



The Keiser Park Master Plan Update looks to update the 2008 Master Plan by rethinking proposed improvements for the southern portion of the site and developing a concept for the expansion properties acquired by the Town of Windsor in 2022.

Community input was gathered in Spring and Summer 2022 with online and in-person engagement.

The following pages outline the Keiser Park Master Plan Update project purpose, summarizes outreach methods utilized, discusses community themes identified from input received, and describes next steps for the project.

KEISER PARK MASTER PLAN UPDATE

OUTREACH SUMMARY ROUND #1

ABOUT THE PROJECT

The Keiser Park Master Plan Update project vision is

Provide the Town of Windsor a path forward with a community-derived & implementable plan that guides decision-making & outlines funding opportunities for future improvements of Keiser Park.

The Keiser Park Master Plan Update rethinks the existing 2008 Master Plan of Keiser Park. In 2011, Phase One of the 2008 Plan was built, which includes the three diamond fields, playground, basketball courts, and picnic area in the northern half of the park along Windsor River Road. Phases Two and Three of the 2008 Plan were never realized, and this Master Plan Update looks to reconsider the southern portion of the park with conceptual designs responding to community input.

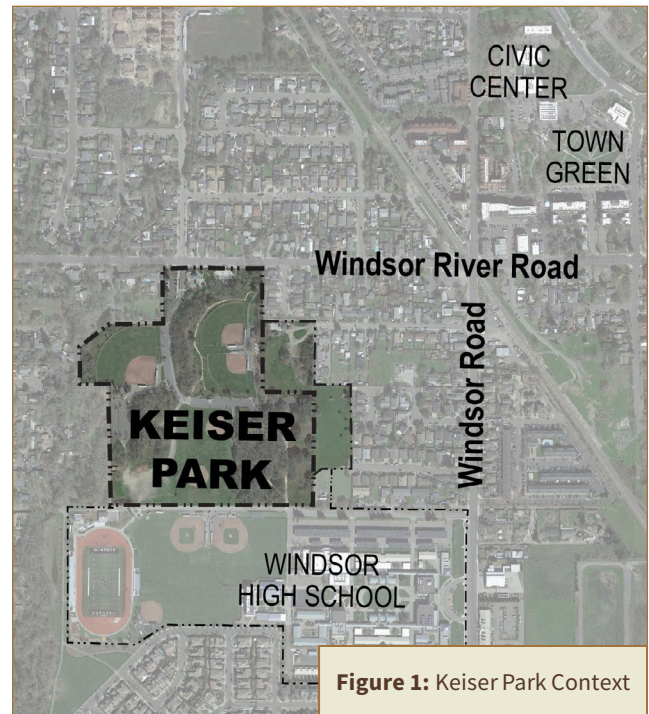


Figure 1: Keiser Park Context



Figure 2: Keiser Park Site

Additionally, the Town has acquired additional property along the eastern edge of Keiser Park, expanding the 28-acre park by almost four acres, which need to be incorporated into the park site and design.

GUIDING PRINCIPLES

Guiding principles for the project build from goals in the Parks and Recreation System Master Plan, adopted in 2017. The Parks and Recreation System developed eleven goals for the Town's to support living well, getting outside, walking and rolling, and play.



- Expand opportunities for active living/participation (*PRMP Goal 1 & Goal 5*)
- Integrate ongoing public input & participation in planning & design (*PRMP Goal 1 & Goal 7*)
- Close the gap on walkable/bikeable park access (*PRMP Goal 1 & Goal 3*)
- Provide for a variety of experiences (*PRMP Goal 1 & Goal 4*)
- Meet the community's needs (*PRMP Goal 2*)

COMMUNITY INPUT

The success of the Keiser Park Master Plan Update relies on the involvement of community members to shape the project's vision, goals, and priorities. Community outreach and engagement is a pivotal component of any public project to ensure that the final plan accurately and holistically represents the Town of Windsor and its diverse residents.

