

FINDINGS + COMMUNITY INPUT PRESENTATION



IDAHO FALLS PARKS & REC DEPARTMENT



Agenda

- Project Process
- Demographic Analysis
- Recreational Trends Analysis
- Next Steps



Project Process



WWW.IFPARKPLANS.COM

The screenshot shows the website header with the logo 'IDAHO FALLS PARKS & REC' and navigation links: 'Programs & Events', 'Parks & Facilities', 'Rentals', 'Information', and 'I Want To...'. A search bar and social media icons are also present. The main content area features a sidebar with 'Planning Documents' and 'Participate' links. The main text reads: 'IF Park Plans', '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.', and '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. There will be real-time polling and dynamic hands-on participation. This is your community and we want to hear from you!'. A large graphic below contains the text: 'Help us recreate/redesign our community', 'RECREATE IF A Plan for the Future', 'PARKS & REC MASTER PLAN COMMUNITY CONVERSATION', 'please join us Tuesday, October 30 7:00 PM Marriott Residence Inn 635 West Broadway www.ifparkplans.com', and 'We want to hear from you!'. The footer of the page includes 'Planning Documents' and 'Participate' links.



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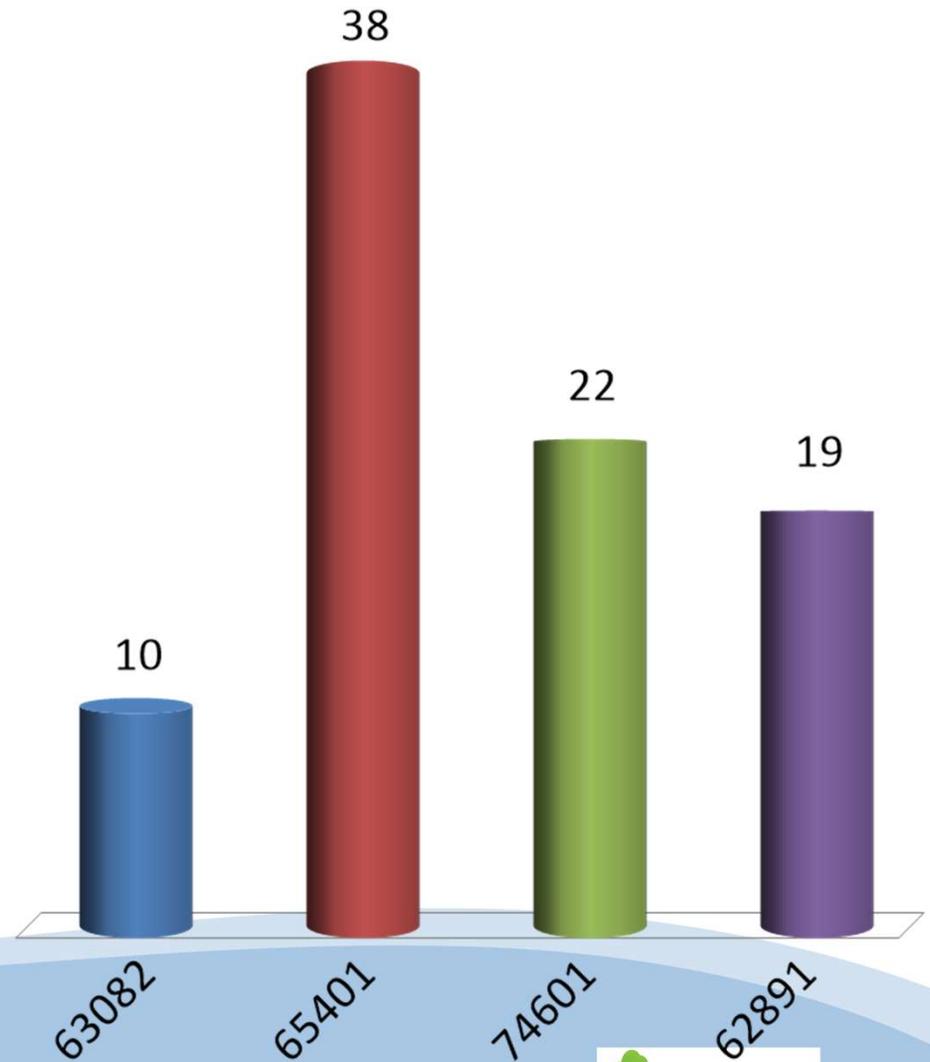
IDAHO FALLS PARKS & REC DEPARTMENT



