RESOLUTION 11-08

A RESOLUTION OF THE CITY OF WESTFIELD TO ADOPT A PARKS MASTER PLAN

WHEREAS, The City of Westfield, ("City") is a duly formed municipal corporation within the State of Indiana, governed by its duly elected Mayor and Common Council ("Council"); and,

WHEREAS, the Council has the duty and authority to recognize and authorize policies and long range plans that provide for responsible and positive growth of the Westfield Parks and Recreation Department; and,

WHEREAS, the Council having been duly advised in the Westfield Parks Master Plan, believes that adoption of the same is beneficial for the citizens of the City.

NOW, THEREFORE, BE IT RESOLVED by the Westfield City Common Council meeting in session as follows:

Section 1. The Council now formally adopts the Westfield Parks and Recreation Department Master Plan, attached hereto as Exhibit "A" and incorporated herein.

Section 2. This Resolution shall be in full force and effect immediately and remain in effect until further action by the Council. All acts undertaken to create the Westfield Parks and Recreation Department Master Plan are hereby ratified.

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ALL OF WHICH IS RESOLVED THIS _____DAY OF _____2011.

WESTFIELD CITY COUNCIL

Voting For	**Voting Against**	**Abstain**
_____	_____	_____
John Dippel	John Dippel	John Dippel
_____	_____	_____
Steven Hoover	Steven Hoover	Steven Hoover
_____	_____	_____
Robert L. Horkay	Robert L. Horkay	Robert L. Horkay
_____	_____	_____
Kenneth Kingshill	Kenneth Kingshill	Kenneth Kingshill
_____	_____	_____
Robert J.Smith	Robert J. Smith	Robert J. Smith
_____	_____	_____
Thomas Smith	Thomas Smith	Thomas Smith
_____	_____	_____
Robert W. Stokes	Robert W. Stokes	Robert W. Stokes

ATTEST:

_____

Cindy Gossard, Clerk Treasurer

I hereby certify that RESOLUTION 11- 08 was delivered to the Mayor of Westfield

on the _____ day of _____, 2011, at _____ ____ m.

_____
Cindy Gossard, Clerk-Treasurer

I hereby APPROVE RESOLUTION 11-08

this _____ day of _____, 2011.

_____
J. Andrew Cook, Mayor

I hereby VETO RESOLUTION 11-08

this _____ day of _____, 2011.

_____
J. Andrew Cook, Mayor

ATTEST:

_____
Cindy Gossard, Clerk Treasurer

This document prepared by
Brian J. Zaiger, Esq.
KRIEG DEVAULT, LLP
(317) 238-6266

CITY OF
Westfield
INDIANA

CITY OF WESTFIELD
PARKS AND RECREATION MASTER PLAN

Westfield Parks and Recreation Master Plan

Prepared for: City of Westfield, Parks and Recreation Department, Westfield, Indiana

Prepared by: Landstory, Inc.
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Indianapolis, Indiana 46202
Phone: 317.951.0000

With: Leisure Services Management
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Cincinnati, Ohio 45251
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May, 2011

Westfield City Council:

J. Andrew Cook (Andy), Mayor
Bob Smith, Westfield City Council
Tom Smith, Westfield City Council
John Dippel, Westfield City Council
Rob Stokes, Westfield City Council
Steve Hoover, Westfield City Council
Robert Horkay, Westfield City Council
Kenneth Kingshill, Westfield City Council

Westfield Parks & Recreation Department:

Melody Jones, Director
Jeremy Miller, Natural Resources
Stephanie Fix, Administrative Assistant
Chris McConnell, Maintenance Supervisor
Scott Thompson, Grounds and Facility Foreman

Stakeholder / User Assistance:

Nick Verhoff, Westfield Washington Schools
Birch Dalton, WYSI
Mick Trompen, WYSI
Bob Smith, Westfield City Council
Tom Smith, Westfield City Council
Brian Zaiger, Westfield City Attorney
Kurt Wanninger, Westfield Public Works
John Dippel, Westfield City Council
Rob Stokes, Westfield City Council
Matthew Skelton, Westfield Community Development
David Gill, Washington Township Trustee
Chris Stice, Hamilton County Parks
Al Patterson, Hamilton County Parks
Anne Poynter, Downtown Westfield Association
Chuck Watson, Grand Junction Task Group
Beau Wilfong, Wilfong Land Company

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Section 1: Introduction

Introduction:

The Landstory Planning Team was retained in December, 2010 to prepare a master plan for the Westfield Parks and Recreation Department (WPRD). The current primary funding source for park improvements are from park impact fees enacted on new residential development in 2005. Facilities are budgeted out of the City of Westfield's general fund.

The City of Westfield has experienced considerable growth and change in the last decade. The current population is 30, 068, an increase of approximately 223% from the 2000 U.S. Census Bureau population figure for Westfield. In addition, Westfield changed from a town to a third-class city in 2008, with an elected Mayor and City Council. As part of these changes and an increased emphasis on quality of life, park department budgets have increased considerably in the last three years.

The parks and recreation master plan was finalized and adopted in May, 2011 to enable the city to continue balanced planning for the overall park system, meeting local recreation needs within available resources, while meeting long-term goals and objectives. This planning document is divided into three primary sections:

+ Fact Finding
+ Discovery
+ Plan Implementation

Planning Team:

The Planning Team consisted of the lead consultant, Landstory, a landscape architecture and planning firm with considerable park and recreation planning experience, and Leisure Services Management, who assisted Landstory with the public opinion survey, demographic research, staff recommendations and a market assessment. Local citizens and park and recreation professionals played an important role in the development of the plan and are the true park and recreation experts in Westfield because of ongoing daily involvement in park and recreation planning and management. One of the primary responsibilities of the Landstory Planning Team was to facilitate the planning process and provide information to Westfield which enabled the community to make informed park and recreation planning decisions.

Process Summary:

The planning process established for the parks and recreation facilities in this master plan generally followed guidelines published by the Indiana

Department of Natural Resources (IDNR) for the preparation of five-year park and recreation master plans. Westfield desires to maintain local control of planning for park and recreation opportunities and will not submit this plan to IDNR for review and approval. The following provides a brief summary of the steps of the planning process:

+ Fact Finding: Review of available reports, planning sessions, public opinion survey, demographics research, input and general background received from various users and stakeholders.

+ Discovery: This section provides additional planning team observations and findings regarding current programming, facilities and staff. These findings are augmented with identification of needs, recreation trends and community desires. Input received from stakeholders, staff and the public inform the planning observations and findings.

+ Plan Implementation: Steps to assisting the community in moving forward with implementing this plan. This section discusses action items relating to administration, programming and capital improvement activities are identified with associated priorities and funding options. In addition, a market assessment emphasizing the park and recreation identity and staffing recommendations was provided.

Formal notice to proceed was issued the end of December, 2010 and the final master plan report was submitted for Westfield City Council review on April 11, 2011.

Input Summary:

A wide variety of input methodologies were utilized in the preparation of this plan. These included:

+ Progress meetings with park and recreation staff.
+ Stakeholder meetings with various park and recreation interest groups.
+ Public opinion survey.
+ Public input meeting.

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Section 2: Fact Finding

Project Initiation:

The Westfield Parks and Recreation Master Plan process commenced with a staff meeting on December 20, 2010 to confirm the project schedule, deliverable(s), coordination requirements and lines of communication.

A follow up meeting was held on January 12, 2011 to review available information, stakeholder meeting details and format of the public input meeting. Discussion included the existing facility inventory and components of current planning, formatting of stakeholder meetings and the public input meeting.

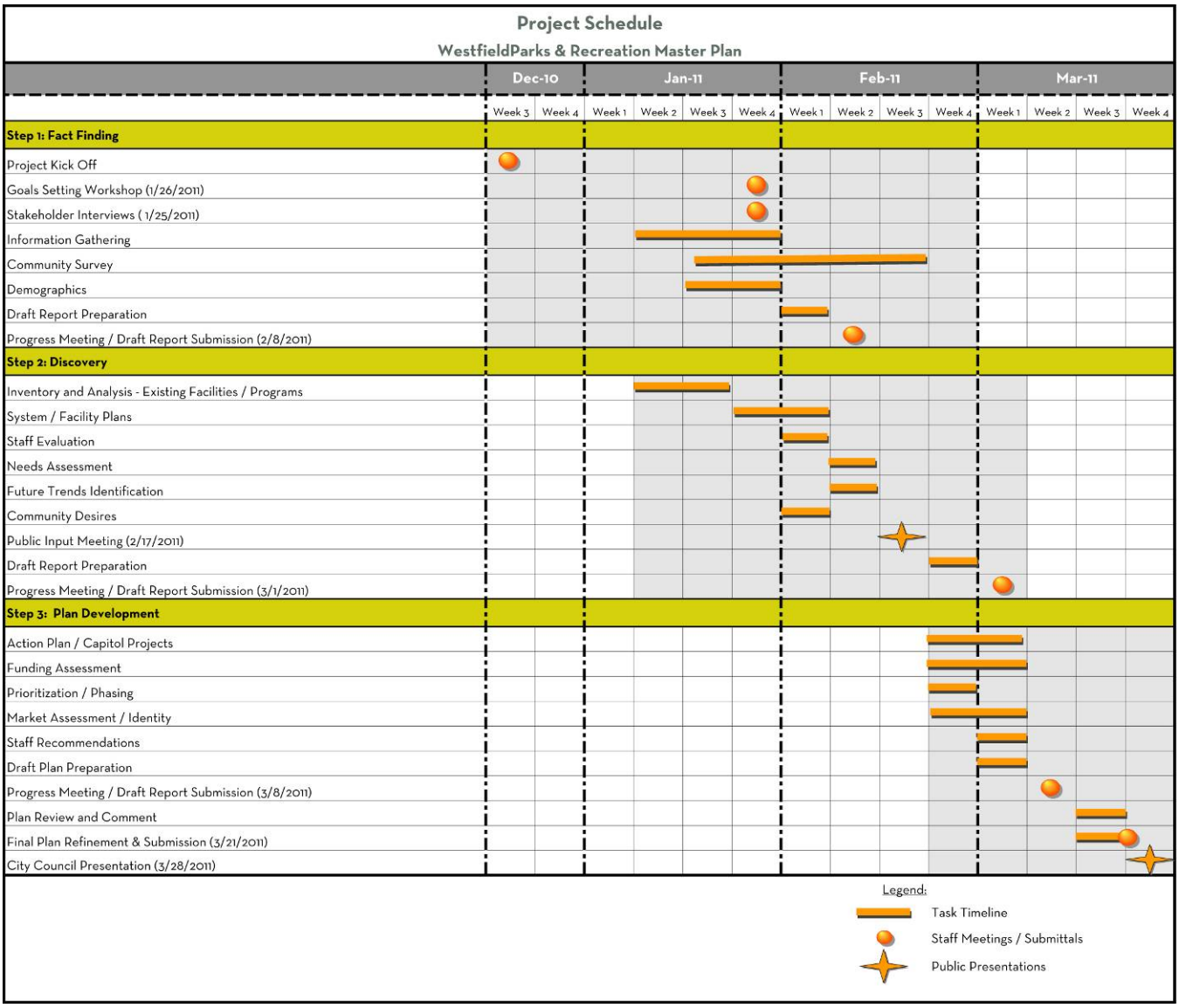


Figure 2.1: Project Schedule.

Planning Goals and Vision:

The emphasis on identification of goals and a park and recreation vision in Westfield is to define a long-term framework as a reference for officials to make decisions regarding park and recreation opportunities. Primary goals include continuing planning and implementation of regional and local multi-use trails in Westfield in support of promoting the city as a "hub for multi-use trails in Central Indiana". Additionally the development of "Grand Park: The Sports Campus at Westfield", slated for completion in 2012, will serve to establish Westfield as the rightful leader in the provision of youth sports in Indiana.

A January 26, 2011 meeting discussed these goals and identified objectives for achieving these goals. This meeting was attended by the following people:

+ Melody Jones, WPRD.
+ Jeremy Miller, WPRD.
+ Stephanie Fix, WPRD.
+ Chris McConnell, WPRD.
+ Brad Henke.
+ John Dippel.
+ Steve Henke.
+ Tom Smith.
+ Barth Hendrickson.
+ Carrie Cason.
+ Joann Green, Landstory, Inc.
+ Jess Parrett, LSM.

Most of the discussion centered on various facilities and programming opportunities. A list of 50 ideas was identified and condensed based on attendee priorities. A list of the highest priority items follows:

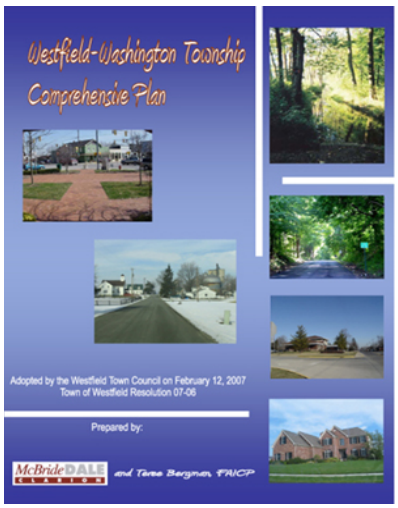
+ Adult sports leagues.
+ Fishing area.
+ Paddle boat / canoe opportunities.
+ Ice skating rink.
+ Disk golf.
+ Recreation Center development.
+ Grand Park development.
+ Multi-use Trails.

Based on the discussion above, the overarching goal for the Westfield Parks and Recreation Department and the Parks and Recreation Master Plan included the following:

Establish the Westfield Parks and Recreation Department and system as a recognized leader in providing the highest quality and unique parks and recreation services and opportunities in Indiana.

Objectives for achieving this goal included the following steps:

+ Continue planning and implementation of multi-use trails connecting Westfield neighborhoods and parks with regional destinations and points of interest with the Monon Trail and Midland Trace Trail being the highest priority corridors.
+ Develop Grand Park as a national and regional hub for youth sports and as a significant local economic development tool while serving local youth sports needs.
+ Work with the Grand Junction Task Force to develop Grand Junction.
+ Establish a clear and unique identity for Westfield Parks and Recreation in coordination with the City of Westfield's new brand image.
+ Achieve public consensus on the effective use of volunteers.
+ Park foundation establishment.
+ Maximize the park and recreation potential by utilizing a wide range of creative resources for revenue and funding purposes.
+ Continue partnership opportunities with Washington Township Park operations and expand the range of joint programs and facilities.
+ Maintain ongoing discussions with other providers; Hamilton County Association (HAMPA) and Westfield Washington School Corporation to identify unique and complementary park and recreation opportunities.



Information Review:

A variety of information sources were reviewed to determine the current status of park and recreation opportunities and facilities. Information sources included:

+ City of Westfield and Washington Township Zoning Ordinance
+ Washington Township Park and Recreation Master Plan
+ Westfield-- Washington Township Comprehensive Plan
+ Westfield Park Impact Fee Ordinance
+ Hamilton County Tourism Statistics
+ Westfield Thoroughfare Plan
+ 2008 -2012 Westfield Parks & Recreation Master Plan
+ Westfield Parks and Recreation Department Budgets

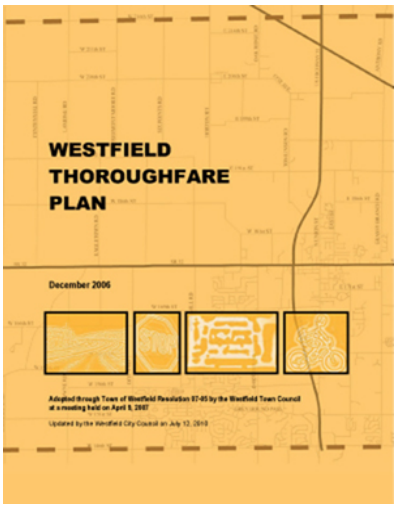
Brief summaries of each of the documents are included below; except for the park department budgets which are summarized in Section 4, Plan Implementation, starting on page 43.

Washington Township Park and Recreation Master Plan:

Action items contained in the current master plan prepared in 2010 include hiring a park director, designs for the newly acquired land adjacent to MacGregor Park and land acquisition for new parks.

Westfield- Washington Township Comprehensive Plan:

The current Westfield - Washington Township Comprehensive Plan was adopted in 2007; major themes include encouragement of connectivity and provision of adequate open space and recreation areas.



Implementation steps applying to connectivity and the provision of adequate open space and recreation areas included the following:

+ Preparation and adoption of a community-wide pedestrian and bicycle connectivity plan including Washington Township.
+ Zoning requirements for pedestrian and bicycle facilities in all new developments. Green belts are required to be contiguous with other green belts where applicable.
+ Design of open space areas to form interconnected networks with linkages to existing and proposed open space.
+ Maintain stream corridors and other natural and historic resources.
+ Locate open space to maintain visual qualities of scenic roads.
+ Require usable open space in all new developments.
+ Preservation of natural features including woodlands, water bodies and wetlands.
+ Protect Little Eagle Creek.
+ Provide passive and active recreation for community residents.
+ Provide park and recreation facilities in new development to meet growth needs.
+ Use open space as part of an integrated storm water management system.

Areas of Washington Township and Westfield were subdivided in the plan with various planning recommendations for each area. Comprehensive plan recommendations relating to the park and recreation plan identified multi-jurisdictional park and recreation provider issues, and unique assets of the existing trail and bicycle plan.

Westfield Park Impact Fee Ordinance:

Fees associated with the park impact fee ordinance are restricted to areas identified in the 2004 Park and Recreation Zone Improvement Plan and are assessed at the rate of $930 per detached unit. The Park Impact Fee Ordinance was adopted by the Westfield Town Council in December, 2006.

City of Westfield and Washington Township Zoning Ordinance:

Single family residential developments larger than five acres are required to set aside a percentage of the development as green belt space. Key components of subdivision control requirements contained in the zoning ordinance included green belt requirements in all new developments and pedestrian ways on each side of all streets. Green belts are required to be contiguous to green belt space on adjoining properties.

Hamilton County Tourism Statistics:

Hamilton County tourism ranks third in the state behind Indianapolis / Marion County and Lake County. Trails are identified as one of the most participated tourism activities in the county.

Westfield Thoroughfare Plan:

Westfield is on the northern fringe of the Indianapolis Metropolitan Planning Organization (MPO) planning area. The MPO coordinates transportation planning in the Indianapolis Metropolitan Area, including alternative transportation planning. The City of Westfield is responsible for transportation planning in Westfield and Washington Township. The Westfield Thoroughfare Plan, funded by the MPO, has an alternative transportation section guiding implementation of trails in Westfield. The Hamilton County Alternative Transportation Plan recommended provision of bicycle and pedestrian facilities along most major thoroughfares. The Indianapolis MPO Regional Pedestrian Plan identified opportunities for trail corridors in Westfield including recommended design guidelines. Improvements to the U.S. 31 (Meridian Street) corridor including a new interchange at SR 32 (Main Street) will require realignment of the Monon Trail and Midland Trace Trail corridors. A new Monon and Midland Trace Trail Loop is identified to respond to the new interchange.

2008 – 2012 Westfield Park and Recreation Master Plan:

Key issues identified in this plan include new trail development, construction of an aquatics center; youth sports facilities, additional parks, maintenance, improvements to existing parks and development of a recreation center. Various recreation facilities at schools were identified, including playing fields and playgrounds. Action items were included for administrative items and for each park. Specific action items which have been accomplished will be identified in Section 3, Discovery.

Stakeholder Input:

Meeting with actual park users and interest groups provides an effective means of identifying current conditions, opportunities and the correction of deficiencies. For the Westfield Parks and Recreation Master Plan, the Landstory Planning Team conducted five separate stakeholder meetings. Similar discussion questions were used to facilitate each meeting. Meeting participants were selected based on particular aspects of local recreational interest. Summaries of the stakeholder meeting discussion and stakeholder questionnaires are included in the Appendix. Summaries for each meeting follow:

Active Recreation / Sports Groups:

Held on January 25, 2011, attendees represented Westfield – Washington School System and Westfield Youth Sports. The greatest strength of

Westfield parks and recreation opportunities is green space, trails and Freedom Trail Park. Prior to development of the parks and recreation department, the school system was the primary driver of recreational opportunities. The schools desire to improve the quality of life, economic development and a return on investment. An example of a successful program is the profitable AAU tournaments held in the schools.

Meeting consensus is:

+ A public swimming pool is not needed.
+ The park department should not compete against private providers.
+ Playing fields at Monon Elementary School meet current needs.
+ The most important aspect of ongoing growth is continued expansion and improvement of open space.

Government Officials:

There were ten at this meeting held on January 25, 2011. Attendees included representatives of the City Council, the City Attorney and local government staff. The following perceptions of Westfield Parks were shared:

+ Cool Creek Park (Hamilton County Parks) is the most visible.
+ There is confusion between park and recreation providers and private parks operated by homeowner associations.
+ People go to parks for the amenities offered and do not care who operates the park.
+ A portion of tax revenues should be used to support parks. Citizens are willing to support paying taxes for parks if high quality recreational experiences are provided.
+ It is important for citizens to understand the extent of park and recreation services being provided.

It is recommended the Washington Township Park Department be consolidated with WPRD to become the Greater Westfield Parks and Recreation Department. Programming would be the responsibility of the combined department.

The most significant parks and recreation use in Westfield is trails. The goal is to make Westfield the "trail hub of Central Indiana". In summary, the following are needs to be considered:

+ Goals need to be established for the parks department.
+ Local parks need to become a regional destination.
+ Each park should have a particular emphasis.
+ The park and recreation master plan needs to fall out of a larger community vision.
+ Potential of the planned Grand Junction project.
+ A new community / recreation center.

The greatest impediment to continued growth is lack of funding. Currently there are no tax revenues and inadequate park impact fee revenues,

Park and Recreation Providers:

Participants represented Hamilton County Parks and Washington Township Parks. Input consisted of the following:

+ Seamless melding of trails with adjacent communities is key.
+ Westfield has done a good job with available resources.
+ Recent hosting of special events has elevated the park and recreation status and brought the community together.
+ Westfield has taken the lead in development of a live / work / play community with the Grand Junction and Grand Park projects.
+ Integral role of parks and recreation in the overall quality of life.

It was noted that users are willing to pay reasonable fees if quality services are received. Washington Township has a fee structure that is competitive with nearby communities; if the maximum participation level is achieved the program is profitable.

Various options for maintaining interest in park and recreation facilities included:

+ Development of a community center.
+ Development of a profitable aquatics center will be difficult; installation of spray grounds is more realistic.
+ Development of a smartphone park application along with a phone-in number for on-site park information and walking tours.
+ Make nature "cool".
+ Linear play concepts as part of adding interest to trails.
+ Interactive and adventure play opportunities; including outdoor museum building, thinking and creating.
+ Geocaching.

Various aspects of each department working together was reviewed. The consensus was that providers complement each other very well. There is good collaboration with other providers and each are careful to not compete with one another. Because of the good relationship among providers and the high quality of park and recreation services offered, it is not important for users to differentiate between providers.

As Westfield moves forward it is important to:

+ Know where development is occurring.
+ Provide appropriate parks and facilities serving new developments.
+ People need to know where parks are located.
+ Westfield parks need to offer unique and different facilities that homeowner associations do not offer.
+ Facilities need to be connected and within walking / biking distances.

Tourism and Business Development Stakeholders:

Representatives of local developers and Downtown Westfield Association. attended this meeting. The following input was collected:

+ The overall perception of parks and recreation in Westfield is that Cool Creek Park stands out.
+ There is confusion regarding park and recreation providers; this includes who to call with problems.
+ There is more confusion with Washington Township rather than Hamilton County Park facilities.
+ Deficiencies include a lack of programming and brand identity.
+ Increased programming will improve park perceptions through identification by activities and facilities. Asa Bales Park is known as the park with the skate park.
+ Communications deficiencies can be solved with development of a newsletter and park consolidation with Washington Township.
+ Many neighborhoods have private swimming pools; an aquatic center is not necessary.
+ Trails and connectivity is critical including connectivity to Grand Park and safe alternative transportation options.
+ The local park and recreation environment and settings for park facilities is very good.

Local needs included the following:

+ Creation of a brand identity including effective signage and communications such as a newsletter.
+ Mountain bike and equestrian trails.
+ Destination amenities such as restaurants and shops along trails and next to parks.
+ Increased use of technology to connect people recreationally and socially.
+ Facilities should cater to all ages, especially families and "baby boomers".
+ Increased green space including reforestation and tree planting programs.
+ Additional programming.

Planning Staff Meeting:

A meeting with the City of Westfield Community Development staff was held on February 8, 2011 to review current planning efforts and parks and recreation opportunities. Community Development staff provided a department overview including:

+ Economic development inquiries in 2010 were up 44%, with permits up 17%.
+ The City is making an investment in the quality of life for residents to lure future residential investment.
+ A major competitive economic development win was luring the Automatic Pool Covers facility to Westfield.

+ The Community Development Department participates in creating a strong and unique identity for Westfield.
+ Westfield growth and development is envisioned to eventually include all of Washington Township.

Major planning and development initiatives underway include Grand Park, Grand Junction and U.S 31 corridor improvements. Segments of U.S.31 in Westfield are scheduled for construction in 2011. Access will be provided at 146th Street, 151st Street, 161st Street, Main Street (SR 32), 191st Street and SR 38.

Figure 2.2: Rendering of Grand Park, source City of Westfield

It is envisioned Grand Park will be developed in one phase, with construction starting in 2011 and will include an 80,000 square foot recreation facility. Various topics related to development of the 300-acre complex were discussed and include:

+ Land has been secured by the City. One of the goals of the project is for the City to acquire additional land in the future.
+ The recreation capacity will meet all needs including WYSI, WYSA and other groups.
+ A scheduling document detailing groups' usage rights and priorities.
+ Emphasizing multiple sports as a unique attribute and marketing tool.
+ Opportunities to bring in sports-related businesses to Westfield.

A complementary project to Grand Park is the Grand Junction project. This project will provide a live / work / play environment close to the Monon Trail and Midland Trace Trails adjacent to downtown and Grand Park. A goal is to

maximize residential opportunities. Westfield has currently invested approximately $4 million in the project. This project will develop incrementally as land becomes available and will be supported by development of Grand Park.

Other discussion related to park and recreation topics included:

+ Outside providers of physical fitness / community center facilities have indicated a desire to work with the City in developing a facility in Westfield.
+ A physical fitness / community center may include indoor and outdoor swimming facilities.
+ Westfield is the youngest park and recreation provider and has yet to create an identity separate from other providers.
+ The school corporation wants to get out of the "recreation business"; it is unlikely new outdoor park and recreation facilities will be developed with new schools. Existing surplus land will likely be developed privately.
+ While much of the current parkland inventory consists of donated properties, most future parkland will need to be acquired. Acquisition emphasis needs to be on regional and larger community parks.
+ The Washington Township Parks role has decreased in the community since the establishment of WPRD.
+ Parks and recreation is emphasized by local government as an essential component of quality of life and an economic development driver.
+ More can be done to let people know what WPRD has to offer in the way of facilities and programs.

2000 Population 3+ by School Enrollment	
Total	14,428
Enrolled in Nursery/Preschool	3.0%
Enrolled in Kindergarten	2.5%
Enrolled in Grade 1-8	15.3%
Enrolled in Grade 9-12	5.6%
Enrolled in College	3.0%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	70.0%
2010 Population 25+ by Educational Attainment	
Total	16,509
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	24.6%
Some College, No Degree	19.0%
Associate Degree	7.1%
Bachelor's Degree	30.5%
Graduate/Professional Degree	12.8%

Figure 2.4: Population Distribution, source 2000 U.S Census and ESRI 2015 forecasts

Demographics:

Westfield is an affluent growing community with a high percentage of families with children. Residents spend considerably more on recreation services than the national average. The statistics contained in this section are based on information provided by the U.S. Census, ESRI Business Analyst data, ESRI Tapestry Segmentation data, and local and regional government information. ESRI utilizes data from a wide variety of public and private data sources to provide forecast information for a wide variety of business interests.

Summary	**2000**	**2010**	**2015**
Population	9,293	30,068	35230
Households	3,386	9,621	11,344
Families	2,904	7,024	8,198
Average Household Size	2.72	2.80	2.78
Owner Occupied Housing	2524	7,286	8,563
Renter Occupied Housing	862	2,335	2,781
Median Age	30.2	32.5	32.6

Trends: 2010 - 2015 Annual Rate	**City**	**State**	**National**

Figure 2.3: Demographic Summary, source 2000 U.S. Census

Ave. Household Income	2010
Westfield	$ 95,102
Hamilton Co.	$ 114,588
Indiana	$ 64,526

Figure 2.5: Westfield Household Income

Occupation Profile	Westfield	U.S. Average
Professional	75.90%	61.6%
Blue Collar	12.8%	21.1%
Service	11.30%	17.3%

Figure 2.6: Westfield Occupation Make Up

Unemployment	2010
Westfield	6.9%
Hamilton Co.	7.3%
Indiana	10.9%

Figure 2.7: Unemployment Comparison

Ethnicity	2000	2010
White	94.7%	90.5%
African American	1.3%	2.1%
Hispanic	3.8%	5.0%
Asian	2.2%	2.9%

Figure 2.8: Westfield Ethnic Composition

The current 2010 population is 30,068 representing an increase of 20,775 over the official Town of Westfield, 2000 population of 9,293. This represents a population increase of 223 percent in ten years. The 2000 population figure is for a much smaller geographic area. The planning team for purposes of the demographic analysis and projection purposes has used a 2000 population figure of 15,437 using the current geographic area of the City. Using the modified 2000 population figure an average annual growth rate of approximately 7% is derived this is slightly higher than the county growth rate. The population in 2015 is projected to be 35,230. Thirty seven percent of Westfield residents are between the ages of 25 and 44; one third (34%) of the population is below the age of 19. Senior citizens over the age of 65 represent less than 15% of the population this is considerably less than the state average of 24.7%. Ninety percent of the population is white. Diversity has increased recently with the percentage of African American, Asian and Hispanic residents doubling in the last ten years.

Home ownership rates are within recognized norms for a stable community. Average annual household income is $95, 102, below the Hamilton County average of $114,588 but much higher than the state average of $64,526. Westfield is highly educated, 30% of the population has a college degree and nearly 13% has an advanced degree. Consistent with the highly educated population, most workers, 75.9%, have a professional or white collar occupation. Nearly 90% of workers drive alone to work with the average commute time of 24 minutes. This indicates most people work outside Westfield.

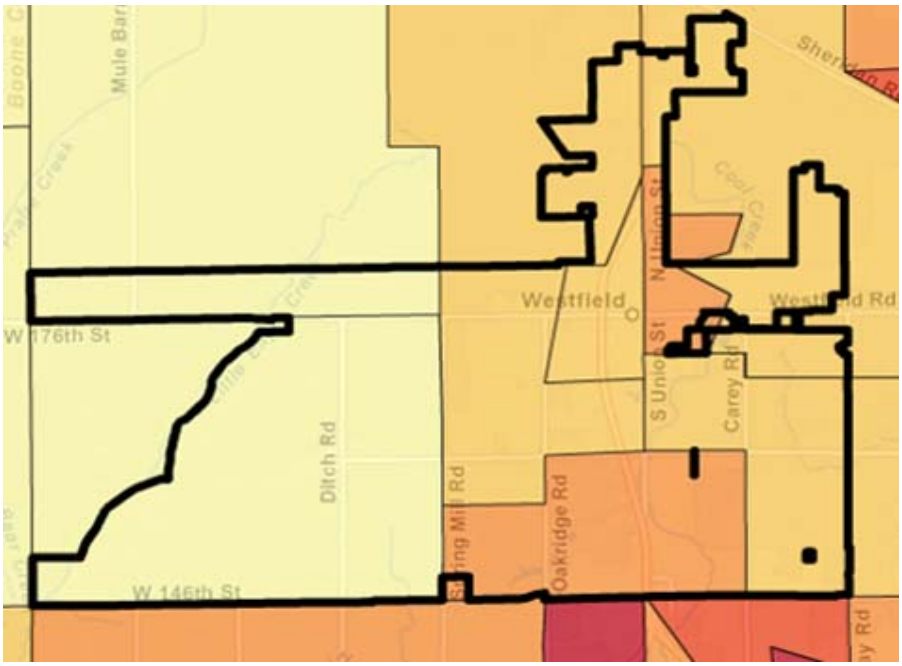


Figure 2.9: Population Density (Darker – Higher Density, Lighter – Lower Density, source ESRI

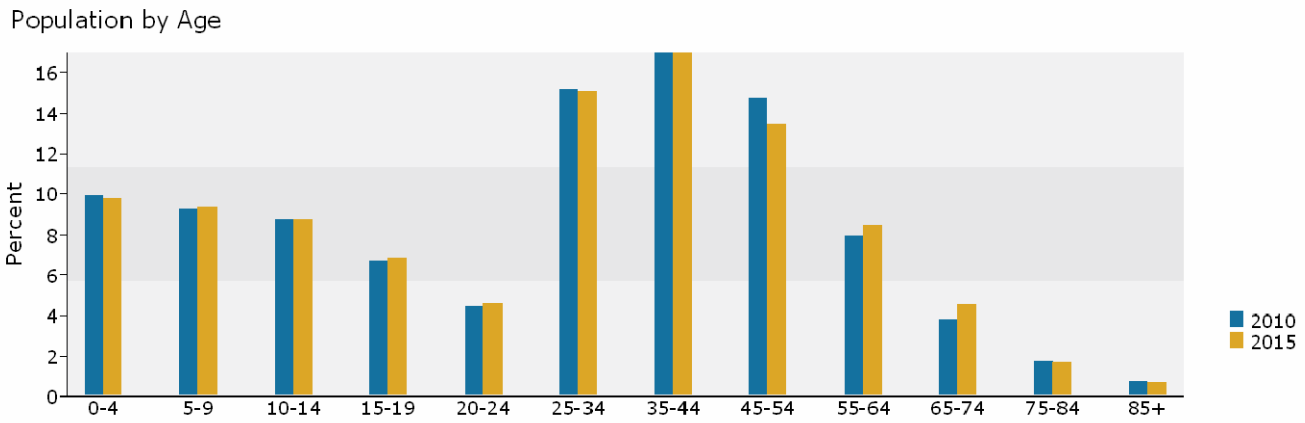


Figure 2.10 Age Distribution Chart, source US Census

The highest population density in Westfield is in the downtown area and north of 146th Street between Spring Mill Road and Carey Road. These areas have population densities between 1,100 and 2,000 people per square mile. The lowest population densities are in rural areas west of Spring Mill Road.

Tapestry Segmentation profiles are used to determine a profile of Westfield citizens. Tapestry Segmentation divides the United States into 65 distinctive segments based on socioeconomic and demographic characteristics to provide a detailed description of neighborhoods. Westfield can be divided into four tapestry segments as follow:

+ Up-and-Coming Families: Consist of a mix of Gen Xer's and Baby Boomers with a median age, for the parents, of 32. This is the youngest of the affluent family markets. Residents have young children. Most families own their homes and live in newer houses with an average family income of $78,000. Primary recreational pursuits are active recreation such as softball and visits to zoos and theme parks.

+ Boomburbs: Are the fastest growing market in the United States and consist of busy, affluent families with the parents median age of 34. Residents are well educated and have the highest percentage of two income families. The median family income is twice the national average at $123,000. Many Boomburb residents work outside their home county (35%). Family vacations are a top recreational pursuit including visits to theme parks. At home residents participate in exercise, tennis, golf, skiing and jogging. Boomburbs like to attend baseball and basketball games.

+ Midland Crowd: the median parents' age of 37 parallels that of the U.S. population; most residents are two couple families, half of which have children. Median family income is slightly lower than the United States at $51.000. Most Midland Crowd residents live in rural villages and towns.

+ Milk and Cookies: Are young families starting to have children and are affluent, living on an allowance. The median age of the parents is 34 and half the households have children. The median household income is $65,000. Most residents live in single family neighborhoods with housing stock between 20 and 30 years old. Milk and Cookie residents play video games, go bowling and visit theme parks.

Top Tapestry Segments	City Households	U.S. Households
Tapestry Segment	**Percent**	**Percent**
Up and Coming Families	59.1%	3.5%
Boomburbs	35.4%	2.3%
Midland Crowd	3.3%	3.8%
Milk and Cookies	2.1%	2.0%

Figure 2.11: Westfield Tapestry Segments

Over 93 % of Westfield residents consist of either Up and Coming Families (59%) or Boomburb residents (35%). The willingness of Westfield residents to spend money on recreational pursuits is much higher than national averages in several categories. The figure 2:12, Westfield Recreation Spending summarizes this spending. The spending index is based on national index of 100. This table illustrates Westfield residents may be willing to pay fees for programs and events that provide appropriate value.

	Spending Potential Index	Average Amount Spent	Total
Entertainment / Recreation Fees / Admissions	150	$926,39	$8,912,840
Movie / Theater / Opera / Ballet Admission	142	$215.76	$2,075,838
Sporting Event Admission (Excludes Trips)	161	$95.79	$921,615
Participant Sport Fees (Excludes Trips)	150	$160.45	$1,543,667
Recreational Lesson Fees	161	$219.81	$2,114,840
Social / Recreation / Civic Club Memberships	143	$233.85	$2.249,915
Dating Services	94	$0.72	$6,965
Video Rental	142	$58.67	$564,492

100 Equals National Spending Potential Average

Figure 2.12 Westfield Recreation Spending, source 2006 – 2007, Consumer Expenditure Surveys, Bureau of Labor Statistics

Public Opinion Survey:

Various public opinion surveys were reviewed at the initial kick off meeting with the City of Westfield staff. Methodologies reviewed include a random sample telephone survey, mail-in survey with local utility bills, on-site kiosks and random sampling at schools and an internet survey.

The internet survey was determined to be the survey methodology that could best meet the desired survey outcomes. Desired outcomes include a broad sampling in a format that can be easily tabulated and fits in the planning schedule.

The survey method utilized "Survey Monkey" software placed and distributed to groups and individuals in the WPRD database and on the City of Westfield website. Questions were compiled by Landstory and Leisure Services Management. Key aspects of questions include demographic profiles, type and frequency of park and recreation participation, perceptions of park and recreation opportunities, perceived park and recreation needs and payment of park and recreation improvements.

A total of 449 people responded to the survey, providing a good representative park user profile and assisting the planning team to understand respondents' parks perception. The survey was conducted for six weeks in January and February. Approximately two-thirds of the respondents were between 30 and 50 years old, a little over half were women, 86% of respondents were married with children and over 90% were white.

The following points summarize the survey results:

+ 90% of respondents stated they were aware of WPRD.
+ Over half the respondents felt facilities and programs were very good or excellent.
+ Two-thirds respondents were very aware or somewhat aware of events, programs and facilities.
+ Parks with the greatest awareness were Asa Bales, Monon Trail, Freedom Trail Park, and Quaker Park.
+ Parks with the least awareness were Osborne Park, Raymond Worth Park, and Maple Knoll Park.
+ Three-fourths of the respondents felt that having three park departments operating in Westfield was very confusing.

The following topics relate to respondent park use:

+ Nearly one-fourth of the respondents use parks at least once a week.
+ Over half of the respondents visit a park at least once a month.
+ The top participation is in the following activities:
    - Walking / Jogging / Running.
    - Participating in play activities with children.
    - Biking.
    - Reading, enjoying nature or just relaxing.
    - Walking Dog.
    - Participating in organized sports leagues.

Respondents felt the following programs or activities should be added:

+ Walking paths/biking trails.
+ Paved bike trails.
+ Playgrounds.
+ Nature programs / natural areas.
+ Concerts or other special events.
+ Children's programs /day camps.

Overall, Westfield Parks were rated good to excellent by most respondents. The highest ratings were given to cleanliness, safety, trails and friendly staff.

The most effective ways to provide information about parks and recreation in Westfield is the internet, newsletters and e-mail. Half of the respondents were interested in volunteering; many were unaware of volunteer opportunities. 40% of respondents are willing to pay real estate taxes for park services; while 75% of the respondents are willing to pay for additional programs.

