



PARKS AND RECREATION COMMISSION MEETING

May 13, 2026

6:00 PM

Activity Center

2204 W 2nd Ave, Indianola, IA

Agenda

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. Consent Items**
 - A. Approve Agenda
 - B. Approve April 8, 2026 Minutes
- 5. Support Group Reports**
 - A. Trees Committee
 - B. Friends of IWC
- 6. Division Reports**
 - A. Parks Report
 - B. Recreation Report
 - C. IWC
- 7. Public Consideration**
 - A. Old Business
 1. Parkland Dedication Ordinance Revision
 2. DeNelsky Park Singletrack Trail Concept Plan
 - B. New Business
 1. City Donation and Naming Rights Policies - Draft Review
 2. Ride Safe 'n Smart Marketing Campaign
 3. Credit Card and Convenience Fees
- 8. Commission Member Comments**
- 9. Adjourn**



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Approve Agenda

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Approve April 8, 2026 Minutes

Recommendation:

Attachments: 1. April 8, 2026 PR Commission Minutes

Indianola Park and Recreation Commission

April 8, 2026 Meeting Minutes

The Indianola Parks and Recreation Commission held a meeting on Wednesday, April 8, 2026 at 6:00 pm at The Indianola Activity Center. Commission Members present were:

Mike Baethke
Randy Bickham
Glen Cowan
Matt Garrett
Marcy Hahn
Judy Pauley

Also present were:

Doug Bylund, Chief of Culture and Recreation
Jake Meshke, City Manager
Diane Thomas, IWC Operations Coordinator

Public Consideration/Correspondence

Consent Items

A motion was made by Garrett with a 2nd by Cowan to amend the agenda and move the minutes to the end of the agenda. Motion Carried 6-0.

Approve Agenda
Approve March 11, 2026 Minutes

Support Group Reports

Tree Committee: No report

Friends of IWC: The Friends of IWC has approximately a balance of \$13,000 available from fundraising. The Zumba Party was held March 28. The Friends have a webstore that is open for merchandise with proceeds benefitting the Friends of IWC. They have applied for a Prairie Meadows Grant for more fitness equipment, expect to hear results in June.

Department Heads Reports

- Review of the Role of the Parks and Recreation Commission. To improve communication, the agenda and supporting materials will be shared with Commission at least 2 days prior to each meeting.
- Bylund presented the proposed 10 Year Capital Improvement Plan for the IWC and Parks and Recreation. This will be presented to the City Council in May 2026. This does not include Tax Increment Financing that is proposed to fund repairs to the IWC beginning in FY2027.

- The Parks, Recreation and Open Space Master Plan was reviewed and the Commission will hold a strategic planning session later this summer to review the action items.
- Parks and Recreation Special Revenue Account Fund 142. The summary of the fund balance through March 2026 was presented. These funds have been raised over several years and are meant to be allocated to specific facilities or programs. In the future all expenses from this account will be approved by the Commission and projects will be planned as a part of the operational budget preparations process.
- The City's Website has been updated and will be in compliant with ADA accessibility standards.

Division Reports

- Parks:
 - Restrooms will be opened the week of April 13.
 - Staff and volunteers participated in OneSimpson Day on April 1 – Project included cleanup around the Square and the IWC
 - Mowing has started
 - The Parkland Dedication Ordinance will be reviewed again by Planning and Zoning on April 14.
- Recreation:
 - Youth and Adult Softball leagues have started
 - The first weekend tournament was cancelled due to cold/wet weather
- IWC Report:
 - Net operations for March 2026 was +\$14,819. 2025 was -\$8,011. Net operations for FY2026 are \$143,000 improved from FY2025. Current membership is 1,559 units or 3,370 members, 2025 was 1962 units with 3,710 members.
 - Lights around the gym track will be changed over the weekend of April 11/12. We will be renting a lift to replace the high bulbs in the lobby and the remainder of the gym later in April.

Public Consideration

- Old Business
 - After Action Review of the March 11 Parks and Recreation Commission Meeting. Items reviewed include:
 - Commission Meeting Procedures
 - Materials Sent in Advance – Friday before meeting
 - Supporting Materials
 - Minutes
 - Role of Commission
 - Establishing Items that will go to Commission
 - Take items to the Commission early in the process with information reports as conceptual items are taking off
 - Parks Staff no longer present projects on behalf of other groups to Park Friends, Community Foundation, etc. for funding or support. This applies specifically to non-city projects.

- Budget authority or amendments to be done in advance of spending funds for projects/programs including special revenue
 - Discussion and direction for setting future agenda items.
- McVay Trail Culvert Repair – Bids are due Thursday, April 9 at 2:00 pm at City Hall
 - A motion was made by Baethke with a 2nd from Pauley to use up to \$25,000 in the 142-4635 Fund Trail Round-up/Donations for this project. The remainder will be funded through Storm Water Funds. Motion carried 5-0 as Garrett was excused during this discussion.
- New Business
 - FY2027 IWC Special Promotion Fees: A motion was made by Cowan with a 2nd by Baethke to approved the FY2027 Special Promotion Fees for the IWC. Motion Carried 6-0.
 - Indianola Community Foundation: Bylund presented the current list of Community Foundation members and the organizations that utilize the Foundation for their fundraising efforts and community support.
 - Commission would like to revitalize the Park Friends group who has paused their efforts.
 - The Commission would like representation on the Indianola Community Foundation
 - Memorial Building Commission: Bylund presented the list of the members of the Memorial Building Commission and their roles in supporting the Veteran’s Memorial Aquatic Center. It is designated as a Memorial to Veteran’s by the State and as such needs representation from recognized Veteran’s of the United States Armed Forces. They are an advisory Board similar to the Parks and Recreation Commission appointed by the Mayor.

A Motion was made by Cowan with a second by Baethke to approve the March 11, 2026 Minutes. Motion Carried 6-0.

Commission Member Comments

- Garrett mentioned that Simpson will be hosting the Dribble, Kick, Run & Fun event for soccer on April 12. They will also be hosting the MLB Hit, Run and Throw event on May 6.

Next Meeting

Wednesday, May 13, 2026: 6:00 p.m. Activity Center

It was moved by Baethke and seconded by Bickham to adjourn at 7:45 pm. Motion Carried 6-0



To: Indianola Parks & Rec. Commission
Fr: Mike Baethke
Re: Friends of the Indianola Wellness Campus – Thursday, May 7th, 2026,

Committee Reports:

- Financial – IWC Current Balance – \$20,602.09 (ICF Current Balance – \$18,856.00) Discrepancy will be resolved by leadership.
- Indianola Community Foundation – Will not meet until August 2026
- IWC Updates:
 - Membership data from 2024, 2025 & 2026 (Included in Commissioner’s Packet)
 - Current finances have increased due to the elimination of third-party payee.
 - IWC Leadership Team requested \$4,950.36 for the purchase of new weight equipment, pool equipment and yoga blocks. Request approved.
- Web Store:
 - Last Opening - \$624.00 in sales.
 - Revenue from Sales - \$122.20
- Prairie Meadows Grant Application – Grants are still in the review phase. Information about application may be available in June 2026.
- Next Meeting – June 4th at 5:30 p.m.



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Parks Report

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Recreation Report

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: IWC

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Old Business

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission
From:
Date: May 13, 2026
Subject: Parkland Dedication Ordinance Revision

Recommendation:

Attachments: None

171.01 TITLE.

This chapter shall be known and cited as the "Parkland Dedication Ordinance of the City of Indianola, Iowa."

171.02 PURPOSE.

The purpose of this Parkland Dedication ordinance is to ensure that new developments support the health, safety, and welfare of future residents by providing land for public parks within the City and within areas being newly developed or redeveloped for residential purposes.

171.03 APPLICATION.

When a preliminary plat for new single-family development (detached or semi-detached), two-family, and/or townhouse development is proposed or a site plan or building permit is submitted for a new multi-family residential development, including manufacture housing community, parkland dedication in a manner consistent with this ordinance shall be required.

Any developer who, after the effective date of the ordinance seeks to develop land for residential purposes within the City shall be required to dedicate public parkland as prescribed herein. No new plats or site plans for residential development shall be approved unless and until the provisions of this chapter are complied with.

171.04 STANDARD FOR PUBLIC PARKLAND PER RESIDENT.

The standard for the amount of neighborhood parkland required is ~~7.16~~ acres per 1,000 residents or ~~0.0067016~~ acres per resident. Based on the estimated persons per household number, as determined by the last decennial census, the following calculations shall be applied for new residential developments.

(Number of lots or dwelling units) x (Census estimated persons per household) x (0.0067016 acres/resident) = required parkland dedication (Decimals rounded up the nearest hundredth)

Examples (assuming 2.4 estimated persons per household):

A 100-lot single family subdivision would be required to dedicate ~~1.68384~~ acres of parkland.

(100 lots) x (2.4 residents) x (0.007016 acres/resident) = ~~1.68384~~ acres

A 120-unit apartment complex would be required to dedicate ~~2.02464~~ acres of parkland

$$(120\text{-units}) \times (2.4\text{ residents}) \times (0.\text{007}\text{016 acres/resident}) = \text{2.02}\text{4.61 acres}$$

171.05 PARKLAND DEDICATION MINIMUM DESIGN STANDARDS.

1. ~~Land dedicated for parkland shall be located within ½ mile of the proposed development.~~ The specific location of the land to be dedicated shall be acceptable to the City and shall be located and planned with future parkland dedications to create a neighborhood park site that will be no less than 10,000 square feet in area~~1-acre in size.~~

A. Public Recreational Trail corridors deeded to the City or dedicated by easements may be included in this calculation of land dedication.

2. All land to be dedicated to meet this parkland dedication requirement shall be useable park space and shall not be located within any floodway, delineated wetlands, shall not contain any areas for storm water detention, and shall have cross slopes no greater than 5%. An exception may be granted by the City Council to accept parkland that includes wetlands, ponds, and/or storm water retention areas that provide a recreational benefit.

3. The dedicator of parkland shall be responsible for rough grading, stabilization, and seeding of the parkland and providing paved public street access, sanitary sewer services, and water service to the property.

4. The developer shall designate on the plat map or site plan the proposed number of dwelling units by type. Designation shall be for park dedication calculation purposes only.

5. The developer shall be required to prepare the parkland prior to dedication in a manner acceptable to the City. This includes:

A. The site shall be located adjacent to an improved street with sidewalks and utilities, as required by the City. The site shall have access to such a fully improve street across at least ten (10) percent of the distance of its perimeter. Any access route shall be at least thirty (30) feet wide for trails and fifty (50) feet for roadway access.

B. On-site drainage patterns shall be designed and constructed by the developer with the approval of the City.

C. Grading shall comply with approved plans.

D. Top-soil shall be spread evenly and lightly compacted to an adequate depth for turf growth.

E. Seeding shall occur during the fall or spring, in accordance with standard specifications of the City. A maintainable stand of grass shall be established prior to acceptancy by the city.

171.06 ALTERNATIVES TO DEDICATION OF PARKLAND.

1. When all or a portion of the required parkland cannot be dedicated, the developer shall construct or otherwise complete park improvements and/or trail improvements ~~as determined by the City. within ½ mile of the proposed development.~~ The value of the improvements shall be equal to the value of the required parkland dedication. The value of these improvements shall be based on the fair market value of the land to be dedicated. Subject to approval by the City, park improvements may include construction and installation of trails, parking lots, playground equipment, park shelters, tennis courts, basketball courts, ball fields and appurtenances, and landscaping and the dedication of land or easements necessary for planned trails. The developer shall provide written proof of the land's value and written estimates of the costs of the park improvements.

2. The City may further allow a portion of the parkland dedication requirement be satisfied by the dedication of greenways and stream buffers as may be desired by the City. Because this land has a reduced value as neighborhood park space, the following dedication conversation rate should be applied: 1-acre of greenway or stream buffer dedicated to the City shall be equivalent and worth 0.10-acre of required parkland.

3. In lieu of dedicating parkland, the developer may request the ability to make a cash payment, ~~as hereinafter determined,~~ into a fund to be used for future park improvements or park land acquisition for a park facility. ~~that is within ½ mile of the proposed development.~~ The City Council shall evaluate this request giving due consideration to all of the factors listed in Section 171.05. The donation shall be no less than the minimum number of acres required. ~~Annually, the City Council shall, by resolution, establish the average per-acre fair market value based on the average per-acre value of undeveloped real estate within City limits and surrounding comparable communities. The established average per-acre fair market value continues until such value is changed or amended by subsequent resolution. A mutually appointed Appraiser will determine parkland Fair Market Value. The Developer shall pay any expenses accrued in the determination of the payment amount.~~ Payment in lieu shall be completed prior to development recording or issuance of building permits.

