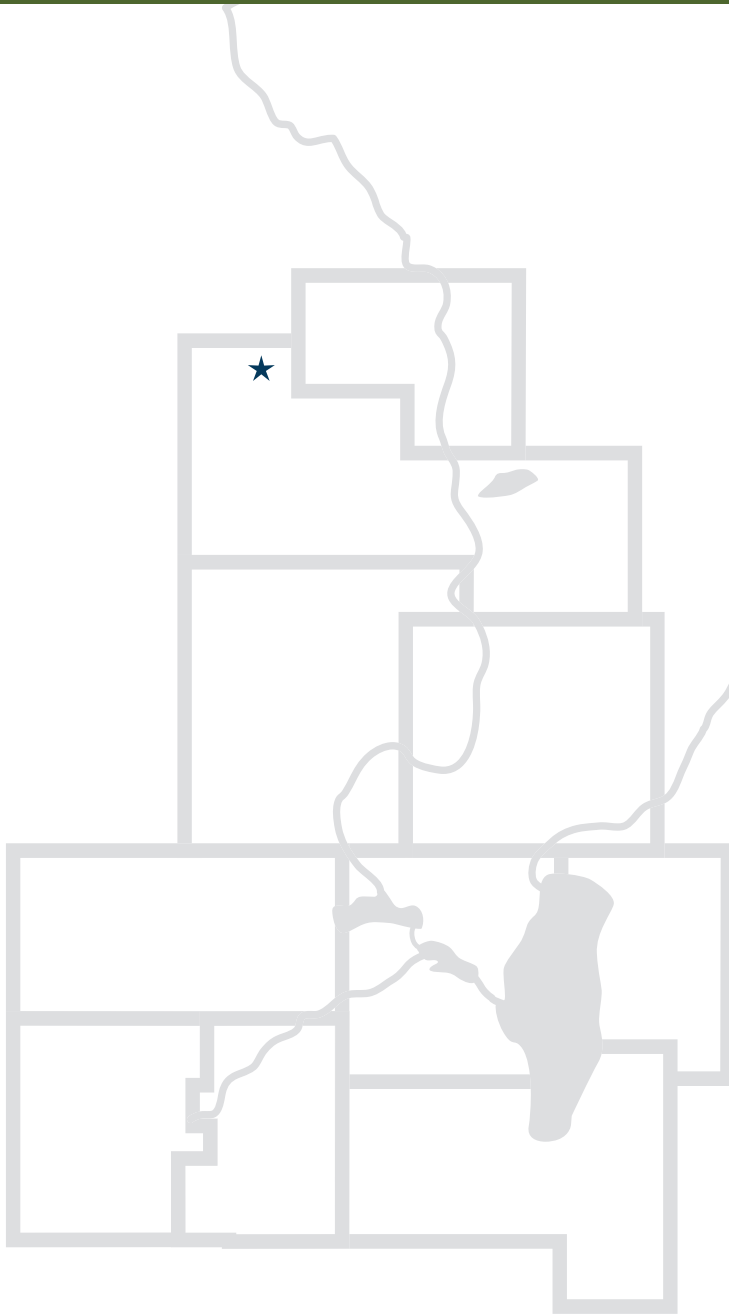


Village of Mattoon Comprehensive Outdoor Recreation Plan

2021- 2025



VILLAGE OF MATTOON

**COMPREHENSIVE OUTDOOR RECREATION
PLAN**

2021-2025

December 14, 2020

Prepared by the

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and the

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ACKNOWLEDGMENTS

The preparation of the *Village of Mattoon Comprehensive Outdoor and Recreation Plan 2021-2025* was formulated by East Central Wisconsin Regional Planning Commission with the Mattoon Public Works Department and the Village Board.

MISSION

The Village of Mattoon is committed to investing in a safe and welcoming community dedicated to promoting a sense of hometown identity and pride, while creating opportunities for civic and neighborhood involvement.

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ABSTRACT

TITLE: Village of Mattoon
Comprehensive Outdoor Recreation Plan 2021-2025

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Trish Nau, ECWRPC Principal Planner

SUBJECT: Village of Mattoon Five-Year Comprehensive Outdoor
Recreation Plan, (CORP)

DATE: December 14, 2020

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The 2021-2025 Village of Mattoon Comprehensive Outdoor Recreation Plan seeks to help preserve the natural environment and at the same time allow residents and visitors alike to play, learn, enjoy and live in harmony with it. In addition to setting forth new recommendations based on present needs, the adopted plan will enable the municipality to compete for matching funds available through the Department of Natural Resources' Stewardship Program if available. Funding components of this program, targets monies for parkland acquisition and development projects as well as for numerous other projects and activities that preserve, protect and enhance important land and water-based natural assets. Collectively, other grants are available through the WDNR Stewardship Program, Wisconsin Department of Transportation, etc. and have effectively doubled the local funding commitment for acquisition and development of parkland and improvements to other public recreational facilities such as trails. A 50% match is required.

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CHAPTER 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

THE VILLAGE OF MATTOON

More leisure time and a growing interest in the environment and physical fitness have placed greater demands on recreation facilities in the Village of Mattoon. In recognition of the continuing need to provide for these demands and to protect and enhance the existing environment for future generations, the Village, with the assistance from East Central Wisconsin Regional Planning Commission (ECWRPC), has prepared this *Comprehensive Outdoor Recreation Plan* or CORP. The plan builds upon earlier outdoor recreation plans and concepts prepared by the Village.

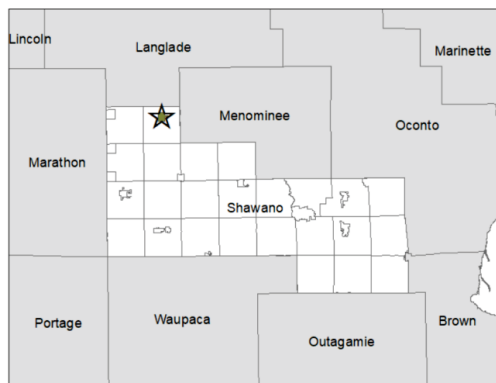
This new plan serves as a guide for the future development of Mattoon's park and recreation system. In addition, the plan, after local approval, will allow the Village of Mattoon to participate in cost sharing funding programs targeted for park acquisition and development. These competitive programs, administered by the Wisconsin Department of Natural Resources (DNR), have proven to be an excellent complement to local funding sources, contributing nearly \$500,000 in park-related development over the past decade.

COMMUNITY OVERVIEW

The Village of Mattoon is a small community located in the northwestern portion of Shawano County. Located 30 miles northwest of Shawano, 30 miles east of Wausau, and 10 miles south of Antigo, Mattoon is served by County highways D and Z as the main routes through the Village. STH 47 is to the north with STH 29 as a four-lane divided facility to the south. The West Branch of the Red River flows south to north on the eastern border. The Mattoon area is expected to remain much of the same in terms of development and population growth in the future. Its current 2010 population is at 438 and 2020 projected is at 435. Wisconsin Veneer and Plywood, owned by the Besse Forest Products Group, is the biggest industrial provider for jobs and building needs in the area.

Typical of most small communities, Mattoon's commercial core is located in the center of the Village. The downtown business district flanks 4th Street, which serves to carry north/south traffic through the heart of the community. A small market is located on the west side of 4th street. An assisted living community, library, gas station, post office, church, and community hall are among the establishments in this small municipality. Mattoon is a grassroots community with a volunteer Fire Department and EMS as well as multiple organizations.

Figure 1-1: Location Map



HISTORY

Incorporated in 1901, the Village of Mattoon was named after George B. Mattoon, an early Wisconsin lumberman who settled to the area. It began as a logging community with multiple lumber mills and a railway to move the logs. A lumber mill still exists with logging as an economic asset. In the 1950's, baseball was a prominent sport played in the Village and still is today with two ball diamonds in the north and south part of the community.

PAST RECREATION PLANNING

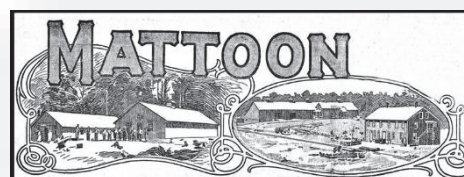
The Village of Mattoon has not done a lot of recreational planning as the Village is small in its residents' base but a short guide was developed by the Shawano County Resource Extension and ECWRPC back in 1990 that was not approved. The Village did not participate in the Shawano County comprehensive plan updated in 2013. The community is looking to do their own comp plan in the near future after the recreation plan is complete.

Mattoon's elected officials have long maintained that a key responsibility of local government is to ensure that its residents have access to a diverse range of recreational activities, facilities, and services. By providing recreational resources, the Village of Mattoon is able to contribute to the physical, mental, and social health of its residents.

This plan shows the vision, goals, strategies, and recommendations to guide the Village into the year 2025.

PLAN PURPOSE AND PROCESS

The purpose of this plan is to develop an updated five-year and long-range action program that can continue to guide the growth of Mattoon's park system as the community varies in age and needs change. As a prelude for deriving the action plan, the plan inventories existing parks and facilities, determines deficiencies and surpluses within the system, and identifies future recreational needs/trends. These serve as the cornerstone for formulating general and site-specific recommendations, which provide the basis



for all projects included in the action program. As mentioned earlier, a second purpose of the plan is to satisfy the mandates of available funding programs. Among these mandates are requirements that all funded projects must be clearly identified and justified in current plans to qualify for grant programs.

The success of any type of local planning effort is often dependent on the involvement, support, and active participation of community residents in the plan's preparation. To ensure that a diverse spectrum of citizen viewpoints and concerns contributed to the plan's development, a broad base of citizen support and input was solicited from individuals representing a variety of interests through an online survey. Among the groups contacted were senior citizens, Native Americans, youth, and the physically handicapped. Persons representing the business community and educational systems were also involved in the plan's preparation. Within the Village government, this plan was prepared and approved by the Village of Mattoon Board.

The CORP was developed in four phases, as depicted in Figure 2-1.

Phase I - Where Are We Now? NEEDS ASSESSMENT

Phase I provided a foundation for the planning process by documenting the condition of the existing park system, and getting feedback from the public and other entities on the strengths and challenges of the existing system through an online survey.

Phase II – Where Do We Want To Be? VISION AND GOALS

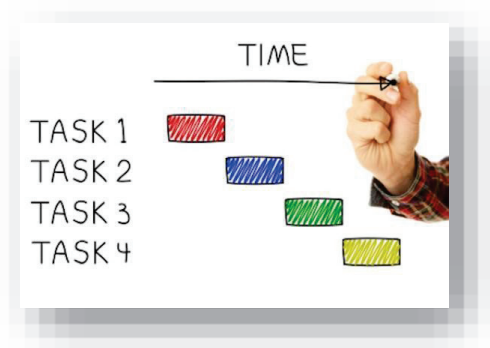
In Phase II, ECWRPC designed and hosted a variety of public involvement activities to identify community preferences and desires. These preferences were then incorporated into the technical analysis of needs, influencing the analysis factors. The results of these assessments were documented in the Needs Assessment Chapter 4, addressing the broader park system and facilities. Also in Phase II, ECWRPC crafted a draft vision that captured the Phase 1 themes and incorporated the results of a public visioning workshop.

Phase III – How Do We Get There? STRATEGY AND ACTION PLAN

Building on the work of Phases I and II, ECWRPC began developing recommendations and plan elements in support of the community's vision. Throughout this phase, the Parks and Recreation Commission, Village staff, and the general public were all involved in refining the plan elements.

Phase IV – Documentation and Adoption METRICS AND VALUE

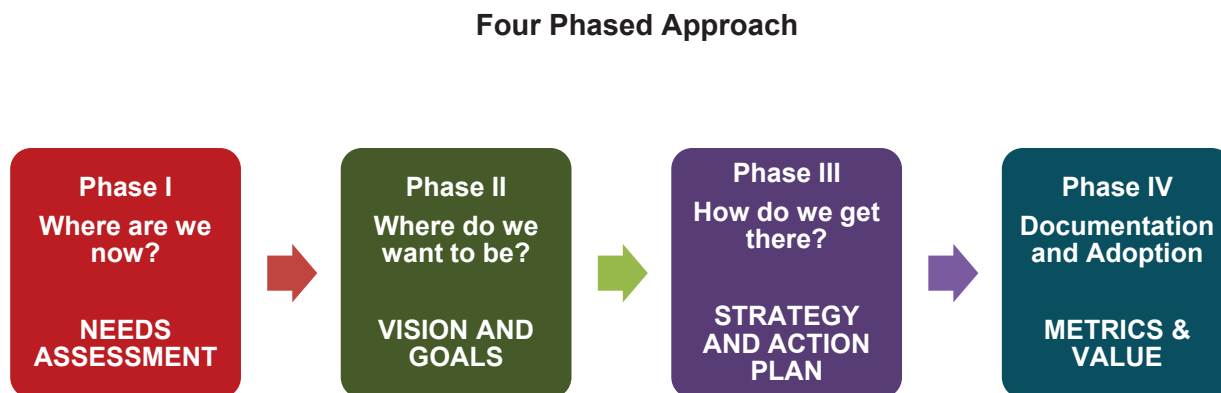
A good recreation plan is carefully tailored to the community for which it is prepared and reflects user needs on a qualitative as well as a quantitative basis. Accurately determining these needs and their demands on existing and future recreational facilities is an important first step in the planning process.



