

Broward County, Florida Parks and Recreation Needs Assessment Findings and Visioning Sessions

July 18 & 19, 2012



Your Team Members Working with Broward County


- ❑ Teresa Penbrooke, MAOM, CPRE Project Manager
- ❑ Dr. Wilhelmena Mack, Community Engagement
- ❑ Karon Badalamenti, CPRP, Services Assessment Leader
- ❑ James Edison, Willdan, Economic Impact Analysis
- ❑ Chris Cares, RRC Associates, Statistically-Valid Survey



Today's Discussion

- **Community Engagement Summary**
 - **Statistically-Valid Survey Overview**
 - **Demographics & Trends**
 - **Economic Impacts**
 - **Key Issues Discussion & Visioning**
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Schedule Overview

- ❖ **SKO Meetings – March 13th**
 - ❖ **Information Gathering – Community Engagement Meetings - April 24-27 and beyond**
 - ❖ **Findings and Visioning Meetings – July 18-19th**
 - ❖ **Draft Report Presentations – September 19th**
 - ❖ **Final Assessment Approvals – October 9th**
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Key Issues and Questions

- ❖ What are we doing well? – Celebration!
- ❖ What will make it work better?
- ❖ What key issues should we keep in mind?
- ❖ What should the County NOT do?
- ❖ Other opportunities to explore?
- ❖ Thoughts or questions you have now?

Existing Plan Review



- ❖ The 2012-2016 Broward County Commission Strategic Plan
- ❖ The 2006 Recreation and Open Space Element of the County Comprehensive Plan
- ❖ The 2010 Comprehensive Assessment for Parks and Recreation
- ❖ The 2011 Parks and Recreation Operations Section Strategic Plan
- ❖ A variety of other plans, policies, reports, budgets, etc.

Existing Plan Review

Primary remaining recommendations for addressing needs from related planning efforts:

- Increase in funding for Marketing and Communications
- Emphasis on Partnerships
- Creation of consistent cost recovery and pricing policy and goals
- Creation of an Assets Management Plan (including updated inventory and Level of Service Analysis)
- Development of the Division-Wide Strategic Plan
- Updated contribution to the County-wide Comprehensive Plan in 2017

“It is the goal of the Broward County Board of County Commissioners to provide safe and adequate recreation sites and facilities, including cultural art facilities, and open space to satisfy the current and future needs of residents and non-residents, including special populations such as pre-school age children, the elderly, and the disabled; to maintain or improve accessibility to recreation sites and facilities; and to encourage public and private involvement in developing a greenways system that supports state and other community greenway efforts.”

- Goal 9.0 of 2006 Broward County Comprehensive Plan

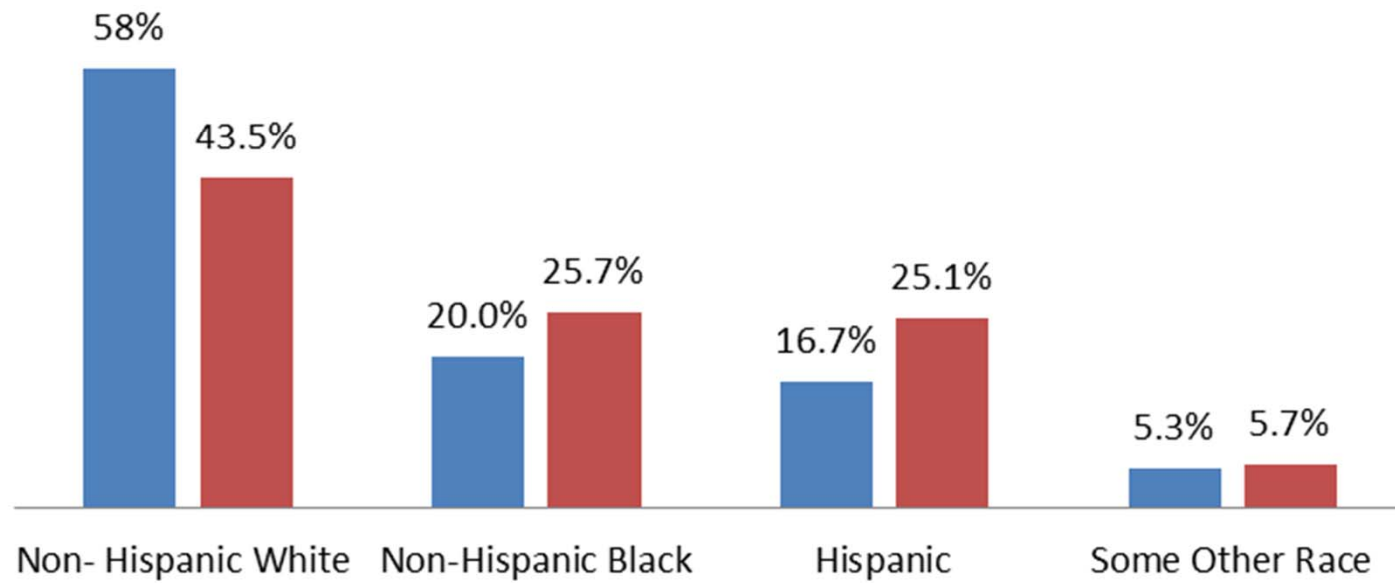
Demographics

- 18th largest county in the U.S. and the 2nd largest in Florida - 1.8 million people
- 31 municipalities and 11 square miles of unincorporated area
- A diverse mix of residents in race, age, and income – higher average incomes
- 26% household income below \$25,000
- **18% under 15 / 29% over 55 by 2016**

