

Parks and Recreation

FY22 Actual FY23 Actual FY24 Projection FY24 Target FY25 Target

Long-Term Issue - Public Expectations for Quality Programs and Levels of Service

The Parks and Recreation Department is continually challenged with understanding and meeting public expectations and needs for diverse parks and recreation programs, facilities, and amenities due to the rapidly changing growth patterns, leisure trends and demographics of the community. If not adequately addressed, this challenge will result in decreased satisfaction, use and support of the Parks and Recreation system and services.


Strategies to address the Long-Term Issue

- Conduct annual resident surveys to identify parks and recreation needs and potential areas of improvement.
- Align capital resources with community expectations in the areas of greatest need for parks and recreation investments.
- Utilize innovative practices to provide quality and diverse programming.
- Seek partners to support programs customized to the needs of the community.
- Increase public awareness of parks and recreation programs, events and facilities.
- Establishing best practice program standards
- Increase contractual services

Strategic Result(s) to measure annual progress on Long-Term Issue

By 2025, Parks and Recreation Department will meet expectations and needs of the community as evidenced by:

- 80% of residents surveyed have visited a park and/or participating in a park program.
- 90% or more of users surveyed are satisfied with the quality of parks and recreation programs and facilities
- 2% annual increase in the number of program participants and event attendees.

671	 % of citizens visiting a park and/or participating in a park program	73%	76%	77%	80%	80%
672	% of customer surveyed who are satisfied with recreation facilities and programming	82%	90%	96%	85%	95%



Parks and Recreation

FY22 Actual FY23 Actual FY24 Projection FY24 Target FY25 Target

Long-Term Issue - Safe Parks and Facilities

Failure to address concerns and perceptions about personal safety in parks will result in lower public participation and support.

Strategies to address the Long-Term Issue

- *Survey residents' perceptions and feelings of safety in City parks and along trails. Obtain specific information about what physical attributes, such as lighting and visibility affect these perceptions and where.*
- *Implement an improved system to mitigate safety concerns and perceptions that includes the following practices:*
 - *Addressed reported safety concerns within one business day.*
 - *Ensure that Crime Prevention through Environmental Design (CPTED) strategies are applied in the development and design of new parks, trails and park assets.*
 - *Evaluate best practices and operational policies to enhance personal safety while utilizing facilities and programs.*
- *Allocate funding and staff resources to improve park safety based on public feedback and staff inventories of park and trail facilities.*

Strategic Result(s) to measure annual progress on Long-Term Issue

By 2025, Parks and Recreation Department will improve public safety and perceptions of safety in City parks as evidenced by:

673	% of identified safety concerns addressed within one business day	N/A	1.00	1.00	0.70	1.00
-----	---	-----	------	------	------	------



Parks and Recreation

FY22 Actual FY23 Actual FY24 Projection FY24 Target FY25 Target

Long-Term Issue - Parks Asset Maintenance

The need for increased capital investment and maintenance of new and existing park assets if not addressed will result in reduced public confidence and program participation.


Strategies to address the Long-Term Issue

- The department will increase maintenance efficiency through effective use of resources by:
 - Securing adequate funding for maintaining new and existing assets
 - Partner with Civic foundations, neighborhood groups, school districts, universities, and businesses to leverage their expertise, skills, and resources to improve the care and maintenance of our parkland and facilities.
 - Establish and apply design and maintenance standards that will reduce maintenance costs for new and existing park assets.
 - Proactive maintenance of Parks assets and amenities.

Strategic Result(s) to measure annual progress on Long-Term Issue

By 2025, the Parks and Recreation Department will maintain park assets to a standard that ensures public confidence and promotes participation, as evidenced by increase satisfaction ratings:

- The percent of residents surveyed who say they are satisfied with the maintenance of parks and facilities will increase by at least 5%.
- The percent of residents surveyed who say they are satisfied with the maintenance of trails will increase by at least 10%.

