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Programs and Events | Parks | Recreation Facilities | Natural Areas | Cultural Areas | Greenways | Trails | Centers | Pools

Parks, Recreation and Cultural Affairs Master Plan | November 2012
City of Gainesville Department of Parks, Recreation and Cultural Affairs



2024-410C

2024-410C



PLACES



FOR



YOUR



PASSION



Haisley Lynch Park, 2011

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Children of all ages enjoy the playground at Albert "Ray" Massey Westside Park.

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2024-410C



Palm Point Park

EXECUTIVE SUMMARY

Introduction

“The mission of the City of Gainesville Parks, Recreation and Cultural Affairs Departments is to provide and maintain the types of natural, recreational and cultural facilities and programs that make Gainesville a great place to live, work and visit; and that help sustain the City economically, socially and environmentally.”

The City of Gainesville has a diverse system of parks, recreation and cultural facilities. This plan provides a blueprint for how the system can best improve and grow over the next twenty (20) years. Specifically, the purpose of this plan was to:

- Engage the community and key stakeholders (over 1,500 citizens participated in this process);
- Assess current and future needs for recreation programs; cultural and public art programs; recreation facilities and parks; and, marketing and volunteers;
- Define core services, roles and balance between parks, recreation and cultural facilities and programs;
- Identify new revenue sources to support operations and capital costs;
- Incorporate best practices;
- Recommend priority improvements, actions, and potential cost benefits;
- Align the department for achieving accreditation through the Commission for Accreditation of Park and Recreation Agencies; and
- Provide an illustrative, usable, and unified master plan for the department.

In recent years, multiple City departments have merged together to form the City of Gainesville Parks, Recreation and Cultural Affairs Department. An overarching goal of this plan is to identify strategies for the Department to become better integrated, both in terms of its facilities and programs but also its coordination.

Existing Conditions and Needs

Overall, the City of Gainesville’s parks, recreation and cultural facilities are attractive and well maintained. There were few instances of litter or vandalism observed at the facilities visited. Many of the nature parks are in pristine settings, and some have interpretive elements, well maintained trails, and several new boardwalks. In addition, the City is currently in the process of making improvements such as updating signage as well as incorporating more sustainable fixtures and materials within the parks. One of the most significant challenges system-wide is adapting and/or renovating legacy parks and facilities to be ADA accessible. There is also need to improve the overall quality of facilities, provide greater connectivity and activate parks with additional programming.

A tool used to evaluate the existing system were Level of Service (LOS) analyses of access, facilities, and acreage for both current and future populations. These analyses suggested that there is a need for the following types of facilities over the next twenty (20) years:

- Passive open spaces
- Picnic facilities
- Playgrounds and tot lots
- Walking and exercise paths
- Baseball/Softball Fields
- Canoe and kayak launches
- Volleyball Courts
- Football/Soccer Fields
- Indoor Recreation Centers
- Public Meeting Rooms
- Bicycling Trails
- Tennis Courts
- Basketball Courts
- Swimming Pools

This is supported by the LOS acreage analysis. The City’s Comprehensive Plan requires that the City maintain a LOS of 8.8 acres of park land per 1,000 residents. Currently the City provides 3,080 acres of park land, including over 2,200 acres as nature parks. In order to provide this same level of service for an increased population in the year 2030, an additional 127 acres of park land will need to be acquired.

According to two different surveys, Gainesville residents are generally supportive of the Department acquiring additional land for open space. Top priority improvements included:

- Upgrading existing neighborhood and community parks;
- Acquiring open space for passive activities;
- Upgrading existing community centers;
- Upgrading existing youth/adult athletic fields; and
- Developing new walking/biking trails.

Vision

“Our vision is to be seen as the keepers and hosts of these places where nature, recreation and culture meet, offering memorable experiences for every guest. We also want to be seen as contributors to economic prosperity through enhanced property values, increased tourism, and a high quality of life; as contributors to social equity and stability, as providers of affordable programs and experiences; and as stewards of the environment on behalf of the community”.

The PRCA Vision 2020 for Gainesville’s parks, recreation and cultural system is organized into six “sub-subsystems”:

- **New and Improved Parks and Programs.** The 20-year vision for parks is anchored in improved access, amenities and aesthetics at the City’s existing parks. In addition, the vision also includes acquisition and development of eight new neighborhood parks.
- **Athletic Facilities and Programs.** To streamline athletic fields and programs, a typology of four field types was developed: athletic fields (rectangular sports fields mostly for football, lacrosse and soccer), diamond fields (baseball and softball), recreation and/or practice-quality facilities, and tournament quality facilities. New facilities are prioritized in currently underserved areas mostly on the western and northwestern quadrants of the City.
- **Nature Parks, Programs and Environmental Education.** The vision for Gainesville’s nature parks and environmental education is to use education, interpretation and exhibits that create authentic experiences that focus on environmental appreciation, the ethical stewardship of natural

resources and on the urban forest and its value to the City’s quality of life. This will be accomplished through activating nature parks with small group activities and elevating experiences with nature system-wide.

- **Cultural Facilities and Programs.** The vision for the City’s cultural facilities and programs is to establish Gainesville as the “Cultural Center of Florida.” In addition to increasing the numbers and types of cultural programs, the vision also recommends the development of a destination outdoor performing arts venue.
- **Recreation Centers, Pools and Programs.** The vision for recreation centers, pools and programs is to adopt a “quadrant-based model”, meeting residents’ needs in each of the City’s four quadrants. Key objectives include filling the gap on the west/northwest side, focusing on multi-functional spaces with one specialized component and environmental sustainability.
- **Trails and Bikeways System.** Gainesville’s future trails and bikeways system will have facilities that are safe, multi-purpose and serve a diverse population. It will be a fully interconnected and accessible system with a superior user experience. Components include off-road multi-purpose trails, enhanced sidewalk trails, on-road shoulder trails, on-road bike lanes, shared rights-of-way (ROWS), access points and trailheads.

Implementation

Based on costs derived from current market trends and similar projects, the complete implementation of the vision is estimated to cost approximately \$55M. The City should anticipate approximately \$2.75M (five percent of the capital costs) for annual, ongoing operations and maintenance costs once the Vision is completed.

City of Gainesville staff estimated that approximately \$30M will be available for improvements to the Parks, Recreation and Cultural Affairs system over the next twenty (20) years, based on historic budget levels, as follows:

Category of Improvements	Order of Magnitude Cost Estimate
New and/or improved parks	\$21,400,000
Athletic facilities and programs	\$2,000,000
Cultural facilities and programs	\$12,750,000
Recreation centers, pools and programs	\$11,100,000
Trails and Bikeways	\$7,886,000
TOTAL	\$55,136,000
+5% Capital Costs Annual	+\$2,700,000 (annually)

Currently the Department averages approximately \$1.5 M annually through Capitol Improvement Project funding and a variety of other sources.

There are two possible approaches to funding the recommended projects. One option is to pay-as-you-go, implementing projects as funds become available. The second option is partially pay-as-you-go, but also includes borrowing \$26,000,000 in order to expedite high priority projects.

FY 2013 - \$1.5M

City CIP for Park and Facility Improvements	\$1.28M
Parks Conservancy/Capital Campaigns	\$5K
Concessions Revenues	\$5K
Grant Funding	\$75K
User Fees	\$100K
Corporate Sponsorships	\$40K
Volunteer Programs (32,000 hrs.)	(\$470K not included within the subtotal)

FY 2014-2018 - \$6.0M

City CIP for Park Improvements	\$5.17M
Parks Conservancy/Capital Campaigns	\$25K
Concessions Revenues	\$25K
Grant Funding	\$375K
User Fees	\$250K
Corporate Sponsorships	\$160K
Volunteer Programs (150,000 hrs.)	(\$2.35M- not included within the subtotal)

FY 2019-2033 - \$22.5M

City CIP for Park Improvements	\$17.8M
Parks Conservancy/Capital Campaigns	\$50K
Concessions Revenues	\$50K
Grant Funding	\$2.0M
User Fees	\$2.0M
Corporate Sponsorships	\$600K
Volunteer Programs (750,000 hrs.)	(\$11.75M - not included within the subtotal)

Total Funding for FY2013-2033 \$30M

Apart from funding, an essential component to implementing the plan is improving coordination within the Department and developing stronger partnerships with outside organizations in particularly the School Board of Alachua County. Additionally, marketing efforts will need to become more widespread and effective at communicating the City's parks, recreation and cultural facility assets.

Park System Master Plans are dynamic, long-range planning documents that evolve over time based on the ever-changing needs of a community's residents. The final success of the City of Gainesville Parks, Recreation, and Cultural Affairs Master Plan relies on continued input and dialog with the City's residents. If you'd like to get involved in helping the Department implement PRCA Vision 2020, please contact the Parks, Recreation, and Cultural Affairs Department at 1-352-334-5067 or look for updates on the City website at www.gainesvilleparks.org/Vision2020.





Bivens Arm Park



1.1 | Parks, Recreation and Cultural Affairs System Planning Methodology

“Place” means different things to different people. For some it’s great theater, culture or shopping districts. For others it’s beautiful natural areas, mountains and streams. But a common element of all great places is a thoughtfully planned and designed “public realm” that includes public open spaces of streets and sidewalks, parks and civic spaces, historic and cultural areas, and natural areas and trails.

Why is the public realm so critical to creating a sense of place? The public realm touches people in every aspect of their daily lives and often defines their quality of life. Consider a “typical day” in the life of an urban/suburban resident in the United States.

For many people, their first daily encounter with the public realm is the street or sidewalk in front of their home. Walking the dog, going for a jog, getting the newspaper or strolling down to the corner coffee shop all involves using the street or sidewalk. And the design of the street – one of the most important elements of the public realm – can make a profound difference in the quality of the person’s day. Is the sidewalk wide enough to pass other people without being crowded or jostled? Do canopied trees along the street provide places for songbirds to perch and sing, and do they offer walkers shade or a chance to catch the morning breeze rustling through the leaves? Do on-street parking and lawn areas provide a buffer from the busy morning traffic? Do bike lanes provide a safe haven for bicyclists, minimizing conflicts with both pedestrians and cars?

