, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met." (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q18-22. Passive/quiet activities (reading, lounging, social engagement)	12.5%	23.6%	34.6%	29.3%
Q18-23. Recording & podcasting	4.0%	8.7%	19.8%	67.5%
Q18-24. Spin studio	9.7%	19.3%	26.2%	44.8%
Q18-25. Swimming & safety classes	8.8%	25.1%	34.3%	31.8%
Q18-26. Tech-based activities (Esports, tech Lab, VR Gaming)	8.9%	10.2%	26.1%	54.8%
Q18-27. Turf gym and/or training area	7.7%	9.7%	23.9%	58.7%
Q18-28. Turf sports (indoor soccer, lacrosse, baseball/softball training)	9.3%	14.5%	26.2%	50.0%
Q18-29. Weight training and/or free weights	16.5%	24.2%	25.8%	33.5%
Q18-30. Whirlpool spa relaxation	7.2%	7.7%	18.7%	66.4%
Q18-31. Wrestling	5.9%	8.8%	22.5%	62.7%
Q18-32. Yoga/Pilates	11.3%	23.0%	27.2%	38.5%
Q18-33. Youth fitness spaces	8.7%	20.7%	35.1%	35.6%

Q19. Which FOUR indoor programs or amenities from the list in Question 18 are MOST IMPORTANT to your household?

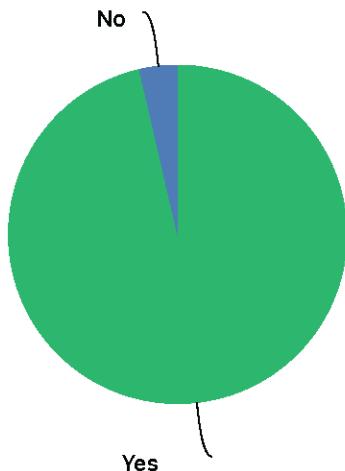
Q19. Top choice	Number	Percent
American Ninja Warrior style activities	9	1.8 %
Archery	12	2.3 %
Arts & crafts classes	48	9.4 %
Bouldering	1	0.2 %
Boxing	7	1.4 %
Cardio equipment/exercise	33	6.4 %
Classic games (table tennis, foosball, air hockey, billiards)	7	1.4 %
Climbing	6	1.2 %
Cooking classes	24	4.7 %
Court sports (basketball, volleyball, pickleball, dodgeball, futsal)	26	5.1 %
Dance classes	11	2.1 %
Functional/CrossFit training	6	1.2 %
Group fitness classes	7	1.4 %
Gymnastics	7	1.4 %
Hobby & special interest classes	24	4.7 %
Indoor aquatic fitness (lap swim, aqua aerobics, SUP Yoga)	33	6.4 %
Indoor aquatic play pool (lazy river, water slides, warm water pool, tot area)	20	3.9 %
Indoor aquatic therapy (physical therapy & movement, warm water therapy)	7	1.4 %
Indoor splash pad/sprayground	6	1.2 %
Indoor walking/jogging track	26	5.1 %
Martial arts classes	1	0.2 %
Passive/quiet activities (reading, lounging, social engagement)	12	2.3 %
Recording & podcasting	1	0.2 %
Spin studio	1	0.2 %
Swimming & safety classes	8	1.6 %
Tech-based activities (Esports, tech Lab, VR Gaming)	2	0.4 %
Turf gym and/or training area	1	0.2 %
Turf sports (indoor soccer, lacrosse, baseball/softball training)	7	1.4 %
Weight training and/or free weights	5	1.0 %
Whirlpool spa relaxation	3	0.6 %
Yoga/Pilates	11	2.1 %
Youth fitness spaces	16	3.1 %
None chosen	124	24.2 %
Total	512	100.0 %

APPENDIX C

COMMUNITY SURVEY SUMMARY

Q1 Have you or someone in your household visited any parks in the City of Wichita Falls in the past year?

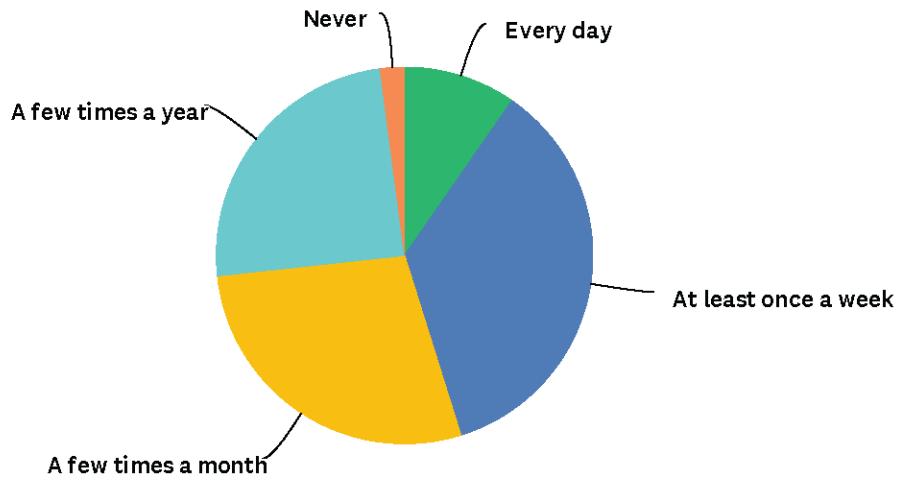
Answered: 580 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	96.38%	559
No	3.62%	21
TOTAL		580

Q2 How frequently do you or someone in your household visit a park in Wichita Falls?

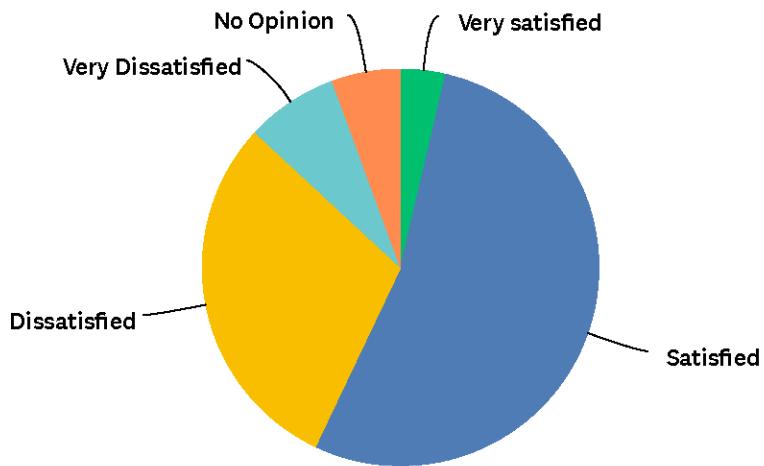
Answered: 580 Skipped: 3



ANSWER CHOICES	RESPONSES	
Every day	9.66%	56
At least once a week	35.52%	206
A few times a month	28.10%	163
A few times a year	24.66%	143
Never	2.07%	12
TOTAL		580

Q3 How satisfied or dissatisfied are you with the quality of parks in Wichita Falls?

