



PARKS AND RECREATION DEPARTMENT
Civic Center • 500 East Third Street • Loveland, Colorado 80537
(970) 962-2727 • FAX (970) 962-2903 • TDD (970) 962-2620
www.cityofloveland.org

LOVELAND PARKS AND RECREATION COMMISSION

Thursday, October 10, 2019 - 4:30 p.m.

Parks & Recreation, Large Conference Room
500 E 3rd St, Suite 200, Loveland, Colorado

Notice of Meeting Posted

Approval of September 12, 2019 minutes

Council Liaison Report

Director's Report

Discussion/Action:

1. Meet The Staff - Kelly Zuniga, Parks and Recreation Planner
2. Approval of the Fitness Court
3. Review and Approval of the Recreation Programming Plan – LeAnn Williams, Recreation Manager

Commission Members Discussion Topics:

Reports/Correspondence:

4. Operation & Project Update

Future Topics: Chilson Budget Discussion

Next Meeting Date: November 14, 2019

Wi-Fi Access Code: accesswifi



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LOVELAND PARKS AND RECREATION COMMISSION

AGENDA ITEM: 1

MEETING DATE: October 10, 2019

DESCRIPTION: Meet the Staff – Kelly Zuniga, Parks and Recreation Planner

STAFF PRESENTER(S): Kelly Zuniga, Parks and Recreation Planner

SUMMARY:

Dr. Kelly Zuniga will introduce herself to the Parks and Recreation Commission.

Commission Action: Informational



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LOVELAND PARKS AND RECREATION COMMISSION

AGENDA ITEM: 2

MEETING DATE: October 10, 2019

DESCRIPTION: Approval of Fitness Court Policy

STAFF PRESENTER: LeAnn Williams, Recreation Manager

SUMMARY:

The Fitness Court Policy was presented in September. Commissioners will vote on the approval of the policy.

Commission Action: Informational/Discussion/Action



SUBJECT:	Fitness Court® Policy
EFFECTIVE DATE:	August 8, 2019
REVIEW SCHEDULE:	Periodically by staff or as directed by the Parks and Recreation Commission and/or City Council.
PURPOSE:	To enhance the partnership and quality of experience for all patrons who utilize the City of Loveland's Fitness Court®.
SCOPE:	The City of Loveland Parks and Recreation Department is committed to providing inclusive recreational amenities that benefit the community. The Fitness Court® was opened in June of 2019 at Fairgrounds Park.
RESPONSIBILITY:	Parks and Recreation Management Staff
BACKGROUND:	The Director finds that establishing a policy for the use of the Fitness Court® is needed. The Director finds that, without a formal policy in place, and corresponding signage informing the public of the rules and regulations of the court, misuse may occur. The Director finds that establishing a written policy is best practice to ensure that the City of Loveland is communicating the rules of the Fitness Court® to keep all users safe while enjoying this new recreational amenity.
APPROVAL:	<hr/> <p>Elizabeth Kayl Director, Parks and Recreation</p>
POLICY:	

I. Policy Statement

The City of Loveland Parks and Recreation Department seeks to keep users of the Fitness Court® safe and the Fitness Court® itself properly maintained.

III. General Guidelines

Modification of Policy



City of Loveland

This policy is subject to amendment or rescission, at any time, at the discretion of the Department Director.

Authority

The Loveland Municipal Code (“LMC”) Section 12.40.010, provides that, “[t]he parks and recreation department shall have the authority to establish and enforce such rules and regulations as it deems necessary pertaining to the operation of all parks and recreational facilities owned or operated by the city.” This policy is being produced pursuant to the aforementioned Section of the LMC.

Fitness Court® Rules

- The Fitness Court® is not constructed or designed as a playground and cannot be utilized as such without an unreasonable risk of injury to the user of the Fitness Court®. Users of the Fitness Court® users must be at least fourteen (14) years old.
- Fitness Court® has been constructed and designed for fitness activities only, not for mere horseplay.
- Pet animals, except for service animals, are prohibited from the Fitness Court®.
- The surrounding wall area of the Fitness Court® shall not be utilized as a place to sit.
- Bicycles and other motorized or non-motorized transportation devices are prohibited from the Fitness Court®.
- All food and drink are prohibited from the Fitness Court® except for water.
- Smoking, vaping, or use of any other tobacco product is prohibited upon the Fitness Court®.

The Department may post signs that reflect the rules promulgated within this policy in any reasonable shorthand manner the Director may choose.

Community Education

The Department will provide information on the implementation of this policy via the following methods:

- A. Post on the City’s Fitness Court® landing page and social media, the new policy and effective date.
- B. Post rule signage at the Fitness Court®

Citizen Review

This policy has been reviewed and approved by the Parks and Recreation Commission on August 8, 2019.



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LOVELAND PARKS AND RECREATION COMMISSION

AGENDA ITEM: 3

MEETING DATE: October 10, 2019

DESCRIPTION: Review and Approval of the Recreation Programming Plan

STAFF PRESENTER: LeAnn Williams, Recreation Manager

SUMMARY:

LeAnn will present the Recreation Programming Plan to the Commissioners. Commissioners will discuss, review and approve the Recreation Programming Plan.

Commission Action: Informational/Discussion/Action



LOVELAND PARKS AND RECREATION COMMISSION

AGENDA ITEM: 4

MEETING DATE: October 10, 2019

DESCRIPTION: Operation & Project Update

SUMMARY:

Recreation, Parks, Planning, and Administrative Managers will discuss the Operations and Projects that have taken place in the past month.

- Update of the painting of pipe that extends into the river, north of the main bridge, at the Viestenz-Smith Mountain Park.
 - Pipe is connected to a dry hydrant for firefighting use
 - Hydrant is red, to meet firefighting requirements
 - White pipe in question is the part that extends into river, well below the water level to draw water from the river in the event water is needed
 - Painting is not an option because of the pipe's location below the water line
 - Solutions may be:
 - Replace pipe with black or other colored pvc pipe
 - Hide the pipe by stacking rocks around it
 - Solutions require staff to enter the water and it is a somewhat dangerous and time consuming task
- Prairie Ridge Natural Area is under construction. Including construction of a north bound turn lane on Wilson Avenue, parking lot and trailhead construction, 1.5 miles of new ADA accessible trail and a new trail connection north to the City of Fort Collins Coyote Ridge Natural Area.
- Closed on the Mehaffey Land Purchase
- Farmer's Market has ended for the season
- Grinding of trip hazards is taking place at South Shore Parkway, Mehaffey Park, Barnes Softball Complex, and North Lake Park
- The memorial art sculpture by DeWitt Godfrey was placed at the Viestenz-Smith Mountain park
- Home Depot will be completing a volunteer project around the Veteran's Memorial feature for Veterans Day
- An EAB news release was sent out by the CIO



RECREATION PROGRAMMING PLAN

2020-2024

Adopted October 10, 2019

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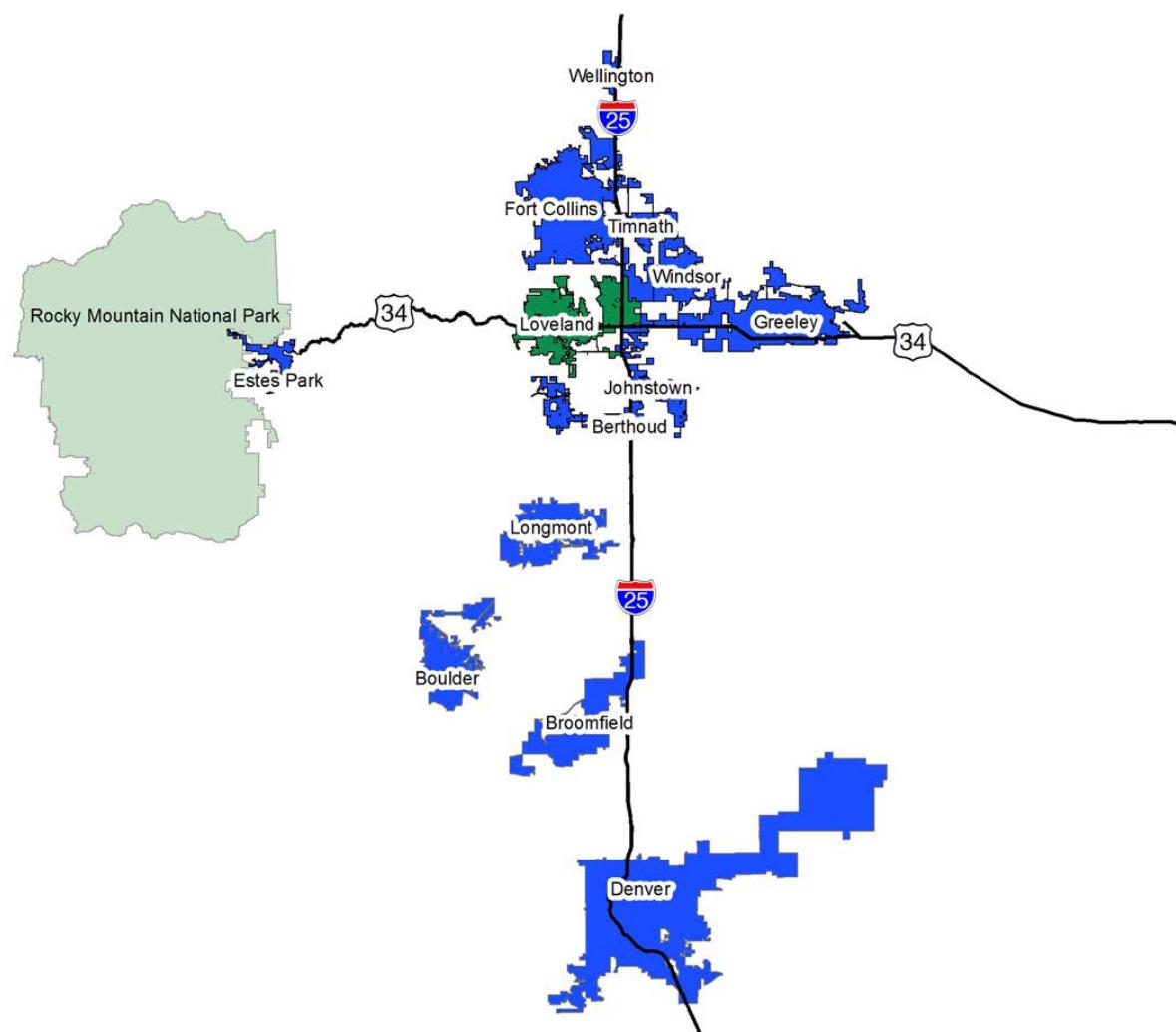
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PLAN OVERVIEW