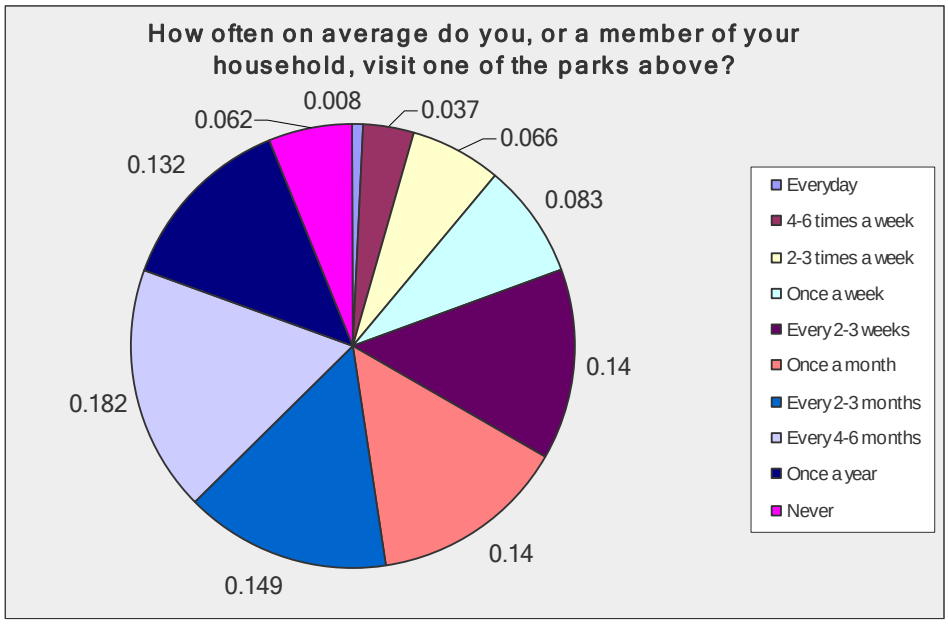


Figure 2.13: Survey Park Visitation Frequency

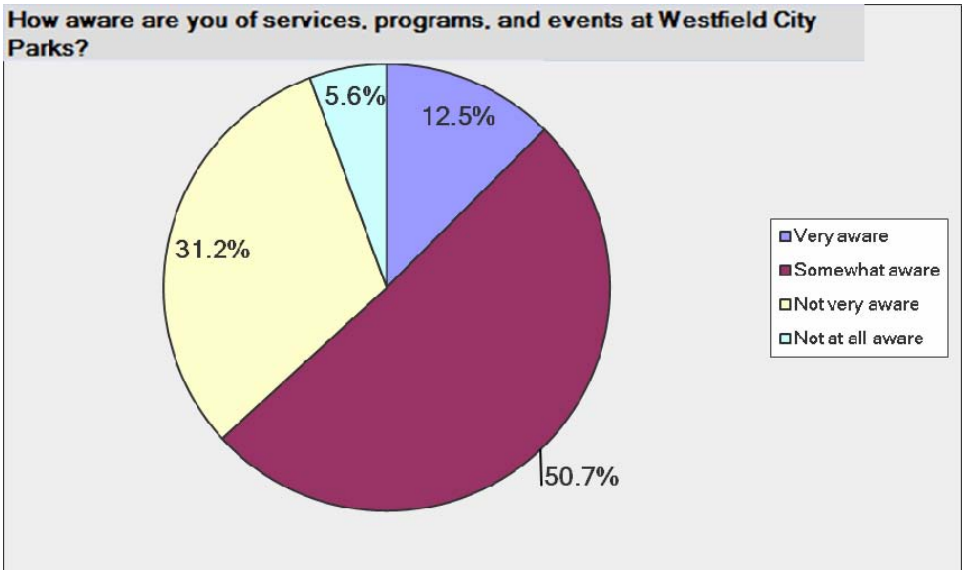


Figure 2.14: WPRD Program Awareness

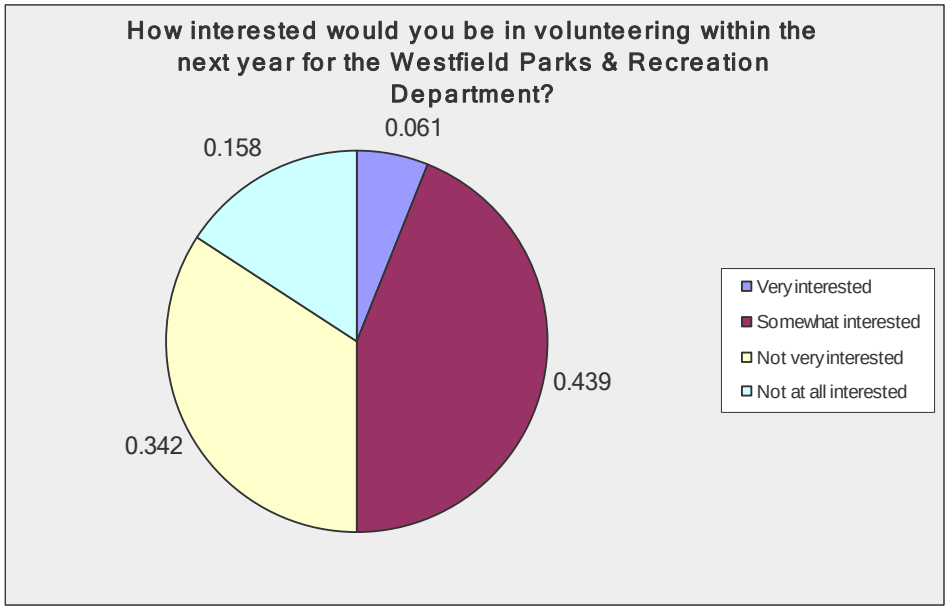


Figure 2.15: Volunteerism

Staff Input:

A progress meeting was conducted with WPRD staff on February 8, 2011 in conjunction with a meeting with Mayor Cook. Items discussed included the schedule, Section 2, Fact Finding information, facility inventory and assessment and a preview of the public input meeting presentation.

Discussion focused on accomplishments, short-term trail and facility improvements and a long-term vision. Specific discussion items included:

+ Emphasis on existing trails should continue.
+ Coordination with Washington Township Parks and Recreation.
+ Preservation of existing natural areas such as Little Eagle Creek and existing woodlands.
+ Parkland acquisition.
+ Regional park feasibility.
+ Continued development of long-term vision.
+ Thematic park improvements and opportunities and their role in future park development; i.e. parks emphasizing the agricultural evolution or the local impact of the Underground Railroad.
+ Themes are important in all parks.
+ Neighborhood park needs are currently met with the homeowner associations.
+ Current facility issues include the Liberty Park wetland and boardwalk, and Asa Bales Park vandalism and security.
+ Water-based recreation feasibility.
+ Traffic roundabouts: landscape theming, maintenance responsibilities.
+ US 31 landscape maintenance responsibilities.
+ New signage.

Section 3: Discovery

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Section 3: Discovery

Programming Assessment:

WPRD in its short existence as a parks and recreation department has successfully managed a number of programs and special events due to the extent of active volunteers and local groups. A list of programs and special events requiring extensive volunteerism includes:

+ Easter Egg Hunt, Asa Bales Park, organized by Washington Township Parks Department.
+ Arbor Day; 2009 – Simon Moon Park, 140 volunteers planted 87 trees; 2010 - Freedom Trail Park, 100 volunteers planted over 60 trees.
+ Community Plant Day, Quaker Park, organized by Westfield In Bloom, 40 volunteers assisted in planting 8000 annual plants.
+ Westfield Rocks the 4th, Fourth of July Festival. Events included a car show, children's activities, vendor booths, outdoor market, live music and a fireworks display.
+ Fireside Tales, Simon Moon Park, three themed story time events were conducted in 2010 at the Council Ring fire pit.
+ YMCA Summer Camps, the YMCA utilizes Quaker Park for summer children's programs.
+ Westfield In Bloom, Floral Competition.
+ Race to the New Year, 5 K Run.
+ Westfield In Lights

Volunteer groups include Westfield In Bloom, Arbor Day volunteers, Master Gardeners, Wabash College Alumni, Girl and Boy Scouts, Westfield Youth Soccer Association, Westfield Youth Sports Inc., Downtown Westfield Association, and Westfield Washington School Corporation. Local government programming assistance has also been provided by Washington Township Parks and Recreation and the Hamilton County Parks Department.

Local park and recreation programming needs are also being met by several outside providers; a provider list and a brief summary follows:

+ Hamilton County Parks Department: Numerous nature oriented programming occurs throughout the year at Cool Creek Park. This includes organized nature hikes, bird watching activities and various children's programs. In addition, a concert series takes place in the park during the summer months.
+ Washington Township Parks and Recreation: This department offers numerous children's programs and adult programs throughout the year including art and science activities, exercise and many other programs.
+ Westfield Youth Soccer Association (WYSA): Active in developing youth soccer in the community through the development of competitive leagues, teaching and recreational soccer. WYSA manages the Habig Field Soccer Fields.
+ Westfield Youth Sports, Inc.; Promotes the development of amateur youth sports for school age children in Westfield and Washington Township. Competition is encouraged with various local and national youth sports organizations. The focus is on instructional, recreational and competitive

leagues including baseball, basketball, cheerleading, football, lacrosse, softball, track and field, volleyball and wrestling.

+ Westfield Washington School Corporation: Indoor and outdoor facilities are available at many schools. Primary utilization of these facilities is for school-sanctioned events and programming. These are made available to outside groups including WYSI.

Currently WPRD relies on outside groups to operate and manage the programs they sponsor. To expand programming offerings in the future and gain more control of programming management, WPRD will need additional facilities to support programs and staff to manage the volunteer efforts. Initial staffing requirements may warrant the hiring of a program specialist and development of additional classrooms and meeting space.

Facility Inventory / Assessment:

Each of the park facilities managed by WPRD was discussed in detail with park staff on January 12, 2011. This discussion included existing inventory, park needs, operations, management concerns and potential park improvements. The planning team provided a separate on-site assessment the following day. This included photography and field checking of existing conditions. The facility assessment discussion in this section also reviews park and recreation facilities managed by other providers. Administrative, operational and maintenance assessment items are also included. Administrative and facility needs are included as part of the needs assessment in this section and in Section 4, Plan Implementation, as part of the action plan and facility summaries.

Administrative Assessment:

The park department offices are housed in the City Service Center on 171st Street adjacent to Simon Moon Park. This is a new building with good support facilities including quality office space, technology and front office support. The maintenance staff offices are with the rest of the park staff. Material and equipment storage is shared with the public works staff in the Public Works garage on-site.

The shared use arrangement of equipment and material storage is generally sufficient. Expansion opportunities with this arrangement are not available. On occasion this is evident with the need for park maintenance staff to borrow public works equipment. Park maintenance staff, for larger more complicated tasks, also rents equipment from outside vendors. Additional WPRD staff is required. Primary concerns are the ability of current staff to adequately monitor the many volunteers WPRD uses for various programs and activities and provide the proper level of maintenance required at WPRD facilities.

Other Providers:

WPRD coordination with other providers is very good. There are close working relationships with Washington Township Parks and Recreation and Hamilton County Parks, as well as Westfield Washington Schools. Current programs and activities provided by each entity are complementary with very

little overlap in programs and activities. WPRD is a member of Hamilton Parks Association (HAMPA), a consortium of park and recreation and tourism providers in Hamilton County. A list of HAMPA members includes the following:

+ Westfield Parks and Recreation Department.
+ Washington Township Parks and Recreation.
+ Hamilton County Parks.
+ Fishers Parks and Recreation.
+ Noblesville Parks and Recreation.
+ Cicero Parks and Recreation Department.
+ Carmel – Clay Parks and Recreation Department.
+ Zionsville Parks and Recreation Department.
+ Conner Prairie Living History Museum.
+ Hamilton County Convention and Visitors Bureau.

Figure 3.1: Cool Creek Park

In the City of Westfield other public park and recreation facilities include Cool Creek Park and Nature Center (Hamilton County Parks), Bray Park, currently under construction (Hamilton County Parks) and MacGregor Park (Washington Township Parks and Recreation). Cool Creek Park is Hamilton County Parks' flagship facility with over 90 acres. The park contains administrative offices, a maintenance facility and nature center. A wide variety of outdoor passive and active recreation elements are provided; four miles of nature trails, vehicular drives and parking, playgrounds, softball, soccer, basketball, wetland areas, prairies and shelters.

Figure 3.2: Mac Gregor Park

MacGregor Park is the primary park facility operated by Washington Township Parks and Recreation. This park was recently expanded to 50 acres with a 13-acre acquisition. Facilities are focused on natural and passive activities and include a park drive, parking, approximately two miles of nature trails and restrooms. Much of the park contains conservation easements which limit recreational use. The recent acquisition is well-suited for active recreational uses. Redbud Park is a less than one-acre passive park at the Washington Township offices and consists of a gazebo and sitting area.

Westfield Washington Schools is currently the largest provider of active recreation in the community. There are a number of playing fields and courts jointly used by local sports groups and the schools. Figure 3.3 provides an inventory summary for WPRD facilities and other providers.

Facility	Acreage	Baseball	Soccer	Tennis	Basketball	Football/Lacrosse	Pool	Shelter	Lake	Playground	Sprayground	Trail	Restroom	Natural Area	Sledding	Skate Park
Westfield Parks																
Asa Bales Park	13.05							3		2		1	1	1		1
Freedom Trail Park	29.95					3				1		2		1		
Hadley Park	0.15							1						1		
Liberty Park	14.79													1		
Quaker Park	6.89				1			4		1	1	1	1			
Simon Moon Park	5.81							1		2		1			1	
Monon Trail	23.84											1				
Midland Trace Trail	9.12											1				
Natalie Wheeler Trail	3.04											1				
Armstrong Park	15.62											1				
Maple Knoll Parkland	6.03													1		
Raymond Worth Park	16.62											1		1		
Osborne Park	30.45								1							
Old Friends Cemetery	0.79											1		1		
Grand Junction Trail	1.00											1				
Cool Creek Trail	7.44											1				
Anna Kendall Trail	3.47											1				
Other Public Providers																
Westfield HS		3	1	10		2								1		
Westfield MS & IS		3				1										
Carey Ridge ES		1	1		5					1				1		
Maple Glen ES										1				1		
Washington Woods ES		1	1			3				1		1		1		
Shamrock Springs ES		4	9		4	4				1		1		1		
Oak Trace ES		2	1							1				1		
Monon ES		3	4							1				1		
Cool Creek Park		2	1		1			6		1		1	2	1		
Bray Park														1		
MacGregor Park												1	1	1		
Redbud Park								1								
Habig Fields		2	20													
Total Units in Community	188.1	21	41	10	11	9	0	17	1	14	1	17	5	17	1	1
Units per 1000 Residents	6.27	0.70	1.37	0.33	0.37	0.30	0.00	0.57	0.03	0.47	0.03	0.50	0.17	0.57	0.03	0.03

Figure 3.3: Existing Park Inventory

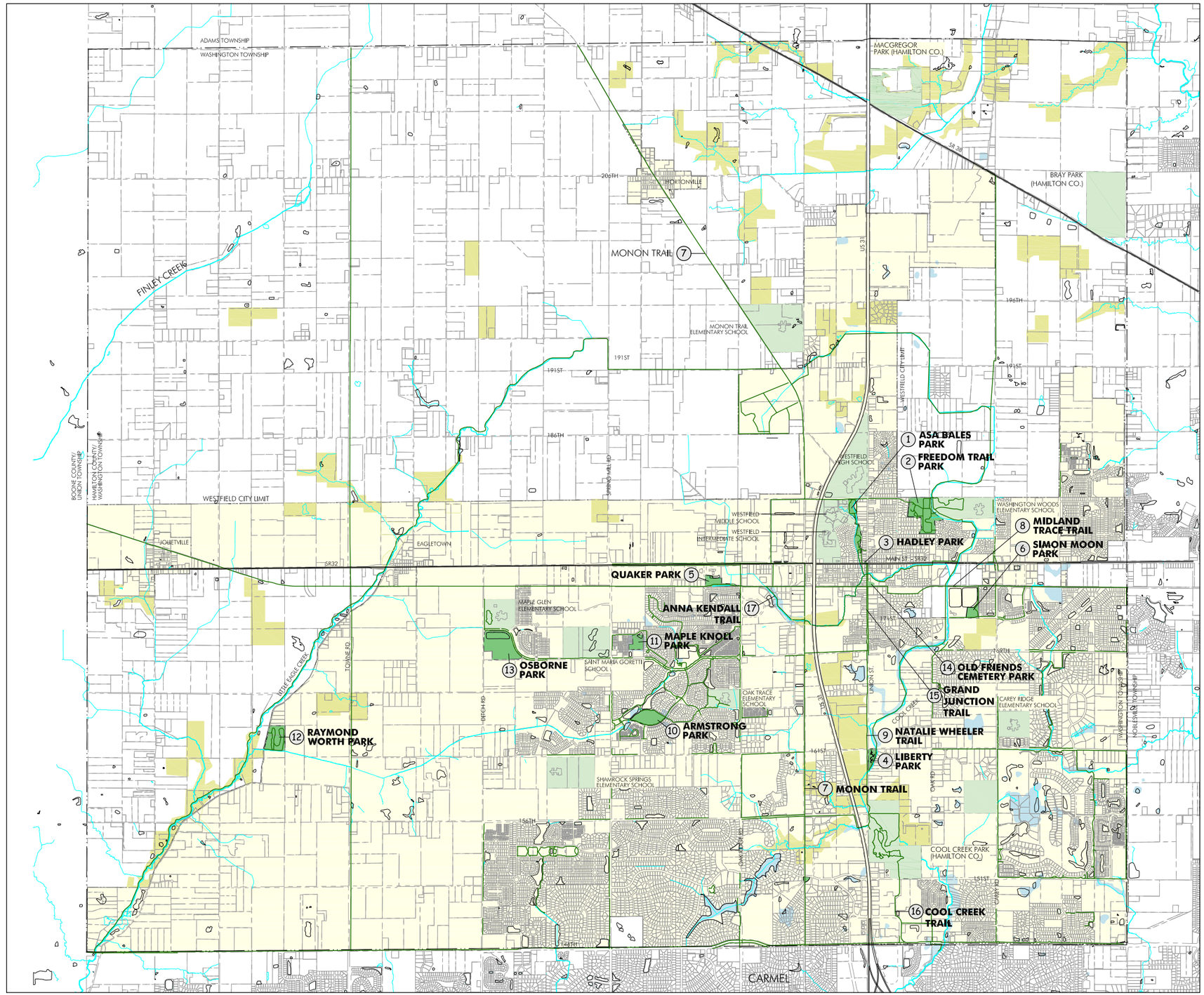
FACILITY LEGEND

SYM	DESCRIPTION
1	ASA BALES PARK (NP)
2	FREEDOM TRAIL PARK (CP)
3	HADLEY PARK (NP)
4	LIBERTY PARK (NP)
5	QUAKER PARK (NP)
6	SIMON MOON PARK (NP)
7	MONON TRAIL
8	MIDLAND TRACE TRAIL
9	NATALIE WHEELER TRAIL
10	ARMSTRONG PARK (NP)
11	MAPLE KNOLL PARK (NP)
12	RAYMOND WORTH PARK (NP)
13	OSBORN PARK (CP)
14	OLD FRIENDS CEMETERY PARK (NP)
15	GRAND JUNCTION TRAIL
16	COOL CREEK TRAIL
17	ANNA KENDALL TRAIL

(NP) = NEIGHBORHOOD PARK
(CP) = COMMUNITY PARK

PLAN KEY

SYM	DESCRIPTION
	WESTFIELD TRAIL NETWORK
	WPRD OPEN SPACE/PARKS (EXISTING)
	PUBLIC OPEN SPACE (EXISTING)
	EXISTING WATER RESOURCES
	EXISTING WOODLAND RESOURCES (20+ ACRES)
	CITY OF WESTFIELD
	TOWNSHIP LIMITS
	CREEK / STREAM



LANDSTORY LSM, Inc.

Existing Open Space/Park Facilities

May 2011

PARKS AND RECREATION MASTER PLAN

CITY OF Westfield INDIANA

Facilities Assessment:

Westfield currently has 130 acres of parkland and 36 acres of trail inventory. Most of the parks have been developed. Several parks have unique elements such as Asa Bales Park skate park, Freedom Trail Park's inclusive playground and sensory garden and the Simon Moon Park sledding hill. General existing park inventory is deficient as a percentage of the overall land mass and population. Many park and recreation needs are being met by outside providers such as the school corporation and homeowner associations. School corporation playing fields and other active recreation components meet much of today's need. Parkland that has not been developed includes Armstrong Park and Osborne Park. Specific WPRD facility inventory in addition to information provided in Figure 3.3, Existing Park Inventory, is provided in the facility summaries located in Section 4, Plan Implementation.

Staff Evaluation

WPRD has full-time staff of five people with four additional seasonal part time employees. The Administrative Assistant position was filled in January. The staff evaluations identified below are divided into administrative, natural resources and maintenance functions. The maintenance description also discusses current equipment owned and used by the parks department.

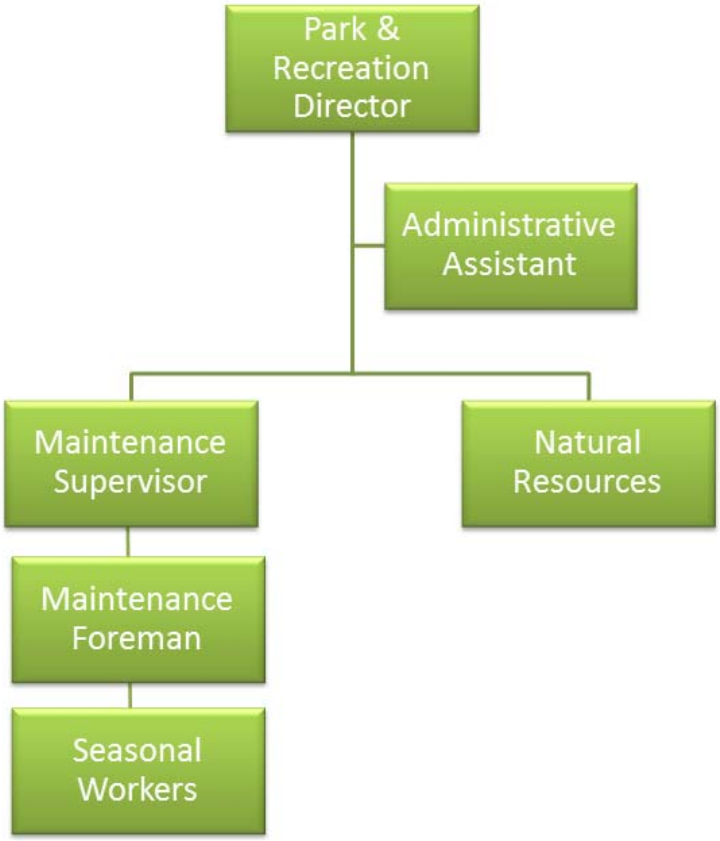


Figure 3.4: WPRD Organization Chart

Administrative Staff

The **Director of Parks** reports directly to the Mayor. The Director is responsible for all park and recreation functions and oversees the park department staff. The director is responsible for the following functions:

+ Park Department budget, fundraising, grant writing.
+ Day-to-day operations of the Parks and Recreation Department.
+ Long-range planning, program design, special events, volunteer management.
+ Public relations and marketing.
+ Facility maintenance and safety issues oversight.
+ Operating and capital budgets.
+ Manages and oversees all capital projects.

The **Administrative Assistant** performs office operations and clerical and administrative tasks. Additional responsibilities include:

+ Research and respond to requests for park information.
+ Research grant opportunities.
+ Updating web site and prepares newsletters and promotional materials.
+ Maintaining calendars and schedules.
+ Providing overall support to the department but assigned primarily to the Director.

Natural Resources Staff:

Presently one employee is assigned to completing the **Natural Resources** work in the park system. Responsibilities include:

+ Planning and design of park and city sites and landscape.
+ Specifying plant materials in parks.
+ Urban forestry including tree assessments and inventories.
+ Landscape design for traffic roundabouts and landscape medians.
+ Assistance with various administrative tasks.
+ Consultation with maintenance staff on plant selection and landscape care.
+ Volunteer management.
+ Management of community planting events.
+ Technical support.

Maintenance Staff:

The **Supervisor of Maintenance** reports to the Director and oversees one full-time employee and four part-time seasonal workers. The staff maintains 130 acres of parkland and 17 miles of trails. Maintenance Staff responsibilities include:

+ Mowing, plantings, tree trimming /removal.
+ Fertilization and herbicide applications.

+ Irrigation system maintenance and watering, including downtown hanging flower baskets.
+ Traffic roundabout maintenance.
+ Management of volunteers.
+ Assistance with capital improvements; playgrounds, park equipment and landscaping.
+ Playground inspections.
+ Ongoing repair of indoor and outdoor facilities.
+ Restroom maintenance.
+ Vandalism repairs and graffiti removal.

Repairs needed beyond the capabilities of maintenance staff are completed by skilled trades from Public Works staff or outside contractors. In winter the maintenance staff assists city staff with snow removal responsibilities. Most athletic field maintenance is completed by school staff, volunteers and user groups.

WPRD staff has offices located in the City service center. Fieldwork and maintenance activities are conducted out of the Public Service garage. The parks department has a small area assigned in the garage, for equipment storage and service such as oil changing, mower adjusting and blade sharpening. Major repairs are done under contract with outside vendors.

Current WPRD owned equipment includes the following:

+ 3 Trucks
+ 2 Trailers
+ 2 Utility work vehicles
+ Toro 4000 D mower
+ Zero Turn mower
+ Various weed eaters, blowers and hand tools

For larger complicated maintenance and service activities, maintenance staff has access to Public Works equipment if it is available. This includes bobcats, backhoes, dump trucks and tractors. WPRD staff seems motivated and enthusiastic about their jobs and the work environment. They are well educated for the positions and in some cases over qualified for those positions. They have appropriate experience, skills and knowledge to complete assigned tasks. The work environment appears to be friendly and open. A sense of team spirit exists which seems to extend to all city departments. The greatest current staff needs relate to programming assistance and performance of maintenance responsibilities.

Westfield Park Budget Dollar per Resident		
2010 operating Budget	$	486,556
2010 Capital Budget	$	1,000,000
Total 2010 Parks Expenditures	$	1,486,556
2010 Population		30,068
Dollars per Resident	**$**	**49.44**
2008 Average of Largest Cities in U.S.	**$**	**102.00**

Figure 3.5: Westfield Per Capita Recreation Spending

Large City	Park Acreage	% Land Area	Population	$/Resident	$/Acre	# Employees	$ Spent	Employ/acre	Employee /1000	
Cincinnati	6,945.0	14%	314,154	$ 166	$ 5,135	343	$ 35,659,499	0.049	1.090	
Cleveland	2,930.0	5.9%	458,684	$ 84	$13,209.55	559	$ 38,703,975	0.191	1.220	
Toledo	2,206.0	4.3%	304,937	$ 23	$ 3,227.11	92	$ 7,119,000	0.042	0.300	
Columbus	12,937.0	9.6%	730,008	$ 82	$ 2,186.24	304	$ 28,283,406	0.023	0.420	
Indianapolis	11,020.0	4.8%	784,242	$ 47	$ 2,896.99	374	$ 31,924,843	0.034	0.480	
Louisville	15,402.0	6.3%	700,030	$ 41	$ 1,565.39	472	$ 24,110,187	0.031	0.670	
Average	8,573.3	7.5%		$ 74	$ 4,703.31	357.33	$ 27,633,485	0.062	0.697	
Similar Cities										Acres
Fairfield, Ohio	300	2.2%	45,000	$ 86.00	$12,900.00	71	$ 3,870,000	0.237	1.58	13,504
Liberty Township, Ohio	277	1.5%	33,000	$ 35.61	$ 4,241.88	4	$ 1,175,000	0.014	0.121	17,920
Mason, Ohio	370	3.3%	25,000	$300.59	$20,309.82	136	$ 7,514,634	0.368	5.44	11,264
Carmel	515	4.5%	85,000	$217.65	$35,922.33	393	$ 18,500,000	0.763	15.72	11,456
Noblesville	854	7.5%	51,000	$113.92	$ 6,803.28	59	$ 5,810,000	0.069	2.36	11,456
Average	463.2	3.8%	47,800	$150.75	$16,035.46	132.6	$ 7,373,927	0.290	5.04	
Westfield	188.1	0.8%	30,068	$ 49.44	$ 8,391.51	10	$ 1,486,556	0.056	0.33	
Westfield	Active	Passive								
	38%	62%								
Proposed Standard	350	1.6%								

Figure 3.6: System Comparisons

Needs Assessment:

There are presently 130 acres of parkland under the control of WPRD. This acreage makes up 0.8% of the land mass of the City. Averages of other local and regional cities are 3.8% of dedicated parkland mass. A standard for Westfield given the light population density and amount of undeveloped rural land in the city should be about 1.8% of the city land mass or double the amount of existing parkland. The City of Westfield spends about $49 per resident on park and recreation services each year. Similar cities locally and regionally spend an average of $151 per resident. A recommended budget standard for Westfield is approximately $100 per resident or twice the current budget amount.

The acquisition of parkland should be done within the next five years. Land prices will rise quickly as the economy recovers and development begins again. New development will likely occur on the western edge of the city; where efforts to secure additional parkland acquisition should be focused. Land is likely the least expensive in the western portion of the city and has the greatest concentration of undeveloped natural areas including stream

corridors and woodland. These areas should be preserved as open space or parkland.

The Westfield Parks are well distributed in the community. A park is located within a 5 minute drive of most of the citizens as shown in Figure 3.7 on the Five Minute Drive Time map.

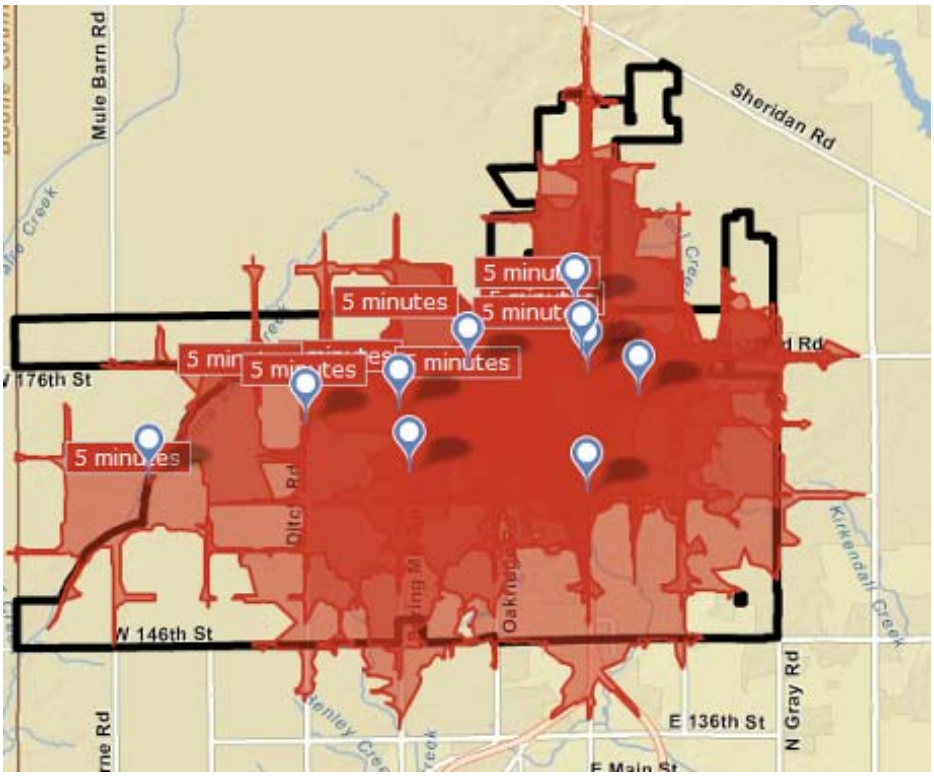


Figure 3.7: WPRD Drive Time Chart

Presently parkland distribution is 38% active and 62% passive. Nationally, average distribution is approximately 1/3 passive to 2/3 active. The heavy reliance on schools for active recreation explains the higher use of parklands for passive activities. As long as schools continue to provide the active field sites, Westfield parkland active/passive use will remain in appropriate balance.

Athletic fields in the city presently fulfill the needs of the residents except for additional fields for the growing sport of rugby. Quaker Park provides the only basketball court in the system. The school system presently has ten tennis courts at the high school campus but public access is limited. Westfield does not currently offer an off-leash dog park. Many survey respondents and other input received by the planning team identify the need for a dog park.

A plan for a major commercial development centered on the 300-acre Grand Park is under way. Grand Park will provide a venue for local user groups and will host regional and national tournaments. The plan proposes to provide all outdoor sports fields for youth and adult leagues. Development of additional playing fields may occur following usage evaluations. If the public use portion of this development is not sufficient to meet local needs then additional fields and courts may need to be built to accommodate local needs.

Westfield is a growing city with a park department that has been established less than two years. Historically programs have been provided by Washington Township Parks and Recreation and Hamilton County Parks. As Westfield grows in population, programs will fill quickly and additional programs and space will need to be expanded.

WPRD presently has no indoor space for programs. The schools have a number of gyms, classrooms, and meeting areas which can provide important space for expanded programs. The present structure of the school rental / use policy restricts available use for WPRD programs. Many communities get double use of tax dollars by having school facilities available for education functions in the day and recreational use in the evening

Swimming pool facilities in the community are mostly provided by home owner associations. These are primarily small swimming pools. Quaker Park has a small spray ground which is heavily used. Westfield currently does not have a large scale community center. There is a stated need for a large scale community center. There is a need for a smaller community building for senior programs during the day and adult and youth programs in the evenings.

Westfield is aggressively pursuing development of trails with separate east/west and north/south regional trails. It is developing a secondary loop trail system to provide connections to the major trails, parks and neighborhoods. Needs exist for feeder trails from neighborhoods to access regional and loop trails. A gap study has been completed by the City and is being used to support the creation of a connective feeder system for safe and reasonable access to the trail system for all residents.

Administratively as WPRD responsibilities increase, staffing needs also increase; these are discussed in the staffing evaluation.

Recreation Trends:

Recreation trends in recent years have been concentrated on budget and finance issues. Doing more with less is a park and recreation standard but has come to the forefront with the recent economic down turn. Many departments have started charging for programs which have traditionally been free. Nationally, parks departments on average produced approximately 20% of their budgets from fees for programs and rentals. Many progressive departments produce nearly 40% of operating budgets from fees. Cincinnati, Ohio has produced 35% of Recreation Commission budgets by charging for after school day care, programs, classes and rentals. Hamilton County, Ohio collects fees making up 38% of its budget with pay to play for golf, horseback riding, and wedding event hosting, fishing, boating and vehicle use fees. This is in addition to a standalone, county park operating levy passed by voters which produces operating and capital funding for the entire county park system. Many communities have established off-leash dog parks.

Many park systems have added off-leash dog parks to their facilities in recent years. These facilities in some cases were beyond the budgets of the local park departments and were constructed using private funds raised by pet owning

citizens on park lands. Other departments saw the need and used park capital budgets for the creation of these facilities.

Park departments are increasingly forming not-for-profit 501C3 foundations to receive gifts and be eligible for more grant monies. A foundation can effectively use volunteers. Nationally, parks receive about 1% of funding from donations; some park departments with foundations and aggressive fundraising policy receive as much as 8% from gifts and endowments.

In recent years facility rentals for weddings and corporate meetings have been used to support overall park operations. Drees Wedding Center at Devou Park in Covington, Kentucky produces a $400,000 profit annually to help operate historic Devou Park. Many parks departments take advantage of their wonderful landscapes and historic buildings as venues for corporate meetings, weddings and special occasions.

Park systems have recently increased environmental demonstration projects. The Cincinnati Parks administration building has its power needs supplemented by a large array of solar panels and a wind turbine located in Eden Park. The system not only saves power but is an interpretive education element in the park. This demonstrated how we can have an impact on energy use and earn revenue by selling power back to the grid. A small Ohio city installed heating systems supplemented by heat pump systems to draw heat from the waters of a nearby lake. The system was used as an interpretive element to demonstrate energy saving resources.

Wi-Fi has been installed in some systems to enable increased visitation and enhance the visitor experience. Park departments use GPS equipped vehicles to enable efficient vehicle routing, wise use of fuel, and time for maintenance. A Midwest city has installed litter receptacles in high use areas which alert the department with a Wi-Fi signal when they are full, saving time, money and operations.

Major changes have occurred in aquatics facilities. The “L” shaped olympic pool, a standard for many years in communities, is being replaced with regional water park type facilities with zero depth entries and play features in shallow splash areas. Many of these water parks also provide concessions, picnicking and the ability to host large groups, enabling a return on investment. Small neighborhood pools are being replaced with spray grounds with no standing water which means no life guards are required.

Community centers have gone from 25,000 square foot neighborhood facilities with one gymnasium to large multi-use buildings with gymnasiums, fitness facilities, classrooms and indoor / outdoor aquatic playgrounds. Many are joint venture facilities with the parks department partnered with other groups such as YMCA's, Girls & Boys Clubs and health facilities.

Many manicured turf areas in parks are being replanted using non-traditional turf and native plants and prairies to reduce mowing, save energy and minimize maintenance costs. Exotic invasive plants and animals are becoming more harmful to the environment and to parklands because of the deleterious effect on native plants and landscape improvements in parks. Park departments have begun proactive efforts to control these plants before they negatively impact

the urban forest and other desired landscape plantings. Over population of deer has become a major problem, decimating plants in parks. Many systems are systematically thinning herds to protect and preserve park plant life.

Recent planning efforts in Westfield are responding to these trends including water spray grounds, use of native plant material and utilization of GPS technology. WPRD is also responding to the need of large scale community centers and aquatic centers by actively seeking partners and other outside providers for these facilities.

Community Desires:

Community desires have been expressed in a variety of methods as part of the planning process. These methods include stakeholder meetings, public opinion surveys, public input meeting(s) and various discussions with WPRD staff. To compare community desires with park and recreation needs, comparisons have been made to similar communities' park departments and recreation trends. Desired park and recreation activity and facility goals expressed by the community include:

+ Establish Westfield as a community with a unique park and recreation experience and facilities, to raise the bar and set examples for other cities and towns similar in size and demographics.
+ Utilize parks and recreation as an important quality of life component and driver of economic development.
+ Utilize trails as a critical component of the communities' growth and economic development strategy.

Additional improvements and facilities which will enable WPRD to achieve the goals above include:

+ Aquatic and water based facilities.
+ Community Center.
+ Improved park signage including identification, directional, informational, interpretive and warning signs.
+ Additional playing fields and courts.
+ Improved trail connections to neighborhoods.

Public Input:

The public input meeting was held in the Westfield City Hall, Public Assembly Room on February 17, 2011. Approximately two dozen people were in attendance including WPRD staff, local citizens and members of the planning team. Previous stakeholder and user input, information summaries, demographics and planning observations were presented by the planning team.

Several questions were asked by the public during the presentation, addressing the importance of trails and connectivity and various park and facility needs. Brief questionnaires were distributed for attendees to fill out and submit to the planning team. Following the presentation, the public was

invited to discuss park and recreation assets and needs in more detail with staff members and the planning team at four stations set up in the meeting room. Public participants were requested to submit comments on notes affixed to system maps.

Needs identified by the public included:

+ Internal loop paths connecting to trails.
+ Improved connectivity including neighborhood and trail links.
+ Sufficient shelters at future parks.
+ Tennis courts, ice skating, dog parks, disk golf and fishing.
+ Retention of existing natural resources and qualities, including increased use of best management practices.
+ Utilization of utility easements for trails.
+ Land rights and options to secure future parklands.
+ Visible parks and open space at main roadways.
+ Increased public availability of school facilities including open swim times at pools.

At the completion of the presentation, plan completion steps including preparation and submission of the master plan report were reviewed, including the Westfield City Council presentation on April 11, 2011. Meeting attendees were invited to complete the public opinion survey prior to February 25.

Staff Input:

The March 1, 2011 progress meeting focused on reviews of the public input meeting, the public opinion survey, park and recreation inventory, needs assessment, identification of potential planning themes and preliminary planning recommendations.

The following topics were discussed in the meeting:

+ The Washington Township Parks and Recreation Department relies on the Central Indiana Community Foundation Legacy Fund for some of their revenue. A benefit of a park foundation will be to have a reliable source of trained volunteers.
+ Westfield In Bloom is a volunteer group within WPRD.
+ The overall park acreage should include acreage for trails managed by WPRD.
+ Westfield is developing a regional stormwater management plan to enable development of Grand Park and Grand Junction.
+ Planning for Grand Park has included input from the local youth sports organizations.
+ Westfield is currently developing a sign system for Grand Junction that will be expanded to include signage for other park facilities.
+ It is important for community attitudes and perceptions to be expressed in the City Council presentation.

Section 4: Plan Implementation

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Budgets / Costs	Page 90
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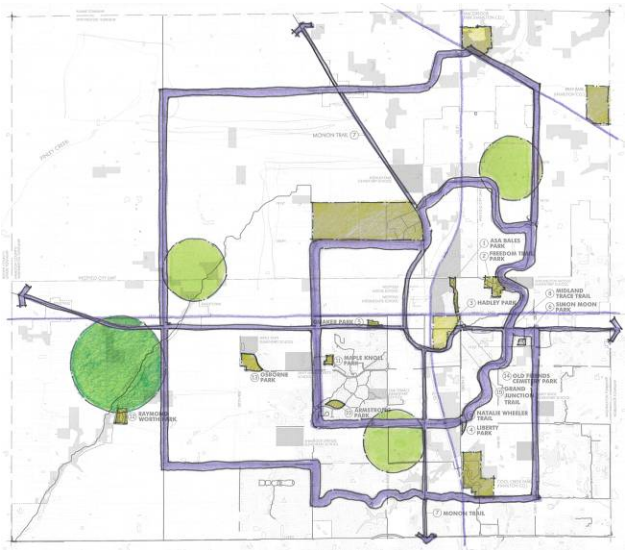


Figure 4.1: Loop Framework Concept

Figure 4.2: Spiral Framework Concept

Section 4: Plan Implementation

Planning Framework:

The initial step in formalizing the master plan action items and implementation was the formation of a planning framework which synthesized the goals and planning themes identified earlier in the planning process. Two planning framework concepts were developed and presented to WPRD. Each concept utilized a series of linear park loops to expand existing multi-use trails for connections between parks and emerging growth areas. One concept utilized natural stream corridors to connect the community with central focal points.

The second concept involved two loops utilizing existing and proposed trail corridors to connect to parks, neighborhoods and community destinations such as public facilities, schools and commercial districts. An inner loop system focused on connections to existing parks in established neighborhoods. A companion outer loop provided linear park connections to future development areas. Existing regional trails such as the Monon and Midland Trace Trail were utilized to connect the inner and outer loops.

The loop framework was the preferred concept. It was best suited for meeting future growth and development. This concept maximizes overall connectivity and neighborhood integration.

The inclusion of various themes has been discussed during the course of the master plan process. Thematic integration in the linear park loops and park facilities include the following:

+ Parks emphasizing local agricultural or cultural history, such as the Quaker influence.

+ Development of parks focused on current agricultural trends including small scale "artisan farms" and an arboretum.

Thematic integration can include the inner loop designation as a heritage / community loop and the outer loop as an agricultural / tourism theme. Each of the loops is envisioned as a wide linear park corridor, using existing stream corridors as a linear park or in combination with roadway corridors as a parkway.