Hundreds of community members representing a diverse range of ages and ethnicities participated in public outreach efforts and provided essential input to shape the Keiser Park Master Plan Update. Residents engaging in outreach activities were excited about the development of Keiser Park and eager to share their opinions in conversations with the project team and in survey responses.

In general, the community engages in a wide variety of activities at Keiser Park and wants any future updates to the park to represent a diverse range of inclusive uses, including organized and unorganized, social and physical, passive and active, to best serve the entire community.

Water-based activities such as swimming and water play were of high importance to community members. A significant majority of the community wishes to include an aquatic facility at Keiser Park. In fact, an aquatic facility dominated survey responses, consistently ranking as the top choice for new amenities to be added to the park.

Many community members indicated they "love the space and trees" and go to Keiser Park to "connect with nature and friends." Engaging with nature proved an important priority to park users, with walking trails and Oak Grove ranking as the top two

features most liked at Keiser Park. Multi-use paths were a significant priority for park improvements, second only to the Aquatic Center.

WHAT DO YOU LIKE MOST ABOUT KEISER PARK?

(Most selected elements)

Walking trails (304 survey / 25 dot boards)

Oak grove (295 / 22)

Playground (252 / 19)

Attend a special event/activity (241 / 18)

Sports field (236 / 7)

Figure 3: What do you like most about Keiser Park? (Q4)

Play is a priority for the Keiser Park community. The playground was the third most liked feature at Keiser Park, and when outreach participants were asked to rate desired new features for the park, playground amenities and sports facilities ranked highly. Respondents wish to see a combination of informal play areas and dedicated spaces for organized sports activities, such as baseball, soccer, basketball, and swimming.

OUTREACH METHODS

The goal for outreach during the early stages of the project was to identify specific key topics for consideration, such as:

- Issues with the current park
- Impressions of the current facility
- Perceived unmet recreation needs
- Ideas for the future of park development, facilities, links, and programs

Initial outreach for the Keiser Park Master Plan Update was conducted between April and early July 2022 via in-person and virtual methods to provide varied and convenient options to get involved. Engagement forums included stakeholder meetings, pop-up events, and an online survey to gather input from a broad range of the Town's population.

700+ survey responses

*200+ people participated
in 3 pop-up events*

STAKEHOLDER FOCUS GROUPS

Stakeholder meetings provided an opportunity for the project team to speak with the community in small group settings.

Outreach for the Keiser Park Master Plan Update included virtual focus group meetings with over 20 people to discuss their parks and recreation uses and interests.

- Windsor Unified School District, April 15, 2022
- Community Center Programming, April 18, 2022
- Aquatics, April 21, 2022
- Sports Groups, April 28, 2022

Input collected at stakeholder meetings revealed a common desire for multi-use spaces and amenities that would serve the broader community. Athletic facilities, education spaces, and social areas were priorities for all four stakeholder groups. All four stakeholder groups, regardless of unique interest or focus, cited a pool and aquatic facility as a desired element for Keiser Park. Stakeholders also cited revenue-generating opportunities, such as swim lessons, community classes, rentable event spaces, and sports/fitness spaces, as important park elements to consider.

POP-UP AT COMMUNITY EVENTS

- Summer Nights on the Green, June 9, 2022
- El Mercadito de Windsor, June 10, 2022
- Farmers Market, June 12, 2022

Pop-up booths at community events employ a “go to them” approach by raising awareness about the project and offering interactive, in-person information-gathering activities. In addition to gathering important input from the public, pop-up events also help increase participation in other engagement opportunities, such as the community survey and events later in the project process.

Outreach for the Keiser Park Master Plan Update included three pop-ups at large public events in the Town. Over 100 event attendees of all ages visited the booths, reviewed visual materials, engaged in conversations with the project team, and provided input about the park.

