

LEGISLATIVE #

090777A



**City of Gainesville
Parks, Recreation and Cultural
Affairs Master Plan**

**Recreation, Cultural Affairs and Public
Works Committee Presentation
May 14, 2012**

Where Are We Now?

PROJECT SCHEDULE

AECOM
 City of Gainesville Parks and Recreation Master Plan
 AECOM#: 10330299.01

Part	Activity	August			Sept			October			Nov			Dec			Jan			Feb			Mar			Apr			May			June			July			August																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2
I. Demographic/Cultural/Environ. Info																																																							
1.1	Project Coordination (ongoing)																																																						
1.2	Bi-Weekly Conference Calls (ongoing)																																																						
1.3	Parks/Recreation/Cultural Affairs Data																																																						
1.4	Base Map																																																						
1.5	CAPRA Accreditation Standards Dev.																																																						
1.6	Evaluation Form																																																						
1.7	Draf Survey Questionnaire																																																						
1.8	Demographics Analysis																																																						
1.9	Kick-Off Workshop																																																						
1.10	Draft Demographic/Cultural/Environ. Sum.																																																						
II. Inventory and Analysis																																																							
2.1	Facility Visits and Evaluation																																																						
2.2	Analysis of Rec/Cult. Affairs Programs																																																						
2.3	Draft Eval. Summary of Existing System																																																						
III. Community Needs Assessment																																																							
3.1	Interviews, Focus Groups, Workshops																																																						
3.2	Service Area Analysis																																																						
3.3	Acreage and Facility LOS																																																						
3.4	Citizen Attitude and Interest Survey																																																						
3.5	Internet Survey																																																						
3.6	Standards and Trends																																																						
3.7	Benchmarking																																																						
3.8	Draft Needs/Priorities Summary																																																						
IV. Master Plan Recommendations																																																							
4.1	Conceptual System Vision																																																						
4.2	Order of Magnitude Costs																																																						
4.3	Implementation Workshop																																																						
4.4	Draft Implementation/Action Plan																																																						
V. Final Report																																																							
5.1	Draft Master Plan Document																																																						
5.2	Final Draft Plan Presentation																																																						
5.3	Final Master Plan Document																																																						

 CITY TASK  CONSULTANT TASK



Public Involvement: *Focus Groups/Stakeholder Interviews*

Summary of Observations:

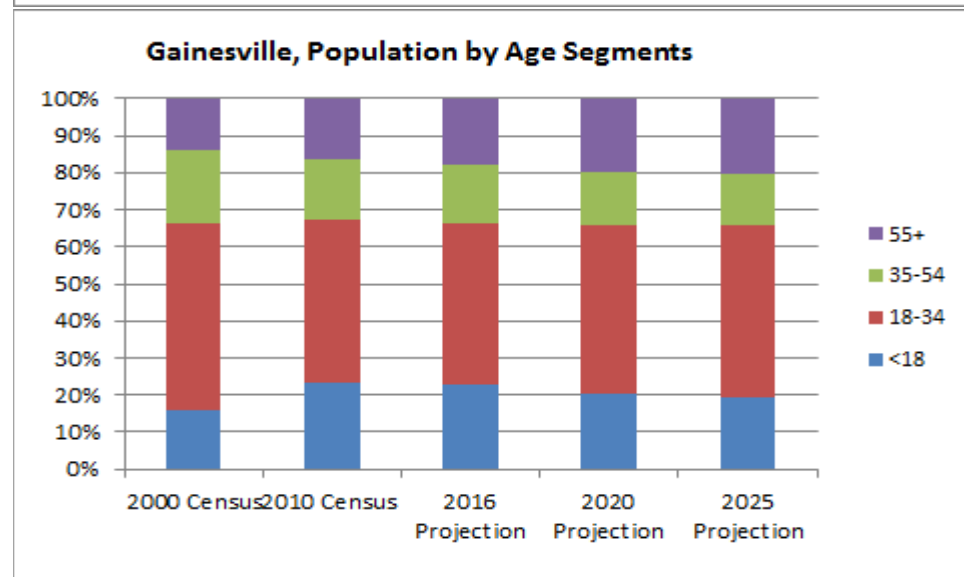
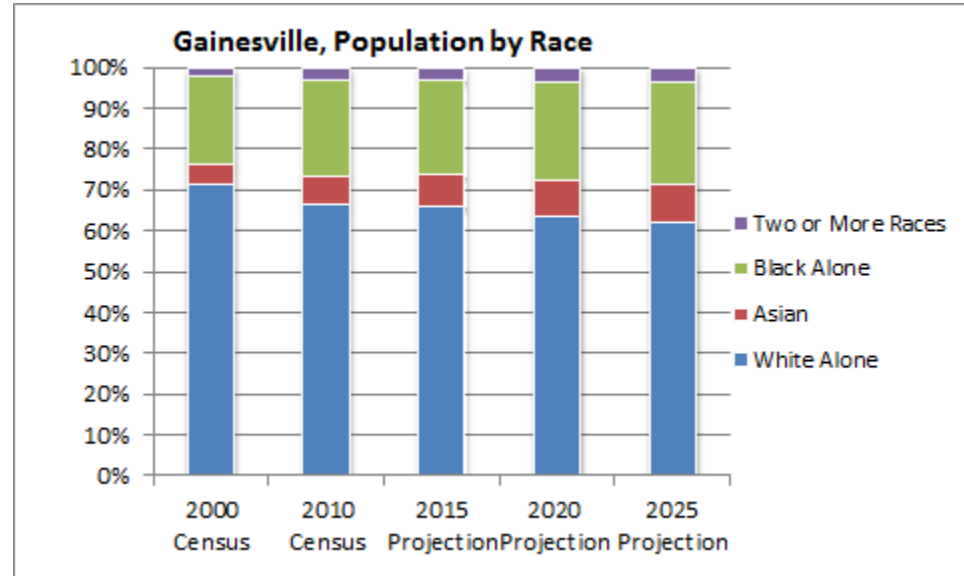
- “Fix up what we have first”
- “Need a true strategic plan”
 - *Cultural Affairs, Special Events, Athletics, Aquatics, Bikeways and Trails*
 - *Set up guiding principles for Master Plan and Department*
 - *Determine focus and “core” facilities/programs*
- “What is the long-term management strategy for bikeways and trails?”
- “Need a joint-use agreement between the City and the School Board”
 - *Require joint use, green space access; possibly in lieu of storm drainage?*
- “Focus on special events, maintenance, youth/senior programs; contract out other programs, athletics, natural lands management”

Parks should be seen as an integral part of our environmental and community spirit

Demographic and Trends Analysis

Work To Date:

- ESRI and 2010 Census data used
- Growing population
- Mild aging trend
- Increasing racial / ethnic diversity
- Income levels below average but that is attributed to presence of UF students



Existing Facilities Evaluation



Proximity, Access + Linkages:

- How connected is the park?
- Are there any ADA Accessibility issues?

Comfort and Image:

- Is it safe, enjoyable, flexible?;
- Do I want to be there?

Uses, Activities, & Sociability:

- Are there things to do, ways to interact with others?

