



Parks and Recreation Commission Meeting

February 20, 2014



Agenda

- | | |
|--|--------|
| 1. Approval of Agenda | Action |
| 2. Approval of Minutes from January | Action |
| 3. Approval of January Monthly Report | Action |
| 4. P&R Website Overview | |
| 5. Naming of Strawn Rd park property | Action |
| 6. Norma Sutherland Smith Park Phase I | Action |
| 7. Council Items | |
| 8. Capital Project Report | |
| 9. Recreation Services Report | |
| 10. Staff Comments | |
| 11. Commission Comments | |
| 12. Public Comments | |

2013 Web Statistics & Fun Facts

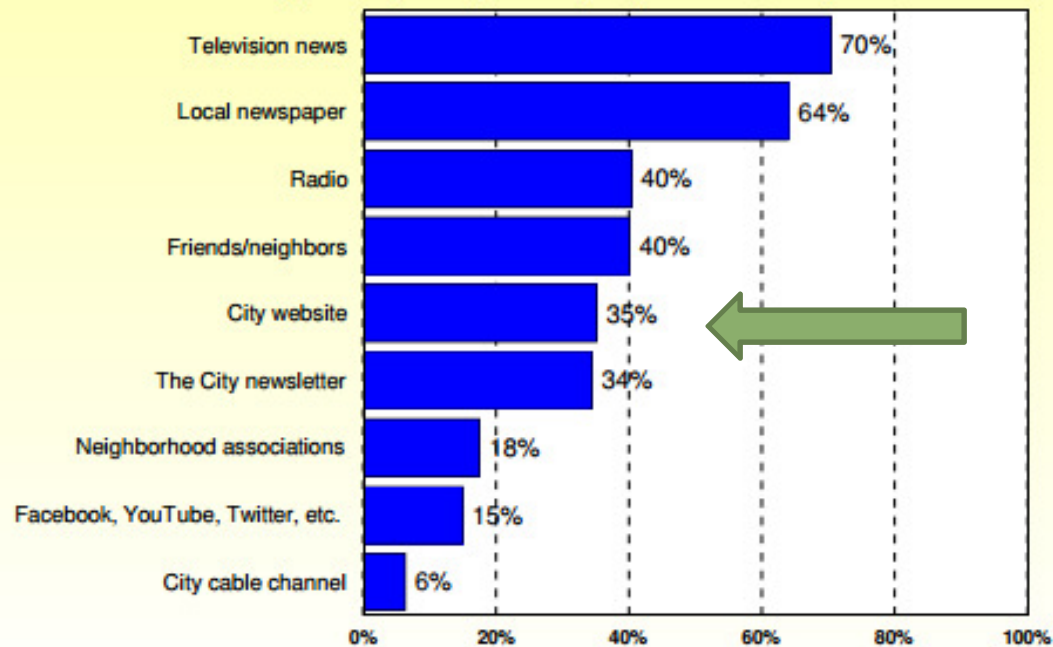


Do Columbia citizens use the City website?

From City of Columbia's 2013 Citywide Survey

Primary Sources Where Residents Receive Information About City Issues, Services and Events

by percentage of respondents (multiple choices allowed)



Source: ETC Institute (2013)