Dot boards used to collect feedback at pop-up events revealed the community's enthusiasm for adding aquatic elements to Keiser Park. An Aquatic Center was the top choice for amenities



Image 1: Pop-up Booth, June 10



Image 2: Pop-up Booth, June 12

OUTREACH METHODS

METHOD	INTENT/PURPOSE	MEDIA	DURATION
Project Website	An information resource for residents and location to post status updates about the project.	Online; Project website	Entire project
Community Survey	To gather community input on existing conditions and future desires for Keiser Park.	Online; Hard copy forms available at the Department Office	June 2 to July 5, 2022
Dot Input Boards at Pop-up Event	To complement the online Community Survey with in-person participation opportunities.	In-person; Printed boards with interactive dot stickers	June 9, 10, and 12, 2022
Social Media Post	To spread the word about community engagement efforts and generate participation.	Online; Facebook and Instagram Town profiles	Entire project
Stakeholder Interview	To begin the outreach process and refine the community survey for the public at large.	Online; Conversations with organizations and Town staff	April 2022
Community Meeting	To gather community feedback on the park design concepts to determine a preferred alternative.	To be determined	In later project phases
Commission and Council Presentation	To summarize efforts-to-date and receive guidance on the project.	Virtual and In-Person; presentation	August 2022, and in later project phases
Banner	To inform about the project status and encourage community input.	In-person; Posted in Keiser Park	Entire project

Table 1: Outreach Methods

to be added to the park, and most participants at the pop-up events selected water play structures or water slides as their most desired element of an Aquatic Center. Playground features, rectangular sports fields, a community garden, and multi-use walking paths were also highly-rated elements to be added to the park.

SURVEY

- June through early July 2022

The purpose of a community survey is to gather broad-based input on a range of topics important to Keiser Park, and an online version allows people to participate on their own time while still providing valuable feedback on the project.

The survey for the Keiser Park Master Plan Update was promoted on flyers, signs, banners, social media, and the project website. It was conducted virtually with hard copies available for the public at the Town Office. Over 700 responses were received from youth, adults, and seniors.

Responses to the online survey highly prioritized aquatics amenities, which dominated the results of most questions. Swim and water play opportunities are very important to the community. An Aquatic Center was the top choice to be added to Keiser Park, the top choice to prioritize for building, and the top choice to prioritize for spending. Playground amenities and multi-use paths/walking trails rated as top three park elements, as well.

COMMUNITY THEMES

Community input was organized into six broad community themes to guide the design alternatives for Keiser Park. These community themes represent community goals and desires for the future of Keiser Park.



SOCIAL AND PHYSICAL



CONNECT WITH NATURE



PLAY IS POPULAR



BALANCE PASSIVE AND ACTIVE



SAFE, CLEAN, AND WELL-MAINTAINED



DIVERSE AND ALL-INCLUSIVE



Image 3: A social gathering in the Oak grove

WHY DO YOU VISIT KEISER PARK?

(Most selected elements)

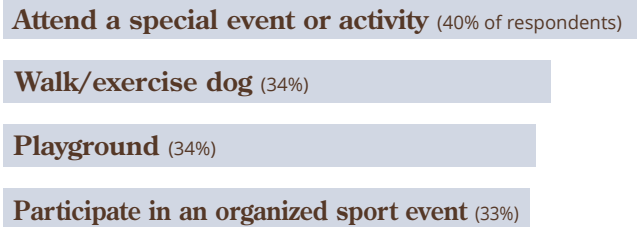


Figure 4: Top reasons to visit Keiser Park? (Q2)



AQUATIC CENTER
SURVEY SAYS:



COMMUNITY/REC CENTER
SURVEY SAYS:



TOP 3 FAVORITE ELEMENTS IN A COMMUNITY/RECREATION CENTER

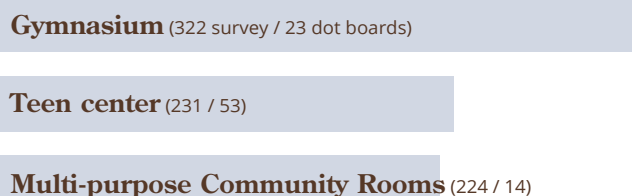


Figure 5: Top elements in a community/recreation center (Q7)



SOCIAL AND PHYSICAL

Community members utilize Keiser Park for both social and physical activities and want to continue doing so. Facilities for social and physical activities were highly desired for the future of Keiser Park – such as an Aquatic Center, and a Community/Recreation Center.