Minority-Majority Population

Population by Race and Ethnicity

■ 2000 ■ 2010



Demographics

County growth slowed to 7% in last decade, but some cities still growing

Rank	Municipality	Population		Annual Growth Rate 2000 to 2010	
		2000 Census	2010 Census	Change	% Change
1	Fort Lauderdale	152,397	165,521	13,124	8.61%
2	Pembroke Pines	137,427	154,750	17,323	12.61%
3	Hollywood	139,357	140,768	1,411	1.01%
4	Miramar	72,739	122,041	49,302	67.78%
5	Coral Springs	117,549	121,096	3,547	3.02%
6	Pompano Beach	78,191	99,845	21,654	27.69%
7	Davie	75,720	91,992	16,272	21.49%
8	Plantation	82,934	84,955	2,021	2.44%
9	Sunrise	85,779	84,439	-1,340	-1.56%
10	Deerfield Beach	64,583	75,018	10,435	16.16%

55 and over population will grow to 29% from 2011 to 2016

National Trends

- Indoor leisure, therapeutic pools, spray pads
- Exercise walking, swimming, exercising with equipment, camping, bicycle riding
- Special events, fitness programs, and environmental education
- Trails, parks, and playgrounds considered when selecting a home
- More partnerships and contractual agreements to support specialized services
- Playgrounds, restrooms, picnic shelters, and open spaces
- Smart Growth principles, Safe Routes To School, Safe Routes To Play, Bike/Walk Friendly Community audits/awards and Complete Streets

Trends

International City/County Management Association *Local Government Approaches to Active Living*

- 89% believe P&R departments should take the lead in developing communities conducive to active living.
- Nearly 84% of decision makers support recreation programs that encourage active living in their community.
- 50% believe the highest priority is a cohesive systems of parks and trails and accessible neighborhood parks.



Engagement and Outreach

- ❑ Identified key stakeholders (YOU!)
- ❑ Detailed strategy for input
 - ❑ 15 Focus Groups and Public Meetings (225 involved)
 - ❑ Interviews
 - ❑ Web Based Options
 - ❑ Staff and Decision Makers
 - ❑ Statistically-Valid Survey
- ❑ Build consensus



*Key Issue:
Getting input from a
diverse community*

Community Engagement

❖ The project was widely advertised across the County:

- County websites and emails
- Press Releases, Newsletters & Letters
- Facebook & Twitter
- Ads and over 60,000 flyers
- Direct contacts with Key Stakeholders and Staff

Public Engagement Summary

Strengths



Public Engagement Summary

Strengths

- The available and open parks, natural areas, nature centers, environmental education, and preserved / set aside public lands conservation – and especially the places “to get away”
- The diversity of programs, services, and different facilities for all interests and age groups
- The County Extension service, Adult Education, and 4H Programs
- The public beach access
- The general cleanliness of the parks and facilities
- The availability of parks and facilities across the County

Public Engagement Summary

Strengths

- The park shelters and pavilions
- The availability of Wi-Fi in the parks
- Friendly staff and customer service
- Regional sports facilities and special use facilities (velodrome, water parks, Markham Target range, Quiet Waters, camping, etc.)
- Big community events
- The Aquatics programs and availability of water safety classes through Swim Central



Public Engagement Summary

To be Improved

- ☐ Better marketing and advertising
- ☐ Pricing and fees are confusing and inconsistent
- ☐ Security and “Perception of Safety”
- ☐ Programs: Need More family-oriented activities and large group entertainment Events
- ☐ Transportation and services for the elderly and people with disabilities
- ☐ Determination of role for 4H Program

Public Engagement Summary

Park-Specific Improvements

- More trees to create shade during the hot summer months.
- During major events and holidays it is hard to get a pavilion or grill.
- Some parking areas are far from pavilions and users have to walk carrying items a long distance.
- Add more benches throughout the parks.
- Camping should be reassessed for each appropriate area, and enhanced on a site by site basis
- Increase and better maintain bathroom facilities as well as renovation of many of the older ones.

Public Engagement Summary

Trails Vision For The Future

- Safer connections
- Connected pathways
- Maps
- Coordinate active transportation efforts
- Improve signage
- Mesh conservation & trails efforts