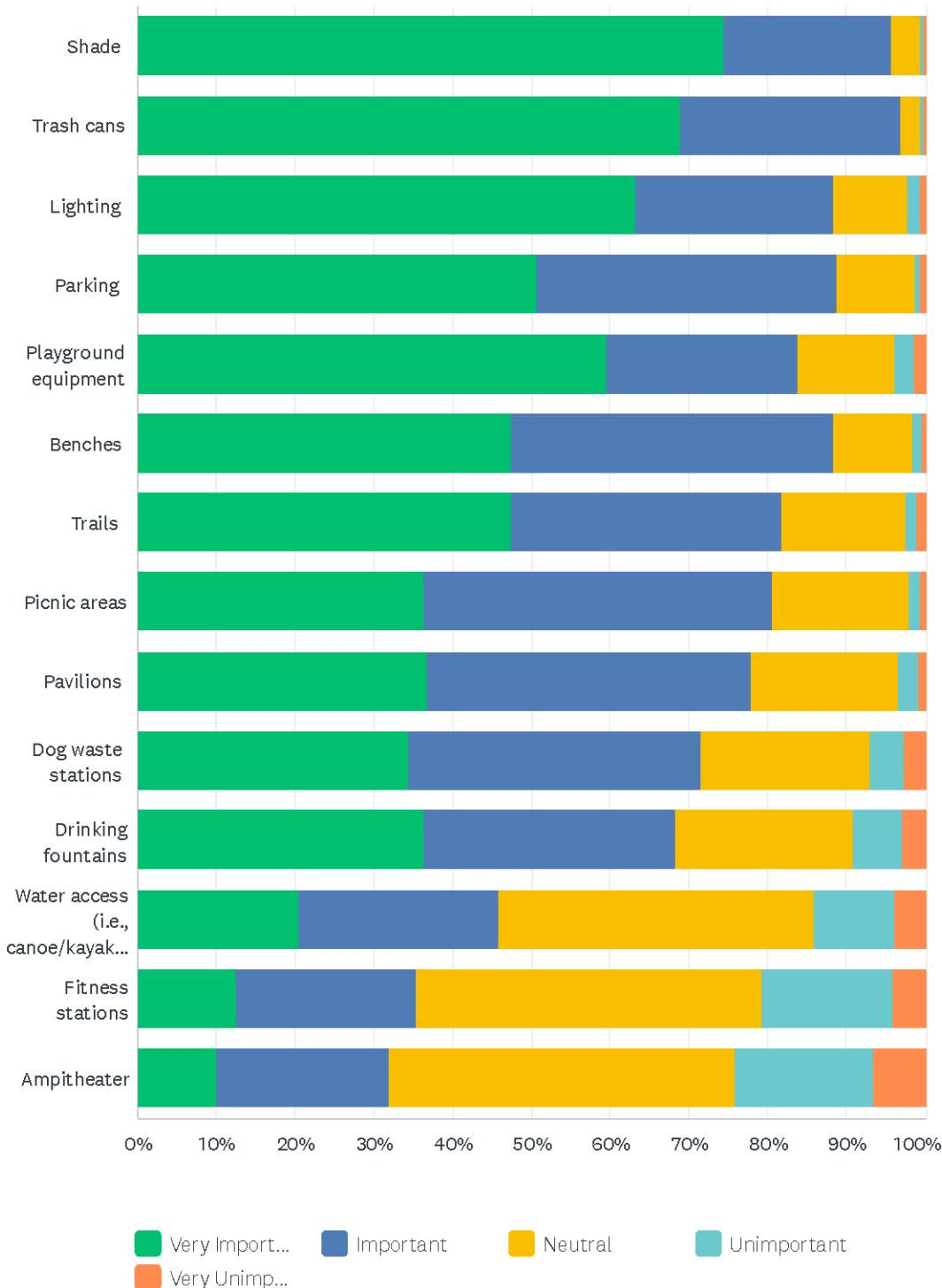
Answered: 573 Skipped: 10



ANSWER CHOICES	RESPONSES
Very satisfied	3.66%
Satisfied	53.40%
Dissatisfied	29.84%
Very Dissatisfied	7.50%
No Opinion	5.58%
TOTAL	573

Q4 Please rate how important each of the following park amenities are to your household.

Answered: 578 Skipped: 5



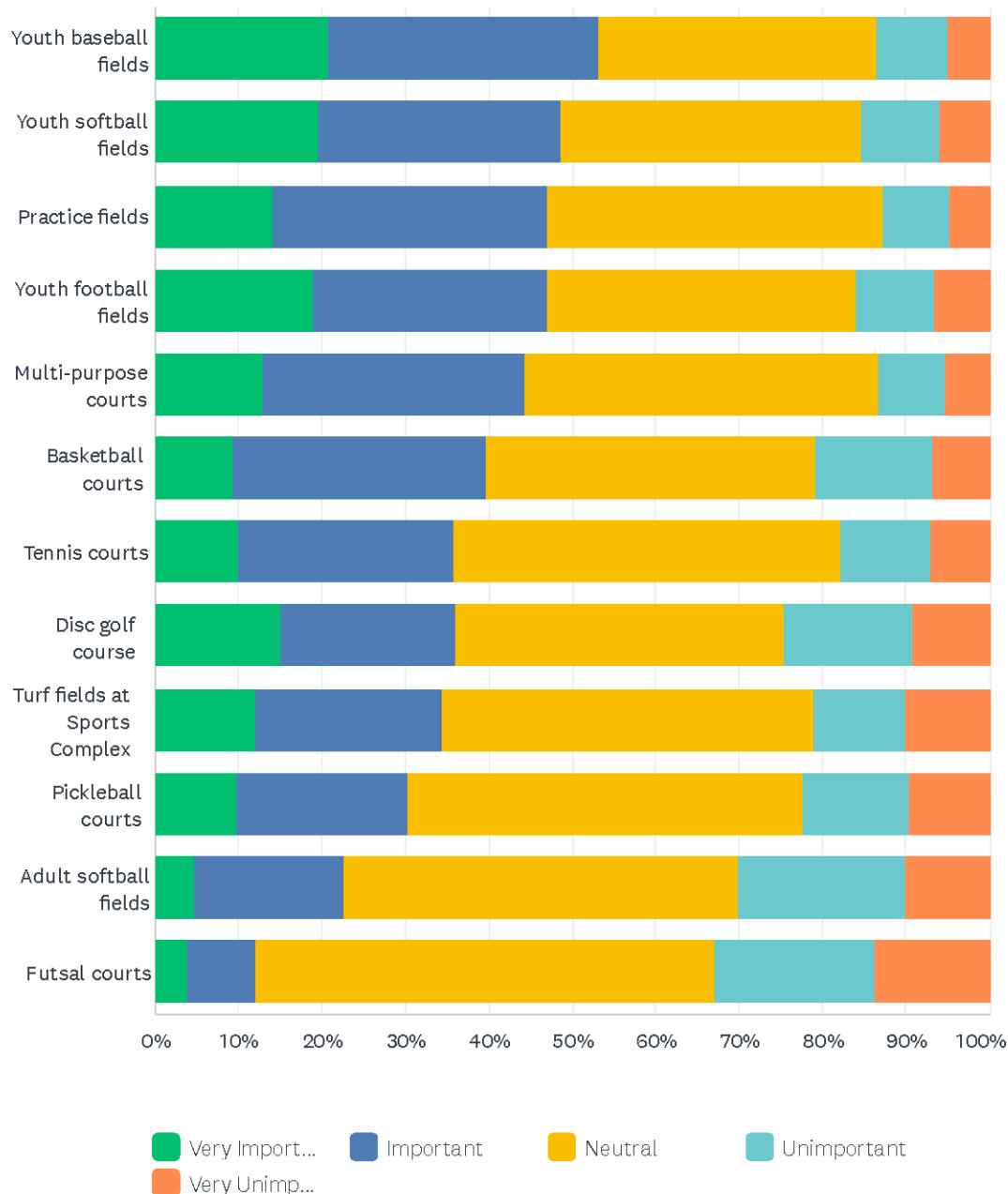
█ Very Important █ Important █ Neutral █ Unimportant
█ Very Unimportant

City of Wichita Falls Parks & Recreation Master Plan

	VERY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	VERY UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Shade	74.43% 428	21.22% 122	3.83% 22	0.35% 2	0.17% 1	575	1.69
Trash cans	68.87% 396	28.00% 161	2.61% 15	0.35% 2	0.17% 1	575	1.65
Lighting	63.13% 363	25.22% 145	9.39% 54	1.57% 9	0.70% 4	575	1.49
Parking	50.69% 292	38.02% 219	10.07% 58	0.69% 4	0.52% 3	576	1.38
Playground equipment	59.41% 341	24.39% 140	12.37% 71	2.44% 14	1.39% 8	574	1.38
Benches	47.47% 272	40.84% 234	10.12% 58	1.22% 7	0.35% 2	573	1.34
Trails	47.39% 272	34.32% 197	15.85% 91	1.39% 8	1.05% 6	574	1.26
Picnic areas	36.47% 209	44.15% 253	17.28% 99	1.40% 8	0.70% 4	573	1.14
Pavilions	36.76% 211	41.11% 236	18.64% 107	2.61% 15	0.87% 5	574	1.10
Dog waste stations	34.26% 197	37.39% 215	21.39% 123	4.35% 25	2.61% 15	575	0.96
Drinking fountains	36.35% 209	32.00% 184	22.43% 129	6.26% 36	2.96% 17	575	0.93
Water access (i.e., canoe/kayak launches)	20.45% 117	25.35% 145	40.03% 229	10.31% 59	3.85% 22	572	0.48
Fitness stations	12.54% 72	22.82% 131	43.90% 252	16.55% 95	4.18% 24	574	0.23
Ampitheater	9.97% 57	21.85% 125	44.06% 252	17.66% 101	6.47% 37	572	0.11

Q5 Please rate how important each of the following outdoor recreation amenities are to your household.

