



# PROS Plan: Kickoff Meeting

Parks, Recreation, Open Space, & Senior Services Plan  
April 8, 2025



**Welcome!**

**We are kicking off the first 10-year Strategic Plan for the Parks Department.**



**We appreciate your patience and grace through the process!!!**



# KICKOFF MEETING

- Objective:
  - Review Planning Objectives and Process
  - Demographics, Assessments (to date)
  - Community Survey Summary
  - Question and Answer Session
  - Next Steps





**PROS Plan**  
 (Parks, Recreation, Open space, and Senior services Plan)



**Project Phases & Timeline**

Initiation	Existing Conditions	Kick-Off Meeting	Interim Meeting	Draft Master Plan	Plan Adoption
<b>Project Plan</b> - Objectives - Mission, Vision, & Mandates	<b>Community Survey</b> <b>Demographics Focus Groups Assessments</b> - Parks - Facilities - Programs - Resources	<b>Needs Assessment</b> <b>Level of Service Analysis</b>	<b>Resources Survey</b> <b>Community Values</b> <b>Capacity</b> <b>Resources Analysis</b>	<b>Long-range Vision</b> - Capital Facilities Plan <b>Implementation Strategy</b> <b>Public Review &amp; Comment</b>	<b>Park Commission</b>



# Initiation

- Objective
  - Develop Level of Service Model
  - Establish Goals
  - Establish Community Values for programs and services
  - Develop Action Plan



# Existing Conditions

- Community Survey
- Focus Groups
- Assessments



# Kick Off Meeting

- Needs Assessment
- Level of Service Model



# Community Values Meeting

- Resources
- Community Values Survey
- Capacity
- Resource Analysis



# Draft Master Plan

- Long Range Vision
- Implementation Strategy
- Public Review & Comment



# Plan Adoption

- Park Commission





**PROS Plan**  
(Parks, Recreation, Open space, and Senior services Plan)



**Project Phases & Timeline**



## LEVEL OF SERVICE

A methodology used to determine adequacy of parklands, facilities, and services

- Generally, a ratio of element to 1,000 residents.
- Allows a provider to assess needs and expectations.
- Allows system to be compared to other providers in the region, state, or nationally.
- Consistent with National Park and Recreation Association(NRPA)standards and Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP).



# PROS Plan

*Ashland Parks and Recreation Department will establish a strategic plan that will set objective goals to meet the recreational and senior service needs of the community.*

## Level of Service (LOS)

*Four categories of Level of Service will be established:*

### Parklands

*Park types*

### Park Facilities

*Developed elements  
at a park*

### Recreation

*Programs & Events*

### Senior Services

*Programs, Services  
& Events*



# Parklands

Each park classification has a level of service measured in acres per 1,000 residents. The following park classifications have been identified as representative of APRD parks:

## Regional

*Lithia Park*

## Community

*North Mountain Park*

## Neighborhood

*Garfield Park*

## Pocket

*Triangle Park*

## Trails

*Bear Creek Greenway*

## Nature Park

*Siskiyou Mountain*

## Special Use

*Oak Knoll Golf Course*

*Linear Park  
Regional Sports Park  
Destination Park*



# Parklands State Recommended LOS

Park Type	Oregon LOS Standard Recommendation	# of acres to meet Standard
Pocket Park	0.25 to 0.5 acres	5.34
Urban Plaza Park	0.1 to 0.2 acres	2.136
Neighborhood Park	1 to 2 acres	21.36
Community Park	2 to 6 acres	42.72
Regional Park	5.0 to 10.0	106.8
Nature Park/Open Space	2.0 to 6.0	42.72
Special Use Park	N/A	0
Regional Sports Park	5 to 10 acres	106.8
Destination Parks	20 to 30 acres	427.2
Linear Parks	0.5 to 1.5 acres	10.68
Trails, Pathways, and Bikeways	0.5 to 1.5 miles	10.68
<b>LOS Acres</b>	<b>766 acres</b>	
<b>LOS Miles</b>	<b>10.68 miles</b>	

## Assumptions:

- Ashland population
  - 21,360
- All park types used  
(we may not have all park types)



# Park Facilities

*Acreage alone does not assure a well-balanced park system. Sites should be designed and developed to have a balance of facilities by classification type.*

Baseball Fields

Lacrosse Fields

Volleyball Courts

Skateboard Parks

Boat ramp lanes

APRD facility with SCORP LOS recommendation

Softball Fields

Equestrian Facilities

Tennis Courts

Off-leash dog areas

Non-motorized boat launches

No APRD facility, but SCORP LOS recommendation

Basketball Courts

Football Fields

Picnic Shelters

Nature Centers

RV/Trailer campsites

APRD facility with no SCORP LOS recommendation

Soccer Fields

Outdoor Swimming Pools

Day-use Picnic Tables

Amphitheaters

Pickleball Courts

Golf Courses

Beach areas for swimming

Playgrounds

Disc Golf Courses

Bocce Ball



# Parklands State Recommended LOS

Facility	# of facilities or acres	Oregon LOS Standard Recommendation
Baseball Fields	6	0.2
Softball Fields	2	0.2
Basketball courts/multi-use	3	0.2
Soccer Fields	5	0.2
Golf courses (holes)	9	0.6
Lacrosse Fields		0.15
Equestrian Facilities	0	
Football Fields	0	0.1
Outdoor swimming pools	1	0.05
Beach areas for swimming	2	0.1
Pickleball courts	8	0
Volleyball courts	2	0.2
Tennis courts	8	0.35
Picnic Shelters	4	0.3
Day-use picnic tables	70	10
Playgrounds	14	0.4
Skateboard parks	1	0.04
Off-leash dog parks	1	0.04
Nature Centers	1	0.03
Amphitheaters	1	0.03
Disc Golf Courses	0	0.02
Boat ramp lanes	0	0.25
Non-motorized boat launches	0	0.25
Tent campsites	0	3.6
RV campsites	0	13.3
Senior Centers/Community Centers	2	

## Assumptions:

- Ashland population
  - 21,360
- Incomplete inventory of facilities

APRD facility with SCORP LOS recommendation
No APRD facility, but SCORP LOS recommendation
APRD facility with no SCORP LOS recommendation



# Recreation & Senior Services

## Developing Criterion

- Programs & Services
  - # of programs; # per capita; attendance %
- Events
  - # of events (APRD lead)
  - # of special permits (lead by other)
- Rentals
  - Utilization Rate
  - # of rentals
- Golf
  - # Rounds of Golf
  - # of buckets of balls



# National Recreation and Parks Association

National Organization with 60,000 members, supporting the education and improvement of parks and recreation services across America

## NRPA Agency Performance Review

- Survey of nearly 1,000 parks and recreation agencies from 2021 to 2023
- Data show's "typical" agency (median)
  - IDs by population
    - Low/Mean/Upper levels id'd



# NRPA– Parks Data Analysis

**Ashland**

Residents per park

**1,124**

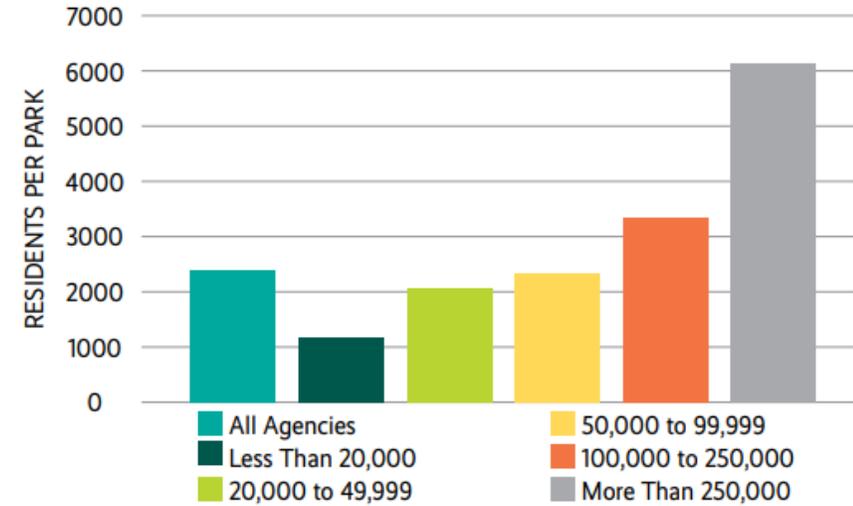
(19 Parks)

Residents per park:

**2,386**



**FIGURE 1: NUMBER OF RESIDENTS PER PARK (BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	2,386	1,172	2,062	2,346	3,344	6,120
Lower Quartile	1,333	659	1,233	1,489	2,173	3,274
Upper Quartile	5,000	1,944	3,000	4,048	7,039	18,586

<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# NRPA– Data Analysis

**Ashland**

Acres of parkland per 1,000 residents

**37.97**

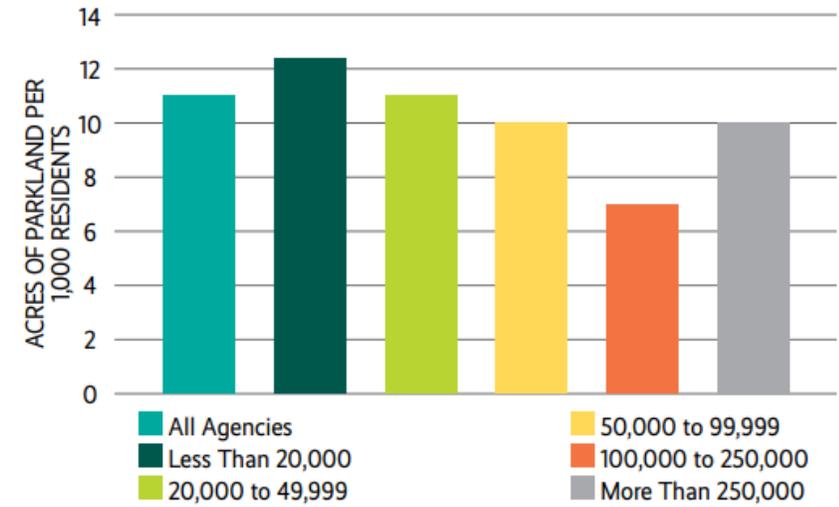
(811 acres)