The Recreation Programming Plan includes all elements and services of the City's programming functions. The plan draws upon the Parks and Recreation Master Plan, the 2014 City of Loveland Comprehensive Plan, the City of Loveland's Annual Data and Assumptions Report (July 2019), the 2018 NRPA Agency Performance Report and is consistent with the Loveland Municipal Code, supporting the goals and initiatives outlined within those plans. It includes both short-term and long term initiatives. The plan is intended to be a living document that is updated as community demographics, trends and needs change.

THE CITY OF LOVELAND AT A GLANCE

Loveland is a home rule municipality located in the emerging and dynamic Northern Colorado region. With a population of 77,231 at the end of 2018 within a 35 square mile area, Loveland has enjoyed a steady population growth of approximately two percent annually over many years. The community is located 46 miles north of downtown Denver on the I-25 Corridor. Nestled in a valley at the entrance to the Big Thompson Canyon with a short ride to the Rocky Mountain National Park, Loveland is known as the Gateway to the Rockies.



Incorporated: 1881
Government Type: Home Rule Municipality
County: Larimer
Population: 77,231
Land Area: 35.63 Square Miles
Housing Units: 32,587
Education and Schools:
Thompson R2J School District
Aims Community College
Colorado Christian University
Nearby colleges include:
Colorado State University (Fort Collins),
University of North Colorado (Greeley),
University of Colorado at Boulder
Median Home Sale Price: \$398,664
Median Family Income: \$75,398

*All data from City of Loveland or ACS 2013-2017 5 Year Summaries

Parks & Recreation:
492 acres of park land
28 natural areas/open spaces
35 parks and 2 sports complexes
4,600 acres of preserved open lands
36 miles of recreation trails
1 Outdoor Fitness Court
3 golf courses and 1 mini course
1 Swim Beach
1 Senior Center
1 Recreation Center
1 Outdoor Swimming Pool

Transportation:

Northern Colorado Regional Airport
Denver International Airport, DIA (70 miles)
City of Loveland Transit (COLT)
FLEX Bus Route
I-25, Hwy 34, Hwy 287

DEMOGRAPHIC OVERVIEW

The following demographic information was gathered from the 2019 City of Loveland Annual Data and Assumptions Report.

Growth

Loveland continues to grow robustly, having added over 6,000 residents since the 2010 Census. However, based on building permit data compared with growth rate forecasts from the Colorado State Demographer's Office, Loveland is not adding enough new housing units to keep up with the demand. The population forecasts, it is assumed that in the short term, population growth is dependent on housing supply. And in the long term, it is assumed that housing supply will match demand.

YEAR	Population Estimate/ Projection	Annual Population % Change from Previous
2010	67,742	
2011	68,761	1.50%
2012	69,341	0.84%
2013	70,370	1.48%
2014	71,027	0.93%
2015	73,420	3.37%
2016	74,385	1.31%
2017	75,840	1.96%
2018	77,231	1.88%
2019	79,150	2.48%
2020	81,208	2.50%
2021	83,320	2.60%
2022	85,486	2.60%
2023	87,709	2.60%
2024	89,989	2.60%
2025	91,969	2.20%
2026	93,992	2.20%
2027	96,060	2.20%
2028	98,173	2.20%
2029	100,333	2.20%
2030	102,199	1.86%

Population Age Distribution

As the City has grown, it has become older overall. The number of school-aged children (under 19) fell by 17%. At the opposite end of the spectrum, the age groups over 45 experienced the sharpest growth rate at 21%. The median age went from 38 to 40. This gives evidence to Loveland's popularity among baby boomers and retirees. Nevertheless, the number of those between ages 20-34 stayed steady, which may suggest that the City is attracting more millennials as well. The continued growth of the senior population proves an increased need for more senior-oriented facilities, as well as additional recreation/open space areas that provide opportunities for senior-oriented activities and programs.

Generational Breakdown	Ages	Generational Breakdown	Ages
Greatest Generation (- 1927)	≥92	Silent Generation (1928-1945)	75-92
Baby Boomers (1946-1964)	55-74	Gen X (1965-1979)	40-54
Millennial (1980-1999)	19-39	Next Generation (2000+)	≤19

Loveland Population Age Distribution									
YEAR	0-19 Years	20-34 Years	35-44 Years	45-64 Years	65-84 Years	85+ Years	Median Age	Male	Female
2000	29.50%	18.90%	17.00%	22.10%	10.90%	1.60%	36.00%	49%	51%
2017	23.60%	19.60%	12.80%	26.20%	15.40%	2.40%	39.10%	48.70%	51.30%
% Change	-20%	3.70%	-24.70%	18.60%	41.30%	50%	8.60%	-0.60%	0.60%

Source:

2013-17 American Community Survey, 5-year Estimate
2000 Census

Changing Population

The minority population in Loveland has grown over 70% since 2000. The overall non-white residents make up 8% of the total population, with the Latino ethnic group doubling since 2000.

RACE	Population by Race			
	2000		2017	
	Persons	%	Persons	%
Total Population	50,608	100%	74,125	100%
Male	24,795	49%	36,062	49%
Female	25,813	51%	38,063	51%
White	46,990	93%	68,936	93%
African American	188	0.40%	298	0.4%
Asian	419	0.80%	298	0.4%
American Indian	349	0.70%	439	0.6%
Some Other Race	2,077	4.1%	1,391	1.9%
Two or More Races	1,023	2%	2,242	3.0%
Hispanic or Latino	4,337	9%	8,738	11.8%

Household Income

Since 2000, the median income of Lovelanders has grown by nearly \$8,500, pulled up by significant growth in income brackets over \$100,000. Considering that the earnings tend to peak around the age of 55, the growth in higher income households mirrors the growth in baby boomers. In addition, the number of people in lower-income households also decreased, particularly those earning less than \$35,000.

Total Family Household Income		
	2000	2017
<i>Total Households</i>	19,855	30,724
<i>Less than \$10,000</i>	5%	3%
<i>\$10,000 to \$14,999</i>	6%	4%
<i>\$15,000 to \$24,999</i>	12%	10%
<i>\$25,000 to \$34,999</i>	13%	10%
<i>\$35,000 to \$49,999</i>	17%	15%
<i>\$50,000 to \$74,999</i>	25%	19%
<i>\$75,000 to \$99,999</i>	12%	15%
<i>\$100,000 to \$149,999</i>	8%	16%
<i>\$150,000 to \$199,999</i>	2%	6%
<i>More than \$200,000</i>	1%	3%
<i>Median household income</i>	\$47,119	\$61,133
<i>Mean household income</i>		\$74,761

PROGRAMMING OVERVIEW

In 2018, the City offered over 9,000 classes, programs and activities attracting 18,330 registrants. Approximately 300,000 individuals makeup the annual program registrants. Adult athletics had 375 teams registered for the year and facilitated 26 tournaments at the Barnes Sports Complex in 2018. The Chilson Recreation Center averages 1200 daily admissions per day while the Chilson Senior Center sees approximately 50,000 drop in per year.

PLANNING OVERVIEW

Developing an effective plan for providing recreation programs and services incorporates four critical areas of consideration - **assessment, constituent involvement, budget and evaluation**.