Answered: 574 Skipped: 9

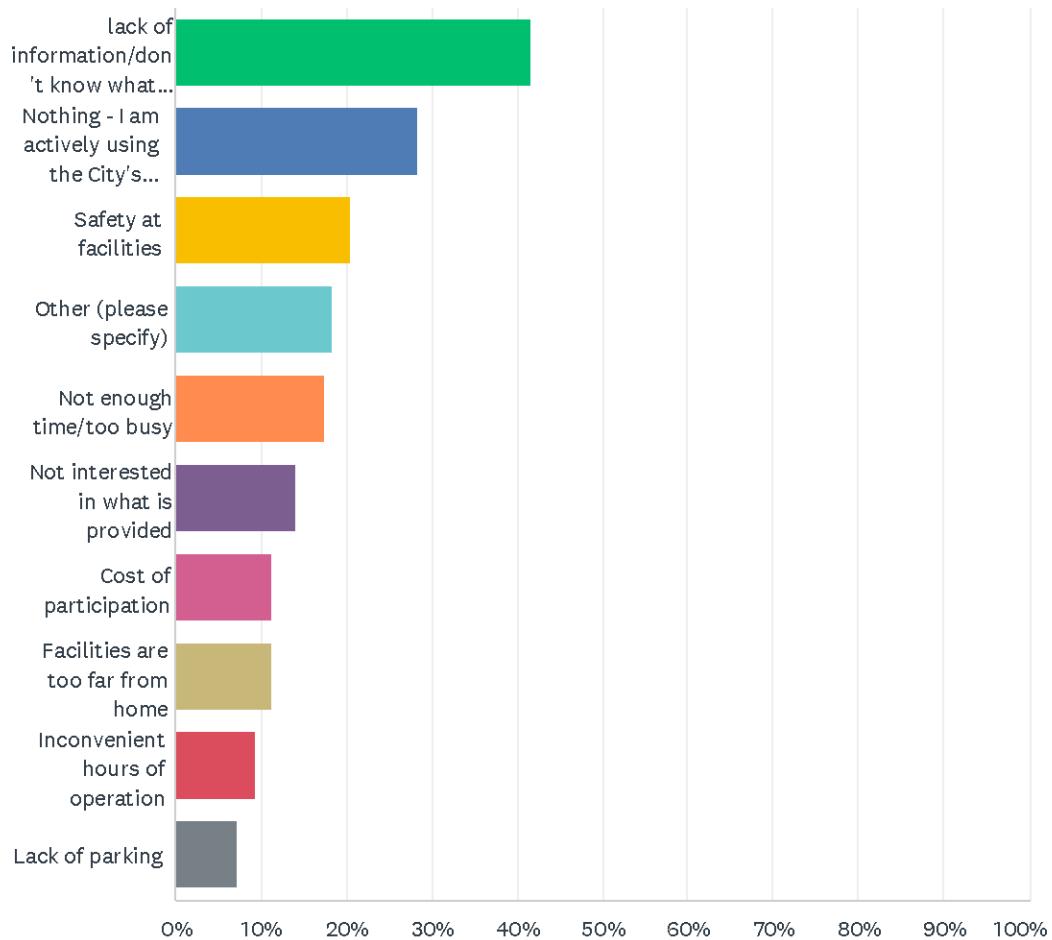


City of Wichita Falls Parks & Recreation Master Plan

	VERY IMPORTANT	IMPORTANT	NEUTRAL	UNIMPORTANT	VERY UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
Youth baseball fields	20.84% 119	32.40% 185	33.27% 190	8.58% 49	4.90% 28	571	0.56
Youth softball fields	19.54% 111	29.23% 166	35.92% 204	9.33% 53	5.99% 34	568	0.47
Practice fields	14.19% 81	32.75% 187	40.46% 231	7.88% 45	4.73% 27	571	0.44
Youth football fields	19.01% 108	27.99% 159	36.97% 210	9.51% 54	6.51% 37	568	0.43
Multi-purpose courts	12.78% 73	31.52% 180	42.38% 242	8.06% 46	5.25% 30	571	0.39
Basketball courts	9.47% 54	30.18% 172	39.47% 225	14.04% 80	6.84% 39	570	0.21
Tennis courts	9.98% 57	25.74% 147	46.41% 265	10.86% 62	7.01% 40	571	0.21
Disc golf course	15.03% 86	20.98% 120	39.51% 226	15.21% 87	9.27% 53	572	0.17
Turf fields at Sports Complex	12.11% 69	22.28% 127	44.56% 254	11.05% 63	10.00% 57	570	0.15
Pickleball courts	9.81% 56	20.49% 117	47.46% 271	12.61% 72	9.63% 55	571	0.08
Adult softball fields	4.75% 27	17.93% 102	47.28% 269	20.04% 114	10.02% 57	569	-0.13
Futsal courts	3.90% 22	8.16% 46	54.96% 310	19.33% 109	13.65% 77	564	-0.31

Q6 Which of the following reasons prevent you from using parks, recreational amenities, and/or athletic programs offered by the Wichita Falls Parks and Recreation Department? If you currently use amenities and programs, what prevents you from using them more often? Select all that apply.

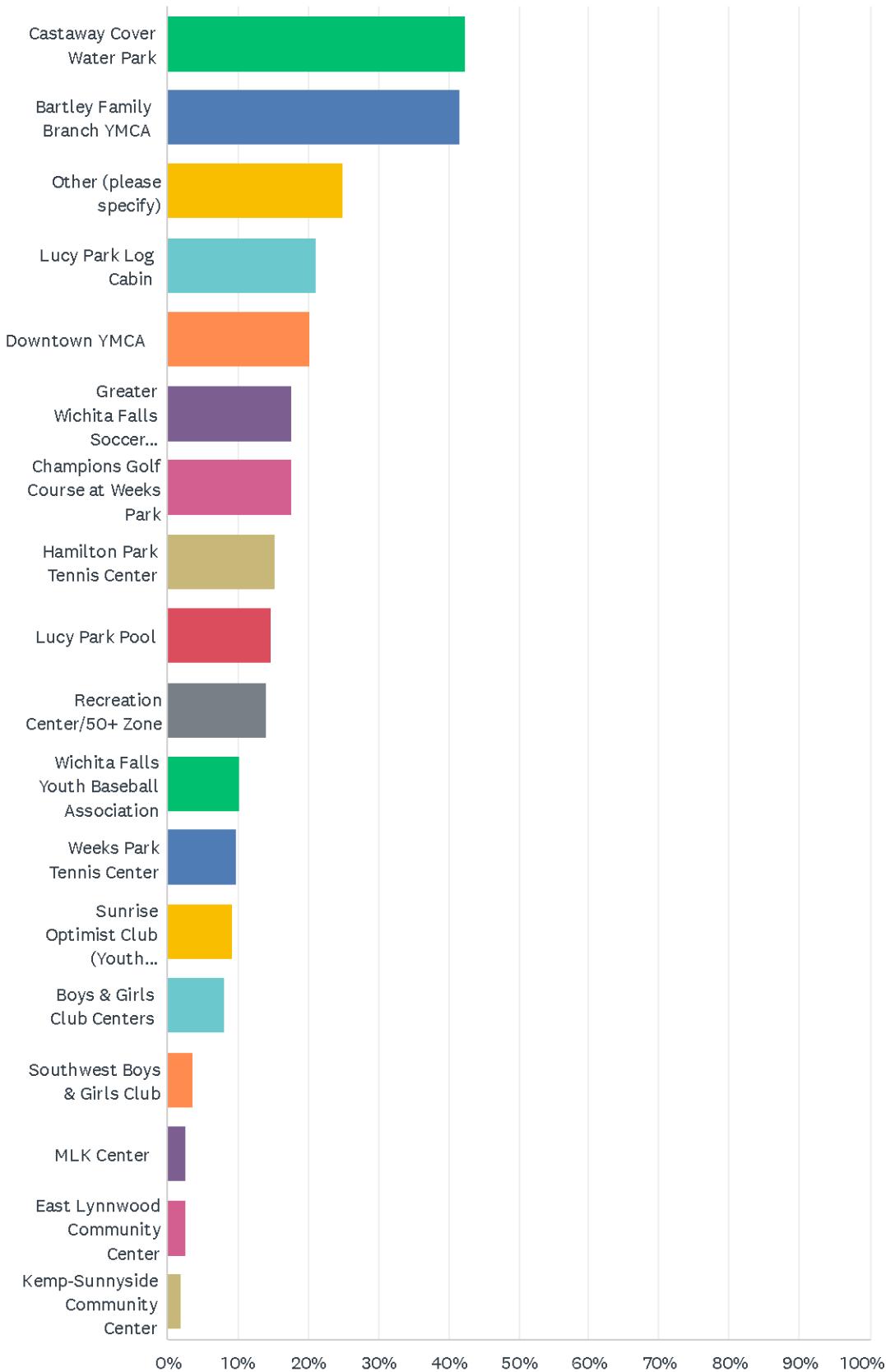
Answered: 559 Skipped: 24



ANSWER CHOICES	RESPONSES	
lack of information/don't know what is offered	41.50%	232
Nothing - I am actively using the City's parks, recreational facilities, and/or athletic programs	28.44%	159
Safety at facilities	20.57%	115
Other (please specify)	18.43%	103
Not enough time/too busy	17.53%	98
Not interested in what is provided	14.13%	79
Cost of participation	11.27%	63
Facilities are too far from home	11.27%	63
Inconvenient hours of operation	9.48%	53
Lack of parking	7.33%	41
Total Respondents: 559		

Q7 Which of the following recreation and community facilities do you or someone in your household use in Wichita Falls? Select all that apply.