The design of the street also influences the quality of commuters’ lives as they travel to school or work. A narrow, winding, tree-lined street provides a much calmer and aesthetically-pleasing commute than a six-lane highway. A wide, shady sidewalk provides a much more enjoyable walk than a narrow strip of concrete adjacent to the curb. And a network of safe bicycle lanes makes it possible to commute by bike, providing opportunities for increased exercise, reduced costs and a greater sense of well-being.

In addition to streets and sidewalks, parks and civic spaces also play a significant daily role in many people's daily lives. When friends meet for lunch in a city plaza, they may talk about their day while people-watching and eating a hot dog from a street vendor. Children may use a local park for recess, making new friends and exercising while playing on the playground or in a pick-up game of basketball or kickball. Seniors may visit their local park or community center for Tai-Chi, cards, or other social or wellness programs. And people of all ages engage in after-school/ work recreation programs at parks and community centers, including sports leagues, fitness programs, and self-improvement classes.

On weekends, parks and civic spaces come alive with soccer games, green markets, festivals, concerts, fundraisers and other special events that form the focus of community life for many residents and visitors. There is a direct correlation between great community gathering spaces and a great "sense of place."

Still others associate a great place with outstanding theater and culture, especially for evening or weekend activities. Museums, gardens, theaters, monuments, battlegrounds, historic buildings and other civic buildings and sites are a key element of the public realm, providing a real connection to both the past and the future of a community. Cultural and historic places bring the community together for celebrations, memorials, lectures, exhibitions, shows and performances. Cultural and historical places enrich a community and give it much of its unique character and flavor.

Many people also associate a community's sense of place with its' natural areas, greenways and trails. These are the places where many people go to recreate or re-create, to get away from the hectic pace of daily life and to reconnect with nature. Many natural areas foster lasting memories of beauty, such as the mist lifting over a lake at sunrise, or a well-earned view of the city below after a strenuous hike. These special experiences can only happen in our natural and undeveloped open spaces.

Natural areas create a sense of balance and sustainability in a community. People want to know that their drinking water is pure and protected; that there is adequate natural land to support healthy populations of wildlife and a sustainable tree canopy, and that their air is clean.

They want to know that much beloved forests, lakes, wetlands, and other natural areas are protected and will not change, particularly as the built environment seems to change every day. Perhaps no other element of the public realm is so precious to people.

The City of Gainesville's system of parks, recreation facilities, natural areas, trails and cultural venues is a significant contributor to residents' quality of life, and a key component of the City's tourism and economic development strategy. The system plays such a prominent role in the community that the Alachua County Visitors and Convention Bureau created the tag line "Where Nature and Culture Meet" to promote the area to prospective visitors.

The City's Parks, Recreation and Cultural Affairs Department (hereafter referred to as Department) is the steward of these places where where nature, recreation and culture meet. As such, it has created the following mission, vision, goals and measures to guide its leadership:

*"The **Mission** of the City of Gainesville Parks, Recreation and Cultural Affairs Department is to provide and maintain the types of natural, recreational and cultural facilities and programs that make Gainesville a great place to live, work and visit; and that help sustain the City economically, socially and environmentally."*

*"Our **Vision** is to be seen as the keepers and hosts of these places where nature, recreation and culture meet, offering memorable experiences for every guest. We also want to be seen as contributors to economic prosperity through enhanced property values, increased tourism, and a high quality of life; as contributors to social equity and stability, as providers of affordable programs and experiences; and as stewards of the environment on behalf of the community".*

*"Our **Goal** is to make each experience in our parks, recreation facilities, natural areas and cultural facilities as enjoyable as possible so that residents and visitors will come back again and again. We will strive to anticipate and provide for the needs and desires of our guests through accessible on-line information; easy-to-follow wayfinding signage and directions; informative exhibits; engaging and enriching programs and special events; comfortable, clean,*

well-maintained facilities; convenient concessions; and other programs, services and amenities that provide for the most memorable experiences possible”.

“We will measure our success through visitor attendance, program participation and customer satisfaction. We will regularly survey customers to see how we are doing, and will continually make improvements to respond to their needs.”

1.2 | Background and Purpose

The purpose of the Parks, Recreation and Cultural Affairs Master Plan (PRCA Master Plan) is to provide a long-range blueprint for accomplishing the Department’s mission, vision, goals and measures. The Department titled the project PRCA Vision 2020! Specific objectives for the PRCA Master Planning process were to:

- Engage the community and key stakeholders;
- Assess current and future needs for recreation programs; cultural and public art programs; recreation facilities and parks; marketing and volunteers;
- Define core services, roles and balance between parks, recreation and cultural facilities and programs;
- Identify new revenue sources to support operations and capital costs;
- Incorporate best practices;
- Recommend priority improvements, actions, and potential cost benefits;
- Align the department for achieving accreditation through the Commission for Accreditation of Park and Recreation Agencies; and to
- Provide an illustrative, usable, and unified master plan. The PRCA Master Plan is formatted to reflect the Master Planning process.

Following the introduction, **Part 2** of the PRCA Master Plan is a Demographic, Cultural and Environmental Analysis, summarizing implications for the City’s parks, recreation and cultural facilities system based on current and projected demographics.

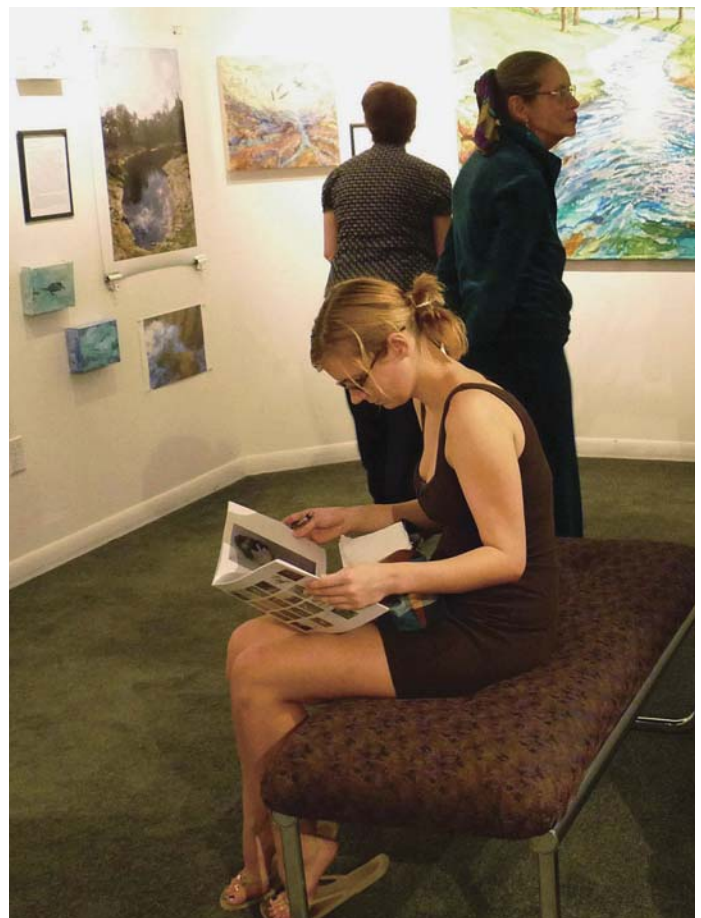
Part 3 includes an Inventory and Analysis of Existing Parks, Recreation and Cultural Affairs Programs, based on site visits conducted by the AECOM consulting team.

Part 4 of the Master Plan summarizes Community Needs and Priorities, based on the findings from numerous qualitative and quantitative needs assessment techniques.

Part 5 illustrates a long-range Parks, Recreation and Cultural Affairs System Vision for the City, including new and improved parks, athletic facilities and programs, natural areas and programs, cultural areas and programs, community and recreation centers and pools, and trails and bicycle facilities.

Part 6 outlines both a short-range and long-range Implementation and Action Plan based on estimated costs and projected available funding.

Finally, the Appendix includes meeting minutes, related documents and other information that contributed to the development of the PRCA Master Plan.



The Historic Thomas Center Galleries engage citizens with over a dozen original exhibitions each year.



Dog park patrons at Northeast Park



2.1 | Methodology and Demographic Snapshot

Understanding the City of Gainesville's current population and projects is essential to planning for future parks, recreation, and cultural affairs facilities and programs. Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI); all data was acquired in May 2011 and reflects actual numbers as reported in the 2000 and 2010 Census, and ESRI projections for 2016, 2020 and 2025.

Demographic Snapshot

Population Growth: The City of Gainesville's population has increased at a steady pace over the last decade. From 2000 to 2010, the total population increased by 3.9 percent from 119,520 to 124,354 people; by 2016, the population is projected to increase slightly to 130,916. Over the upcoming years, it is anticipated that the City will continue to grow slowly, as projections place the 2020 and 2025 population at 130,473 and 133,257 respectively.

Age and Gender: The population by age segment shows a very young demographic, attributed in large part to the existence of University of Florida and its students. Currently, the largest age group is 18-34 year-olds, who comprises 43.8 percent of the population (54,499 people), and it is projected to further increase to 46.2 percent by 2025. The 55+ age segment is also projected to increase from a current 16.3 percent to 20.5 percent in 2025.

Race and Ethnicity: The City of Gainesville is becoming more diverse. Currently the City's population is 64.9 percent white, 23.0 percent African-American, and the remaining 12.1% distributed among all other races.

Income: The average income of City residents is considerably lower than the state and national averages, which is most likely due to the large number of young people and students. In 2000, median household income in Gainesville was \$24,703 in 2000 and grew to \$29,959 in 2010.

2.2 | Population Growth

Gainesville’s population has increased at a steady pace since 2000. From 2000 to 2010, the population increased by 3.9 percent from 119,520 to 124,354 respectively. From 2010 to 2016, the population is estimated to slightly increase to 128,056 persons. Future projections reflect a modest increase in the populace; from 2016 to 2025, ERSI estimates that the City’s population will rise to 130,473 in 2020 and 133,257 in 2025.