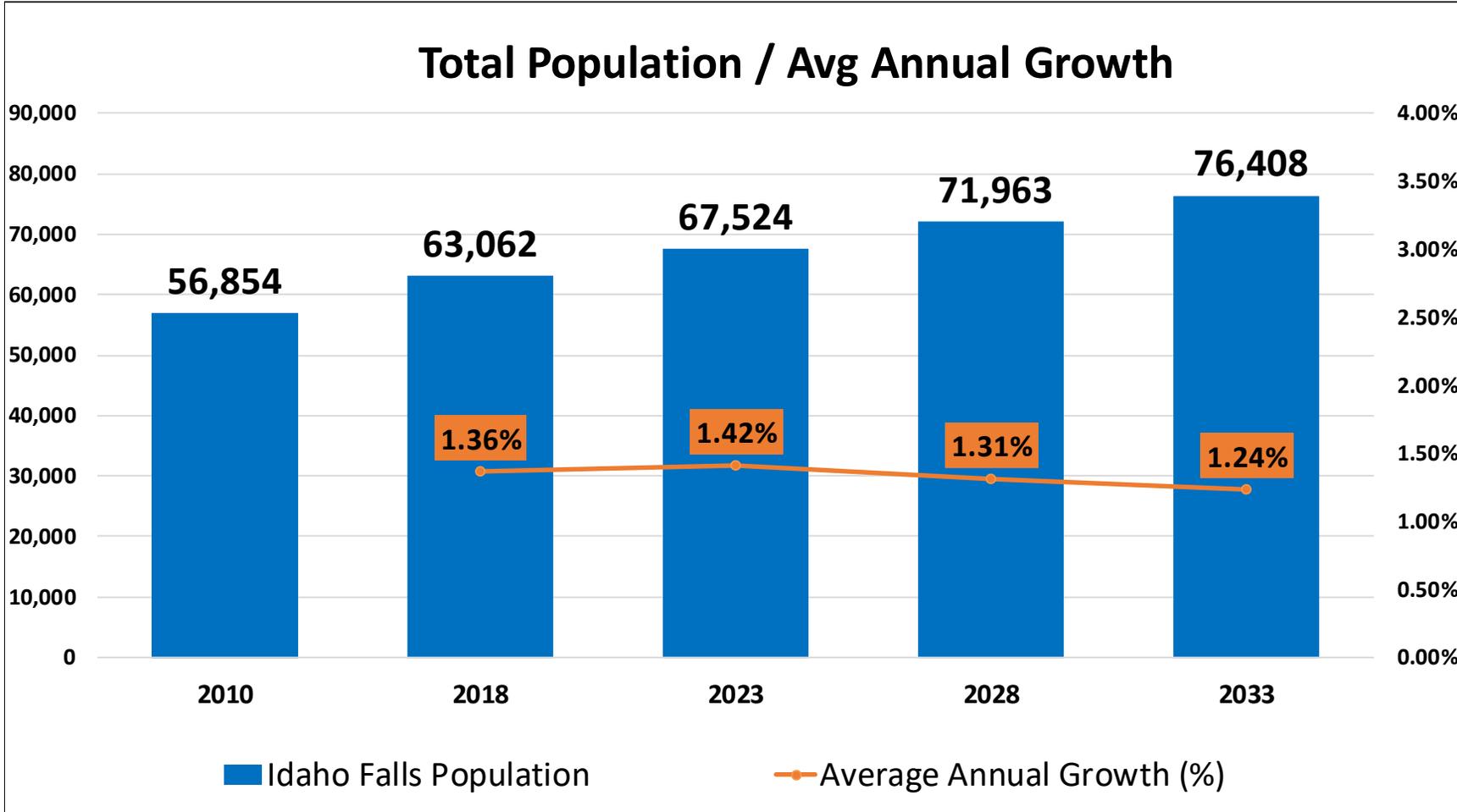
Demographic Analysis

What is the estimated current Population?