The linear parks should be approximately 75 to 125 feet in width, exclusive of vehicular right-of-way requirements. This width will enable the inclusion of some recreation opportunities integrated in the corridor. In developing an integrated system of linear park loops, regional trails and collector trails connected to neighborhoods, corridor standards establishing a clear hierarchy for each corridor type should be established. Thematic elements that can be integrated in the linear park loops include the use of colors, materials or repeated use of iconic items. Recreational elements may include inclusion of non-structured play areas, disk golf, interpretive nodes and other linear activities.

Action Plan:

The Action Plan provides a specific menu of implementation actions over the course of the next 20 years. Additional information on facility priorities is described in the Plan Priorities / Phasing section on page 94. Preliminary budget costs associated with various system-wide and facility related physical improvements are described in the Budget / Cost section on page 90. Action items are organized around administrative actions such as programming, maintenance and improvements related to specific park and trail facilities.

Administrative Actions

WPRD has made great strides since the formal creation of the department less than two years ago. While great strides have been made, considerable effort will be required to achieve the goals of the community and WPRD. The most important administrative actions relate to increased programming, improved marketing and promotion, and sufficient staff, for day to day functions of the department and to maintain the current forward momentum. Marketing and promotion actions are described in the Market Assessment / Identity section (page86); while staff actions are described as part of Staffing Recommendations on page 89.

Close coordination exists with other park and recreation providers, Westfield Washington Schools and local youth sports groups. Some coordination deficiencies and needs have been identified. There is a strong desire by many in the community to merge WPRD and Washington Township Parks. Initially additional joint programming is recommended along with negotiations to merge both departments. This may include the creation of a "Greater

Westfield Parks and Recreation Department". One benefit of a combined park and recreation department will be increased efficiencies and the availability of the Washington Township park tax levy, for WPRD facilities and MacGregor and Redbud Parks

While there is a good relationship between WPRD and Westfield Washington Schools, the need for improved public access to school facilities was heard by the planning team on several occasions. A more affordable open use policy should be negotiated with Westfield Washington Schools. This policy should address scheduled times for open use, liability concerns and preferential rental rates or free use of school facilities by WPRD.

It was noted in the park stakeholder meeting there is close coordination among park and recreation providers and a seamless and complementary provision of park and recreation services. Improvements to the WPRD identity will minimize current confusion among park users. Elements of marketing, WPRD promotion and identity enhancement are discussed in the Marketing Assessment / Identity section.

The formation of a park foundation consisting of key individuals in the community with legal, marketing and financial backgrounds is highly recommended. This would provide the director with ongoing direction and assist in raising funds for WPRD from outside sources. A park foundation would provide marketing and promotion and would encourage development of a larger pool of volunteers.

Programming

An important aspect of WPRD growth and expansion is the provision of additional programs and special events to increase visibility and park visitation and to appeal to a broad range of groups, interests and abilities. Appropriate facilities and spaces to support programs need to be developed and can possibly be achieved by partnering with other groups such as Westfield Washington Schools. In the short-term, it is recommended that existing church, school or private spaces be utilized.

Appropriate program leaders and facilitators need to be trained and developed. Increased utilization of available volunteers will assist in developing program leaders. It is important that volunteer training is provided to ensure a high level of service consistent with WPRD expectations. Program expansion should be paid for by user fees given the level of community affluence and citizen willingness to spend 50% more than the U.S. average for recreation services. Input received from the survey and users indicated the desire for additional community events. Increased programming and additional special events will promote WPRD visibility in the community. Aspects of special events and programming related to the Market Assessment / Identity are discussed in that section.

Westfield Parks and Recreation Master Plan — Action Plan

Action	Priority	Budget	Remarks
Administrative Actions			
Prepare Strategic Marketing Plan	High	NA	
Implement WPRD market / brand identity program	High	NA	
Increase programming	High	NA	
Increase maintenance staff	High	NA	
Hire programming coordinator	High	NA	
Evaluate Grand Park operation	Medium	NA	
Investigate feasibility of joint Park Dept.	High	NA	
Institute affordable joint use agreement with school corporation	Medium	NA	
Institute parks advisory committee	High	NA	
Form Park Foundation	Medium	NA	
Develop volunteer training program	Medium	NA	
System Actions		$ 57,750,000	
Complete inner loop trail system	High	$ 3,500,000	12 mile
Complete outer loop trail system	High	$ 6,000,000	20 mile
Complete neighborhood trail connections	High	$ 2,000,000	8 mile
Acquire land for new regional park	Medium	$ 5,250,000	150 acres
Construct new regional park	Low	$ 25,000,000	
Community Center development feasibility & agreement	High	NA	
Acquire land and construct new community center	Medium	$ 15,000,000	
Construct Park Maintenance Facility	High	$ 1,000,000	
Facility Actions			
01 - Asa Bales Park		$ 380,000	
Increase patrol frequency	High	NA	
Install new park signs	High	$ 50,000	
Convert existing building (south) to recreation center	High	$ 200,000	
Replace south playground	Medium	$ 65,000	
Replace north playground	Low	$ 65,000	
02 - Freedom Trail Park		$ 690,000	
Provide trail connection to Cool Creek Trail	High	$ 50,000	
Install new park signs	High	$ 50,000	
Increase native prairie landscape areas	High	$ 25,000	
Install shelter and tables	High	$ 50,000	
Construct restroom facility	High	$ 150,000	
Construct new entrance from Hoover Road Extension	High	$ 100,000	
Install new playground	Medium	$ 65,000	
Replace all inclusive playground	Low	$ 200,000	
03 - Hadley Park		$ 25,000	
Decommissioning activities	High	$ 25,000	
04 - Liberty Park		$ 140,000	
Construct overlook structure	High	$ 25,000	
Improve existing boardwalk	High	$ 25,000	
Provide additional native landscape and tree plantings	High	$ 25,000	
Reconfigure parking area	High	$ 25,000	
Install new park signs	High	$ 15,000	
Provide Natalie Wheeler Trail connection	High	$ 25,000	
05 - Quaker Park		$ 145,000	
Install new park signs	High	$ 15,000	
Provide Midland Trace Trail connection	High	$ 25,000	
Display garden planting	High	$ 5,000	
Provide additional tree plantings	High	$ 10,000	
Recondition turf areas	High	$ 25,000	
Replace playground	Medium	$ 65,000	
06 - Simon Moon Park		$ 290,000	
Install new park signs	High	$ 15,000	
Acquire vacant lot	High	$ 20,000	
Construct restroom facility	High	$ 150,000	
Realign existing path	High	$ 25,000	
Evaluate sledding hill operation	High	NA	
Construct sidewalk connection to City Service Center parking	High	$ 15,000	
Replace playground	Medium	$ 65,000	

Action	Priority	Budget	Remarks
07 - Monon Trail		$ 2,100,000	
Install new park signs	High	$ 25,000	
Acquire trail right of way, 191st St. to Township Line	High	$ 550,000	
Construct trail - Oak Ridge Road to 191st Street	High	$ 500,000	
Pave trail between 161st Street to Oak Ridge Road	High	$ 125,000	
Construct trail - 191st Street to Township Line	Medium	$ 900,000	
Construct trailhead @ 161st Street	Low	$ 250,000	
08 - Midland Trace Trail		$ 1,975,000	
Install new park signs	High	$ 25,000	
Acquire land for trail as part of Anna Kendall / Monon Trail	High	$ 150,000	
Construct gravel trail Carey Road to Gunther Boulevard	High	$ 50,000	
Install additional trail amenities	High	$ 25,000	
Construct trail from Quaker Park to Boone County Line	Medium	$ 1,475,000	
Construct trail from Gunther Boulevard to Gray Road	Medium	$ 250,000	
09 - Natalie Wheeler Trail		$ 160,000	
Install new park signs	High	$ 10,000	
Construct trail connection to Grand Junction Trail	High	$ 150,000	
10 - Armstrong Park		$ 1,015,000	
Install new park signs	High	$ 15,000	
Develop park design documents	High	$ 100,000	
Construct paved parking lot, shelter, restroom & playground	High	$ 350,000	
Construct playing fields & additional trails	Medium	$ 450,000	
Install native tree and landscape plantings	Low	$ 100,000	
11 - Maple Knoll Park		$ 60,000	
Install new park signs	High	$ 10,000	
Preserve existing woodland	High	$ 10,000	Maintenance activity
Provide understory tree plantings at edge	Medium	$ 5,000	
Install woodland path	Low	$ 25,000	
Install on-street parking spaces	Low	$ 5,000	
Construct accessible path	Low	$ 5,000	
12 -Raymond Worth Park		$ 75,000	
Install new park signs	High	$ 10,000	
Pave and expand parking area	High	$ 30,000	App. 20 spaces
Improve existing equestrian trails	High	$ 10,000	
Acquire land & construct trail to Little Eagle Creek	Low	$ 25,000	
13 - Osborne Park		$ 3,475,000	
Install new park signs	High	$ 25,000	
Develop park design documents	High	$ 200,000	
Construct paved parking lot, shelter, restroom & playground	High	$ 350,000	
Construct dog park	High	$ 300,000	
Construct park improvements & water based recreation	Medium	$ 2,500,000	
Install native tree and landscape plantings	Medium	$ 100,000	
14 - Old Friends Cemetery Park		$ 65,000	
Install new park signs	High	$ 15,000	
Implement interpretive research findings	High	$ 50,000	
15 - Grand Junction Trail		$ 20,000	
Install new park signs	High	$ 10,000	
Coordinate trail with Grand Junction project	High	NA	
Establish rain garden plants	High	$ 10,000	Maintenance activity
16 - Cool Creek Trail		$ 1,810,000	
Install new park signs	High	$ 10,000	
Construct trail between Freedom Trail Park and Main Street	High	$ 500,000	
Construct trail between Main Street and Liberty Park	High	$ 1,300,000	
17 - Anna Kendall Trail		$ 10,000	
Install new parksigns	High	$ 10,000	
Legend:			
High Priority (1 - 5 years)	High		
Medium Priority (5 - 10 years)	Medium		
Low Priority (10 - 20 years)	Low		

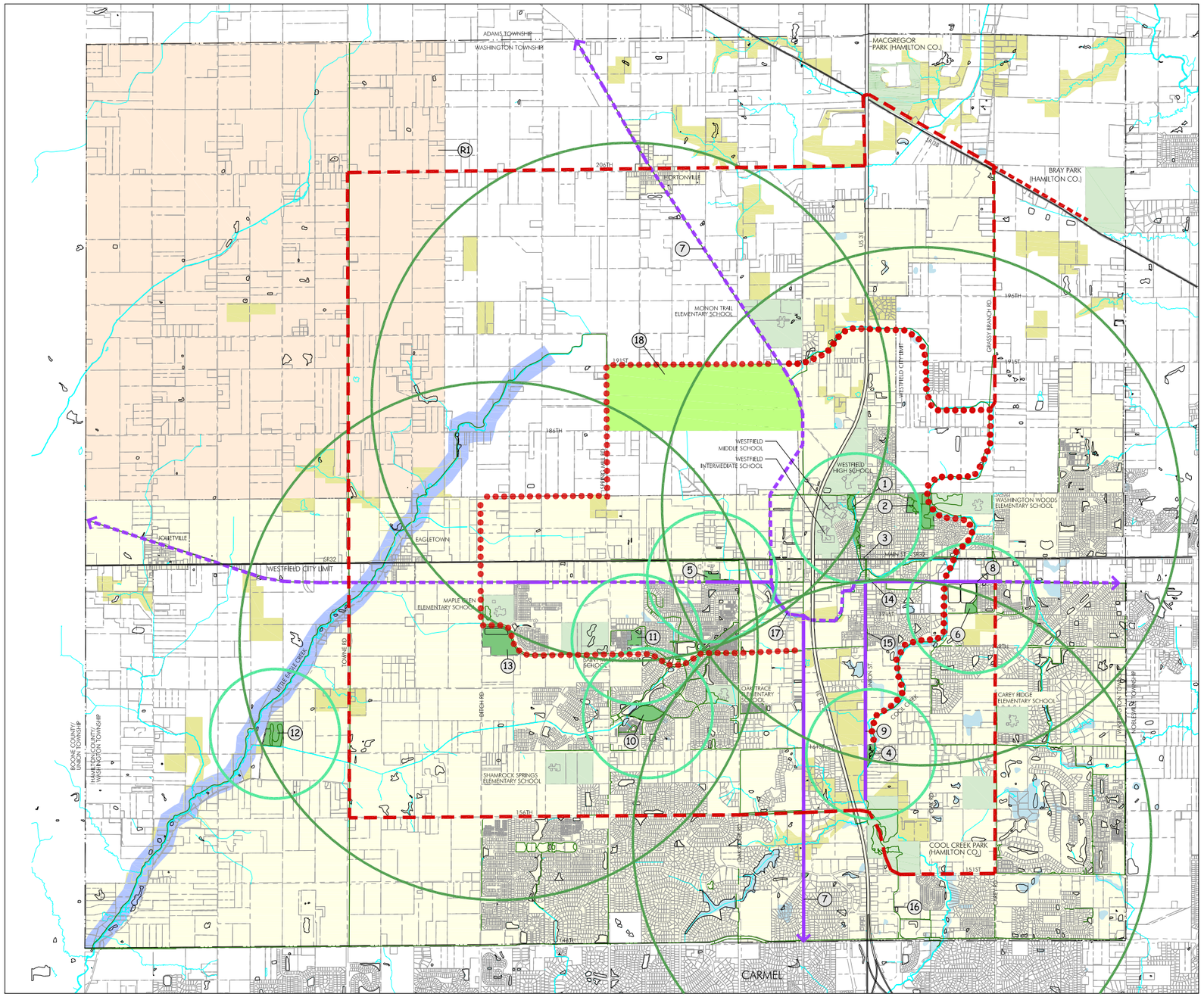
FACILITY LEGEND

SYM	DESCRIPTION
1	ASA BALES PARK (NP)
2	FREEDOM TRAIL PARK (CP)
3	HADLEY PARK (NP)
4	LIBERTY PARK (NP)
5	QUAKER PARK (NP)
6	SIMON MOON PARK (NP)
7	MONON TRAIL
8	MIDLAND TRACE TRAIL
9	NATALIE WHEELER TRAIL
10	ARMSTRONG PARK (NP)
11	MAPLE KNOLL PARK (NP)
12	RAYMOND WORTH PARK (NP)
13	OSBORN PARK (CP)
14	OLD FRIENDS CEMETERY PARK (NP)
15	GRAND JUNCTION TRAIL
16	COOL CREEK TRAIL
17	ANNA KENDALL TRAIL
18	GRAND PARK
R1	PROPOSED REGIONAL PARK (RP)

(CP) = COMMUNITY PARK
(NP) = NEIGHBORHOOD PARK
(RP) = REGIONAL PARK

PLAN KEY

SYM	DESCRIPTION
	WESTFIELD TRAIL NETWORK
	WPRD OPEN SPACE/PARKS (EXISTING)
	OPEN SPACE (EXISTING)
	EXISTING WATER RESOURCES
	GRAND PARK CITY OWNED (PROPOSED)
	EXISTING WOODLAND RESOURCES (20+ ACRES)
	WESTFIELD CITY LIMITS
	GENERAL AREA OF PROPOSED REGIONAL PARK
	TOWNSHIP LIMITS
	CREEK / STREAM
	MULTI-USE TRAIL (EXISTING)
	MULTI-USE TRAIL (PROPOSED)
	GREENWAY TRAIL (PROPOSED)
	PARKWAY TRAIL (PROPOSED)
	EXISTING NEIGHBORHOOD PARK (1/2 MILE SERVICE AREA RADIUS)
	EXISTING COMMUNITY PARK (2 MILE SERVICE AREA RADIUS)
	LITTLE EAGLE CREEK CONSERVATION CORRIDOR



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LANDSTORY LSM, Inc.

Figure 4.4 - Parks, Recreation, Facilities and Trails Master Plan

May 2011

PARKS AND RECREATION MASTER PLAN

CITY OF Westfield INDIANA

System / Maintenance:

Addressing improved connectivity between neighborhoods and parks with the linear park loop system is a critical park and recreation component. The linear park will utilize existing trails, stream corridors and roadway rights of way to accomplish this connectivity. Many of the inner / heritage loop linear park components are already in place or planned, such as the Anna Kendall Trail, Monon Trail, Midland Trace Trail and Cool Creek Trail. Completion of missing segments of this loop will complete connections between many established neighborhoods, parks and schools. Opportunities to provide linear park components such as play nodes and a broad linear park corridor should be explored. Development of specific linear park standards, as part of a trail hierarchy should be prescribed for all sections of the linear park loops to include:

+ Corridor types, such as greenway, parkway, regional trail, and collector trail.
+ Overall linear park width.
+ Trail width.
+ Shared linear park elements such as roadways, landscaping and development buffers.
+ Linear park intersections, gateways and connections.

The outer loop identified on the system map provides linear park extensions and connectivity to undeveloped areas of Washington Township. This loop provides improved opportunities to integrate linear park elements because of the relatively undeveloped nature of the corridors. To enable this, sufficient right-of-way needs to be provided on roadway corridors. This can be accomplished as roadways are widened and improved and as required by development set asides and buffer areas adjacent to the linear parks.

To address current deficiencies in the existing parkland inventory, development of one regional park is recommended. The regional park is suggested to have an emphasis on passive recreation to complement the active nature of Grand Park. It is assumed that Grand Park will be publicly accessible and will be able to function as a new community park. The key to success for Grand Park will be to ensure public access for informal use including opportunities for informal pick-up type field recreation. It is unlikely WPRD will have management or operational responsibilities for Grand Park; as such a facility map and description of this park have not been included in this report.

Current residential greenbelt zoning requirements generally provide for neighborhood scale park and recreation requirements, in many cases this is common space owned and managed by the HOA. It is recommended the Westfield Thoroughfare Plan be modified to require developers to set aside public green space suitable for development of the linear park loops. To determine the sufficiency of community parks, the distribution of existing community parks was considered. Community parks include Osborne and

Freedom Trail Park because of their size and potential community park functionality. In addition, Cool Creek Park was considered because it currently is the largest developed park in Washington Township and functions as a community park. The inclusion of Grand Park to be constructed in 2011 will potentially fill the need for a new community park in the northwest quadrant of Westfield.

A new regional scale park should also be provided; this park should be in the 100 to 250 acre range and emphasize passive recreation in a natural setting. The optimum area for this park will be in the northwest quadrant of Washington Township, north of SR 32 and west of Towne Road.

Various facilities and park improvements need to be considered as WPRD moves forward in responding to community needs and desires. Many of these facilities will be addressed in the Facility Actions section.

Several activities and facilities that are not site specific are discussed here. A stand-alone community aquatic facility is not recommended at this time because of the availability of nearby facilities, development cost, and high maintenance and operating requirements. In its place, additional spray grounds and small scale aquatic opportunities should be considered to address this need. Creation of a multi-purpose community center is recommended. This will require partnering with an outside entity. The facility should be a full size center with indoor and outdoor aquatic facilities, gymnasiums, fitness facilities, classrooms, meeting and program spaces.

Prior to development of a multi-purpose community center a small community / recreation center could provide a revenue stream. During the week this could be used for programming and available for rent during weekends for special events. Additional facility needs based on input received from the public and WPRD staff includes rugby fields, basketball courts, tennis, a dog park and expanded trails and neighborhood connections.

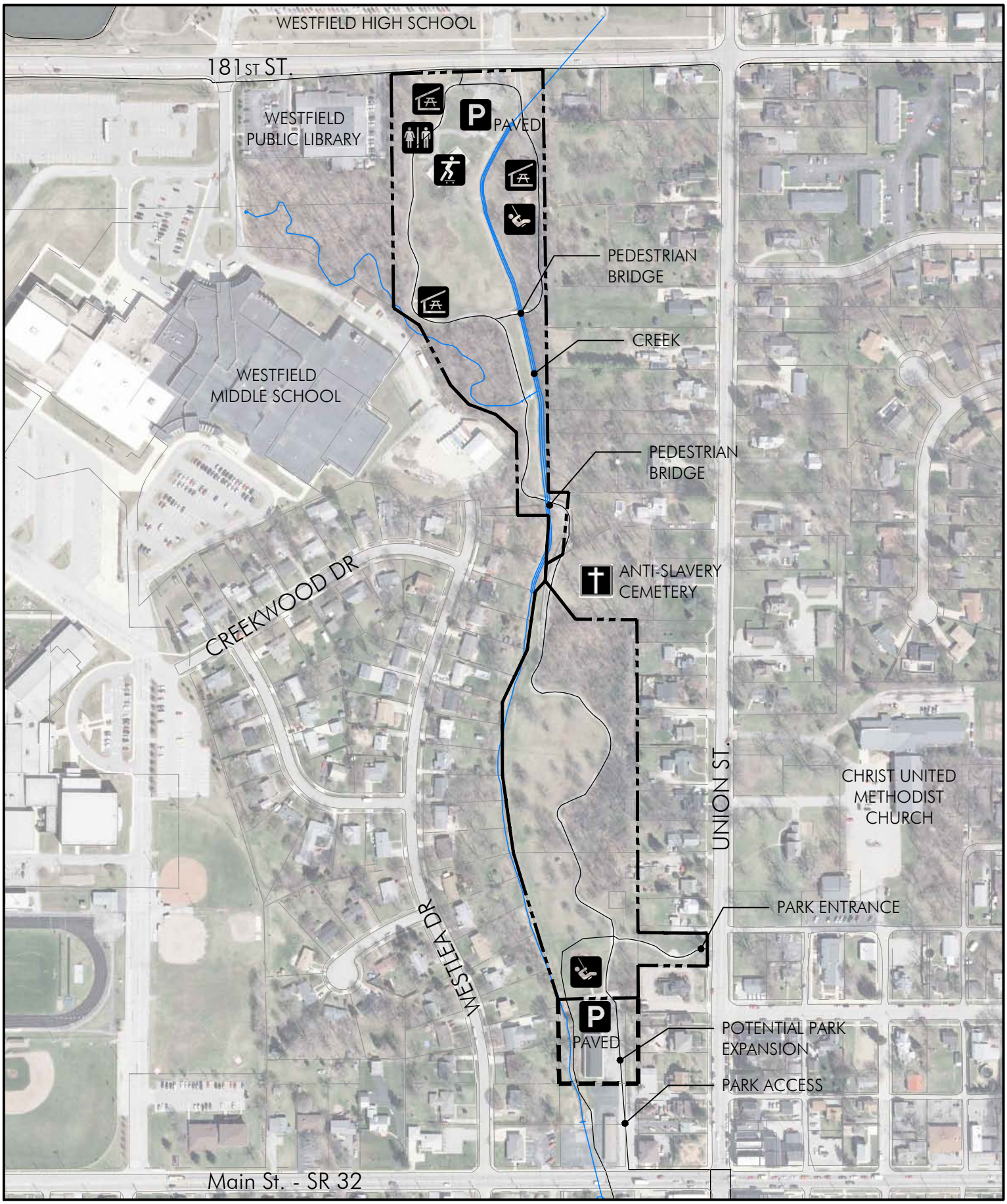
Discussion of current maintenance practices and needs was reviewed with the staff. Currently the parks maintenance staff uses public works equipment and space for parks maintenance. This is becoming more difficult as space and equipment needs are increase. A short-term solution is to rely more on outside contractors for equipment rentals and material needs. A separate park maintenance facility and budget for equipment is needed. Ideally, a park maintenance facility should be centrally located in an existing park or on city-owned property. As the park system grows and expands, separate satellite maintenance facilities should be considered.

Park maintenance staff prefers to contract out playing field maintenance. Contract maintenance includes field maintenance, and operation responsibilities. Maintenance staff is in the process of developing best management maintenance practices. An example is the recent conversion of Freedom Trail Park turf areas to native prairie plantings. Utilization of best management practices converting high maintenance unprogrammed turf areas to native plantings such as prairies should be extended to other parks.

In addition, to best management practices, replacement of park amenities such as playgrounds, benches, shelters, tables, litter receptacles, grills, bike racks, signs and other items need to be provided on a rotating basis. The replacement interval will depend on the life cycle of each amenity item. Consistency needs to be maintained system wide with these elements in order to maintain replacement stock.

Facility Actions:

The following pages provide maps and fact sheets for each of the existing WPRD park facilities. The fact sheets identify the existing recreation inventory, current needs and recommended actions based on their priority. Action items have been based on input received by the planning team from survey responses, the public meeting, stakeholder meetings, staff input, recreation trends and standards.



01

Asa Bales Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 150' 300'
Scale: 1"=300'

Asa Bales Park

01

Address: 205 West Hoover Street (North Entrance)
200 Camilla Court (South Entrance)
211 North Union Street (Pedestrian Entrance)

Size: 13.05 Acres

Existing Site:

+ Established linear park close to downtown core and adjacent to Westfield High, Middle and Intermediate Schools.
+ Park is primarily open lawn with scattered mature tree plantings; bisected by small stream.
+ Anti-Slavery Cemetery adjacent and accessible to park.
+ Vehicle access from Hoover Street on north. South access is from Camilla Court and pedestrian access is from Union Street.
+ Park is completely developed. There is space available for smaller recreation elements such as playgrounds and shelters.
+ Park has experienced vandalism and graffiti problems in the past.
+ On-site security features include video surveillance.
+ City-owned lot on south with structure offers parking and small recreation center potential.

Existing Inventory:

+ 3 shelters.
+ 2 playgrounds.
+ 1 drinking fountain
+ 1 trail, paved.
+ 1 restroom.
+ 1 natural area.
+ 1 skate park.
+ 2 paved parking area.
+ Amenities include benches, tables, grills, drinking fountain.

High Priority Actions:

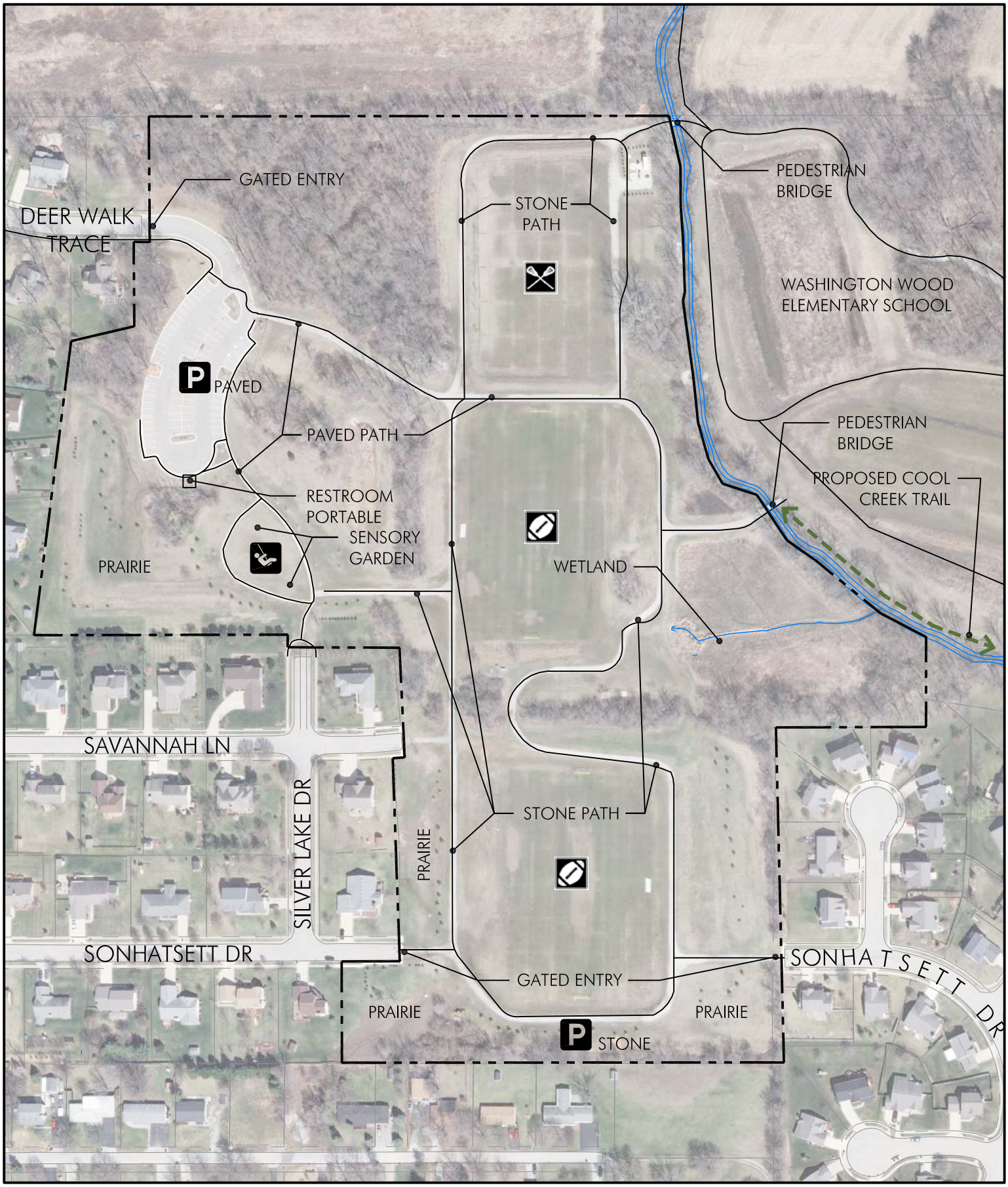
+ Increase frequency of law enforcement patrols to deter vandalism.
+ Incorporate new identification signs at park entrances and information signs in park utilizing new brand image.
+ Rehabilitate existing building on south lot into small recreation center.

Intermediate Priority Actions:

+ Replace 1 playground.

Low Priority Actions:

+ Replace 1 playground.



02

Freedom Trail Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 100' 200'
Scale: 1"=200'

Freedom Trail Park

02

Address: 500 Deer Walk Trace
Size: 29.95 Acres

Existing Site:

+ Limited vehicular access through existing Silver Lakes and Willow Creek subdivisions, with gated entries at each vehicular park entry.
+ Parkland part of developer and school land donation.
+ Planned Hoover Street extension provides good opportunity for improved vehicular access from City thoroughfare.
+ Cool Creek extends along east park boundary.
+ Mix of open lawn / playing fields, mature tree plantings and native plantings including recently installed low stature prairie.
+ Adjacent to Washington Woods Elementary School with pedestrian access.
+ Sensory garden completed in 2010 as part of Rotary Signature project.
+ All inclusive playground completed in 2010.

Existing Inventory:

+ 2 football fields.
+ 1 lacrosse field.
+ 1 playground.
+ 1 trail, paved.
+ 1 trail, gravel.
+ 1 natural area – prairie / sensory garden.
+ 1 paved parking area.
+ 1 gravel parking area.
+ Amenities include benches, tables, bicycle racks.

High Priority Actions:

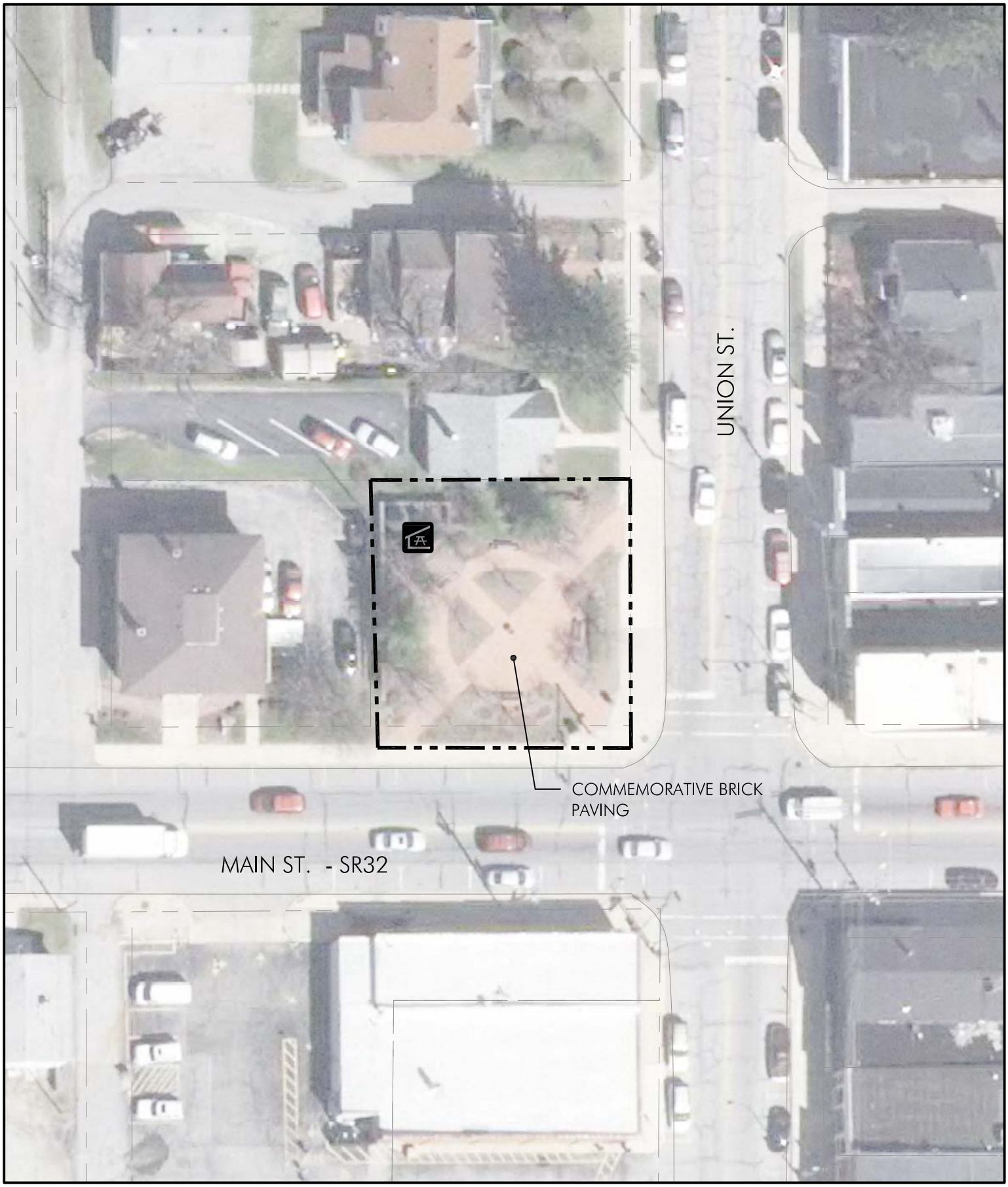
+ Incorporate new identification signs at park entrances and information signs in park utilizing new brand image.
+ Extend existing native prairie areas.
+ Install shelter, tables and grill.
+ Construct restroom facility.
+ Construct new drive access from planned Hoover Street extension.
+ Continue working with Westfield Rotary Club for natural area development.

Intermediate Priority Actions:

+ Install new playground

Low Priority Actions:

+ Replace all-inclusive playground



03

Hadley Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 20' 40'

Scale: 1"=40'

Hadley Park

03

Address: 100 West Main Street
Size: .15 Acres

Existing Site:

+ Historic pocket park at core downtown intersection of Union Street and Main Street (SR 32).
+ Plans to redevelop park commercially following replacement of park elements to Grand Junction project.

Existing Inventory:

+ 1 shelter, landscape structure.
+ 1 natural area – garden area.
+ 1 brick path and sitting area.
+ Amenities include decorative lighting, benches.

High Priority Actions:

+ Reuse existing commemorative brick pavers and other landscape elements at Grand Junction project.
+ Consider redevelopment options for the park site.

04

Liberty Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 50' 100'
Scale: 1"=100'

Liberty Park

04

Address: 16001 Westfield Boulevard
Size: 14.79 Acres

Existing Site:

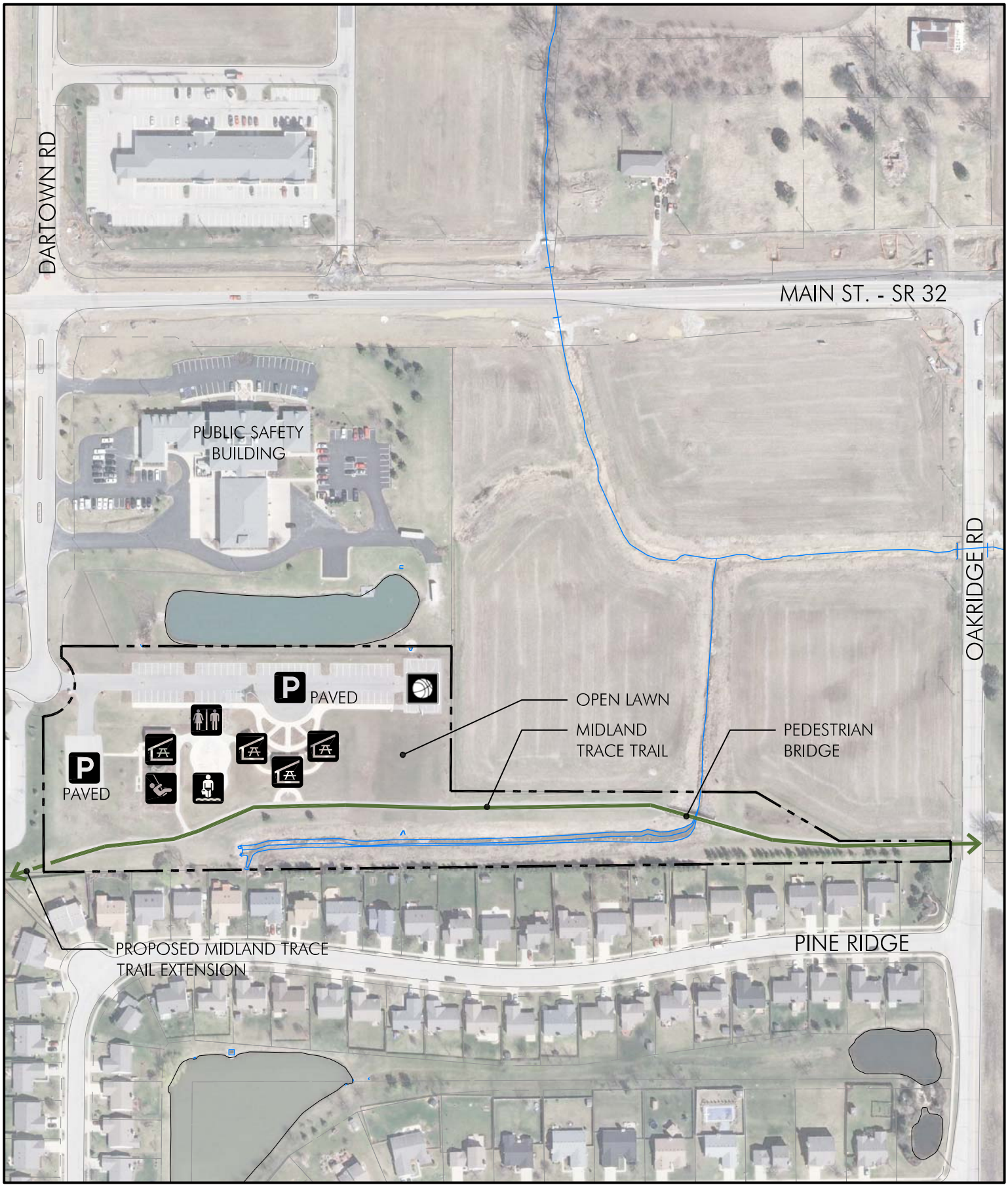
+ Constructed wetland adjacent to Cool Creek.
+ Passive park with emphasis on wetland interpretation.
+ Frontage on 161st Street and Westfield Boulevard.
+ Natalie Wheeler Trail near park on Union Street.
+ Need identified for boardwalk improvements.
+ IDEM approval of wetland mitigation requirements is pending.

Existing Inventory:

+ 1 boardwalk with interpretive signs.
+ 1 natural area – wetland.
+ 1 gravel parking area.

High Priority Actions:

+ Construct overlook structure in coordination with Boy Scouts.
+ Improve existing boardwalk.
+ Provide additional native tree and prairie plantings next to boardwalk.
+ Reconfigure existing gravel parking area.
+ Incorporate new identification and information signs in park utilizing new brand image.
+ Provide connection to Natalie Wheeler Trail with Union Street crosswalk and traffic calming features.



