

# CHAPTER 6

## Goals and Recommended Actions

*The action plan contained in this chapter was developed based on the findings of the needs assessment, and recommends a series of actions to improve and expand Round Rock's parks, recreation, trails, and open space system. These recommendations address the issues of connectivity, community cohesion, sustainability, natural resources and environment, and equity.*

*This chapter contains a series of five goals. These goals are specifically adopted as part of this Plan to form the foundation for future decisions.*

*High priority items are recommended to be implemented over the next two years. Medium priority recommendations should be implemented over the next three to five years. Longer range actions are also included as part of the recommendations of this Plan and should be implemented after the initial five-year time frame.*

*Costs are shown at an order of magnitude level of detail, and will vary as more detailed programming and design occurs. Escalation should be accounted for whenever those cost projections are refined or updated.*



*“As urbanization continues, communities should plan for and develop park system as an integral part of the urban fabric.”*

*~ American Society of Landscape Architects*

# Summary of Gaps Between the Current State and the Desired State of Round Rock’s Parks and Recreation System

Following previous discussions about the current and desired state of Round Rock’s parks and recreation system, there are several gaps between where the system is now and where it should be. Those gaps are summarized in this section, and goals and recommended actions are presented throughout the remainder of the chapter to help guide the PARD team and City elected and appointed officials in achieving the desired state.

During the public input process of both the 2009 plan and this Plan, the one amenity that residents of Round Rock consistently wanted was more trails. Even though the City has a number of miles of trails, many of them are simply interior loop trails within parks. While this is a good start, providing additional connected trails can help increase use of the system. Use of hike and bike trails is diversifying from traditional recreational use to also include use as an alternative route for transportation. Developing more interconnected trails throughout all portions of Round Rock will increase the mobility of residents, provide connectivity between residences and key destinations, and continue to set Round Rock apart as a bicycle and pedestrian friendly community.

There is also a lack of balance between recreational fields that can be used for league and everyday use and the number of tournament quality fields which

cater to serving the Sports Capital of Texas. Round Rock should invest in several multipurpose recreational play fields that are intended to be used by the residents of Round Rock. The City should strive to provide spectator amenities at all fields to create a comfortable setting for community involvement.

There are currently significant deficits in flat field practice fields and diamond practice fields. The flat field practice fields found on Round Rock ISD school property are not lighted and the time available for leagues and residents to use those fields is limited. Strengthening the partnership with Round Rock ISD so fields can be used during greater daylight hours when school is not in session is one way to alleviate this deficit. The strengthening of this partnership was discussed in detail at the end of Chapter 5.

Round Rock also lacks sports fields beyond baseball, softball, and soccer that can attract teams and tournaments to the Sports Capital of Texas. The City should develop tournament quality volleyball facilities at Old Settlers Park to attract large-scale tournaments to meet the Sports Capital of Texas goal. Additional facilities to be considered in the future include an adult athletic complex, inclusive athletic fields, and a veloway.

Fitness trends that are increasing across the nation include personal and group training, yoga, outdoor activities, and exercise for weight loss. Round Rock is encouraged to continue offering boot camps, yoga, and low impact aerobics classes. In order to further capitalize on recreation trends, the City is encouraged to consider additional outdoor fitness classes or events and ensure that programs are offered at a time when working adults would be able to participate.

Similar to fitness, extreme sports are gaining in popularity in the United States. The City should consider the possibility of providing an indoor rock wall for climbing and Ultimate Frisbee leagues and tournaments. In addition, public survey respondents indicated community special events and adult fitness and wellness programs were their top choice for recreational programs. Providing additional adventure races and/or triathlons could provide both special events and fitness opportunities, while also drawing in additional revenue for the PARD.

In terms of parkland needed to meet existing and future target levels of service, Round Rock should acquire an additional 500 acres of parkland and open space by the year 2025 and a minimum of 1,050 acres by the time the City reaches its ultimate build-out population. The City is most deficient in community and metropolitan parks. Community parkland is needed northwest of Interstate 35 and FM 620, south of McNeil Road, and in the northeastern portion of the City. Additional metropolitan parks are needed in the northeast, southeast, and southwest sectors of the City and the existing metropolitan parks in the northwest sector need to be developed in order to truly provide diversified recreational opportunities to residents in that area. Lastly, to move towards the City’s vision of preserving 14 percent of the City and ETJ as parks and open space, target acquisition and preservation is needed over the coming years. Preservation of the remaining floodplain is recommended to serve as greenbelt corridors, where feasible.

There are also some gaps in terms of facilities between the current state and the desired state. The rental facilities at Kinningham are in need of significant renovation and are unavailable for rentals until repairs are made. The rental area and surrounding support facilities at Lakeview Pavilion in Old Settlers Park are vastly undersized to accommodate the large events, corporate gatherings, and 5K races held there on a daily basis. Upgrading and expanding the pavilion, restroom facility, and parking area should be considered in the near future. Constructing a Teen Center was identified as a need as part of the Game On 2060 Plan. Finally, there is no large amphitheater in Round Rock that can accommodate performances for over 1,000 people.

## Texas Parks and Wildlife Department Compliance

One of the ancillary purposes of this Plan is to serve as a parks, recreation, and open space master plan as defined by the Texas Parks and Wildlife Department (TPWD). This is because “qualified” plans increase the City’s competitiveness when applying for TPWD grant funding.



Residents have once again voiced a strong desire for an increased trail network.



High Priority Needs

Top priorities for parks, recreation, open space, and trails, listed in Figure 6.1, *Summary of High Priority Needs in Round Rock*, are consistent with Texas Parks and Wildlife Department (TPWD) requirements. Priorities have been determined based on community input, needs assessments, site visits, and input from the City and elected and appointed officials. An effective set of actions, informed by the identified needs, have been recommended to enhance quality of life in

the community for purposes of grant applications. The identified priorities have been categorized into two lists: outdoor facilities/amenities and indoor facilities/amenities.

Figure 6.1, Summary of High Priority Facility Needs in Round Rock

NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>CITIZEN INPUT</u>	
<ol style="list-style-type: none"><li>1. Trails</li><li>2. Shade structures/trees</li><li>3. Dog parks</li><li>4. Outdoor performance space/amphitheater</li><li>5. Indoor exercise &amp; fitness facilities</li></ol>	
NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>LEVEL OF SERVICE</u>	NEW OR ADDITIONAL FACILITIES NEEDED BASED ON <u>EXISTING CONDITION</u>
<ol style="list-style-type: none"><li>1. Baseball/softball practice fields</li><li>2. Restroom facilities</li><li>3. Flat field practice fields</li><li>4. Outdoor volleyball courts</li><li>5. Spray grounds</li></ol>	<ol style="list-style-type: none"><li>1. Appropriate pavilion facilities for specified uses (large event spaces)</li><li>2. Athletic fields for public use</li><li>3. Rental facilities</li><li>4. Tournament level volleyball courts</li><li>5. Technology driven recreation center</li></ol>
TOP 10 CUMULATIVE <u>OUTDOOR FACILITY</u> NEEDS BASED ON ABOVE SUMMARIES	TOP CUMULATIVE <u>INDOOR FACILITY</u> NEEDS BASED ON ABOVE SUMMARIES
<ol style="list-style-type: none"><li>1. Trails</li><li>2. Appropriate pavilion facilities for specified uses (large event spaces)</li><li>3. Shade structures/trees</li><li>4. Baseball/softball practice fields</li><li>5. Outdoor performance space/amphitheater</li><li>6. Dog parks</li><li>7. Outdoor volleyball courts</li><li>8. Flat field practice fields</li><li>9. Athletic field lighting and amenities</li><li>10. Spray grounds</li></ol>	<ol style="list-style-type: none"><li>1. Indoor exercise &amp; fitness facilities</li><li>2. Indoor gymnasium space</li><li>3. Technology driven recreation center</li></ol>