171.07 PARKLAND DEDICATION CREDIT.

Should a new development desire to dedicate more parkland than is required, the dedicator may sell or transfer the parkland credit to another developer or apply as credit for a current or future parkland dedication requirement. Written notice and copies of a transfer agreement shall be provided to the City as record of all credits transferred or sold to another party.

171.08 PARKLAND DEDICATION AGREEMENT AND SURETY.

At the time of development, the developer shall enter into a written agreement with the City to detail the parkland dedication and/or park improvement. Depending on the timing of the dedication or park improvement, the developer may propose, and/or the City may require the developer to provide adequate surety to the City to ensure completion of the dedication or improvement. The form and amount of surety shall be determined by the City at its full discretion.

171.09 EXEMPTIONS.

The following shall be exempted from the requirements this chapter:

1. The construction of any non-residential building or structure.
2. Alterations or expansion of an existing building where no additional residential units are created.
3. The construction of an accessory dwelling unit.
4. The replacement of a destroyed or partially destroyed building or structure with a new building or structure where there are no additional residential units created.
5. The installation of a replacement mobile home.
6. The division of a parcel into no more than two (2) lots.
7. The replat of an existing subdivision where no additional residential lots are created.
8. Any claim of exemption shall be made no later than the time of application for a preliminary plat approval. Any claim not so made shall be deemed waived.



MEMORANDUM

To: Parks and Recreation Commission
From:
Date: May 13, 2026
Subject: DeNelsky Park Singletrack Trail Concept Plan

Recommendation:

Attachments: None



DeNelsky Park

Singletrack Trail Concept Plan

Prepared For:
City of Indianola Parks & Recreation



Prepared By:
Backyard Trails LLC



February 2026

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Why Singletrack

Honeysuckle Management

Image: Experience Indianola

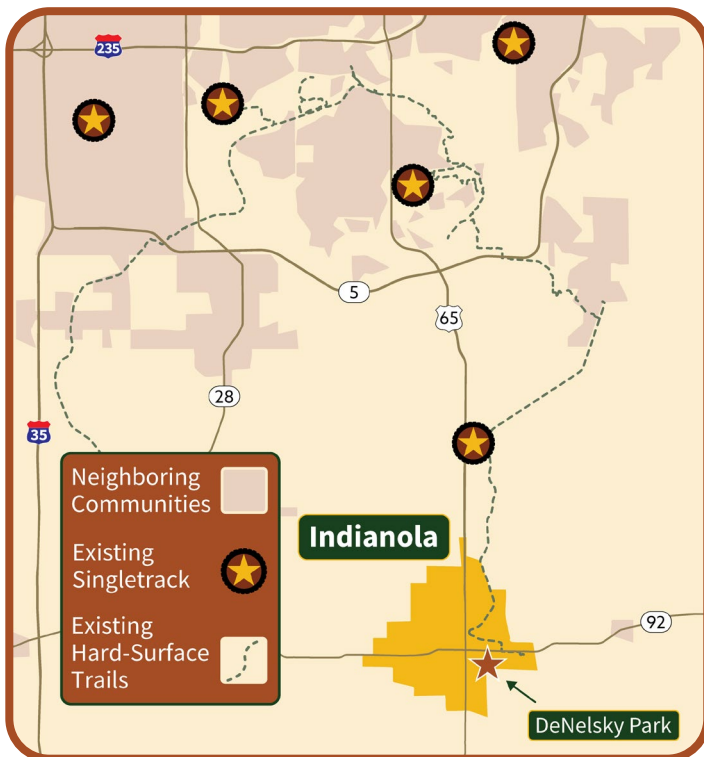
Overview

DeNelsky Park contains one of Indianola's most compelling natural landscapes, with woodland spaces that remain more or less invisible and inaccessible to the community at this time. The thoughtful introduction of natural surface trails here is like opening the door to an unseen part of the city, revealing a landscape most residents have never been able to experience. This plan aims to activate this green space in a way that strengthens its ecological health while providing citizens and visitors with a new kind of outdoor experience currently absent from Indianola's park and trail system.

Natural surface singletrack trails are fun, engaging, and accessible for people of all ages; welcoming beginners, families, and seasoned trail users alike. They support active lifestyles, build confidence, and offer an inviting environment to enjoy the outdoors. In Indianola, interest in mountain biking has grown organically, and there is a desire to bring that close-to-home fun into the community for both citizens and visitors. These trails also create opportunities for youth development and can integrate naturally into outdoor education and recreation programming. Because they are narrow and flexible by design, natural surface singletrack trails are aligned to fit the land rather than reshape it. When thoughtfully placed, trails can preserve natural spaces while increasing value and accessibility, creating opportunities for hiking, running, exploring, mountain biking, and year round enjoyment.

Indianola has an established, expanding paved trail network, but no purpose built singletrack.

Local riders must leave town for natural surface singletrack trails, and the nearest option is primarily advanced. DeNelsky Park can fill this gap with approachable, flow oriented trails for families, students, and new riders.

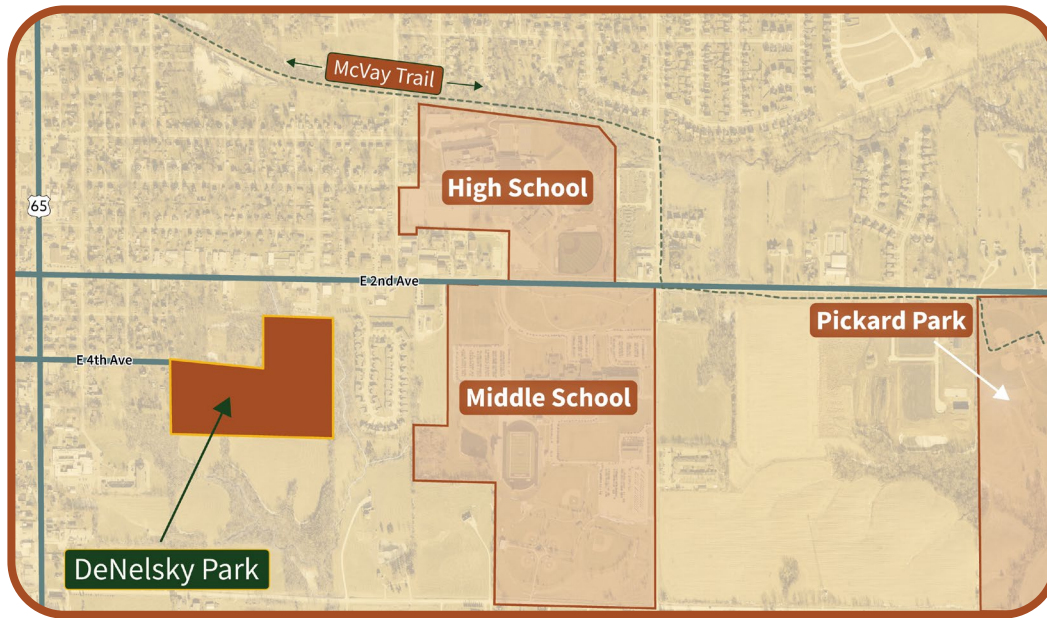


Natural Surface Singletrack, Osage Iowa. Image: Backyard Trails LLC



Jerry Kelley Trail Intersection, Indianola Iowa. Image: Backyard Trails LLC

Although this project focuses specifically on DeNelsky Park, its benefits can extend well beyond the property boundaries. Trails can be the threads that tie the community together, woven through green spaces and natural corridors in ways that do not disrupt their character. The DeNelsky Park parcel has the potential to serve as an anchor for future connectivity within Indianola, offering a first step toward a broader, more integrated trails network should the community choose to pursue one. This plan presents an approach to designing, building, using, and maintaining



sustainable singletrack trails that preserve the natural environment, expand recreational access, and support long term stewardship. It outlines a path for immediate implementation while planting the seeds for potential community wide connectivity in the future.

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About the Property

DeNelsky Park is a natural area of just over 20 acres located on the east side of Indianola. Donated by the DeNelsky family in 2008 as a memorial to Minnie DeNelsky, the park occupies a space nestled between established neighborhoods to the west, commercial development to the north, private and school district land to the east, and rural properties to the south.

Landcover is composed of two primary elements, open meadows and woodlands, with an intermittent drainage defining much of the park's eastern edge. The site remains largely natural in character, with modest amenities such as a mowed grass path, a picnic area, and a small gravel parking lot. In its current form, the park functions as a relatively isolated green space within the broader community fabric. Despite this isolation, the park's location is well positioned for potential connectivity with surrounding neighborhoods, schools, and the community at large through existing infrastructure and possible future trail links.



In sum, DeNelsky Park represents an accessible in town green space with meaningful potential to better serve local residents and visitors while supporting the community's long range outdoor recreation and connectivity vision.

Existing Conditions

DeNelsky Park contains a diverse mix of woodland, open meadow, and drainage features that together shape its overall character and trail development potential. GIS analysis and field reconnaissance indicate that approximately 16 acres of the property are wooded, forming a broad ring around a central meadow. These woodlands are defined by a somewhat broken canopy of primarily native hardwoods such as walnut, hackberry, basswood, honey locust, and mulberry; along with scattered red cedar and numerous dead or declining ash trees remaining from the emerald ash borer era. Although canopy density varies, it provides a strong ecological framework for restoration and future trail integration.

The understory is dominated almost entirely by invasive bush honeysuckle, which forms a dense, continuous shrub layer across nearly the entire woodland interior. This vegetation restricts visibility, suppresses native regeneration, limits wildlife diversity, and makes most portions of the site nearly impassable without mechanical clearing. Coralberry and other native shrubs occur in isolated patches but are heavily outcompeted. Remnants of past land uses, including stretches of barbed wire fencing, scattered debris, and a small number of informal camps, are embedded within this understory. While these elements signal the need for cleanup and ecological restoration, the woodland remains highly recoverable due to its intact soil profile and functioning overstory.

Topographically, DeNelsky Park is characterized by rolling upland terrain with benches, ridge fingers, small interior rises, and steeper slopes along the eastern boundary. The most prominent feature is a drainage ravine with intermittent flow that follows the park's eastern edge. Its channel contains a



Entrance to DeNelsky Park Greenspace. Image: Backyard Trails LLC

mix of natural substrate and legacy materials including rock, clay, concrete fragments, and sections of old pipe with bank erosion visible along much of its length. While the ravine contributes spatial interest, it limits cross park circulation and would require careful evaluation should a trail crossing be considered in the future. Such a crossing would only be feasible with secure access to adjacent property to the east, southeast, and or north.

The park's maintained areas include a small gravel parking lot, picnic area with a concrete pad and grill, and a wide mowed grass path that

serves as the park's only defined circulation route. According to site observations and public use data, this path receives regular maintenance and shows light but consistent passive use. The surrounding central meadow appears to be mowed less frequently, which helps limit woody encroachment and maintain open sightlines across the interior of the park. Together, these maintained areas (parking, picnic area, path, and meadow) form the park's primary accessible spaces within an otherwise natural landscape.

Overall, the existing conditions at DeNelsky Park reveal a landscape with high ecological potential that is presently constrained by dense invasive vegetation and limited formal access. These factors establish the foundation upon which opportunities, constraints, and sustainable trail design considerations will be developed in subsequent sections of this plan.

Challenges

DeNelsky Park presents a set of physical and ecological challenges that directly influence how singletrack trails can be planned and implemented. These challenges do not diminish the site's potential; rather, they establish the parameters within which sustainable and engaging trails can be designed.



Ecological Constraints

The most significant challenge at DeNelsky Park is the near total dominance of invasive bush honeysuckle throughout the woodland understory. This shrub layer restricts visibility, impedes movement, and makes much of the property inaccessible without clearing. Whether clearing occurs prior to trail installation or alongside it, adequate line of sight will be necessary before detailed field based trail design and construction can occur. In addition to vegetation constraints, the site's fine textured, moisture retentive soils present their own considerations: similar to those observed in the area, these soils can become soft when wet, are more susceptible to tread deformation, and require alignment choices that emphasize natural drainage and durable grade control.



