

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

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



anning + landscape architecture

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
 - o Program & Other Service Provider Analysis
 - Organizational Analysis
- Draft Plan & Presentation
- Final Plan & Presentation



Community Engagement Summary

Meetings held January 11-12, 2016

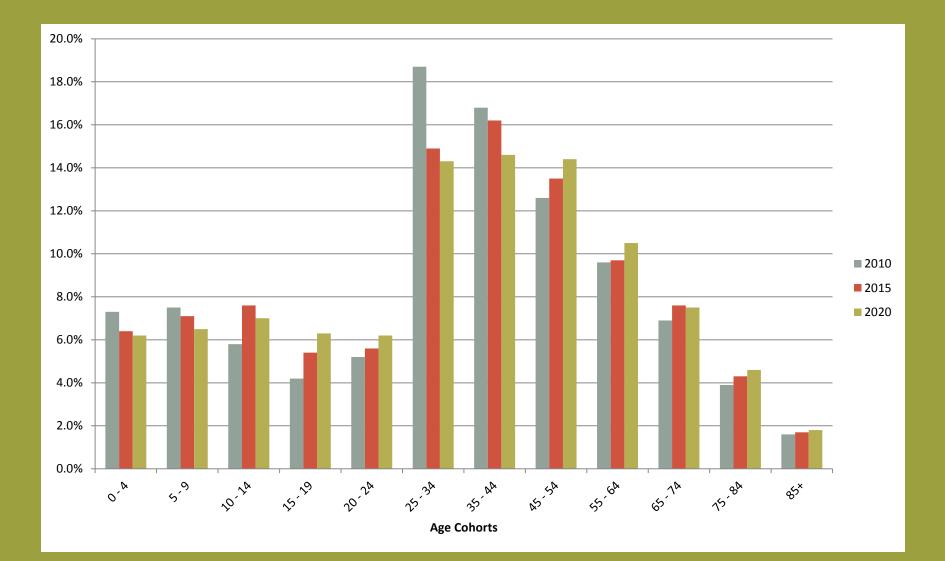
180+ Participants over six meetings
 Stakeholder and focus group meetings: Staff,
 Non-Profit Partners, School Officials, Citizens



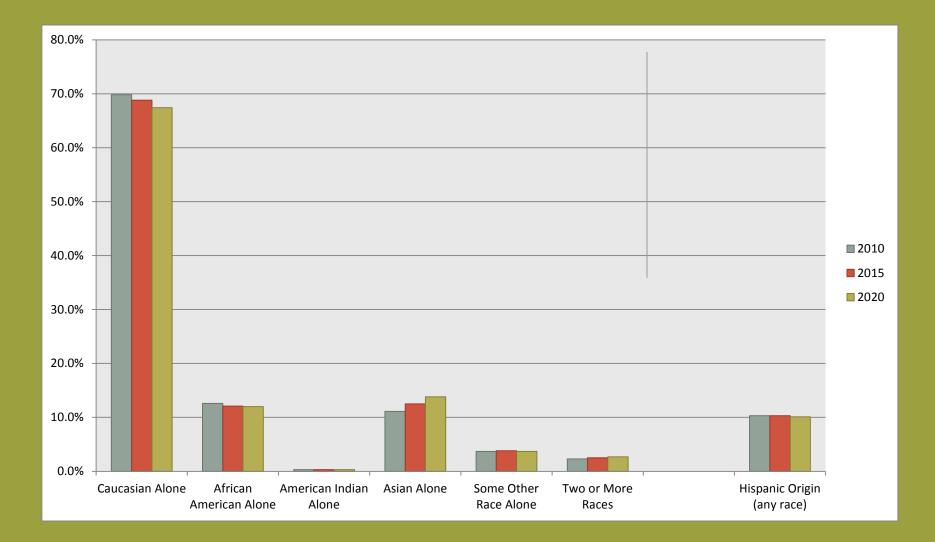
2015 Demographics

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			

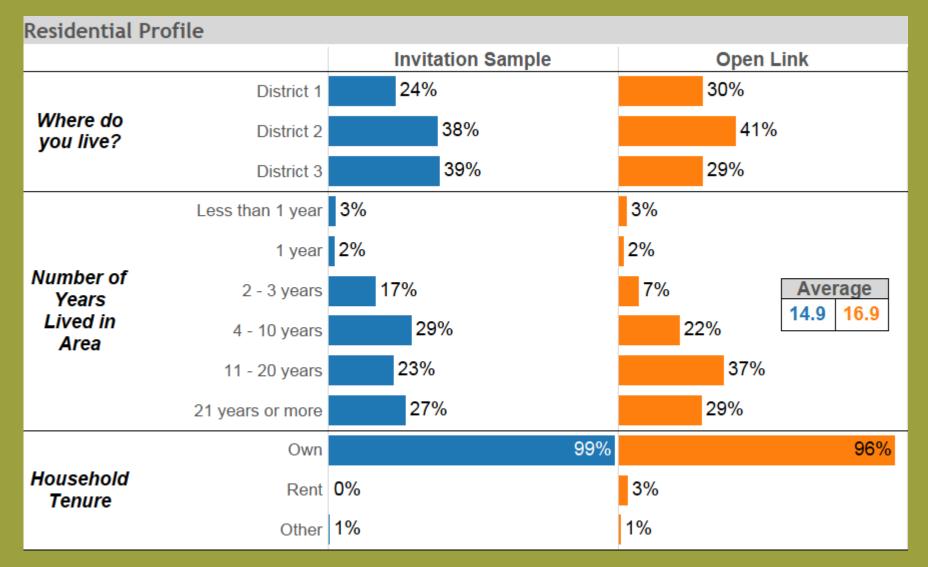
Survey Demographic Profile

Demographic Profile

		Invitation Sample	Open Link
Gender	Female Male	44%	40%
Age	Under 35 35 - 44 45 - 54 55 - 64 65 - 74 75 or over	36% 17% 10% 49.5 50.5	23% 38% 13% 5%
Household Status	Single, no children Single with children at home Single, children no longer at home Couple, no children Couple with children at home Couple, children no longer at home	5% 16% 48%	6% 4% 58%
Annual Household Income	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$150,000 - \$199,999 \$200,000 - \$249,999 \$250,000 or more	3% 5% 29% 10%	0% 7% 24% 16%
Race	White Other Black/African American Asian/Asian Indian/Pacific Islander Native American	8% 15%	94% 3% 2%
Ethnicity	Hispanic/Latino Non-Hispanic/Latino	90%	97%

Questions 20, 21, 22, 25, 26, and 27

Survey Residential Profile



Questions 1, 2, and 23

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)