High Value Governance

The park and recreation needs of Round Rock are described in the previous sections of this report. The conclusion of this chapter recommends a series of actions to begin to address those needs. These actions are to guide the staff and City Council over the next five to ten years, and should be revisited and updated on a regular basis.

**Highest Priority Needs** - The prioritization is based on information received from public input as well as from the needs assessment formed from facility and acreage standards shown in Chapter 5. The criteria used to prioritize the park facilities needed in Round Rock are as follows:

- Level of need based on citizen input (online survey results, public open house meeting, etc.);
- Level of need based on the needs assessment;
- Site assessments of existing park facilities in the City; and
- Opportunities for recreation facilities based on existing physical conditions in or near Round Rock.

Needs meeting all or most of the criteria shown above were ranked as high priority elements to receive the highest level of attention over the next two years.

Implementation Strategy

The actions of this Plan can be further delineated into three levels of priority. Implementation of the actions are recommended in three time frames based on the priority level. These include:

- Short-term implementation - Top priority items to be completed or initiated over the next **two** years. In many cases, these actions will be initiated and completed within this time frame. However, it is not uncommon for projects to be initiated in this time frame and completed over time.
- Mid-term implementation - Actions to be initiated or completed in **three to five** years. Some of these actions may become the highest priorities identified during the City’s next Plan update.
- Longer-range implementation - Actions which are intended to continually guide the City towards its ideal future parks and recreation vision. Most of these actions are intended to be implemented over the long-term (**6 to 10+ years**) and will be further prioritized in subsequent Plan updates.

# Goal #1: Link the Community

One of the highest needs in the City, as demonstrated by surveys and open house responses, is the addition of more trails. As part of Round Rock’s desire to have mobility and connectivity, the City should provide an open space system which links parks, schools, greenbelts, neighborhoods, places of employment, retail shops, restaurants, and open spaces.

In recent years, the PARD has focused on constructing missing portions or gaps in the Brushy Creek Regional Trail. High priority trail segments were determined and funding was approved by voters in the 2013 bond election. These sections of trail are currently under design, and when constructed, will create a strong east/west connection through the City and into surrounding communities. It is now important to create a strong north/south regional connection. Based on citizen input, people residing north and south of the Brushy Creek Regional Trail have a lower level of satisfaction with hike and bike trails than people living along the trail system. Without an easy connection to this trail system, it is an under-utilized resource for these residents. For these reasons, the PARD should focus attention on connecting the Brushy Creek Regional Trail to the Williamson County Southwest Regional Park. Additionally, the PARD should pursue opportunities to create parkway trails or wide sidewalks along Mays Street, A.W. Grimes Blvd., Kenney Fort Blvd., and Redbud Lane as road improvements are completed to further strengthen the north/south connectivity.

It is recommended that the PARD work with surrounding governmental entities to create a regional trail loop, thus providing residents of Round Rock alternative modes of transportation and recreation (see Map 6.1, *Potential Regional Trail Connections*). The PARD should continue to focus efforts on identifying potential trail corridors and work towards filling the identified gaps. With buy-in in from surrounding communities, a strong network of trails can provide recreation and alternative modes of transportation while linking areas of special interest in each community.

It should also be a goal for the PARD to connect the trail system to areas of high interest, such as Downtown and the University area. Further development of the trail system to link existing trails, especially Brushy Creek Regional Trail, with points of interest will increase connectivity opportunities. Creating bicycle hubs with end of trip facilities (e.g., bicycle parking, repair stations, etc.) at key destinations (e.g., Downtown, University area) will encourage greater use of trails as an alternate route for transportation. Constructing trails where people need them is a top priority.

The actions listed in Figure 6.2, *Link the Community Actions*, are recommended to achieve this goal.

Map 6.1, Potential Regional Trail Connections





Figure 6.2, Link the Community Actions

Goal #1: Link the Community									
Projects							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	1.1 North-South Regional Trail Connection - Round Rock Portion	All			Construction / Acquisition	Work with surrounding government entities, Bond Funds, Capital Improvement Funds		x	x
	1.1.1 Connect Brushy Creek Trail to Williamson County Regional Park	NW	\$6,000,000	\$11,000,000	Construction / Acquisition	Bond funds,		x	x
	1.1.1a Creekbend Blvd. to Behrens Ranch Greenbelt Trail	NW	\$1,500,000	\$3,000,000	Construction / Acquisition	Work with Transportation Department, Bond Funds, Capital Improvement Funds	x	x	
	1.1.1b Behrens Ranch Greenbelt Trail to Mayfield Ranch Park	NW	\$2,500,000	\$5,000,000	Construction / Acquisition	Bond Funds	x	x	
	1.1.1c Mayfield Ranch Park to Williamson County Regional Park	NW	\$2,000,000	\$3,000,000	Construction / Acquisition	Bond Funds	x	x	
	1.2 Trail connections to each Community Destination Park	All	Varies	Varies	Construction / Acquisition	Work with developers in areas, Bond Funds, Capital Improvement Funds	x	x	x
	1.3 Construct remainder of 2013 Bond Project Trails	All	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond	x		
	1.3.1 Heritage Trail	NE/NW	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond	x		
	1.3.2 Brushy Creek Trail - Georgetown St. to A.W. Grimes Blvd.	NE	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond	x		
	1.3.3 Lake Creek Trail - Round Rock West to Centennial Plaza	SE	Currently Funded	Currently Funded	Construction / Acquisition	Funded in 2013 Bond	x		
	1.4 Continue Kenney Fort Blvd Trail as road is constructed	NE/SE	Varies	Varies	Construction / Acquisition	Work with Transportation Department, Bond Funds, Capital Improvement Funds	x	x	x
	1.5 Construct Chandler Creek Trail to connect north/central Round Rock to Old Settlers Park								x
	1.5.1 Chandler Creek Trail to Mays St. to Sunrise Rd.	NE	\$4,000,000	\$5,000,000	Construction / Acquisition	Parkland Dedication Funds, Bond Funds, Capital Improvement Funds			x
	1.5.2 Chandler Creek Trail to Sunrise Rd. to A.W. Grimes Blvd.	NE	\$4,000,000	\$5,000,000	Construction / Acquisition	Bond Funds			x
	1.5.3 Chandler Creek Trail to A.W. Grimes Blvd. to Kenney Fort Blvd.	NE	\$4,000,000	\$5,000,000	Construction / Acquisition	Bond Funds		x	
	1.6 Lake Creek Trail - Centennial Plaza to Lake Creek Park	NE	\$2,000,000	\$3,000,000	Construction / Acquisition	Bond Funds		x	
	1.7 Connect Brushy Creek Trail to Downtown bike hub	SE	\$500,000	\$750,000	Construction / Acquisition	Work with Downtown Group, Bond Funds, Capital Improvement Funds		x	
	1.8 Develop directional signage, trail signage and striping, and trailheads for trails	All	\$50,000 / location	\$150,000 / location	Beautification	General Fund, Parkland Dedication Funds	x	x	
	1.9 Increase connectivity to University Area bike hub	NE	\$2,000,000	\$3,000,000	Construction / Acquisition	Work with Developers in area, Bond Funds, Capital Improvement Funds	x	x	
	1.10 Connect trails and plazas to Downtown utilizing directional signage and existing sidewalk connections	SE	\$25,000	\$50,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds	x	x	