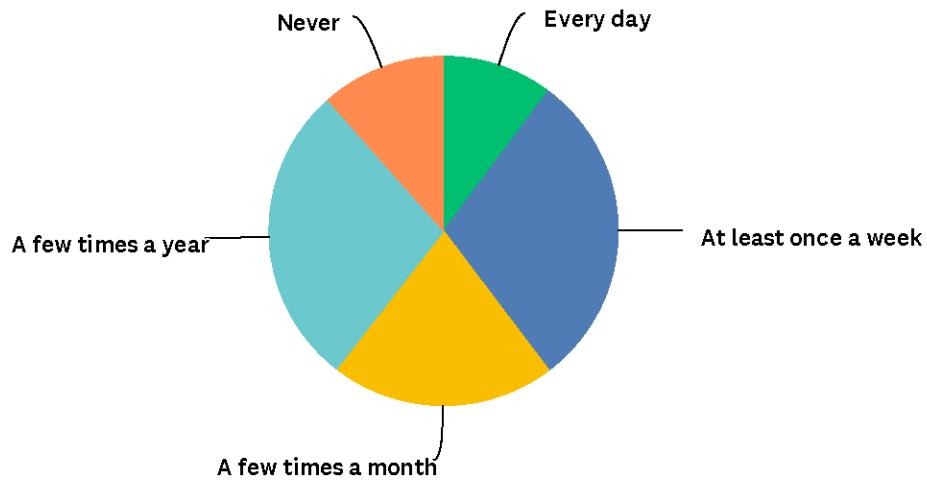
Answered: 457 Skipped: 126



ANSWER CHOICES	RESPONSES
Castaway Cove Water Park	42.45% 194
Bartley Family Branch YMCA	41.58% 190
Other (please specify)	24.95% 114
Lucy Park Log Cabin	21.01% 96
Downtown YMCA	20.35% 93
Greater Wichita Falls Soccer Association	17.72% 81
Champions Golf Course at Weeks Park	17.72% 81
Hamilton Park Tennis Center	15.32% 70
Lucy Park Pool	14.66% 67
Recreation Center/50+ Zone	14.00% 64
Wichita Falls Youth Baseball Association	10.28% 47
Weeks Park Tennis Center	9.85% 45
Sunrise Optimist Club (Youth Softball)	9.19% 42
Boys & Girls Club Centers	8.10% 37
Southwest Boys & Girls Club	3.72% 17
MLK Center	2.63% 12
East Lynnwood Community Center	2.63% 12
Kemp-Sunnyside Community Center	1.97% 9
Total Respondents: 457	

Q8 How frequently do you or someone in your household use one or more of the recreation and community facilities in Wichita Falls?

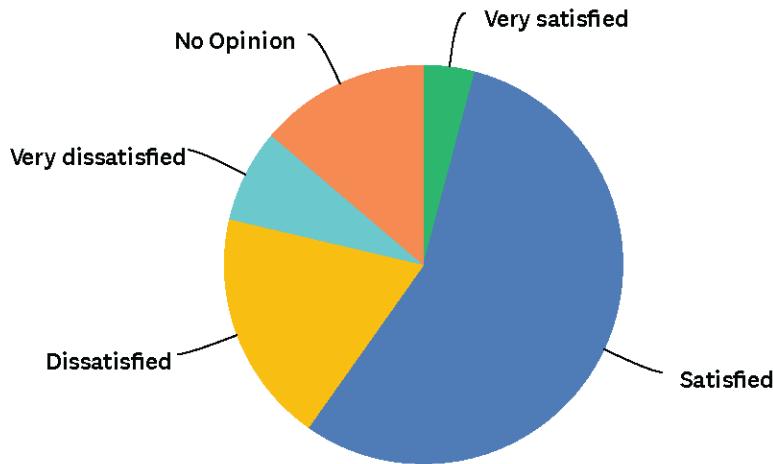
Answered: 529 Skipped: 54



ANSWER CHOICES	RESPONSES
Every day	10.21% 54
At least once a week	29.49% 156
A few times a month	20.79% 110
A few times a year	27.98% 148
Never	11.53% 61
TOTAL	529

Q9 How satisfied are you with the quality of recreation and community facilities in Wichita Falls?

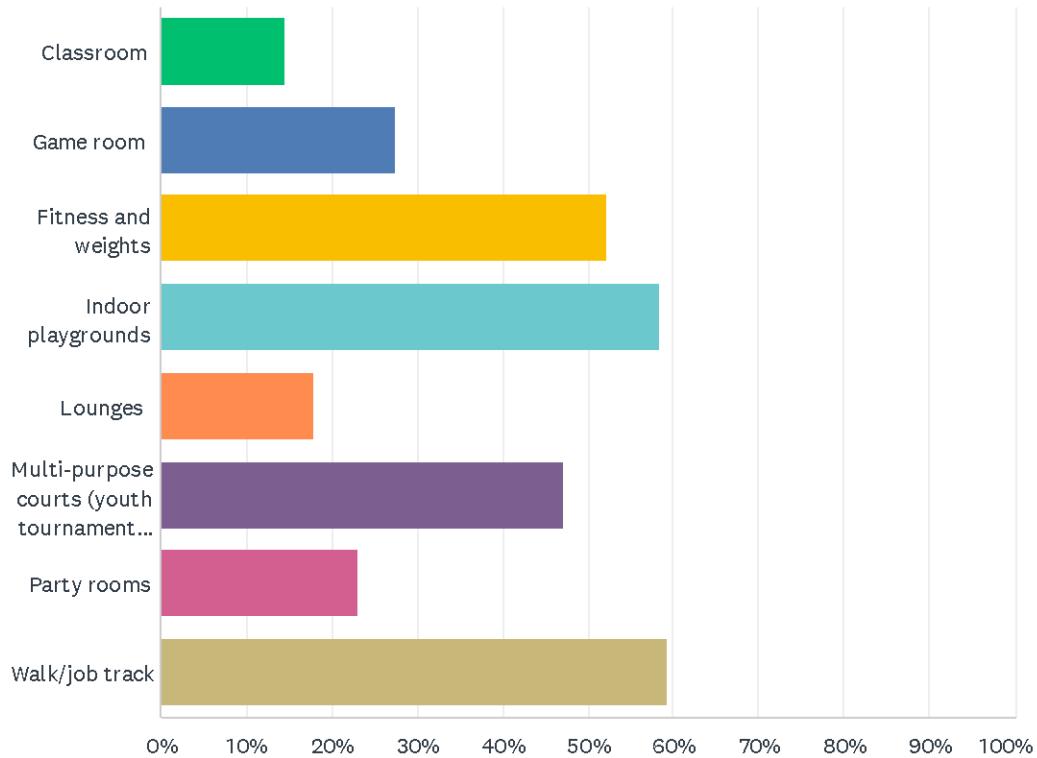
Answered: 530 Skipped: 53



ANSWER CHOICES	RESPONSES
Very satisfied	4.15%
Satisfied	55.66%
Dissatisfied	18.87%
Very dissatisfied	7.55%
No Opinion	13.77%
TOTAL	530

Q10 Choose the top three indoor recreation amenities that are most important to your household.