Standards adopted in the *Outdoor Recreation & Open Space Plan for East Central Wisconsin* (March 1977), still in use today, as well as nationally accepted park planning standards provide a good starting point for a community to gauge the overall adequacy of the quantitative aspects of its park system. In addition to the use of the East Central Wisconsin *Year 2030 Regional Comprehensive Plan* document and the *2019-2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP)*¹, also provides general guidelines and goals to follow.

While these standards are useful in suggesting that specific recreational needs may exist, they typically are not sensitive to the many variables that make each community and its park system unique. Thus, the standards are most effectively used to merely support or augment the local knowledge of the needs of a community's residents. This approach enables the community to loosely apply the standards to accommodate its own needs based on community interest and involvement, available physical resources, potential opportunities, and the financial capacity of the Village to operate the park system.

Figure 1-2: Plan Development Process



¹ <https://dnr.wi.gov/topic/Lands/scorp/>.



CHAPTER 2

GOALS AND OBJECTIVES

CHAPTER 2: GOALS AND OBJECTIVES

This comprehensive outdoor recreational plan will enable the Village to take a look at changes in age groups and recreational interests by providing goals and objectives that will guide the development and operation of its park system for many years. The resulting goals, objectives, and policies will represent a path to guide the Village's role in meeting the recreational needs of all residents and visitors to the community.

The goals are stated as a desirable condition to strive for in the future and represent a common ideal of the community that can be achieved through the combined efforts of the Village, civic organizations, and individual citizens. The corresponding objectives and policies provide greater detail and more specific direction for accomplishing the desired goal. Together, the goal, objectives, and policies provide a basis for establishing Village priorities and/or options for the planning, acquisition, renovation, and future development of park and recreational facilities.

FOUR GOAL CATEGORIES ARE REPRESENTED:

- Outdoor Recreation
- Public Participation and Governmental Cooperation (Partnerships)
- Accessibility
- Health

OUTDOOR RECREATION

GOAL 1: Ensure that adequate open space and recreation facilities are provided for and made accessible with emphasis on designing open spaces to fulfill unique niches.

Objectives:

- 1.1 Provide a full range of public recreational facilities and services for use on a year-round basis.
- 1.2 Provide park and recreation facilities to serve residential areas.
- 1.3 Preserve structures and sites that reflect the historical and natural heritage of the area.
- 1.4 Undertake efforts to carry out an urban forestry program that would replace unsafe, diseased trees, establish shaded play areas, and overall improve the aesthetic nature of existing and future parklands.



FACILITY ACCESSIBILITY AND ADA COMPLIANCY

GOAL 2: Ensure that both new and old open space and recreational facilities are designed to meet the needs of all residents, including special needs of the elderly and disabled recreationalists.

Objectives:

- 2.1 Design accessible active and passive recreational areas and park facilities, which can be utilized by elderly and/or disabled citizens. (ADA Title III compliant)

PUBLIC PARTICIPATION / INTERGOVERNMENTAL COOPERATION

GOAL 3: Encourage cooperation with adjacent municipalities, the county, and the Antigo Area School District, as well as local groups and organizations to maximize the cost-effectiveness of providing open space and recreational facilities.

Objectives:

- 3.1 Work jointly to avoid unnecessary duplication of facilities and seek equitable ways of sharing the burden for acquiring, developing, and maintaining parks and other recreational facilities.
- 3.2 Pursue joint, multi-purpose use of park and school facilities that are co-located and future park sites planned under such guidance.
- 3.3 Encourage participation by all residents, at public meetings.
- 3.4 Encourage cooperative community projects to improve and expand the recreational facilities as needed.
- 3.5 Solicit the support of community groups and service organizations as a way of funding improvements as well as grants in benefiting residents of the Village.
- 3.6 Improve upon the marketing of the Village's parks by creating a website for information and also keep the social media page current for comments.

HEALTH FACTORS

GOAL 4: Encourage healthy lifestyles by meeting the needs of recreational opportunity to be enjoyed and participated in by all residents.



Objectives:

- 4.1 Work with local businesses and organizations on finding healthy alternatives at work and play for all residents.
- 4.2 Promote the county's bike and pedestrian plan as a way of getting healthy and physically active by partnering with Shawano Pathways, i.e. the Safe Routes to Parks and Schools Programs.
- 4.3 Provide appropriate and adequate active recreational spaces for Village residents now and in the future of all ages.
- 4.4 Encourage residents to utilize the Safe Routes to School programs and walk/bike with their children to school.

COUNTY	2020 Health Outcomes	2020 Health Factors
Calumet	6	6
Fond du Lac	29	20
Green Lake	57	48
Outagamie	20	8
Marquette	64	62
Menominee	72	72
Shawano	55	38
Waupaca	43	29
Wausara	48	54
Winnebago	42	23

Shawano County is rated 55 overall out of 72 in the state for healthy outcomes (today) and 38 out of 72 for health factors (tomorrow). See Chapter 5 for more information on the 2020 County health rankings.





CHAPTER 3

RECREATIONAL RESOURCES

CHAPTER 3: RECREATIONAL RESOURCES

CURRENT CONDITIONS

Natural Resources

A variety of outdoor recreational opportunities are available in and around the Village of Mattoon. The West Branch of the Red River comprises the primary surface water in the Mattoon area crossing Park Ave. Several scattered and heavily wooded areas can be found throughout the Village. Large forested tracts are found around the developed central area of the municipality as well as farmland. These areas all provide scenic values that enhance the landscape of the rural environment.

Topography

The Village boundaries occupy close to 1,050 acres of land mass within the county. Approximately 527 acres is woodland, over 50%, with 90 acres being undeveloped open space, 8.6%, and 205 acres agricultural, at 19.5%. Parks, minus the 80 acres of undeveloped woods, occupy 1.4% of land mass.* The area is also somewhat hilly with slopes over 12%

Environmental Features

Close to 270 acres are considered wetlands within the Village boundaries and the 100-year floodplain at 164 acres located on each side of the West Branch of the Red River. Soils in this area are fairly wet and are slow draining of which over 300 acres have a rating of less than 2 feet to groundwater. (Map 2)

EXISTING RECREATIONAL FACILITIES



The Village of Mattoon maintains three recreational sites for a total of 15.86 acres, with approximately 80 acres of public wooded, open space is available on the Village's east side off of Stone Road.

This is undeveloped currently but could be cultivated into a natural area for learning, recreating, and picnicking. Active uses such as trails could be developed. There are some steep slopes and wetlands on this land that makes it undevelopable but perfect for recreational use. Boardwalks and wildlife viewing areas would make this an ideal nature preserve.

If this undeveloped wooded area is included within the parks acreage that would bring the total acres to 93.86.

* ECWRPC 2015 land use data, NRCS Soils, DNR Wetlands, FEMA Floodplains.

Table 3-1: Public Parks Space and Recreation Areas

PLACE	PHOTO(S)	LOCATION	TYPE	AMENITIES
North Ball Diamond Park		Corner of 4 th Street and North Ave. Old Elementary School Site 3.9 acres	Neighborhood Park Active Uses	Ball Diamond with Concessions, Half Basketball Court, Outdoor Classroom and Butterfly Garden, GaGa Ball Court, Picnic Area. Green Space, Seasonal Restrooms
South Ball Diamond Park		Corner of 4 th Street and Railroad Ave. 2.9 acres	Neighborhood Park Active Uses	Ball Diamond, Basketball Court, Tennis Court, Green Space for Soccer (multi-use), Seasonal Port-a-Potty Sledding Hill



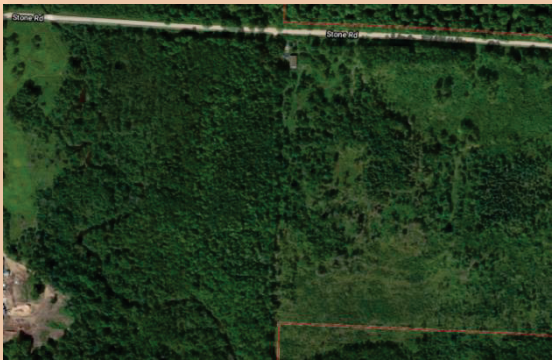
PLACE	PHOTO(S)	LOCATION	TYPE	AMENITIES
Sportsmens Park		Park Ave. and 4 th St. 8.9 acres	Community Park Active Uses	Seasonal Restrooms, Pathways, Green Space, Picnic Tables, Pavilion, Grills, 3 Rustic Campsites and Playground, area
New Park Space		Slate Ave (Behind Community Center) .16 acres	Mini-Park Active and Passive Uses	Open Shelter, Green Space
Undeveloped East Woods (wellhead)		Stone Road 80 acres	Natural Area Passive Uses	Wooded

Table 3-2: Park Amenities

Type	Village of Mattoon Parks and Recreation Facilities*	Acres	Baseball Diamond	Basketball Court	Benches	Bicycling	Canoe \ Kayak Launch	Concessions Stand	Concerts \ Events	Fishing Piers	GaGa Ball Pit	Hiking \ X-Country Ski Trails	Historic Site	Natural Area	Open Play\ Athletic Area	Outdoor Classroom	Parking Areas	Picnic Area	Play Equipment	Public Gardens	Restrooms	Shelter	Sledding Hill	Skating Rink	Soccer Fields	Tennis Court
NP	North Ball Diamond	3.9																			S					
NP	South Ball Diamond	2.9																			S					
CP	SportsmensPark	8.9																			S					
MP	New Park Space	0.16																	F							
NA	Undeveloped Woods	78																								
	Total Developed Parks	15.86																								
	Total Land Mass	93.86																								

NP = Neighborhood Park, CP = Community Park, and NA = Natural Areas
 S = Seasonal F = Future

Other amenities in the Village include the Community Hall, Mattoon Area Museum and Public Library. There are also many clubs and organizations within the Village that promote outdoor recreational activities. Below is a list of those establishments:

- Mattoon Sportsmens Club
- Mattoon Sno-Runners
- Volunteer Fire Dept. and EMS
- Shepard's Watch Community Center
- American Legion: 287 John Owen's Post
- Greater Mattoon Area Advancement Association
- Mattoon Area Historical Society

Map 1 Parks and Trails Village of Mattoon

- 1 North Ball Diamond
- 2 South Ball Diamond
- 3 Sportsmens Park
- 4 Undeveloped Nature Area
- 5 New Park

 Snowmobile Trails
 Park



0 2,000
Scale in Feet

Source:
Data provided by Shawano County Land Information Office 2020.
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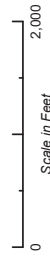
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Map 2 Environmental Factors Village of Mattoon

- 1 North Ball Diamond
- 2 South Ball Diamond
- 3 Sportsmens Park
- 4 Undeveloped Nature Area
- 5 New Park