Figure 6.2, Link the Community Actions (cont.)

Goal #1: Link the Community (cont.)									
Management, Operations, and Programming							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	1.11 Encourage developers to build trail and with all residential developments	All	N/A	N/A	Planning	N/A	x	x	x
	1.12 Develop trail impact fee to pay for trails adjacent to developments	All	N/A	N/A	Planning	N/A	x		
	1.13 Update trail standards, including where trails intersect with roads	All	N/A	N/A	Planning	N/A	x		
	1.14 Track trail usage to determine best focus of resources and ranger time	All	\$5,000 each	\$10,000 each	Technology	General Fund	x	x	x
	1.15 Provide public wifi in key parks and trails	All	\$10,000	\$200,000	Technology	Work with IT Department, Bond Funds, Capital Improvement Funds	x	x	x
	1.16 Continue to promote trails through programming	All	N/A	N/A	Programming	N/A	x	x	x
	1.17 Add amenities such as bottle filling stations, bike repair stations, etc. along trail	All	\$5,000 each trail	\$10,000 each trail	Beautification	General Fund, Parkland Dedication Funds, Capital Improvement Funds	x	x	
	1.18 Create a dedicated crew for trail maintenance to increase efficiency and quality	All			Personnel	General Fund	x		

In addition to physical construction and beautification projects, a strong management, operations, and programmatic plan is also important. The PARD should continue to work with developers to build trails as part of residential developments that tie in with City trails and/or link major destinations. Additionally, the City should strive to update trail standards, update trails master plans, and develop trail impact fees to pay for trails adjacent to developments.

A trail system is only as good as the people utilizing it. Increased traffic on the trails provides further justification for the cost associated with the facility. For these reasons, the PARD should continue to promote trails through programming and offer pop-up events, races, scavenger hunts, geocaching, and more. Adding amenities along the trails such as WiFi, bike repair stations, and bottle filling stations will help to create a more positive experience for trail users.

During the public survey, 75 percent of respondents agreed or strongly agreed that they wanted Round Rock to have the best trail system in the state. In order to do this, and make the trail system more user friendly, projects associated with directional signage, trailheads, safety signage, general beautification, and installation of trail amenities are necessary. Additionally, a crew dedicated to trail maintenance will increase efficiency and the overall quality of the trails.



## Goal #2: Community Cohesion – Creating a Sense of Place

Round Rock is a place people can feel proud to live. It is the goal of the PARD to foster that positive emotional attachment to the City by continuing projects and programs that make Round Rock special and unique. A continued effort to complete projects associated with the Repair and Replacement Program, as well as creating a partner program for Old Settlers Park, affords the PARD the opportunity to contribute to the character of the City and help facilitate neighborhood buy-in. More than that, the PARD should also continue to focus on beautification projects across the City and in highly visible areas such as

Downtown, trailheads, plazas, and Old Settlers Park. Projects like these combat neighborhood deterioration, increase property values, and instill a sense of pride among residents. With an increased sense of pride in their community, residents take more ownership of their parks and nearby areas and will continue to partner with the City to keep their surroundings safe and beautiful.

Through programs and events, the PARD also provides experiences that help people feel connected to their physical and social community. A variety of low cost and free events has always been a top priority for the PARD and efforts

should continue to ensure that these programs and events continue to be offered in the future. The PARD should also establish a neighborhood drop-in event program which would bring events into each individual neighborhood and help cultivate social interactions between residents residing there.

The actions listed in Figure 6.3, *Community Cohesion Actions*, are recommended to achieve this goal.

Figure 6.3, Community Cohesion Actions

Goal #2: Community Cohesion - Creating a Sense of Place									
Projects							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	2.1 Directional signage, trailheads, Downtown plazas, and surrounding areas	All	\$50,000 each	\$150,000 each	Beautification	Bond Funds, Capital Improvement Funds	x	x	
	2.2 Emphasize history and art in projects	All	Depends on Location	Depends on Location	Beautification	Work with Arts Council, Bond Funds, Capital Improvement Funds	x	x	x
	2.3 Landscape beautification projects in key ares	All	\$5,725,000	\$11,150,000	Beautification	Bond Funds, Capital Improvement Funds	x	x	x
	2.3.1 Old Settlers Park entrances	NE	\$500,000	\$750,000	Beautification	Bond Funds, Capital Improvement Funds		x	
	2.3.2 Old Settlers Park lake and Festival Area (including electrical, storage, etc.)	NE	\$5,000,000	\$10,000,000	Beautification	Bond Funds, Capital Improvement Funds		x	
	2.3.3 Major trailheads	SE	\$150,000	\$250,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds	x		
	2.3.4 Plazas	SE	\$75,000	\$150,000	Beautification	Work with Downtown Group, Bond Funds, Capital Improvement Funds		x	
	2.4 Adult Recreation Complex Phase 2	NE	\$5,000,000	\$10,000,000	Construction / Acquisition	Bond Funds, Profits from land sales, Partially funded by 2013 Bond	x	x	
Management, Operations, and Programming							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	2.5 Provide drop-in events in neighborhood parks	All	\$2,500	\$7,500	Programming	General Fund	x	x	x
	2.6 Continue free and low cost events	All			Programming	General Fund	x	x	x
	2.7 Continue emphasis on park standards in neighborhood and community parks	All	N/A	N/A	Beautification	N/A	x	x	x
	2.8 Continue marketing the benefits of parks	All	N/A	N/A	Marketing	N/A	x	x	x
	2.9 Continue citywide tree planting program	All			Beautification	Tree Fund	x	x	x
	2.10 Continue emphasis on gathering community and stakeholder input on projects and development.	All	N/A	N/A	Planning	N/A	x	x	x

### Goal #3: Sustainable Park and Recreation System

Creating a sustainable parks and recreation system means providing diverse and attractive parks and greenways that enhance the quality of life in Round Rock while also increasing the economic vitality of the community. More than that, it is ensuring the long-term sustainability of the park and recreation system for the benefit and enjoyment of future generations by utilizing residents' dollars in a fiscally responsible way and maximizing the return on investment. The PARD should continue to explore grant opportunities and partnerships with other entities as a way to supplement taxpayer dollars to bring parks, facilities, and programs to the City.