Acres of parkland per 1,000 residents:

**10.6**



**FIGURE 2: ACRES OF PARKLAND PER 1,000 RESIDENTS (BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	10.6	12.6	11.2	10.2	7.0	10.2
Lower Quartile	5.1	6.0	6.2	4.8	4.4	5.0
Upper Quartile	18.0	20.9	18.0	17.4	15.5	16.7

<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# NRPA– Parks Performance Review

**Ashland**

Operating expenditures per capita

**\$199.42**

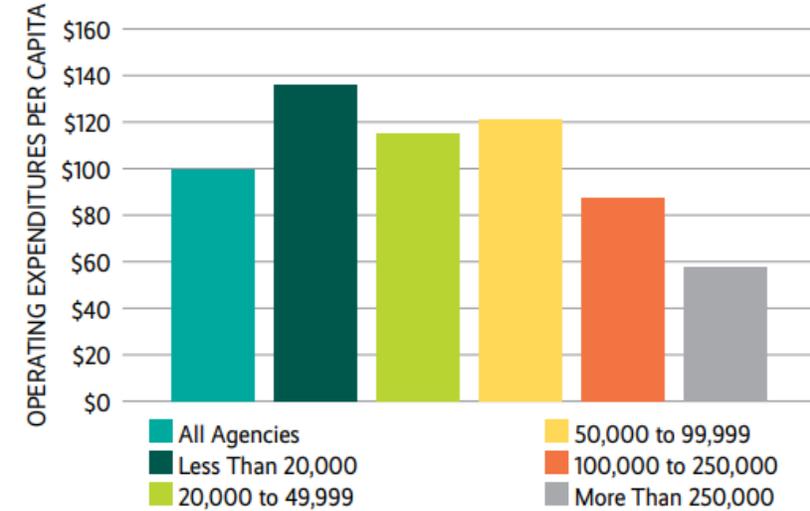
(21,360 residents)

Operating expenditures per capita:

**\$99.47**



**FIGURE 15: OPERATING EXPENDITURES PER CAPITA (BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$99.47	\$135.53	\$114.81	\$120.72	\$87.10	\$57.61
Lower Quartile	\$53.44	\$74.22	\$62.32	\$74.14	\$39.69	\$24.47
Upper Quartile	\$183.96	\$263.21	\$226.13	\$196.53	\$160.76	\$97.91

<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# NRPA– Parks Performance Review

**Ashland**

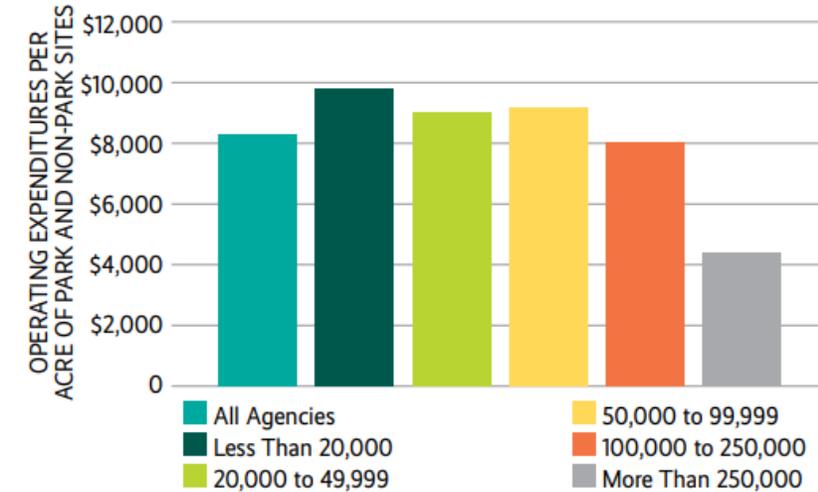
Operating expenditures per acre

**\$5,253**  
(811 acres)

Operating expenditures per acre:

**\$8,260**

**FIGURE 16: OPERATING EXPENDITURES PER ACRE OF PARK AND NON-PARK SITES (BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	\$8,260	\$9,777	\$9,013	\$9,176	\$8,002	\$4,421
Lower Quartile	\$3,564	\$3,856	\$4,383	\$5,633	\$3,066	\$2,046
Upper Quartile	\$18,491	\$27,711	\$20,346	\$18,636	\$15,009	\$10,609

<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# NRPA– Parks Performance Review

**Ashland**

Full-time equivalent (FTE) employees per 10,000 residents

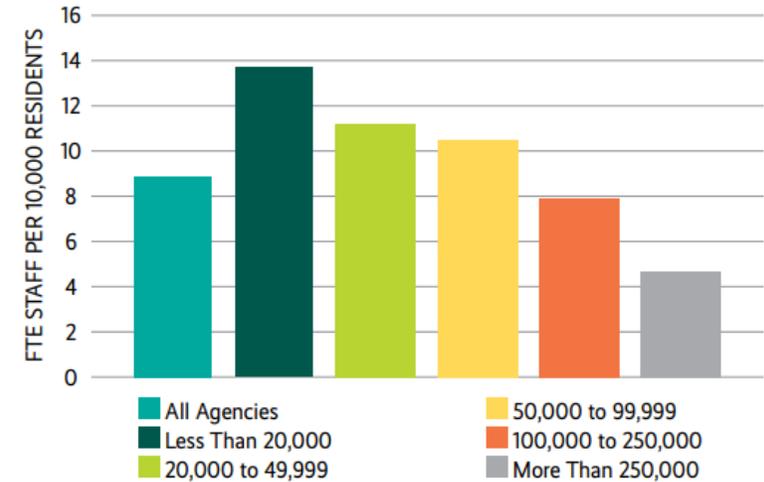
**16.4**  
(35 FTE)

Full-time equivalent (FTE) employees per 10,000 residents:

**8.9**



**FIGURE 12: PARK AND RECREATION AGENCY STAFFING: FULL-TIME EQUIVALENT (FTE) EMPLOYEES PER 10,000 RESIDENTS (BY JURISDICTION POPULATION)**



	All Agencies	Less Than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More Than 250,000
Median	8.9	13.7	11.2	10.5	7.9	4.7
Lower Quartile	4.9	6.9	5.8	6.5	3.8	2.1
Upper Quartile	16.6	25.3	20.3	17.1	12.2	7.8

<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# NRPA – Parks Performance Review

## Ashland

Percentage of full-time staff dedicated to operations/maintenance

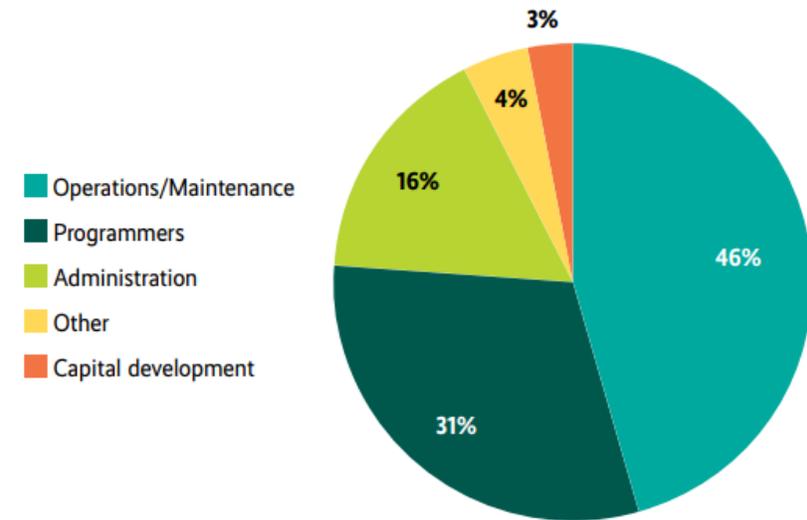
**66%**  
(23 FTE)

Percentage of full-time staff dedicated to operations/maintenance:

**46%**



**FIGURE 13: RESPONSIBILITIES OF PARK AND RECREATION STAFF**  
(AVERAGE PERCENTAGE DISTRIBUTION OF AGENCY FULL-TIME EQUIVALENT (FTE) EMPLOYEES)



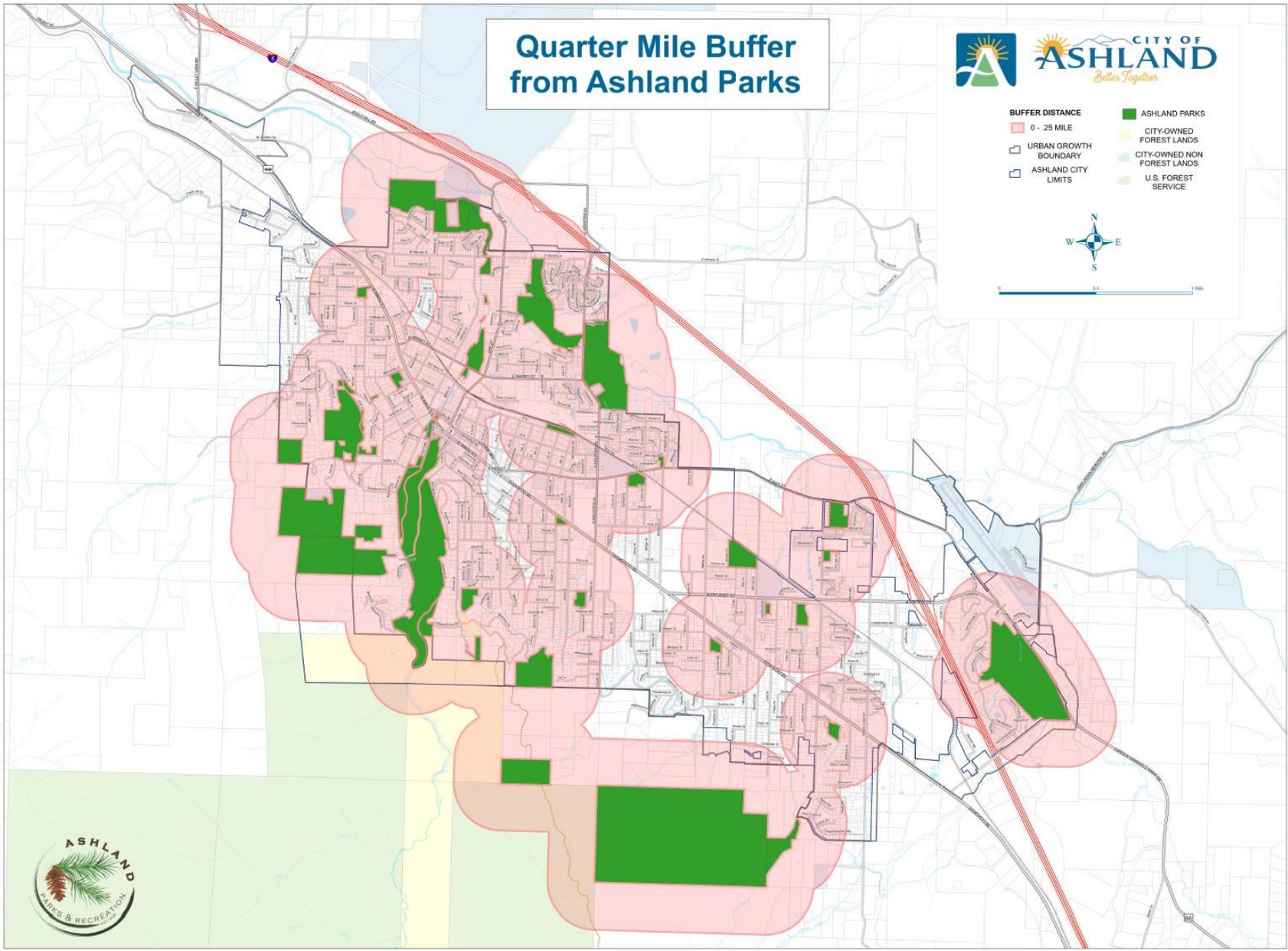
<https://www.nrpa.org/siteassets/research/2024-agency-performance-review.pdf>



