



City of College Station

Engagement Results

Draft



Submitted By:

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1.0 Introduction

The following is a summary of notes taken during the initial leadership and staff discovery sessions, focus group meetings, and two public open houses. The City of College Station (City) feasibility study project team helped to identify the participants and schedule the discovery sessions. Eleven discovery sessions involving more than 30 City leaders and staff were held to gain their input for a potential community recreation center. Seven focus groups involving 40 people and two public open houses with 39 participants were also conducted.

Key Findings:

- Residents desire a family-oriented facility that serves all ages.
- Identified strengths include youth programs, sports leagues, and senior facilities.
- Noted weaknesses are the absence of an indoor pool, insufficient indoor recreational facilities, and low staffing levels.
- Many open house attendees emphasized the need for pickleball courts, year-round indoor lap and leisure pools, and gymnasium/fitness areas.

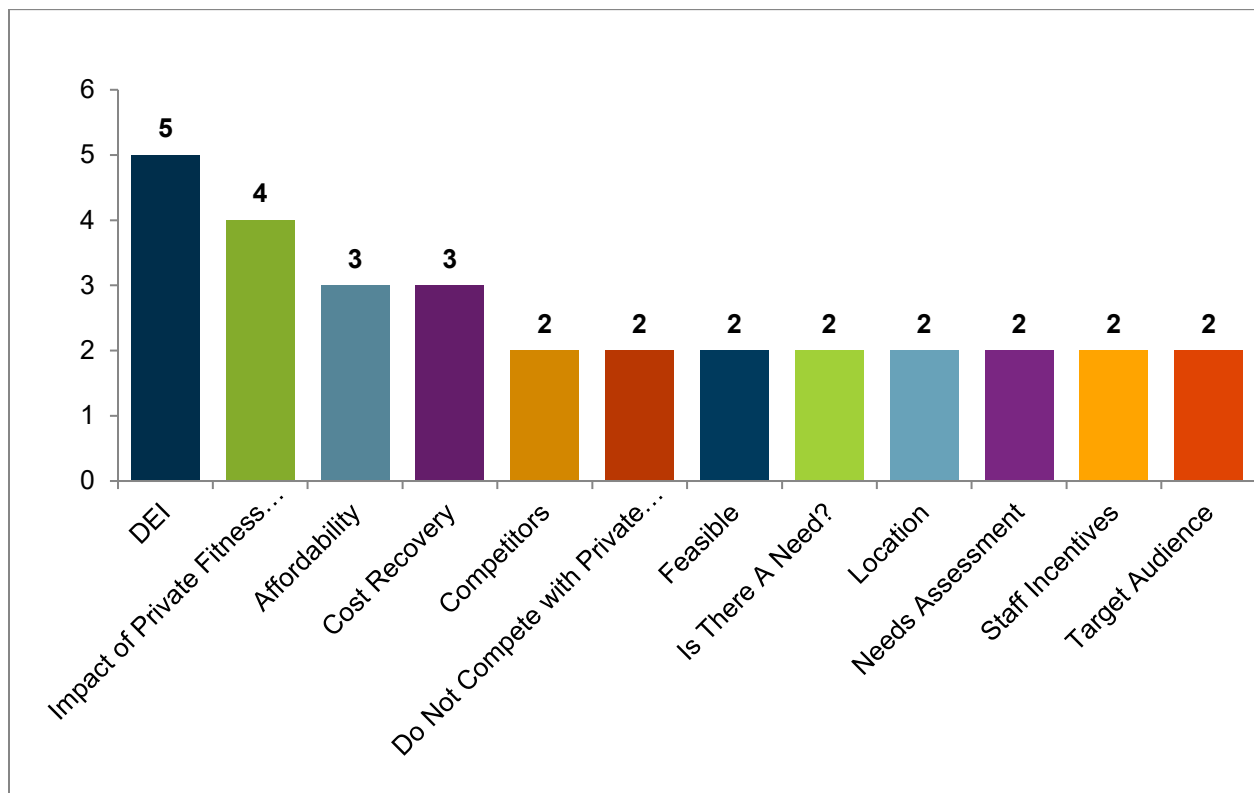
2.0 Discovery Session Results

2.1 Discovery Session Questions

1. What three things would you like to see as an outcome of this planning process?
2. What are the key issues or values in the community that should be considered while determining the need for a Recreation Center?
3. What is the vision of a new Recreation Center?
4. What new recreational activities would you like to see available?
5. What new recreational facilities/amenities would you like to see available?
6. What do you consider to be the service areas of a new Recreation Center? (Local/regional)
7. What key partners and stakeholders in the community can assist with the implementation of a new recreation center?
8. What priorities need to be considered in the new Recreation Center?