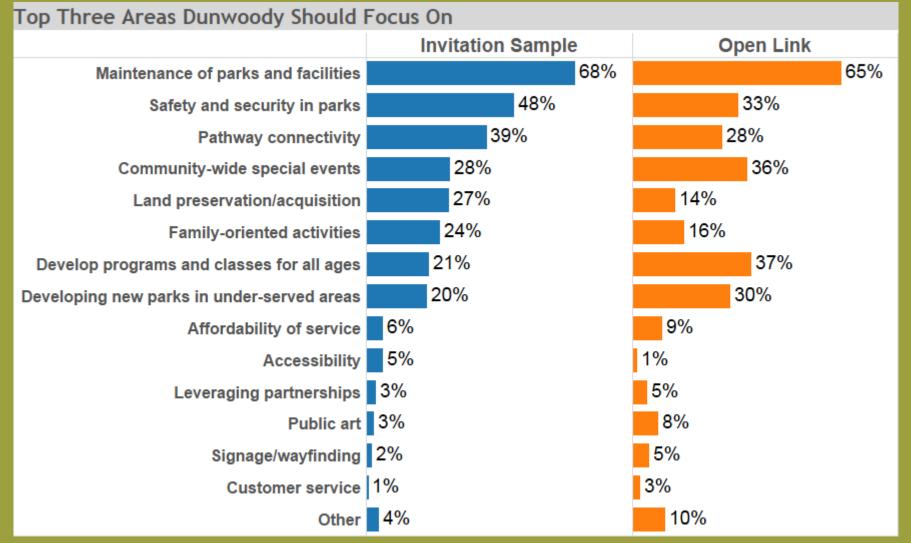
Open-Link Web Survey Response

• Online open survey for anyone (962 completed)

Focus on Improvement

Highest Priority Areas for Dunwoody (Invitation Sample Only) Invitation Sample Maintenance of parks and facilities 21% 21% 27% 68% Safety and security in parks 17% 20% 12% 48% 18% 8% 39% Pathway connectivity 13% 10% 13% 28% Community-wide special events 4% 7% 4% 27% 16% Land preservation/acquisition 10% 4% 24% Family-oriented activities 11% 12% 21% 6% Develop programs and classes for all ages Developing new parks in under-served areas 4% 7% 9% 20% Affordability of service 6% Accessibility 5% Leveraging partnerships 3% Public art 3% Third Top Priority Area Second Top Priority Area Signage/wayfinding 2% First Top Priority Area Customer service 1% 4% Other

Focus on Improvement



Familiarity



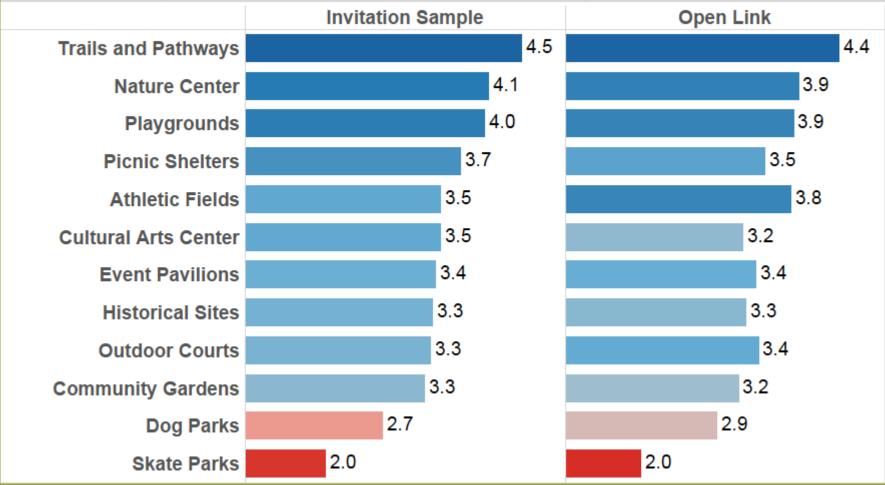
Facility Importance

Importance of Dunwoody <u>Facilities</u> to Household - Invitation Sample Only 1=Not at All Important 28% 61% Trails and Pathways 2 3=Neutral 14% 40% 39% Nature Center 4 5=Very Important 8% 12% 27% Playgrounds 47% 25% 41% 22% Picnic Shelters 8% 35% Event Pavilions 31% 16% 17% 23% 23% 31% Athletic Fields 13% 29% 30% 21% Cultural Arts Center 15% 29% 26% 22% Outdoor Courts 40% 26% 16% Historical Sites 12% 9% 35% 32% 13% **Community Gardens** 33% 12% 20% 20% 15% Dog Parks 9% 48% 17% 24% Skate Parks

Question 5a

Facility Importance

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



Question 5a

Facility Needs Met

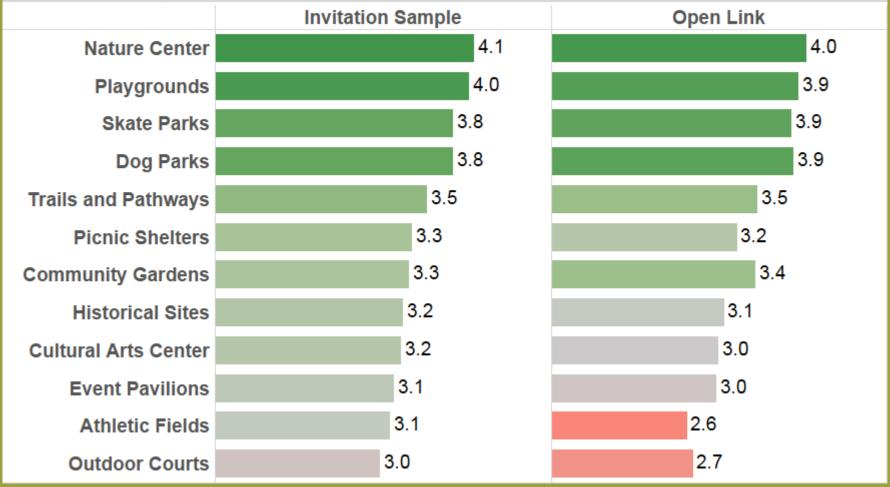
Degree to Which Dunwoody <u>Facilities</u> Meet the Needs of the Community (Invitation Sample Only)

Nature Center		15%	38%	41%	
Playgrounds		19%	40%	35%	
Dog Parks		30%	34%	29%	
Skate Parks	9%	20%	23%	42%	
Trails and Pathways	11%	35%	33%	18%	
Picnic Shelters	15%	37%	32%	13%	
Community Gardens	9% 10%	41%	23%	17%	
Cultural Arts Center	10% 15%	31%	31%	13%	
Historical Sites	9% 13%	38%	25%	15%	
Event Pavilions	<mark>7%</mark> 20%	37%	25%	11% 1=Not at All	
Athletic Fields	11% 20%	33%	21% 15	% 2 3=Somewha	at
Outdoor Courts	12% 27%	29%	17% 15%	■ 4 ■ 5=Complete	ely

