parks & rec CHARLOTTESVILLE

Parks and Recreation

Master Plan
Needs Assessment Findings

ETC INSTITUTE

Kimley»Horn

pros consulting INC.

ZEC EIGHT INSIGHTS

Agenda

- Community Engagement by the Numbers
- Focus Group Themes
- Public Meeting/Outreach Themes
- Statistically Valid Survey Results
- Site Specific Framework Plan Themes
  - **Tonsler**
  - **Washington Park**
  - **Court Square**
  - **Market Street**
- Next Steps

COMMUNITY ENGAGEMENT BY THE NUMBERS

IN PERSON ENGAGEMENT

- Public Meeting #1 Attendance - 60
- 19 Master Plan Focus Group Mtgs - 72 participants
- 4 Master Plan Outreach Events - 500 participants
- 4 Site Specific Plan Focus Group Mtgs - 36 participants
- Tonsler Park: Concept Plan Mtg - 12
- Washington Park: Concept Plan Mtg - 50
- Court Square/Market St. : Concept Plan Mtg - 14
- 2 City Council Meetings
- 1 Parks and Recreation Advisory Board Meeting

COMMUNITY ENGAGEMENT BY THE NUMBERS

PROJECT WEBSITE AND SURVEYS

- Statistically Valid Survey - 392 Households
- Project Website - 6,584 Site Visits
- Project Website - 1,083 Master Plan Surveys Taken
- Project Website - 608 Map Exercise Comments
- Project Website - Washington Park Survey - 180
- Project Website - Market Street Park Survey - 128
- Project Website - Tonsler Park Survey - 121
- Project Website - Court Square Survey - 86

Focus Group and Stakeholder Meetings Themes

- **Conduit to community building** (partnerships/relationships)
- **Reinvestment** in existing parks system.
- **Trails** and **connectivity.**
- **River access, environmental education and sustainability.**
- **Sustainable funding sources and increase in staffing levels.**

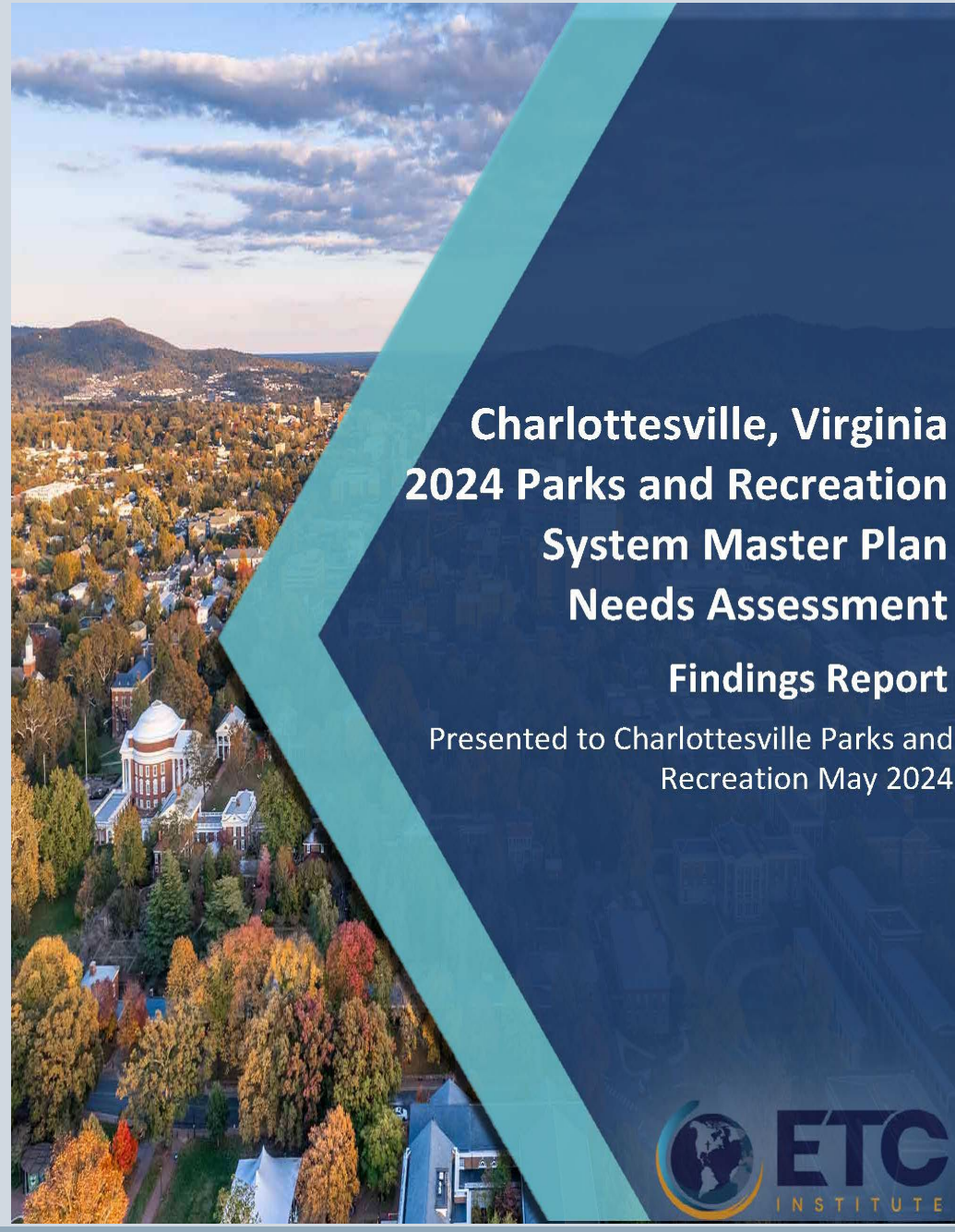
Outreach Event Themes

Crow Community Center
Jenkins Park
Forest Hills Park
Washington Park

- **Love staff, programs,** for **kids** and **low cost**
- **Walking in parks** and **use of spray grounds** are most participated activities
- **Word of mouth** and **Social Media** are how people **learn about parks and recreation.**
- **Needs:**
  - **Swim lessons/diving**
  - **Enrichment programs**
  - **Community events**
- **Restroom cleanliness** and **continuous outreach to the community** are the **most desired improvements**