2.2 Discovery Session Results

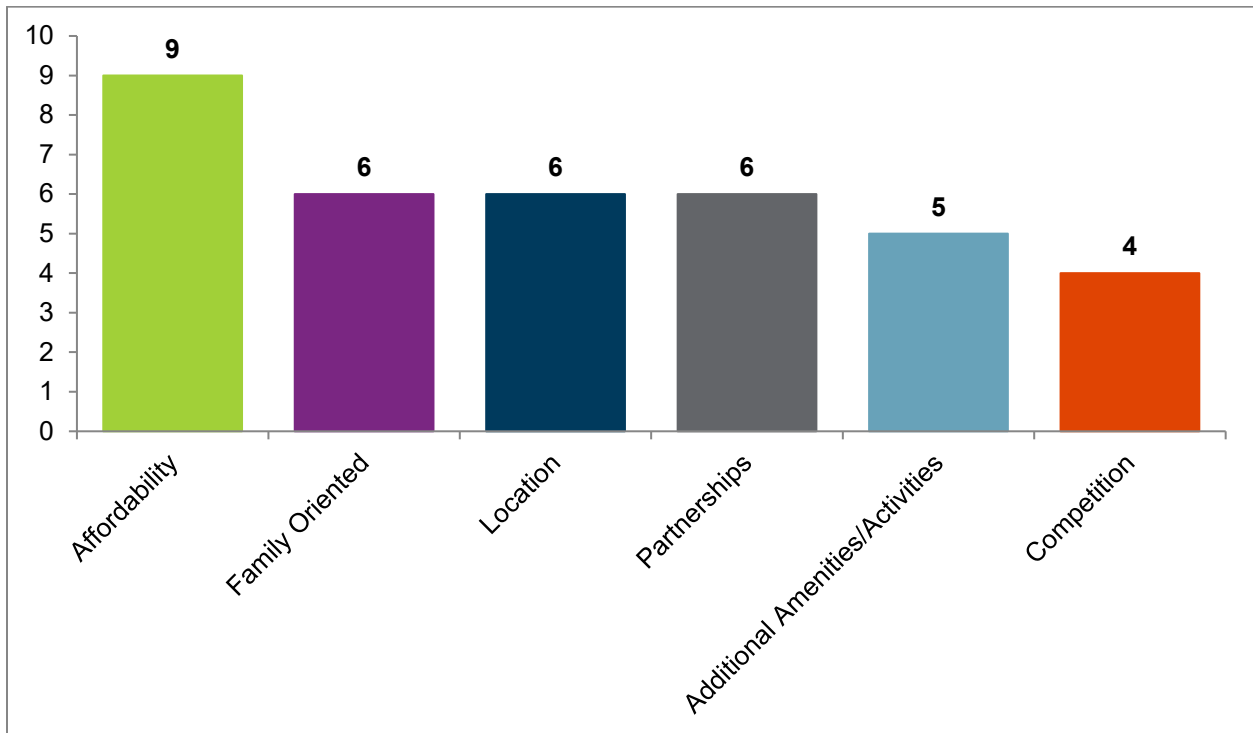
1. What three things would you like to see as an outcome of this planning process?



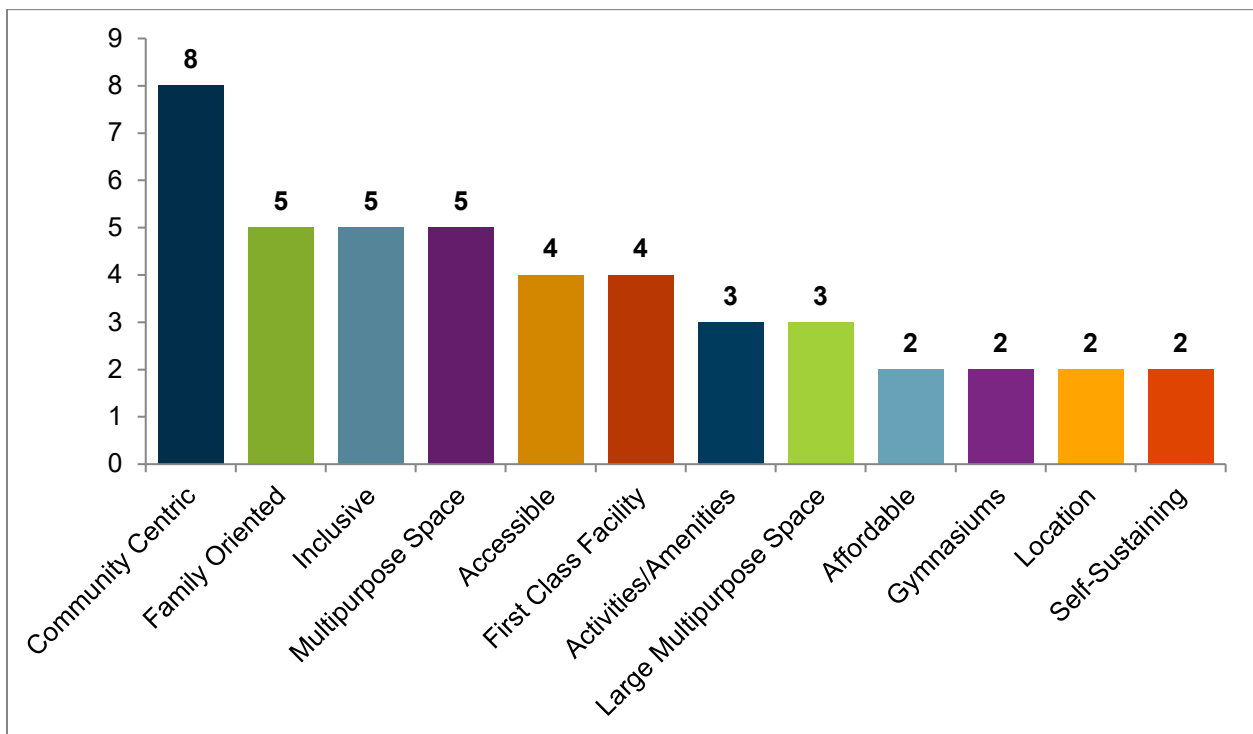
In addition to the outcomes listed above, several questions were also raised:

1. Is it feasible?
2. Is there existing land?
3. What types of activities will work best?
4. Who will operate it? City vs. third party (e.g., YMCA)
5. How have these types of facilities impacted other communities? Case studies, positive and negative
6. How would it impact Texas A&M University and vice versa?
7. How is it going to be different than other facilities in College Station?
8. What is the target audience?
9. Is there a need for a community recreation center?
10. What level of sustainability would be required in the future?
11. How would it effect existing staff – overlap?
12. Staff memberships – free or discount?
13. What are the goals?
14. How many new employees will it take?
15. Will it take away from current programming?