Question 5b

Facility Needs Met

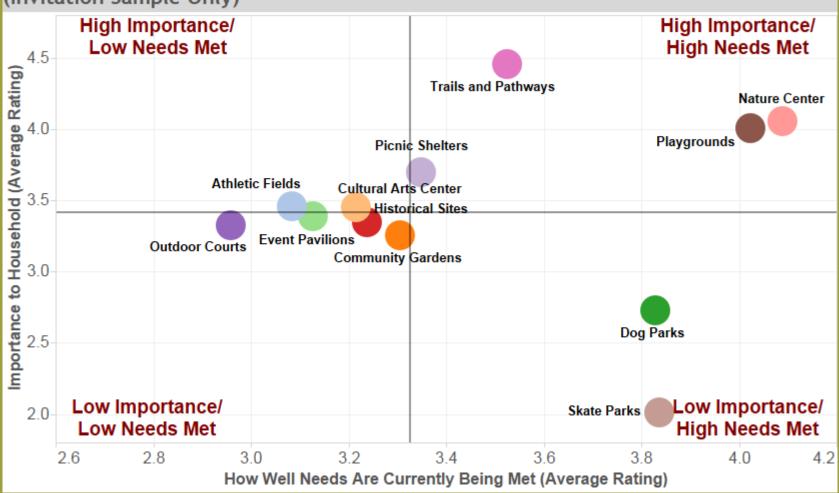
Degree to Which Dunwoody <u>Facilities</u> Meet the Needs of the Community Average Rating (1=Not At All, 5=Completely)



Question 5b

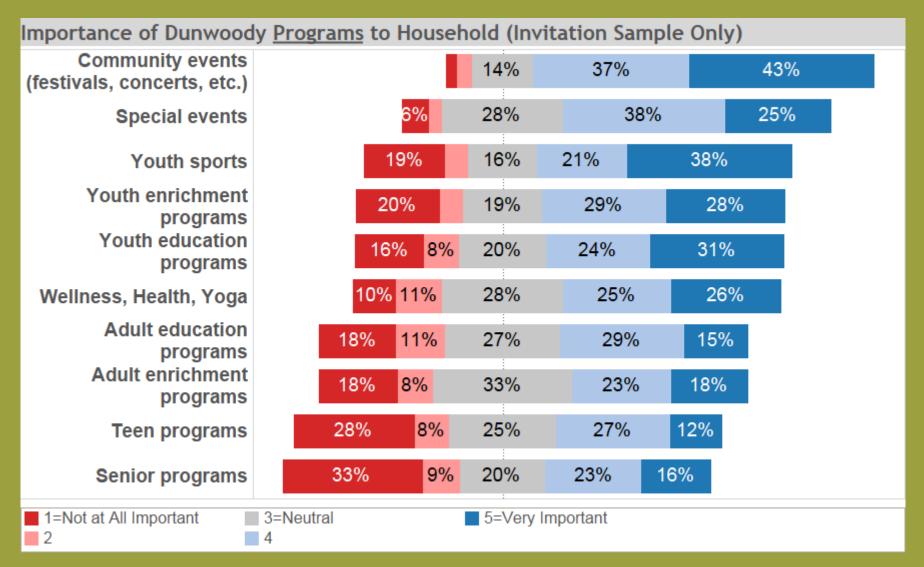
Facility Importance Versus Needs Met

Level of Importance vs. Needs Met for Current Dunwoody Facilities (Invitation Sample Only)



Questions 5a and 5b

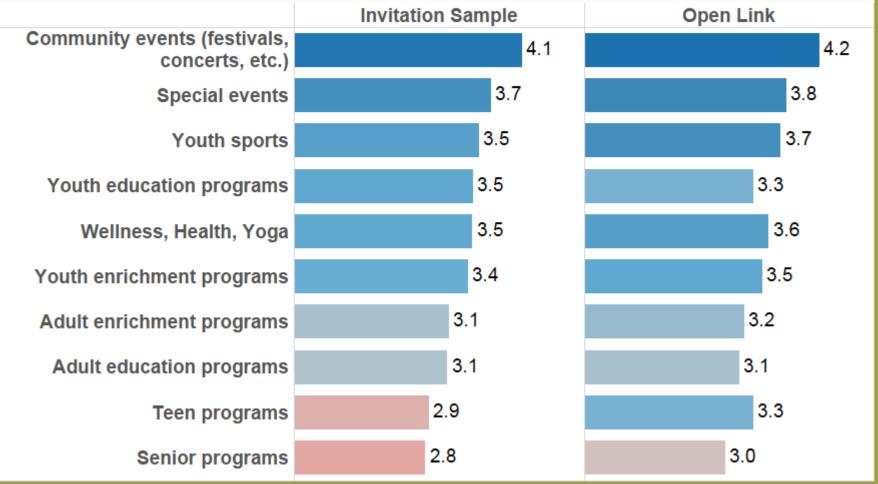
Program Importance



Question 5a

Program Importance

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



Question 5a

Program Needs Met

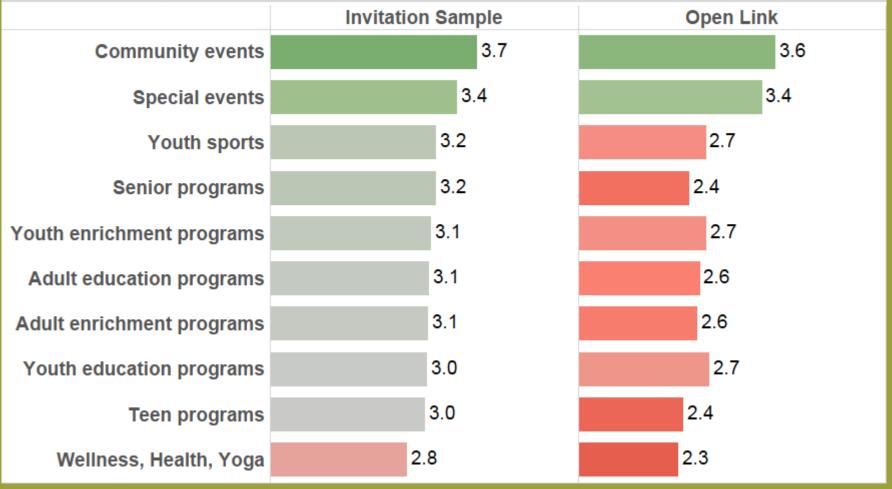
Degree to Which Dunwoody <u>Programs</u> Meet the Needs of the Community (Invitation Sample Only)

