Hollywood FLORIDA

See Life. See Opportunities.

Parks Master Plan

RFQ – 4584 – 18 - RL

Interview Presentation December 6, 2018

MILLER LEGG
IMPROVING COMMUNITIES. CREATING ENVIRONMENTS.

GREENPLAY LLC
The Leading Edge In Parks, Recreation, And Open Space Consulting

RRC ASSOCIATES

DC

City of Hollywood, Florida
Parks, Recreation & Cultural Arts Department

GreenPlay, LLC

Teresa Penbooke, PhD, MAOM, CPRE
Principal-in-Charge

Art Thatcher, MPA, CPRP
Project Manager

Becky Dunlap, CPRP
Project Consultant

Primary Responsibilities:
Project Management and Oversight
Community Outreach and Public Input Facilitation
Operational and Financial Analysis
Visioning and Development of Recommendations
Successful Development of Final Report

Design Concepts

Rob Layton, PhD, FASLA
Principal

Primary Responsibilities:
Inventory and GRASP® Component Based Method for Level of Service Analysis

Miller Legg *SBE

Michael Kroll, RLA, FASLA
Senior Landscape Architect/
Local Project Manager

Vanessa Ruiz, RLA,
Landscape Architect

Liudmila Fuentes
Landscape Architect

Primary Responsibilities:
Landscape Architecture
Site Analysis/Planning
Capital Recommendations
Conceptual Costing

RRC Associates

Chris Cares
Principal

Primary Responsibilities:
Statistically-Valid Survey
Online Open Link Survey

Grant Printing

Print and assemble the final copies of the report

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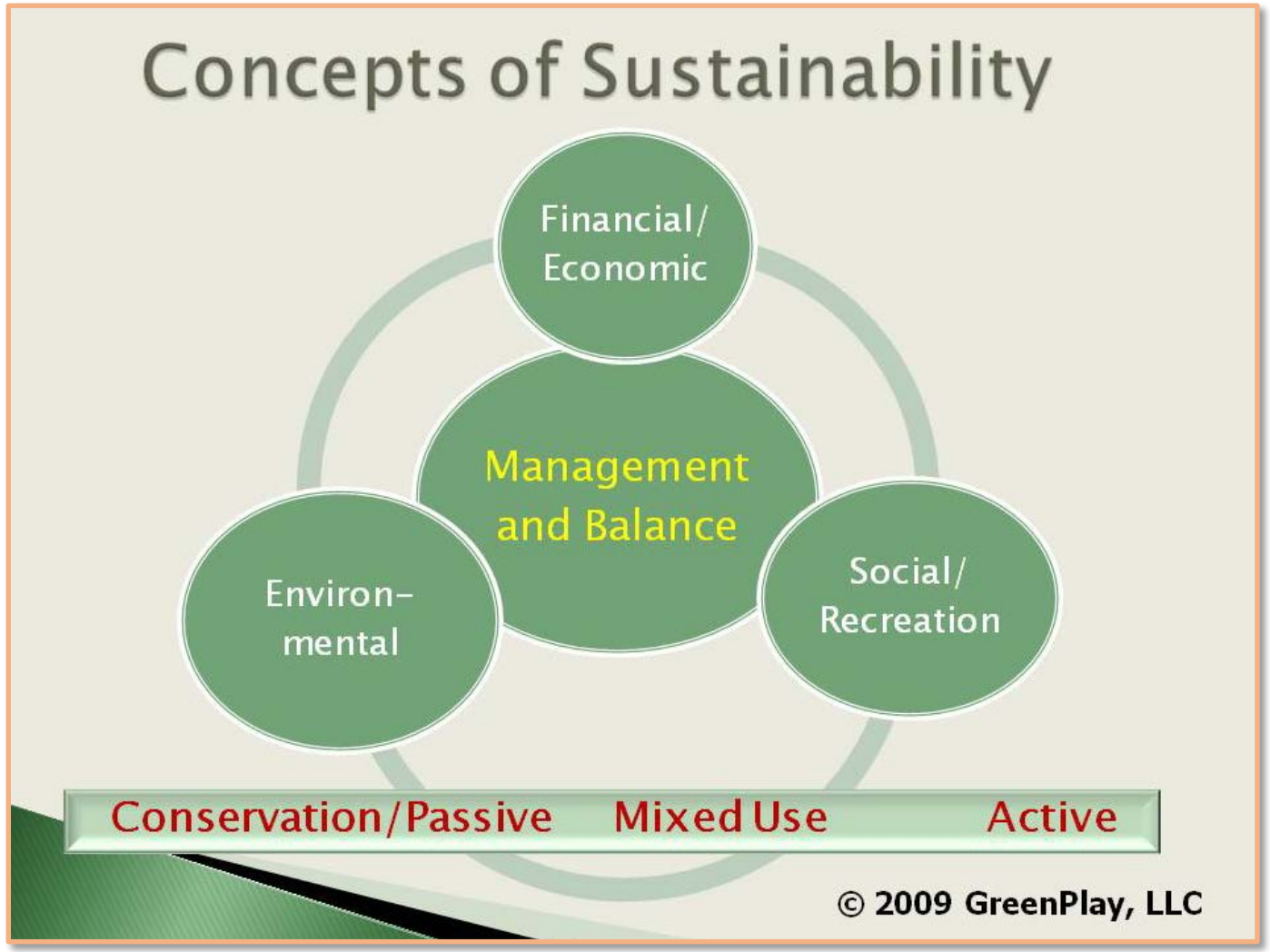
DC