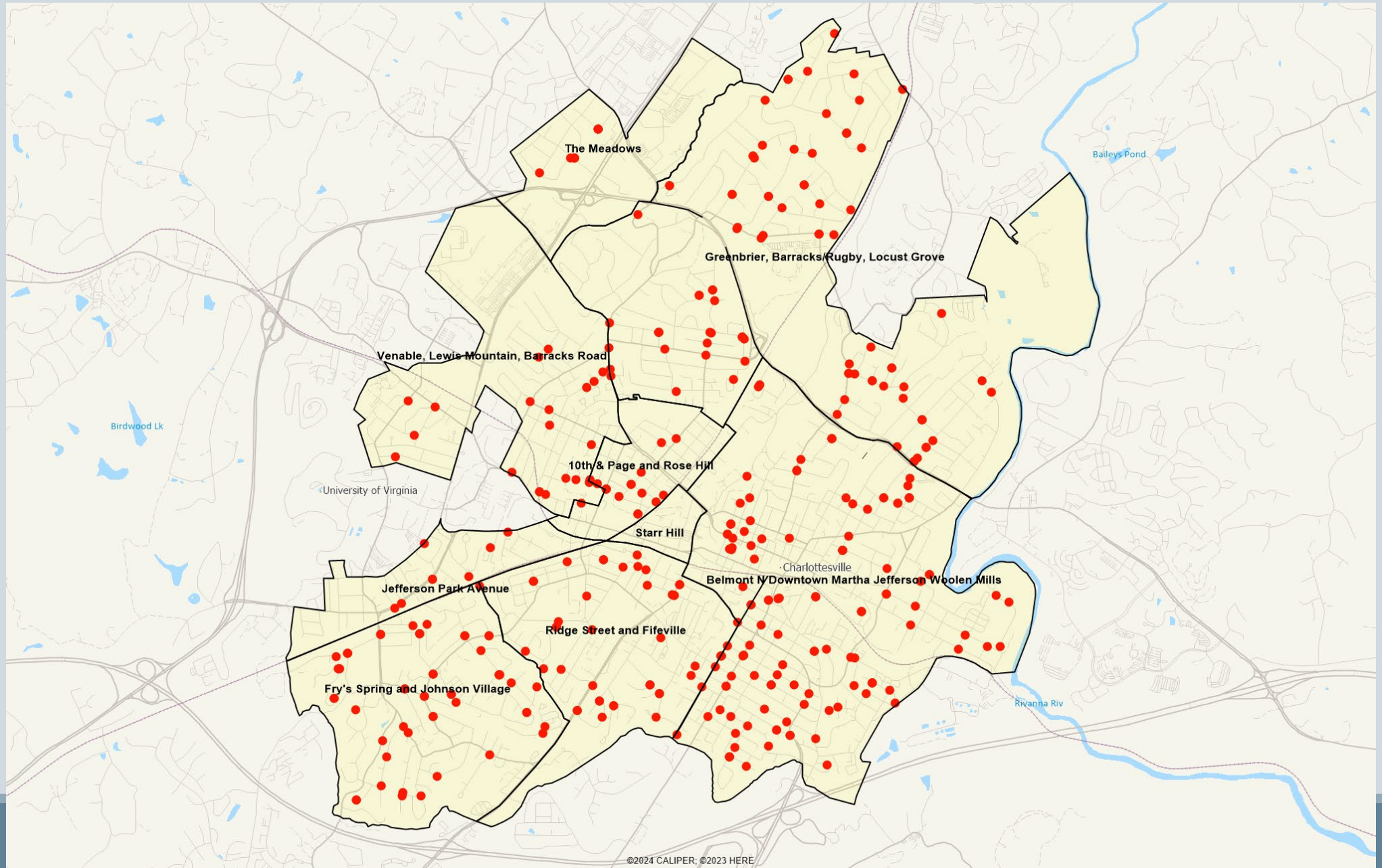
Statistically-Valid Survey

- Developed in partnership with the City
- Administered by mail/phone/web
- Conducted Spring/Summer 2024
- Total of **392** completed surveys, 95% level of confidence with a margin of error of +/- 4.5% **(Goal was 350)**