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

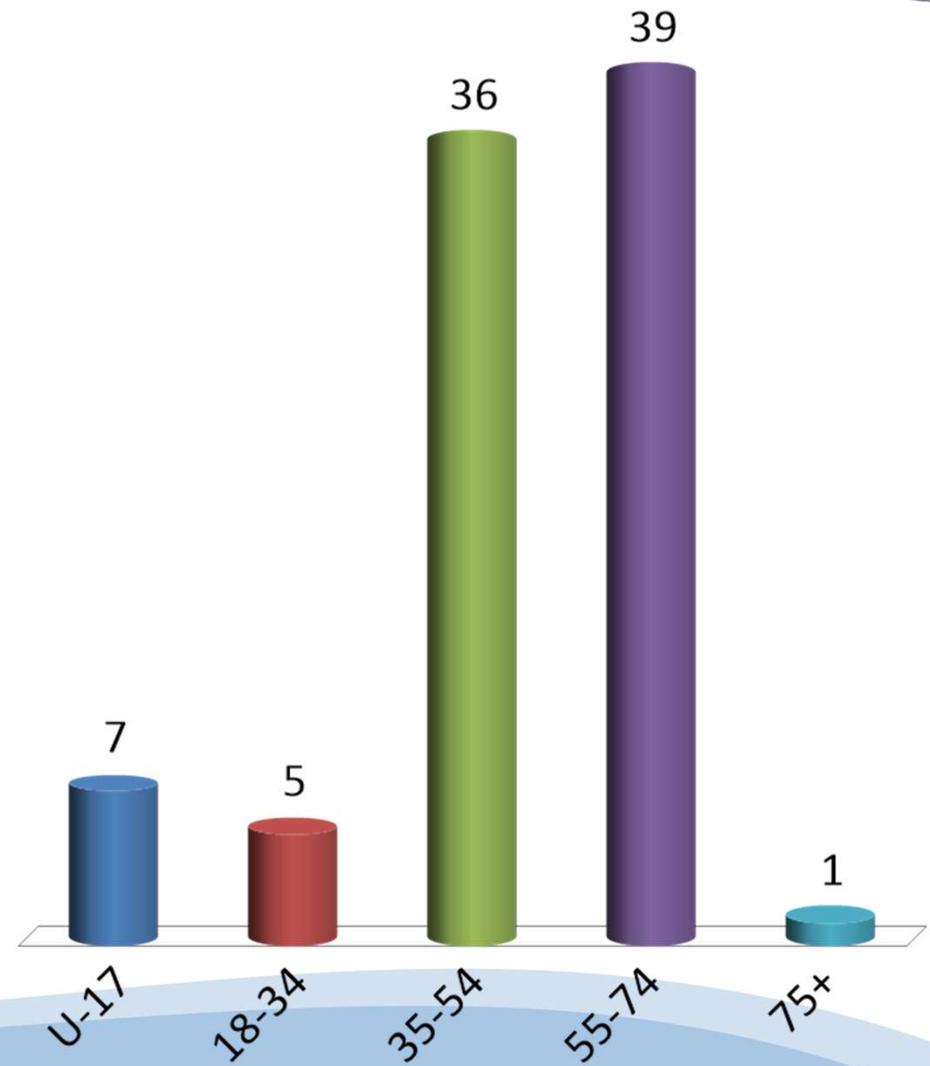


Population

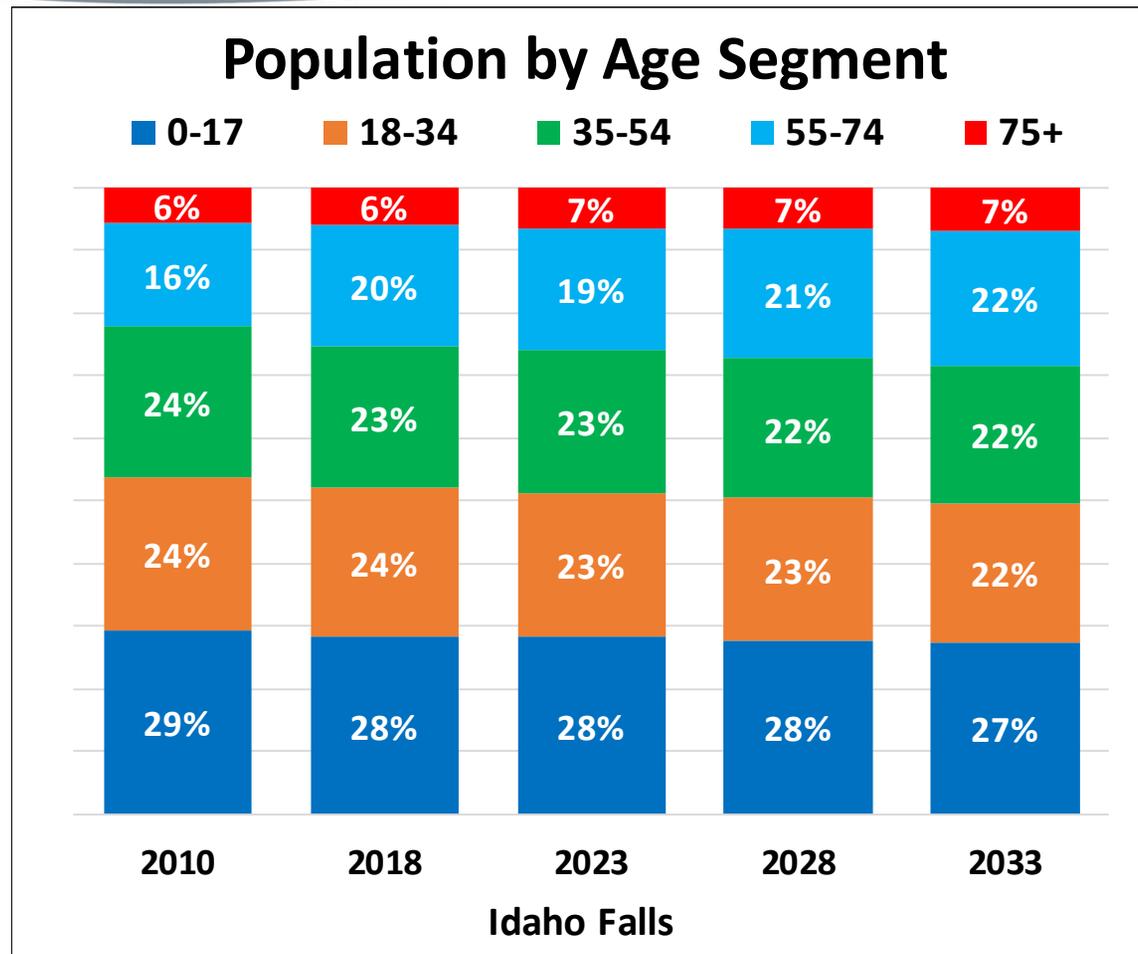


The largest Age Segment in the city currently is...

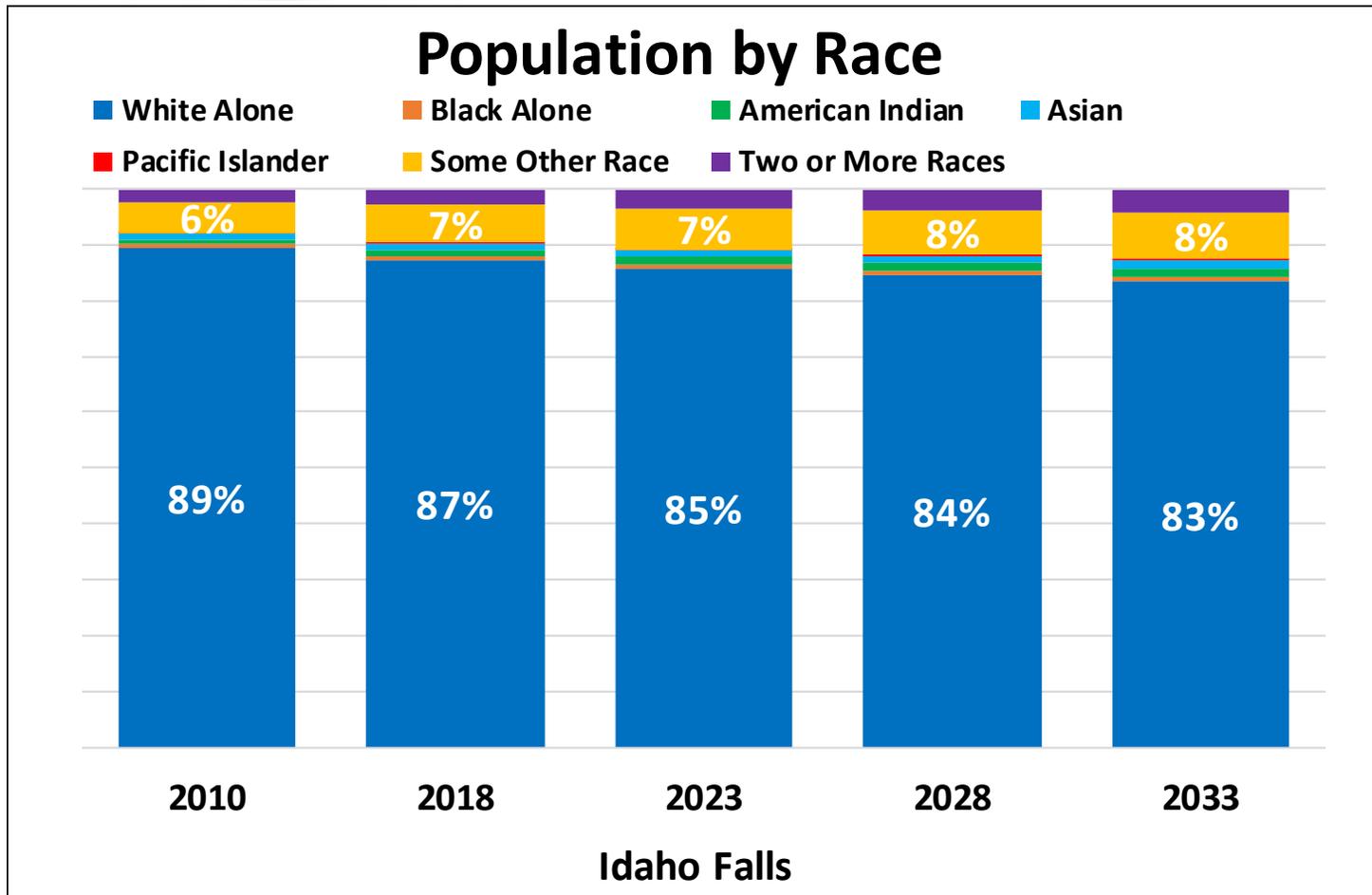
- A. U-17
- ✓ B. 18-34
- C. 35-54
- D. 55-74
- E. 75+