# Quarter Mile Buffer from Ashland Parks



- BUFFER DISTANCE**
- 0 - .25 MILE
- URBAN GROWTH BOUNDARY
- ASHLAND CITY LIMITS
- ASHLAND PARKS
- CITY-OWNED FOREST LANDS
- CITY-OWNED NON FOREST LANDS
- U.S. FOREST SERVICE



# NEIGHBORHOOD PARKS



CITY OF  
**ASHLAND**  
*Better Together*

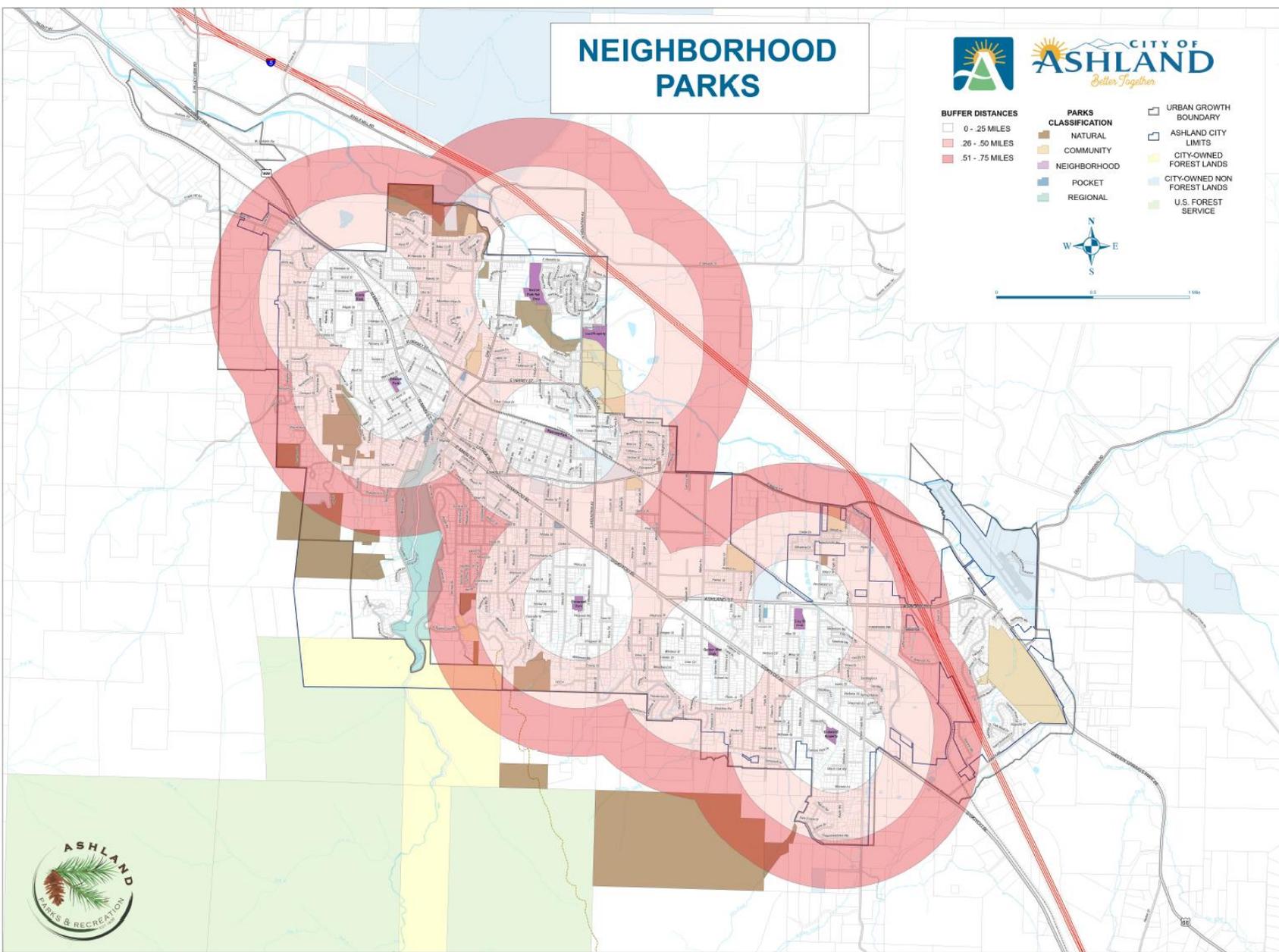
**BUFFER DISTANCES**

- 0 - 25 MILES
- 26 - 50 MILES
- 51 - 75 MILES

**PARKS CLASSIFICATION**

- NATURAL
- COMMUNITY
- NEIGHBORHOOD
- POCKET
- REGIONAL

URBAN GROWTH BOUNDARY  
ASHLAND CITY LIMITS  
CITY-OWNED FOREST LANDS  
CITY-OWNED NON FOREST LANDS  
U.S. FOREST SERVICE