COLUMBIA

Population: 116,269

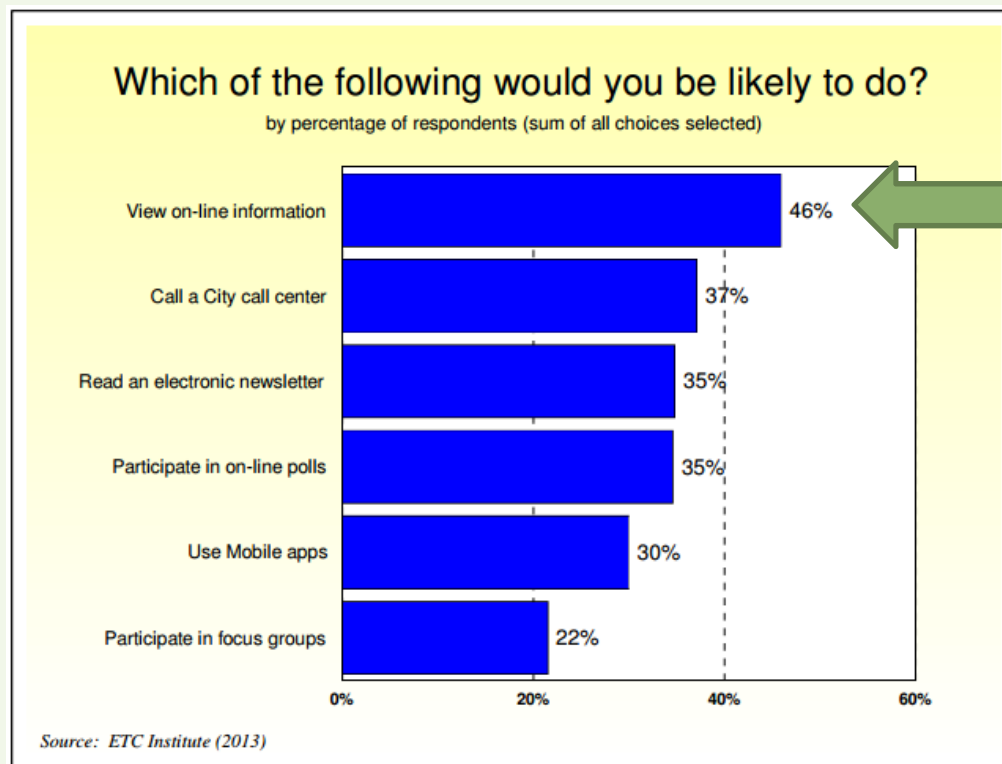
Web users: 40,694

Households: 46,138

Web Households: 16,148

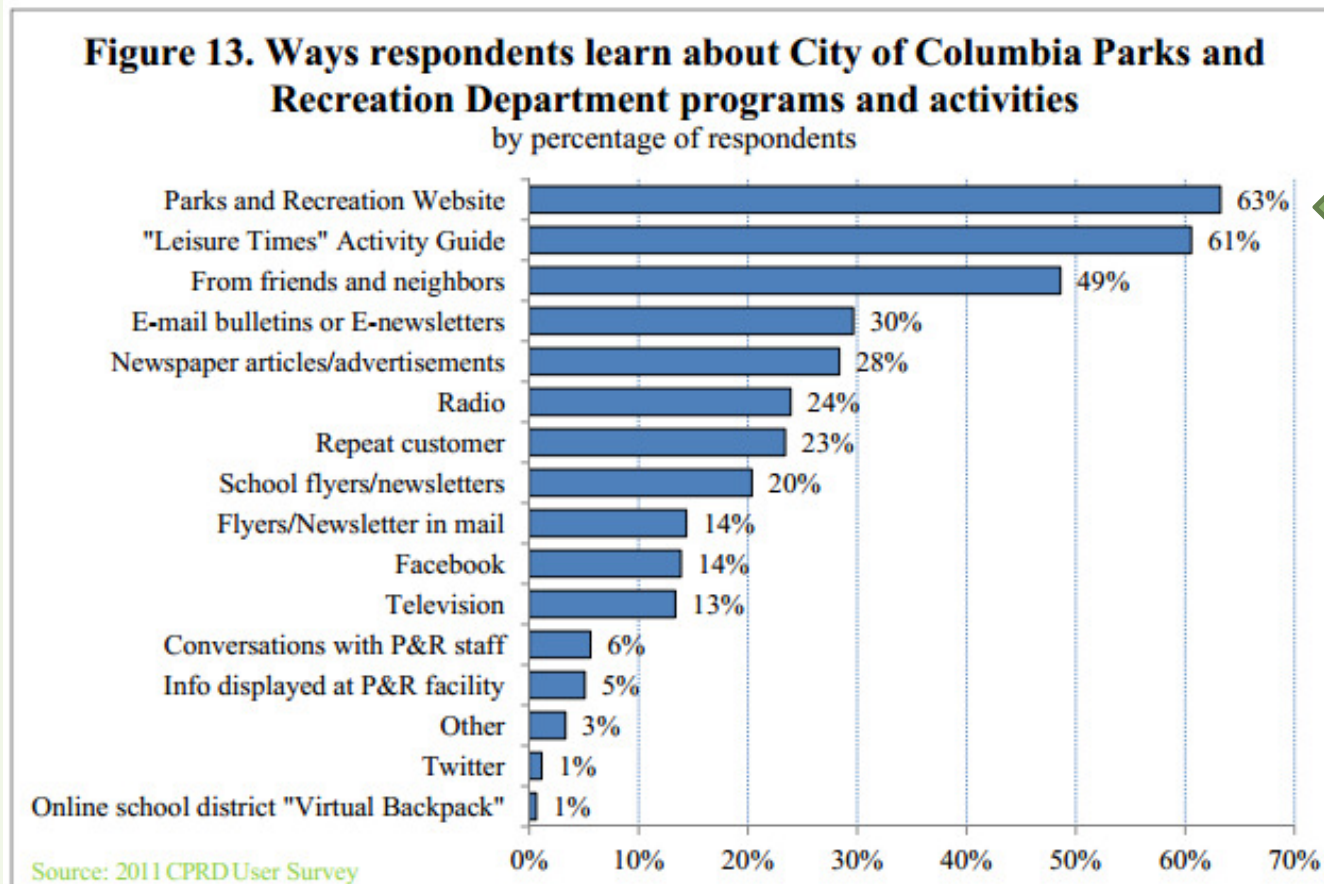
How do our citizens prefer to get their information?

From City of Columbia's 2013 Citywide Survey



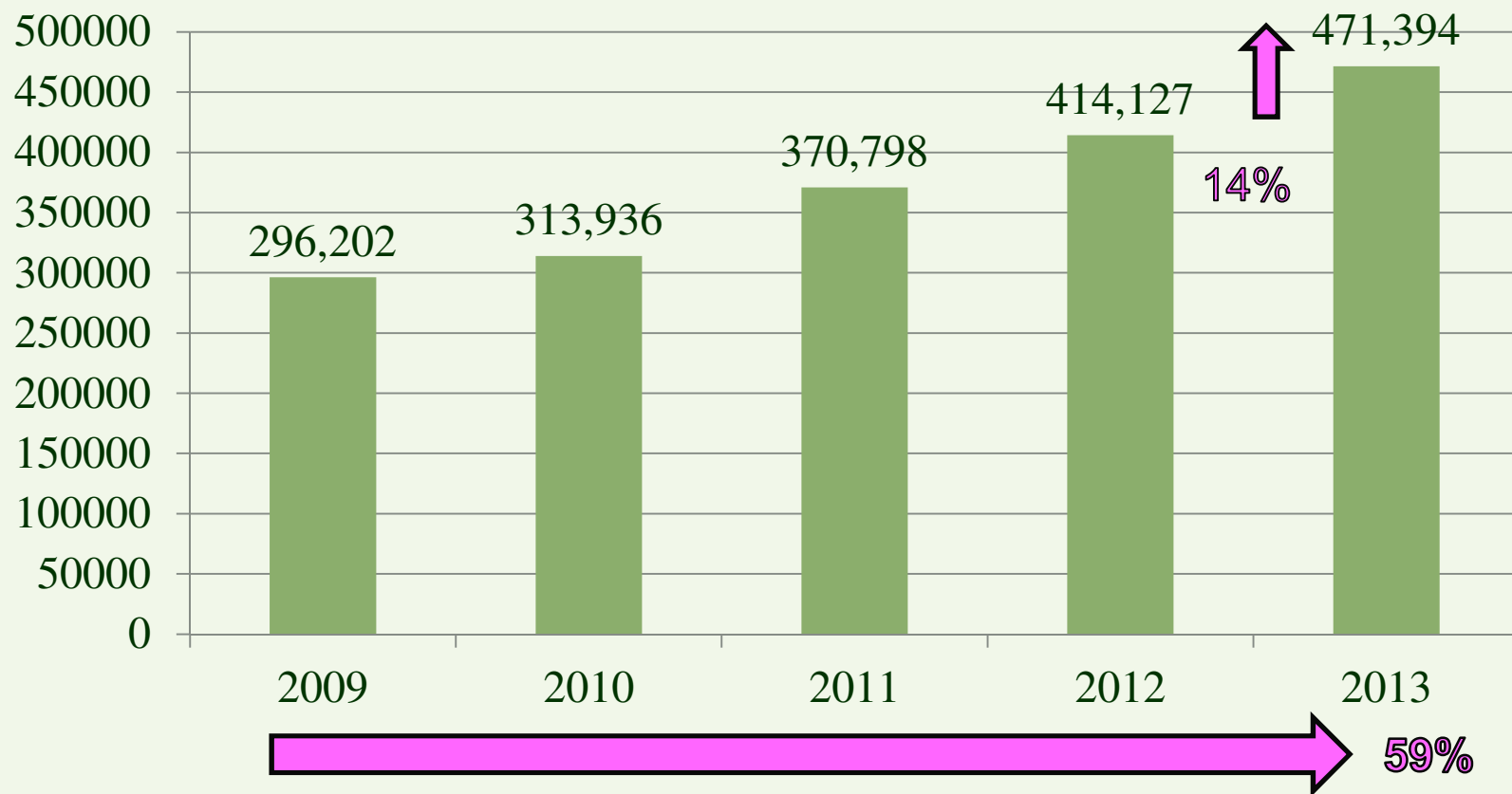
Parks & Rec Customers

From 2011 Parks & Recreation User Survey



How many annual visits to our website?

