



City of
Dunwoody*



Dunwoody Parks and Recreation
Master Plan
Findings Presentation
May 24, 2016

GREENPLAY LLC

*The Leading Edge In Parks, Recreation,
And Open Space Consulting*



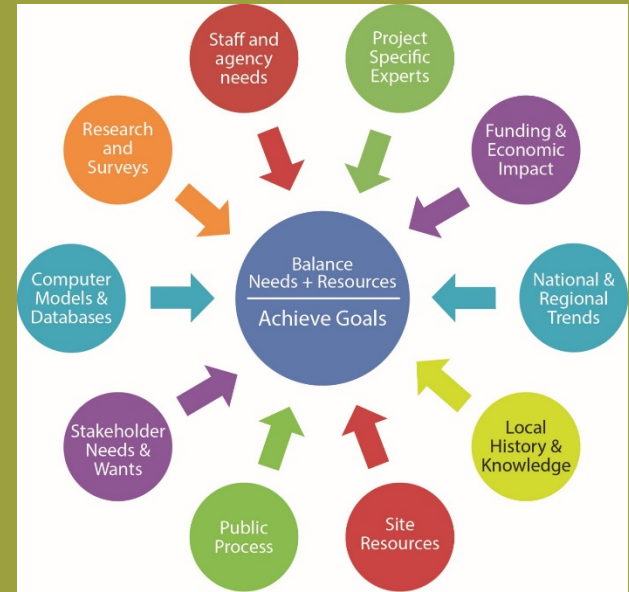
Agenda

- **Process**
- **Focus Groups**
- **Demographics**
- **Survey Results**
- **Inventory**
- **Level of Service**
- **Q & A**



Process

- **Start-up**
- **Community Input**
 - **Focus Groups**
 - **Stakeholder Meeting**
 - **Survey**
- **Inventory**
- **Findings and Visioning Workshop**
- **Level of Service Analysis**
- **Operational & Maintenance Analysis**
 - **Program & Other Service Provider Analysis**
 - **Organizational Analysis**
- **Draft Plan & Presentation**
- **Final Plan & Presentation**



Community Engagement Summary

Meetings held January 11-12, 2016

- 180+ Participants over six meetings

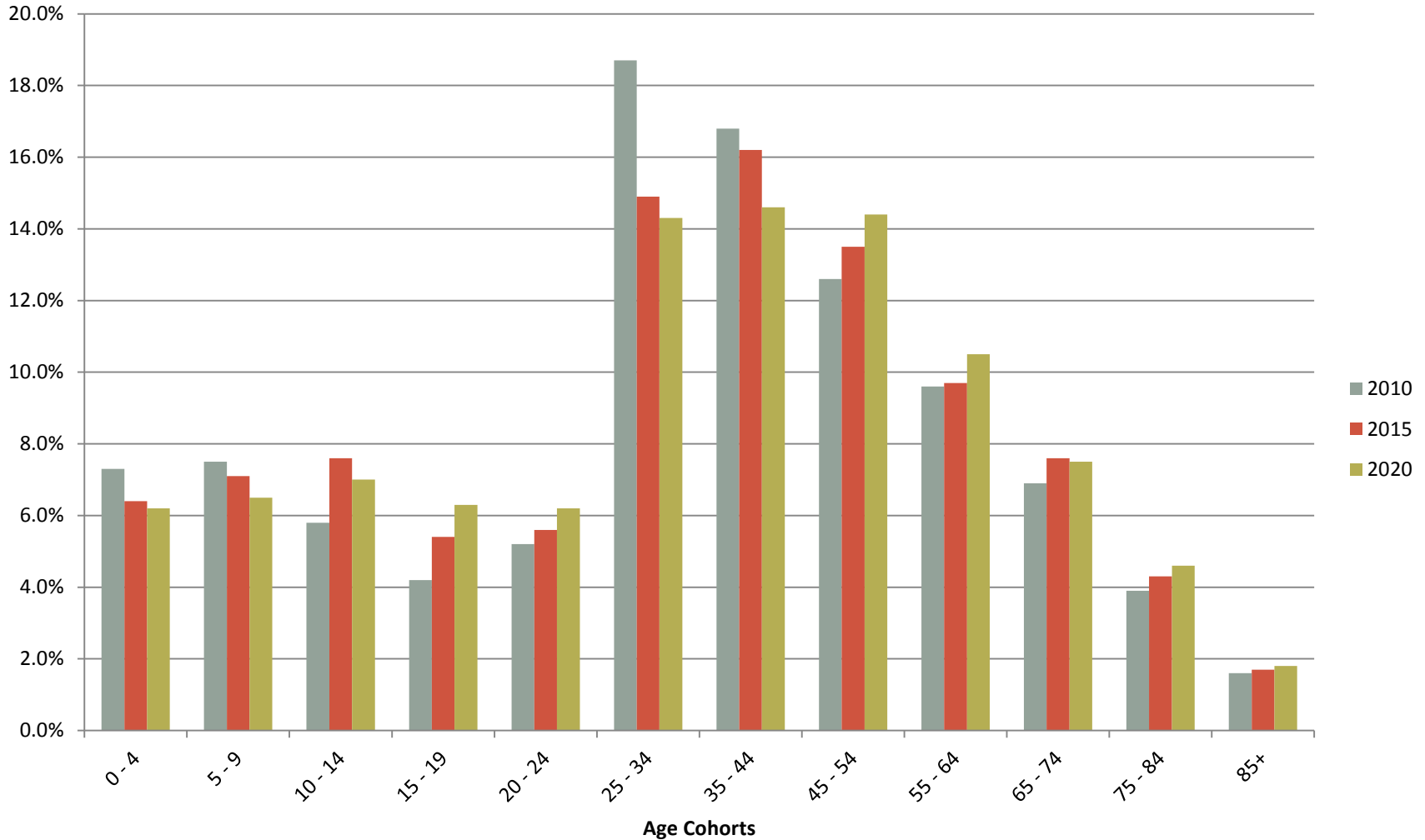
Stakeholder and focus group meetings: Staff, Non-Profit Partners, School Officials, Citizens



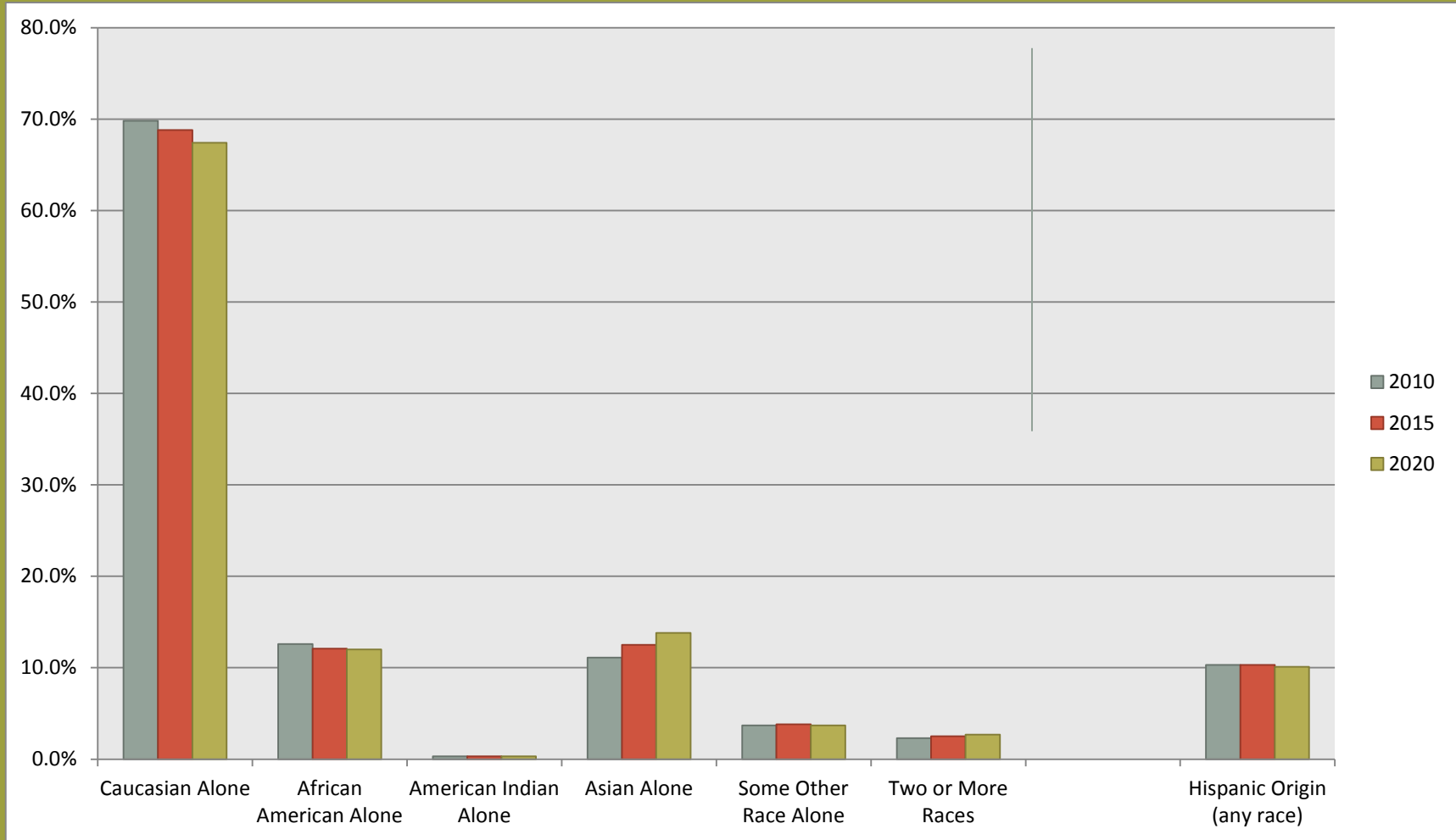
2015 Demographics

Summary Demographics	
Population	48,068
Number of Households	20,806
Avg. Household Size	2.30
Median Age	36.9
Median Household Income	\$75,559

Demographics - Age Breakdown



Demographics - Ethnicity Breakdown

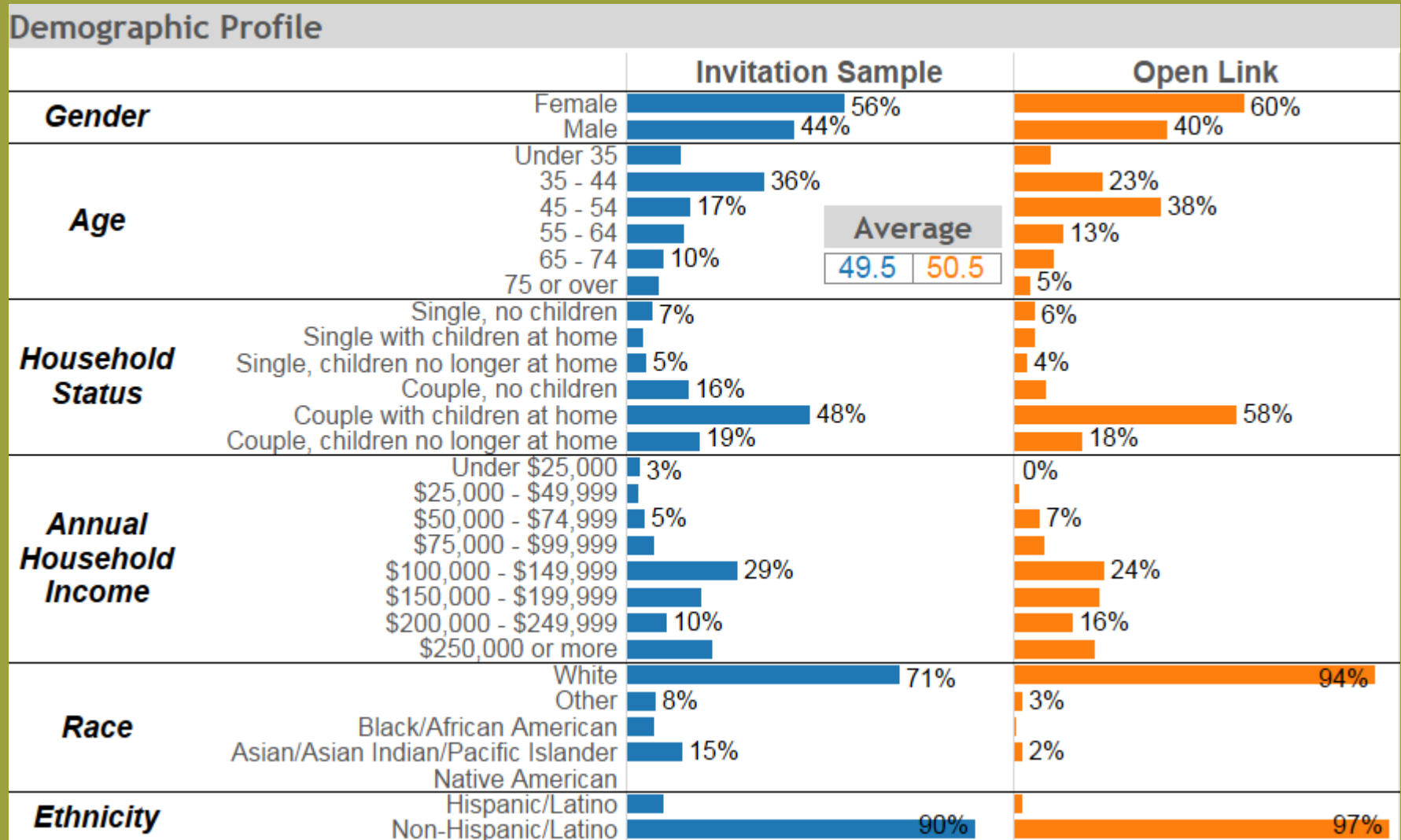


Population Projections

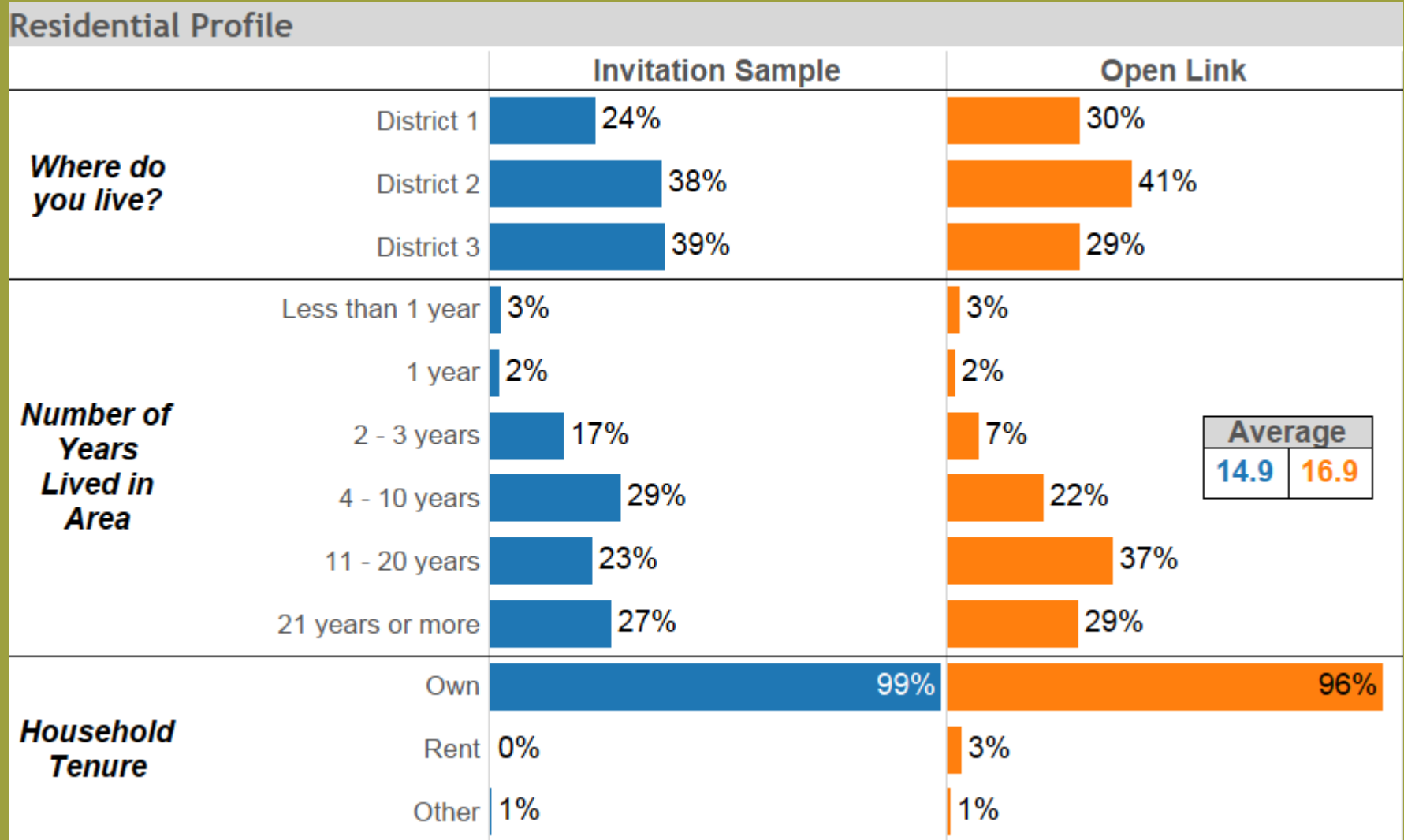
US Census (2000 and 2010) and Esri Projections