- The City must assess the viability of current programs, facilities and resources and focus on meeting the needs of the community.
- Constituent input is essential to the overall success of the organization as it enhances processes, service offerings and community resources. Constituents must be involved in both current and future recreation program planning.
- The current and forecasted budgets is an essential planning consideration. The City should have a 10-year Capital plan along with well-conceived operations and fiscal management to stay financially stable and maximize revenue.
- Evaluation is a critical component to the success of an agency. Multiple types of evaluations can be utilized to garner constituent feedback. Without evaluations, it is impossible to determine the success or failure of programs and services offered, measure progress, make improvements and/or understand constituent needs.

UTILIZATION OF OTHER PLANNING DOCUMENTS

Assessment, constituent involvement, financing and evaluation were key components in the development of the City of Loveland's overarching planning documents. These documents include the 2014 Parks and Recreation Master Plan and the 2019 Parks and Recreation Strategic Plan which establish the foundation for all other planning documents.

City of Loveland Parks and Recreation Master Plan

The Master Plan presents a framework to the growth, management and development of parks, open lands, public grounds, golf courses, recreation facilities, trails and programs. Emphasis is placed on a 10-year focus with projections for the remaining years through build-out (approximately 50 years) to better frame long-term financial impacts. The Master Plan update included a strong public engagement process to ensure that plan recommendation would reflect community needs and priorities.

Recommendations within the Master Plan directly impact the recreation programs and services provided by the City. Master Plan key priorities and short and long term recommendations that directly involve the Recreation Division are provided below and incorporated as action items within the Recreation Programming Plan.

High Quality Service

Residents recognize that the City of Loveland provides a high level of service for parks, facilities and programs. High quality customer service has increased recreation participation in programming.

Health and Fitness

Findings show that health and wellness is an important community priority that residents' believe parks and recreation can benefit or advance in a number of ways. The vast majority of respondents felt that promoting health and wellness opportunities was a critical role for the Loveland Parks and Recreation Department to plan.

Water Access

Respondents in many outreach forums noted a desire for more water access to support recreation activities such as swimming, fishing, tubing and rafting. Residents rated outdoor swimming, water sports and fishing as high in importance, but simultaneously rated existing amenities that support these activities as low.

More Indoor Recreation Space

Participation data and public comments recognize that Chilson Recreation and senior Center as a high quality, successful venue for supporting indoor organized and drop-in programs and events. There is limited room at the existing facility to address community demand.

More Diverse Recreation Opportunities

A variety of recreation opportunities are provided by the City's Parks and Recreation system. However, the City directives to recover costs for recreation programming has affected the City's ability to provide diverse amenities for new or emerging activities and sports.

More Opportunities for Active Seniors

While all ages in Loveland have shown an interest in fitness and active recreation, the City has prioritized providing fitness, health and wellness activities for older adults and seniors. As the more active "Baby Boomer" generation continues to age, a need for life-long learning, sports, social activities and other pursuits will be needed as people recreate longer. That said, the City will have to achieve the right balance in providing services to all age groups.

Improved Swimming Opportunities

Respondents to the survey rated the quality of the City's existing opportunities for outdoor swimming as low, while simultaneously nothing that swimming is high in importance.

More Events and Programs

Loveland is a highly active community, with strong participation levels in recreation events and programs. Outreach findings indicated that community events are the City's most popular type of recreation activity, followed by fitness/health/wellness classes. Recreation enrollments among all age groups increased 39% in 2012. Sport leagues recognize that a challenge to expanding existing programs or offering new ones to meet the demand will be the lack of practice and game-quality fields and facilities.

Service Level and Provision

1. The City will provide a comprehensive spectrum of recreation programming in its parks, open lands, recreation facilities, golf courses and trail corridors. This includes indoor and outdoor programs, active and passive recreation opportunities, and nature-based and traditional developed recreation programs.
2. The City will provide recreation programming to support these outcomes:
 - a. Opportunities to play sports
 - b. Health, wellness and fitness
 - c. Services for specialized populations (selected groups and ages)
 - d. Connections to the outdoors and nature
 - e. Youth development and lifelong learning for all ages
 - f. Social cohesiveness and a strong sense of community
3. The City will provide recreation programs and events in these service areas:
 - a. Athletics/Sports: Leagues, camps and classes supporting youth athletics, adult athletics and skill development
 - b. Aquatics: Recreation programs, classes and drop-in opportunities such as learn to swim, water fitness, lap swimming, open swimming and pool events
 - c. Health, Wellness and Fitness: Programs, classes and drop-in opportunities such as aerobics, Silver Sneakers, weight training and healthy eating/living

- d. Specialized Classes and Activities: Specialized programs and classes for individualized groups, such as senior services and socials, adapted recreation activities, childcare, preschool and afterschool programs.
- e. General Instruction and Recreation: Programs and classes such as general instruction, general interest, cultural and fine arts, science and learning
- f. Nature/Outdoor Recreation: Programs, classes and trips supporting outdoor adventure, environmental education, nature interpretation, and outdoor skills
- g. Special Events: Community events, fairs and festivals

4. The Parks and Recreation Department will meet established Council-directed financial policies and take these directives into account in determining the numbers and types of programming to provide.
5. Future program decisions will be based on citizen demands, the local market, available resources (staffing, budget and facility), and the ability to meet cost recovery targets.
6. The City will continue to facilitate special events provided by other community groups or event producers, charging appropriate fees to recover costs for facility use and associated event support services.
7. The Parks and Recreation Department will provide and/or partner with other Departments to address needs for cultural and fine arts programming.
8. The City will track recreation data (attendance, class participation, number of classes offered) by program service area to measure success in the provision of programs.
9. The City will centralize indoor programming in large, easily accessible program hubs to increase quality control and efficient use of staff resources.
10. Game and tournament sites will be centralized as much as possible to increase quality control and efficient use of staff resources.
11. The City will disperse outdoor programming and sports practices in satellite locations around the community, including schools as per the City-School District intergovernmental agreement for joint use.
12. Both self-directed (drop-in) and programmed used will be accommodated in City recreation facilities.
13. The City will facilitate programs that serve different skill levels and interests. It will provide programming that emphasizes introductory level courses and skill development. The City will look to local and regional self-directed groups to provide advanced skill development and competitive sports and recreation programs.
14. The City will facilitate and schedule programs providing a balance between local-serving programs and events/tournaments that attract out-of-town visitors.
15. The City will consider the needs of new and emerging sports, as well as growing traditional sports, when developing and programming new athletics fields and facilities.
16. Financial assistance programs will be made available for selected facilities and activities to ensure access for low-income families and youth.
17. Fee schedules will be created with special consideration for subsidy assistance to low-income individuals, youth and seniors.
18. The City may apply for grants and seek donations to provide supplemental resources for projects, programs and operations.

Short Term Recommendations (10 years)

- **Provide programming at community parks.** Provide and expand programs/events and address the field scheduling needs associated with Mehaffey Park and the Phase 2 development of Loveland Sports Park, Kroh and Fairgrounds Park.
- **Provide programming in open lands.** Expand the Nature/Outdoor Recreation program service area, taking advantage of new open lands when developed. Program River's Edge Natural Area and Morey Wildlife Reserve.
- **Program expanded recreation facility space.** Take into account programming demands and needs in identifying the type of indoor space needed at potential recreation facilities. Program facilities based on market demands for equipment, facilities and amenities and consider the City's cost recovery goals.
- **Address operating expenditures.** While capital may be available to acquire and develop new parks, open lands and recreation facilities, it is of paramount importance to identify a funding source and budget for operating expenditures prior to construction. These expenditures may include administrative, supervisory, maintenance and support staff as well as supplies and services needed to operate and maintain new amenities to meet or exceed the recognized City standard.
- **Coordinate culture arts and educational programming.** Coordinate with the Cultural Services Department and the Library to address repetition in meeting community needs for cultural arts and educational programming. Utilize all City facilities and resources to maximize space and minimize duplication where possible.

Long Term Recommendations (Build Out)

- **Align programming operations resources.** Align facilities and programs offered with community needs as the population grows. Continue cost recovery and revenue generation through recreation facility operations and programming, recognizing that the numbers and types of new recreation facilities brought online in the 50 years may need General Fund support for staffing, operations, marketing, IT, and other indirect services.
- **Consider changing trends.** As time passes and the population changes, the interest, needs and desires of the City's citizens also change. When new programs and facilities are brought on-board in response to growth and other demographic changes, ensure that new trends are considered for both short-term and long-term development of facilities and programs.

Recreation Programming Plan Action:

Support and achieve the initiatives within the Master Plan.

Frequency:

As outlined within the Master Plan.

PROGRAM AND SERVICE DETERMINANTS

City of Loveland Parks and Recreation programs and services shall be based on:

- A. Conceptual Foundations of Play, Recreation and Leisure
- B. Constituent interests and desired needs
- C. Community Opportunities
- D. Creation of a Constituent-Centered Culture
- E. Agency Mission, Vision, Goals and Objectives
- F. Experiences Desirable for Clientele
- G. Facility/Space Availability

City of Loveland Parks and Recreation makes every effort to provide programs and services that meet community needs for recreation. The services and programs provided by the City of Loveland have been developed to support our mission vision and objectives.

Planning, community research, outreach to targeted groups, benchmarking, evaluation and other methods of customer feedback ensure that the programs offered reflect community needs and support the Department's Philosophy. We collaborate with many public and private entities to provide these programs and services including Thompson School District, the Loveland Downtown Partnership, non-profits, clubs, local businesses and community users.