05

Quaker Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 100' 200'

Scale: 1"=200'

Quaker Park

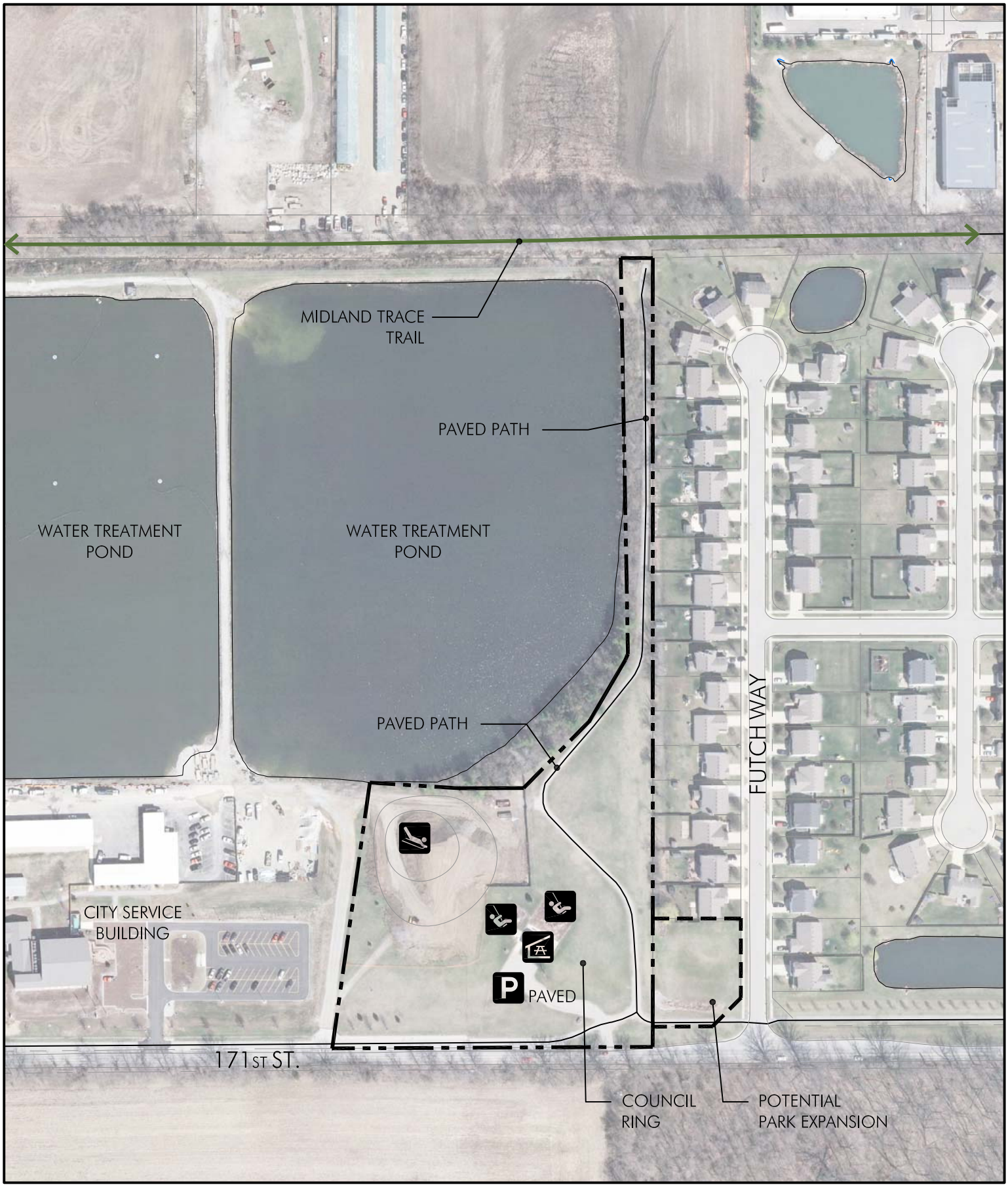
Address: 17501 Dartown Road
Size: 6.89 Acres

Existing Site:
+ Fully developed park adjacent to Westfield Public Safety Building.
+ Adjacent to Pine Ridge subdivision, with access at Oak Ridge Road.
+ Access to Main Street (SR 32) by way of Dartown Road.
+ Section of Midland Trace Trail on south edge of park.
+ Most popular park in WPRD system.
+ Utilized for current YMCA summer camp and programs.
+ Westfield In Bloom site.
+ Site of 2011 Westfield Arbor Day event.

Existing Inventory:
+ 1 basketball court.
+ 4 shelters.
+ 1 playground.
+ 1 spray ground.
+ 4 drinking fountains
+ 1 trail, paved.
+ 1 restroom.
+ 2 paved parking areas.
+ Amenities include benches, tables, and grills.

High Priority Actions:
+ Incorporate new park entrance identification and information signs in park utilizing new brand image.
+ Provide trail connection to Midland Trace Trail by way of Monon Trail and proposed Anna Kendall Trail.
+ Display garden planting (annual event).
+ Install additional tree plantings.
+ Rejuvenate existing turf areas.

Intermediate Priority Actions:
+ Replace playground.



06

Simon Moon Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 100' 200'

Scale: 1"=200'

Simon Moon Park

06

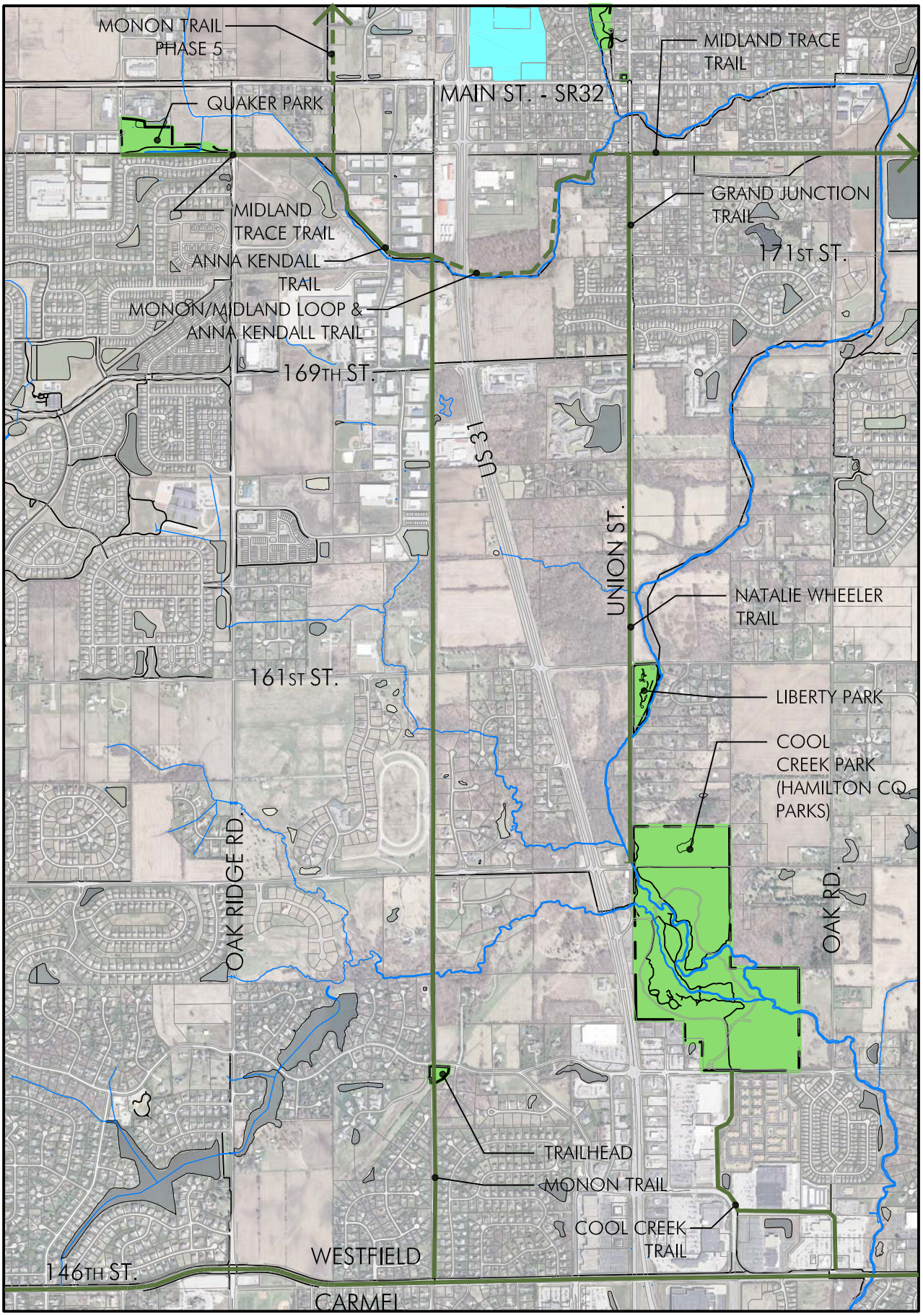
Address: 2710 East 171st Street
Size: 5.81 Acres

Existing Site:
+ Developed park adjacent to City Service center.
+ Open lawn areas with park elements and small tree.
+ Adjacent building lot is in process of being acquired for park expansion.
+ Adjacent to Carey Commons subdivision.
+ Frontage on 171st Street.
+ Path connection to Midland Trace Trail.

Existing Inventory:
+ 1 shelter.
+ 2 playgrounds.
+ 1 trail, paved.
+ 1 sledding hill.
+ 1 paved parking area.
+ Council Ring with fire pit.
+ 1 drinking fountain.
+ Amenities include benches, tables, and grills.

High Priority Actions:
+ Incorporate new park entrance identification and information signs in park utilizing new brand image.
+ Acquire vacant lot east of park.
+ Construct restroom facility.
+ Realign existing path to east property line to facilitate sledding.
+ Evaluate sledding hill operation.
+ Construct pedestrian connection to City Service center parking area.

Intermediate Priority Actions:
+ Replace playground.



07

Monon Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 900' 1800'

Scale: 1"=1800'

Monon Trail

Size: 23.84 Acres

Existing Site:

+ 2.5 mile regional rail trail, offering direct trail connection to downtown Indianapolis on completed segments.
+ Trailhead at 1155 East Greyhound Pass and Quaker Park.

Existing Inventory:

+ Paved regional rail trail, 146th Street to 161st Street.
+ Gravel regional rail trail, 161st Street to Oak Ridge Road.
+ Paved parking area at trailheads.
+ Greyhound Pass Trailhead, amenities include benches, bike racks, restrooms, drinking fountain.
+ Quaker Park Trailhead amenities include park elements.
+ Mile markers with emergency notification information.

High Priority Actions:

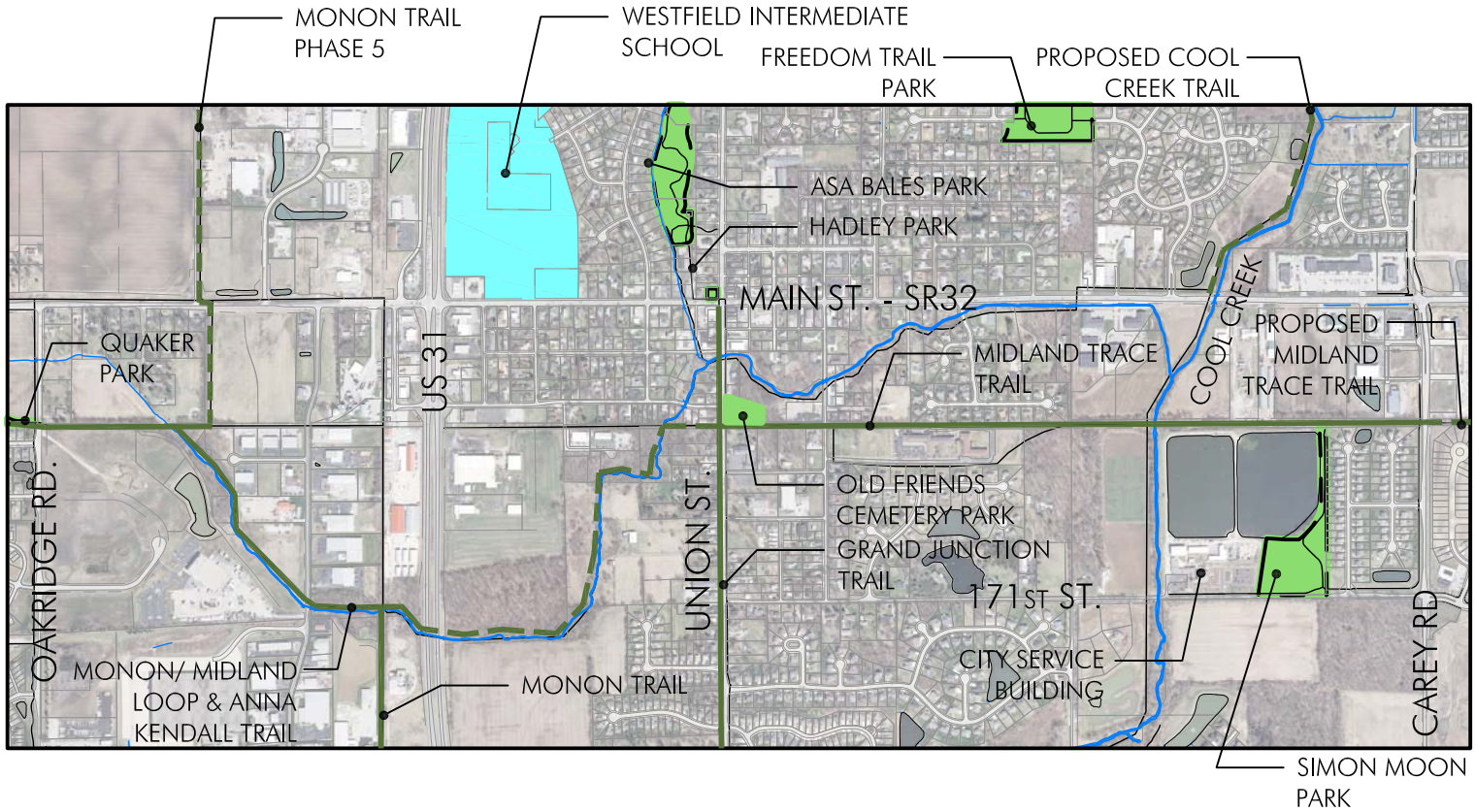
+ Incorporate new identification and information signs utilizing new brand image.
+ Acquire additional right-of-way needed to complete trail.
+ Construct trail from Oak Ridge Road and Midland Trace Trail to 191st Street as part of Grand Park.
+ Pave trail segment between 161st to Oak Ridge Road.

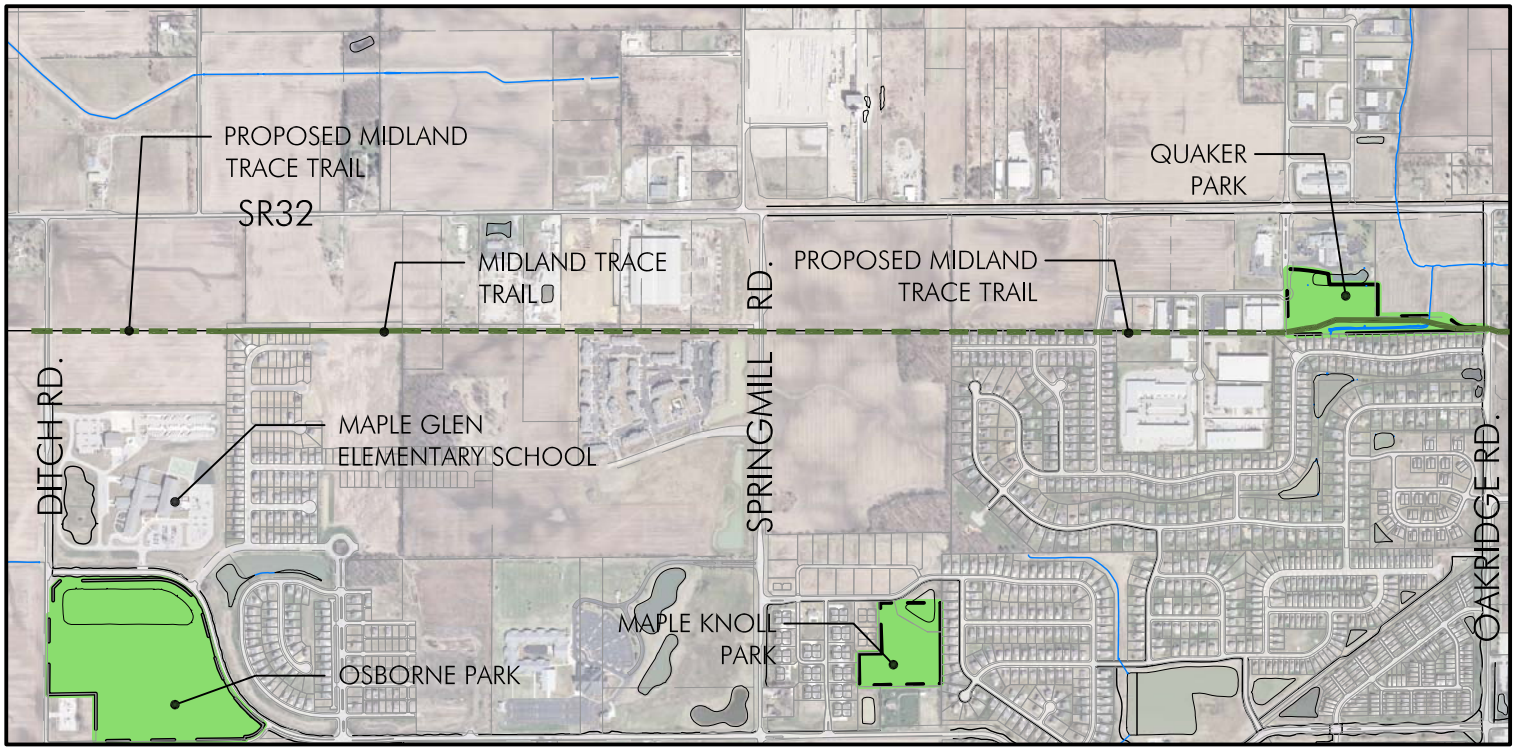
Intermediate Priority Actions:

+ Construct trail from 191st Street to north township limit

Low Priority Actions:

+ Trailhead at 161st or 169th Street





08

Midland Trace Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 700' 1400'
Scale: 1"=1400'

Midland Trace Trail

08

Size: 9.12 Acres

Existing Site:

+ 1.5 mile trail on old rail corridor between Carey Road and Union Street at Old Friends Cemetery Park.
+ 12-foot wide trail with connecting paths to Simon Moon Park.
+ Initial segment of planned east/west regional trail.
+ Future phases will provide connections to Monon and Anna Kendall Trail.

Existing Inventory:

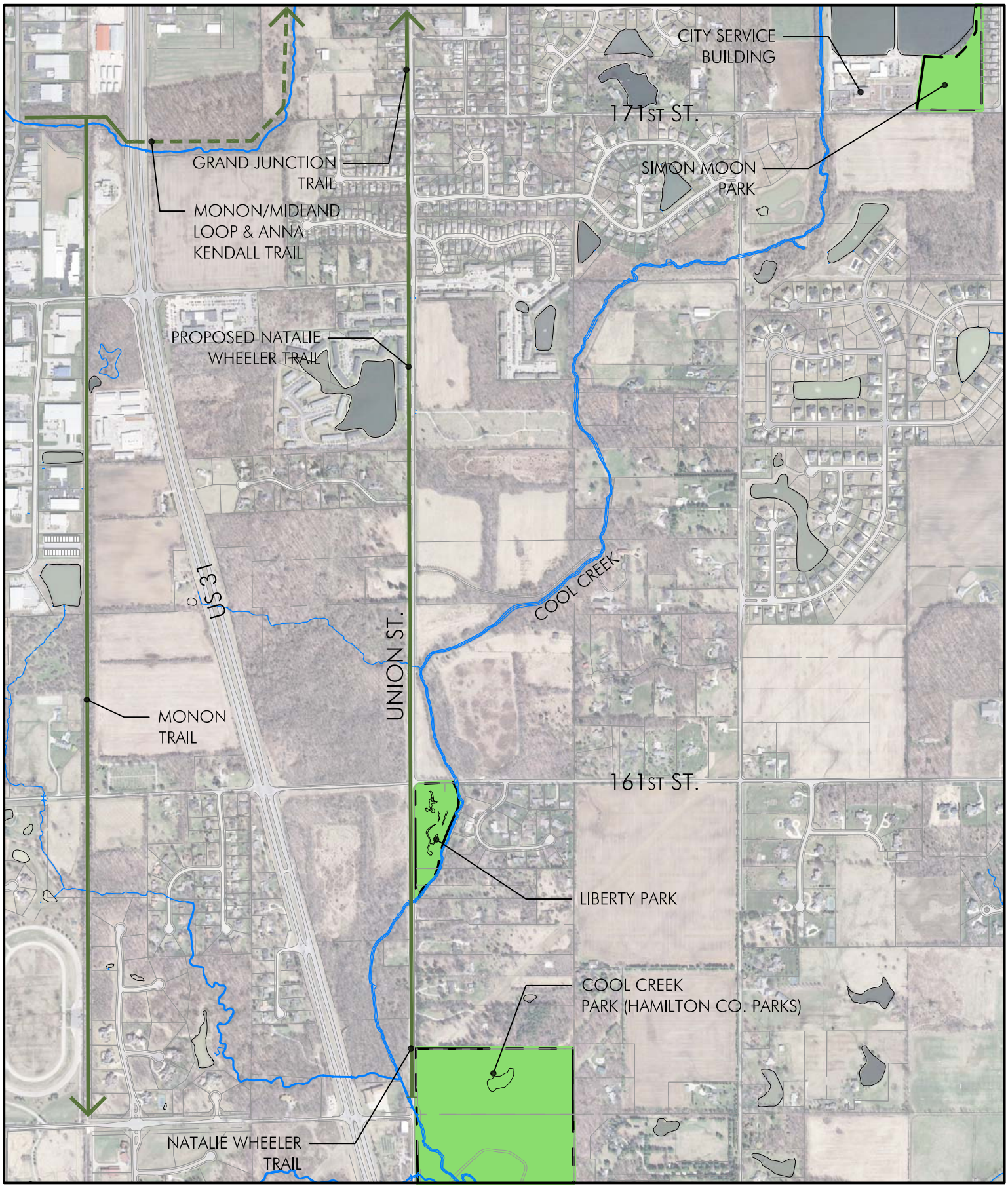
+ 1 paved regional rail trail, completed sections include:
    - Carey Road to Union Street.
    - Quaker Park.
    - Sonoma Subdivision.
+ Trailhead amenities at Old Friends Cemetery Park include benches, bike racks, and drinking fountains.
+ Mile markers with emergency information.

High Priority Actions:

+ Incorporate new identification and information signs utilizing new brand image.
+ Acquire necessary right-of-way and construct trail between Union Street and Quaker Park as part of combined Monon and Anna Kendall Trail.
+ Construct gravel section from Carey Road to Gunther Boulevard.
+ Provide additional trail amenities including benches, bicycle racks and pet waste stations.

Intermediate Priority Actions:

+ Construct trail from Quaker Park to Hamilton / Boone County line.
+ Construct trail from Gunther Boulevard to Gray Road.



09

Natalie Wheeler Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 500' 1000'
Scale: 1"=1000'

Natalie Wheeler Trail

09

Size: 3.04 Acres

Existing Site:

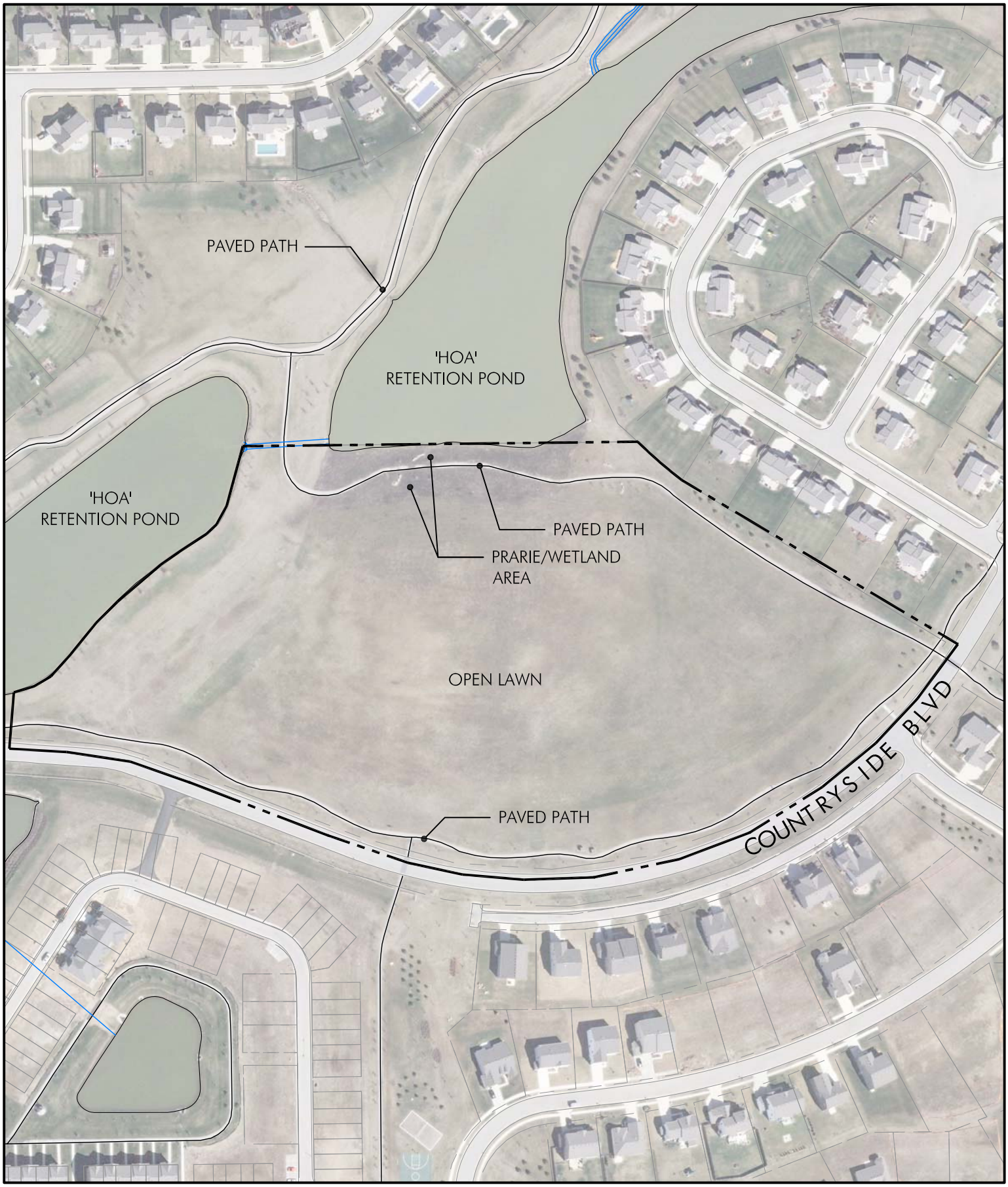
+ 1.5 mile trail on west side of Union Street / Westfield Boulevard.
+ 8-foot and 10-foot wide asphalt trail connecting to Cool Creek Park and Grand Junction Trail on north.

Existing Inventory:

+ Paved shared use right-of-way trail, Cool Creek Park to 171st Street.

High Priority Actions:

+ Incorporate new identification and information signs utilizing new brand image.
+ Provide connection to Liberty Park with Union Street crosswalk and traffic calming features.



10

Armstrong Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 100' 200'
Scale: 1"=200'

Armstrong Park

10

Address: 16200 Countryside Boulevard
Size: 15.62 Acres

Existing Site:
+ Developer land donation, internal to Countryside subdivision.
+ Two adjacent retention ponds.
+ Frontage on Countryside Boulevard.
+ Undeveloped parkland with open lawn and a few small tree plantings.

Existing Inventory:
+ 1 paved trail.

High Priority Actions:
+ Incorporate new identification and information signs in park utilizing new brand image.
+ Develop park designs and construction documents, including public input.
+ Construct paved parking lot, shelter, restroom and playground.

Intermediate Priority Actions:
+ Construct additional park improvements, including playing fields and additional trails.

Low Priority Actions:
+ Install additional tree plantings and native prairie areas.

11

Maple Knoll Parkland

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 50' 100'

Scale: 1"=100'

Maple Knoll Park

11

Address: 201 Spring Lake Drive
Size: 6.03 Acres

Existing Site:
+ Land donation from nearby developer.
+ Internal to Maple Knoll subdivision with frontage on Spring Lake Drive.
+ Entirely wooded with small retention pond adjacent.
+ Previous timbering has caused considerable damage to existing trees.
+ Forestry recommendations are to limit park access over approximately 20 years to allow natural restoration of woodland.

Existing Inventory:
+ 1 natural area - woodland

High Priority Actions:
+ Incorporate new identification signs in park utilizing new brand image.
+ Preserve existing woodlands

Intermediate Priority Actions:
+ Provide understory tree plantings to naturalize woodland edge.

Low Priority Actions:
+ Identify potential location for “woodland path”.
+ Stripe Spring Lake Drive for dedicated on-street parking spaces.
+ Construct accessible path from Spring Lake Drive to woodland edge.

12

Raymond Worth Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 100' 200'
Scale: 1"=200'

Raymond Worth Park

12

Address: 16301 Little Eagle Creek Road
Size: 16.62 Acres

Existing Site:

+ Undeveloped park near Little Eagle Creek in undeveloped area of western Washington Township.
+ Remote location with poor connectivity to trails and developed areas of community.
+ Frontage on Little Eagle Creek Road.
+ Utilized for informal equestrian use.

Existing Inventory:

+ 1 lawn surface trail.
+ 1 gravel parking area.

High Priority Actions:

+ Incorporate new identification and information signs in park utilizing new brand image.
+ Pave and expand parking area to accommodate horse trailers, provide trailer loading / unloading capability.
+ Improve existing equestrian trails.

Low Priority Actions:

+ Provide trail connection to proposed Little Eagle Creek Conservation Corridor.

13

Osborne Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 150' 300'

Scale: 1"=300'

Osborne Park

13

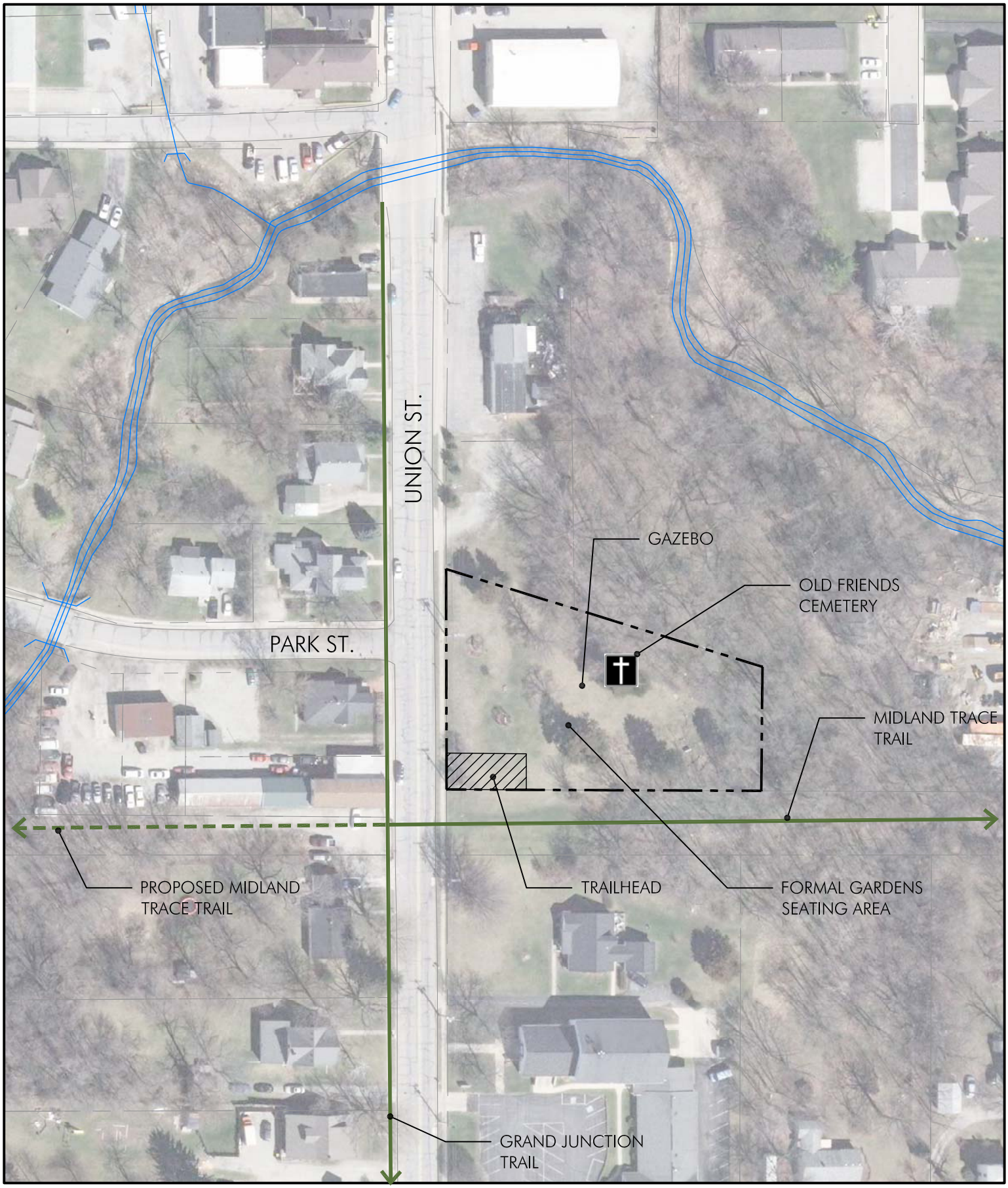
Address: 17001 Ditch Road
Size: 30.45 Acres

Existing Site:
+ Land donation from Westfield Washington School Corporation.
+ Adjacent to Maple Glen Elementary School.
+ Frontage on Ditch Road and 169th Street.
+ Existing Duke Energy substation adjacent.
+ Small lake / retention pond with water recreation potential.
+ Hamilton County Leadership Academy is studying park development options.
+ Good potential as small community park.

Existing Inventory:
+ 5-acre retention pond.
+ 20 acres of tillable farmland.

High Priority Actions:
+ Incorporate new identification and information signs in park utilizing new brand image.
+ Develop park designs and construction documents, including public input.
+ Construct paved parking lot, shelter, restroom and playground.
+ Construct dog park.

Intermediate Priority Actions:
+ Construct additional park improvements, may include playing fields, water based recreation.
+ Naturalize open areas where possible to reduce lawn maintenance requirements.



14

Old Friends Cemetery Park

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 50' 100'
Scale: 1"=100'

Old Friends Cemetery Park

14

Address: 302 South Union Street
Size: .79 Acres

Existing Site:

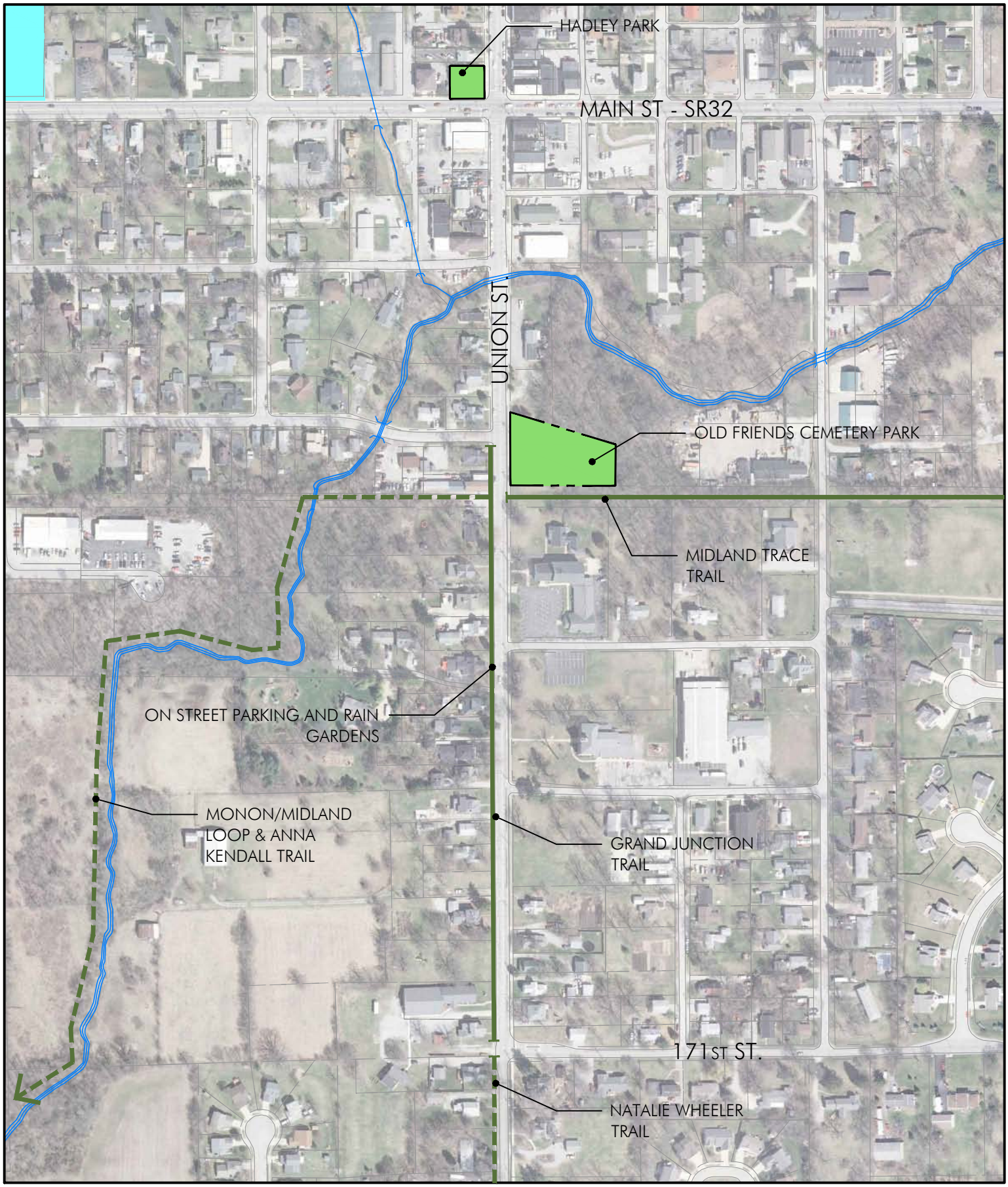
+ Located in original town area adjacent to proposed Grand Junction project.
+ Park site is a cemetery at Union Street and Midland Trace Trail.
+ Martha Doan Memorial Garden.
+ Construction completed in 2011 with trailhead components and garden area.
+ Existing cemetery burial history and interpretive research is being conducted.

Existing Inventory:

+ Existing 1800"s Quaker (Friends) Cemetery.
+ 1 open frame gazebo.
+ 1 natural area – garden.
+ 1 trail – gravel.
+ 1 paved trail connection to Midland Trace Trail.
+ Amenities include benches, bike racks, drinking fountain.

High Priority Actions:

+ Incorporate new identification and information signs in park utilizing new brand image.
+ Complete construction of Martha Doan Memorial Gardens and cemetery improvements.
+ Implement interpretive research with signs, artwork or other interpretive elements.



15

Grand Junction Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 150' 300'
Scale: 1"=300'

Grand Junction Trail

15

Address: Union Street
Size: 1 Acre

Existing Site:

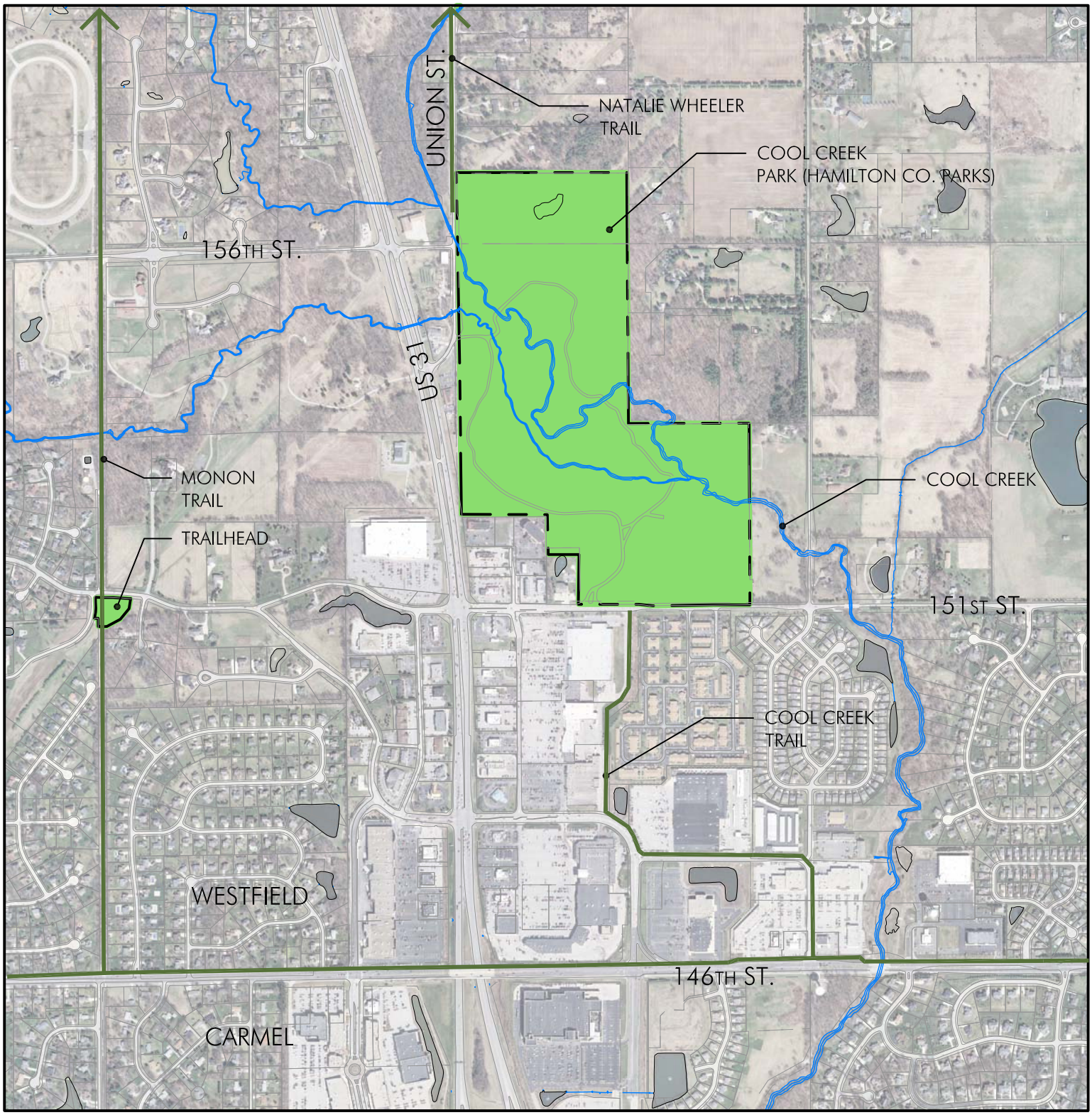
+ Urban shared use right-of-way trail on west side of Union Street connecting to Midland Trace and Natalie Wheeler Trail.
+ Trail is between Jersey Street and 171st Street.
+ Utilizes sustainable design feature with rain gardens and salvaged paving brick.