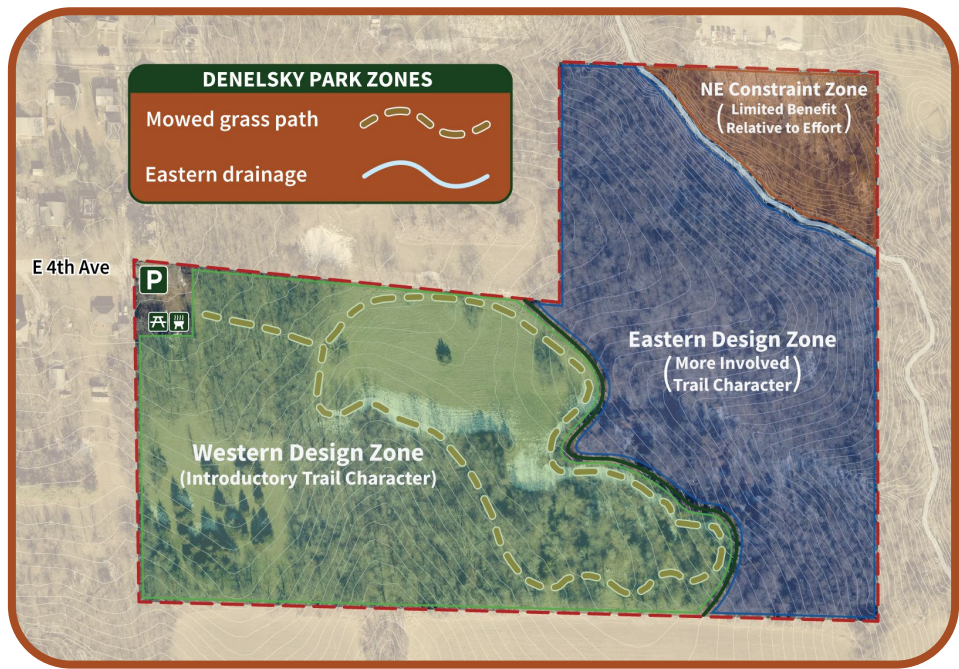
Honeysuckle Dominated Woodland Interior. Image: VIW Trails LLC

Spatial Constraints

Although the park covers more than 20 acres, only about half of that area is forested and well suited for singletrack trail development. The configuration of the wooded portions creates a spatial pattern that limits how trails can weave through the site. In such a compact footprint, alignment must be intentional to provide variety, maintain flow, and avoid concentrating too many trail features in one area. The park's eastern drainage ravine adds additional complexity. Its intermittent flow, steep banks, exposed soils, and areas of legacy debris create a physical barrier that limits internal circulation. While a future crossing could be possible, it would require structural solutions and would only be feasible if access to adjacent property (east, southeast, or north) were secured. Until such access is realized, the ravine must be treated as non crossable, further tightening the available routing envelope.

Parcel Constraints

DeNelsky Park is enclosed by a mosaic of land uses that create relatively tight boundary conditions for trail development. Residential areas lie to the west and south, commercial parcels to the north, and private property to the east and southeast. These edges limit buffering opportunities and influence how loops can be shaped within the park without encroachment. Public access is provided solely from East 4th Avenue. While sufficient for the park's current level of activity, this single entrance influences how trail loops begin and end and limits flexibility in distributing user flow. The park's proximity to school



**Zones illustrate trail design suitability and physical constraints and are not intended to imply permanent access restrictions or future development limits.*

district land offers promising long term connectivity potential, but such access will depend on future partnerships, easements, or property agreements. Trail alignment within DeNelsky must therefore preserve these possibilities, supporting connectivity if it develops while also functioning independently if it does not.

Taken together, these challenges define the physical, ecological, and spatial context within which DeNelsky Park's trail system must be designed. In the following sections, these constraints are considered as guiding conditions that can help shape an engaging, sustainable, and community oriented trail network.

Opportunities

DeNelsky Park offers a unique blend of natural character, manageable terrain, and community context that together create a strong foundation for a small, purpose built singletrack system. Although the site presents several challenges, it also contains meaningful opportunities to create a trail network that is engaging, ecologically responsible, and closely aligned with community goals.

Ecological Opportunities

The woodland canopy, despite heavy understory pressure, remains intact enough to support meaningful ecological recovery. Removing invasive bush honeysuckle will open the forest floor, improving habitat quality while creating the visibility and openness needed for high quality singletrack.

Trail placement and restoration can complement each other, with thoughtfully aligned corridors helping maintain cleared zones, enhance sightlines, and highlight natural features such as legacy trees, upland benches, and the edges of the eastern ravine.



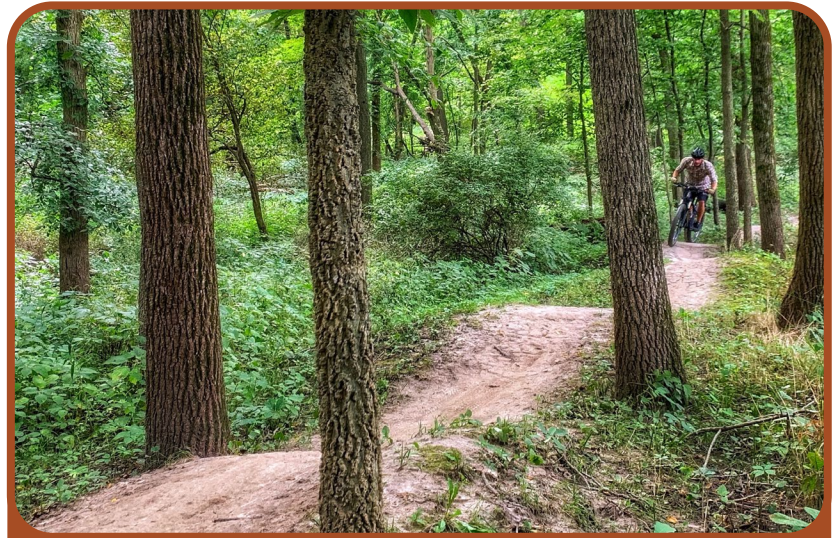
*Youth Volunteers Manually Removing Brush, Mason City Iowa.
Image: Backyard Trails LLC*

Trail Experience Opportunities

DeNelsky Park's rolling uplands, gentle interior contours, and transitions between woodland and open space create strong opportunities for a compact yet varied trail system. Near the 4th Avenue entrance, the terrain is well suited for an introductory loop or "green level" novice experience that is accessible for families, new riders, and school programming. In contrast, the wooded areas (once honeysuckle clearing provides visibility) offer an immersive, moderately challenging singletrack experience that feels surprisingly natural for an in town park. This allows the system to offer progression without requiring major disturbance to the landscape.

Access & Connectivity Opportunities

The existing East 4th Avenue entrance provides a logical, functional, and visible location for a trailhead, with existing parking and intuitive orientation. Looking ahead, the park's position near school district property creates long term potential for expanded access. Partnerships or easements could eventually support walk in or ride in connectivity for students and nearby residents. Even if these opportunities emerge gradually, today's trail design can preserve future alignment options while ensuring the system functions independently in the present.



Singletrack Mt. Biker, Cedar Rapids Iowa. Image: Backyard Trails LLC

Community & Programming Opportunities



*Take A Kid Mt. Biking Day, Marion Iowa.
Image: Linn Area Mt. Bike Association*

DeNelsky Park is positioned to offer the type of singletrack experience that Indianola currently lacks .. local, approachable, and suitable for a wide range of ages and abilities. The site can support youth riding programs, outdoor education, PE classes, and community groups seeking accessible, low barrier recreation. A thoughtfully developed trail system here would give Indianola a meaningful natural surface offering that complements, rather than duplicates, nearby regional destinations.

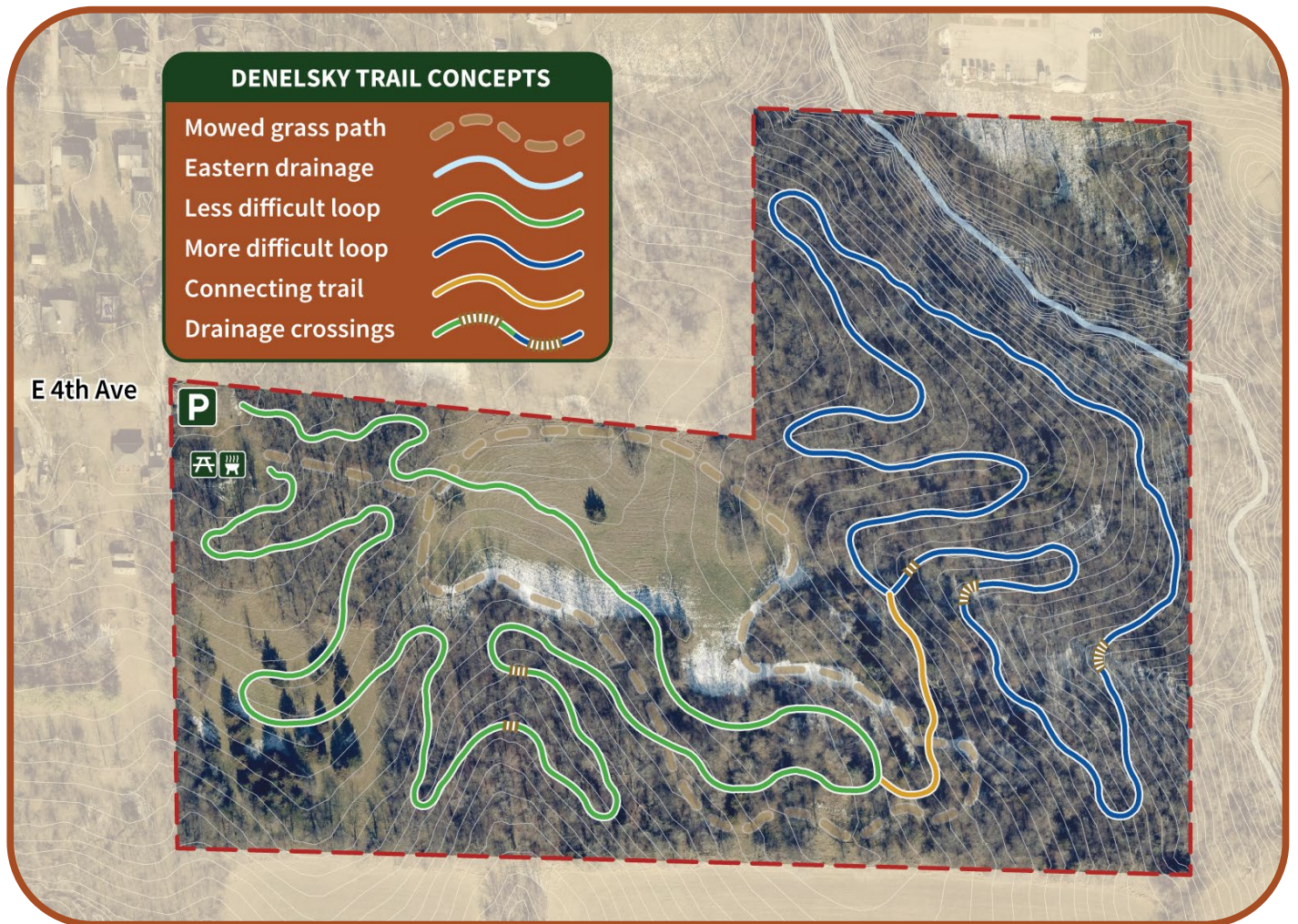
Operational & Long Term Opportunities

The park's scale and configuration lend themselves to a sustainable, phased approach to development. An initial loop near the existing entrance can deliver immediate community value, while additional trail segments can be added over time as funding, restoration efforts, and capacity progress. Honeysuckle clearing and trail construction can work together to reduce long term maintenance demands while improving ecological conditions. With thoughtful design and strong community engagement, DeNelsky Park can model a stewardship framework that supports the trail system over time.

These opportunities show how DeNelsky Park can evolve from a largely hidden green space into a welcoming, sustainable, community oriented place to explore; one that balances ecological health with year round recreation and long term community benefit.

Trail Concepts

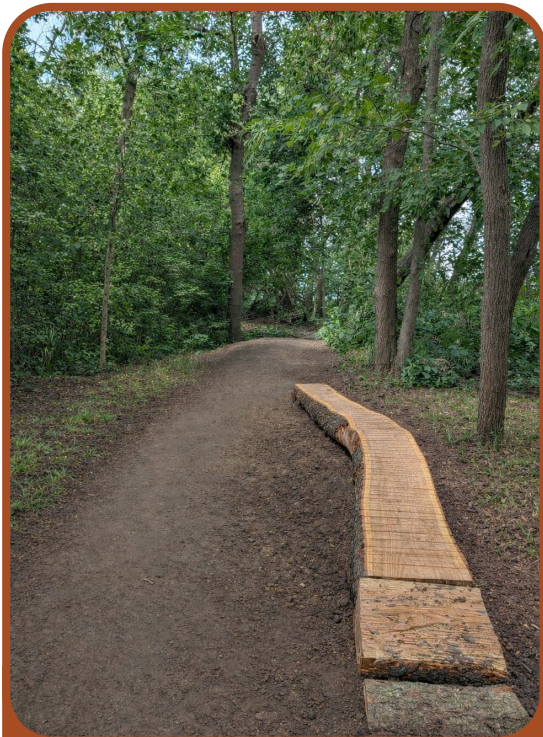
The DeNelsky Park trail system is envisioned as a relatively compact, layered network designed to feel exploratory and complete within a modest footprint of land. The concept centers on two loop experiences connected by a short linking segment, allowing users to move fluidly through the park while choosing routes and distances that align with their interests. Together, the loops form a cohesive system that supports repeated use, varied experiences, and flexible future decision making.