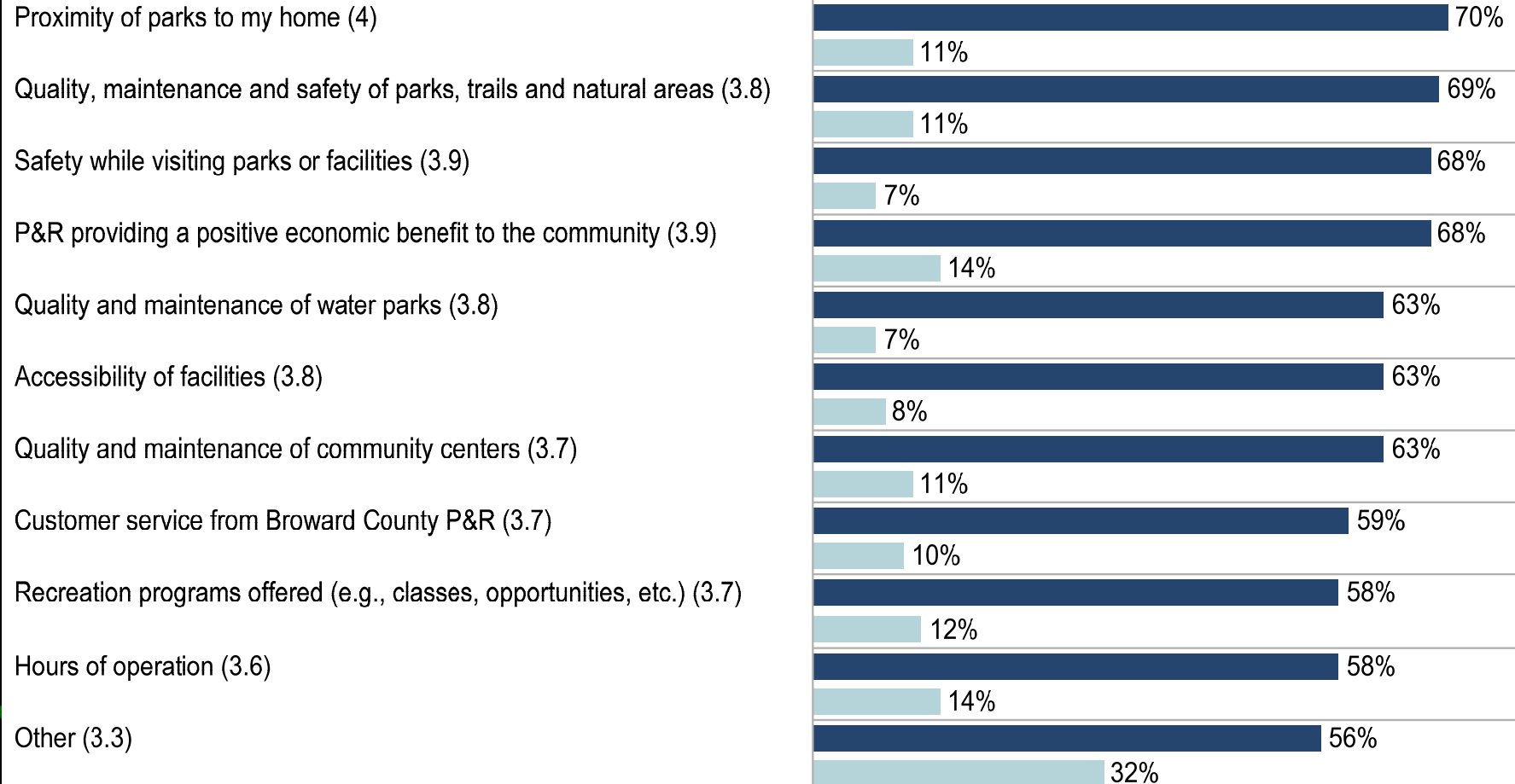


Statistically Valid Survey

Satisfaction with Broward County Parks and Recreation Division Facilities and Services

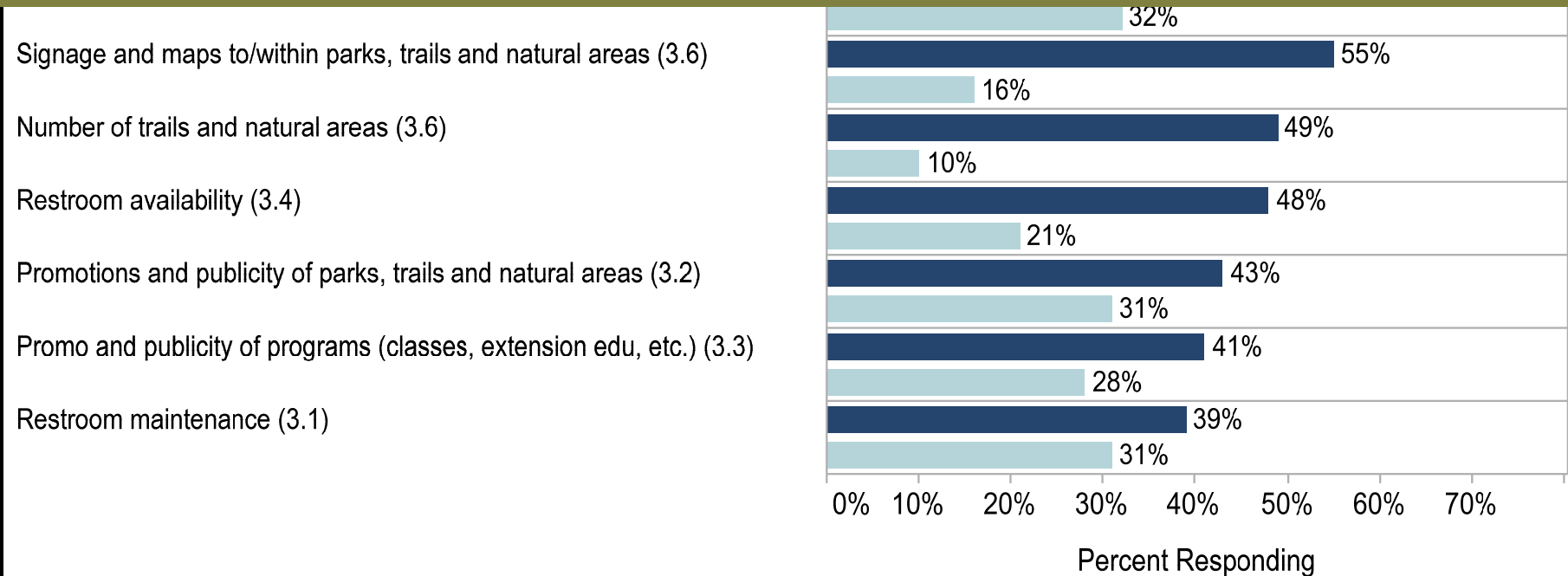
■ Very Good or Excellent (4 or 5)

■ Poor or Fair (1 or 2)