This modest growth is good news for parks, recreation and cultural affairs planning. With a total anticipated increase of less than 10,000 people from now until 2025, the Department does not need to spend a lot of resources planning for a large jump in population and how to meet their recreation needs. Instead, the Department can focus on closing any existing gaps, and ensuring that in the specific communities that are growing, there are provisions in place to provide neighborhood- and community-level facilities and programs

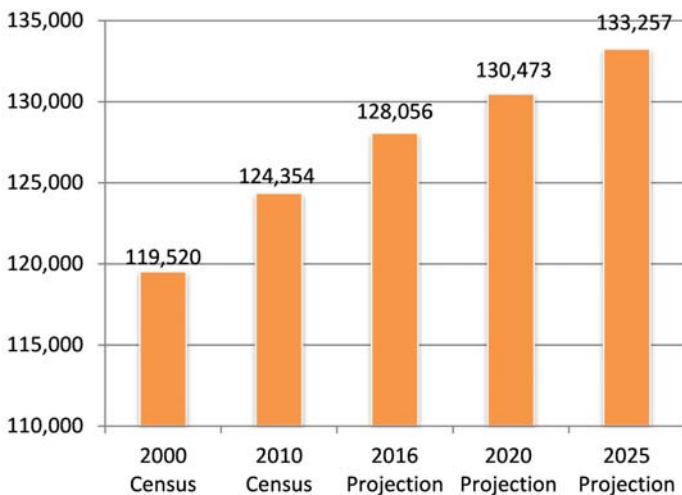


Figure 1: Total Population Trends for Gainesville

2.3 | Age and Gender

As a university town, Gainesville’s population exhibits a very youth-centric age distribution. This large proportion of young people is projected to remain steady until 2025, but a slightly increased proportion of seniors is also anticipated. (Figure 2).

Currently, the largest age group is 18-34 year-olds, who comprise 43.8 percent of the population. This is a significant decrease from 50.6 percent in 2000, but the age group is projected to increase its proportion back up to 46.2 percent by 2025. The 55+ year-old group is projected to increase from 16.3 percent (2010) to 20.5 percent by 2025. While this represents noticeable growth, it is actually a smaller amount growth compared to national and state-wide trends.

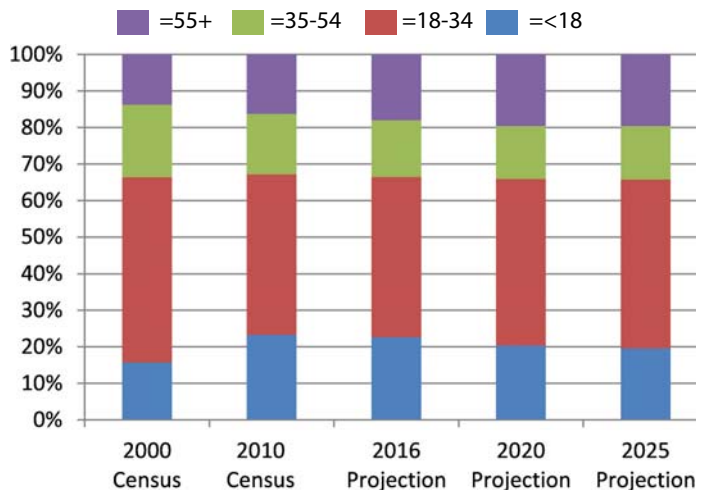


Figure 2: Total Population Trends for Gainesville

Gender:

Gender plays a role in recreation choices. For example, about 65 percent of Americans report participating in a sport or recreational activity at least once per year. When this figure is broken down by sex, women participate at a rate of 61 percent, whereas men participate at a rate of 69 percent. Additionally, men and women typically have different preferences for types of recreational activities. According to recreational trends research performed in the industry over the past twenty years, the top ten recreational activities for women are:

1. Walking
2. Aerobics
3. General exercising
4. Biking
5. Jogging
6. Basketball
7. Lifting weights
8. Golf
9. Swimming
10. Tennis

The top ten recreational activities for men are:

1. Golf
2. Basketball
3. Walking
4. Jogging
5. Biking
6. Lifting weights
7. Football
8. Hiking
9. Fishing
10. Hunting

In Gainesville, there are a few significant implications of these age and gender characteristics as they relate to parks, recreation and cultural affairs planning. The largest consideration is that while there is a very large proportion of young people, most of these residents are students at the University of Florida and likely rely on university facilities and programs for their recreation needs. So while the data suggests that the City of Gainesville should be investing resources into meeting the needs of young adults, this age group is probably not a major user of many City facilities and programs.

In terms of gender, the difference in men and women by absolute numbers is less than 4,000 people in 2025; in the context of planning for facilities and programs for a population of 133,257 this difference likely will have a very small impact—if any—on recreation needs.

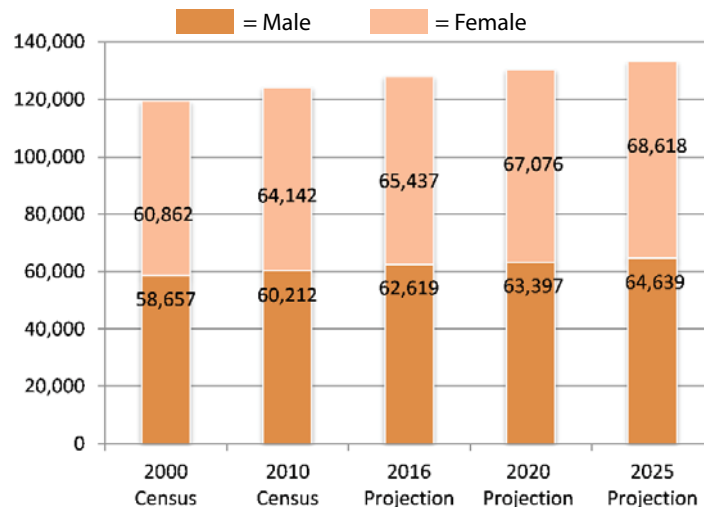


Figure 3: Gainesville Population by Gender

2.4 | Race and Ethnicity

Gainesville is slowly becoming a more diverse community (Figure 4). The proportion of the population that is white is expected to fall from 69.5 percent in 2000 to 60.1 percent by 2025. At the same time, the African-American and Asian populations are projected to increase to 24.2 percent and 9.2 percent respectively by 2025. The Latino/Hispanic population is expected to double its share of the population as well: from 2000 to 2025, the population is expected to grow from 7.03 percent in 2000 to 14.48 percent by 2025 (Figure 5).

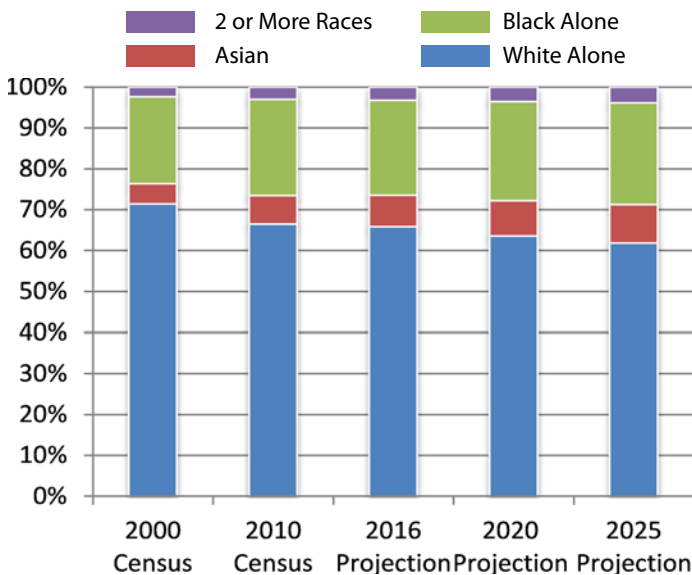


Figure 4: Population by Race/Ethnicity

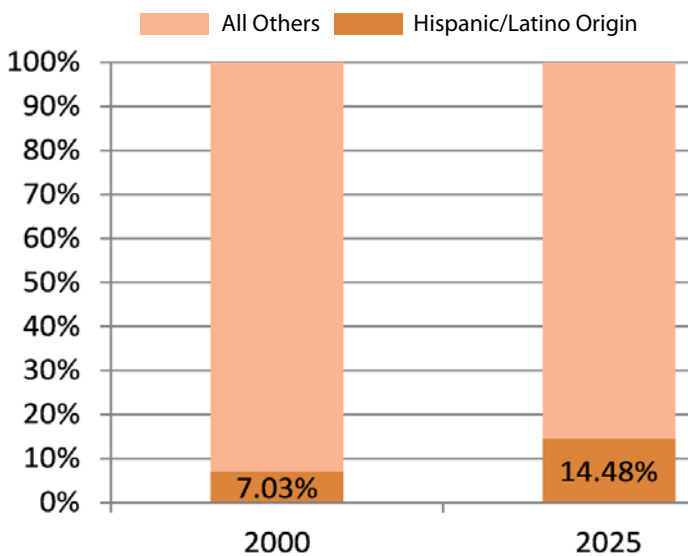


Figure 5: Percentage of Individuals of Hispanic/Latino Origin

Although it is unwise to make broad conclusions on recreation needs based on race and ethnicity, studies have shown that certain populations tend to favor some recreational activities over others. According to nation-wide research, white populations typically participate in a wide range of activities, including both team and individual sports, and of all ethnic groups has the greatest affinity for outdoor non-traditional sports. African-Americans tend to favor active team sports, most notably football, basketball, and baseball. Additionally, many members of the African-American community exhibit strong neighborhood ties by actively participating in large special events and gatherings with extended family and friends, including family reunions. Outdoor and water based activities, such as, hiking, water skiing, rafting, and mountain biking, are typically less popular.

Hispanic and Latino Americans have strong cultural and community traditions with an emphasis placed on the extended family, many times gathering in large recreational groups where multiple activities geared towards all age segments of the group may participate. Communities with large Hispanic/Latino populations have reported increased demand for large group pavilions with picnicking amenities and multi-purpose fields.

The Asian population typically has lower participating rates in recreation. The Asian population has some similarities to the Hispanic population, but many seem to shy away from traditional team sports and outdoor and water based activities.