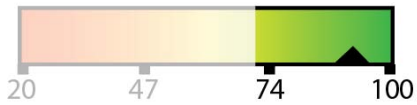
Sustainability:

- Are there opportunities to enhance/improve cost recovery, resource management, and multi-modal capacity of the park?

Intercept Interviews:

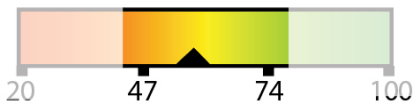
- What do you like about the park?
- Do you feel it is meeting the communities needs?
- What would you improve?

Site Evaluation Criteria and Ratings



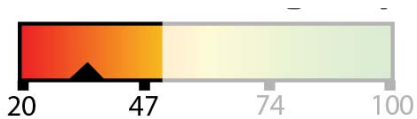
Exceeds Expectations:

- Exceptionally well maintained
- Aesthetically pleasing
- Perceived as safe
- Wide variety of uses
- Consistently high level of activity
- Good design standards
- Embraced heritage resources
- Good access, sidewalk/mass transit



Meets Expectations:

- Generally well maintained
- Aesthetically pleasing
- Perceived as safe
- Several different uses accommodated
- Moderate level of activity
- Good design standards
- Reasonable connectivity
- Generally compatible with surroundings



Does Not Currently Meet Expectations:

- May still be well maintained and aesthetically pleasing
- Not perceived as safe
- Few accommodated uses
- Consistently low level of activity
- May not be compatible with surrounding uses
- Difficult, challenging to access

Site Evaluations – Neighborhood Parks

KEY:

- 100-74 = Exceeding Expectations**
- 73-46 = Meeting Expectations**
- 45-20 = Not Meeting Expectations**

Lincoln Park
 Duval Park
 Roper Park
 Sweetwater Branch Park
 Cofrin Park
 Haisley Lynch Park
 Hidden Gem Park
 Cedar Grove Park
 Barbara Higgins Park
 Smokey Bear Park
 NE 31st Ave. Park

													AVERAGE
PROXIMITY, ACCESS, & LINKAGES	MAX 25	21	18	19	19	15	21	10	13	10	14	7	15.2
VISIBILITY FROM A DISTANCE	(MAX 5)	5	3	4	3	1	3	1	4	2	3	2	2.82
EASE IN WALKING TO THE PARK	(MAX 5)	5	5	5	5	2	5	3	5	1	4	2	3.82
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	5	4	2	5	5	1	4.27
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	3	4	4	4	5	4	1	1	1	1	1	2.64
ADA COMPLIANCE	(MAX 5)	3	1	1	2	2	4	1	1	1	1	1	1.64
COMFORT & IMAGE	MAX 25	19	19	19	14	20	21	21	17	14	14	8	16.9
OVERALL ATTRACTIVENESS	(MAX 5)	3	4	3	2	3	4	3	3	2	2	1	2.73
FEELING OF SAFETY	(MAX 5)	5	3	5	2	5	3	5	3	3	3	2	3.55
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	4	5	4	3	4	5	4	4	3	3	2	3.73
COMFORT OF PLACES TO SIT	(MAX 5)	3	3	3	3	4	5	5	3	3	3	1	3.27
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	4	4	4	4	4	4	4	4	3	3	2	3.64
USES, ACTIVITY, & SOCIABILITY	MAX 20	16	14	14	10	12	4	8	9	8	5	8	9.8
MIX OF USES/THINGS TO DO	(MAX 5)	4	3	3	2	5	1	3	2	2	1	3	2.64
LEVEL OF ACTIVITY	(MAX 5)	4	4	4	2	3	1	2	2	2	1	1	2.36
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	3	5	4	3	3	1	2	2	2	1	1	2.45
PROGRAMMING FLEXIBILITY	(MAX 5)	5	2	3	3	1	1	1	3	2	2	3	2.36
SUSTAINABILITY	MAX 30	19	23	15	20	15	14	15	14	17	14	11	16.1
STORMWATER MANAGEMENT	(MAX 5)	3	5	2	4	4	3	4	4	3	3	3	3.45
CONNECTIVITY	(MAX 5)	4	5	4	5	3	4	3	3	3	3	1	3.45
COLOCATION OF INFRASTRUCTURE	(MAX 5)	3	4	2	4	1	3	1	1	4	1	1	2.27
ECONOMIC SUSTAINABILITY	(MAX 5)	1	1	1	1	1	1	1	1	1	1	1	1.00
RESOURCE DEMAND	(MAX 5)	4	5	4	4	3	2	4	4	4	5	3	3.82
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	4	3	2	2	3	1	2	1	2	1	2	2.09
TOTAL (AVG OUT OF A TOTAL OF 100)		75	74	67	63	62	60	54	53	49	47	34	58

Strengths:

- Transit access
- Ease in walking to the park
- Comfort and Image
- Resource demand

Opportunities:

- Economic sustainability
- Promotion of healthy lifestyles
- ADA accessibility
- Programming flexibility

Site Evaluations – Community Parks

Community Parks Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Albert Ray Massey Westside Park
 Kiwanis Challenge Park
 TB McPherson Park
 Northeast Park
 Greentree Park
 Bivens Arm Park

		AVERAGE							
PROXIMITY, ACCESS, & LINKAGES		MAX 30	19	17	18	12	14	15	15.8
VISIBILITY FROM A DISTANCE	(MAX 5)	5	2	3	3	3	2		3.00
EASE IN WALKING TO THE PARK	(MAX 5)	4	3	4	2	2	3		3.00
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	3		4.67
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	3	4	3	1	3	5		3.17
ADA COMPLIANCE	(MAX 5)	2	3	3	1	1	2		2.00
COMFORT & IMAGE		MAX 30	24	20	19	20	19	20	20.3
OVERALL ATTRACTIVENESS	(MAX 5)	4	4	3	4	3	3		3.50
FEELING OF SAFETY	(MAX 5)	5	4	4	4	3	3		3.83
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	4	4	4	4	4		4.17
COMFORT OF PLACES TO SIT	(MAX 5)	5	4	4	4	4	5		4.33
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	4	4	4	5	5		4.50
USES, ACTIVITY, & SOCIABILITY		MAX 20	16	18	17	18	14	8	15.2
MIX OF USES/THINGS TO DO	(MAX 5)	5	5	5	5	4	3		4.50
LEVEL OF ACTIVITY	(MAX 5)	5	4	5	5	5	2		4.33
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	4	4	3	2		3.67
PROGRAMMING FLEXIBILITY	(MAX 5)	1	5	3	4	2	1		2.67
SUSTAINABILITY		MAX 20	23	22	19	19	19	18	20.0
STORMWATER MANAGEMENT	(MAX 5)	3	4	4	4	4	5		4.00
CONNECTIVITY	(MAX 5)	5	4	4	3	3	2		3.50
COLOCATION OF INFRASTRUCTURE	(MAX 5)	4	5	4	1	3	2		3.17
ECONOMIC SUSTAINABILITY	(MAX 5)	4	2	2	3	1	1		2.17
RESOURCE DEMAND	(MAX 5)	2	3	2	4	4	5		3.33
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	3	4	4	3		3.83
TOTAL (AVG OUT OF A TOTAL OF 100)			82	77	73	69	66	61	71.3

Strengths:

- Transit access
- Comfort and Image
- Mix of uses/things to do
- Level of activity
- Connectivity

