FINDINGS + COMMUNITY INPUT PRESENTATION
• Project Process
• Demographic Analysis
• Recreational Trends Analysis
• Next Steps
Project Process

Where Are We Going Tomorrow?
- Community Engagement Needs Analysis
- Statistically-Valid Survey
- Demographics & Recreation Trends Analysis
- Resource Analysis

Where Are We Today?
- Site & facility Assessments
- Benchmark Analysis
- Funding Analysis
- Programs & Service Assessments
- Park Classification & Level of Service Standards
- GIS Mapping

How Do We Get There?
- Needs Prioritization
- Capital Development Planning
- Financial Planning
- Funding & Revenue Planning
- Comprehensive Plan Development
- Strategic Plan Development

IDAHO FALLS PARKS & REC DEPARTMENT
The mission of the City of Idaho Falls Parks & Recreation Department is to provide quality parks and recreation opportunities based upon cost efficiency and community needs. Please join us for the Idaho Falls Parks and Recreation Master Plan - Community Conversation, October 30 from 7-8:30 p.m. at the Marriott Residence Inn - 635 West Broadway. Please bring your ideas for the future. This is your community and we want to hear from you.
Search for HAPPiFEET – IDAHO FALLS App in Google Play or Apple Store
Demographic Analysis
What is the estimated current Population?

A. 63082
B. 65401
C. 74601
D. 62891

The correct answer is A. 63082.
Population

Total Population / Avg Annual Growth

- 2010: 56,854 with 1.36% growth
- 2018: 63,062 with 1.42% growth
- 2023: 67,524 with 1.31% growth
- 2028: 71,963 with 1.24% growth
- 2033: 76,408 with 1.24% growth

Average Annual Growth (%)

- 2010: 0.00%
- 2018: 0.50%
- 2023: 1.00%
- 2028: 1.50%
- 2033: 2.00%

0% to 4.00%
The largest Age Segment in the city currently is...

A. U-17
B. 18-34
C. 35-54
D. 55-74
E. 75+

The bar chart shows the following numbers:
- U-17: 7
- 18-34: 5
- 35-54: 36
- 55-74: 39
- 75+: 1
### Age Segments

#### Population by Age Segment

<table>
<thead>
<tr>
<th>Year</th>
<th>0-17</th>
<th>18-34</th>
<th>35-54</th>
<th>55-74</th>
<th>75+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>16%</td>
<td>24%</td>
<td>24%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>2018</td>
<td>20%</td>
<td>24%</td>
<td>23%</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>2023</td>
<td>23%</td>
<td>24%</td>
<td>23%</td>
<td>28%</td>
<td>6%</td>
</tr>
<tr>
<td>2028</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>28%</td>
<td>7%</td>
</tr>
<tr>
<td>2033</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>28%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Population by Race

- **White Alone**
- **Black Alone**
- **American Indian**
- **Asian**
- **Pacific Islander**
- **Some Other Race**
- **Two or More Races**

<table>
<thead>
<tr>
<th>Year</th>
<th>White Alone</th>
<th>Black Alone</th>
<th>American Indian</th>
<th>Asian</th>
<th>Pacific Islander</th>
<th>Some Other Race</th>
<th>Two or More Races</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>89%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>87%</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>85%</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2028</td>
<td>84%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2033</td>
<td>83%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Income Characteristics

- Per Capita Income
- Median Household Income

Idaho Falls

<table>
<thead>
<tr>
<th>Year</th>
<th>Per Capita Income</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$26,391</td>
<td>$51,823</td>
</tr>
<tr>
<td>2023</td>
<td>$30,203</td>
<td>$58,382</td>
</tr>
<tr>
<td>2028</td>
<td>$34,015</td>
<td>$64,941</td>
</tr>
<tr>
<td>2033</td>
<td>$37,827</td>
<td>$71,500</td>
</tr>
</tbody>
</table>
Recreation Trends Analysis
**General Sports Trends**