2000 Population	38,695
2010 Population	46,267
2015 Estimated	48,068
2020 Projected	50,239

Survey Demographic Profile



Survey Residential Profile



Survey Results

Methodology

Statistically Valid Survey Method

- Randomly distributed postcard survey
- Distributed geographically

Statistically Valid Survey Response

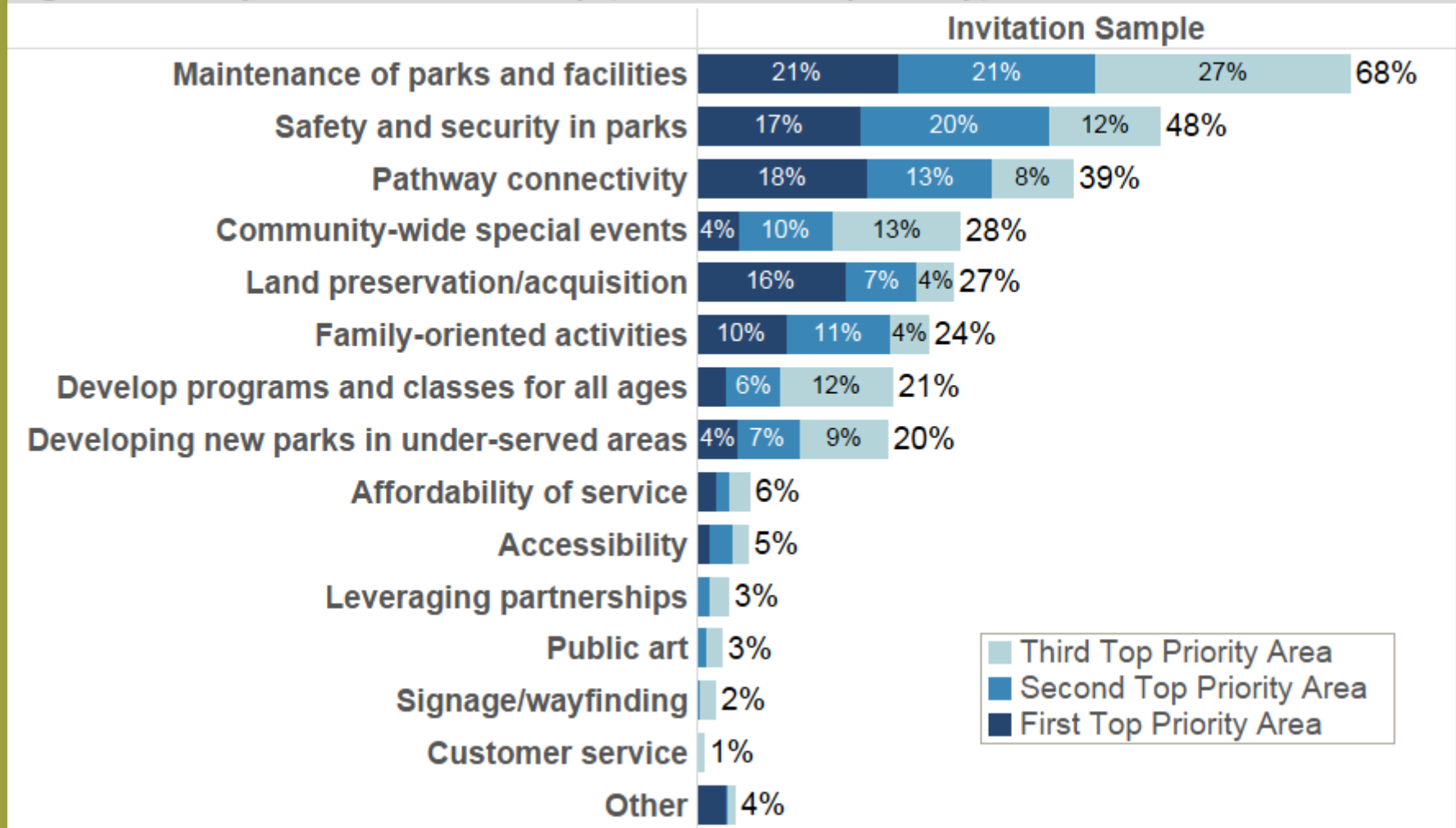
- 3,000 surveys randomly distributed to residents
- Final sample size was 661 (22% return rate, +/- 3.8% margin of error)

Open-Link Web Survey Response

- Online open survey for anyone (962 completed)

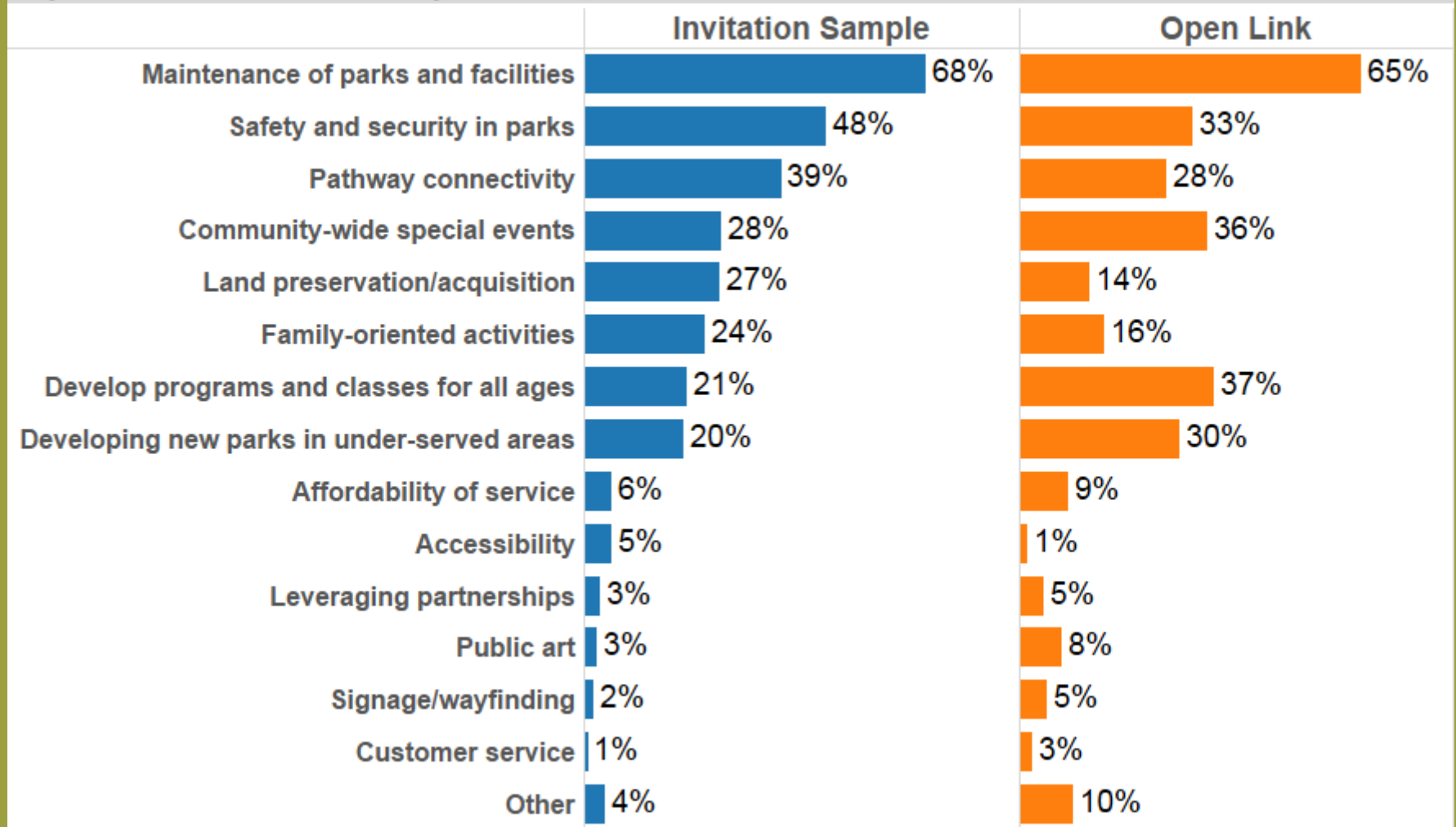
Focus on Improvement

Highest Priority Areas for Dunwoody (Invitation Sample Only)



Focus on Improvement

Top Three Areas Dunwoody Should Focus On



Familiarity

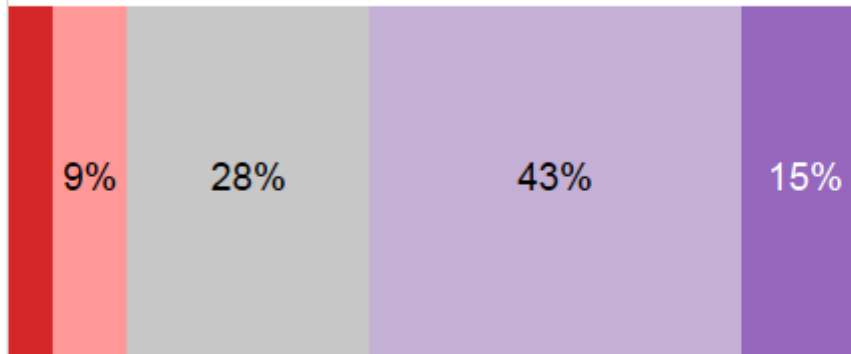
Familiarity with Dunwoody Parks & Recreation Facilities, Programs, and Services

Response

Average Rating

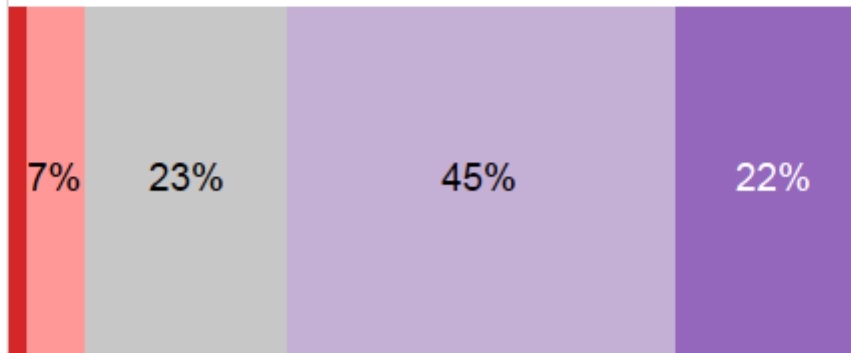
- 5-Very familiar
- 4
- 3-Neutral
- 2
- 1-Not at all familiar

Invitation Sample



3.5

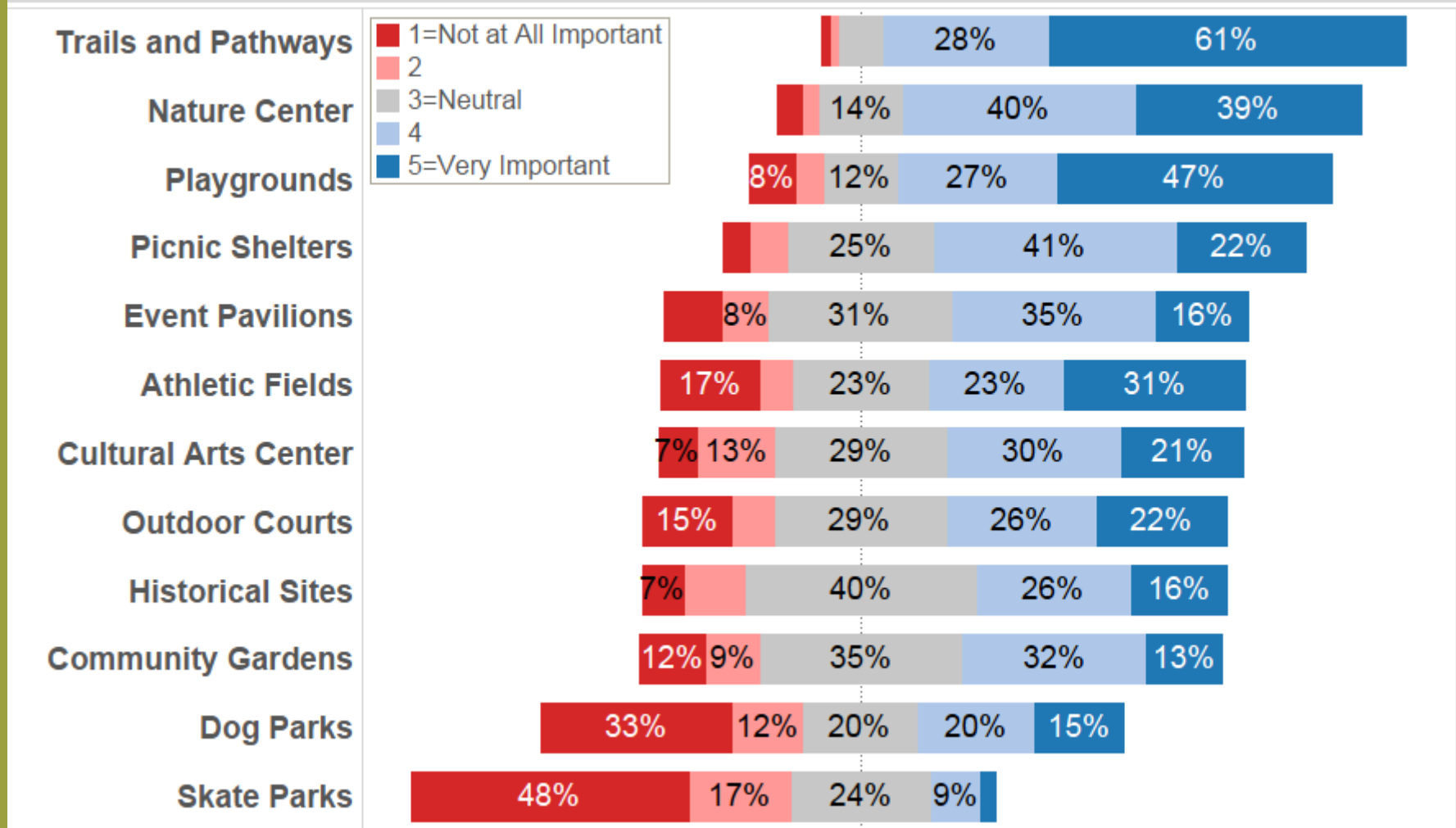
Open Link



3.8

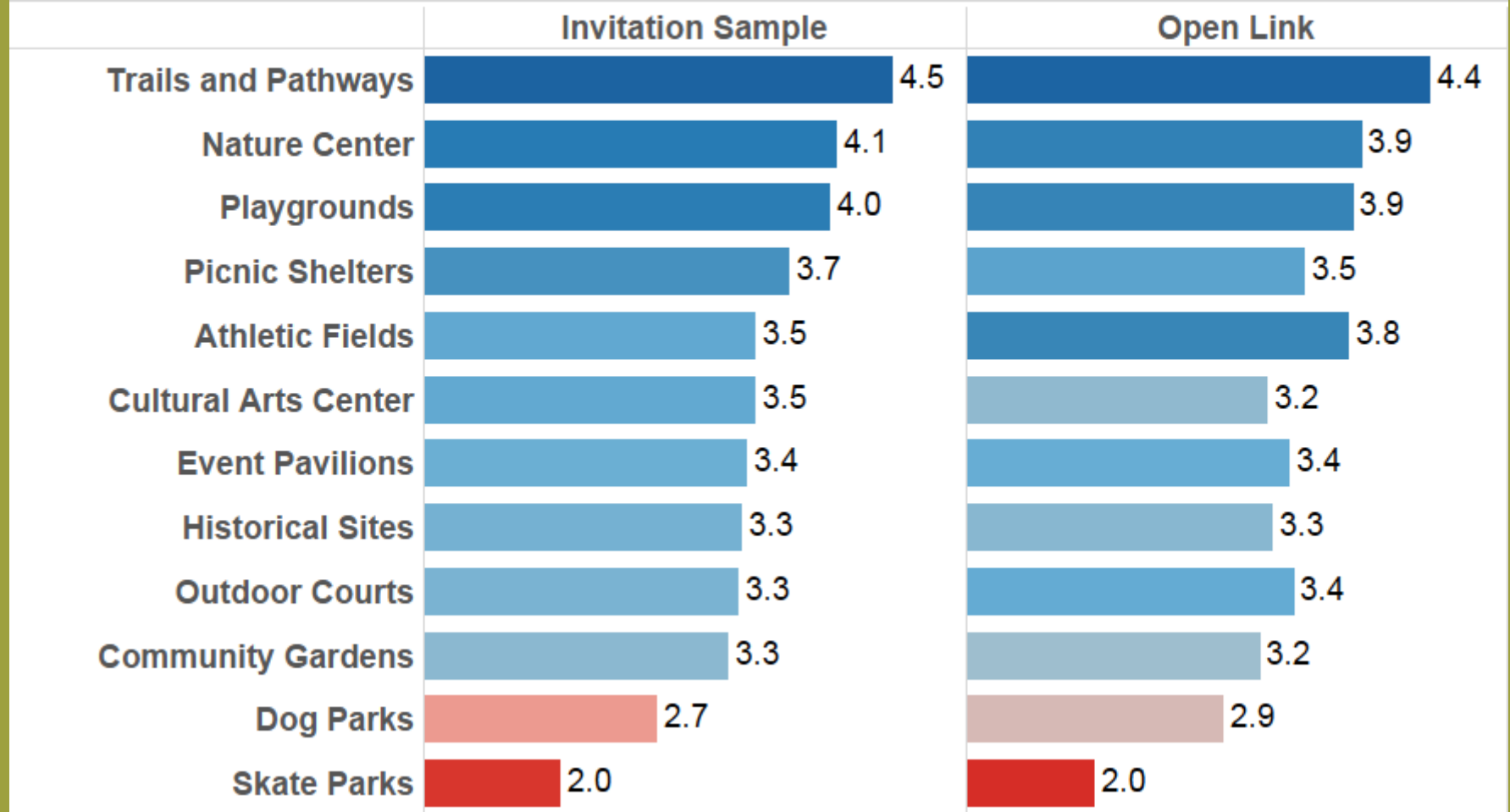
Facility Importance

Importance of Dunwoody Facilities to Household - Invitation Sample Only



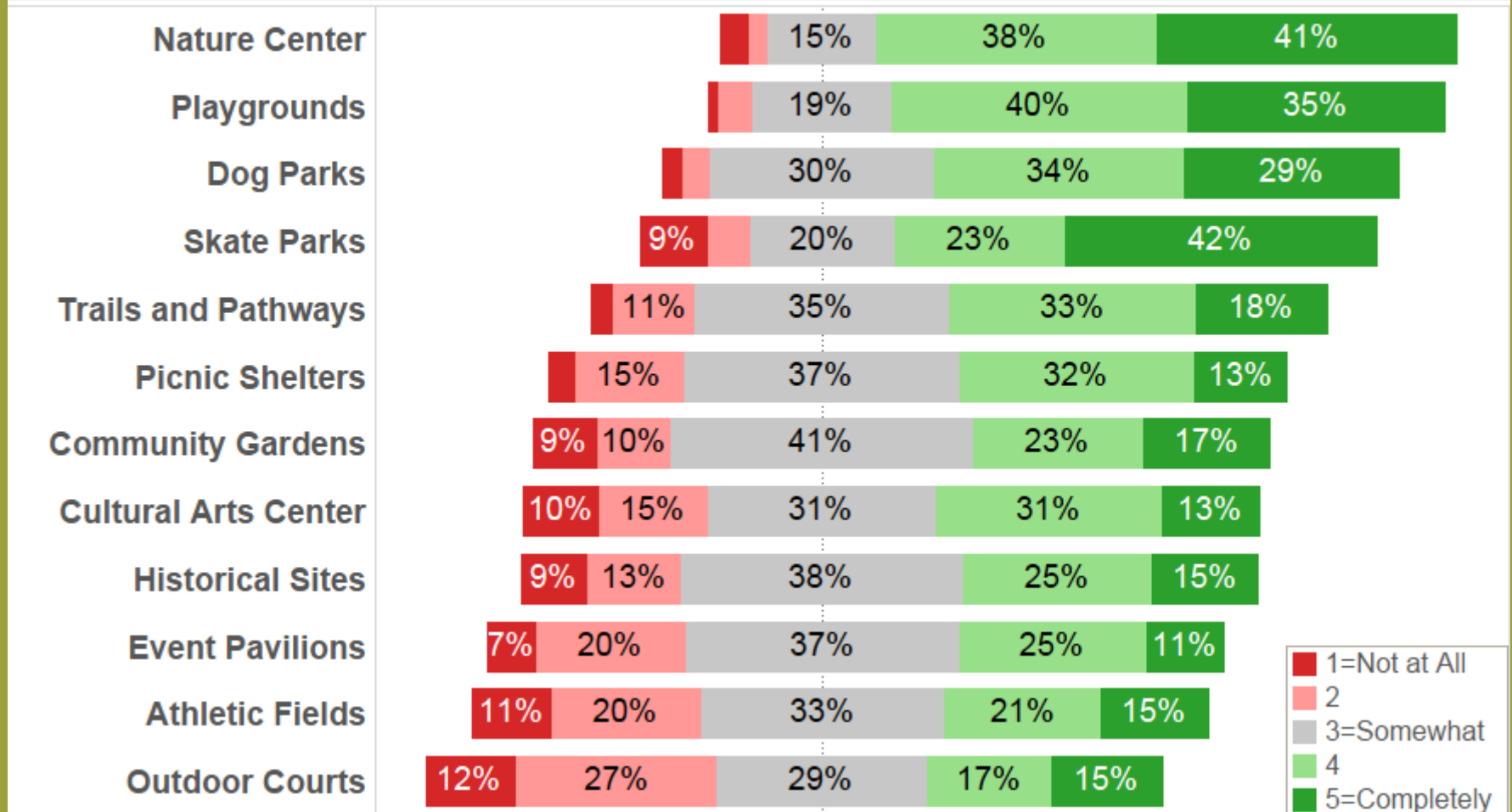
Facility Importance

Importance of Dunwoody Facilities to Household
Average Rating (1=Not At All Important, 5=Very Important)