CONCEPTUAL FOUNDATIONS OF PLAY, RECREATION AND LEISURE

Quality recreation programs and services provide participants with a wide range of benefits that are linked to physical, mental, social and/or spiritual development and well-being. Our programs and services model the NRPA and COLPRD three pillars of Parks and Recreation. These are:

Health and Wellness – Improving Health, Enhancing Life

Our staff are leaders in recreation, sports and nutrition and offer fitness, sports and nutrition lifestyle programs, classes and services for people of all ages and abilities. They seek to reduce obesity, physical inactivity, social isolation and poor nutrition while strengthening skills that enrich body, mind and attitude.

Social Equity – Access and Inclusion for All

We strive to be a catalyst for ensuring all residents have equal access to our resources, programs and services. We offer opportunities that transcend barriers of income through outreach activities such as our Mobile Recreation Trailer, 4th of July Festival, Low-Income Passes to the Chilson Recreation Center and Winona Outdoor Pool and Movies in the Park. We also provide scholarships via our Parks and Recreation Foundation.

Conservation - Preserving Natural Resources

Oftentimes, parks and recreation agencies are the only voice for ensuring that open space is protected, our youth have access to nature-related areas and that services and outdoor education are available. These have quantifiable economic benefits to our community.

Programs and services provide better overall outcomes both physically and mentally, improved fitness, improved self-esteem and self-reliance, increased energy and mobility, reduced stress, a sense of social belonging, a deterrent to isolation and the associated health consequences of, community cohesiveness and a balance between work and play. Recreation brings a community together.

COLPRD provides a wide-range of recreation opportunities. Staff coordinates a number of programs and events which are available to all constituents, regardless of age, ability, ethnicity, disability or financial means. In addition to programs, staff facilitates the use of District resources through the issuance of agreements for use of athletic fields and facilities used by a variety of individuals, community groups, and athletic organizations. Programs offered by the COLPRD fall within the following Core Program and Service Areas. They include:

- Tot, Youth and Adult Programs
- Health, Wellness and Fitness
- Youth and Adult Athletics
- Special Events
- Nature/Outdoor Recreation and Environmental Education
- Aquatics
- Older Adults
- Adaptive/Therapeutic Recreation

Programs shall be based upon Conceptual Foundations of Play, Recreation and Leisure. Current and newly proposed programs must fall within one of the City's Core Program and Service Areas. Programs will be evaluated using the *Recreation Program or Event Review Procedure*.

AGENCY MISSION AND VISION

Mission Statement: The mission of the City of Loveland Parks and Recreation Department is to provide effective, efficient and high-quality leisure facilities, sites, services and programs for citizens of and visitors to the community.

Vision Statement: To provide a sustainable system of diverse parks, trails, natural areas and facilities that connect people with the natural environment, support good health and offer outstanding community experiences while balancing recreation opportunities with the protection of natural and cultural resources.

CONSTITUENT INTERESTS AND DESIRED NEEDS

Having full knowledge of the community's needs, interests and behaviors is essential for program development. Needs of the community are determined through surveys, program evaluations, staff meetings, trend identification, relationships with community groups such as youth sports organizations, senior advisory committee and the Thompson School District and participant input (both formal and informal). Additionally, the City has a Public Participation Process related to Capital Initiatives to formalize the processes and procedures for communicating and receiving constituent feedback on projects.

CREATION OF A CONSTITUENT-CENTERED CULTURE

The constituent is at the heart of everything we do. We allow the constituent to drive our agenda through many of the outreach and feedback methods stated above. In addition customer service is a strong and leading piece in driving our constituent-centered culture. Our staff is available to serve and respond to constituent needs. Also, we respond quickly, respectfully, with a solution-focused mind-set when constituents have concerns.

EXPERIENCES DESIRABLE FOR CLIENTELE

Diversity in programs and services is essential in order to meet the recreation needs and desires of the entire Loveland community. Age, socio-economic status, costs, location and special needs are taken into consideration when planning programs. The City also employs a part-time adaptive recreation coordinator that coordinates programs and events and works with staff and the participant on accommodations in all programs and events.

COMMUNITY OPPORTUNITIES

The City of Loveland provides access to many excellent recreation amenities throughout the community. When planning new amenities, an essential part of the planning process is to reference the 2014 Parks and Recreation Master Plan, which includes a community inventory of City-wide amenities and adopted standards for the provision of open space, park development, recreation program development, recreation facilities and other amenities. The City of Loveland Parks and Recreation Department utilizes internal recreational resources, as well as those made available through collaboration to meet community needs for recreation program and services. COLPRD issues special Event permits to all citizens to use park facilities to host events, has partnerships to run certain programs or supplement what the City offers, and has agreements with businesses to run concessions in certain park facilities and the batting cages.

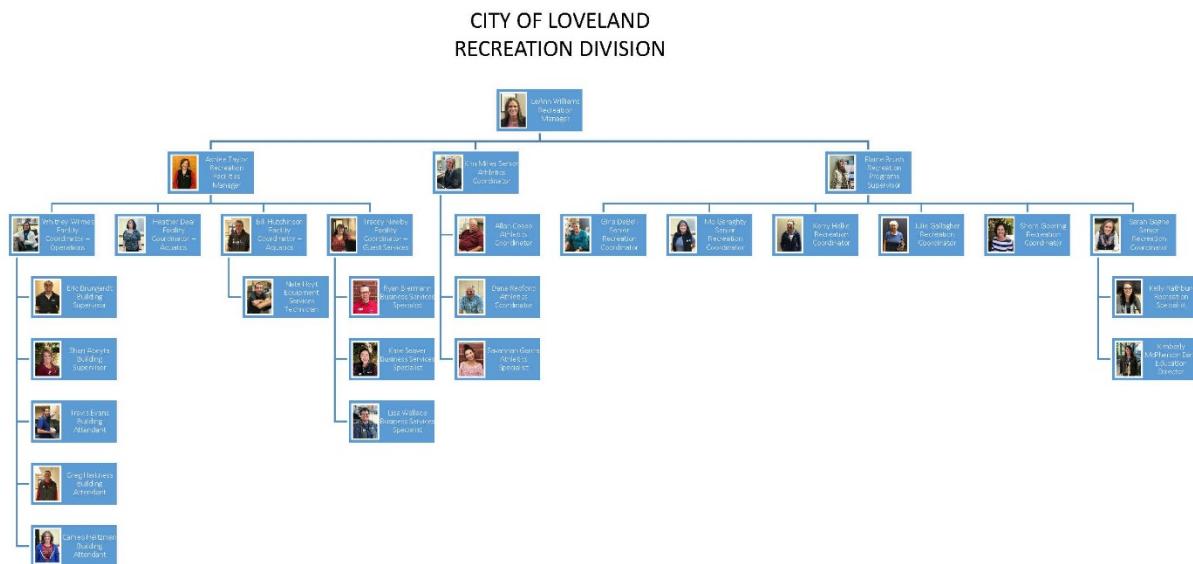
In addition to making programs and facilities accessible geographically throughout the community, the City of Loveland Parks and Recreation provides opportunities individuals with financial hardships. The Loveland Parks and Recreation Foundation and Chilson Senior Advisory Commission provides scholarships to those who could otherwise not afford to participate and the Chilson Recreation Center has low-income passes available.

COMMUNITY INVENTORY

The City of Loveland Parks and Recreation owns and operates many facilities, parks, open spaces and trails throughout the community. The City also utilizes Thompson School District Facilities for programming needs. Below is a snapshot of the COLPRD inventory. The full matrix of inventory is located in the appendix.

RECREATION DIVISION PERSONNEL

The Recreation Division sits within the Parks and Recreation Department. The Division is directly responsible for the coordination and management of the Department's programs. The Recreation Manager has the overall responsibility for the Division. The Division consists of 28 Full-time benefit eligible, 2 Part-time benefit eligible, and over 300 seasonal and regular non-benefit eligible employees. The Division also consists of hundreds of volunteers to help facilitate programs and events.



RECREATION AND LEISURE TREND ANALYSIS

Trends move rather quickly in the Recreation programming field. It is important for the City of Loveland Parks and Recreation stay abreast of these changes to continually be bringing new and unique experiences to the community. Staff looks at a number of publications for recreation trends and analysis.

