

PARKS MASTER PLAN



"A city for everyone - from the opulent at the top of the industrial and social ladder to the most humble of working people."

Joseph Young

"A park exercises a very different and much greater influence upon the progress of a city in its general structure than any other ordinary public work...where people of different backgrounds could encounter each other without the wariness and suspicion that arises in congested urban environment, serving as a meeting ground for a democratic society."

Frederick Law Olmsted

South Florida
Sun-Sentinel

Hollywood to spend \$240,000 to find out if voters want city to borrow \$165 million



Susannah Bryan Contact Reporter South Florida Sun Sentinel

[Hollywood](#) has grand plans for a new police headquarters, prettier parks and better barrier walls to protect against rising seas.

Three separate bond issues will appear on the ballot: \$78 million for a new police station and fire equipment; \$64 million to upgrade two city golf courses, buy the closed Sunset Golf Course and spruce up parks throughout Hollywood; and \$23 million for traffic calming, sound walls and other improvements throughout the city's neighborhoods.

PRESENTATION OUTLINE:

1. Who will be the on-site staff vs. office/satellite staff? What are the roles of each staff member?
2. Expound on methodology: How will your firm gather and analyze the data?
3. How will the City receive project status updates if awarded the Parks Master Plan?
4. What are your expectations of City staff?
5. Summary



ON-SITE VS. OFF-SITE/ SATELLITE STAFF

Principal-in-Charge/Project Manager

David Barth, PhD, ASLA, AICP, CPRP

Deputy Project Manager

Cris Betancourt, RLA

Support Services/Subconsultants

Inventory

Cris Betancourt, RLA
Eric Harrison, RLA
Kathryn Moffat
Chris Zimmerman, AIA
Jayson Hall

GIS

Yan Chen
Teresa Chapman

Capital Costing

Greg Mendez, P.E.
Patrick Kaimrajh, P.E.

Parks Planning/Public Outreach

Cris Betancourt, RLA
Carlos Perez, RLA

Recreational Planning

Leon Younger
Neelay Bhatt

Needs Assessment/Survey

Jason Morado
Christopher Tatham

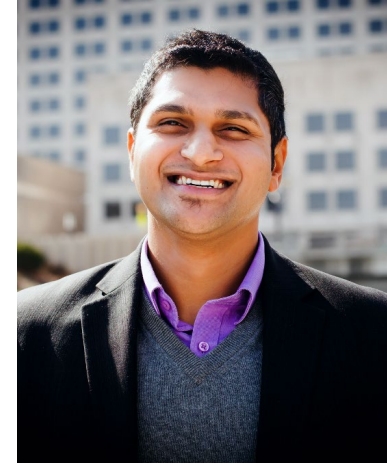
ROLES OF KEY STAFF:



David Barth PhD, AICP, CPRP
Role: Team Leader, PM,
Facilitator, Community
Engagement, Vision,
Implementation Strategy



Cris Betancourt, RLA
Role: Deputy PM, Community Engagement,
Base Map, Site Evaluations, Conceptual
Design, Cost Estimating



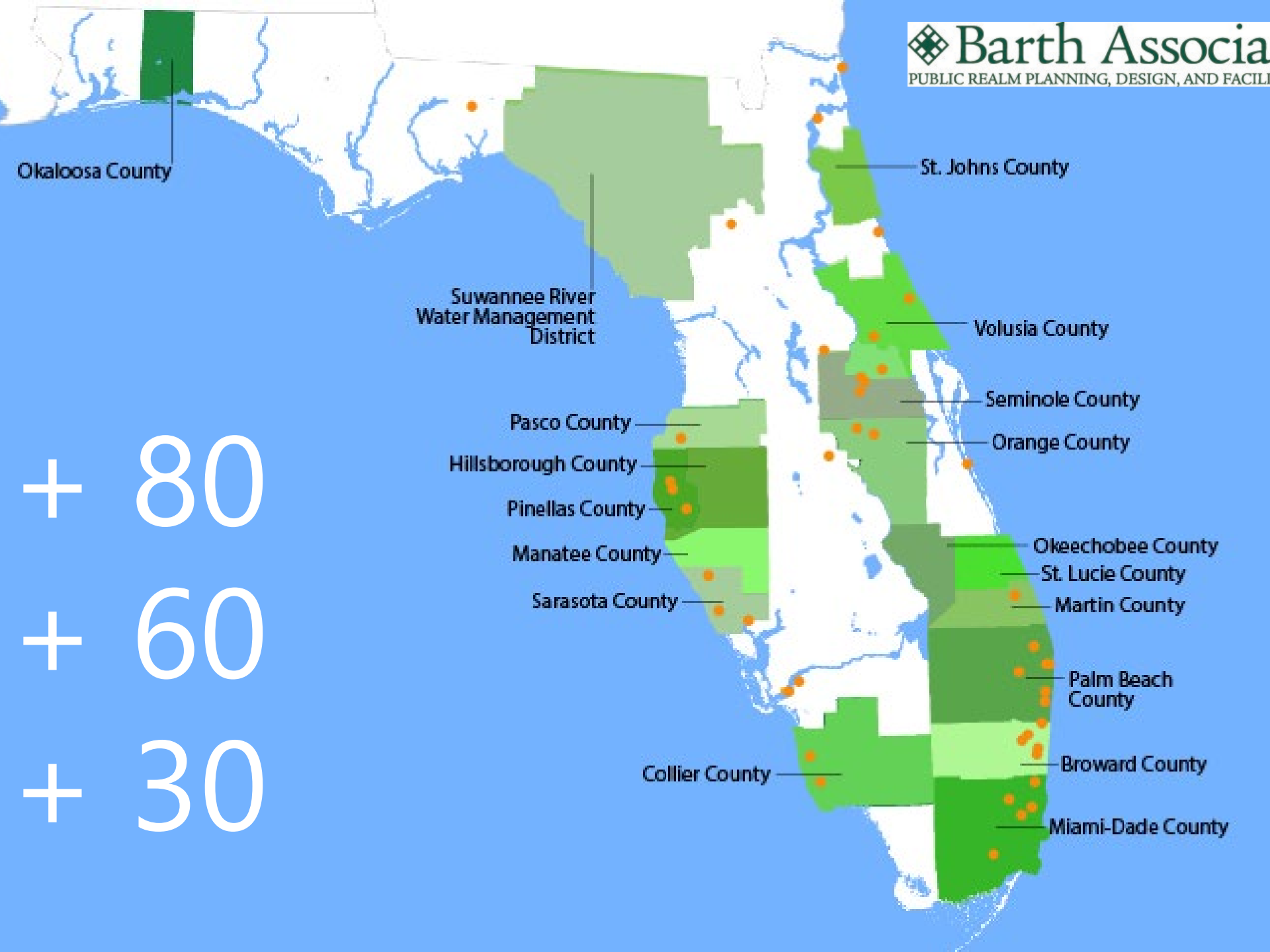
Neelay Bhatt, CPRP
Role: Trends, Demographics,
Community Engagement, Operations,
Management, Programs



Carlos Perez RLA
Role: Site Evaluations, LOS
Analysis, Benchmarking, On-line
Survey, Urban Design, Bikeways
and Trails Planning



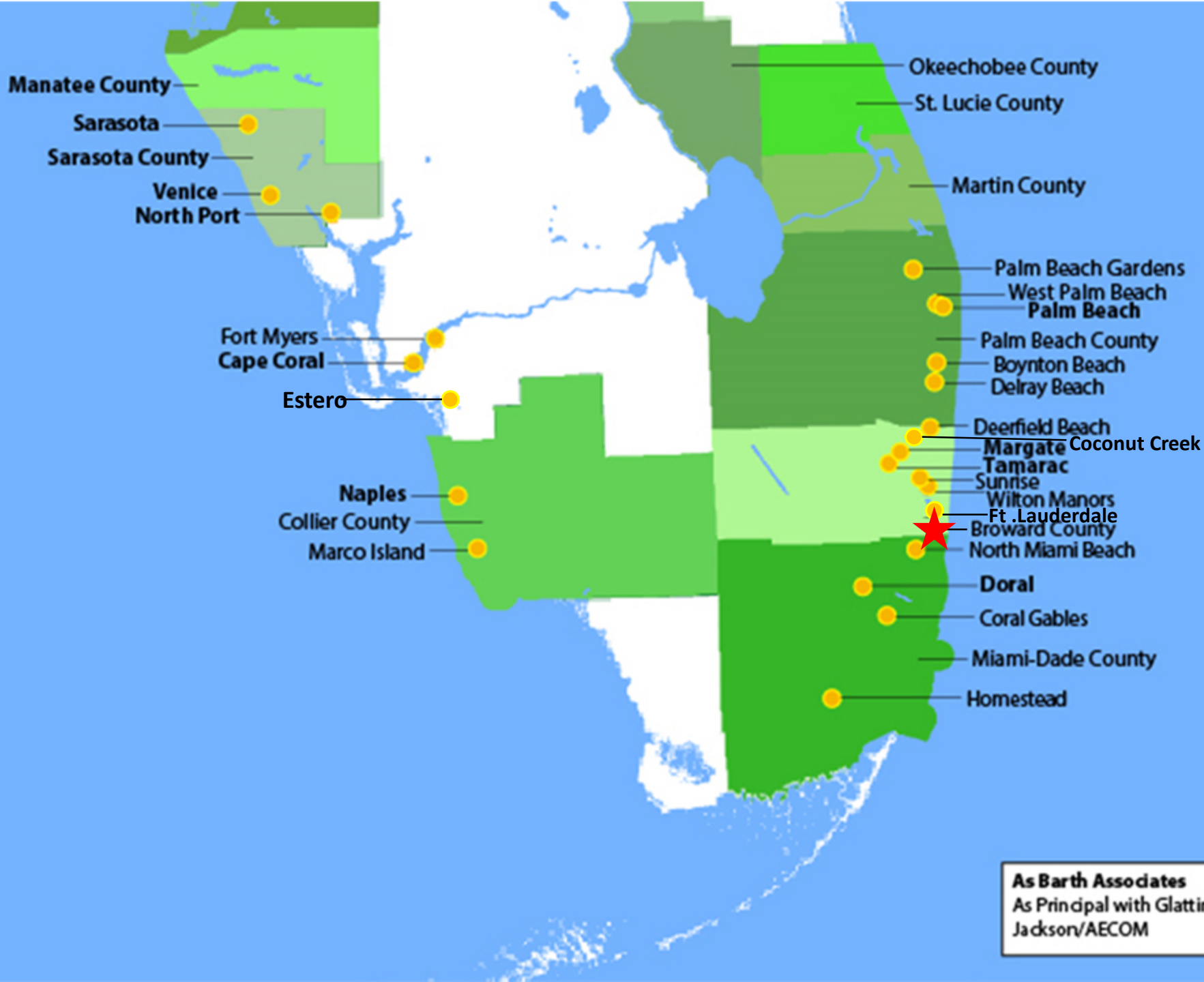
Chris Tatham
Role: Statistically-Representative Survey



+ 80

+ 60

+ 30



As Barth Associates
As Principal with Glatting
Jackson/AECOM



American Planning Association
Making Great Communities Happen

May/June 2016

PAS MEMO

Alternatives for Determining Parks and Recreation Level of Service

By David Barth, PhD, AICP

Public agencies use Level of Service (LOS) standards to plan and monitor the quality of services provided to their constituents. For example, transportation planners use roadway LOS to categorize traffic flow and assign "grades" to roadways (e.g., A, B, C, etc.) based on speed, density, and other performance measures. Similarly, utility departments and agencies use LOS standards to characterize the performance of various levels of potable water and wastewater systems.

In contrast, parks and recreation system planning has historically been more art than science. Unlike other elements of the public realm, there are no nationally accepted standards for determining ideal levels of service for parks, indoor recreation centers, athletic fields, trails, and other recreation facilities.

The last set of national guidelines published by the National Recreation and Park Association (NRPA) in 1996 encourages communities to develop their own LOS standards rather than rely on any national standards: "A standard for parks and recreation cannot be universal, nor can one city be compared with another even though they are similar in many respects" (Mertes and Hall 1996, 59). Each city or county must determine the appropriate LOS required to meet the specific needs of its residents.

Peter Harnik (Harnik 2010, 5) summarizes the complexities of parks planning in *Urban Green*:

A major problem for [park] advocates and managers is that parks seem relatively simple and straight forward. People frequently say, "It's not rocket science, it's just a park." No! For rockets ... you need to be good at math. Parks require math plus horticulture, hydrology, psychology, sociology and communication. They are immensely complicated.

Determining LOS standards for parks and recreation systems can be challenging for several reasons. One is the many different

ways in which parks and recreation systems can be measured: typical metrics may address parkland acreage, numbers of recreation facilities, distance to parks and facilities, quality of parks and facilities, operating costs, revenues, or other factors. In addition, LOS metrics can differ between various components of a parks system; for example, LOS may be measured differently for a neighborhood park than a tournament sports facility. Appropriate LOS standards may also differ based on the community context — whether the setting is urban, suburban, or rural.

The purpose of this *PAS Memo* is to assist planners in determining the most appropriate LOS metric(s) to use for their parks and recreation systems, collecting the necessary data, and developing appropriate LOS standards that meet their communities' specific needs.

Overview of Parks and Recreation LOS

Parks and recreation LOS standards are used in a variety of ways. For example, a LOS analysis can be used to help determine community needs and priorities in conjunction with other techniques such as surveys, interviews, focus group meetings, site visits, public workshops, social media, and online forums. LOS standards can be used to help determine if parkland, facilities, programs, and funding are distributed equitably across geographic, political, and socioeconomic boundaries.

In long-range planning, LOS standards can help planners determine the general size and location of proposed new parks and recreation facilities needed to accommodate anticipated growth. And land development codes and policies (comprehensive plans, land development codes, impact fees, etc.) incorporate LOS standards to help determine the "fair share" of parks and recreation capital and operating costs to be borne by the developers of new residential or mixed use projects.

Table 1 describes the most common parks and recreation LOS metrics, followed by a description of each metric.

High Performance Public Spaces®

A TOOL FOR BUILDING GREAT COMMUNITIES

By David Barth

In the Fall 2015 *FRPA Journal*, President Jack Kardys discussed the new FRPA Strategic Framework to "communicate our relevance, expertise and value in building healthier, prosperous and environmentally sustainable communities through great parks, programs, and public spaces." The ambitious and far-reaching plan includes more than 100 initiatives under the four "pillars" of health, environment, economic impact, community building. The ultimate goal is "to make FRPA and our profession the connective tissue that builds great communities through great parks and programs."

There is a great deal of evidence supporting the contention that well-planned, designed, and managed parks and recreation systems can contribute to community sustainability. Parks and public spaces have been credited with generating such health and social benefits as providing places for people to meet, exercise, exchange information, attend events, conduct business and move about the community. Parks provide wholesome and safe activities for families. They generate ecological benefits by clearing the air, protecting water quality, providing flood storage, preserving natural scenery, and providing wildlife habitat. Additionally they generate economic benefits, such as increasing property values, providing jobs, and improving neighborhoods. Parks and public spaces are also credited with creating order, controlling land use, and shaping civic form and beauty.