# REGIONAL & COMMUNITY PARKS

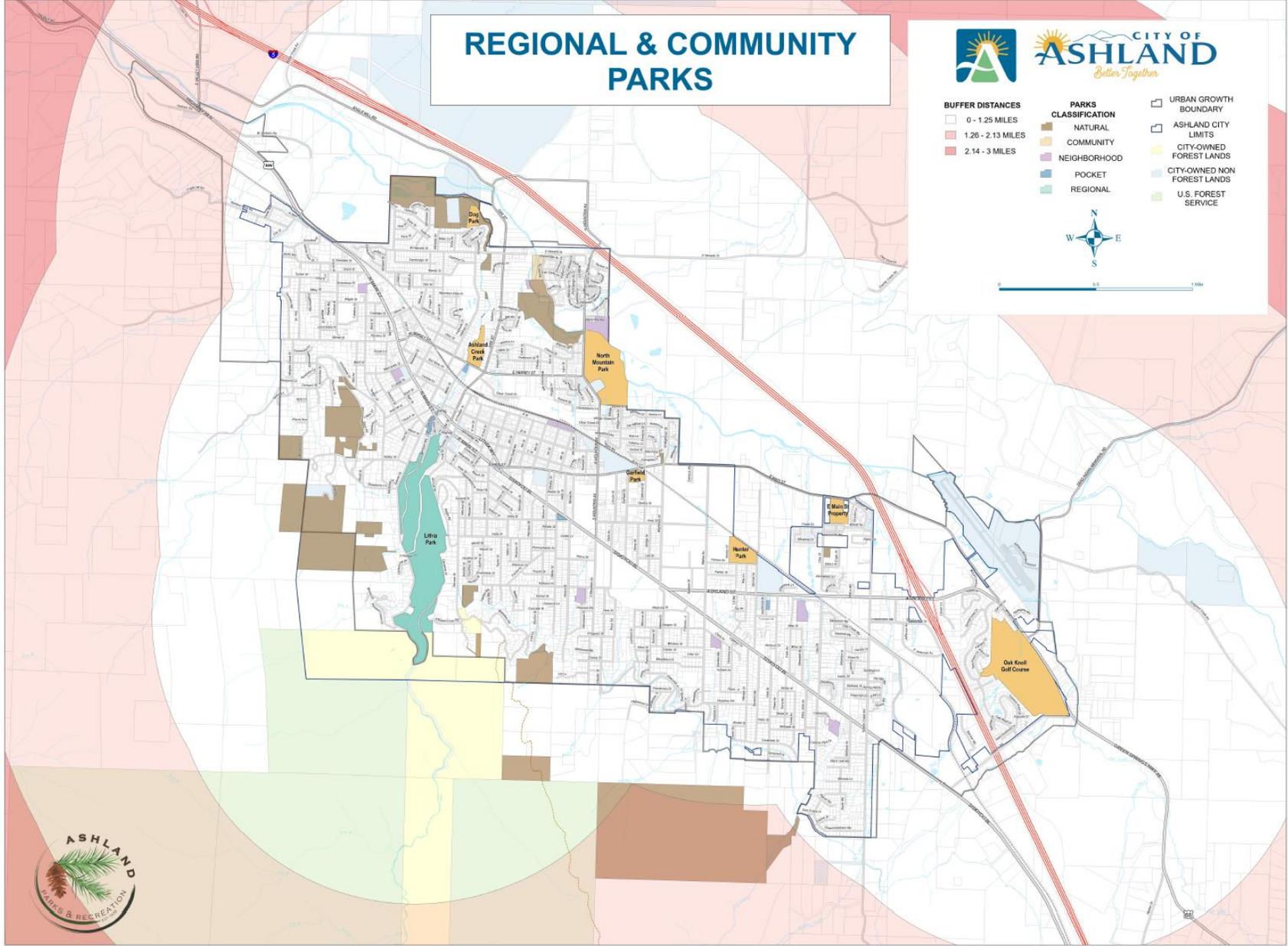


**CITY OF ASHLAND**  
*Better Together*

- BUFFER DISTANCES**
- 0 - 1.25 MILES
  - 1.26 - 2.13 MILES
  - 2.14 - 3 MILES

- PARKS CLASSIFICATION**
- NATURAL
  - COMMUNITY
  - NEIGHBORHOOD
  - POCKET
  - REGIONAL

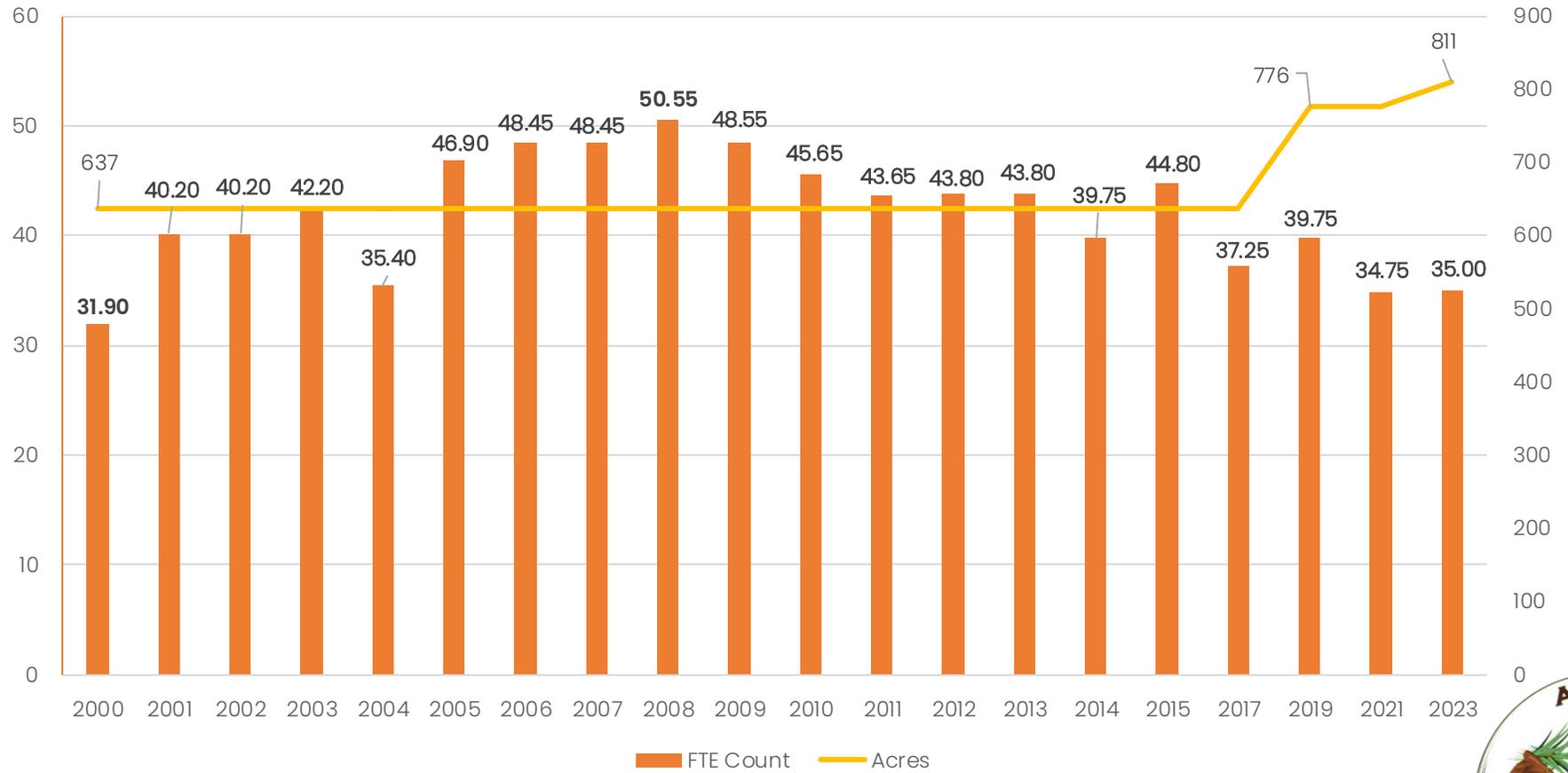
- URBAN GROWTH BOUNDARY
- ASHLAND CITY LIMITS
- CITY-OWNED FOREST LANDS
- CITY-OWNED NON FOREST LANDS
- U.S. FOREST SERVICE



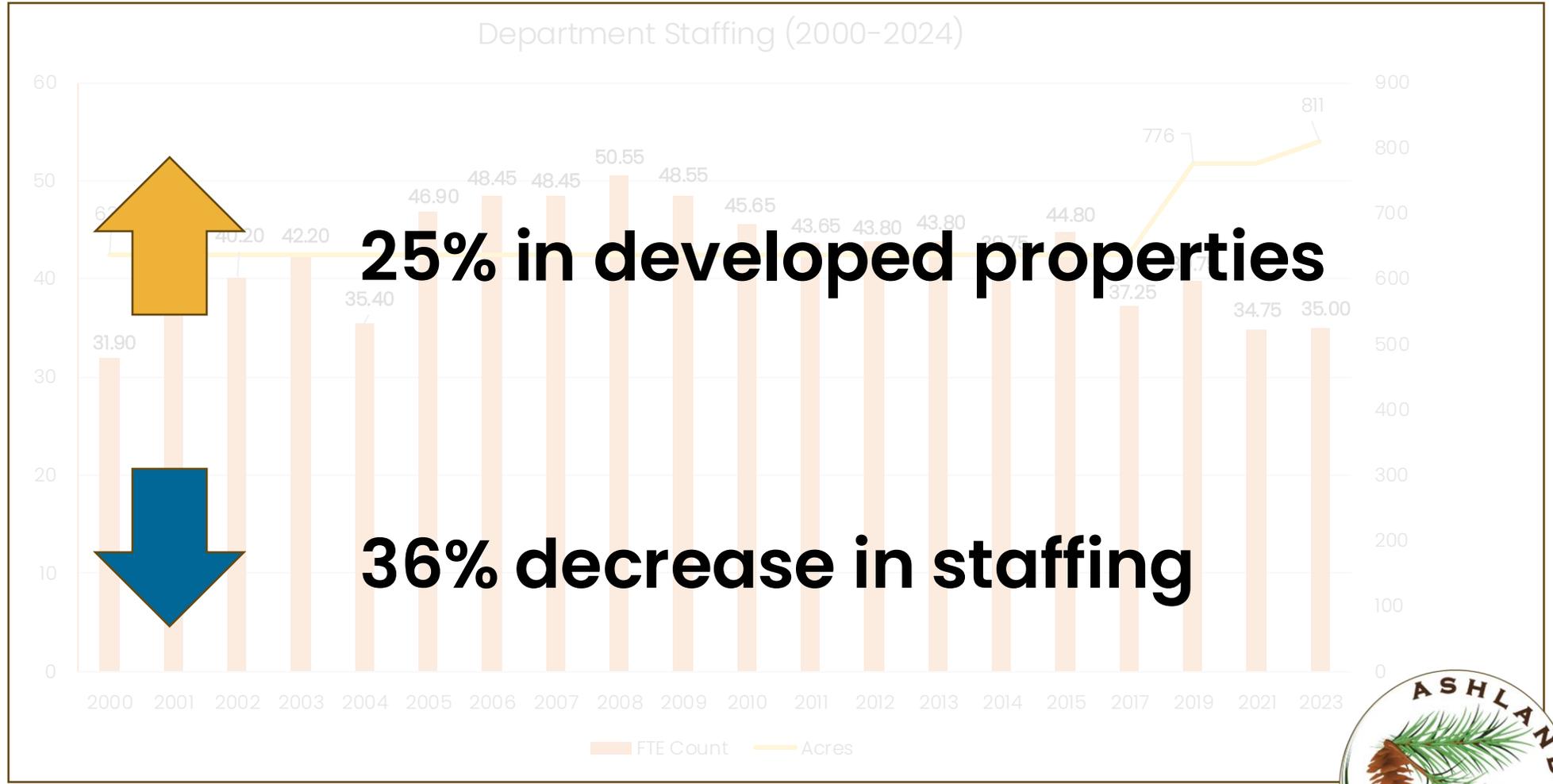
# Park Operations: Capacity

## Park Staffing History

Department Staffing (2000-2024)