Community events		33%	36%	22%
Special events	15%	34%	38%	12%
Senior programs	11% 16%	34%	24% 15%	, D
Youth sports	12% 21%	26%	22% 19%	
Youth enrichment programs	12% 18%	35%	21% 15%	
Youth education programs	13% 16%	38%	23% 11%	
Adult enrichment programs	11% 14%	44%	19% 12%	
Adult education programs	11% 17%	39%	21% 12%	
Teen programs	13% 18%	36%	21% 12%	
Wellness, Health, Yoga	16% 24%	36%	12% 11%	
1=Not at All 3=Somew 2 4	/hat 5=Complete	ely		

Question 5b

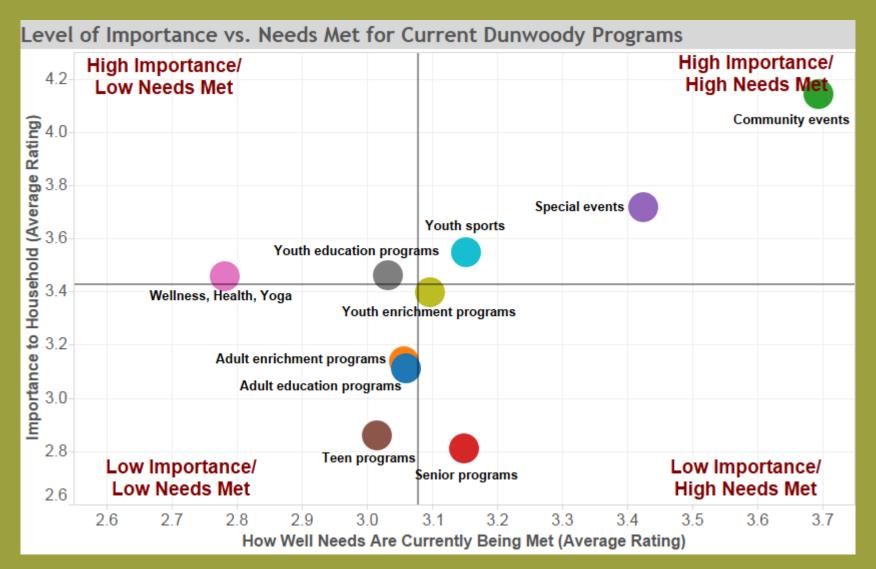
Program Needs Met

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



Question 5b

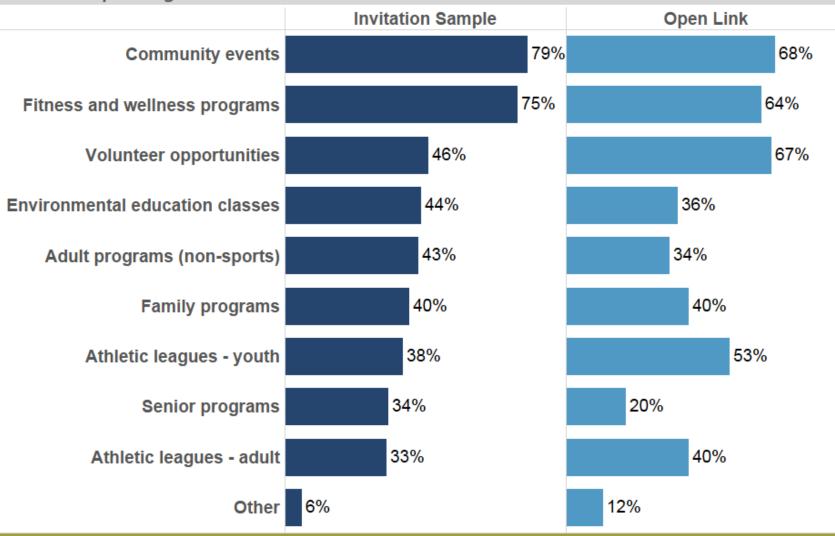
Program Importance Versus Needs Met



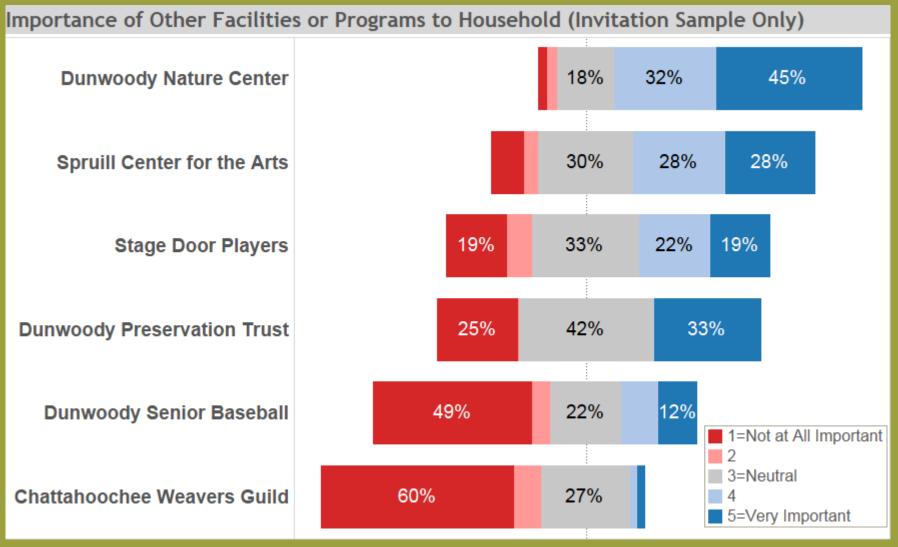
Questions 5a and 5b

Program Needs

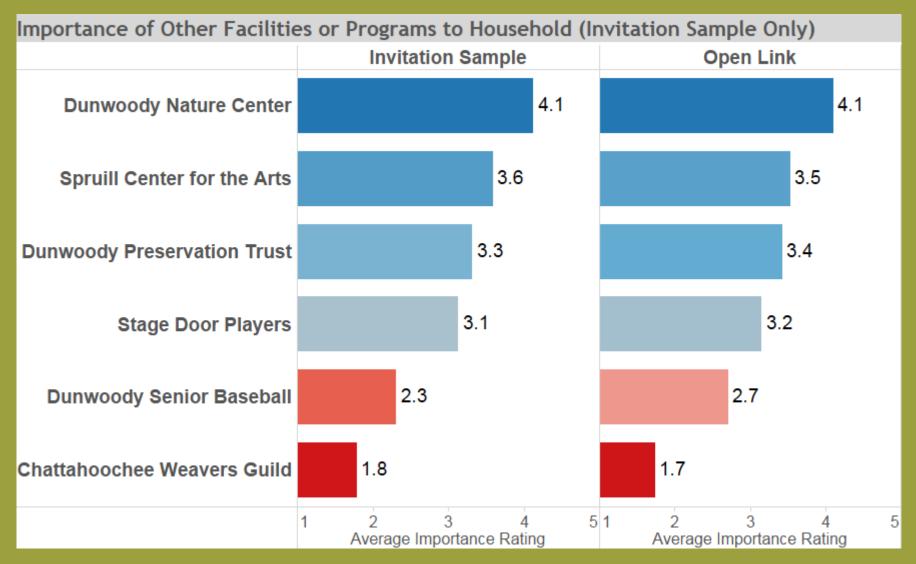
Does your household have a need for the following programs? Percent Responding "Yes"