Age Segments



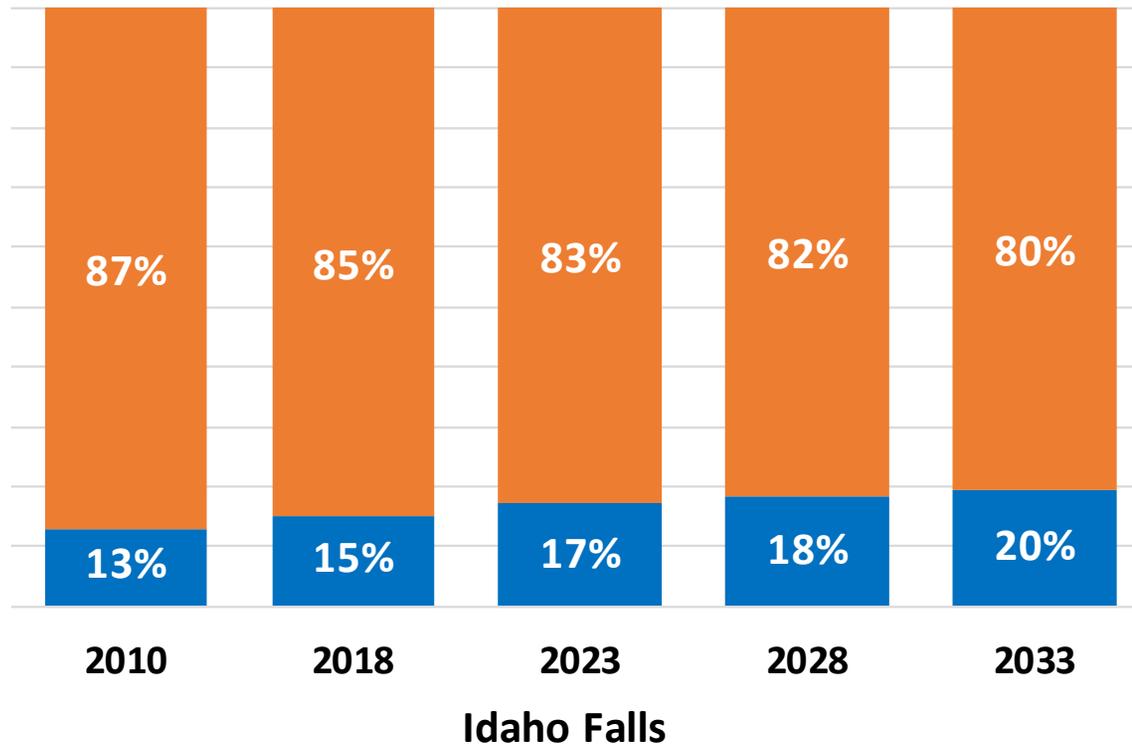
Race



Ethnicity

Hispanic / Latino Population

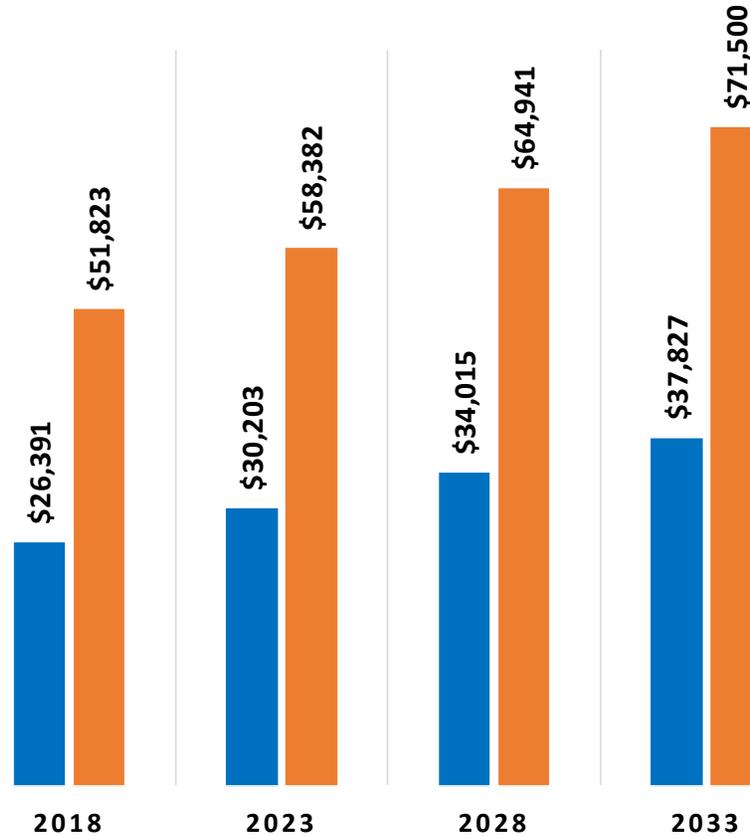
■ Hispanic / Latino Origin (any race) ■ All Others



Income

Income Characteristics

■ Per Capita Income ■ Median Household Income



Idaho Falls

Recreation Trends Analysis



IDAHO FALLS PARKS & REC DEPARTMENT



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

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Golf * (2011, 2015, and 2016 data)	25,682	24,120	23,815	-7.3%	-1.3%
Basketball	23,708	22,343	23,401	-1.3%	4.7%
Tennis	17,020	18,079	17,683	3.9%	-2.2%
Baseball	12,976	14,760	15,642	20.5%	6.0%
Soccer (Outdoor)	12,944	11,932	11,924	-7.9%	-0.1%
Softball (Slow Pitch)	7,411	7,690	7,283	-1.7%	-5.3%
Football, Flag	5,865	6,173	6,551	11.7%	6.1%
Badminton	7,278	7,354	6,430	-11.7%	-12.6%
Volleyball (Court)	6,384	6,216	6,317	-1.0%	1.6%
Football, Touch	7,295	5,686	5,629	-22.8%	-1.0%
Soccer (Indoor)	4,617	5,117	5,399	16.9%	5.5%
Football, Tackle	6,220	5,481	5,224	-16.0%	-4.7%
Volleyball (Sand/Beach)	4,505	5,489	4,947	9.8%	-9.9%
Gymnastics	5,115	5,381	4,805	-6.1%	-10.7%
Track and Field	4,257	4,116	4,161	-2.3%	1.1%
Cheerleading	3,244	4,029	3,816	17.6%	-5.3%
Racquetball	4,070	3,579	3,526	-13.4%	-1.5%
Pickleball	N/A	2,815	3,132	N/A	11.3%
Ultimate Frisbee	5,131	3,673	3,126	-39.1%	-14.9%
Ice Hockey	2,363	2,697	2,544	7.7%	-5.7%
Softball (Fast Pitch)	2,624	2,467	2,309	-12.0%	-6.4%
Lacrosse	1,607	2,090	2,171	35.1%	3.9%
Wrestling	1,922	1,922	1,896	-1.4%	-1.4%
Roller Hockey	1,367	1,929	1,834	34.2%	-4.9%
Rugby	887	1,550	1,621	82.8%	4.6%
Field Hockey	1,237	1,512	1,596	29.0%	5.6%
Squash	1,290	1,549	1,492	15.7%	-3.7%
Boxing for Competition	959	1,210	1,368	42.6%	13.1%

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

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)

*2017 information not available for Golf. Information to be released by National Golf Foundation. Participation figures above reflect 2011, 2015, and 2016 data.