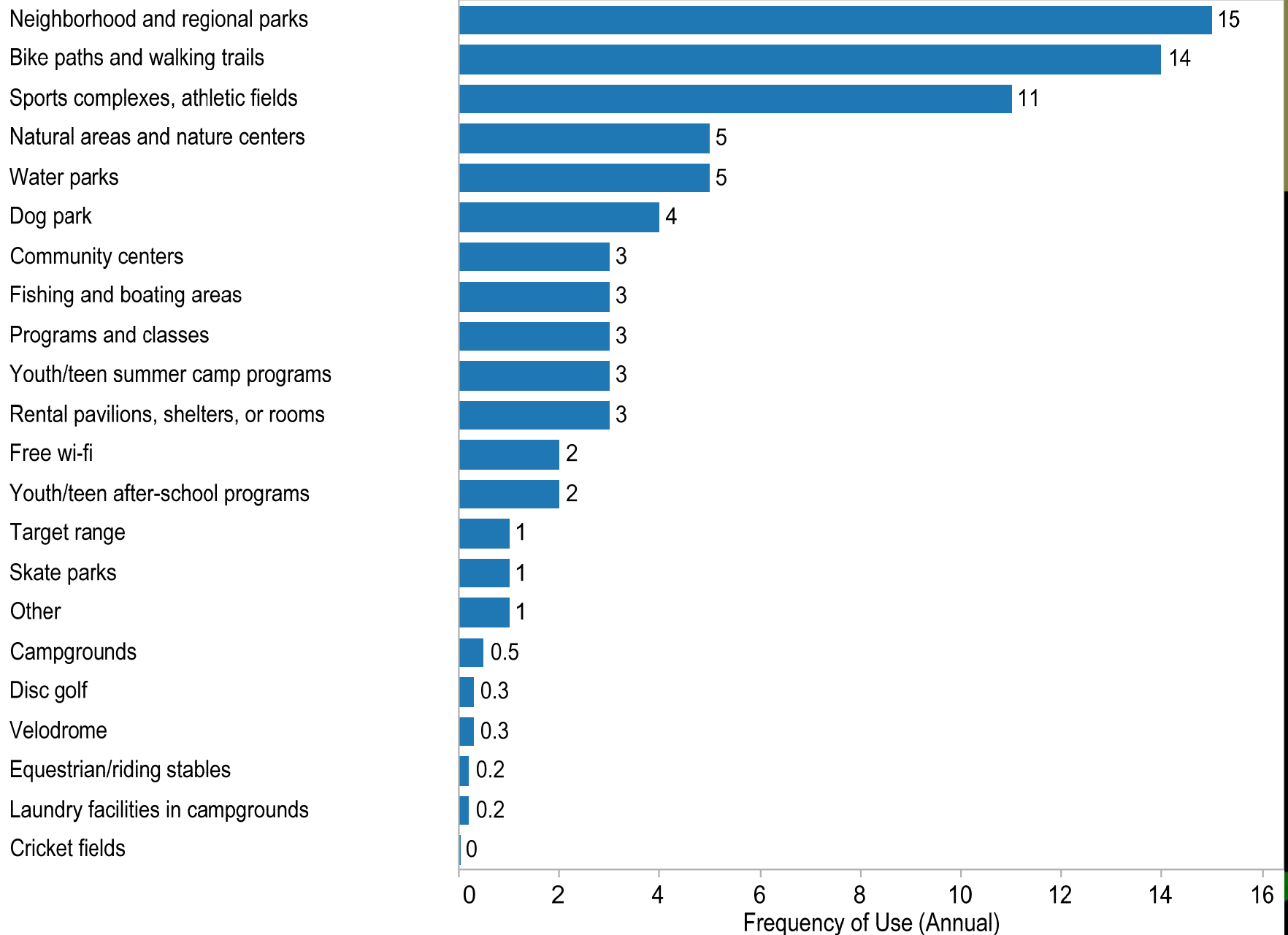
Statistically Valid Survey

Least satisfied areas



10,000 mailed plus open-online survey - 400 returned plus 106 online
Restrooms and trails are less satisfying west of I-95
Hours of operation are less satisfying east of I-95

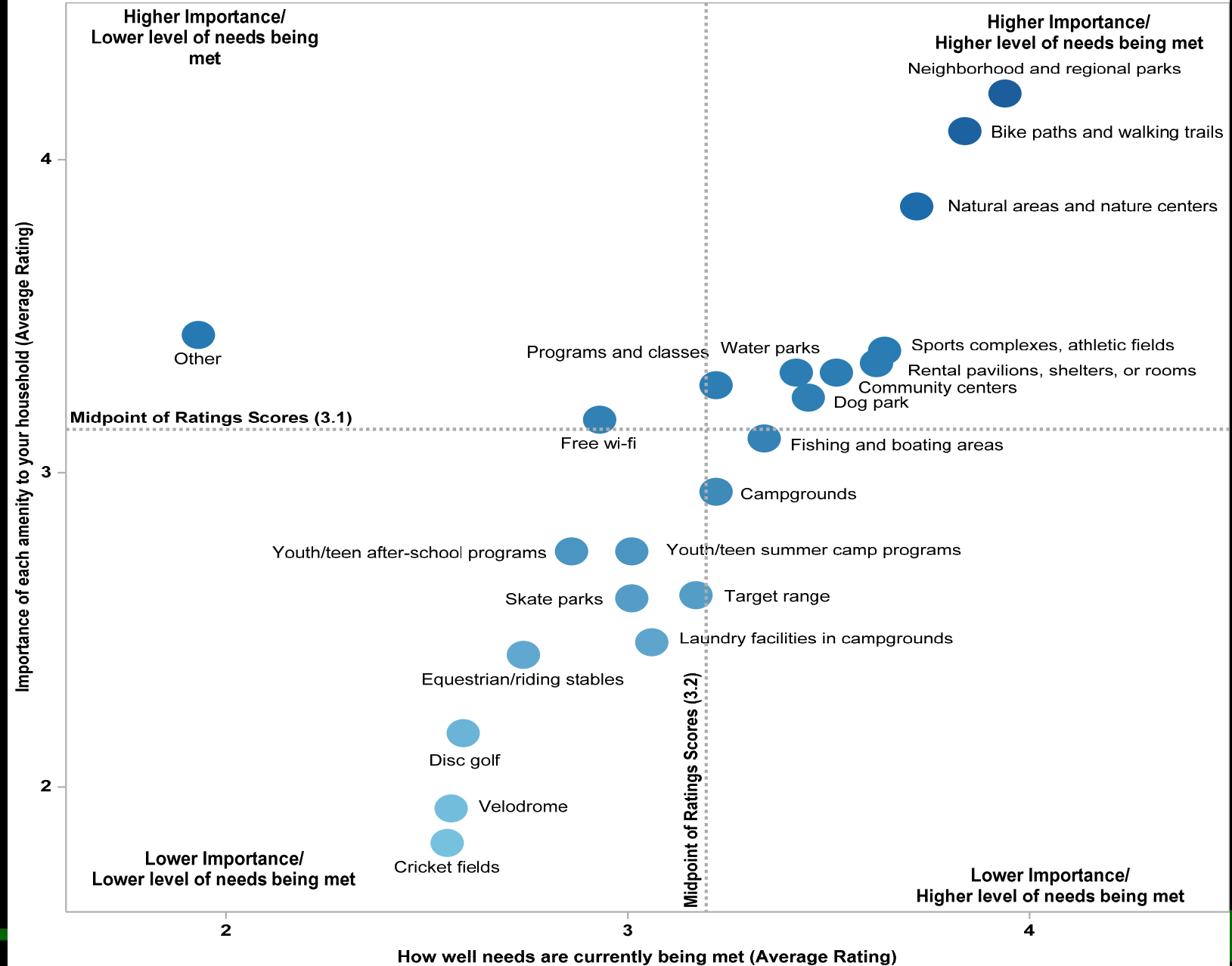
Broward County Amenities- Frequency of Use