As with all ambitious plans, implementation is the greatest challenge to achieving the goals and initiatives outlined in the FRPA Strategic Plan. Research suggests that the most effective implementation occurs at the local level. Three actions that local parks and recreation agencies can take immediately to help implement the plan are to 1) plan, design and manage their parks and open spaces as High Performance Public Spaces® (HPPS); 2) plan, design and manage their parks and open spaces as part of an integrated public realm; and 3) create a culture that fosters the adoption of innovation in the planning and design of public spaces.

In my recent research at the University of Florida, I defined a HPPS as "any publicly accessible space that generates economic, environmental and social sustainability benefits for

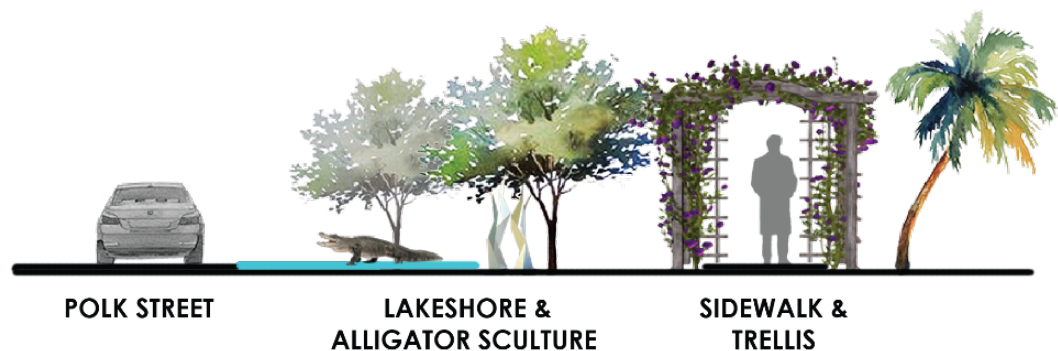
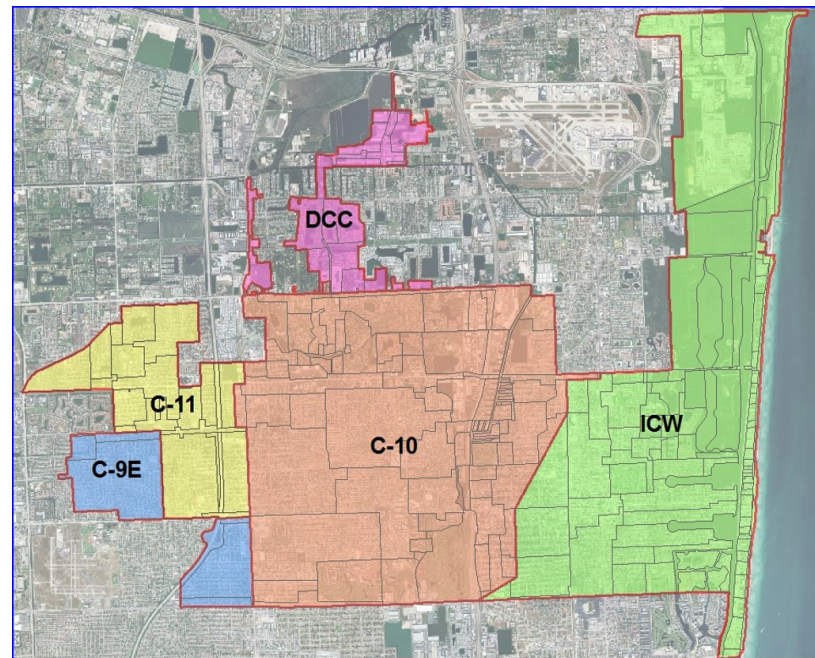
CMA RELATED EXPERIENCE

- Founded in Fort Lauderdale 1986
- Multi-disciplinary consulting firm located in Ft. Lauderdale, West Palm Beach, Miami
- Specializing in GIS mapping and analysis, park planning and design, cost estimating, and implementation



CMA RELATED LOCAL EXPERIENCE

- Hollywood Stormwater Master Plan Update 2010
- Hollywood Miscellaneous Stormwater Services
- South Lake Engineering Review
- Jefferson Street Dune Restoration
- NPDES Permit Assistance
- Hollywood Beach Golf Course Greenway
- Streetscapes Continuing Services



PROS RELATED EXPERIENCE



- +1,000 parks and recreation planning projects,
- + 47 states, 7 countries, including Gold Medal P&R agencies
- Recently selected for Broward County PRMP Update



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PARKS AND RECREATION SYSTEM MASTER PLANNING PROCESS

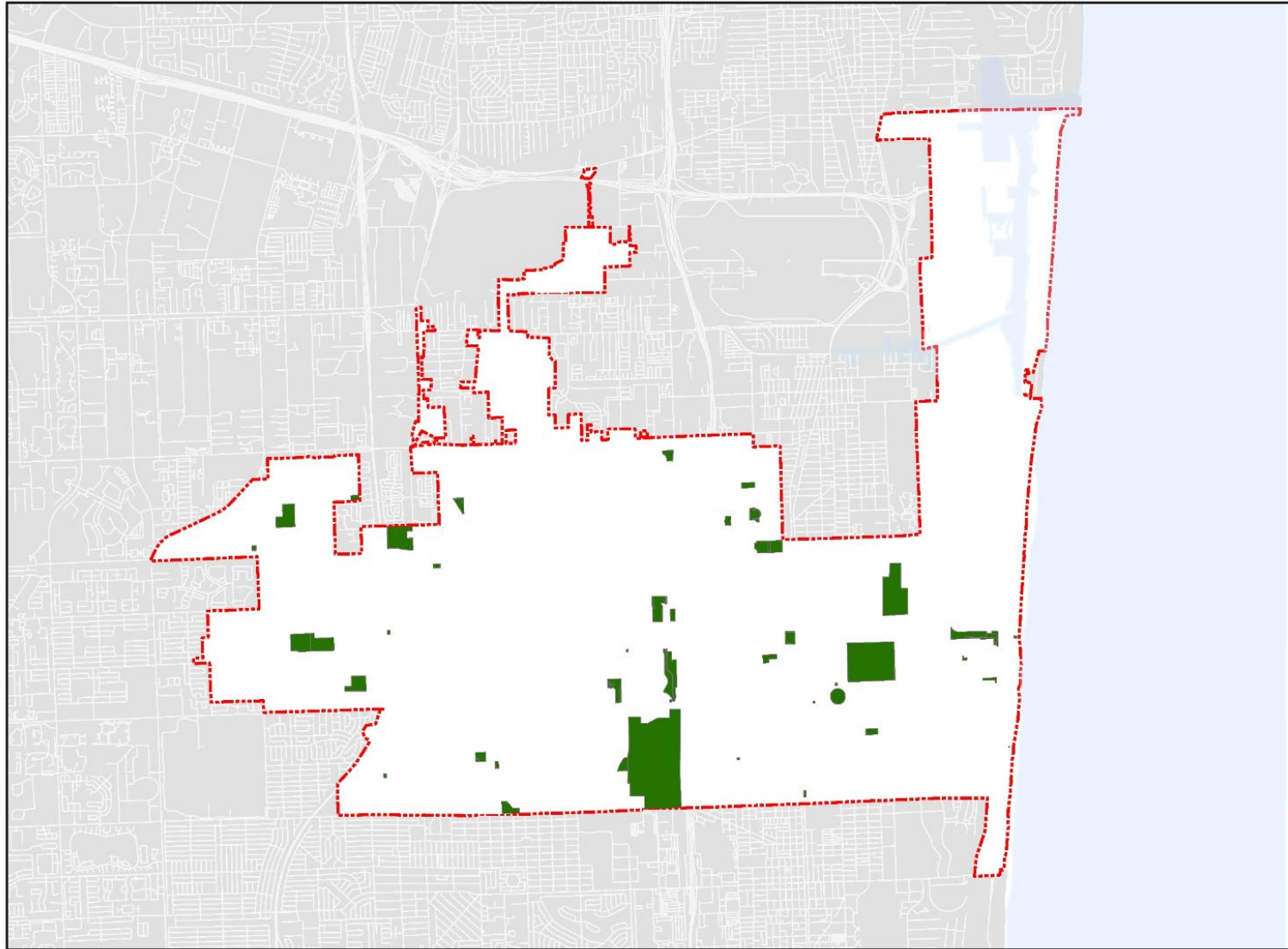


THE PUBLIC REALM

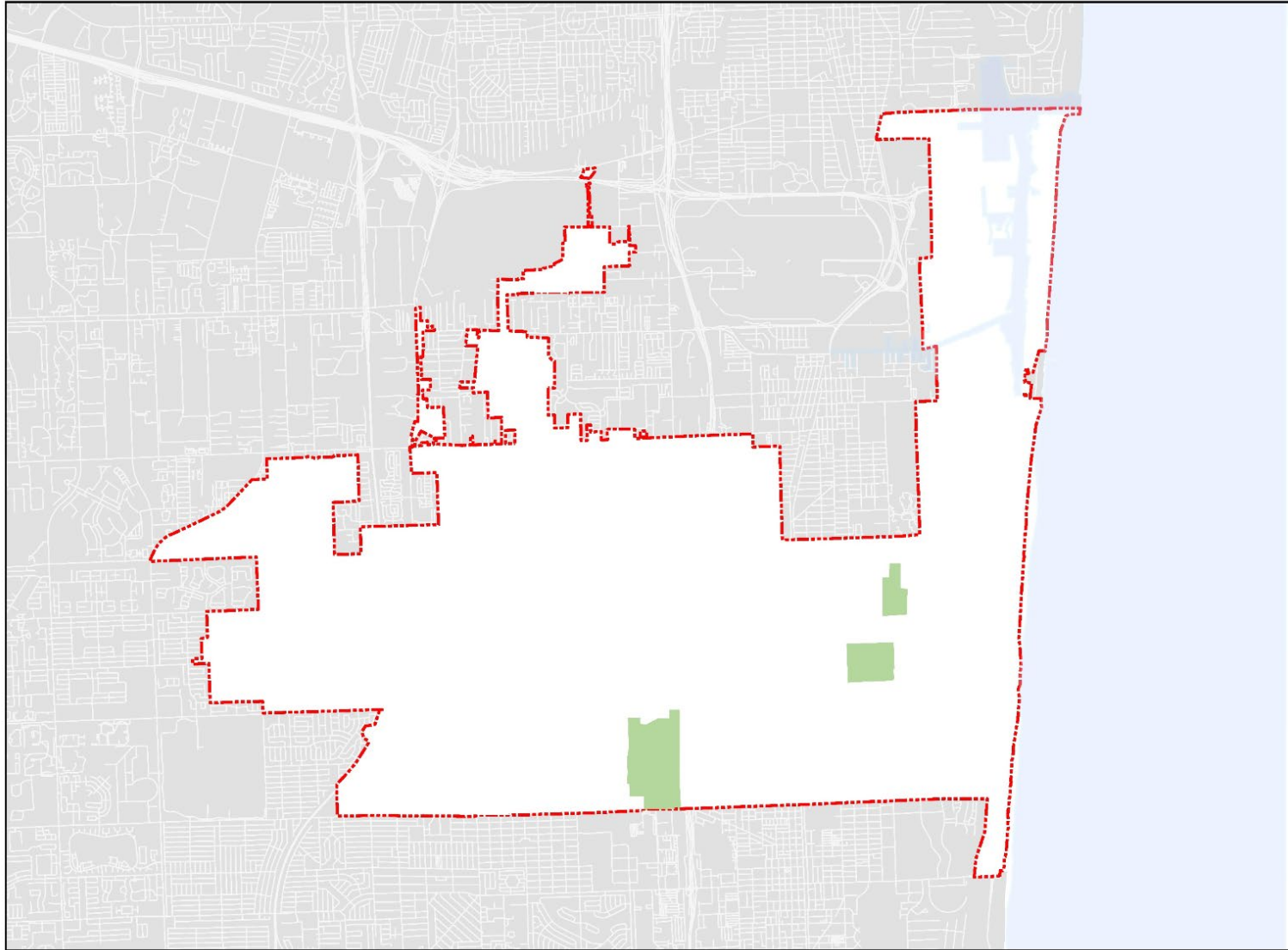
Sites, Facilities, Cultural Arts, Connectors, Programs, O & M