Importance of Other Facilities/Programs

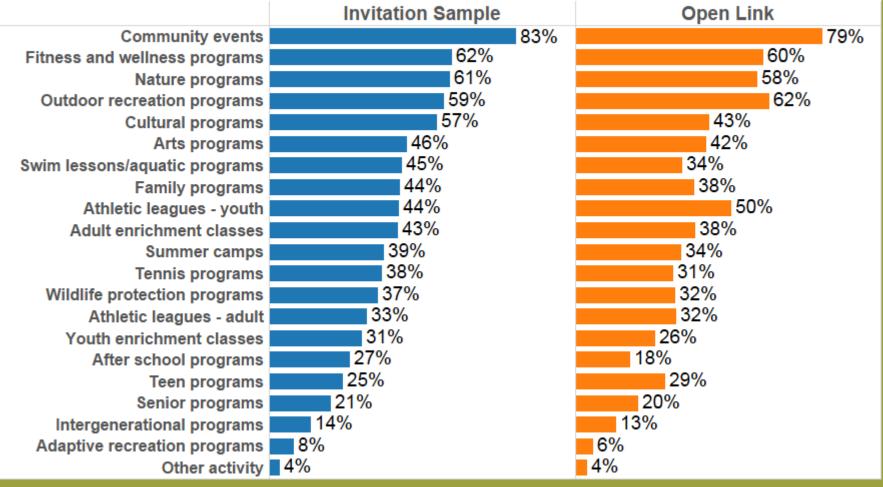


Importance of Other Facilities/Programs



Household Need for Program

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



Program Priority – Invitation Sample

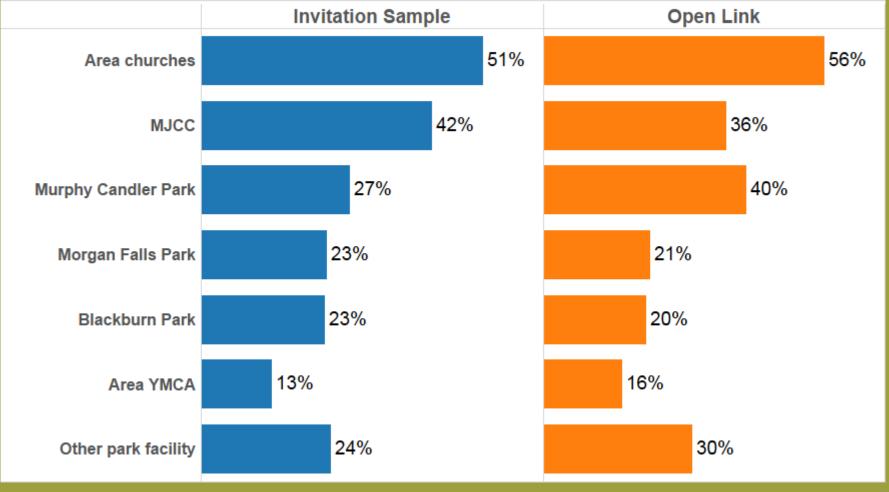
Highest Program Priorities for Dunwoody (Invitation Sample Only)						
			Invitat	ion Sample		
Community events		36%		15%	12%	63%
Athletic leagues - youth	15%	7%	3% 25%			
Fitness and wellness programs	5% 12%	7%	24%			
Nature programs	4% 7%	12%	24%			
Outdoor recreation programs	4% 10%	8%	23%			
Family programs	5% 10%	5% 2	0%			
Cultural programs	8% 8%	% 19	%			
Adult enrichment classes	6% 6% 4%	15%				
Swim lessons/aquatic programs	5% 8%	15%				
Summer camps	4% 8%	14%				
Arts programs	5% 4% 5% 13	3%				
Senior programs	4% 4% 10%					
After school programs	<mark>3%</mark> 3% 8%					
Wildlife protection programs	3% 7%					
Tennis programs						
Athletic leagues - adult						
Youth enrichment classes	3%			Third P	rogram Priorit	v
Teen programs					Program Price	-
Adaptive recreation programs					ogram Priority	-
Intergenerational programs					- 3	
Other activity	2%					

Program Priority – Both

Highest Program Priorities for Dunwoody (Invitation Sample vs Open Link)					
	Invitation Sample	Open Link			
Community events	36% 15% 12% 63%	<u>25% 18%</u> 14% 57%			
Athletic leagues - youth	15% 7% 25%	28% 8% 39%			
Fitness and wellness programs	12% 7% 24%	7% 11% 11% 29%			
Nature programs	7% 12% 24 %	8% 9% 21%			
Outdoor recreation programs	10% 8% 23%	11% 12% 25%			
Family programs	10% 20%	7% 16%			
Cultural programs	8% 8% 19%	7% 16%			
Adult enrichment classes	15%	13%			
Swim lessons/aquatic programs	8% 15%	7%			
Summer camps	8% 14%	8%			
Arts programs	13%	13%			
Senior programs	10%	10%			
After school programs	8%	4%			
Wildlife protection programs Tennis programs	7%	8%			
Athletic leagues - adult	4%	10%			
Youth enrichment classes	3%	4%			
Teen programs	3%	6% 12%			
Adaptive recreation programs	2%	3%			
Intergenerational programs	1%	2%			
Other activity	2%	2%			
First Program Priority	Second Program Priority	Third Program Priority			