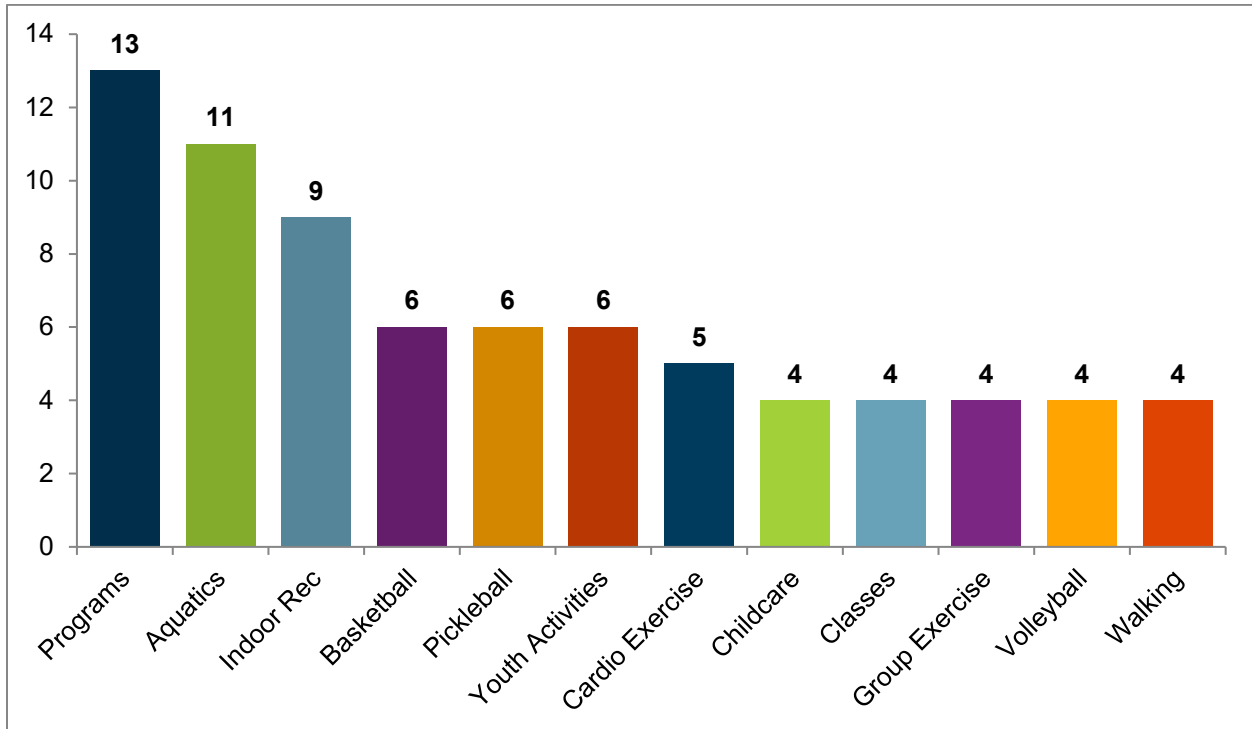
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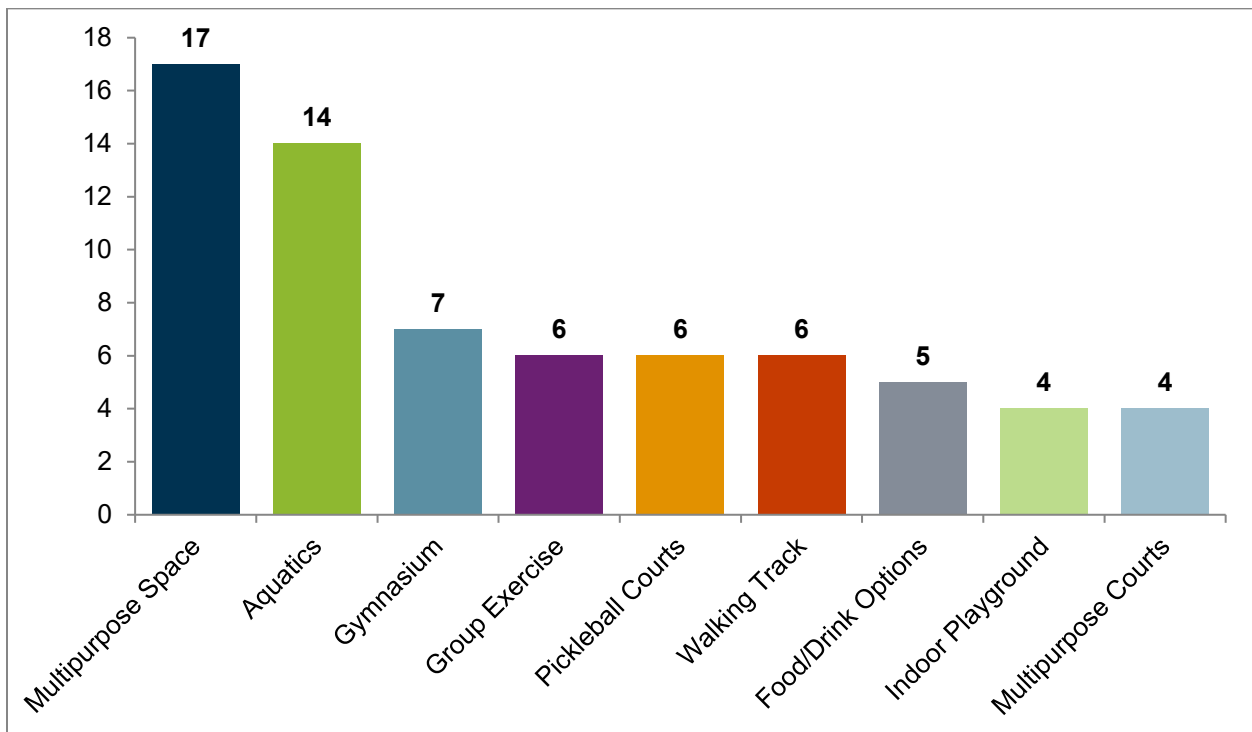
3. What is the vision of a new Recreation Center?