Number of Web Visits – Columbia Parks & Rec

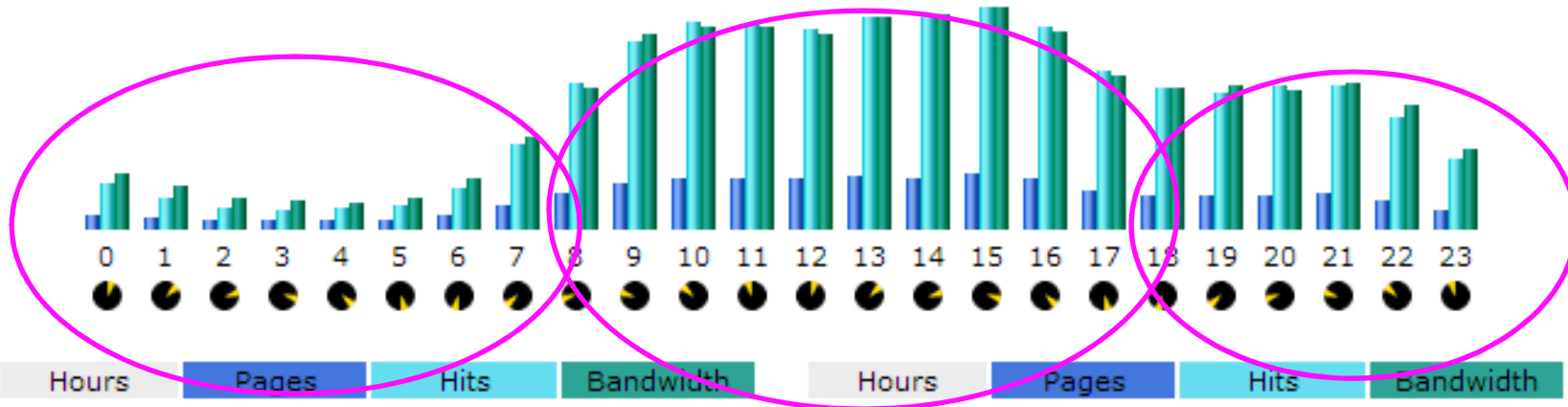


How many customers do we serve?

- Number of annual visits: 471,394
- Average visits per day: 1,291
- Number of page views: 1,529,362
- Christmas Day, 12/25/13: 449



Hours



24% of page views are on the weekends

52% of page views are after business hours on weekdays + weekends

P&R Top Web Pages

[Back to main page](#)

Statistics for:
www.gocolumbiamo.com

Filter :

Exclude filter :

OK

Summary

When:

Monthly history

Days of month

Days of week

Hours

Who:

Countries

☐ Full list

Hosts

☐ Full list

☐ Last visit

☐ Unresolved IP Address

Robots/Spiders visitors

☐ Full list

☐ Last visit

Navigation:

Visits duration

File type

Viewed

☐ Full list

☐ Entry

☐ Exit

Operating Systems

☐ Versions

☐ Unknown

Browsers

☐ Versions

☐ Unknown

Referrers:

Origin

☐ Referring search engines

☐ Referring sites

Search

☐ Search Keyphrases

☐ Search Keywords

Others:

Miscellaneous

HTTP Status codes

☐ Pages not found

Extra/Marketing:

GoWords

☐ Full list

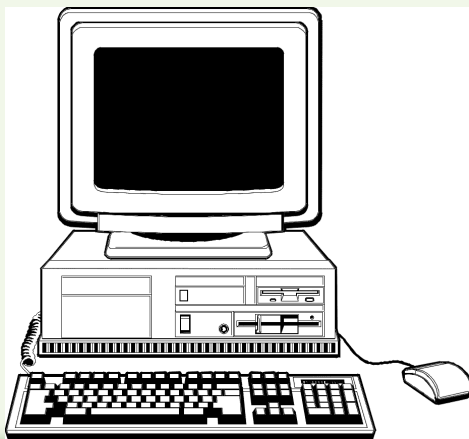
Pages-URL

Total: 12602 different pages-url

		Viewed	Average size	Entry	Exit	
1.	/ParksandRec/ARC/	84031	40.52 KB	41133	18924	
2.	/ParksandRec/	72573	41.14 KB	39191	15301	
3.	/ParksandRec/Sports/	58079	56.09 KB	23843	12675	
4.	/ParksandRec/Sports/Sports_Schedules/	45302	42.83 KB	8657	8826	
5.	/ParksandRec/Aquatics/facilities.php	38609	60.29 KB	13246	11063	
6.	/ParksandRec/ARC/arc_water_zone.php	30956	65.39 KB	8076	12933	
7.	/ParksandRec/About_Us/benefits.php	30578	92.28 KB	22663	20940	
8.	/ParksandRec/Activities_and_Programs/special_events.php	27424	70.31 KB	14117	14446	
9.	/ParksandRec/Webtrac/	25474	37.00 KB	5212	8528	
10.	/ParksandRec/Aquatics/poolschedules.php	24219	55.10 KB	3812	7983	
11.	/ParksandRec/Parks/Stephens_Lake/	23082	46.96 KB	9329	5894	
12.	/ParksandRec/ARC/feesandpolicies.php	23068	54.52 KB	4154	8766	
13.	/ParksandRec/Parks/Cosmo_Park/	22673	45.71 KB	9586	6507	
14.	/ParksandRec/Trails/	22524	59.10 KB	8823	5324	
15.	/ParksandRec/Parks/	19893	19.03 KB	2758	4452	
16.	/ParksandRec/ARC/group_exercise.php	17845	57.26 KB	6380	8993	
17.	/ParksandRec/ARC/arc_hours.php	17568	36.59 KB	5910	6534	

How much traffic is from mobile devices?

Device	Percent of Visits
Desktop	64%
Mobile	28%
Tablet	8%



Where are our visitors from?

Build your audience - Google Analytics - Windows Internet Explorer

http://www.google.com/analytics/why/

File Edit View Favorites Tools Help

Build your audience - Google Analytics

Google Analytics

Features Resources Sign in or create an account

Home Why Google Analytics Mobile App Analytics Grow with Premium

Find the audience you want

"Google Analytics has reduced our customer acquisition costs by 30%. Our media spend goes right to our best-performing channels."