National Recreation and Park Association (NRPA)

Each January NRPA publishes the top trends in Parks and Recreation put out by the Strategic Initiatives division of the agency. The following are excerpts from the article Top Trends in Parks and Recreation for 2019:

- Dog Parks are the fastest growing parks in the county. Large dog parks have become destinations and can contribute significantly to agency revenues and tourism.
- Local jurisdictions are consolidating governmental functions and services. The consolidation of social services and health services with community recreation centers along with combining libraries with community recreation centers makes sense. These consolidated service centers can provide walkable/bikeable access; intergenerational programs, healthcare, playgrounds, child and afterschool care and all can be incorporated into existing parks, providing close-to-home access for residents.
- New indoor pay-to-play facilities (trampoline centers, climbing facilities, indoor turf fields) are being constructed at record rates as the temperatures rise outside. Most are private-sector, for-profit facilities that are leaving such experiences out of reach for those who cannot afford it by overtaking the capacity of public parks and recreation.
- Opioid Abuse in Parks: Park and Recreation agencies will increase efforts to combat the opioid crisis and improve park safety. Park and Recreation systems will embrace approaching the epidemic through a public-health lenses, forging stronger partnerships with health departments and nonprofits. Another avenue will be targeted programming for youth enrolled in out-of-school time programs.
- Technology: Low cost, technological simplification and mass production is making high tech inexpensive and accessible to park and recreation agencies. Monitoring systems are the most popular. Beacon counters and geo fencing allow staff to collect and monitor data on what parks and which areas of the parks and trail systems are being used by the public. Drones have already been used as pollinators on fruit and nut crops. Is there a new and emerging application use for parks?
- eSports: Revenue is topping a half-billion per year with a global audience of 400 million. With slick marketing, intensive promotion and exciting competition for participants and audiences alike, this sedentary recreational activity poses a conundrum for parks and recreation. “Despite its sedentary nature, eSports is a form of recreation virtually guaranteed to draw crowds of young people into recreation facilities and venues. eSports events and tournaments have excellent potential for revenue generation and facility utilization. Could Park and Recreation agencies host eSports tournaments and combine it with physical activity challenges that attract and retain youth?
- Yoga, Yoga, Yoga. If you offer it, they will come. From pig yoga to puppy yoga to goat yoga to wine yoga to beer yoga, people will sign up.

Aspen Institute Project Play – Youth Sports Trends

In the State of Play 2018, the Aspen Institute released a report of key findings. In summary, much improvement is needed to realize the goal of every child having access to quality sports, regardless of zip code or ability. Below is the data for kids ages 6 to 12 and was provided to the Aspen Institute by the Sports & Fitness Industry Association, which in 2017 commissioned a survey of 30,999 individuals through Sports Marketing Surveys.

	2008	2010	2012	2014	2015	2016	2017	2016-17 CHANGE	# CHILDREN in 2017
BICYCLING	27.7%	25.0%	20.7%	18.7%	17.3%	16.6%	16.0%	▼ 3.7%	4,796,374
BASKETBALL	16.6%	15.3%	14.1%	14.7%	14.7%	14.0%	14.1%	▲ 0.9%	4,225,321
BASEBALL	16.5%	14.1%	12.5%	12.9%	13.2%	12.7%	13.1%	▲ 3.6%	3,936,251
SOCCER (Outdoor)	10.4%	10.9%	9.2%	9.1%	8.9%	8.5%	7.7%	▼ 9.5%	2,300,704
TENNIS	N/A	4.0%	4.0%	3.7%	3.9%	4.4%	4.1%	▼ 5.5%	1,232,902
FLAG FOOTBALL	4.5%	3.0%	2.8%	2.4%	2.6%	3.0%	3.3%	▲ 9.9%	988,260
GYMNASISTICS	2.3%	2.8%	3.5%	3.0%	2.7%	3.0%	3.1%	▲ 4.7%	932,605
TACKLE FOOTBALL	3.7%	3.8%	3.6%	3.3%	3.3%	3.3%	2.9%	▼ 11.8%	871,465
VOLLEYBALL (Court)	2.9%	2.6%	2.5%	2.8%	2.5%	2.5%	2.7%	▲ 7.2%	799,600
Swimming (Team)	N/A	N/A	1.5%	1.6%	1.4%	1.5%	1.4%	▼ 5.7%	409,624
ICE HOCKEY	0.5%	0.7%	0.8%	1.1%	1.1%	1.1%	1.2%	▲ 10.0%	368,034
SOFTBALL (Fast-Pitch)	1.0%	0.8%	1.5%	1.2%	1.2%	1.1%	1.1%	▲ 2.0%	340,863
TRACK AND FIELD	1.0%	1.2%	1.7%	1.2%	1.0%	1.0%	1.1%	▲ 9.6%	340,279
LACROSSE	0.4%	0.6%	0.7%	0.9%	0.7%	0.9%	0.9%	▲ 7.9%	281,726
WRESTLING	1.1%	1.1%	0.8%	0.6%	0.7%	0.6%	0.6%	▲ 0.2%	190,094

One key finding saw that kids from lower-income homes face increasing barriers to sports participation. According to Project Play “In 2012, 46.9 percent of kids ages 6-12 in household incomes of under \$25,000 played a team sport at least one day. At the time, there was very little difference in participation numbers between those children and kids in homes with incomes of \$25,000 to \$49,000 (49.3%). And even the gap between the lowest and highest income kids was “only” 17 percentage points. By 2017, that gap had doubled to 34.9 percentage points. The kids in homes under \$25,000 were now 10.5 percentage points behind just the next highest class. Poorer kids are being left behind in all aspects of society, and sports is no different.”

Another key finding was that women remain an untapped area to develop more youth coaches. In 2017, only 23 percent of adults who coached kids 14 and under in the past five years were female.

Last the number of physically inactive children has slowly declined over the past three years. However, the number of kids in households with income of less than \$49,999 has seen an increase in inactivity since 2013.

American College of Sports Medicine (ACSM) Health & Fitness Trends

The ACSM has circulated an electronic survey to thousands of professionals around the world to determine health and fitness trends. These findings are reported yearly in the ACMS's Health & Fitness Journal® (FIT). Below are the top twenty trends identified in the ACSM FIT Journal.

1. *Wearable Technology.* Wearable technology includes fitness trackers, smart watches, heart rate monitors, and GPS tracking devices. Examples include fitness and activity trackers like those made by Misfit®, Garmin®, and Apple®. These devices can track heart rate, calories, sitting time, and much more. Wearable technology first appeared as a fitness trend in 2016. It was the #1 trend in 2016 and 2017 before dropping to #3 for 2018.
2. *Group Training.* Group exercise instructors teach, lead, and motivate individuals through intentionally designed, larger, in-person group movement classes (more than five participants, or it would be group personal training). Group classes are designed to be effective, motivational sessions for different fitness levels with instructors having leadership techniques that help individuals in their class achieve fitness goals. There are many types of classes and equipment, from cardio-based classes and indoor cycling to dance-based classes to step classes. For the 2019 survey, the description of this trend was changed from large group training to group training. Group exercise training programs have been around for a long time and have appeared as a potential worldwide trend since this survey was originally constructed. However, it was only in 2017 that group exercise training made the top 20, appearing at #6, and #2 in the 2018 survey.
3. *High-Intensity Interval Training (HIIT).* These exercise programs typically involve short bursts of high-intensity bouts of exercise followed by a short period of rest. Although there are several commercial examples of HIIT, all emphasize higher intensities (above 90%) of maximum during the higher intensity segments followed by periods of rest and recovery. Although offered as a possible trend in previous surveys, but not making the top 20, HIIT was #1 in the survey for 2014 and 2018 and has been in the top five every year since 2014. Despite the warnings by some fitness professionals of potentially increased injury rates using HIIT, this form of exercise has been popular in gyms all over the world.
4. *Fitness Programs for Older Adults.* This is a trend that emphasizes and caters to the fitness needs of the Baby Boom and older generations. These individuals in general have more discretionary money than their younger counterparts, and fitness clubs may capitalize on this growing market. People are living longer, working longer, and remaining healthy and active much longer. This trend is making a strong return after being in the top 10 since 2007 (when it was the #2 trend) before dropping to #11 for 2017. Last year, fitness programs for older adults was the #9 trend.
5. *Bodyweight Training.* A combination of variable resistance bodyweight training and neuromotor movements using multiple planes of movement, this program is all about using bodyweight as the training modality. Bodyweight training often uses minimal equipment, which makes it an inexpensive functional way to exercise effectively. Bodyweight training appeared for the first time in the trends survey in 2013 (at #3) and

was in the #2 position for 2017 and #4 for 2018. Bodyweight training did not appear as a survey trend option before 2013 because it only became popular (as a defined trend) in gyms around the world over the past few years.