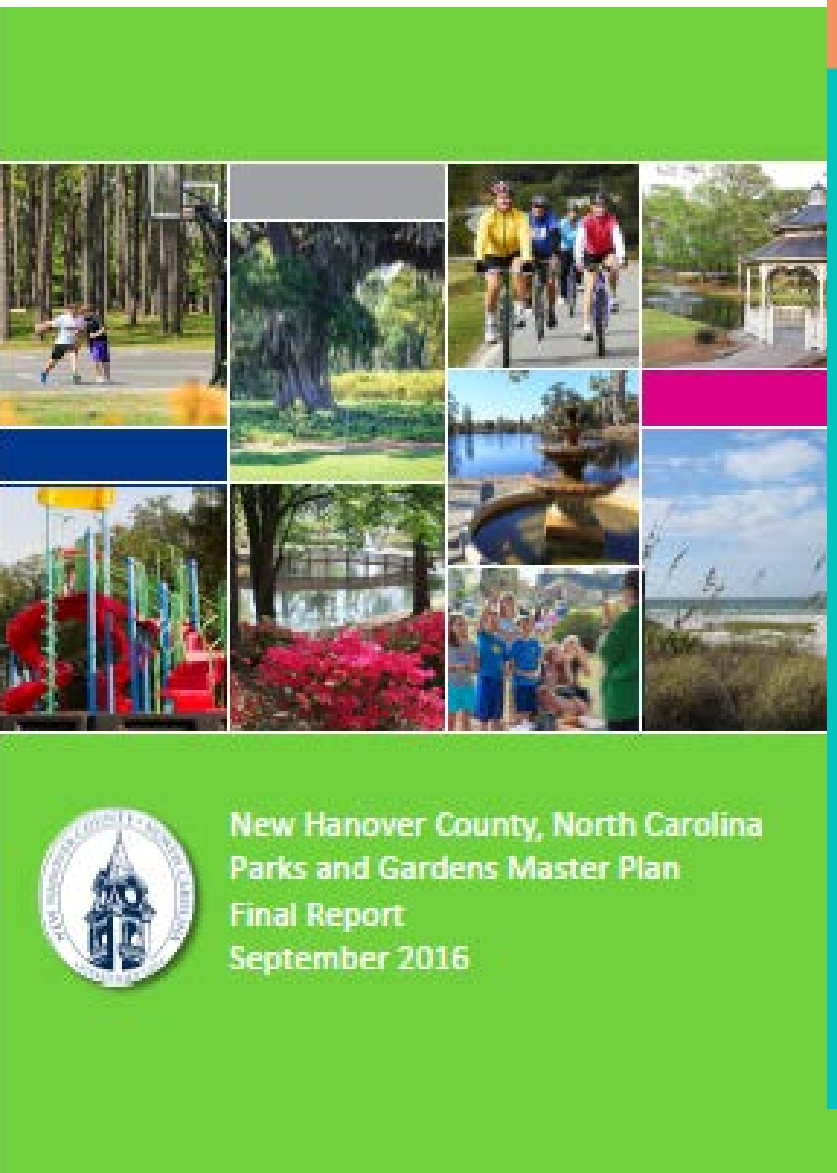
We Help Communities Thrive

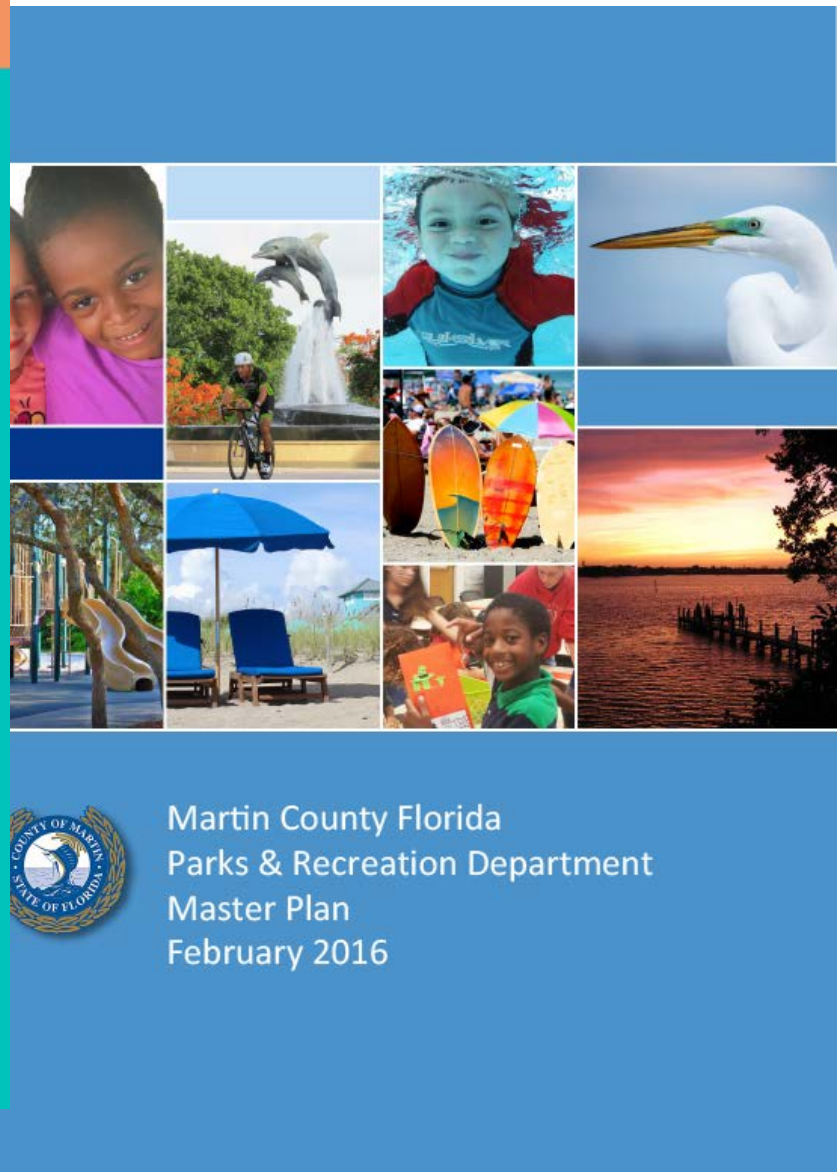


Plans and Related Services for over 500 communities nationwide since 1999

Commission for Accreditation of Park and Recreation Agencies
CAPRA
ACCREDITED

Similar Projects





GreenPlay Team Approach & Specialized Experience

- ✓ Experienced and curious consultants
- ✓ Understand parks and recreation role in extraordinary places
- ✓ Bring best practices from national work
- ✓ Understand ever-changing community dynamics
- ✓ Customized approach with national and regional experience
- ✓ Consultants who have been on your side of the table
- ✓ Believe building relationships with staff and stakeholders is key to a successful plan

Our Winning Formula

Personalized Service
+ Achievement of Goals

Great Relationships

We understand what it takes to both create and implement

Our Approach is Comprehensive

Well Thought Out, Yet Flexible

Strategic Master Planning Process

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Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.