Utilizing the Ethnicity Study performed by American Sports Data, Inc., a national leader in sports and fitness trends, participation rates among recreational and sporting activities were analyzed and applied to all major race/ethnic groups in the City.

A participation index was also reviewed. An index is a gauge of likelihood that a specific ethnic group will participate in an activity as compared to the U.S. population as a whole. An index of 100 signifies that participation is on par with the general population; an index less than 100 means that the segment is less likely to participate; more than 100 signifies the group is more likely than the general public to participate.

The most popular activities for those classified as **Caucasian** in terms of total participation percentage, the percentage by which you can multiply the entire population by to arrive at activity participation of at least once in the past twelve months, are:

1. Recreational Swimming – 38.9% participation rate (38.9% of the population has participated at least once in the last year)
2. Recreational Walking – 37.0% participation rate
3. Recreational Bicycling – 20.6% participation rate
4. Bowling – 20.4% participation rate
5. Treadmill Exercise – 19.1% participation rate

High participation percentages in freshwater fishing (17.3% participation rate), hiking (17.2% participation rate), and tent camping (17.2% participation rate) demonstrate the high value that the Caucasian population places on outdoor activities. Sailing (Index of 124), kayaking (Index of 121), and golf (Index of 120) are three activities that the Caucasian population is more likely to participate in than the general public.

Analyzing the top five activities that the **African-American** populace participates in at the greatest rate results in:

1. Recreational Walking – 26.7% participation rate
2. Recreational Swimming – 20.2% participation rate
3. Basketball – 19.8% participation rate
4. Bowling – 17.5% participation rate
5. Running/Jogging – 14.3% participation rate

The African-American population, like the Hispanic population, is more than twice as likely to participate in boxing (Index of 208). Football (Index of 199) and basketball (Index of 160) are also among the higher participated in activities among the African-American populace.

The five most popular activities for those of **Hispanic/Latino** descent are:

1. Recreational Swimming – 33.2% participation rate
2. Recreational Walking – 31.2% participation rate
3. Recreational Bicycling – 19.7% participation rate
4. Bowling – 18.5% participation rate
5. Running/Jogging – 18.0% participation rate

In terms of participation index, the Hispanic populace is more than twice as likely as the general population to participate in boxing (Index of 264), very likely to participate in soccer (Index of 177), and more likely to participate in paintball (Index of 155) than any other ethnic group. For comparison reasons, although Hispanics are nearly twice as likely to participate in soccer as any other race, only 9.0% of the Hispanic population participated in the sport at least once in the last year.

The top five recreational activities for the Asian populace in regards to participation percentages are:

1. Recreational Walking – 33.3% participation rate
2. Recreational Swimming – 31.9% participation rate
3. Running/Jogging – 21.6% participation rate
4. Bowling – 20.5% participation rate
5. Treadmill Exercise – 20.3% participation rate

The Asian populace participates in multiple recreational activities at a greater rate than the general population, with lacrosse being the activity boasting the greatest index of 615. Squash (Index of 414), mountain/rock climbing (Index of 262), yoga/tai chi (Index 229), martial arts (227), artificial wall climbing (224), badminton (222), and rowing machine exercise (206) each represent an activity that Asians are more than twice as likely to participate in than the general public.

2.5 | Households and Income

The City of Gainesville’s population has a more modest income compared to statewide averages, most likely due to the high proportion of young people and students. The City’s current median household income is \$29,959, which is projected to grow to \$41,521 by 2025. The median household income represents the earnings of all persons age 16 years or older living together in a housing unit. The per capita income is projected to increase from \$22,118 currently to \$30,550 by 2025 (Figure 6).

As seen in Figure 7, Gainesville’s income characteristics are comparatively low: the median household income, the average household income and the per capita income are all lower than state and national averages. A direct reflection of these lower incomes is seen in Figure 9, a Spending Potential Index (SPI) completed for the City. The Spending Potential Index (SPI) is household-based and represents the amount spent for a product or service relative to a national average of 100.

In all categories, Gainesville residents are expected to spend less money than their counterparts elsewhere. For recreation and entertainment, City of Gainesville residents spent approximately \$89,460,851, which is approximately 69% of the national average for that category (thus resulting in a score of “69”), indicating considerably less money going towards paying for leisure activities, including those provided by the City.

When planning for parks, recreation and cultural affairs the Department will need to identify innovative funding mechanisms, and/or focus on low cost and/or multiple benefit facilities and programs.

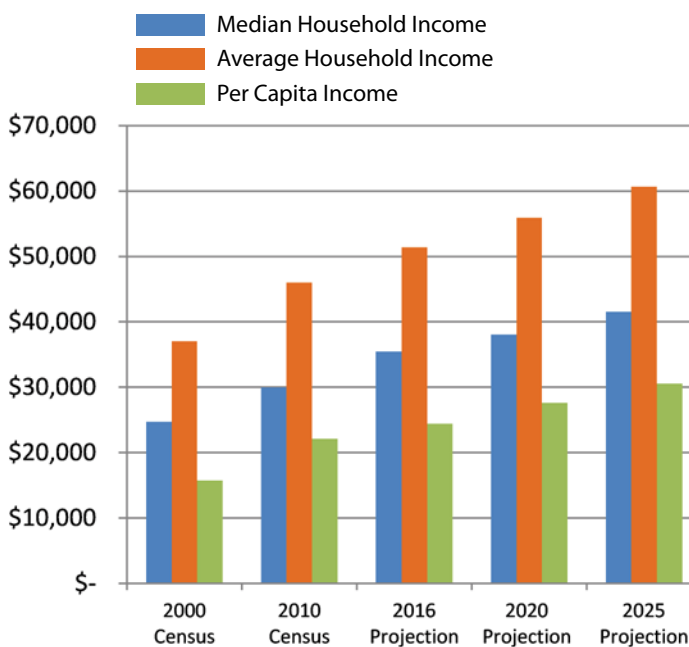


Figure 6: Gainesville Household Income Characteristics

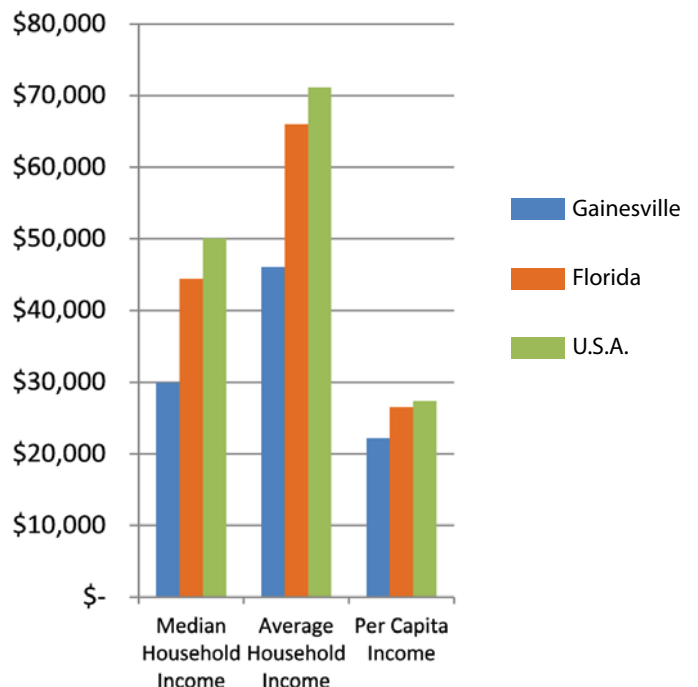


Figure 7: Comparative Income Characteristics

2010 Consumer Spending	
Apparel & Services: Total \$	\$ 50,845,214
Average Spent	\$ 1,262
Spending Potential Index	53
Computers & Accessories: Total \$	\$ 7,018,625
Average Spent	\$ 174
Spending Potential Index	79.14
Education: Total \$	\$ 46,400,191
Average Spent	\$ 1,151
Spending Potential Index	94
Entertainment/Recreation: Total \$	\$ 89,460,851
Average Spent	\$ 2,220
Spending Potential Index	69
Food at Home: Total \$	\$ 129,327,475
Average Spent	\$ 3,209
Spending Potential Index	72
Food Away from Home: Total \$	\$ 96,678,497
Average Spent	\$ 2,399
Spending Potential Index	75
Health Care: Total \$	\$ 96,647,343
Average Spent	\$ 2,398
Spending Potential Index	64
HH Furnishings & Equipment: Total	\$ 49,500,088
Average Spent	\$ 1,228
Spending Potential Index	60
Investments: Total \$	\$ 38,557,470
Average Spent	\$ 957
Spending Potential Index	55
Retail Goods: Total \$	\$ 663,756,525
Average Spent	\$ 16,470
Spending Potential Index	66
Shelter: Total \$	\$ 440,604,633
Average Spent	\$ 10,933
Spending Potential Index	69
TV/Video/Audio: Total \$	\$ 36,863,856
Average Spent	\$ 915
Spending Potential Index	74
Travel: Total \$	\$ 48,372,708
Average Spent	\$ 1,200
Spending Potential Index	63
Vehicle Maintenance & Repairs: Tot	\$ 26,742,068
Average Spent	\$ 664
Spending Potential Index	70

Figure 8: Consumer Spending Index

2.6 | Summary of Implications

While care must be taken not to draw absolute conclusions from the Demographic, Cultural and Environmental Analysis, the following are potential implications for the PRCA Master Plan:

- There will continue to be a gradual increase in demand for parks, recreation and cultural affairs facilities and programs due to population growth;
- Future demand may be focused on individual, self-directed activities such as walking, biking, jogging, swimming, tennis, golf, exercising, weight-lifting, hiking and fishing. Demand for group activities may include aerobics, exercise classes, basketball and football; these needs and demands do imply a need for additional bike paths and trails, and indoor community centers with gymnasiums;
- Residents will continue to seek low to no cost opportunities for recreation, fitness, cultural and natural activities due to lower income levels;
- The large student population will continue to rely on University facilities for fitness and recreation needs; and,
- There will be a greater demand for a diversity of cultural activities and programs due to the high education level and diversity of residents.