6. *Employing Certified Fitness Professionals.* The importance of hiring certified health/fitness professionals through educational programs and certification programs that are fully accredited for health/fitness professionals is more important than ever. More certification programs have become accredited by the National Commission for Certifying Agencies and thus allow employers easy access to certification validation. Employing certified fitness professionals was a new survey item for 2019 replacing “educated, certified, and experienced fitness professionals,” which was determined to be too broadly defined as a survey item.
7. *Yoga.* Yoga has taken on a variety of forms within the past year (including Power Yoga, Yogilates, yoga in hot environments, and others). Instructional tapes and books also are plentiful, as are certifications in the many yoga formats. Yoga first appeared in the top 10 in this survey in 2008, fell out of the top 20 in 2009, but made a great comeback in the 2010 (#14) and 2011 (#11) surveys. In 2012, Yoga was #11 on the list, falling to #14 in 2013, and up to #7 in 2015. In 2017, it ranked #8 after occupying the #7 spot in 2015 and #10 in 2016. Yoga was ranked #7 in last year’s survey.
8. *Personal Training.* This trend continues as the profession of personal training becomes more accessible online, in health clubs, in the home, and in worksites that have fitness facilities. Personal training includes fitness testing and goal setting with the trainer working one on one with a client to prescribe workouts specific to each client’s individual needs and goals. Since this survey was first published in 2006 (‡), personal training has been a top 10 trend.
9. *Functional Fitness Training.* This is a trend toward using strength training and other activities/movements to improve balance, coordination, strength, and endurance to improve activities of daily living. Replicating actual physical activities someone might do as a function of their daily routine, functional fitness first appeared on the survey in the #4 position in 2007 but fell to #8 in 2008 and #11 in 2009. It reappeared in the top 10 for 2010 at #7 and in 2011 at #9. In 2012, functional fitness was #10 and in 2013 and 2014 it was #8, #9 for 2015, #7 in 2016, #12 in 2017, and #10 for 2018. Some of the survey respondents said they typically pair functional fitness with fitness programs for older adults (see trend #4) depending on the needs of the client. Functional fitness also is used in clinical programs to replicate activities done around the home.
10. *Exercise is Medicine.* Exercise is Medicine (EIM) is a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity assessment and associated treatment recommendations as part of every patient visit, and referring their patients to exercise professionals. In addition, EIM recognizes fitness professionals as part of the health care team in their local communities. EIM was the #7 trend in 2017 and #12 for 2018.
11. *Health/Wellness Coaching.* This is a trend to incorporate behavioral science into health promotion and lifestyle medicine programs for individuals. Health/wellness coaching uses a one-on-one (and at times small-group) approach with the coach providing support, goal-setting, guidance, and encouragement. The health/wellness coach focuses

on the client's values, needs, vision, and short- and long-term goals using behavior change intervention strategies. Previous surveys included wellness coaching but for the 2019 survey, the term "health" was added to better describe the trend. Wellness coaching has been in the top 20 since 2010. Wellness coaching was listed at #17 in 2014, #13 in 2015, #13 for 2016, #15 in 2017, and #18 for 2018.

12. *Exercise for Weight Loss.* This is a trend toward incorporating all weight loss programs with a sensible exercise program. Most sensationalized diet programs incorporate some kind of exercise program into the daily routine. However, in 2019, the coupling of diets, diet pills, and cooking classes with exercise will become more important. Exercise in weight loss programs has been a top 20 trend since the survey began. In 2009, exercise and weight loss was ranked #18, moving to #12 in 2010, #7 in 2011, and #4 in 2012, and in 2013 the #5 spot. In 2014, this trend was ranked #6 and remained at #6 for 2015. Exercise and weight loss was #9 in the 2016 survey and #10 in the 2017 survey. In 2018, exercise for weight loss was the #11 trend.
13. *Mobile Exercise Apps.* Now available for mobile devices such as the iPhone®, iPad®, and Android, apps like Nike Run Club® and MapMyRun or Ride include both audio and visual prompts to begin and end exercise and cues to move on. Other apps include Endomondo Pro® and Yoga with Janet Stone® among many others. Some of these apps can track progress over time as well as hundreds of other functionalities. Previous surveys restricted this trend to mobile phone apps. Smartphone apps was ranked #26 for 2018.
14. *Mobility/Myofascial Devices.* These devices include the deep tissue roller, myofascial release, and trigger point relief and are designed to massage, relieve muscle tightness and muscle spasms, increase circulation, ease muscular discomfort, and assist in the return to normal activity. Rollers have been designed for the low back, the hips, and larger muscle groups, such as the hamstrings and the gluteals. Some rollers are made of foam, whereas others are hard rubber, to achieve the desired effect. Flexibility rollers were the #16 trend in 2016, #20 in 2017, and #15 for 2018.
15. *Worksite Health Promotion and Workplace Well-being Programs.* This is a trend toward a range of programs and services provided by employers to improve the health and wellness of workers and is integrated with systems to support the evaluation of and reporting on the impact on health, costs, and productivity. Programs are generally on-site or programmed with a local gym. Previous surveys restricted this trend to worksite health promotion. For the 2019 survey, workplace well-being programs was added to the description. Worksite health promotion was the #16 trend in 2017 before dropping out of the top 20 for 2018.
16. *Outcome Measurements.* This is a trend toward accountability. There will be efforts to define, track, and report outcomes. Measurements are necessary to determine the benefits of health and fitness programs in disease management and to document success in changing negative lifestyle habits. The proliferation of technology will aid in data collection to support these efforts. Outcome measurements was the #21 trend for 2018.
17. *Outdoor Activities.* This is a trend for health and fitness professionals to offer more outdoor activities such as group walks, group rides, or organized hiking groups. They can

be short events, daylong events, or planned week hiking excursions. Participants may meet in a local park, hiking area, or on a bike trail with a leader. The trend for health and fitness professionals to offer outdoor activities for their clients began in 2010. In that year, outdoor activities was #25 in the annual survey and in 2011 it ranked #27. In 2012, outdoor activities was #14, and in 2013, outdoor activities were ranked #13, in 2014 it was #14, in 2015 it was #12, in 2016 it was ranked #14 and #13 in 2017. In 2018, outdoor activities was ranked #14.

18. *Licensure for Fitness Professionals.* Some professions in the United States and around the world are regulated by licensure. For example, someone cannot call themselves a medical doctor or nurse, and in most states, a physical therapist or dietitian, without holding a license. This is a trend in the fitness industry for more regulations of fitness professionals such as personal trainers. Licensure for fitness professionals first appeared as a fitness trend in 2018 when it was ranked #16.
19. *Small Group Personal Training.* This trend expands the personal trainer's role from strictly one-on-one training to small group training. The personal trainer works with two or more people (but in a small group of less than five) and offers discounts for the group. In 2007, group personal training was #19 on the list but in 2008 it rose to #15 but dropped again in 2009 to #19 and improved to #10 in 2010. In 2011, group personal training was #14 on the survey, #8 in 2012, #10 in 2013, #9 in 2014, #10 in 2015, #11 in 2016, #14 in 2017, and #13 for 2018.
20. *Post rehabilitation Classes.* These are exercise programs specifically designed for patients with chronic health conditions such as cancer, cardiovascular disease, Parkinson's disease, and stroke recovery, which are generally outside of a medical referral; also could include posttraumatic disorders seen in soldiers coming back from military combat. Post rehabilitation classes was ranked #27 for 2018.

Aquatics Trends

Recreation Management and multiple other publications put out reports on trends and challenges in aquatics. In the 2019 Recreation Management survey, 100% of Y's, Recreation Centers and Schools offer programming at their facility. Below are the types of programs currently offered at Aquatic Facilities.

- Learn-to-Swim Programs (83.3%)
- Leisure Swim Time (75.3%)
- Lifeguard Training (74%)
- Lap Swim Time (73.2%)
- Aquatic Aerobics (66.4%)
- Birthday Parties (63.1%)
- Youth Swim Teams (57.4%)
- Water Safety Training (57.2%)
- Swim Meets & Other Competitions (48.5%)

Aquatic Programs for Those with Physical Disabilities (36.7%)
School Swim Teams (35.5%)
Aquatic Programs for Those with Developmental Disabilities (30.9%)
Dive-In Movies (28.5%)
Water Walking (27.5%)
Aqua-Yoga & Other Balance Programs (22.7%)
Aquatic Therapy (20.7%)
Adult Swim Teams (20.6%)
Diving Programs & Teams (18.9%)
Water Polo (16.5%)
Doggie Dips (14.7%)

While staffing continues to be an issue nationally and for the City, recruitment of lifeguards should be at the forefront of programming efforts. Without the lifeguards to staff, programming will decrease or cease.

Conferences and Trainings

To stay on-top of National, Regional and Local trends, Recreation staff attends the National Recreation and Park Association (NRPA), Colorado Parks and Recreation Association (CPRA), National Alliance of Youth Sports (NAYS), the IDEA Health and Fitness Association (ADEA) conference and other regional meetings. Staff learns, discusses and presents on trends in Parks and Recreation.

PROGRAM OBJECTIVES

Goals and objectives for specific programs are listed in the program matrix (Appendix A). Below are the overall goals for the different program areas within the Parks and Recreation Department.

Tot and Youth Program Objectives

Goal: Provide structured and unstructured, enriching activities for youth that meet or exceed department, local and state standards, while promoting the development of leisure, physical, emotional and social skills.

Objectives:

- To provide a variety of leisure and enrichment opportunities, allowing youth to explore interests and develop skill sets at their own pace.
- To provide quality, inclusive care and education for youth and their families.
- To provide all youth and their families with information and access to community resources.
- To support life-long participation and commitment to the local community.

Health, Wellness and Fitness Objectives

Goal: Provide a wide variety of high quality programs and services which facilitate the development of healthy outcomes, are accessible to all skill levels and meet the need and interests of the community.