# Park Staffing History



# Maintenance Management Plan

## Plan Completion:

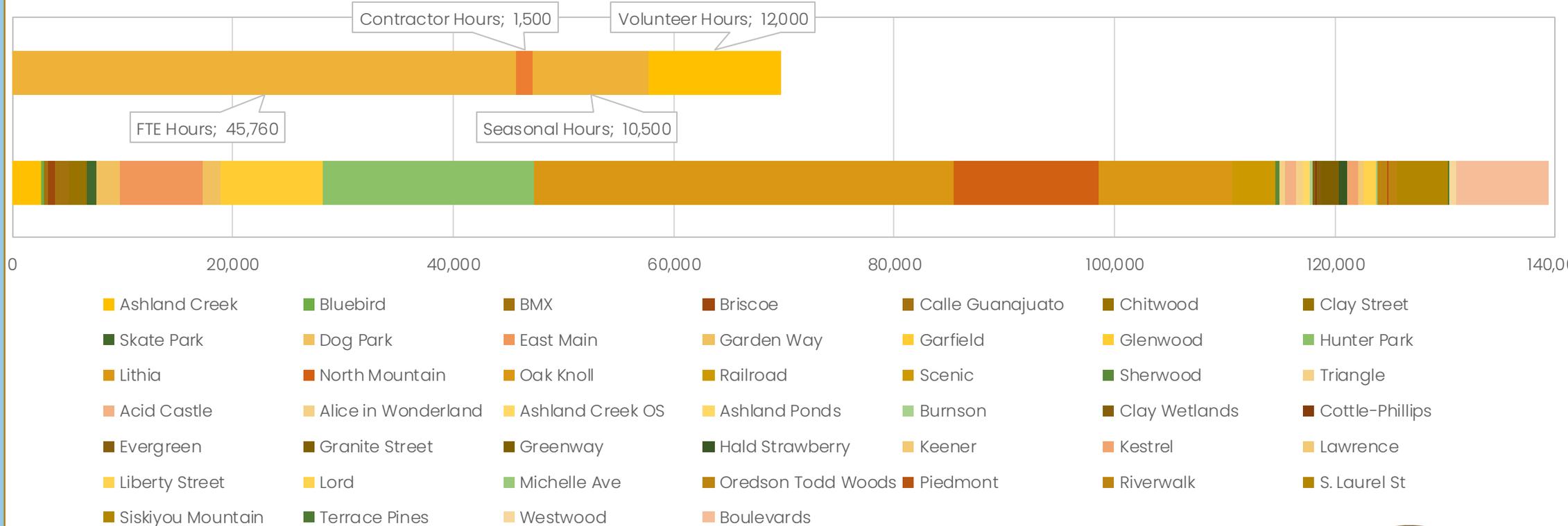
Repeat the process for every task at every property to develop a total number of hours to complete routine maintenance



About 300 rows of tasks to review per property x 36 properties = 10,800 tasks to review  
x 12 months = 129,600 data points

# Maintenance Management Plan

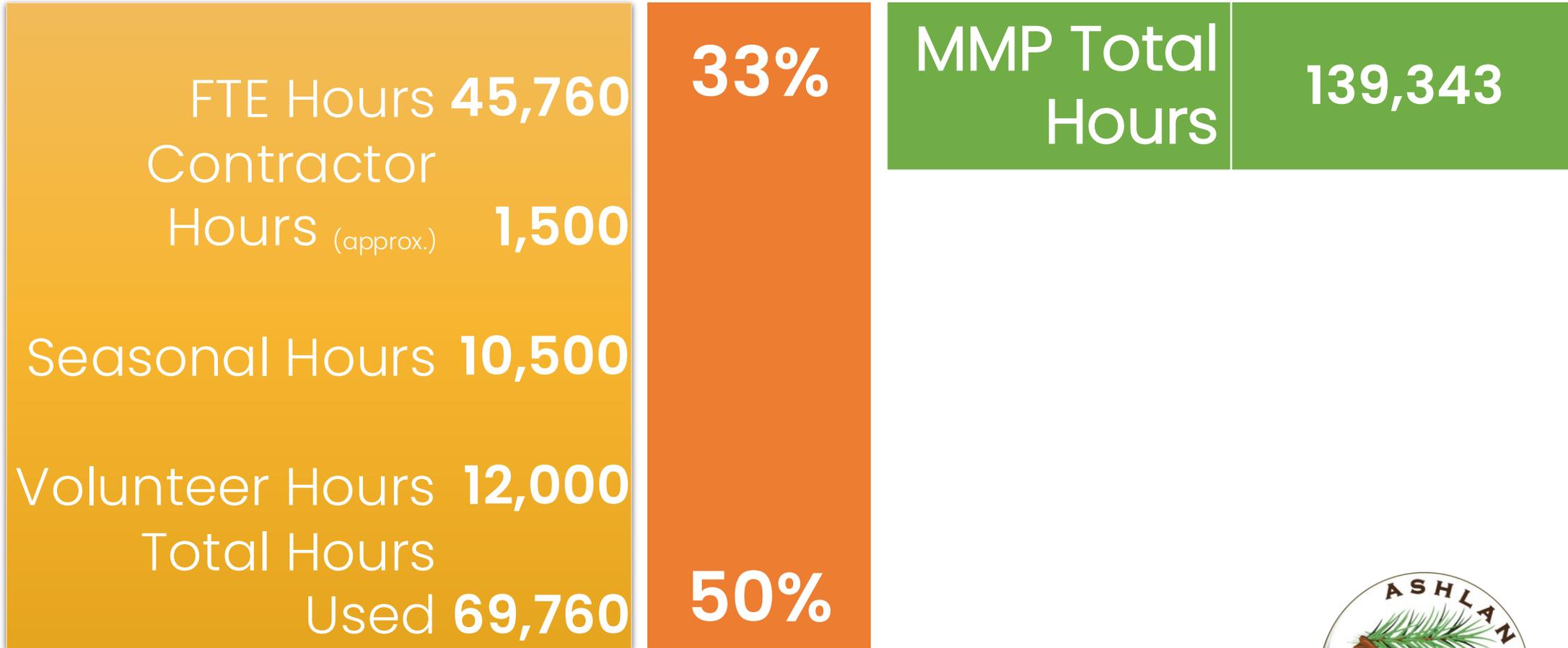
Maintenance - Requirements vs Resources



Park Operations:  
Capacity



# Maintenance Management Plan: Current Resources vs Need



# Demographics Snapshot



## Populations and People

Total Population

**21,360**

*P1 | 2020 Decennial Census*



## Education

Bachelor's Degree or Higher

**65.0%**

*S1501 | 2023 American Community Survey 5-Year Estimates*



## Housing

Total Housing Units

**10,966**

*H1 | 2020 Decennial Census*



## Families and Living Arrangements

Total Households

**10,264**

*DP02 | 2023 American Community Survey 5-Year Estimates*



## Income and Poverty

Median Household Income

**\$71,782**

*S1901 | 2023 American Community Survey 5-Year Estimates*



## Employment

Employment Rate

**54.7%**

*DP03 | 2023 American Community Survey 5-Year Estimates*



## Health

Without Health Care Coverage

**5.8%**

*S2701 | 2023 American Community Survey 5-Year Estimates*



## Race and Ethnicity

Hispanic or Latino (of any race)