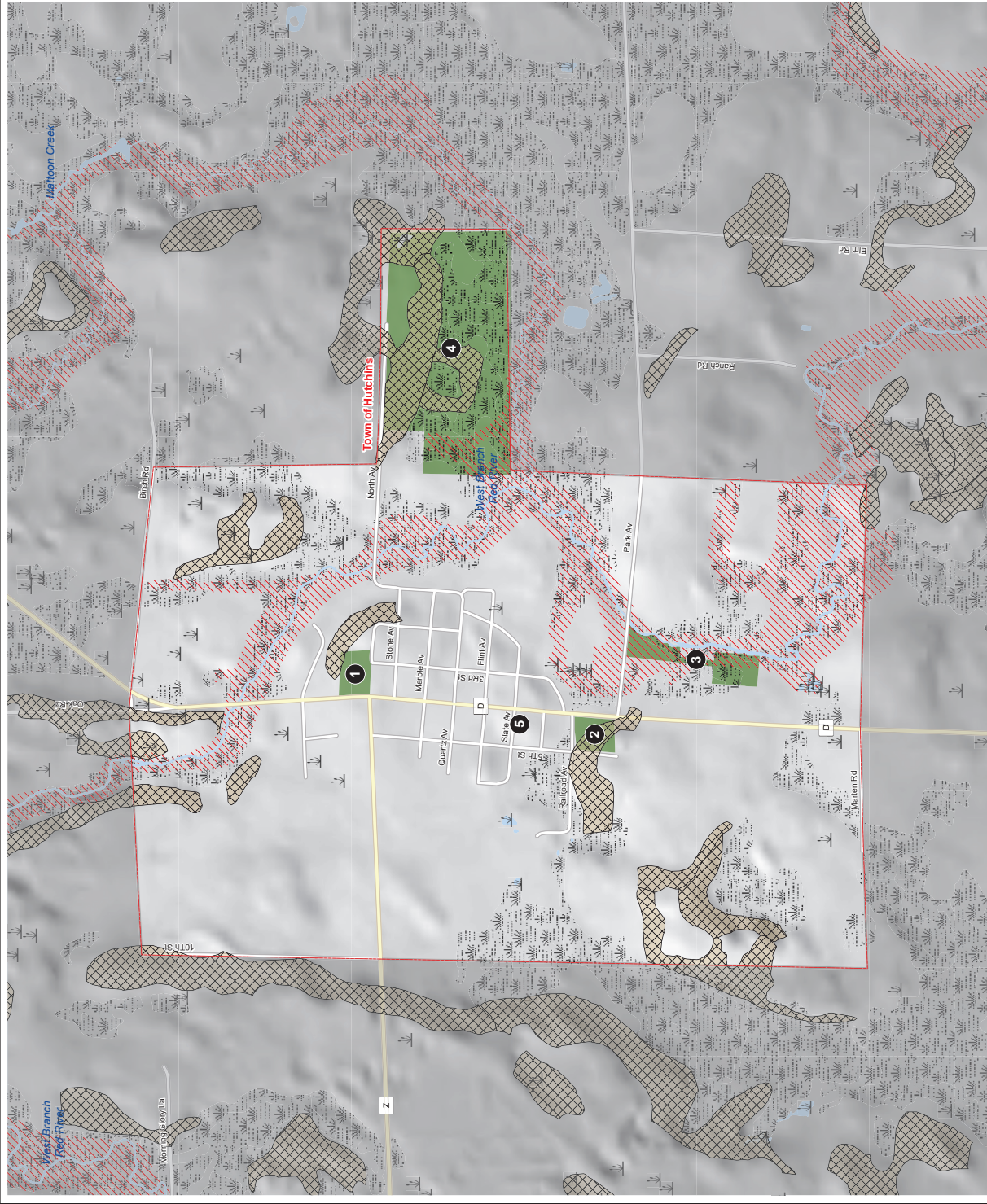
- Wetlands (< 5 Acres)
- Wetlands (> 5 Acres)
- 100 Year Floodplain
- Steep Slope (>12%)
- High Bedrock (< 5 Feet)
- Park



Source: Parks created from parcels. Soil data provided by NRCS-USA, Web Soil Survey (WSS), accessed 2013. Wetland Data, WDNR 2015, Floodplain Data, FEMA 2017. Base data provided by Shawano County Land Information Office.

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CHAPTER 4

RECREATIONAL NEEDS

CHAPTER 4: RECREATIONAL NEEDS

POPULATION

The population of Mattoon has historically shown a pattern of slow but steady loss throughout the years (Table 4-1). Projections based on Wisconsin Department of Administration (DOA) data indicate some growth from 2020 to 2030 with another decline (-5.68%). The biggest growth occurred between 1980 and 1990 at 13.12%.

Table 4-1: Population Trends and Projections

Year	Village of Mattoon	% Change
1950	510	-
1960	435	-14.71%
1970	377	-13.33%
1980	381	1.08%
1990	431	13.12%
2000	466	8.12%
2010	438	-6.01%
2020*	435	-0.68%
2030*	440	1.15%
2040*	415	-5.68%

Sources: U.S. Census; DOA 2017
Estimates; ECWRPC Projections.



Table 4-2: Population by Age Group, Greater Mattoon Area

Age	Village of Mattoon		Shawano County		State of Wisconsin	
Median	38.2		44.9		39.2	
Age Group	Number	%	Number	%	Number	%
Under 5	72	16.1%	2,443	5.8	358,443	6.3
5 to 14	49	10.9%	5,373	12.8	744,544	13.1
15 to 24	34	7.6%	4,736	11.4	785,761	13.8
25 to 44	121	27.0%	9,667	23.1	1,447,360	25.4
45 to 54	38	8.5%	6,589	15.7	873,753	15.4
55 to 64	64	14.3%	5,461	13	699,811	12.3
65+	70	15.6%	7,680	18.2	777,314	13.7
Totals	448	100.0%	41,949	100	5,686,986	100

Source: ACS Demographic Profile Data, 2017.

In 2010, the distribution of Village and area residents by age group showed that the Village of Mattoon had a higher percentage of residents aged 25-44 keeping in line with and both the county and state (Table 4-2). The Village median age of residents is an age of 38.2 years closer to the state age median of 39.2. The county exhibits an older population base at 44.9 years.

For Mattoon, in park planning purposes, there may be more of a need for facilities based on middle age residents with families.

STANDARDS

The following general park standards and important local criteria influenced the preparation of this plan:

Acreage Standard

The most common standard for public parks and open space in a community is 10 acres for each 1,000 residents. Typically, this acreage is comprised of parkland and school properties. This standard assumes a balance of recreational needs and is accommodated on the available acreage. If, for example, the community's open space meets the standard but is largely undeveloped natural area, it may need additional land to provide an adequate number of ball-fields or picnic facilities. Generally, communities also accommodate the recreational needs of residents in adjacent rural areas, where the range of recreational facilities may be limited. Communities such as Mattoon may not attract a sizable number of visitors but should maintain and provide adequate facilities to its existing patrons.

Facilities Standard

This standard represents the number of recreational facilities, such as tennis courts or picnic tables that should be found in a community based on its population. While this standard is useful in discovering major discrepancies, a more accurate reflection of a community's actual need for specific facilities is found in the demands placed on the system by local residents. A community with an extremely active adult softball program, for example, would have a need for more diamonds than another community where this activity is non-existent. Similarly, the demand for basketball courts in a community like Mattoon, where every driveway is a potential court, would be less pronounced than in a highly urban setting.

Park Site Standards

Park site standards adopted through the National Recreation Park Association (NRPA) helps planners determine the size and service areas for various types of parks. These standards also identify an appropriate range of facilities each type of park should generally contain to provide residents with a diversity of accessible recreational opportunities. The types or classification of parks most common in communities the size of Mattoon are rec-lots, neighborhood parks / playgrounds, and community parks.

The distinction between the various types of parks is the role they serve in meeting a community's overall recreational needs. As with area and facility standards, the park site standards that have been applied to each of these general park classifications are useful only to

the extent that they disregard factors which make each community unique. In addition, in many communities the classification of individual parks and recreational facilities is not clear-cut. Generally, however, community parks are considered to be of communitywide importance or have specialized facilities that are used by residents of the entire community. Unless they are specialized facilities, community parks are considered to fully meet the recreational needs of residents of the neighborhood in which they are located.

Neighborhood parks and playgrounds are used predominantly by residents of the surrounding neighborhood. A primary function of these parks is to provide active recreational opportunities for neighborhood children. Play apparatus and open play area are generally considered to be highly desirable. In many cases, the elementary school site can serve as a neighborhood playground.

Other smaller more specialized parks, rec-lots, and undeveloped green space areas are also found in many communities. While in some cases these may provide a limited range of recreational opportunities for residents of the immediate area, they typically do not provide adequate area or facilities to meet the recreational needs of the entire neighborhood.

East Central Wisconsin Regional Planning Commission Standards

East Central Wisconsin Regional Planning Commission (ECWRPC), as part of its long-range transportation/land use plans for the Fox Cities, Oshkosh, and Fond du Lac urban areas currently being updated, has identified a level of service standard for parks which is 10 acres for every 1,000 residents. ECWRPC created residential standards based on density for various services such as sanitary sewer, water supply, street network, and parks. The high density category is defined as three or more residential units per acre.

RECREATIONAL NEEDS

Park and recreation needs may include the need for additional park land to accommodate new facilities, the need for additional parks and recreational facilities in areas of the community where new residential growth is occurring, or the need for new or improved park facilities and equipment. To provide indicators of the scope of these needs, park and recreation standards have been developed. As discussed earlier, although these standards are useful, in communities the size of Mattoon, they should only be viewed as guidelines. More important to the accurate identification of local park needs is citizen input and knowledge of existing facilities and wishes.

LAND NEEDS

A land demand standard of 10 acres of publicly owned open space for every thousand residents is a traditional barometer for determining whether adequate parkland exists in a community to meet the recreational needs of its citizens and others who depend on its facilities for recreational activities. Based on this standard, Mattoon's total of 15.7 public park acres not including undeveloped acres, (78 acres of woods) more than adequately provides the standard based on the current and estimated population of Mattoon with a surplus of land mass to the year 2040, (11.6 acres).

Table 4-3: Park Land Needs

Year	Village Parks (Acres)	Population Projection	Demand Projection (10 acres/1,000 pop.)	Surplus (in acres)
2000	15.86	466	4.66	11.2
2005	15.86	431	4.31	11.6
2010	15.86	438	4.38	11.5
2015	15.86	430	4.3	11.6
2020	15.86	435	4.35	11.5
2025	15.86	440	4.4	11.5
2030	15.86	440	4.4	11.5
2035	15.86	430	4.3	11.6
2040	15.86	415	4.15	11.7

In looking solely at the total recreational acreage currently owned by the Village, there is no need to acquire additional parkland through the year 2040. Current parkland should be looked at to accommodate new and/or rapidly growing forms of recreation (trends). A strong commitment to providing greater public access to the Village's waterway – an identified goal – (West Br. Red River) for identifying access in the future, would serve the community well. A good rule of thumb is 12.5% of a community's acreage should be dedicated to parks space. Mattoon has 8.94% with the additional 80 acres of woods and 1.5% without.

LOCATIONAL NEEDS

One of the most important tenets of park system planning is that a range of recreational opportunities should be within convenient walking distance of each resident. East Central's standards identify this distance as one-quarter mile although one-half mile – a ten-minute walk for most adults – is often cited as a reasonable walking distance. Convenience, however, cannot be measured only in time and distance. It is equally if not more important to consider the presence of natural and man-made barriers that prevent or impede a safe and/or convenient walk from home to park or school. These barriers are particularly restrictive for children and disabled or elderly residents.

In Mattoon, the primary barrier is 4th Street that splits the Village in half east and west. This is the main arterial roadway. Sidewalks line each side of the 4th Street corridor but end before the South Diamond facility. On-street bike lanes could promote safety and more physical activity to get from point A to point B.

To determine how well neighborhoods are served by existing parks and open space, the recreational opportunities available the park sites were analyzed. At present, only three parks exist in Mattoon to provide the range of facilities adequate to generally meet the needs of a neighborhood's residents.

Table 4-4 gives an overview of parks per capita vs. park space that is currently available and what is possibly needed in the future. Map 3 shows the service areas but also shows areas of underserved residents.

A surplus of 11.5 acres exists today for overall park space within the Village. An average surplus of 11.7 park acres to the year 2040 is shown. Growth patterns are hard to predict but as historical data has shown Mattoon looks to remain a small rural village. The approximate number of housing structures within the Village according to 2017 American Community Survey statistics is 204.

According to the projected population base, the parks in the neighborhood areas serve 100% and above of the present population with Sportsmens Park servicing all Village residents and some users outside of its boundaries. (Map 3, Table 4-4) The North Ball Diamond and South Ball Diamond serve the terminuses of the neighborhoods east and west of 4th Street, while Sportsmens Park services the south rural residences.



LEVEL OF SERVICE AREAS

Level-of-service (LOS) standards are measures of the minimum amount of a park space provided to meet that community's basic needs and expectations. They are typically expressed as ratios of facility capacity to the number of users. For example, a community may set a standard for how many park acres are needed per 1,000 people. Once a community establishes LOS, they are used to measure whether existing facilities and services are adequate to serve its citizens, or whether there are deficiencies that should be corrected. They also serve as yardsticks to measure whether existing green space is adequate to handle new development, or to determine what facility improvements will be required to avoid overloading existing facilities. As the community grows in population, LOS assures that facilities and services will keep pace with that growth.