Opportunities:

- Economic sustainability
- ADA compliance
- Programming flexibility

Site Evaluations – Regional Parks

KEY:

- 100-74 = Exceeding Expectations
- 73-46 = Meeting Expectations
- 45-20 = Not Meeting Expectations

Northside Park
 Possum Creek Park
 Dwight H. Howard Pool
 Morningside Nature Center
 San Felasco Park
 Boulware Springs Park
 Palm Point Park

		21	20	18	17	13	12	9	AVERAGE
PROXIMITY, ACCESS, & LINKAGES	MAX 30	21	20	18	17	13	12	9	15.7
VISIBILITY FROM A DISTANCE	(MAX 5)	5	4	2	4	1	2	1	2.71
EASE IN WALKING TO THE PARK	(MAX 5)	3	3	4	2	4	2	1	2.71
TRANSIT ACCESS	(MAX 5)	5	5	5	5	1	1	1	3.29
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	5	5	3	5	5	3	5	4.43
ADA COMPLIANCE	(MAX 5)	3	3	4	1	2	4	1	2.57
COMFORT & IMAGE	MAX 30	24	25	23	22	22	22	22	22.9
OVERALL ATTRACTIVENESS	(MAX 5)	4	5	3	5	4	5	5	4.43
FEELING OF SAFETY	(MAX 5)	5	5	5	4	4	3	4	4.29
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	5	5	5	5	5	5	5.00
COMFORT OF PLACES TO SIT	(MAX 5)	5	5	5	3	4	4	3	4.14
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	5	5	5	5	5	5	5.00
USES, ACTIVITY, & SOCIABILITY	MAX 20	20	19	15	15	15	11	11	15.1
MIX OF USES/THINGS TO DO	(MAX 5)	5	5	3	3	3	2	2	3.29
LEVEL OF ACTIVITY	(MAX 5)	5	5	5	4	5	3	5	4.57
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	4	4	5	3	3	4.00
PROGRAMMING FLEXIBILITY	(MAX 5)	5	5	3	4	2	3	1	3.29
SUSTAINABILITY	MAX 20	27	22	26	19	22	22	14	21.7
STORMWATER MANAGEMENT	(MAX 5)	5	5	3	5	5	4	5	4.57
CONNECTIVITY	(MAX 5)	4	4	3	1	5	5	1	3.29
COLOCATION OF INFRASTRUCTURE	(MAX 5)	5	3	5	2	2	4	1	3.14
ECONOMIC SUSTAINABILITY	(MAX 5)	5	1	5	3	2	1	1	2.57
RESOURCE DEMAND	(MAX 5)	3	5	5	4	5	4	5	4.43
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	5	4	3	4	1	3.71
TOTAL (AVG OUT OF A TOTAL OF 100)		92	86	82	73	72	67	56	75.4

Strengths:

- Transit access
- Clarity of signage/way finding
- Comfort and image
- Level of activity
- Resource demand
- Stormwater management

Opportunities:

- Visibility from a distance
- Ease in walking to the park
- ADA compliance
- Economic sustainability

KEY:

100-74 = Exceeding Expectations

73-45 = Meeting Expectations

45-20 = Not Meeting Expectations

Northside Park
 Possum Creek Park
 Dwight H. Howard Pool (NE Pool)
 Morningside Nature Center
 San Felasco Park
 Boulware Springs Park
 Palm Point Park

									AVERAGE
PROXIMITY, ACCESS, & LINKAGES	MAX 30	21	20	18	17	13	12	9	15.7
VISIBILITY FROM A DISTANCE	(MAX 5)	5	4	2	4	1	2	1	2.71
EASE IN WALKING TO THE PARK	(MAX 5)	3	3	4	2	4	2	1	2.71
TRANSIT ACCESS	(MAX 5)	5	5	5	5	1	1	1	3.29
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	5	5	3	5	5	3	5	4.43
ADA COMPLIANCE	(MAX 5)	3	3	4	1	2	4	1	2.57
COMFORT & IMAGE	MAX 30	24	25	23	22	22	22	22	22.9
OVERALL ATTRACTIVENESS	(MAX 5)	4	5	3	5	4	5	5	4.43
FEELING OF SAFETY	(MAX 5)	5	5	5	4	4	3	4	4.29
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	5	5	5	5	5	5	5.00
COMFORT OF PLACES TO SIT	(MAX 5)	5	5	5	3	4	4	3	4.14
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	5	5	5	5	5	5	5.00
USES, ACTIVITY, & SOCIABILITY	MAX 20	20	19	15	15	15	11	11	15.1
MIX OF USES/THINGS TO DO	(MAX 5)	5	5	3	3	3	2	2	3.29
LEVEL OF ACTIVITY	(MAX 5)	5	5	5	4	5	3	5	4.57
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	4	4	5	3	3	4.00
PROGRAMMING FLEXIBILITY	(MAX 5)	5	5	3	4	2	3	1	3.29
SUSTAINABILITY	MAX 20	27	22	26	19	22	22	14	21.7
STORMWATER MANAGEMENT	(MAX 5)	5	5	3	5	5	4	5	4.57
CONNECTIVITY	(MAX 5)	4	4	3	1	5	5	1	3.29
COLOCATION OF INFRASTRUCTURE	(MAX 5)	5	3	5	2	2	4	1	3.14
ECONOMIC SUSTAINABILITY	(MAX 5)	5	1	5	3	2	1	1	2.57
RESOURCE DEMAND	(MAX 5)	3	5	5	4	5	4	5	4.43
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	5	4	3	4	1	3.71
TOTAL (AVG OUT OF A TOTAL OF 100)		92	86	82	73	72	67	56	75.4

Regional Parks Rating Matrix

Strengths:

- Transit access
- Clarity of signage/way finding
- Comfort and image
- Level of activity
- Resource demand
- Stormwater management

Opportunities:

- Visibility from a distance
- Ease in walking to the park
- ADA compliance
- Economic sustainability

Site Evaluations – Special-Use Facilities

Special-Use Facilities Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Senior Recreation Center
 Eastside Ctr./Fred Cone Park
 Historic Thomas Ctr./Gardens
 Clarence R. Kelly Ctr.
 Ironwood Golf Course
 Evergreen Cemetery
 McRorie Com. Garden