The **less difficult loop**, shown as novice green, forms an introduction to the system. Located near familiar park surroundings, this loop is designed to be approachable, intuitive, and welcoming. Its alignment follows gentle terrain and natural contours, creating a flowing experience that encourages exploration without feeling intimidating. The less difficult loop serves a broad range of users, providing an inviting exposure to natural surface singletrack while remaining engaging enough to reward repeat visits.

The **more difficult loop**, shown as intermediate blue, adds challenge and depth to the system. Positioned on steeper slopes within the more densely wooded portions of the park, this loop moves into terrain that feels more secluded and removed from surrounding development. It introduces increased physical and technical demands through terrain driven design, offering a more rigorous trail experience while maintaining overall balance within the system.

A **short connecting trail segment** links the two loops, allowing users to combine trails and move between experiences. This stacked loop arrangement expands choice and flexibility, enabling visitors to shape outings of varying length, character, and challenge. With all trails envisioned as two way and shared use, the system supports repetition, route variation, and a greater sense of variety without prescribing a single way to move through the park.



*Technical Trail Feature (TTF) Option
Alongside Singletrack, Osage Iowa.
Image: Backyard Trails LLC*

In addition to baseline trail alignments, the system is intentionally designed to support experience layering through selective trail features and terrain responsive enhancements. When thoughtfully placed and scaled, elements such as optional technical lines, localized rock armoring, or other subtle trail features can add interest, progression, and durability without overwhelming the landscape or prescribing a single user experience. These opportunities allow a relatively compact trail system to feel richer and more engaging, serving a broader spectrum of user abilities while reinforcing sustainability and long term performance. While specific features are not designed as part of this plan, the trail concepts intentionally preserve flexibility for such enhancements as the system evolves.

Beyond the trails within DeNelsky Park, the concept preserves the potential for future connectivity as needs and priorities are identified over time. While no off site connections are proposed or designed as part of this plan, the layout is intentionally configured to avoid limiting those possibilities. As proposed, the trail system functions as a complete, stand alone experience while remaining adaptable to potential connections in the future.

Development Pathways

The trail concepts presented in this plan are intended to support flexible implementation over time rather than assume a single path forward. The system has been structured so that trail development can occur incrementally or comprehensively, with vegetation clearing and access improvements establishing the foundation for subsequent trail construction as resources, partnerships,

Given current site conditions, vegetation management and site cleanup will be necessary to establish access and visibility, occurring alongside or ahead of trail construction. The trail system design allows this work to be carried out flexibly, through volunteer efforts, professional construction, or a combination of both.



*Volunteer Trail Workers, Mason City Iowa.
Image: North Iowa Human Powered Trails*

A range of implementation approaches may be appropriate for DeNelsky Park, including volunteer led efforts, professionally led construction, or hybrid models that combine professional expertise with community participation. Each approach carries different implications for pace, cost, and long term stewardship, and the most appropriate pathway may change as the project progresses.

When professional trail construction is pursued, the use of contractors with specific experience in natural-surface, shared-use singletrack is strongly encouraged. Trail building is a specialized discipline with its own design guidelines, construction techniques, and performance considerations that differ



*Professional Trail Contractors & Equipment, Marion Iowa.
Image: Linn County Conservation*



significantly from general landscaping, roadway, or paved-trail work. Organizations such as the Professional Trail Builders Association (PTBA) provide a framework for identifying qualified builders familiar with current best practices, materials, and methods appropriate to recreational singletrack. Prioritizing demonstrated experience and relevant credentials helps ensure that invested resources result in trails that perform well over time and align with the intended user experience.

Regardless of how development occurs, long term success will depend on the quality of trail installation and ongoing stewardship. Establishing trails with appropriate guidance and proven best practices from the outset helps ensure the system performs as intended and reduces the likelihood of avoidable issues later. Approaching construction with an emphasis on performance and the desired user experience will support a trail system that remains enjoyable, sustainable, and manageable over time.

Cost Opinion

These cost ranges reflect planning-level estimates for professionally constructed natural surface singletrack trails, based on the quantities and unit cost ranges summarized below; hybrid approaches that incorporate agency staff or volunteer participation may reduce overall project costs depending on implementation strategy.

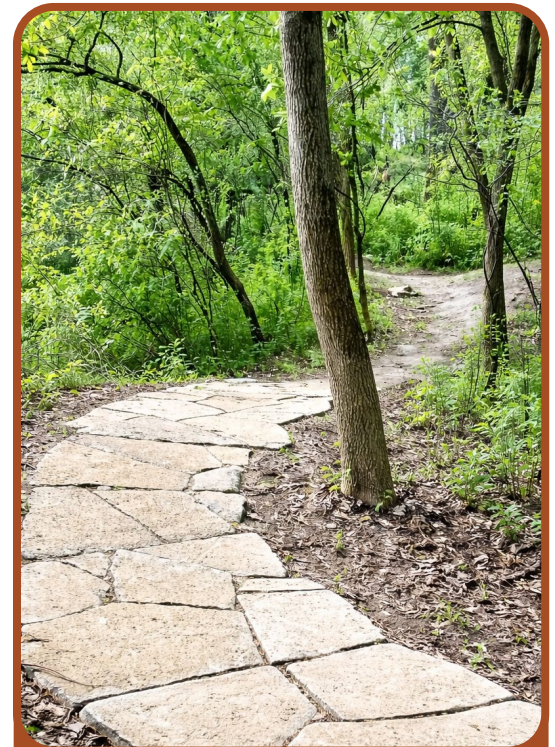
Based on these planning-level assumptions, baseline construction of the proposed trail system at DeNelsky Park is anticipated to fall within a range of approximately \$125,000 to \$160,000, assuming full implementation of the conceptual trail network. The design intentionally supports phased construction, allowing individual loops to be built independently while maintaining a complete and functional user experience. Vegetation management and clearing, along with any optional enhancements identified separately, are not included in this baseline range and would increase overall project cost if pursued.

Baseline Costs

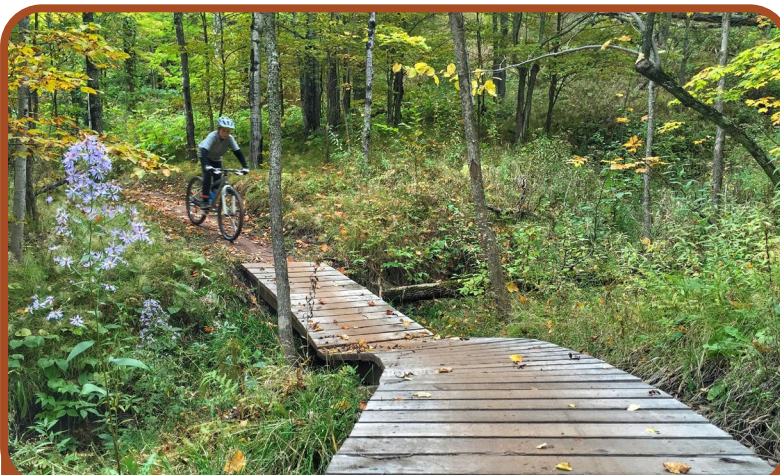
Component	Quantity / Assumption	Notes	Cost Range
Novice green (less difficult) singletrack trail	~4,100 LF	Two-way natural surface singletrack	\$15 – \$18 per LF
Intermediate blue (more difficult) singletrack trail	~3,500 LF	Two-way natural surface singletrack	\$13 – \$15 per LF
Connecting segment	~375 LF	Two-way natural surface singletrack	\$13 – \$18 per LF
Drainage crossings	~75-90 LF total	Boardwalk-style crossings, approximately 8 to 30 LF	\$135 – \$175 per LF
Wayfinding and trail information	1 kiosk, 4 to 5 signposts	Trailhead kiosk and on-trail signposts	\$4,000 – \$6,500 (allowance)

Required but Separate Cost

Component	Assumption	Cost Treatment
Vegetation management and clearing	Required prior to or concurrent with trail construction	Excluded from this cost opinion



Rockarmored Trail, Mason City Iowa.
Image: North Iowa Human Powered Trails



Boardwalk Drainage Crossing, Duluth Minnesota.
Image: Ken Barker

Additive and Optional Enhancements

Enhancement Type	Description	Cost Behavior
Substantial earth shaping and tread reconfiguration	Berms, rollers, jumps, and similar bike-optimized trail forms	Upper end or beyond baseline per linear foot ranges
Technical trail features (TTFs)	Wood and or constructed natural features	Comparable to wood structures, variable by design \$150 - 200+ per linear ft
Localized rock armoring	Stone tread reinforcement, rock gardens, or hardened trail sections installed to improve durability or provide optional technical interest	Typically \$35 – \$60 per square foot
Additional wayfinding design and or branding	Content development, custom signage, and or graphic systems	Additive to allowance



Wayfinding & User Education

Wayfinding and user education play an important role in supporting a well functioning and approachable singletrack trail system, particularly within a compact, shared use park setting like DeNelsky and within a community where this type of trail experience is new. When thoughtfully applied, these elements help visitors understand where they are, how the trail system functions, and how to use it confidently and responsibly, supporting positive experiences for users with varying abilities and familiarity with natural surface trails.

At DeNelsky Park, wayfinding is envisioned as clear, minimal, and intuitive rather than visually dominant. Signage and markers should support navigation and clarity without overwhelming the landscape or detracting from the park’s natural character. Trailhead information, route identification, and simple on trail indicators can work together to help users make informed choices about distance, difficulty, and how they move through the system. In doing so, wayfinding reinforces intended trail experiences and reduces uncertainty as users navigate the network.

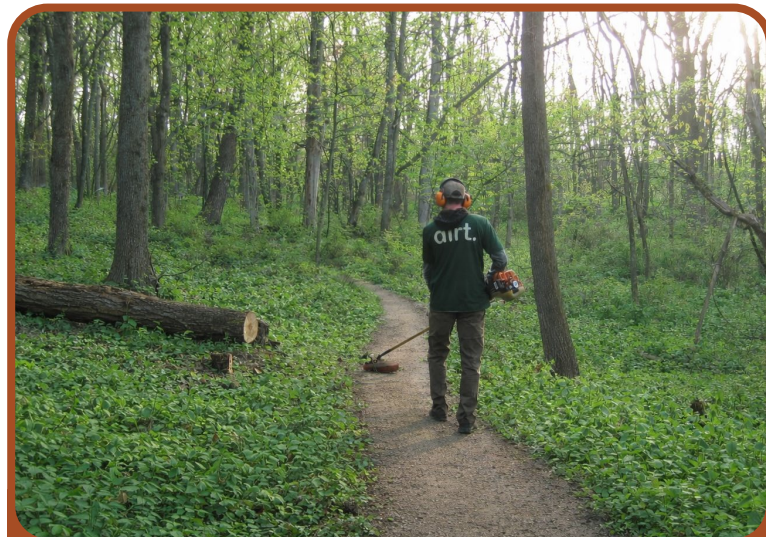
User education plays a complementary role by setting expectations and encouraging positive, informed trail use. Clear messaging at trail access points can introduce shared use principles, trail etiquette, and basic guidance related to trail conditions, stewardship, and appropriate use. Rather than prescribing behavior, this information helps users better understand how the trail system is intended to function and what to expect, allowing them to engage with it more comfortably and respectfully.

Wayfinding and educational elements are intended to evolve alongside the trail system itself. Initial installations can focus on core orientation and user understanding needs, with refinement or expansion added over time as use patterns, community familiarity, and future connectivity opportunities develop. Together, these tools help ensure that DeNelsky Park's trail system remains intuitive to navigate, enjoyable to use, and well integrated into the broader park experience.

Operations & Maintenance

A well designed singletrack trail system is shaped as much by ongoing use and care as by initial construction. At DeNelsky Park, long term success is expected to come from clear design intent, regular use, and shared stewardship.

When properly aligned and constructed, natural surface singletrack trails are durable; like any form of recreational infrastructure, however, they require maintenance. Typical needs include maintaining clear corridors, preserving functional drainage, refining tread surfaces, and conducting periodic inspections to ensure the trails continue to perform as intended.