Existing Inventory:

+ .4 mile long trail.
+ 8-foot wide asphalt, with brick pavement in areas.

High Priority Actions:

+ Incorporate new identification and information signs utilizing new brand image.
+ Coordinate Grand Junction improvements with trail at Jersey Street.
+ Evaluate establishment of rain garden plants; supplement with new plantings if required.



16

Cool Creek Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 500' 1000'
Scale: 1"=1000'

Cool Creek Trail

16

Size: 7.44 Acre

Existing Site:

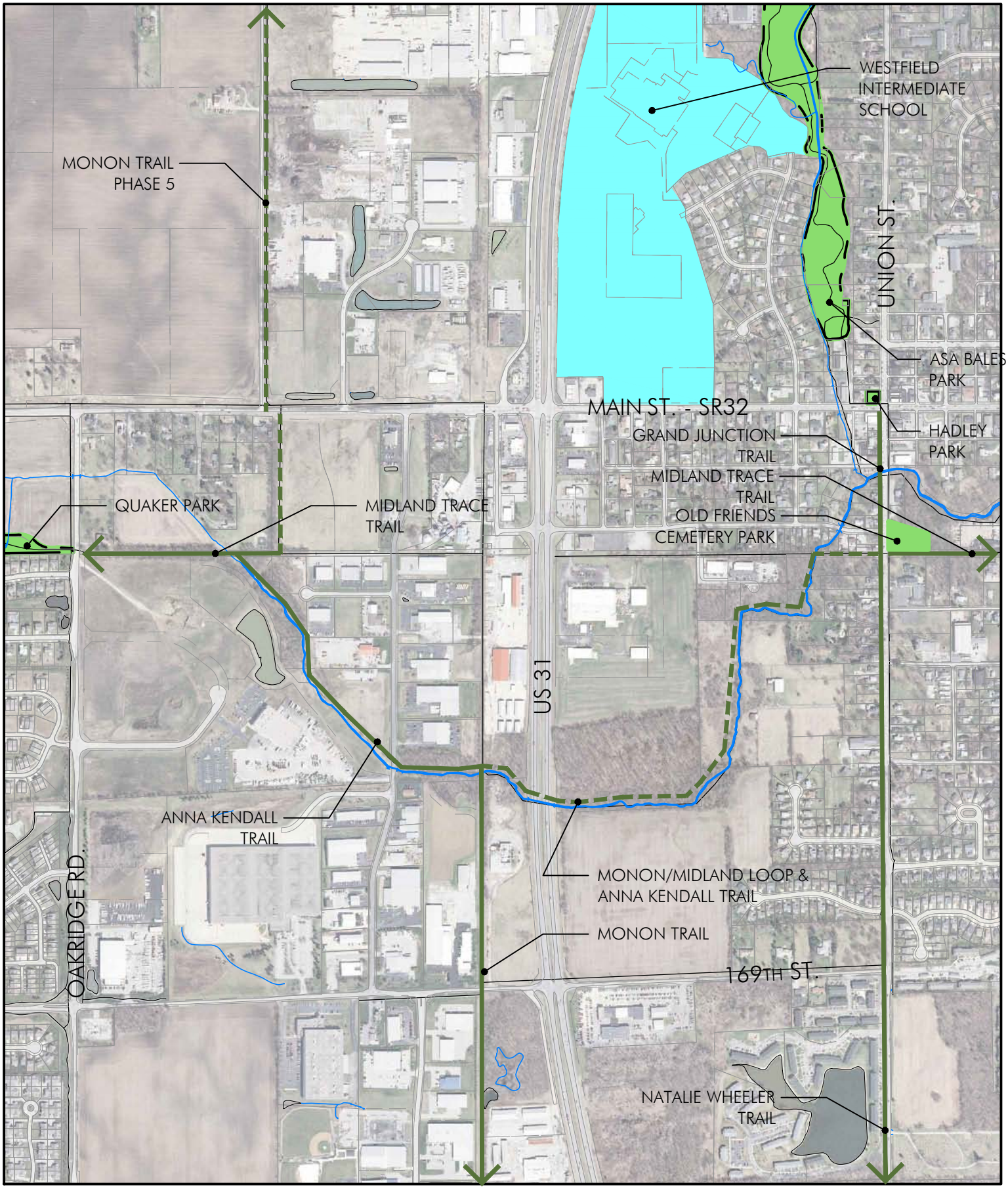
+ Urban shared use right-of-way trail south of Cool Creek Park (Hamilton County Parks) connecting to Natalie Wheeler Trail.
+ Planned trail extensions will provide connection to Freedom Trail Park following Cool Creek stream corridor.
+ Build-out will yield 7.6 mile trail.

Existing Inventory:

+ .9 mile long trail.
+ 8-foot wide asphalt.

High Priority Actions:

+ Incorporate new identification and information signs utilizing new brand image.
+ Construct trail between Freedom Trail Park and Main Street (SR 32).
+ Acquire right-of-way and construct trail between Main Street (SR 32) and Natalie Wheeler Trail at Liberty Park.



17

Anna Kendall Trail

WESTFIELD PARKS AND RECREATION MASTER PLAN
May 2011

0' 400' 800'
Scale: 1"=800'

Anna Kendall Trail

17

Size: 3.47 Acre

Existing Site:

+ Greenway trail between Monon Trail and Midland Trace Trail at Oak Ridge Road.
+ Forms section of inner loop linear park.
+ Build-out will yield 2.1 mile trail.

Existing Inventory:

+ .4 mile long trail.
+ 8-foot wide asphalt.

High Priority Actions:

+ Incorporate new identification and information signs utilizing new brand image.

Figure 4.3: 360 Brand Marketing Diagram

Market Assessment:

Identity

It is apparent confusion exists on behalf of the public between roles and responsibilities of WPRD, Washington Township Parks and Hamilton County Parks. Washington Township has MacGregor Park and offers a number of programs. Hamilton County Parks has the long-established Cool Creek Park as well as Bray Park. Based upon the various meetings and survey, it was clear the citizens do not understand the differences between the three departments. During the stakeholder meetings, this was viewed as a positive; a demonstration of seamless service delivery. The concern with this seamless delivery is citizens do not realize which government entity and tax base is responsible for the park facilities and services.

WPRD needs to build its brand so that every citizen clearly understands who provides services and who to contact for information and to report problems. Full realization of the WPRD brand identity is dependent on various resources. Resources beyond the park budget should be utilized to maximize the WPRD brand identity. Most public park systems leverage marketing from other initiatives and sources.

Signage and Wayfinding

A uniform signage and wayfinding system is recommended. Currently the system has several different styles of identification signs and logos. The first objective is to create a wayfinding and signage standard. The system should have uniform identifiable color schemes, consistent logos; shape and type face

which tells the user they are in a Westfield Park. The Grand Junction project affords an opportunity to create a sign system to be used for all WPRD facilities. A list of sign types that need to be included in the overall wayfinding and sign system include:

+ Park and facility identification signs.
+ Directional signs.
+ Informational signs, such as park regulation and warning signs.
+ Interpretive signs and posters.
+ Directories and park displays.

A logical extension of this wayfinding and sign system is a city-wide wayfinding system directing people to major destinations in Westfield. The introduction and use of a uniform signage system will correct much of the confusion about who operates various park facilities in Westfield and build the WPRD brand.

Events:

A secondary initiative is recommended to improve identity for WPRD and would involve the use of special events and program expansion. Events sponsored by WPRD would attract citizens and are critical to building the brand. Presently, two major events are held each year, "Westfield Rocks The 4th" celebration and the Spring Community Plant Day event. Both are successful financially, provide increased WPRD visibility and do much to build the brand.

To increase interest in special events over the entire year, WPRD should consider adding a fall festival and a winter celebration. The fall event could be a Halloween theme with costume parades or contests and perhaps a farmers market offering harvest products or crafts. The winter event could be held with bonfires perhaps at Simon Moon Park and weather permitting, use of the sledding hill. WPRD may also consider a summer concert series at various parks or movie night in the parks. A park system in northwestern Indiana purchased a fully functioning portable stage including a sound system for their concert series. This would be available for lease to other departments. The new festivals or concerts should be partnerships with local businesses or non-profit groups providing funding, volunteers and publicity.

Programs

Programming is another way to build identity and brand the park system. Program offerings define the identity of a park system. The Westfield logo should be prominent on all informational pieces, sign up forms and program printed materials. This sort of care should be taken on all partnership printed materials to assure proper visibility and credit is given to WPRD.

Additional youth and senior programs were indicated as a need in the survey, public, and stakeholder meetings and should be pursued to provide users with additional program options. In the short-term, before in-house programming

space and staff resources are available, expansion can be done using volunteers, outside contractors and space in churches, non-profit organizations and for-profit facilities. Public / private partnerships in programming with for-profit companies can be beneficial to the business and the park system. Partnerships are normally very cost effective for the park system through shared resources and costs. Specific types of programs can be developed using interests contained in the Community Tapestry profiles in the demographic section. The survey also had some open ended questions which indicated potential program topics.

Outreach to the Public

The citizen survey indicated the most effective ways to reach the public are word of mouth, e-mail, newsletters, and the internet. WPRD has a section on the city web site with a calendar link and announcement page which could be expanded. Recommended webpage improvements include:

+ Utilizing facility maps produced for the master plan.
+ Trail maps with access points, trail heads, mile markers and amenities clearly defined.
+ Link to an internet map page for park directions.
+ Seasonal program catalog with on-line program sign up as programs are added.
+ Special events section with descriptions, dates, times and locations.
+ On line sign up for volunteers, partnerships and sponsorships. Volunteer opportunities should be listed on the web site.
+ An ongoing survey about customer service with a link using Survey Monkey may be desirable.
+ Links to the other park and recreation providers in the community would be valuable.
+ Consideration of a standalone web site for WPRD linked to the City site. This would give WPRD more latitude to be inventive in appearance and responsive to citizen needs.

The Department may wish to create a quarterly or monthly newsletter with program and event information. Articles on gardening, landscape, environmental issues, youth sports, bicycling, hiking and fitness might be topics included in the newsletter. The newsletter should be electronic and distributed via e-mail with an annual hardcopy included with utility bills. WPRD should develop an e-mail database including all Westfield residents. Signup sheets and information requests should include space for e-mail addresses for transfer into a user data base.

Volunteer Initiatives:

A strong volunteer program helps to build support for the department and contribute to building the brand. Volunteers need to be valued, nurtured, and encouraged and only asked to perform tasks that staff would normally complete. Volunteer projects should have a highly visible end product that is

significant to the volunteer. To properly utilize volunteers, a volunteer coordinator needs to be designated. The volunteer coordinator should have special training in volunteer management. All programs should have a volunteer leader, organizing and directing volunteer efforts. It is necessary to pre-train volunteer leaders to assure successful results from the program or event. Follow up with each volunteer should always occur to stress their significance to the department

Brand Consistency:

The Westfield Park logo and name needs to be shown consistently in the same color families and type faces on all printed collateral, banners, electronic graphics, staff attire and vehicle graphics. All published pieces distributed by WPRD should have the logo prominently displayed with phone numbers, mailing address, web address and e-mail address. Staff should be identified by uniforms or staff shirts with the logo and WPRD name. All signage should follow sign and wayfinding standards and prominently display the WPRD logo.

Staffing Recommendations:

It is important that WPRD staffing increase as facilities and responsibilities increase. In addition, staff development is important and must include on-going training and professional development. Staff training provides benefits in potential attainment of preferential insurance rates and in remaining current with changing park and recreation standards and trends. Recommended staffing additions for WPRD are noted below.

Administrative Staff:

Discussions with staff indicate expanded programming and events are a goal for the coming years. The department should review and assess that arrangement following the 2011 season. The department should consider the use of outside groups and volunteers to conduct programs. A full-time program specialist may be required as programs are increased. Adding a program coordinator would release the Director to concentrate on expanded marketing, planning, grantsmanship and administrative duties.

Natural Resources Staff:

Staff levels seem appropriate at the present work load levels. Additional staff may be needed as park acreage and / or design duties are added.

+ The natural resources staff is presently completing an inventory of city owned trees. A subsequent tree care program should be developed, including inspection and development of preventative maintenance programs. An emergency response plan for downed trees should be provided. This information can be added to Westfield's geographic information system database and updated periodically.

+ A reforestation planting plan should be developed to replace trees reaching the end of life expectancy and expand the tree canopy in the city.
+ Natural resources staff should create a preferred species list, along with a list of trees that are not recommended for planting.
+ The Department needs to create a removal / treatment policy for ash trees with the recent invasion of Emerald Ash Borers. Natural resources staff should implement a monitoring plan for existing ash trees in the public right-of-way and policies for removal of affected trees. Indiana Department of Natural Resource foresters and removal policies will be a helpful resource.

Maintenance Staff:

The addition of traffic roundabouts, park land, and trails will add maintenance responsibilities and necessitate additional staff. Presently there are two full-time maintenance staff with four additional seasonal employees. There is a need for an additional full-time maintenance foreman and crew leader. In the short-term, additional seasonal workers will be required as work programs and acreage is added to park responsibilities. In the long-term, additional full-time or lead staff will be required to oversee seasonal staff and to oversee crews. More equipment will be required to outfit additional crews.

+ Presently the director and maintenance supervisor have playground inspection certification. The maintenance supervisor passed the certification examination in January. WPRD should always have at least one certified inspector.

+ Presently one employee has a spray applicators license for herbicides. The department should keep at least one licensed employee responsible for the proper and safe application of chemicals.

+ The use of Public Works equipment is a very efficient and cost effective method given existing workloads. Backup plans for peak use periods should include contracts for equipment rental with private vendors. The contracts could be bid on an annual or bi-annual basis and would be available for all City departments as needed.

+ Equipment and material storage is available in the Public Works garage, as equipment and staff increase, more space will be required. The creation of a standalone park maintenance facility, centrally located with appropriate amounts of indoor and outdoor storage for equipment and materials is recommended.

Budgets / Costs:

The 2011 WPRD budget is $1,574,644. This represents a tenfold increase over the park budget since 2006. The current capital budget represents an appropriated amount dependent on revenues from outside grants, donations

and park impact fees. None of the budget is derived from tax revenues dedicated to parks and recreation. The current budget, while considerably larger, lags behind similar park system budgets. To arrive at a logical budget recommendation, statistics and budgets for large regional cities and departments in comparable communities were reviewed. The statistics were summarized to determine an average dollar per resident for recreation spending. These averages were compared to Westfield's current spending. The 2011 WPRD budget provides spending of approximately $50 per resident. This is one third of the average spending of $150 per resident of the sampled cities. The Carmel Clay Parks and Recreation Department spends $217 per resident, while Noblesville provides $114 per resident in recreation spending. It is recommended the WPRD budget be increased to $3,500,000 by 2015. This represents spending of $100 per resident based on a projected population of 35,000.

Projected high priority capital identified in the Action Plan for system and park facility actions exceed $19,000,000. This represents over $3,500,000 annually in each of the first five years.

Westfield Budget						
Year	Operating Budget	Capital Budget	Total Budget	Funding sources for capital	City Levy	% to Parks
2005	$ 118,111	$ 40,000	**$ 158,111**			
2006	$ 84,624	$ 40,000	**$ 124,624**		$ 4,059,957	2.08%
2007	$ 99,736	$ 130,003	**$ 229,739**		$ 4,131,305	2.41%
2008	$ 132,270	$2,000,000	**$ 2,132,270**	Grants, donation and Park Impact fees	$ 7,612,037	1.74%
2009	$ 144,994	$2,000,000	**$ 2,144,994**	Grants, donation and Park Impact fees	$ 11,536,049	1.26%
2010	$ 543,554	$1,000,000	**$ 1,543,554**	Grants, donation and Park Impact fees	$ 11,715,227	4.64%
2011	$ 574,644	$1,000,000	**$ 1,574,644**	Grants, donation and Park Impact fees	$ 13,459,401	4.27%
Fairfield, Ohio Budget			**$ 3,870,000**			
Liberty Township, Ohio Budget			**$ 1,175,000**			
Mason, Ohio Budget			**$ 7,514,634**			
Carmel, Indiana Budget			**$18,500,000**			
Noblesville, Indiana Budget			**$ 5,810,000**			

Figure 4.4: Budget Chart

Funding Assessment:

WPRD is reliant on a combination of outside grants, donations and proceeds from a park impact fee for department funding. There is not a dedicated tax levy for parks and recreation in Westfield. Washington Township has a park tax levy that is utilized for Washington Township Parks operations and capital improvements. While Westfield residents pay a portion of this tax levy proceeds are not used for WPRD facilities.

Westfield has been very successful in garnering outside grants to fund a large percentage of trails they own, maintain, and operate. In addition, much of the land for the trails has been donated by residents. Future trail segments need to continue to maximize the use of donated land. WPRD needs to continue to aggressively seek outside grants for continued trail and park development. This will minimize the need for local funding of capital improvements.

Westfield currently utilizes grants, donations and park impact fees to fund capital improvements. A $930 park impact fee is assessed for each new dwelling unit permit issued in Westfield. The use of park impact fees provides a considerable amount of funding for improvements in a positive development climate. In the current building slump, projected to last several more years, revenues from park impact fees may not be as high as projected.

The current WPRD reliance on a relatively narrow source of revenue suggests the need for increased funding sources and revenue for WPRD to adequately respond to growth and development. Revenue enhancement has been identified as one of the biggest financial needs of the department. Revenue enhancement can take a variety of forms from programming, user fees, separate park taxes and tapping into new sources of outside funds.

The vast majority of successful park and recreation departments rely on some form of tax revenue to meet their financial needs. 40% of the survey respondents indicated a willingness to pay some form of real estate tax in support of WPRD. A carefully studied approach to a Westfield park and recreation levy to tangible returns is recommended by the planning team.

Currently all park and recreation programming is offered by outside providers. Current program revenues accrue to these outside providers and not WPRD. WPRD provides staff support for many of the current programs. It is recommended that much of the current and planned programs be provided by WPRD with the appropriate staff and facility resources. This will enable program revenues to remain with the department to fund expanded programming opportunities.

Perhaps the type of revenue enhancement offering the most effective long-term potential will be the formation of a park foundation. Formation of a foundation provides benefits beyond revenue enhancement to build volunteer resources to augment WPRD staff. Reasons to consider in the formation of a foundation include:

+ Providing an organized vehicle for private donations, allowing the donor in some instances to claim important tax deductions under IRS 501c3 regulations.
+ Foundations inspire greater confidence in the management and use of gifts.
+ Adding a needed funding source beyond the budget process to extend tax dollars and allow completion of department goals and initiatives.
+ Allowing influential friends of the department to do fundraising and promote the goals of the department while formally and consistently serving as trustees. Trustees often make donations to the foundation they serve which can be substantial.
+ Providing a process for the department to make capital improvements in addition to city bidding and purchasing requirements, allowing safe, creative funding and cost savings without loss of ultimate administrative control.
+ Allowing the department to be eligible for private grants from a broader spectrum of non-profit sources.
+ Providing an umbrella for local service organizations fundraising efforts that support department initiatives and provides a formal safe receptacle for smaller fundraising proceeds.
+ Allows for the creation of comprehensive fundraising plans including annual campaigns, capital programs, major gifts and planned giving to support park initiatives.

A foundation is first formed by creating a non-profit corporation under state laws. The corporation applies for 501c3 designation under IRS statutes. WPRD will require a lawyer to prepare the incorporation papers to fit Westfield's government procedures and limitations. The foundation will be required to appoint three initial trustees to the foundation. The initial trustees should be residents who work in the City, who have demonstrated a commitment to the park programs or initiatives. They should be well connected in the community and be leaders known and trusted by the general public. The City Council will most likely be responsible for appointing the trustees and should initially look for candidates from legal, accounting and public relations/marketing occupations. The first three trustees will be the work horses of the foundation and will be asked to do much of the ground breaking work.

The occupations of the new trustees are important because they will perform those functions on behalf of the foundation. The attorney will be helping with the set up of the foundation; will be instrumental in guiding the basic tenets of the work program, making sure it operates within the legal bounds set by the non-profit incorporation. The accountant will help to set up and keep the books for the foundation. The marketing trustee will help with the creation of the initial public relations campaigns to raise money, awareness and name recognition.

The trustees will be required to commit to terms of various lengths for staggered reappointment and replacement. The trustees should understand

they are expected to make donations to the foundation. This is necessary because trustees will need to demonstrate to others their level of commitment.

After the initial trustees are appointed, the trustees working with the Mayor and Park Director will find additional trustees to fill the board. The second wave of trustee selection need not be based on occupation. The same attributes of leadership and commitment to a strong park and recreation philosophy are important in the selection criteria, however. The additional trustees will be primarily involved in fundraising and should be able to influence local citizens who have the ability to support projects and programs of the park system. While volunteers are strong and integral parts of the system, unless he or she has broad or unique skills in many areas they may not be a good choice for trustee. The overreaching attribute is the ability to raise money for the foundation in making support of capital improvements and programs possible beyond WPRD budgets.

For WPRD to grow as needed, a broader more stable variety of revenue sources need to be implemented. These revenues need to remain under the management and control of WPRD in the form of non-reverting funds, rather than being returned to the city's general fund.

Plan Priorities / Phasing:

While park and recreation plans prepared for many communities focus on short-term improvements and actions over five years, much of the emphasis of this plan is long-term growth and development of park and recreation opportunities in Westfield over the next 20 years. Plan priorities and phases have been identified for each facility, the park system and administrative actions consistent with the format of the Action Plan section. Plan priorities for each project are indicated in the Action Plan on page 46 based on the following criteria:

+ Phase 1, high priority, near term improvements to be completed within five years.
+ Phase 2, intermediate priorities to be completed within the next ten years.
+ Phase 3, lower priority improvements to be completed within the next approximately twenty years.

Phase 1 projects primarily consist of existing WPRD projects with an urgent need and focus on existing development areas. Intermediate priority projects are those which have a level of complexity requiring multiple steps and approvals to implement. Examples of these projects include development of new park properties and larger facilities, and requiring partnership agreements with outside groups. Low priority projects are focused on undeveloped areas of the township that do not have immediate park and recreation needs.

Staff Input:

Two progress meetings were conducted as part of the Plan Implementation tasks. The first meeting held on March 8 emphasized the planning framework concepts. The second meeting held on April 6 previewed the City Council presentation.

Two separate planning framework concepts were presented at the March 8 meeting. Each concept proposed a network of linear parks utilizing existing and proposed trail and stream corridors connecting to neighborhoods and park facilities. Potential new community and regional park locations were shown. The selected framework concept illustrated a dual loop linear linear park system and a new regional park in the western portion of Washington Township. It was decided to maintain Little Eagle Creek as a conservation corridor. High priority improvements include:

+ Development of Osborne and Armstrong Park.
+ Park foundation establishment.
+ Hiring of additional maintenance staff and a program coordinator.
+ Completion of Monon, Midland Trace, Anna Kendall and Cool Creek Trails.
+ Additional programs.
+ Construction of a park maintenance facility within seven years.

Important topics that need to be presented at the City Council presentation on April 11 include the identification of current park and recreation deficiencies and requirements to meet stated park and recreation goals and public perceptions.

Plan Adoption:

The Westfield Parks and Recreation Master Plan was presented to the Westfield City Council at the April 11, 2011 meeting. Each council member was provided a draft copy for review prior to the meeting. The City Council, at their May 9 meeting, passed a resolution adopting the master plan as a planning tool to guide park and recreation growth and development in Westfield.

As WPRD moves forward with implementation of this plan, it will be helpful to use recommendations in this plan to shape other local planning and regulatory tools such as the Westfield Thoroughfare Plan, the Westfield – Washington Township Comprehensive Plan, City of Westfield and Washington Township Zoning Ordinance and development initiatives. Specifically the Westfield Thoroughfare Plan should be amended to include developer set-asides that will enable implementation of the linear park loops.

Appendix

Meeting Documentation
Survey Results

LANDSTORY

MEETING MINUTES

Date: January 12, 2011

Time/Location: 1:30 p.m., Park Department Lower Level Media Room

Project: Westfield 5 – Year Park and Recreation Master Plan

Meeting Purpose: Coordination Meeting

Attendance: Melody Jones, City of Westfield, Parks and Recreation Department
Jeremy Miller, City of Westfield, Parks and Recreation Department
Doug Decker, Landstory

Item No.	Discussion/Decisions/Action	Action Required By
01-01	Purpose of the meeting is to review the schedule and available information.	**Information**
01-02	Westfield reviewed the information gathered for consultant review including the status of facility planning and design	**Information**
01-03	The planning jurisdiction area for Westfield is all of Washington Township.	**Information**
01-04	The following times were decided on for the stakeholder meetings: + 9am, 1/25, Downtown / Business / Tourism + 11am, 1/25, Hamilton County Parks / Township Parks + 1:30, 1/25, Mayor Cook + 2:30, 1/25, City Council / Department Heads + 4:00, 1/25, Active Recreation / Sports Authority / Groups The meeting invitations have been sent out to the consultant team and staff. Westfield Parks will send invitations to stakeholders. Meeting rooms are reserved for each meeting.	**Information**
01-05	The goal setting meeting will be held 3:30 pm, 1/26. Meeting invitations have been sent to the consultant team and staff. Types of attendees to be invited were discussed. Westfield Parks is sending invitations to this list. A meeting room has been reserved. Dinner will be provided for this meeting which will end at approximately 7:30 pm. LSM will interview park staff separately this day.	**Information**
01-06	A staff progress meeting will be held 10:30 am, 2/8. The meeting space is reserved. Discussion will include survey status, demographics, goals and objectives, information review, inventory assessment, preliminary system plan, draft Step 1 report. Park staff will be invited to this meeting to provide input.	**Information**

Item No.	Discussion/Decisions/Action	Action Required By
01-07	The public input meeting will be 7 pm, 2/17 at City Hall. Input will be provided at several themed stations following a presentation. Team representatives will be available to answer questions.	**Information**
01-08	A staff progress meeting will be held 10:30 am, 3/1 to review public meeting input, staff assessment, needs assessment, trends, community desires and the Step 2 draft report. The meeting space is reserved.	**Information**
01-09	The final staff progress meeting will be held 10:30 am, 3/8 to review the action plan, plan priorities, budgets, the market assessment, staff recommendations and the Step 3 draft report. The meeting space is reserved.	**Information**
01-10	The final master plan will be presented at the City Council meeting at 7 pm, 3/28. Final report materials will be submitted prior to 3/21 for incorporation in council members' packets.	**Information**
01-11	Landstory will update the schedule based on the meeting dates noted above.	**Information / Landstory**
01-12	The public opinion survey was discussed. LSM will provide the final survey to Westfield to upload on the city and park department website. (Done) Westfield will send survey notifications to contacts in their database and other local groups. The survey will ask a question gauging local awareness of the active public park and recreation providers in Westfield. (Done)	**Information / LSM / Westfield**
01-13	Freedom Trail Park is the only park with playing fields, currently most sports groups utilize school playing fields. Implementation of the 300 acre Sports Park will provide many more fields. It is anticipated a separate group will manage the new playing fields.	**Information**
01-14	The intent of Westfield is to become known as the trail capitol of central Indiana.	**Information**

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:

Douglas R. Decker, ASLA, CSI, LEED AP
Project Manager

January 17, 2011
Date

Cc: Attendees
Jess Parrett, LSM
Joann Green, Landstory
Chris Moore, Landstory

Westfield 5-Year Parks and Recreation Master Plan
Stakeholder Meeting
Hamilton County/Washington Township Parks Group
Tuesday, January 25, 2011

Attendees:

David Gilk	trustee@washingtontownship-hc.us	317-574-9490	Washington Township
Chris Stice	chris.stice@hamiltoncounty.in.gov	317-770-4402	Hamilton County Parks
Al Patterson	allen.patterson@hamiltoncounty.in.gov	317-770-4401	Hamilton County Parks

What is the overall perception of Westfield Parks?

David

- Trail system melts into Carmel's system seamlessly
- Done a great job with the resources available

Chris

- Leader in creating the city's new image of events
- Establish events that help a community come together (ex: Westfield Rocks the 4th), creates an identity and makes people feel a part of Westfield
- Leaders in trying to create a family sports facility/community that bring in national tournaments and revenue
- Created a live/work/play city (ex: Grand Junction)
- There are concerns from other communities that the sport campus will take away from their programs and revenues – they wonder if Westfield is the best place for this?

Al

- Leadership role in the trails program
- Kudos to the mayor for choosing parks and recreation as an integral part of making a quality community

How do the three different units function in the community?

David

- Washington Township's priority is programming not land
- They have one park and are looking to make it a passive park
- Preschool and adult programs are the most important – they are running out of space and having to rent
- Looking to make the open area next to McGregor Park a family park where people can recreate in unorganized ways
- Considering the need for a community center that is available year round for family gatherings, meetings, weddings, etc.

Joann

- A facility such as this needs to add charm to be successful (ex: facility in Crown Point that is booked two years out
- Can be a huge revenue generator
- Needs to be "fabulous and special"

Al

- Budget and space restrictions have to be considered when building a facility
- A place for basic, affordable meetings is also important, but need a big enough space – they have one that holds 100 and is not big enough

- There is a difference between a community building and a community center – a building would not include the work out facilities, courts, pools, etc.
- Important to have a multi-purpose facility with partitions to allow for different sized groups

Does Westfield need a full blown community/fitness center or an outdoor aquatics facility?

- Depends on what the schools do – if they open their doors and allow partnerships than not necessarily, if they keep the doors closed, than it could be a win-win situation
- The YMCA is a more likely partnership than the schools
- Aquatics facilities now need to have all the bells and whistles (slides, lazy rivers, etc.) and they are too large of an expense
- Splash parks are the big trend and have proven to be successful – there is also no need for lifeguards or water treatment, which can be big expenses

How are fees perceived by the people in your community?

<u>Al</u>

- People are willing to pay a fair or reasonable amount for quality services

<u>David</u>

- The preschool programs in Washington Township are very affordable and they sell out
- Their prices are kept below those of Carmel, Indianapolis, and others
- Fee structure is set up so that if they hit their minimum capacity it pays for the program and if they hit maximum they make a little money

What do you do about losing kids to indoor/electronic play?

<u>Chris</u>

- Conceptualizing a park "app" but it is very complex
- Example: Minnesota has sites where visitors can call a number to get information and points of interest about an area – also allows people to provide feedback and provides demographics

<u>Al</u>

- Continue to market the brand as nature/education/natural resources and what is unique about being outside – what makes nature "neat"
- Lineal play concepts – feed people's interest to keep them going down the trails to the next "stop or special place"

<u>Melody</u>

- Play in nature/interactive/adventure playgrounds (ex: Philadelphia and San Francisco)
- A children's museum but outside – a place where they can build, create, think, etc.
- Geocaching very popular right now, can get "computer geeks" outdoors
- Apps available to give walking tours for tourists

How do we distinguish each department to avoid confusion?

<u>Alan</u>

- All three departments operate at very high levels and operate seamlessly – a compliment to all groups
- The thing that would set one apart would be operating at a low level
- As long as people feel served, it doesn't necessarily matter if they know who is serving them
- There is great collaboration (ex: HAMPA, Hamilton County CVB, Conner Prairie, etc.) – all departments work together on events, projects, and trails

<u>Chris</u>

- Every group has their own niche and are not competing with one another
- Even advertise each other's programs/concerts/events, etc.

What is the Westfield Parks Department missing or overlooking?

Al

- Important to prepare for community growth – knowing where development is going to happen and acquiring the land for small (1-10 acres) community parks in those areas

Chris

- Once those parks exist, people need to know where those spaces are
- When developing them, stay ahead of the subdivision/development/pocket parks – include "neat" or unique features that they won't have, something to draw people in
- Keep them within walking/biking distance
- Keep them connected through safe means

Westfield 5-Year Parks and Recreation Master Plan
Stakeholder Meeting
Tourism/Business Development Group
Tuesday, January 25, 2011

Attendees:

Anne Poynter	anniepoynter@gmail.com	317-965-3334	Downtown Westfield
Chuck Watson	watson.charles9@comcast.net	317-571-0712	Grand Junction TG
Beau Wilfong	beauwilfong@gmail.com	317-413-1857	Wilfong Land Co.

What do you think the overall community perception is of Westfield Parks?

Anne

- Cool Creek Park stands out as a leader
- Confused about difference between city/county/township parks
- Feels that branding is necessary
- Programs help identify a park or department
- Thinks of Asa Bales as where the skate park is rather than as a park on its own
- People identify a park by what happens in it
- There is a need for more signage

Chuck

- City and township departments should be consolidated
- Note the difference between citizens and taxpayers

Melody

- Residents don't know who to call with questions regarding parks/programs
- YMCA will host summer camps at Quaker Park this year
- The township/city distinction more confusing that county/city
- McGregor is the only township park – the land was gifted to them, primary function is programming for preschool and adults
- Consolidation has not yet happened due to political climate

Are the city parks good parks?

Anne

- The environment and settings are absolutely great
- Need for programs like at Cold Creek Park
- Not sure what the wetland area is (referring to Liberty Park)
- The platform at Liberty Park is damaged and almost unsafe, looks unfinished
- Liberty Park could be very cool if finished

Chuck

- Departments need to communicate with residents better – though not sure how
- Not sure the survey addresses the communications issue

Anne

- Would like a City Newsletter – already have the addresses
- Cannot rely on newspapers for communication since people get different papers or none at all
- A newsletter would be critical, each department could have their own section - the city owes it to their taxpayers as well as to their department heads to pay the cost

What aspect or attribute of parks and recreation is most compelling to you?

Anne

- Trails and connectivity is a good priority
- Being able to bike without crossing a busy road, or at least crossing safely
- Midland trail seems to be a good width for kids and advanced riders to use together safely and comfortably
- An education program on trail etiquette could be a good option
- We currently have 52 miles of paved trails, and are working on connecting them all
- Working towards connectivity between neighborhoods, major trails, parks, and boulevards/green space

Beau

- Calls the City of Westfield the city of trails
- Excited about sport campus being connected to the Monon
- Renamed his subdivision to "Spring Valley Trails" in order to promote/advertise the trails to residents
- Used to drive to Carmel (15 minute drive) for their parks when his kids were younger

Does Westfield need a recreation center and/or a pool?

Melody

- A lot of requests come in for senior programming, rental space/community rooms, and teen activities
- Looking at something more rustic, in a park but enclosed
- A center that is casual/relaxed and can be used at people's convenience

Anne

- Many of the subdivisions/neighborhoods have their own pools
- We are missing a community wellness center similar to the Monon Center in Carmel (one that has a work out area/gym, classes, programming, courts, rental spaces, etc.)
- Went to the Monon Center when her kids just wanted to play basketball and didn't have a place to go in Westfield
- Westfield is very family heavy and needs a space for people of all ages and needs
- The city needs to "walk the walk"

Beau

- Liked the idea of potentially partnering with the YMCA to meet some of these needs
- YMCA is looking to build near the sports campus site
- People may scrutinize plans for a full blown center due to the financial problems Carmel has had with the Monon Center
- Perhaps an overnight conference center would be beneficial – something along the lines of "The Lodge"

What is the parks department overlooking?

Chuck

- Programming – structured classes (ex: tai chi)

Beau

- Mountain bike trail, tree lined
- Possibility of putting both mountain bike and equestrian trails parallel to the Monon (Melody)

- Include destinations along trails such as restaurants, pubs, etc.

- Grand Junction should have unique shops, restaurants/pubs, green space
- People want to be connected socially, want to get exercise and be able to use technology
- Cater to the baby boomers or "active seniors"

Melody

- Trends for those "active seniors" are hiking, cycling, bird watching, traveling, other active opportunities
- Important to incorporate technology such as smart phones

How can we eliminate communication problems?

- Already discussed newsletters
- Having a combined phone line for the three parks departments – difficult to staff
- Consolidating the departments
- Political issues preventing a merger

Do you feel there is adequate green space in Westfield?

- What is considered adequate?

Jess

- Can be determined based on surrounding areas, resident expectations, calculate a percentage and a standard
- Measure the number of specific facilities against the population
- Distribution of space, drive time

Chuck

- You can never have enough green space
- Headed in the right direction
- Continue to preserve areas that are not going to be developed (wetlands)
- Should not be a calculation but a feeling

Beau

- Fill in bare grounds around the Monon and Midland and Liberty Park with sapling - can be very inexpensive
- Adapt a tree planting program with the goal of an eventual canopy look that sets trails apart

Westfield 5-Year Parks and Recreation Master Plan
Stakeholder Meeting
Active Recreation/Sports Group
Tuesday, January 25, 2011

Attendees:

Nick Verhoff	verhoffn@wws.k12.in.us	317-867-8013	Westfield Schools
Birch Dalton	bdalton@mas-us.net	317-979-0538	WYSI
Mick Trompen	micktrompen@gmail.com	317-502-4584	WYSI

What do you think the overall community perception is of Westfield Parks?

- Don't have the "keeping up with the Jones" syndrome – trying to one up the neighboring cities
- Green space/trails/Freedom Trails Park are great
- Important not to compete against private owners/businesses – use tax dollars to benefit individuals
- Continue to expand and improve green space
- Adequate field space, especially with those at Monon Elementary
- Only issue at Freedom Trails is the lack of parking
- Schools had been driving force of youth sports and facilities before the parks department existed
- Schools are looking for quality of life and economic development/return on investment
- AAU tournaments hosted at schools are currently making decent money
- Careful not to compete with each other
- Don't need to build an aquatics facility – let Carmel pay for theirs and Westfield residents can still utilize it

(Notes ended at 4:30pm – meeting lasted until 6:00pm)

Westfield 5-Year Parks and Recreation Master Plan
Goals and Vision Meeting
Wednesday, January 26, 2011

Ideas for Westfield Parks and Recreation:

- Public Pool (indoor/outdoor)
- Trails
- Active parks within walking distance for everyone
- Sports Campus
- Arboretum
- Aviary
- True Play Park
- Ice Skating Rink
- Electronic Park
- Hands on activities for kids
- Wi-Fi in parks
- Pedal system electronics
- Regional detention with recreational use
- Bringing multiple generations together
- Linear skate park
- Mountain bike trail
- Multi-use trails
- Equestrian trails
- Include destinations along trails (ex: restaurants/pubs)
- Public Art – include rotating pieces
- Cultural trails – incorporate heritage
- Grand Junction Plaza (concerts, play areas, interactive water features)
- Fishing Area
- Paddle Boats/Canoes
- Waterskiing Area
- Community Garden
- Bark Park
- Public/heated restrooms in parks
- Restaurants/social areas for adults nearby parks
- Recreation or Community Center/year-round structure
- Programming
    - Camps
    - Active senior programs
    - Fencing
    - Adult sport leagues
    - Teen programs (non-competitive)
    - Recreational sports (ex: dodge ball, ultimate frisbee)
    - Educational Programming (ex: lectures)
    - Travel Programs
- Rugby Facilities
- Archery/Shooting Facility

- Tennis Courts
- Geocaching
- Frisbee Golf Course
- Municipal golf course
- Virtual golf
- Indoor work-out facility
- Games (horse shoe, corn hole, shuffleboard, etc.)
- Birding

Prioritization of ideas:

Idea	**First Tier Votes**	**Second Tier Votes**	**Total Votes**
Adult Sport Leagues	4	4	8
Fishing Area	4	3	7
Paddle Boat/Canoes	2	5	7
Ice Skating Rink	1	6	7
Frisbee Golf	6	0	6
Rec Center	3	2	5
Sports Campus	2	2	4
Multi-use Trails	2	2	4
Dining Near Parks	0	4	4
Archery Facility	3	0	3
Multi-Generational Opportunities	3	0	3
Heated Restrooms	2	1	3
Trails	2	1	3
Games (horseshoe, etc.)	1	2	3
Bark Park	1	2	3
Programming	2	0	2
Active parks within walking distance	2	0	2
Linear Skate Parks	2	0	2
Wi-Fi in parks	1	1	2
Mountain Bike Trails	1	1	2
Equestrian Trails	1	1	2
Regional Detention	1	0	1
Indoor Work-out Facility	1	0	1
Hands On Activities	0	1	1
Public Art	0	1	1
Teen Programs (non-competitive)	0	1	1
Recreational Sports (dodge ball, etc.)	0	1	1
Rugby Facilities	0	1	1
Tennis Courts	0	1	1
Birding	0	1	1
Fencing	0	1	1

Westfield 5-Year Parks and Recreation Master Plan
Community Development Staff
Tuesday, February 8, 2011

Attendees:

Matt Skelton	mskelton@westfield.in.gov	317-508-6288	Director of Community Development
Jennifer Miller	jmiller@westfield.in.gov	317-223-6420	Planner

Community Development Overview

- Doing a whole lot with very little, staff has shrunk but participation levels are up 20%
- Economic Development Inquires up 40%
- Won a competitive bid (over Noblesville, Cincinnati, and city in Utah) – Automatic Pool Covers, capital investment in the city
- Want to invest in the quality of life in order to lure people and businesses into the community
- Permits up 20%
- Amount of assessed value up 40%
- The quality is increasing faster than quantity
- Values are up commercially, numbers are up residentially
- 2009 was the low point
- Economic Development Initiative – Sports Campus
- Half the motivation is pure economic development, and the other half is giving Westfield an identity
- The Sport Campus will be primarily a filed and diamond business – programming/maintenance will likely be done by a private company

If the Sports Campus experiences extreme success and needs all of the space all of the time, what happens to the needs of the City (youth sports organizations, recreation, etc.)? Should the City plan on acquiring more land now to prepare for this possibility in the future?