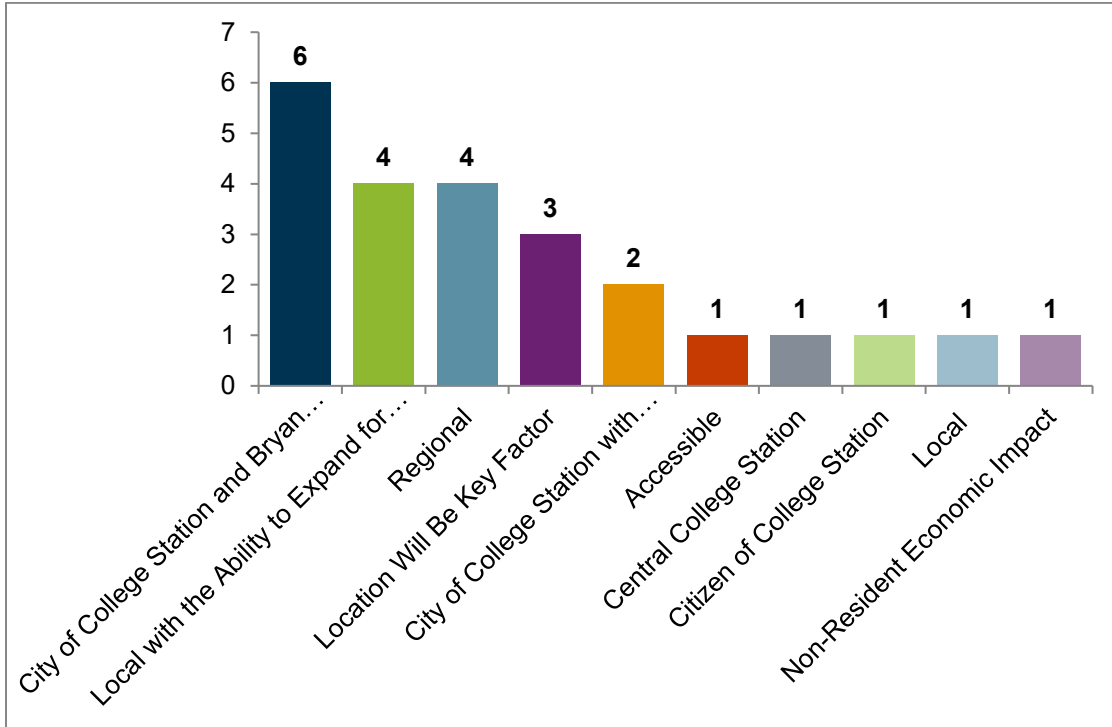
4. What new recreational activities would you like to see available?



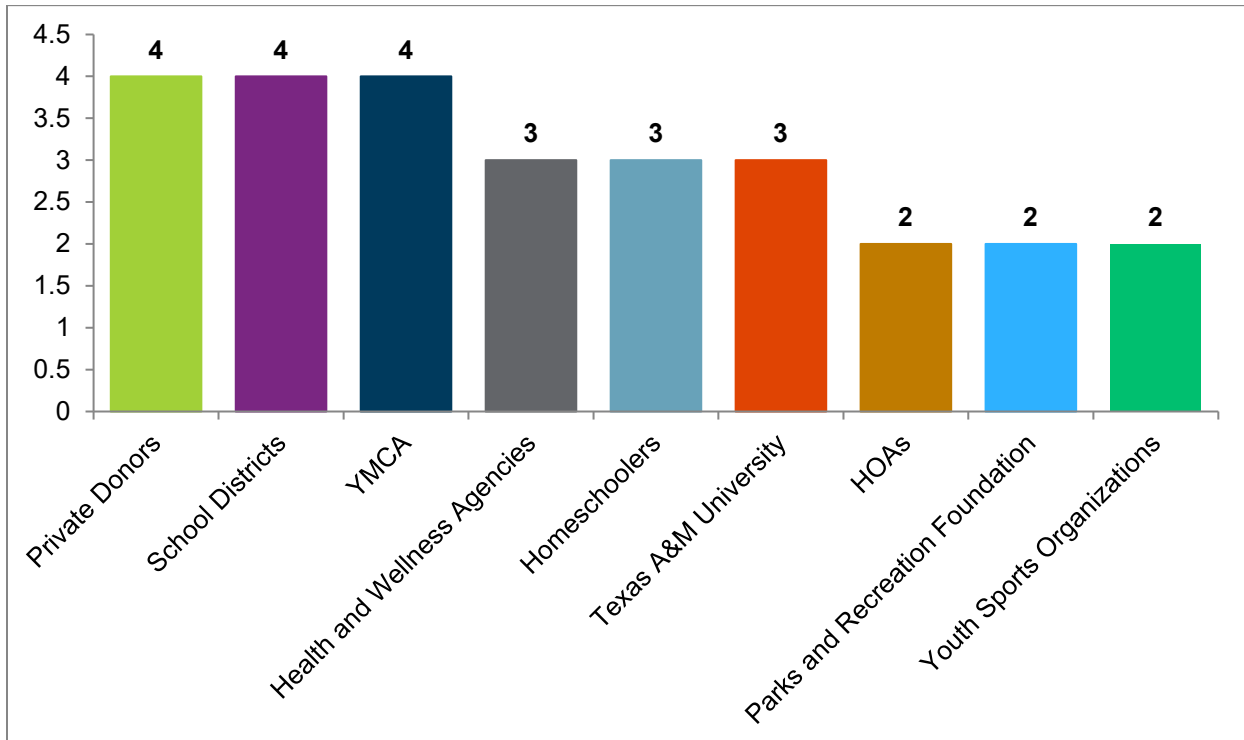
5. What new recreational facilities/amenities would you like to see available?