Skatepark at Possum Creek Park



Section 3 | Introduction

The AECOM team completed the following tasks to inventory and analyze the City's Parks, Recreation, and Cultural Affairs System:

- Site visits and evaluations of 31 of the City's existing 90+ park sites;
- Evaluation of the recreation and cultural affairs programs currently offered by the City;
- Analysis of parks, recreation, and cultural affairs trends; and
- Summary of trails and bicycle facilities.

The following are the findings from each task:

3.1 | Existing Facilities Site Analysis

During the week of September 7-9, 2011 the AECOM project team visited 31 of the City's parks, recreation and cultural sites. To understand how each individual park or facility site is performing, the team used a framework of questions that look at park access, comfort and image, uses and sociability and sustainability. These questions (listed below) are based in part on guidelines developed by Project for Public Spaces (PPS), a non-profit organization dedicated to helping people create and sustain public spaces that build stronger communities.

Proximity/Access/Linkages:

- Is the park easy to reach?
- Can someone who lives nearby easily and safely walk into the park?
- Does the park have clear directional and informational signage and wayfinding?
- How accessible is the site?

Comfort and Image:

- What is the first impression a user has of the park?
- Is the park clean and well kept?
- Are there a variety of comfortable places to sit?
- Does the park provide sufficient protection from inclement weather?

Uses and Sociability:

- If a park space, is there a mix of things to do?
- If a special use park, how well does it fulfill its intended function?
- Is the park consistently busy and activated?
- How much of the park space is used versus parts that are unused? Is flexibility maintained?

Sustainability:

- How is stormwater being handled?
- Are there any revenue, partnership, or environmental stewardship opportunities?
- Is the park energy and resource efficient?
- Does the park design and location facilitate or encourage multi-modal transportation?
- Does the park encourage or promote healthy lifestyles?
- Does the landscape utilize native plant materials?

- Does the park increase surrounding property values?
- Does the park provide an opportunity for job generation?

3.1.1 Facility Ratings

Each park evaluated was assigned a score based on how well the park performs against these questions (a full copy of the Park Evaluation Form can be found in Appendix C). The parks and facilities evaluated were selected by the City, and were intended to provide an accurate cross-section of the parks, recreation and cultural affairs system. The different park "types" evaluated were neighborhood parks, community parks, regional parks, and special use facilities.

Once all scores were assigned, a matrix was created that helps illustrate system-wide trends. It is important to note that there is no "one size fits all" set of criteria that can accurately evaluate every type of park, but individual park scores help to generate a fairly accurate idea of how well it is serving the community. Following the site visits and evaluations, the planning team gave each park a general score of "Exceeding Expectations", "Meeting Expectations" and "Not Meeting Expectations." The criteria for each designation are detailed below:

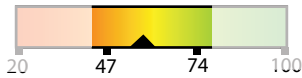
Exceeding Expectations :



Sites that are "Exceeding Expectations" score in the 74 to 100 range. These are the City's highest quality parks and are not only functioning as intended, but are also exceptionally well maintained, aesthetically pleasing and safe. These facilities accommodate a wide variety of uses and have a consistently high level of activity while still maintaining flexibility.

Typically, parks that exceed expectations show clear evidence of thoughtful design, are easily accessible via multiple modes of transportation and have amenities that are ADA accessible. If the facility has sports facilities, field surfaces are impeccably maintained and could be considered tournament/competition grade, and offer premium amenities such as score boards, enclosed dugouts, bleachers and lighting.

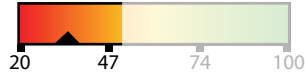
Meeting Expectations :



Sites that are “Meeting Expectations” will score within the 46-73 range. Parks that meet expectations are functioning as intended, are generally well-maintained and can be aesthetically pleasing. They are able to accommodate several different activities, are somewhat busy with users, are compatible with surrounding land uses and feel safe. Usually they have fair to good transportation connections, including sidewalk connections.

If sports facilities are present, they are well-maintained and playable but typically do not have premium features and are more likely to be used as practice fields

Not Meeting Expectations :



Facilities rated as “Not Meeting Expectations” are those that have the most room for improvement; these facilities typically score in the 20-46 range. In most cases, these parks are not performing as intended, and while they can be well-maintained and attractive, they typically are not.

Because of these factors, these parks have lower levels of activity, few uses and may feel unsafe. Their locations are often not ideal, they can be difficult to access and be incompatible with surrounding land uses. If sports fields are present, their surfaces are not usually maintained or their fields are so over-programmed that maintenance operations cannot keep up.



Site intercept interview with park users at Northeast Park.

3.1.2 Neighborhood Parks

A neighborhood park is small in size, usually about 1 to 10 acres, and serves the basic recreation needs of the neighborhood. Residents usually expect to be able to reach their neighborhood park by walking or bicycling a short distance. Once at the park, typical facilities can include passive open spaces, small picnic shelters, walking paths, a playground, seating areas, and basketball courts. The following neighborhood parks in Gainesville were evaluated:

- Lincoln Park (900 SE 15th Street)
- Duval Park (600 Block of NE 21st Street)
- Roper Park (400 Block NE 2nd Street)
- Sweetwater Park (500 E University Avenue)
- Cofrin Park (4819 NW 8th Avenue)
- Haisley Lynch Park (450 S Main Street)
- Hidden Gem Tot Lot (NW 32nd Place and 20th Lane)
- Cedar Grove Park (1200 NE 22nd Street)
- Barbara Higgins Park (1352 SE 2nd Street)
- Smokey Bear Park (2300 NE 15th Street)
- NE 31st Avenue Park (700 NE 31st Avenue)

Each of the eleven (11) neighborhood parks were evaluated for its accessibility, comfort and image, uses and sociability, and sustainability. **Figure 9** is a matrix of how each park is performing individually. Recommended improvements for each park can be found in the PRCA Master Plan Vision 2020 (Chapter 5).

In general, Gainesville's neighborhood parks have the following *strengths*:

Maintenance

The overwhelming majority of the neighborhood parks that were evaluated appeared to be very well maintained. There were few instances of litter or vandalism observed, and there is evidence of strong maintenance procedures in place.

Access

With a few exceptions, most of the sites exhibited good pedestrian connectivity via paved sidewalks and/or trails. Many of the facilities also have transit stops within a half-mile of the site, which can be a challenging service to provide at the neighborhood level but done well in Gainesville.

Resource Demand

The majority of the neighborhood parks evaluated had a low level of resource demand. This can be attributed to the typically small size of the facility, low-intensity programming and the lack of significant built structures.

Although each neighborhood park has individual needs, there are system-wide *opportunities for improvement*:

ADA Compliance

Despite the City's ongoing effort to improve ADA accessibility, many neighborhood park facilities remain inaccessible. This was especially evident in the condition of playground surfacing. Additionally, the intended accessible routes to major recreation components are hampered by maintenance issues such as pavement cracking, root heaving, and/or excessive grade changes have created barriers.

Economic Sustainability

The presence of a well maintained, neighborhood park increases the surrounding property values; however, few of Gainesville's neighborhood parks have the size or programming to generate significant impacts to the community.

Promotion of a Healthy Lifestyle

Neighborhood parks typically cater to a younger demographic, and therefore are in an excellent position to provide them with opportunities to learn about healthy lifestyles by a means of active and/or athletic park components. Many of the neighborhood parks evaluated do provide active recreation opportunities for children, but lack sufficient facilities or usable open space that would appeal to a broader user-group.

It should be noted that although many of the neighborhood parks are constrained in size, some are near enough to community or regional parks that can meet these needs more effectively.

Neighborhood Parks Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Lincoln Park
Duval Park
Roper Park
Sweetwater Branch Park
Cofrin Park
Haisley Lynch Park
Hidden Gem Park
Cedar Grove Park
Barbara Higgins Park
Smokey Bear Park
NE 31st Ave. Park

														AVERAGE
PROXIMITY, ACCESS, & LINKAGES	MAX 25	21	18	19	19	15	21	10	13	10	14	7		15.2
VISIBILITY FROM A DISTANCE	(MAX 5)	5	3	4	3	1	3	1	4	2	3	2		2.82
EASE IN WALKING TO THE PARK	(MAX 5)	5	5	5	5	2	5	3	5	1	4	2		3.82
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	5	4	2	5	5	1		4.27
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	3	4	4	4	5	4	1	1	1	1	1		2.64
ADA COMPLIANCE	(MAX 5)	3	1	1	2	2	4	1	1	1	1	1		1.64
COMFORT & IMAGE	MAX 25	19	19	19	14	20	21	21	17	14	14	8		16.9
OVERALL ATTRACTIVENESS	(MAX 5)	3	4	3	2	3	4	3	3	2	2	1		2.73
FEELING OF SAFETY	(MAX 5)	5	3	5	2	5	3	5	3	3	3	2		3.55
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	4	5	4	3	4	5	4	4	3	3	2		3.73
COMFORT OF PLACES TO SIT	(MAX 5)	3	3	3	3	4	5	5	3	3	3	1		3.27
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	4	4	4	4	4	4	4	4	3	3	2		3.64
USES, ACTIVITY, & SOCIABILITY	MAX 20	16	14	14	10	12	4	8	9	8	5	8		9.8
MIX OF USES/THINGS TO DO	(MAX 5)	4	3	3	2	5	1	3	2	2	1	3		2.64
LEVEL OF ACTIVITY	(MAX 5)	4	4	4	2	3	1	2	2	2	1	1		2.36
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	3	5	4	3	3	1	2	2	2	1	1		2.45
PROGRAMMING FLEXIBILITY	(MAX 5)	5	2	3	3	1	1	1	3	2	2	3		2.36
SUSTAINABILITY	MAX 30	19	23	15	20	15	14	15	14	17	14	11		16.1
STORMWATER MANAGEMENT	(MAX 5)	3	5	2	4	4	3	4	4	3	3	3		3.45
CONNECTIVITY	(MAX 5)	4	5	4	5	3	4	3	3	3	3	1		3.45
COLOCATION OF INFRASTRUCTURE	(MAX 5)	3	4	2	4	1	3	1	1	4	1	1		2.27
ECONOMIC SUSTAINABILITY	(MAX 5)	1	1	1	1	1	1	1	1	1	1	1		1.00
RESOURCE DEMAND	(MAX 5)	4	5	4	4	3	2	4	4	4	5	3		3.82
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	4	3	2	2	3	1	2	1	2	1	2		2.09
TOTAL (AVG OUT OF A TOTAL OF 100)		75	74	67	63	62	60	54	53	49	47	34		58

Figure 9: Neighborhood Parks Evaluation Matrix

3.1.3 Community Parks

Community parks are larger, generally 10 to 30 acres and serve a broader variety of recreation needs. In addition to facilities provided by a neighborhood park, a community park will typically have more intensive uses and larger facilities such as an outdoor swimming pool, football/soccer fields, baseball/softball fields, volleyball courts, off-leash dog park areas, multi-purpose trails, public meeting spaces, indoor recreation centers and paved parking. As part of the PRCA Master Plan, the following community park facilities were evaluated:

- Albert “Ray” Massey Westside Park (1001 NW 34th Street)
- Kiwanis Challenge Park (2000 NW 36th Avenue)
- TB McPherson Park (1717 SE 15th Street)
- Northeast Park (400 NE 16th Avenue)
- Greentree Park (2101 NW 39th Avenue)
- Bivens Arm Park (3650 S Main Street)

As a whole, the community parks evaluated have a number of *strengths*:

Transit Access

Many of the facilities observed had transit stops within a half-mile of the site, which has the ability to increase the park’s potential user groups and level of activity.