Daisy Downs, Chief Marketing Officer Urbansitter

Build your audience Sell & convert Act on your insights

Your customers go everywhere; shouldn't your analytics? Google Analytics shows you the full customer picture across ads and videos, websites and social tools, tablets and smartphones. That makes it easier to serve your

start Build your audience -... City of Columbia Empl... E:\ My Documents Maximizing_Your_We... 100% 11:46 PM

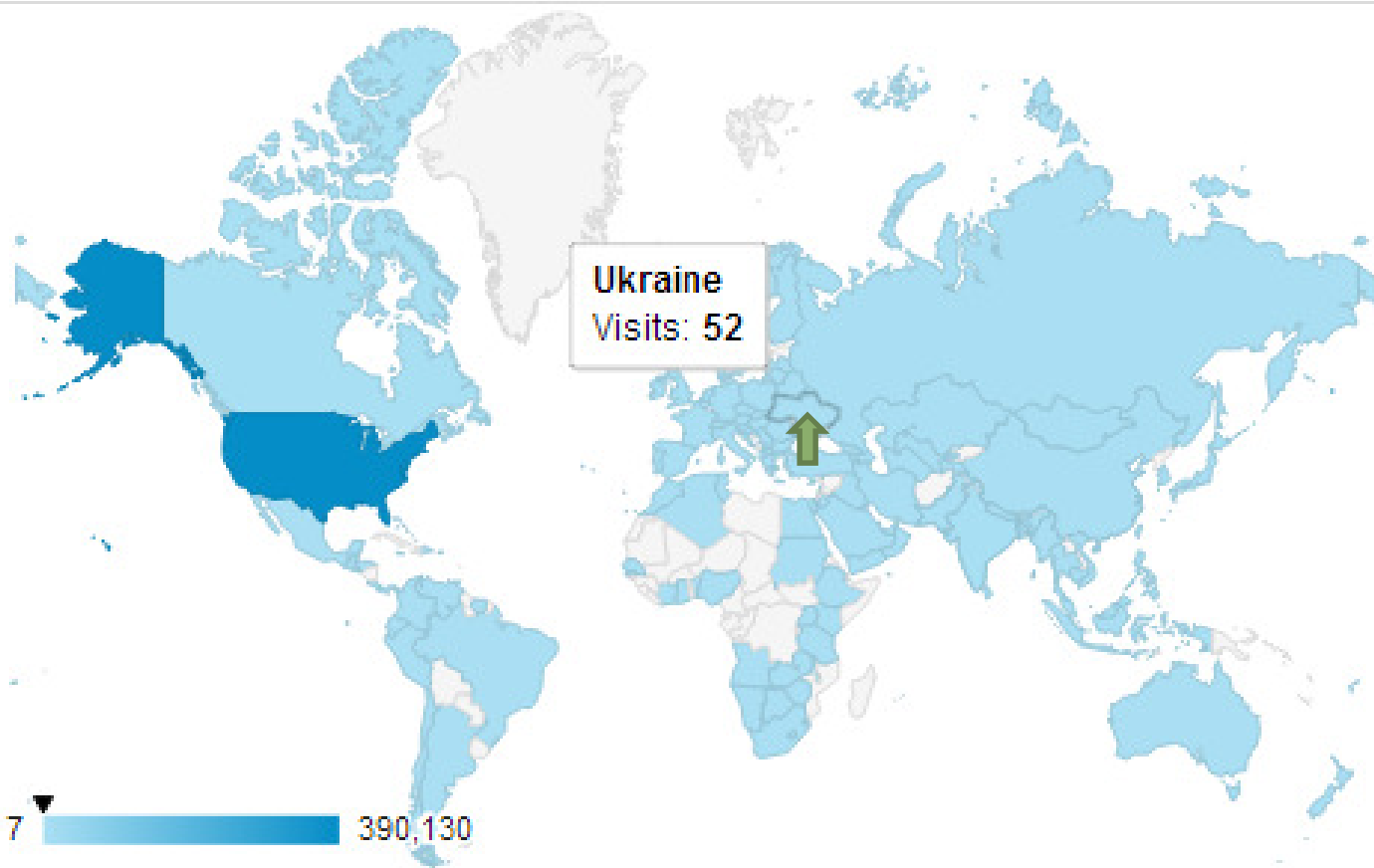
Where are Your Web Visitors From?

Visits



Where are Your Web Visitors From?

Visits



Visitor Locations

Visitors from 136
different countries
to our Parks &
Recreation
Website

PARKS AND RECREATION WEBSITE - 2013 (to date)

Country	Number of visits	Country	Number of visits	Country	Number of visits
1 United States	385,435	46 Switzerland	52	92 Barbados	13
2 (not set)	2,438	47 Kuwait	52	93 Benin	13
3 Canada	1,715	48 Ukraine	52	94 Costa Rica	13
4 India	1,399	49 Argentina	45	95 Fiji	13
5 Philippines	1,341	50 Bulgaria	45	96 Guam	13
6 United Kingdom	1,335	51 Denmark	45	97 Honduras	13
7 Malaysia	1,193	52 Cambodia	45	98 Isle of Man	13
8 Australia	942	53 Mauritius	45	99 Saint Kitts and Nevis	13
9 Iraq	645	54 Bangladesh	39	100 Latvia	13
10 South Africa	529	55 Brunei	39	101 Namibia	13
11 Greece	522	56 Czech Republic	39	102 Norway	13
12 Pakistan	335	57 Ethiopia	39	103 Nepal	13
13 Singapore	310	58 Romania	39	104 Panama	13
14 Nigeria	290	59 Zimbabwe	39	105 Sweden	13
15 Japan	271	60 Albania	32	106 Slovenia	13
16 Germany	252	61 Belgium	32	107 Armenia	6
17 China	245	62 Botswana	32	108 Angola	6
18 Indonesia	200	63 Croatia	32	109 Austria	6
19 United Arab Emirates	193	64 Jordan	32	110 Azerbaijan	6
20 France	193	65 Sri Lanka	32	111 Belarus	6
21 Thailand	181	66 Lithuania	32	112 Belize	6
22 Vietnam	142	67 Sudan	32	113 Dominica	6
23 New Zealand	135	68 Slovakia	32	114 Dominican Republic	6
24 Turkey	135	69 Tanzania	32	115 Ecuador	6
25 Mexico	129	70 Zambia	32	116 Georgia	6
26 Brazil	123	71 Côte d'Ivoire	26	117 Guatemala	6
27 Saudi Arabia	123	72 Chile	26	118 Cayman Islands	6
28 South Korea	110	73 Finland	26	119 Kazakhstan	6
29 Netherlands	110	74 Oman	26	120 Saint Lucia	6
30 Taiwan	110	75 Serbia	26	121 Morocco	6
31 Egypt	103	76 Uganda	26	122 Myanmar (Burma)	6
32 Kenya	103	77 Aruba	19	123 Maldives	6
33 Ghana	97	78 Bahrain	19	124 Malawi	6
34 Lebanon	97	79 Bahamas	19	125 Portugal	6
35 Colombia	90	80 Cyprus	19	126 Suriname	6
36 Italy	90	81 Algeria	19	127 El Salvador	6
37 Hong Kong	84	82 Hungary	19	128 Swaziland	6
38 Spain	77	83 Israel	19	129 Tajikistan	6
39	77	84	19	130	6
40	77	85	19	131	6
41	77	86	19	132	6
42	77	87	19	133	6
43	77	88	19	134	6
44	77	89	19	135	6
45	77	90	19	136	6