The three established parks in the Village (Community and Neighborhood) currently serve 100% of the population and more outside of the Village boundaries. The mini-park next to the Community Hall serves 58% of the population within a quarter mile radius as shown by Table 4-4 below.

Table 4-4: Park Level of Service

Population in Service Area				Percent of Population Served		Service Distance (in Miles)
Park Type	Total 2010	CY 2019	FY 2024	435	440	
				% Today	% Tomorrow	
Mini-Parks	247	253	255	58.16%	57.95%	0.25
Neighborhood Parks	437	456	459	104.83%	104.32%	0.50
Community Parks	546	570	573	131.03%	130.23%	1.00

The definition of "adequate" facilities and services will vary even among similar-sized communities. For instance, "adequate" park acreage will vary depending on the percentage of seniors or youth, the natural assets such as lakes or beaches, and other factors. If the existing ratio of park acreage to population seems adequate to residents, those ratios may serve well as standards for the future. If there are waitlists for the use of playfields and swimming pools, residents may want higher standards.

"Each community determines its own LOS standard based on current supply/demand and future supply/demand projections."

FACILITY NEEDS

Although recent additions and improvements undertaken in the Village's parks and other recreational facilities have met many of the needs addressed in earlier plans, a number of needs remain. To ensure that facility needs are accurately identified, the Park and Recreation Department has a process in place to undertake an annual assessment of its parks and recreational facilities. As a first step, a preliminary list of park needs was distributed to the Park and Recreation Commission with input requested from citizens. Based on this process, the following park and recreation needs were identified for the Village of Mattoon. Public participation from the online survey was deployed in the summer of 2020 to gather needs/wants from residents. A proposal of what should be considered is included in the recommendations section (Chapter 6) and action plan (Chapter 7).

The next section looks at trends of the state and also facilities as it relates to population and how many of each a community is supposed to have. This varies per the trends and needs of the residents. There is also the concept of Active Recreation vs. Passive Use Recreational Facilities.

TRENDS

Below is a table that represents the trends and activities for the State of Wisconsin as a whole:

Table 4-5: Wisconsin Recreation Trends¹

Activity Group	% of WI Residents that participate at least once in 12 months		
Hiking <ul style="list-style-type: none"> Hiking walking/ running on trails 	68%	Camping <ul style="list-style-type: none"> Tent camping RV/pop-up camping 	41%
Nature Observation <ul style="list-style-type: none"> Bird/wildlife watching Nature Photography Gathering berries, mushrooms, etc. 	66%	Dog-related activities <ul style="list-style-type: none"> Walking /running dog on trails Visiting a dog park 	41%
Boating-related <ul style="list-style-type: none"> Motor boating Canoeing/ kayaking Person water craft (jet-ski) Sailing Stand-up paddle boarding Waterskiing 	61%	Hunting <ul style="list-style-type: none"> Big Game Turkey Small Game Migratory Bird 	27%
Bicycling <ul style="list-style-type: none"> Bicycling on roads Bicycling on rail-trails or other developed trails Mountain Biking Fat-tire biking/ snow biking 	50%	Motorized trail-based <ul style="list-style-type: none"> ATV's/UTV's on trail-routes Snowmobiling 4-WD vehicles on trails-routes Motorcycles on trails-routes 	25%

¹ <https://dnr.wi.gov/topic/lands/scorp/documents/DraftSCORPDocument.pdf>.

Map 3 Level of Service Areas Village of Mattoon

- 1 North Ball Diamond
 - 2 South Ball Diamond
 - 3 Sportsmens Park
 - 4 Undeveloped Nature Area
 - 5 New Park
- Level of Service Buffer**
- Mini-Park (Quarter Mile Service Area)
 - Neighborhood Park (Half Mile Service Area)
 - Community Park (One Mile Service Area)
 - Park

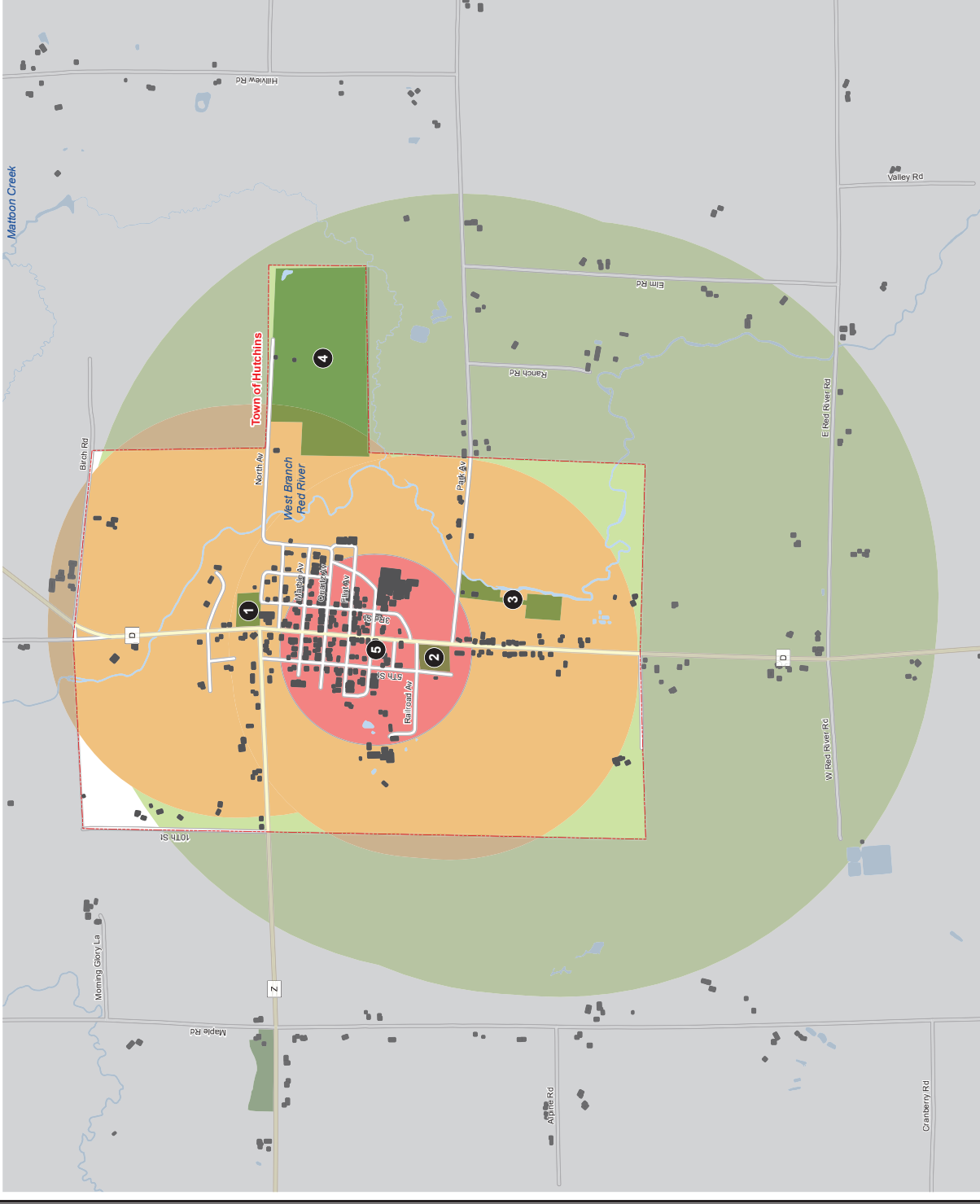


Scale in Feet
0 2,000

Source:
Data provided by Shawano County Land Information Office 2020.

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PREPARED DECEMBER 2020 BY:





CHAPTER 5

HEALTH NEEDS ASSESSMENT

CHAPTER 5: HEALTH NEEDS ASSESSMENT

COUNTY HEALTH COMPONENTS AND STATISTICS

With obesity rates on the rise, Mattoon's need to promote active options should be a priority. From the **2020 Shawano County Health Rankings**^{*}, (with 1 being the best), Shawano County is rated 55 overall out of 72 counties for healthy outcomes (today) and 38 out of 72 for health factors (tomorrow). Health 2019 values showed Shawano County at 41 for Outcomes and also a 40 for Health Factors so the health of the county went down a bit from last year by 14 ranking points (Outcomes) but went up 2 ranking points for Factors.



The county overall is getting healthier. When compared to the other counties in the state, these County Health Rankings illustrate what we know when it comes to what's making people sick or healthy, but understanding health through Shawano County's rankings is only one component of improving the community's health. The "*Roadmaps to Health*" Action Center provides tools to help groups work together to create healthier places to live, learn, work and play. For example, in Shawano County, the group Shawano Pathways is one such group who has started this process in working with the East Central Wisconsin Regional Planning Commission to promote health in planning through trails. The county is ranked at 42 out of 72 for Social and Economic Factors. Here is a comparison of rankings from the surrounding counties showing how Shawano is measuring up to the rest of the region: 1 is best, 72 is worst.

Table 5-1: 2020 County Health Rankings

COUNTY	2020 Health Outcomes	2020 Health Factors
Calumet	6	6
Fond du Lac	29	20
Green Lake	57	48
Outagamie	20	8
Marquette	64	62
Menominee	72	72
Shawano	55	38
Waupaca	43	29
Waushara	48	54
Winnebago	42	23

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Still within the recommendations for active living, the county has developed a bicycle and pedestrian routes along with Barn Quilt Routes in the rural and within the Village to help guide this process. A plan of this nature will help fill in those voided connections residents are asking for while still

planning for future active communities. To enable and encourage the citizens of Mattoon to be physically active, a strengthening of the support and funding for the Village's Park and Recreation Department facilities, and recreational programming should be looked at. "Park Prescriptions" should be written so to speak to encourage active use and enjoyment of what the Village has to offer. Improvements that would positively benefit public health and recreation are

Figure 5-1: 2020 Health Outcomes

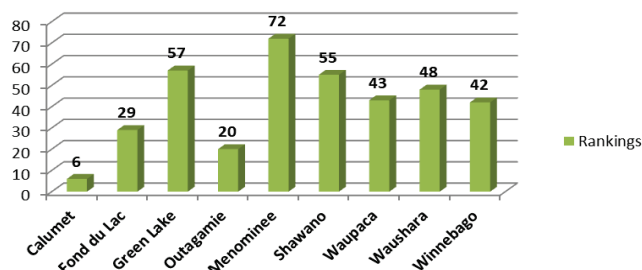
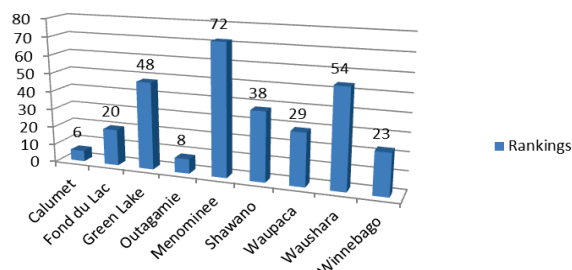


Figure 5-2: 2020 Health Factors



updating the mostly used parks as well as adding more multi-use trail connections in general. Careful attention should be given to areas of people with lesser means so they have at least an equal level of opportunity for physical activity. This goes back to the Goal 1 and Objectives of making the facilities ADA accessible. In many large cities, low income neighborhoods can often lack quality recreational programs, playgrounds and parks. They can also be hindered in accessing nearby facilities by physical and land use barriers (i.e. transportation, water corridors and industry).

Continued support with community partnerships such as sport clubs, organizations, non-profits, citizen groups, companies, and other interested parties to develop, fund and operate recreation programs, leagues, and events are key. These partnerships are invaluable to help provide the opportunities for people to be physically active.

Parks, playgrounds, and open spaces provide opportunities for physical activity. However, the presence of facilities is not enough to make sure they are being used for the greatest benefit of all. Factors such as location, accessibility, programming, connectivity, safety and aesthetics all play a role in the use of public facilities. By incorporating natural and design elements that have cultural or homeland meaning, will also help represent minority populations. Investing in consistent/uniform signage that aids people in identifying trails, places to be active, and other rec opportunities, should be considered. Promoting and marketing concepts should be developed along with the funding resources identified.

ECWRPC has recieved the Heathly Communities Designation in 2018 where the Village of Mattoon falls within.¹

Below are two maps that demonstrate where the county stands in the state as compared to the other 72 counties with 1 being the healthiest. Factors such as smoking, obesity rates, drinking excessively, STD's and motor vehicle crashes make up the first map, while outcomes such



¹ <https://www.wihealthycommunities.org/>.

as premature death, poor to fair health, poor physical days, low birth weight, and poor mental days are shown on the second map.