**Five-Year Increase:**
1. Rugby
2. Competitive Boxing
3. Lacrosse
4. Roller Hockey
5. Field Hockey

**One-Year Increase:**
1. Competitive Boxing
2. Pickleball
3. Flag Football
4. Baseball
5. Field Hockey

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**National Participatory Trends - General Sports**

<table>
<thead>
<tr>
<th>Activity</th>
<th>2012</th>
<th>2016</th>
<th>2017</th>
<th>5-Year Trend</th>
<th>1-Year Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf * (2011, 2015, and 2016 data)</td>
<td>25,682</td>
<td>24,120</td>
<td>23,815</td>
<td>-7.3%</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Basketball</td>
<td>23,708</td>
<td>22,343</td>
<td>23,401</td>
<td>-1.3%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Tennis</td>
<td>17,020</td>
<td>18,079</td>
<td>17,683</td>
<td>3.9%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Baseball</td>
<td>12,976</td>
<td>14,760</td>
<td>15,642</td>
<td>20.5%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Soccer (Outdoor)</td>
<td>12,944</td>
<td>11,932</td>
<td>11,924</td>
<td>-7.9%</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Softball (Slow Pitch)</td>
<td>7,411</td>
<td>7,690</td>
<td>7,283</td>
<td>-17.1%</td>
<td>-5.3%</td>
</tr>
<tr>
<td>Football, Flag</td>
<td>5,865</td>
<td>6,173</td>
<td>6,551</td>
<td>11.7%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Badminton</td>
<td>7,278</td>
<td>7,354</td>
<td>6,430</td>
<td>-11.7%</td>
<td>-12.6%</td>
</tr>
<tr>
<td>Volleyball (Court)</td>
<td>6,384</td>
<td>6,216</td>
<td>6,317</td>
<td>-1.0%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Football, Touch</td>
<td>7,295</td>
<td>5,666</td>
<td>5,629</td>
<td>-22.8%</td>
<td>-1.0%</td>
</tr>
<tr>
<td>Soccer (Indoor)</td>
<td>4,617</td>
<td>5,117</td>
<td>5,399</td>
<td>16.9%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Football, Tackle</td>
<td>6,220</td>
<td>5,481</td>
<td>5,224</td>
<td>-16.0%</td>
<td>-4.7%</td>
</tr>
<tr>
<td>Volleyball (Sand/Beach)</td>
<td>4,505</td>
<td>5,489</td>
<td>4,947</td>
<td>9.8%</td>
<td>-9.9%</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>5,115</td>
<td>5,381</td>
<td>4,805</td>
<td>-6.1%</td>
<td>-10.7%</td>
</tr>
<tr>
<td>Track and Field</td>
<td>4,257</td>
<td>4,116</td>
<td>4,161</td>
<td>-2.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Cheerleading</td>
<td>3,244</td>
<td>4,029</td>
<td>3,816</td>
<td>17.6%</td>
<td>-5.3%</td>
</tr>
<tr>
<td>Racquetball</td>
<td>4,070</td>
<td>3,579</td>
<td>3,526</td>
<td>-13.4%</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Pickleball</td>
<td>N/A</td>
<td>2,815</td>
<td>3,132</td>
<td>N/A</td>
<td>11.3%</td>
</tr>
<tr>
<td>Ultimate Frisbee</td>
<td>5,131</td>
<td>3,673</td>
<td>3,126</td>
<td>-39.1%</td>
<td>-14.9%</td>
</tr>
<tr>
<td>Ice Hockey</td>
<td>2,363</td>
<td>2,697</td>
<td>2,544</td>
<td>7.7%</td>
<td>-5.7%</td>
</tr>
<tr>
<td>Softball (Fast Pitch)</td>
<td>2,624</td>
<td>2,467</td>
<td>2,309</td>
<td>-12.0%</td>
<td>-6.4%</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>1,607</td>
<td>2,090</td>
<td>2,171</td>
<td>35.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Wrestling</td>
<td>1,922</td>
<td>1,922</td>
<td>1,896</td>
<td>-1.4%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Roller Hockey</td>
<td>1,867</td>
<td>1,929</td>
<td>1,834</td>
<td>34.2%</td>
<td>-4.9%</td>
</tr>
<tr>
<td>Rugby</td>
<td>837</td>
<td>1,550</td>
<td>1,621</td>
<td>82.8%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Field Hockey</td>
<td>1,237</td>
<td>1,512</td>
<td>1,596</td>
<td>29.0%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Squash</td>
<td>1,290</td>
<td>1,549</td>
<td>1,492</td>
<td>15.7%</td>
<td>-3.7%</td>
</tr>
<tr>
<td>Boxing for Competition</td>
<td>999</td>
<td>1,210</td>
<td>1,386</td>
<td>42.6%</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