Mixed Methods Information Gathering

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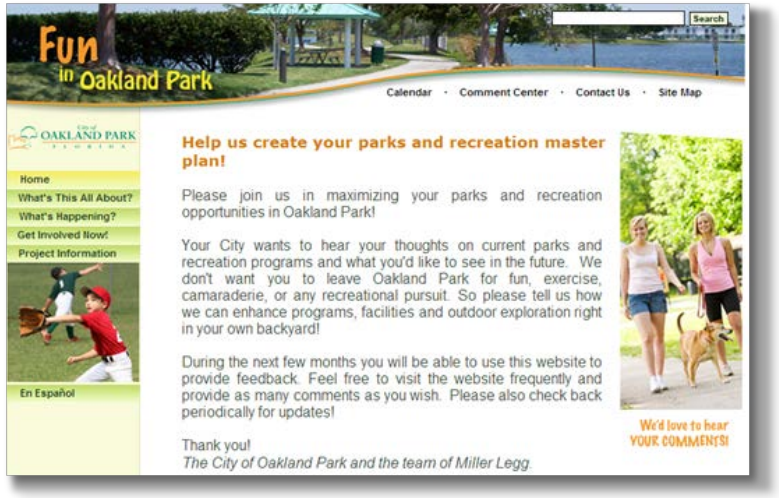
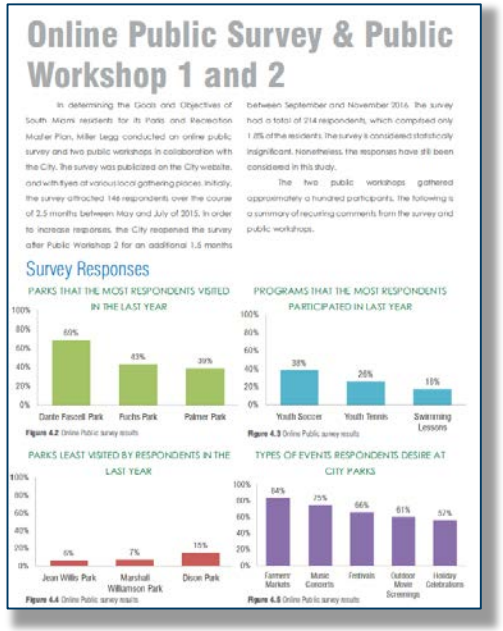
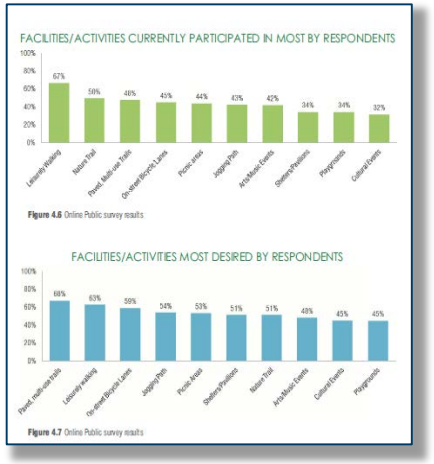
Engaging Users & Current Non-Users

- **Statistically-valid survey by mail/web**
- **Ability to reach users, non-users and voters**
- **Geo-coding and Customized**
  - ✓ Specific to Hollywood's key issues including awareness, needs, satisfaction, participation, desires, priorities, and willingness to pay
- **Expect 10% +/- response**
  - ✓ 95% level of confidence
  - ✓ +/- 5% margin of error overall
- **Extensive analysis of responses for better decision making**

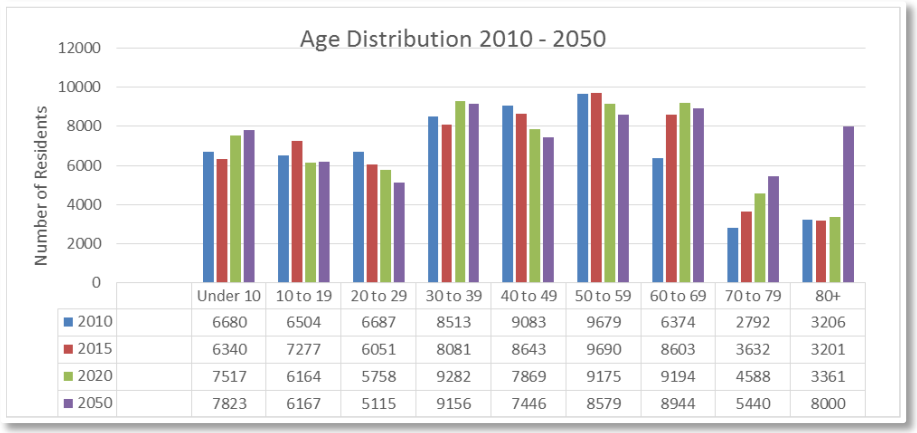




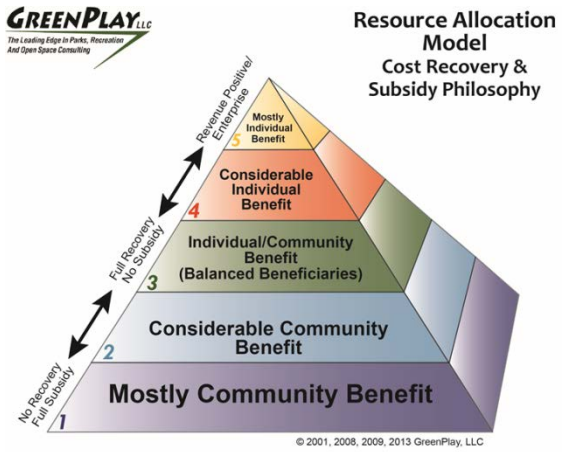


Comprehensive Analysis & Assessment

- **Demographic Analysis**
- **Parks & Recreation Trends**
- **SWOT Analysis**
- **Programs & Services Analysis**
- **Financial Analysis**
- **Alternative Funding and Partnerships**



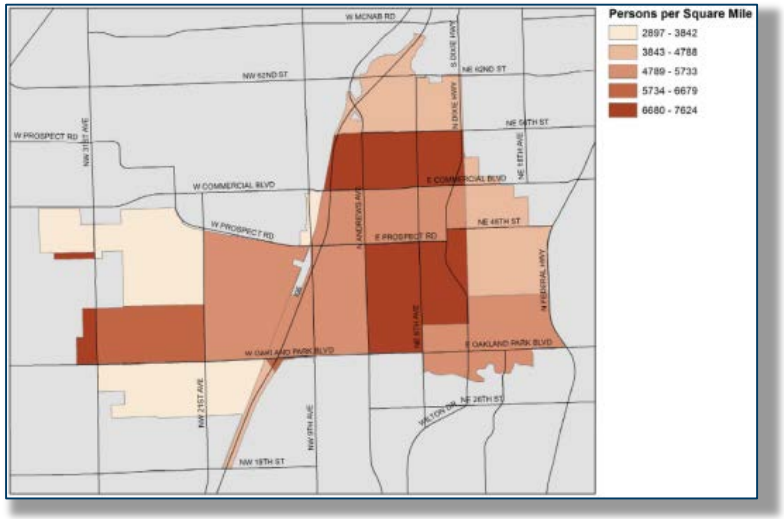
	Under 10	10 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80+
2010	6680	6504	6687	8513	9083	9679	6374	2792	3206
2015	6340	7277	6051	8081	8643	9690	8603	3632	3201
2020	7517	6164	5758	9282	7869	9175	9194	4588	3361
2050	7823	6167	5115	9156	7446	8579	8944	5440	8000



Mapping & Demographics

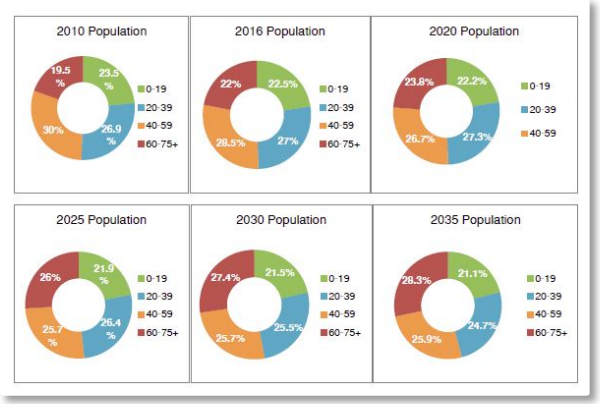
NRPA Recreation Program Benchmarks[1]		
Programs	South Miami[2]	Median for Jurisdictions between 7,000 and 17,000
Registrations for Athletic Programs		
Youth Athletic Programs	1,900	5,456
Adult Athletic Programs	1,180	2,972
Program Activities		
Number of programs offered	23	28
Total program users	4,995	6,000
Program Activity Resources		
Program Operating Budget	$20,000	$55,000
Revenue from fees	$69,276	$81,841