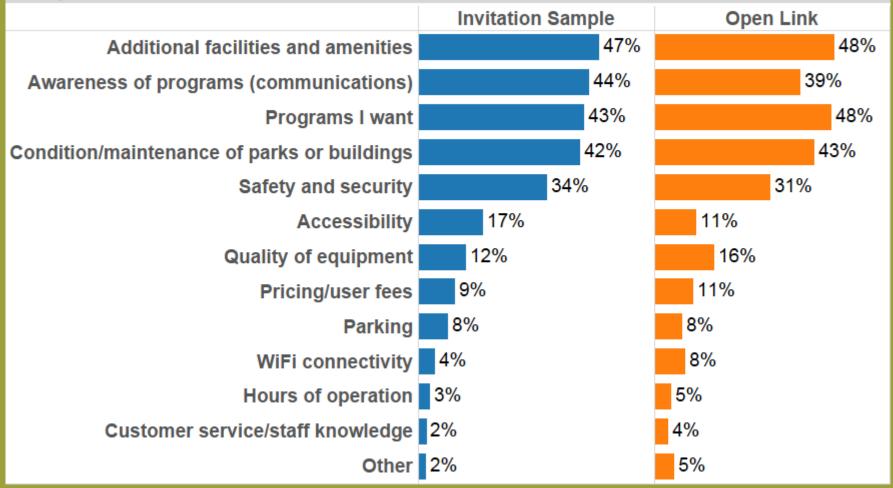
Facilities Used for Programming

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

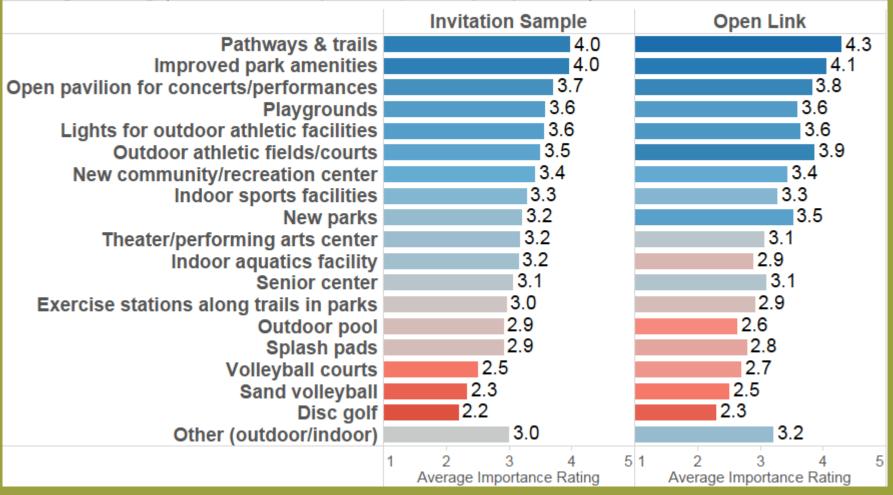


Adding/Expanding/Improving Facilities

Importance of Adding, Expanding, or Improving	; Facilities (In	vitation Sam	nple Only)
Improved park amenities	20	% 43%	31%
Pathways & trails	22	<mark>%</mark> 27%	42%
Open pavilion for concerts/performances	<mark>8%</mark> 24	% 34%	29%
Lights for outdoor athletic facilities	29		24%
Playgrounds	32		28%
Outdoor athletic fields/courts	<mark>12%</mark> 30	% 22%	29%
New community/recreation center	32	% 24%	24%
Indoor sports facilities	14% 34	% 26%	19%
New parks	18% 35		21%
Indoor aquatics facility	21% 27		21%
Theater/performing arts center	16% 36	% 22%	18%
Senior center	21% 31		14%
Exercise stations along trails in parks	<mark>8% 14%</mark> 31		
Splash pads	23% 35	% 20%	13%
Outdoor pool	<mark>27%</mark> 9% 28		.0%
Volleyball courts 27%	15% 39	% 15%	
Sand volleyball 35%			
Disc golf 42%			
Other (outdoor/indoor)	46	% 2	1%
1=Not at All Important 3=Neutral 2 4	5=Very Importan	t	

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

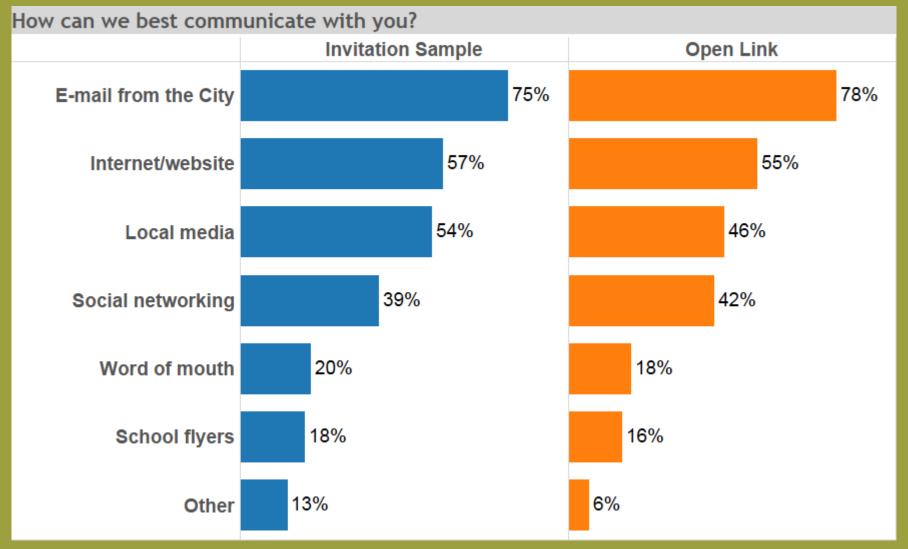
Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample Only)							
	Invitation Sample						
Pathways and trails		18%		11%		10%	39%
Improved park amenities	7%	10	%	15	%	33%	
Open pavilion for concerts/performances	5%	12%		12%	29%	ò	
Outdoor athletic fields/courts	11%		11%	5%	26%		
Theatre/performing arts center	9%	8	3%	9%	26%		
Indoor aquatics facility	12%		4% 5%	20%			
New community/recreation center	7%	5%	8%	20%			
Senior center	9%	3%	3% 16%				
Outdoor pool	2% 6%	5%	13%				
Indoor sports facilities	3% 7%	4%	13%				
Playgrounds	2% <mark>5%</mark>	6%	13%				
New parks	3% 6%	4%	12%				
Lights for outdoor athletic facilities	6%	4% 1	2%				
Splash pads	4%	4% 11	%				
Disc golf	2% 6	%					
Exercise stations along trails in parks	4%						
Other indoor or outdoor facility	3%				Add/Expa		
Volleyball courts	2%				to Add/Ex dd/Expa		
Sand volleyball	1%		Filst Pl		ии/Ехра	na/impr	ove

Top Three Facilities Priorities - Both

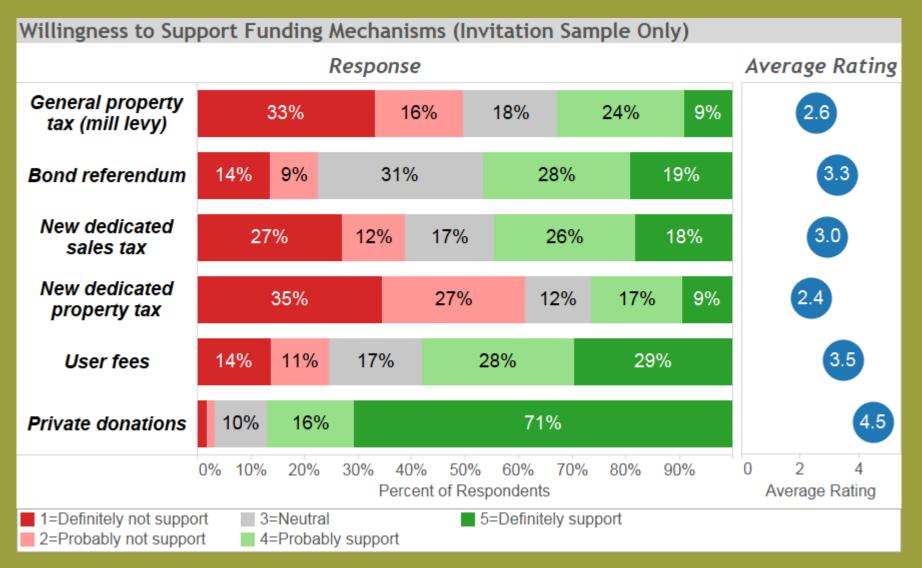
Top Three Priorities to be Added, Expanded, or Improved (Invitation Sample vs Open Link)