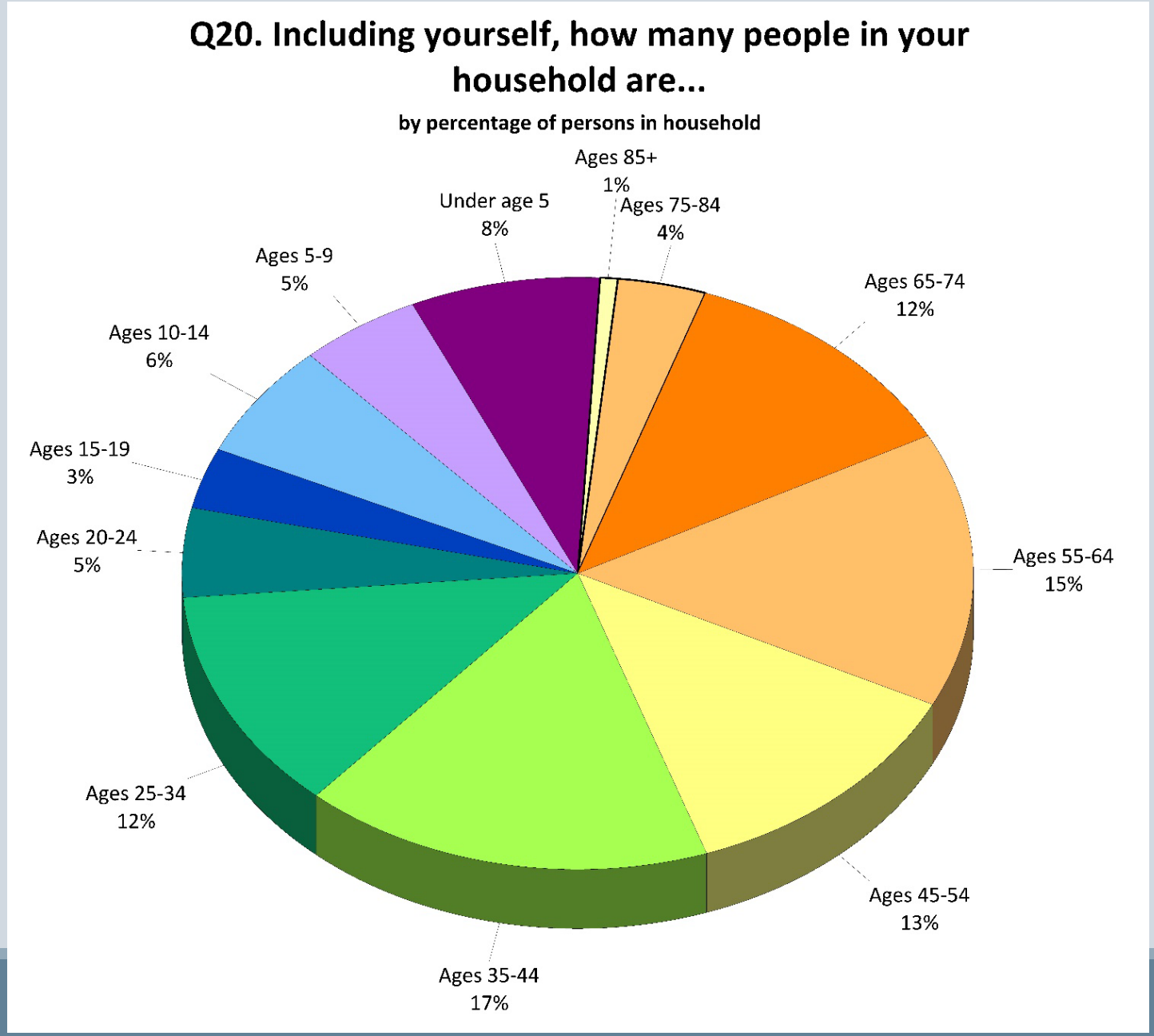


DEMOGRAPHICS

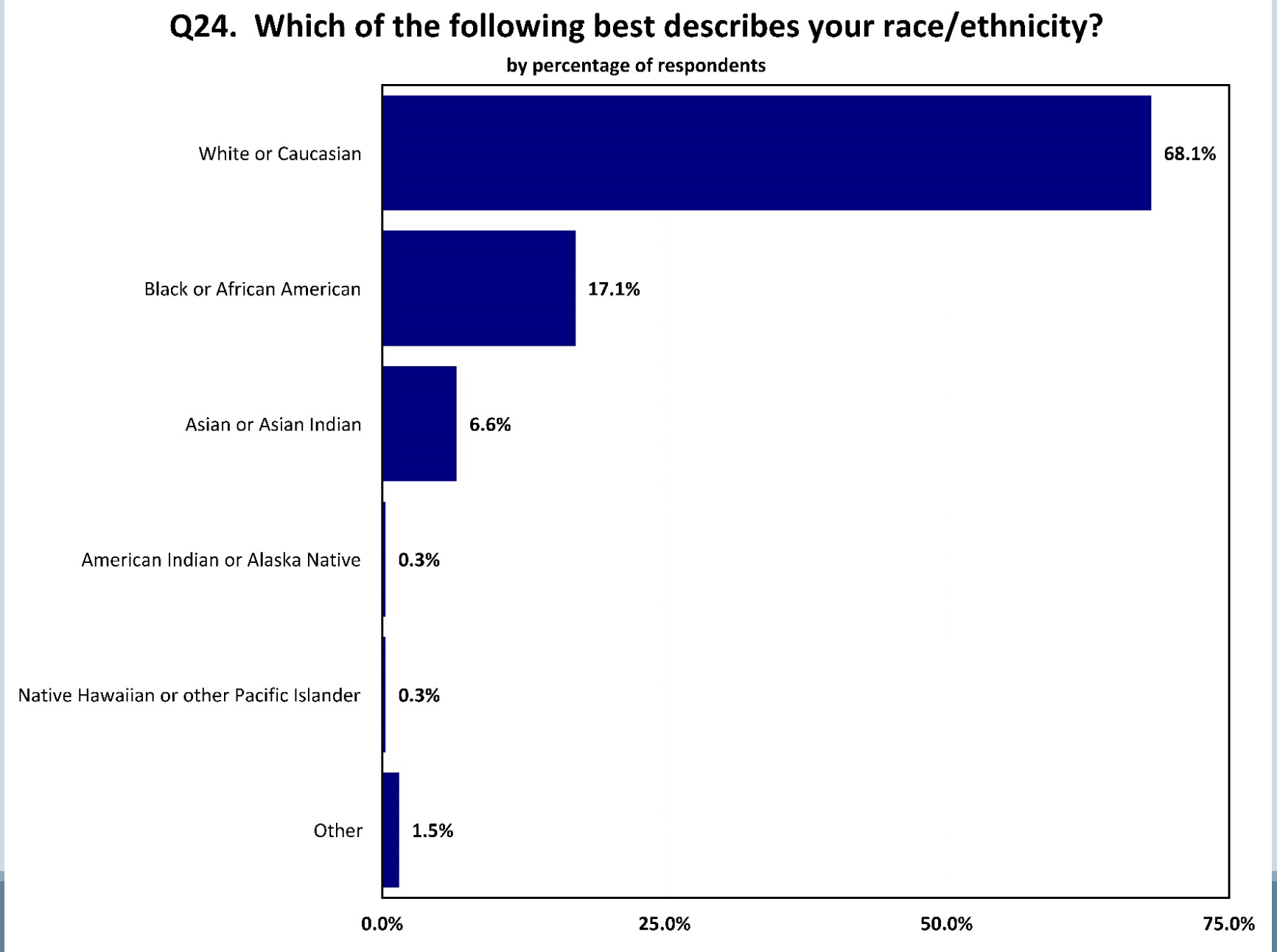
Survey Response – Location Map



Ages Represented by Survey Respondents



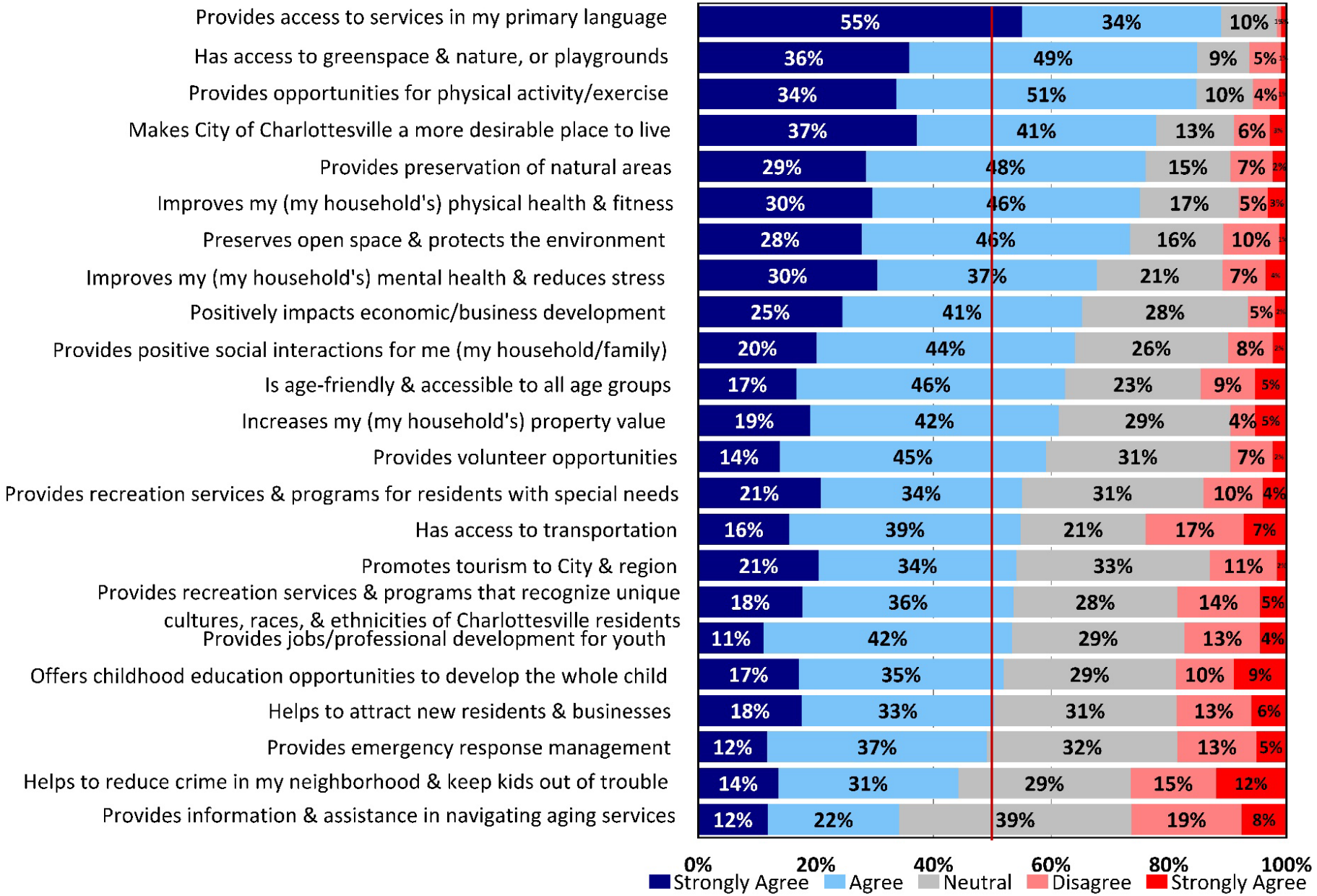
Race/Ethnicity Representation of Survey Respondents



ADVOCACY

Q11. Please indicate your level of agreement with these statements about some potential benefits.

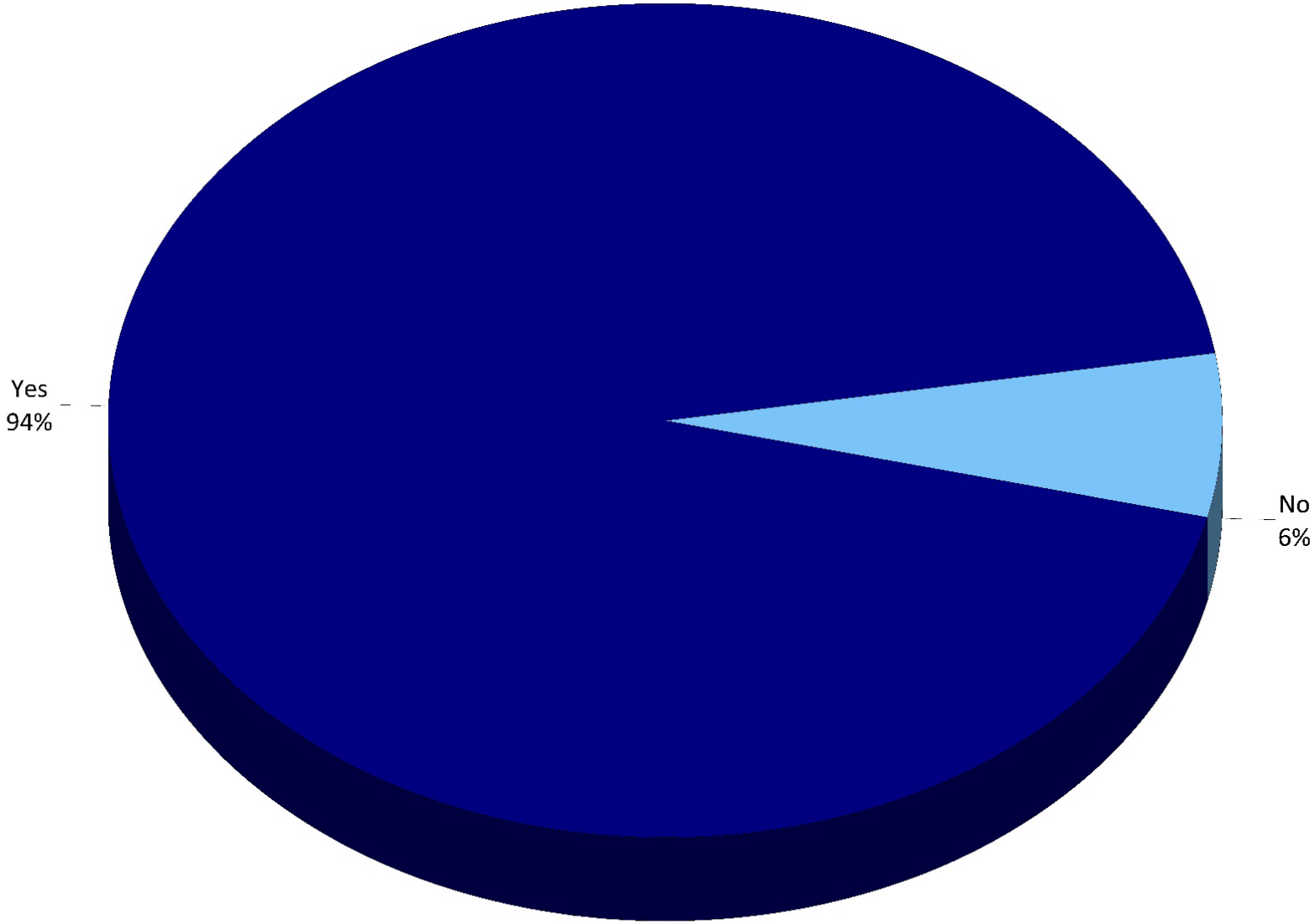
by percentage of respondents (excluding "don't know")



PARK AND FACILITY UTILIZATION AND CONDITION

Q1. Have you/your household visited any CPRD parks/facilities in the past year?