Maintenance and Management

The majority of the community parks that were evaluated appeared to be very well maintained and cared for. There were only a few instances of litter or vandalism observed, and there are obvious maintenance procedures in place. The presence of well-maintained and managed park facilities contributed to the high ratings also received for user safety and pride and ownership.

Mix of Uses and Level of Activity:

The community parks observed were large and able to accommodate a wide range of recreation opportunities and facilities. Additionally, Gainesville’s community parks provide a variety of things to do that appeal to a range of ages and demographics, which helps to maintain a consistent level of activity in the parks.

Opportunities for improvement observed in Gainesville’s community parks include the following:

ADA Compliance

Overall, the community parks and facilities appeared to be more accessible than those in the neighborhood category, but less accessible than regional or special use facilities. Similar to the neighborhood facilities, challenges were observed in regards to playground surfacing and the condition or absence of accessible routes to and within the parks. Additionally, the majority of the components within the nature parks are largely inaccessible.

Economic Sustainability

Well-maintained and active community parks have the ability to increase the surrounding property values. Because the community parks evaluated are larger in size, and have more intensive facilities or programs, there is a potential to increase the employment opportunities and/or revenue generation at these sites.

Flexibility

Although many community parks are large in size, some of Gainesville’s facilities suffer from over-programming. When too much of the acreage is dedicated to specific facilities, it reduces site flexibility and can limit the numbers and types of users who benefit from the park.



Albert “Ray” Massey Westside Park (Community Park)

Community Parks Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Albert "Ray" Massey Westside Park
Kiwanis Challenge Park
TB McPherson Park
Northeast Park
Greentree Park
Bivens Arm Park

		AVERAGE							
PROXIMITY, ACCESS, & LINKAGES		MAX 30	19	17	18	12	14	15	15.8
VISIBILITY FROM A DISTANCE	(MAX 5)	5	2	3	3	3	2		3.00
EASE IN WALKING TO THE PARK	(MAX 5)	4	3	4	2	2	3		3.00
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	3		4.67
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	3	4	3	1	3	5		3.17
ADA COMPLIANCE	(MAX 5)	2	3	3	1	1	2		2.00
COMFORT & IMAGE		MAX 30	24	20	19	20	19	20	20.3
OVERALL ATTRACTIVENESS	(MAX 5)	4	4	3	4	3	3		3.50
FEELING OF SAFETY	(MAX 5)	5	4	4	4	3	3		3.83
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	4	4	4	4	4		4.17
COMFORT OF PLACES TO SIT	(MAX 5)	5	4	4	4	4	5		4.33
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	4	4	4	5	5		4.50
USES, ACTIVITY, & SOCIABILITY		MAX 20	16	18	17	18	14	8	15.2
MIX OF USES/THINGS TO DO	(MAX 5)	5	5	5	5	4	3		4.50
LEVEL OF ACTIVITY	(MAX 5)	5	4	5	5	5	2		4.33
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	4	4	3	2		3.67
PROGRAMMING FLEXIBILITY	(MAX 5)	1	5	3	4	2	1		2.67
SUSTAINABILITY		MAX 20	23	22	19	19	19	18	20.0
STORMWATER MANAGEMENT	(MAX 5)	3	4	4	4	4	5		4.00
CONNECTIVITY	(MAX 5)	5	4	4	3	3	2		3.50
COLOCATION OF INFRASTRUCTURE	(MAX 5)	4	5	4	1	3	2		3.17
ECONOMIC SUSTAINABILITY	(MAX 5)	4	2	2	3	1	1		2.17
RESOURCE DEMAND	(MAX 5)	2	3	2	4	4	5		3.33
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	3	4	4	3		3.83
TOTAL (AVG OUT OF A TOTAL OF 100)			82	77	73	69	66	61	71.3

Figure 10: Community Parks Evaluation Matrix

3.1.4 Regional Parks

Generally larger than thirty (30) acres in size, a regional park serves as a regional recreation destination and attracts users from many communities. These types of parks typically provide recreation facilities that are substantial in size, incur significant capital costs or have unique settings and facilities. Examples of typical regional park facilities include outdoor amphitheaters, skate parks, hiking/nature trails, a public golf course, a canoe/kayak launch, nature/environmental centers, a track and field facility, fishing piers, gymnasiums, racquetball courts and a disc golf course. In Gainesville, the following regional parks were evaluated:

- Northside Park (5725 NW 34th Street)
- Possum Creek Park (4009 NW 53rd Avenue)
- Dwight H. Hunter Pool (1100 NE 14th Street)
- Morningside Nature Center (3540 E. University Avenue)
- San Felasco Park (6400 NW 43 Way)
- Boulware Springs Park (3300 SE 15th Street)
- Palm Point Park (7401 Lakeshore Drive)

Gainesville has a robust system of regional parks. Taken together, these facilities have the following *strengths*:

Comfort and Image

Many of the regional parks that were evaluated appeared to be very well-maintained, safe and attractive. There were few instances of litter or vandalism observed, a good selection of comfortable places to sit and obvious maintenance procedures in place. Several of the regional facilities had a natural setting, where the presence of management and conservation procedures was apparent. The regional facilities had the highest overall score in the Comfort and Image category of all the typologies evaluated.

Signage and Wayfinding

The regional facilities had a more well developed signage and wayfinding system than the other typologies. Several of the parks, such as Possum Creek Park, San Felasco Park, Boulware Springs, and Palm Point Park have interpretive signage that informs users about conservation best-practices and the native plant community. In addition, the directional signage within the regional facilities was better developed than that seen in other park types.

Level of Activity

With the exception of Palm Point Park and Boulware Springs (both of which are largely nature/conservation

parks), the regional facilities offered a variety of recreation activities that help to increase the potential user group and in turn, overall park activity.

Transit Access

The majority of the facilities observed had transit stops within a half-mile of the site. This helps to increase both the amount of potential users and the level of activity.

Resource Demand

Many of the regional facilities had a relatively low level of resource demand comparable to their size, due largely to the amount of natural land and/or green space present. Additionally, many of the parks appeared to treat the majority of stormwater on site.

Although Gainesville's regional parks are strong, there are a few *opportunities for improvement* system-wide:

ADA Compliance

In general, the regional parks facilities are more accessible than those in the neighborhood and community category, but less accessible than the City's special use facilities. Specifically, the team observed challenges in playground surfacing and the condition or absence of accessible routes to and within the parks. Similar to the community facilities, the majority of the components within the nature oriented parks appear inaccessible.

Visibility

Despite their larger size, the regional facilities were the least visible, or readily identifiable of any of the park types analyzed—Palm Point Park and the Dwight H. Hunter Pool in Northeast Complex are nearly hidden from the major access roads. Although Morningside Nature Center is also not clearly visible from the adjacent roadways, there is ample signage indicating its presence and location.

Ease in Walking to the Park

The regional facilities were the most difficult to access on foot when compared to the other typologies. A contributing factor to this challenge is the geographic location of the regional facilities observed: with the exception of Possum Creek Park and Dwight H. Hunter Pool/NE Complex Park, regional facilities are located on the fringes of the city and removed from large residential areas, which makes walking to them difficult. It should be noted that both Boulware Springs and San Felasco Park have good regional trail connectivity, which increases those parks' accessibility via bicycle.