Table 5.6 NRPA Recreation Program Benchmarks



Review & Compile Existing Data

- As initial framework for mapping
- For geographic area comparisons

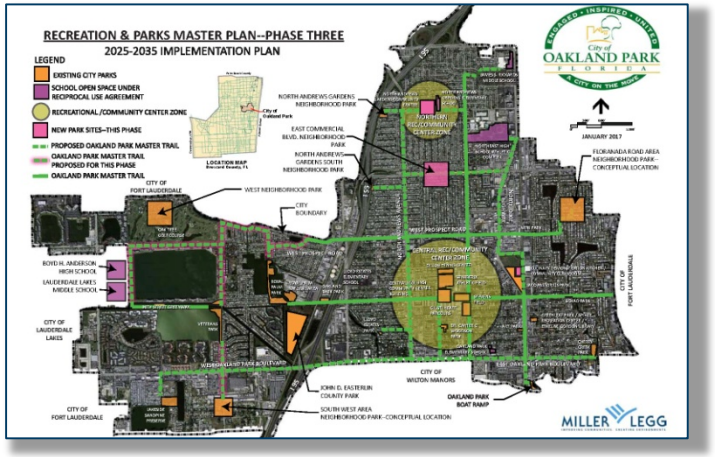


Add Parks & Recreation-Specific Data

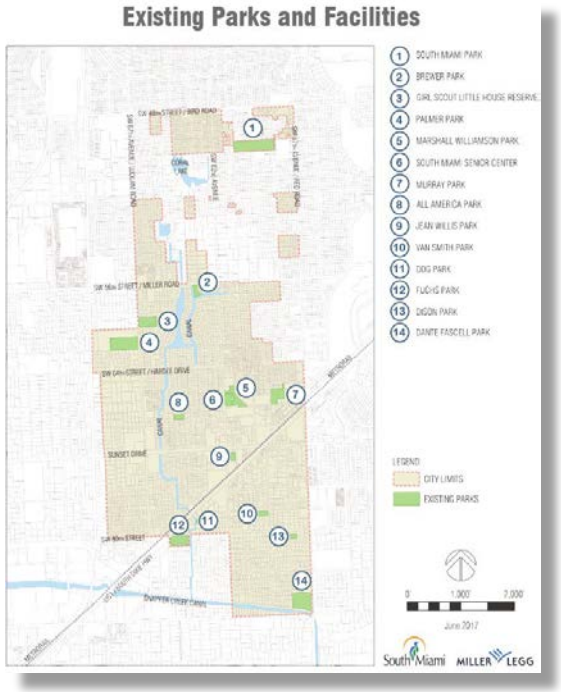
- From site visits for inventory
- Info from comprehensive plan & maps

Create Enhanced GIS Database

- For needs assessment
- Individual maps for planning & communication



Park Planning LOS Analysis



NRPA Agency Budget Benchmark			
Item	City of Plantation	Median for Jurisdictions between 80,000 and 100,000	Variation from national median
City Total Operating Budget	$225,586,262	$48,866,744	$176,719,518
Parks Dept. Total Operating Budget	$12,664,904*	$8,473,770	$4,191,134
% of City budget for parks agency	5.61%	17.34%	-11.73%

NRPA Staffing Benchmarks by Phase		
Staffing	City of Plantation	"Median for Jurisdictions between 80,000 and 100,000"
Full-time Employees	92	51.3
Non Full-time Employees	154	113

NRPA Recreation Program Benchmarks		
Programs	City of Plantation	Median for Jurisdictions between 80,000 and 100,000
Number of programs offered	664	587.5
Total program users	192,633	18,165

Population Based Distribution

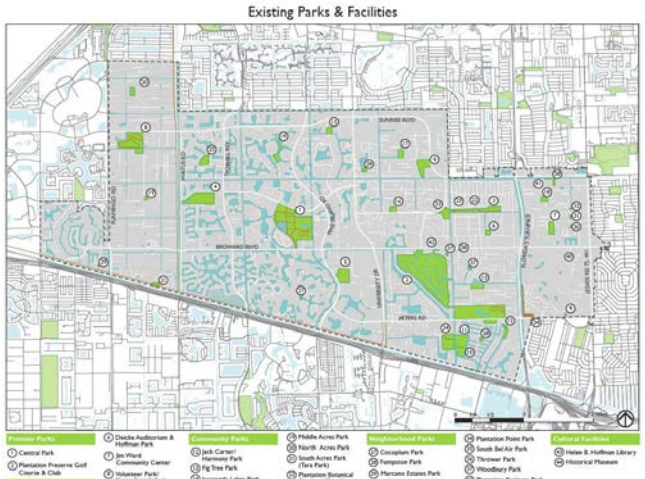
- Demographic analysis within parkshed
- Age distribution within parkshed

Access based distribution

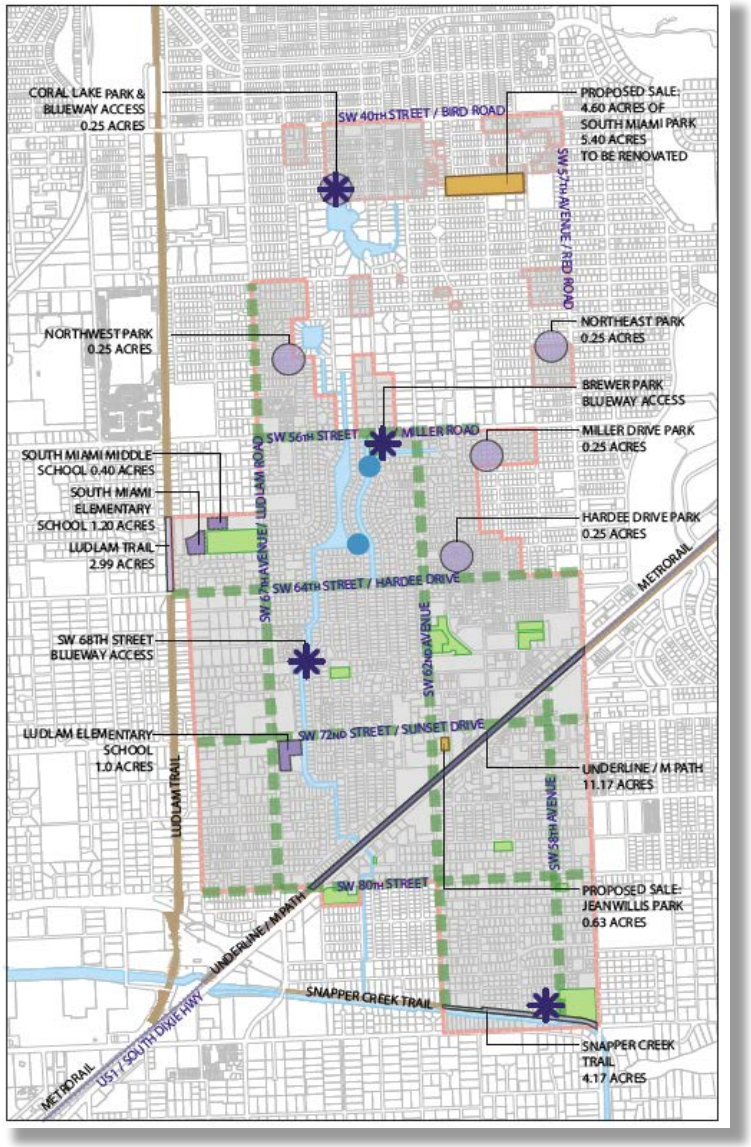
- Distance from general park facilities
- Distribution of specialty facilities