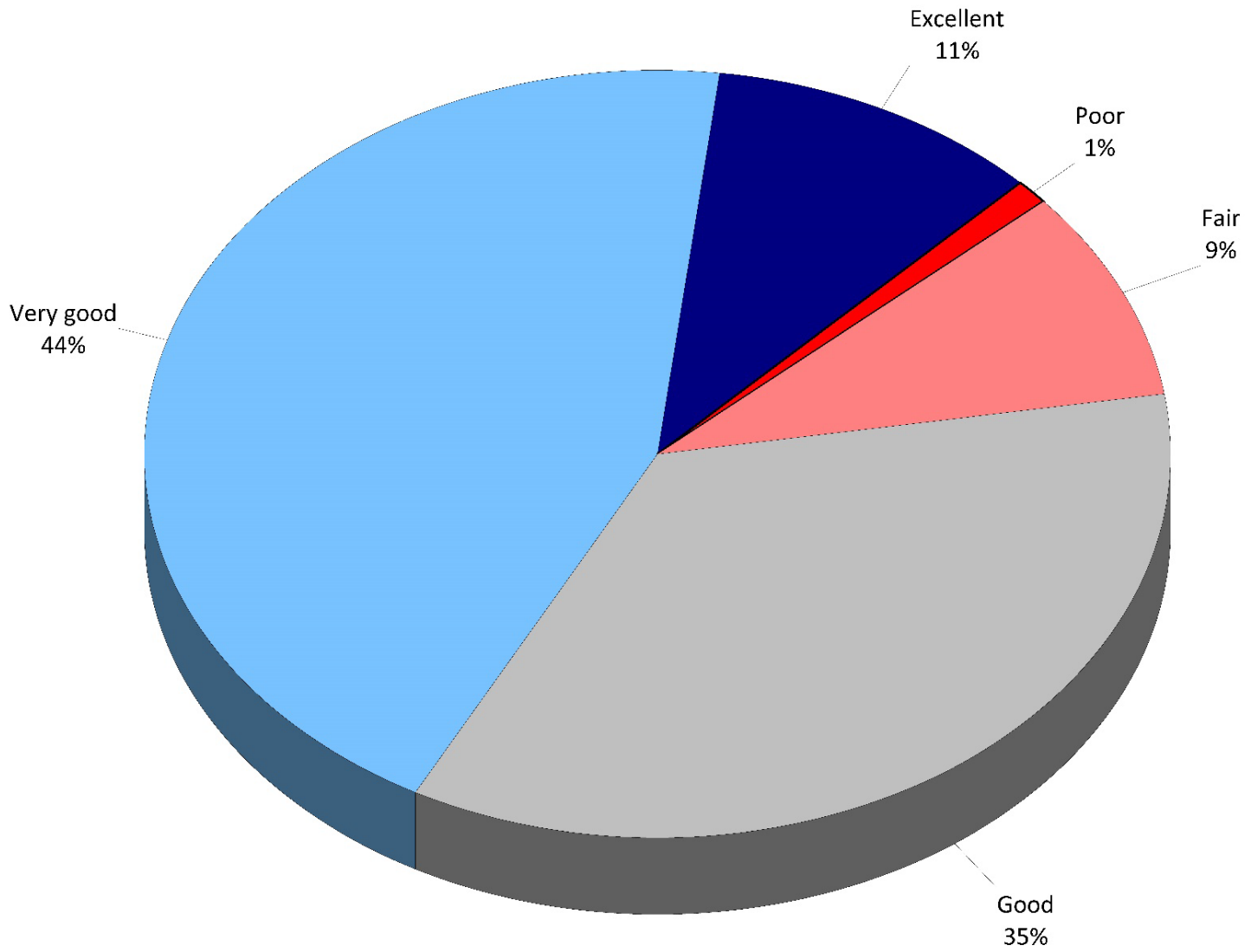
by percentage of respondents



National Benchmark = 76%

Q1b. Overall, how would you rate the physical condition of all CPRD parks and facilities you have visited?

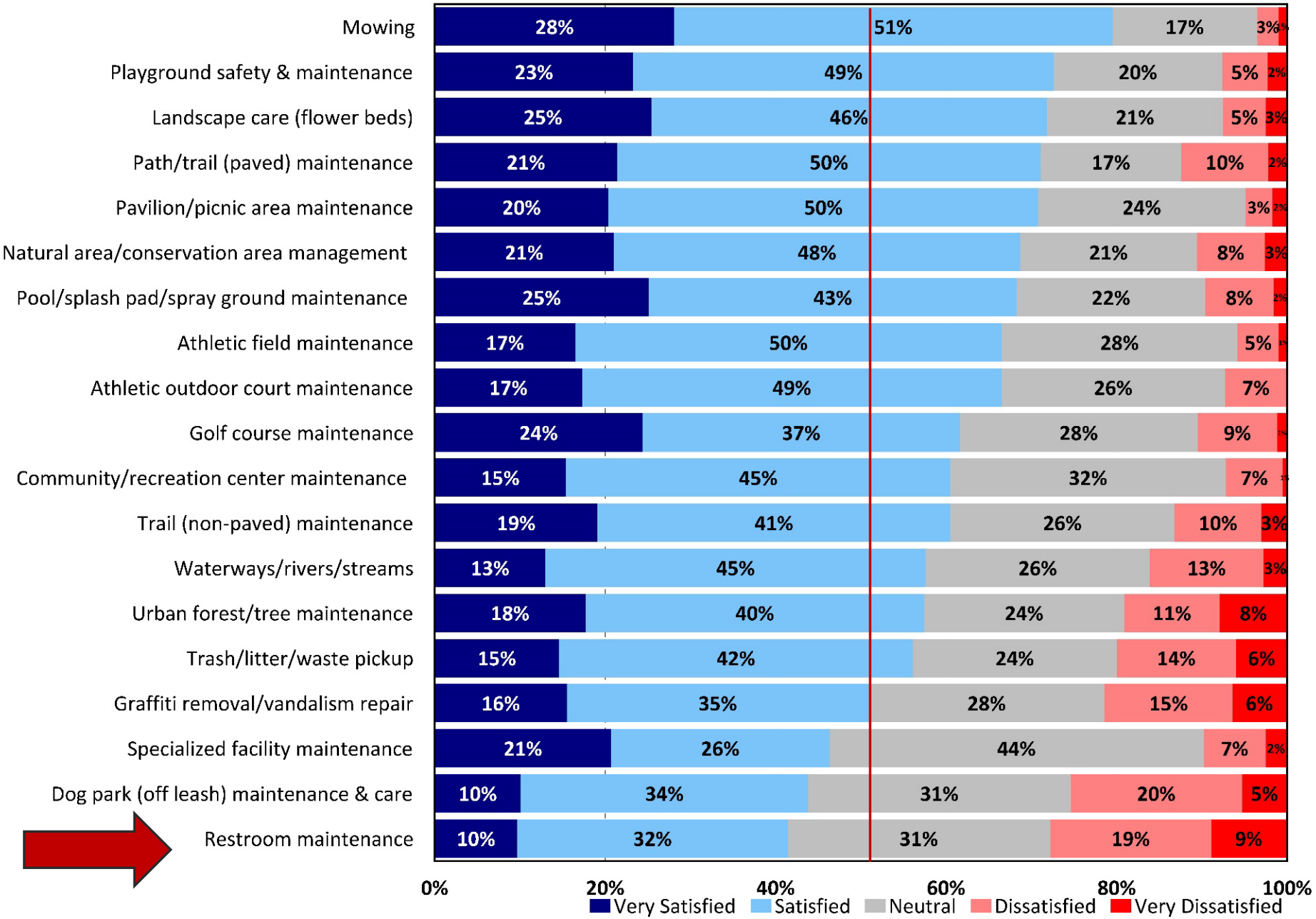
by percentage of respondents (excluding "not provided")



National Benchmark for Excellent = 27%

Q14. Please rate your satisfaction with the maintenance activities.