		AVERAGE								
PROXIMITY, ACCESS, & LINKAGES		MAX 30	24	22	19	20	20	17	16	19.7
VISIBILITY FROM A DISTANCE	(MAX 5)	5	5	3	4	3	4	3		3.86
EASE IN WALKING TO THE PARK	(MAX 5)	4	3	4	4	3	4	5		3.86
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	5	5		5.00
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	5	4	3	4	5	3	2		3.71
ADA COMPLIANCE	(MAX 5)	5	5	4	3	4	1	1		3.29
COMFORT & IMAGE		MAX 30	25	23	23	19	23	20	12	20.7
OVERALL ATTRACTIVENESS	(MAX 5)	5	4	5	3	5	5	1		4.00
FEELING OF SAFETY	(MAX 5)	5	5	4	3	5	4	4		4.29
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	5	5	4	5	4	2		4.29
COMFORT OF PLACES TO SIT	(MAX 5)	5	4	4	4	3	2	1		3.29
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	5	5	5	5	5	4		4.86
USES, ACTIVITY, & SOCIABILITY		MAX 20	19	19	19	19	13	6	7	14.6
MIX OF USES/THINGS TO DO	(MAX 5)	4	5	5	5	2	1	1		3.29
LEVEL OF ACTIVITY	(MAX 5)	5	5	5	5	4	1	2		3.86
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	5	5	4	3	3		4.14
PROGRAMMING FLEXIBILITY	(MAX 5)	5	5	4	4	3	1	1		3.29
SUSTAINABILITY		MAX 20	29	22	23	21	20	21	20	22.3
STORMWATER MANAGEMENT	(MAX 5)	5	4	4	3	5	4	3		4.00
CONNECTIVITY	(MAX 5)	4	3	4	4	3	3	4		3.57
COLOCATION OF INFRASTRUCTURE	(MAX 5)	5	5	5	4	3	4	2		4.00
ECONOMIC SUSTAINABILITY	(MAX 5)	5	3	5	2	5	5	2		3.86
RESOURCE DEMAND	(MAX 5)	5	3	3	3	1	4	5		3.43
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	2	5	3	1	4		3.43
TOTAL (AVG OUT OF A TOTAL OF 100)			97	86	84	79	76	64	55	77.3

Strengths:

- Transit access
- Ease in walking to the park
- Co-location of infrastructure
- Comfort and Image
- Sense of pride/ownership

Opportunities:

- Programming flexibility
- ADA compliance
- Comfort of places to sit
- Mix of things to do

Community Needs Assessment

Analysis Methodology

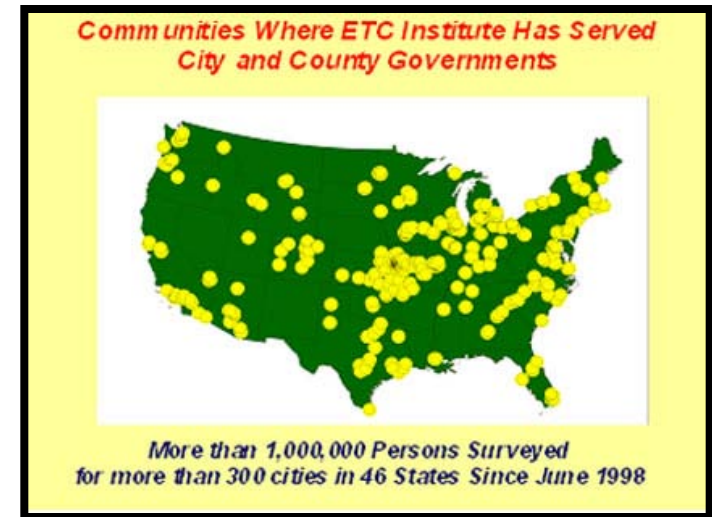


- 1. Qualitative Techniques (Public Involvement)**
 - Interviews, Focus Groups, Community Meetings
- 2. Quantitative Techniques:**
 - Citizen Attitude and Interest Survey
 - Internet Survey
 - Benchmarking
 - Level of Service (LOS) Analysis (acreage, facilities, and access)
 - Programs Gap Analysis

Public Opinion Survey

Survey Methodology:

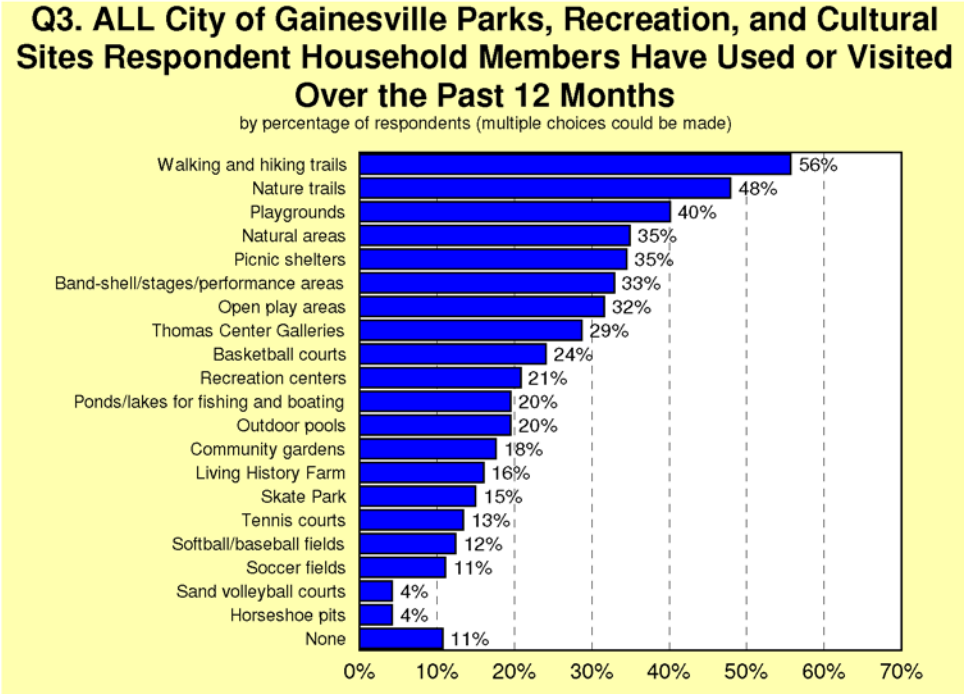
- Statistically valid survey with 307+ responses provided 95% level of confidence, +/- 5.8 margin of error
- Mail survey with telephone follow-up, as necessary
- Total respondents required to match demographics of City as a whole
- In addition, over 400 citizens completed Online survey – results are almost identical



Public Opinion Survey Summary

Preliminary Key Findings:

- **Walking and hiking trails** (56%) are the most frequently-mentioned Gainesville PRCA sites that respondent households have visited over the past year
- Followed by: nature trails (48%), playgrounds (40%), natural areas and picnic areas (tied at 35%)
- **Developing new walking/biking trails** (35%) was the most important improvement that could be made



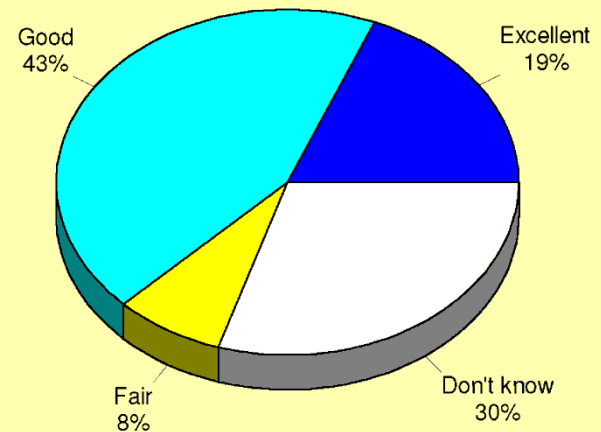
Public Opinion Survey Summary

Additional Key Findings:

- (79%) of respondents **rate the physical condition** of ALL Gainesville parks, recreation, and cultural sites visited as either excellent (23%) or good (56%).
- The PRCA facilities that households **visit the most often** are:
 - Albert Ray Massey Westside Park (29%)
 - Bo Diddley Community Plaza (22%)
 - Gainesville-Hawthorne Trail (20%)