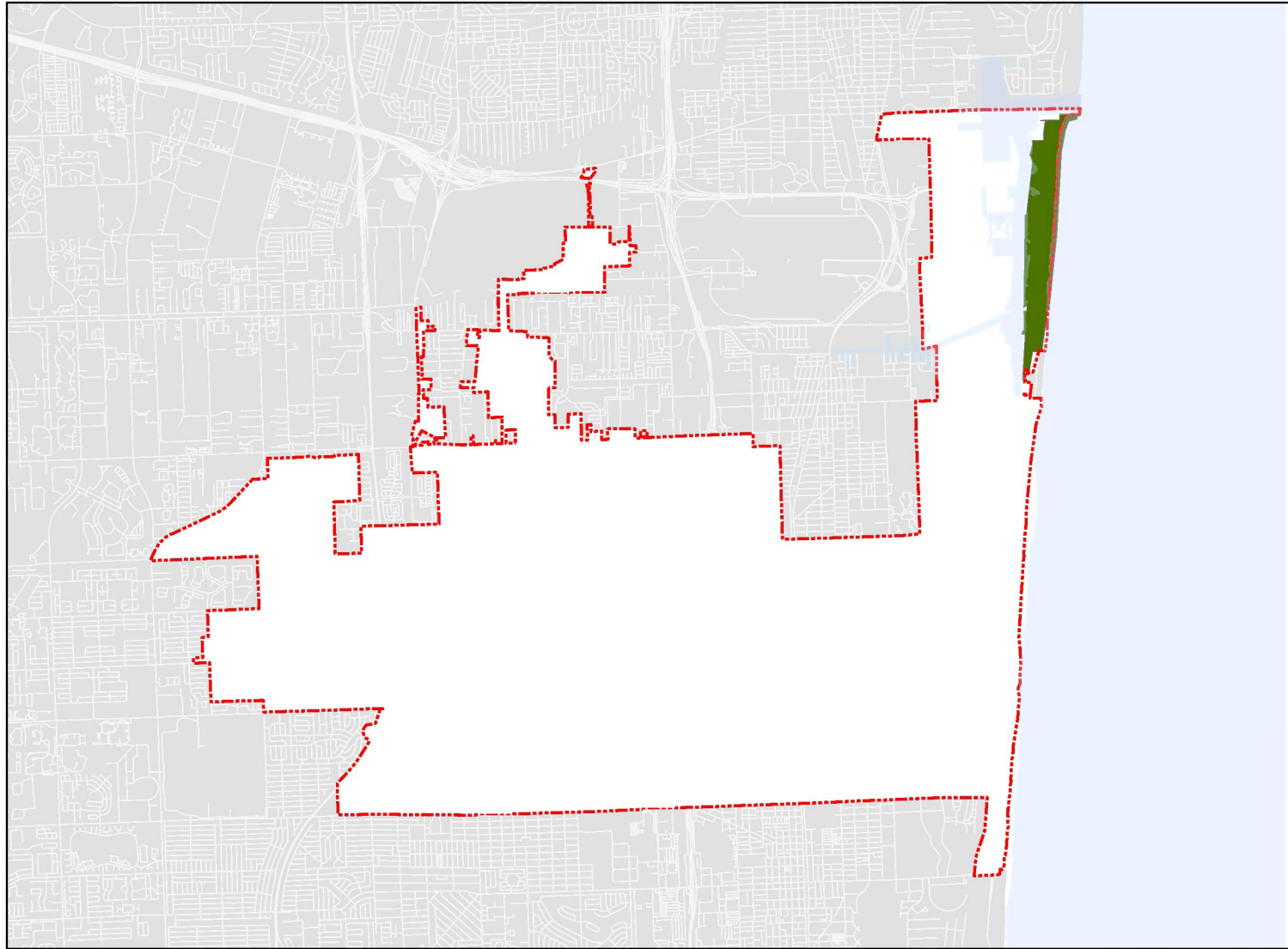
CITY PARKS



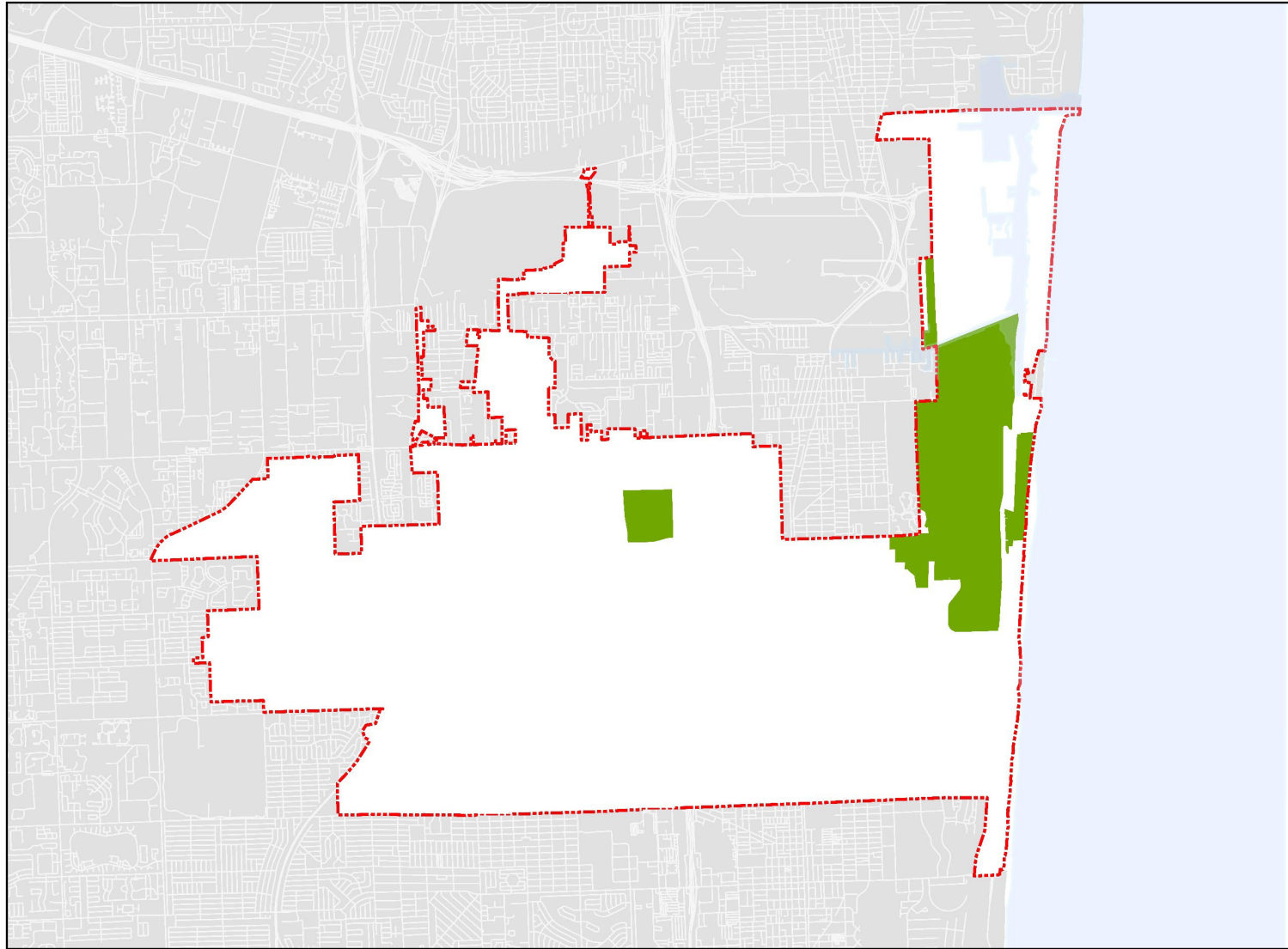
GOLF COURSES



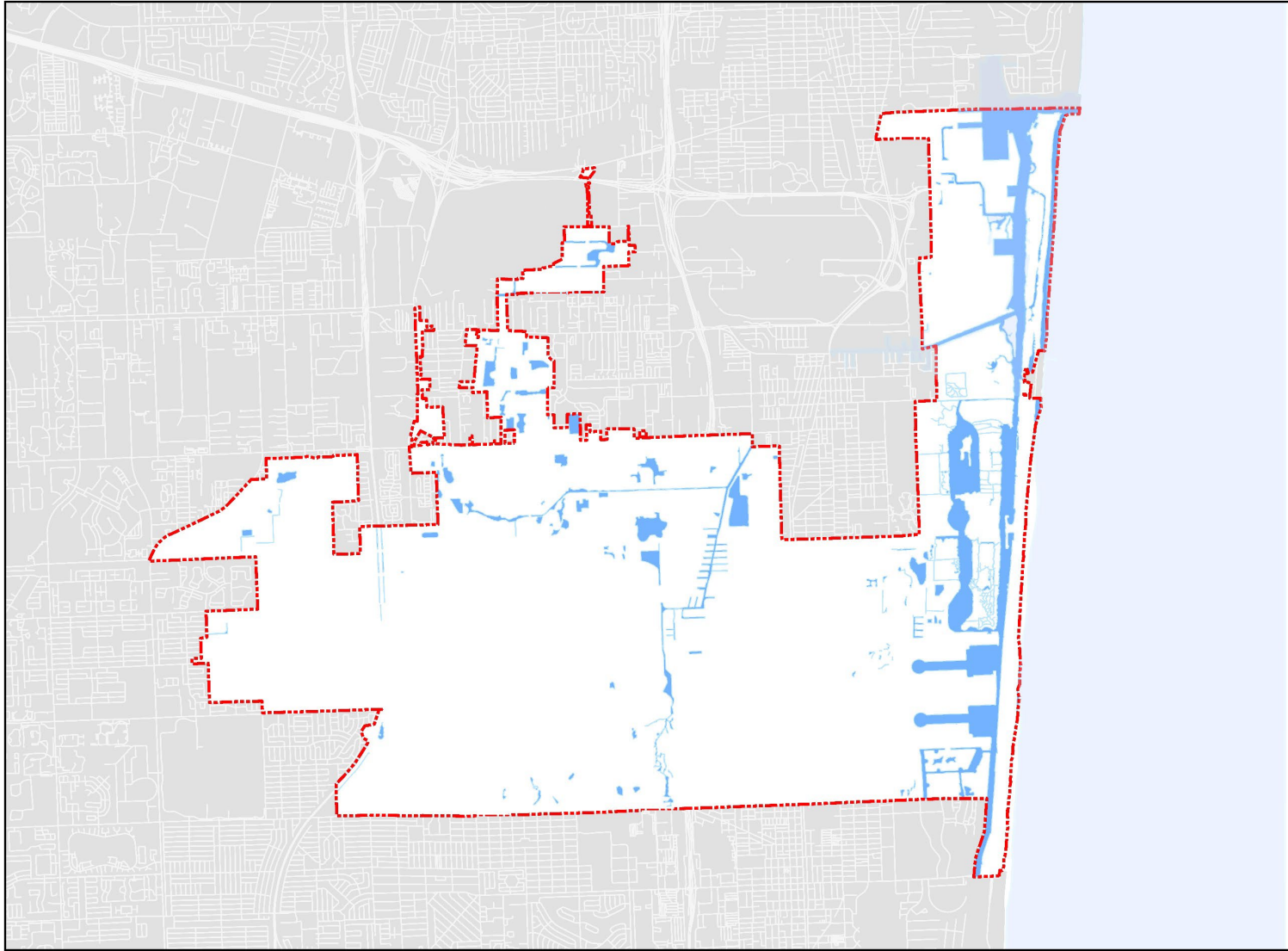
STATE PARKS



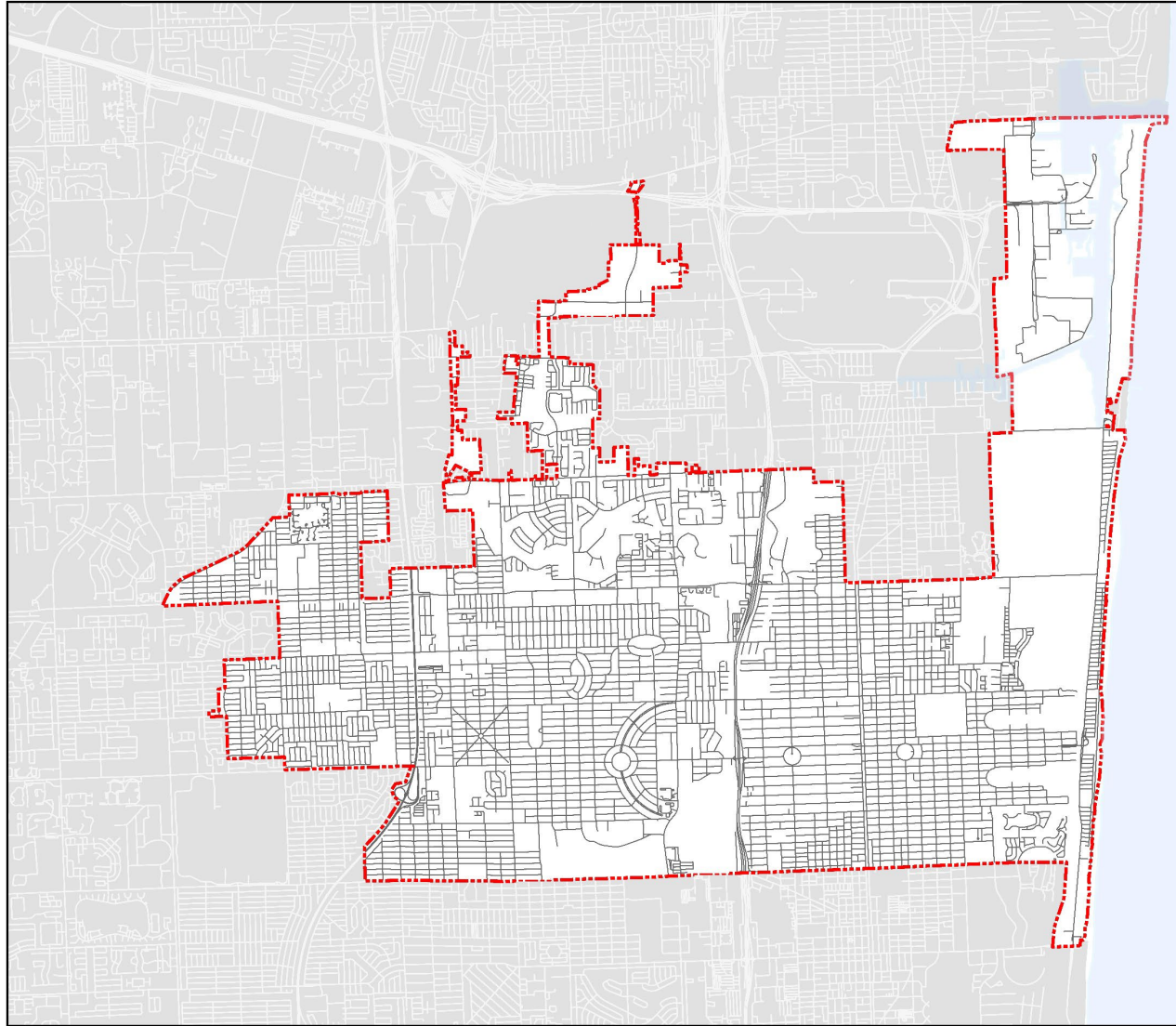
COUNTY PARKS



WATERWAYS

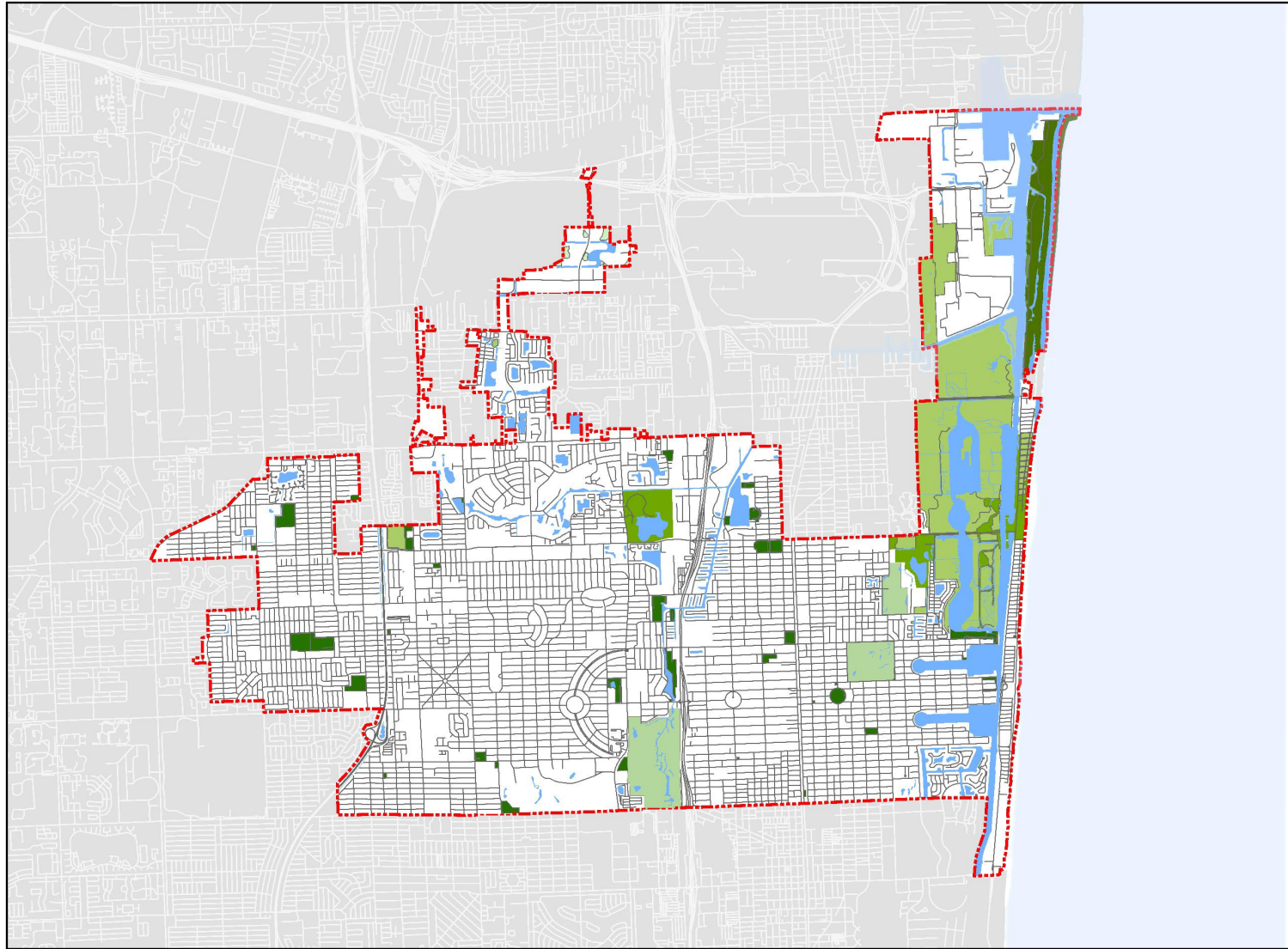


STREETS, SIDEWALKS, AND BIKEWAYS



PUBLIC REALM

+/- 47% of Hollywood's Land Area

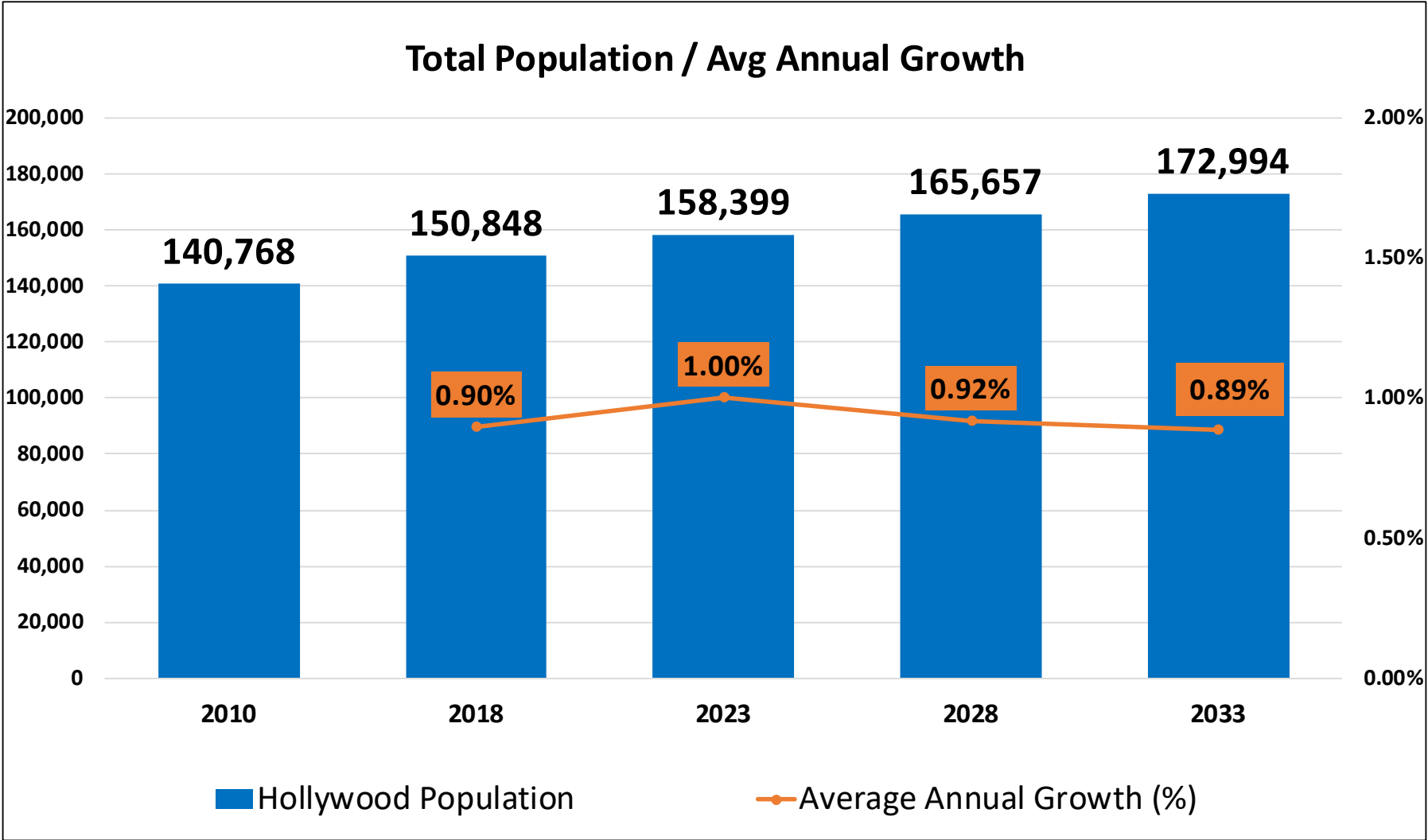


GATHERING AND ANALYZING DATA

	DATA TYPE	DATA SOURCE	DATA ANALYSIS
EXISTING CONDITIONS			
1.4 Review Planning Documents	Secondary	City of Hollywood Broward County	Thematic Analysis, Coding
1.5 Draft Implementation Framework	Qualitative	City of Hollywood, BA Funding Data	Thematic Analysis, Coding, Quantification
2.1 Demographic Analysis and Trends	Secondary, Qualitative	City of Hollywood, US Census, ESRI	Quantification
2.2 Inventory, Base Map	Quantitative	City of Hollywood, Broward County, Florida Geographic Data Library (FGDL)	Quantification
2.3 Park Evaluations	Qualitative	Field Observation	Thematic Analysis, Quantification
2.4 LOS Analysis	Quantitative	City of Hollywood, NRPA Park Metrics, Statewide Comprehensive Outdoor Recreation Plan (SCORP)	Quantification, GIS Network Analysis
2.5 O&M Assessment	Secondary	City of Hollywood, NRPA Park Metrics	Quantification
NEEDS AND PRIORITIES			