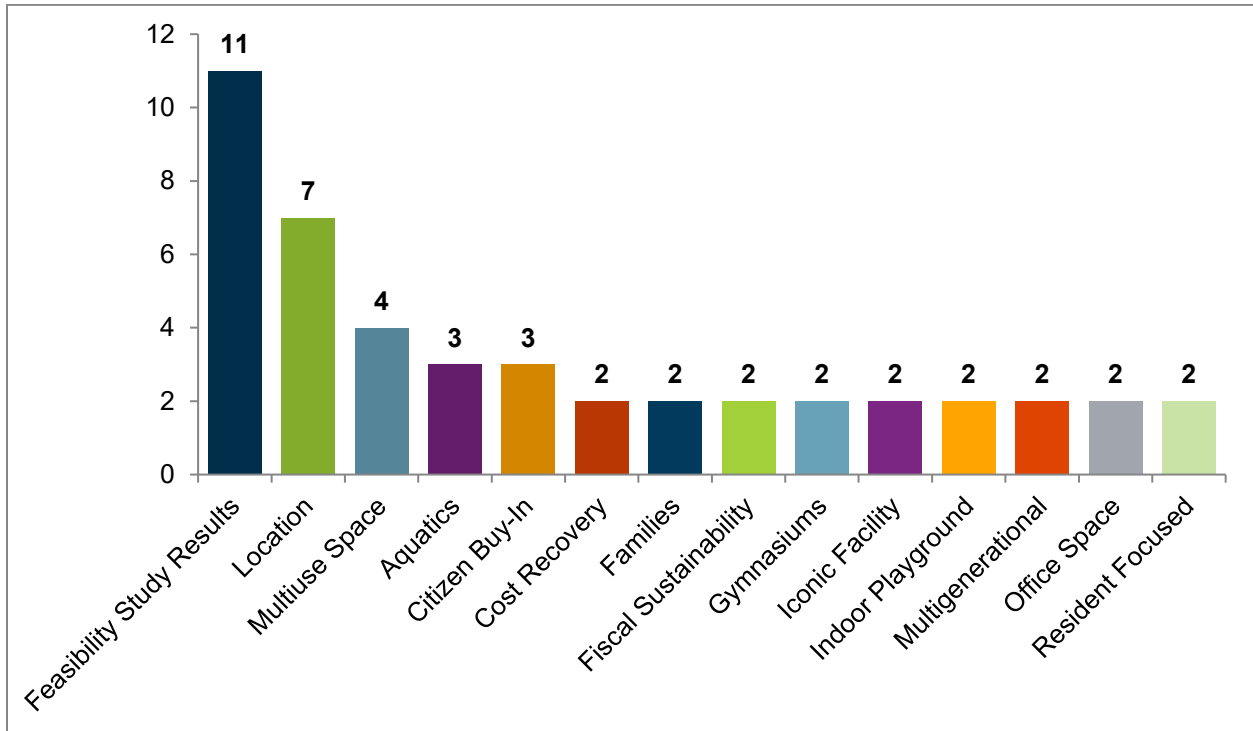
6. What do you consider to be the service areas of a new Recreation Center? (Local/regional)



7. What key partners and stakeholders in the community can assist with the implementation of a new recreation center?



8. What priorities need to be considered in the new Recreation Center?



3.0 Focus Groups and Open House Results

3.1 Focus Group Questions

Focus Group Questions

1) *How long have you been a resident of the City of College Station?*

_____ *<5 years*

_____ *5-9 years*

_____ *10-19 years*

_____ *20+ years*

_____ *Not a resident but use programs/facilities*

2) *What are the strengths of the Parks & Recreation Department related to recreation facilities/programs/events that should continue over the next 5 years?*

3) *What are the areas of improvement that need to be addressed related to recreation?*

4) *How satisfied are you with the overall quality of the existing facilities and services in the following categories? Would you say they are Excellent, Very Good, Good, Fair, or Poor for each category?*

Indoor Recreation Facilities

Recreation Programs provided by the Department

5) *Are there areas in the City (geographic or market segments) that are underserved?*

6) *What new recreational facilities/amenities would you like to see available?*

7) *What new recreational activities would you like to see available?*

8) *What key partners and stakeholders in the community can assist with the implementation of a new community recreation center?*

9) *What key issues, or values in the City of College Station should we be aware of?*

10) *Willingness to pay for services?*

11) *What priorities in the City of College Station need to be considered, while conducting the community recreation center feasibility study?*

3.2 Focus Groups

Seven Focus Groups

Total Participants – 40

1) *How long have you been a resident of the City of College Station?*

- <5 years 15%
- 5-9 years 15%
- 10-19 years 20%
- 20+ years 42%
- Not a resident but use programs/facilities 8%

2) *What are the strengths of the Parks & Recreation Department related to indoor recreation facilities/programs/events that should continue over the next 5 years?*

***Sports Leagues*

***Youth Programs*

***Senior Programs Veterans Park*

***Lincoln Center is a multiuse facility*

**Variety of activities*

Fun For All Playground

Special Events

Lots of Parks

Outdoor activities

After School Programs

3 Senior Facilities

Youth Basketball Program at Lincoln Center

Meeting spaces were valuable during the pandemic

CSISD does lease some spaces for swim & gym use (at market rates & limited availability)

3) *What are the areas of improvement that need to be addressed related to indoor recreation?*

