PARKS & RECREATION SYSTEMWIDE MASTER PLAN

I NEED ONE, HELP!!
TODAY’S LEARNING OBJECTIVES

What is a master plan? and why it is important
Understanding the necessary components
Tools for managing the planning process
Resources and Examples
WHY DEVELOP A PARKS AND RECREATION SYSTEM-WIDE MASTER PLAN?
Adapt to changing community demographics
Distribute resources equitably
Prioritize limited resources
Be shovel ready for unexpected funding opportunities
Align programming with needs
Avoid duplication of amenities
Create community connections
Inform infrastructure decisions
MINIMUM REQUIREMENTS

- Created or updated in the last 5 years
- System-wide
- Strategic planning
- Community needs assessment
- Facility inventory with conditions report
- Public input
PLAN COMPONENTS

- Executive summary
- SWOT Analysis
- Community Needs Assessment
- Public Input
- Facilities and Parks Condition Analysis
- Priority List, Short, Mid and Long-term Projects
EXECUTIVE SUMMARY

Comprehensive Parks and Recreation Master Plan

The key values the Master Plan focuses on are as follows:

- Clean and well maintained parks
- Safety and security of parks and recreation facilities
- Affordable services
- Accessibility to parks, recreation facilities and programs
- Providing open space, greenways and trails to provide relief from urbanization
- Preserving natural areas
- Programming for a diverse population
- Maintain the importance of developing partnerships to maximize County resources
### Residents per Park

There is typically one park for every 2,277 residents.

<table>
<thead>
<tr>
<th></th>
<th>All Agencies</th>
<th>Town</th>
<th>City</th>
<th>County</th>
<th>Special District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median</td>
<td>2,277</td>
<td>1,901</td>
<td>1,999</td>
<td>7,881</td>
<td>2,182</td>
</tr>
<tr>
<td>30th Quartile</td>
<td>4,309</td>
<td>1,024</td>
<td>2,062</td>
<td>4,456</td>
<td>1,130</td>
</tr>
<tr>
<td>75th Quartile</td>
<td>4,537</td>
<td>2,796</td>
<td>3,122</td>
<td>10,013</td>
<td>4,587</td>
</tr>
</tbody>
</table>
DIVISION
ANALYSIS

➢ ORGANIZATIONAL STRUCTURE
➢ WORK FORCE
➢ PROGRAMMING
➢ MAINTENANCE
➢ EVALUATION PROCESS
WHAT ARE SOME POTENTIAL STRENGTHS FOR YOUR COMMUNITY?

- CENTRALIZED PARK
- VOLUNTEERS
- DEDICATED STAFF
- NEW PLAYGROUND
WHAT ARE SOME POTENTIAL WEAKNESSES FOR YOUR COMMUNITY?

- LACK OF FUNDING
- AGING EQUIPMENT
- LACK OF CONNECTIVITY
- APATHY
WHAT ARE SOME POTENTIAL OPPORTUNITIES FOR YOUR COMMUNITY?

- INCREASED REVENUE
- IMPROVED WAYFINDING
- SHARED RESOURCES
- EXPANDED PROGRAMMING
WHAT ARE SOME POTENTIAL THREATS FOR YOUR COMMUNITY?

- AGING INFRASTRUCTURE
- LABOR SHORTAGES
- FLUCTUATING FUEL PRICES
- COMPETING RESOURCES
## COMMUNITY NEEDS ASSESSMENT

### CITY SURVEY RESULTS

<table>
<thead>
<tr>
<th>PLACES</th>
<th>PROGRAMS</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 5 Things to improve</strong></td>
<td><strong>Top 5 Things to improve</strong></td>
<td><strong>Top 3 Things needed</strong></td>
</tr>
<tr>
<td>Walking and Hiking Trails</td>
<td>Adult Fitness and Health</td>
<td>Upgrade Current Parks</td>
</tr>
<tr>
<td>Nature Parks</td>
<td>Summer Concerts</td>
<td>Build New Walking and Biking Trails</td>
</tr>
<tr>
<td>Neighborhood Parks</td>
<td>Programs for Adults (Age 50+)</td>
<td>Buy Land for Future Parks</td>
</tr>
<tr>
<td>Bike Trails</td>
<td>Nature Programs</td>
<td>952 Households</td>
</tr>
<tr>
<td>Indoor Swimming Pool</td>
<td>Pet Exercise (at Dog Parks)</td>
<td></td>
</tr>
</tbody>
</table>

*Image shows a list of community needs assessment results with specific places, programs, and actions.*
COMMUNITY INPUT

CITY OF THOMASVILLE

Parks Master Plan
Kickoff Virtual Meeting

Learn what a park master plan is, why we need one, and how you can be involved.