3.1 Public Workshops	Qualitative		Thematic Analysis, Coding, Quantification
3.2 Interviews	Qualitative	Interviews	Thematic Analysis, Coding, Quantification
3.3 Mail/ Phone Survey	Quantitative	Survey	Statistical Analysis
3.4 Online Survey	Quantitative	Survey	Thematic Analysis, Coding, Quantification
VISIONING			
4.1 Comparables, Benchmarking	Quantitative	Municipal Data, NRPA Park Metrics	Quantification
4.4 Cost Estimate	Secondary	BA, Comparable Projects	Quantification
IMPLEMENTATION			
5.2 Framework/ Funding Strategy	Quantitative	City of Hollywood, BA Funding Data	Thematic Analysis, Coding, Quantification

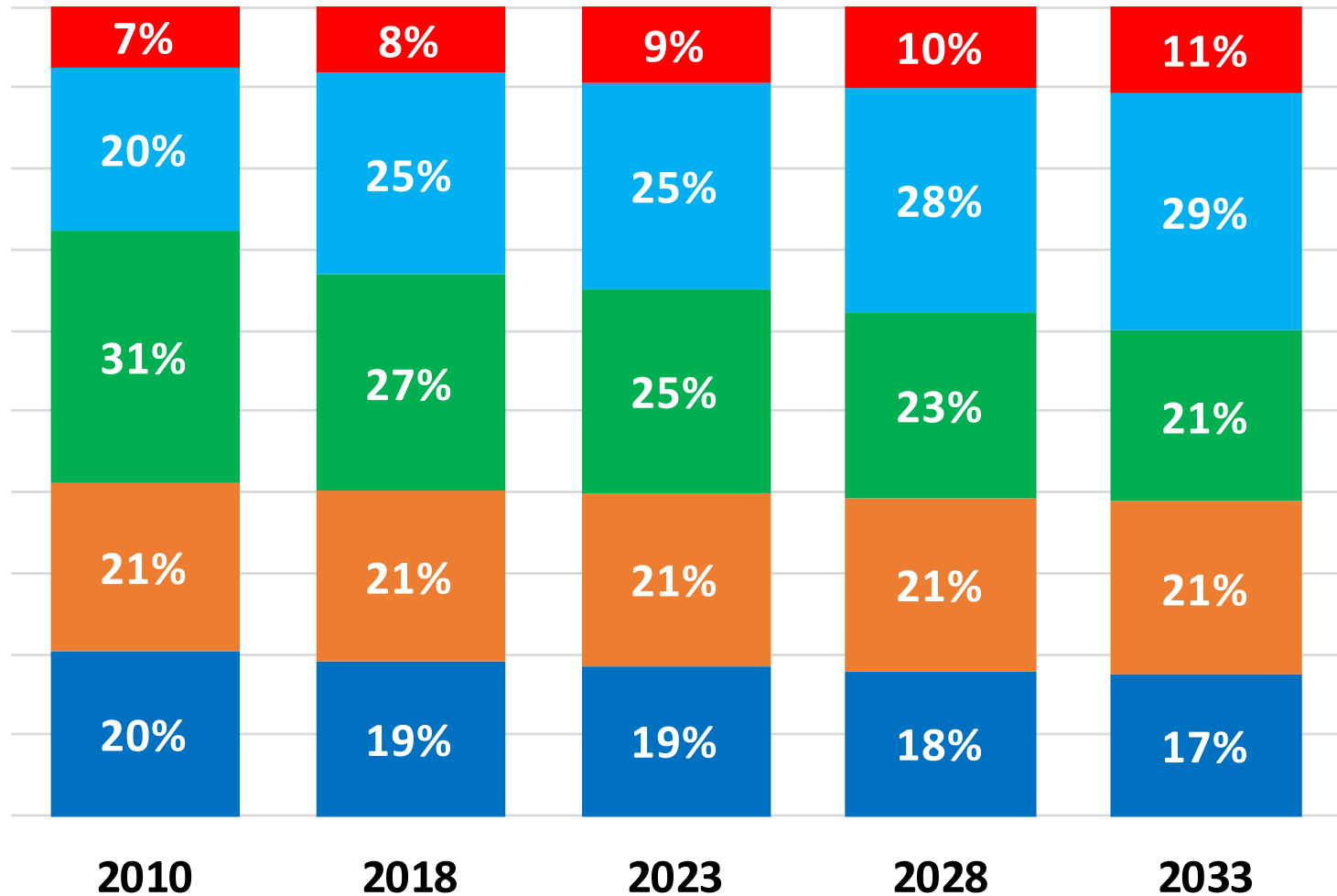
EXISTING CONDITIONS:

Demographic Analysis and Trends



Population by Age Segment

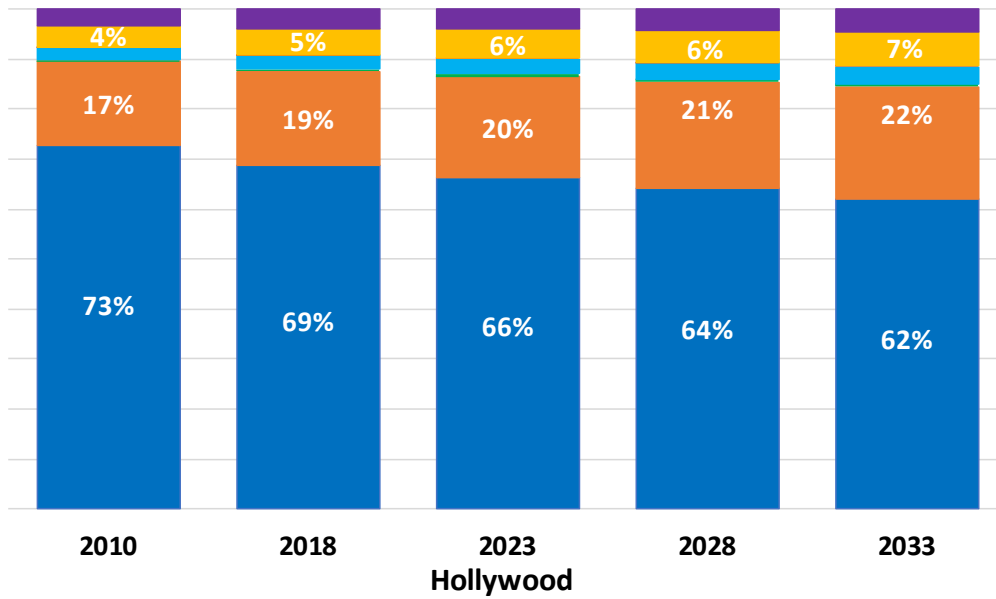
■ 0-17 ■ 18-34 ■ 35-54 ■ 55-74 ■ 75+



Hollywood

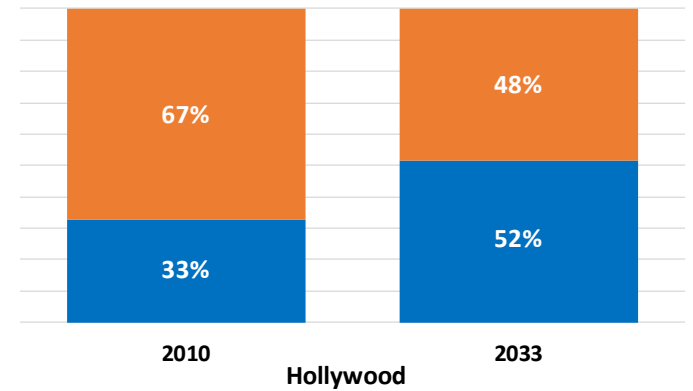
Population by Race

■ White Alone
■ Black Alone
■ American Indian
■ Asian
■ Pacific Islander
■ Some Other Race
■ Two or More Races

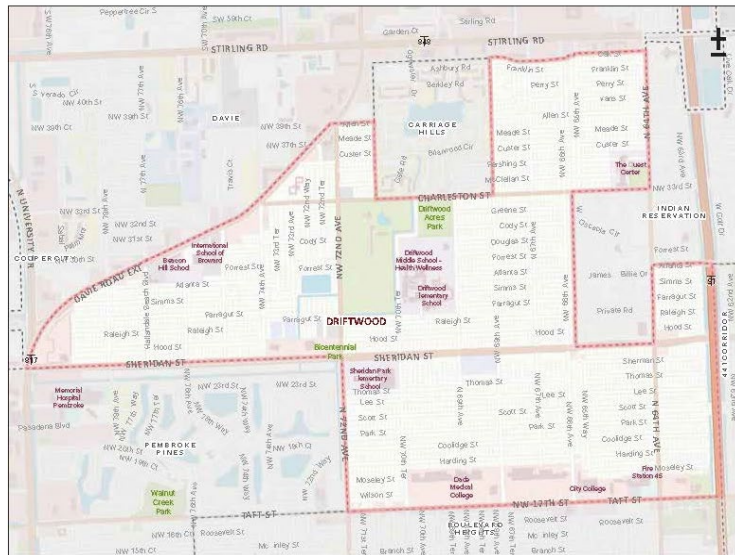


Hispanic / Latino Population

■ Hispanic / Latino Origin (any race)
■ All Others



DRIFTWOOD



CITY OF HOLLYWOOD FLORIDA

Population

Population Total	11,505
White	74.1%
Black	14.1%
American Indian or Alaska	0.4%
Asian or Hawaiian Pacific	3.6%
Other	10.7%