A sustainable park and recreation system also means maintaining and updating existing park facilities and assets. The PARD has made a commitment to preventing neighborhood deterioration with the Repair and Replacement Program. Every two years, a team of park planners, maintenance crew members, construction team members, irrigators, and turf/athletic field specialists complete an asset condition report. As part of the report, the team visits every park and facility throughout the City and assesses the condition of every item present, including turf, site furnishings, courts, playgrounds, trails, etc. The findings are compiled and help determine the priorities for the Repair and Replacement projects. These projects help keep the existing park and facility inventory fresh,

exciting, and safe for the residents of Round Rock. The PARD should continue to prioritize Repair and Replacement Projects across the City. Additionally, the PARD should implement a partner Repair and Replacement/Beautification program dedicated solely to Old Settlers Park. Old Settlers Park is the crown jewel of the Department and is starting to show signs of age and overuse. A dedicated program for Old Settlers Park would allow for necessary repairs and improvements at the park, while ensuring the funds from the original Repair and Replacement Program remain available for use throughout the City.

Occasionally, there are projects that cannot be funded through the Repair and Replacement program which need to be completed in order to keep the level of service of those facilities high. For example, many of the PARD's rental facilities need constant maintenance and upkeep due to the wear and tear associated with frequent rental parties. The PARD should create a capital expenditure program which sets aside a portion of the rental profits to fund maintenance and facility upgrades at some of the more highly rented facilities, such as the Rabb House and Rock'N River Waterpark. It is also important for the PARD to evaluate current facilities to determine if they serve the intended users in an efficient and enjoyable way. For example, Lakeview Pavilion and the surrounding support facilities are vastly undersized for the events, corporate

rentals, and races held there. The constant use of the pavilion, restrooms, and parking lot is starting to impact the quality of the facility and the necessary improvements should be addressed to better serve customers and residents. Kinningham House is another example of a rental facility that no longer serves its intended users. The necessary funds for maintenance on the house have exceeded any potential rental incomes expected. It is an older facility and lacks the necessary ADA accessibility and large open spaces necessary to make it a profitable rental facility or space for Departmental programming. The PARD should explore options for demolishing and rebuilding this rental facility.

With implementation of the recommendations for additional parks, open space, and trails, additional manpower will be needed for the required maintenance of these projects. The number of additional team members needed to attend to these proposed facilities will vary depending on the use of these facilities. Regardless, the PARD should plan for additional manpower accordingly.

The actions listed in Figure 6.4, *Sustainable Park and Recreation System Actions*, are recommended to achieve this goal.



The City's Repair and Replacement program is intended to help maintain the parks and recreation facilities throughout their lifespan of heavy use.



It is important to incorporate shade over all City-owned playgrounds to improve the comfort and safety of children playing.



A dedicated Repair and Replacement program for Old Settlers Park would ensure that the maintenance requirements of this large regional park don't overshadow the maintenance requirements elsewhere in the parks system.



Figure 6.4, Sustainable Park and Recreation System Actions

Goal #3: Sustainable Park and Recreation System									
Projects							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	3.1 Continue focus on Repair and Replacement Program	All					x	x	x
	3.1.1 Neighborhood and Community Park Program	All	\$750,000 annually	N/A	Construction / Beautification	Capital Improvement Funds	x	x	x
	3.1.2 Old Settlers Park Program	NE	\$250,000 annually	N/A	Construction / Beautification	Capital Improvement Funds	x	x	x
	3.2 Demolish and rebuild Kinningham House	SE	\$2,000,000	\$5,000,000	Construction	Bond Funds	x		
	3.3 Incorporate improved technology in parks	All	Depends on Location	Depends on Location	Technology	Work with IT Department, Bond Funds, Capital Improvement Funds	x	x	x
	3.4 Incorporate shade at all City-owned playgrounds	All	\$50,000 each	\$100,000 each	Construction	Capital Improvement Funds, Bond Funds	x	x	x
	3.5 Expand and renovate Clay Madsen Recreation Center	SE	\$10,000,000	\$20,000,000	Construction	Bond Funds		x	
	3.6 Renovate / replace Lake Creek pool	SE	\$5,000,000	\$15,000,000	Construction	Bond Funds			x
Management, Operations, and Programming							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	3.7 Establish a Life Cycle Replacement Master Plan	All	N/A	N/A	Planning	N/A	x	x	
	3.7.1 Pool Equipment	All	N/A	N/A	Planning	N/A	x		
	3.7.2 Site Amenities	All	N/A	N/A	Planning	N/A	x		
	3.7.3 Trails	All	N/A	N/A	Planning	N/A		x	
	3.7.4 Playgrounds	All	N/A	N/A	Planning	N/A	x		
	3.7.5 Parking Lots	All	N/A	N/A	Planning	N/A		x	
	3.8 Create a plan for converting decomposed granite trails to concrete	All	N/A	N/A	Planning	N/A	x		
	3.9 Continue Biannual Asset Condition Report	All	N/A	N/A	Management	N/A	x	x	x
	3.10 Develop Capital Expenditures funds for key facilities (Rabb House, Rock'N River)	All	N/A	N/A	Management	N/A	x		
	3.11 Expand Volunteer Program	All	N/A	N/A	Management	N/A	x		
	3.12 Grow partnerships with foundations and non-profit organizations to include project assistance and maintenance funds	All	N/A	N/A	Management	N/A	x	x	x
	3.13 Annual review of business plans and life cycle analysis of programs	All	N/A	N/A	Management	N/A	x	x	x
	3.14 Utilize technology for efficient operations	All	\$10,000 annually	\$15,000 annually	Technology	General Fund	x	x	x

## Goal #4: Environmental Stewardship

The PARD should continue efforts to be good stewards of the environment. Through landscape management and maintenance decisions, natural resource preservation, and outdoor education, the PARD can continue to conserve, protect, and enhance the community’s environmentally and culturally sensitive areas.

The management of lands owned by the PARD should be focused on promoting the greatest amount of native species diversity possible in each area. The use of native plant species in landscape projects will reduce maintenance and irrigation costs. The PARD should also use low-maintenance design techniques when renovating spaces. Whenever possible, organic landscape maintenance programs should be implemented in an effort to decrease the use of potentially harmful chemicals which contaminate the environment.

Beyond smart maintenance practices, the PARD should continue to acquire and preserve environmentally sensitive corridors, such as floodplains, greenbelts, and areas with cultural significance. By conserving these areas, PARD will be helping to mitigate floods, reduce the amount of pollution reaching the waterways, and increase wildlife habitat.