JOIN US!
TUESDAY, JANUARY 18TH • 5:30 P.M.
JOIN THE ZOOM MEETING
Meeting ID: 879 4469 6882
Passcode: 549814

YOUR OPINION MATTERS!
Scan the QR code or visit PublicInput.com/rprmp to take an online survey about our local parks.

For more information, contact Sherri Cain at 229.227.4154 or email Sherri.Cain@Thomasville.org.
Q10. Respondent Households That Have Respondents Feel There Are Sufficient Parks and Need for Various Parks and Recreation Facilities Areas Within Walking Distance of Their Residence by percentage of respondents (multiple choices could be made)

- Walking and biking trails: 64%
- Public parks and district parks: 60%
- Neighborhood parks: 62%
- Nature centers and trails: 62%
- Park shelters and picnic areas: 62%
- Equipment and play areas: 62%
- Fitness and exercise facilities: 50%
- Outdoor tennis courts: 40%
- Swimming and spraygrounds: 40%
- Community gardens: 41%
- Swimming pools/leisure pool: 41%
- Outdoor amphitheaters: 39%
- Indoor running/walking tracks: 39%
- Pocket parks: 37%
- Mountain bike trails: 36%
- In baseball and softball fields: 32%
- Youth/teen soccer fields: 32%
- Outdoor basketball courts: 32%
- Indoor shelters: 32%
- Youth/teen football fields: 28%
- Golf courses: 27%
- Basketball/volleyball courts: 26%
- Off-leash dog park: 25%
- Pet sitting areas/sitting center: 24%
- Adult softball fields: 24%
- Adult soccer fields: 24%
- Skateboard Park: 16%
- Soapbox Derby track: 15%
- Other: 10%

- Yes: 39%
- No: 50%
- Not sure: 11%
POPULATION, AGE, AND GENDER
The total population of Spearfish has increased by 12.3% from 10,465 in 2010 to 11,756 in 2019. The population is projected to continue its moderate growth.

The median age of the population of Spearfish (35.8 years) is below the median age of the state (37.7 years) and the nation (38.5 years).

The City of Spearfish has 5.1% of its population under five years old; 57.9% of its population between 19 and 64 years old; and 19.4% of its population over 65 years old. The City of Spearfish currently has a slightly higher population of women (52.1%) compared to men (47.9%).
HOUSING AND INCOME
The median value of owner-occupied housing units is $211,100. There are 4,947 households with 2.12 persons per household. The City’s median household income ($47,466) is below the state ($59,533) and national ($65,712) levels. Persons in poverty account for 12.8% of the population.

With the median household income below both the state and national averages, this may indicate that disposable income is somewhat limited. If so, households are not as likely to be spending as much money on recreational activities compared to the average U.S. household.
RACE AND ETHNICITY
The 2019 U.S. Census Bureau estimates show that 94% of the population falls into the White Alone category, with 2.5% in the Hispanic/Latino category; 2.5% in the American Indian category; 1.2% Asian alone; and .6% Black/African American alone. There is expected to be a slight decrease in the White Alone population, accompanied by increases in the population of all other races.
INCORPORATING THE FEEDBACK
PARK AND RECREATION PROGRAM OFFERINGS

- Aquatics programs
- Environmental/nature center programs
- Adventure sports (outdoor recreation) programs
- Therapeutic recreation programs and services
- Athletics
- Community-Wide Special Events
- 4-H programs
- Golf services
- Active adults 50-64 and Seniors 65 programs
- Fitness and wellness programs
- Facility rentals
- Summer camps and after school programs
PROJECT GOALS

REQUIRED

• Based on priority, safety, needs, budget, community resources and possible grants and sponsorships, the priority list above should be worked into three categories.

• Short-Term present to two years
• Mid-Term two years to five years
• Long-term five years to ten years
KEY TAKE-AWAYS

PUBLIC INPUT
YOU CANNOT HAVE TOO MUCH PUBLIC INPUT

OPEN AND INNOVATIVE
LOOK FOR NEW TRENDS AND FACILITIES THAT MEET THE NEEDS OF YOUR PARTICIPANTS

WORK YOUR PLAN
YOU HAVE DEVELOPED YOUR PLAN, NOW WORK TO IMPLEMENT THE PLAN, AND YES, UPDATES ARE IMPORTANT.
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CALL US ANYTIME
MORE RESOURCES

- Parks and recreation Master Plan Template
- Population Estimates 2022 to 2026
- Recreation Resources Division Webpage Examples