Regional Parks Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Northside Park
Possum Creek Park
Dwight H. Howard Pool (NE Pool)
Morningside Nature Center
San Felasco Park
Boulevard Springs Park
Palm Point Park

									AVERAGE
PROXIMITY, ACCESS, & LINKAGES	MAX 30	21	20	18	17	13	12	9	15.7
VISIBILITY FROM A DISTANCE	(MAX 5)	5	4	2	4	1	2	1	2.71
EASE IN WALKING TO THE PARK	(MAX 5)	3	3	4	2	4	2	1	2.71
TRANSIT ACCESS	(MAX 5)	5	5	5	5	1	1	1	3.29
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	5	5	3	5	5	3	5	4.43
ADA COMPLIANCE	(MAX 5)	3	3	4	1	2	4	1	2.57
COMFORT & IMAGE	MAX 30	24	25	23	22	22	22	22	22.9
OVERALL ATTRACTIVENESS	(MAX 5)	4	5	3	5	4	5	5	4.43
FEELING OF SAFETY	(MAX 5)	5	5	5	4	4	3	4	4.29
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	5	5	5	5	5	5	5.00
COMFORT OF PLACES TO SIT	(MAX 5)	5	5	5	3	4	4	3	4.14
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	5	5	5	5	5	5	5.00
USES, ACTIVITY, & SOCIABILITY	MAX 20	20	19	15	15	15	11	11	15.1
MIX OF USES/THINGS TO DO	(MAX 5)	5	5	3	3	3	2	2	3.29
LEVEL OF ACTIVITY	(MAX 5)	5	5	5	4	5	3	5	4.57
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	4	4	5	3	3	4.00
PROGRAMMING FLEXIBILITY	(MAX 5)	5	5	3	4	2	3	1	3.29
SUSTAINABILITY	MAX 20	27	22	26	19	22	22	14	21.7
STORMWATER MANAGEMENT	(MAX 5)	5	5	3	5	5	4	5	4.57
CONNECTIVITY	(MAX 5)	4	4	3	1	5	5	1	3.29
COLOCATION OF INFRASTRUCTURE	(MAX 5)	5	3	5	2	2	4	1	3.14
ECONOMIC SUSTAINABILITY	(MAX 5)	5	1	5	3	2	1	1	2.57
RESOURCE DEMAND	(MAX 5)	3	5	5	4	5	4	5	4.43
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	5	4	3	4	1	3.71
TOTAL (AVG OUT OF A TOTAL OF 100)		92	86	82	73	72	67	56	75.4

Figure 11: Regional Parks Evaluation Matrix

3.1.5 Special-Use Facilities

Special Use facilities provide for a more specialized type of recreational experience. These sites generally have a high amount of programming, and are therefore inherently less flexible than other park types. The majority of the facilities and programming at special use sites typically cater to a limited user group and may cost more to provide. For the purposes of the PRCA Master Plan, the following special use facilities in Gainesville were evaluated:

- Gainesville Senior Recreation Center (5701 NW 34 Street)
- Eastside Recreation Center at Fred Cone Park (2841 E. University Avenue)
- Historic Thomas Center and Gardens (306 N.E. 6th Avenue)
- Clarence R. Kelly Community Center (1700 NE 8th Avenue)
- Ironwood Golf Course (2100 NE 39th Avenue)
- Evergreen Cemetery (401 SE 21st Avenue)
- McRorie Community Garden: (SE 4th Avenue and SE 6th Terrace)

Strengths of Gainesville's special use facilities include:

Transit Access and Connectivity

All of the special use facilities evaluated had transit stops within a half-mile, which can help to sustain a high level of activity.

Comfort and Image

Like the regional facilities, many of Gainesville's special use facilities appeared to be very well maintained, safe and attractive, especially the new Senior Recreation Center and the Historic Thomas Center. There were few instances of litter or vandalism observed, and there are obvious maintenance procedures in place. There were, however, fewer comfortable seating areas observed at these sites. Many of the sites have significant built structures on them such as the Possum Creek Skate Park, all of which appear to be well maintained and largely accessible.

Sustainability

The special use facilities had the highest Sustainability scores of all the park types in Gainesville. Unlike the park types, these facilities had several successful examples

of on-site integration of community infrastructure such as administrative offices, storage facilities, water and sewer improvements, and shared parking. Additionally, sites like the Historic Thomas Center, Senior Recreation Center and the Clarence R. Kelly Community Center provide significant social services and/or employment opportunities to the surrounding communities. When compared to the intensity of the sites, the overall resource demand was fairly low.

The major areas of *opportunity for improvement* in the City's special use facilities are:

ADA Compliance

The special-use facilities had the highest overall score for accessibility, however, some similar challenges were still observed in regards to playground surfacing and the condition or absence of accessible routes to and within the facilities. Although a historic structure, the Historic Thomas Center has made significant modifications to increase its accessibility. It should also be noted that all of the newly constructed buildings appeared to meet accessibility standards.

Comfort of Places to Sit

As previously mentioned, the special-use sites offered a more limited selection of outdoor seating areas than the other typologies, with two notable exceptions being the Historic Thomas Center and the new Senior Recreation Center.

Flexibility and Mix of Uses

Many of the special-use sites are limited in size and/or are highly programmed, thus rendering them inherently inflexible. Additionally, sites like the Historic Thomas Center, Ironwood Golf Course, McRorie Community Garden and the Evergreen Cemetery currently only offer a single type of activity, which limits the potential user group.

Special-Use Facilities Site Evaluation Scoring Matrix:

KEY:

100-74 = Exceeding Expectations

73-46 = Meeting Expectations

45-20 = Not Meeting Expectations

Senior Recreation Center
Eastside Ctr./Fred Cone Park
Historic Thomas Ctr./Gardens
Clarence R. Kelly Ctr.
Ironwood Golf Course
Evergreen Cemetery
McRorie Com. Garden

									AVERAGE	
PROXIMITY, ACCESS, & LINKAGES		MAX 30	24	22	19	20	20	17	16	19.7
VISIBILITY FROM A DISTANCE	(MAX 5)	5	5	3	4	3	4	3	3.86	
EASE IN WALKING TO THE PARK	(MAX 5)	4	3	4	4	3	4	5	3.86	
TRANSIT ACCESS	(MAX 5)	5	5	5	5	5	5	5	5.00	
CLARITY OF SIGNAGE/WAYFINDING	(MAX 5)	5	4	3	4	5	3	2	3.71	
ADA COMPLIANCE	(MAX 5)	5	5	4	3	4	1	1	3.29	
COMFORT & IMAGE		MAX 30	25	23	23	19	23	20	12	20.7
OVERALL ATTRACTIVENESS	(MAX 5)	5	4	5	3	5	5	1	4.00	
FEELING OF SAFETY	(MAX 5)	5	5	4	3	5	4	4	4.29	
CLEANLINESS/OVERALL MAINTENANCE	(MAX 5)	5	5	5	4	5	4	2	4.29	
COMFORT OF PLACES TO SIT	(MAX 5)	5	4	4	4	3	2	1	3.29	
EVIDENCE OF MGMT/STEWARDSHIP	(MAX 5)	5	5	5	5	5	5	4	4.86	
USES, ACTIVITY, & SOCIABILITY		MAX 20	19	19	19	19	13	6	7	14.6
MIX OF USES/THINGS TO DO	(MAX 5)	4	5	5	5	2	1	1	3.29	
LEVEL OF ACTIVITY	(MAX 5)	5	5	5	5	4	1	2	3.86	
SENSE OF PRIDE/OWNERSHIP	(MAX 5)	5	4	5	5	4	3	3	4.14	
PROGRAMMING FLEXIBILITY	(MAX 5)	5	5	4	4	3	1	1	3.29	
SUSTAINABILITY		MAX 20	29	22	23	21	20	21	20	22.3
STORMWATER MANAGEMENT	(MAX 5)	5	4	4	3	5	4	3	4.00	
CONNECTIVITY	(MAX 5)	4	3	4	4	3	3	4	3.57	
COLOCATION OF INFRASTRUCTURE	(MAX 5)	5	5	5	4	3	4	2	4.00	
ECONOMIC SUSTAINABILITY	(MAX 5)	5	3	5	2	5	5	2	3.86	
RESOURCE DEMAND	(MAX 5)	5	3	3	3	1	4	5	3.43	
PROMOTION OF HEALTHY LIFESTYLES	(MAX 5)	5	4	2	5	3	1	4	3.43	
TOTAL (AVG OUT OF A TOTAL OF 100)			97	86	84	79	76	64	55	77.3

Figure 12: Special-Use Facilities Evaluation Matrix

3.1.6 Existing Facilities Analysis Summary

Overall, the City of Gainesville’s recreation facilities are attractive and well maintained. There were few instances of litter or vandalism observed at the facilities visited. Many of the nature parks are in pristine settings, and some have interpretive elements, well maintained trails and several new boardwalks. In addition, the City is currently in the process of making improvements such as updating signage as well as incorporating more sustainable fixtures and materials within the parks. The City would benefit from the development of a consistent City-wide wayfinding plan to help inform the public of the location and amenities of many hidden parks.

One of the most significant challenges system-wide is adapting and/or renovating legacy parks and facilities to be ADA accessible. It is common for facilities built

prior to ADA standards to be non-compliant; however, this is something that will have to continue to be addressed over time. It was apparent that this is an effort that the City is currently working on, as many of the parks had accessible play equipment, parking areas, and/or pathways. One of the key barriers to ADA accessibility at Gainesville’s parks is the surface material for playgrounds—the overwhelming majority of the play areas observed used wood-based mulch, which poses a barrier for people with limited mobility. Even though the wood mulch surfacing can be installed to meet all ADA and ASTM standards, it is not the most ideal surfacing for special needs persons.



Possum Creek Park (Regional Park)

3.2 | Evaluation of Recreation and Cultural Affairs Programs

AECOM's sub-consultant PROS Consulting conducted an assessment of the Department's program offerings. The aim of the assessment is to define core program areas; identify gaps and overlaps in services; understand system-wide issues; and evaluate performance measures and marketing. The primary methods of analysis were discussions with staff, use of program assessment forms, a statistically valid survey and website review.

The City program staff selected the core programs and facilities to be evaluated and entered the data into the program assessment matrix provided by PROS. The following are the areas chosen for evaluation based on staff and consultant team input; note that athletic programs were evaluated as part of a separate Athletic Program Gap Assessment (see Section 3.3).

- **Swimming Pools:** H. Spurgeon Cherry (Westside) Municipal Pool, Dwight H. Hunter Municipal Pool (Northeast Pool), and Andrew Mickle Pool.
- **Environmental Education:** Interpretive (public) programs, school and outreach programs, and the Earth Academy Day Camp.
- **Annual Special Events:** Heart of Florida Asian Festival and the Medieval Faire.
- **Cultural Programs and Sites:** Theater for Young Audiences, and the Historic Thomas Center.

PROS has evaluated these programmatic components through multiple analyses:

- Lifecycle analysis
- Age segment distribution analysis
- Core program identification
- Sponsors, partners and volunteers
- Marketing and promotions
- Website and online mediums
- Customer feedback

3.2.1 Lifecycle Analysis

The program assessment included a lifecycle analysis by staff members. The listing of programs is included in the chart on the following page. This assessment was not based on quantitative data, but based on staff's knowledge of their program areas. These lifecycles can, and often do, change from year to year or over time depending on how the programs fare. The following list shows the percentage distribution of the various lifecycle categories of the Department's programs.