Singletrack Trail Trimming, Marion Iowa. Image: Ken Barker

Maintenance of natural surface singletrack trails typically falls within a range of approximately three to ten percent of initial construction investment per year. Trails designed around higher speeds, steeper grades, or more specialized riding experiences generally require greater initial investment and increased maintenance inputs over time.

Stewardship expectations and appropriate use guidance can be reinforced through trailhead information and on trail wayfinding, helping users understand their role in protecting trail conditions across seasons and levels of use.

With regular attention and thoughtful management, the DeNelsky Park trail network can remain durable, adaptable, and well integrated into the broader park experience over time.



Installing Signpost, Central City Iowa. Image: Backyard Trails LLC

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Local and Regional Planning Context

City of Indianola, Iowa. DeNelsky Park Facility Details. Official Parks and Recreation page for DeNelsky Park, including location, features, and acreage information.

City of Indianola, Iowa. Master Plans. Official repository of adopted master planning documents for the City of Indianola, including parks, transportation, and community planning resources.

Snyder & Associates, Inc. Comprehensive Development Plan – City of Indianola. Project overview and summary of the City of Indianola's comprehensive development planning initiative.

Experience Indianola. Official community and tourism information for the City of Indianola, including parks, trails, events, and local attractions.

Warren County, Iowa. Business and Planning – GIS. Official geographic information system resources supporting mapping, planning, and spatial analysis.

Trail Design, Construction, and Management Guidance

United States Forest Service. Trail Management Guide. Federal guidance on trail classification, management objectives, and long-term stewardship considerations.

International Mountain Bicycling Association (IMBA). Trail Solutions. Comprehensive guidance on sustainable trail planning, design, and construction for natural surface trails.

United States Department of Agriculture, Forest Service. Trail Construction and Maintenance Notebook (2007 Edition). Federal technical guidance for trail planning, design, construction, and maintenance practices widely used by federal, state, and local agencies.

United States Department of the Interior, Bureau of Land Management. Guidelines for a Quality Trail Experience: Mountain Bike Trail Guidelines (January 2017). Federal guidance on trail design and management to support a high-quality user experience.

Greater Minnesota Regional Parks and Trails Commission. Mountain Bike Trail Development: Guidelines for Successfully Managing the Process (2023). Guidance on planning, design, and management considerations for mountain bike trail projects in regional park systems.

Environmental and Site Context

Iowa Department of Natural Resources. Forestry Invasive Species Guide. Official resource on invasive plants affecting Iowa forests and woodlands, including bush honeysuckle management considerations.

Iowa State University Extension and Outreach. Bush Honeysuckle Identification and Control. Field-based guidance on identifying and managing invasive bush honeysuckle in Iowa woodlands.

United States Department of Agriculture, Forest Service. Invasive Honeysuckle Field Guide. Federal guidance on identification and management of invasive honeysuckle species.

Midwest Invasive Plant Network (MIPN). Best Management Practices for Invasive Shrubs. Regional best-practice guidance for invasive shrub control in the Upper Midwest.

Recreation, Health, and Economic Context

Outdoor Industry Association & Outdoor Foundation. 2024 Outdoor Participation Trends Report. Annual research summary on national outdoor recreation participation, including activity trends and demographic insights.

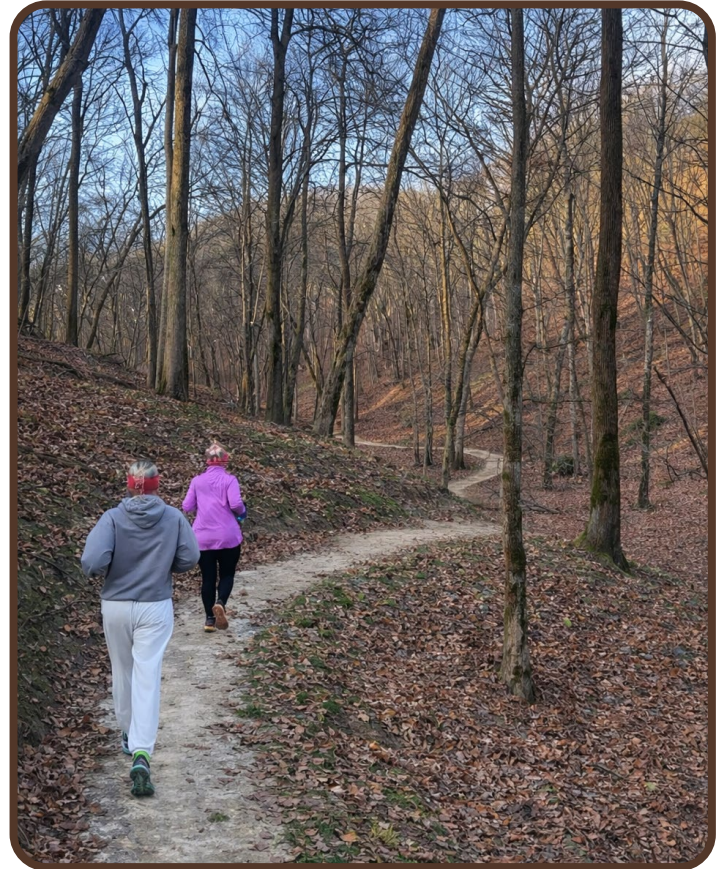
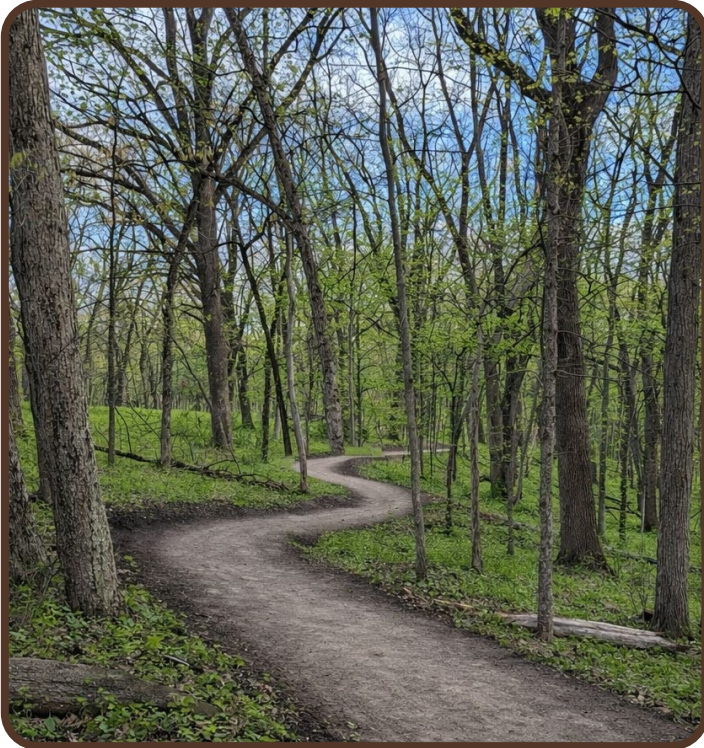
United States Department of Commerce, Bureau of Economic Analysis. Outdoor Recreation Satellite Account, U.S. and States, 2023. Official federal economic data on the outdoor recreation sector's contribution to GDP and employment.

International Mountain Bicycling Association (IMBA). Economic and Health Benefits of Bicycling in Northwest Arkansas (March 6, 2018). Research report documenting economic and community health impacts associated with bicycling and trail use.

Wright State University, College of Graduate Programs and Honors Studies. Master of Public Health Thesis on Trails, Physical Activity, and Health Outcomes. Graduate research examining relationships between trail access, physical activity, and public health indicators. Available through CORE Scholar.

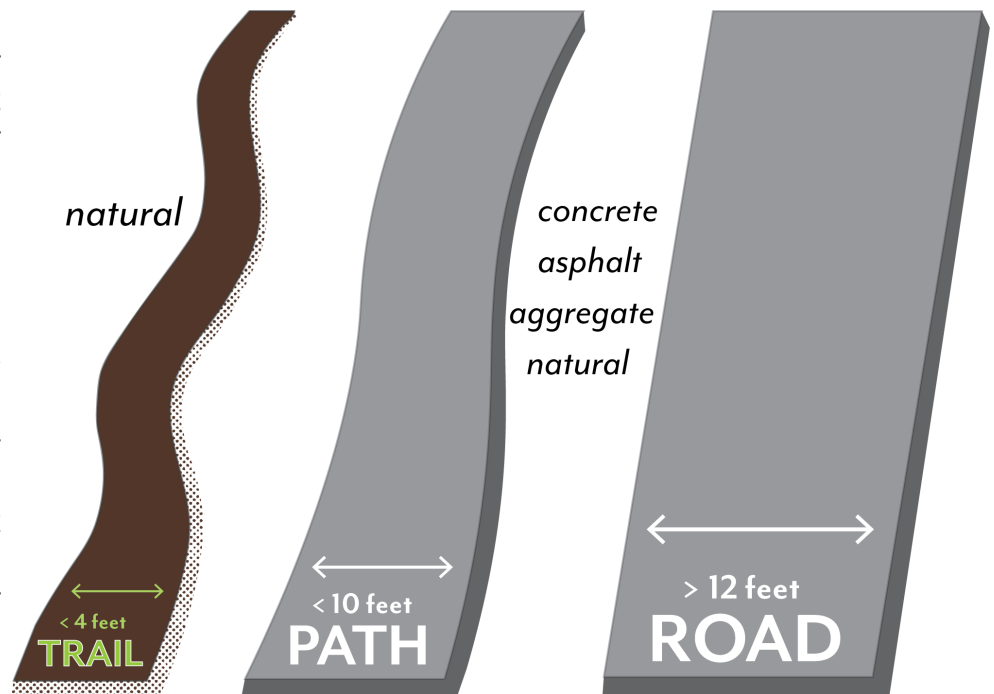
Appendix - Why Singletrack?

Singletrack is a narrow pathway, typically no wider than the user's impact on the ground or trail tread, and often less than 30 inches wide. There is no single formal standard that defines singletrack; instead, design guidelines are commonly used, which can make management and regulation more challenging. Despite this, singletrack trails are highly sought after, and in some cases users will create, use, and maintain these trails on their own.



We've found it helpful to define trail types not only by their physical specifications, but also through the lens of user experience, to better explain what singletrack is and why it is valued.

What are commonly referred to as trails are often roads by specification. Sometimes called "troads," these wider, straighter routes provide access and connectivity, but they do not involve users in the landscape in the same way a narrower singletrack trail does; it is a different experience.



Connection with Nature

Singletrack trails are narrower than wide pathways and roads, allowing users to experience nature more closely. Trees and shrubs often form a green corridor, creating a stronger sense of immersion.



Separation from Automobiles

Singletrack trails are typically not accessible to motorized vehicles, separating recreationists from automobile traffic and providing opportunities for solitude and escape.



Opportunities for Challenge

Singletrack trails appeal to many users because they are often more engaging than wide pathways, forest roads, or double-track trails. These trails commonly feature a variety of natural textures (such as roots and rocks), providing opportunities for riders and hikers to navigate and overcome challenges.

Sense of Speed

The close proximity of trees and foliage can amplify the perception of speed on singletrack trails, creating a sense of excitement while actual travel speeds remain modest.

Environmental Impact

Singletrack trails have a smaller footprint and lower physical impact on the land than wider pathways or roads. They follow natural terrain contours and wind around trees, rather than requiring extensive earthmoving or tree removal.

Community Development

Singletrack trails can contribute to local economies and help spark interest in additional community and economic development.



Appendix - Honeysuckle Management

Many natural areas across the Midwest, particularly former agricultural lands with cutover forests, experience persistent challenges from invasive woody shrubs such as bush honeysuckle. These species establish along forest edges, canopy openings, and disturbed areas where increased light availability favors rapid growth. Over time, dense shrub layers can suppress native regeneration, reduce habitat quality, limit visibility, and restrict access for land management and stewardship.

In landscapes affected by these conditions, trail development can complement broader conservation and restoration efforts by improving access, establishing managed corridors, and supporting long-term monitoring and maintenance. While trail construction alone does not control invasive vegetation at a landscape scale, it can provide a practical framework for targeted management when paired with appropriate vegetation treatment strategies.

The resources listed below provide field-tested guidance for identifying, managing, and restoring areas affected by invasive bush honeysuckle in Iowa and the Upper Midwest. They are intended to inform planning and stewardship discussions and do not prescribe specific treatment methods. Selection of appropriate management approaches should be guided by site conditions, agency policies, available capacity, and applicable regulations.



*Goat browsing in managed woodland understory.
Image: City of Clive*

Iowa Department of Natural Resources (IDNR). Forestry Invasive Species Guide.