**1,616**

*P9 | 2020 Decennial Census*

# Populations and People

## Age and Sex

**48.2** ± 2.9

Median Age in Ashland city, Oregon

**40.5** ± 0.2

Median Age in Oregon

## Older Population

**27.8%** ± 2.2%

65 Years and Older in Ashland city, Oregon

**19.3%** ± 0.1%

65 Years and Older in Oregon

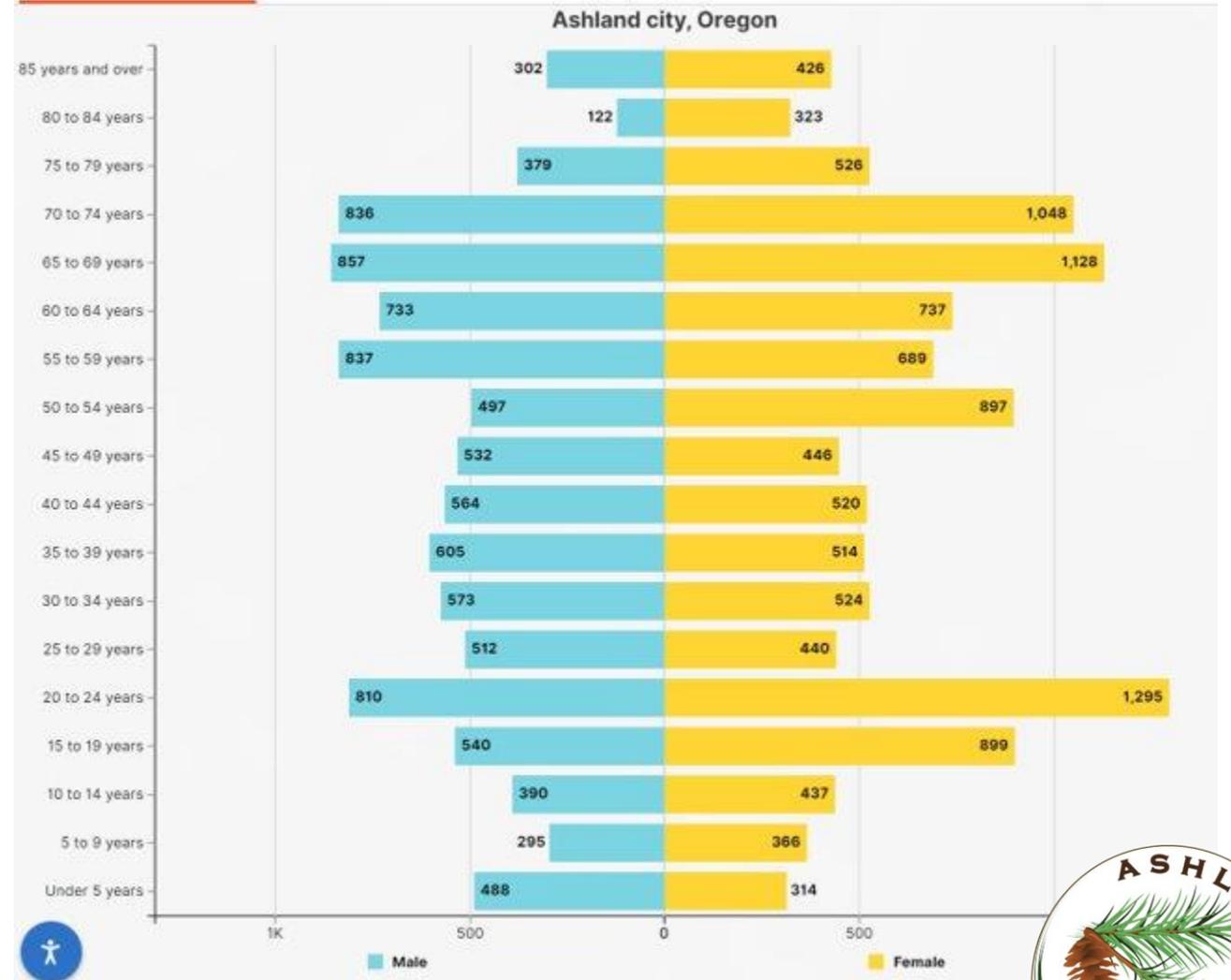
## Poverty

**17.9%** ± 3.1%

Poverty, All people in Ashland city, Oregon

**12.1%** ± 0.4%

Poverty, All people in Oregon



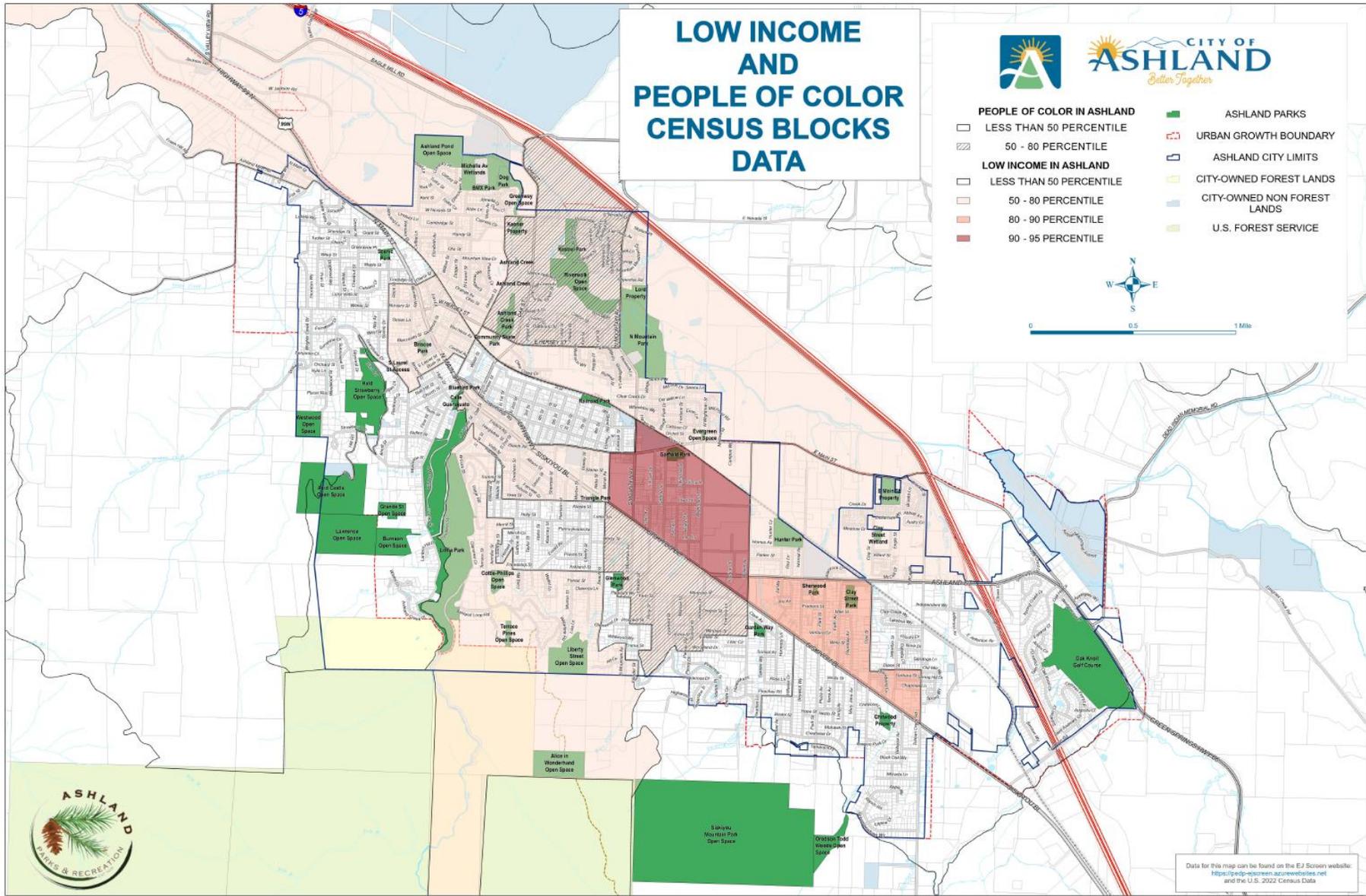
# LOW INCOME AND PEOPLE OF COLOR CENSUS BLOCKS DATA



- PEOPLE OF COLOR IN ASHLAND**
- LESS THAN 50 PERCENTILE
- ▨ 50 - 80 PERCENTILE
- LESS THAN 50 PERCENTILE
- 50 - 80 PERCENTILE
- 80 - 90 PERCENTILE
- 90 - 95 PERCENTILE
- ASHLAND PARKS
- ▨ URBAN GROWTH BOUNDARY
- ▭ ASHLAND CITY LIMITS
- ▨ CITY-OWNED FOREST LANDS
- ▨ CITY-OWNED NON FOREST LANDS
- ▨ U.S. FOREST SERVICE



0 0.5 1 Mile

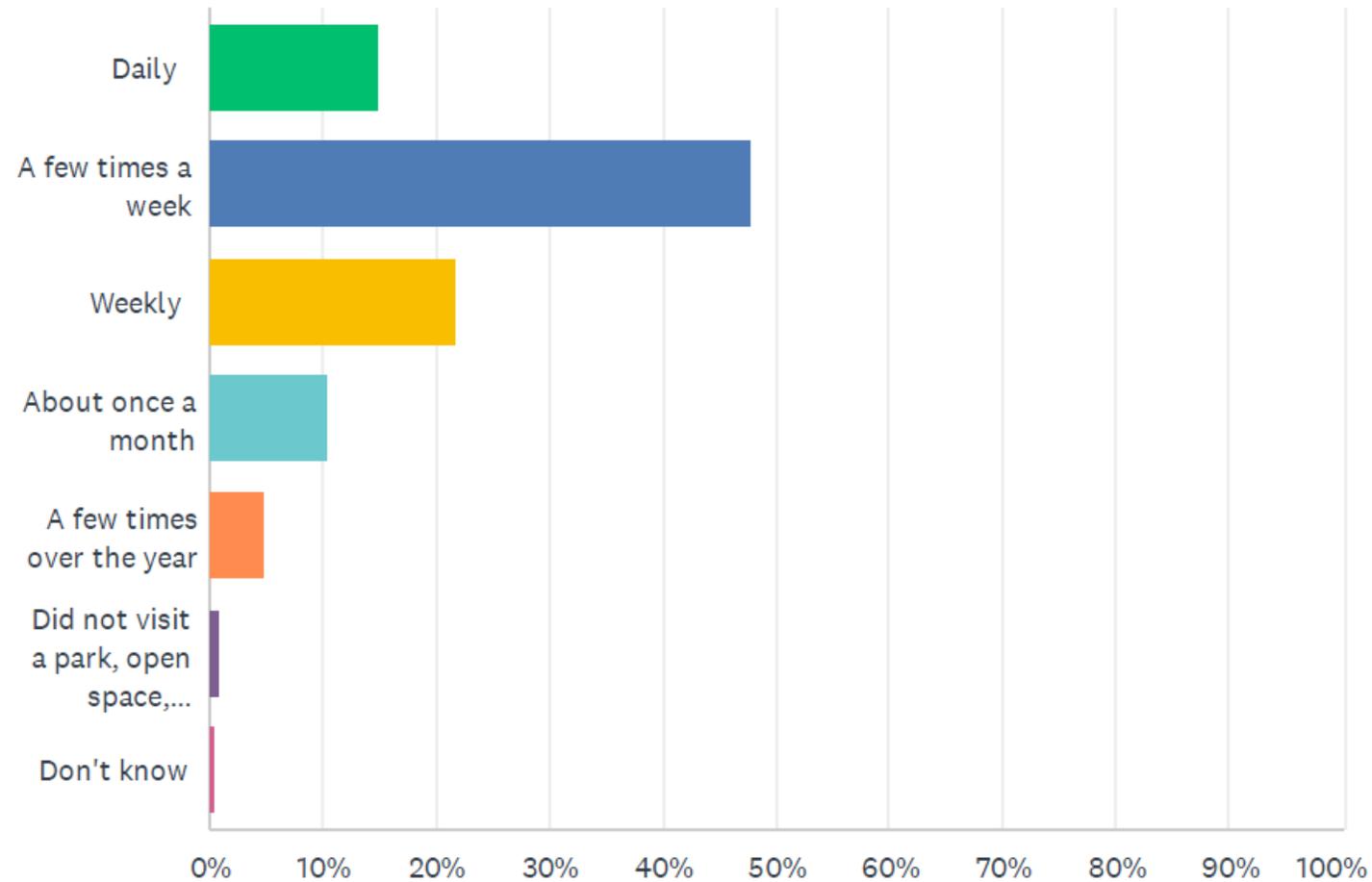


Data for this map can be found on the E.J. Screen website: <http://ej-screen.sccnewscenter.net> and the U.S. 2002 Census Data

