



Department of Parks, Recreation and Cultural Affairs

Parks, Recreation and Cultural Affairs Master Planning Process and Timeline

**Presented by
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Background

- At the May 6th meeting, the City Commission approved the expenditure of funds for the Parks, Recreation and Cultural Affairs Department to contract with a Consultant to develop a Recreation Master Plan.
- Today's presentation will provide detailed information about the process; the role of the consultant; timelines; suggest key elected officials, citizens, organizations and staff involvement; and the relationship of the Master Plan to achieving Agency Accreditation.

Purpose of a Master Plan

- To develop a ten-year implementation plan that creates a framework for a well-balanced parks, recreation and cultural affairs system meeting the diverse leisure needs of Gainesville's citizens.
- The Master Plan is key to achieving Agency Accreditation which leads to desirable programs and practices proven to lead effective, efficient, and professional programs and services in Parks, Recreation and Cultural Affairs.

Project Goals

The Master Planning Process will identify:

1. Community Priorities for Parks, Facilities and Programs for Recreation, Nature and Cultural Affairs.
2. What and How Many Facilities are Needed?
3. How Much Land is Needed?
4. How Should Facilities be Developed?
5. Where Should Facilities be Developed?

Project Goals (Cont.)

6. When Should Facilities be Developed?
7. What Will it Cost to Construct and Operate the Facilities?
8. How Much Land and Facilities Will be Needed as the Population Increases?
9. How Much Staff Will be Needed?
10. What Current Facilities Need Improvements?

Project Goals (Cont.)

11. What Current Facilities are Underutilized and What Should They Become i.e., TB McPherson Recreation Center, Mickle Pool, Northeast 31st Avenue Park?

12. What are Current Recreation, Environmental Education and Cultural Programming Levels and What Should They Become?

Planning Steps Performed by Consultant

1. Collection and Analysis of Citizen Input
2. Programs & Facilities Analysis
3. Needs Analysis
4. Data Collection through Focus Groups, Surveys, Benchmarking

Planning Steps Performed by Consultant (Cont.)

5. Identify Service Level Gaps
6. Determine Levels of Service Guidelines
7. Population Growth Projections
8. Action Plan Developed

Citizen Input

- Elected officials
- Board Members Representing the entire Department of Parks, Recreation and Cultural Affairs
- Park and Facility Users such as Youth Leagues, Schools, Seniors, Non- Profit Organizations and Partners of Nature, Recreation and Cultural Affairs
- County Representation
- Other Service Providers
- Staff

Programs & Facilities Analysis

- Assess Conditions of Existing Parks and Facilities of All Providers
- Review Existing Events and Programs in Nature, Recreation and Cultural Affairs
- Analyze Park Facilities Map Compared to Population Projections

Needs Analysis

- Public Workshops
- Focus Groups with Special Interest Groups
- Household Needs Assessment Conducted by Phone, Email or Mail Survey
- Benchmarking with Similar Systems
- Geographic Distribution of Parks, Programs and Facilities
- Map Park Service Areas
- Level of Service Guidelines
- Review Meetings with Boards

Data Collection Using Household Mail/Email/Phone Survey

- Statistically Valid Random Sample
- Administered by Mail, Email and Phone
- Includes Cross Tabulations for comparison of results by:
 1. Households with children
 2. Households with seniors
 3. Areas of the community
- Results are Geo-coded to Mapped Locations of Responses

Data Analysis Using Benchmarking Comparisons

- Acres per 1000 Residents
- Budget per 1000 Residents
- Percent of Land Developed vs. Undeveloped
- Persons per Special Facilities i.e. Pools, Athletic Fields, Nature Centers, Museum Galleries
- Revenue Generated per 1000 Residents

Identify Service Gaps

All Areas of Nature, Recreation and Cultural Affairs
Will be Analyzed to Include:

- Parks
- Facilities
- Programs

Level of Service Guidelines

- Compare Population Based Standards
- Determine Needs from the Survey and Focus Groups
- Identify Future Projections

The Action Plan

- The Action Plan Will Include a Detailed Implementation Plan with a Timeline and Action Strategies for Each of the Following Components:
 1. Acquiring Land for New Parks
 2. Identifying Facility Needs and Strategies for All Departmental Programs
 3. Identifying Open Space Needs

The Action Plan (cont.)

4. Specific Plan Implementation Steps
 5. Proper Operational Levels
 6. A Detailed Funding Analysis
 7. Recommended Staffing Needs
- Draft and Final Reports
 - Public Presentations to City Commission and Boards
 - Executive Summary Produced and Disseminated

DRAFT Timeline for 2010 - 2011

- Prepare RFP and Select Consultant (October - January)
- Planning Context - Coordination Meetings, Demographics Analysis, Review Previous Studies, etc. (January - March)
- Existing Service Delivery Inventory & Analysis (January - May)

DRAFT Timeline (Cont.)

- Needs Analysis - Public Workshops, Focus Groups, Meetings with Key Individuals, Household Survey, Benchmarking, Future Trends Analysis, Level of Service Guidelines, etc. (February - June)
- Physical Planning & Recommendations - Park & Facility Improvements; Site Concept Plans, Potential Parks, Greenways & Facility Analysis, CIP Priorities, Capital Funding Alternatives, Operations Cost Analysis, etc. (April - August)

DRAFT Timeline (Cont.)

- Action Plan - Draft Action Plan, Action Plan Presented, Final Action Plan, Final Master Plan, Community Presentations, Board Presentations, City Commission Presentation, Executive Summary (August - November)
- Implement Plan – (2012 – 2022)

Closing

Additional questions, comments,
recommendations?