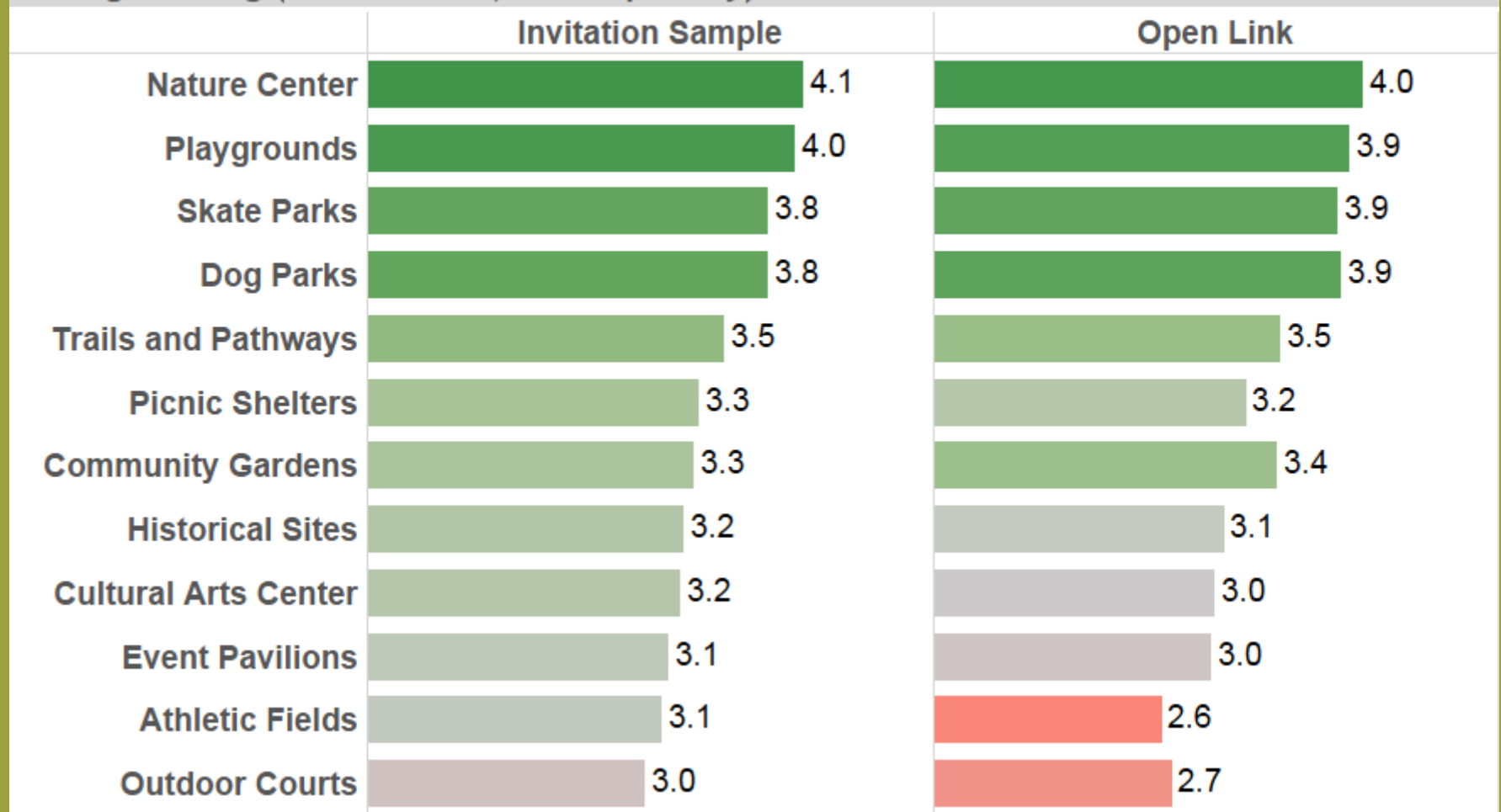
Facility Needs Met

Degree to Which Dunwoody Facilities Meet the Needs of the Community
(Invitation Sample Only)

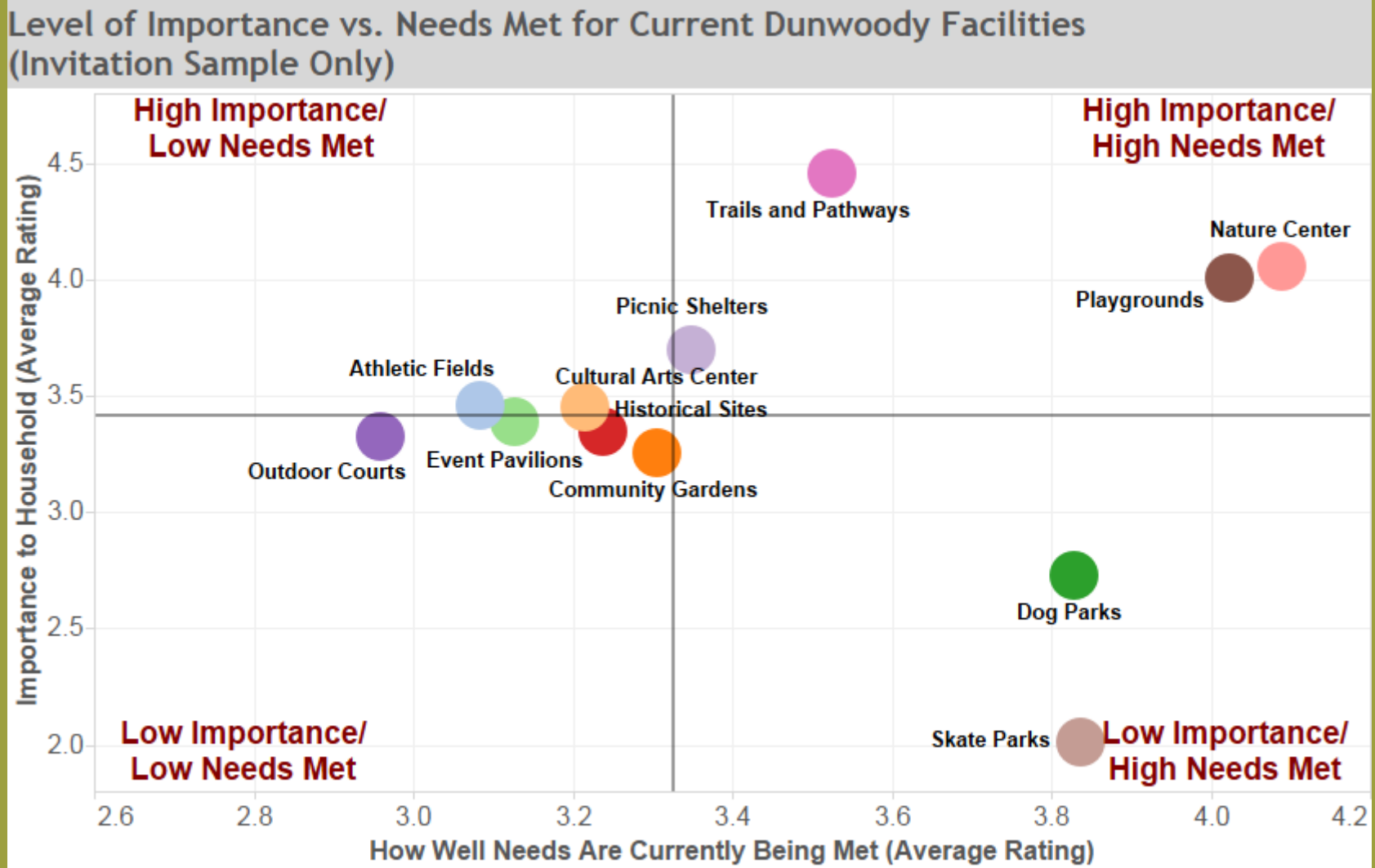


Facility Needs Met

Degree to Which Dunwoody Facilities Meet the Needs of the Community
Average Rating (1=Not At All, 5=Completely)

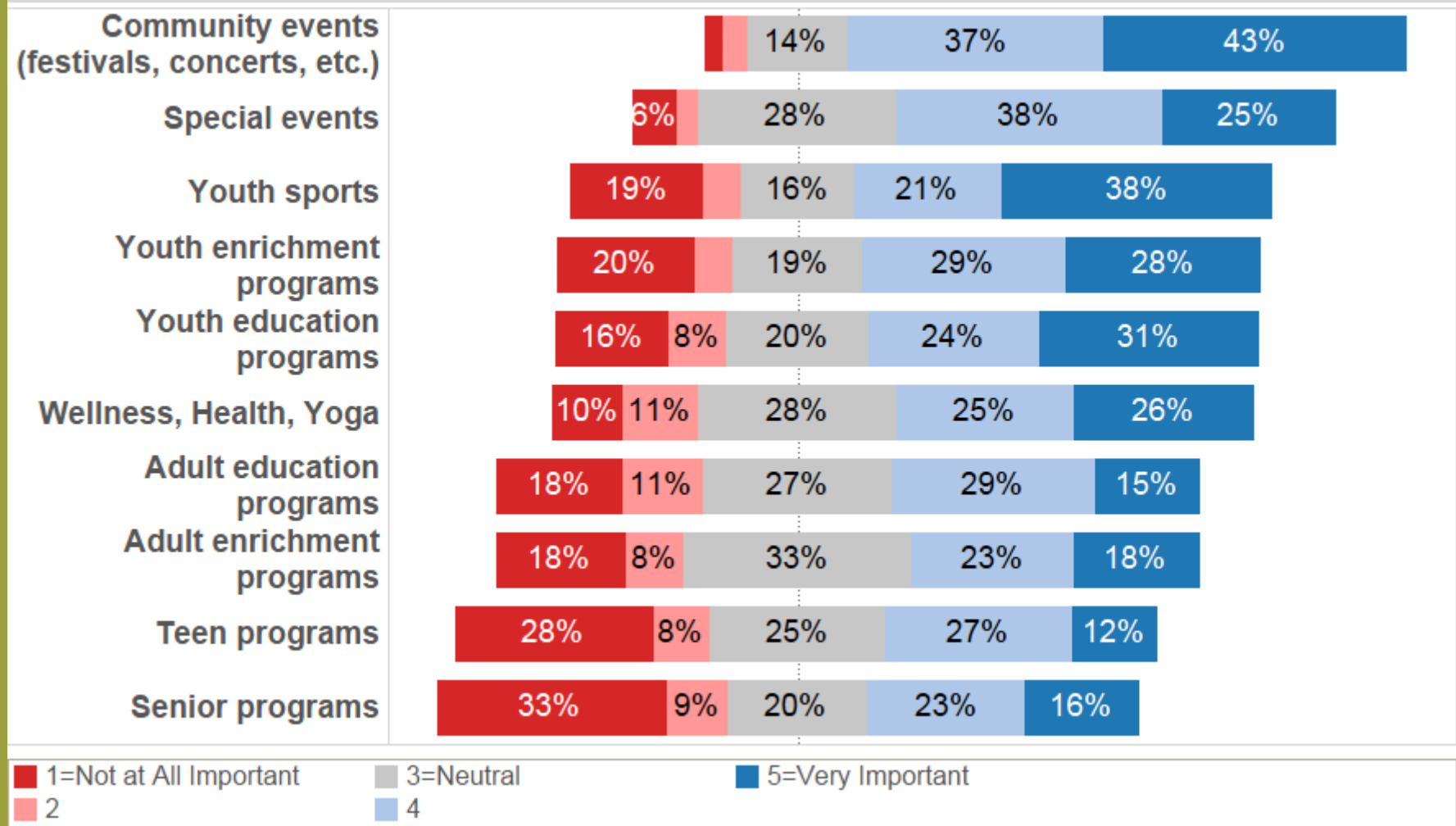


Facility Importance Versus Needs Met



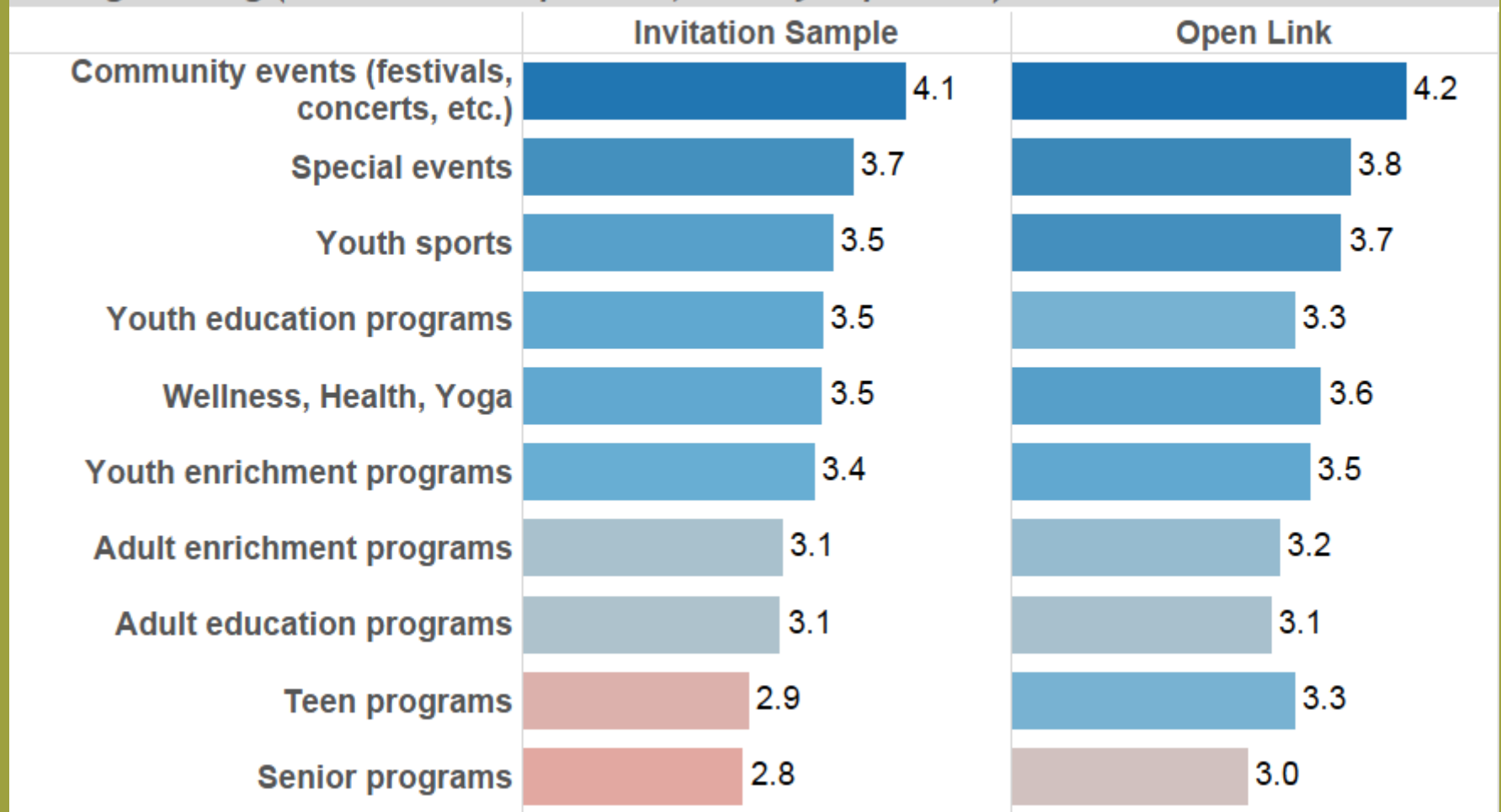
Program Importance

Importance of Dunwoody Programs to Household (Invitation Sample Only)