Tenancy

Mortgage	67.9%
Owned Free	14.3%
Renter Occupied	17.9%

Households

Housing Units	3,888
Total Households	3,20
Family Households	78.1%
Non Family Households	21.9%

Family Households

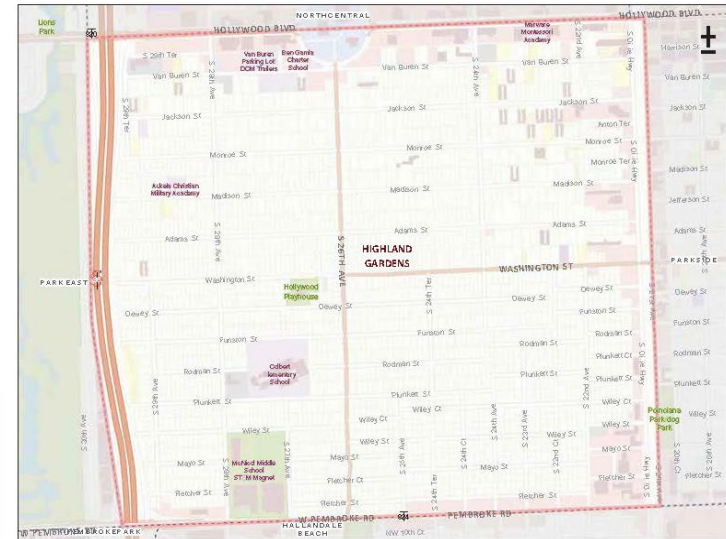
Husband - Wife	66.1%
Male - No Wife	10.2%
Female - No Husband	23.7%

Age Groups

Less than 5	5.8%
5 to 17	18.4%
18 to 21	6.3%
22 to 29	10%
30 to 39	13.3%
40 to 49	16.9%
50 to 59	10%
more than 75	10.9%



HIGHLAND GARDENS



CITY OF HOLLYWOOD FLORIDA

Population

Population Total	8,33
White	43%
Black	44.4%
American Indian or Alaska	0.5%
Asian or Hawaiian Pacific	1.5%
Other	10.2%

Tenancy

Mortgage	41.4%
Owned Free	9.5%
Renter Occupied	49.1%

Households

Housing Units	3,803
Total Households	3,280
Family Households	59.6%
Non Family Households	40.4%

Family Households

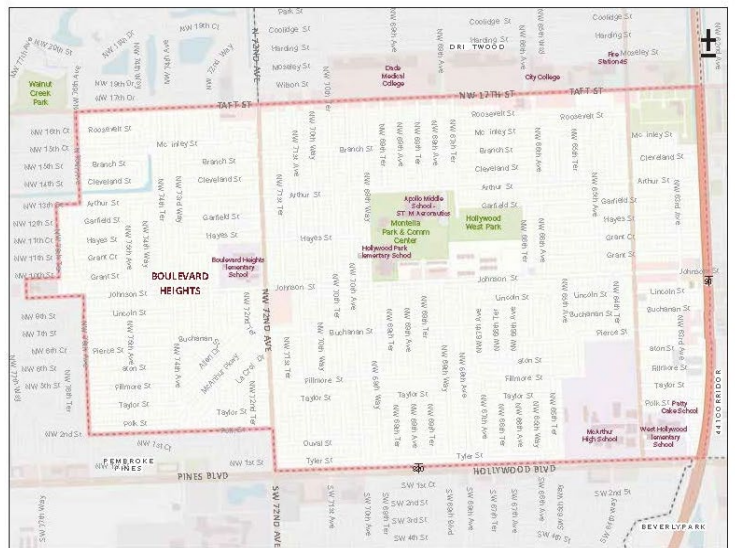
Husband - Wife	61.9%
Male - No Wife	12.1%
Female - No Husband	36%

Age Groups

Less than 5	6.3%
5 to 17	14.7%
18 to 21	5.8%
22 to 29	12.7%
30 to 39	15.3%
40 to 49	15.6%
50 to 59	19.7%
more than 75	9.9%



BOULEVARD HEIGHTS



CITY OF HOLLYWOOD FLORIDA

Population

Population Total	13,5
White	68.7%
Black	16.1%
American Indian or Alaska	0.7%
Asian or Hawaiian Pacific	4.7%
Other	10.7%

Tenancy

Mortgage	58.6%
Owned Free	15%
Renter Occupied	26.5%

Households

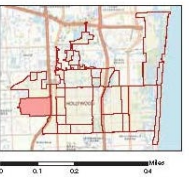
Housing Units	4,23
Total Households	4,34
Family Households	77%
Non Family Households	23%

Family Households

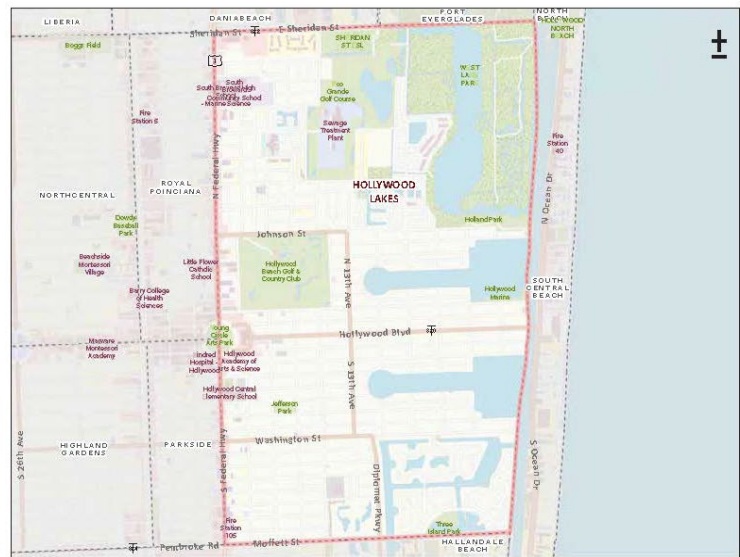
Husband - Wife	64.5%
Male - No Wife	9.8%
Female - No Husband	25.7%

Age Groups

Less than 5	6.3%
5 to 17	18.9%
18 to 21	6.2%
22 to 29	10.3%
30 to 39	13%
40 to 49	16.4%
50 to 59	16.4%
more than 75	10.5%



HOLLYWOOD LAKES



CITY OF HOLLYWOOD FLORIDA

Population

Population Total	1,03
White	68.1%
Black	6.3%
American Indian or Alaska	0.2%
Asian or Hawaiian Pacific	1.8%
Other	4.9%

Tenancy

Mortgage	41.7%
Owned Free	19%
Renter Occupied	39.3%

Households

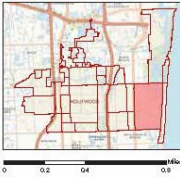
Housing Units	2,2
Total Households	81
Family Households	63.4%
Non Family Households	46.6%

Family Households

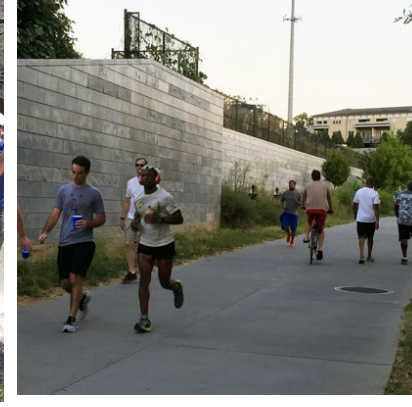
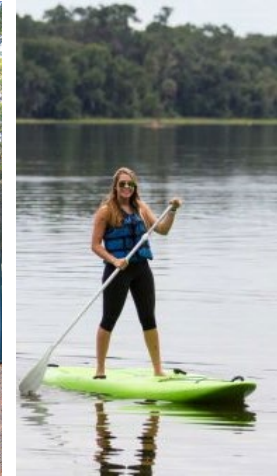
Husband - Wife	75.1%
Male - No Wife	6.6%
Female - No Husband	18.1%

Age Groups

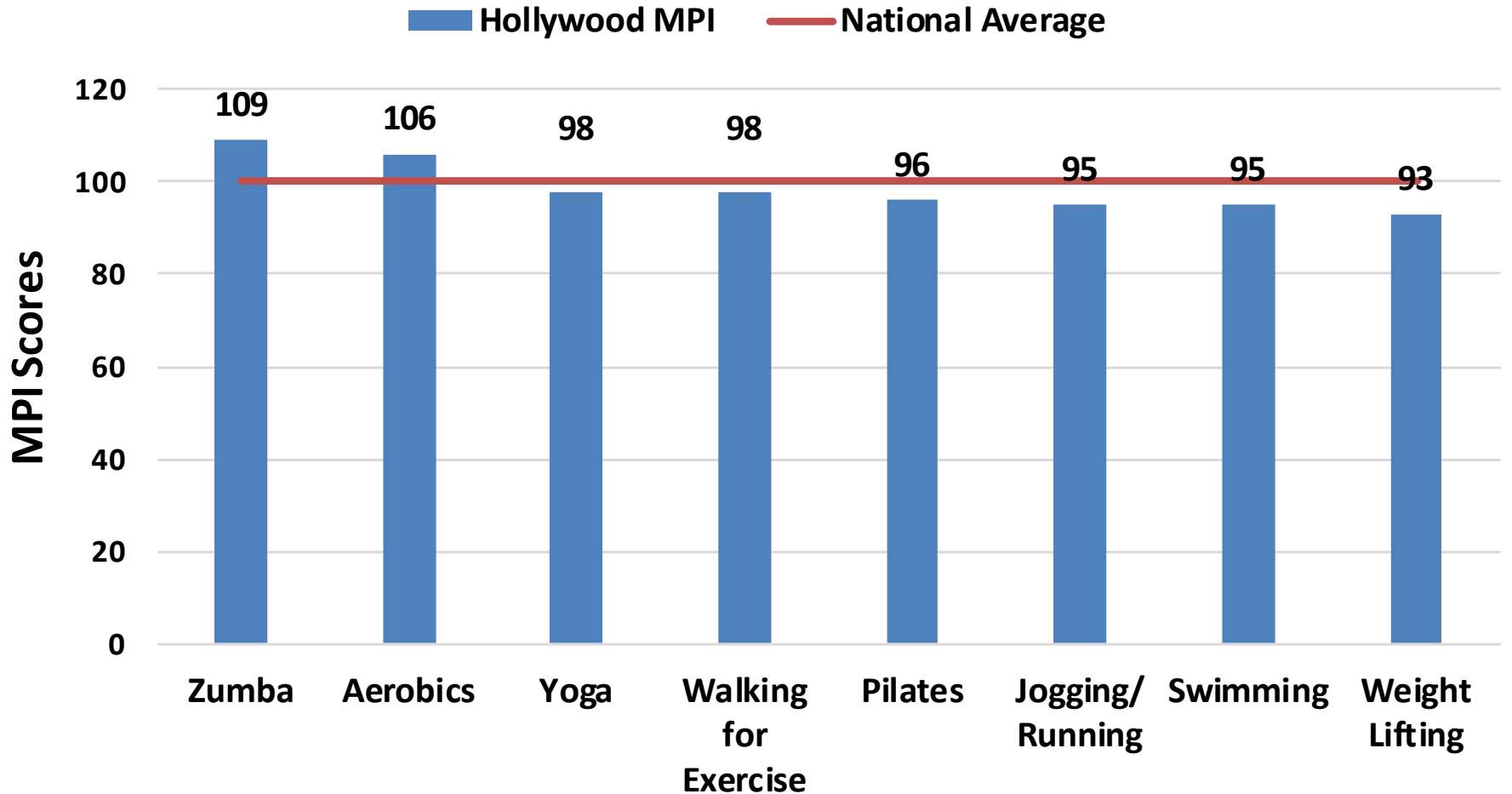
Less than 5	5.8%
5 to 17	12.6%
18 to 21	2.7%
22 to 29	7.4%
30 to 39	13.9%
40 to 49	15.4%
50 to 59	24%
more than 75	15.2%



EXISTING CONDITIONS - Programming Trends



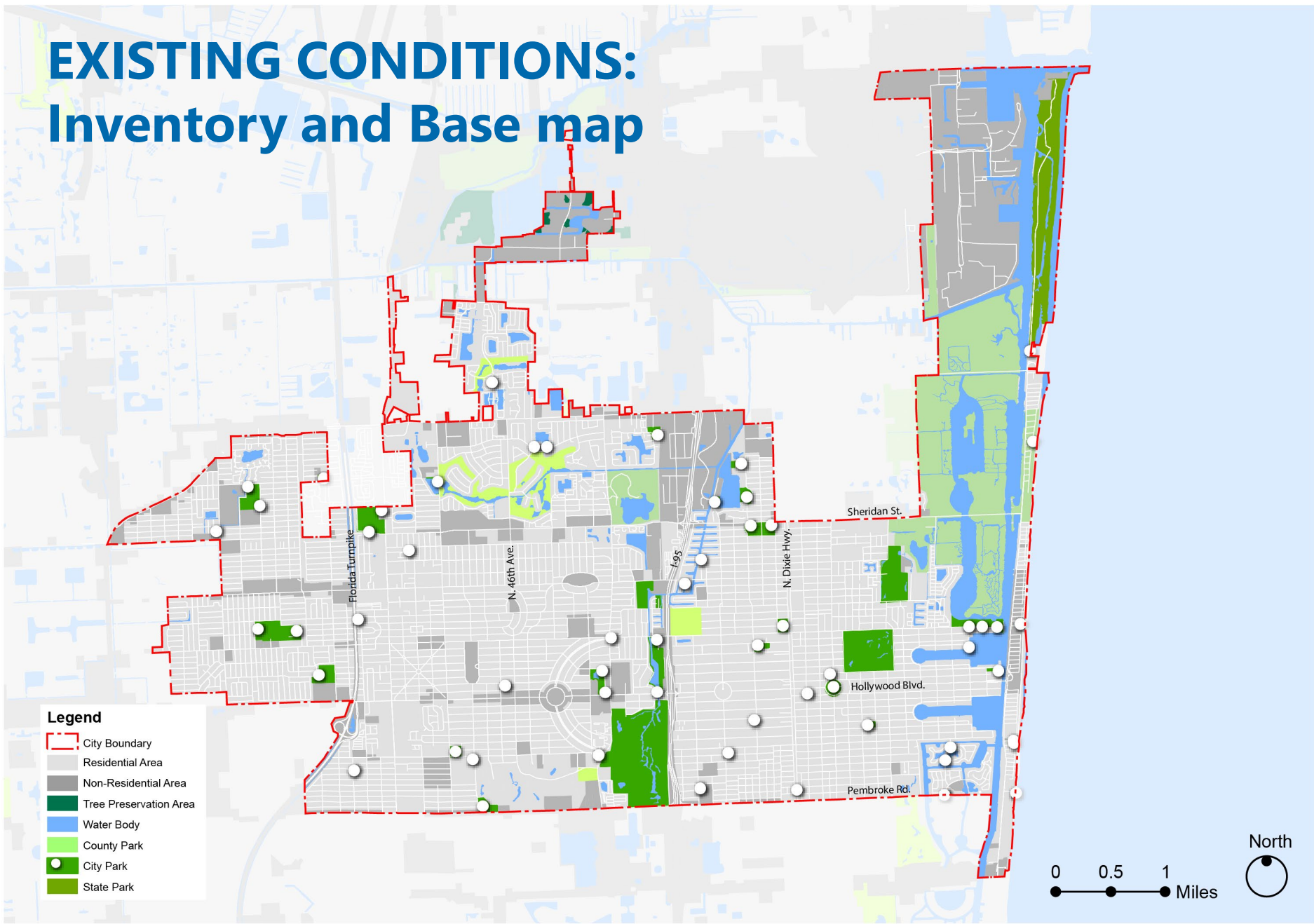
Fitness MPI



EXISTING CONDITIONS: Inventory and Base map

Legend

-  City Boundary
-  Residential Area
-  Non-Residential Area
-  Tree Preservation Area
-  Water Body
-  County Park
-  City Park
-  State Park



EXISTING CONDITIONS:

Park Evaluations

Use your knowledge to make an impact on your community by participating in the

Hunter's Creek Community Park Evaluation Event

Saturday, April 29, 8:30 am

Hunter's Creek Town Hall

14101 Town Loop Blvd.

Take part in a community park evaluation event and provide observations to identify the strengths and weaknesses of existing parks in Hunter's Creek.