******Lack of Indoor Recreational Facilities*

*****Lack of indoor pool

****Lack of Operational Staff

***Lack of Awareness, Communication and Marketing

**Students labor/turnover

**Lack of gymnasium space

**Lack of indoor walking

**Senior Centers too small

**Staffing shortage

**Lack of Diversity in Programming from year to year

Lack of parking at all centers

Funding shortage

Lack of maintaining of facilities

Not enough time for seniors at centers (9am-1pm only)

Lack of facilities for special needs programs

Lack of athletic field space

Non-residents overcrowd facilities

Staff interaction with patrons

City budget reporting

Pickleball lines on courts are not accurate

Need indoor spaces available during peak demand times

Seniors need consolidated facility to eliminate travel between 3 facilities for various programs

Indoor recreation facilities have not kept up with the local population growth

Existing indoor recreation facilities are too small (lack spaces for large activities)

Lack of indoor recreation facilities = inadequate amount of recreation programs

Lincoln Center is overused trying to serve the entire city vs. the local neighborhood

- 4) How satisfied are you with the overall quality of the existing facilities and services in the following categories?

Would you say they are Excellent - 5 Very Good - 4 Good - 3 Fair - 2 Poor - 1 for each category?

- *Indoor Recreation Facilities – Average: 2.1 (lack of)*
- *Recreation Programs provided by the Department – Average: 2.8 (senior)*

5) *Are there areas in the City (geographic or market segments) that are underserved?*

*****Seniors (55+)*

*****Teenagers*

****Families/Intergenerational*

****Middle Schoolers*

****Swimmers*

***Youth*

***Southern portion of the City*

***Pickleball players*

**Lower Income Families*

Special needs 21+ age

Volleyball players

Middle Income Families

Residents

Recreational sports participants (too much focus on tourism based outdoor sports)

Lack of quality-of-life amenities provided by developers (pools & recreation centers) to serve new population growth

Suggested Community Recreation Center Potential Sites

******South College Station (families/growth area)*

*****Center/Middle/Mid-Town of College Station*

*** "New Midtown"*

***Traffic patterns is a larger concern than the actual location*

Mall

Veterans Park area

Old Academy Building

Any location in College Station is accessible

Millican Reserve (where new growth is occurring)

Macy's

Accessible by trail system and/or alternate modes of transportation

Near "neighborhood destination centers" (shopping, services, etc...)

Take into consideration distribution of new facility location in context of existing indoor recreation facilities

6) *What new recreational facilities/amenities would you like to see available?*

******Multipurpose Program space (large, small, and dividable)*

******Walking Track*

******Indoor Pool (lap pool, competitive and leisure pool and therapy pool)*

******Gymnasium*

******Group Exercise*

******Fitness (cardio/weights)*

******Indoor Playground*

******Teaching Kitchen*

*****WiFi*

*****Arts and Crafts area*

*****Pickleball Courts*

****Indoor Turf*

****Gymnasium with multipurpose flooring*

***Gymnasium with 4-6 wood floor gyms for regional tournaments*

***All In One Recreational Facility*

***Commercial Kitchen*

***Computer Room*

***Game Room*

***Lounge*

**Wellness Space*

**Child Watch area*

Batting Cages

First Aid Room

Racquetball Courts

E-Sports

Counselling Room

Social areas (large for dances, etc...)

***Quilting spaces/room*

Lounge

Golf Simulator

Black Box Theater

Broad mix of amenities

7) *What new recreational activities would you like to see available?*

******Senior Programs*

******Intergenerational Programs*

******Walking*

******Life Skills Classes*

******Cardio and Weights - Introduction/Casual and Feeder system for local fitness facilities*

******Swim Lessons*

******Lap Swimming*

******Teen Programs*

*****Arts and Crafts*

*****Exercise*

*****Water Exercise*

*****Basketball/Volleyball*

****Pickleball*

****Nutrition Programs*

***Youth Programs*

***Birthday Parties*

***Affordable After School Program*

**Billiards, Ping Pong, Games*

**Baseball/Softball/Flag Football*

**Lectures*

Child Watch/Babysitting

Veterans Programs

Music Programs

Senior Meals

Computer/Homework

Wellness Programs

Summer Camps

Performing Arts

Texas A&M football game day babysitting program

Dances and Dance Programs

Broad mix of activities/programs

Video Gaming

Yoga, Boot Camp & Pilates (if not already included under Exercise Programs)

- 8) *What key partners and stakeholders in the community can assist with the implementation of a new community recreation center?*

YMCA

Buc-ee's (Don Adams, CEO?)

Boys & Girls Club

School Districts

Texas A&M University

Blinn College

Special Needs Associations

Senior Center Non-Profit

BCSAA - Bryan College Station Apartment Association

Service Organizations

Churches/Faith Based Organizations

Homeschoolers

Banks

AGB (HEB Grocery Stores - have a community foundation arm...)

HOAs

Neighborhood Associations

College Station Association of Neighborhoods

Texas A&M students

Legends

True Fit

Crunch

Medical companies

9) *What key issues, or values in the City of College Station should we be aware of?*

******Competition with Private Fitness Facilities or City of Bryan*

******YMCA*

*****Family Oriented*

*****Small Town*

****Tradition*

****Affordability*

***Nostalgic Community*

***Sense of Community*

***Texas Triangle – easy to get to larger cities*

***Diversity*

**Safe Environment*

**Economic Impact*

**Inclusive*

“Scalability” of the community

**Texas A&M Focus*

Student Oriented Focus

Retirement Focus

Low Crime Rate

Insulated from large city issues

CSAN (College Station Association of Neighborhoods)

Conservative

Religious

Republican

Staffing shortage

Funding shortage

Lack of maintaining of facilities

Texas A&M football game day crowd/capacity

Location is key

\$22 million committed by city for recreation center (COVID funds)

Growth to the South

Independent Mindset

Mall / Macy’s / E-Sports Facility

Convenience of access

Stability

Recreation Center would be an incentive to attract new higher income families & retain existing families

Recreation Center could create new job opportunities

10) *Willingness to pay for services?*

******Yes if reasonable user fees*

No if it raises taxes

Existing centers remain for lower income families

Need to know what I'm paying for (value) - Communication

Yes but a Senior Discount Rate

Scholarship Program

Run as a business

Non-residents and regional activities help keep costs down for the locals

User fee perspective will be based on location and needs to be perceived as a quality facility

Based on social-economic status

City needs to subsidize programs and staffing

Pricing should reflect the quality, diversity of activities/amenities and value of the facility and slightly more affordable than private fitness/recreation business provider rates (Lifetime Fitness facility used as example...)