- Believes that the capacity of the Sports Campus will meet everyone's needs
- What if the Sports Campus doesn't reach capacity – how is the purchase of that land then justified?
- It's all about scheduling – a priority document is needed to lay out each group's usage rights
- The local youth sports organizations may outgrow and/or abandon their current facilities
- Indiana Rugby has expressed interest in the Sport Campus – Westfield Rugby has expressed interest in Armstrong Park
- Open land is more affordable now than it will be later – should we buy it now?
- Community Development is working towards making sure purchasing land in the future is possible – that's why the Sports Campus is being developed
- The Sports Campus will cater towards several different sports. Most other facilities are only geared towards one or two. Nothing like it currently exists
- Goal is to bring in sports related businesses (i.e. life sciences, rehabilitative services)

- One Parks Department interest in the Sports Campus is that the Monon Trail is the eastern border

How is the Sports Campus project phased?

- There truly is only one phase
- The indoor facility will have winter tournament play, turf, indoor baseball/softball space, office space, training facilities, and workout space that may or may not be available to the public
- Indoor facility will be 80,000 square feet with approximately half the space geared towards soccer and half towards baseball
- Current plan is to move dirt in the fall, and have the first tournament play and indoor facility ready in 2012, maybe 2013
- The land is currently in the City's control

Grand Junction

- Emphasis is getting as many people living within walking distance of the Monon/Midland junction as possible
- The city is proactively acquiring land with cash on hand, but it will take years
- Very risky time
- $7-8 million currently invested in Grand Junction, with a return on investment expected to be $60+ million

What are the links between the Grand Junction project and the Sports Campus?

- The Sports Campus makes Grand Junction relevant, even now
- Grand Junction would not happen without the Sports Campus, but it will happen piece by piece over time
- Sports Campus will bring in the buyers, and Grand Junction will provide sellers
- View them as almost the same project
- Downtown will have a very different kind of business than the Sports Campus area

What is the schedule for the US-31 project?

- It depends and it will change
- Limited by the number of people building and designing roads
- Has been broken into multiple smaller projects (approximately $40million/each)
- It will take through 2017 to get the amount of revenue necessary
- 191st Street and US-31 is set for 2016 but may move up
- The new interchange at 146th is happening now
- From Range Line Road to north of 151st Street will function as a whole interchange
- Will have full maneuverability
- It will happen, but the question is how are they going to prioritize the state's budget?

Land Acquisition

- Many of our parks have been donated, but that will not be the case in the future – the city will need to purchase the land
- The city does have a need for more regional parks
- The school district wants to get out the "parks business"
- In the case of the elimination of township government, who will acquire their parks – the city or the county?
- The township parks and recreation department exists because the city didn't have one. Now that the city has one, there is no need for a township parks department.

Possibility of the YMCA building in Westfield

- The YMCA will be here, but the questions are who pays for what, and how soon?
- Right now they have no competition
- They would build an indoor pool initially and an outdoor pool in phase 2
- Would satisfy the community need for an aquatics facility
- No other private aquatics groups (i.e. hotel/water park) have approached the city at this time
- The target market for the YMCA is families – a family membership costs $78/month

Westfield Parks and Recreation Department identity crisis/confusion between departments

- Time will help with this problem
- Not much that can be done – the public needs to educate themselves
- We are the youngest of the three departments but the first to get called

General Comments

- Administration views parks and trails as an economic driver
- People use trails as a reference point and orient themselves based on trail locations
- We can do more to let people know what is out there – Freedom Trails Park is the best keep secret in the city

Build out of the city

- At some point in the future, the city will include the entire township
- Annexing land
- Average density is 3 units/acre
- People are demanding smaller but better homes and therefore need better and more public space
- There will be 15 acres of commercial space within a mile of every resident (ex: 161st and Spring Mill)
- Self-selection: the people who move here will do so to associate themselves with the amenities
- Snowball effect: these projects are being done for the residents and their priorities, but others with the same priorities will come (If you build it, they will come!)

Westfield 5-Year Parks and Recreation Master Plan
Mayor Andy Cook
Tuesday, February 8, 2011

- Emphasis on linear parks
- Political conflict exists with the Township – doesn't belong in the parks business
- The land around Little Eagle Creek is some of the most beautiful in the township and would make great park space
- Need more parks like Bray Park (in terms of size)
- Emphasis on acquiring more land while it is available, but at the same time do not want to de-emphasize the trails
- Would like to see five or six more regional parks, sizeable land
- We need to plan within the township, because eventually it and the city will be one and the same
- Identify targeted areas for parks rather than specific parcels
- Concentrate on what naturally already exists
- Plan budget free – dream big, but we will not build until the finances, staff, etc. are in place
- McGregor Park has missed the evolution of agriculture, watching the progression and change of a piece of land
- Hands-on artisan farm
- Incorporate the underground railroad history
- Two important tasks – fix Liberty Park and get rid of the skate park
- Let the HOAs keep and maintain their own parks
- Would like to see an aquatics facility, but doesn't want to be in the pool business
- Would like to see the private sector take care of programming and a community center with rental space
- Heartland Growers – a display garden/arboretum/community garden
- Landscaping roundabouts – selecting a theme

- Updating existing signage to include rules, new logo, and safety
- Adding directional signs to help people get to the parks

LANDSTORY

MEETING MINUTES

Date: February 17, 2011

Time/Location: 7:00 p.m., Westfield City Hall, Public Assembly Room

Project: Westfield Park and Recreation Master Plan

Meeting Purpose: Public Input Meeting

Team Attendance: Melody Jones, City of Westfield, Parks and Recreation Department
Jeremy Miller, City of Westfield, Parks and Recreation Department
Chris McConnell, City of Westfield Parks and Recreation Department
Stephanie Fix, City of Westfield Parks and Recreation Department
Jess Parrett, Leisure Services Management
Chris Moore, Landstory
Doug Decker, Landstory

Item No.	Discussion/Decisions/Action	Action Required By
02-01	The purpose of the meeting was to present master plan information to the public and receive input regarding perceived park and recreation assets and needs. In addition to staff and the planning team, approximately a dozen people attended the meeting	**Information**
02-02	Melody Jones introduced the park and recreation staff members and the planning team.	**Information**
02-03	Doug Decker reviewed the planning process, schedule, current status and remaining tasks.	**Information**
02-04	The public was invited to respond to the public opinion survey which is posted on the City website and will remain up until February 25.	**Information**
02-05	Jess Parrett reviewed demographic research and information.	**Information**
02-06	In response to audience questions Melody provided additional clarification regarding park impact fees, planned projects and proposed grade separated trail crossings on US 31.	**Information**
02-07	General comments received from the public during the presentation emphasized the need for continued trail development, tennis courts, a dog park, playing fields and shared public use of school corporation facilities.	**Information**
02-08	The public was provided a brief questionnaire to fill out and return to the planning team.	**Information**
02-09	Westfield was requested to make the presentation available on-line.	**Information**
02-10	Following the presentation meeting attendees gathered at comment 'stations' manned by the planning team. Comments were placed on a system map identifying park and recreation assets and needs.	

Item No.	Discussion/Decisions/Action	Action Required By
02-11	Following is a summary of park needs posted at the stations and received later by the planning team: + Need additional park loop trails with trail connections + Adult swings are needed + Improved connections from existing neighborhoods and trails + Additional shelters at future parks + Ice Skating + Tennis Courts + Dog Parks + Retain Raymond Worth natural qualities + Fishing lake + Enhanced natural resource and best management practice utilization + Visionary parks and park system + Utilize utility easements for future trails + Land rights and options for future parklands + Open space and parks need to have high visibility from main roads + Open swim times at schools + Increased connectivity + Disk Golf The greatest asset identified by the public is the trail system	**Information**
02-12	The next steps identified in the presentation is preparation of action items and priorities based on input received and presentation of the final master plan report for City Council approval on March 28, 2011.	**Information**

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:

Douglas R. Decker, ASLA, CSI, LEED AP
Project Manager

February 23, 2011
Date

Cc: Team Attendees
Joann Green, Landstory

LANDSTORY

MEETING MINUTES

Date: March 1, 2011

Time/Location: 10:30 a.m., Westfield Public Service Meeting Room

Project: Westfield Park and Recreation Master Plan

Meeting Purpose: Progress Meeting

Team Attendance: Melody Jones, City of Westfield, Parks and Recreation Department
Jeremy Miller, City of Westfield, Parks and Recreation Department
Chris McConnell, City of Westfield Parks and Recreation Department
Stephanie Fix, City of Westfield Parks and Recreation Department
Jess Parrett, Leisure Services Management
Chris Moore, Landstory
Doug Decker, Landstory

Item No.	Discussion/Decisions/Action	Action Required By
03-01	The following topics were discussed at the meeting: + Public Input Meeting review + Final Survey results + Park Themes + Inventory + Needs Assessment + Trends + Action Items	**Information**
03-02	WTPR does not have a separate foundation, but relies on funding from the Central Indiana Community Foundation, Legacy Fund.	**Information**
03-03	One benefit of a parks foundation will be to manage a pool of volunteers. WPRD should train and manage volunteers.	**Information**
03-04	Staff will provide acreage for trails WPRD maintains.	**Information / WPRD**
03-05	The inventory graphic was reviewed and various modifications were discussed, including the addition of Habig Fields. The spreadsheet will be updated by Landstory. (Done)	**Information / Landstory**
03-06	The survey indicated a high rate of users that visit parks at least once a week and many people that are willing to volunteer.	**Information**
03-07	The survey indicated 40% of the respondents may be willing to pay real estate taxes for parks. Other tax vehicles may be used such as TIF proceeds. It is important that a dedicated tax levy be provided to the parks department separate from the general fund. This point needs to be made at the City Council presentation.	**Information**

Item No.	Discussion/Decisions/Action	Action Required By
03-08	Westfield In Bloom is a volunteer organization within WPRD.	**Information**
03-09	The Westfield Leadership Academy is studying the feasibility of developing a dog park at Osborne Park.	**Information**
03-10	The city is developing a regional stormwater management plan for the Sports Complex and Grand Junction areas. The largest water body will be an approximately 40 to 50 acre lake on the Anna Kendall and Cool Creek watersheds that can be used recreationally. WPRD will send preliminary lake locations to Landstory.	**Information / WPRD**
03-11	Three bays of the existing Public Service garage are dedicated for WPRD use.	**Information**
03-12	WYSI and WYSA are very involved in the Sports Complex planning. The main focus is on children. Each group has assisted in developing a policy of reserving these fields for local use during the week, with league and tournament play on the weekends.	**Information**
03-13	WYSI currently maintains many of the recreation facilities at schools.	**Information**
03-14	It will be difficult to increase programming without facilities. A short term measure will be to provide programs in outside facilities until a community center is developed.	**Information**
03-15	WPRD is currently working with a consultant to develop an overall sign system and protocol, including parks, using the new Westfield brand identity.	**Information**
03-16	WPRD will review the facility related actions and comment this week.	**Information / WPRD**
03-17	Current WPRD staff needs include a programming director, a maintenance foreman and a maintenance crew leader.	**Information**
03-18	Community attitudes and perceptions expressed in the meetings and survey need to be conveyed to the City Council at the presentation.	**Information**

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:

Douglas R. Decker, ASLA, CSI, LEED AP
Project Manager

March 4, 2011
Date

Cc: Attendees
Joann Green, Landstory

LANDSTORY

MEETING MINUTES

Date: March 8, 2011

Time/Location: 10:30 a.m., Westfield Park Department Meeting Room

Project: Westfield Park and Recreation Master Plan

Meeting Purpose: Progress Meeting

Team Attendance: Melody Jones, City of Westfield, Parks and Recreation Department
Jeremy Miller, City of Westfield, Parks and Recreation Department
Stephanie Fix, City of Westfield Parks and Recreation Department
Joann Green, Landstory
Chris Moore, Landstory
Doug Decker, Landstory

Item No.	Discussion/Decisions/Action	Action Required By
04-01	Meeting topics included status of remaining tasks and review of framework concepts.	**Information**
04-02	Trail acreage is not identified separately on the Westfield GIS database, WPRD will provide acreage for trail areas managed by WPRD. (Done)	**Information / WPRD**
04-03	The regional stormwater management plan is still in development; surface water areas will likely be smaller and not provide a recreational benefit.	**Information**
04-04	WPRD will review facility actions presented at the 3/1 meeting for completeness.	**Information / WPRD**
04-05	WPRD will comment on the updated report narrative submitted for review on 3/3. (Done)	**Information / WPRD**
04-06	It is important for new facilities to provide revenue enhancement opportunities.	**Information**
04-07	The following is a high priority and should be constructed in the next 5 years: + Completion of Monon, Midland Trace, Anna Kendall and Cool Creek Trails. + Establishment of a park foundation. + Hiring of additional maintenance staff and a programming director. + Expanded programming using outside facilities such as churches, not-for-profit facilities, etc. + A park maintenance facility should be constructed in the next 5 to 7 years.	**Information**
04-08	High priority park improvements include development of Osborne and Armstrong Parks. The Westfield Leadership Academy is studying development of an Osborne Park dog park, additional facilities should include fishing and multi generational, full season activities. WPRD has visited local dog parks with the Leadership Academy.	**Information**
04-09	The YMCA is very interested in building a facility in Westfield.	**Information**

Item No.	Discussion/Decisions/Action	Action Required By
04-10	The City Council presentation was reviewed. The following items were discussed: + Current park deficiencies and requirements to make deficiencies up as well as planning recommendations need to be presented. + Presentation needs to be less than 20 minutes. + Council will want to know park needs and funding perceptions. + Meeting will be held with WPRD on 3/23 following City Council pre-meeting to review the presentation. + Materials for City Council packets need to be received by WPRD one week prior to meeting. + Follow Up: 3/28 City Council meeting has been cancelled; the plan presentation will be at the 4/11 meeting.	**Information**
04-11	Two planning framework concepts were discussed. Each uses a greenbelt / linear park concept to provide connectivity and establish a trail hierarchy. The following items were reviewed: + The framework concepts synthesize the park vision and goals. + A 'spiral' concept utilizes Cool Creek and Little Eagle Creek as greenbelts. A loop concept primarily utilizes existing trail and roadway corridors. + The loop concept was preferred over the 'spiral' concept + Two loops are provided an inner / heritage loop connecting existing parks and utilizing existing and planned trail segments and an outer loop connecting to emerging development areas. + The portion of the inner loop crossing US 31 needs to be adjusted to 169th Street + The portion of the outer loop crossing US 31 needs to be adjusted to 156th Street. + It is possible for the north leg of the outer loop to cross US 31 in the vicinity of SR 38 / MacGregor Park using the stream corridor. + The loops should be wide enough to function as a linear park at least 100 feet wide; this may be difficult to achieve in some areas. This width will support the inclusion of recreation elements to increase the appeal. + Little Eagle Creek should be identified as a conservation corridor and include standards for preservation of natural features. + The Cool Creek Trail segment between SR 32 and Freedom Trail Park will be constructed in 2011; Hamilton County will construct a trailhead at SR 32. + New crossings will be provided on US 31 at 156th, 169th, 181st, SR 38 and Anna Kendall Ditch.	**Information**

Item No.	Discussion/Decisions/Action	Action Required By
04-12	Trail hierarchy and standards were discussed. In addition to the greenbelts and regional collector and neighborhood trail standards need to be defined. Landstory will investigate 'bicycle boulevards' used in Eugene, Oregon.	**Information /Landstory**
04-13	Locations of community and regional parks shown on the framework concept were reviewed, the following was discussed: + The community park shown south of 161st Street will not work. + A general area for a 200 to 300 acre regional park should be placed along Towne Road and north of SR 32. + Osborne Park activities should enable it to function as a community park. + The planned extension of Hoover Road between East Street and Grassy Branch Road, will enable Freedom Trail Park to function as a community park.	**Information**
04-14	The sign systems being designed for Grand Junction Plaza Park will also be used for other park facilities. The next step will be development of a community wide wayfinding system.	**Information**

This represents our understanding of the items discussed. Please remit additions or revisions to the author within five business days of receipt of these minutes.

Submitted By:

Douglas R. Decker, ASLA, CSI, LEED AP
Project Manager

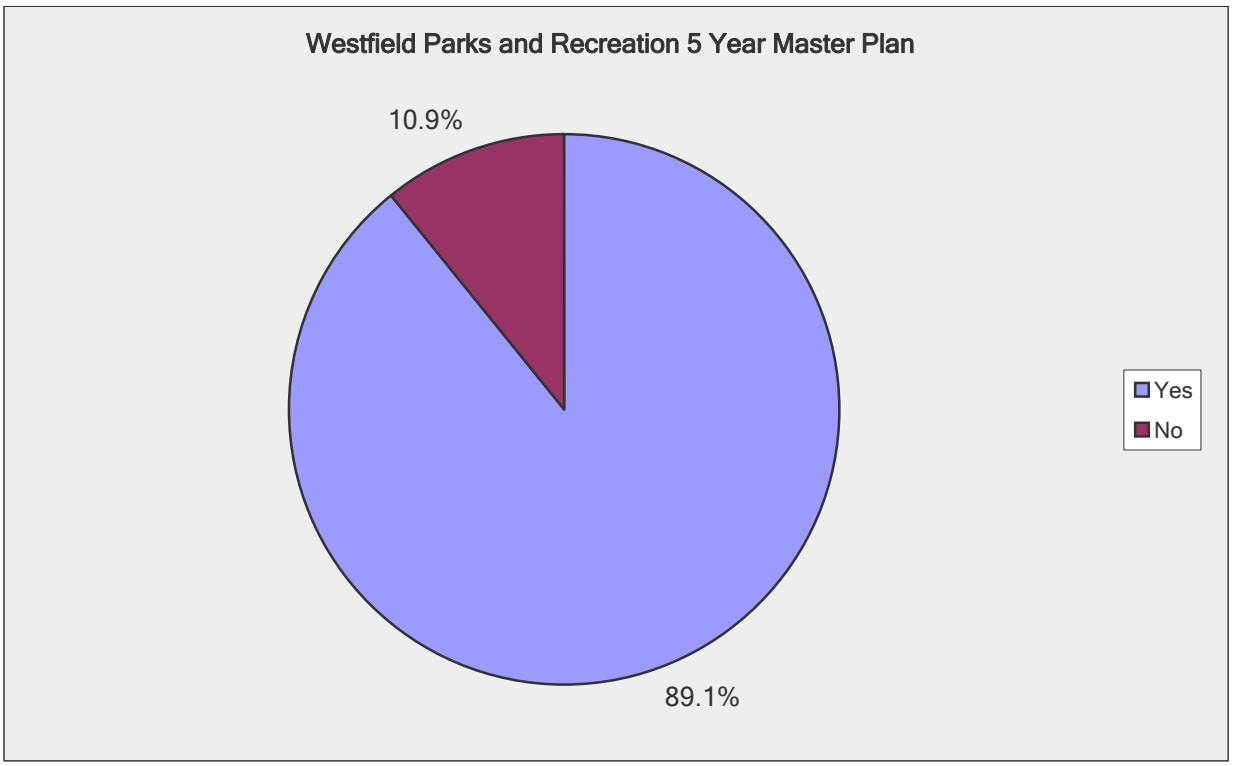
March 10, 2011
Date

Cc: Attendees
Jess Parrett, LSM

Westfield Parks and Recreation 5 Year Master Plan

Are you aware of the Westfield Parks & Recreation Department?		
Answer Options	Response Percent	Response Count
Yes	89.1%	400
No	10.9%	49
	answered question	449
	skipped question	0

Good awareness, but this is to be expected due to the way that respondents were invited to take the survey.

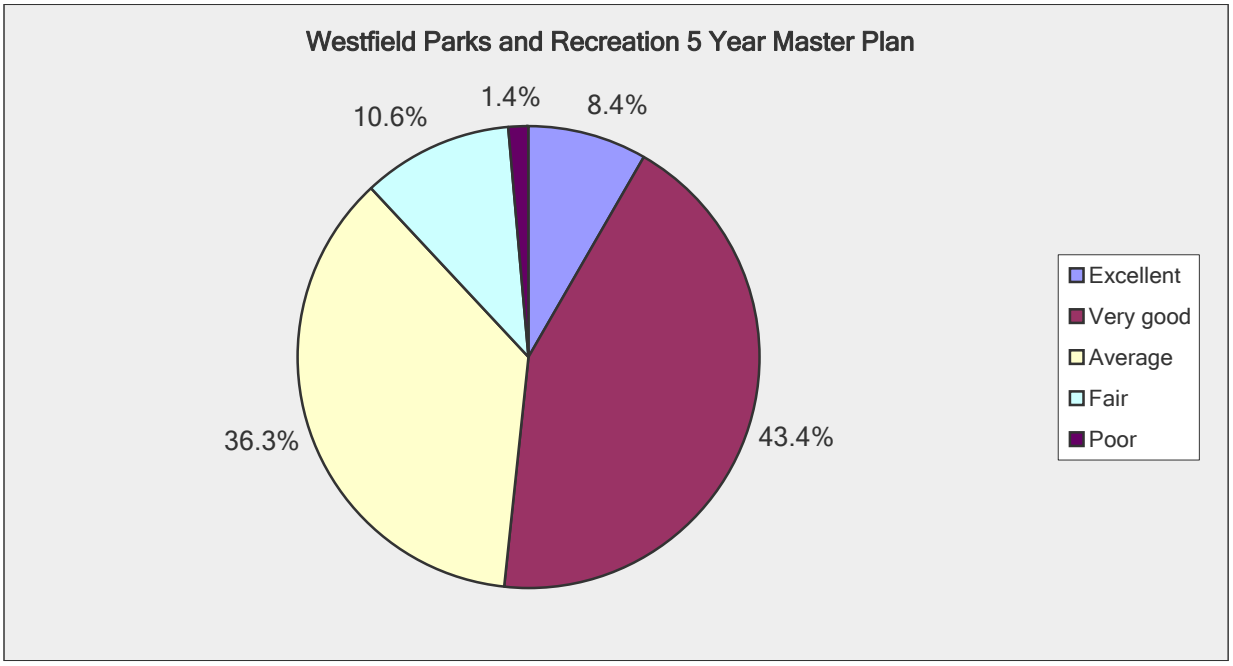


Westfield Parks and Recreation 5 Year Master Plan

What are your impressions of the Westfield Parks & Recreation Department facilities and programs?		
Answer Options	**Response Percent**	**Response Count**
Excellent	8.4%	31
Very good	43.4%	160
Average	36.3%	134
Fair	10.6%	39
Poor	1.4%	5
	answered question	**369**
	skipped question	**80**

Over half of the respondents felt that Westfield's facilities and programs were excellent or very good.

Only 12.% felt that facilities and programs were fair or poor.



Westfield Parks and Recreation 5 Year Master Plan

What does the Westfield Parks & Recreation Department currently offer the citizens of Westfield and surrounding areas?	
Answer Options	Response Count
	190
answered question	190
skipped question	259

Number	Response Date	Response Text	Categories
1	Jan 21, 2011 3:33 PM	Nature Park	
2	Jan 21, 2011 5:44 PM	??	
3	Jan 21, 2011 7:10 PM	wonderful trails, great playgrounds and a new sledding hill	
4	Jan 21, 2011 8:00 PM	splash park, skate park, linear parks	
5	Jan 21, 2011 8:00 PM	Trails, events, parks	
6	Jan 21, 2011 8:16 PM	A place to go for family activities and beauty.	
7	Jan 21, 2011 8:32 PM	Constantly improving trail system	
8	Jan 21, 2011 8:56 PM	Several parks to attend.	
9	Jan 21, 2011 9:24 PM	splash park, trails, and fire ring.	
10	Jan 21, 2011 9:45 PM	The playground and sprinkle park equipment is great for small children, ho	
11	Jan 21, 2011 10:10 PM	Walking, playgrounds, special needs equipment, skateboard park	
12	Jan 21, 2011 10:43 PM	I am aware of 2 parks	
13	Jan 21, 2011 10:45 PM	Several small parks and community enrichment classes.	
14	Jan 21, 2011 11:19 PM	Community programs, youth programs, events of all kinds, parks, nature c	
15	Jan 22, 2011 12:36 AM	trails and playgrounds	
16	Jan 22, 2011 1:04 AM	very little presently, but a beginning base is in place	
17	Jan 22, 2011 1:24 AM	programs of all sorts, a place for children to play	
18	Jan 22, 2011 1:40 AM	a chance for children and families to be involved in special activities	
19	Jan 22, 2011 3:48 AM	classes, parks, spray grounds, linear trail	
20	Jan 22, 2011 4:54 PM	Cool creek park	
21	Jan 22, 2011 9:13 PM	Westfield in Bloom	
22	Jan 22, 2011 11:41 PM	Trails and play grounds	
23	Jan 23, 2011 12:05 AM	don't know.	
24	Jan 23, 2011 12:06 AM	cool creek and not much else	
25	Jan 23, 2011 12:13 AM	city parks and playgrounds for children	
26	Jan 23, 2011 12:37 AM	Classes for various ages, trips, easter egg hunt, candy cane hunt	
27	Jan 23, 2011 12:44 AM	Beautiful parks/paths and wonderful programs that I wish I had more time t	
28	Jan 23, 2011 12:45 AM	Clean, well-kept parks and water features	
29	Jan 23, 2011 12:52 AM	Programs for children & adults.	
30	Jan 23, 2011 12:59 AM	excellent clean parks and activities	
31	Jan 23, 2011 2:10 AM	We love West Park (although that might be Carmel) and Cool Creek Park	
32	Jan 23, 2011 2:17 AM	I don't know of any programs, only facilities.	
33	Jan 23, 2011 2:25 AM	youth sports	
34	Jan 23, 2011 11:47 AM	nature trails, sports facilities, sometimes concerts	
35	Jan 23, 2011 11:57 AM	probably more than I know, it offers nice parks, I think some classes	
36	Jan 23, 2011 12:57 PM	not enough fields for youth sports	
37	Jan 23, 2011 1:43 PM	Parks	
38	Jan 23, 2011 1:59 PM	parks	
39	Jan 23, 2011 2:35 PM	several small parks	
40	Jan 23, 2011 2:40 PM	Nice parks and hopefuly more walking paths	
41	Jan 23, 2011 2:50 PM	Access and services of community parks and related programs	
42	Jan 23, 2011 2:53 PM	great outdoor parks and trails, classes for every age on a variety of things,	
43	Jan 23, 2011 2:54 PM	Walking trails , Play ground for kids.	
44	Jan 23, 2011 3:00 PM	We utilize the parks for play and riding our bikes, as well as, the water park	
45	Jan 23, 2011 3:02 PM	Cool Creek concerts, classes, Cool Creek movie series,	
46	Jan 23, 2011 3:12 PM	Various programs for all ages, concerts, playgrounds...	
47	Jan 23, 2011 3:37 PM	Kid's and adult enrichment programs	
48	Jan 23, 2011 6:19 PM	Clean, well maintained parks	
49	Jan 23, 2011 7:13 PM	I didn't even know we had parks and recreation dept	
50	Jan 23, 2011 7:52 PM	Fun classes for children and adults, clean facilities- although very small, ar	
51	Jan 23, 2011 8:15 PM	MacGregor Park for hiking	
52	Jan 23, 2011 8:58 PM	Freedom Trail Park for youth sports, but doesn't allow Rugby. A few small	
53	Jan 23, 2011 9:00 PM	Parks and classes	

54	Jan 23, 2011 10:45 PM	In addition to parks, there are programs available to to residents of all ages
55	Jan 24, 2011 12:04 AM	play areas for the kiddos
56	Jan 24, 2011 2:10 AM	not exactly sure
57	Jan 24, 2011 2:11 AM	Parks, trails, athletic fields, playgrounds, skatepark, etc.
58	Jan 24, 2011 2:25 AM	Parks, Activities
59	Jan 24, 2011 3:06 AM	Small parks
60	Jan 24, 2011 4:33 AM	not known ...been in community for 3 years have not seen anything showir
61	Jan 24, 2011 4:48 AM	few parks developed parks & limited programming
62	Jan 24, 2011 1:11 PM	Parks and the Monon
63	Jan 24, 2011 1:25 PM	A few parks with specialty facilities (Asa Bales skate park, and Monon Trai
64	Jan 24, 2011 1:31 PM	recreational area for families
65	Jan 24, 2011 1:35 PM	Great Holiday events
66	Jan 24, 2011 2:29 PM	Nature Center, trails, recreation area, sledding hills, programs throughout t
67	Jan 24, 2011 3:12 PM	no idea
68	Jan 24, 2011 3:21 PM	Walking trails, Splash park, and numerous other activities for families
69	Jan 24, 2011 4:15 PM	parks and programs for those in the community
70	Jan 24, 2011 4:28 PM	open space, trails plan & progress, playgrounds great leadership
71	Jan 24, 2011 4:56 PM	beautiful surroundings but I am not aware of any offerings.
72	Jan 24, 2011 5:13 PM	Parks
73	Jan 24, 2011 7:13 PM	Westfield Rocks the 4th festival, Asa Bales Park, skate park
74	Jan 24, 2011 7:13 PM	several great places for the kids and families to play, have fun and get toge
75	Jan 24, 2011 7:43 PM	I only know of Cool Creek Park.
76	Jan 24, 2011 7:46 PM	Parks and trails.
77	Jan 24, 2011 7:48 PM	Trails and recreation places for our families
78	Jan 24, 2011 7:51 PM	No really familiar with what is offered
79	Jan 24, 2011 9:04 PM	Walking Trails, water park, a soon to be sledding hill, events, etc.
80	Jan 24, 2011 9:31 PM	Trails, concerts, learning center
81	Jan 24, 2011 11:06 PM	beautiful parks and playgrounds, sprinkler parks, classes, sports, fieldtrips
82	Jan 24, 2011 11:34 PM	family friendly parks
83	Jan 25, 2011 12:05 AM	A few parks and some trails.
84	Jan 25, 2011 12:53 AM	Small parks..Cool Creek is nice...summer concerts
85	Jan 25, 2011 1:43 AM	OPPORTUNITIES TO GET TO KNOW THE CITY
86	Jan 25, 2011 12:58 PM	cool creek park
87	Jan 25, 2011 1:56 PM	concerts in the park
88	Jan 25, 2011 2:44 PM	i love the different parks around westfield
89	Jan 25, 2011 3:23 PM	Quality outdoor space
90	Jan 25, 2011 3:32 PM	maintain the parks and provide for public imput into planning
91	Jan 25, 2011 5:34 PM	playgrounds, trails, classes
92	Jan 25, 2011 7:12 PM	other than the physical parks i dont know of any programs.
93	Jan 25, 2011 7:52 PM	Great recreational areas the whole family can enjoy
94	Jan 25, 2011 8:29 PM	many parks and trail opportunities
95	Jan 25, 2011 9:19 PM	classes and nice parks
96	Jan 26, 2011 1:38 AM	Nice Parks and Trails
97	Jan 26, 2011 3:00 AM	Nice spaces, programs like the 4th, etc
98	Jan 26, 2011 3:13 AM	Several small parks, my favorite is water park
99	Jan 26, 2011 3:49 AM	rock the 4th
100	Jan 26, 2011 3:57 AM	Classes, camps, park and recreation facilities
101	Jan 26, 2011 3:54 PM	dk
102	Jan 26, 2011 6:42 PM	Splash Park, Beautiful playground at Freedom Trails, Upcoming sledding h
103	Jan 26, 2011 7:43 PM	Mostly greenspace and trails
104	Jan 26, 2011 7:57 PM	Parks, Trails
105	Jan 26, 2011 9:32 PM	sports fields, playgrounds, picnic areas, and a skate park
106	Jan 27, 2011 4:41 PM	classes/activities/trips to participate in
107	Jan 27, 2011 7:51 PM	Cool Creek Park Nature Center, Concerts, Farmers Market
108	Jan 27, 2011 8:24 PM	programs from preschool through senior citizens
109	Jan 28, 2011 3:09 AM	Freedom Trail Park is all I'm aware of
110	Jan 28, 2011 4:02 PM	Trails & parks
111	Jan 28, 2011 4:34 PM	area parks in downtown westfield water parks
112	Jan 28, 2011 5:13 PM	many parks in the westfield area, water play park, trails, etc
113	Jan 28, 2011 5:26 PM	Fireside stories with the library, I don' t know of anything else.
114	Jan 28, 2011 7:49 PM	Don't know
115	Jan 28, 2011 8:51 PM	playgrounds, woods, walking/running paths, etc.
116	Jan 28, 2011 9:31 PM	The department offers wonderful classes for every member of a family and
117	Jan 29, 2011 1:49 AM	classes, ed. programs, picnic areas, hiking, playing fields and camps
118	Jan 29, 2011 11:37 AM	activities/progroams
119	Jan 29, 2011 1:19 PM	A great water park and a number of family activities at various locations. A

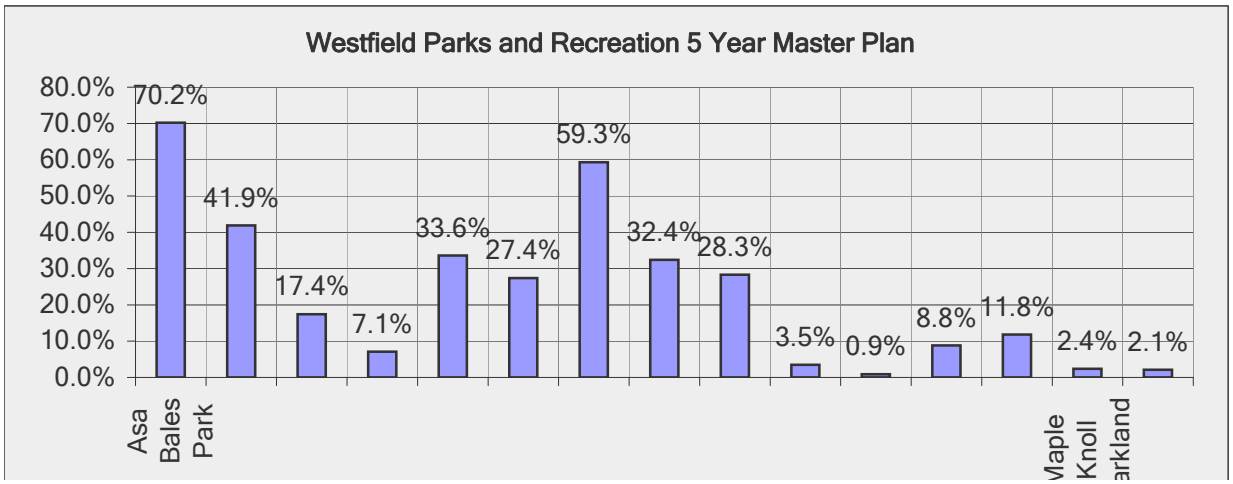
120	Jan 29, 2011 5:44 PM	classes
121	Jan 29, 2011 7:56 PM	clean accessible parks/communications of events
122	Jan 29, 2011 9:34 PM	higher taxes
123	Jan 30, 2011 8:41 PM	The parks are great for kids.
124	Jan 31, 2011 12:55 AM	parks
125	Jan 31, 2011 1:48 AM	Clean Parks
126	Jan 31, 2011 4:15 AM	parks
127	Jan 31, 2011 2:13 PM	not familiar enough to compare
128	Jan 31, 2011 7:32 PM	TRAILS, REC CENTERS GREENWAYS ETC
129	Feb 2, 2011 5:40 PM	various city parks and the Monon Trail for residents
130	Feb 2, 2011 6:11 PM	some lovely areas and the farmers market
131	Feb 2, 2011 7:07 PM	not much
132	Feb 3, 2011 12:16 AM	not sure
133	Feb 3, 2011 12:19 AM	A few parks that, other than the Monon Trail, I've never visited. And, a run
134	Feb 4, 2011 2:32 PM	adequate space for recreation, gatherings, medium for outdoor education
135	Feb 4, 2011 3:34 PM	trails,playgrounds,open areas, limited programming
136	Feb 4, 2011 3:45 PM	trails,parks,open areas, fields,playgrounds
137	Feb 4, 2011 5:00 PM	a small amount of programs for kids and adults
138	Feb 4, 2011 6:09 PM	Information about the local parks, planned activities for adults & children, n
139	Feb 4, 2011 8:15 PM	parks, splash parks, programs for children and adults
140	Feb 4, 2011 8:37 PM	A variety of facilities as well opportunities for enrichment and growth.
141	Feb 4, 2011 9:42 PM	A place to play and walk
142	Feb 4, 2011 10:44 PM	trips, fitness, adult ed
143	Feb 5, 2011 2:30 AM	I am not sure
144	Feb 5, 2011 2:39 AM	Preschool programs and special events
145	Feb 5, 2011 6:39 PM	cool creek park and other parks, Nature center at cool creek park, summer
146	Feb 5, 2011 8:56 PM	great events, well-maintained facilities, friendly staff
147	Feb 5, 2011 11:04 PM	excellent parks and programming for young children
148	Feb 7, 2011 6:18 AM	Nature Pavilion, park with walking trails and picnic areas
149	Feb 8, 2011 5:12 PM	classes and activities
150	Feb 8, 2011 5:40 PM	parks, activities/classes for ages preschool-seniors
151	Feb 8, 2011 5:48 PM	Areas to enjoy nature, and the outdoors with my family
152	Feb 8, 2011 9:24 PM	area parks and rec
153	Feb 8, 2011 10:02 PM	GREAT TRAILS
154	Feb 8, 2011 10:03 PM	Walking trails
155	Feb 9, 2011 1:31 AM	lots of walking paths right in peoples back yards
156	Feb 9, 2011 2:20 AM	Plenty of parks for picnicing and family reunions
157	Feb 9, 2011 2:30 AM	Parks, playgrounds, shelter houses, classes
158	Feb 9, 2011 12:43 PM	Several well kept public parks and trails for outdoor activities. There are al
159	Feb 9, 2011 12:44 PM	A wonderful trails system, and several special events
160	Feb 9, 2011 2:27 PM	trails, spash park, skate parks and play equiptment
161	Feb 9, 2011 2:38 PM	Several options of Recreation
162	Feb 9, 2011 2:57 PM	Great play areas for children to swing, climb. Fun splash park with swings
163	Feb 9, 2011 3:23 PM	Many trails & activities
164	Feb 9, 2011 4:41 PM	numerous parks locations and diverse uses
165	Feb 9, 2011 8:18 PM	clean and well maintained facilities,a great water park and ever expanding
166	Feb 9, 2011 10:35 PM	Shelter rentals, splash park, many trails and connectivity
167	Feb 10, 2011 1:34 PM	Trail Systems, Mostly Playground Parks, Seasonal Events
168	Feb 10, 2011 3:24 PM	Park facilities, trails, and special events
169	Feb 11, 2011 2:50 PM	IDK
170	Feb 11, 2011 4:03 PM	they seem to offer classes for the preshcool age and some classes that foc
171	Feb 11, 2011 4:06 PM	They offer day camp in the summer, they seem to focus on preschool prog
172	Feb 11, 2011 4:40 PM	playgrounds, splash park
173	Feb 11, 2011 8:52 PM	A few public parks
174	Feb 13, 2011 12:36 PM	Walking trails, play areas, nature comforts, education
175	Feb 14, 2011 4:06 PM	a few places to walk/bike - have not seen much else
176	Feb 14, 2011 7:56 PM	parks, playgrounds, hiking trails, summer camps, informational programs f
177	Feb 16, 2011 1:39 AM	Some parks and a very much expected "Midland Trail..."
178	Feb 16, 2011 12:07 PM	Cool Creek Park - it's very nice
179	Feb 16, 2011 7:24 PM	programming such as fitness classes, crafts, dance, etc.
180	Feb 16, 2011 7:50 PM	I'm not sure.
181	Feb 16, 2011 8:33 PM	parks, playgrounds and trails
182	Feb 19, 2011 3:14 AM	Great rails/trails
183	Feb 20, 2011 2:28 PM	The trails are the best thing. If I had young children I would use the actual p
184	Feb 22, 2011 11:35 PM	walking trails, skateboard and childrens areas, etc. etc
185	Feb 23, 2011 1:53 AM	parks, playgrounds, walking paths

Westfield Parks and Recreation 5 Year Master Plan

When you think of Westfield parks which of these specific parks come to mind?		
Answer Options	**Response Percent**	**Response Count**
Asa Bales Park	70.2%	238
Freedom Trail Park	41.9%	142
Hadley Park	17.4%	59
Liberty Park	7.1%	24
Quaker Park	33.6%	114
Simon Moon Park	27.4%	93
Monon Trail	59.3%	201
Midland Trace Trail	32.4%	110
Natalie Wheeler Trail	28.3%	96
Armstrong Park	3.5%	12
Osborne Park	0.9%	3
Old Friends Cemetery Park	8.8%	30
Grand Junction Trail	11.8%	40
Maple Knoll Parkland	2.4%	8
Raymond Worth Park	2.1%	7
	answered question	339
	skipped question	110

Parks with Greatest Awareness
Asa Bales Park
Monon Trail
Freedom trail Park
Quaker Park
Midland Trace Trail

Parks with Least Awareness
Osborne Park
Raymond Worth Park
Maple Knoll Park

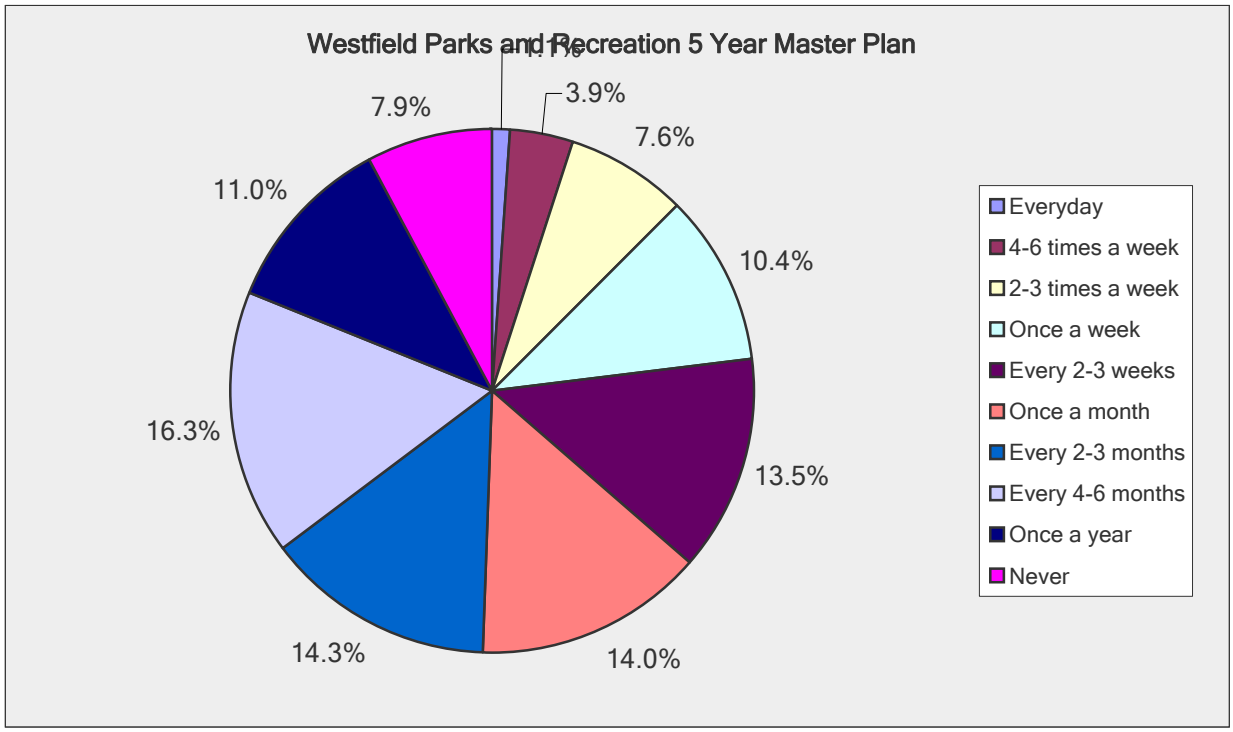


Westfield Parks and Recreation 5 Year Master Plan

How often on average, do you or a member of your household visit one of the parks above?		
Answer Options	**Response Percent**	**Response Count**
Everyday	1.1%	4
4-6 times a week	3.9%	14
2-3 times a week	7.6%	27
Once a week	10.4%	37
Every 2-3 weeks	13.5%	48
Once a month	14.0%	50
Every 2-3 months	14.3%	51
Every 4-6 months	16.3%	58
Once a year	11.0%	39
Never	7.9%	28
	answered question	356
	skipped question	93

A little under a quarter of respondents visit a park one or more times a week.