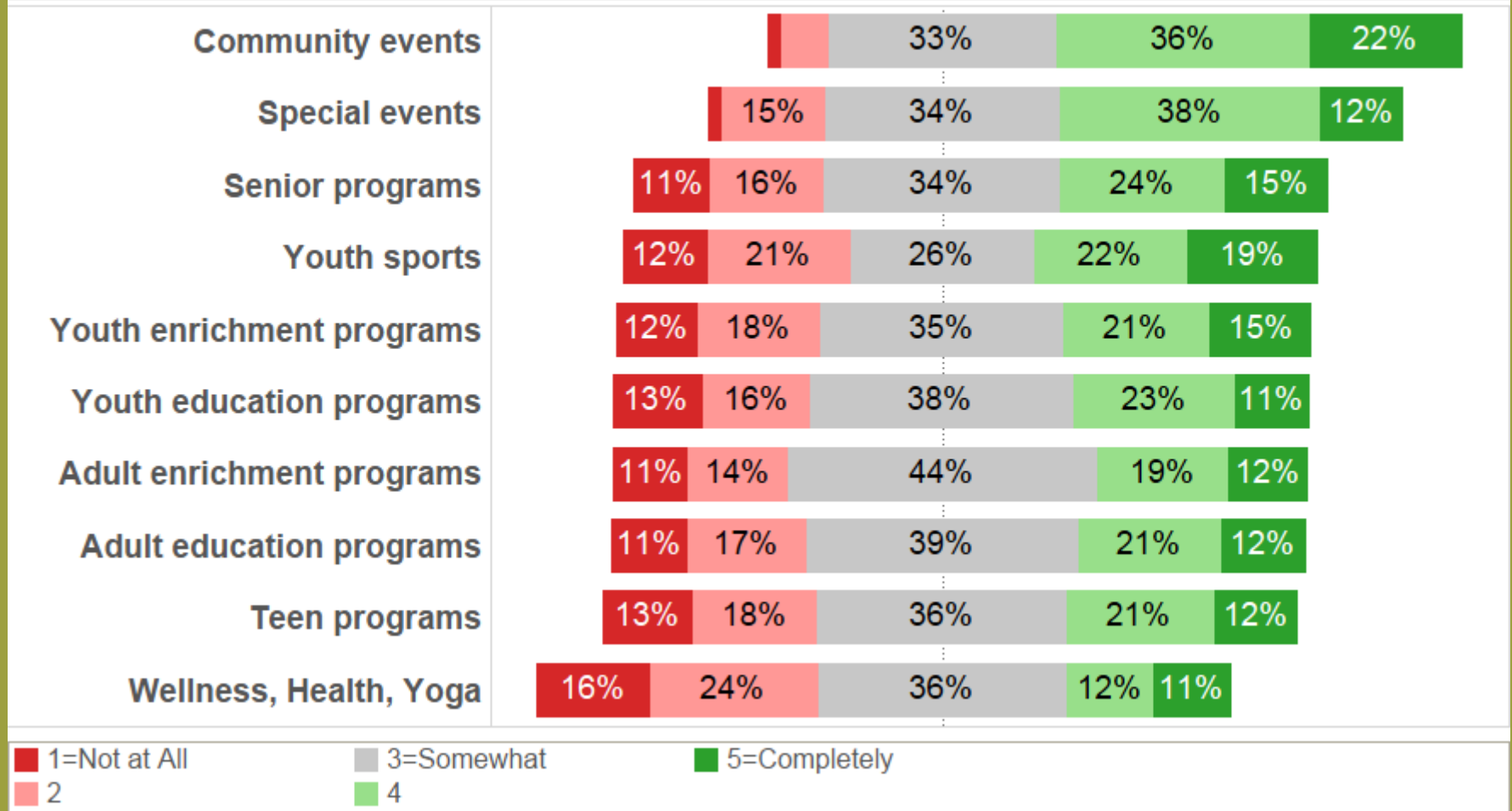
Program Importance

Importance of Dunwoody Programs to Household
Average Rating (1=Not At All Important, 5=Very Important)



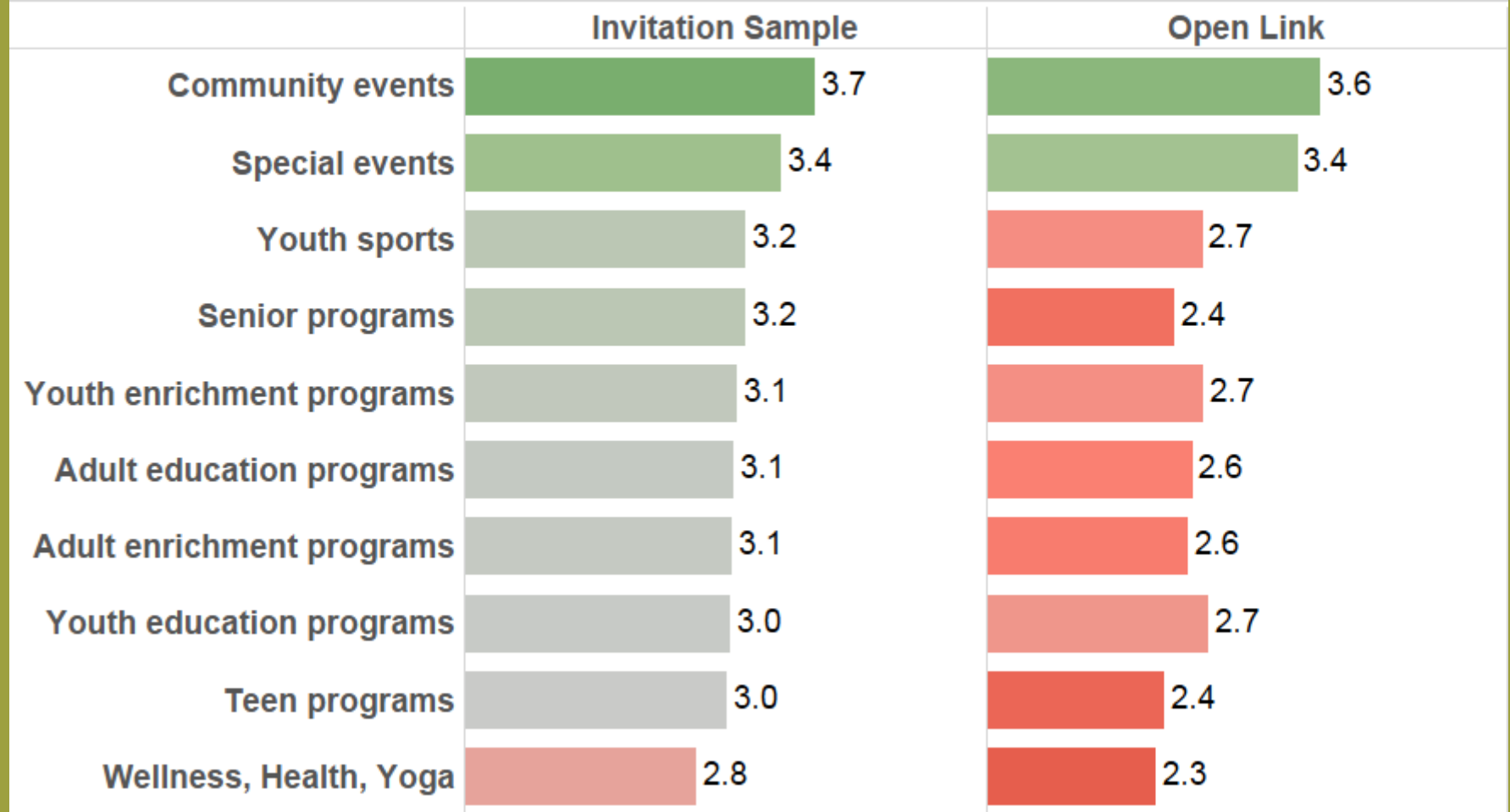
Program Needs Met

Degree to Which Dunwoody Programs Meet the Needs of the Community
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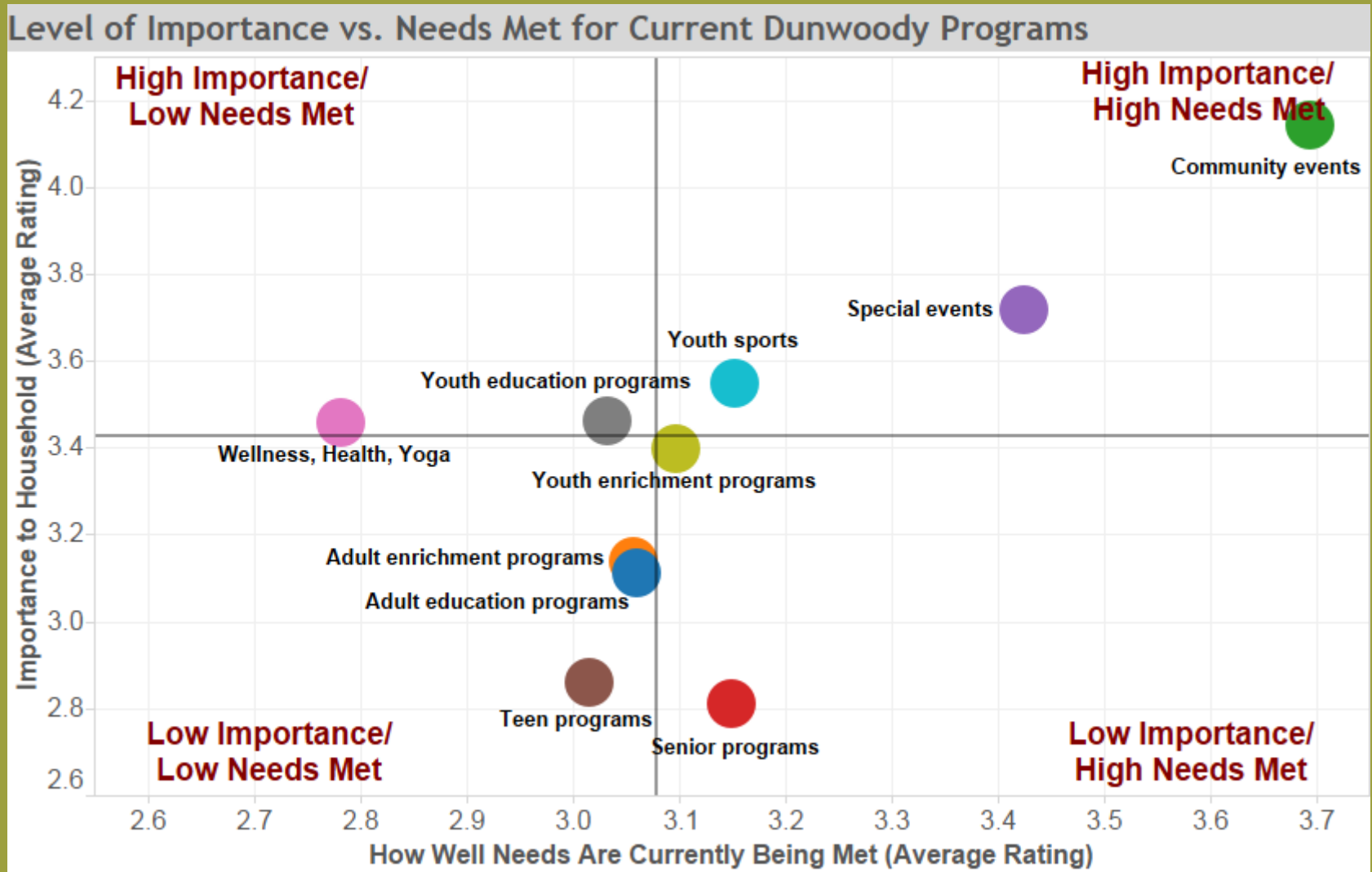


Program Needs Met

Degree to Which Dunwoody Programs Meet the Needs of the Community
Average Rating (1=Not At All, 5=Completely)

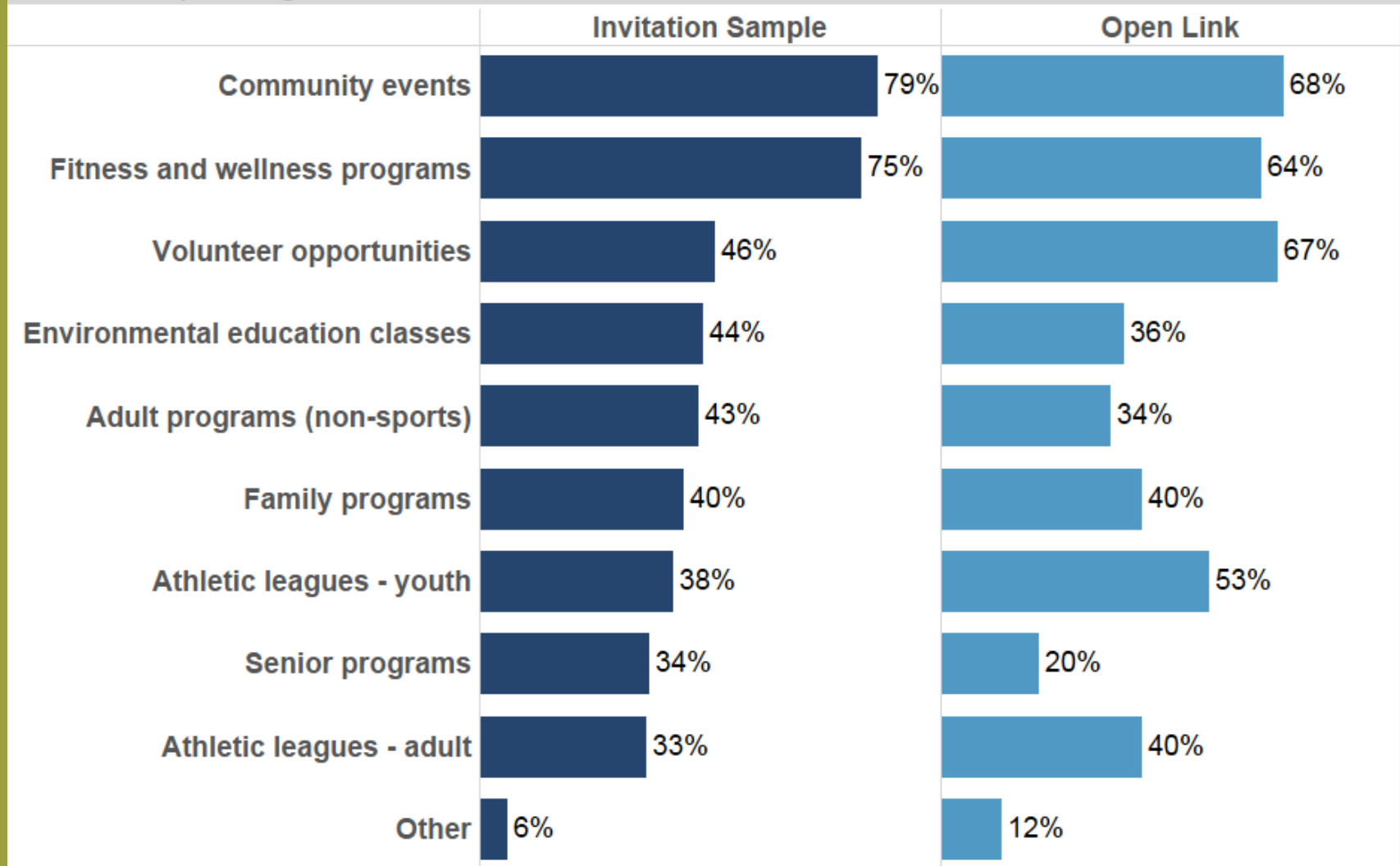


Program Importance Versus Needs Met



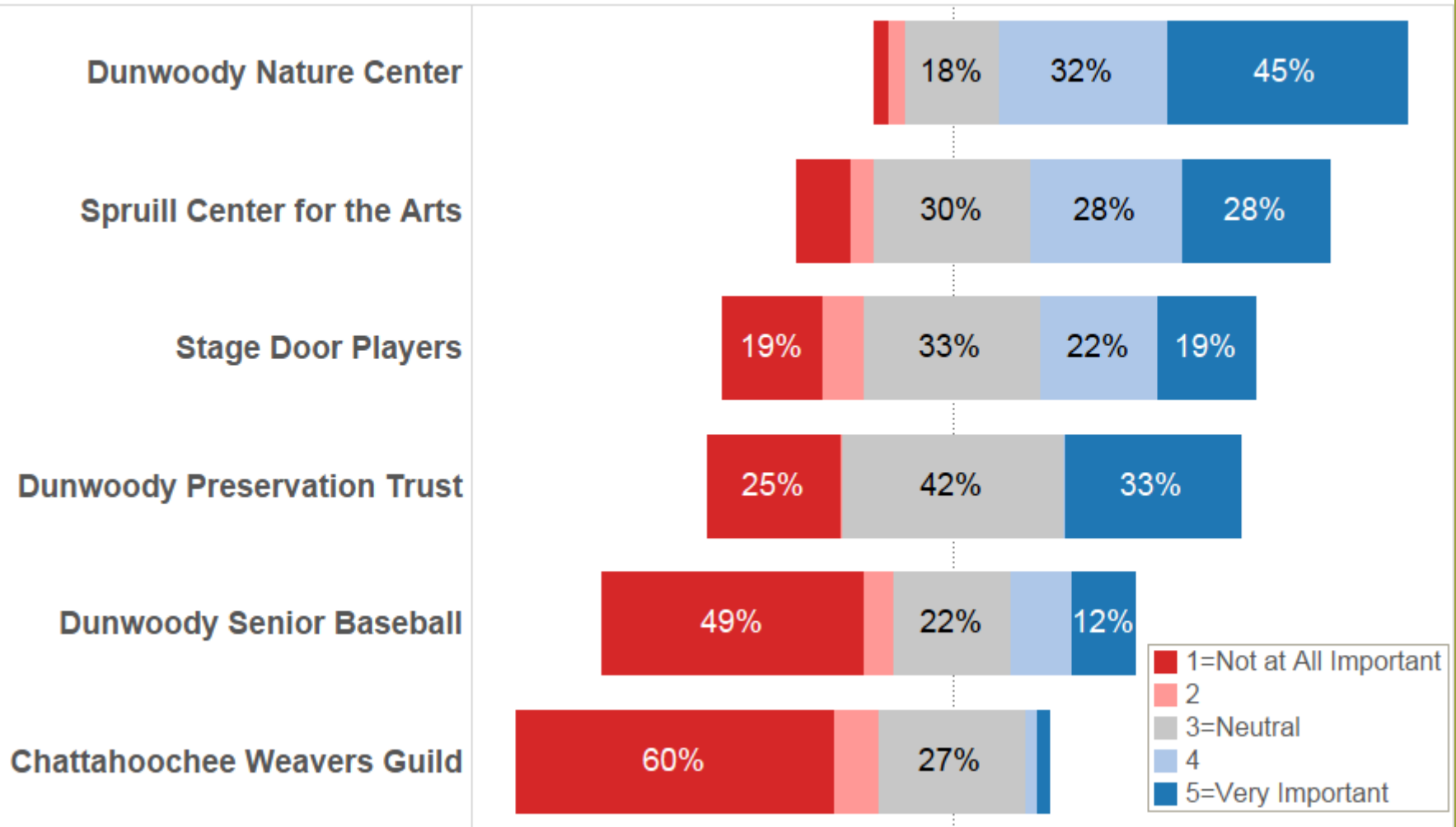
Program Needs

Does your household have a need for the following programs?
Percent Responding "Yes"