In conjunction with the resource management goals of the City, passive recreation and outdoor education opportunities are also an important part of the City’s goals. Development of Behrens Ranch Park, as a community destination nature park, and Mayfield Park, as a community destination outdoor adventure and education park, are instrumental in the creation of an outdoor education program.

The PARD should also focus time and resources on developing a strong outdoor recreation program that is both fun and educational. Outdoor adventure programs help foster positive attachments to nature and help create environmental advocates. Passive recreation opportunities, such as wildlife viewing programs, nature hikes, and fishing events, should be explored to help facilitate positive experiences in nature.

Finally, the PARD has been, and should continue to be, committed to implementing programs that preserve resources by using new technologies. As lighting technologies advance, LED lighting is becoming more efficient and affordable. It is the goal of the PARD to develop a plan for converting all sports lighting to LED fixtures, thus saving energy and long-term maintenance costs.

The PARD should continue to work with General Services to coordinate the conversion of facility lighting to LED technology as well. Additionally, the PARD should explore the feasibility of expanding the use of reuse water for irrigation into other parks, greenbelts, and trail corridors, as well as implementing a system-wide recycling program.

The actions listed in Figure 6.5, *Environmental Stewardship Actions*, are recommended to achieve this goal.



Preservation of environmentally sensitive corridors, such as floodplains, greenbelts, and areas with cultural significance is one of the ways PARD continues to be a good steward of the environment.



Behrens Ranch is proposed to be developed as a community destination nature park.



Updating athletic field and court lighting to LED fixtures can help to increase energy efficiency and reduce long-term financial expenditures.



Figure 6.5, Environmental Stewardship Actions

Goal #4: Environmental Stewardship									
Projects							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	4.1 Develop Behrens Ranch Park as a community destination nature park	NW	See action item 5.2.2	See action item 5.2.2	Construction		x		
	4.2 Develop Mayfield Park as a community destination outdoor adventure and education park	NW	See action item 5.2.1	See action item 5.2.1	Construction				x
	4.3 Develop outdoor classrooms	All	\$250,000	\$500,000	Construction				x
	4.4 Convert facilities to LED lighting	All						x	x
	4.4.1 Old Settlers Park field relamp	NE	\$1,500,000	\$3,000,000	Maintenance			x	
	4.4.2 Neighborhood and community park relamp	All	\$25,000 / location	\$250,000 / location	Maintenance				x
	4.5 Expand reuse water irrigation, where applicable	NE	Varies by Location	Varies by Location	Construction	Work with Utilities Department, Bond Funds, Capital Improvement Funds	x	x	x
Management, Operations, and Programming							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	4.6 Develop partnership between RRISD and City to develop a Nature Center / Outdoor Education	NE	N/A	N/A	Management	N/A			x
	4.7 Develop LED lighting conversion plan	All	N/A	N/A	Planning	N/A	x		
	4.8 Acquire and preserve environmentally and culturally sensitive areas / corridors	All	N/A	N/A	Acquisition	Parkland Dedication Funds, Bond Funds, Capital Improvement Funds	x	x	x
	4.9 Create a forestry outreach program	All	N/A	N/A	Programming	N/A	x		
	4.10 Create outdoor education program with park rangers	All	N/A	N/A	Programming	N/A		x	x
	4.11 Create a recycling program for all parks	All	N/A	N/A	Programming	N/A		x	
	4.12 Develop nature hikes and outdoor classrooms in existing greenbelts	All	N/A	N/A	Programming	N/A	x		

Figure 6.6, Behrens Ranch Conceptual Master Plan



Conceptual Master Plan

### What?

Behrens Ranch Park aims to be as natural as possible, leaving much of the park undisturbed for wildlife viewing while being in the heart of the City. The park will feature numerous miles of multi-use trails which will ultimately connect Mayfield Park and the Brushy Creek Trail System. Proposed features of the park include:

- Nature Playground
- Wildlife Viewing Platform
- Connectivity to Mayfield Park and Brushy Creek Trail system
- Bike Trails
- Paved Trails



Conceptual Nature Playground



Proposed Bike Trail



Conceptual Wildlife Viewing Platform



Proposed Paved Trail



Figure 6.7, Mayfield Park Conceptual Master Plan



Conceptual Master Plan

### What?

Mayfield Park is a community destination park along the trail system offering a variety of outdoor adventure recreation opportunities. The park will provide a vital connection along the trail system leading to Williamson County Southwest Regional Park. Proposed amenities include:

- Archery Range and 3-D Archery Course
- Swiftwater Channel for Rafting and Kayaking
- Zip Lines
- BMX Pump Track
- Adventure Ropes Courses for Multiple Ages
- Nature Center
- Nature Trail and Concrete Looping Trail
- Fishing/canoe Launch Piers
- Equestrian Trail



Conceptual Nature Center



Conceptual 3-D Archery Range



Conceptual Swiftwater Channel



Conceptual Adventure Ropes Course



Conceptual Equestrian Trails



Conceptual Zip Lines



Conceptual Purposes Only  
Design Subject to Change

### Goal #5: Equity – Distribution of Resources

The PARD’s mission statement is to create positive and memorable experiences in people’s lives. In order to fulfill this mission statement, PARD must ensure equitable distribution of resources to all members of the community. Equity is one of the most important goals a parks and recreation department can have because it encompasses many facets of recreation. Parks and recreation equity includes, but is not limited to, providing easy access to recreational facilities and programs, offering varying types of facilities and programs, ensuring affordable access to programming, providing inclusiveness in facilities and programming, and designing facilities and programs intended for all demographics. Equity is about providing the same level of service to all residents of the community regardless of age, income level, ability level, or geographical location.

One way to fulfill the PARD’s goal is to provide a variety of unique physical environments and amenities that offer a broad range of experiences. As new developments occur, homeowners associations are constructing more and more neighborhood parks. This allows the PARD to continue to focus on designing community destination parks and offering unique experiences in each, so as not to duplicate services. Round Rock residents are thus provided options for different ways to recreate. Mayfield Park is designed to be an outdoor adventure and education park, while Behrens Ranch Park is designed to be a passive nature park (see Figure 6.6, *Behrens Ranch Park Conceptual Master Plan* and

Figure 6.7, *Mayfield Park Conceptual Master Plan*). Beyond that, Meadow Lake Park is designed to be a boating and beach park (see Figure 6.9, *Meadow Lake Park Conceptual Master Plan*). Old Settlers Park is being developed as a sport and community event park (see Figure 6.10, *Old Settlers Park Conceptual Master Plan*), while Play for All Park will continue to emphasize adaptive and inclusive programming as it is further developed (see Figure 6.11, *Play for All Park Conceptual Master Plan*). Lake Creek Park will be developed into a social dog park experience with an expansion of the current Dog Depot (see Figure 6.12, *Lake Creek Park Conceptual Master Plan*). Clay Madsen Park will continue to serve as a fitness and extreme recreation park (see Figure 6.13, *Clay Madsen Recreation Center Conceptual Master Plan*). Finally, Heritage Trail will serve as a Cultural/Historical park and will tell the story and history of Round Rock. It will incorporate art pieces to interpret the City’s history (see Figure 6.14, *Heritage Trail Conceptual Master Plan*).