State-level guidance addressing invasive plant species affecting Iowa forests and woodlands. Includes identification information and general management considerations applicable to invasive shrubs such as bush honeysuckle.

<https://www.iowadnr.gov/media/645/>

Iowa State University Extension and Outreach. Bush Honeysuckle – Invasive Species Profile.

Iowa-specific, field-oriented guidance focused on identification, ecological impacts, and management considerations for invasive bush honeysuckle in natural areas and woodland settings.

<https://naturalresources.extension.iastate.edu/encyclopedia/honeysuckle-invasive-species-profile>

United States Department of Agriculture (USDA), Forest Service. Invasive Honeysuckle Field Guide.

Federal technical reference providing detailed information on identification, distribution, ecological impacts, and management considerations for invasive bush honeysuckle species across Midwestern and eastern forest systems.

<https://www.fs.usda.gov/nrs/pubs/na/R9-TP-001-22.pdf>

City of Clive, Iowa. Greenbelt Restoration Program (Greenbelt Goats).

Municipal-scale example of invasive shrub management within a multi-use greenbelt corridor, incorporating phased vegetation management, alternative control methods, and public engagement. Included as an illustrative case study demonstrating integrated approaches to invasive species management.

https://www.cityofclive.com/parkandrecreation/greenbelt/greenbelt_goats/index.php



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: New Business

Recommendation:

Attachments: None



MEMORANDUM

To: Parks and Recreation Commission
From:
Date: May 13, 2026
Subject: City Donation Policy Draft Review

Recommendation:

Attachments: None

I. Purpose

To establish clear, consistent standards and procedures for soliciting, accepting, installing, recognizing, maintaining, insuring, and, when necessary, relocating or disposing of donations to the City of Indianola. The policy protects the public interest, ensures total cost of ownership is understood, and aligns donations with City plans, budgets, and community values.

II. Scope

This policy governs **all donations** (monetary and in-kind) proposed for City programs, facilities, parks, trails, streetscapes, public art, equipment, real property, and services. It applies whether donations are **restricted** (designated use) or **unrestricted**.

III. Definitions

- **Donation:** A voluntary transfer of money, goods, services, or real property to the City without expectation of direct commercial return.
 - **Donor:** An individual, estate, business, foundation, or organization making a donation.
 - **Endowment/Reserve:** Funds set aside to cover ongoing maintenance, repairs, and replacement over the asset's useful life.
 - **Restricted Donation:** Donation designated for a specific purpose or project.
 - **Review Team:** Interdisciplinary staff team (and, as applicable, advisory boards) convened to evaluate proposals.
-

IV. Guiding Principles & Evaluation Criteria

Donation proposals will be evaluated for:

1. **Public purpose & alignment** with adopted plans (Comprehensive Plan, Strategic Plan, Parks Master Plan, Capital Improvement Plan).
2. **Location appropriateness** including easements, utilities, sightlines, ADA access, and future site plans.
3. **Total cost of ownership** (installation, permits, lifecycle maintenance, insurance, staffing impacts).
4. **Safety, risk, & liability** (design standards, materials, vandalism susceptibility).
5. **Operational feasibility** (who maintains, skill requirements, warranties).
6. **Environmental impacts** (stormwater, native plantings, wildlife habitat).

7. **Community acceptance** and equity/access considerations.
 8. **Legal/ethical compatibility** (no donations that conflict with laws or City values; see “Prohibited Donations”).
-

V. Donation Types

- **Monetary:** Unrestricted or restricted (programs, capital projects, endowments).
 - **In-Kind:** Goods, materials, equipment, furnishings.
 - **Services:** Professional/technical services (engineering, design, installation).
 - **Real Property:** Land or easements (subject to due diligence, title, appraisal, environmental review).
 - **Public Art / Amenities:** Benches, trees, signage, play features, monuments.
-

VI. Process

A. Pre-Application Discussion

Donors are encouraged to consult the City Manager’s Office to confirm alignment and requirements.

B. Application

Submit a **Donation Proposal Application** to the City Clerk (Appendix A). A donation proposal application is not required for monetary or in-kind donations valued at \$5,000 or less with no ongoing obligation or special restrictions.

C. Staff Review & Advisory Input

The City Manager convenes the Review Team; relevant boards/commissions (e.g., Parks & Recreation Commission, Public Arts Commission) to provide recommendations where applicable.

D. Acceptance Authority

- **Department Director:** Monetary or in-kind ≤ **\$10,000**, if routine, with no ongoing obligation beyond existing budgets.
- **City Manager:** > \$10,000 up to **\$50,000** or where moderate ongoing obligations exist.
- **City Council:** > **\$50,000; real property; public art** installations; or **policy exceptions**.
- The City of Indianola reserves the right to decline any donation, if upon review, acceptance of the donation offer is determined at the sole discretion of the City to not be in the best interest of the City.

E. Agreements & Conditions

Accepted donations require a **Donation Agreement** (or MOU) detailing scope, schedule, standards,

warranties, insurance, title transfer, maintenance, endowment, recognition, and relocation/removal provisions.

F. Valuation, Appraisal & Receipts

- The City records the **estimated value** based on donor documentation or internal estimate.
 - The City issues a **gift acknowledgment** (not a valuation letter) consistent with IRS guidance; donors should consult tax advisors.
-

VII. Funding, Endowments & Contingency

- **Installation Costs:** Unless otherwise approved, donors fund all initial costs (permits, labor, materials).
- **Lifecycle Endowment:** For assets with non-trivial maintenance or replacement needs (e.g., playgrounds, fountains, high-touch amenities), the City **may require an endowment** sized to estimated lifecycle costs or maintenance agreement.
The City may require either:
 1. a **lifecycle endowment** sized to cover ongoing maintenance, repair, and replacement costs over the useful life of the donated asset **or**
 2. a **formal maintenance agreement** in which the donor (or donor-designated partner organization) commits to performing or funding defined maintenance activities for a specified term.

The City will determine which mechanism—endowment, maintenance agreement, or a combination—is appropriate based on the asset type, expected maintenance burden, public visibility, long-term operational risks, and departmental capacity. Donations requiring on-going operation and maintenance amounts which are estimated to exceed \$5,000 on an annual basis require an endowment of twenty times (20X) the annual operation and maintenance amount. The City may request endowment verification through a means deemed acceptable to the City. Example means include third-party financial statements, placing funds in a restricted account controlled by the City, a legally binding endowment agreement, annual verification of the fund's value, and/or endowment validation through a community foundation.

Maintenance agreements must outline:

- the schedule and standards of care;
- responsible parties and required qualifications (if any);
- insurance and indemnification requirements during donor-performed work;
- reporting/documentation expectations; and
- conditions for City intervention if maintenance lapses (including possible use of donor-provided funds or endowment transfers).

- Endowments and maintenance agreements may be required for amenities with moderate-to-high lifecycle costs (e.g., landscaping installations, playgrounds, water features, public art, specialized furnishings, or equipment). **Contingency:** Projects implemented by donors/contractors must include a **contingency up to 15%** for change orders; unused contingency rolls into the endowment or will be returned to the donor.
 - **Accounts**
 - Donations shall be credited to appropriate funds of the City.
 - Endowments may not be managed informally or held in personal or external accounts or trust funds after the contributions are donated to the City.
 - Donations of cash or property to the City, where the purpose is not specified and which are not part of an approved fundraising initiative, are deemed to be undesignated and become contributions to general revenue of the City or assets of the City, unless the receiving department seeks Council approval for a requested purpose.
-

VIII. Design, Standards & Installation

- All installations must meet **City standards**, applicable codes, ADA, and risk management requirements.
 - A City Project Manager will be assigned; a mutually agreed **installation timeline** will be documented.
 - Neither purchase nor installation shall commence until the donor's donation has been completed and funds have been received by the City for such purposes.
-

IX. Ownership, Relocation & Removal

- Upon acceptance, donated improvements become **City property**. The City reserves the right to **relocate or remove** donated assets at any time for operational, safety, aesthetic, programmatic reasons, or any other legitimate public purpose; no permanent rights or title remain with the donor.
 - When feasible, the City will notify the donor before relocation/removal and offer options (e.g., alternative placements).
 - The City has no duty to return any donation as all donations are irrevocable upon acceptance by the City.
-

X. Maintenance, Vandalism & Damage Response

- Routine and preventive maintenance are performed by the appropriate department, subject to budget and staff capacity; **special maintenance or replacement is not guaranteed.**
 - **Damage/Vandalism:** The City will assess condition and determine repair, replacement, or removal based on safety, cost, and community impact.
 - **Warranties:** Donor/contractor warranties should cover defects; the City may draw on endowment funds for repairs if established.
-

XI. Insurance & Liability

- Donor-led installations require proof of **general liability insurance, workers' compensation**, and, where relevant, **automobile** and **professional liability** at City-specified limits; the City must be named as **additional insured**.
 - **Indemnification:** Donation agreements must include donor indemnity for claims arising from donor's activities and installation.
 - The City is **not liable** for donor tax assertions or valuation claims.
 - City of Indianola reserves the right, at its sole discretion, to require, waive, or modify any insurance requirements outlined herein based on its assessment of the exposure presented by the work.
-

XII. Donor Recognition

- Recognition (plaques, markers, signage) must be **harmonious** with the site and approved by the City Manager (and relevant board).
 - The City controls **fabrication, placement, and maintenance** of signage. The donor will be responsible for any costs of changing or replacing any signage, which is done at the request of donor (i.e. logo change).
 - Recognition must comply with the **Naming Rights Policy**; plaques emphasize the **gift's impact**, not advertising.
-

XIII. Prohibited Donations

The City will **not** accept donations that:

- Create unacceptable **risk** or **maintenance burden**.
- Require actions that violate law, policy, or adopted plans.
- Imply influence over City officials, employees, procurement, regulation or other business.

- Confer a personal benefit to any City employee or official.
 - Include **advertising**, political campaigning, or promotions inconsistent with public forum rules.
 - Originate from entities whose core business conflicts with City values in **public health/safety** (e.g., tobacco, illegal substances, adult content).
 - Require exclusive access that undermines **equity** or **public use** of City assets.
-

XIV. Transparency & Records

All accepted donations are recorded in the City's asset and financial systems; annual reporting will summarize donations received, deployed, and any endowment balances.

XV. Appeals

A donor may submit a written appeal to the City Manager within 30 days of a denial; the City Manager may uphold, modify, or refer to Council.



MEMORANDUM

To: Parks and Recreation Commission
From:
Date: May 13, 2026
Subject: City Naming Rights Policy Draft Review

Recommendation:

Attachments: None

I. Purpose

To define criteria and processes for naming (or renaming) City assets and programs in ways that honor community values, recognize significant contributions or stewardship, and—where appropriate—generate revenue to offset capital or lifecycle costs.

II. Scope

Covers **major assets** (parks, buildings, structures, trails, plazas, athletic complexes, significant amenities, gardens, bodies of water, streets) and **City programs**. **Incidental items** (e.g., benches, trees, rooms, small fixtures) follow the Donation Policy’s recognition standards. The City Council shall determine which major assets are eligible for naming rights.

III. Naming Principles

1. **Public Interest & Clarity:** Names should aid wayfinding, reflect local heritage/landscape, and be widely recognizable.
 2. **Integrity & Neutrality:** Avoid names that imply endorsement of political or religious positions, partisan advocacy, or any affiliation not deemed in the best interest of the City.
 3. **Consistency:** Apply uniform standards across departments, with transparent decision-making.
-

IV. Eligibility & Criteria

A. Honorary Names (non-donor): Individuals or organizations with extraordinary contributions to Indianola’s civic life, public service, arts, culture, environment, or education.

B. Donor Recognition: Significant philanthropic support for capital projects or endowments, including land donations for a City project; the level of recognition should correspond to the **scale and impact** of the contribution.

C. Additional Criteria:

- Clear **connection** to the asset (history, geography, mission).

- **Community sentiment** and advisory input.
 - **Longevity & appropriateness** (name remains relevant over time).
 - **Legal & ethical vetting** (see Restrictions).
-

V. Restrictions

The City will not confer naming rights:

- To **political parties/campaigns** or for the purpose of political messaging.
- Where the primary association is **tobacco, drugs, alcohol, gambling, adult content, or entities inconsistent with public health/safety**.
- To **sitting elected officials** or senior City staff during their tenure; a cooling-off period of **at least 2 years** after service may apply.
- Where exclusive or heavily promotional commercial branding would diminish the civic or public character of the asset.

The named party has no decision-making rights as to the purpose of the facility unless specifically provided for in the written agreement between the parties. The City will not agree to any condition in an agreement that could unnecessarily limit progress towards the City’s mission and purpose, statutory obligations, or the local authority of the City Council. In turn, the named party has no liability in respect of that facility or part of a facility unless provided for in a specific contract between the parties. Any such limits must be included in any name rights agreement.