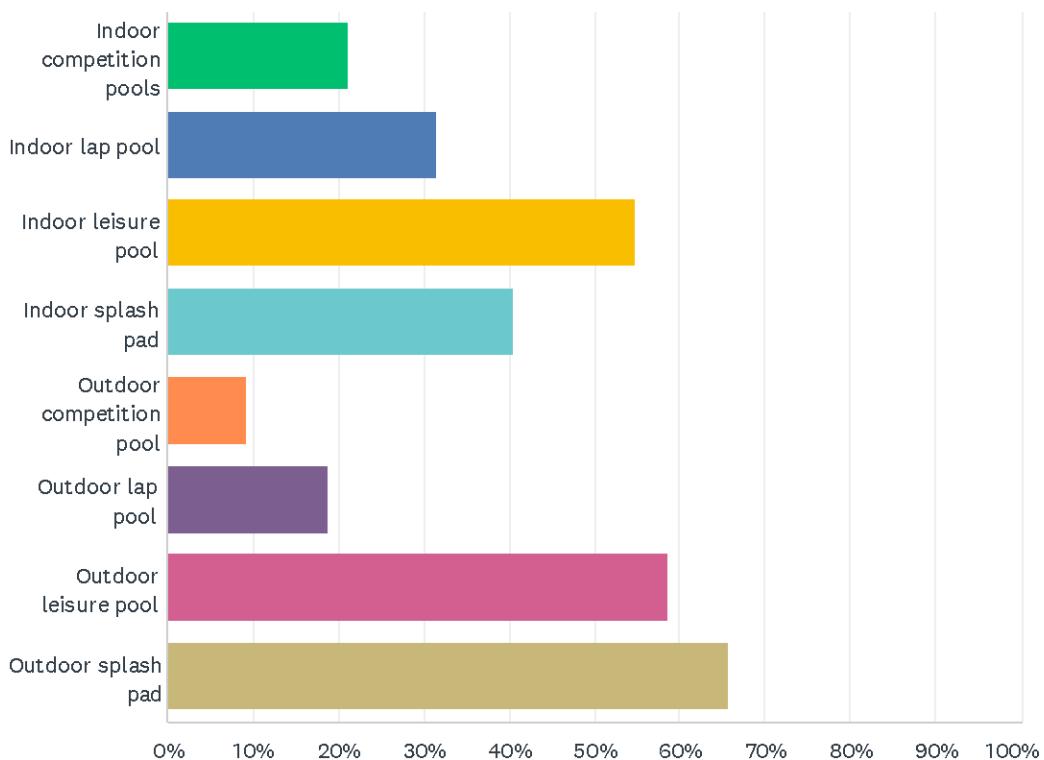
Answered: 538 Skipped: 45



ANSWER CHOICES	RESPONSES	
Classroom	14.50%	78
Game room	27.51%	148
Fitness and weights	52.23%	281
Indoor playgrounds	58.36%	314
Lounges	17.84%	96
Multi-purpose courts (youth tournament play, adult league play)	47.21%	254
Party rooms	23.05%	124
Walk/job track	59.29%	319
Total Respondents: 538		

Q11 Choose the top tree aquatic amenities and programs that are most important to your household. Competition Pools: Swimming pools that are designed for organized swim competitions with specific length requirements to accommodate multiple lanes required for swim competitions at various levels. Lap Pools: Pools for the purpose of swimming laps as a form of exercise and have length requirements as part of their design. Leisure Pools: This is a more versatile pool that caters to different uses and are enjoyed for relaxation or recreation by multiple user groups and have more flexibility in design. Splash Pad: A water play area that sprays water from nozzles in the ground or other interactive water features and typically incorporate colorful design elements and generally caters to children.

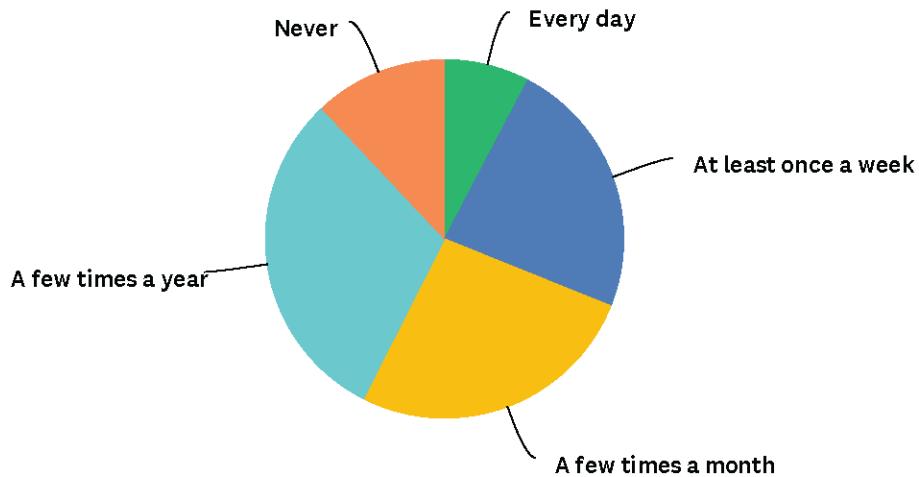
Answered: 538 Skipped: 45



ANSWER CHOICES	RESPONSES
Indoor competition pools	21.00% 113
Indoor lap pool	31.60% 170
Indoor leisure pool	54.83% 295
Indoor splash pad	40.52% 218
Outdoor competition pool	9.11% 49
Outdoor lap pool	18.77% 101
Outdoor leisure pool	58.55% 315
Outdoor splash pad	65.61% 353
Total Respondents: 538	

Q12 How frequently do you or someone in your household use trail facilities in Wichita Falls?

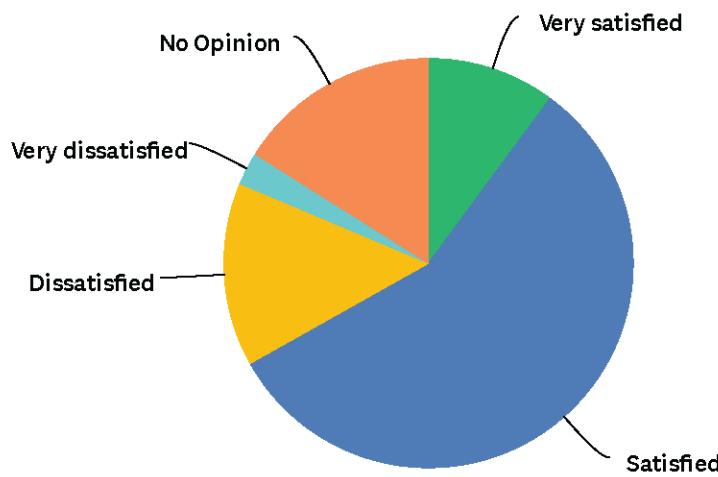
Answered: 508 Skipped: 75



ANSWER CHOICES	RESPONSES
Every day	7.68%
At least once a week	23.43%
A few times a month	26.38%
A few times a year	30.51%
Never	12.01%
TOTAL	508

Q13 How satisfied are you with the quality of trail facilities in Wichita Falls?