Figure 5-3: State Map of Health Outcomes

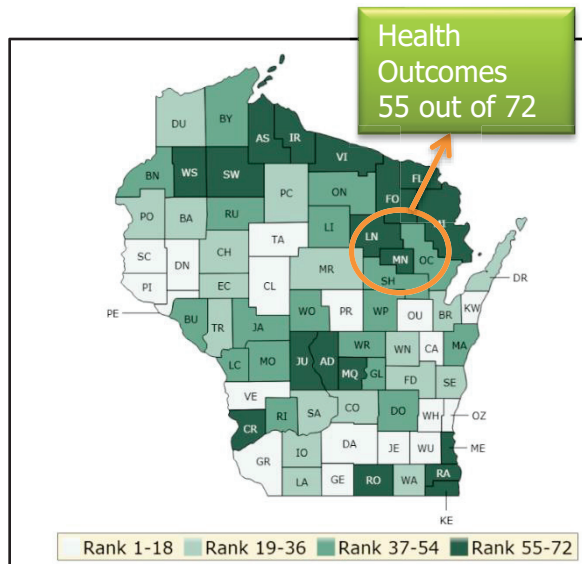
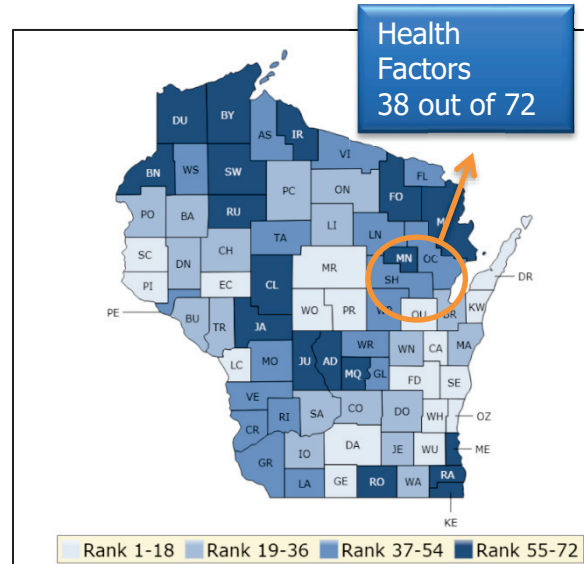


Figure 5-4: State Map of Health Factors



Multi-modal transportation such as walking, biking, and public transportation can also help enhance the health and overall physical activity of all residents, by improving air quality and the environment, and reducing overall traffic congestion. These types of initiatives are recognized at the state, national, and international-level to create safe, convenient, affordable, and fun opportunities for residents to walk, bike, and/or utilize public transportation as a primary means of transportation. Health and safety should be a priority concern to the citizens of Mattoon. Safe Routes to School programs can assist communities and encourage children to walk and bike to school.

Safe Routes to Parks

Safe Routes to Parks is the National Recreation Park Association's (NRPA) campaign to implement environmental, policy, and program strategies that create safe and equitable access to parks for all people. These strategies align with the goals of the 10-Minute Walk campaign and are great tools and resources to increase access and safe walking connections to parks.

The Village should look to promote safer routes to the parks within its boundaries. Along with neighborhood analysis, police liaisons, and park audits this would benefit at getting citizens out to the parks and back safely.

The NRPA has created an Action Framework, guide, and toolkit on how to implement Safe Routes to Parks Strategies. Community input and involvement in the process is the key to the success of the program.



THE PARKS AND HEALTH CONNECTION

In following Goal 4 and its objectives within Chapter 2 of this document, the Village of Mattoon is dedicated to assisting with the quality of life in providing healthy opportunities through its park and recreational facilities. Lastly, according to a publication from the Trust for Public Land, there are 8 ways parks can improve your overall health that give the right prescription:

1. Parks increase exercise. People who live closer to parks are shown to exercise more as the opportunity is there and people who regularly use parks get more exercise than people who don't.
2. Most moderate exercise takes place in parks, approximately 12%. Parks are where people get the kind of exercise their bodies need most.
3. Parks reduce stress and clear the mind. Outdoor areas boost focus and promote relaxation as the term being one with nature implies.
4. A park makeover with aesthetically pleasing spaces encourages use and promotes public health habits.
5. A variety of amenities can attract different users, i.e. skateparks, basketball and tennis courts, baseball, paths, and therefore encourage fun activities.
6. Dedicated fitness zone exercise areas encourage exercise and increase park use. An outdoor adult fitness equipment is popular where parents can get in reps while watching their kids play on the playground. Body fitness stations are becoming popular to encourage adults to workout.
7. Supervised activities and programming maximize a park's public health benefit. Getting people out and moving in a fun active setting is the best medicine.
8. Exercise is one of the cheapest ways to stay healthy. By promoting healthy habits, parks can help reduce health care costs.





CHAPTER 6

RECOMMENDATIONS

CHAPTER 6: RECOMMENDATIONS

The recommendations proposed for the Village of Mattoon are intended to serve as a guide for the future development of park and recreation areas in the community. They are also meant to meet the existing daily recreational needs of local residents and visitors to the Village. Some of the proposals may not be feasible in the near future, but they represent courses of action that should be taken if the need or opportunity arises. Priorities that are expected to be feasible for implementation during the next few years are included in the plan's five-year action program, Chapter 7. Other suggestions may be long-range in nature and likely would not be undertaken during the next several years unless a unique need or opportunity (funding) would present itself. Plan options should continue to be reviewed annually by the Village of Mattoon Public Works Director as well as the general public to accommodate changing needs of the community.

GENERAL IMPROVEMENTS

Parks System

- Evaluate additional restroom facilities for popular parks.
- Change picnic tables to aluminum.
- Change trash receptacles from "blue barrels" to punched steel/metal.
- Continue to update playground equipment.
- Consider cameras for assistance with vandalism.
- Shoreline erosion near Sportsmens Park should be addressed.

Trails

The Public Works Department, with assistance from the Village Board, should work in identifying and developing more hiking and/or biking trails as well as on-road bicycle routes.

- Steps should be taken to develop an on-street route from the North Ball Diamond to the South Ball Diamond along 3rd Street thereby connecting the parks.
- Trails would greatly expand opportunities for nature walks and cross-country skiing for local residents. Unpaved, Off Road trails are preferred from the survey.
- Remove any invasive species, replace with native plantings.

Pet Friendly Areas

Since ordinance prevents dogs in Village parks, steps should be taken to identify a potential site for creating a dog park. The dog park enables pet owners to "run" their animals unleashed. The Village owns a ¼ of an acre wooded lot on the corner of Marble Avenue and 2nd Street that could be converted into a small dog park but would have to be cleared and fenced in. Another potential area could be on the north side of Sportsmens Park off of Park Avenue. The green space could be an open dog run area.



Corner Lot Marble and 2nd

Parking, Landscaping, and Way-Finding Signage

Priorities should be established and a program initiated to target the provision of additional parking, landscaping, and consistent signage which is needed at nearly all parks. A trails way-finding system through the Village should also be developed connecting the parks on local roads. Work with the Shawano Pathways group on implementing the process, i.e. park to park links with walkability and healthy opportunities. (Safe Route to Parks connections) **Park signage as well as official naming** of each park would allow the visitor to connect with the Village's amenities.

Policies

- A variety of outdoor recreation activities should be provided, reflecting the effective use of the area's varied natural resources.
- Continue development of public accessibility to the Red River and outlet channel shorelines.
- Conduct a comprehensive review of the park and recreation plan every five years.
- Adopt a Conservancy Zoning District to protect shorelands, floodplains, and wetland areas.
- Use the municipal official mapping powers to preserve areas designated for future parks and recreational use.
- The community should also be encouraged in the cooperative development of open space and recreation facilities such as the promotion for updates and improvements.
- Promote the location and development of the new nature area on the northeastern portion of the Village, but considering spatial distribution of facilities, hazards, man-made or natural barriers, projected usage, and on-site requirements.

- Assess locational opportunities among existing and newly planned parks, narrow transportation corridors, to provide or accommodate facilities such as: hiking/cross-country ski trails, natural areas, and sledding hills.
- The Public Works Department should make it a goal to vandal proofing of fixtures at all parks within the next five years. Security cameras should be considered to hold vandals accountable.

NEW PARK DEVELOPMENT

Mini-Park

Slate Ave Park Space

The 0.16 acre lot behind the Community Center/Village Hall and Museum, has been made ready for an open shelter and a possible playground. It is situated on top of the hill just off of State Ave which also could be an amphitheater area for outdoor events as the steep topography would allow exceptionally for this use.



Slate Ave Park Space

Open Space

Wooded Wellhead Protection Area in the Northeast (80 acres)

- As the needs analysis shows, there is plenty of land mass dedicated to parks and recreation. Development of this space would be a unique opportunity to bring a bit of tourism to the area as a long-term goal. The area could be cultivated into a natural area for learning, recreating, and picnicking. Active uses such as hiking trails could be developed. There are some steep slopes and wetlands on this land that makes it undevelopable but perfect for recreational use.
- Boardwalks and wildlife viewing areas would make this an ideal nature preserve. If the Village wishes to pursue, a master plan should be written for development of XC skiing, snowshoeing, and mountain biking trails. Consider including restroom facilities and a picnic area as well as a parking lot. The parcels are also



Green Open Space

part of the wellhead protection area so limited uses are allowed.¹ These would have to be conforming uses as to not contaminate or pollute the water source.

RECOMMENDATIONS FOR EXISTING PARK SITES BY TYPE

Priorities are listed in Chapter 7, Table 7-1 of the 2021-2025 action plan:

The following recommendations are made for specific sites, based on present and projected needs, and the physical parameters of each site.

The timing and feasibility of these projects depends on the following three conditions:

- Capability to accomplish the task.
- Funding opportunities.
- Public interest and support.

Community Parks

Sportsmens Park

- Consider a trail connecting the shelter and playground area to the Red River.
- Remove tripping hazards near bridge crossing on each side to green space.
- Maintain playground base with fresh wood chipping seasonally.
- Clean area next to river for fishing.
- Install a canoe/kayak launch.
- Update playground equipment.
- Consider converting the old stone pool house into a historic center and warming shelter. Link to the museum and library for event postings.
- Update all restrooms, baby changing tables, ADA accessible, etc. (long-term)
- Blacktop driveway and create a parking area to allow ADA access to pavilions as well as walkways. (long-term)
- Market the 3 rustic camping sites in the south part of the park.
- Consider a trail along Park Ave to 4th Street and then north to the ball diamond.

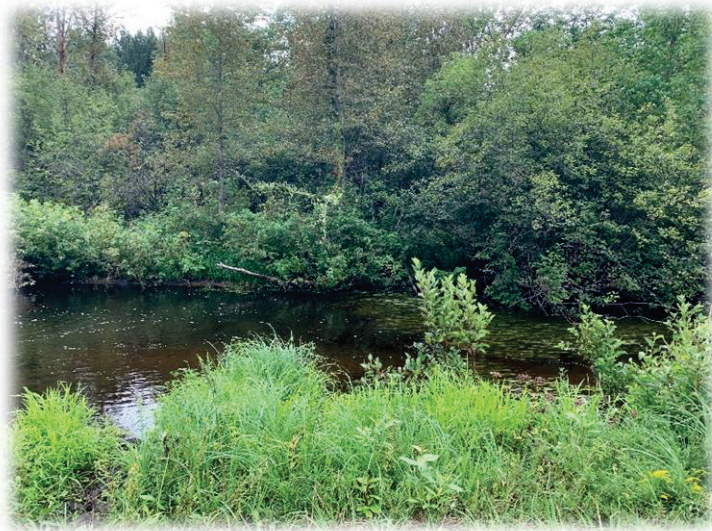


Sportsmens Park Amenities

¹ https://dnr.wi.gov/topic/drinkingwater/documents/WHP/WHP_ORDA.pdf.



Sportsmens Park Green Area - Possible Dog Run or Agility Course



North Branch Red Arrow River

Neighborhood Parks

North Ball Diamond Park

- Level restroom ramps for ADA accessibility.
- Once school building is obtained update play equipment for safety in phases as well as basketball courts in back of building.
- Remove east basketball hoop in front of building.
- Convert school building into a warming shelter and an indoor exercise area once obtained.
- Paint lines on parking lot and add a handicap spot next to restrooms.
- Officially name the park and add a sign.