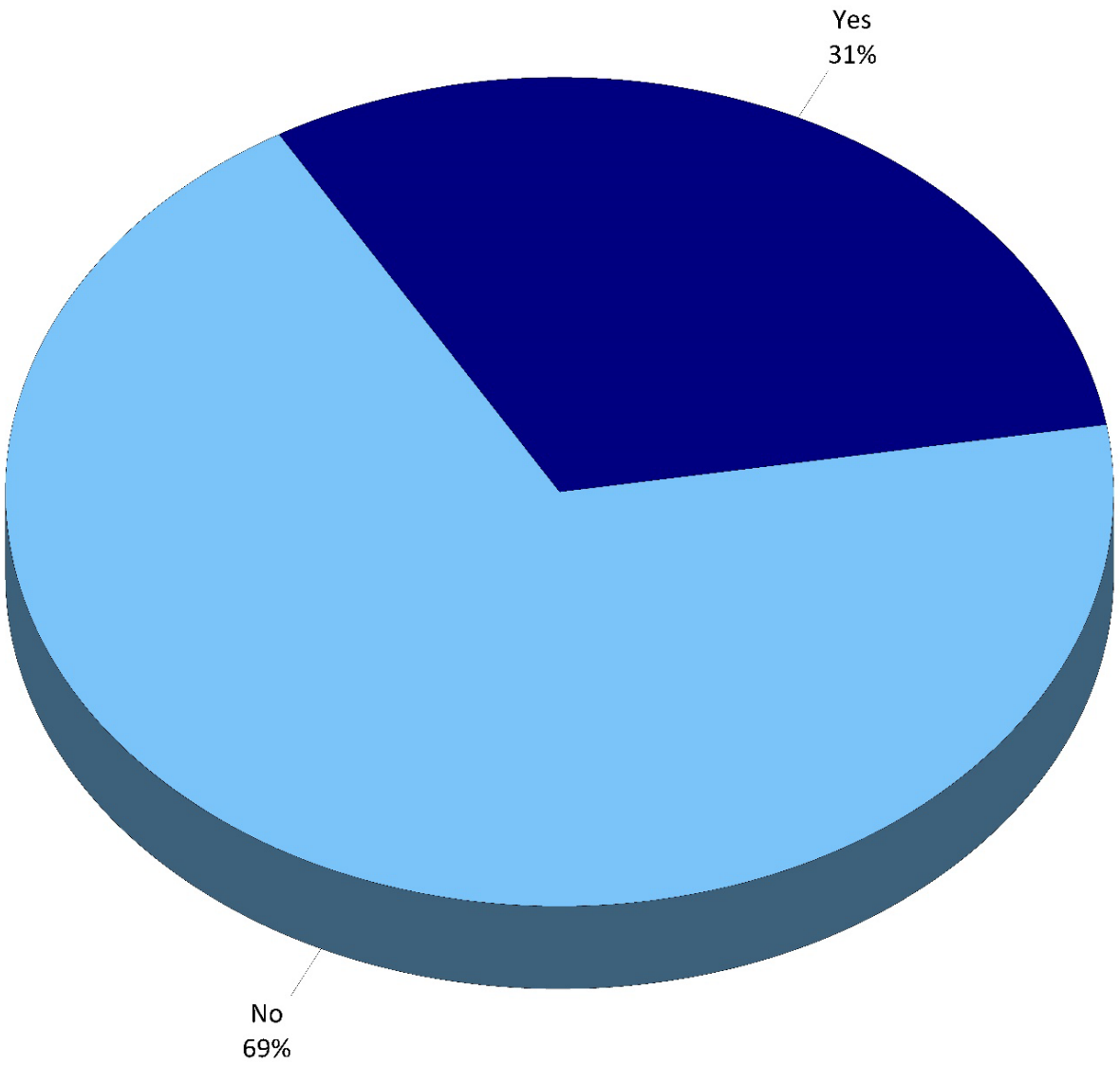
by percentage of respondents (excluding "don't know")



PROGRAM PARTICIPATION AND QUALITY

Q5. Has your household participated in any programs/events offered and/or hosted by CPRD in the past year?

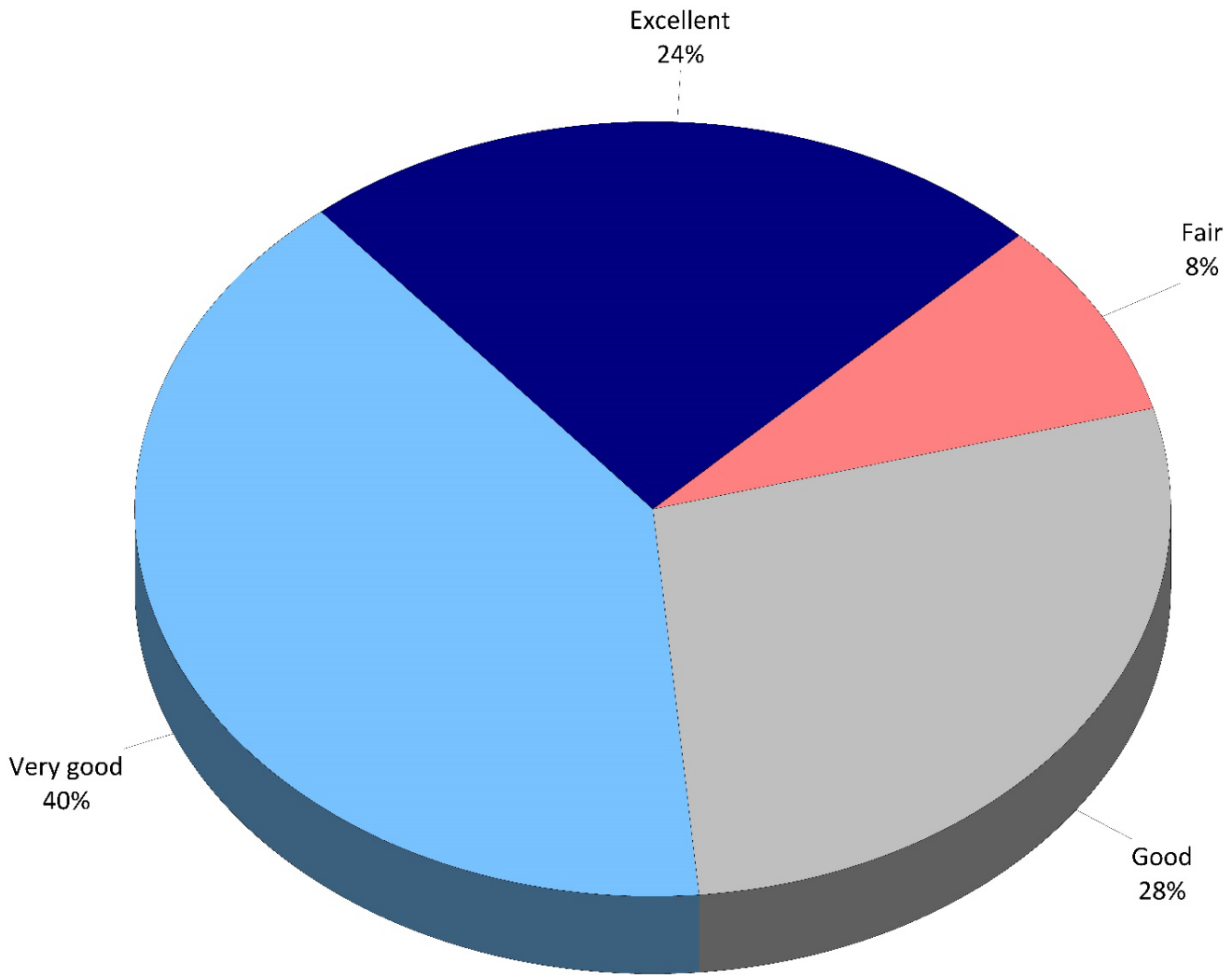
by percentage of respondents



National Benchmark = 32%

Q5b. How would you rate the overall quality of CPRD programs/events in which your household has participated?