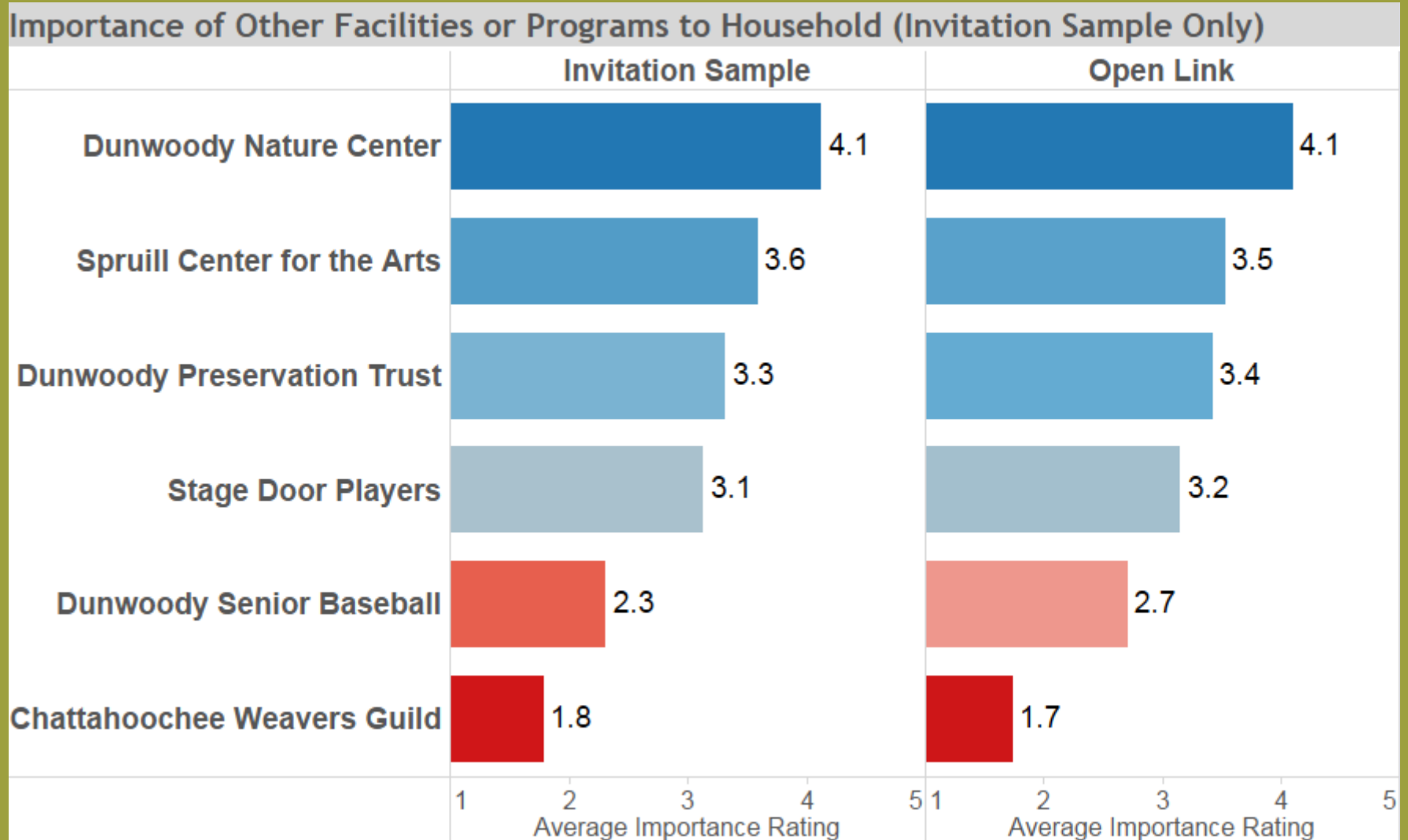


Importance of Other Facilities/Programs

Importance of Other Facilities or Programs to Household (Invitation Sample Only)

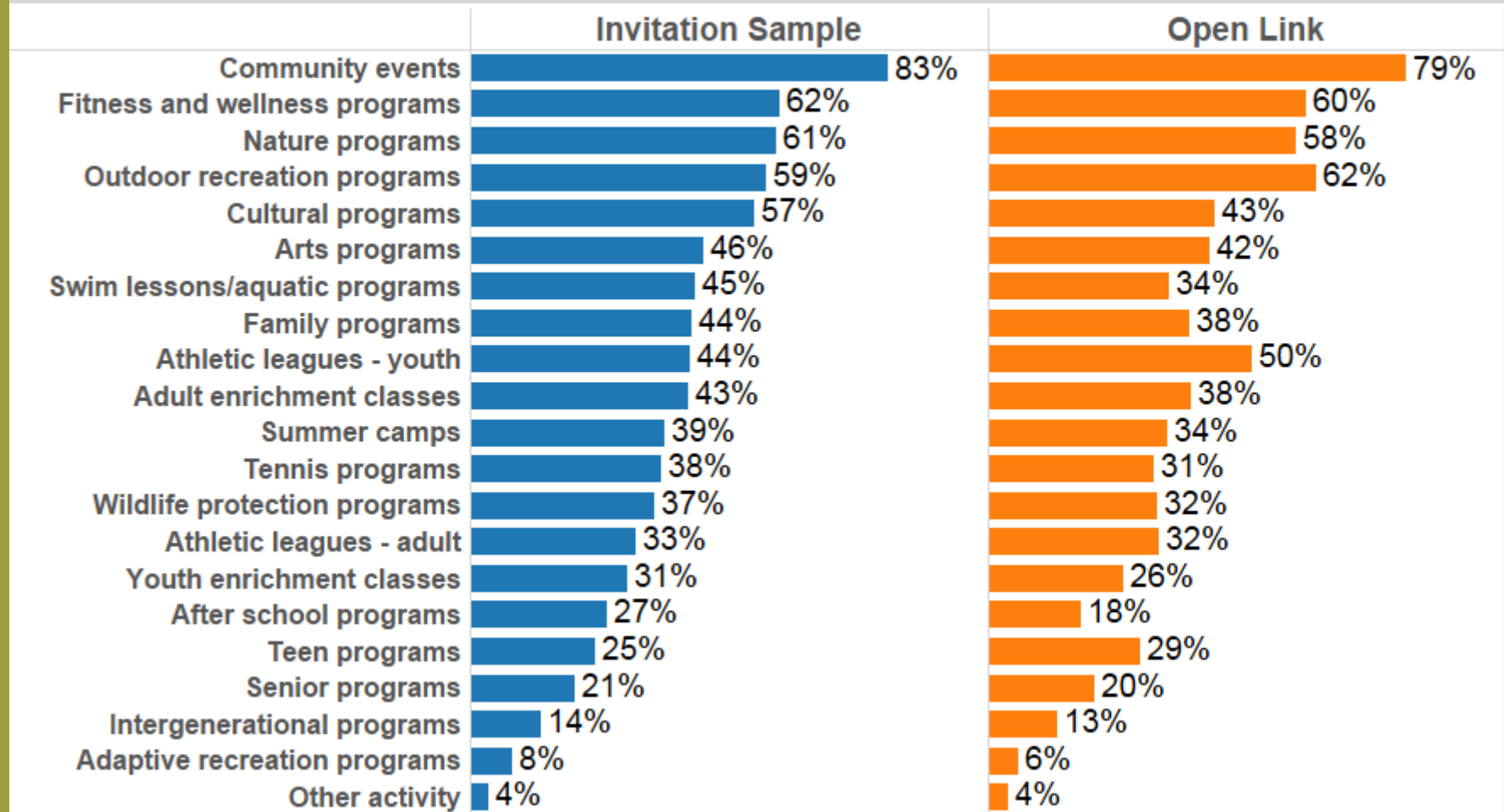


Importance of Other Facilities/Programs



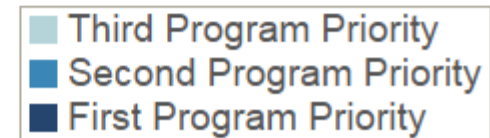
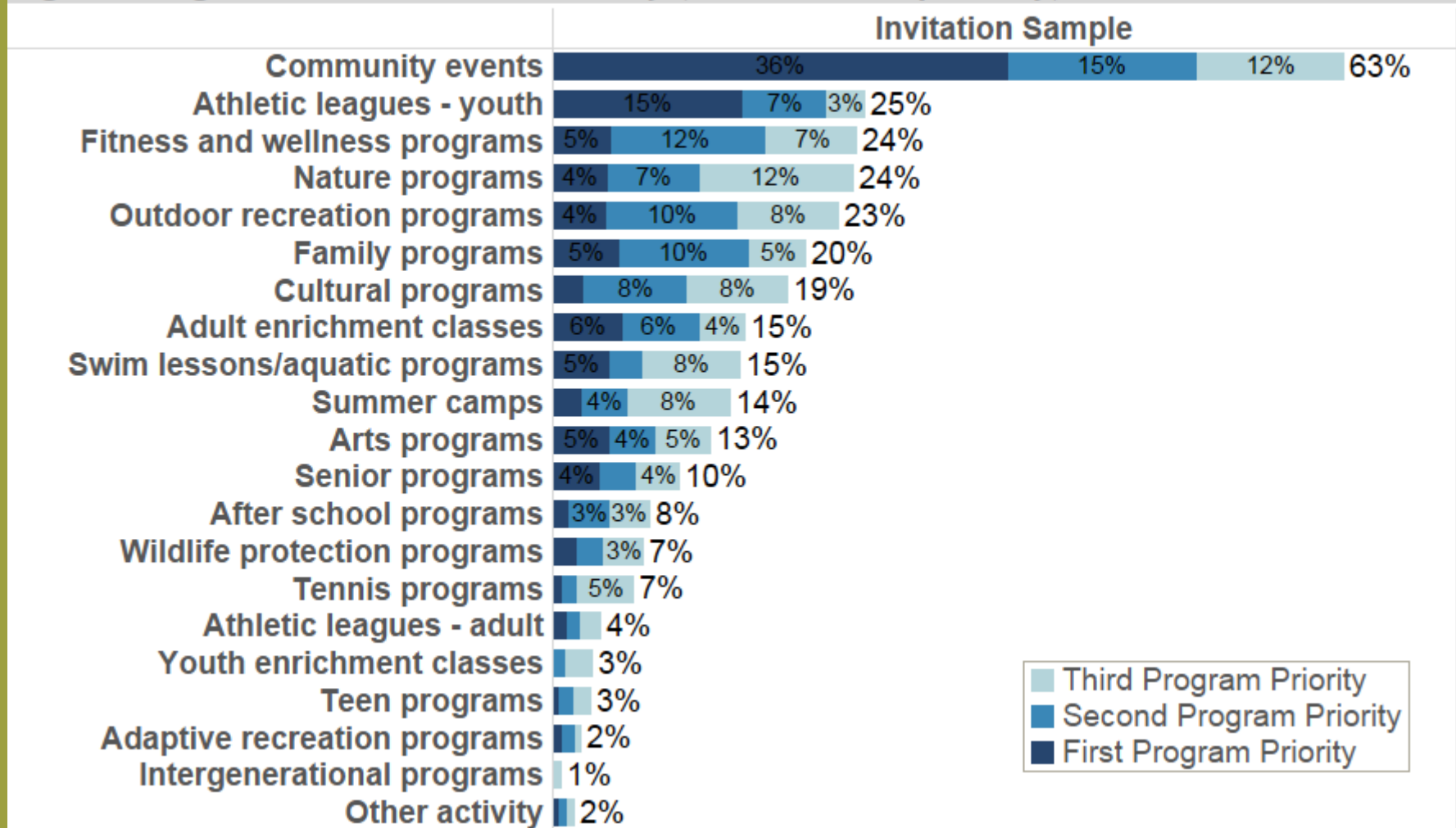
Household Need for Program

Does your household have a need for the following programs?
Percent Responding "Yes"



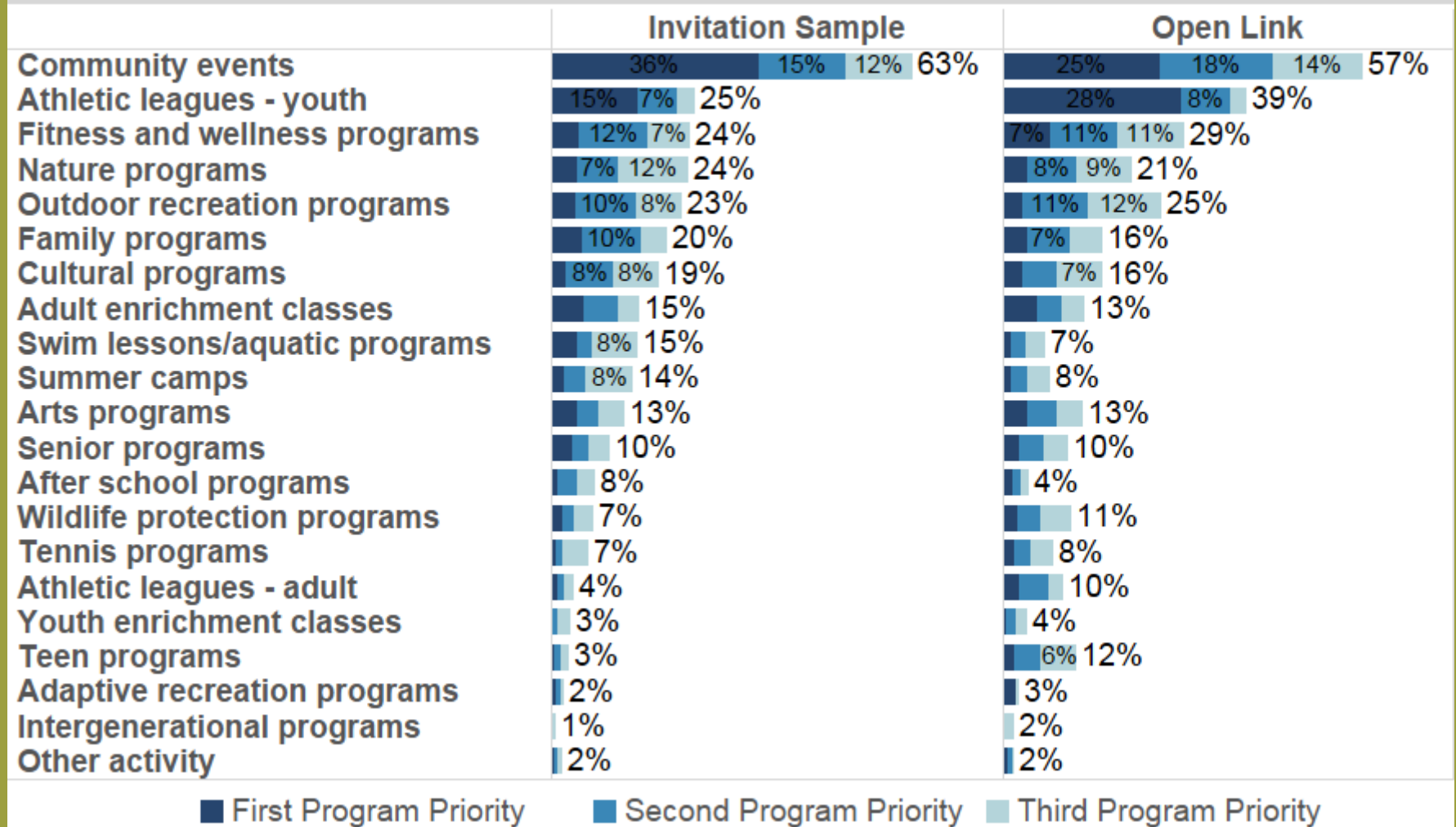
Program Priority – Invitation Sample

Highest Program Priorities for Dunwoody (Invitation Sample Only)