Objectives:

- Provide a diverse lineup of group exercise classes that are accessible to all skill levels.
- Create a sense of community and opportunities to build friendships that can combat isolation.
- Offer low cost and/or free fitness and educational opportunities and collaborate with community partners to serve more diverse populations.
- Reduce overweight and obesity levels and other health conditions by promoting lifelong health habits through activity and education.
- Make available high quality exercise facilities, cardio/strength equipment and free orientations serving a variety of needs and abilities.
- Ensure staff is highly educated and personal trainers and instructors are certified to provide one on one and small group instruction.

Youth Athletics Objectives

Goal: Provide quality programs that promote skill development, equal participation, sportsmanship, fun, and friendly competition in a positive, safe, and recreational setting.

Objectives:

- Provide opportunities to develop life skills through instruction, good sportsmanship and teamwork.
- Supply outlets for physical activity and skill development for all socio-economic populations.
- Administer and adhere appropriate safety standards for the protection of all participants.
- Create a fun and positive environment to enhance the enjoyment and overall experience for the participant.

Adult Athletics

Goal: Foster, develop and promote structured, recreational opportunities through leagues, tournaments and special events that are safe, fair and enjoyable, that meet the needs and interest of the community.

Objectives:

- Provide opportunities for socialization, fun and camaraderie through sports.
- Encourage a healthy lifestyle and physical activity.
- Participants will give best effort and strive to win while displaying good sportsmanship regardless of the outcome.

Special Event Objectives

Goal: Expand and revamp events and recreation opportunities that fulfill a need in the community and are relevant.

Objectives:

- Enhance quality of life through community participation
- Provide events that the community embraces.
- Build and provide events that offer affordable and unique experiences in a safe environment.
- Provide events that engage different demographics as represented in our community.
- Partner with other City departments and local organizations to provide enriching events.
- Offer youth and family recreation opportunities through outreach activities such as the mobile recreation trailer.

Nature/Outdoor Recreation and Environmental Education Objectives

Goal: Connecting people to nature and outdoor amenities in the area, by finding niches, which are innovative and trending that meet the needs of the community.

Objectives:

- Enhance quality of life through community participation.
- Provide opportunities that are not otherwise being offered, while meeting community needs.
- Provide information and skills relevant to outdoor recreation and safety.
- Increase opportunities for all socio-economic levels to be able to participate in outdoor recreation.

Aquatics Objectives

Goal: Provide a wide variety of programs and services which facilitate the development of healthy lifestyles and meet the needs and interest of the diverse community through Aquatics.

Objectives:

- Promote lifelong health habits through aquatics
- Promote social and recreational aquatic activities
- Offer a variety of group exercise classes for all abilities and levels
- Provide facilities that are available for drop in lap and leisure use
- Provide opportunity for play through the use of waterpark features
- Provide opportunity for community use in an open water environment
- Provide a safe place for families to recreate in and around water
- Offer programs that will be accessible to varying demographics and abilities
- Provide programming to develop basic swimming skills to combat accidental drowning
- Promote lifesaving and safety skills in and around the water
- Offer competitive and non-competitive swim opportunities for all ages
- Provide programs that will support new trends and/or community needs

Older Adult Program Objectives

Goals: Provide programs to older adult population at a reasonable cost that meets the needs and interests of a diverse population.

Objectives:

- Develop friendships, increase social relationships and enjoy a greater quality of life.
- Provide travel in a safe, positive, and friendly environment.
- Provide group fitness classes that meet the needs of older adults.
- Increase knowledge and awareness of agriculture, customs, history, and arts of a variety of regions by providing opportunities for lifelong learning.
- Collaborate with outside community agencies including, Larimer County Office on Aging, UCHealth and Banner Health to provide a range of health & wellness programs.
- Provide information on resources, health services and other information within our community for support and assistance.
- Collaborate with community clubs and organizations that offer volunteering opportunities, learning and enriching activities and services, community involvement and social interactions.

Adaptive/Therapeutic Recreation:

Goal: To provide leisure activities to individuals with special needs that promote physical, cognitive and social pursuits.

Objectives:

- Collaborate with local groups to provide engaging programs.
- Develop a middle school unified athletics program.
- Encourage social interactions of adults with Intellectual Disabilities through planned group social engagement.
- Provide opportunities for individuals with sensory needs to swim after hours.
- Continue the Recreation Connection mentor pass program to encourage guests with special needs to be physically active.
- Increase inclusion services in all areas.

COLLABORATIVE PARTNERSHIPS

The City of Loveland Parks and Recreation Department (COLPRD) has numerous agreements and contracts for administration of programs and services, maintenance of facilities and for cooperative use. An Intergovernmental agreement exists with the Thompson School District. Below are a few examples:

1. The City of Loveland worked collaboratively with the Thompson School District to build the Mountain View Aquatics Center with a 2.9 million dollar contribution toward

construction in 2001 and contributed \$604,106 toward the renovation of the Loveland High School Pool in 2010.

2. COLPRD works collaboratively with the Lake Loveland Recreation Club to operate the Lake Loveland Swim Beach each year.
3. COLPRD partners with the Loveland Downtown Partnership to bring movies, a farmers market and fitness classes to the downtown Foundry space.
4. COLPRD has an agreement with Snack Attack Concessions to operate the concessions at Winona Pool and the Batting Cages at Barnes Sports Park.
5. COLRPD has an agreement with the Northern Colorado Sports Officials for officiating services of the almost 2500 athletic games each year.
6. COLRPD has an agreement with UCHealth for the construction and programming of the Fitness Court at Fairgrounds Park.
7. COLRPD has an agreement with TRLCS to partner on advertising at Barnes Sports Park.
8. COLRPD has an agreement with Kids Night Out to bring a fun, safe and affordable Saturday night for kids at the Chilson Recreation Center.
9. The Chilson Senior Center has an agreement with the Volunteers of America to provide four hot meals each week at the facility.

The City of Loveland Parks and Recreation will collaborate on the provision of recreation programs and services when it is believed that such effort will better serve the City residents while making the best utilization of City resources. COLPRD will maintain an inventory of other program and service providers to understand the recreational offering available to the community. Information from the inventory will be utilized in planning efforts to understand gaps in services, identify opportunities for partnerships and avoid or limit duplication of services.

COMPREHENSIVE REVIEW OF THE RECREATION PROGRAMMING PLAN

The review and update of any plan is essential to the overall planning process. The Recreation Programming Plan will be reviewed periodically. Plan updates will consider changes with community demographics, resource availability, industry and local trends and feedback from participants. The City of Loveland Parks and Recreation gathers participant information related to programming in the following ways:

Program, Membership and Facility Rental Evaluations – conducted at the end of a program session or facility rental. Results are compiled and shared with the Program Supervisor, Facility Manager, and Recreation Division Manager. Evaluations are completed at minimum once per year.

Customer Comments – customer feedback cards are located at the Chilson Recreation Center. These cards are available daily.

Attendance Numbers – compiled from daily attendance at drop-in facilities and classes. Attendance numbers are tracked annually and published in the Parks and Recreation Annual Report.

Participation Numbers – tracked through the registration software system or via an excel spreadsheet. Reports are generated to evaluate participant data from prior sessions.

Program and Service Statistics – appropriate program and service statics are monitored and evaluated. References to statics are used in making decisions for programs, improvements and assisting with meeting strategic objectives.

Implementation of the Public Participation Process - includes community meetings, open houses, review teams and focus groups. Meeting notes are collected and considered during program and project planning. Implementation of the process occurs in conjunction with capital projects and events.

Community Interest & Opinion Surveys – community surveys are conducted every 3 to 5 years. Local program and service trends are identified through survey results and assist in the development of COLPRD goals and objectives.

NEW RECREATION PROGRAM OR EVENT PROCEDURE

Purpose: To outline steps required to submit and respond to a request for a new program or event.

Scope: The procedure applies to all internal and external recreation program and event requests.

Procedure:

1. Administer New Recreation Program or Event Request Form

Upon development or receipt of a request for a new recreation program or event, the Recreation Division staff member or requesting individual shall complete a New Recreation Program or Event Request Form. The completed form shall be provided to the appropriate supervisor. Supervisors are the Program Supervisor, Recreation Facility Manager and Senior Athletic Coordinator.

2. Evaluate New Recreation Program or Event Request Form

The completed form is evaluated by the appropriate Supervisor. The Supervisor will evaluate the request based upon needs of the community, adherence to the three pillars of the Parks and Recreation Department, available budget and available workload of staff within the Recreation Division.

3. Approve or Deny Request

The appropriate supervisor will recommend to approve or deny the request based upon the evaluation. A response will be given to the person who submitted the request form indicating whether the program or event will be implemented.

If the program or event is approved, the information will be forwarded to the appropriate Coordinator for implementation.

New Recreation Program or Event Request Form

The decision to offer a new program or event is based on specific criteria as determined by the City of Loveland Parks and Recreation Department. For a new program or event to be considered, please fill out this form and return to the Chilson Recreation Center.

Program or Event Title

Contact Person/Instructor

Email

Phone

Program or Event Description

Program Objectives:

Activity Guide Description:

Participants		Program Schedule	
Expected number in class:		Season of the year	
Minimum number:		# of weeks program meets	
Max number		Days per week program meets	
Age Group:		Hours per day program meets	
		Anticipated fee for program	

Equipment/Supplies needed for program:

Facility needs for program:

Response to Program or Event Request	
The request for a new recreation program or event is:	
Approved	
Denied	
Reason(s) for decision:	
Comments, questions or concerns regarding the decision about the above program or event request may be directed to the Recreation Manager at (970) 962-2449.	