The reason most visitors use Keiser Park is to participate in a social or physical activities, such as attending a special event or activity, walking their dog, utilizing the playground, or participating in a sporting event. There is a fairly even split of social use and physical use of Keiser Park by survey respondents.

The most desired park amenity for the future is an Aquatic Center. With opportunities for water-based exercise and informal activities—via highly-rated features such as a lap pool and water play structure—physical activity or playing is a major component of an Aquatic Center, while social use, such as chatting with other users, fulfills the community's desire for Keiser Park to offer both social and physical engagement

Another park amenity offering a combination of social and physical activities is a Community/Recreation Center. Social and physical activities and spaces were also popular choices for a Community/Recreation Center at Keiser Park—a gym, teen center, and fitness space were the top three elements desired for this amenity by the community.

Other features with social and physical focus that ranked highly were picnic areas, playground amenities, and a community garden.



Image 4: Walking path and diamond field



CONNECT WITH NATURE

Preserving the peaceful, natural beauty of Keiser Park and providing scenic, multi-use walking trails is a priority for the community. Park visitors appreciate trees and nature spaces, and the park's walking trails and the Oak Grove are well-utilized and beloved features.

Participants selected walking trails as the #1 favorite element of Keiser Park. Expanding the multi-use

path network around the park was a priority for the future, and the community supported the path network when allocating funds to the expansion of Keiser Park. Not only do walking paths connect park visitors with nature, but they offer recreation opportunities for walking or jogging exercise.

The Oak Grove was deemed the #2 favorite element of Keiser Park by respondents, and was frequently mentioned at the pop-up events as an iconic area of the park. The community wants to keep this natural park element intact and usable for social gatherings and connecting with nature.



WALKING TRAILS
SURVEY SAYS:

MOST LIKED
EXISTING PARK
AMENITY **#1**

PRIORITY FOR
SPENDING:
MAKE MULTI-USE **2nd**



OAK GROVE
ROUND 1 DATA:

MOST LIKED
EXISTING PARK
AMENITY **#2**

PERCENT OF SURVEY
RESPONDENTS CITED
AS FAVORITE ELEMENT **39**

PERCENT OF POP-UP
PARTICIPANTS CITED
AS FAVORITE ELEMENT **18**



Image 5: Walking trail weaving through the Oak Grove

IF YOU HAD \$7, HOW WOULD YOU PRIORITIZE BUILDING IMPROVEMENTS AT KEISER PARK? (Most selected elements)

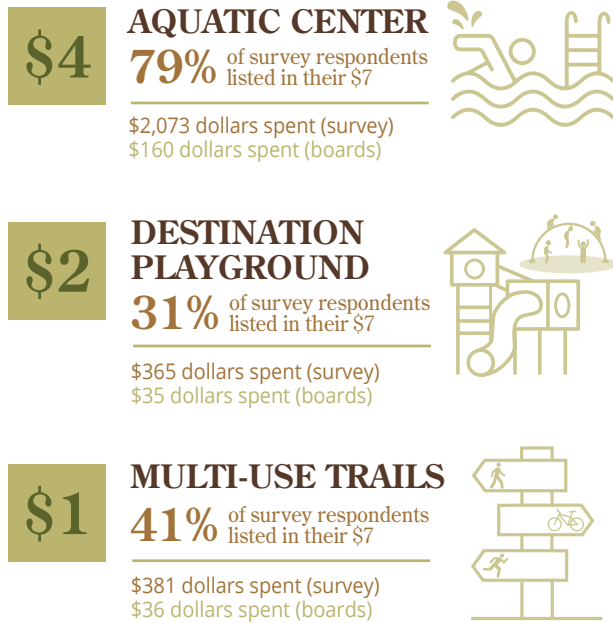


Figure 6: If you had \$7, how would you spend it to support construction of these amenities? (Q6)

"I am absolutely thrilled at the thought of a community pool and splash pad type of place!"