Offering varying community destination parks is only one way to meet this goal. Having an equal distribution of community destination parks is just as important. Currently, there is a large service gap in the northeast sector of the City. It is recommended that the PARD acquire at least 300 acres in this sector to develop a community destination park to serve that area. Additionally, the PARD should develop a non-traditional, technology-driven recreation center somewhere in

the northern portion of the City in order to serve the population in this area. It is also important for destination playgrounds to be spread throughout the City. Currently, Play for All Abilities Park and Joanne Land at Old Settlers Park are destination playgrounds. Additional destination playgrounds are planned for Heritage Trail and Behrens Ranch Park.

Merely constructing community destination parks and distributing them evenly throughout the City does not ensure an equal distribution of resources. Current parks and facilities must also be improved to ensure that they meet current ADA and park standards and quality level. Programming also needs to be a focus for the PARD to ensure a variety of programs are available for people of all abilities, income levels, and age groups. It is recommended that the PARD start to grow teen programming as well as an adaptive and inclusive program. Inclusive, innovative, and distinctive recreation programs aligned with the PARD’s core competencies should be provided and made available for all residents.

The actions listed in Figure 6.8, *Equity - Distribution of Resources Actions*, are recommended to achieve this goal.



An additional recreation center will be needed in the northern portion of the City to ensure that all residents have convenient access to a facility.



An expansion of Play for All Park will provide access to greater diversity of unique adaptive recreation and programming.



Additional teen programming will be needed as the young population continues to age.



Figure 6.8, Equity - Distribution of Resources Actions

Goal #5: Equity - Distribution of Resources									
Projects							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	5.1 Acquire 300 acres in northeast sector of the City	NE	\$20,000,000	\$50,000,000	Acquisition	Bond Funds		x	x
	5.2. Develop Mayfield Park - Outdoor Adventure Park	NW	\$23,000,000	\$35,000,000	Construction	Bond Funds	x	x	x
	5.2.1 Nature Center with flexible space for classes and events	NW	\$5,000,000	\$10,000,000	Construction	Bond Funds		x	
	5.2.2 Archery range	NW	\$100,000	\$200,000	Construction	Bond Funds	x		
	5.2.3 Trail network - walking, equestrian, nature trail	NW	\$3,000,000	\$5,000,000	Construction	Bond Funds		x	
	5.2.4 Whitewater river / high ropes course	NW	\$15,000,000	\$20,000,000	Construction	Bond Funds	x		
	5.3 Develop Behrens Ranch Park - Nature Park	NW	\$3,000,000	\$5,000,000	Construction	Bond Funds		x	
	5.4 Develop Meadow Lake Park - Boating and Beach Park	NE	\$2,000,000	\$5,000,000	Construction	Bond Funds			x
	5.5 Develop Future Community Park (NE sector) - Sport Fisherman Park	NE	\$10,000,000	\$20,000,000	Construction	Bond Funds			x
	5.6 Develop Old Settlers Park - Sport and Event Park	NE	\$5,000,000	\$15,000,000	Construction	Bond Funds	x	x	x
	5.7 Develop Play for All Park - Inclusive Park	SE			Construction	Work with Foundation for fundraising efforts, Bond Funds	x	x	
	5.7.1 Inclusive sports field	NW	\$1,000,000	\$2,000,000	Construction	Bond Funds		x	
	5.7.2 Phase 3 Parking Lot	NW	\$500,000	\$750,000	Construction	Bond Funds	x		
	5.7.3 Large indoor multipurpose space with attached outdoor space for adaptive and inclusive programming	NW	\$4,000,000	\$6,000,000	Construction	Bond Funds	x		
	5.8 Develop Heritage Trail - Cultural / Historical Park Phase 2	SW/SE	Partially funded	Partially funded	Construction	Funded in 2013 Bond	x	x	
	5.9 Develop Lake Creek Park - Dog Park	SE	\$500,000	\$750,000	Construction	Bond Funds			x
	5.10 Develop Clay Madsen Park - Fitness and Recreation Park	SE	\$2,500,000	\$5,000,000	Construction	Bond Funds			x
	5.11 Redevelop Lake Creek Pool as training pool with deep water	SE	\$3,000,000	\$5,000,000	Construction	Bond Funds		x	
	5.12 Develop a new non-traditional recreation center in north	North	\$30,000,000	\$50,000,000	Construction	Bond Funds		x	
	5.13 Develop a veloway and program it for multiple uses	NE	\$5,000,000	\$8,000,000	Construction	Bond Funds			x
	5.14 Focus on and create more social recreational sports facilities	All	\$300,000	\$500,000	Construction	Bond Funds	x	x	
	5.15 Diversify and evenly distribute destination playgrounds	All	\$750,000 each	\$1,000,000 each	Construction	Bond Funds	x	x	x
	5.16 Develop a dog park in another area of town	West	\$100,000	\$150,000	Construction	Bond Funds			x
	5.17 Develop off-leash dog areas	All	\$5,000 each	\$10,000 each	Construction	Bond Funds	x	x	
	5.18 Develop additional practice facilities to balance with tournament facilities	All	\$300,000 each	\$500,000 each	Construction	Bond Funds		x	
	5.19 Address projects identified in the ADA transition plan	All	\$3,000,000	\$5,000,000	Construction	Bond Funds	x	x	
	5.20 Create a recreation sports and practice facility on the west side of City	West	\$2,500,000	\$5,000,000	Construction	Bond Funds			x
	5.21 Identify community event / rental space in north sector of City	North	\$2,000,000	\$5,000,000	Construction	Bond Funds			x
	5.22 Acquire property adjacent to Clay Madsen Recreation Center for addition of bike park	SE	\$3,000,000	\$7,000,000	Acquisition	Bond Funds			x
	5.23 Acquire property adjacent to Old Settlers Park	NE	\$5,000,000	\$15,000,000	Acquisition	Bond Funds		x	

Figure 6.8, Equity - Distribution of Resources Actions (cont.)