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

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Fitness Walking	114,029	107,895	110,805	-2.8%	2.7%
Treadmill	50,839	51,872	52,966	4.2%	2.1%
Free Weights (Dumbbells/Hand Weights)	N/A	51,513	52,217	N/A	1.4%
Running/Jogging	51,450	47,384	50,770	-1.3%	7.1%
Weight/Resistant Machines	38,999	35,768	36,291	-6.9%	1.5%
Stationary Cycling (Recumbent/Upright)	35,987	36,118	36,035	0.1%	-0.2%
Stretching	35,873	33,771	33,195	-7.5%	-1.7%
Elliptical Motion Trainer*	28,560	32,218	32,283	13.0%	0.2%
Free Weights (Barbells)	26,688	26,473	27,444	2.8%	3.7%
Yoga	23,253	26,268	27,354	17.6%	4.1%
Calisthenics/Bodyweight Exercise	N/A	25,110	24,454	N/A	-2.6%
Choreographed Exercise	N/A	21,839	22,616	N/A	3.6%
Aerobics (High Impact)	16,178	21,390	21,476	32.7%	0.4%
Stair Climbing Machine	12,979	15,079	14,948	15.2%	-0.9%
Cross-Training Style Workout	N/A	12,914	13,622	N/A	5.5%
Stationary Cycling (Group)	8,477	8,937	9,409	11.0%	5.3%
Trail Running	5,806	8,582	9,149	57.6%	6.6%
Pilates Training	8,519	8,893	9,047	6.2%	1.7%
Cardio Kickboxing	6,725	6,899	6,693	-0.5%	-3.0%
Boot Camp Style Cross-Training	7,496	6,583	6,651	-11.3%	1.0%
Martial Arts	5,075	5,745	5,838	15.0%	1.6%
Boxing for Fitness	4,831	5,175	5,157	6.7%	-0.3%
Tai Chi	3,203	3,706	3,787	18.2%	2.2%
Barre	N/A	3,329	3,436	N/A	3.2%
Triathlon (Traditional/Road)	1,789	2,374	2,162	20.8%	-8.9%
Triathlon (Non-Traditional/Off Road)	1,075	1,705	1,878	74.7%	10.1%

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

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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*Cardio Cross Trainer is merged to Elliptical Motion Trainer

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

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Hiking (Day)	34,519	42,128	44,900	30.1%	6.6%
Bicycling (Road)	39,790	38,365	38,866	-2.3%	1.3%
Fishing (Freshwater)	39,002	38,121	38,346	-1.7%	0.6%
Camping (< 1/4 Mile of Vehicle/Home)	31,454	26,467	26,262	-16.5%	-0.8%
Camping (Recreational Vehicle)	15,903	15,855	16,159	1.6%	1.9%
Fishing (Saltwater)	12,000	12,266	13,062	8.9%	6.5%
Birdwatching (>1/4 mile of Vehicle/Home)	13,535	11,589	12,296	-9.2%	6.1%
Backpacking Overnight	7,933	10,151	10,975	38.3%	8.1%
Bicycling (Mountain)	7,265	8,615	8,609	18.5%	-0.1%
Archery	7,173	7,903	7,769	8.3%	-1.7%
Fishing (Fly)	5,848	6,456	6,791	16.1%	5.2%
Skateboarding	6,227	6,442	6,382	2.5%	-0.9%
Roller Skating, In-Line	6,647	5,381	5,268	-20.7%	-2.1%
Bicycling (BMX)	1,861	3,104	3,413	83.4%	10.0%
Adventure Racing	1,618	2,999	2,529	56.3%	-15.7%
Climbing (Traditional/Ice/Mountaineering)	2,189	2,790	2,527	15.4%	-9.4%

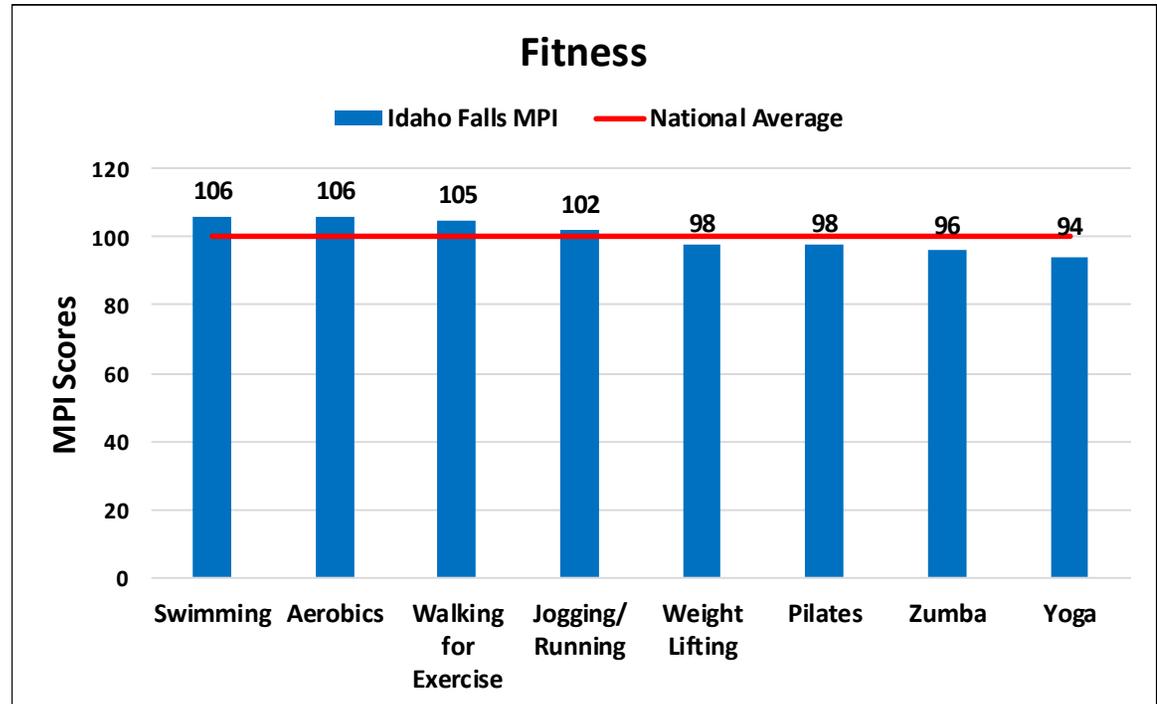
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Local Market Potential

Top MPI:

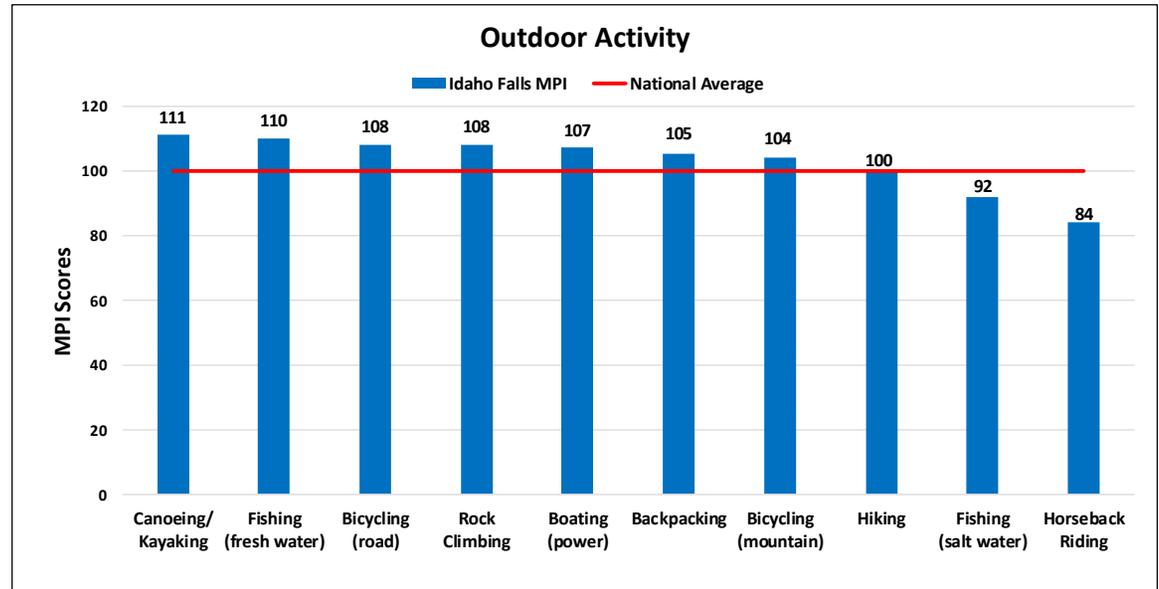
1. Swimming – 106
2. Aerobics – 106
3. Walking for Exercise – 105



Local Market Potential

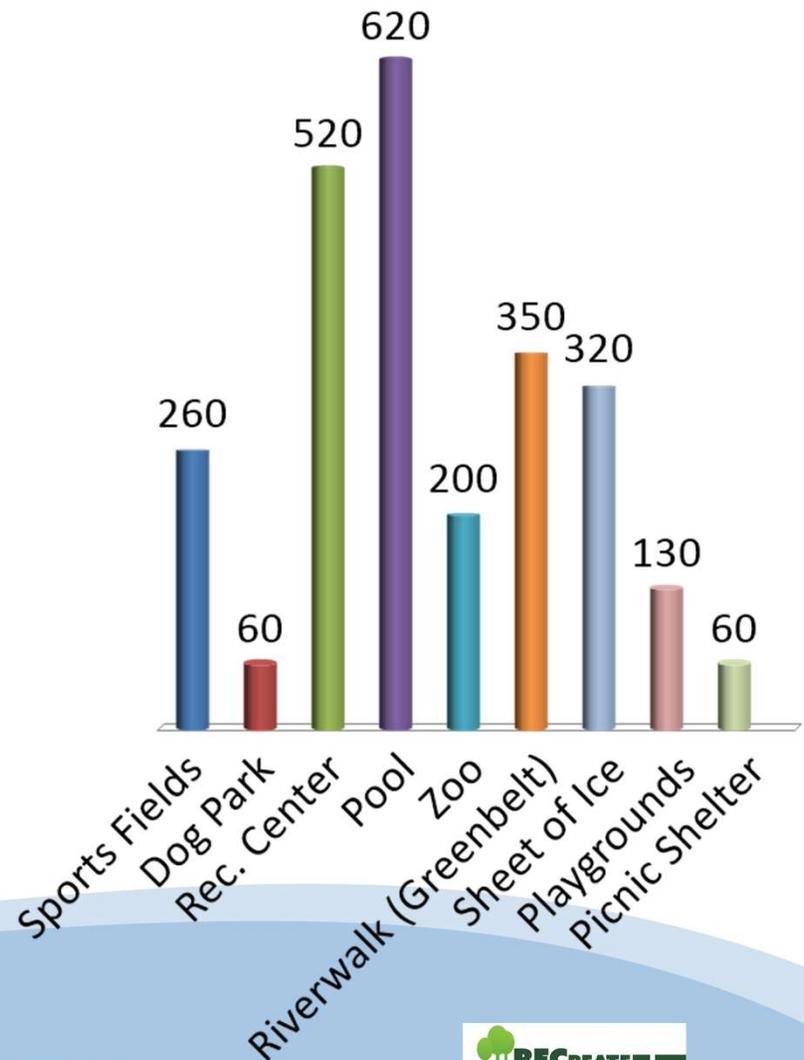
Top MPI:

1. Canoeing/
Kayaking – 111
2. Fishing
(fresh water) – 110
3. Bicycling / Rock
Climbing – 108



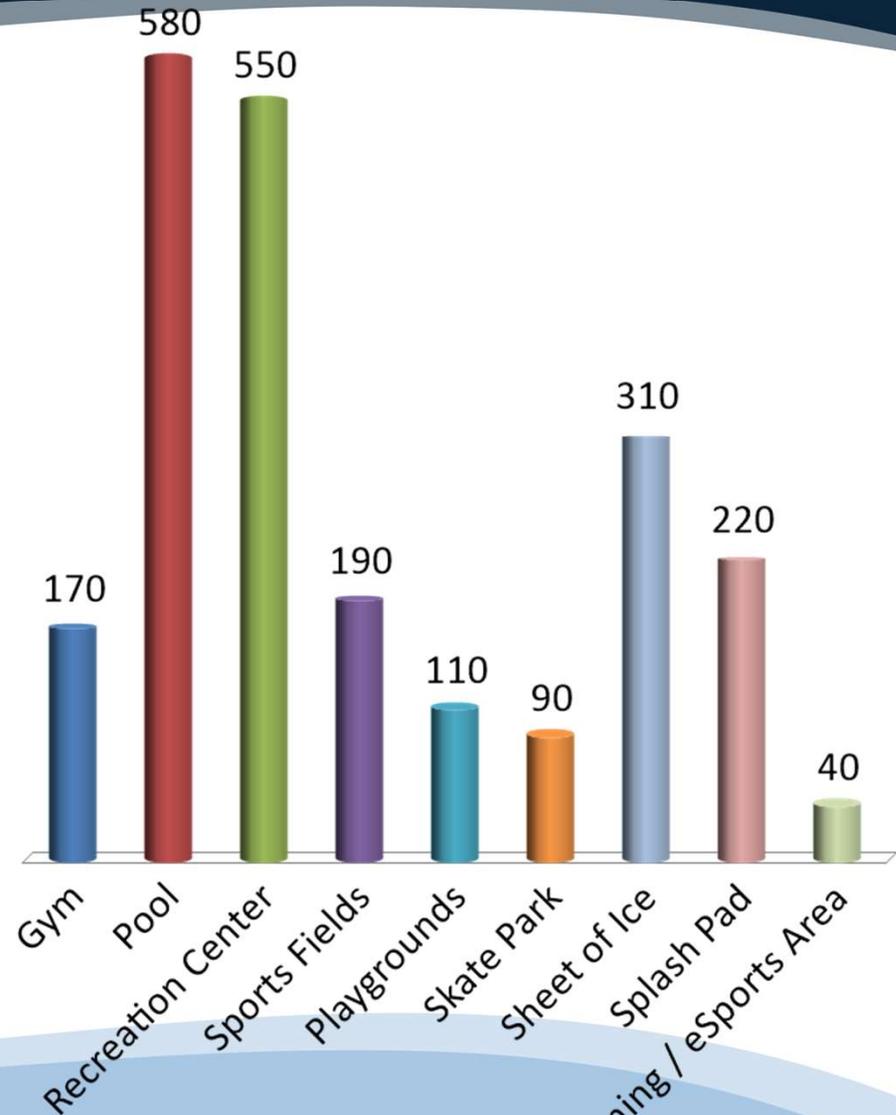
List the Top 3 Existing Facilities / Amenities You Want The City To Provide More Of?