SURVEY RESPONSE

TOP 3 FAVORITE ELEMENTS IN AN AQUATIC CENTER

Lap/instructional pool (411 survey / 34 dot boards)

Water play structure (335 / 155)

Water slides (242 / 137)

Figure 7: Top elements in an aquatic center (Q8)



PLAY IS POPULAR

Play-based activities (playground, organized sports, and informal sports) are the reason most respondents visit Keiser Park. Looking to the future of Keiser Park, the most desired park amenities to add support play – an Aquatic Center, a destination playground, and sports fields.

Aquatics activities were clearly the top choice across the board for new park amenities. When asked to prioritize potential new park amenities based on cost, almost 80% of responses chose the Aquatic Center as the #1 amenity to build at Keiser Park.

Play was a priority for the community when choosing specific aquatics features desired at a future Aquatics Center at Keiser Park. The most desired features – a lap pool, water slides, and water play structure – all facilitate play. When speaking with the community at the pop-up events, water play ranked above all other elements for a future Aquatics Center.

The playground is a top reason people visit Keiser Park. A destination playground was ranked high when the community was asked to prioritize future park amenities, just behind a new aquatics center.

Sports fields, of which there are five at Keiser Park, are a top reason people go to Keiser Park. Support for organized sports fields, like the existing diamond fields, and future sports activities was a common topic of write in comments and conversation at the pop-up events.



PLAYGROUND
ROUND 1 DATA:

MOST LIKED EXISTING PARK AMENITY	#3
PRIORITY FOR SPENDING: (POP-UPS)	2 nd
PRIORITY FOR SPENDING (ONLINE SURVEY)	3 rd
PRIORITY FOR BUILDING (ONLINE SURVEY)	4 th



BALANCE PASSIVE AND ACTIVE

Keiser Park should offer a balance of passive and active park amenities. There was overwhelming support for various active features like lap swim and water play, as well as other recreational sports and unstructured play. Passive park elements, such as walking trails, picnic areas, a community garden, and a dog park were also identified as very important to the community. The community's desire for Keiser Park to maintain its peaceful atmosphere, open spaces, and natural beauty, while also adding new park elements and recreation opportunities that meet the needs of more active users was expressed via multiple input methods.

“Keep it available for baseball and kids sports.”

SURVEY RESPONSE



Image 6: Active (Basketball Court) and Passive (Picnic Table)

TOP 7 HIGHEST RANKED NEW AMENITIES TO BUILD AT KEISER PARK

Aquatic Center (Survey Score: 12.04)



Multi-use paths (10.79)



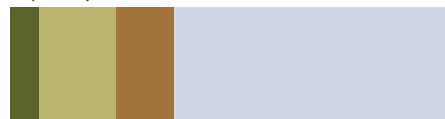
Community/Recreation Center (10.35)



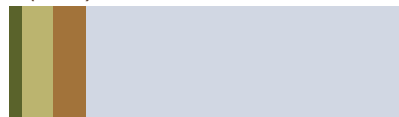
Picnic area(s) (9.95)



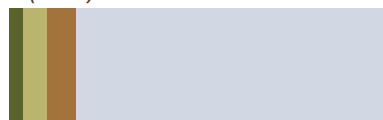
Destination playground (8.69)



Rectangular turf field (7.99)



Community garden (7.51)



1st Priority 2nd Priority 3rd Priority Lower Priority

Figure 8: Prioritization of future amenities (Q5)



SAFE, CLEAN, AND WELL-MAINTAINED

“Kei[s]er Park is a lovely place to spend time because it is clean, peaceful and feels safe.”