Importance to your Household

1.000

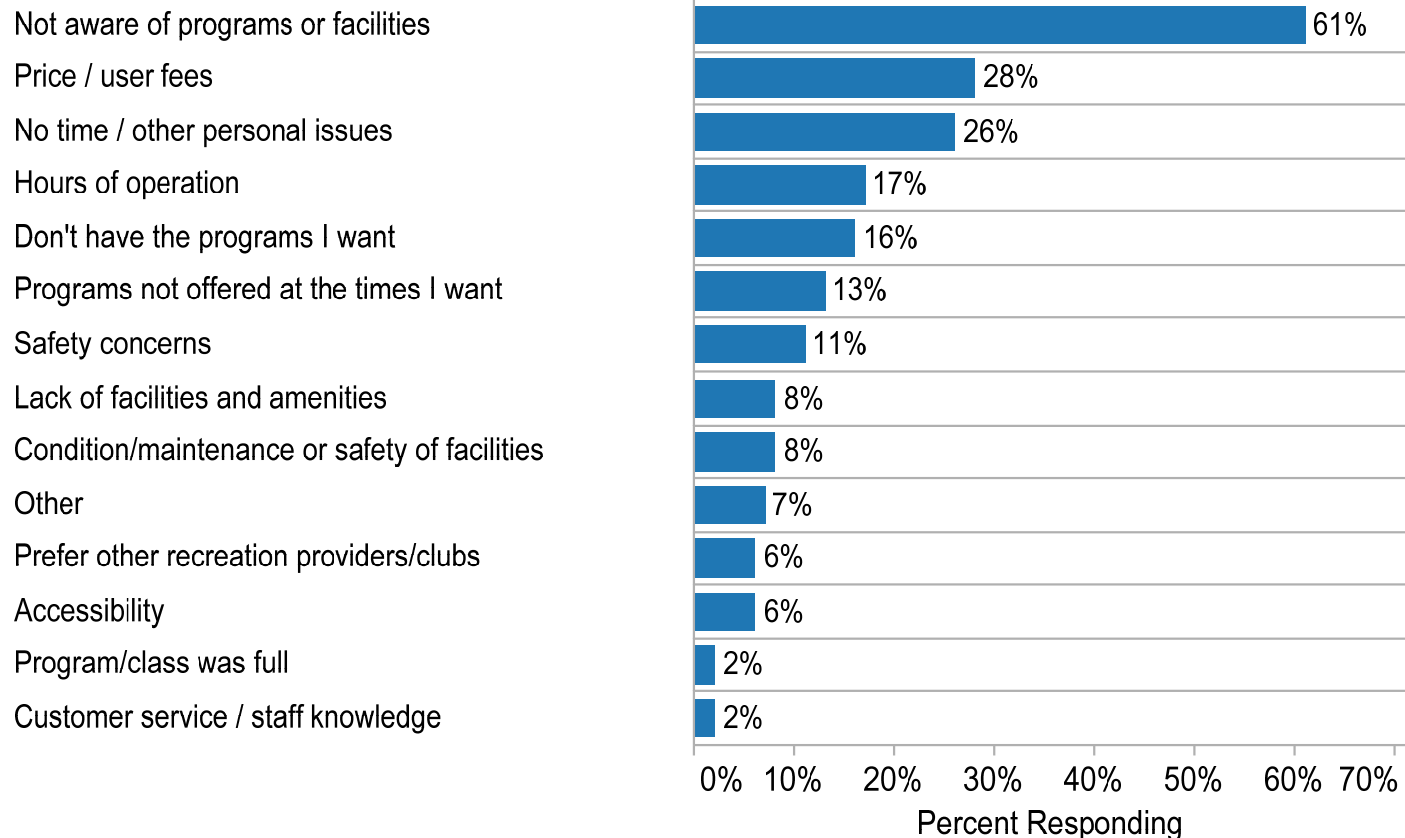
5.000



Reasons for Non-Use

A very significant 61 percent say the primary reason they don't use the offerings is that they are not aware of them.