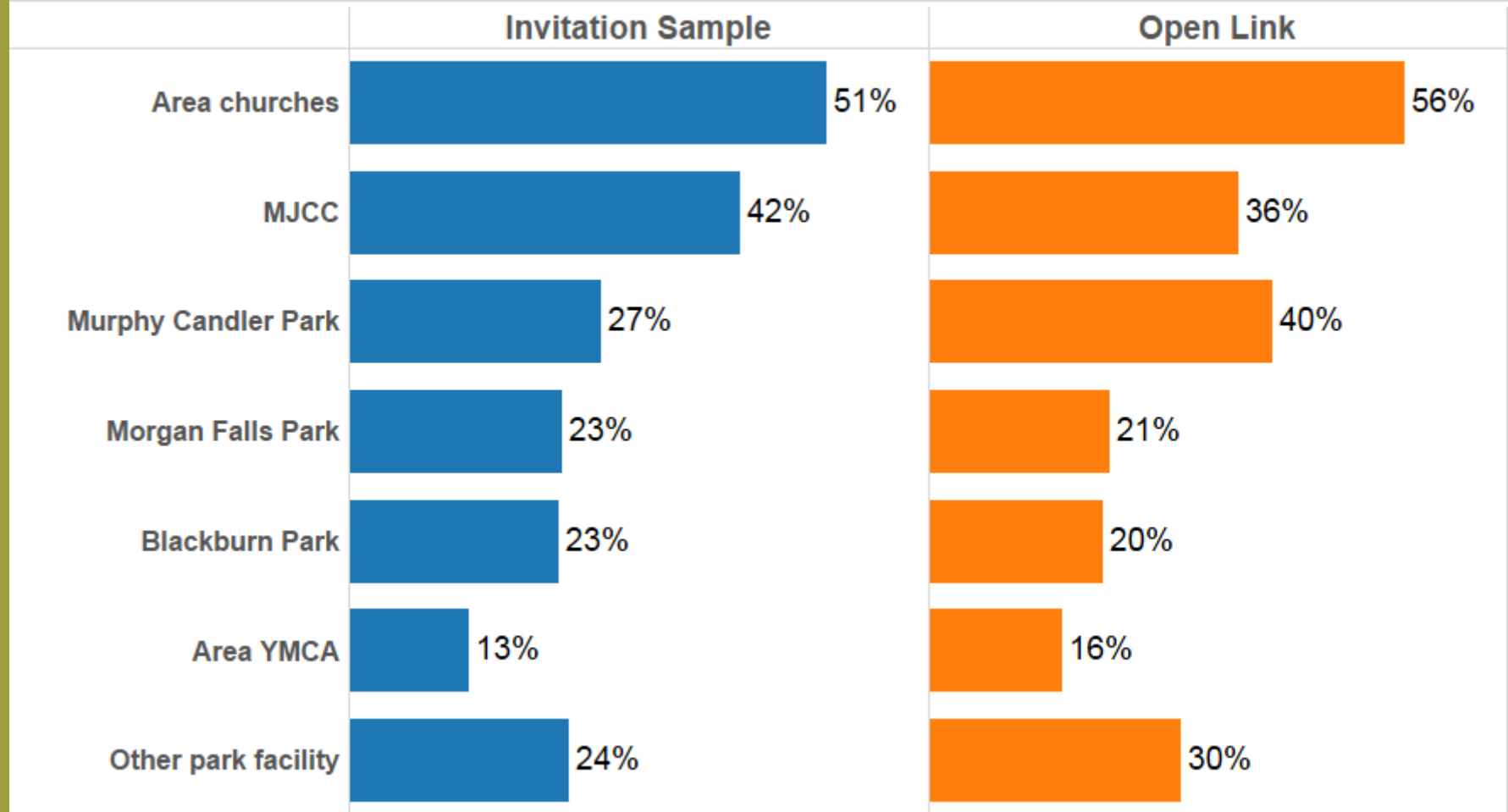
Program Priority – Both

Highest Program Priorities for Dunwoody (Invitation Sample vs Open Link)



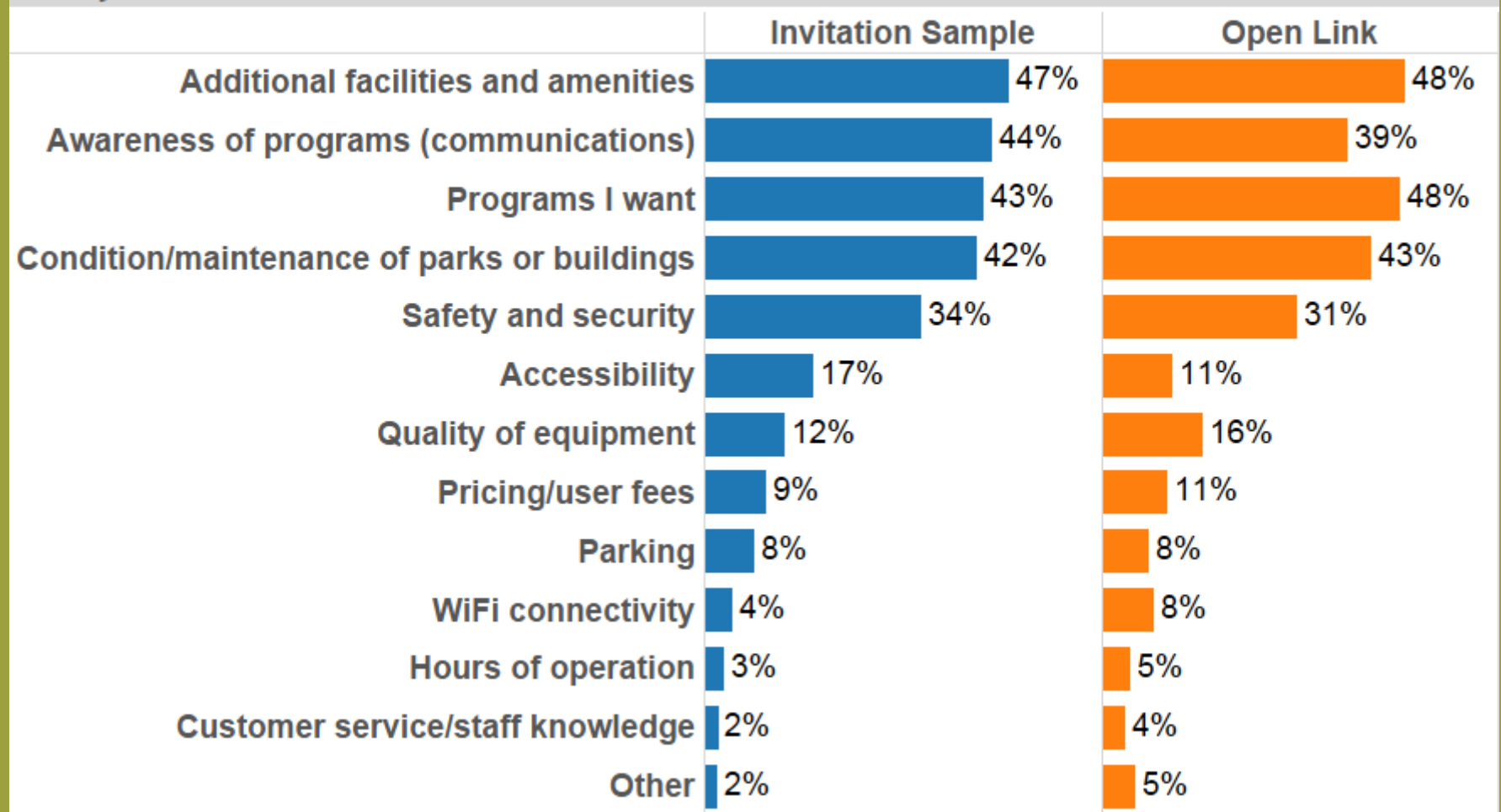
Facilities Used for Programming

Which of the following park facilities do you or your family utilize for programmed activities? (Please check all that apply)



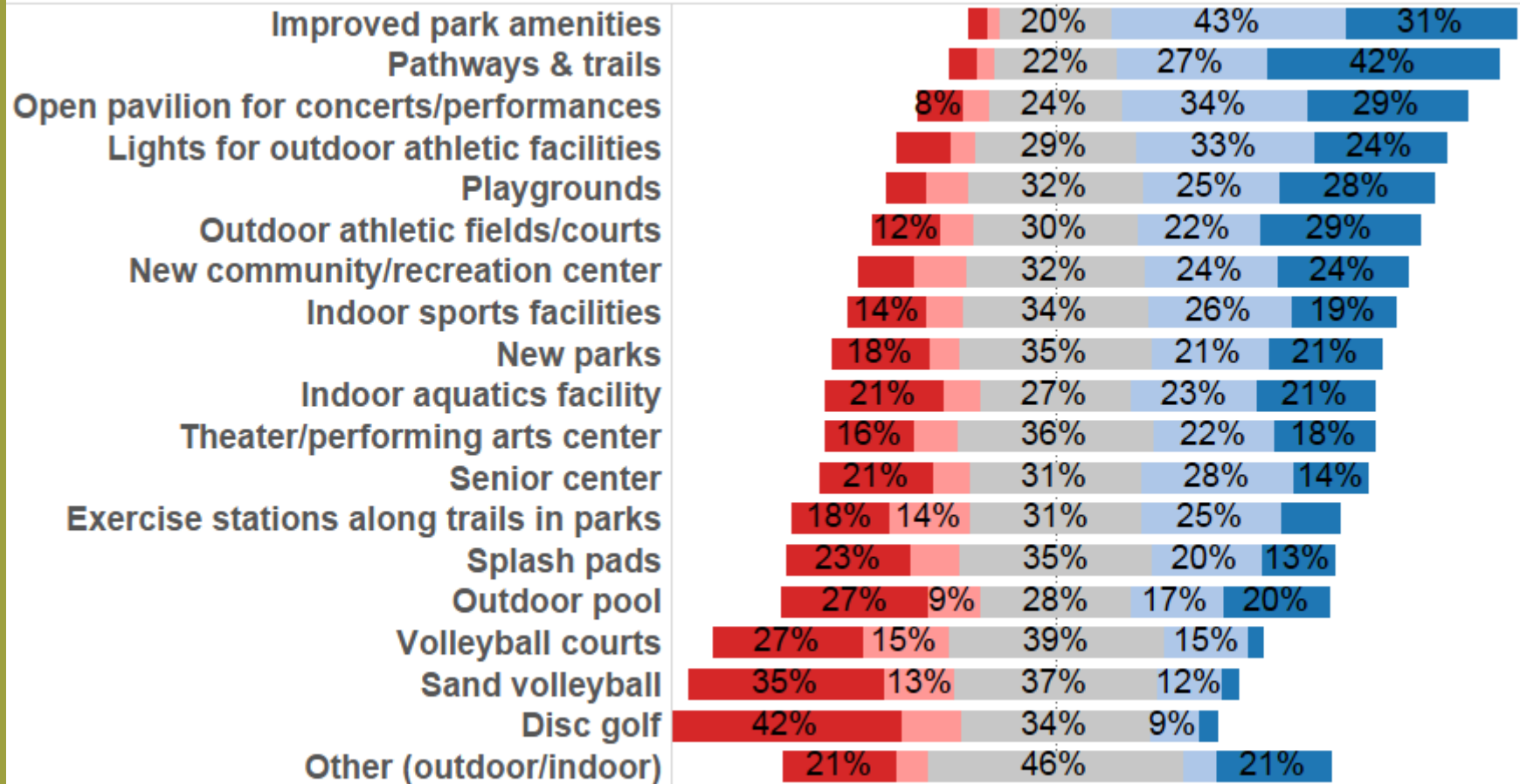
Opportunity for Increased Use

Three Most Important Areas That, If Addressed by the City, Would Increase Use of Dunwoody Parks and Recreation Facilities



Adding/Expanding/Improving Facilities

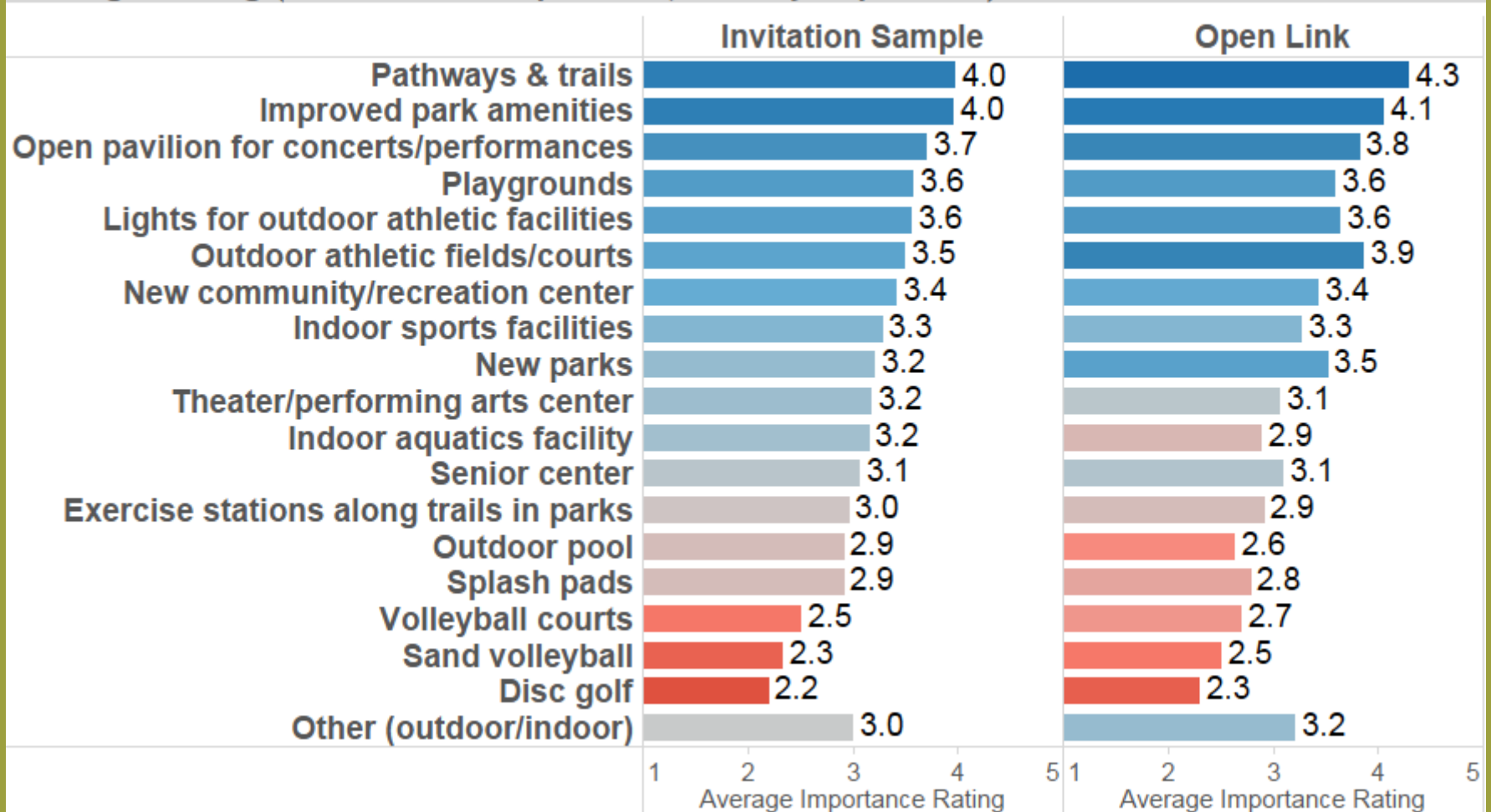
Importance of Adding, Expanding, or Improving Facilities (Invitation Sample Only)



■ 1=Not at All Important ■ 3=Neutral ■ 5=Very Important
■ 2 ■ 4

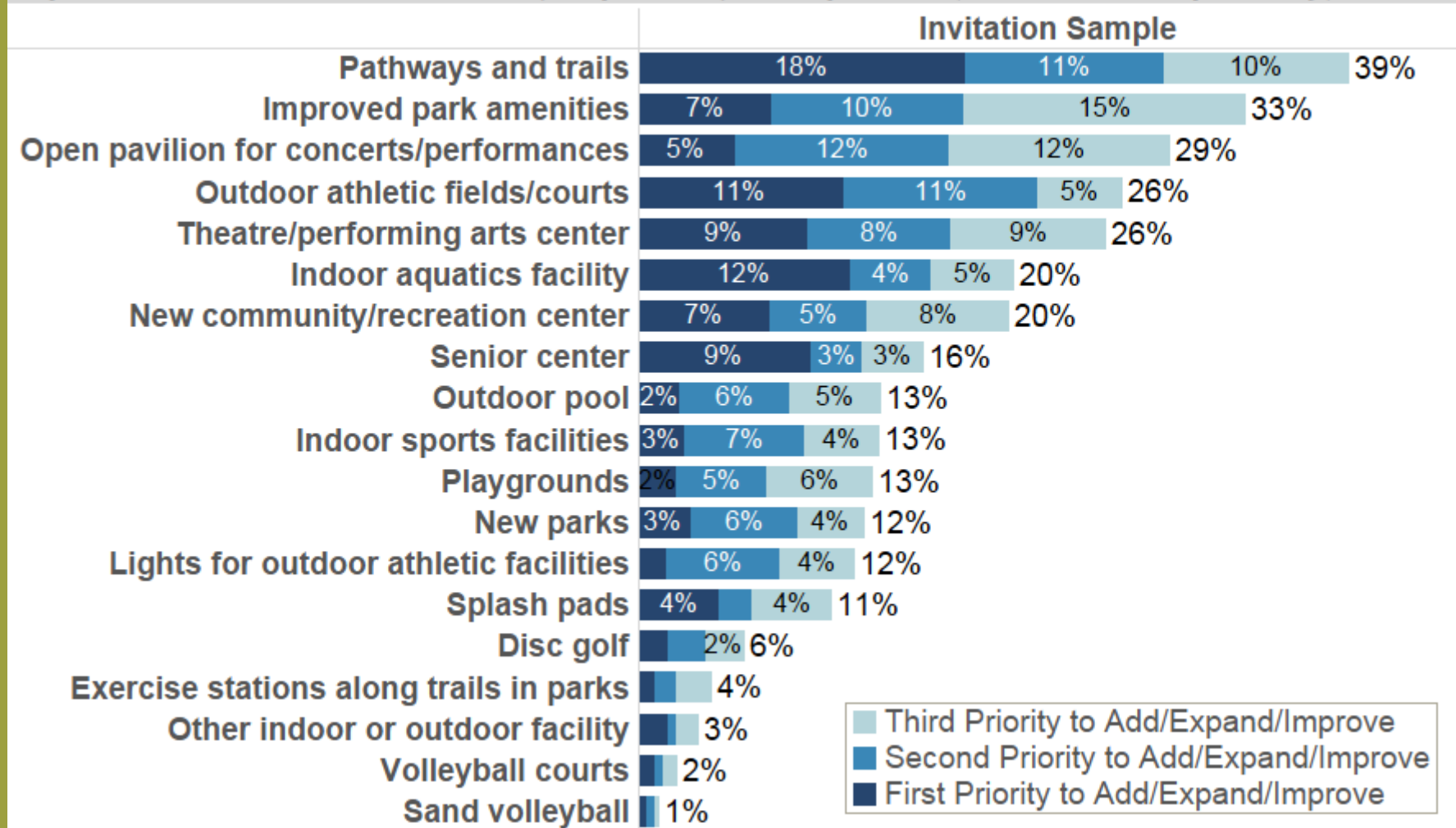
Adding/Expanding/Improving Facilities

Importance of Adding, Expanding, or Improving Dunwoody Facilities
Average Rating (1=Not At All Important, 5=Very Important)