27,5% of respondents visit a park at least once or more in a month.

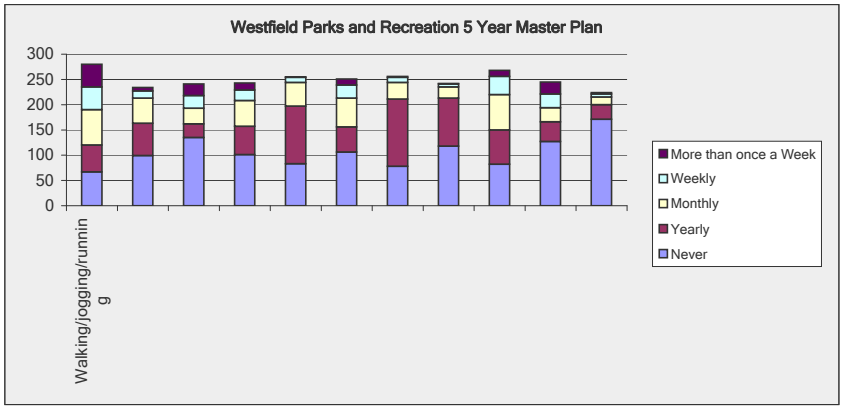


Westfield Parks and Recreation 5 Year Master Plan

How often and what kind of activities do you or members of your household participate in at Westfield Parks?

Answer Options	More than once a Week	Weekly	Monthly	Yearly	Never	Response Count		
Walking/jogging/running	45	45	70	53	67	279	160	57%
Hiking	7	14	50	64	99	233	71	30%
Walking your dog	23	25	31	27	135	240	79	33%
Reading, enjoying nature or just relaxing	14	21	51	56	101	242	86	36%
Eating or picnicking	1	10	47	114	83	254	58	23%
Biking	12	26	57	50	106	246	95	39%
Concerts or special events when available	2	10	33	133	78	255	45	18%
Attending a park programs, summer camp, or a nature	1	6	22	95	118	241	29	12%
Participating in play activities with children	12	36	70	68	82	265	118	45%
Participating in organized sports leagues	24	27	28	39	127	244	79	32%
Participating in casual pickup sports games	3	6	15	29	171	224	24	11%
					answered question	331		
					skipped question	118		

Top Participation	
Walking/jogging/running	57%
Participating in play activities with children	45%
Biking	39%
Reading, enjoying nature or just relaxing	36%
Walking your dog	33%
Participating in organized sports leagues	32%



Westfield Parks and Recreation 5 Year Master Plan

What services, programs or activities would you like to see added?

Answer Options	Response Count
	149
answered question	149
skipped question	300

Number	Response Date	Response Text	Categories
1	Jan 21, 2011 5:47 PM	Start some up!	
2	Jan 21, 2011 7:12 PM	more trails, things to do on trails	
3	Jan 21, 2011 8:03 PM	trails connectivity is a plus	
4	Jan 21, 2011 8:26 PM	scoreboard for Freedom trail football fields	
5	Jan 21, 2011 9:49 PM	Concerts, school aged activities	
6	Jan 21, 2011 10:45 PM	Monon Trail expansion North	
7	Jan 21, 2011 11:20 PM	swimming, water aerobics	
8	Jan 22, 2011 1:29 AM	no comment	
9	Jan 22, 2011 3:51 AM	Open the sledding hill at Simon Moon, add swings and restroom to Simon Moon continue working on Midland	
10	Jan 22, 2011 8:10 PM	Get the weeds and trees out of Worth park - It is a disgrace!	
11	Jan 22, 2011 11:43 PM	not sure at this time	
12	Jan 23, 2011 12:08 AM	tennis courts, swimming pool---the Y would be nice!	
13	Jan 23, 2011 12:47 AM	you have a huge selection	
14	Jan 23, 2011 12:47 AM	I'd like to see a public pool added for summertime swimming for the whole family, and more splash parks for the kids	
15	Jan 23, 2011 1:00 AM	Festivals	
16	Jan 23, 2011 1:02 AM	more affordable kids programs	
17	Jan 23, 2011 2:57 AM	outdoor ice skating rink, dog park, roller skating	
18	Jan 23, 2011 11:59 AM	planned activities, city-wide events	
19	Jan 23, 2011 1:46 PM	More seasonal events for kids. More organized sports teams for kids of all age levels.	
20	Jan 23, 2011 2:36 PM	More fields for Rugby	
21	Jan 23, 2011 2:56 PM	N/A	
22	Jan 23, 2011 3:39 PM	A community pool and/or park similar to the Monon Center or Forrest Park aquatic center	
23	Jan 23, 2011 7:29 PM	A Rugby Field!	
24	Jan 23, 2011 7:53 PM	N/A	
25	Jan 23, 2011 8:19 PM	extending the Monon	
26	Jan 23, 2011 8:29 PM	a community center that offered more yoga and excercise classes	
27	Jan 23, 2011 8:38 PM	designated off-road type bike trails	
28	Jan 23, 2011 9:01 PM	Westfield Parks and Recreation currently do not have sport fields assigned to the sport of rugby at Westfield and VERY lin	
29	Jan 23, 2011 9:05 PM	Additional hiking trails, moderate to rugged, unpaved nature trails.	
30	Jan 23, 2011 10:47 PM	???	
31	Jan 23, 2011 11:04 PM	Improve trails and connectivity between trails. Secure restrooms and picnic shelters/areas.	
32	Jan 23, 2011 11:29 PM	more for girls....extended cheerleading season	
33	Jan 23, 2011 11:39 PM	rugby fields	
34	Jan 24, 2011 12:05 AM	information so I could do some of them	
35	Jan 24, 2011 2:13 AM	Scoreboards for the football fields at Freedom Trails	
36	Jan 24, 2011 2:22 AM	walking trails	
37	Jan 24, 2011 2:27 AM	evening activities for school-age children (times are during the day and seem geared to homeschool), swimming	
38	Jan 24, 2011 3:09 AM	Any	
39	Jan 24, 2011 4:36 AM	if we don't know what offered at these parks how do we use them> must get more active in kids activities. was carmel resi	
40	Jan 24, 2011 4:50 AM	programming!!! & park development for families & trails	
41	Jan 24, 2011 1:15 PM	Would like to see something like the Monon Center in Carmel.	
42	Jan 24, 2011 1:16 PM	Softball League	
43	Jan 24, 2011 1:30 PM	Additional sporting facilities are a big need. I am not aware of ANY parks containing tennis courts, handball/racketball cou	
44	Jan 24, 2011 1:32 PM	more information about each park	
45	Jan 24, 2011 2:26 PM	Beer Garden	
46	Jan 24, 2011 2:46 PM	Restrooms	
47	Jan 24, 2011 2:50 PM	More trails. adult softball league	
48	Jan 24, 2011 2:55 PM	Picnic shelters at Freedom Trail, A city swimming pool w/some waterslides (something similar to Forest Park in Noblesville	
49	Jan 24, 2011 3:23 PM	none	
50	Jan 24, 2011 4:17 PM	more baseball fields for the use of WYSI	
51	Jan 24, 2011 4:31 PM	a fishing lake	
52	Jan 24, 2011 4:32 PM	Westfield Parks and Recreation currently do not have sport fields assigned to the sport of rugby at Westfield and VERY lin	
53	Jan 24, 2011 7:15 PM	Fitness courses (spinning) and musical instrument courses like Noblesville Parks	
54	Jan 24, 2011 7:44 PM	I am not sure I really know where any Westfield Parks are, but I am on the Westfield/Noblesville line so i generally lean tov	
55	Jan 24, 2011 7:49 PM	Hard to add when you don't know what is currently available.	
56	Jan 24, 2011 7:54 PM	More soccer fields	
57	Jan 24, 2011 8:34 PM	I would like to see a park that specializes in "adaptive" equipment for the physically challenged (children)	
58	Jan 24, 2011 9:34 PM	More parking by the Monon trail and an extension of the Monon trail	
59	Jan 24, 2011 11:08 PM	homeschool friendly programming	
60	Jan 24, 2011 11:35 PM	completion of the midland trace trail	
61	Jan 25, 2011 12:10 AM	More connected trails	
62	Jan 25, 2011 12:56 AM	Finish the Monon Trail to the north and provide access from Countryside	
63	Jan 25, 2011 1:28 AM	Westfield Parks and Recreation currently do not have sport fields assigned to the sport of rugby at Westfield and VERY lin	
64	Jan 25, 2011 1:50 AM	BARK PARK FOR THE DOGS, MORE EVENING OUT DOOR MOVIES,COMMUNITY FLOWER PLANTING	
65	Jan 25, 2011 1:54 AM	Planet/star gazing	
66	Jan 25, 2011 1:01 PM	more trails and sidewalks	
67	Jan 25, 2011 1:15 PM	More Soccer fields	
68	Jan 25, 2011 1:34 PM	Cross country skiing trails	
69	Jan 25, 2011 2:47 PM	i would like to see a public swiming pool in westfield	
70	Jan 25, 2011 3:19 PM	camps	
71	Jan 25, 2011 3:25 PM	Bark park	
72	Jan 25, 2011 3:35 PM	I would love to know more about the trails. We live in Countryside; our sidewalks go past the park s. of the public service l	
73	Jan 25, 2011 5:35 PM	outdoor events such as free concerts	
74	Jan 25, 2011 7:15 PM	nature oriented educational programs	

75	Jan 25, 2011 7:56 PM	Maybe mor water actvities or spray parks for the children
76	Jan 25, 2011 8:31 PM	organized events in the parks
77	Jan 25, 2011 9:20 PM	More classes with more room - classes are always cramped and not advertised very well.
78	Jan 26, 2011 1:42 AM	Interpretive Trails, Art Classes, Adult Sports Leagues
79	Jan 26, 2011 3:01 AM	Disk Golf
80	Jan 26, 2011 3:52 AM	more youth programs like jr. high dances
81	Jan 26, 2011 3:58 AM	Pool
82	Jan 26, 2011 3:10 PM	We do not need a huge sports complex. It removes tax base and I do not understand the great financial benefit.
83	Jan 26, 2011 6:44 PM	Winter ice skating, softball fields
84	Jan 26, 2011 7:59 PM	As of right now there is too much funding (tax payers money) going to build new trails which are not needed
85	Jan 26, 2011 9:35 PM	more specialized areas for toddlers and developmentally challenged kids incorporating sensory items
86	Jan 27, 2011 7:58 PM	Do the Kids Triathalon event as held in carmel last year. Continue to protect and enhance natural areas. Trash and recycli
87	Jan 27, 2011 11:03 PM	Rugby fields!!!
88	Jan 28, 2011 4:04 PM	More Adult activities
89	Jan 28, 2011 4:38 PM	concerts /
90	Jan 28, 2011 5:15 PM	bathrooms in the parks for children; lighting in the parks for security; programs for little to no cost...programming is expens
91	Jan 28, 2011 9:34 PM	A safe sitter course for pre-teens if there is not one already in place.
92	Jan 29, 2011 1:51 AM	Public swimming pool
93	Jan 29, 2011 11:40 AM	My children cannot bike or visit friends by bike because the paths are not complete/safe and no 31 passage. We have to d
94	Jan 29, 2011 5:27 PM	more developed parks & sidewalks to Monon - the q above asks what we have done in Westfield - we do more outside of
95	Jan 29, 2011 7:59 PM	Rugby fields are badly needed
96	Jan 30, 2011 8:44 PM	Some activities for kids like they have a Cool Creek Park.
97	Jan 30, 2011 8:55 PM	expand trail system.....expand special events(ie: 4th of July/Labor Day
98	Jan 31, 2011 1:50 AM	Community Garden
99	Jan 31, 2011 1:52 AM	cross country skiing
100	Jan 31, 2011 4:17 AM	dog park
101	Feb 1, 2011 12:00 AM	sidewalks on 156th street so we could get to the Monon, etc.
102	Feb 2, 2011 6:12 PM	birding walks with a knowlegable birder in charge
103	Feb 2, 2011 7:09 PM	a facility like the monon center or a YMCA
104	Feb 2, 2011 7:21 PM	Westfield needs a dog park for dog owners in the community very badly. It is way overdue for us.There is a lot of dog own
105	Feb 3, 2011 12:20 AM	Summer jazz and orchestra concerts.
106	Feb 3, 2011 1:29 PM	none come to mind
107	Feb 4, 2011 3:28 AM	more trails everywhere- to get the parks!!!
108	Feb 4, 2011 2:34 PM	adequate services already
109	Feb 4, 2011 3:37 PM	tennis backboards, kids events/programs
110	Feb 4, 2011 3:47 PM	kids programming, tennis backboards
111	Feb 4, 2011 6:16 PM	PUBLIC POOL/WATER PARK!!!, Safe Sledding hills (no trees!), More shaded parks/picnic areas, tennis, ice skating,
112	Feb 4, 2011 8:18 PM	programs for children where you pay at each session with a small deposit
113	Feb 4, 2011 8:39 PM	Love to see additional family activities
114	Feb 4, 2011 9:45 PM	Swimming pool like Noblesville park. My family goes there weekly to swim in the summer.
115	Feb 4, 2011 9:56 PM	Keep improving and connecting the trails. I would love to have sidewalks for safer transportation from the trails in country
116	Feb 5, 2011 2:31 AM	More information about the parks, organized trail guides and trail brochures
117	Feb 5, 2011 6:41 PM	If cool creek park is not part of westfield I have never been to any programs or parks
118	Feb 7, 2011 7:30 PM	Archery or shooting range
119	Feb 8, 2011 4:56 PM	Community Swimming Pool
120	Feb 8, 2011 5:13 PM	none come to mind
121	Feb 8, 2011 9:25 PM	more accessible activities
122	Feb 8, 2011 10:03 PM	PROGRAMING
123	Feb 8, 2011 10:07 PM	More summer day camps
124	Feb 8, 2011 10:18 PM	More trails!!!
125	Feb 9, 2011 1:34 AM	request for variance for paths, and follow the same easement rules as homeowners
126	Feb 9, 2011 2:30 AM	none
127	Feb 9, 2011 2:32 AM	More evening classes for children...working moms!!
128	Feb 9, 2011 3:40 AM	Finish the Monon and Midland trails! A frisbee golf course.
129	Feb 9, 2011 12:48 PM	Maybe an indoor facility for the winter season. Organizied casual leagues of ultimate frisbee and basket ball.
130	Feb 9, 2011 3:03 PM	Restrooms at Freedom Trail Park, Shelter at Freedom Trail Park - picnic tables and benches too.
131	Feb 9, 2011 3:29 PM	None that I can think of.
132	Feb 9, 2011 10:36 PM	more programming options, classes
133	Feb 10, 2011 1:40 PM	More nature area parks like Cool Creek. Some fishing, ice skating in winter. Co-op gardening areas for city residents.
134	Feb 10, 2011 1:44 PM	More Nature
135	Feb 11, 2011 4:42 PM	I am looking forward to the trails being completed. More splash parks.
136	Feb 12, 2011 5:46 PM	nature education
137	Feb 13, 2011 12:47 PM	a dog park
138	Feb 14, 2011 2:45 PM	none
139	Feb 14, 2011 4:10 PM	rec leagues
140	Feb 16, 2011 1:43 AM	Shelters, Pools, more walking & biking trails, etc.
141	Feb 16, 2011 7:27 PM	I'd like to know where the above programs exist. Also, I'd LOVE to see a community center with a pool, fitness center, etc
142	Feb 16, 2011 8:34 PM	Nothing come to mind
143	Feb 19, 2011 3:15 AM	Bark Parks
144	Feb 20, 2011 2:30 PM	I take an exercise class. Would like more offerings and better facilities. Westfield needs a famly "Y".
145	Feb 22, 2011 11:37 PM	educational classes for children and adults- exercise classes
146	Feb 23, 2011 1:56 AM	fitness and/or personal growth classes
147	Feb 23, 2011 2:31 AM	Classes for kids and adults, additional water park of some kind
148	Feb 23, 2011 2:29 PM	Extended Monon Trail with additional bathrooms & drinking fountains.
149	Feb 24, 2011 3:09 PM	More biking trails, Countryside sub div connected to Monon and Down Town

Westfield Parks and Recreation 5 Year Master Plan

How important is it increase or add the following services, programs or activities to City Parks?

Answer Options	Very important	Somewhat important	Not very important	Not important	Response Count	
Playgrounds	166	93	18	12	289	259
Fields for baseball, soccer or football	122	105	38	25	287	227
Basketball courts	85	122	42	23	272	207
Tennis courts	64	97	84	32	275	161
Skate facilities	26	67	103	67	262	93
Dog parks	72	91	77	44	281	163
Climbing walls	25	99	93	51	268	124
Cafes or restaurants	69	100	62	43	272	169
Nature programs / natural areas	130	116	26	12	284	246
Children's programs / day camps	124	111	31	16	280	235
Walking paths/biking paths	207	70	12	4	292	277
Paved bike trails	181	74	19	7	280	255
Unpaved mountain bike trails	75	89	72	34	269	164
Wireless Internet access / Wi-Fi	66	66	88	55	275	132
Disc golf	29	78	103	61	269	107
Rental facilities (shelters / community centers)	94	124	47	11	276	218
Concerts or other special events	112	132	30	10	284	244
Formal programs / educational opportunities	71	140	49	14	274	211
Marathon / sports training	39	87	108	36	269	126
Fine arts programming	45	93	96	37	269	138
Craft opportunities	39	108	85	43	275	147
				answered question		311
				skipped question		138

Top 6 Categories Respondents Found to be Very or Somewhat Important	
Walking paths/biking paths	95%
Paved Bike Trails	91%
Playgrounds	90%
Nature programs / natural areas	87%
Concerts or other special events	86%
Children's programs / day camps	84%

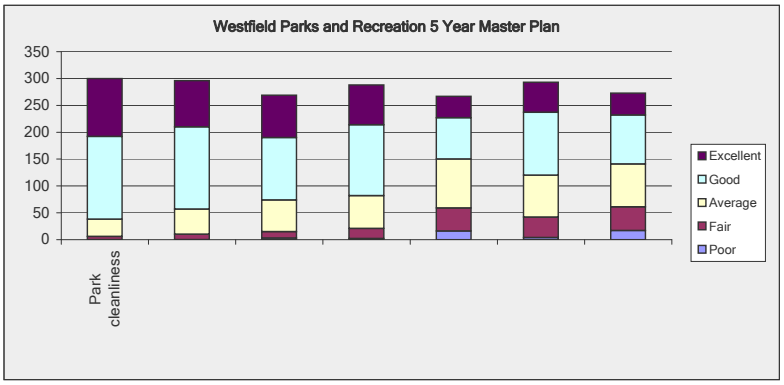
Westfield Parks and Recreation 5 Year Master Plan

How would you rate the Westfield Parks you are familiar with or use?

Answer Options	Excellent	Good	Average	Fair	Poor	Response Count			Ex or good
Park cleanliness	108	154	32	6	0	300	262	38	87%
Park safety	86	153	47	10	0	295	239	57	81%
Friendly staff or personnel	79	116	59	12	3	269	195	74	72%
Walking and hiking trails	74	132	61	19	2	287	206	82	72%
Programs	40	77	91	43	16	266	117	150	44%
Flower beds / landscape quality	56	117	78	38	4	291	173	120	59%
Concerts and events that are offered	41	91	80	44	17	270	132	141	49%
					answered question	**303**			
					skipped question	**146**			

Overall Westfield Parks were rated good or excellent by high numbers of respondents.

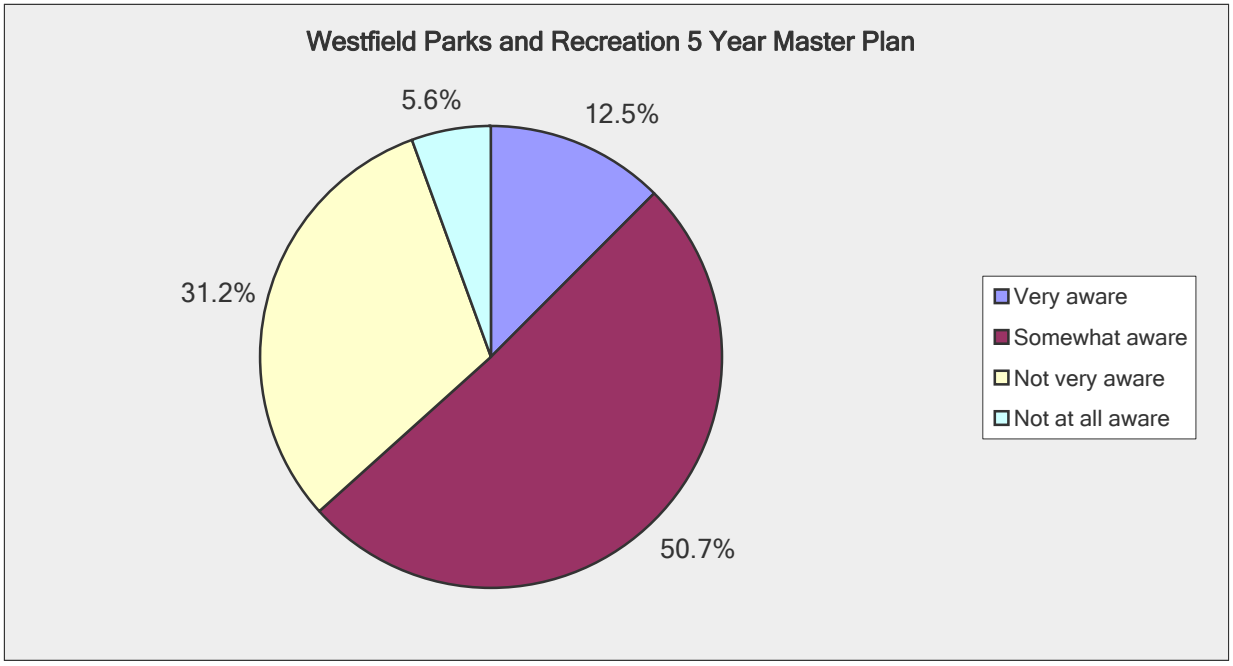
Westfield received the highest ratings for cleanliness, safety, trails and friendly staff. Less positive responses were in program and event categories.



Westfield Parks and Recreation 5 Year Master Plan

How aware are you of services, programs, and events at Westfield City Parks?		
Answer Options	**Response Percent**	**Response Count**
Very aware	12.5%	42
Somewhat aware	50.7%	171
Not very aware	31.2%	105
Not at all aware	5.6%	19
	answered question	**337**
	skipped question	**112**

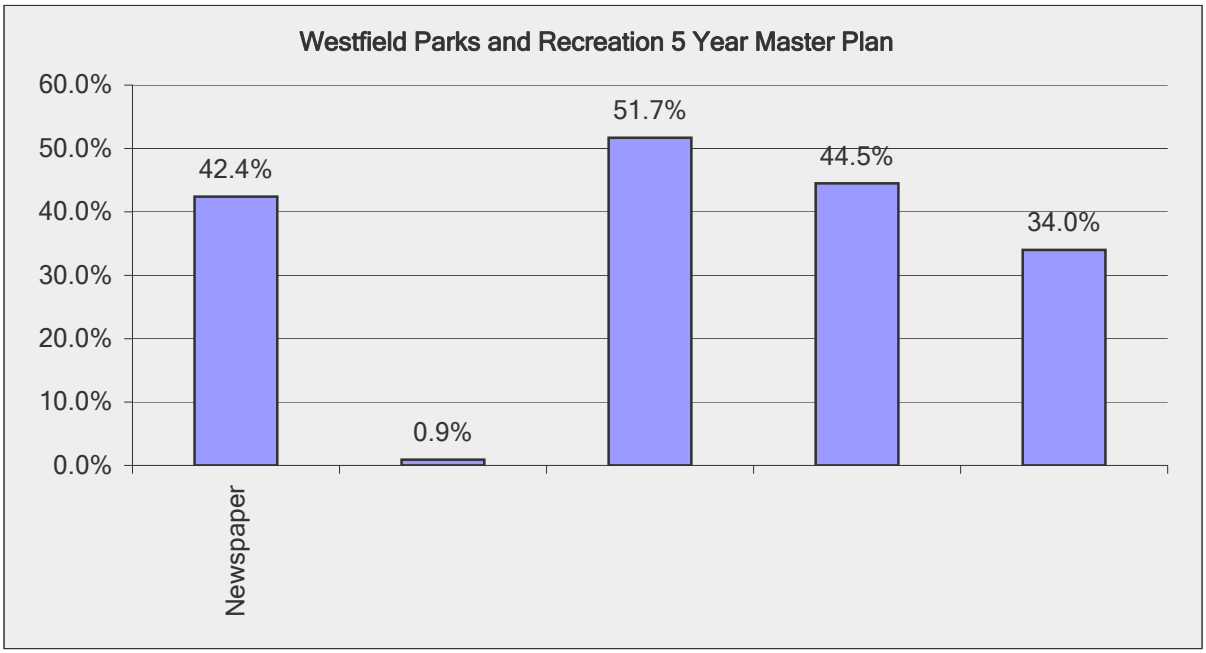
About 2/3 of respondents were aware of services, programs, and events.



Westfield Parks and Recreation 5 Year Master Plan

How do you currently find out about services, programs and events that are happening in the city parks?		
Answer Options	**Response Percent**	**Response Count**
Newspaper	42.4%	136
Television	0.9%	3
Word of mouth from friends/family	51.7%	166
City organizations, groups, or leagues newsletters or e-	44.5%	143
Information from the Web	34.0%	109
Other (please specify)		43
	answered question	321
	skipped question	128

Most information was gained by word of mouth newsletters and email.
Least information gained by TV



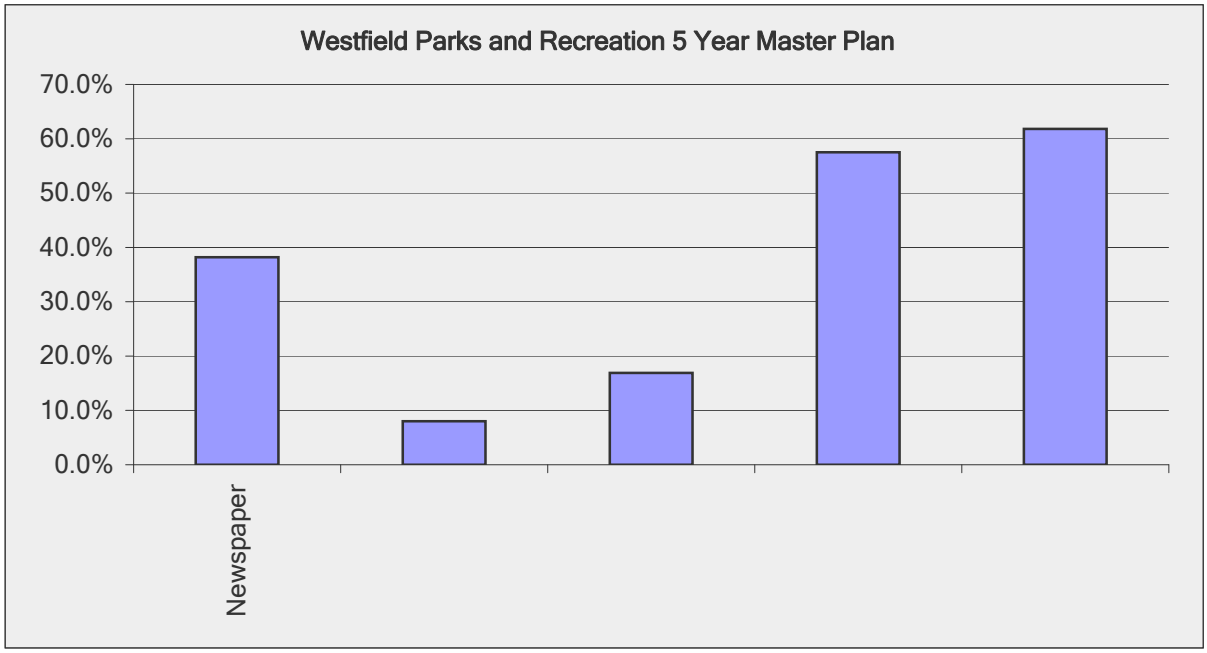
Number	Response Date	Other (please specify)	Categories

1	Jan 22, 2011 12:44 AM	i really dont
2	Jan 22, 2011 1:36 AM	magazine sent to my house
3	Jan 22, 2011 1:45 AM	The Flutter
4	Jan 23, 2011 12:18 AM	WQe don't see much advertising services, pro
5	Jan 23, 2011 12:40 AM	Mailings from Westfield Parks - library
6	Jan 23, 2011 4:33 AM	Facebook, Twitter
7	Jan 23, 2011 3:04 PM	Mailers
8	Jan 23, 2011 3:41 PM	Mailer
9	Jan 23, 2011 4:30 PM	Sign advertisments on sides of street.
10	Jan 23, 2011 8:32 PM	Flutter
11	Jan 23, 2011 9:09 PM	Parks department newsletter only
12	Jan 23, 2011 10:49 PM	The flutter newsletter
13	Jan 24, 2011 4:53 AM	used to receive programming mailing
14	Jan 24, 2011 6:30 PM	flyers placed in City buildings and library
15	Jan 24, 2011 7:47 PM	I don't really know of any programs through W
16	Jan 25, 2011 12:34 PM	THE FLUTTER
17	Jan 25, 2011 1:59 PM	Park newsletters
18	Jan 25, 2011 5:40 PM	will sometimes see signs posted by Wendy's c
19	Jan 25, 2011 7:17 PM	cant get westfield newspaper
20	Jan 26, 2011 3:31 PM	Homeowner's association and neighborhood
21	Jan 26, 2011 6:44 PM	Newsletter
22	Jan 27, 2011 8:01 PM	Hamilton County Parks newsletter
23	Jan 28, 2011 5:18 PM	hamilton county parks and rec magazine
24	Jan 28, 2011 7:53 PM	I don't know where to find information
25	Jan 28, 2011 10:45 PM	Drive by. Spir of the moment visit.
26	Jan 29, 2011 1:53 AM	newsletter
27	Jan 31, 2011 9:19 PM	don't recall seeing much
28	Feb 4, 2011 6:20 PM	Sometimes mailings
29	Feb 7, 2011 3:36 PM	mailings
30	Feb 8, 2011 4:56 PM	park newsletter
31	Feb 8, 2011 4:59 PM	Face Book
32	Feb 9, 2011 1:12 AM	City Facebook
33	Feb 10, 2011 1:46 PM	Morning meetings
34	Feb 11, 2011 4:19 PM	by walking into park department and grabbing
35	Feb 12, 2011 5:48 PM	newsletter
36	Feb 14, 2011 9:58 PM	HOA Information
37	Feb 15, 2011 9:08 PM	Current in Westfield and Indianapolis Westfiel
38	Feb 16, 2011 1:46 AM	Facebook
39	Feb 16, 2011 7:30 PM	your mailing
40	Feb 17, 2011 3:51 PM	current in westfield
41	Feb 23, 2011 2:00 AM	signs posted at the parks
42	Feb 23, 2011 2:35 AM	banners along intersections
43	Feb 24, 2011 3:13 PM	the Current

Westfield Parks and Recreation 5 Year Master Plan

What is the best way to inform you and your household about Westfield Parks services programs and events?		
Answer Options	**Response Percent**	**Response Count**
Newspaper	38.2%	124
Television	8.0%	26
Word of mouth from friends/family	16.9%	55
City organizations, groups, or leagues newsletters or e-	57.5%	187
Information from the Web	61.8%	201
Other (please specify)		49
	answered question	325
	skipped question	124

The best ways to reach households is the web, newsletters and e-mail.



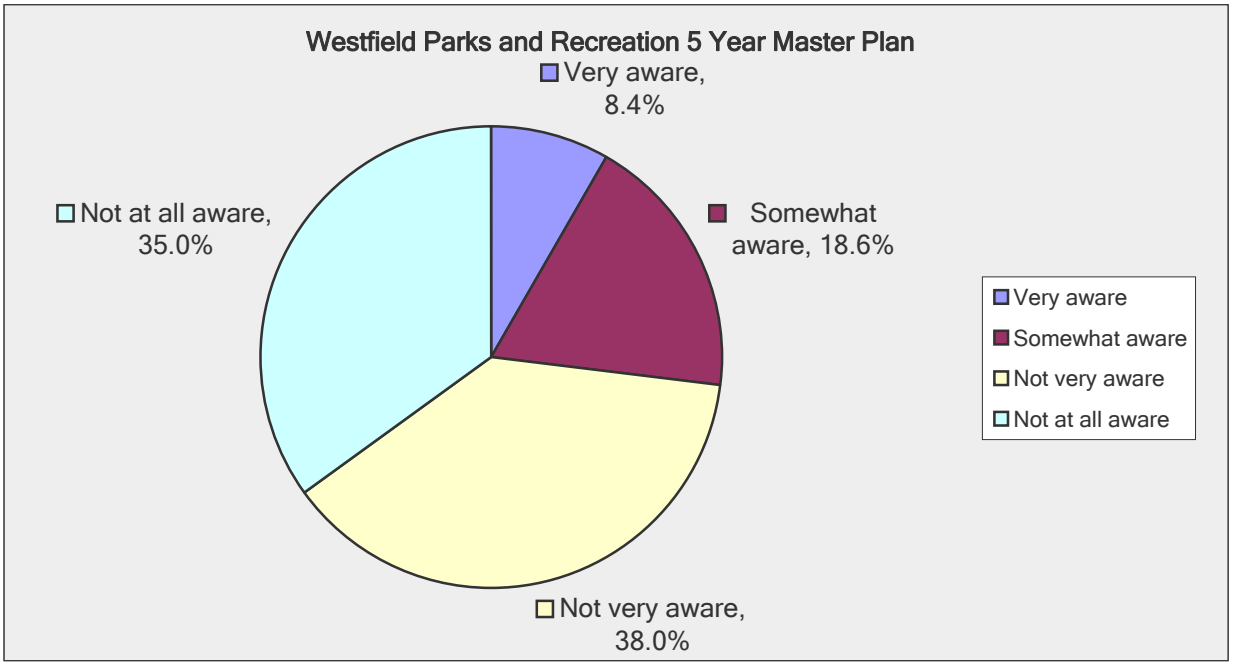
Number	Response Date	Other (please specify)	Categories
1	Jan 21, 2011 10:47 PM	Temporary banners and signs around Town	
2	Jan 22, 2011 1:36 AM	Park's magazine	
3	Jan 22, 2011 1:45 AM	The Flutter	
4	Jan 22, 2011 3:53 AM	post at library	
5	Jan 23, 2011 12:58 AM	Facebook & Twitter	
6	Jan 23, 2011 4:33 AM	Facebook, Twitter	
7	Jan 23, 2011 12:57 PM	email newsletters	
8	Jan 23, 2011 3:04 PM	email newsletter	

9	Jan 23, 2011 4:30 PM	signs on streets
10	Jan 23, 2011 9:03 PM	Facebook
11	Jan 24, 2011 2:17 AM	email blast
12	Jan 24, 2011 2:30 AM	mail
13	Jan 24, 2011 4:53 AM	mailing
14	Jan 24, 2011 1:12 PM	Email
15	Jan 24, 2011 3:08 PM	Monthly email newsletter would work great
16	Jan 24, 2011 7:47 PM	Noblesville Current - flyers in grocery stores.
17	Jan 24, 2011 7:53 PM	Join forces with the schools and youth groups
18	Jan 24, 2011 11:10 PM	mailings/emails
19	Jan 25, 2011 1:28 AM	flyers put in the water bill
20	Jan 25, 2011 1:58 AM	e-mail with news of specific areas of interest
21	Jan 25, 2011 7:58 PM	Newsletter via email
22	Jan 26, 2011 3:07 PM	email
23	Jan 26, 2011 3:31 PM	HOA
24	Jan 26, 2011 6:44 PM	Emails directly from Parks Department
25	Jan 26, 2011 10:31 PM	email
26	Jan 27, 2011 6:16 PM	all of the above...sadly I'm really not aware of a
27	Jan 28, 2011 7:53 PM	direct mailers
28	Jan 31, 2011 12:59 AM	facebook
29	Jan 31, 2011 5:55 PM	Water bill
30	Feb 3, 2011 12:23 AM	Twitter
31	Feb 3, 2011 2:45 AM	I have tried to get the free Westfield topics, bu
32	Feb 4, 2011 6:20 PM	Would love e-mails or snail mail
33	Feb 5, 2011 6:45 PM	Mail and some e-mail
34	Feb 7, 2011 3:36 PM	mailings
35	Feb 8, 2011 4:56 PM	Facebook. It's accessible and free.
36	Feb 8, 2011 4:59 PM	Face Book
37	Feb 8, 2011 5:15 PM	Newsletter
38	Feb 8, 2011 5:47 PM	facebook
39	Feb 9, 2011 1:12 AM	Facebook
40	Feb 10, 2011 1:45 PM	Text and Tweet type services are the most cur
41	Feb 11, 2011 4:19 PM	Monthly fyer via email or us mail
42	Feb 12, 2011 2:56 AM	email newsletter
43	Feb 12, 2011 5:48 PM	newsletter, facebook would be another good o
44	Feb 15, 2011 4:09 AM	School website or newsletter
45	Feb 16, 2011 1:46 AM	Facebook
46	Feb 16, 2011 7:30 PM	snail mail
47	Feb 17, 2011 6:48 PM	Newspaper - Current - Westfield
48	Feb 22, 2011 11:43 PM	in conjunction with the water bill- send an info
49	Feb 23, 2011 2:00 AM	send newsletter in westfield water/sewer bill lil

Westfield Parks and Recreation 5 Year Master Plan

How aware are you of volunteer opportunities of the Westfield Parks & Recreation Department?		
Answer Options	**Response Percent**	**Response Count**
Very aware	8.4%	28
Somewhat aware	18.6%	62
Not very aware	38.0%	127
Not at all aware	35.0%	117
	answered question	**334**
	skipped question	**115**

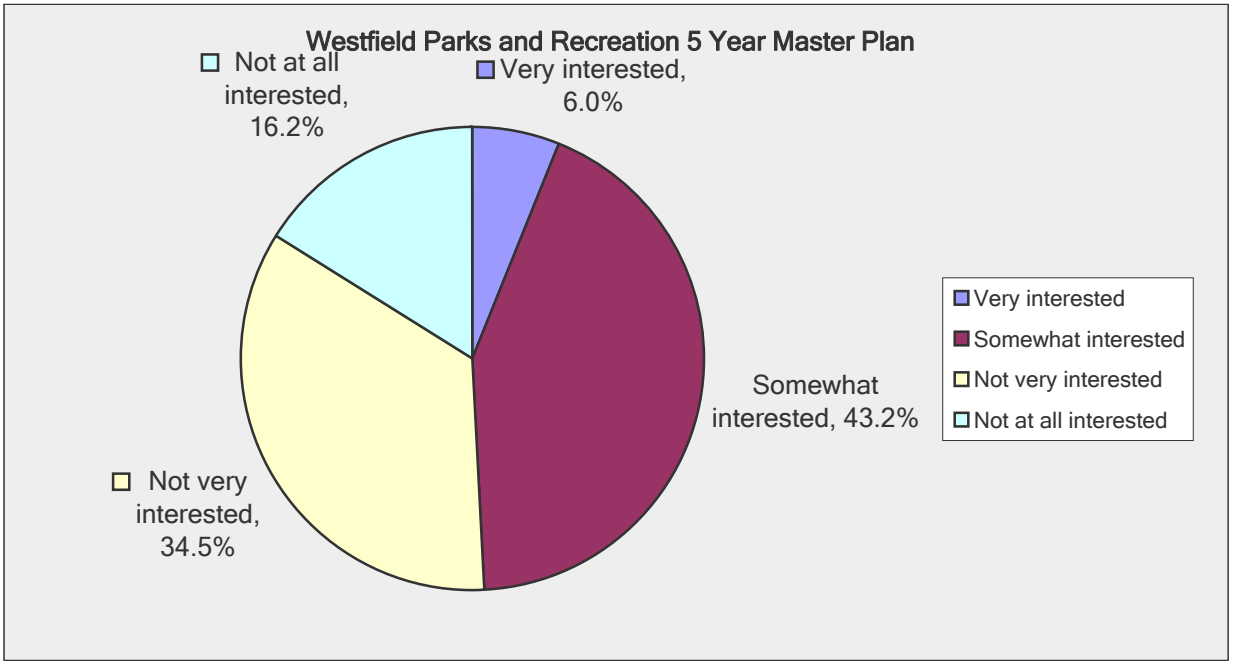
Respondents are not very aware of volunteer oppurtunities.