Our Website is a Powerful Tool



www.logos.co • 11744

- Provide information our citizens need/want
- Education tool
- Transparency
- Internal info source



5. Naming of Strawn Road Property

For Consideration:

- 1. Harmony Creek Park or Harmony Park**
- 2. Perche Creek Park or Perche Park**
- 3. Harmony-Perche Park**
- 4. Strawn Park**

IP Meeting Results:

- Harmony-Perche Park (7)**
- Perche Park (6)**
- Harmony Park (15)**
- Strawn Park (21)**



5. Naming of Strawn Road Property

Suggested Commission Action:

- **Recommend one of the names listed by the Department**

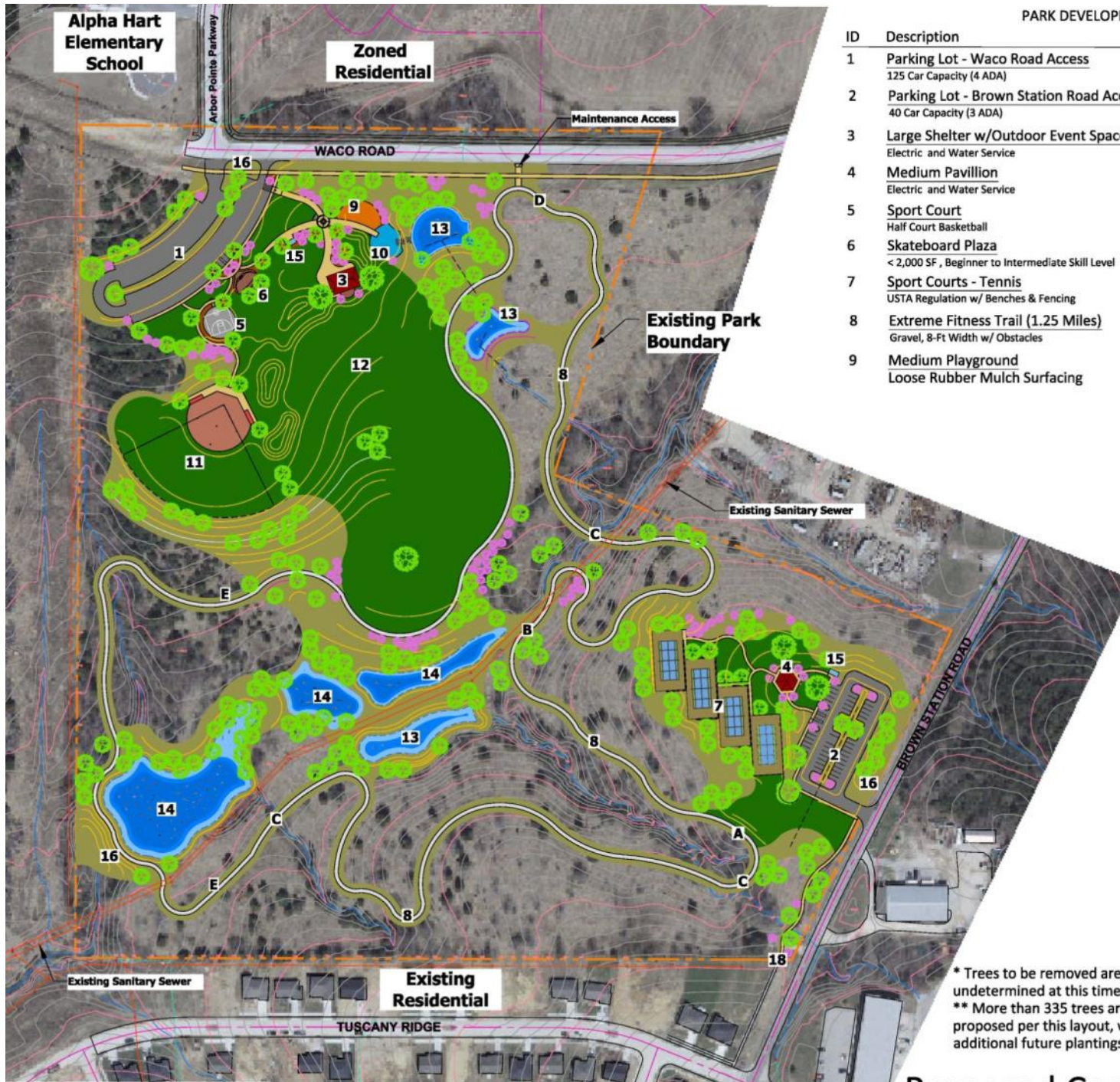
Or

- **Recommend a new name to City Council for their review**



6. Norma Sutherland Smith Park





PARK DEVELOPMENT FEATURE LEGEND

ID	Description	ID	Description
1	<u>Parking Lot - Waco Road Access</u> 125 Car Capacity (4 ADA)	10	<u>Splash Park</u> Approx. 3,200 SF
2	<u>Parking Lot - Brown Station Road Access</u> 40 Car Capacity (3 ADA)	11	<u>Youth Baseball Practice Field</u> 45-60 Ft Basepaths, 150-225 Outfield Dimension No Outfield Fencing
3	<u>Large Shelter w/Outdoor Event Space</u> Electric and Water Service	12	<u>Great Lawn</u> Passive Recreation for Kite Flying, Sledding, Ect.
4	<u>Medium Pavilion</u> Electric and Water Service	13	<u>Water Quality Basins</u> Primary Treatment for Development N. of Waco
5	<u>Sport Court</u> Half Court Basketball	14	<u>Wetland/Bio-Retention Ponds</u> Public Fishing
6	<u>Skateboard Plaza</u> < 2,000 SF, Beginner to Intermediate Skill Level	15	<u>CXT Restroom</u> 10' x 18", ADA Accessible
7	<u>Sport Courts - Tennis</u> USTA Regulation w/ Benches & Fencing	16	<u>Park Signage</u> TBD
8	<u>Extreme Fitness Trail (1.25 Miles)</u> Gravel, 8-Ft Width w/ Obstacles	17	<u>Pond Dam</u> TBD
9	<u>Medium Playground</u> Loose Rubber Mulch Surfacing	18	<u>Neighborhood Connector</u> TBD