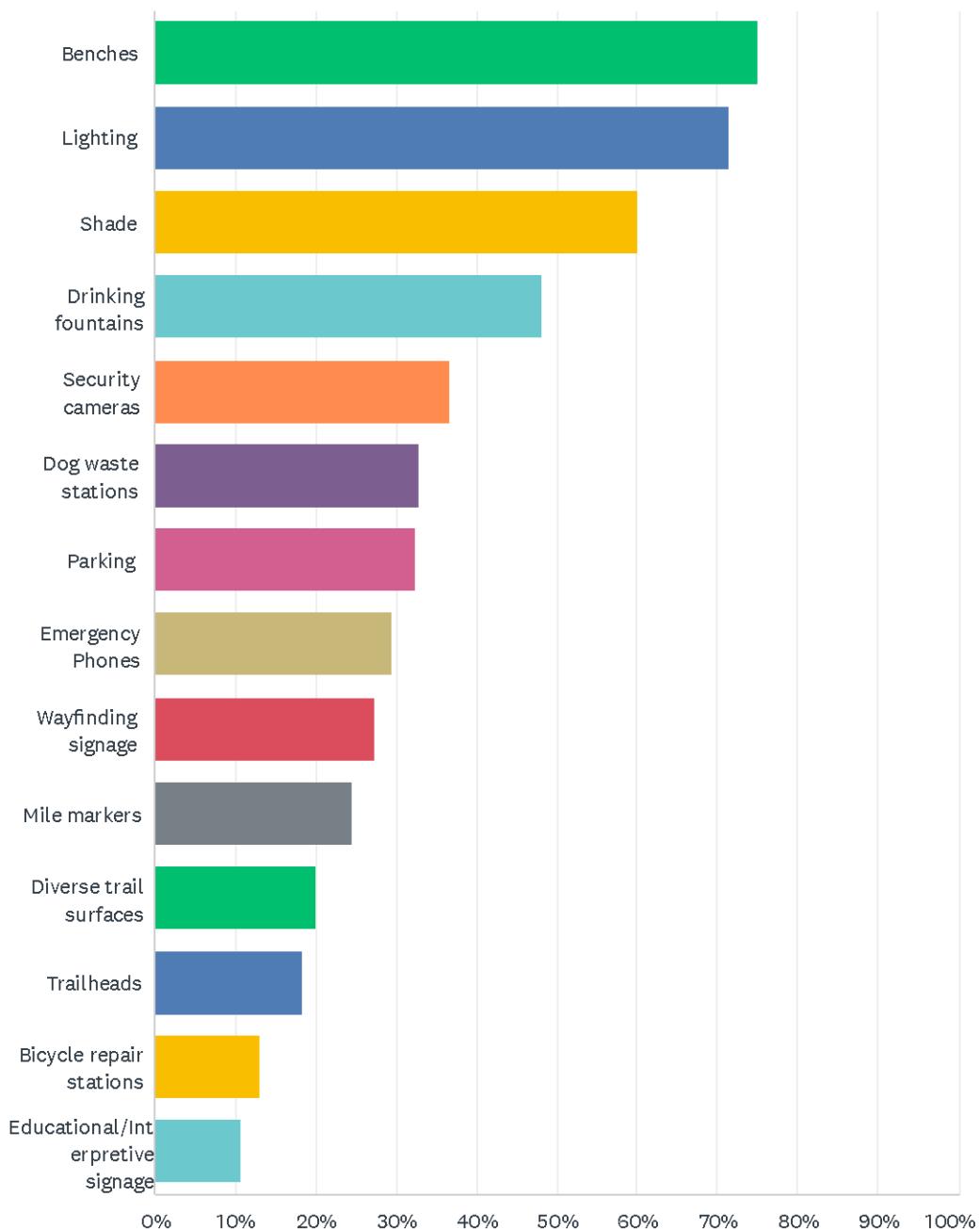
Answered: 504 Skipped: 79



ANSWER CHOICES	RESPONSES	
Very satisfied	10.12%	51
Satisfied	56.75%	286
Dissatisfied	14.48%	73
Very dissatisfied	2.58%	13
No Opinion	16.07%	81
TOTAL		504

Q14 Choose the top five recreational trail amenities that are most important to your household.

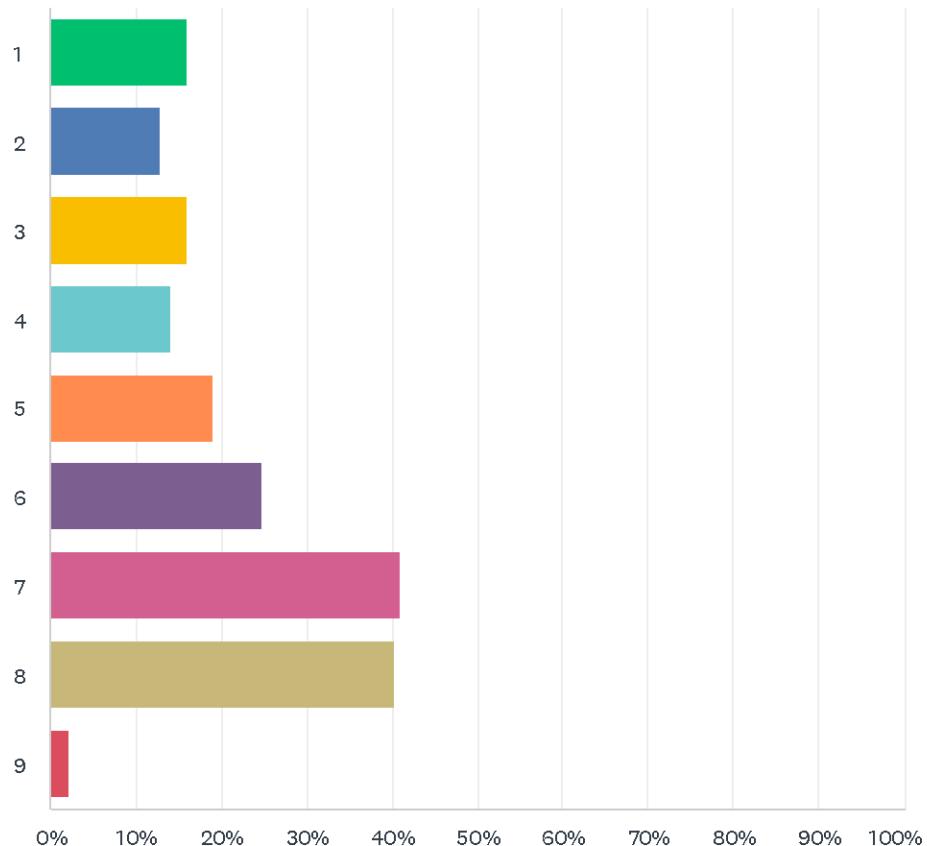
Answered: 514 Skipped: 69



ANSWER CHOICES	RESPONSES
Benches	75.10% 386
Lighting	71.40% 367
Shade	60.12% 309
Drinking fountains	48.25% 248
Security cameras	36.58% 188
Dog waste stations	32.88% 169
Parking	32.49% 167
Emergency Phones	29.38% 151
Wayfinding signage	27.24% 140
Mile markers	24.51% 126
Diverse trail surfaces	20.04% 103
Trailheads	18.29% 94
Bicycle repair stations	13.04% 67
Educational/Interpretive signage	10.70% 55
Total Respondents: 514	

Q15 Please select which of the proposed trail spurs you or your household would most likely use if constructed. Refer to the map below. Trail Spur: This type of trails branches off from the main trail system, connecting to additional access points that allow trail users to either enter the trail system from various location or reach key community destinations throughout the city.

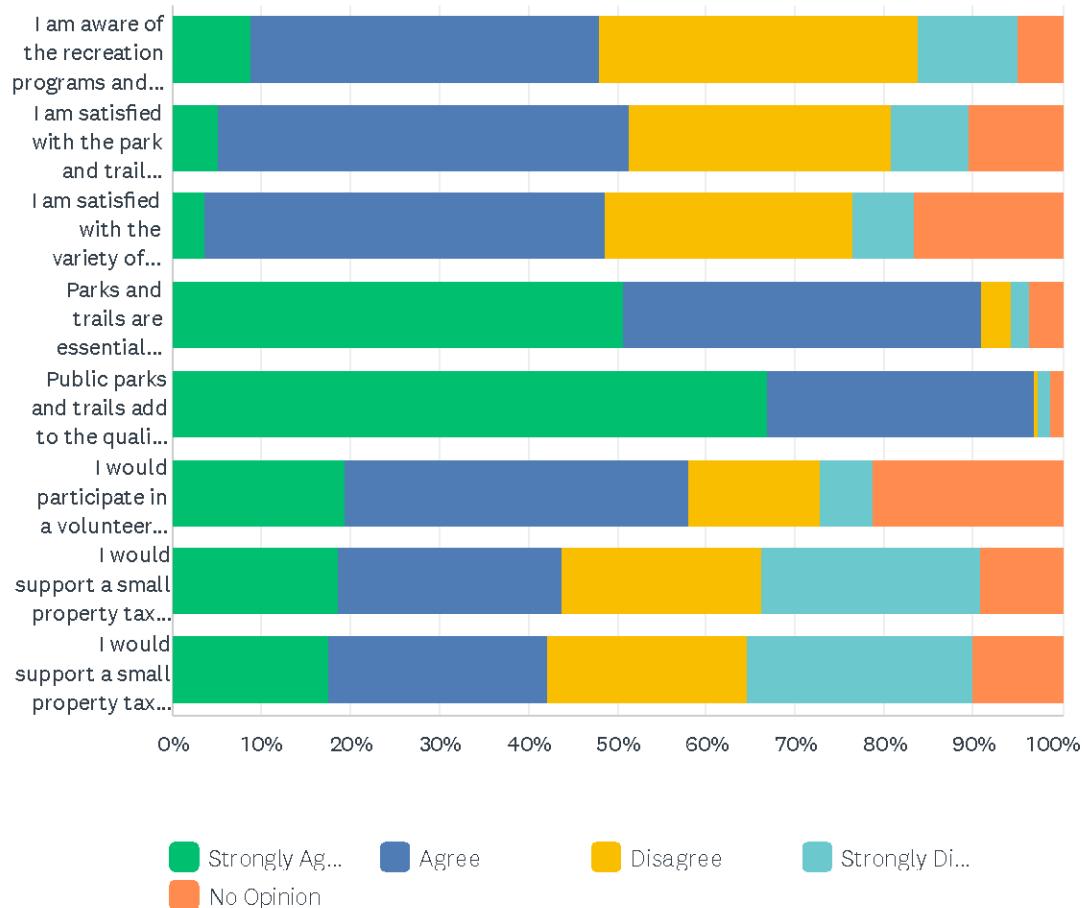
Answered: 464 Skipped: 119



ANSWER CHOICES	RESPONSES	
1	15.95%	74
2	12.72%	59
3	15.95%	74
4	14.01%	65
5	18.97%	88
6	24.78%	115
7	40.95%	190
8	40.30%	187
9	2.16%	10
Total Respondents: 464		

Q16 Please indicate your level of agreement with each of the following statements regarding the Parks and Recreation Department.