	Invitation Sample	Open Link
Pathways and trails	18% 11% 10% 39%	17% 12% 15% 44%
Improved park amenities	7% 10% 15% 33 %	10% 12% 9% 31%
Open pavilion for concerts/performances	5% 12% 12% 29%	12% 11% 23%
Outdoor athletic fields/courts	<u>11% 11% 5%</u> 26%	20% <u>12%</u> 6% 37%
Theatre/performing arts center	9% 8% 9% 26%	11% 20%
Indoor aquatics facility	12% 5% 20%	9% 16%
New community/recreation center	7% 5% 8% 20%	6% 16%
Senior center	9% 16%	7% 13%
Outdoor pool	6% 5% 13%	9%
Indoor sports facilities	7% 4% 13%	7% 14%
Playgrounds	5% 6% 13%	5% 9%
New parks	6% 12%	<mark>5%5%</mark> 5% 16%
Lights for outdoor athletic facilities	<u>6%</u> 12%	7% 5% 14%
Splash pads	11%	8%
Disc golf	6%	5%
Exercise stations along trails in parks	4%	10%
Other indoor or outdoor facility	3%	7%
Volleyball courts	2%	2%
Sand volleyball	1%	3%
First Priority	Second Priority	ird Priority

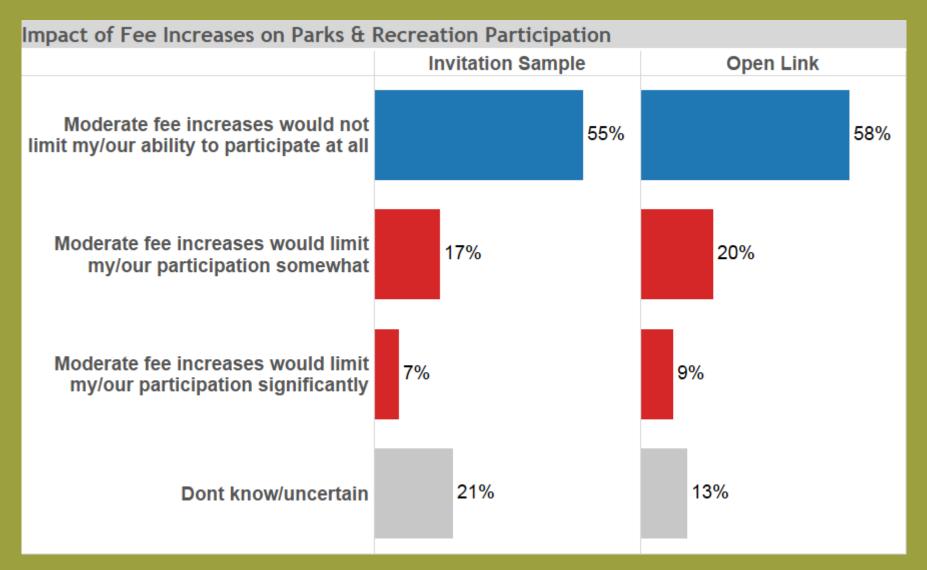
How To Communicate



Funding Mechanisms

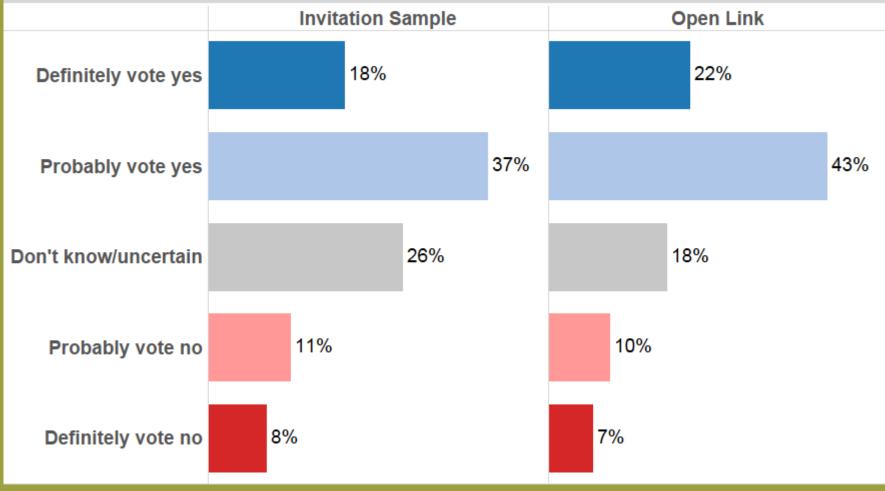


Impact of Fees



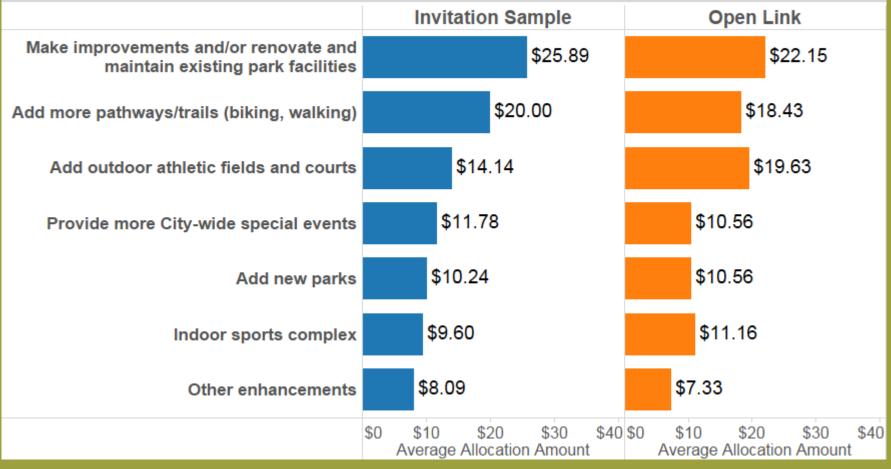
Bond Support

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

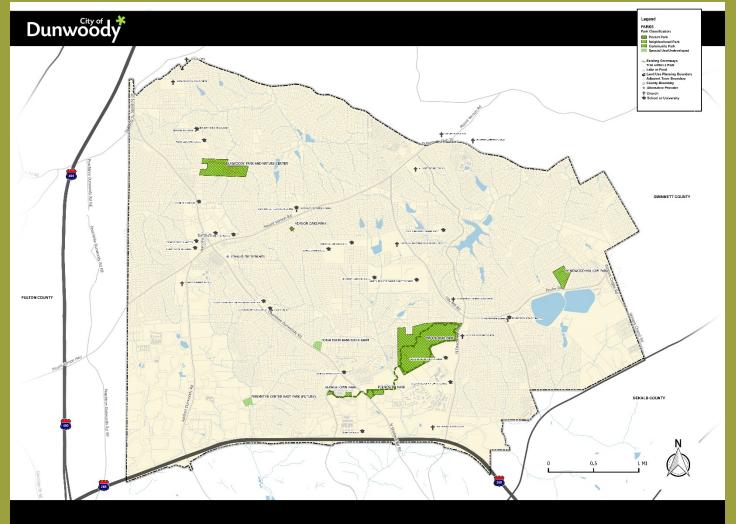


The Level of Service (LOS) analysis process involves a detailed inventory of existing public park and recreation amenities available to City residents and comparing these to the needs of the residents as expressed during public input.

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

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

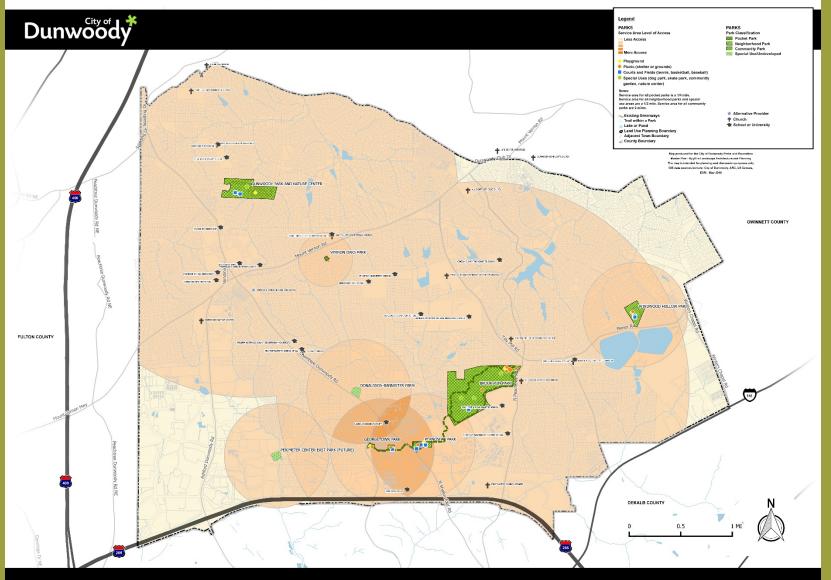


Examples of Park Inventory Includes:

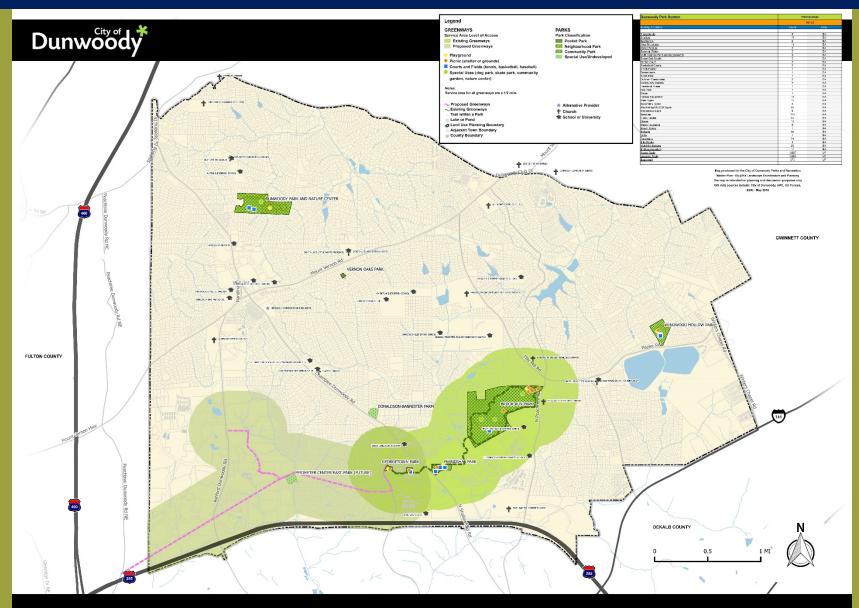