Q7. How Respondents Rate the Overall Quality of the Aquatic Facilities, Golf Course, Banquet Room, Indoor Recreation Facilities, and Art Galleries That Respondent Household Members Have Used During the Past 12 Months

by percentage of respondents

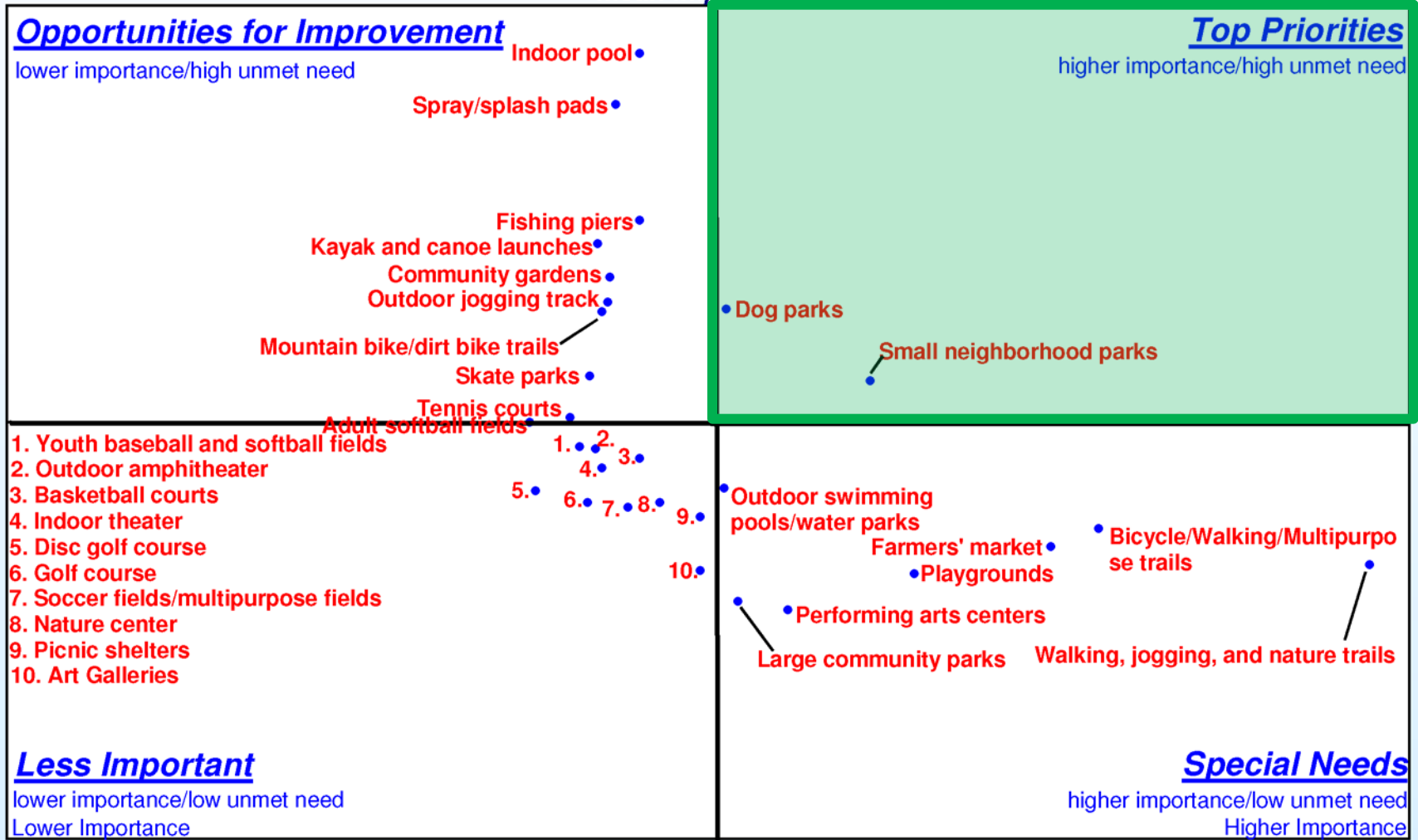


Public Opinion Survey Summary - Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)

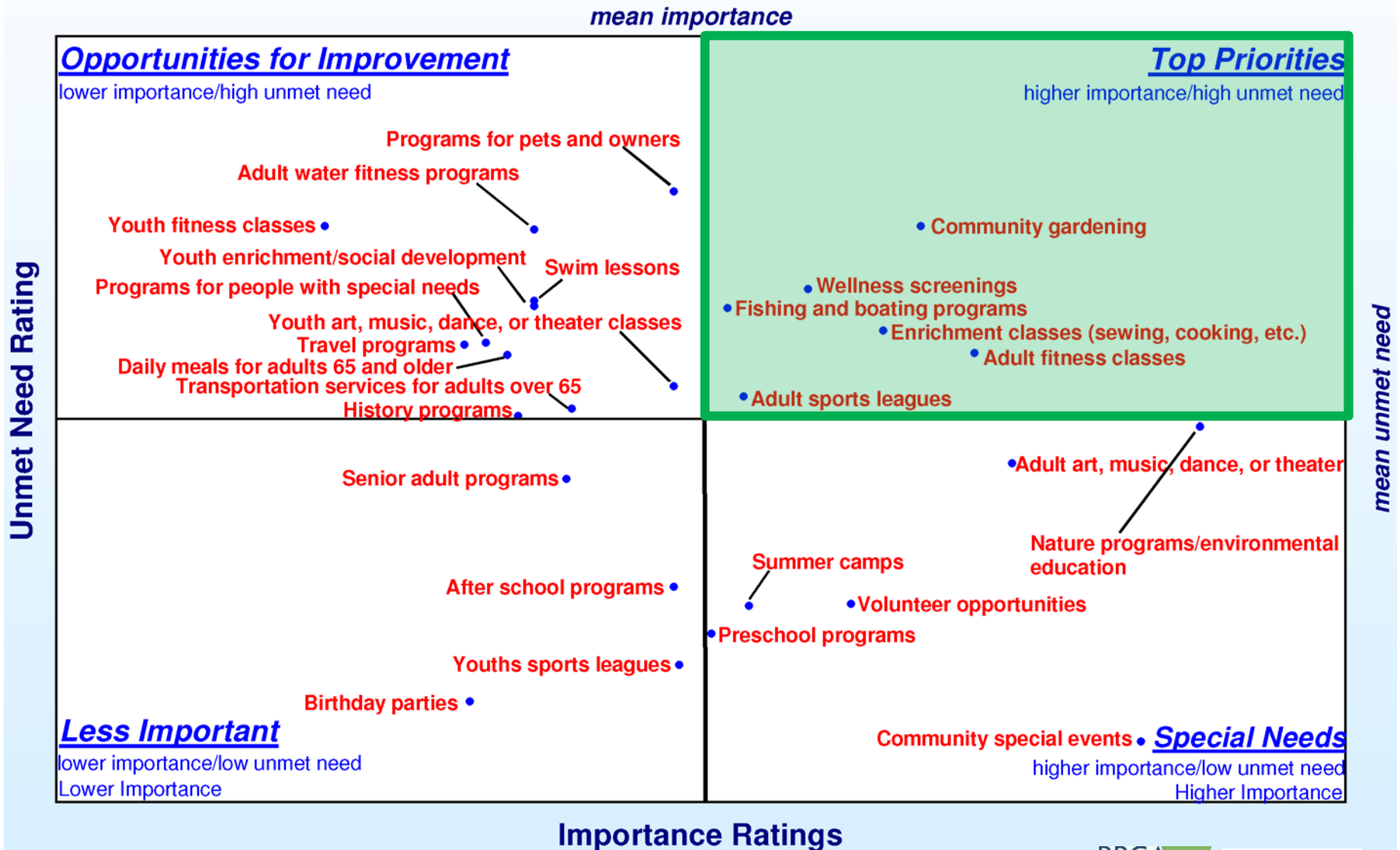
mean importance

Unmet Need Rating



Public Opinion Survey Summary - Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)