VI. Duration & Types of Naming

- **Perpetual Naming:** Reserved for exceptional, community-defining contributions or historical significance; subject to **revocation for just cause** (morals clause) or if the asset is replaced.
- **Term-Limited Naming:** Common for donor-funded capital projects; typical terms **10–30 years**, renewable upon review.
- **Program Naming:** May be annual or multi-year aligned with funding cycles.
- **Co-Naming/Descriptive Naming:** Allowed where helpful (e.g., “Heritage Plaza at Buxton Park”).

VII. Process

A. Initiation

- Submit a **Naming Nomination** specifying the asset, proposed name, rationale, and supporting materials to the City Clerk.

B. Review

- If within a board's purview (e.g., Parks & Recreation Commission), the City Manager forwards for recommendation; otherwise, the City Manager provides a staff analysis to Council.

C. Decision

- **City Council** makes final determinations and may set conditions (term, signage, maintenance contributions). Not all requests which meet the minimum eligibility requirements will be approved for naming rights.

D. Agreements

- For donor-related naming, execute a **Naming Rights Agreement** detailing: consideration (gift amount/funding schedule), term, recognition standards, exclusivity (if any), **morals clause** and revocation, maintenance/endowment obligations, insurance/indemnity, and performance triggers.

VIII. Minimum Contribution Guidance (for Donor Naming)

To safeguard fairness and stewardship, the City may set **minimum contribution thresholds** based on project cost or asset value (illustrative):

- **City Buildings / Major Facilities:** ≥ **25–50%** of project cost, donation of land for a project, or a significant endowment for operations/maintenance.
- **Parks / Athletic Complexes:** ≥ **20–40%** of project/enhancement cost or a dedicated endowment.
- **Trails / Plazas / Significant Amenities:** ≥ **15–30%** of segment/amenity cost.
(Actual thresholds established case-by-case through the Naming Rights Agreement and Council action.)

Some contributions or donations may be tax deductible, and the City can provide a gift acknowledgement for tax purposes upon request. The determination of the gift's monetary value shall be left to the donor. The City reserves the right to decline any donation, if upon review, acceptance of the donation offer is determined at the sole discretion of the City to not be in the best interest of the City.

IX. Signage, Recognition & Style Guide

- Recognition means may include **primary signage, secondary plaques, maps/web listings, and printed materials**; all must meet the City's design standards and be **harmonious** with the character of the site.
 - Commercial logos, if permitted, are **incidental** and non-prominent; wayfinding clarity takes precedence.
 - The City controls **fabrication, placement, and maintenance** of signage. The donor will be responsible for any costs of changing or replacing any signage, which is done at the request of donor (i.e. logo change).
-

X. Renaming & De-Naming

- **Triggers:** Major renovations/reconstructions, asset replacement, legal/ethical concerns, sustained community sentiment, or end of payments/funding/endowment
 - **Process:** Same as naming—review, recommendation, Council decision; agreements govern donor notice and remedies.
 - **Legacy Acknowledgment:** Where renaming occurs, appropriate historical recognition may be preserved (e.g., interpretive panel).
 - In the event of renaming or de-naming, the City has no obligation to return any received donation to the donor or their family.
-

XI. Insurance, Liability & Indemnification (Donor Naming)

- Donor installations must carry **insurance** at City-required limits and **indemnify** the City against claims related to donor activities.

- City of Indianola reserves the right, at its sole discretion, to require, waive, or modify any insurance requirements outlined herein based on its assessment of the exposure presented by the work.
 - The City will take a risk-based insurance approach that aligns insurance requirements with the scope and complexity of each project.
-

XII. Transparency & Records

- Maintain a **Naming Registry** (asset, name, term, agreement link, renewal date).
- Publish Council actions and agreements on the City website for public transparency.



MEMORANDUM

To: Parks and Recreation Commission
From:
Date: May 13, 2026
Subject: Ride Safe 'n Smart Marketing Campaign

Recommendation:

Attachments: None



Ride Safe 'n Smart: Communications & Marketing Plan

CITY OF INDIANOLA - SPRING/SUMMER 2026

PLAN BACKGROUND, PURPOSE & GOAL

The purpose of this marketing and communications plan is to increase public awareness and understanding of Indianola's Bicycle and Micromobility Ordinance, in collaboration with participating Greater Des Moines metro cities' "Ride Safe 'n Smart" marketing campaign.

In Indianola, this plan and its efforts aim to:

1. Clarify complex rules using simple, friendly messaging.
2. Promote safe, predictable behavior for riders, drivers and pedestrians.
3. Reduce conflicts on streets, sidewalks and multi-use trails.
4. Support enforcement efforts by focusing first on education.
5. Reinforce Indianola's commitment to accessibility, safety and shared public spaces.
6. Reduce near-misses and complaints from trail users, drivers and businesses.
7. Ensure consistent messaging across City departments.

Our Ultimate Goal: Increase awareness and make Indianola safer and easier to navigate for everyone – no matter how users move around town.

KEY MESSAGES

SAFE SPEEDS ON TRAILS & LANES

Riders must always operate at reasonable, safe speeds. If no speed limit is posted, the maximum speed is 20 miles per hour. Class 3 e-bikes may not exceed 20 mph on trails or bike lanes. Safety begins with control, awareness and appropriate speed for conditions.

PEDESTRIANS COME FIRST

Every sidewalk, crosswalk and trail begins with pedestrian priority. Riders of electric scooters, e-bikes and other micromobility devices must yield to pedestrians, human-powered bicycles and human-powered devices.

WHERE YOU CAN RIDE

Indianola offers flexible options for movement, including City streets, bike lanes, paved multi-use trails and sidewalks – except around the Indianola Downtown Square or where posted. Sidewalk riding must be slow, careful and considerate.

NIGHT-RIDING VISIBILITY

Lights aren't optional. They're essential. Every rider must use a white front light and a red rear light or reflector visible from 300 feet. Visibility saves lives.

PASS SAFELY

Drivers must provide at least three feet of space or change lanes. Passing too closely is one of the most dangerous behaviors drivers can engage in around cyclists and scooter users.

RESPECTFUL ROADS

Harassing riders, steering toward them or throwing objects is illegal. Everyone deserves a safe trip.

RESPONSIBLE RIDING

Riders must stay in control, avoid stunts or weaving and never exceed reasonable speeds. Class 3 e-bikes cannot be operated by individuals under age 16.

PARKING CONSIDERATELY

Keep sidewalks and access points clear. Riders must avoid blocking ADA ramps, hydrants, mailboxes, bus stops, curb ramps or entrances.

TARGET AUDIENCES & INTERNAL /EXTERNAL CHAMPIONS

Our **primary stakeholders** to target our messages are:

1. Regular cyclists
2. Electric scooter riders
3. Recreational trail users
4. Sidewalk users in business areas
5. Motorists encountering cyclists daily

Our **secondary stakeholders** to target our messages are:

1. Students (particularly middle & high school)
2. Families with young riders
3. Downtown business owners
4. Commuters using micromobility devices
5. Visitors discovering Indianola's trail network

Our **internal/external champions** to create, coordinate and deliver our messages are:

1. Communications (messaging consistency and design)
2. Police Department (enforcement and education / SROs / Community Service Officer)
3. Parks & Recreation (trail signage and events)
4. Community Development (business coordination)
5. Public Works (sign installation, traffic control)
6. Mayor's Youth Council (student ambassadors and youth awareness)
7. Local media to amplify reach
8. Partners, such as ICSD, Indianola Main Street, Chamber, etc. to amplify reach

COMMUNICATIONS STRATEGIES

MEDIA RELATIONS

- Publish press release announcing the “Ride Safe ‘n Smart” marketing campaign
 - Include ordinance explainer and any campaign-related visuals in press kit.
- Offer “Ride Safe n’ Smart” interview segments to local news (Indianola Independent Advocate & KNIA)
 - Pitch interviews (i.e. Police Department emphasizing safety and respectful roads, Parks & Recreation focusing on trail etiquette, etc.)
 - Provide quotes highlighting education-first enforcement.

CITY WEBSITE: DEDICATED LANDING PAGE

A central, visually clear “Ride Safe ‘n Smart” webpage with resources such as:

- What devices are covered
- Where you can ride
- Where you cannot ride
- Speed rules
- Pedestrian priority
- Passing distance
- Night riding rules
- Parking rules
- Sidewalk restrictions around the Square
- Full downloadable ordinance PDF
- Downloadable one-page summary
- FAQ section (expanded later in campaign plan)

Full developed webpage copy is provided later in this campaign plan.

SOCIAL MEDIA EDUCATION CAMPAIGN

The social media education campaign will run in three themed months with 3-4 core posts each month, plus optional bonuses. Complete post copy and visual inspiration is provided later in this campaign plan. Additional posts may be developed in real-time.

ONE-PAGE HANDOUT

Printed versions of a downloadable one-page summary distributed across the community. This could include icons, maps of the Square sidewalk dismount area and simple reminders.

TRAIL & PARK SIGNAGE

Sign designs will be bold, simple and universally readable. Sign types could include:

- 20 mph max (if not posted)
- Keep right / pass left
- Pedestrians have priority
- Use lights at night
- Yield at crossings

COMMUNITY OUTREACH

- Targeted outreach during “National Bike Month” throughout May 2026
- Police (SROs) speak at school assemblies/classes before Summer Break
- Mayor’s Youth Council involvement for Bike Fest on June 6, 2026
- Summer safety booth at City events, Downtown Square Farmers’ Market, Square events, etc.
- Social media “thank you” posts for safe riders caught doing the right thing
- Focus: Warnings and education before enforcement.

SOCIAL MEDIA: COPY & VISUAL INSPIRATIONS

Below are all posts with polished, final copy and accompanying design guidance.

Month 1: Introduction/Awareness (late-April to mid-May 2026)

POST 1

Title: Announcing “Ride Safe ‘n Smart” Joint Marketing Campaign

Copy: xxxxx [link to landing page on City website]

POST 2

Title: What Counts as Micromobility?

Copy: Indianola’s streets and trails are for more than just cars. Our Bicycle & Micromobility Ordinance helps everyone move safely whether you walk, ride, roll or drive.

So... what counts as micromobility?

- Bicycles (traditional or electric)
- Electric scooters
- Class 1, 2 and 3 e-bikes
- Micromobility devices under 150 lbs\
- OPDMDs used by riders with mobility disabilities

If it's small, nimble and moves you under 20 mph – Welcome to the Micromobility Family.

Let’s Ride Safe ‘n Smart, Indianola! #RideSafeNSmart

Graphic Inspiration: Minimalist silhouettes of each device type in a grid: traditional bike, e-bike, scooter, seated device, OPDMD. Clean labels. Soft Indianola branding. Header: “What Counts as Micromobility?”

POST 3

Title: Same Roads. Same Rights. Same Responsibilities.

Copy: When you're riding on a street or in a bike lane, you're treated just like a driver under Iowa law.

That means:

- Obey stop signs and signals
- Ride in the correct lane
- Yield when required
- Signal your turns
- Follow posted speed limits

We share the roads. We share the responsibility! #RideSafeNSmart

Graphic Inspiration: Split screen. At left shows a cyclist at a stop sign, right shows a car at one. Same-size icons emphasizing equality.

MONTH 2: SAFE RIDING & TRAIL ETIQUETTE (mid-May to mid-June 2026)

POST 4

Title: Responsible Riding

Copy: A little responsibility goes a long way on Indianola's trails and streets.

Remember to:

- Ride solo unless your device is designed for passengers
- Keep speeds reasonable. Slow down around others
- Stay in control (no weaving or stunts)
- Class 3 e-bikes: max 20 mph on trails or bike lanes
- Under 16? You cannot operate a Class 3 e-bike

We all enjoy our trails more when we look out for each other. #RideSafeNSmart

Graphic Inspiration: A row of simple icons: single rider, speedometer pointing at "safe," person yielding to pedestrian, Class 3 e-bike badge.

POST 5

Title: Where Can You Ride?

Copy: Indianola gives you lots of options to move around town. You may ride on:

- Streets
- Bike lanes
- Paved multi-use trails
- Sidewalks (except around the Downtown Square or where posted)

Sidewalk riding? Keep it slow. Pedestrians always come first. #RideSafeNSmart

Graphic Inspiration: Map-style graphic with green checkmarks on: street, trail, bike lane, sidewalk. Red "X" around the Square.