Demographic Data						
Characteristics	Plantation		Florida		United States	
	Total	Percentage	Total	Percentage	Total	Percentage
Total Population	88,329[1]		19,934,451[3]		318,558,162[2]	
Age						
Median Age[2]	40.2		41.6		37.7	
Age 0-19	19,899[1]	22.5%[1]	4,542,114[2]	22.8%[2]	82,296,405[2]	25.8%[2]
Age 20-39	23,870[1]	27.0%[1]	5,006,458[2]	25.1%[2]	86,005,684[2]	27.0%[2]
Age 40-59	25,149[1]	28.5%[1]	5,322,498[2]	26.7%[2]	85,055,029[2]	26.7%[2]
Age 60-75+	19,411[1]	22.0%[1]	5,026,108[2]	25.2%[2]	64,965,448[2]	20.4%[2]
Race and Ethnicity (2016)[2]						
White	62,843	71.1%	15,130,748	75.9%	233,657,078	73.3%
Black or African American	18,899	21.4%	3,216,994	16.1%	40,241,818	12.6%
American Indian and Alaskan Native	26	0.03%	52,904	26.5%	2,597,817	0.82%
Asian	4,032	4.6%	521,272	2.6%	16,614,625	5.2%
Native Hawaiian and other Pacific Islander	58	6.6%	11,288	0.06%	560,021	0.18%
Some other race	2247	2.5%	505,877	2.5%	15,133,856	4.8%
Two or more races	2773	3.1%	495,368	2.5%	9,752,947	3.1%
Hispanic	22,215	25.2%	4,806,854	24.1%	55,199,107	17.3%
Income (2016)[2]						
Median Household Income	$67,510.00		$48,900.00		$55,322	
Per Capita Income	$35,945.00		$27,598.00		$29,829	
Families below poverty level		6.9%		11.7%		11.0%
Persons below poverty level		9.5%		16.1%		15.1%

1. Bureau of Economic and Business Research. (2018) Population Projection by Age for 2000-2040. University of Florida. http://flhousingdata.shimberg.ufl.edu Accessed 7/5/2018
2. Census Bureau. (2016). 2012-2016 American Community Survey 5-Year Estimates. Retrieved from http://factfinder.census.gov/ Accessed 7/5/2018



Capacity & Connectivity

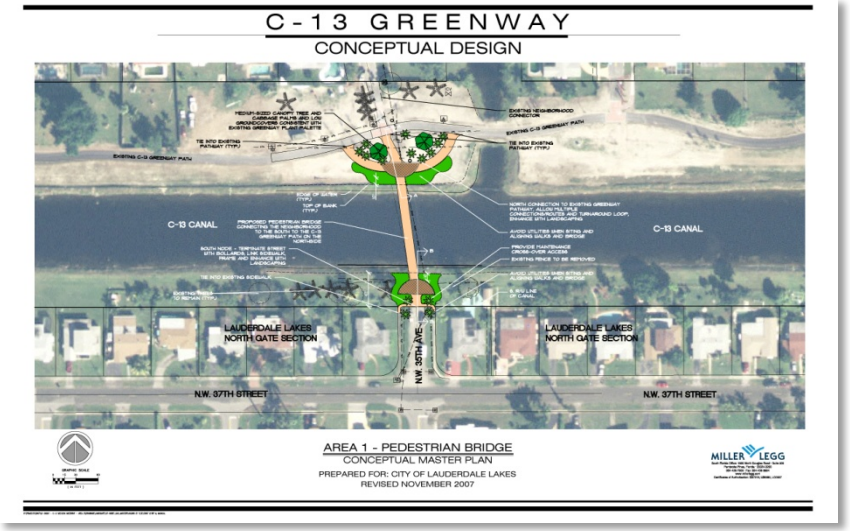


Capacity

- Internal infill
- Adjacent expansions
- New park facilities

Connectivity

- Internal to a park
- External to other locations
- Park to park connections through trails and walkways



SCHEMATIC PARK IMPROVEMENT PLAN

SCHEMATIC PARK IMPROVEMENT PLAN

What is GRASP®?

"People-Centered Planning"

Parks Inventory & Audit Tool

- Component-based
- GIS powered
- **Quality** and Quantity
- Standardized

Custom Level of Service Analysis

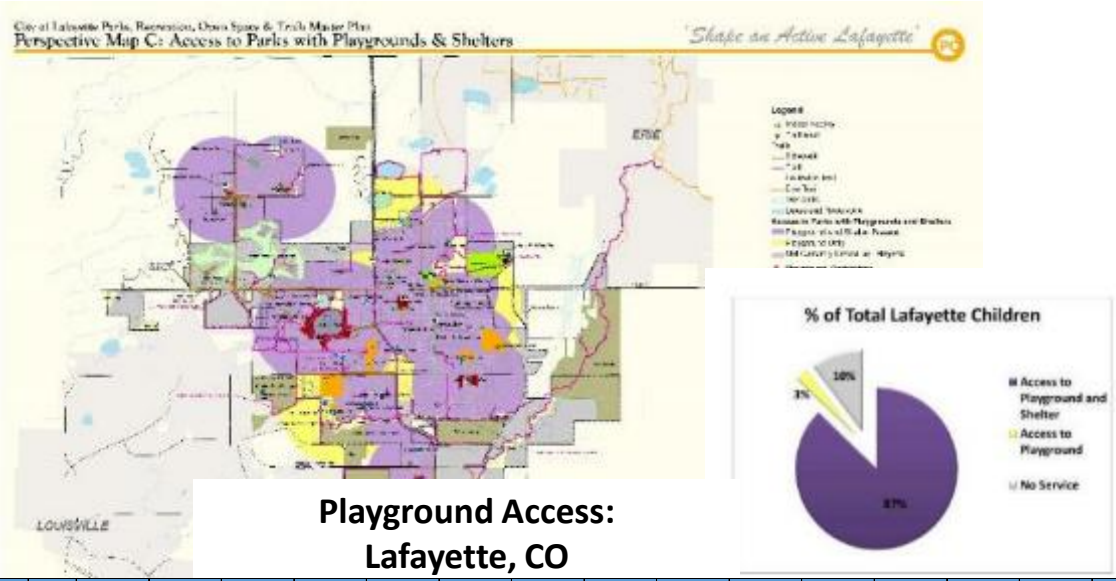
- Equity
- Distribution
- Access
- Gaps
- Benchmarks
- Demographics