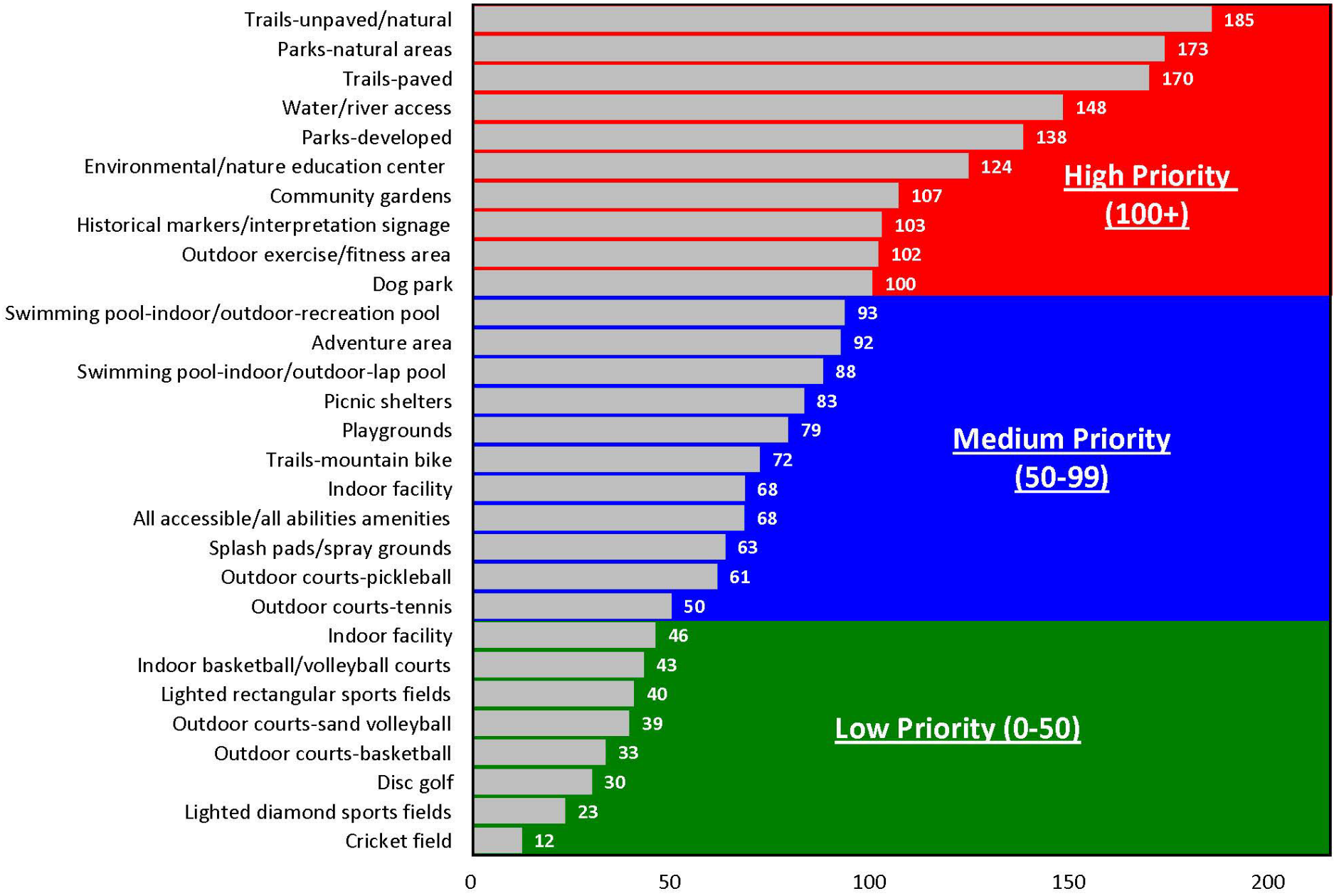
by percentage of respondents (excluding "not provided")



National Benchmark for Excellent = 23%

FACILITY AND AMENITY NEEDS

Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating

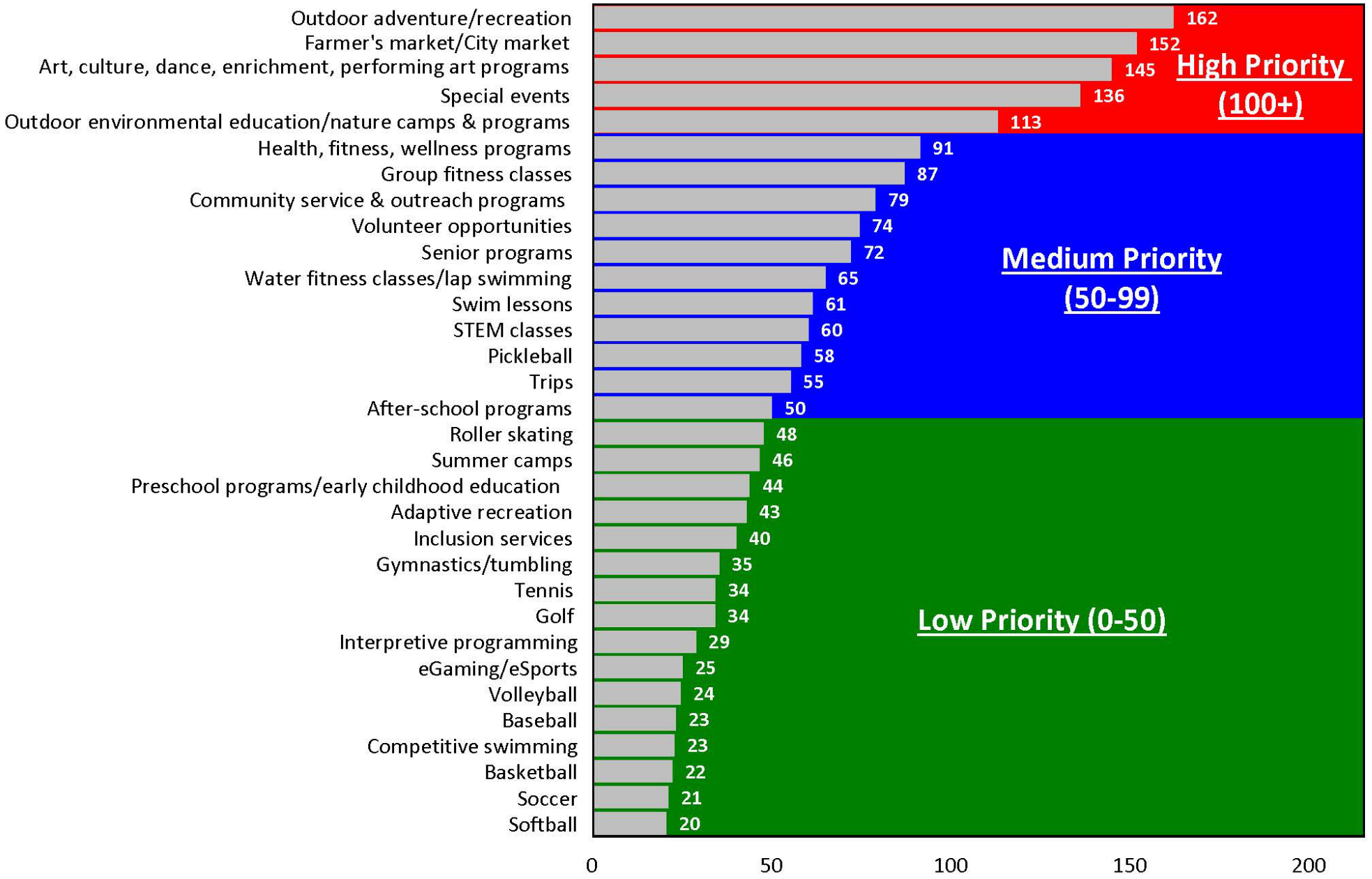


Highest Priority Parks, Facilities, Amenities

Top Priority Facilities and Amenities	City Wide	10th & Page & Rose Hill	Ridge Street & Fifeville	The Meadows	Fry's Spring & Johnson Village	Jefferson Park Avenue	Belmont North Downtown Martha Jefferson Woolen Mills	Greenbrier, Barracks/Rugby, Locust Grove	Venable, Lewis Mountain, Barracks Road
Trails-unpaved/natural	●	●	●	●	●	●	●	●	●
Parks-natural areas	●	●	●	●	●	●	●	●	●
Trails-paved	●	●	●		●	●	●	●	●
Water/river access	●	●	●	●	●	●	●	●	●
Parks-developed	●	●	●	●	●		●	●	●
Environmental/nature education center	●		●	●	●	●	●		
Community gardens	●						●	●	
Historical markers/interpretation signage	●	●							●
Outdoor exercise/fitness area	●		●					●	
Dog park	●	●					●		
Picnic Shelters		●							
Indoor Facility (Community/Recreation Center)		●							
Swimming Pool - Indoor/Outdoor - Lap Pool (Lap Swimming/Competition/Swim Teams)		●	●						
All Accessible/All Abilities Amenities (Athletic Fields, Playgrounds, Picnic Tables)		●							
Swimming Pool - Indoor/Outdoor - Recreation Pool (Therapy/Play/Swim Lessons)			●						
Adventure Area (BMX, Pump Track, Ropes Courses, Zip Lines, Rock Climbing)						●			
Trails - Mountain Bike							●		