- 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



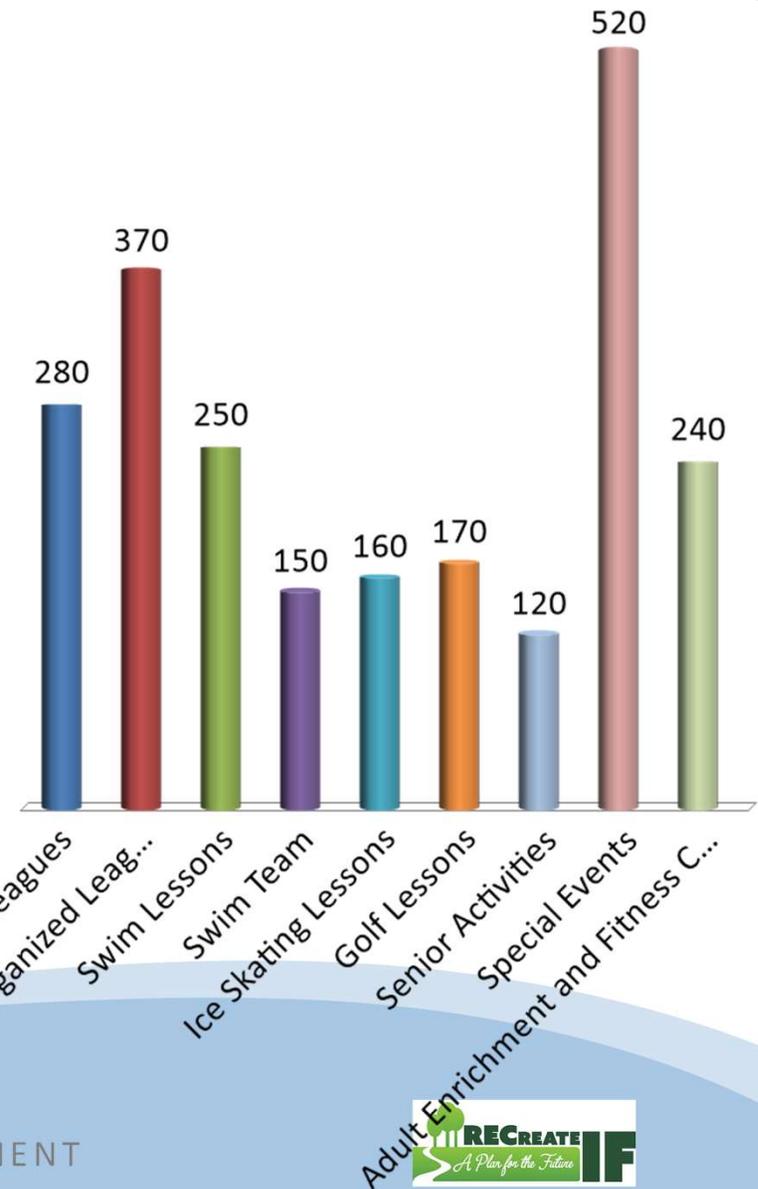
List the Top 3 NEW Facilities / Amenities You Want The City To Provide?

- 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



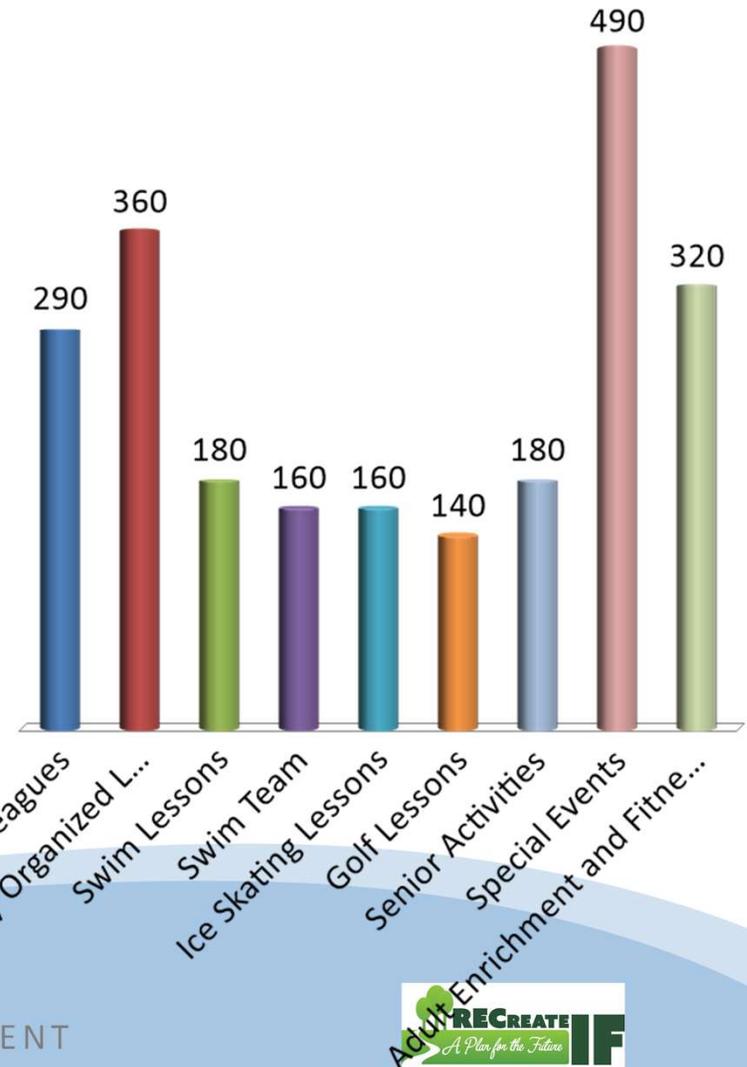
List the Top 3 Programs You Participate In The Most?