POST 6

Title: Look Before You Enter

Copy: When emerging from a driveway, alley, or building, riders must yield to:

1. Pedestrians on the sidewalk
2. Drivers already traveling on the roadway

Pause. Look both ways. Make eye contact when you can. Small moments can prevent big crashes. #RideSafeNSmart

Graphic Inspiration: A driveway scene showing a rider looking left and right with arrows. Pedestrians approaching from one side.

POST 7

Title: Lights at Night

Copy: If you're riding after sunset, you must be visible. The City of Indianola requires riders to have:

1. A white front light visible from 300 ft
2. A red rear light OR reflector visible from 300 ft

Light up. Stand out. Stay safe. Day or night, visibility saves lives. #RideSafeNSmart

Graphic Inspiration: Dark blue background with glowing headlight beam and red rear light. Distances shown with dotted measurement lines.

MONTH 3: MOTORIST RESPONSIBILITIES & SHARED ROAD SAFETY (Mid-June to late-July 2026)

POST 8

Title: Passing Safely Saves Lives

Copy: The 3-foot rule is simple, and it saves lives. Drivers must:

- ✓ Change lanes to pass when possible
- ✓ OR leave at least 3 feet of space
- ✓ Wait to return right until safely clear

A bit of little space creates a whole lot of safety. #RideSafeNSmart

Graphic Inspiration: Bird's-eye car passing a bike with bright "3 FEET MINIMUM" measurement.

POST 9

Title: Watch the Doors!

Copy: Before you open your car door, check for cyclists and scooter users. Avoid "dooring" by:

- Checking mirrors
- Looking over your shoulder
- Using the "Dutch Reach" – open the door with your opposite hand

One quick check prevents serious crashes. #RideSafeNSmart

Graphic Inspiration: Driver using Dutch Reach, cyclist approaching from behind. A bright "LOOK FIRST" bubble.

POST 10

Title: Crosswalk Courtesy

Copy: Drivers must yield to anyone in marked crosswalks, unmarked crosswalks at intersections and multi-use trail crossings.

That includes:

- Pedestrians
- Cyclists
- Scooter riders
- Micromobility users

#RideSafeNSmart

Graphic Inspiration: Crosswalk scene with pedestrian, cyclist, scooter rider crossing while a car stops.

POST 11

Title: Respect Riders

Copy: Every person deserves a safe trip no matter what they ride.

Indianola City Ordinance Chapter 76 (Bicycle and Micromobility Regulations) prohibits:

- Steering toward riders
- Throwing objects
- Harassing or intimidating riders

We can disagree about a lot, but we can all 100% agree on safety. #RideSafeNSmart

Graphic Inspiration: Calm, friendly street scene. Green check over safe passing. Red X over harassment behaviors.

POST 12

Title: Park It Right

Copy: Finished riding? Park with purpose and respect equal access for everyone.

Allowed:

- ✓ Near a curb
- ✓ Between sidewalk and roadway
- ✓ In marked micromobility parking spots
- ✓ Against a building (as long as ADA access is clear)

Do NOT block:

- ADA ramps
- Hydrants
- Mailboxes
- Crosswalks
- Bus stops
- Entrances or driveways

#RideSafeNSmart

Graphic Inspiration: Grid of illustrations: 4 green “good parking” boxes, 4 red “don’t block” boxes.

WEBSITE COPY: Ride Safe 'n Smart in Indianola

Ride Safe n' Smart, Indianola

Your guide to safe riding on City streets, trails and sidewalks.

Logo: Ride Safe n' Smart Joint Marketing Campaign

SECTION 1: INTRODUCTION

The City of Indianola's Bicycle and Micromobility Ordinance helps residents and visitors share roads, sidewalks and trails safely. Whether you walk, ride, roll or drive, this guide makes it easy to understand the rules.

SECTION 2: WHAT COUNTS AS MICROMOBILITY?

Micromobility includes small, low-speed devices that help people move around town, including:

- Bicycles (standard and electric)
- Electric scooters
- Low-Speed Electric Bicycles (Class 1, 2 and 3)
- Micromobility devices under 150 pounds
- Other Power-Driven Mobility Devices (OPDMDs)

SECTION 3: WHERE YOU CAN RIDE

Riders may use:

- Streets
- Bike lanes
- Paved multi-use trails
- Sidewalks, except around the Indianola Downtown Square or where posted

Sidewalk riding must always be slow and cautious, with pedestrians having the right of way.

SECTION 4: SPEED RULES

If no speed limit is posted, riders may not exceed 20 mph. Class 3 e-bikes cannot exceed 20 mph on trails or bike lanes. Riders must always choose speeds that are safe for conditions.

SECTION 5: YIELDING PRIORITY

Pedestrians always come first. The hierarchy of right-of-way:

1. Pedestrians
2. Human-powered bicycles
3. Electric scooters, low-speed e-bikes, and other micromobility devices

SECTION 6: PASSING DISTANCE

Drivers must give at least 3 feet when passing or change lanes to pass safely.

SECTION 7: CROSSWALK SAFETY

Drivers must yield to pedestrians and riders in marked crosswalks, unmarked crosswalks at intersections and trail crossings.

SECTION 8: NIGHT RIDING

Required equipment between sunset and sunrise includes:

- A white front light, visible from 300 feet
- A Red rear light or reflector, visible from 300 feet

Equivalent equipment, like helmet lights, arm bands and other resources, is allowed and strongly recommended for your safety.

SECTION 9: PARKING RULES

Riders may park near curbs, along boulevards, in designated areas or against buildings if ADA access is maintained.

Do not block hydrants, mailboxes, bus stops, entrances, ramps or crosswalks.

SECTION 10: SPECIAL PENALTY OPTION

Instead of paying a fine, riders may choose a five-day impound of their device. Educational citations are encouraged during this campaign's first phase.

SECTION 11: DOWNLOADS

- One-Page Summary
- Full Ordinance PDF
- Trail Etiquette Sheet
- Micromobility Definitions Overview

SECTION 12: FAQs

Can I ride on sidewalks?

Yes, except around the Indianola Downtown Square or where posted. Ride slowly and yield to pedestrians.

Do I need a driver's license to ride an e-bike, e-scooter or micromobility device?

No.

What counts as micromobility?

Any small device under 150 pounds designed for speeds under 20 miles per hour.

Are helmets required?

Not legally, but they are STRONGLY encouraged and recommended for your safety.

How fast can I ride?

If no speed is posted, the maximum you can ride is 20 miles per hour.

Can I ride a Class 3 e-bike?

Not if you're under 16.

MEASUREMENT & FEEDBACK

To understand how well the “Ride Safe ‘n Smart” joint marketing campaign is working in our community, the City of Indianola will track both quantitative data (hard numbers) and qualitative feedback (community sentiment) throughout the plan's three months. This will help determine what messages resonate, where confusion remains and what adjustments are needed for long-term public education and awareness.

The following indicators will be used to evaluate campaign effectiveness:

WEBSITE ANALYTICS

Track engagement with the dedicated “Ride Safe ‘n Smart” landing page using Google Analytics. Metrics to monitor include:

- Page visits (overall traffic)
- Unique visitors
- Average time spent on page
- Click-through rates on downloadable resources
- Mobile vs. desktop access trends
- Traffic spikes corresponding to social posts or media coverage

Success indicators include, but are not limited to:

1. Consistent or increasing traffic throughout the campaign.
2. Strong downloads of ordinance summary materials.

SOCIAL MEDIA PERFORMANCE

Evaluate how well educational messages reach the public across the City’s and partnering departments’ Facebook, Instagram and other platforms. Metrics to track include:

- Total reach (how many people saw each post)
- Engagement (likes, comments, shares, saves)
- Clicks to the dedicated landing page on website
- Video views (if applicable; **DISCOVER OPPORTUNITIES AND PURSUE VIDEO OFTEN!**)
- Content sentiment (positive, neutral, negative reactions)

- Topic-specific interest (which posts outperform others)

Success indicators include, but are not limited to:

1. High engagement on safety or rule-clarifying posts
2. Shares increasing week by week
3. Positive or helpful comments (“Didn’t know this!”, “Thanks for sharing!”)

PRINTED-HANDOUT DISTRIBUTION

Track how widely physical materials are shared across the community. Metrics to track include:

- Number of handouts printed
- Number distributed by:
 - Police officers
 - Schools
 - Parks & Recreation
 - Library
 - Trailheads
 - Downtown businesses
 - Farmers Market / Bike Night
 - Requests for additional copies from partners

Success indicators include, but are not limited to:

1. Steady distribution at high-traffic locations
2. Businesses or schools requesting more handouts
3. Officers reporting that riders accept and use materials

COMMUNITY QUESTIONS, COMMENTS & FEEDBACK

Collect feedback from multiple sources to gauge public understanding and identify areas of confusion. Sources include the following:

- Social media comments and direct messages
- Messages sent through the City’s “Contact Us” form on the website
- In-person questions at events
- Questions from business owners

- Reports shared with Parks & Recreation, Police or other City department/staff

Track and monitor:

- Frequency of similar questions
- Topics causing confusion (e.g., sidewalk rules, speed limits)
- Suggestions or concerns raised by residents

Success indicators include, but are not limited to:

1. Decline in confusion over key rules (sidewalks, 20 mph speed, passing distance)
2. More clarifying questions than complaints
3. Feedback that signage and outreach are helpful

TRAIL SAFETY REPORTS & COMPLAINTS

Monitor trail-related reports received by Parks & Recreation, Police and City Hall.

Metrics to track include:

- Number of reported incidents or near misses
- Number of complaints involving:
 - Speeding
 - Sidewalk riding
 - Right-of-way conflicts
 - Passing distance violations
 - Seasonal comparisons (pre- vs. post-campaign)

Success indicators include, but are not limited to:

1. Fewer complaints sent to staff
2. More positive anecdotes (“We’ve noticed fewer speeders”)
3. Greater awareness of trail etiquette from users

INFORMAL OFFICER FEEDBACK

Police officers provide direct, practical insights into how rules are understood and followed in real life. Consider tracking the following:

- Number of educational stops vs. citations

- Common rider misunderstandings
- Typical safety issues witnessed
- Responses to light giveaways or handouts
- Riders' willingness to comply after being informed
- Whether certain areas (like the Square) show recurring problems

Success indicators include, but are not limited to:

1. Reduced need for warnings over time
2. Increased voluntary compliance
3. Officers reporting positive rider interactions
4. Fewer high-risk riding behaviors observed

EVENT PARTICIPATION & ENGAGEMENT

For outreach activities (Bike Night, Farmers Market, school visits, Library events).

Consider tracking and monitoring the following:

- Attendance at safety booths
- Number of conversations with residents/event attendees
- Number of helmets, lights or handouts given
- Interest from students during presentations
- Repeat questions from the public

Success indicators include, but are not limited to:

1. Increased attendance or engagement from event to event
2. Residents approaching staff with ordinance-related questions
3. Positive interactions with youth riders

MEDIA COVERAGE

Monitor earned media throughout the campaign. Consider tracking and monitoring the following:

- Number of news stories or mentions
- Tone of coverage (informative, neutral, critical)
- Accuracy of reported ordinance information
- Media requests for interviews or follow-ups

Success indicators include, but are not limited to:

1. Balanced and accurate reporting
2. Increased public understanding due to media amplification

LONG TERM INDICATORS

(Optional; 6-12 months)

Used to assess whether the ordinance education had lasting impact. Consider tracking and monitoring the following, if applicable:

- Year-over-year changes in rider behavior reports
- Traffic or trail incidents involving micromobility devices
- Trail user sentiment shared with Parks & Recreation
- Police citation patterns after the education period

Success indicators include, but are not limited to:

1. Decline in preventable conflicts
2. Improved trail etiquette
3. Stable or increased positive sentiment

REPORTING & REVIEW

To maintain accountability and guide future updates:

1. Communications will prepare a short monthly report during the campaign
2. Departments will share cross-feedback on a recurring basis
3. A three-month wrap-up report will summarize effectiveness and next steps

QUESTIONS, COMMENTS & SUGGESTIONS

Please direct questions, comments and suggestions about this campaign plan and its components to the following individuals:

- Aaron Young, City of Indianola Communications Manager
Email: ayoung@indianolaiowa.gov
- Doug Bylund, City of Indianola Chief of Culture & Recreation
Email: dbylund@indianolaiowa.gov
- Rob Hawkins, Indianola Police Chief
Email: rhawkins@indianolaiowa.gov

ADDITIONAL INFORMATION

1. [City of Indianola Chapter 76 Ordinance \(Bicycle & Micromobility Regulations\)](#)
2. [Ride Safe 'n Smart Campaign Assets & Related Resources](#)

(IN DEVELOPMENT)



MEMORANDUM

To: Parks and Recreation Commission

From:

Date: May 13, 2026

Subject: Credit Card and Convenience Fees

Recommendation:

Attachments: None