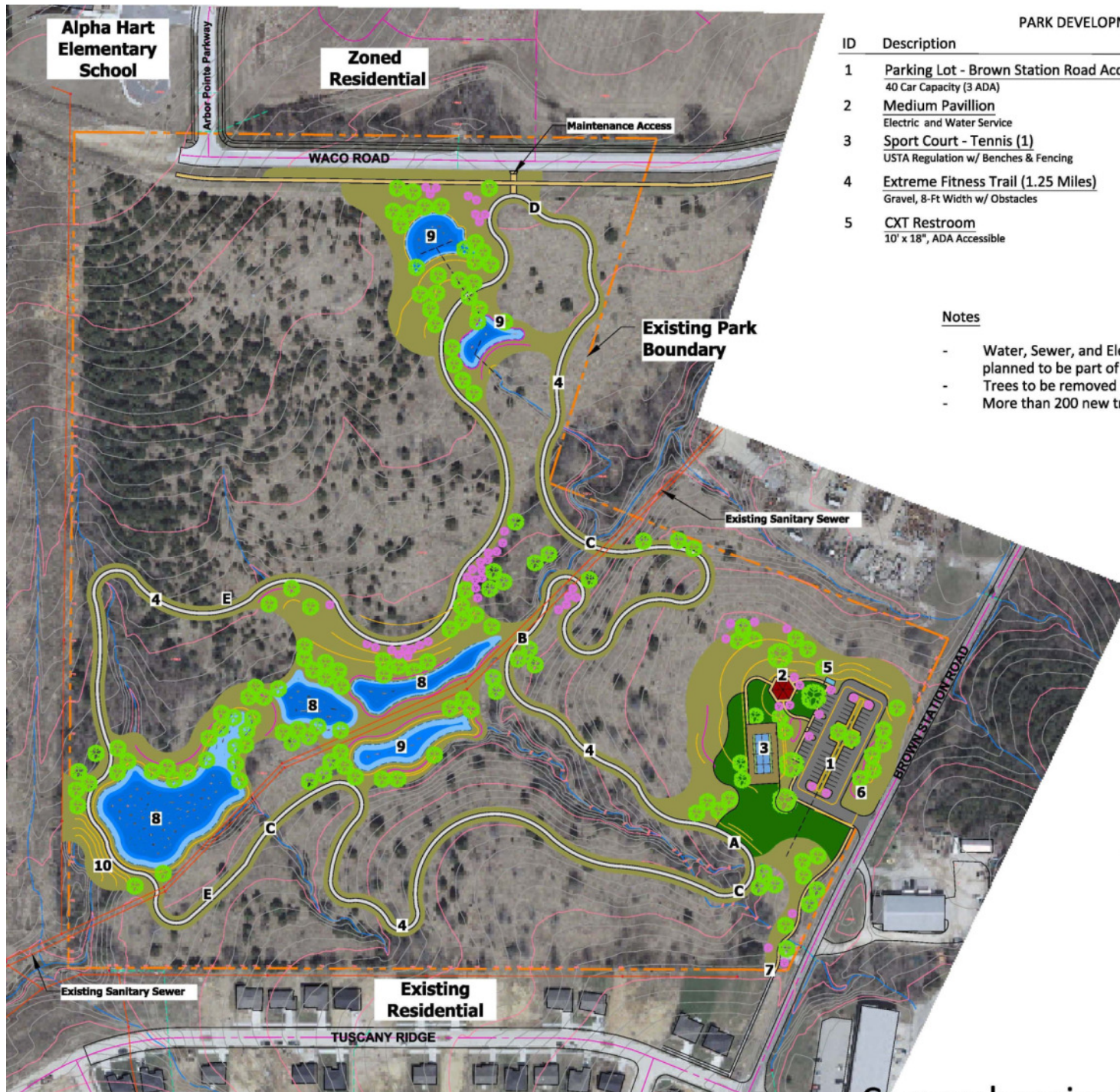
FITNESS TRAIL OBSTACLE FEATURES

ID	Description
A	Tire Step
B	Half Wall Jump
C	Cargo Net Crossing
D	12-ft Wall w/ Rope
E	Tire Flip



* Trees to be removed are undetermined at this time.
 ** More than 335 trees are proposed per this layout, with additional future plantings possible.

Proposed Comprehensive Park Plan



PARK DEVELOPMENT FEATURE LEGEND

ID	Description	ID	Description
1	Parking Lot - Brown Station Road Access 40 Car Capacity (3 ADA)	6	Park Signage TBD
2	Medium Pavillion Electric and Water Service	7	Neighborhood Connector TBD
3	Sport Court - Tennis (1) USTA Regulation w/ Benches & Fencing	8	Wetland/Bio-Retention Ponds Public Fishing
4	Extreme Fitness Trail (1.25 Miles) Gravel, 8-Ft Width w/ Obstacles	9	Water Quality Basins Primary Treatment for Development N. of Waco
5	CXT Restroom 10' x 18", ADA Accessible	10	Pond Dam TBD

Notes

- Water, Sewer, and Electric connections are not indicated, but planned to be part of Phase One Construction
- Trees to be removed are undetermined at this time
- More than 200 new trees are proposed in Phase One

FITNESS TRAIL OBSTACLE FEATURES

ID	Description
A	Tire Step
B	Half Wall Jump
C	Cargo Net Crossing
D	12-ft Wall w/ Rope
E	Tire Flip



Comprehensive Park Plan - Phase One



Basketball - Half Court



Skate Plaza (Beginner/Intermediate Skill Level)



Playground and Compass Rose Plaza



Splash Park adjacent Bio-Habitat Pond



Fitness Trail Obstacles



6. Norma Sutherland Smith Park

Recommended Commission Action:

- Approve the draft comprehensive plan and direct staff to present final plans for phase I improvements at the next Park Commission meeting.
- Recommend a revised draft comprehensive plan and phase I improvement plan and present the revised plans at the next Park Commission Meeting.
- Other action as deemed by Commission.