*NOTE: Participation figures are in 000’s for the US population ages 6 and over.*

General Fitness Trends

Five-Year Increase:
1. Triathlon (Non-Traditional)
2. Trail Running
3. Aerobics (High Impact)
4. Triathlon (Traditional)
5. Tai Chi

One-Year Increase:
1. Triathlon (Non-Traditional)
2. Running/Jogging
3. Trail Running
4. Cross-Training
5. Stationary Cycling
Outdoor / Adventure Trends

Five-Year Increase:
1. Bicycling (BMX)
2. Adventure Racing
3. Backpacking Overnight
4. Hiking (Day)
5. Mountain Biking

One-Year Increase:
1. Bicycling (BMX)
2. Backpacking Overnight
3. Hiking (Day)
4. Fishing (Saltwater)
5. Birdwatching
Local Market Potential

Top MPI:
1. Swimming – 106
2. Aerobics – 106
3. Walking for Exercise – 105
Top MPI:

1. Canoeing/Kayaking – 111
2. Fishing (fresh water) – 110
List the Top 3 Existing Facilities / Amenities You Want The City To Provide More Of?

A. Sports Fields
B. Dog Park
C. Rec. Center
D. Pool
E. Zoo
F. Riverwalk (Greenbelt)
G. Sheet of Ice
H. Playgrounds
I. Picnic Shelter
List the Top 3 NEW Facilities / Amenities You Want The City To Provide?

A. Gym
B. Pool
C. Recreation Center
D. Sports Fields
E. Playgrounds
F. Skate Park
G. Sheet of Ice
H. Splash Pad
I. Virtual Gaming / eSports Area
List the Top 3 Programs You Participate In The Most?

A. City Sports Leagues
B. Independently Organized Leagues
C. Swim Lessons
D. Swim Team
E. Ice Skating Lessons
F. Golf Lessons
G. Senior Activities
H. Special Events
I. Adult Enrichment and Fitness Classes
List the Top 3 Existing Programs You Want The City To Provide More Of?

A. City Sports Leagues
B. Independently Organized Leagues
C. Swim Lessons
D. Swim Team
E. Ice Skating Lessons
F. Golf Lessons
G. Senior Activities
H. Special Events
I. Adult Enrichment and Fitness Classes
Choose your Top 3 Preferred Means of Communication from the City?

A. Social Media
B. Website
C. Discover Idaho Falls Guide
D. Printed Material
E. Email Newsletter
F. HAPPiFEET App
G. Banners / Flyers
H. Radio
I. Text Notification
J. Signage in Parks
Choose the Top 3 Barriers That Prevent Your From Participating More in the City’s Offerings?

A. No Time
B. Lack of Parking
C. Lack of Restrooms
D. Too expensive
E. Poor Location
F. Lack of awareness
G. No ADA Access
H. Too many choices
I. Not enough choices
J. Use alternate provider
Strengths
Opportunities
Top Priority
THANK YOU