DEMOGRAPHICS



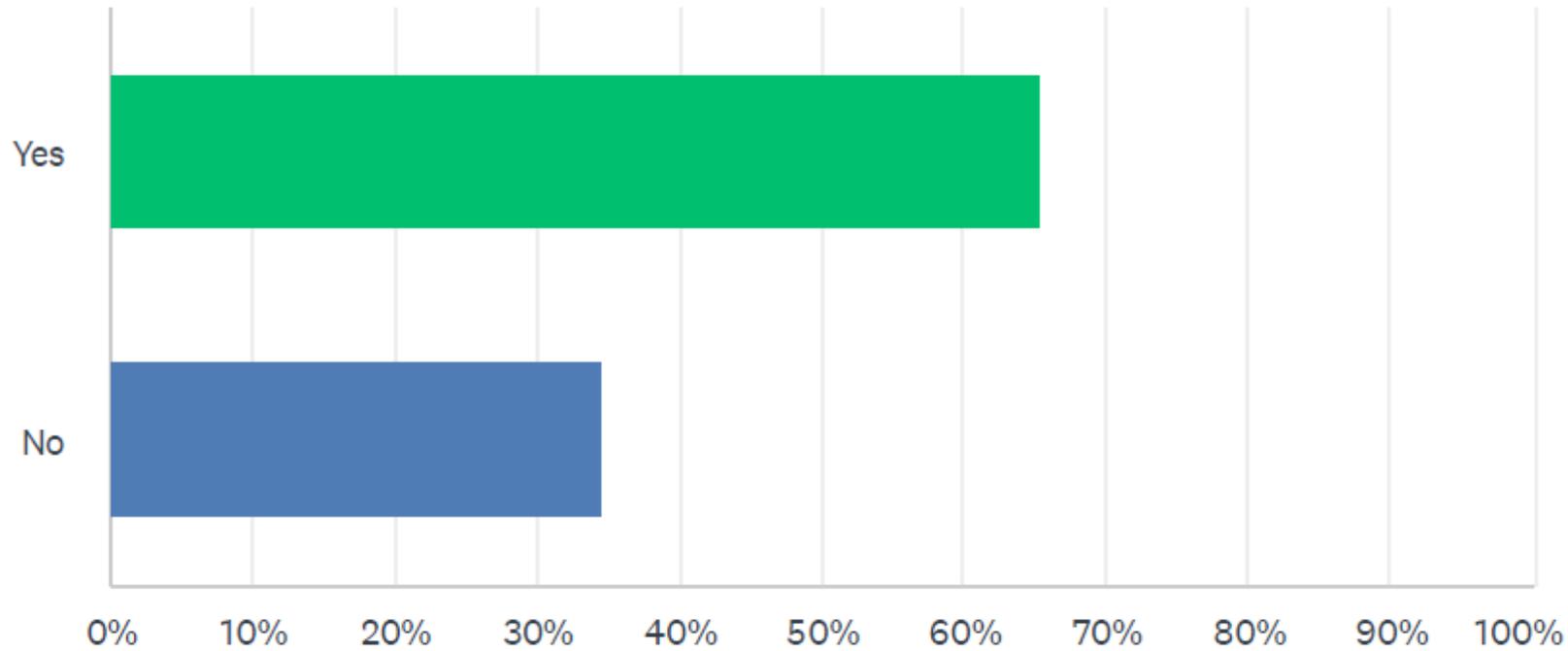
# Frequency of Use



Community Survey



# Participation in Rec. Program or Event



Community Survey



# Recreational Activity Participation

None of the above	1.58%
Walking on streets or sidewalks	93.97%
Walking on paved paths or natural trails	91.24%
Jogging or running on streets or sidewalks	29.60%
Jogging or running on paved paths or natural trails	31.03%
Riding non-powered scooters/skateboards on streets or sidewalks	8.91%
Pedaling bicycles on streets or sidewalks	48.99%
Pedaling bicycles on paved paths or natural trails	42.96%
Riding E-bike on streets or sidewalks	23.56%
Riding E-bike on paved paths or natural trails	17.53%
Riding E-scooters/e-skateboards/monowheel/other on streets or sidewalks	1.01%
Riding E-scooters/e-skateboards/monowheel/other on paved paths or natural trails	0.57%
Flying drones in park or open space	1.44%
Other (please specify) If selected text box must be filled in	12.79%



# Recreational Activity Participation

Picnicking	44.09%
Taking children or grandchildren to a playground	41.35%
Nature immersion (e.g. relaxing, hanging out, escaping heat or noise)	75.65%
Going to dog parks or off-leash areas	29.39%
Attending outdoor concerts, fairs, or festivals	69.88%
Golfing	11.53%
Tennis (played outdoors)	14.99%
Pickleball (played outdoors)	29.54%
Outdoor court games other than tennis/pickleball (e.g. basketball, badminton, futsal, beach volleyball)	12.10%
Field Sports (e.g. soccer, softball, baseball, football, ultimate frisbee, disc-golf, lacrosse)	26.37%
Visiting historic sites or history-themed parks (e.g. history orientated museums, outdoor displays, visitor centers)	20.75%
Other (please specify) If selected text box must be filled in	13.11%

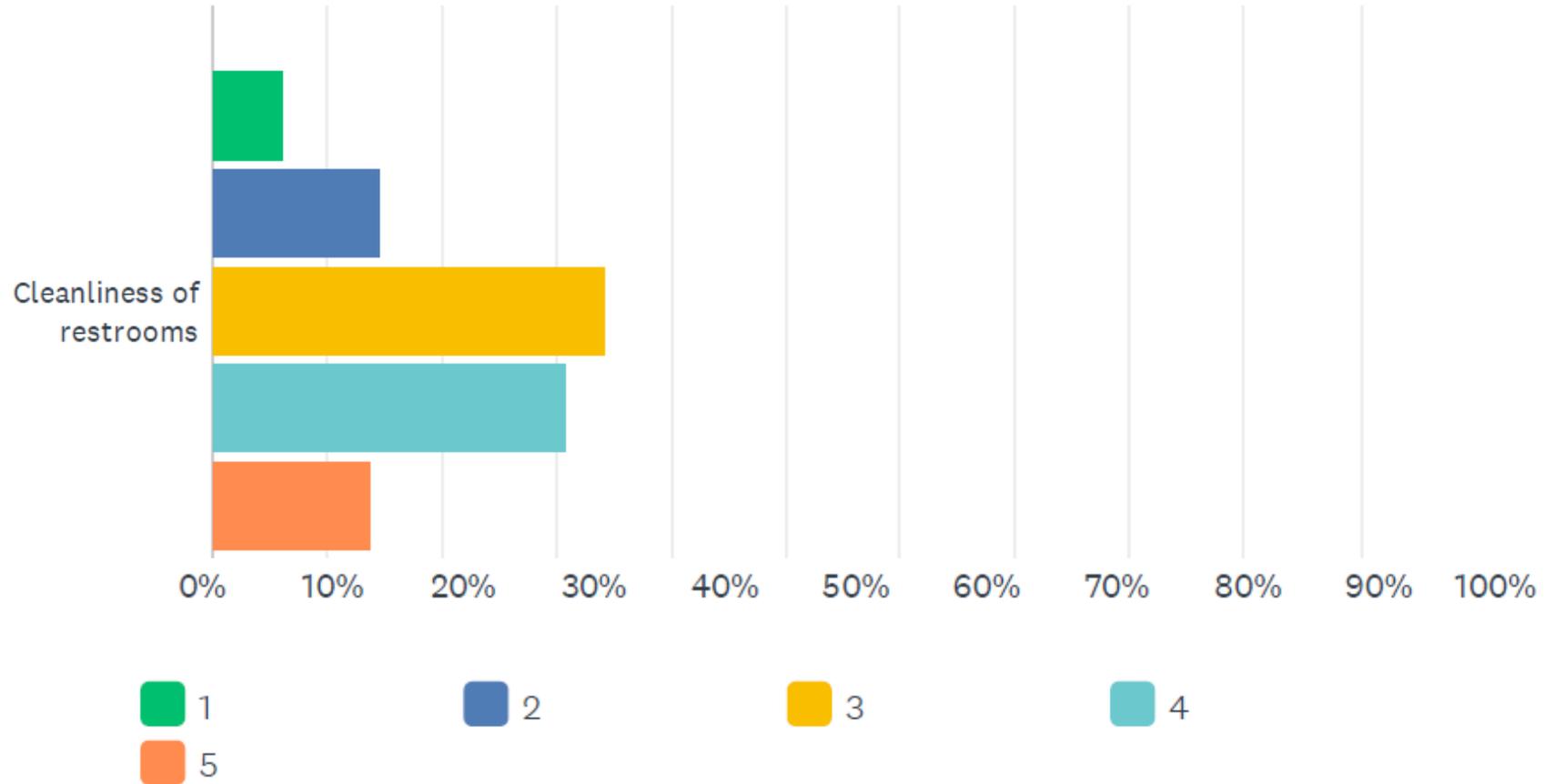
# Nature-Study Activity Participation

Nature Observation (e.g. birds, other wildlife, forests, wildflowers)	68.94%
Visiting nature centers (e.g. zoo, botanical garden, arboretum)	37.40%
Taking children or grandchildren to nature settings to explore and/or learn about nature	38.35%
Outdoor photography, painting, or drawing	29.48%
Other (please specify) If selected text box must be filled in	11.25%