7. Council Items

- Strawn property development
- Assistant Director position



8. Capital Project Update





Waters-Moss Memorial Wildlife Area Hillcrest Community Center



Osher Classroom

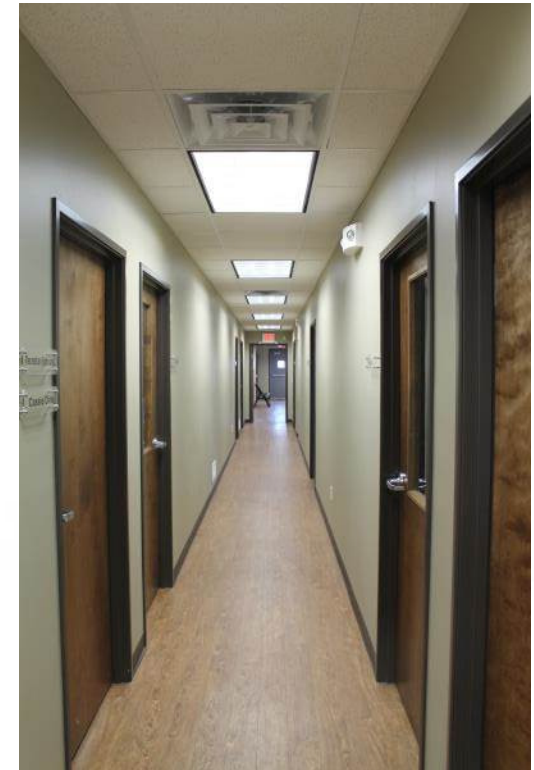


Waters-Moss Memorial Wildlife Area Hillcrest Community Center





Waters-Moss Memorial Wildlife Area Hillcrest Community Center





Waters-Moss Memorial Wildlife Area Moss Building



Restroom Plumbing Rough-ins



End Wall Storage Area



Waters-Moss Memorial Wildlife Area Hillcrest Community Center



Entrance Foyer Footing



Twin Lakes Recreation Area Xeriscape Garden Boardwalk





Lake of the Woods Golf Course Cart Path Repairs





Cosmo Park New Service Gates



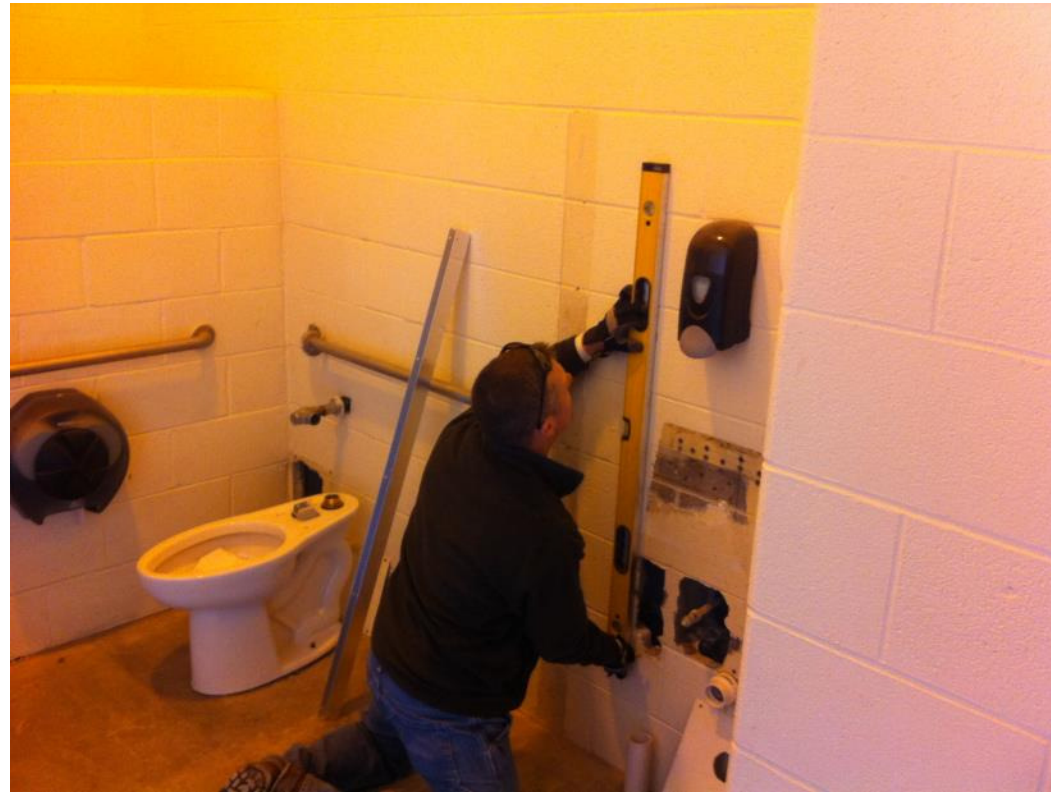


American Legion Park Rock Stabilization





American Legion Park Restroom Improvements



New fixtures,
partitions in
progress



Nifong Park Maplewood Barn Ceiling Fans





Stephens Lake Park Children's Grove



Markers for future plantings



L.A. Nickell Golf Course New Irrigation Computer





L.A. Nickell Golf Course Clubhouse



New Cabinets--Buffet Countertops arriving soon!



TLRA

New Trees Planted





Oakwood Hills Park New Footbridge





MKT Trail

Tree on Trail





9. Recreation Services Report



R.O.C. 7K Trail Run





GetAbout Valentines Promotion





ARC Youth Boot Camp



Some of the kids have started wearing capes to match the instructor.



Special Olympics



Mizzou basketball players pictured here with athletes helping them with their skills. Also have collaborated with Columbia College players.



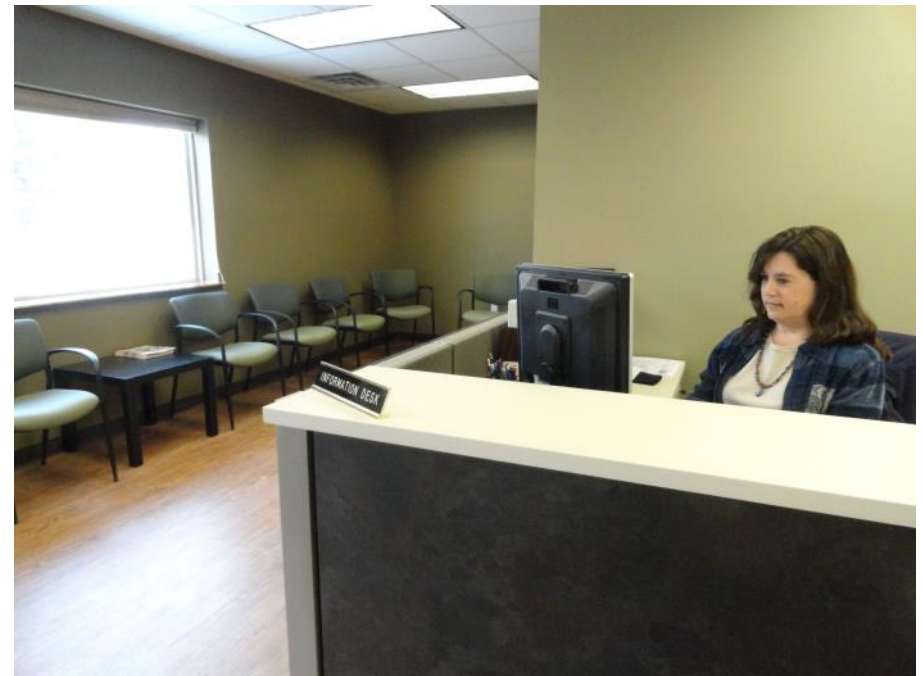
Community Recreation



Boys Lock-In held in January at Armory



Hillcrest Community Center



Staff has heard positive comments from patrons.