Small groups will be asked to evaluate parks based on a provided questionnaire. Groups are encouraged to carpool.



Event Details:

8:30 am: Meet at Hunter's Creek Town Hall, pick up your group assignment and evaluation packets. Enjoy breakfast!

8:45 am: Presentation by David Barth, ASLA, AICP, CPRP

9:00 am: Depart with your group

9:00 am-noon: Park evaluations

Please RSVP by Wednesday, April 26
Michelle Ouimet • general@hunterscreek.net

We embrace the power of diversity. Hunter's Creek Community does not discriminate against anyone on the basis of age, race, gender, national origin or disability. Any special needs, please call.

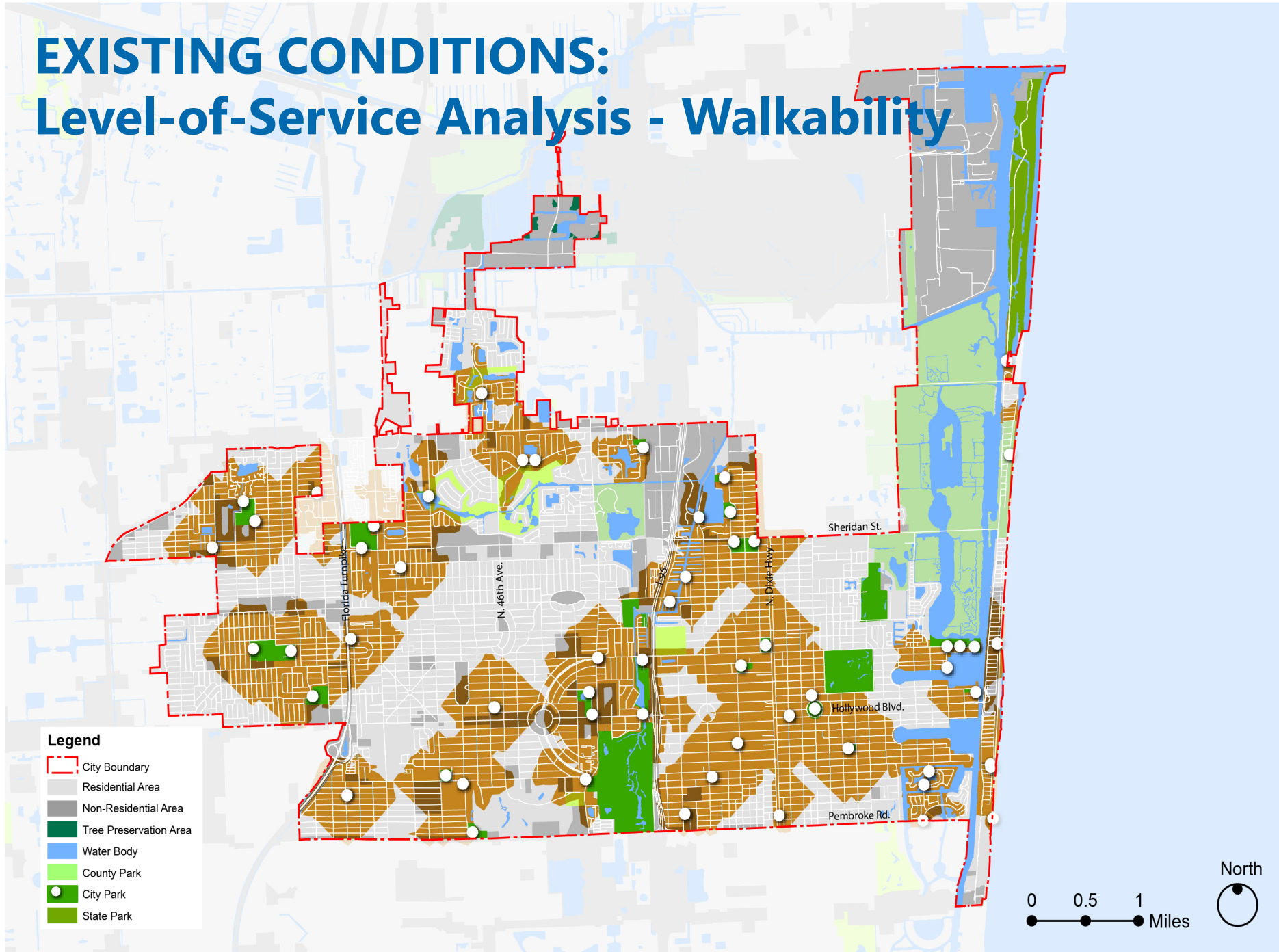


	Osprey Park	Eagle Park	Vista Park	Calabay Park	Braddock Oak Park	Mallard Pointe Park	
PROXIMITY/ ACCESS (MAX 5.0)	4.4	4.1	4.1	3.5	2.8	2.8	3.6
Visibility of park from a distance	4.7	4.3	4.4	3.0	3.0	1.5	
Ease of Walking to the park	4.5	4.8	4.6	4.5	4.0	2.5	
Clarity of information/ signage	4.2	3.8	4.4	2.5	2.5	3.0	
ADA Compliance	4.3	3.8	3.8	5.0	2.3	4.0	
Lighting	4.2	4.0	3.1	2.5	2.0	3.0	
COMFORT & IMAGE (MAX 5.0)	3.7	3.8	3.2	3.3	2.8	3.6	3.4
First Impression/ overall attractiveness	4.7	4.3	3.6	5.0	3.3	4.0	
Feeling of Safety/ Security	4.2	3.8	3.2	4.0	3.0	3.5	
Cleanliness/ overall quality of maintenance (Exterior)	4.8	4.0	4.2	4.0	3.5	4.7	
Cleanliness/ overall quality of maintenance (Interior)	4.7	3.8	3.6	2.5	2.3	3.8	
Comfort of places to sit	2.3	3.5	3.2	2.0	2.3	3.5	
Protection from bad weather	1.5	3.8	1.6	2.5	2.5	2.0	
USES/ ACTIVITIES AND SOCIABILITY (MAX 5.0)	4.4	4.5	4.1	2.4	2.6	3.3	3.5
Single use/ Multiple use	4.8	4.6	4.2	2.0	3.0	4.0	
Level of activity	4.2	4.8	4.4	1.5	2.8	2.4	
Sense of pride/ ownership	4.5	4.1	4.0	5.0	3.8	3.8	
Park Flexibility to effectively support organized programming	4.0	4.5	3.6	1.0	3.0	3.0	
BUILDINGS/ARCHITECTURE (MAX 5.0)	4.1	4.0	-	-	-	-	4.0
Building Image and aesthetics	3.8	4.0	-	-	-	-	
Building access/ connections to park	4.7	4.3	-	-	-	-	
Interior finish and furniture/ equipment	3.3	4.0	-	-	-	-	
Exterior finish of building	4.5	3.8	-	-	-	-	
ADDITIONAL BENEFITS (MAX 5.0)	3.8	4.1	3.1	2.5	1.3	2.9	3.5
Environmental	3.2	3.8	2.4	2.5	2.0	3.0	
Social	4.3	4.5	3.8	2.5	0.5	2.8	
	4.1	4.1	3.6	2.9	2.3	3.2	

EXISTING CONDITIONS: Level-of-Service Analysis - Walkability

Legend

- City Boundary
- Residential Area
- Non-Residential Area
- Tree Preservation Area
- Water Body
- County Park
- City Park
- State Park



NEEDS AND PRIORITIES ASSESSMENT: A Mixed-Methods, Triangulated Approach

PRIMARY DATA:

Quantitative Techniques:

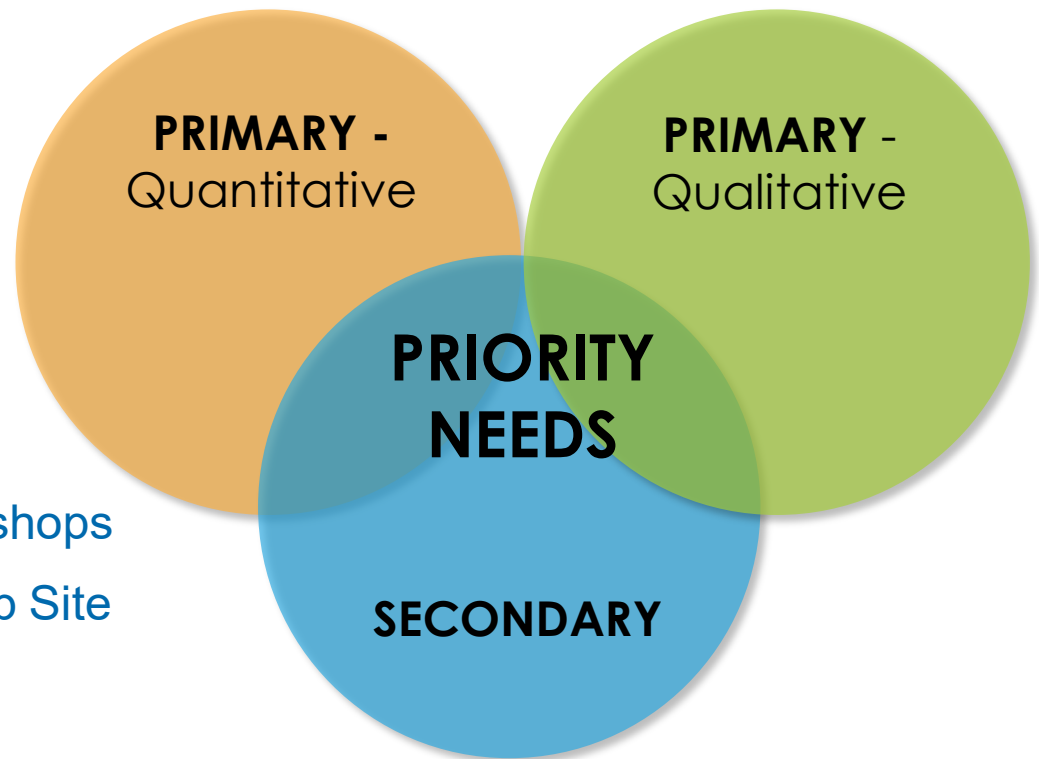
- Level-of-Service Analysis
- Benchmarking
- Statistically-Valid Survey
- On-line Survey

Qualitative Techniques:

- Park Evaluations
- Interviews and Focus Groups
- Neighborhood and Public Workshops
- Crowd-sourcing, Interactive Web Site
- Community Events

SECONDARY DATA:

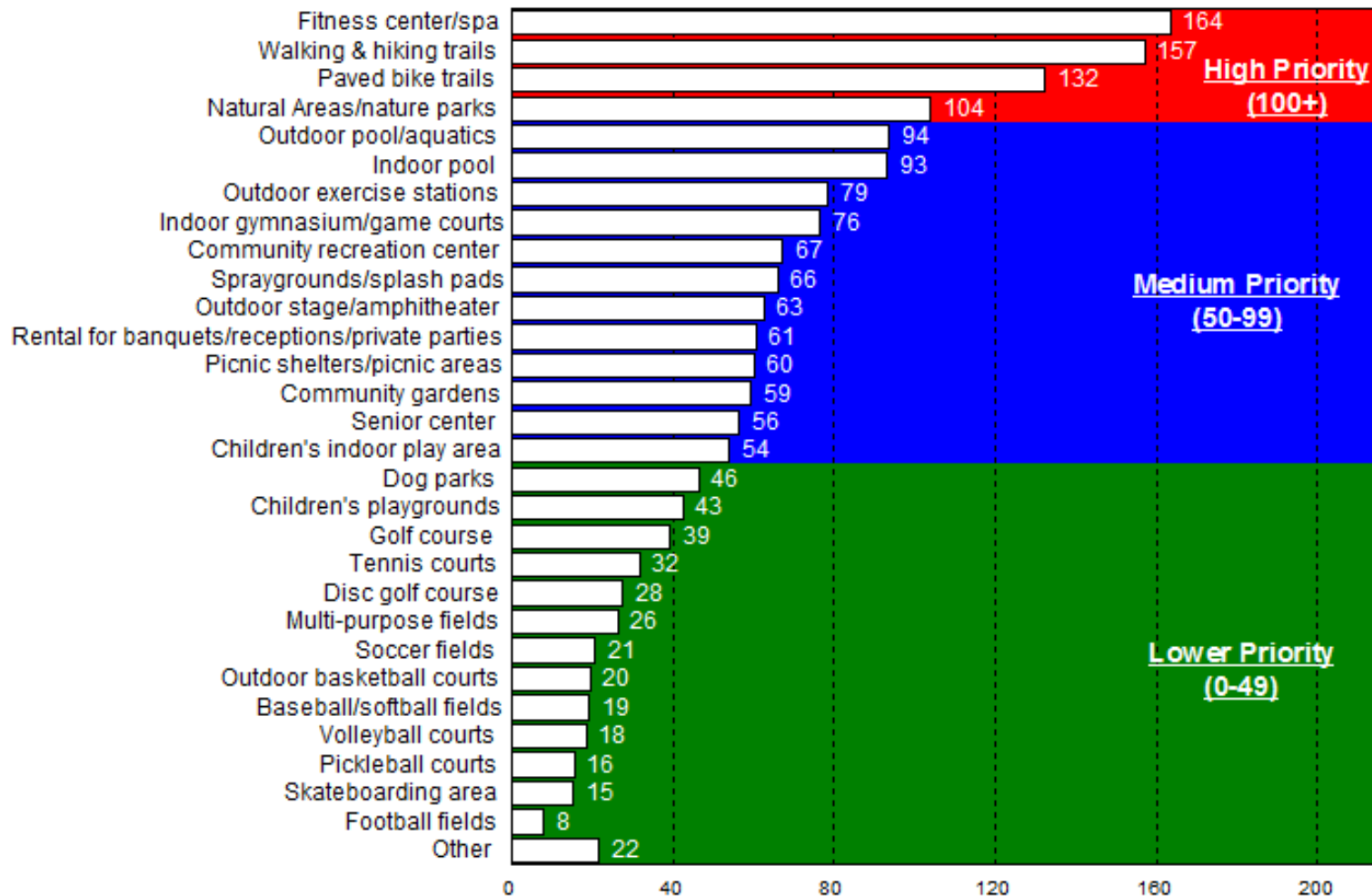
- Demographics and Trends Assessment
- Previous Planning Documents