Goal #5: Equity - Distribution of Resources (cont.)									
Management, Operations, and Programming							Time Frame		
Rank	Action	City Sector	Est. Low Range	Est. High Range	Type of Action	Potential Funding Mechanisms and Sources	1-2 yrs.	3-5 yrs.	6-10+ yrs.
	5.24 Create plans for undeveloped neighborhood parkland and create plans for next bond election	All	N/A	N/A	Planning	N/A	x		
	5.25 Develop Adaptive and Inclusive Program strategic plan	All	N/A	N/A	Planning	N/A	x		
	5.26 Develop Teen Programming strategic plan	All	N/A	N/A	Planning	N/A	x	x	
	5.27 Develop Teen Ranger Program strategic plan	All	N/A	N/A	Planning	N/A	x		
	5.28 Expand Outdoor / Adventure Recreation Program to include City amenities	All	N/A	N/A	Programming	N/A		x	x
	5.29 Explore partnerships with other governmental entities to provide recreational facilities and opportunities	All	N/A	N/A	Planning	N/A	x	x	x
	5.30 Continue to focus on cultural programming	All	N/A	N/A	Programming	N/A	x	x	x
	5.31 Expand Aquatics Programming into deeper water	All	N/A	N/A	Programming	N/A	x		
	5.32 Continue emphasis on scholarship program and free community events	All	N/A	N/A	Programming	N/A	x	x	x
	5.33 Review and expand the Park Ordinance to include development of neighborhood park standards, trail development fees, and more	All	N/A	N/A	Planning	N/A	x		



Figure 6.9, Meadow Lake Park Conceptual Master Plan



Conceptual Master Plan

## What?

Housing the largest lake in Round Rock, Meadow Lake is designed to be a passive recreation park that encourages water activities such as canoeing and kayaking, along with trail walking through the Blackland Prairie in the eastern portion of the park. Existing and proposed features include:

- Beach
- Boat Ramp
- Aerators
- Loop Trail
- Boardwalk through the Blackland Prairie
- Boardwalk/Dock
- Open Play Field
- Shaded Playground
- Pavilions
- Restrooms



Conceptual Beach



Conceptual Boardwalk



Conceptual Pier and Dock



Existing Playground and Shade Structures



Conceptual Purposes Only  
Design Subject to Change

Figure 6.10, Old Settlers Park Conceptual Master Plan



Conceptual Purposes Only  
Design Subject to Change

Conceptual Master Plan

### What?

Old Settlers Park is a regional destination park providing a variety of sports and event experiences. Current and proposed amenities include:

- Multiple Baseball/Softball Complexes
- Tennis Complex
- Rock 'N River Family Aquatic Center
- Playgrounds
- Looping Trail
- Multipurpose Fields/Soccer Fields/Football Fields
- Festival Area with Lake Access and Pavilions
- Proposed Multipurpose Field Complex
- Proposed Destination Adult Recreation and Sports Complex



Existing Joanne Land Playground



Existing Hall of Fame Complex



Existing Festival Area during July 4th Celebration



Multipurpose Field Complex  
Championship Field



Rock 'N River Expansion Play  
Feature



Adult Sports Complex



Figure 6.11, Play for All Park Conceptual Master Plan



Conceptual Master Plan

### What?

Play for All Abilities Park is a community destination park that encourages inclusion, providing elements to play, develop skills, and socialize for all individuals including those with disability or limitation. The park will continue to expand its reach and provide additional amenities such as the All Abilities Sports Complex that will cater to children with special needs. Some existing and proposed features include:

- Retreat Pod
- Adventure Pod
- Water Tower Slide
- Village Pod
- Bicycle Race Track and Pit
- Large Playscape
- Swing Pod
- All Abilities Sports Complex
- Protected Synthetic Field for Special Needs
- Covered Sports Court
- Natural Grass Multipurpose Field



Existing Park



Conceptual Nature Pod Element



Conceptual Bicycle Track



Conceptual Synthetic Field



Conceptual Purposes Only  
Design Subject to Change

Figure 6.12, Lake Creek Park Conceptual Master Plan



### What?

A destination park along the Greater Lake Creek Trail provides active recreation opportunities for park-goers and their dog. Current and proposed amenities include:

- Lake Creek Pool
- Proposed Sprayground
- Playground
- Covered Court
- Sand Volleyball Courts
- Pavilions
- Dog Depot (multiple fenced areas for different sized dogs)
- Dock and Swimming Pond in the Dog Park
- Food Truck Court and Socialization Area
- Bocce Ball
- 18-hole disc golf course

Conceptual Master Plan

Goals and Recommended Actions



Existing Dog Park



Existing Lap Pool



Conceptual Food Truck Court



Conceptual Disc Golf



Conceptual Dog Pond and Dock



Conceptual Sprayground



Conceptual Food Truck Court



Figure 6.13, Clay Madsen Recreation Center Conceptual Master Plan



Conceptual Purposes Only  
Design Subject to Change

Conceptual Master Plan

### What?

The Clay Madsen Recreation Center is a community destination park along the Greater Lake Creek Trail system offering a variety of active recreation opportunities. Current and proposed amenities include:

- 14,000 sq. ft. skate park
- Covered Basketball Court
- Covered Multipurpose Building (including basketball, tennis, and cross-training area)
- Playground
- Looping Trail
- Recreation Center with indoor pool, gymnasium, weight room
- Proposed BMX pump track
- Proposed multipurpose fields



Existing Recreation Center Gymnasium



Existing Skate Park



Existing indoor pool



Conceptual BMX Pump Track

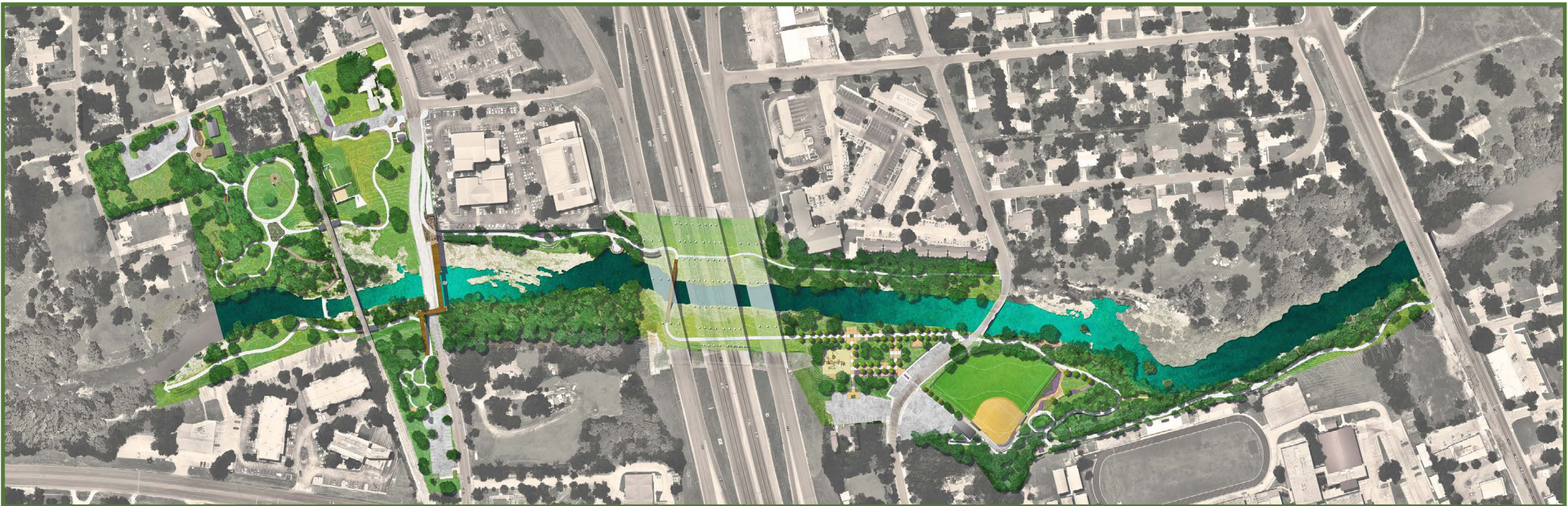


Conceptual Natural Turf Multipurpose Field



Conceptual Covered Basketball Court

Figure 6.14, Heritage Trail Conceptual Master Plan



Conceptual Master Plan

### What?

A destination park along the Brushy Creek will serve as a cultural/historical park and trail with passive recreation opportunities. Current and proposed amenities include:

- Trail
- Canoe/kayak launch
- Picnic pavilions and areas
- Overlook areas
- Event lawn
- Spiral ramp
- Sun bathing lawn
- Stagecoach pavilion
- Nature play area
- Art pieces to interpret the City's history
- Boardwalk
- Brushy Creek pedestrian bridge
- Outdoor classroom
- Playground



Conceptual Stagecoach Pavilion



Conceptual Spiral Ramp



Conceptual Brushy Creek Pedestrian Bridge



## Implementation Strategy

A coordinated effort on the part of the City and community leaders, such as citizens, elected and appointed officials, and outside agencies, is essential to the successful implementation of Plan recommendations. This also involves the recognition that the City has a responsibility to partner with all local, state, and federal entities that can be of assistance in diversifying and improving Round Rock’s park and recreation system now and in the future. At a minimum, this includes:

- Round Rock’s elected and appointed officials;
- City Administration and staff;
- Round Rock Economic Development Partnership;
- Williamson County;
- Texas Department of Transportation;
- YMCA;
- Round Rock Independent School District (RRISD);
- Adult and youth athletic leagues;
- Abutting local municipalities (on projects that benefit both jurisdictions);
- Area land and business owners and the development community;
- Homeowners’ Associations and Municipal Utility Districts (MUDs);
- Interested community volunteers and stakeholders; and
- Other affected agencies and entities.

An important additional consideration for the success and cost-efficiency of implementing the projects proposed in this Plan is establishing important interdepartmental coordination. Coordinating improvement plans with projects from other departments, such as planning, water or wastewater, right-of-way acquisition, drainage improvement, etc., will reduce overall capital costs to the City and speed up implementation.

Further, a substantial, synergistic relationship exists between high quality parks and trails, visible and accessible greenspace, and healthy economic development. Indeed, integrating beautiful parks and trails as part of quality neighborhood development is already one of the contributing factors leading to the City’s continued economic prosperity. This is because an equitably distributed, high-quality parks, recreation, and trail system contributes to the attraction of new residents and businesses. This consequently increases sales and property tax revenues, which then can be reinvested into maintaining and expanding the system over time. To capitalize on this symbiotic relationship, it is highly recommended that the PARD coordinate with Round Rock’s Economic Development Partnership and the Momentum investors of the Round Rock Chamber of Commerce to further maximize the potential of leveraging the City’s high quality park system as part of the City’s overall economic development efforts.

## Potential Funding Sources

Since funding is the overarching prerequisite necessary to implement any of the recommended actions, this Plan identifies a series of potential funding sources which may be helpful in achieving the recommended action items in the most cost effective manner possible. Due to potential limitations of funding, it is recommended to pursue outside sources whenever possible (see Appendix C, *Potential Outside Funding Opportunities*). Outside sources include grants, partnerships with public agencies (e.g., RRISD), and partnerships with private entities.

### City Generated Funding Sources

General fund expenditures (i.e., non-capital expenditures) are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

### Municipal Bonds

Debt financing through the issuance of municipal bonds is the most common way to fund park and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades. General obligation bonds – the most common form of municipal bond – are the primary bond type for park and open space projects.

### Tax Increment Financing/Public Improvement Districts

These related tools allow a development district to divert a portion of its property taxes to fund infrastructure improvements within its area. This can include plazas, pocket parks, linear parks, and other types of facilities.

### Electric Utility Partnerships

This type of partnership can be established for the purpose of providing and enhancing linear parks and trails along utility easements. This partnership typically does not involve monetary contributions. However, through use agreements and/or easements, it makes land for trail corridors accessible at little or no cost to the community.

### Park Improvement Fee Funds

For many cities, this funding received from developers is a very helpful revenue source for park development. The requirement for such a fee needs to be written into the City’s Parkland Dedication and Development Ordinance.

### Cash in Lieu of Conveyance of Land

As part of many cities’ Parkland Dedication and Development Ordinance, subject to specific prescribed conditions, a cash amount may be accepted in lieu of the conveyance of land. The goal is for the city to have the option to purchase land of an equal amount that was to be conveyed, elsewhere in the city.

### Utility Bill Contributions

In many cities, residents are allowed to electively add a small amount to their utility collection bills to fund park improvements. As an example, the City of Colleyville has a Voluntary Park Fund, which allows citizens to donate \$2.00 per month contribution through their water utility bills. This results in approximately \$150,000 per year, which is used to fund park improvements throughout their community.

### Tree Restoration Funds

The source of this type of fund is typically derived from cities that levy fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate city properties.

## Plan Update

A long-term vision for the City, which includes a 10-year strategy of prioritized implementation actions, was established through a robust public engagement process. If implemented, the City will achieve its envisioned future. Implementation by priority ensures that the City is responding incrementally to the community’s needs and desires.

This, however, does not mean that this Plan will serve every need and desire of the community for the entirety of the next 10 years. On the contrary, it is designed to specify guidance for implementation actions prioritized in the near- and mid-term future. In this regard, the following recommendations are intended to keep this Plan current and up to date:

- **Annual Progress Report and Update.** Prior to the start of the annual budget process, City staff should prepare and present an annual progress report on the status of the actions identified in this chapter. In addition, they should work with elected and appointed officials to determine which recommendations should move up in prioritization.
- **Five-Year Update.** While not required by the Texas Parks and Wildlife Department (TPWD) to remain eligible for grant funding, undertaking an official plan update every five years helps the City remain competitive in a very competitive grant process as TPWD places a higher point value (during grant funding evaluation) on submittals that demonstrate a plan update has been done within the past five years. Plan updates can be published in short report format and attached to this Plan for easy use. Four key areas for focus of these periodic reviews are as follows:
  - **Facility Inventory.** An inventory of new facilities should be recorded as well as any significant improvements to RRISD, county parks, HOA parks, and major private facilities that could influence recreation in Round Rock.
  - **Public Involvement.** As mentioned previously, this Plan reflects current population and attitudes as expressed by the citizens of Round Rock. However, over time those attitudes and interests may change as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and to provide additional direction from the public on issues that may arise. In order to make an accurate comparison of the changes in attitudes and interests, it is recommended that future surveys follow the general format of the citizen survey conducted in this Plan.

- **Facility Use.** Facility use is a key factor in determining the need for renovation of additional facilities. League participation of sports facilities should be updated each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of Round Rock should also be recorded.
- **Action Plan.** As items from the action plans in this document are implemented, updates should be made to the prioritized list to provide a current schedule for City staff.



Figure 6.15, Trails Priority Plan



Figure 6.16, PARD Vision Plan