11) *What priorities in the City of College Station need to be considered, while conducting the community recreation center feasibility study?*

******Multipurpose/Multigenerational Program Space*

******Indoor Pool*

*****Community Gathering Space for Families*

*****Affordability, Accessibility, Feasibility*

****Walking Track*

****Affordable Programs*

****Pickleball*

****Family gathering facility/Community oriented*

****Community Family Oriented facility*

****Gymnasiums*

***Fitness (cardio/weights)*

***Facilities are needed at the same times and overcrowded during prime-time use*

**Indoor Playground*

**Teenagers need to be a priority*

**Facility needs to be high quality / Do it right*

**Local community facility not a regional tournament facility*

**Programs and Facilities for Seniors*

**Programs and Facilities for Teenagers*

**Open to the public*

**The Needs Assessment priorities*

Youth Sports

Partnerships

The best Cost Benefit to the community

Education Classes

Friendly Staff

Relieve pressure on existing gymnasiums

Access for lower income families

Location

Get Texas A&M to assist with the community recreation center

Coordinate with the YMCA and local fitness centers

Safe accessible facility

Diversity in Activities

Factoring in the usage

The market analysis for saturation

Wide range of hours

Opportunities for individuals as well as teams

Cost recovery for operations

Provide indoor recreation opportunities to escape the heat and inclement weather

YMCA partnership doesn't seem feasible... It should be the City of College Station's facility to own & operate

Facility should serve the entire city

Slow down to see what the YMCA is doing

Concerned about providing city funds to YMCA

Concerned that Macy's is "driving" the recreation center

Facility definitely needed, "long overdue"

Year-round residents get overlooked and underserved

Would prefer to not have to travel from school gym to school gym for youth sports programs

Don't want to work out with a bunch of "20 year olds" at TAMU

Make sure to plan for expansion

Youth sports associations need indoor facilities for leagues, tournaments, training, practices, etc...

Should be "inclusive"

Big enough to accommodate all indoor recreation priorities

Open to public, College Station & Bryan residents (possibly with differential discount pricing for residents and seniors... as well as scholarships for economically challenged)

Make sure the market analysis takes into consideration the competing interests, market demand and income demographics

Build it "dry" before "wet" through phasing

Community use with a broad mix of activities and amenities where the community can "come together" – opportunity to build the "sense of community" in College Station

Recreational focus for informal activities and "pick up play" for friends and families

Provide extended hours of operation for maximum accessibility and use

3.3 Open House Results

Open House

Two Open Houses – 39 Responses


Ideas Wall Day 1




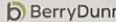
COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

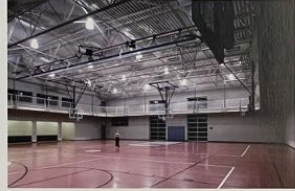
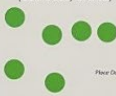


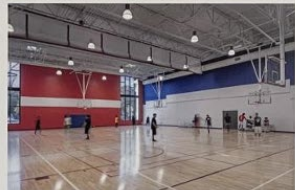







Logos: City of College Station, Brinkley Sargent Wightman Architects, BerryDunn

Feature	Number of Responses (Green Dots)
Meeting Space	3
Child Watch	7
Multi-use Programming	5
Indoor Play	4
Arts & Crafts	2
E-Sports/Gaming	3



COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

 <p style="text-align: center;">Multi-purpose Gymnasium <i>(Court use, events, and special programs)</i></p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Teaching Kitchen</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>
 <p style="text-align: center;">Traditional Wood-court Gymnasium <i>(Court use only - league and open play)</i></p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Fitness</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>
 <p style="text-align: center;">Group Exercise</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Indoor Walking Track</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>



COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?




 <p style="text-align: center;">Indoor Therapy Pool <i>(Warm water aerobics, resistance, spa)</i></p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Outdoor Leisure Pool</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>
 <p style="text-align: center;">Indoor Leisure Pool</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Outdoor Lap Pool</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>
 <p style="text-align: center;">Splash Pad</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>	 <p style="text-align: center;">Outdoor Sports</p> <div style="display: flex; justify-content: center; align-items: center;">  <p style="margin-left: 20px;">Place Data Here</p> </div>

COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?


BRINKLEY SARGENT WILKINSON ARCHITECTS **BerryDunn**

	<p>Party Rental Room</p> <p>Place Data Here</p>		<p>Senior Programming</p> <p>Place Data Here</p>
	<p>Children's Programming</p> <p>Place Data Here</p>		<p>Racquetball Courts</p> <p>Place Data Here</p>
	<p>Indoor Turf</p> <p>Place Data Here</p>		<p>Indoor Lap Lanes</p> <p>Place Data Here</p>

Ideas Wall Day 2

COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

BRINKLEY SARGENT WILKINSON ARCHITECTS **BerryDunn**

	<p>Meeting Space</p> <p>Place Data Here</p>		<p>Child Watch</p> <p>Place Data Here</p>
	<p>Multi-use Programming</p> <p>Place Data Here</p>		<p>Indoor Play</p> <p>Place Data Here</p>
	<p>Arts & Crafts</p> <p>Place Data Here</p>		<p>E-Sports/Gaming</p> <p>Place Data Here</p>

COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

Multi-purpose Gymnasium
(Court use, events, and special programs)

Teaching Kitchen

Traditional Wood-court Gymnasium
(Court use only - league and open play)

Fitness

Group Exercise

Indoor Walking Track

COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

Indoor Therapy Pool
(Warm water aerobics, resistance, spa)

Outdoor Leisure Pool

Indoor Leisure Pool

Outdoor Lap Pool

Splash Pad

Outdoor Sports

COMMUNITY RECREATION CENTER FEASIBILITY STUDY
WHAT FEATURES WOULD YOU LIKE TO SEE IN A FUTURE CENTER?