NEEDS AND PRIORITIES ASSESSMENT

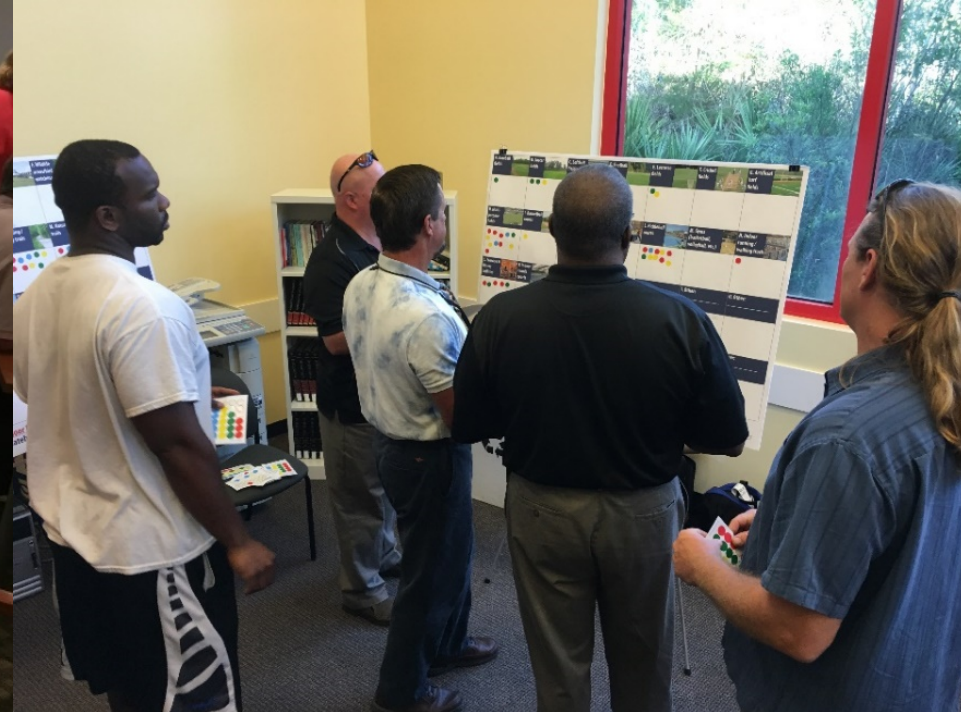
Statistically Representative Mail Survey

Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



NEEDS AND PRIORITIES ASSESSMENT

City-wide, District and/or Neighborhood Workshops





NEEDS AND PRIORITIES ASSESSMENT

Interactive Web Site



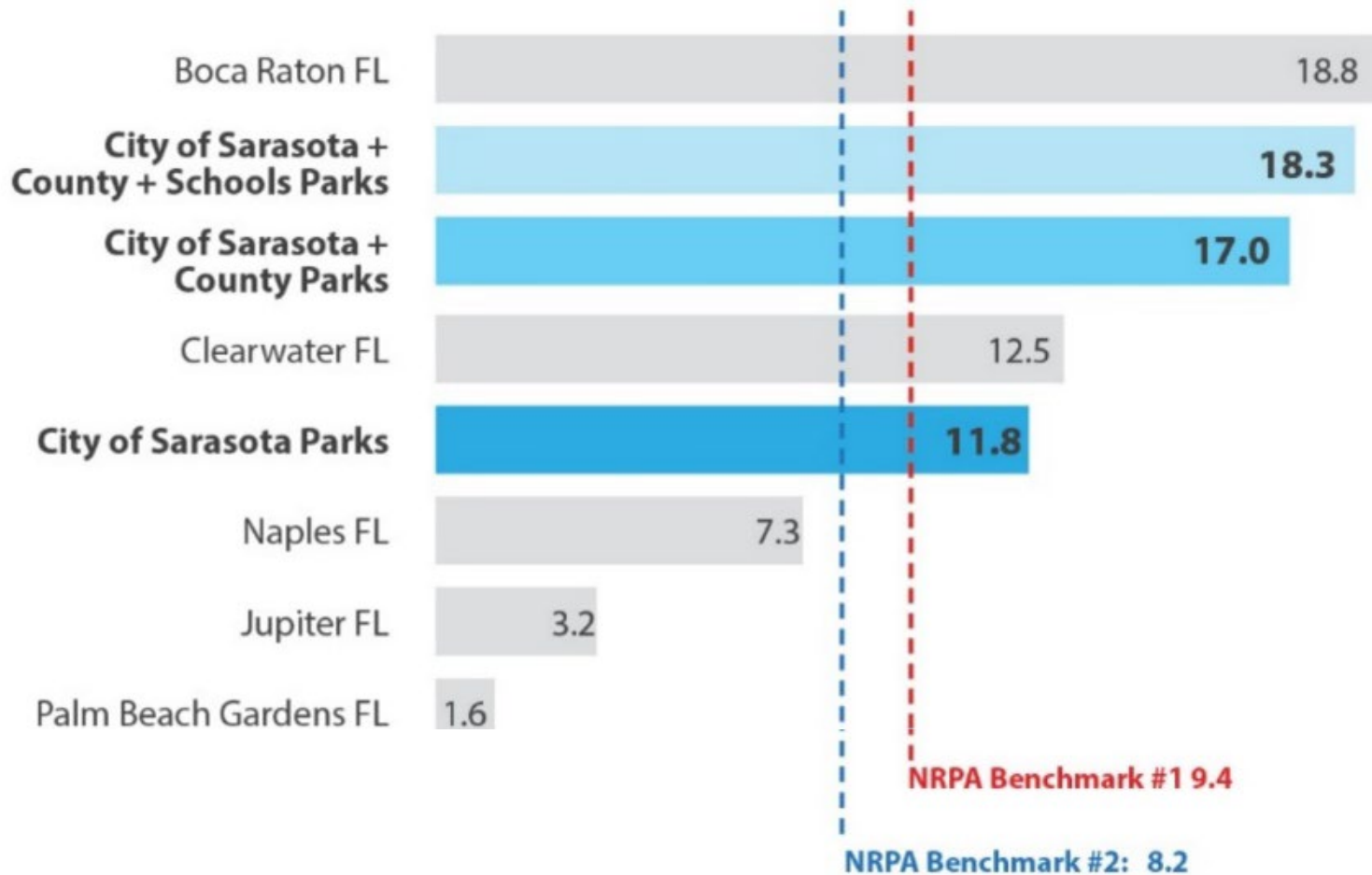
sobre Doral

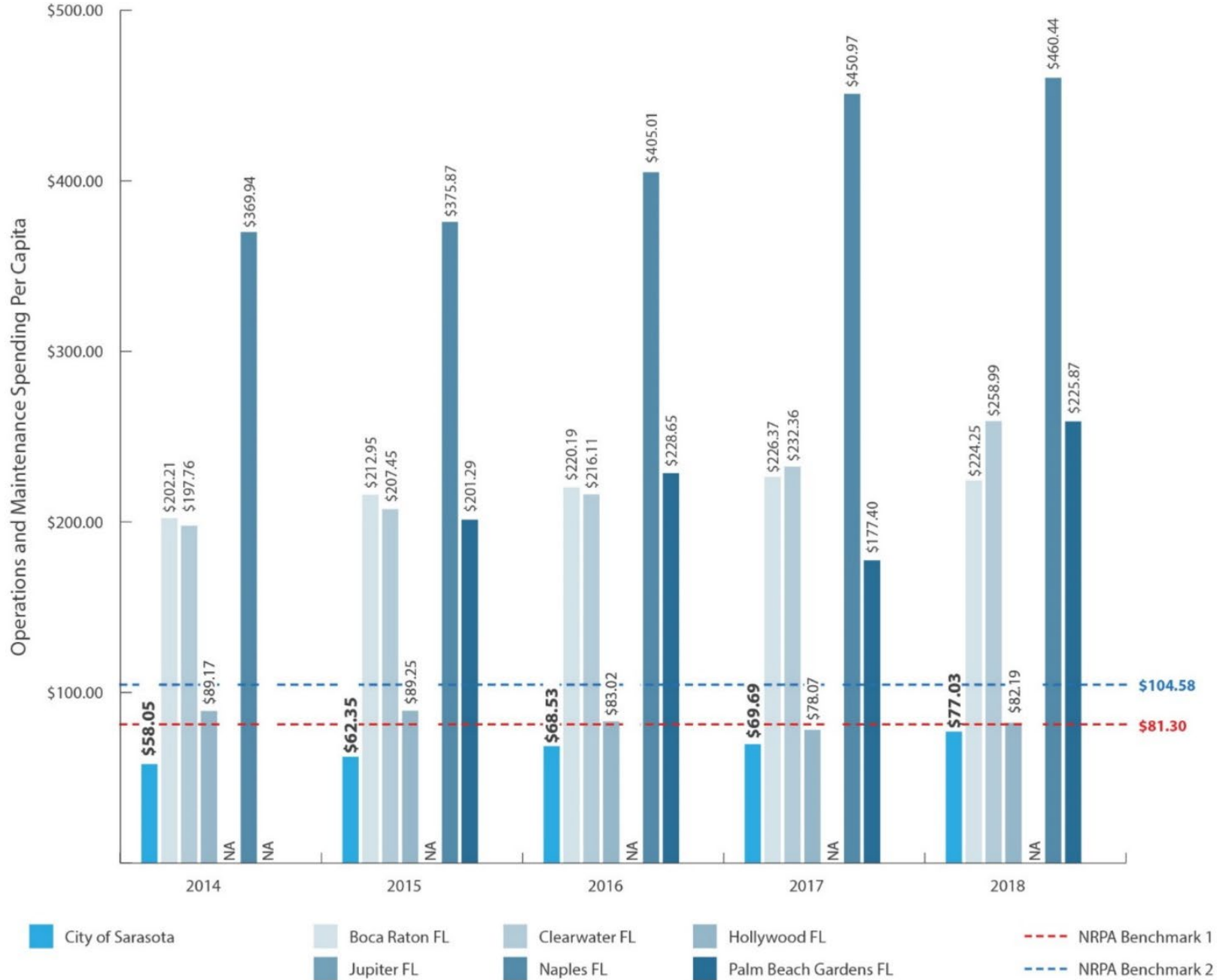
La Ciudad de Departamento de Parques y Recreación de Doral ofrece varios programas, eventos y actividades que atienden a los residentes de la ciudad de todas las edades. A partir de instalaciones de clase mundial a los eventos anuales de la firma, el Departamento de Parques y Recreación es insuperable en la satisfacción del cliente y una programación de calidad. Para demostrar que, la Ciudad de Departamento de Parques y Recreación de Doral ha sido el recipiente de numerosos premios y reconocimiento en los últimos años. Lo más notable es que éramos un receptor del premio al Juego City EE.UU. seis años consecutivos (2010-2015), hemos sido finalista del Premio Nacional de la medalla de oro (2013), y estábamos ganadores del Premio a la Excelencia Agencia (2014). Estos premios son un testimonio de la increíble impacto que nuestros parques tienen en nuestros

	Mail/ Telephone Survey	Online Survey (50%+ “need more”	Public/ CCNA Workshops (20% or more participants)	Commission Interviews	Level-of- Service Analysis	Site Evaluations
Amenity Priorities:						
Natural areas/nature parks	●	●	-	-	●	●
Restrooms at existing parks	●	●	●	●	-	●
Paved multi-purpose trails	●	●	●	●	-	-
Unpaved walking and hiking trails	●	●	●	●	-	-
Neighborhood parks	●	●	●	●	●	-
Sidewalks	●	●	-		-	-
Park benches/seating	●	●	-	●	-	●
Park shelters and picnic areas	●	-	●	●	●	●
Dog parks	-	-	-	-	-	-
Community gardens	-	●	-	-	-	-
Large community parks	-	●	-	-	-	-
Water access (non-motorized)	-	●	●	-	-	-
Community/ recreation/ teen centers	-	●	-	-	●	●
Improved maintenance	-	-	-	●	-	●
Safety, better lighting	-	-	-	●	-	●
Shade	-	-		●	-	●
Programming Priorities:						
Community special events	●	●	-	-	-	-
Adult fitness/wellness	●	●	●	-	-	-
Nature programs/environmental education	●	●	●	-	-	-
Movies in the park	●	●	-	-	-	-
Outdoor dining	●	●	-	-	-	-
Music programs	●	●	-	-	-	-

VISIONING

Comparables, Benchmarking (e.g. Acreage, O&M)



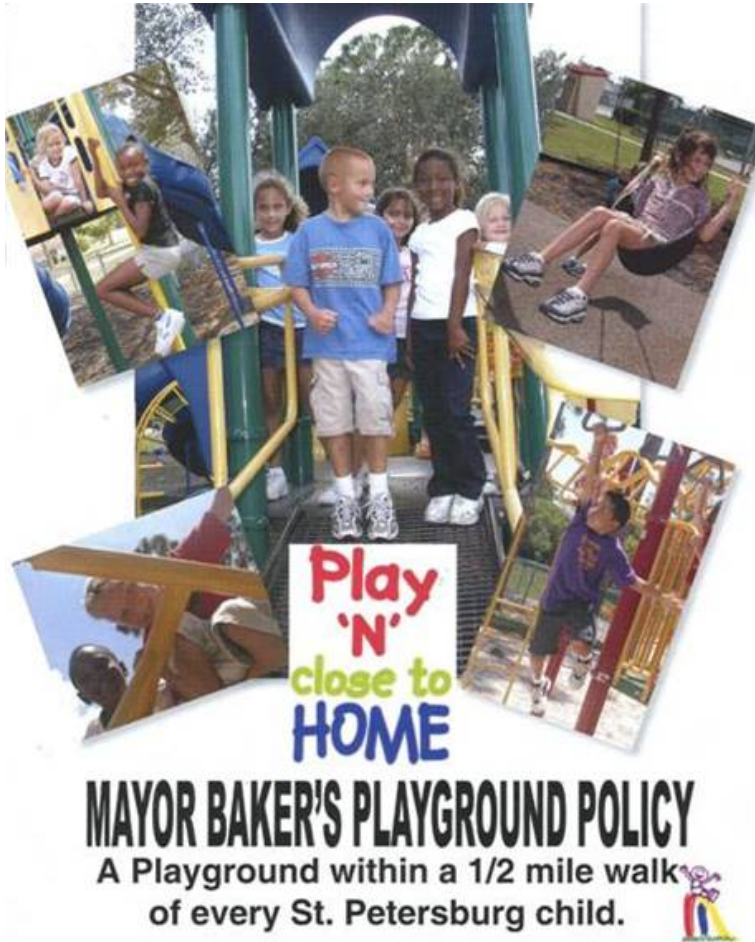


VISIONING Vision Workshop



VISIONING

Guiding Principle – Equity



VISIONING

Guiding Principle – High Performance Public Spaces



Social

- Improves the neighborhood
- Improves social and physical mobility
- Encourages health and fitness
- Provides relief from urban congestion, stressors
- Provides places for formal and informal social gathering, art, performances, events
- Provides opportunities for individual, group, passive and active recreation
- Facilitates shared experiences among different groups
- Attracts diverse populations
- Promotes creative and constructive social interaction