New Recreation Program or Event Evaluation Form

Date Received:	
Program or Event Title	
Do the objectives support one or more of the three pillars of the Parks and Recreation Department?	
Which core area does the program or event meet? Adult Athletics Youth Athletics Aquatics Health/Wellness/Fitness Special Events Outdoor Recreation/Environmental Education Adaptive Recreation Tot/Youth Older Adult	
Phone	
Is there a community need for the program or event?	
Are there appropriate resources (facility, equipment, supplies etc.):	
Is a similar program or event already offered by the Parks and Recreation Department?	
Is a similar program or event already offered by another Department within the City of Loveland?	
Is a similar program or event already offered by another provider in the community?	
If yes, is there sufficient community demand to provide additional offerings? Please explain.	
Are qualified staff available to instruct or oversee the program or event?	
Approved or Denied:	
Comments:	

Program Objectives Matrix

The Program Objectives Matrix is a living document updated annually by staff. It lives in a shared file that is accessible to all staff. Below is an excerpt from the matrix. For the up-to-date matrix visit <V:\Parks & Rec\Parks and Rec Shared\Recreation Program Plan and Matrix\Recreation Program Matrix 2019.xlsx>

Hiking Tour of Loveland	Get to know your local hiking trails in and around the area. Hikes are 2 to 4 miles in length with 200-600 elevation gain. Transportation provided.	Fall and Spring	Various City, County and State owned Open Space & Trails	Recreation	Outdoor Recreation	Leader - Directed	All Skill Levels	Adult	All	To connect participants to the many outdoor spaces in the community. to support the love of the outdoors	Facility is open and usable	Evaluations from participants attendance
Harvest Bazaar	Join us at this annual fundraising event for the Chilson Senior Advisory Committee where proceeds benefit the Senior Center scholarship program. Get your holiday gifts early.	Annual	Chilson Senior Center	Recreation	Special Events	Cooperative	All Skill Levels	All Ages	All	Low - Income	Money Raised exceeds the goal. Attendance exceeds the goal. Positive feedback from attendees on the evaluation form	evaluation form, attendance taken and revenue collected for scholarships

PEE PS	Preschool Environmental Education program to teach 3-5 year olds about nature	Monthly	60	Various Open Lands and Library (Winter)	Open Lands and Trails	Environmental Education	Leader - Directed	Beginner	0-5	A II	Low - Income (No Fee)	To teach preschoolers about nature and good stewardship. If they learn at a young age, they will have a greater appreciation and take care of the natural environment.	90% Attendance in each program. Repeat participants.	Attendance Sheet for each program.
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PARKS AND RECREATION DEPARTMENT

Civic Center • 500 East Third Street • Loveland, Colorado 80537

(970) 962-2727 • FAX (970) 962-2903 • TDD (970) 962-2620

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LOVELAND PARKS AND RECREATION COMMISSION

Minutes ♦ Sept. 12, 2019

Present: Wendi Cudmore, John Bradley, Jim Haynes, Katie Davis, Brett Dowgin, Keller Taylor, Councilor Richard Ball

Staff: Elizabeth Kayl, Dan Willadsen, Bryan Harding, Molly Elder

Absent: Shane McWatters, Laura Leah Olsen

Call to Order: The meeting was called to order at 4:30pm

Minutes: Minutes from July 11, 2019 meeting were reviewed and approved without changes.

Director's Report: Director Kayl reported on several items. First, she shared news that the Open Lands & Trails Division was awarded the Blue Grama Award by the Colorado Open Space Alliance. The Blue Grama recognizes Outstanding Achievement by an Organization. The Director then shared that we have three PARC positions expiring at the end of this year. Applications can be completed on the City's website. Director Kayl then shared that Phase II of the construction at Loveland Sports Park has wrapped up but we plan to host the grand opening for that section of the park next summer (once the turf has been established and the fencing can come down).

Council Liaison Report: Councilor Ball spoke to the group about reductions being considered to help balance the city budget for 2020. He stated that larger northern Colorado cities, such as Loveland, Fort Collins and Greeley, are losing sales tax revenue to smaller neighboring towns resulting in a negative impact to our city budget. He also stated that there are some large projects underway from McWhinney including a housing development planned for south of Mountain View High School and west of Loveland Sports Park. The Councilor also briefly discussed the upcoming election and the fact that the mayor's seat and several ward seats are up for election. He clarified for the group that, even if 2 seats are open in a ward, Loveland residents can only vote for 1 candidate (not place two votes).

5 Minute Training – Loveland P&R Culture: Director Kayl shared with the group information regarding our department's continuing focus on culture. In 2016, Director Kayl started the department initiative to examine and work to further improve the culture within the P&R Department. These efforts included staff "pulse" surveys, the development of a Cultural Strategic Plan, culture training sessions, and the creation of the Developing Depth leadership class for staff. The goal of our focus on culture, and the creation of the Developing Depth class, is to empower staff and help them grow as leaders within our department, the City,



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and our industry. Our department is focused on putting into action our Bright Lines of communication, respect, teamwork, positivity, relationships, innovation, professional development, integrity and accountability, celebration and recognition, putting our people first, fun in the workplace, safety and empowerment. Members of our Developing Depth class are currently working on the creation of a departmental Strategic Plan which will be brought before the Commission for review, input and approval.

Fitness Court Policy: The proposed Fitness Court policy was shared with the group. This policy has been created to help address issues we are seeing out at the Fitness Court including loitering, camping, and use as a play area by unsupervised children. The creation of this policy will allow the P&R Department and police to enforce our rules. Commission members were encouraged to review the proposed policy and come to the next meeting prepared to discuss and vote on whether or not approve the policy.

Review and Approval of Short-Term Concessionaire Agreement Standards Policy: Parks Manager Dan Willadsen reviewed with the group the proposed Short-Term Concessionaire Agreement Standards Policy. This policy, created with the assistance of the City's Legal Department, corrects flaws in our current process related to local event permits (first-in-time, first-in-right). This modification provides additional control to the P&R department in determining who is eligible to conduct commercial business on City property. The section of the municipal code, which addresses the local event permit process, will reference this new short-term concessionaire agreement.

Cemetery Cost Recovery Goals: Cemetery cost recovery goals were reviewed and discussed by those in attendance. Due to the fact that there is little we can do to influence the revenue side of cemetery operations, the group unanimously voted to approve a cost recovery goal change for the cemetery from 70% to a range of 50% to 60%.

Quarterly Financials: The 2nd quarter department financials were shared with the group.

Operations and Projects Update: Planning Manager Bryan Harding provided the group with an update on current capital projects. At Viestenz-Smith Mountain Park, work is underway to complete and install interpretive signage in addition to making repairs on some of the park buildings and the installation of the VSMP memorial art sculpture by DeWitt Godfrey. ADA improvements throughout the P&R system are also underway. Current efforts include sidewalk trip hazard mitigation (concrete grinding). The Planning Manager shared that a new playground will be installed at Dwayne Webster in November and pond dredging at Benson Sculpture Garden should begin before year end. Construction is beginning out at Prairie Ridge Natural Area (785 acres west of Wilson and north of 57th that will connect into Coyote Ridge Natural Area). This area will include 1.5 miles of ADA accessible soft surface trail. Planning is also underway for Willow Bend Neighborhood Park. Questions were raised by a member of the public in attendance at the meeting regarding ADA accessibility out at Willow Bend and what plantings might be done at the new park. Staff offered to meet with the citizen to discuss their concerns and answer any additional questions. Willow Bend is not currently open to the public.



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Next, Administrative Business Manager Molly Elder provided an update on the department's efforts to become a CAPRA nationally accredited P&R agency. The department is making great progress on this project and we hope to have our agency self-assessment substantially completed by 12/15/19. The department will plan to go through their CAPRA visitation sometime during the spring of 2020.

Director Kayl shared information with the group regarding the 1 week maintenance shutdown of Chilson Recreation Center. During the shutdown, staff worked hard to address maintenance, safety improvements and took the opportunity deep clean much of the facility (a task not easily done when we are open and have facility members present and using the facility). This was the first year that Chilson has done a shutdown, however the maintenance and cleaning completed during of the shutdown was very well received and appreciated by users.

Other items: Director Kayl reminded Commission members that options exist for them to participate via phone if they are unable to attend in person. Although in-person attendance is preferred, attendance by phone would allow us to hold a meeting and achieve a quorum when we otherwise might not be able to.

Next, Councilmember Ball inquired about the pipe in or near the river at VSMP. He stated that the pipe, which is white, is quite an eyesore for visitors to the park and wondered if it would be possible for department staff to paint or otherwise camouflage the pipe. Planning Manager Harding stated he would look into it and report back to the group.

Seeing no other business, the meeting was adjourned.

Meeting adjourned at 6:00pm

Next meeting at 10/10/2019