- o Park Location and Description
- o Park Acreage
- o Outdoor Facilities
 - Playgrounds
 - o Baseball Fields
 - o Soccer Fields/Multi-Purpose Fields
 - o Basketball Court, Tennis Court, etc.
 - o Drinking Fountains
 - o Walking Paths
 - o Picnic Tables and Benches
 - o Gazebos / Picnic Structures
 -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

Dunwoody Park System	Total Acerage 161.82	
Existing Amenities	Count	Units
Playgrounds	5	EA
Shelters	15	EA
Restrooms /lisc Structures	11	EA
Nater Feature	2	EA
Baseball Fields	2	EA
Aulti-purpose Field (unprogrammed)	3	EA
Bocce Ball Courts	2	EA
ennis Court	2	EA
Basketball Courts	2	EA EA
Greenhouse	1	EA
Skate Park	1	EA
Dutdoor Classrooms	3	EA
Community Garden	2	EA
Hammock Areas	1	EA
Dog Park	1	EA
Stage	1 10	EA
Fitness Equipment Aain Signs	10	EA EA
Jain Slans Secondary Slans	3	EA
Vavfinding/MUTCD Signs	50	EA
nterpretive Signs	9	EA
Benches	115	EA
Picnic Tables	52	EA
Chairs	10	EA
Vater Fountains	8	EA
Bench Swing	48	EA EA
Bollards Brills	40	EA
rashcans	74	EA
3ke Racks	3	EA
Autt Mitt Stations	25	EA
Bridges (wooden)	17	EA
Paved Trails	12027 12263	LF LF
	R.PLAY-2	BRPLAY2 BRPLAY2 BRPLAY2, Jpp BRPLAY2, Jpp BR
	Condition Image Name Image Notes NAD_Lat NAD_Long *	Good BR-PL-V-2 +Nul> EPDH, Shale structure 2257320.04401 1431503.684177 10 10 10 10 10 10 10 10 10 10 10 10 10

Gap Analysis



LEVEL OF ACCESS: PARKS



LEVEL OF ACCESS: GREENWAYS

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!

GREENPLAYLLC

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



planning + landscape architecture

Questions? Your Project Team

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