Answered: 499 Skipped: 84

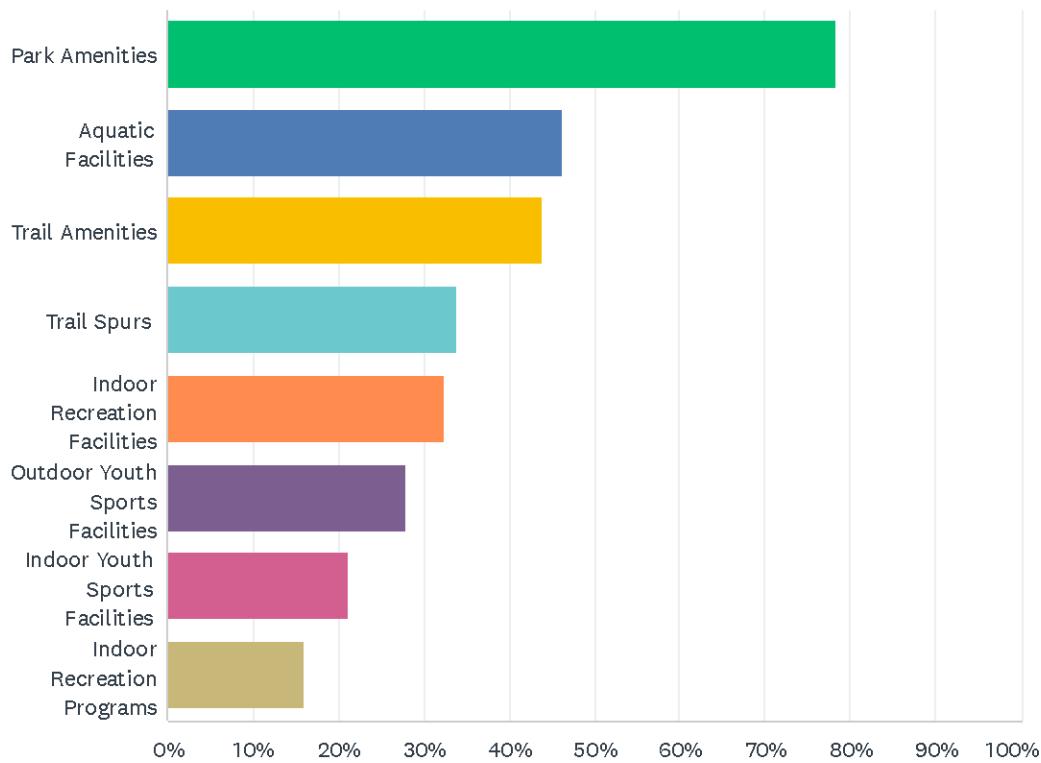


City of Wichita Falls Parks & Recreation Master Plan

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	TOTAL	WEIGHTED AVERAGE
I am aware of the recreation programs and activities that are offered	8.84% 44	39.16% 195	35.94% 179	11.24% 56	4.82% 24	498	0.29
I am satisfied with the park and trail amenities I receive for my tax dollars	5.02% 25	46.39% 231	29.32% 146	8.84% 44	10.44% 52	498	0.51
I am satisfied with the variety of parks and athletic programs offered by the City	3.63% 18	44.96% 223	27.82% 138	7.06% 35	16.53% 82	496	0.52
Parks and trails are essential services provided by the City	50.80% 253	40.16% 200	3.21% 16	2.21% 11	3.61% 18	498	1.23
Public parks and trails add to the quality of life in the community	66.87% 333	30.12% 150	0.40% 2	1.41% 7	1.20% 6	498	1.24
I would participate in a volunteer program to contribute to the upkeep and beautification of the parks and recreation system	19.35% 96	38.71% 192	14.72% 73	6.05% 30	21.17% 105	496	0.70
I would support a small property tax increase to see the quality of existing amenities within parks upgraded	18.51% 92	25.35% 126	22.33% 111	24.55% 122	9.26% 46	497	-0.02
I would support a small property tax increase to see new recreational amenities and facilities developed	17.51% 87	24.55% 122	22.54% 112	25.35% 126	10.06% 50	497	-0.07

Q17 Understanding that the city is working with constrained resources and funding, please select the top 3 park and recreation categories that you feel should be prioritized for investment in the future.

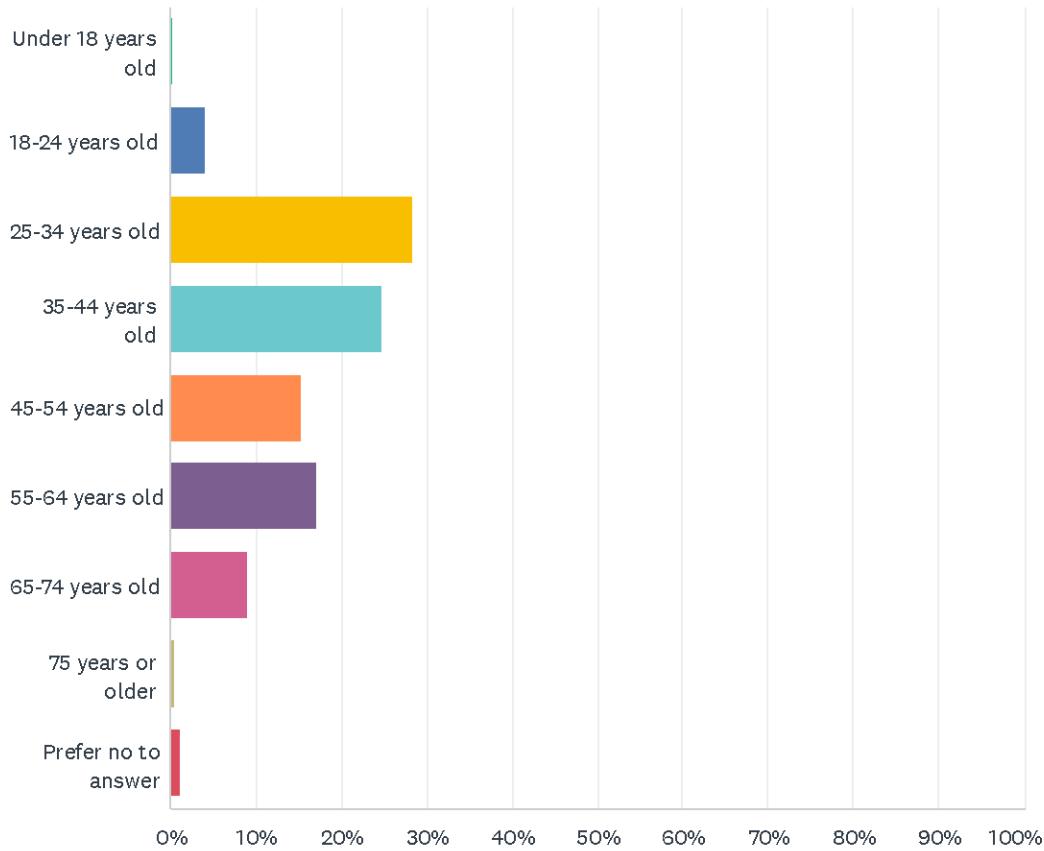
Answered: 500 Skipped: 83



ANSWER CHOICES	RESPONSES
Park Amenities	78.20% 391
Aquatic Facilities	46.20% 231
Trail Amenities	44.00% 220
Trail Spurs	34.00% 170
Indoor Recreation Facilities	32.40% 162
Outdoor Youth Sports Facilities	28.00% 140
Indoor Youth Sports Facilities	21.20% 106
Indoor Recreation Programs	16.00% 80
Total Respondents: 500	

Q19 What is your approximate age?