Data-Driven Recommendations

- Evidence-based
- Priorities
- Action Items
- Low Hanging Fruit

Customized Analysis

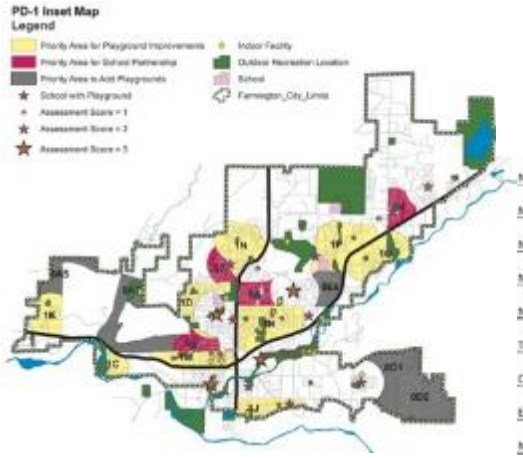
Unique to your Community!



Playground Access: Lafayette, CO

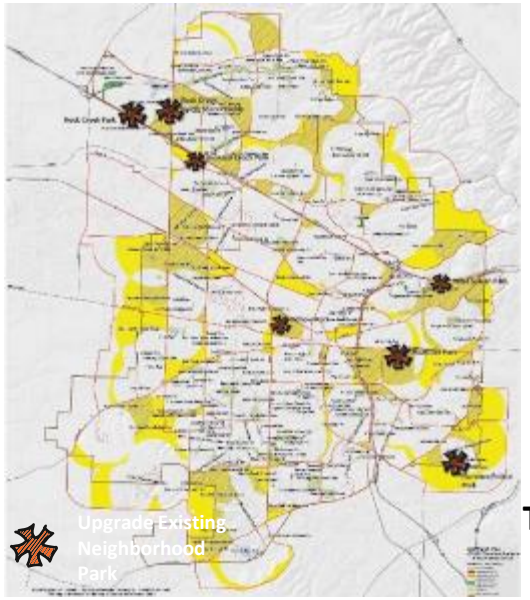
STATE	CITY	YEAR	POPULATION	STUDY AREA SIZE (Acres)	# OF SITES (Parks, Facilties, etc.)	TOTAL # OF COMPONENTS	AVG. # COMPONENTS per SITE	TOTAL GRASP® VALUE (Entire System)	GRASP® INDEX	AVG. SCORE/SITE	% of TOTAL AREA w/LOS >0	AVG. LOS PER ACRE SERVED	NUMBER OF COMPONENTS PER POPULATION	AVERAGE LOS/POP DEN PER ACRE	pop den (per acre)	% of Population with Threshold Access	% of Population with Walkable Threshold Access
CO	Green Valley Ranch	2013	14,897	1,156	17	67	3.9	374	25.1	22.0	100%	436	4	34	12.9		
CO	Wellington	2015	7,453	2,269	19	82	4.3	420.7	56	22.1	100%	82	11	28	3.0		
ND	Williston	2011	17,300	5,089	19	104	5.5	446	26	23.5	93%	129	6	38	3.4		
MO	Blue Springs	2016	53,309	16,911	21	216	10.3	1074	20	51.1	99%	173.5	4	55	3.2		35%
ID	Meridian	2015	94,289	*18,159*	21	207*	9.9*	1947	18	52.1	98%	196	2	37.8	5.2	NA	50%
TX	Pearland	2015	101,900	*30,468*	21	164	7.8	1556	15	74.1	85%	162	2	55.4	2.9	NA	50%
CO	Windsor	2007	16,178	*14,691*	21	166	7.9	NA	NA	NA	83%	142	10	129	1.1	NA	NA
OR	Woodburn	2007	23,952	5,066	24	110	4.6	257	11	10.7	100%	127	5	27	4.7		
CO	Golden	2016	20,201	6221	25	183	7.3	778.4	39	31.1	NA	NA	9	NA	3.2	99%	70%
CA	La Quinta	2006	39,614	22,829	27	143	5.3	611	15	22.6	79%	*78.0*	4	45	1.7		
CO	Berthoud	2016	5,756	8,296	28	85	3.0	473	82	16.9	73%	148.0	15	213	0.7	95%	61%
CO	Evergreen PRD	2011	22,736	48,154	28	170	6.1	902	39.7	32.2	100%	540	7	1143	0.5		
CO	Windsor	2015	22,038	*16,373*	30	213	7.1	1234	56	41.1	82%	184	10	137	1.3	92%	53%
CO	Brighton	2007	32,556	12,413	31	375	12.1	NA	NA	NA	82%	156	12	59	2.6		
FL	Winter Haven	2007	100,000	42,191	31	230	7.4	328	3	10.6	37%	175	2	74	2.4		
ID	Post Falls	2011	*29,062*	*24,928*	35	271	7.7	1005	35	28.7	71%	169	9	145	1.2		
NC	Wake Forest	2014	35839	13740	37	159	4.3	1491.2	41.6	40.3	0.9	164.8	4.4	63.2	2.6		
CO	Nederland	2012	3,074	46,142	38	142	3.7	620	201.7	16.3	NA	NA	46	NA	0.1		
MO	Liberty	2013	56,041	*53,161*	39	298	7.6	607	11	15.6	57%	107	5	102	1.1		
IL	Lisle	2005	32,200	6,239	39	171.5	4.4	734	23	18.8	100%	262.0	5	51	5.2		
CO	Sterling	2013	14,777	*3,913*	39	131	3.4	891	60.3	22.8	96%	279	9	74	3.8	NA	42%