Party Rental Room
Place Data Here

Senior Programming
Place Data Here

Children's Programming
Place Data Here

Racquetball Courts
Place Data Here

Indoor Turf
Place Data Here

Indoor Lap Lanes
Place Data Here

What would you like to see in a community recreation center?	
Day 1	Day 2
<ul style="list-style-type: none"> • Indoor dog park (or indoor/outdoor) • Pickleball courts (indoor and outdoor would be great) • Indoor pickleball • Indoor lap lanes • Spa • Fitness • “Senior” areas ... for active adults • Bicycle connectivity • Area for seniors including kitchen for nutrition classes, arts & crafts, large dining area, fellowship, educational classes, research center with access to computers, health classes, dancing, game rooms, and fitness. • Pickleball courts • Pool(s) • Make the rec center administered by the city not a third party (YMCA). • I would have to see a YMCA provide all of this. We will pay for it. They have use membership fees that exclude low-income populations. If this is a rec space for the citizens of College Station, it needs to be accessible for everyone. And the south end of C.S. won't be accessible for anyone in the low-income areas, which are primarily located in the northern area of the city. Gas is expensive, driving there will exacerbate the problem for low-income families. There should be no or low fees that everyone can afford. 	<ul style="list-style-type: none"> • As the decision is being made, have a list of places / spaces the city already has for each recreational activity (easy to read / one document) • PICKLEBALL – Pickleball is the fastest growing sport in the USA. The local pickleball association has seen a 500% growth in membership in the last four years. College Station has NO indoor or all-weather courts. A rec center would be an excellent opportunity to make that happen. Pickleball players represent all ages of residents from youth up to the seniors and represent a lot of tax \$. Thanks for hosting this event. • The city has a world-renowned fire station (#6), a landmark City Hall, and this facility should be a showcase center for aquatics, fitness, and community activities. This facility could be a host for the teams or perhaps the National Senior Games, or maybe other similar competitions, as well as being a showcase for residents and visitors for the next 50 years. • A multi-use fitness loop similar to The Driveway in Austin. Traffic-free cycling – regular events and fitness training, conducive to supporting tourism and senior games, putting heads-in-beds.

What would YOU USE in a community recreation center?

Day 1	Day 2
<ul style="list-style-type: none"> • Any youth & adult leagues. • Indoor pool, fitness & walking • Racquetball & pickleball! • Outdoor spaces with covers (not basketball courts) that can be outdoor exercise spaces in good weather for tai chi, yoga or other exercise groups. • Lap pool for adults • Walking track • Meeting room • Outdoor walk/run loop • Game room (Billiards, etc.) • Not spaces available already in local gyms (Gold's, etc.) • Outdoor accessible restrooms if the facility is in a park • Pickleball • Play areas for grandchildren 	<ul style="list-style-type: none"> • I would like to be able to swim, dive, do water aerobics or recreational swimming plus have the opportunity to teach or learn to swim "year-round" in a heated indoor pool for my family and neighbors. • I would use a swimming pool that has lap lanes that is open all year long. This will need to be an indoor pool or a covered outdoor pool that is heated. • My family would use an indoor pool where you pay per use, similar to the current system for Adamson Lagoon or Cindy Hallaran Pool. Possibly with diving board and/or slides. Year-round indoor pool access please! • Please add covers to some outdoor sports, ex: basketball, pickleball, badminton, etc

Ideas Wall Votes

	Open House 1	Open House 2	
	23-Jan-24	24-Jan-24	Totals
Amenity/Program/Space			
Indoor Lap Lanes	10	19	29
Indoor Leisure Pool	7	16	23
Indoor Walking Track	10	9	19
Fitness (Equipment Spaces)	9	6	15
Senior Programming	12	3	15
Indoor Therapy Pool	9	5	14
Children's Programming	9	5	14
Gymnasium – Multiuse	6	7	13
Group Exercise	10	3	13
Child Watch	6	6	12
Indoor Playground	4	8	12
Multipurpose Rooms	5	6	11
Outdoor Sport Courts	9	2	11
Gymnasium – Court Play (Wood Floor)	1	8	9
Arts & Crafts	2	4	6
Outdoor Lap Pool	2	4	6
Meeting Space	3	0	3
E-Sports/Gaming	3	0	3
Teaching Kitchen	2	1	3
Outdoor Leisure Pool	1	2	3
Indoor Turf Area	2	1	3
Racquetball Courts	3	0	3
Splash Pad	1	1	2
Party Rental Rooms	0	0	0

Total Participants – 39

4.0 Deliverable Acceptance Form

City of College Station Recreation Feasibility Study

Deliverable Acceptance Form

Deliverable: Engagement Summary

Deliverable Description: Summary of the initial leadership and public engagement activities.

Date Submitted: February 11, 2024

To Be Completed by the City:

Reviewed By	Date Reviewed	Recommendation

Deliverable:

- Accepted “as-is” Rejected “pending attached revisions”
 Accepted “pending attached revisions” Additional review time requested: ___ days

Signature

Date

Signature

Date