674	 % of residents surveyed who are satisfied with the maintenance of city parks	71%	66%	68%	75%	75%
675	% of respondents from the annual resident survey who are satisfied with City's trails	65%	61%	67%	70%	75%



Parks and Recreation

FY22 Actual FY23 Actual FY24 Projection FY24 Target FY25 Target

Long-Term Issue - Access to Recreational Opportunities

Providing quality recreational opportunities that are inclusive, diverse, and accessible will strengthen our community and make our city a more attractive place to live, work and play. Failing to provide park spaces, amenities and programs that are inclusive, diverse and accessible to all residents will result in reduced health coefficients, lower quality of life, reduced property values, decreased economic growth and higher crime rates where recreational opportunities are deficient.

Strategies to address the Long-Term Issue

- Invest in new parks and facilities to provide park access to under-served and developing areas of the city.
- Identify areas where park services and amenities are deficient within marginalized communities to improve equitable access.
- Identify and evaluate barriers which limit access to recreational opportunities.
- Expand and cultivate public-private partnerships to increase recreational opportunities where needed throughout the park system.

Strategic Result(s) to measure annual progress on Long-Term Issue

The Parks and Recreation Department will further improve access to recreational opportunities as evidenced by:

- By 2027, 50% of residents will live within a 10-minute walk of a park
- By 2023, present to City Council a recreational facility assessment study and develop and identify strategies to improve access
- By 2025, complete a study on barriers to recreational opportunities
- By 2027, develop a capital plan to invest in new athletic fields as identified in the 2019 Athletic Field Master Plan
- By 2025, implement recommendations from the Recreation Program and Facility Needs Assessment Study







676	% of citizens within a half mile of a recreation facility, trail or park	70%	69%	75%	75%	78%
-----	--	-----	-----	-----	-----	-----

Administrative - Executive Leadership

677	% of key measures and strategic results achieved	32%	32%	38%	78%	78%
678	% of citizens reporting they are satisfied with their Civic Center Music Hall experience	74%	74%	78%	75%	80%
679	% of citizens satisfied with Parks and Recreation Department	65%	63%	65%	68%	68%
680	% of citizens satisfied with the maintenance of new or upgraded parks and facilities	71%	64%	68%	75%	75%
681	% of citizens visiting a park and/or participating in a park program	73%	76%	77%	80%	80%
682	% of citizens within a half mile of a recreation facility, trail or park	70%	69%	75%	75%	78%










Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Grounds Management - Grounds Maintenance						
683	 % of parks mowed within two weeks	32%	95%	100%	94%	94%
684	 % of residents surveyed who are satisfied with the maintenance of city parks	71%	66%	68%	75%	75%
685	% of equipment in service	95%	99%	99%	98%	98%
686	# of equipment repairs completed	696	566	612	800	800
687	# of public ground acres mowed	34,419.49	19,480.56	14,369.08	15,250.22	15,250.22
688	# of requests received for mowing	2	42	70	12	45
Grounds Management - Park Events						
689	 % of park event organizers surveyed who are satisfied with event permitting services	N/A	100%	96%	96%	96%
690	% of customers surveyed who are satisfied with park event center facilities	N/A	100%	100%	96%	96%
691	# of event center rentals issued	184	303	282	180	275
692	# of event center rentals requested	870	1,440	1,488	200	1,475
693	# of permitted events requested	491	282	283	240	285
Grounds Management - Parks Amenities and Trails Program						
694	 % of identified safety concerns addressed within one business day	N/A	1.00	1.00	0.70	1.00
695	 % of respondents from the annual resident survey who are satisfied with City's trails	65%	61%	67%	70%	75%
696	# of hours inspecting and maintaining trails	N/A	2,306	3,777	2,300	3,300
697	# of new outdoor athletic fields total	0	0	0	6	6
698	# of playground inspections	2,158.00	2,319.00	1,084.09	2,900.00	2,900.00
699	# of trail miles inspected and maintained	2,123.00	2,496.55	2,333.59	1,800.00	2,400.00
Grounds Management - Parks Athletic Fields Program						
700	 % of athletic fields meeting competition standards	78%	78%	57%	27%	27%






Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Grounds Management - Parks Athletic Fields Program						
701	 % of league/tournament participants who are satisfied with outdoor athletic facilities	0%	3%	N/A	3%	3%
702	# of athletic fields renovated	N/A	2	2	2	2
703	# of City maintained athletic fields	N/A	359	348	360	360
704	# of hours maintaining athletic fields	N/A	13,398	14,119	13,400	13,400
705	# of athletic fields that need improvement	N/A	156	N/A	12	12
706	# of new outdoor athletic fields needed to meet population demands	N/A	102	102	N/A	N/A
Grounds Management - Traffic Hazard Abatement						
707	 % of identified traffic hazards abated within 3 working days	93%	99%	99%	24%	22%
708	# identified traffic hazards abated	96	338	705	450	500
709	# of potential traffic hazard inspections requested	249	338	700	500	500
Grounds Management - Urban Forestry Services						
710	 % change of trees in the park inventory	N/A	0%	0%	1%	1%
711	# of new trees planted	214	49	7	50	50
712	# of tree maintenance requests completed	620	275	612	900	600
Natural Resources - Canal/Field Horticulture						
713	 % of residents satisfied with the condition of landscaping in City parks	45%	47%	47%	60%	60%
714	 % of residents satisfied with the condition of the Bricktown Canal and landscaping	N/A	70	70	70	70
715	# of square feet of landscaped areas maintained	407,736	407,736	407,736	407,736	407,736
Natural Resources - Fisheries Management						
716	 % of fishing class participants surveyed who are satisfied	99%	99%	99%	99%	99%
717	 % of sampled fishing waters with fair or better fishing standards	40%	0%	0%	75%	75%
718	# of fish stocked	567,760	497,644	299,903	500,000	500,000










Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Natural Resources - Fisheries Management						
719	# of fishing education program attendees	801	1,366	2,192	800	2,000
720	# of fishing education programs held	16	18	22	30	25
721	# of fishing permits sold	8,046	7,869	7,605	18,000	7,900
722	\$ expenditure per fish stocked	0.44	0.44	N/A	0.40	0.40
Natural Resources - Martin Nature Park						
723	 % of customers surveyed who are satisfied with the nature park, trail access, and educational opportunities	N/A	94%	100%	99%	99%
724	 % of requested hikes completed	116%	489%	1,596%	100%	100%
725	# of Martin Nature Park nature programs participants	5,048	10,236	16,344	7,653	17,000
726	# of nature park visitors	227,162	196,273	183,195	230,000	175,000
727	# of nature programs conducted	113	137	203	80	160
728	# of nature programs requested	97	28	13	125	18
Natural Resources - Will Rogers Gardens						
729	 % of Will Rogers Gardens rental survey respondents who are satisfied with their rental experience	N/A	100%	102%	99%	99%
730	% of time Will Rogers Gardens is rented	41%	40%	N/A	60%	47%
731	% of Will Rogers Gardens' class program participants surveyed who were satisfied with their education program	N/A	100%	100%	99%	99%
732	# of hours rented at Will Rogers' Gardens	7,878.00	7,686.50	N/A	11,427.00	9,000.00
733	# of Will Rogers Gardens' program participants	1,660	2,840	2,781	1,800	2,800
734	# of hours available to rent Will Rogers Gardens	19,167	19,167	19,161	19,045	19,045
735	# of Will Rogers Gardens' rental hours requested	7,878.00	7,686.50	N/A	8,500.00	7,900.00
Public - Private Partnership - Community Partnership						
736	# of annual volunteer hours	129,511	154,028	211,097	182,210	215,000
737	# of partnerships	55	55	64	65	65
738	\$ of volunteer value	7,204,193	9,391,536	12,847,055	7,300,000	13,000,000






Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Public - Private Partnership - Community Partnership						
739	\$ value of donations	920,112	27,187	46,691	75,000	50,000
740	% increase in volunteer hours	N/A	18.81	37.05	18.00	20.00
Public - Private Partnership - Trust and Foundation Support						
741	 % of golf participants satisfied with the overall quality and condition of the municipal golf courses	N/A	N/A	N/A	75%	75%
742	 % of guests satisfied with the overall quality and maintenance of the Civic Center's performance facilities.	88%	93%	94%	95%	95%
743	 % of Myriad Botanical Gardens guests satisfied with the overall quality of garden facilities and services	N/A	N/A	N/A	85%	85%
744	 % of Riversport guests satisfied with the overall quality of the Riversport facilities and services	52%	24%	23%	90%	90%
745	 % of Scissortail Parks guests satisfied with the overall quality of park facilities and services	N/A	N/A	N/A	95%	95%
746	% of senior participants surveyed who are satisfied with the overall quality of classes and events	N/A	N/A	N/A	97%	97%
747	# of golf rounds played at municipal golf courses	N/A	311,999	336,944	315,000	320,000
748	# of guests attending Civic Center Music Hall performances	162,349	234,152	239,503	157,298	240,000
749	# of guests attending private Civic Center Music Hall events.	5,779	8,616	18,925	4,755	16,000
750	# of memberships at the Senior Health and Wellness Centers	N/A	N/A	N/A	N/A	N/A
751	# of participants at Riversport	N/A	36,639	42,366	37,000	37,000
752	# of visitors to Scissortail Park events	N/A	226,290	264,061	228,000	228,000
753	# of visitors to the Myriad Botanical Gardens Crystal Bridge	0	99,400	112,499	75,000	100,000
Recreation, Health and Wellness - Aquatics, Health and Wellness						
754	 # of outdoor swimming facility participants per operating day	328	474	N/A	169	500
755	 % of customers surveyed who are satisfied with the City's aquatic facilities and programming opportunities	26%	43%	43%	50%	47%



Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Recreation, Health and Wellness - Aquatics, Health and Wellness						
756	 % of participants surveyed who are satisfied with health and wellness programs	N/A	N/A	N/A	90	80
757	# of aquatics classes held	80	54	49	150	100
758	# of aquatics classes scheduled	131	106	59	160	125
759	# of Health and Wellness Program participants	6,312	5,530	4,921	72	3,000
760	# of indoor swimming facility participants per operating day	N/A	307	657	N/A	32
761	# of swim lesson participants	226	151	N/A	600	400
762	# of visits to indoor aquatic facilities	N/A	6,929	17,869	N/A	9,750
763	# of visits to outdoor aquatics facilities	N/A	35,523	43,280	35,523	33,000
Recreation, Health and Wellness - Athletics Program						
764	 % of sport participants surveyed who are satisfied with the organization of the sports activity	83%	92%	N/A	98%	90%
765	% of residents who are satisfied with athletic programs	37%	41%	43%	45%	47%
766	% of sport participants surveyed who are satisfied	N/A	91%	N/A	84%	83%
767	# of adult league participants	4,828	3,926	3,393	4,859	4,800
768	# of sport participants surveyed total	N/A	275	N/A	100	240
769	# of sport participants surveyed who are satisfied	N/A	249	N/A	84	200
770	# of volunteer coaches	235	222	N/A	134	230
771	# of youth league participants	1,689	2,204	2,098	2,029	2,700
Recreation, Health and Wellness - General Recreation						
772	 % of customer surveyed who are satisfied with recreation facilities and programming	82%	90%	96%	85%	95%
773	# of recreation center class participants	N/A	39,805	21,383	40,000	39,000
774	% of resident Survey respondents that are satisfied with City recreation centers	39%	43%	44%	51%	44%
775	% of scheduled classes held	74%	74%	N/A	66%	89%



Parks and Recreation

		FY22 Actual	FY23 Actual	FY24 Projection	FY24 Target	FY25 Target
Recreation, Health and Wellness - General Recreation						
776	# of customer surveyed total	309	223	133	425	300
777	# of customer surveyed who are satisfied with recreation facilities and programming	253	201	127	361	285
778	# of recreation center classes held	425	412	N/A	338	430
779	# of recreation center classes scheduled	709	609	539	600	500
780	# of recreation center visits	N/A	60,654	69,503	N/A	70,000
781	# of senior class participants (class enrollment)	5,431	3,475	4,600	6,000	3,400