PROGRAM AND SERVICE NEEDS

Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



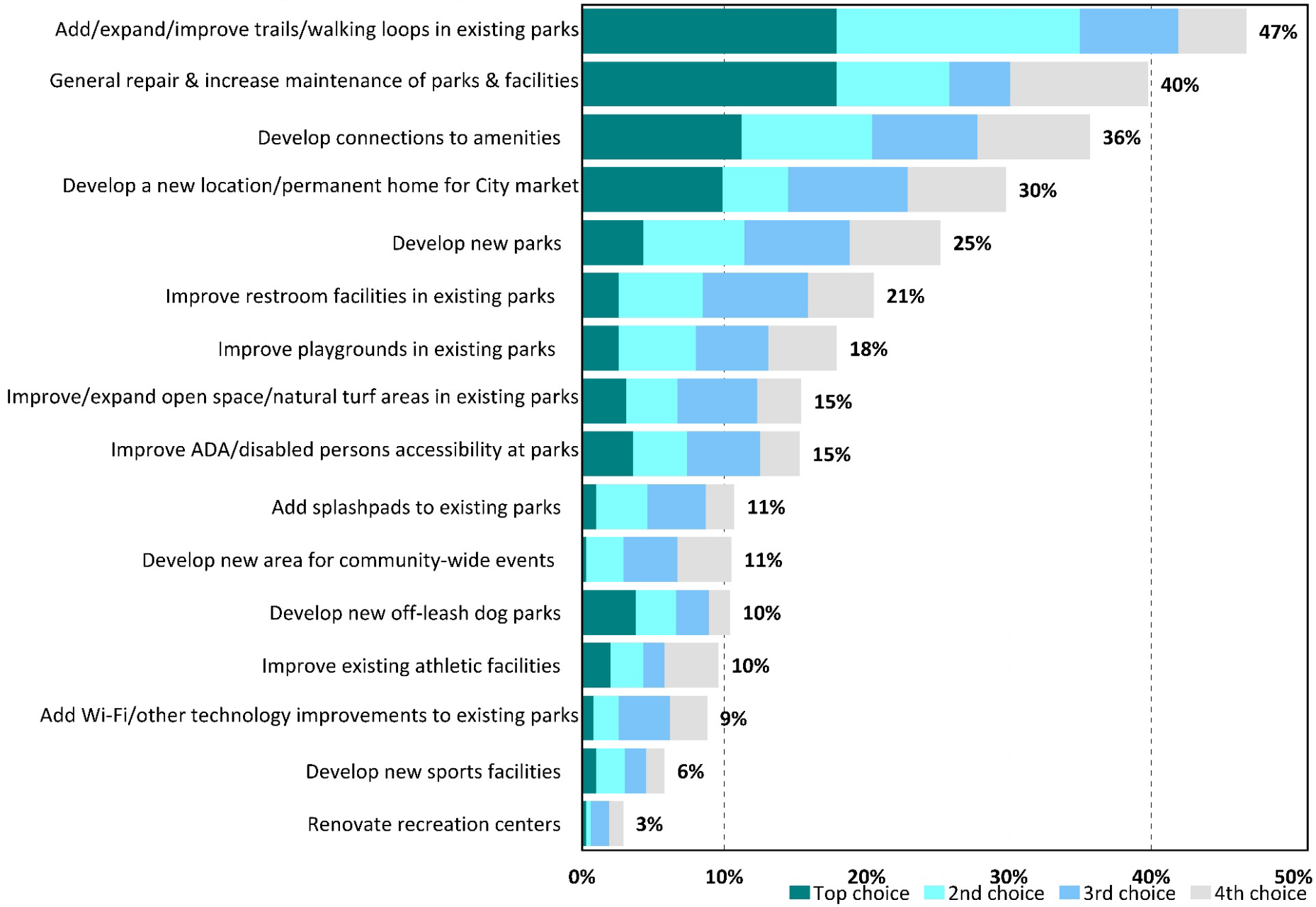
Highest Priority Programs and Services

Top Priority Programs and Services	City Wide	10th & Page & Rose Hill	Ridge Street & Fifeville	The Meadows	Fry's Spring & Johnson Village	Jefferson Park Avenue	Belmont North Downtown Martha Jefferson Woolen Mills	Greenbrier, Barracks/Rugby , Locust Grove	Venable, Lewis Mountain, Barracks Road
Outdoor adventure/recreation	●		●	●	●	●	●	●	●
Farmer's Market/City Market	●	●	●	●	●	●	●	●	●
Art, culture, dance, enrichment, performing art programs	●	●	●	●	●	●	●	●	●
Special events	●		●	●	●	●	●	●	●
Outdoor environmental education/nature camps & programs	●			●	●	●		●	●
Group Fitness classes		●	●						
Senior programs		●		●					
Community service and outreach programs (drug prevention programs, professional development courses, mental wellness programs, workforce development/employment)		●	●						
Trips (senior, youth)		●							
Health, fitness, wellness programs		●	●						
Volunteer Opportunities		●							
Water fitness classes/lap swimming		●	●						

COMMUNITY SUPPORT

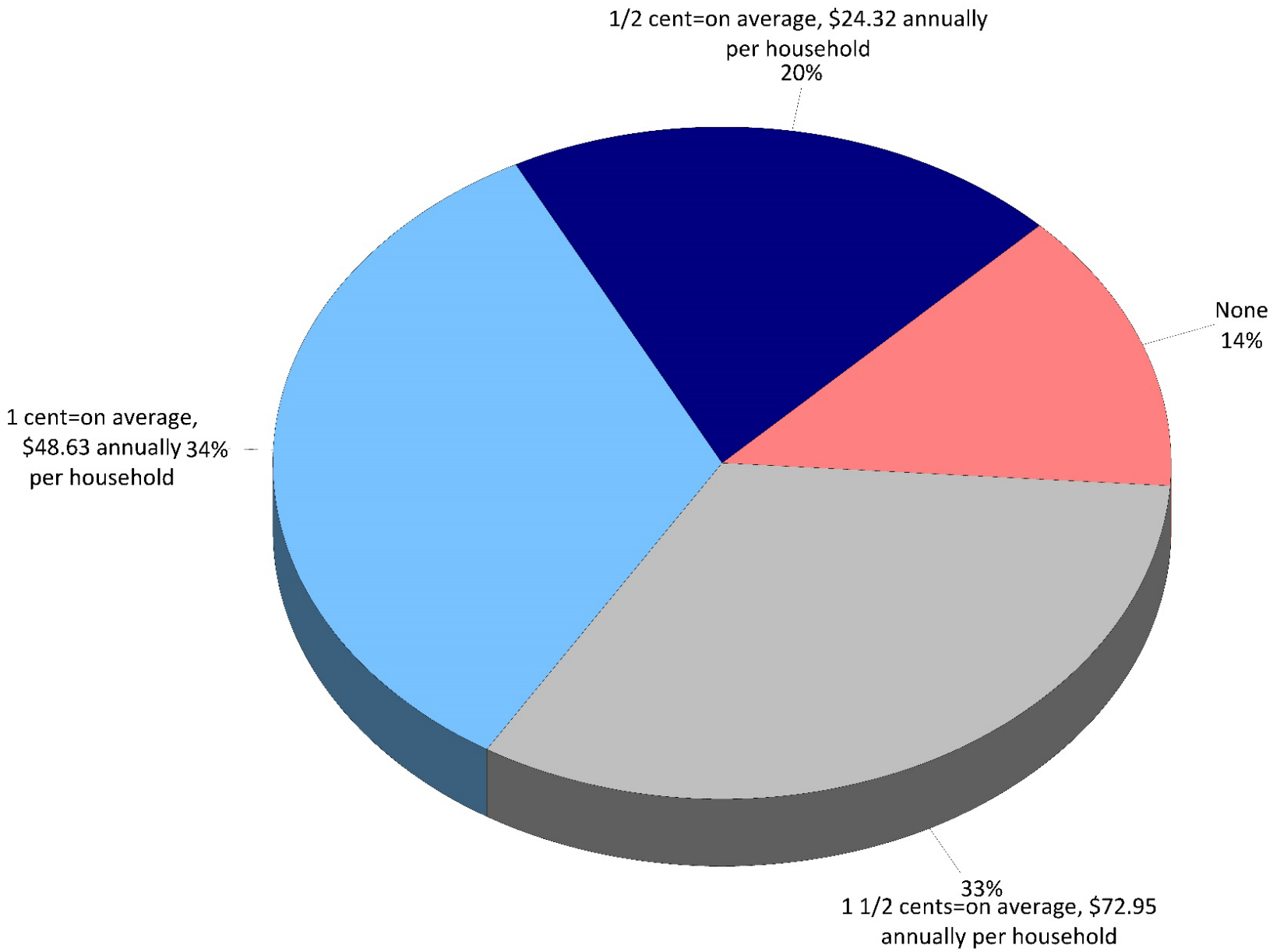
Q17. Which four actions would you be most willing to fund?