SURVEY RESPONSE

Community members articulated a preference for safe, clean, and well-maintained public facilities. Multiple write-in survey responses praised Keiser Park for feeling like a safe place for people across a range of age groups and expressed a desire to perpetuate this by ensuring that future amenities and spaces are highly visible, well-lit, and regularly cleaned and maintained. In particular, the park's bathrooms arose as a good example of an existing well-maintained public facility that feels safe for users.

“I really hope the current calm, safe, clean, and peaceful nature of the park and all the trees can be retained... I also really like the open space it offers in the park. I hope that the park will not be overdeveloped with "buildings" and "structures.”

SURVEY RESPONSE



Image 7: Native space



DIVERSE AND ALL-INCLUSIVE

The community is interested in a diverse array of recreation pursuits and does not want the park to be too focused on any one type of activity. Users of Keiser Park enjoy many different elements of the park, and their desires for park expansion include spaces that can serve multiple purposes and combine organized and unorganized activities to be done alone or as part of a group.

When considering future updates to the park, survey respondents indicated a desire to maintain this same level of diversity, as the top five park amenities to be prioritized for construction represent a variety of interests, from aquatics and team sports to multi-use paths and picnic areas.

WHAT DO YOU LIKE MOST ABOUT KEISER PARK?

(Most selected elements)

Walking trails (304 survey / 25 dot boards)

Oak grove (295 / 22)

Playground (252 / 19)

Attend a special event/activity (241 / 18)

Sports field (236 / 7)

Figure 9: What do you like most about Keiser Park? (Q4)

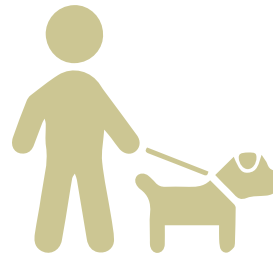
Community input showed significant support for multi-use park elements, such as an aquatics center, community center, and athletic fields, where spaces can serve different purposes and participants. An aquatics center can provide youth swim lessons, swim team practices and competitions, adult lap swim, and recreational water play. A community center can have dynamic spaces that cross functions, such as a dual-purpose performance space and education space, or a combination sports gym and fitness center. Rectangular fields lined for soccer, football, and lacrosse serve as an example of athletic areas that can accommodate multiple sports groups with the same amenities.

While not one of the highest priorities for the Keiser Park project, a dog park was an oft-mentioned and highly ranked park amenity.

There is a demand for a designated park space where dogs may run freely and safely, and it should be a space that can accommodate dogs of all sizes. The Town constructed a fenced dog area in the Oak Grove area of the park in summer 2022, meeting the latent need for another dog-specific space in Town.

The Windsor community wants Keiser Park to be inclusive to people across a variety of age groups, abilities, and interests. Amenities that serve multiple age groups, such as a Community/Recreation Center with programs for teens, was identified as a priority. Recreational park elements for seniors and older adults was frequently mentioned in write-in comments on the online survey.

Accessibility is an important feature of future park amenities. There is a desire for accessible, all-inclusive park amenities, including play areas for people with disabilities. The community indicated a desire to keep park amenities easily available, open to the public, and affordable to use; for example, an aquatics center should have ample public swim opportunities and not just be for teams or competitions.



DOG AREA
ROUND 1 DATA:

MOST MENTIONED WRITE-IN SURVEY TOPIC	2nd
MOST DESIRED AMENITY FOR POP-UP PARTICIPANTS	4th
MOST DESIRED AMENITY FOR SURVEY RESPONDENTS	8th
PERCENT OF SURVEY RESPONDENTS VISIT WITH THEIR DOG	34



Image 8: Playground at Keiser Park

NEXT STEPS

From input received from the community to-date, conceptual park design are being developed for the future of Keiser Park. These concepts will be brought back to the community for their review and feedback in Fall 2022.

Stay up-to-date on the project website www.KeiserParkMasterPlan.org and share your thoughts on the expansion of Keiser Park.

APPENDICES

Survey and Dot Boards Results

OUTREACH SCHEDULE