North Ball Diamond Green Space



Outside Classroom



North Ball Diamond Ga Ga Pit

South Ball Diamond Park

- Consider converting the ball diamond to soccer fields based on trends of residents.
- Officially name the park and add a sign.
- Maintain the basketball and tennis court surfacing or remove.
- Consider a BMX/skate park with ramp jumps and rails if tennis court is removed.
- Connect the park to Sportsmens and the North Ball Diamond by extending sidewalk or making a short trail along the west side of 4th street.
CTH D / 4th street is a barrier and needs a safe crosswalk.



South Ball Diamond



Skate Park Example

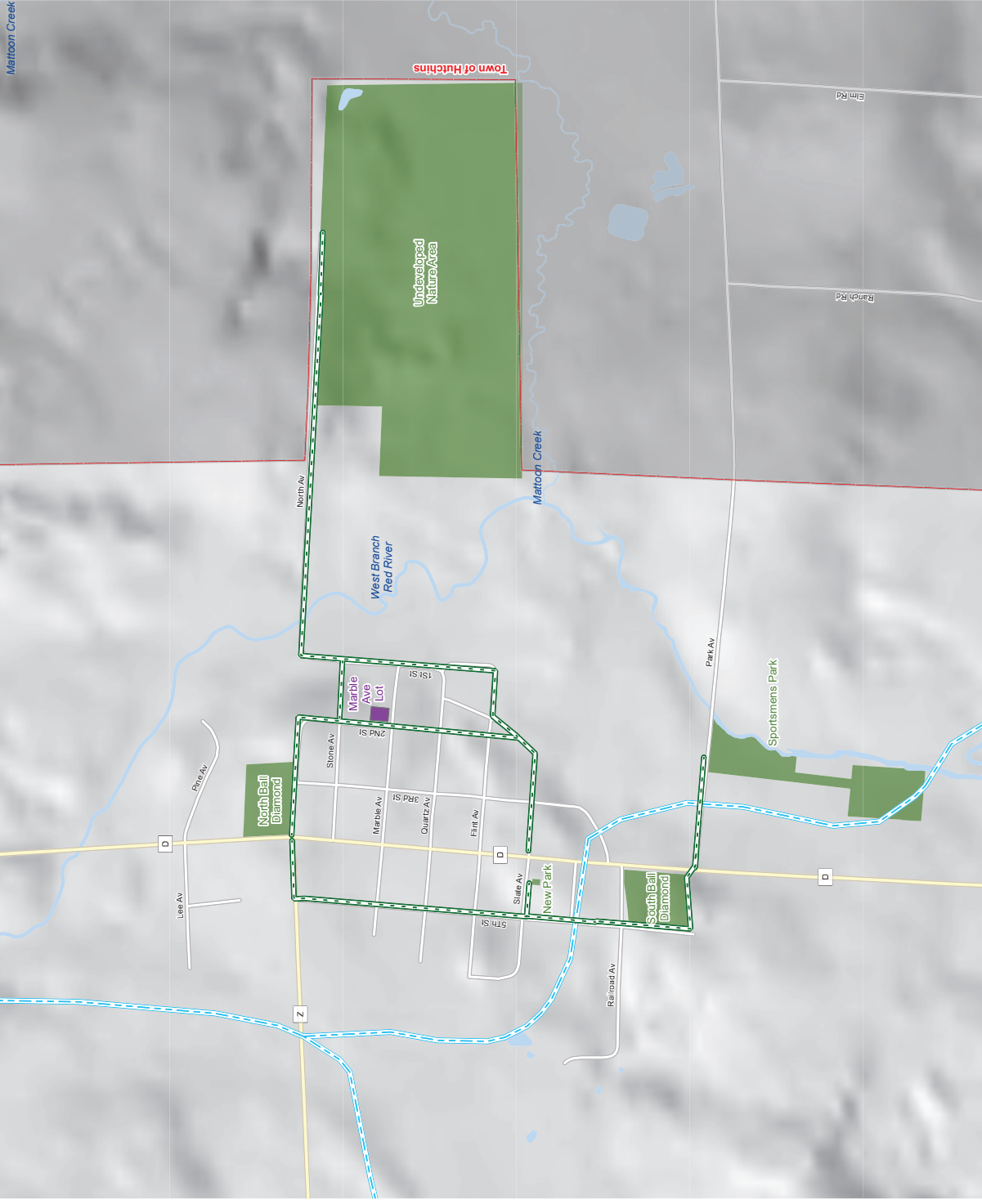


Corner of 4th Street and Park Avenue



4th Street Looking North from Sportsmens Park

Mattoon Creek



Source:
Data provided by Shawano County Land Information Office 2020.

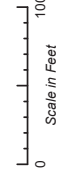
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Map 5 Sportsmens Park Recommendations Village of Mattoon

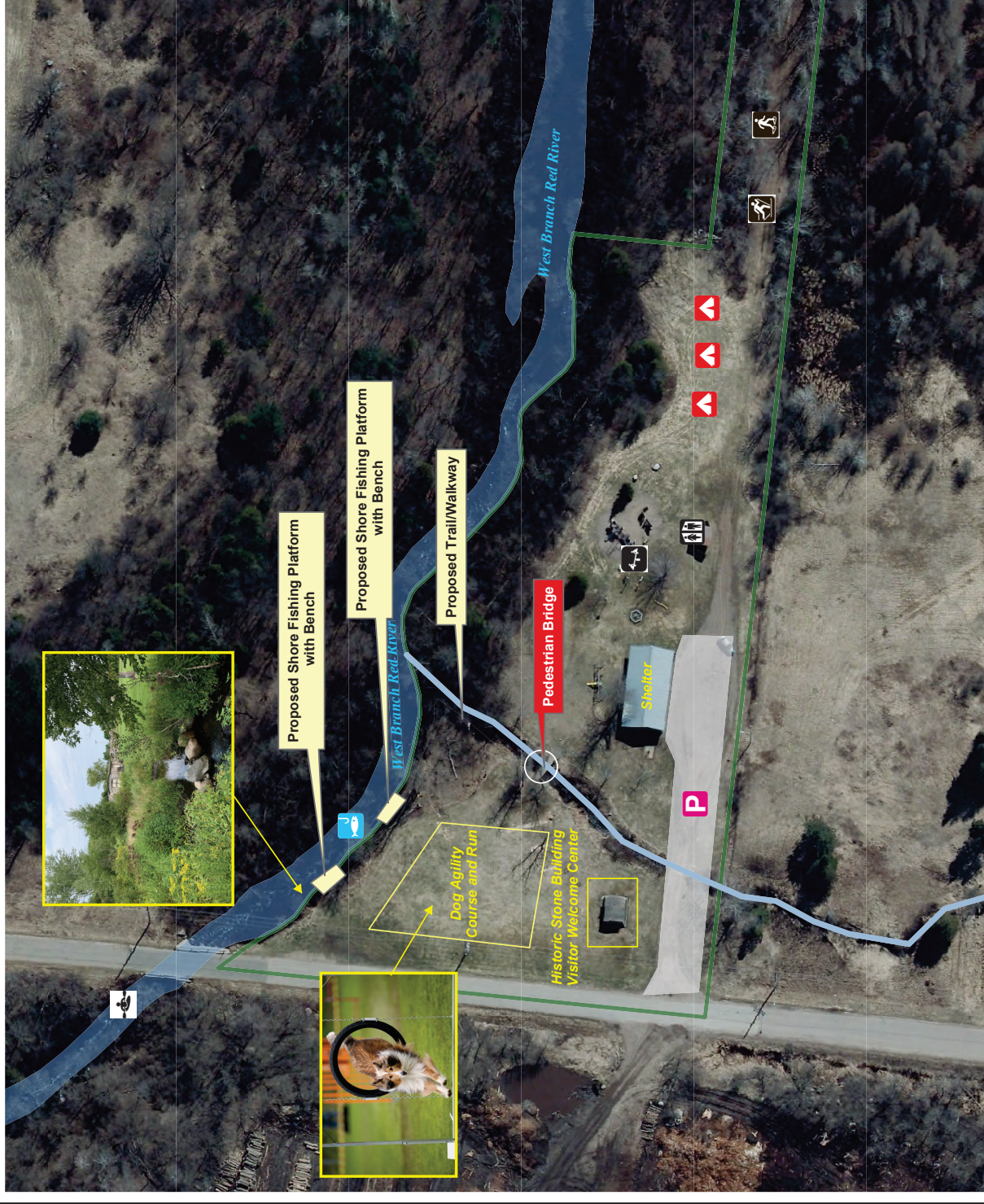
- Cross Country Skiing
- Fishing Spot
- Kayak Route
- Parking
- Playground
- Primitive Camping
- Restrooms
- Snowshoeing
- Park Boundary



Source:
Data provided by Shawano County Land Information Office 2020.

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CHAPTER 7

ACTION PROGRAM

CHAPTER 7: ACTION PROGRAM

FIVE YEAR ACTION PLAN, 2021-2025

The projects listed below, comprise the action plan set forth by the Mattoon Village Representatives for implementation during the next 5 years and beyond. This action timetable is based on priority level by year to serve as a guide in planning for future facilities. These were formulated to see where the Village should be expending its resources from 2021-2025. This will also assist service clubs and organizations to select potential park improvement projects. As updates and development nears, estimated costs should be researched to assist in project budgeting and be included within the estimated Capital Improvement Program.

Many of these are categorized as long-range activities and may not be realistic in the short term. At the same time, because unforeseen needs and opportunities may cause priorities to change, some can be expected to be targeted for earlier implementation than indicated while others may never prove to be feasible, even in the long term. These uncertainties point to the value of assessing the action program on an annual basis.

Many of the projects identified in the action program are potential candidates for receiving cost sharing monies available through DNR while others could be developed through the efforts and/or monetary support of volunteers and community organizations. Riverfront projects in the downtown area, for example, may be more likely to be funded by the Village with monetary support from the business community.

This plan works to develop and manage a working system of park and recreational facilities for the Village of Mattoon. It has been prepared to respond to expressed desires of its residents and to conform to the comprehensive plan of the Village as accepted standards for provision of facilities. It provides the basic information and direction for future actions of the Village Board. Much work remains to implement the plan. This requires a critical investigation of all proposals, acquisitions, and development to examine their consistency as the Village Board approves all acquisition/selling of parklands, easements and trails, either by purchase or donations.

Table 7-1: Five Year Action Plan – List of Priorities

<i>Needed Now 2021-22, Short-Term 2023, Long Term 2024-25</i>	<i>Rationale</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>	<i>2025</i>
GENERAL IMPROVEMENTS FOR ALL PARKS						
Evaluate and improve all restrooms facilities at existing parks	Recommendation Survey	x	x	x	x	x
Continue to update playground equipment	Recommendation Survey	x	x	x	x	x
Add Park signage	Recommendation	x	x			
Athletic Field Turf Reconditioning	Recommendation			x		
Add More Pet Friendly Areas – Dog Park	Survey	x	x	x		
Add Recreational Programming	Survey	x	x	x	x	x
Subtotal of Priorities: (number of projects)		5	5	5	3	3
GENERAL IMPROVEMENTS FOR ALL TRAILS						
Create a Village Bicycle and Pedestrian Plan	Recommendation	x	x	x		
Create low maintenance connections to each park	Recommendation/ Survey			x	x	x
Subtotal of Priorities: (number of projects)		1	1	2	1	1
Total of General Priorities		6	6	7	4	4
COMMUNITY PARKS (CP)						
SPORTSMENS PARK						
Consider a trail system connecting the shelter and playground area to the Red River within the park	Recommendation			x	x	x
Routine Maintenance – Bridge and Playground wood chips	Recommendation	x	x	x	x	x
Install a fishing dock or platform	Recommendation Survey		x			

Needed Now 2021-22, Short-Term 2023, Long Term 2024-25	Rationale	2021	2022	2023	2024	2025
Install a canoe/kayak launch	Recommendation Survey		x			
Update and phase out old playground equipment	Survey	x	x	x	x	x
Convert old stone pool house to welcome, history center	Recommendation		x	x		
Work with partners on trail designations	Recommendation		x	x		
Update restroom i.e. baby changing tables, ADA accessible, water etc. (long-term)	Recommendation			x	x	x
Blacktop driveway and create a parking area to allow ADA access to pavilions as well as walkways (long-term)	Recommendation				x	x
Market the 3 rustic camping sites in the south part of the park	Recommendation	x	x	x	x	x
Add a trail along Park Ave to 4 th Street and then north to the ball diamond	Recommendation Survey		x	x	x	
Subtotal of Priorities: (number of projects)		3	8	8	7	6
NEIGHBORHOOD PARKS (NP)						
NORTH BALL DIAMOND						
Maintain the permanent restrooms update to ADA	Recommendation Survey	x				
Once school building is obtained update play equipment for safety in phases as well as basketball courts in back of building	Recommendation	x	x	x		
Convert school building into a warming shelter and an indoor exercise area or daycare center	Recommendation			x	x	x
Paint lines on parking lot and add a handicap spot next to restrooms	Recommendation		x			
Officially name the park and add a sign	Recommendation	x				