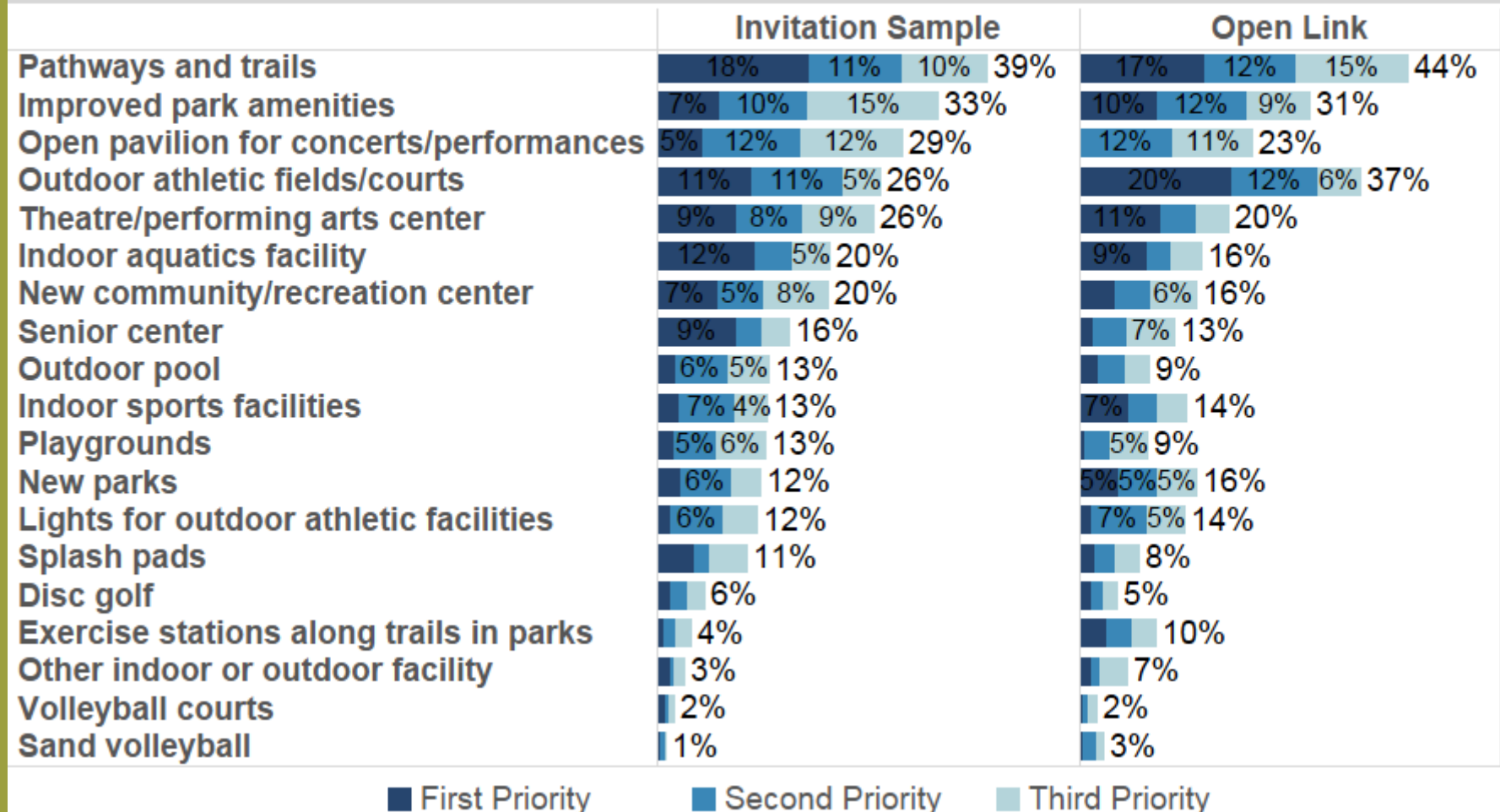
Top Three Facilities Priorities - Invitation

Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample Only)



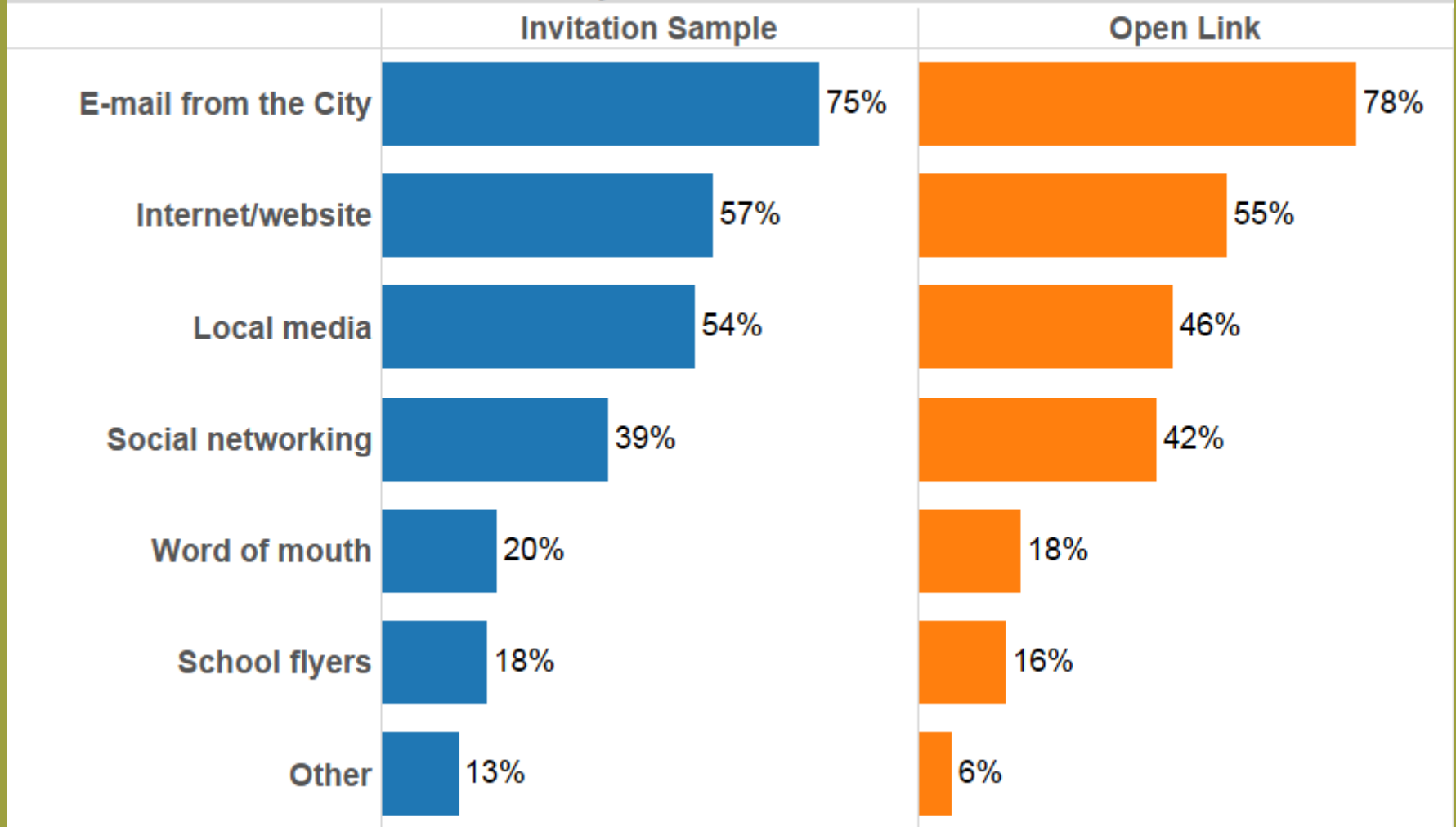
Top Three Facilities Priorities - Both

Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample vs Open Link)



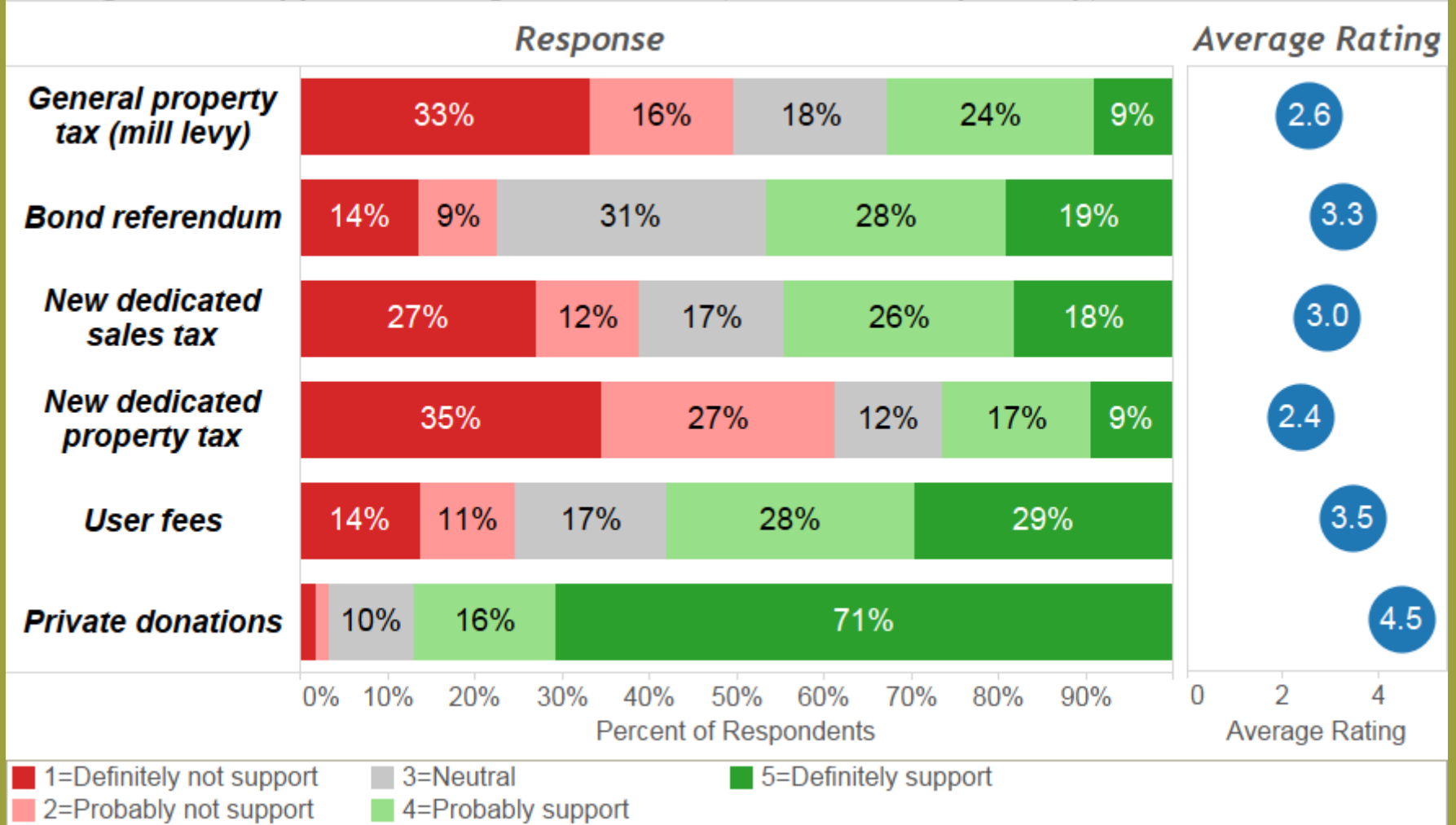
How To Communicate

How can we best communicate with you?



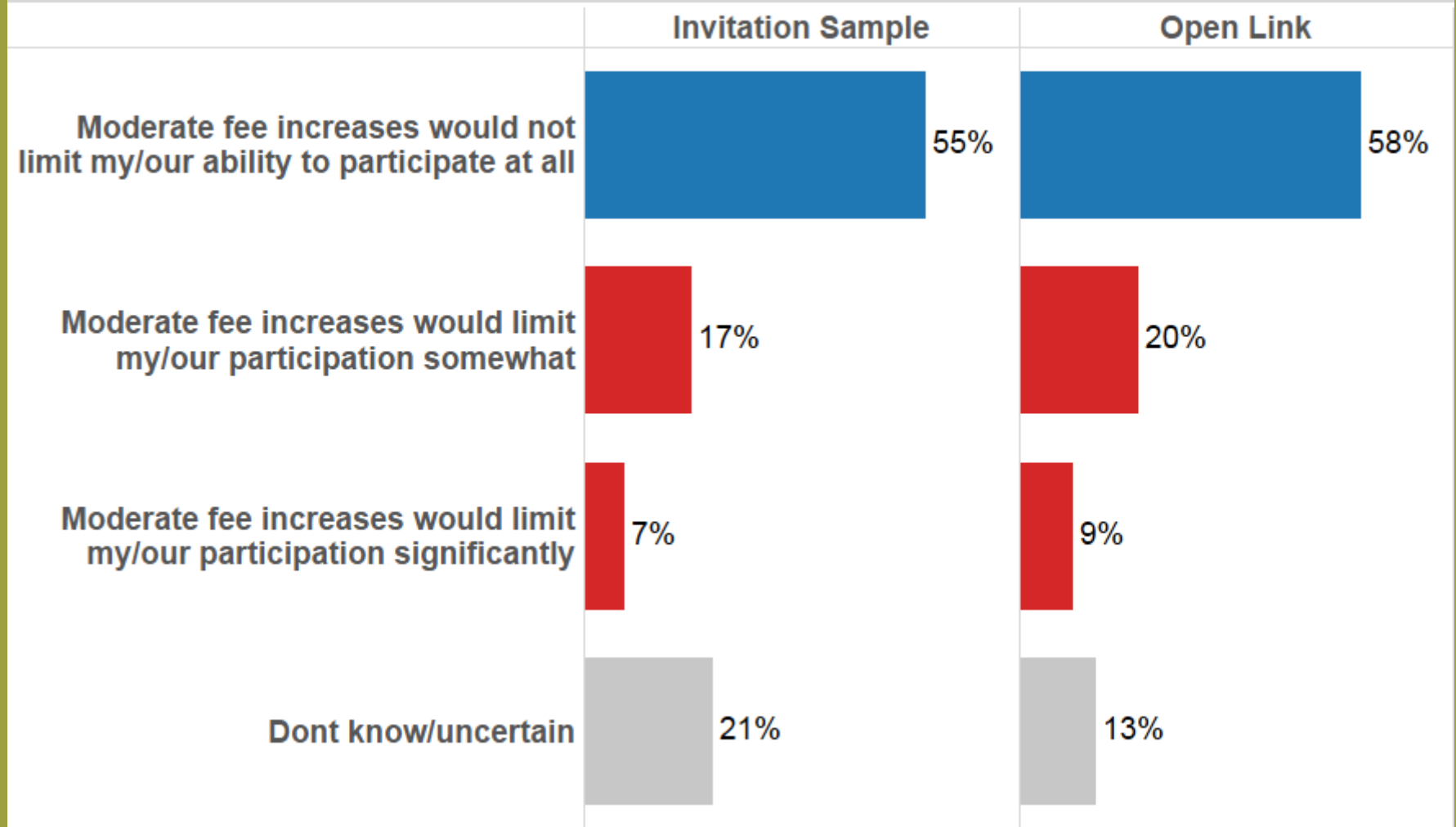
Funding Mechanisms

Willingness to Support Funding Mechanisms (Invitation Sample Only)