Preschool



Valentine Party



Frosty Fun



50+



Ukulele group one of few 50+ groups meeting lately due to weather.



Sports



Carol Riney inducted into ASA Hall of Fame



Upcoming Events

- **Black History Month: Gospel Explosion and Soul Food Dinner, Feb 23**
- **Black History Month: Film and Discussion, Feb 27**
- **Boy and Girl Scout Day, March 2**
- **New Leisure Times, March 5**
- **Women's History Month Film, March 6**
- **Annual Train Show, March 15**



10. Staff Comments

11. Commission Comments

12. Public Comments

Adjourned



Creating Community Through People, Parks and Programs





Albert Oakland Park Improvements Additional Landscaping at Playground





Albert-Oakland Park Improvements

Parker Street Park Entrance





Albert-Oakland Park Improvements

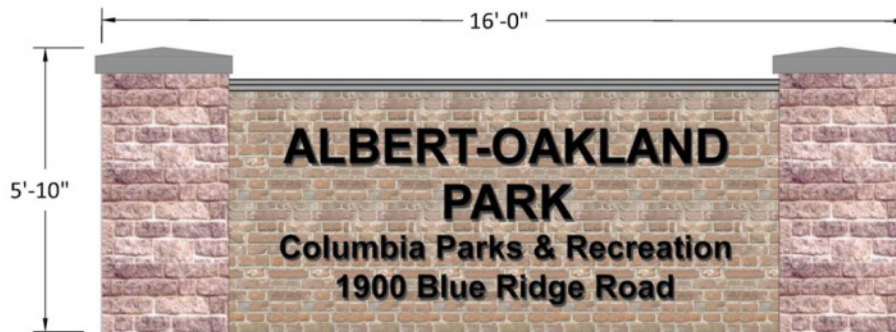
Oakland Gravel Road



Albert-Oakland Park Improvements

Blue Ridge Road Park Entrance

Albert-Oakland Park Entry Sign Locations
Blue Ridge Road



① Main Entry Sign



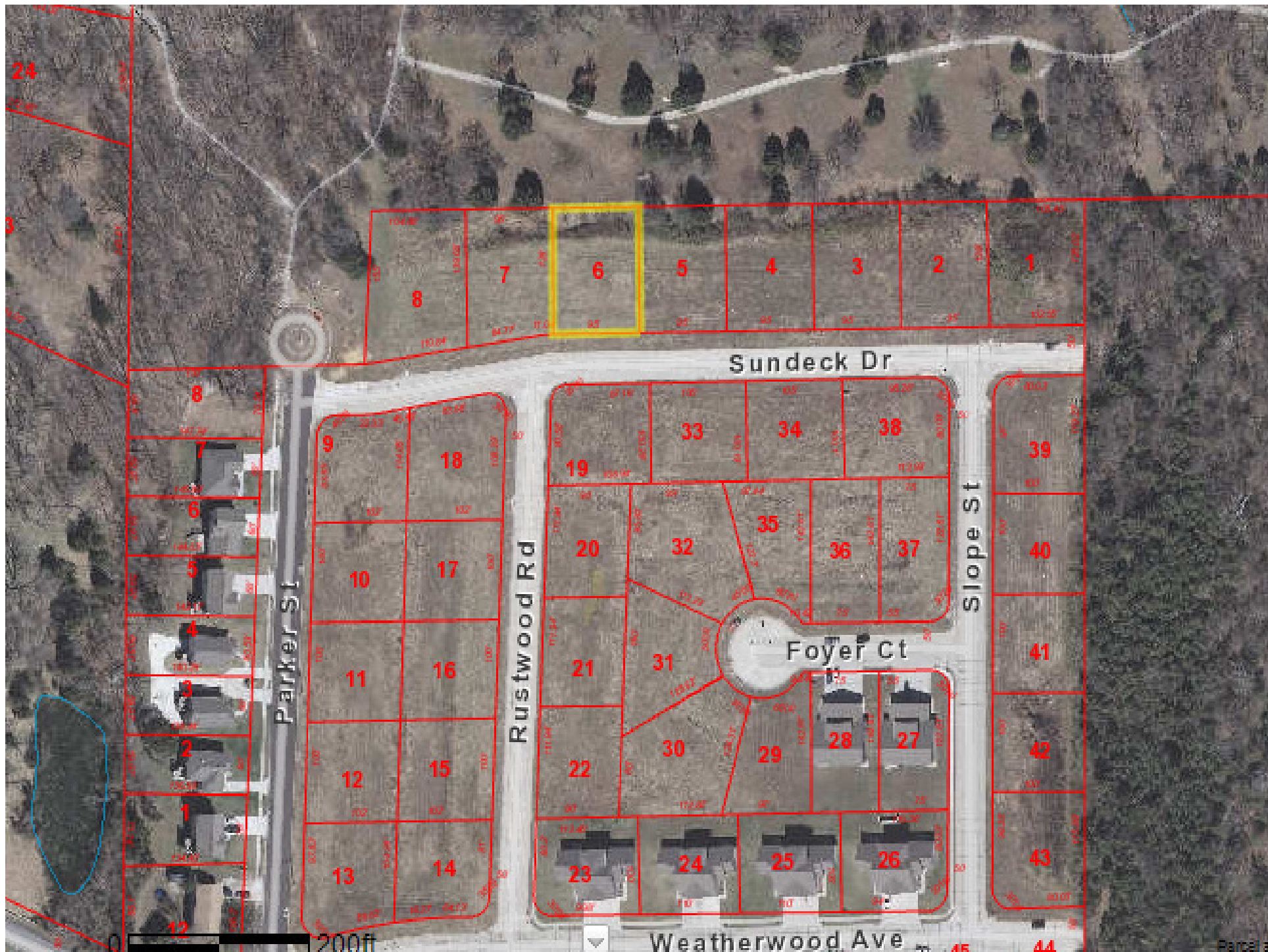
② ③ Facility Signs





Albert-Oakland Park: Sundeck Drive







Albert-Oakland Park: Paw Print Lane