Needed Now 2021-22, Short-Term 2023, Long Term 2024-25	Rationale	2021	2022	2023	2024	2025
Subtotal of Priorities: (number of projects)		3	2	2	1	1
SOUTH BALL DIAMOND						
Consider converting the ball diamond to soccer fields based on trends of residents	Recommendation	x				
Officially name the park and add a sign	Recommendation	x				
Maintain the basketball and tennis court surfacing or remove	Recommendation	x				
Add a BMX/skate park with ramp jumps and rails	Recommendation		x	x		
Connect the park to Sportsmens and the North Ball Diamond by extending sidewalk or making a short trail along the west side of 4 th street	Recommendation Survey	x	x			
Subtotal of Priorities: (number of projects)		4	2	1		
NEW PARK AREAS						
Picnic Area Behind Village Hall						
Consider adding a playground	Recommendation	x	x			
A sitting Amphitheatre would benefit events	Recommendation			x	x	
Subtotal of Priorities: (number of projects):		1	1	1	1	1
PRIORITY SUMMARY: (Number of Projects by Year)* Some overlap in years will exist.		2021	2022	2023	2024	2025
		22	27	24	16	15

*The priority summary shows many projects in the year 2022-23 and tapering off towards the 2025 long term phases. Not all projects can be completed within this timeframe but gives the Village a starting point of how to phase this approach and execute certain items that weigh of importance in improving the parks system.

In following a plan of action, the Village should review this five year schedule on annual basis. Using the acronym **RAISE** can assist with prioritization of needs in building a respectable and enjoyable parks system for years to come.

Relevant – Meets changing needs and preferences of residents

Accessible – Offers access to meaningful parks spaces or programs

Iconic – Reflects unique qualities of Village and its area communities

Sustainable – Contributes to economic, social, environmental well-being

Equitable – Provides parks and programs for all incomes, ages, backgrounds, abilities and area locations

APPENDIX A: DETAILED SURVEY RESULTS

SURVEY SUMMARY AND ANALYSIS

A public survey was conducted in the summer of 2020 (May-September) and asked 25 questions conducive to residential satisfaction, needs and wants, and overall facility use, Safety concerns in walking and biking was also included as well as a questions for supporting the funding, new or expanded facilities, quality, programming, and demographics. Below is a summary of the findings.

Survey Response rate: 58%, 29 completed the survey: (50 started)
6% of the population base completed the survey

USAGE AND SATISFACTION

Stats on Village Parks visited

1. Sportsmans Park 78%
2. North Ball Diamond 59%
3. South Ball Diamond 41%
4. Other Facility 11% (old school playground)

Recommendations / Satisfaction:

On a scale of 1 to 5 Stars, with 5 being the highest score, most visitors said they would recommend the parks in Mattoon to a friend with the overall rating of 3.68.



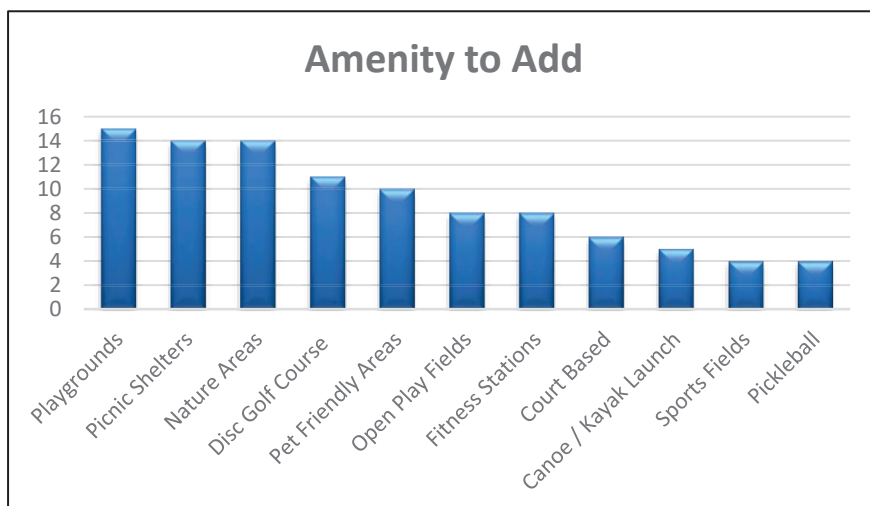
AMENITIES NEED

Additions:

Activities that would like to be expanded or added to the parks system:

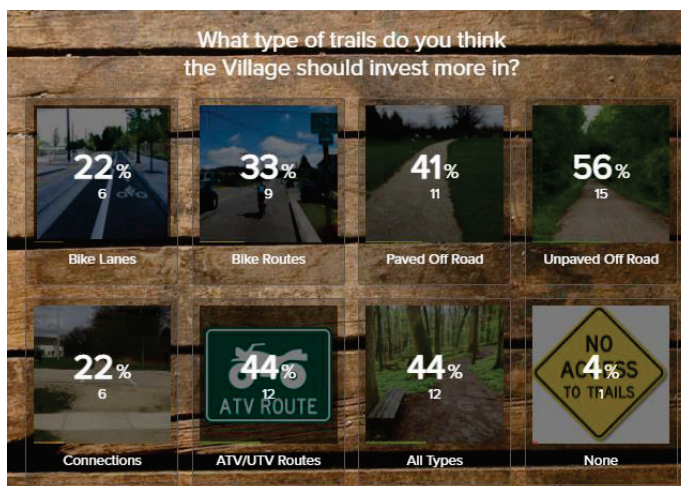
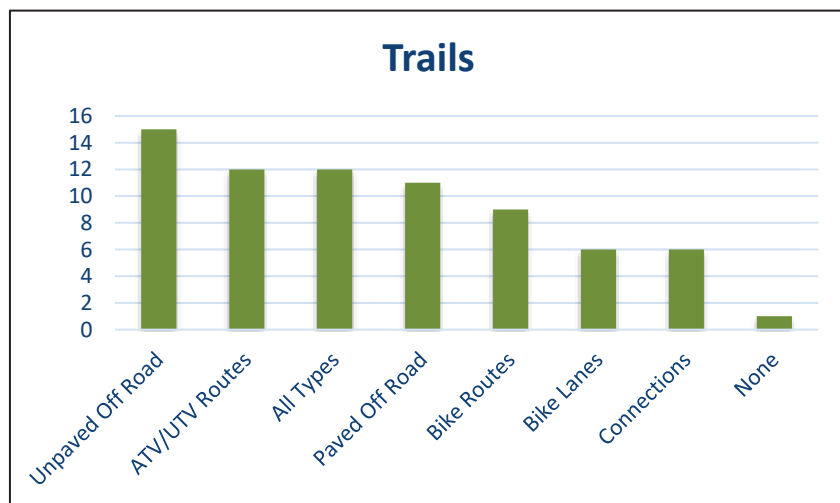
Top 3:

1. Playgrounds,
2. Picnic Shelters,
3. Nature Areas



Trail Type:

Unpaved Off Road was the most popular answer. ATV/UTV routes and All types were also selected.



Amenity Ratings

Need More:

Trails
Fishing Areas
Picnic Areas
Playgrounds

Need Work:

Restrooms
Rec Programs

Amenity	Rating			
	Great	Ok	Need More	Need Work
Ball Diamonds		x		
Trails			x	
Fishing Areas			x	
Picnic Areas			x	
Playgrounds			x	
Restrooms				x
Rec Programs				x
Park Access		x		
Park Shelters		x		

QUALITY AND MAINTENANCE

Quality Rankings by Amenity Type

Aesthetics such as landscaping and trash removal got the most rating for concern. Amenities like picnic areas and playgrounds were second.



Maintenance Priorities

Trail conditions were ranked on a scale of 1-5 stars with 5 being high for priority by the public: Trails were rated at 3.41 Stars overall. Park users were most concerned with maintenance of the facilities such as shelters and restrooms.

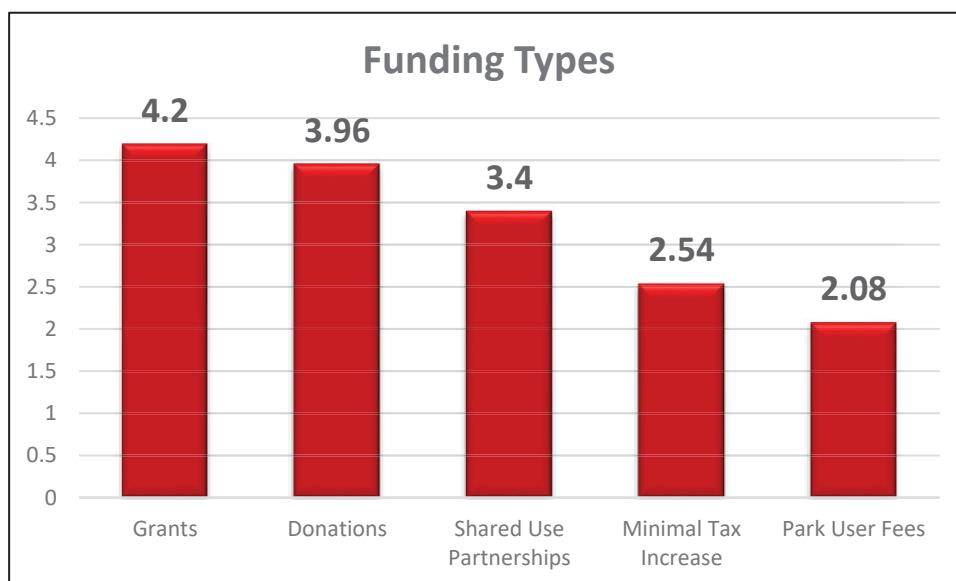


1 = lowest	5 = highest
Maintenance	Concern Rating 1-5
Aesthetics - landscaping, trash removal	3.56
Amenities - picnic areas, playgrounds	3.44
Facilities - concessions, shelters, restrooms	3.4
Trail pruning and surface	3.28
Tree Care	3.13
Ball Diamonds	3.08

FUNDING OPTIONS

Participants were asked what and where funding for parks should come from. They were asked to rate according to strongly agree, somewhat agree, somewhat disagree, and strongly disagree.

Most users thought the money should come from grants or donations and should be spent on to maintain the facilities currently in place but also to add new facilities to the system.