Needs Assessment: Summary of Findings

	Demographics	Site Evaluations	Program Evaluations	Internet Survey	Interviews/Focus Groups	Mail/Telephone Survey	LOS - Facilities	LOS - Access	LOS - Acreage	Programs Analysis
Develop New Biking/Walking Trails	✓	✓	✓	✓	✓	✓	✓	✓		
Upgrade Existing Parks (incl. ADA)		✓	✓	✓	✓	✓		✓		
Upgrade Existing/Provide New Com. Ctrs.		✓		✓	✓	✓	✓			
Acquire Open Space for Passive Activities			✓	✓	✓	✓	✓			
Expand/Revitalize Marketing and Branding		✓	✓	✓	✓	✓				✓
Provide Additional Playgrounds/Tot-Lots		✓	✓		✓	✓	✓			
Provide Additional Small Neighborhood Parks			✓	✓	✓	✓	✓			
Additional, Affordable Youth Programs			✓	✓	✓					✓
Upgrade Existing Athletic Fields		✓	✓	✓	✓					
Provide Additional Athletic Fields	✓		✓	✓	✓	✓	✓			
Improve Existing/Provide New Cultural Facilities			✓	✓	✓	✓				
Expand Aquatics Facilities/Programs			✓	✓	✓	✓				✓
Expand Farmers Market			✓	✓	✓					
Expand Nature Programs Offerings			✓	✓	✓					
Provide Additional Football/Soccer Fields			✓	✓		✓				✓
Create New Special Events/Gathering Spaces	✓			✓						
Provide Additional Disc Golf Courses					✓					✓
Provide Additional Public Golf Courses	✓					✓				
Expand Fitness & Wellness Facilities/Programs	✓				✓					
Provide Additional Dog Parks			✓		✓					
Provide Additional Basketball Courts	✓					✓				
Provide Additional Canoe/Kayak Launches		✓					✓			
Provide Additional Picnic Facilities							✓			
Provide Additional Volleyball Courts							✓			
Provide Additional Public Meeting Rooms							✓			
Improve Bus Transportation				✓						

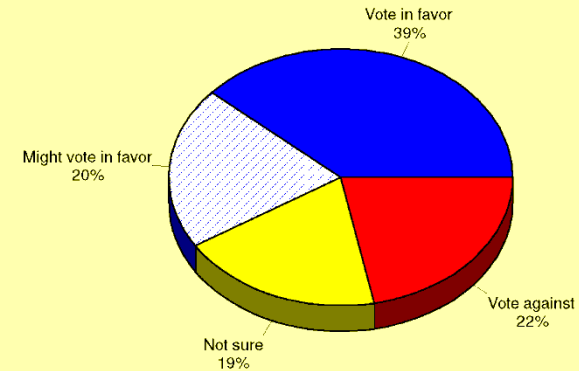
Public Opinion Survey Summary

Additional Key Findings:

- **“I do not know what is being offered”** (37%) was the most frequently-mentioned reason that prevents households from using the PRCA system more often, followed by **“sites are too far from our residence”** (29%).
- (70%) of respondents indicated they are either very supportive (42%) or somewhat supportive (28%) of the creation of a **dedicated city funding source** to be used solely for operations and improvements to the PRCA System

Q18. How Respondents Would Vote on a Referendum to Fund the Acquisition, Improvement and Development of Gainesville Parks and Facilities

by percentage of respondents



Q19. Level of Support for Creating a Dedicated City Funding Source to be Used ONLY to Fund Operations/Improvements to the Gainesville Parks System

by percentage of respondents



How does Gainesville Measure with National Public Opinion Survey: Results Benchmarking

SAMPLE Benchmarking Findings	U.S. Avg.	Gainesville
Have a Need For:		
- Dog Park	26%	32%
- Indoor Swimming Pool	43%	29%
- Performing Arts Center	38%	54%
- ADULT art, music, dance, or theater programs	20%	36%
- Need for YOUTH art, music, dance, or theater programs	17%	28%
- Enrichment Classes (sewing, cooking etc.)	27%	35%
- Summer Camps	19%	28%
- Nature Programs/Environmental Education	31%	44%
Most Important Recreation Facilities:		
- Youth Sports Leagues	14%	9%
- Nature Programs/Environmental Education	13%	19%

Access Level of Service (LOS) Analysis

NEIGHBORHOOD FACILITIES (1/2 Mile Service Area)

- Passive Open Space
- Playground/Tot
- Walking/Exercise Path
- Picnic Shelter

COMMUNITY FACILITIES (3 Mile Service Area)

- Tennis Court
- Outdoor Swimming Pool
- Football/Soccer Field
- Baseball/Softball Field
- Basketball Court
- Volleyball Court
- Indoor Recreation Center
- Public Meeting Room
- Multipurpose Trails
- Parking Areas