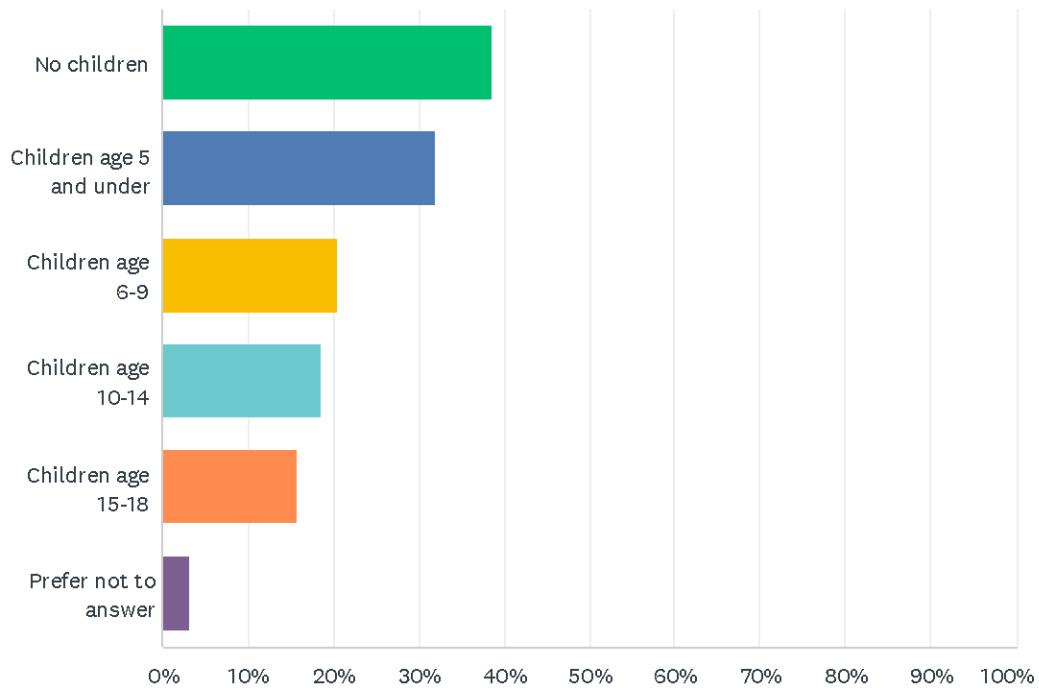
Answered: 497 Skipped: 86



ANSWER CHOICES	RESPONSES	
Under 18 years old	0.20%	1
18-24 years old	4.02%	20
25-34 years old	28.37%	141
35-44 years old	24.75%	123
45-54 years old	15.29%	76
55-64 years old	17.10%	85
65-74 years old	8.85%	44
75 years or older	0.40%	2
Prefer no to answer	1.01%	5
TOTAL		497

Q20 Are there any members of your household that are children under 18 or younger? Select all that apply.

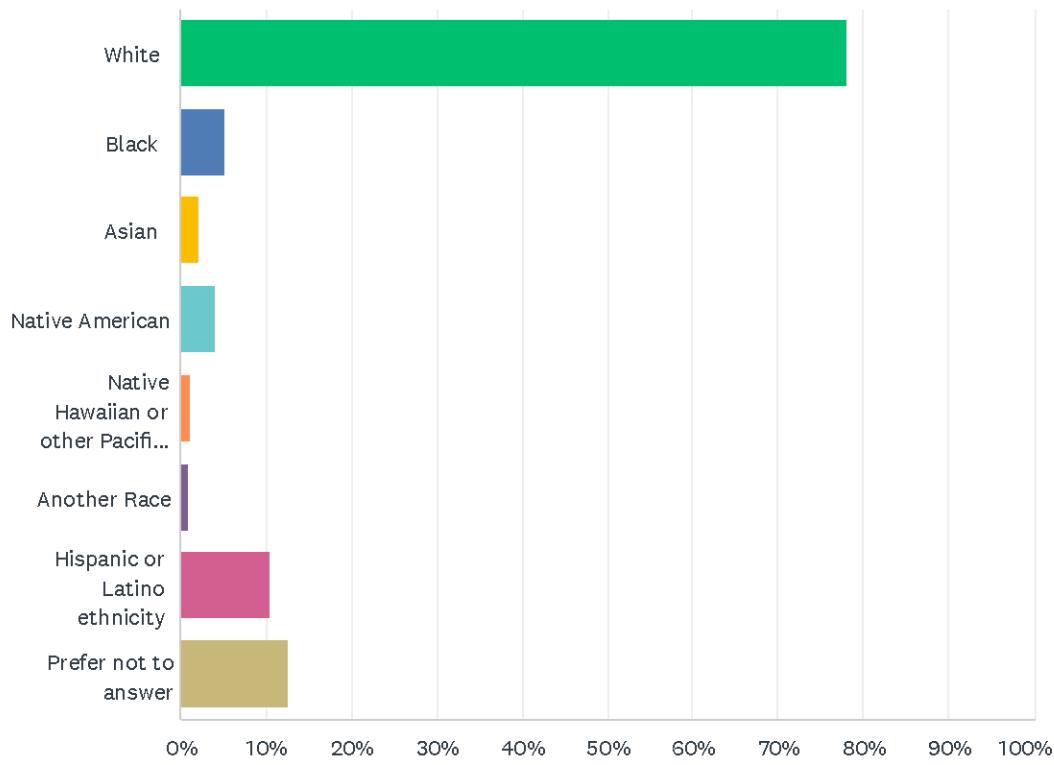
Answered: 494 Skipped: 89



ANSWER CHOICES	RESPONSES
No children	38.66% 191
Children age 5 and under	31.98% 158
Children age 6-9	20.45% 101
Children age 10-14	18.62% 92
Children age 15-18	15.79% 78
Prefer not to answer	3.24% 16
Total Respondents: 494	

Q21 What is your race/ethnicity? Select all that apply.

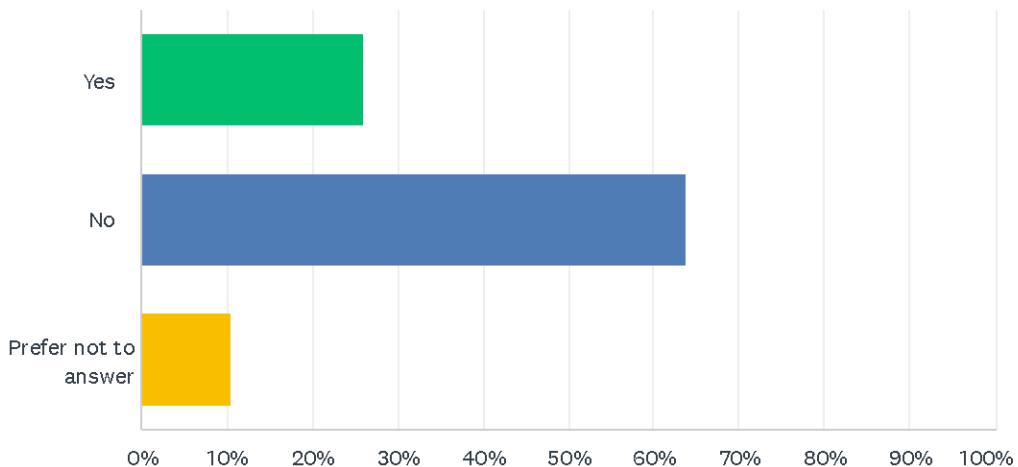
Answered: 495 Skipped: 88



ANSWER CHOICES	RESPONSES	
White	77.98%	386
Black	5.05%	25
Asian	2.22%	11
Native American	4.04%	20
Native Hawaiian or other Pacific Islander	1.01%	5
Another Race	0.81%	4
Hispanic or Latino ethnicity	10.51%	52
Prefer not to answer	12.53%	62
Total Respondents: 495		

Q22 Do you or someone in your household belong to a recreational organization or athletic association in the City of Wichita Falls? If yes, please specify.

Answered: 493 Skipped: 90



ANSWER CHOICES	RESPONSES
Yes	25.96%
No	63.69%
Prefer not to answer	10.34%
TOTAL	493

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WICHITA FALLS PARKS AND RECREATION MASTER PLAN

ADOPTION PENDING