Comparison to 60 other GRASP® Cities, over 3900 parks and 19,366 components



Priority Areas for Playground Additions or Improvements: Farmington, NM

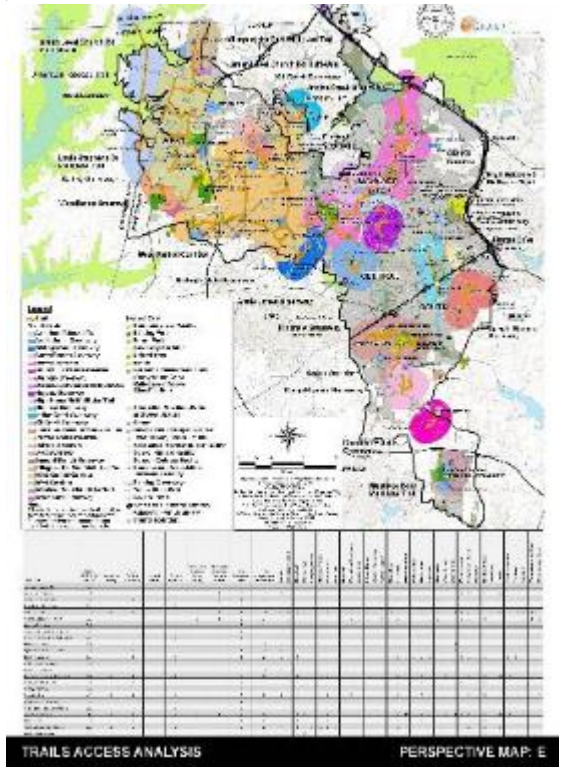
Neighborhood Park 2	H	Multiple parks in ped zone, fairly isolated park in north.	3272
Neighborhood Park 7	H	Isolated park, low/mod population, low income	2459
Neighborhood Park 1	M/H	multiple parks in ped zone but isolated	814
Neighborhood Park 3	M/H	Multiple parks in ped zone, but fairly isolated	2313
Neighborhood Park 4	M	multiple parks in ped zone but fairly isolated, see West Sylvan	1358
Truffel	M	multiple parks in ped zone but isolated in east	693
Cobb	L/M	Multiple parks in ped zone not isolated, see Hyland Woods and Wildwood	257
East Community Park	L	Minimal population impact currently, isolated park in ped zone, watch future development	71
Neighborhood Park 5	L	Multiple parks in ped zone not isolated, fringe area impact	323



Neighborhood Park Prioritization: Tualatin Hills Park and Rec District, OR

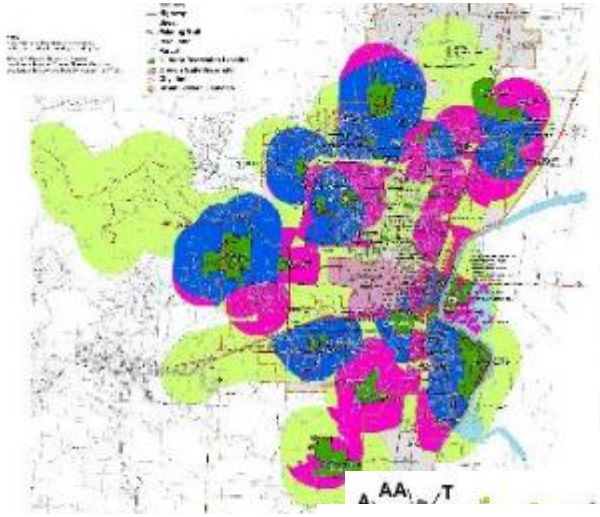
And a whole lot more…

Trails

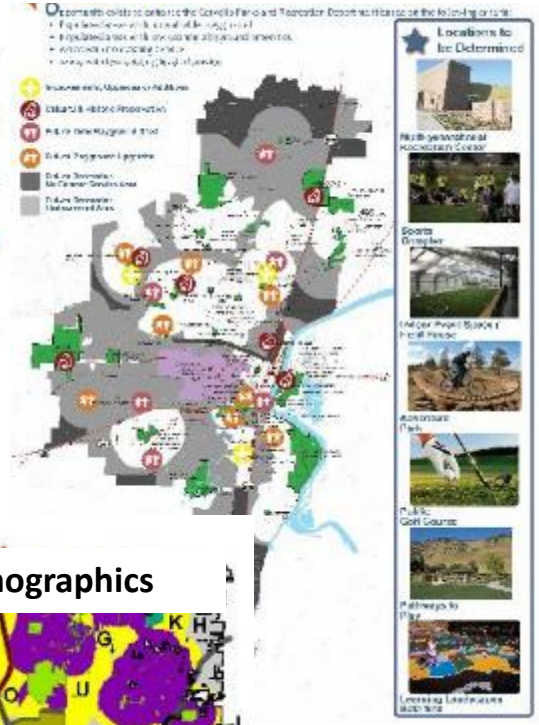


Inventory Atlas

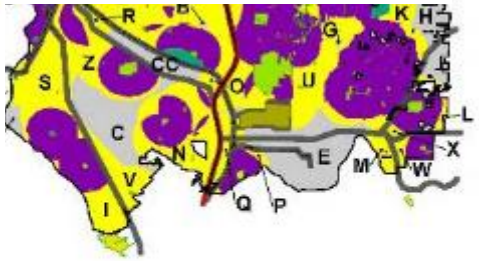
Composition



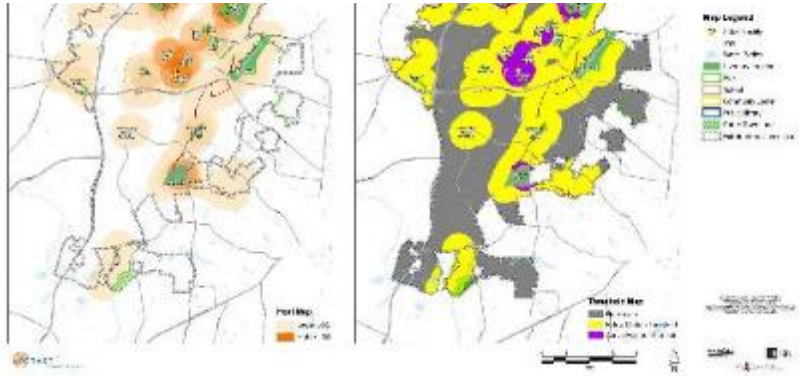
Recommendations

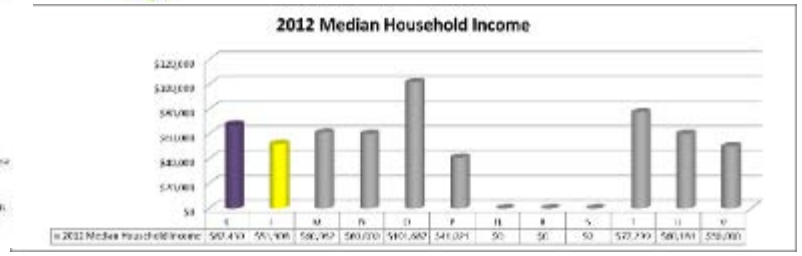


Isolated Demographics



Walkability Gaps





- **Photo documentation**
- **Park scorecards**
- **Recommendations**
- **Opportunities**