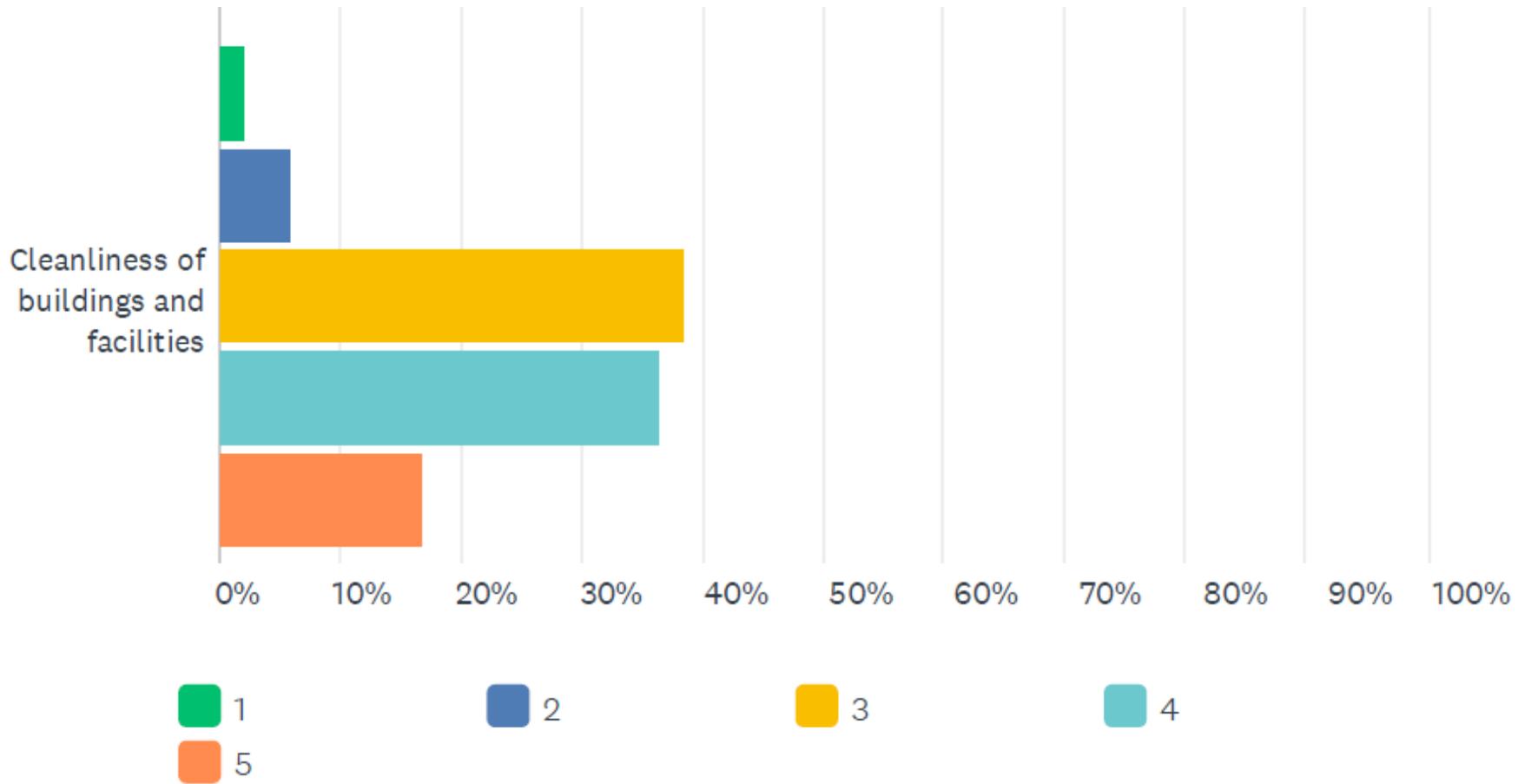
# Quality & Condition

Community Survey



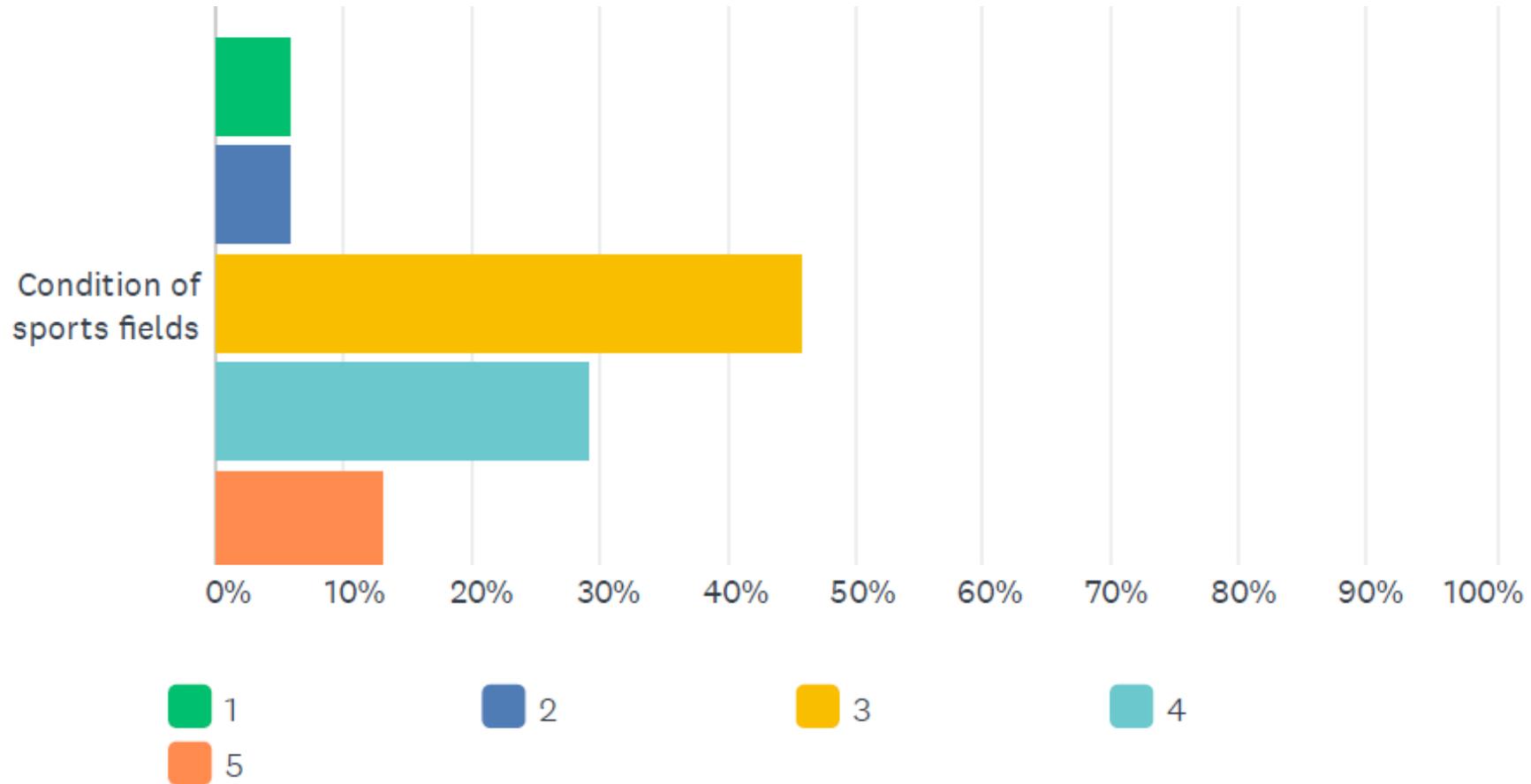
# Quality & Condition

Community Survey

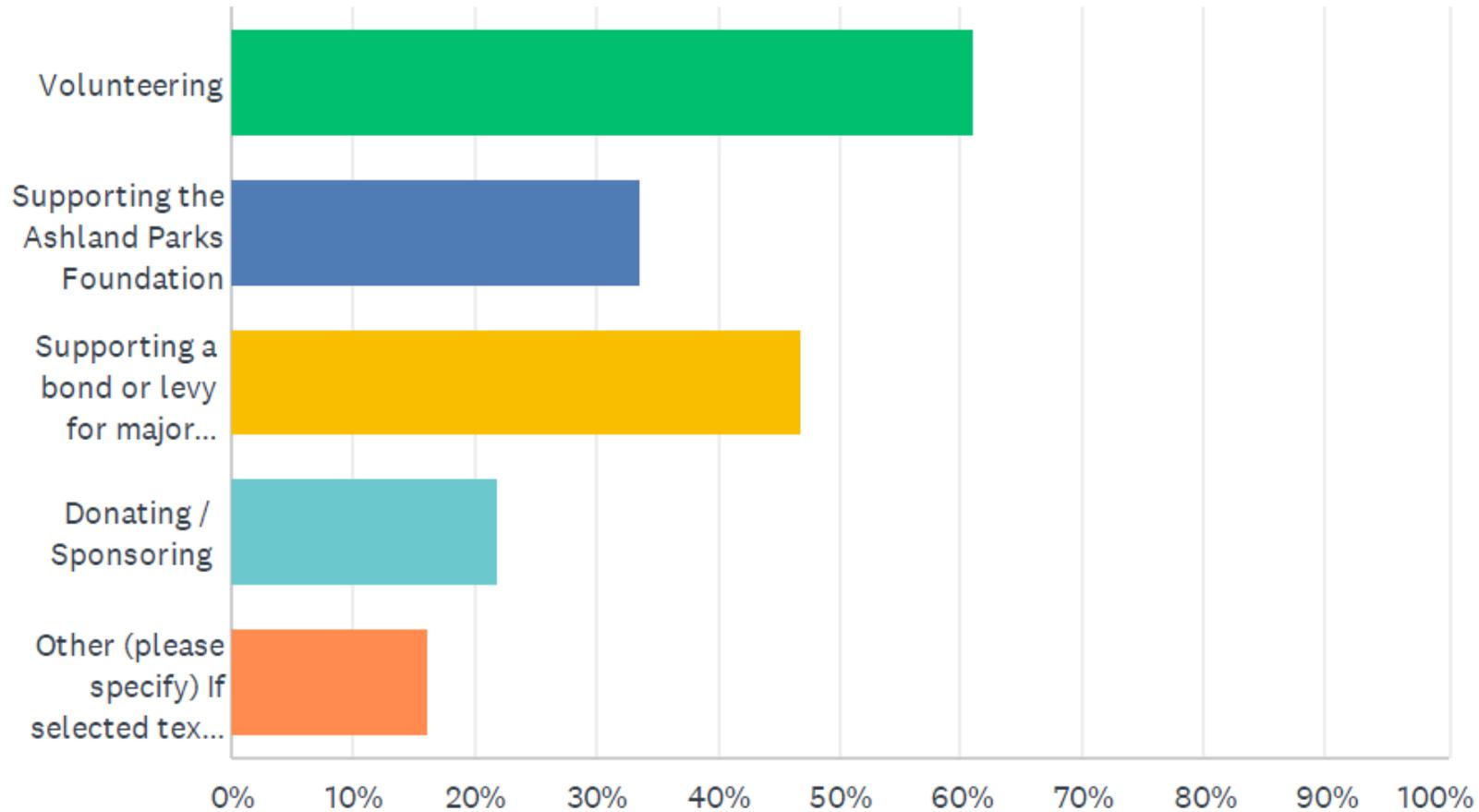


# Quality & Condition

Community Survey



# Support Parks by...



Community Survey



# Question & Answer Ground Rules

- One person speaks at a time (avoid side conversations)
- No cross-talk
- Let everyone participate
- Bring issues to the table
- Listen with an open mind



# PROS PLAN

## Next Steps:

### Neighborhood Meetings(s)

- South Meeting – April 17, 2025, 5:30 – 7 PM (Temple Emek Shalom)
- Central Meeting – April 23, 2025, 5:30 – 7 PM (SOU SU RM 323)
- North Meeting – April 24, 2025, 5:30 – 7 PM (First United Methodist)



**PROS Plan**  
(Parks, Recreation, Open space, and Senior services Plan)

**Project Phases & Timeline**

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