by percentage of respondents who selected the items as one of their top four choices



Q18. Please indicate your preferred level of additional tax rate financial support for the improvement of parks and recreation services.

by percentage of respondents (excluding "not provided")



SITE SPECIFIC FRAMEWORK PLANS FEEDBACK

Tonsler Park Site-Specific Plan Feedback

- **Parking and Accessibility:**
  - Concerns about increased car parking, with suggestions to encourage walking and biking instead.
  - Requests for more bike racks and better accessibility for all users.
- **Shade and Seating:**
  - Mixed satisfaction with current shade and seating, with many suggesting more shaded areas, especially around playgrounds and splash pads.
  - Ideas for adding shade structures and more seating options throughout the park.

Tonsler Park Site-Specific Plan Feedback

- **Safety and Maintenance:**
  - Concerns about safety due to drug use, litter, and loitering in the parking lot.
  - Suggestions for more regular trash pickup, managing invasive species, and improving lighting.
- **Recreational Facilities:**
  - Positive feedback on the basketball courts and the Tonsler League, with suggestions for more seating and shade for spectators.
  - Baseball field – better maintenance and additional amenities like shade over dugouts and a concession stand.
  - Ideas for new facilities like a field house, indoor basketball court, and a skate park.

Tonsler Park Site-Specific Plan Feedback

- **Community and Events:**
  - Desire for more community events and activities, including food trucks, concerts, and organized sports.
  - Suggestions for better use of the amphitheater and more engagement with local clubs and organizations.
- **Environmental Improvements:**
  - More tree planting, native vegetation, and better stormwater management.
  - Emphasis on preserving existing trees and improving the overall greenery of the park.

Tonsler Park Site-Specific Plan Feedback

- **General Amenities:**
  - Need for additional amenities like restrooms, water fountains, and dog waste bag dispensers.
  - Suggestions for new features like a dog park, exercise stations, and outdoor chess tables.

Washington Park Site-Specific Plan Feedback

- **Parking and Accessibility:**
  - Need for more bike racks and better parking facilities.
  - Improved accessibility for wheelchairs, strollers, and seniors.
- **Community Garden:**
  - Mixed opinions on adding a community garden. Some support it for food security and community engagement, while others oppose it due to space concerns.
- **Playground and Recreational Facilities:**
  - Requests for more diverse play structures for different age groups, including equipment for disabled children.
  - Suggestions for new amenities like a spray park, paved paths, and more benches.

Washington Park Site-Specific Plan Feedback

- **Safety and Maintenance:**
  - Concerns about drug use, homelessness, and safety in the park.
  - Need for better maintenance, including more frequent trash pickup and grass cutting.
- **Events and Programs:**
  - Desire to maintain and expand recreational programs, especially for children, seniors, and individuals with disabilities.
  - Suggestions for more community events and activities.

Washington Park Site-Specific Plan Feedback

- **Historical and Cultural Recognition:**
  - Requests for signage and plaques to honor the park's history and its significance to the African American community.
- **Environmental Improvements:**
  - Calls for more tree planting, invasive species control, and the creation of nature trails.
- **General Amenities:**
  - Need for additional shelters, seating, restrooms, and security lighting.
  - Suggestions for new features like a dog park, tennis courts, and a skate park.

Market St. Park Site-Specific Plan Feedback

- **Shade and Seating:**
  - Requests for more shaded areas, seating, and picnic tables.
  - Suggestions for amphitheater-style seating for library programming and performances.
- **Accessibility and Safety:**
  - Proposals to close 2nd Street to public cars for safer access between the park and the library.
  - Concerns about safety due to drug use, homelessness, and vandalism, with calls for regular police patrols and better lighting.

Market St. Park Site-Specific Plan Feedback

- **Historical and Cultural Recognition:**
  - Mixed opinions on adding new statues or memorials. Some prefer a garden or water feature where the Lee statue stood.
  - Suggestions for plaques and markers to honor historical events and figures, including Civil Rights leaders.
- **Community and Events:**
  - Desire for more community events, festivals, and activities, including food trucks, concerts, and educational programs.
  - Ideas for partnerships with local organizations like the library for outdoor programming.

Market St. Park Site-Specific Plan Feedback

- **Environmental Improvements:**
  - Calls for more tree planting, native vegetation, and better maintenance of existing greenery.
  - Suggestions for a managed garden space with plant beds, gravel trails, and benches.
- **General Amenities:**
  - Need for additional amenities like restrooms, water fountains, dog waste bag dispensers, and bike racks.
  - Ideas for new features like a dog park, exercise stations, and public art installations.

Market St. Park Site-Specific Plan Feedback

- **Homelessness and Social Issues:**
  - Concerns about the park being dominated by homeless individuals, making it feel unsafe for families and other visitors.
  - Suggestions for providing supportive amenities for the homeless, such as drinking water, restrooms, and phone charging stations.

Court Square Site-Specific Plan Feedback

- **Design and Usability:**
  - Emphasis on maintaining the park's dignity due to its proximity to the courthouse.
  - Suggestions for more seating, a fountain, and better maintenance of trees and plantings.
  - Mixed opinions on adding commercial activities like food carts and art exhibits.

Court Square Site-Specific Plan Feedback

- **Historical and Cultural Recognition:**
  - Requests for more consolidated historical markers and plaques to honor the park's history, including the history of McKee's Row and the sale of enslaved persons.
  - Memorial park to honor Civil Rights leaders and descendants of enslaved individuals.
- **Seating and Accessibility:**
  - Need for more varied seating options, including backed benches, picnic tables, and flexible seating.
  - Importance of shade trees and accessibility for all ages and abilities.

Court Square Site-Specific Plan Feedback

- **Safety and Maintenance:**
  - **Concerns about safety, particularly related to homelessness and vandalism.**
  - **Need for better maintenance, including regular care for plantings, trees, and walkways.**
- **Community and Events:**
  - **Desire for the park to remain a peaceful green space for relaxation and contemplation.**
  - **Suggestions for community events, historical tours, and educational activities.**

Court Square Site-Specific Plan Feedback

- **Environmental Improvements:**
  - Calls for more tree planting, native plantings, and the creation of a pollinator garden.
  - Emphasis on preserving existing trees and improving the overall greenery of the park.
- **General Amenities:**
  - Need for additional amenities like restrooms, bike racks, and dog waste bag dispensers.
  - Suggestions for new features like a water feature, public art, and a bird bath.

Court Square Site-Specific Plan Feedback

- **Design and Usability:**
  - Emphasis on maintaining the park's dignity due to its proximity to the courthouse.
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- **Historical and Cultural Recognition:**
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Next Steps – Fall 2024

- **Synthesize and Finalize Community Engagement Needs**
  - Public Meeting Tuesday 8/20 at 6pm at Carver Recreation Center
  - Project website surveys open through Sunday August 25th)
- **Individual park improvement plans**
- **Program and service improvement plans**
- **Connectivity analysis**
- **Site-specific framework plan development**
- **Capital improvement cost estimating**

QUESTIONS?