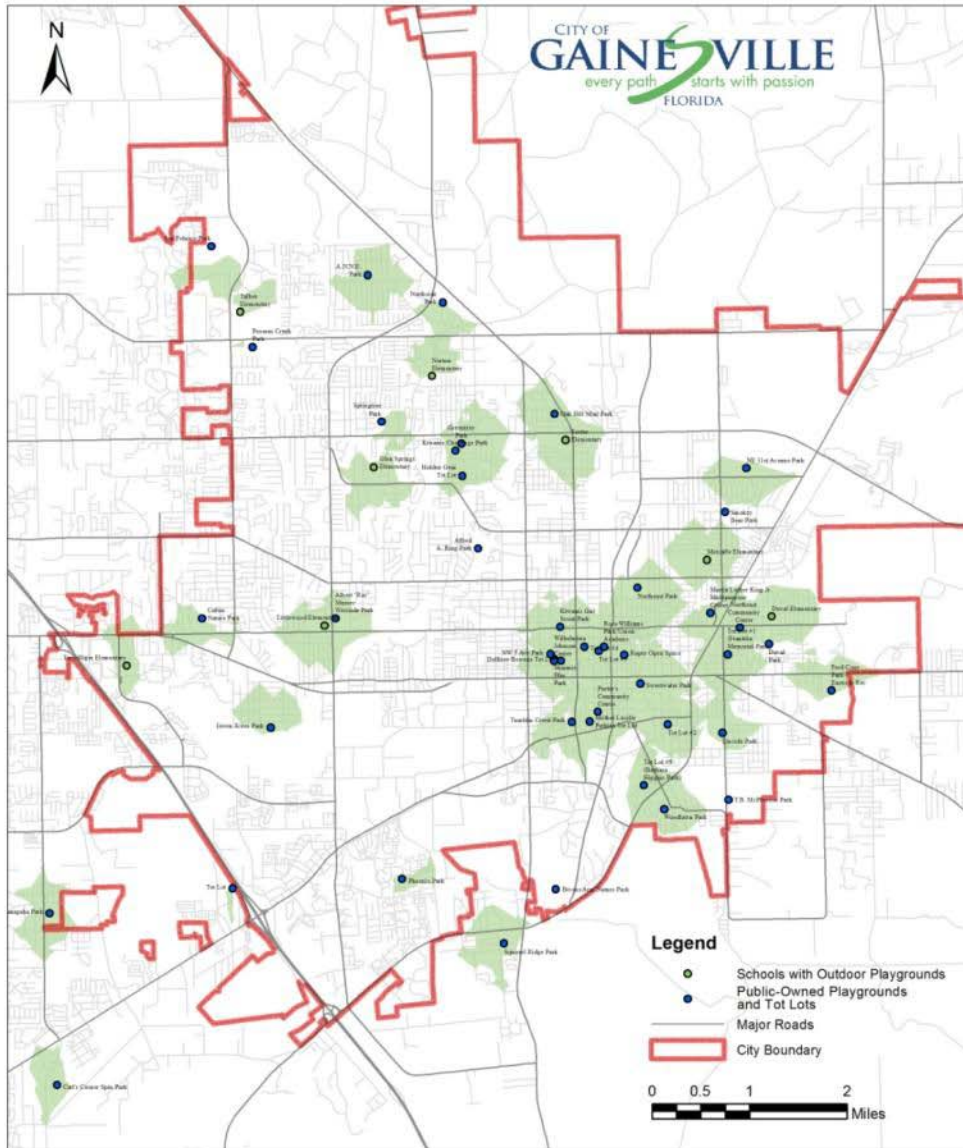
REGIONAL FACILITIES (10 Mile Service Area)

- Amphitheater
- Hiking/Nature Trail/Boardwalk
- Public Golf Course
- Fishing Dock/Pier
- Canoe/Kayak Launch
- Nature/Environmental Center
- Skatepark
- Track and Field Facility
- Gymnasium
- Racquetball Court
- Disc Golf Course
- Off-Leash Dog Park

Level of Service (LOS) Analysis: ACCESS

Key Findings:

- Largest deficiencies shown at the Neighborhood Level (consistent with national trends)



(LOS) Analysis: ACREAGE

2010 Level of Service Analysis (LOS) Acreage			
2010 Population		124,354	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2000 Population LOS		1094.3	
	Acres	Actual Acres/1000	Surplus / Deficiency
Community and Neighborhood Park Acreage	3080	24.8	1985

2015 Level of Service Analysis (LOS) Acreage			
Estimated 2015 Population		130,916	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2006 Population LOS		1152.1	
	Acres	Actual Acres/1000	Surplus / Deficiency
Community and Neighborhood Park Acreage	3080	23.5	1928

2020 Level of Service Analysis (LOS) Acreage			
Estimated 2020 Population		134,999	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2010 Population LOS		1188.0	
	Acres	Actual Acres/1000	Surplus / Deficiency
Community and Neighborhood Park Acreage	3080	22.8	1892

2025 Level of Service Analysis (LOS) Acreage			
Estimated 2025 Population		138,838	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2015 Population LOS		1221.8	
	Acres	Actual Acres/1000	Surplus / Deficiency
Community and Neighborhood Park Acreage	3080	22.2	1858

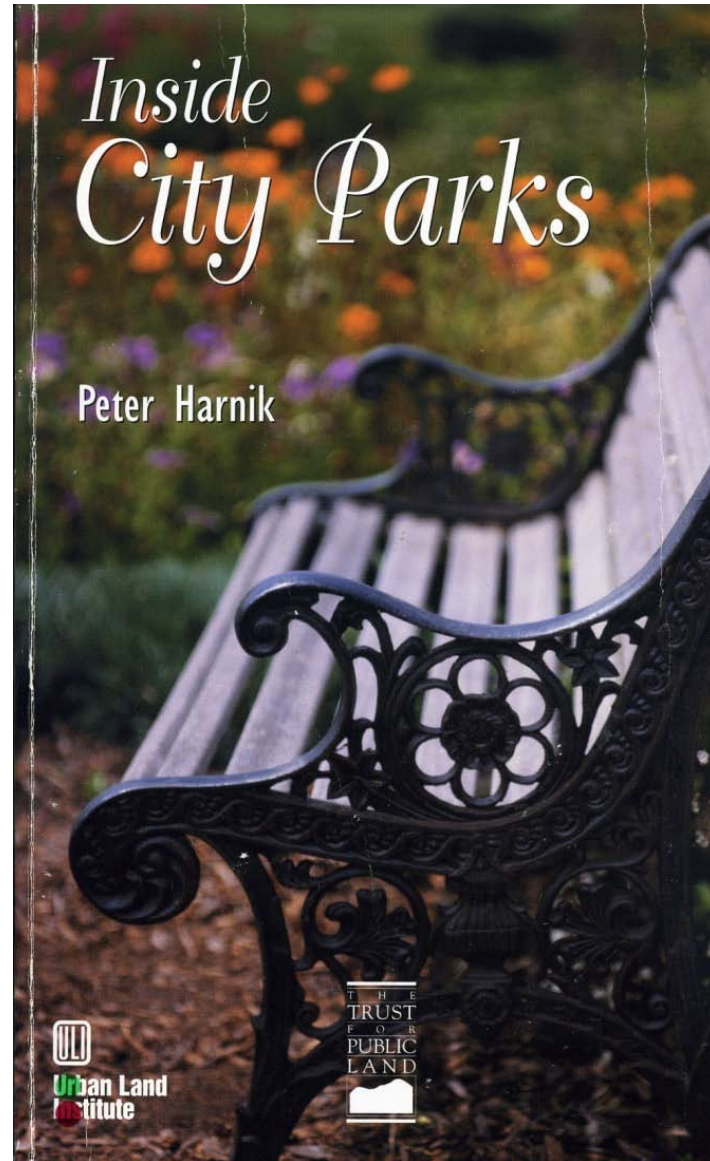
Key Findings:

- With 3,080 total acres, the City has enough park land to meet it's Comp. Plan Standard of 8.8 acres/1,000 residents for the foreseeable future.
- If no additional park land is acquired or developed, the Acreage LOS will drop from 24.8 acres/1,000 residents to 22.2 acres/1,000 residents by 2025
- Acreage count includes:
 - Traditional Parks (500.8 ac)
 - Centers (44.9 ac)
 - Trails (9.6 ac)
 - Nature Parks (2,057 ac)
 - Other/Undeveloped/Maintained (467 ac)