Findings and Visioning

Key Issues Matrix

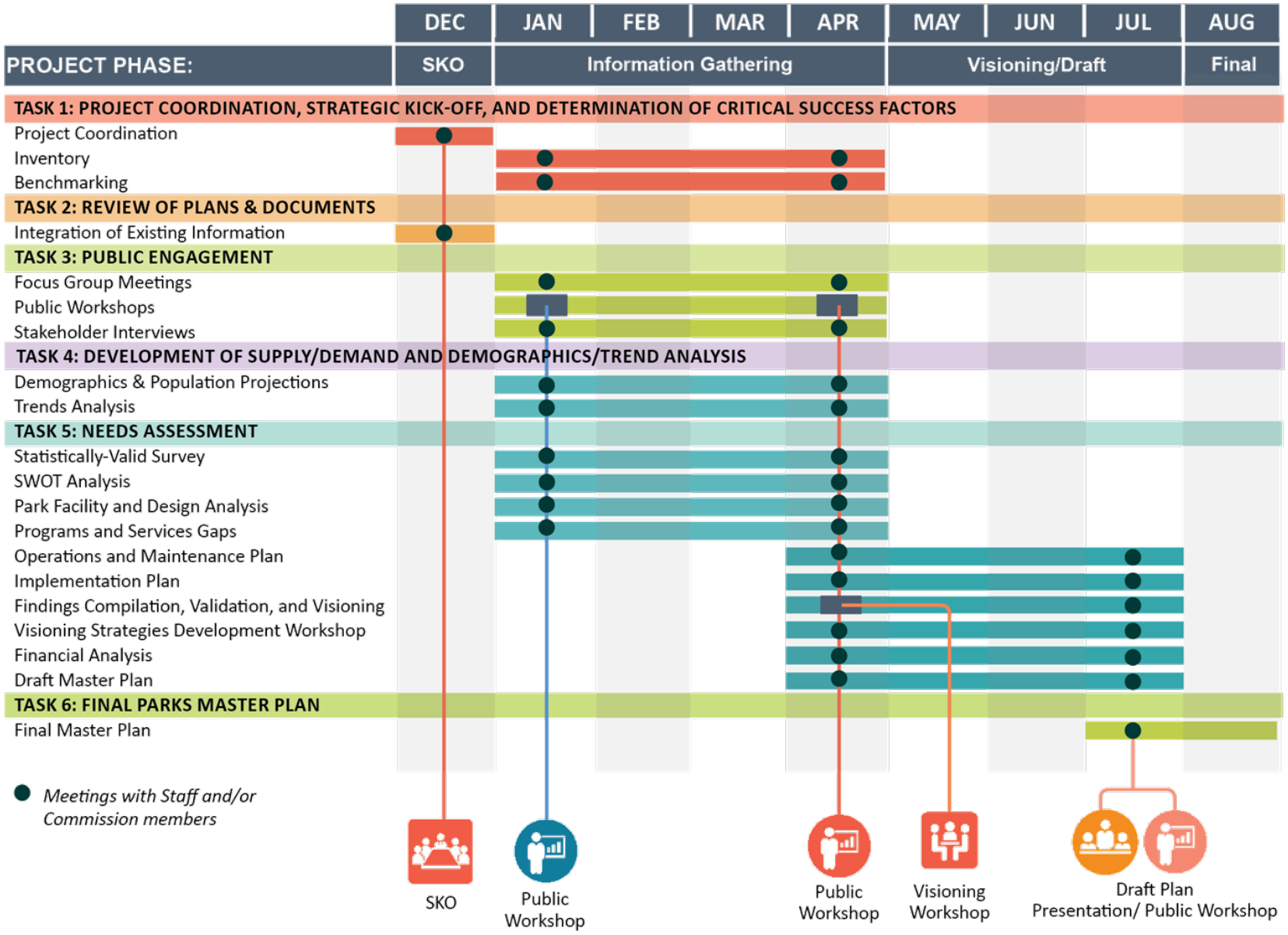
- Focus areas
- Source of input
- Priority ranking

Visioning Workshop

- Operational feasibility
- Constraints
- Vision
- Potential action steps

2014 Data Source	Qualitative Data				Quantitative Data			Consultant's Analysis and Professional Expertise
WEST PALM BEACH **Key Issue - Rating Scale** a - priority b - opportunity to improve c - minor or future issue **blank** means the issue didn't come up or wasn't addressed	Consultant Team	Staff Input	Public Input	Existing Documents	Community Survey	City Data	Facility Assessment/LOS	GREENPLAY LLC The Leading Edge in Parks, Recreation And Open Space Consulting **Preliminary Recommendations**
Organizational								
Need better marketing and communication of activities and facilities	a	a	a		a			Develop Marketing Plan to improve awareness and communication
Increase staffing for maintenance	a	a	a		a			Hire and train staff for current and future parks maintenance demand
Increase staffing for facilities operations	a	a	a		a			Hire and train staff for current and future facility usage demand
Explore installational of public access technology at public facilities	a	a	a		a			Explore istallation of Wi-Fi in public spaces
Programs and Service Delivery								
Need more programming for families, teens, seniors	a	b	a		b			Expand program opportunities for teens, families, youth in all locations
Increase programs in wellness/fitness, cultural, special needs	a	a	a		b			Expand programs in wellness/fitness, cultural, special needs
Increase number of events	a	b	b		a			Expand neighborhood & community special event opportunities
Increase aquatic opportunities	a	a	a		a			Review current schedule to maxamize usage and meet demand
Service delivery should reflect the diversity of the community	a	a	a		a			Develop programs and services in partnership with the nieghborhoods
Facilities and Amenities								
Maintain and improve existing facilities	a	a	a		a	a		Continue to implement existing plans & Master Plan
Develop connections with greenways and trails	a	a	a		a	a		Continue to develop greenways and expand to connect neighborhoods and parks
Meet current and future population demands through redesign of current facilities	a	a	a		b	a		Future facility expansion and redesign should include multipurpose use and repurposed spaces
Explore indoor aquatic facility	a	a	a		a	a		Future facility expansion should include additional aquatic facility
Explore outdoor amphitheater / special event venue			a		a			Future facility expansion should consider additional entertainment venues
Explore the addition of additional restrooms at parks			a		a			
Explore the need for additional lights at parks and athletic fields								
Level of Service								
Identify gaps that are in need of service	a		a				a	Consider geographic barriers when looking at future facilities and services
Varify other Service Providers are not filling gaps	a		a				a	
Finance								
Utilize equitable user fees	a	a	a	a	a			Develop Cost Recovery Policy
Pursue grant opportunities	a	a	a	a	a			Explore alternative funding opportunities
Explore Bond Referendum in 2020 after current Bond expires						a		Parks and Recreation Facilities Improvements

Proposed Schedule



Why The GreenPlay Team?

Our team provides you with…

- ✓ **Unparalleled local, regional, and national experience**
- ✓ **A comprehensive approach based on community engagement & professional experience**
- ✓ **Experience working both in leading departments & in community/team-based planning**
- ✓ **A plan that provides for public facilities & services that are successful from both a user & management standpoint**
- ✓ **Some of the most innovative thought-leaders in parks & recreation management**
- ✓ **Post project check-ins – Life long relationships**

GreenPlay believes that you are a client for life!

Thank You For Your Time & Consideration!

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