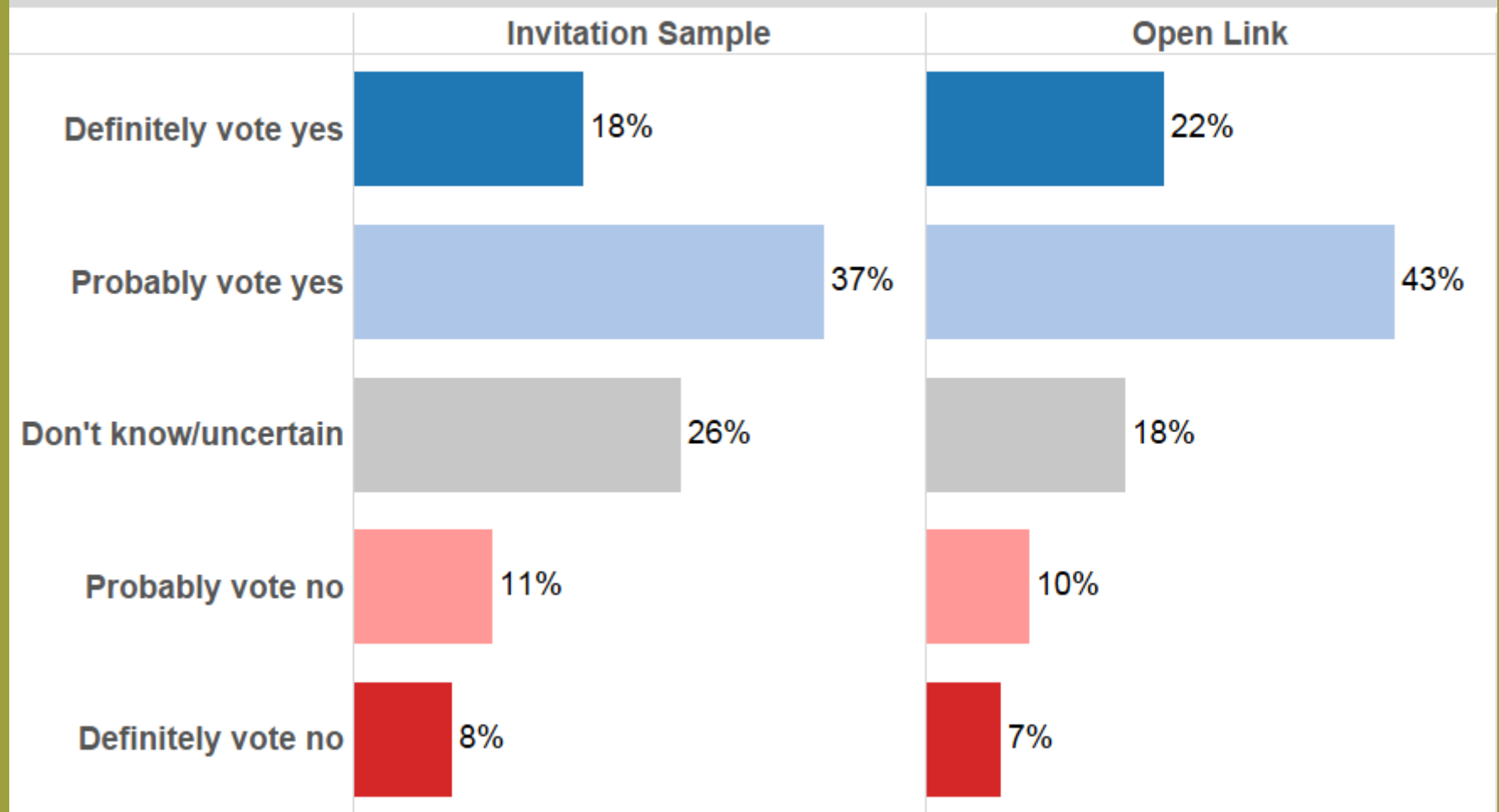
Impact of Fees

Impact of Fee Increases on Parks & Recreation Participation



Bond Support

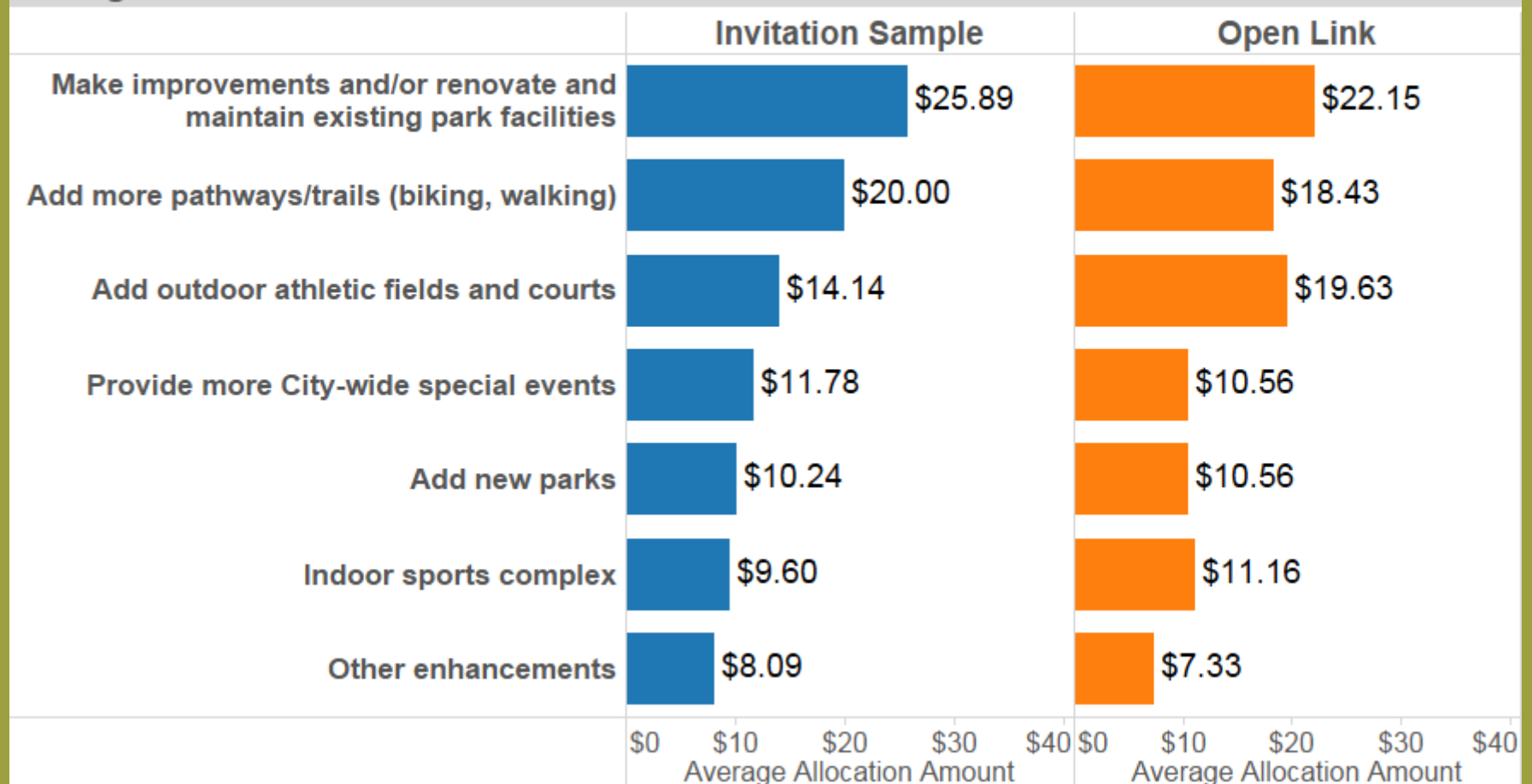
How likely would you be to support a Bond Referendum that includes funding for parks and recreation enhancements?



If You Had \$100...

If you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

Average Allocation Amount



Inventory

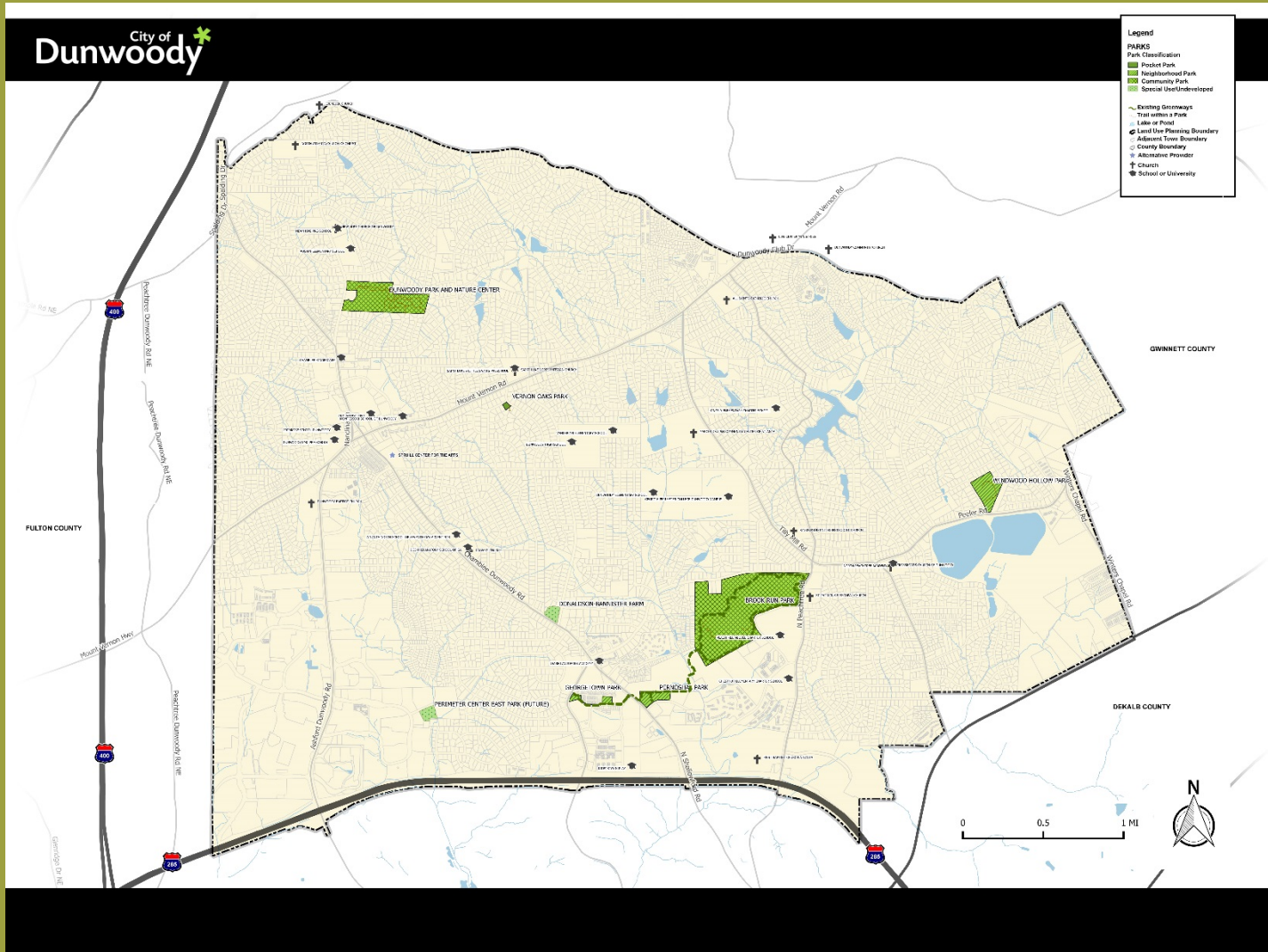
The Level of Service (LOS) analysis process involves a detailed inventory of existing public park and recreation amenities available to City residents and comparing these to the needs of the residents as expressed during public input.

This LOS analysis will serve as a framework identifying areas of opportunity for the City's master plan.

- Methodology – Park Analysis
 - Use GIS (geographic information systems) to map City park sites and recreation areas.
 - Site visits were performed for each of the parks to photograph and verify the quantity and condition of the existing amenities.
 - A Park Amenities Matrix and Geodatabase was created to quantify, locate, and qualify existing park amenities.
 - Amenities Report was created to score individual park amenities and develop a grade for each park. The grading scale is as follows:
 - 1 (Poor) – Does not meet expectations for general parks function
 - 2 (Average) – Meets expectations
 - 3 (Good) – Exceeds expectations

Inventory

There are 8 park and special use sites within the Dunwoody Parks System. The majority of these parks are located in the south eastern portion of the city

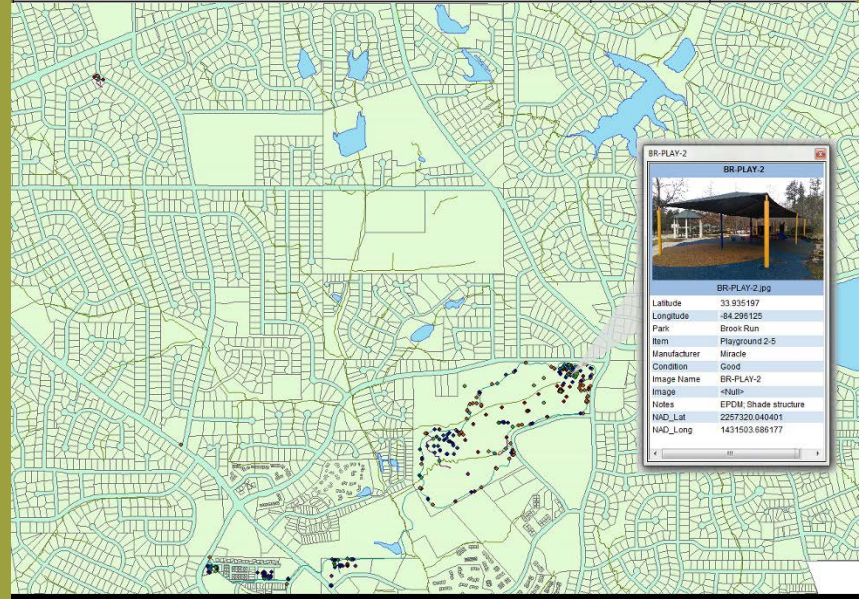


Inventory

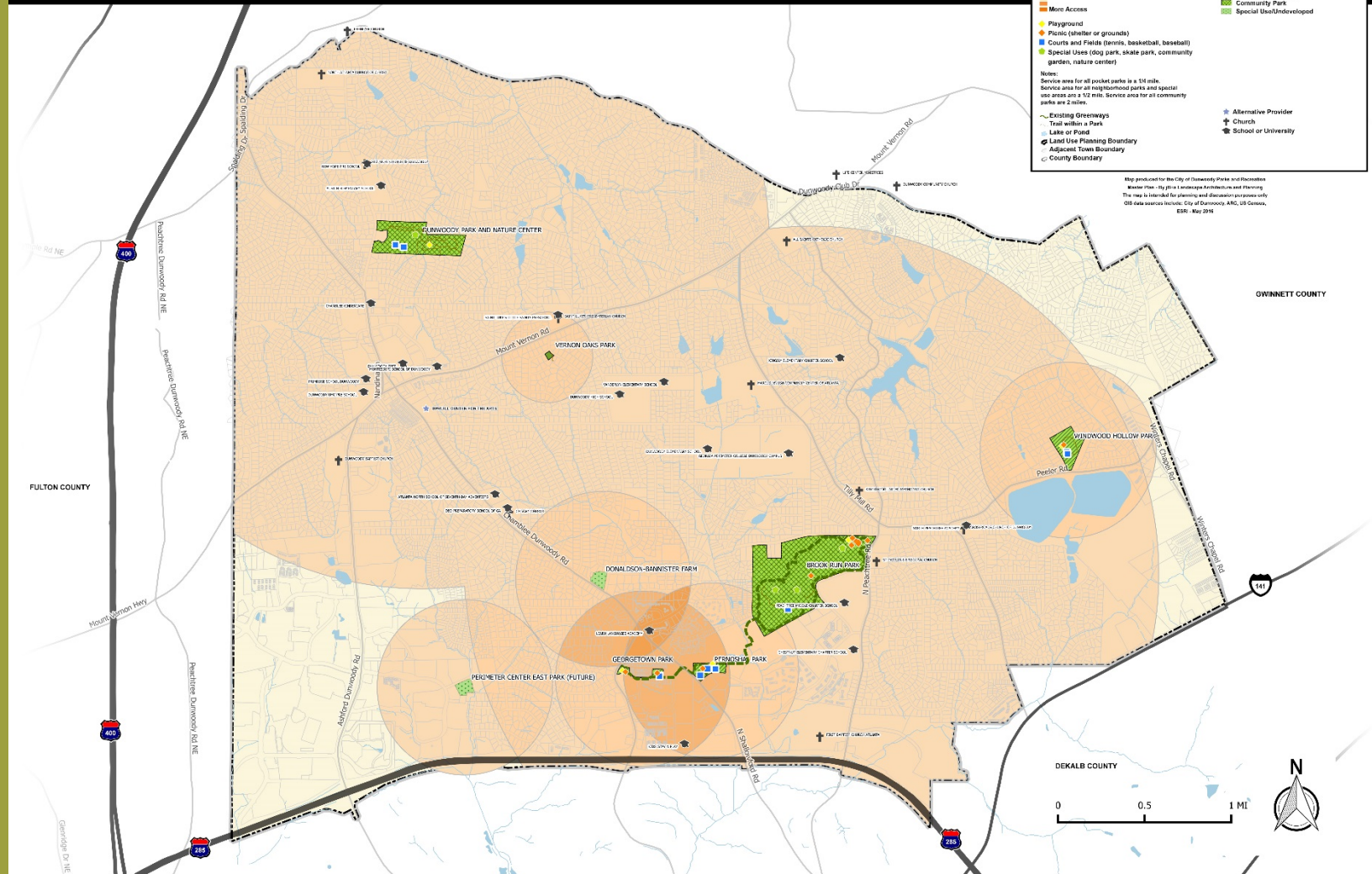
Examples of Park Inventory Includes:

- Park Location and Description
- Park Acreage
- Outdoor Facilities
 - Playgrounds
 - Baseball Fields
 - Soccer Fields/Multi-Purpose Fields
 - Basketball Court, Tennis Court, etc.
 - Drinking Fountains
 - Walking Paths
 - Picnic Tables and Benches
 - Gazebos / Picnic Structures
 - Parking Lot/Bike Racks
 - Amphitheater
 - Dog Park
- Outdoor Facilities Quality
- Outdoor Facilities Location
- Outdoor Facilities Images

Dunwoody Park System	Total Acreage	
	Count	Units
Existing Amenities		181.82
Playgrounds	5	EA
Shelters	15	EA
Restrooms	6	EA
Misc Structures	11	EA
Water Feature	2	EA
Baseball Fields	2	EA
Multi-purpose Field (unprogrammed)	3	EA
Bocce Ball Courts	2	EA
Tennis Court	2	EA
Basketball Courts	2	EA
Amphitheater	1	EA
Greenhouse	1	EA
Skate Park	1	EA
Outdoor Classrooms	3	EA
Community Garden	2	EA
Hammock Areas	1	EA
Dog Park	1	EA
Stage	1	EA
Fitness Equipment	10	EA
Main Signs	12	EA
Secondary Signs	3	EA
Wayfinding/MUTCD Signs	50	EA
Interpretive Signs	9	EA
Benches	115	EA
Picnic Tables	52	EA
Chairs	10	EA
Water Fountains	8	EA
Bench Swing	1	EA
Bollards	48	EA
Grills	1	EA
Trashcans	74	EA
Bike Racks	3	EA
Mult Milt Stations	25	EA
Bridges (wooden)	17	EA
Paved Trails	12027	LF
Unpaved Trails	12263	LF



Gap Analysis



Legend

PARKS
 Service Area Level of Access
 Less Access
 More Access
 Playground
 Picnic (shelter or grounds)
 Courts and Fields (tennis, basketball, baseball)
 Special Uses (dog park, skate park, community garden, nature center)

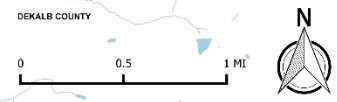
PARKS
 Park Classification
 Pocket Park
 Neighborhood Park
 Community Park
 Special Use/Undeveloped

Notes:
 Service area for all pocket parks is a 1/4 mile.
 Service area for all neighborhood parks and special use areas are a 1/2 mile. Service area for all community parks are 2 miles.

Existing Greenways
 Trail within a Park
 Lake or Pond
 Land Use Planning Boundary
 Adjacent Town Boundary
 County Boundary

Alternative Provider
 Church
 School or University

Map produced for the City of Dunwoody for the use of the City.
 Revised 05/2016. City of Dunwoody Planning Department.
 The map is intended for planning and discussion purposes only.
 GIS data sources include: City of Dunwoody, ARD, US Census.
 ESRI, May 2016



LEVEL OF ACCESS: PARKS

Inventory Summary

- City has two large community parks, Brook Run Park and Dunwoody Park, that provide a high quantity and quality of amenities.
- The Park at Pernoshal was not yet open to the public upon the team's site visits but was highly used nonetheless and should have a major impact on level of service by offering unique amenities that are not elsewhere in the city.
- Brook Run Park is well used throughout the day for a multitude of activities while Dunwoody Park is well used during sporting events and/or field trips.
- Neighborhood parks do not seem to have as high a user base perhaps due to perceived ownership/branding (Georgetown), hours and amenities (Donald-Bannister Farm), and proximity to Brook Run Park and amenity overlap (Windwood Hollow).
- Perimeter Center East Park remains undeveloped
- Basic park maintenance such as mowing, removal of litter, and sports facility maintenance is performed at a high level of care.
- Playground equipment and distribution is clustered in the southern portion of the city, creating gaps in access by residents.
- Connectivity from parks to residential areas is primarily by car, limited pedestrian access based on locations and existing infrastructure.

Thank You for Your Time and Interest!

GREENPLAY LLC

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Questions?

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