**Table 5. Parks and Open Space per 1,000 Residents
(In Acres, by City)**

City	Population	Total Acreage within City ^a	Acres per 1,000 Residents
High-Density Population			
San Francisco	735,000	7,594	10.3
Boston	558,000	4,865	8.7
Los Angeles	3,554,000	30,121	8.5
Baltimore	675,000	5,091	7.5
Philadelphia	1,478,000	10,685	7.2
New York	7,381,000	52,938	7.2
Chicago	2,722,000	11,629	4.3
Miami	365,000	1,329	3.6
Average, High-Density Cities			7.2
Medium-Density Population			
Portland, Oregon	481,000	12,591	26.2
Cincinnati	346,000	7,391	21.4
Minneapolis	359,000	5,694	16.0
Seattle	525,000	6,194	11.8
St. Louis	352,000	3,385	9.6
Pittsburgh	350,000	2,735	7.8
Detroit	1,000,000	5,890	5.9
Cleveland	498,000	2,887	5.8
Average, Medium-Density Cities			13.0
Low-Density Population			
Phoenix	1,159,000	36,501	31.5
San Diego	1,171,000	36,108	30.8
Kansas City, Missouri	441,000	13,329	30.2
Dallas	1,053,000	21,828	21.3
Indianapolis	747,000	13,239	17.7
Houston	1,744,000	21,790	12.5
Denver	497,000	5,643	11.4
Tampa	286,000	3,090	10.8
Atlanta	402,000	3,147	7.8
Average, Low-Density Cities			19.3
Average, All Cities			13.4

^aIncludes lands owned by city, county, regional, state, and federal park agencies within the city boundaries.



Facilities Priority Ranking Summary:

The Facility / Amenity Priority rankings developed as a part of the Master Plan are as seen. As per the model created using Unmet Needs, Importance, Demographics, Trends and Community Input the top five facility / amenity priority rankings are as follows:

1. Walking, jogging and nature trails
2. Bicycle, walking, multipurpose trails
3. Farmers' market
4. Small neighborhood parks
5. Playgrounds

The top two athletics / sports related facilities that emerged were Indoor Pool (#8) and Outdoor Swimming Pools / Water Parks (#11).

Tennis courts, youth baseball and softball fields and adult softball fields were among the lowest priorities overall.

Gainesville	
Facility/Amenity Priority Rankings	
	Overall Ranking
Walking, jogging, and nature trails	1
Bicycle/Walking/Multipurpose trails	2
Farmers' market	3
Small neighborhood parks	4
Playgrounds	5
Dog parks	6
Picnic shelters	7
Indoor pool	8
Performing arts centers	9
Large community parks	10
Outdoor swimming pools/water parks	11
Nature center	12
Arts Galleries	13
Fishing piers	14
Basketball courts	15
Spray/splash pads	16
Soccer fields/multipurpose fields	17
Community gardens	18
Outdoor jogging track	19
Outdoor amphitheater	20
Indoor theater	21
Kayak and canoe launches	22
Disc golf course	23
Mountain bike/dirt bike trails	24
Skate parks	25
Tennis courts	26
Youth baseball and softball fields	27
Golf course	28
Adult softball fields	29

Programs Priority Ranking Summary:

The Program Priority rankings developed as a part of the Master Plan are as seen:

1. Nature programs, environmental education programs
2. Community special events
3. Adult art, music, dance or theater
4. Adult fitness classes
5. Community gardening

Gainesville Program Priority Rankings	
	Overall Ranking
Nature programs/environmental education	1
Community special events	2
Adult art, music, dance, or theater	3
Adult fitness classes	4
Community gardening	5
Summer camps	6
Volunteer opportunities	7
Wellness screenings	8
Programs for pets and owners	9
Fishing and boating programs	10
After school programs	11
Adult sports leagues	12
Enrichment classes	13
Youth art, music, dance, or theater classes	14
Adult water fitness programs	15
Swim lessons	16
Youth enrichment/social development	17
Preschool programs	18
Transportation services for adults over 65	19
Youth fitness classes	20
Programs for people with special needs	21
Youth sports leagues	22
History programs	23
Senior adult programs	24
Daily meals for adults 65 and older	25
Travel programs	26
Birthday parties	27



**PRELIMINARY RESULTS OF VISIONING
WORKSHOP HELD APRIL 2 - 3, 2012:**

Workshop Goals:

- 1) Refine and validate its Mission and Vision; and
- 2) Create a Vision for each of the Subsystems in the Parks, Recreation and Cultural Affairs Department.

The first afternoon of the workshop was focused on refining the Mission and Vision, and developing visions for three (3) Subsystems, some which have merged as a result of the Needs Assessment results.

The second day was focused on the three (3) additional Subsystem visions culminating in a presentation of all six (6) Subsystems on the afternoon of the second day. Based on the preliminary findings from the Needs Assessment, the Subsystems will include:

1. New and Improved Parks and Facilities	4. Recreation Centers, Pools and Programs
2. Cultural Facilities and Programs	5. Nature Parks, Programs and Environmental Education
3. Athletic Facilities and Programs	6. Trail and Bikeways System

DRAFT MISSION, VISION and GOALS STATEMENTS

Mission:

“To provide and maintain the natural, recreational and cultural places and programs that make Gainesville a great place to live, work and visit, and that help sustain the City economically, socially and environmentally.”

Vision:

“To be seen as the **keepers and hosts of these places** where nature, recreation and culture meet, offering **memorable experiences for every visitor**. We also want to be seen as **contributors to economic prosperity** through enhanced property values, tourism, and a high quality of life; as **contributors to social equity and stability** as providers of affordable programs and experiences; and as **stewards of the environment** on behalf of the community”.

Goals:

“To make each experience in our parks, natural areas, recreation and cultural facilities as enjoyable as possible so that residents and visitors will come back again and again. We will strive to anticipate and provide for the needs and desires of our visitors through accessible on-line information; easy- to-follow way finding signs and directions; informative exhibits; engaging and enriching programs and special events; comfortable, clean, well-maintained facilities; convenient concessions; and other programs, services and amenities that provide the most memorable experiences possible”.

Metrics:

“We will measure our success through ***visitor attendance, program participation and customer satisfaction.*** We will regularly survey visitors to see how we are doing, and will continually make improvements to respond to their needs”

Credo:

“The City of Gainesville Parks, Recreation and Cultural Affairs Department - we help you create lasting memories at the places where nature, recreation and culture meet.”

Vision Sub-system Initiatives as Determined by all Needs Assessment Methods:

1. New and Improved Parks and Facilities
2. Cultural Facilities and Programs
3. Athletic Facilities and Programs
4. Recreation Centers, Pools and Programs
5. Nature Parks, Programs and Environmental Education
6. Trail and Bikeways System



A Few Comments from Visioning Workshop

“we need a full-time grant writer”

“staff need more training and certifications”

“increase the amount of successful partnerships”

“improve the shared-use arrangement with the schools”

“acquire more land for parks”

“hire a dedicated marketing firm”

“acquire more ROW for trails”

“identify a sustainability coordinator”

“become more efficient with time and resources”

“establish a surcharge”

“add new, cutting-edge programming”

Next Steps: Analyze Findings of Vision Workshop and Present to Boards and Other Organizations

Last Steps:

Hold Implementation Workshop

Present to RCAPW Committee

Present to City Commission

June

June/July

August

FALL IMPLEMENTATION PLAN