Reasons you do not use Broward County Parks and Recreation



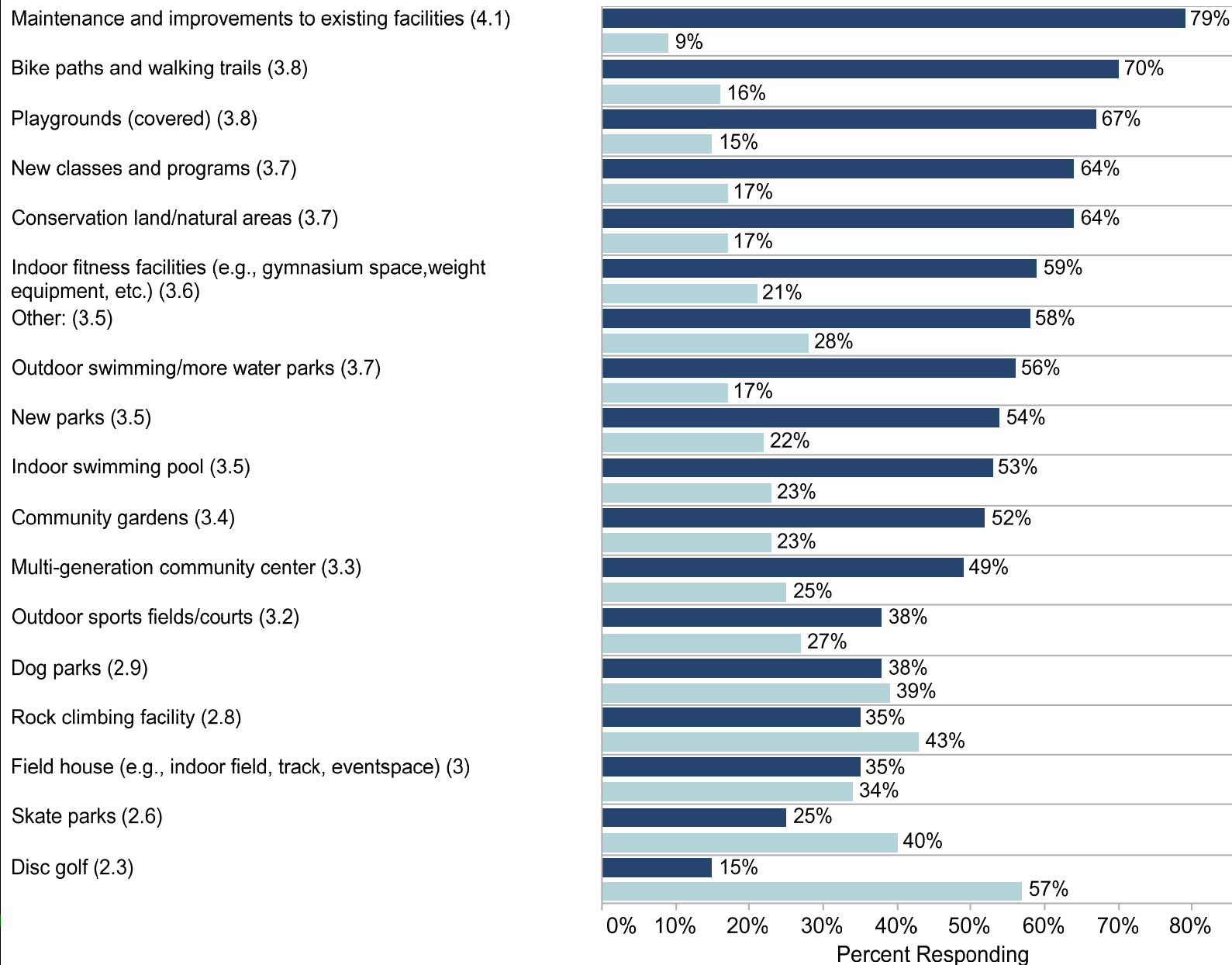
Statistically Valid Survey

- Almost all residents use at least one other provider.
 - Beach parks (56 percent)
 - City or town parks (51 percent)
 - Private health and fitness clubs (40 percent)
 - State parks & natural areas (34 percent)
 - Churches (33 percent)
 - Homeowners Association facilities (31 percent)
 - Private or public schools (30 percent)

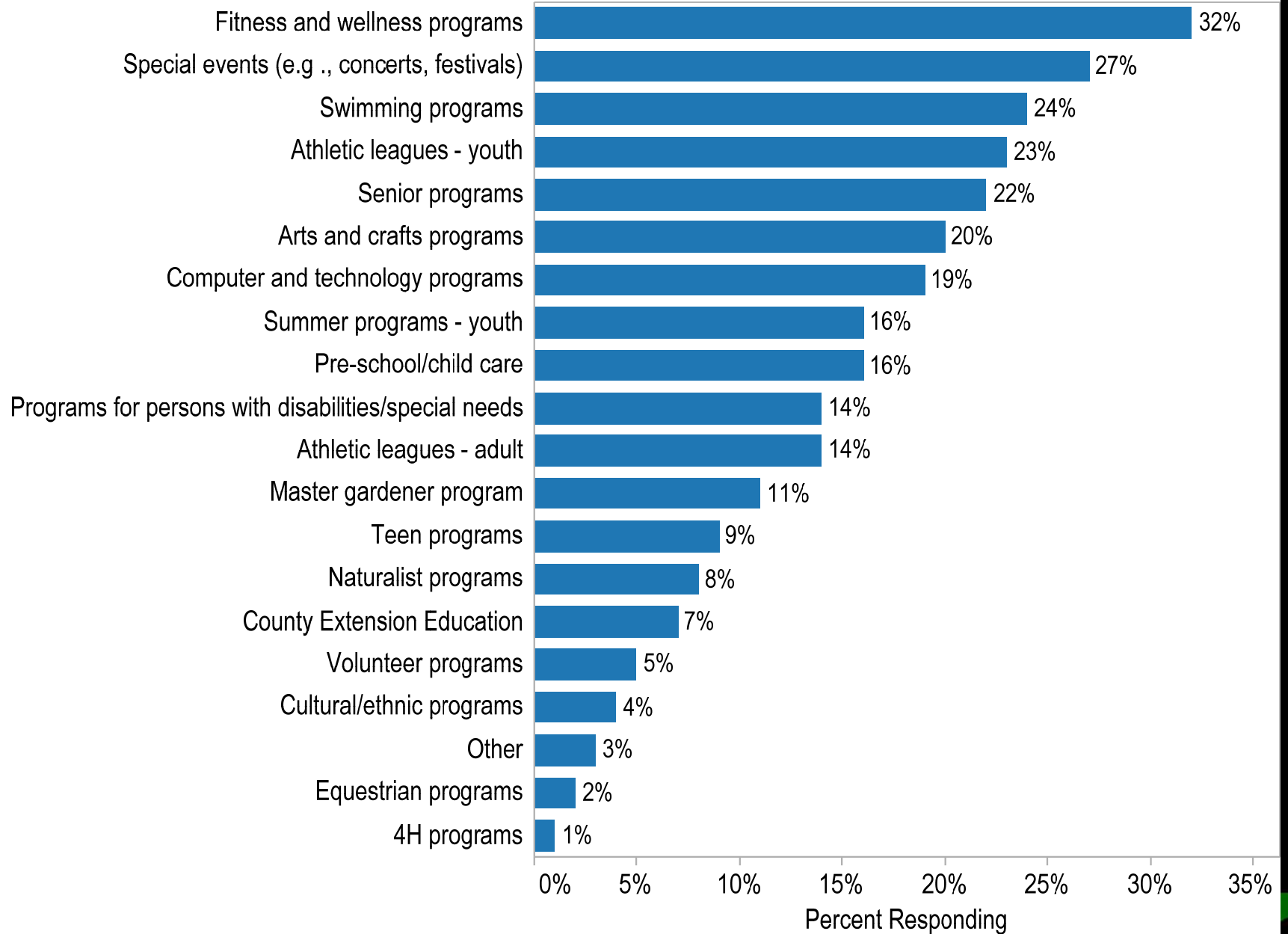
What are the greatest needs for facilities to be added, expanded, or improved in Broward County over the next 5 to 10 years?