Environmental

- Uses energy, water, and resources efficiently
- Improves water quality of both surface and ground water
- Serves as a net carbon sink
- Enhances, preserves, promotes, or contributes to biological diversity
- Hardscape materials selected for longevity of service, social/ cultural/ historical sustainability, regional availability, low carbon footprint
- Provides opportunities to enhance environmental awareness and knowledge
- Serves as an interconnected node within larger scale ecological corridors and natural habitat

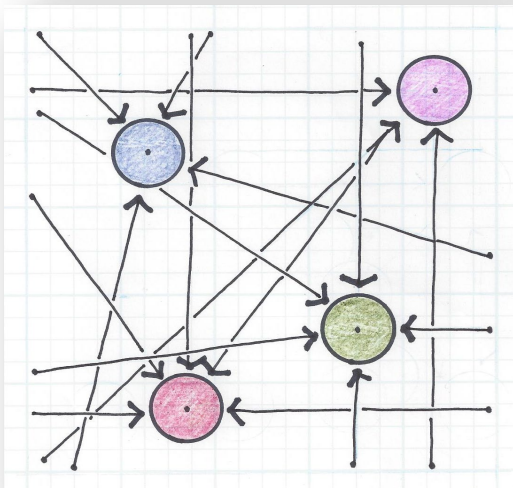
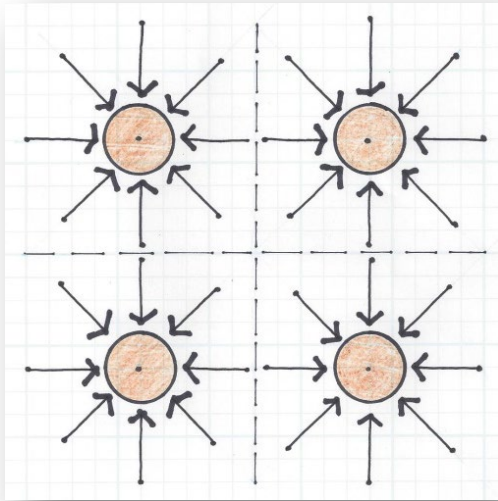


Economic

- Creates and facilitates revenue-generating opportunities for the public and/or the private sectors
- Creates meaningful and desirable employment
- Indirectly creates or sustains good, living wage jobs
- Sustains or increases property values
- Catalyzes infill development and/or the re-use of obsolete or under-used buildings or spaces
- Attracts new residents
- Attracts new businesses
- Generates increased business and tax revenues
- Optimizes operations and maintenance costs

VISIONING

Service Delivery Models and Classifications



Top Tier Facilities and Programs

Least common facilities and programs that have the highest level of amenities, highest level of maintenance, highest level of staffing and / or highest cost recovery goals

Middle Tier Facilities and Programs

Base Tier Facilities and Programs

Most common facilities and programs that have the lowest level of amenities, lowest level of maintenance, lowest level of staffing and / or lowest cost recovery goals

7 ELEMENTS

Parkland

Recreation
Centers

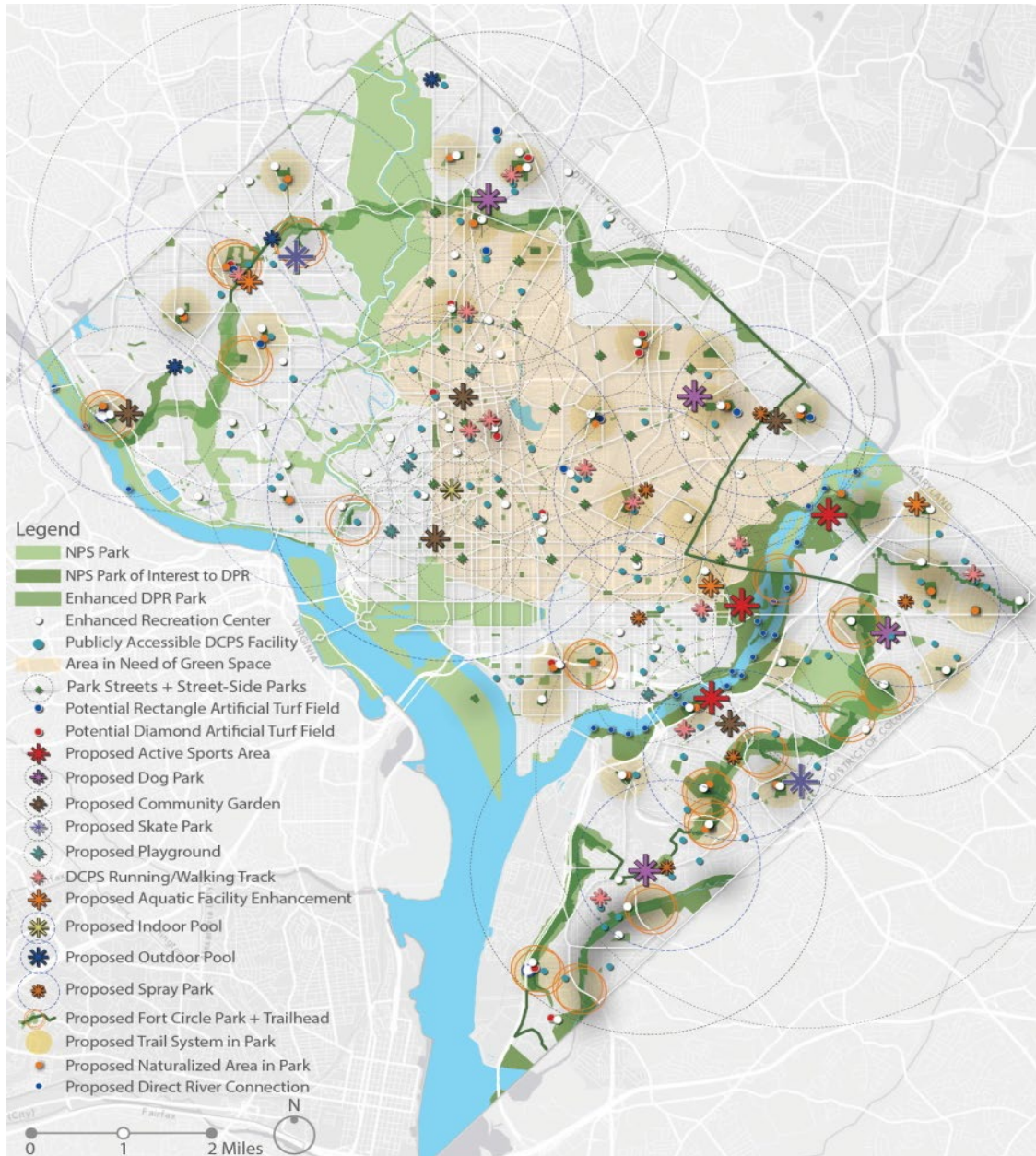
Aquatic
Facilities

Outdoor
Recreation
Amenities

Programs

Trails +
Bikeways

Environmental
Lands



TARGETS

Every resident will be able to access a meaningful green space within a half-mile (10-minute walk) of home.

Every neighborhood cluster will have access to at least 4 acres of parkland per 1,000 residents. In the Downtown core, where population density is high and new parkland opportunities scarce, the target will be 2 acres for every 1,000 residents.

Every resident will be able to access a DPR Neighborhood Center—or the equivalent—within one-mile of home.

Every resident will have access to an indoor pool within 2 miles

An outdoor pool within 1.5 miles

A spray park within 1 mile

80% of District residents will rate their access to desired Outdoor Recreation Amenities as Good or Excellent.

Expand access to outdoor recreation amenities per demand.

25% of DC residents will participate in a DPR program or programs.

90% of participants will rate their experience in DPR programs as Good or Excellent.

90 percent of DPR parks will be accessible on foot and by bicycle.

Increase natural features on DPR properties, such as trees, gardens, or wetlands, by 40 percent.

GATHERING AND ANALYZING DATA

	DATA TYPE	DATA SOURCE	DATA ANALYSIS
EXISTING CONDITIONS			
1.4 Review Planning Documents	Secondary	City of Hollywood Broward County	Thematic Analysis, Coding
1.5 Draft Implementation Framework	Qualitative	City of Hollywood, BA Funding Data	Thematic Analysis, Coding, Quantification
2.1 Demographic Analysis and Trends	Secondary, Qualitative	City of Hollywood, US Census, ESRI	Quantification
2.2 Inventory, Base Map	Quantitative	City of Hollywood, Broward County, Florida Geographic Data Library (FGDL)	Quantification
2.3 Park Evaluations	Qualitative	Field Observation	Thematic Analysis, Quantification
2.4 LOS Analysis	Quantitative	City of Hollywood, NRPA Park Metrics, Statewide Comprehensive Outdoor Recreation Plan (SCORP)	Quantification, GIS Network Analysis
2.5 O&M Assessment	Secondary	City of Hollywood, NRPA Park Metrics	Quantification
NEEDS AND PRIORITIES			
3.1 Public Workshops	Qualitative		Thematic Analysis, Coding, Quantification
3.2 Interviews	Qualitative	Interviews	Thematic Analysis, Coding, Quantification
3.3 Mail/ Phone Survey	Quantitative	Survey	Statistical Analysis
3.4 Online Survey	Quantitative	Survey	Thematic Analysis, Coding, Quantification
VISIONING			
4.1 Comparables, Benchmarking	Quantitative	Municipal Data, NRPA Park Metrics	Quantification
4.4 Cost Estimate	Secondary	BA, Comparable Projects	Quantification
IMPLEMENTATION			
5.2 Framework/ Funding Strategy	Quantitative	City of Hollywood, BA Funding Data	Thematic Analysis, Coding, Quantification

PRESENTATION OUTLINE:

1. Who will be the on-site staff vs. office/satellite staff? What are the roles of each staff member?
2. Expound on methodology: How will your firm gather and analyze the data?
3. How will the City receive project status updates if awarded the Parks Master Plan?
4. What are your expectations of City staff?
5. Summary



PROJECT STATUS UPDATES

- Bi-Weekly Conference Calls
- Interim Submittals
- Updated Schedules
- Invoice Progress Reports
- Interim Presentations

		Fees per Task	Approx. Percent Complete	Fees Earned to Date	Amount Previously Invoiced	Amount Due This Month
PHASE 1 PRELIMINARY IMPLEMENTATION FRAMEWORK						
1.1	Project Management Support	\$4,240.00	20.00%	\$848.00	\$424.00	\$424.00
1.2	Staff Kick-off Meeting	\$5,780.00	100.00%	\$5,780.00	\$5,780.00	\$0.00
1.3	Steering Committee Kickoff Meeting	\$2,350.00	100.00%	\$2,350.00		\$2,350.00
1.4	Review of Planning Documents	\$4,300.00	50.00%	\$2,150.00	\$430.00	\$1,720.00
1.5	Draft Implementation Framework	\$1,410.00	0.00%	\$0.00		\$0.00
1.6	Review Meeting	\$590.00	0.00%	\$0.00		\$0.00
PHASE 2 EXISTING CONDITIONS ANALYSIS						
2.1	Demographics Analysis and Trends	\$4,780.00	100.00%	\$4,780.00		\$4,780.00
2.2	Inventory and Base Map	\$3,320.00	100.00%	\$3,320.00	\$1,660.00	\$1,660.00
2.3	Park Evaluations	\$5,940.00	100.00%	\$5,940.00		\$5,940.00
2.4	Existing Level-of-Service Analysis	\$1,930.00	0.00%	\$0.00		\$0.00
2.5	O & M Assessment	\$8,760.00	0.00%	\$0.00		\$0.00
2.6	Existing Conditions Summary	\$6,470.00	0.00%	\$0.00		\$0.00
PHASE 3 NEEDS AND PRIORITIES ASSESSMENT						
3.1	Public Workshops	\$3,050.00	100.00%	\$3,050.00		\$3,050.00
3.2	Interviews	\$3,600.00	100.00%	\$3,600.00		\$3,600.00
3.3	Statistically Valid Survey	\$16,810.00	35.00%	\$5,883.50	\$5,883.50	\$0.00
3.4	Online Survey	\$1,760.00	0.00%	\$0.00		\$0.00
3.5	Needs + Priorities Summary	\$5,290.00	0.00%	\$0.00		\$0.00
3.6	Needs Assessment Presentations	\$3,770.00	0.00%	\$0.00		\$0.00
3.7	Commission Presentation	\$2,590.00	0.00%	\$0.00		\$0.00
PHASE 4 VISIONING						
4.1	Comparables Benchmarking	\$2,060.00	0.00%	\$0.00		\$0.00
4.2	Visioning Workshop	\$8,430.00	0.00%	\$0.00		\$0.00
4.2	O&M Recommendations	\$13,100.00	0.00%	\$0.00		\$0.00
4.3	Parks Recommendations + Vision Map	\$4,300.00	0.00%	\$0.00		\$0.00
4.4	Cost Estimate	\$2,360.00	0.00%	\$0.00		\$0.00
4.5	Visioning Summary Document	\$4,990.00	0.00%	\$0.00		\$0.00
PHASE 5 IMPLEMENTATION STRATEGY AND FINAL MASTER PLAN						
5.1	Implementation Workshop	\$2,360.00	0.00%	\$0.00		\$0.00
5.2	Refined Implementation Framework, Strategies and Recommendations	\$1,660.00	0.00%	\$0.00		\$0.00
5.3	Draft Master Plan Report	\$5,700.00	0.00%	\$0.00		\$0.00
5.4	Draft Master Plan Presentations	\$3,780.00	0.00%	\$0.00		\$0.00
5.5	Commission Presentation	\$2,600.00	0.00%	\$0.00		\$0.00
5.7	Final Master Plan	\$7,225.00	0.00%	\$0.00		\$0.00
TOTALS:		\$145,305.00	25.95%	\$37,701.50	\$14,177.50	\$23,524.00
TOTAL DUE THIS INVOICE:						\$23,524.00

We have never failed to deliver on-time and within budget!

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STAFF ROLES, RESPONSIBILITIES

A Collaborative Partnership

- Provide Data
- Participate in Bi-weekly Calls
- Review and Comment on Interim Documents
- Coordinate Interviews, Focus Groups, Workshops, Presentations
- Participate in Visioning, Implementation Workshops
- Coordinate Review and Approval Process



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SUCCESSFUL IMPLEMENTATION

Recent Examples

- City of Sarasota Parks District
- Doral \$150M Bond Referendum
- Cape Coral \$60 Bond Referendum
- Palm Beach \$14M Sea View Community Center
- North Port \$12 M Aquatics Complex
- Tamarac \$10 M CIP Projects
- Alachua County/ Gainesville \$130M ½ Cent Sales Tax



WHY HIRE BARTH ASSOCIATES TEAM

- Local + regional + national thought-leaders in parks and recreation planning; establishing “next practices”
- Thoughtful, tailored, flexible methodology to meet your needs, including scope and fees
- Responsive communicators, on-time and on-budget delivery



American Planning Association
Making Great Communities Happen



PARKS MASTER PLAN