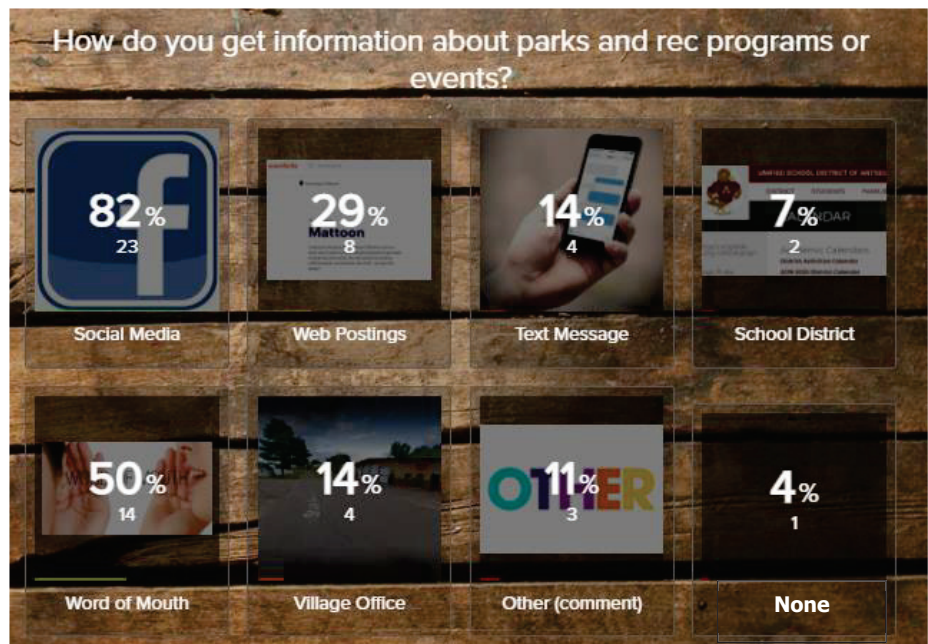


VILLAGE SOCIAL CONNECTIVENESS

Information Obtained for Programs

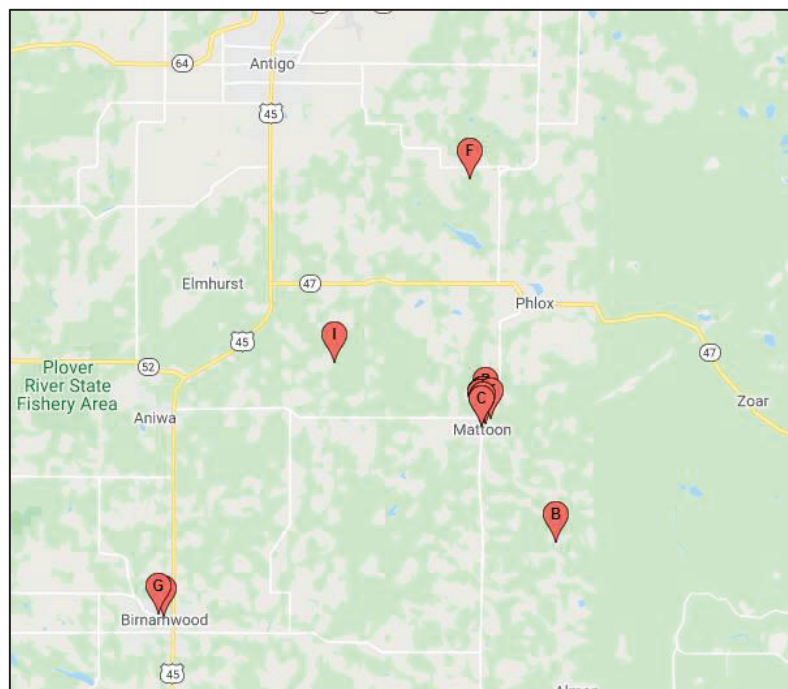
Top answer:
Facebook/Social Media:
82%

The Village also recently created a website to showcase its facilities and community. Rental fees and opportunities will be collected online as well as information about upcoming events.



DEMOGRAPHICS

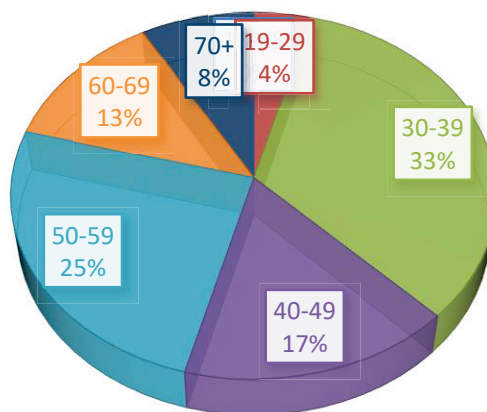
Most participants were from the Village of Mattoon, but did have visitors that came from the surrounding area to utilize the parks system. A few users traveled as far as Birnamwood.



Age Groups

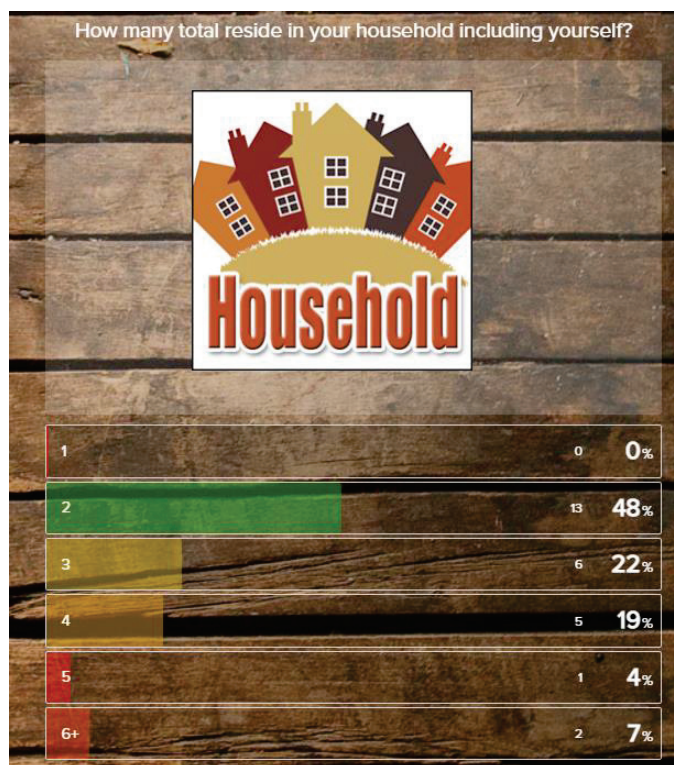
Age of Participant ranged from 28 to 73 with the largest age group was 30-39.

AGE OF SURVEY TAKERS



Children Ages and Households

Of the survey takers, 42% did not have children, but the other 66% are growing families with 19% having infants to Kindergarten. However, household size were mostly couples, 48%. Families of 3 and 4 in the household made up 41% of the population base in the survey sample. Activities and facilities should be planned and updated with this in mind.



Gender

Most of the survey participants were Female, 74% vs. 26% Male.



SURVEY COMMENTS*

better restrooms at sportman park -
Get the kids to play outside again instead of sitting inside playing video games with activities that they are interested in. Good luck!
horses seem to bring people in, could build stable and charge for trail rides.
I grew up in Mattoon, and still have family in the area. I utilize the parks when I come to visit, and am appreciative of people who are interested in making Mattoon beautiful again.
I have no idea since I have not been to any of the parks or other areas. I have heard the upkeep is great. I think Mattoon does a great job keeping it's citizens entertained. I would love a dog park. Disc golf would bring in younger people.
Jim Zahn not having apart of Mattoon at all would help since he feels he owns mattoon.
More attention needs to be paid to the parks in general. They seem to be ignored.
More things for kids to do less caring about the wall and historical society
The village needs to clean up the business on main street so it doesn't look like a junk car lot. this would make more people willing to come in to town and spend local money.
Walking and biking trail

**Comments not edited, listed as posted from survey respondent.*

To view all full survey summary please visit: <https://www.getfeedback.com/s/jgPulHoF/13>



APPENDIX B

GRANTS & FUNDING
OPPORTUNITIES

APPENDIX B: GRANTS AND FUNDING OPPORTUNITIES

Program	Purpose	Details	Deadlines	Notes	Agency	Contact
Wisconsin Stewardship Programs						
Acquisition of Development Rights	Acquire development rights for nature-based outdoor recreation areas and activities	\$1.6 M available per year 50% local match	May 1	Funds available for areas where restrictions on residential, commercial & industrial development May include enhancements of outdoor recreation	WDNR	Jessica Terrien Northeast District 920-662-5137 https://dnr.wi.gov/Aid/Staff.html
Aids for the Acquisition and Development of Local Parks (ADLP)	Acquire or develop public, nature-based outdoor recreation areas and facilities	\$4 M available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required Priority for land acquisition Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Urban Greenspace Program (UGP)	Acquire land to provide natural space within or near urban areas, or to protect scenic or ecological features	\$1.6 M available per year 50% local match	May 1	A comprehensive outdoor recreation plan is required. Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Urban Rivers Grant Program (URGP)	Acquire land, or rights in lands, adjacent to urban rivers for the purpose of preserving or restoring them for economic revitalization or nature-based outdoor recreation activities	\$800,000 available per yer 50% local match	May 1	A comprehensive outdoor recreation plan is required. Projects must comply with ADA	WDNR	Jessica Terrien Northeast District 920-662-5137
Land & Water Conservation Fund (LAWCON)	Acquire or develop public outdoor recreation areas and facilities	50% local match per project	May 1	A comprehensive outdoor recreation plan is required	WDNR	Jessica Terrien Northeast District 920-662-5137
Recreational Trails Act (RTA)	Provide funds for maintenance, development, rehabilitation, and acquisition of non-motorized multi-trails	50% local match per project	May 1	Funds may only be used on trails identified in or that further a goal of a local, county or state plan Funds may be used on trails that are in SCORP a state park plan	WDNR	Jessica Terrien Northeast District 920-662-5137

Program	Purpose	Details	Deadlines	Notes	Agency	Contact
Wisconsin Main Street Community Program	Comprehensive downtown revitalization program, which includes Streetscape improvements	Wisc. Dept. of Commerce	No Date	General downtown Program May benefit trail enhancements through streetscaping	National Main Street Center	Bureau of Downtown Development 608-266-7531
Surface Transportation Environment Cooperative Research Program	Evaluate transportation control measures. Improve understanding of transportation demand factors. Develop performance indicators that will facilitate the analysis of transportation alternatives.	20% local match per project	No Date	Money available for: development of national bicycle safety education curriculum grants to a national not-for-profit organization engages in promoting bicycle and pedestrian safety study of the safety issues attendant to the transportation of children to and from school by various transportation	FHWA	US Dept. of Transportation 202-366-4000
Urban Forestry Grants	Assistance for tree maintenance, planting, and public awareness	\$1,000 to \$25,00 of grants awarded with a 50% local match	October 1	Funding is prioritized for communities needing to develop an urban forestry plan, needing worker training, and needing to conduct a street tree inventory	WDNR Urban Forestry	Alexandria Elias Urban Forestry Grants Manager 608-261-8455 https://dnr.wi.gov/topic/UrbanForests/grants/index.html

Program	Purpose	Details	Deadlines	Notes	Agency	Contact
Transportation Grants						
MultiModal Local Supplement Grant Program (MLS) New Program	Provide facilities for pedestrians and bicyclists. Provides funding for rehabilitating and operating historic transportation buildings and structures as well as "Main Streets"	Funded with TE-Map 21 10% required minimum match	December	Not a grant program. 80% of funds are reimbursed if all federal guidelines are met. Project must relate to surface transportation. Construction projects must be over \$250,000	WisDOT	Sandy Carpenter sandra.carpenter@dot.wi.gov Phone: (920) 492-5681 Fax: (920) 492-5711
Surface Discretionary Grant Program (STP-D)	Provides flexible funds that can be spent on a wide variety of projects, including roadway, bridges, transit facilities, and bike and pedestrian facilities	Funded with TE-Map 21 20% match required	February	Any project that fosters alternatives to single-occupancy vehicle trips Facilities for pedestrians and bicyclists System-wide bicycle planning Construction projects must be over \$100,000 Non-construction projects must be over \$25,000	WisDOT	Sandy Carpenter sandra.carpenter@dot.wi.gov Phone: (920) 492-5681 Fax: (920) 492-5711
Safe Routes to School Grant Program (SRTS)	Intended to combat childhood obesity and reestablish walking and biking to school	Funded with TE-Map 21	December	Funding for bicycle and pedestrian facilities Funding for pedestrian and bicycle safety and programs	WisDOT	http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx
Section 5309 (old Section 3 discretionary funds)	Transit capital projects; included intermodal facilities such as bicycle racks on buses and bicycle parking at transit stations	20% local match per project	Early Spring	Funding for this program is allocated on a discretionary basis Congress reserves money each year Administration can pick the projects	WisDOT Bureau of Transit	Ron Morse 608-266-1650

Community Grants:

Wisconsin Community Fund: These are for non-profits groups.

<http://www.forwardci.org/wisconsin-community-fund>

<http://www.cffoxvalley.org/page.aspx?pid=873>

Sports Field Grants:

<https://www.responsiblesports.com/programs/grants/rules>

<http://www.hksportsfields.com/sports-complex-financing/>

Playground Grants:

<http://www.bciburke.com/grants.html>

<http://www.miracle-recreation.com/purchase-options/playground-grants.html>

<http://www.playlsi.com/Research-Plan/Playground-Planning/Financing/Playground-Grants/Pages/Playground-Grants.aspx>

<http://korkatblog.com/playground-grants/>

<http://www.letsplay.com/get-involved/about-playground-grants?gclid=CJzZ2N792bgCFZA-Mgod6AsA6Q>

Educational: (Could be used for landscaping also)

<http://eeinwisconsin.org/core>

National: The National Parks and Recreation Association has fundraising ideas and resources along with grants for parks.

<http://www.nrpa.org/fundraising-resources/>

Other:

Fitness Equipment - www.exo.fit/grant Will match 50% for 2018.

Amazon Smile Program - <https://smile.amazon.com/>

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