■ Very Important (4 or 5)

■ Not at all Important (1 or 2)



Top Three Most Important Programs to be Added, Expanded, or Improved

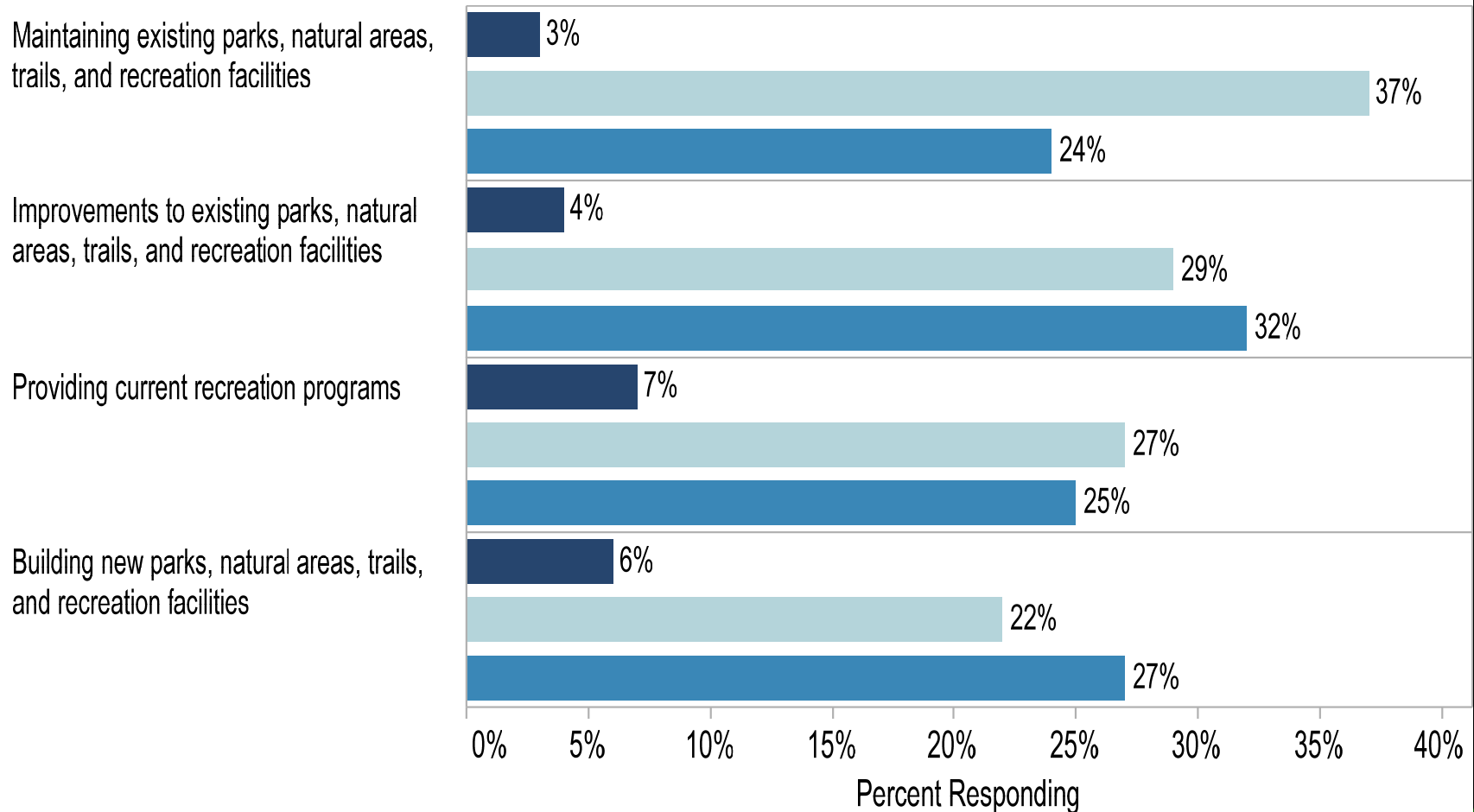


What is your opinion concerning the amount of dollars currently being spent by Broward County for each of the following