Westfield Parks and Recreation 5 Year Master Plan

How interested would you be in volunteering within the next year for the Westfield Parks & Recreation Department?		
Answer Options	**Response Percent**	**Response Count**
Very interested	6.0%	20
Somewhat interested	43.2%	144
Not very interested	34.5%	115
Not at all interested	16.2%	54
	answered question	**333**
	skipped question	**116**

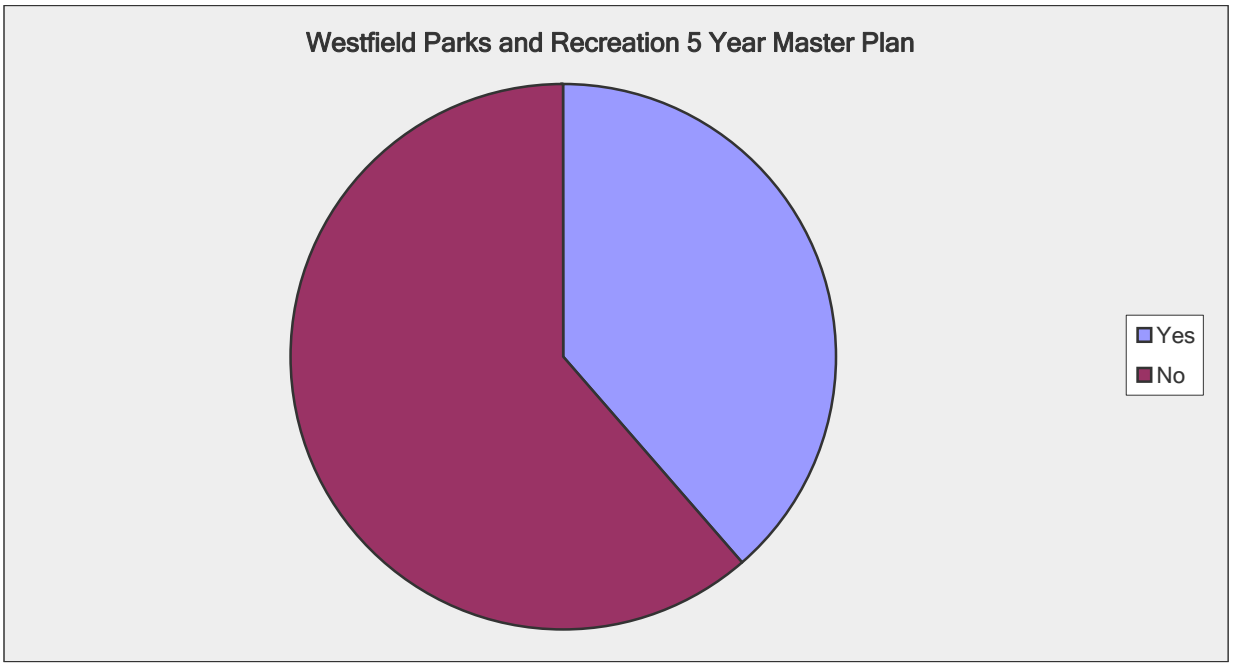
A little under half of the respondents are interested in volunteering.



Westfield Parks and Recreation 5 Year Master Plan

Would you support a special real estate tax for park operations and services?		
Answer Options	Response Percent	Response Count
Yes	38.5%	127
No	61.5%	203
	answered question	330
	skipped question	119

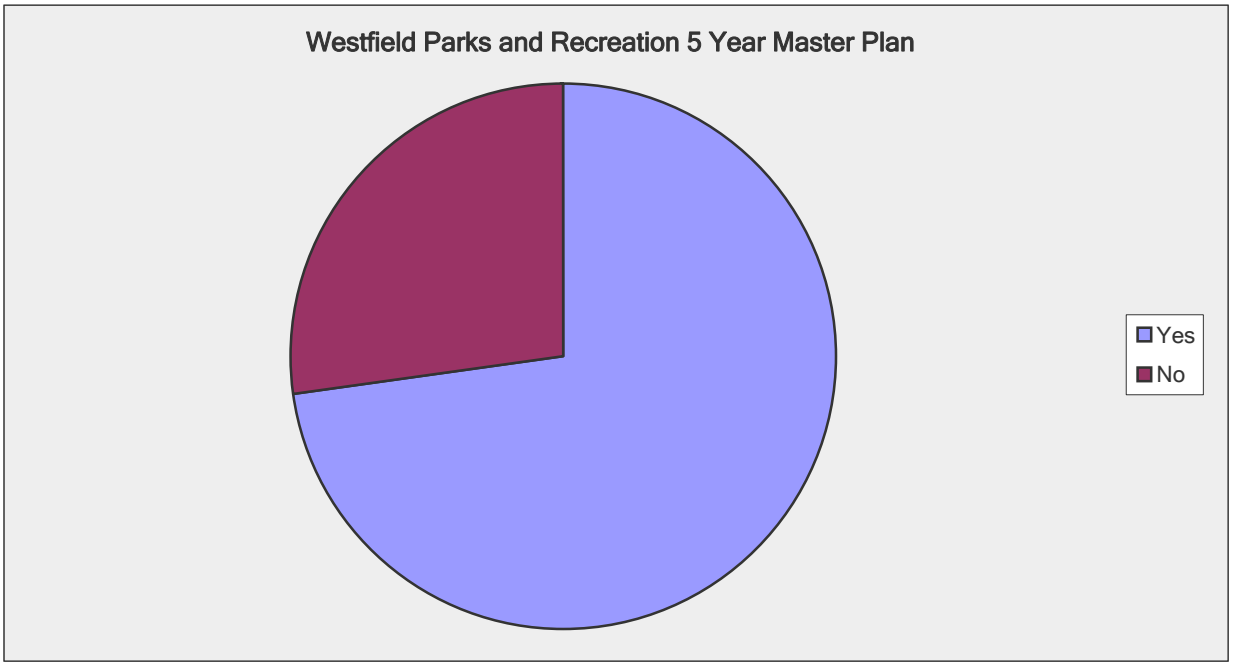
Respondents are not willing to pay additional real estate tax for parks.



Westfield Parks and Recreation 5 Year Master Plan

Would you support paying fees for additional recreation programs?		
Answer Options	Response Percent	Response Count
Yes	72.8%	243
No	27.2%	91
	answered question	334
	skipped question	115

3/4 of respondents are willing to pay for additional programs.



Westfield Parks and Recreation 5 Year Master Plan

How would you describe the Westfield community in a few words?	
Answer Options	Response Count
	234
answered question	234
skipped question	215

Number	Response Date	Response Text	Categories
1	Jan 21, 2011 3:43 PM	Open, Friendly, Young, Too focused on just Children activities, Needs Bal	
2	Jan 21, 2011 4:52 PM	moving in the right direction; full of opportunity	
3	Jan 21, 2011 7:15 PM	a bedroom community with high standards for quality of life	
4	Jan 21, 2011 8:06 PM	going in a good direction	
5	Jan 21, 2011 8:31 PM	family friendly	
6	Jan 21, 2011 8:34 PM	Great	
7	Jan 21, 2011 8:40 PM	Growing, active community	
8	Jan 21, 2011 9:20 PM	Family Friendly	
9	Jan 21, 2011 10:16 PM	Excellent, supportive, friendly	
10	Jan 21, 2011 10:48 PM	Classy with just a touch of homeiness	
11	Jan 21, 2011 11:22 PM	Enjoyable.	
12	Jan 21, 2011 11:43 PM	up and coming	
13	Jan 22, 2011 12:45 AM	nice	
14	Jan 22, 2011 1:07 AM	emerging destination and ready for quality of life improvements	
15	Jan 22, 2011 1:33 AM	Friendly.	
16	Jan 22, 2011 1:39 AM	a small wholesome town with big ideas to come	
17	Jan 22, 2011 1:46 AM	a wonderful, growing community	
18	Jan 22, 2011 3:55 AM	growing but still very friendly!	
19	Jan 22, 2011 4:59 PM	Growing with a lot of potential!	
20	Jan 22, 2011 8:16 PM	Getting too big for it's britches. Trying to keep up with Carmel. I don't war	
21	Jan 22, 2011 9:22 PM	You need to have more Rugby Fields	
22	Jan 22, 2011 11:47 PM	on the ground and running/ good start	
23	Jan 23, 2011 12:11 AM	nice homes, people, schools---lacking in exrtas	
24	Jan 23, 2011 12:18 AM	freindly,child sports orientatd,active	
25	Jan 23, 2011 12:21 AM	friendly but disjuncted	
26	Jan 23, 2011 12:41 AM	Growing	
27	Jan 23, 2011 12:50 AM	Family oriented	
28	Jan 23, 2011 12:59 AM	Great place to raise a family.	
29	Jan 23, 2011 1:05 AM	wonderful family oriented - very happy we moved here a few years ago	
30	Jan 23, 2011 2:15 AM	Quaint	
31	Jan 23, 2011 2:29 AM	great place to raise a family	
32	Jan 23, 2011 3:01 AM	friendly	
33	Jan 23, 2011 4:35 AM	It's OK. We miss Carmel, much better there. Carmel Dad's club is top not	
34	Jan 23, 2011 12:02 PM	incredible	
35	Jan 23, 2011 12:57 PM	awesome	
36	Jan 23, 2011 1:02 PM	wonderful community for children	
37	Jan 23, 2011 2:40 PM	Very family friendly but definately overshadowed by Carmel	
38	Jan 23, 2011 2:46 PM	Great	
39	Jan 23, 2011 2:55 PM	Solid, growing	
40	Jan 23, 2011 3:00 PM	growing, small-town feel, good schools	
41	Jan 23, 2011 3:00 PM	Nice area	
42	Jan 23, 2011 3:05 PM	Growing slowly yet still struggling to catch up to Carmel	
43	Jan 23, 2011 3:06 PM	A wonderful place to raise and enjoy your family.	
44	Jan 23, 2011 3:16 PM	Great place to raise a family. Seems to be an up and coming small city.	
45	Jan 23, 2011 3:42 PM	Minimal but growing	
46	Jan 23, 2011 4:32 PM	Very nice little town but does need more parks and things to do.	
47	Jan 23, 2011 6:31 PM	small, cohesive, family-oriented	
48	Jan 23, 2011 7:20 PM	Upper small town feel	
49	Jan 23, 2011 7:32 PM	Friendly and safe	
50	Jan 23, 2011 7:57 PM	Where small town and big city converge	
51	Jan 23, 2011 8:08 PM	Growing	
52	Jan 23, 2011 8:26 PM	behind the times in develpment	
53	Jan 23, 2011 8:34 PM	Quiet	

54	Jan 23, 2011 8:42 PM	close knit
55	Jan 23, 2011 9:04 PM	Small rural town with lots of affluent bedroom commuters who have not yet
56	Jan 23, 2011 9:10 PM	Growing
57	Jan 23, 2011 10:50 PM	Growing faster than facilities can keep up with it
58	Jan 23, 2011 11:11 PM	Unrealized potential. Lacks clear identity. Proponents of development in a
59	Jan 23, 2011 11:41 PM	awesome
60	Jan 23, 2011 11:58 PM	a great place to raise a family
61	Jan 24, 2011 12:08 AM	cozy
62	Jan 24, 2011 1:52 AM	up and coming, friendly
63	Jan 24, 2011 2:16 AM	Friendly, open, valuing education
64	Jan 24, 2011 2:28 AM	great community
65	Jan 24, 2011 2:30 AM	Family friendly
66	Jan 24, 2011 2:31 AM	family-oriented
67	Jan 24, 2011 3:12 AM	Decent
68	Jan 24, 2011 4:40 AM	Family community fallen behind growth demands to remain a leading comr
69	Jan 24, 2011 4:55 AM	nice area with alot of potential, but needs an identity. seems like communi
70	Jan 24, 2011 1:13 PM	Trying to move from Carmels slum to a city of its own.
71	Jan 24, 2011 1:19 PM	Small,friendly
72	Jan 24, 2011 1:19 PM	Trail happy
73	Jan 24, 2011 1:36 PM	A wonderful bedroom community just waking up to becoming a real full ser
74	Jan 24, 2011 1:36 PM	friendly, family orientated, growing small city
75	Jan 24, 2011 1:42 PM	Family friendly.
76	Jan 24, 2011 2:51 PM	Scattered, segmented, but clean and friendly, safe
77	Jan 24, 2011 2:56 PM	fast growing. Keep up the infrastructure of parks !!!
78	Jan 24, 2011 3:08 PM	still adjusting to growth and searching for an identity
79	Jan 24, 2011 4:35 PM	Nice place to live.
80	Jan 24, 2011 4:42 PM	up & coming. I feel the priority should be planning & acquiring land. More
81	Jan 24, 2011 5:02 PM	young, growing
82	Jan 24, 2011 5:25 PM	Growing
83	Jan 24, 2011 6:31 PM	Rural, beautiful, simple....I'd like to keep this way..extend monon and use (
84	Jan 24, 2011 7:18 PM	In search of an identity.
85	Jan 24, 2011 7:18 PM	Growing and changing
86	Jan 24, 2011 7:54 PM	Excellent place to live and raise a family
87	Jan 24, 2011 7:55 PM	Great place to raise a family but need to grow facilities and parks as fast a
88	Jan 24, 2011 7:59 PM	Evolving but in need of more marketing
89	Jan 24, 2011 8:36 PM	Great small town!
90	Jan 24, 2011 9:12 PM	Beautiful Place to live
91	Jan 24, 2011 11:11 PM	tons of potential, but more attention needed to really make them beautiful a
92	Jan 24, 2011 11:37 PM	needs additional funding
93	Jan 25, 2011 12:17 AM	Small and quaint
94	Jan 25, 2011 1:01 AM	We are still growing. We were need a park setting close to town to hold eve
95	Jan 25, 2011 1:28 AM	we need more activities or more information on the activities taking place ir
96	Jan 25, 2011 1:59 AM	warm, friendly, progressive
97	Jan 25, 2011 2:02 AM	EAGER TO GROW
98	Jan 25, 2011 11:19 AM	A great place to raise children.
99	Jan 25, 2011 1:04 PM	small comfortable hidden growing developing
100	Jan 25, 2011 1:19 PM	Young and untapped. A lot of "old ways" still intact. Very "clicky" in the vo
101	Jan 25, 2011 1:40 PM	Not very cohesive.
102	Jan 25, 2011 2:00 PM	Family oriented
103	Jan 25, 2011 2:14 PM	excellent
104	Jan 25, 2011 3:22 PM	underdeveloped
105	Jan 25, 2011 3:29 PM	A community looking for an identity
106	Jan 25, 2011 3:38 PM	Almost...almost historic, almost country
107	Jan 25, 2011 5:41 PM	Family Friendly
108	Jan 25, 2011 7:19 PM	family oriented, conservative, in need of alternatives to organized kids spo
109	Jan 25, 2011 7:59 PM	safe, clean, quiet environment in the shadow of Carmel... sorry
110	Jan 25, 2011 8:34 PM	small hometown community
111	Jan 25, 2011 9:24 PM	Nice community
112	Jan 26, 2011 1:48 AM	Growing and Exciting
113	Jan 26, 2011 2:15 AM	Recently moved here, but seems to be open and friendly
114	Jan 26, 2011 3:04 AM	In need of a reality check when it comes to spending taxpayers dollars
115	Jan 26, 2011 3:17 AM	Vibrant, growing, affluent, great schools, great place to live
116	Jan 26, 2011 3:58 AM	growing
117	Jan 26, 2011 1:26 PM	growing
118	Jan 26, 2011 3:08 PM	great place to live and raise a family
119	Jan 26, 2011 3:33 PM	Young with great potential

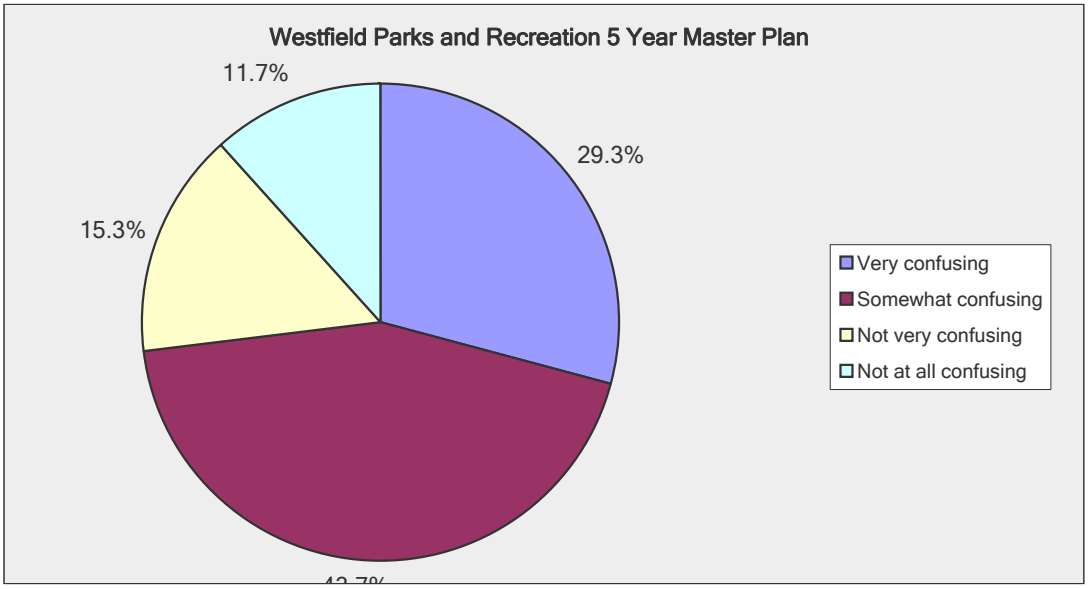
120	Jan 26, 2011 3:58 PM	enjoyable
121	Jan 26, 2011 5:37 PM	great--family friendly--just need more "Carmel-like" services/opportunities
122	Jan 26, 2011 6:47 PM	Unformed, at the present time.
123	Jan 26, 2011 8:05 PM	Great place to live, but need to cut back on new projects unless you get sp
124	Jan 26, 2011 9:38 PM	small and focused on family
125	Jan 27, 2011 4:01 PM	we love this community & have lived here since 1998
126	Jan 27, 2011 6:17 PM	Growing pains! Yes I would support the above to some extent!! Wonderfu
127	Jan 27, 2011 8:03 PM	Headed in a direction but needs to be very defined during the next several
128	Jan 27, 2011 8:46 PM	small, wanting to grow
129	Jan 27, 2011 11:06 PM	family oriented
130	Jan 28, 2011 3:14 AM	Behind Carmel, Fishers, and Zionsville in terms of ammenities and parks
131	Jan 28, 2011 4:08 PM	Growing
132	Jan 28, 2011 4:42 PM	diverse growing /somewhat rural
133	Jan 28, 2011 4:58 PM	It's a great family community!
134	Jan 28, 2011 5:19 PM	older downtown, scattered, not connected well
135	Jan 28, 2011 5:30 PM	nice small town
136	Jan 28, 2011 7:33 PM	small town feel, great place to live
137	Jan 28, 2011 7:54 PM	We thoroughly enjoy being a part of Westfield
138	Jan 28, 2011 8:56 PM	Small and sensible
139	Jan 28, 2011 9:17 PM	Changing, evolving, innovative
140	Jan 28, 2011 9:31 PM	Nice place to live. Future developement has me concerned.
141	Jan 28, 2011 9:39 PM	I love this communtiy, my husband teaches in the school system, he walks
142	Jan 28, 2011 10:46 PM	A growing community.
143	Jan 28, 2011 11:20 PM	Very Nice
144	Jan 29, 2011 1:04 AM	Family
145	Jan 29, 2011 1:55 AM	small, growing, full of subdivisions and very "town"
146	Jan 29, 2011 11:43 AM	Overly dependent on cars/vehicles, and the only culture is youth sports---b
147	Jan 29, 2011 1:27 PM	Very family oriented and in the process of developing better parks and oth
148	Jan 29, 2011 5:50 PM	family-oriented
149	Jan 29, 2011 8:03 PM	family friendly, developing...has come a long way
150	Jan 30, 2011 3:19 AM	Small town charm
151	Jan 30, 2011 8:48 PM	The community is wonderful and we love living in Westfield.
152	Jan 30, 2011 8:59 PM	friendly.growing.....place to raise family ...not as "hectic" as some neig
153	Jan 31, 2011 1:01 AM	small, quiet
154	Jan 31, 2011 1:55 AM	Small Town Mentality, not eager to strive for bigger and greater things.
155	Jan 31, 2011 4:21 AM	poor leadership
156	Jan 31, 2011 2:18 PM	heading in the right direction
157	Jan 31, 2011 7:37 PM	As a taxpayer, I asked for information on trail lengths in Countryside subdi
158	Jan 31, 2011 9:25 PM	nice community but needing more green space, more walking trails near h
159	Feb 2, 2011 6:15 PM	a growing community with amazing potential
160	Feb 2, 2011 7:22 PM	nice growing progressive community but very slow in extending the monor
161	Feb 3, 2011 12:22 AM	Upper middle class; mostly caucasion; go elsewhere for entertainment
162	Feb 3, 2011 12:24 AM	Improving, but still in need of a lot of improvement.
163	Feb 3, 2011 2:46 AM	Quiet, safe, caring
164	Feb 3, 2011 3:45 AM	Up and Coming
165	Feb 3, 2011 1:33 PM	Small town trying to become a city and find its identity
166	Feb 4, 2011 2:37 PM	This question is not relevant to this survey
167	Feb 4, 2011 3:50 PM	growing, family-oriented
168	Feb 4, 2011 5:04 PM	family oriented -growing - overshadowed by other neighboring communitie
169	Feb 4, 2011 6:22 PM	Not enough businesses to support our tax requirements currently--need to
170	Feb 4, 2011 7:02 PM	Safe, Clean, Family Friendly
171	Feb 4, 2011 8:23 PM	Friendly people who care about their families.
172	Feb 4, 2011 8:42 PM	Family oriented
173	Feb 4, 2011 9:50 PM	good not enough for older kids
174	Feb 4, 2011 10:48 PM	average, nice place to live
175	Feb 5, 2011 12:43 PM	Awesome! We are proud to live in Westfield.
176	Feb 5, 2011 6:50 PM	Compared to surrounding cities there is not a variety of amenities
177	Feb 5, 2011 9:27 PM	friendly, hard-working, committed to children
178	Feb 7, 2011 3:38 PM	growing out of control and a permit for every move you make.
179	Feb 7, 2011 7:40 PM	Growing and improving as new businesses come to the City. Services anc
180	Feb 8, 2011 4:56 PM	Small town feel.
181	Feb 8, 2011 5:00 PM	Nice place to raise a family
182	Feb 8, 2011 5:16 PM	Nice, pleasant, helpful
183	Feb 8, 2011 5:48 PM	friendly, caring, growing
184	Feb 8, 2011 5:52 PM	up and coming
185	Feb 8, 2011 9:27 PM	welcoming

186	Feb 8, 2011 10:06 PM	great place to live
187	Feb 8, 2011 10:13 PM	Beautiful
188	Feb 8, 2011 10:16 PM	A nice place to live.
189	Feb 8, 2011 10:21 PM	On the move, expanding, progressive
190	Feb 9, 2011 12:08 AM	good
191	Feb 9, 2011 1:14 AM	A progressive community that is responsible with it's budget.
192	Feb 9, 2011 2:22 AM	Nice
193	Feb 9, 2011 2:35 AM	Family-oriented
194	Feb 9, 2011 12:21 PM	Great play to live and work
195	Feb 9, 2011 12:47 PM	Family Friendly
196	Feb 9, 2011 2:24 PM	Peaceful, excellent place to live.
197	Feb 9, 2011 2:32 PM	friendly, active
198	Feb 9, 2011 3:10 PM	Progessvie, safe, clean, friendly, family oriented.
199	Feb 9, 2011 3:31 PM	Active & growing
200	Feb 9, 2011 4:50 PM	safe, clean, progressive
201	Feb 9, 2011 8:27 PM	well maintained,friendly people . still has that small town feel
202	Feb 9, 2011 10:39 PM	nice place to live, work and play
203	Feb 10, 2011 1:53 PM	Too focused on downtown and not on the city as a whole. Slow down and
204	Feb 10, 2011 3:57 PM	just moved here, reminds a lot of my home town.
205	Feb 11, 2011 2:54 PM	Great...but wish we had a community swimming pool.
206	Feb 11, 2011 4:23 PM	The community is young has huge potential to be awesome needs directio
207	Feb 11, 2011 4:45 PM	Family friendly
208	Feb 12, 2011 5:51 PM	growing, in need of zoning plus think of Hilton Head we could make it very
209	Feb 13, 2011 12:14 AM	Progressive community
210	Feb 13, 2011 12:47 PM	Trendy and quaint
211	Feb 14, 2011 11:50 AM	Safe Kid friendly
212	Feb 14, 2011 12:38 PM	family oriented
213	Feb 14, 2011 4:13 PM	Pawnee Parks and Rec
214	Feb 14, 2011 8:00 PM	Small, hometown feel with lots of opportunities
215	Feb 14, 2011 9:59 PM	Wonderful
216	Feb 15, 2011 4:11 AM	Lack luster, lacking an identity, no community spirit
217	Feb 15, 2011 11:31 AM	small town friendly
218	Feb 15, 2011 6:33 PM	Slow to catch on
219	Feb 15, 2011 9:11 PM	Developing with People (Residents and Visitors) in Mind
220	Feb 16, 2011 1:48 AM	A small traditional city wanting to be a great place to spend time...
221	Feb 16, 2011 3:57 AM	Needs more trails.
222	Feb 16, 2011 5:27 PM	awesome!
223	Feb 16, 2011 7:31 PM	family oriented; the best of Hamilton Co. - feels like a village, growing to re
224	Feb 16, 2011 8:37 PM	Trying to be Carmel -- please don't!
225	Feb 19, 2011 2:27 AM	A quiet, small town.
226	Feb 19, 2011 3:17 AM	Ahead of other local communities
227	Feb 20, 2011 2:35 PM	Anti-development. Will likely leave Wstfld in a few years if no action on a Y
228	Feb 22, 2011 11:50 PM	over taxed, over staffed, Republican stronghold
229	Feb 23, 2011 2:01 AM	Friendly, helpful, safe
230	Feb 23, 2011 2:30 AM	Midwestern
231	Feb 23, 2011 2:40 AM	A growing disconnected community struggling to maintain a small town fee
232	Feb 23, 2011 2:35 PM	Ready for growth when the economy rebounds
233	Feb 23, 2011 10:59 PM	intimate
234	Feb 24, 2011 3:14 PM	growing fast, but not enough connectivity, East vs West with 31 running tro

Westfield Parks and Recreation 5 Year Master Plan

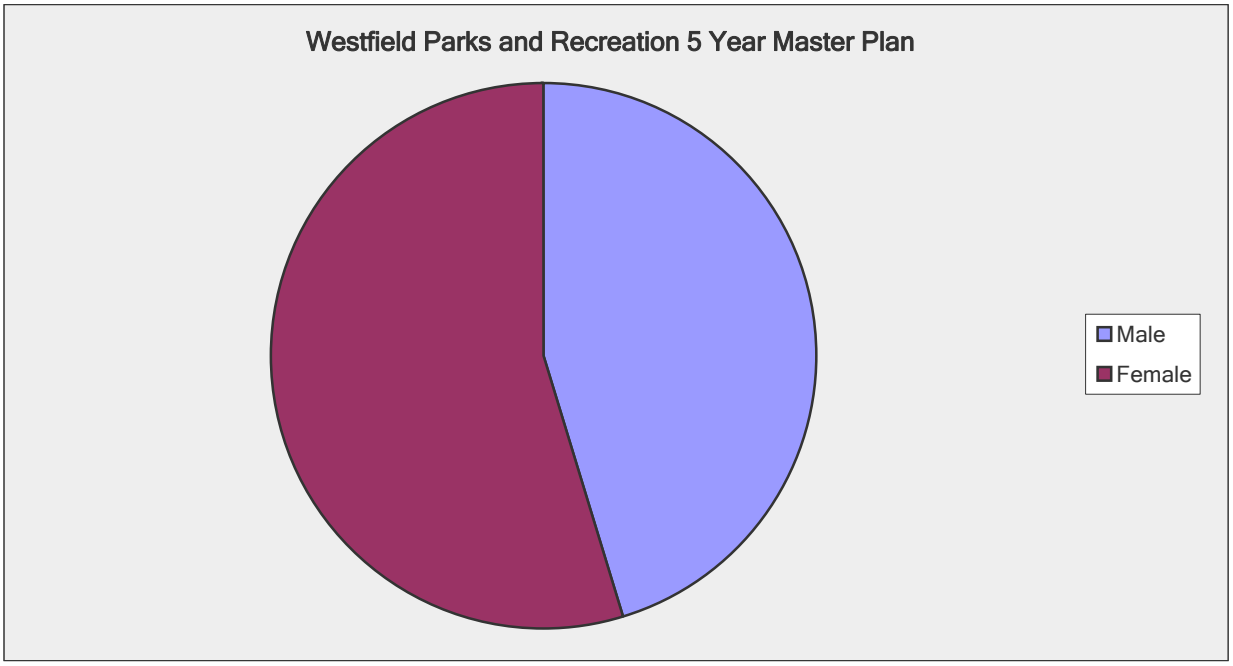
Presently Hamilton County, Washington Township and City of Westfield operate parks in Westfield. How confusing is this for you?		
Answer Options	**Response Percent**	**Response Count**
Very confusing	29.3%	98
Somewhat confusing	43.7%	146
Not very confusing	15.3%	51
Not at all confusing	11.7%	39
	answered question	**334**
	skipped question	**115**

A little under 3/4 of respondents found the various park suppliers of service to be a confusing situation.



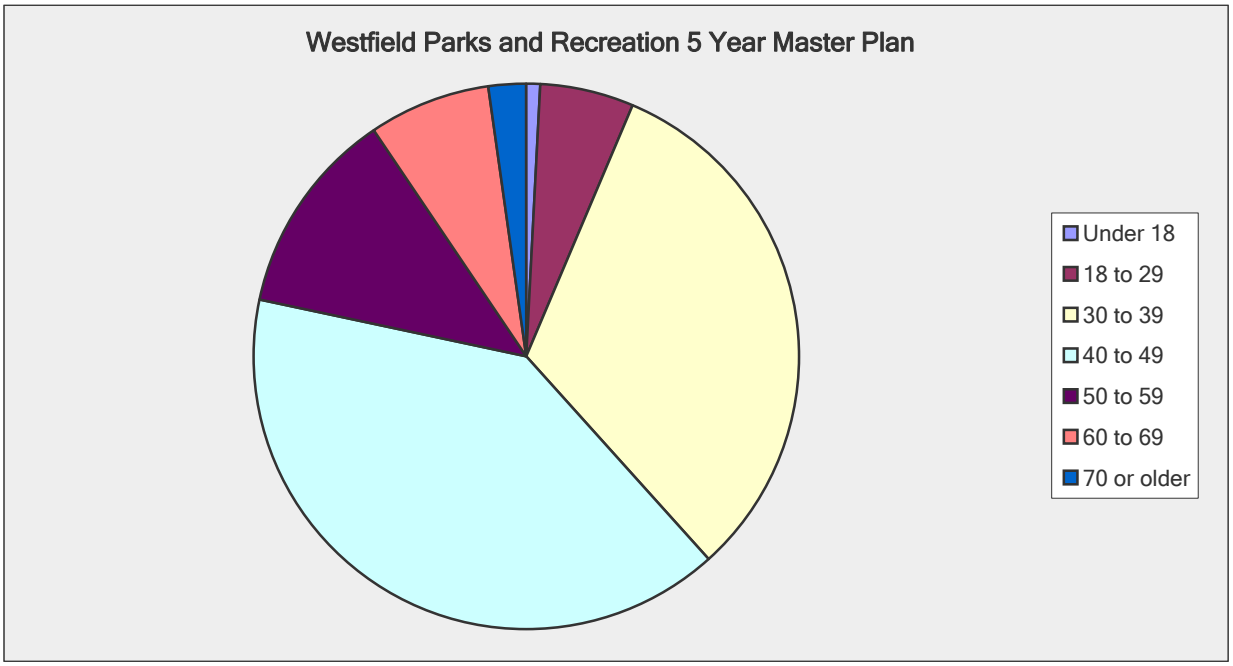
Westfield Parks and Recreation 5 Year Master Plan

Your Gender		
Answer Options	**Response Percent**	**Response Count**
Male	45.2%	150
Female	54.8%	182
	answered question	332
	skipped question	117



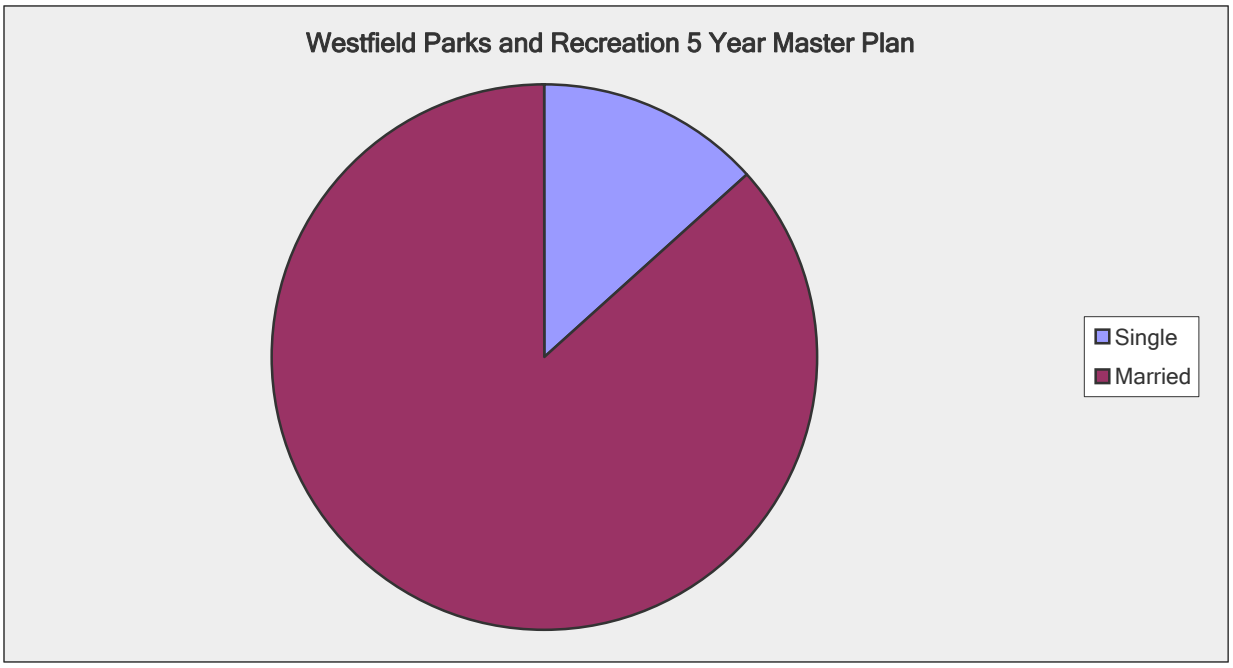
Westfield Parks and Recreation 5 Year Master Plan

Your age range		
Answer Options	**Response Percent**	**Response Count**
Under 18	0.9%	3
18 to 29	5.4%	18
30 to 39	32.1%	107
40 to 49	39.9%	133
50 to 59	12.3%	41
60 to 69	7.2%	24
70 or older	2.1%	7
	answered question	333
	skipped question	116



Westfield Parks and Recreation 5 Year Master Plan

Marital Status		
Answer Options	**Response Percent**	**Response Count**
Single	13.4%	44
Married	86.6%	285
	answered question	329
	skipped question	120



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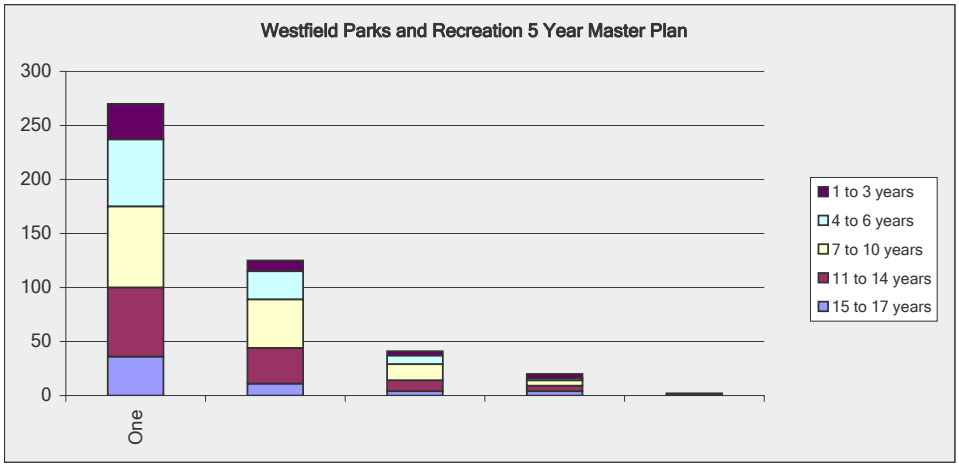
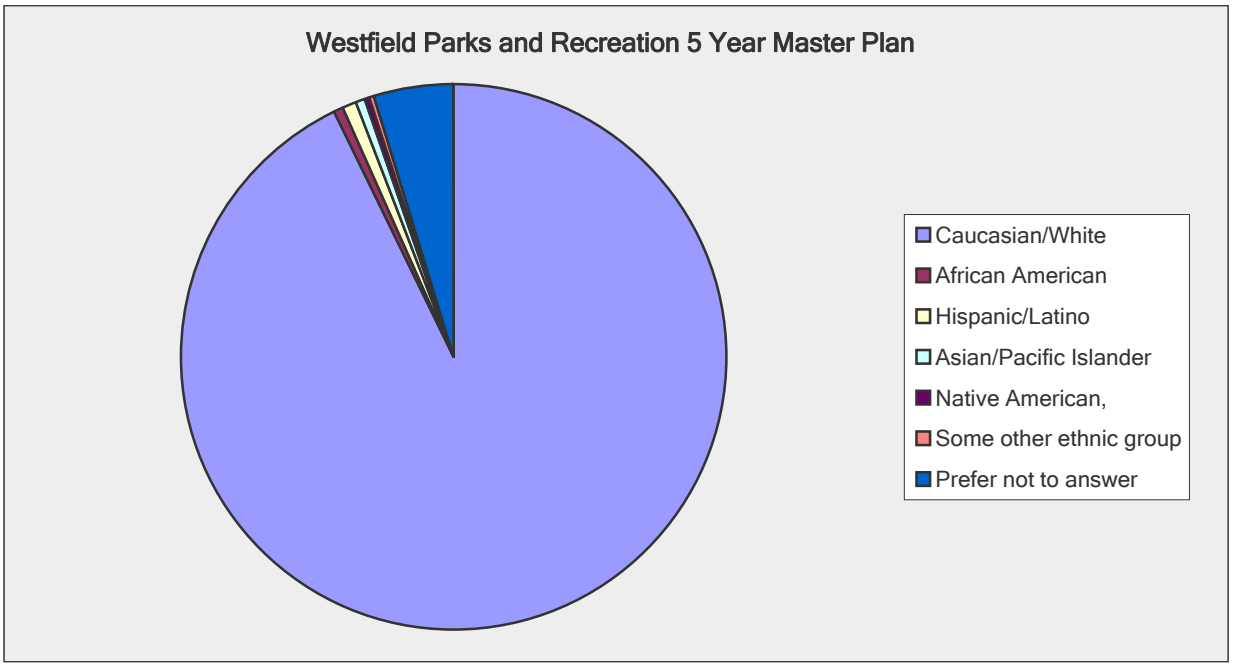
Children in household						
Answer Options	**1 to 3 years**	**4 to 6 years**	**7 to 10 years**	**11 to 14 years**	**15 to 17 years**	**Response Count**
One	33	62	75	64	36	183
Two	10	26	45	33	11	108
Three	4	8	15	10	4	27
Four	4	2	5	5	4	11
Five or more	1	0	0	0	1	2
					answered question	255
					skipped question	194



Westfield Parks and Recreation 5 Year Master Plan

Your Ethnic group		
Answer Options	**Response Percent**	**Response Count**
Caucasian/White	92.8%	310
African American	0.6%	2
Hispanic/Latino	0.9%	3
Asian/Pacific Islander	0.3%	1
Native American,	0.3%	1
Some other ethnic group	0.3%	1
Prefer not to answer	4.8%	16
	answered question	334
	skipped question	115