- 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



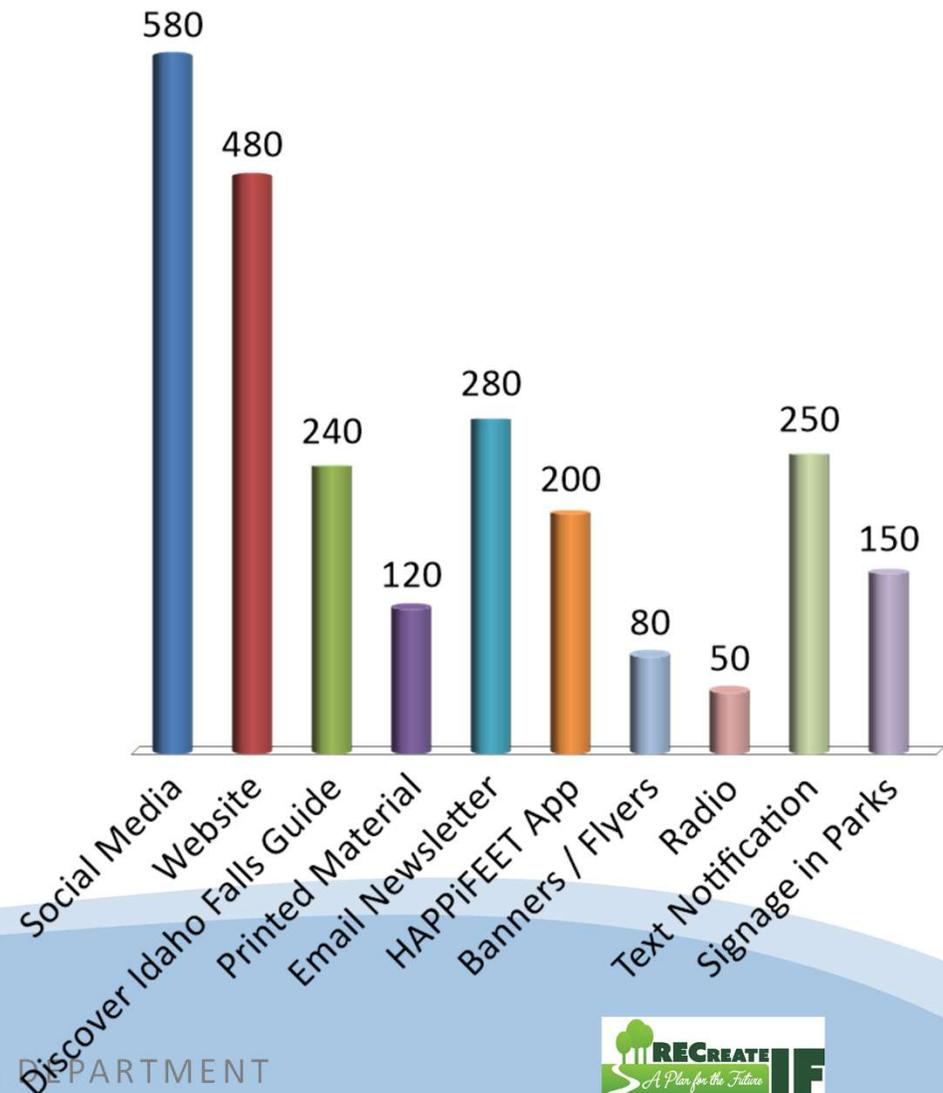
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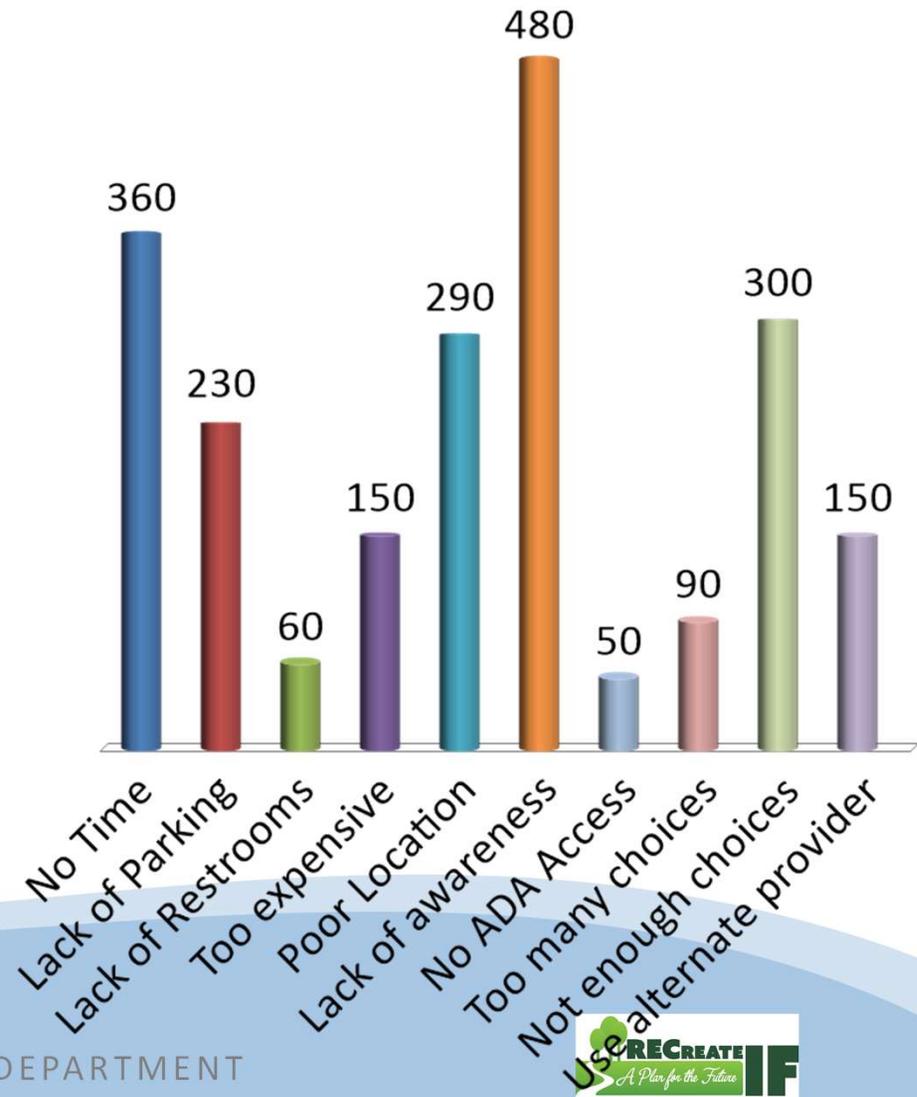
Choose your Top 3 Preferred Means of Communication from the City?

- 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



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Top Priority



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