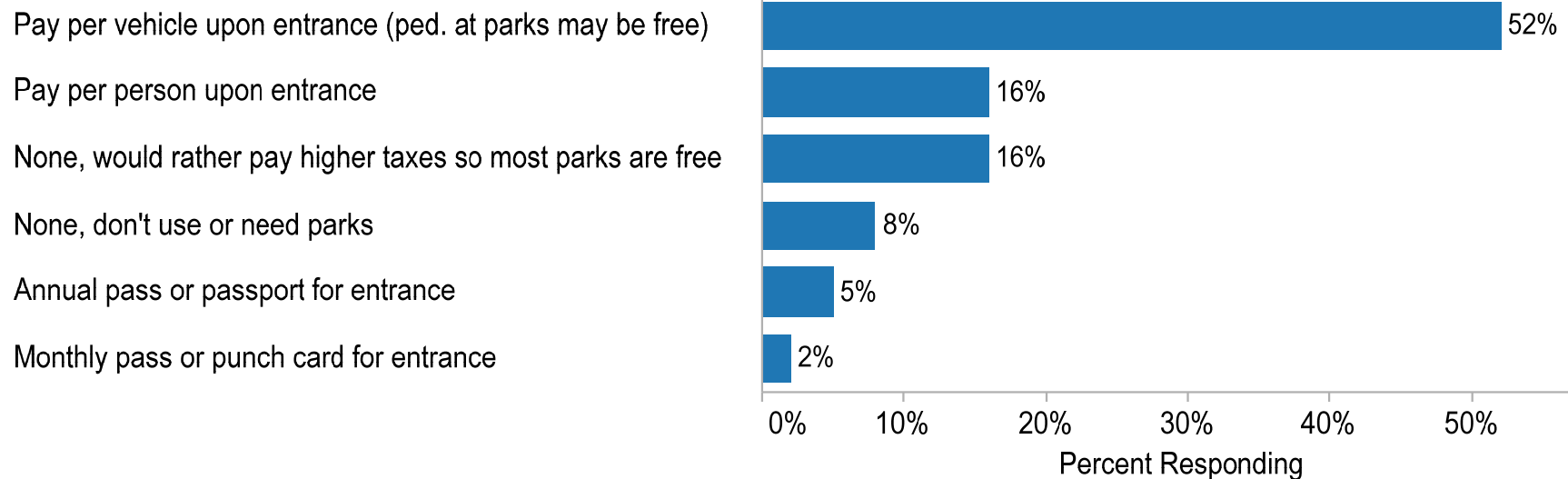
■ Too Much

■ About Right

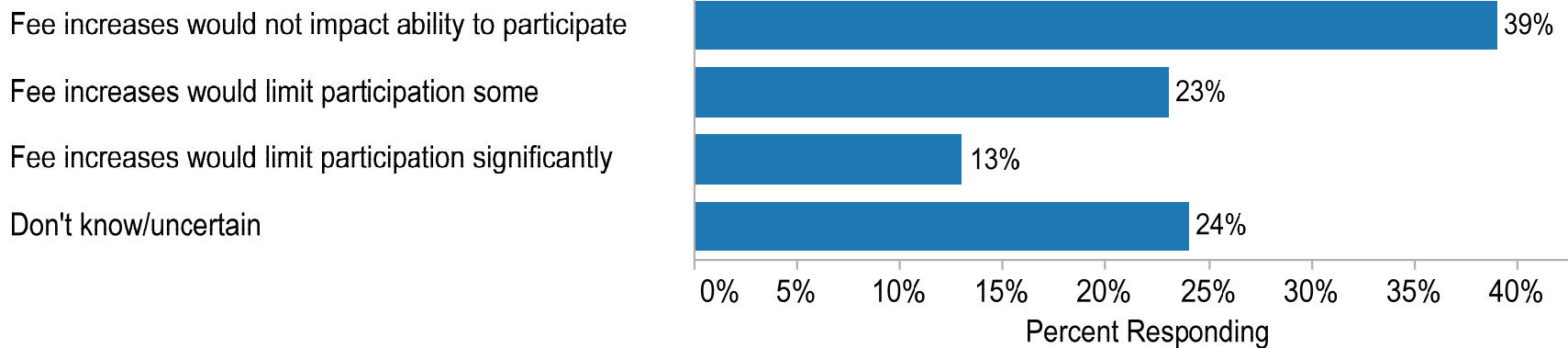
■ Too Little



How would you prefer to pay for County Parks and Natural Areas admission fees?



If adjustments to fees were made due to increasing costs to provide the programs or services you use or the facilities you visit, which of the following best describes the potential impact, if any, fee increases would have on your current level of participation.



Services Assessment Summary

Services Assessment Matrix © 2009 GreenPlay LLC and GP RED		Financial Capacity Economically Viable		Financial Capacity Not Economically Viable	
		Alternative Coverage High	Alternative Coverage Low	Alternative Coverage High	Alternative Coverage Low
Good Fit	Strong Market Position	Affirm Market Position 1	Advance Market Position 2	Complementary Development 5	"Core Service" 6
	Weak Market Position	Divest 3	Invest, Collaborate or Divest 4	Collaborate or Divest 7	Collaborate or Divest 8
Poor Fit	Divest 9				

Services Assessment Summary Results

- Collaborations and Partnerships are essential
- Complete review of pricing, cost recovery and revenue expectations – especially for overall fee structures and community centers
- Rentals, concession, vending and merchandise for resale, and contracts should all be reviewed
- Brian Piccolo Park should be marketed as Sports Park
- Essential services need to be looked at closely for complementary development with alternative providers – or as a core service

Economic Analysis

- ❖ Direct Impact – Revenue and County Employment
 - ❖ Total revenue is \$8.4M - \$5.8M from residents and \$2.6 from non-residents
 - ❖ Approximately 31% are from outside the County
- ❖ Indirect economic impact
 - ❖ expenditures by visitors on goods and services within the County from outside the County besides direct revenue
- ❖ On average a visitor spends approximately \$569 per trip
- ❖ The total annual economic impact on the County from these visitors totals \$110 million, generating 4,300 jobs.

Developing a Strategic Plan of Action

- ❑ Inventory and Level of Service
- ❑ Programs and services
- ❑ Staffing and customer service
- ❑ Gaps and potential partners

Key Issues:

How to develop and meet relevant needs?



Key Findings and Visioning

Key Issues to Address – Overall good coverage and services!

- ❖ Marketing and Communications
- ❖ Maximize Partnerships and minimize duplications of service in Broward County
- ❖ Address safety and perception of safety issues
- ❖ Identified role in continued development and expansion of the Greenways Program
- ❖ Complete a Pricing, Cost Recovery, and Revenue Policy
- ❖ Develop strategic plan including updated level of service and asset management plan

Thank You!



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