- **Introduction stage** (New program; modest participation): 15%
- **Take off stage** (Rapid participation growth): 6%
- **Growth stage** (Moderate, but consistent participation growth): 13%
- **Mature stage** (Slow participation growth): 40%
- **Saturation stage** (Minimal to no participation growth; extreme competition): 12%
- **Decline stage** (Declining participation): 13%

These percentages were obtained by comparing the number of programs listed in each individual stage with the total number of programs listed in the program worksheets. The lifecycles indicate an unusual trend which presents an opportunity for improvement. Over 65 percent of all programs are in the Mature to Decline stage while only 21 percent of programs are in the Introduction or Take-Off stage. Thirteen percent (13%) of all programs are in the Decline stages, which is a very high number.

The PROS team recommends that the City program staff track program lifecycles on an annual basis to decrease the number of programs in the Mature to Decline stage while ensuring that a larger portion of programs from the Introduction stage actually transition to the Take-Off stage. It is recommended that programs from Mature to Decline should be 40 percent or less of the total program mix.

It is also recommended that the Departmental program team implement an annual program innovation audit to identify programs that are stagnating or slowing down. An assessment should be undertaken to identify whether those programs must be continued in their

current state or be repositioned in order to further drive participation. An example performance metric would be to have annually at least 15% of programs in the introduction stage and less than 10% of all programs in the Decline stage.

The City could also conduct a regional program and partnership innovation summit with neighboring agencies such as the City of Newberry, Alachua County and University of Florida among others. The objective would be to identify new and upcoming program trends, avoid program duplication and partner to maximize available resources.

Introduction	Take-Off	Growth	Mature	Saturated	Decline
New program, modest participation	Rapid participation and growth	Modest, consistent growth/participation	Slow participation and growth	Minimal participation growth, extreme competition	Declining participation
Group Tours	Hoggetowne Medieval Faire	Free Fridays	Earth Day Academy Camps	Biathlons	Operation Respect Yourself Pool Parties
Paid Meetings	Lunch Time Lap Swim	Cheerleading	Aqua Natal	Water Polo	Asian Festival
Nature Tales	Birthday Party Rentals	Downtown Festival and Art Show	Morning Lap Swim	Novice Swim Meets	Aquatic Encounter
Feathered Friends	Rec Swim	Swim Lessons	Sunshine State Games	Underwater Hockey	Citizens of Sandhill
Green Treasure		Pool Rentals	Basic Water Rescue	Afternoon Lap Swim	Exploring Florida's Ecosystems
Lost Tribes		Barnyard Buddies	Synchronized Swim	Private Social Rentals	Stream Scene
Water Aerobics		Feed-a-Frog Fridays	Living History Days	Junior Lifeguard Camp	Wildlife Friendly Landscaping
Mickle Swim Lessons		Cane Boil	Wildflower Walks	Lifeguard Class	Farm and Forest
Family Fun Nights		Special Groups	Private Cultural Events		Camp AquaSport
Aqua Zumba			Animal Homes		
			Bear Necessities		
			Bird Watching Basics		
			Critter Connections		
			Farm Adventure		
			Farm Life		
			Florida as it Was		
			Making a Living		
			Mystery History Trunk		
			Native American		
			Sensing Nature		
			Snakes, Lizzards, & Toads		
			Some Like Hot		
			What's That Noise?		
			Ghost Walk		
			Great Air Potato Roundup (capped)		
			Spring Native Plant Sale		
			Fall Native Plant Sale		
15%	6%	13%	40%	12%	13%

Figure 13: Stage in Program Lifecycle Analysis (Source: City of Gainesville)

3.2.2 Age Segment Distribution

In addition to the lifecycle analysis, staff also assessed age segment distribution of programs.

Despite the high numbers of young adults from the presence of University of Florida, the balance of age segment distribution is still skewed towards the youth population. Based on the program list provided by the staff, over 55 percent of all programming is geared towards ages 25 and below. It is typical nation-wide for agencies to focus heavily on youth and active adults/seniors while minimally serving the middle-aged audience. This leaves a large gap in the middle-age program areas which can be an area of growth for the staff to focus on.

Given the high value placed on cultural programs in Gainesville, creating program types to allow for greater family participation would be a good strategy to draw additional participation from working professionals, or younger parents who would otherwise be too busy to participate in programs by themselves.

It is important that the staff view the lifecycle and the age segment distributions on an annual basis so as to ensure continued rebalancing among skewed categories. Also, if possible, given the differences in how the active adults (55+) participate in recreation programs, the trend is moving toward having at least two different segments of older adults. The Department could evaluate further splitting program offerings into 55–74 and 75 plus program segments.



Gainesville youth at Art of Nature Camp Circle (© City of Gainesville)

3.2.3 Core Program Identification

The PROS team believes in the importance of identifying core programs based on current and future needs, and then prioritizing resource allocation to meet those needs. This assists in creating a sense of focus around specific program areas of greatest importance to the community. It does not mean that non-core programs are not important – it simply enables the City and the staff to establish priorities. Programs are categorized as core programs if they meet a majority of the following categories:

- The program has been provided for a long period of time (over 4-5 years);
- Offered 3-4 sessions per year;
- Has wide demographic appeal;
- Includes 5 percent or more of the Departmental budget;
- Includes a tiered level of skill development;
- Requires full-time staff to manage the program area;
- Has strong social value;
- A high level of customer interface exists;
- Has a high partnering capability; and
- There are facilities designed to support the program.

During the programming meeting with the staff, the following core program areas were identified:

- Youth Sports
- Adult Sports
- Environmental Education Facility Rentals
- Annual Special Events (Large)
- Special Events (Small)
- Aquatic Programs
- Camps

The following list includes recommendations to reposition and/or combine current programs or add newer core programs to the existing ones. PROS recognizes the current staffing and resource limitations and thus advocates an approach focused more on repositioning than adding new programs. The advocated changes are:

Repositioned Program Areas

- Create a separate area for Fitness and Wellness Core programming

New Program Areas

- Volunteerism

3.2.4 Sponsors, Partners and Volunteers

At present, there is limited focus on developing earned income streams through system-wide sponsor and/or partner support. In order to truly sell the potential benefits of partnerships, there is a need to develop a brochure and a proposal for tiered sponsorship levels.

By using the event calendar, participation metrics and user demographics, the Department can provide potential sponsors an opportunity to identify how well the event and program participants align with the sponsor's target market and choose the right fit for them. These metrics will also help the Department evaluate its return on investment (ROI) for sponsorships and/or partnerships for various events. Some other recommendations would be to publish these metrics on the website and promote them aggressively. Messages to sponsors should be crafted with the following in mind:

Sponsor Recognition

Recognizing all existing or past sponsors for their support would certainly help build goodwill. The brochure's images could provide some sample images of promotions that may have been done or could be done. The images should also focus on conveying an emotional appeal to potential sponsors.

Tiered Sponsorship Levels

It is essential to create tiered levels of sponsorship in order to allow all potential sponsors the ability to choose the level of support they wish to exhibit.

Package Offerings

It has been seen that the greater the opportunities to package the offerings, the more the likelihood of selling sponsorship. Packaging sponsorship opportunities at all historic sites or all aquatic facilities; Dwight H. Hunter (NE) Pool, Andrew Mickle Pool and H. Spurgeon Cherry (West Side) Pool could be viable options. Providing sample packaging options that tie in some signature special events (such as the Medieval Faire) with some of the smaller events (Free Fridays concerts) would ensure that the staff up-sells events that may not get sold otherwise, while the partner gets more bang for their buck. The City could also explore opportunities to partner with companies such as IMG College or other similar ones that package and sell sponsorships for large institutions such as the University of Florida.

Experiential Marketing

The ability to offer a potential partner and/or sponsor the chance to maximize the experiential marketing opportunities they offer is a huge plus. As an example, using Dell or Apple signage and images would not hold the same value as Dell or Apple products being displayed at the event where the users have the ability to touch and feel the product i.e. experience the product they may want to purchase.

This could be further expanded in partnership with the Innovation Square Research Park to demonstrate some of their innovations publicly.

Also, it would be useful to develop and implement a partnership plan for the next five years to maximize existing resources and serve the community's needs. Additionally, teaching and training staff to negotiate and manage partnerships will assist in empowering them and helping ensure the successful implementation of partnership and/or sponsorship agreements.

There is some volunteer support that the City staff leverages and it has proven to be very helpful. Events such as the Hoggetowne Medieval Faire and the Downtown Festival and Art Show do a great job in utilizing a wide variety and number of volunteers. The Cheerleading and Pop Warner Football Program has over 1,800 hours of volunteer time donated to it while the interpretive programs, too, demonstrate great volunteer support. There are several such examples of true and wide-spread community support, which is very encouraging.

The staff must seek to enhance the desirability of volunteering for the Department's programs and events by developing a good reward and recognition system, similar to Frequent Flier airline programs. Volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events or for use at the Martin Luther King Wellness Center, at the pools or at Ironwood Golf Course.

Other recommendations for improvement include:

- Develop documented volunteer recruitment, retention, incentive and recognition systems.
- Promote volunteer opportunities system-wide through all available communication mediums in order to maximize opportunities for volunteer participation.
- Greatly enhance the volunteer section on the website.



Performers at the Hoggetowne Medieval Faire (© City of Gainesville)

3.2.5 Marketing and Promotions

This section reviews the Department’s marketing and promotions as gleaned from the program worksheets and discussions with staff as well as the survey responses. As can be seen in the survey response below, respondents chose “I don’t know what is being offered” as the single biggest reason preventing them from using parks, recreation and cultural affairs offerings more often. The fourth choice is “I do not know the locations of facilities”. All of these clearly indicate that the marketing and promotions are certainly an area of improvement and one that will have a significant impact on increasing participation and consequently revenue for the Department.

As stated in the program assessment worksheets provided by staff, most programs are promoted via the website, flyers and brochures, posters, email blasts and online mediums. There are also some instances of social media usage, direct mail and even some in-facility signage.

Given the limited marketing dollars available, it would be helpful for the Department to undertake a marketing return on investment (ROI) assessment to truly evaluate the effectiveness of the marketing mediums undertaken and tailor future marketing spending to focus on the most effective mediums. This could be done by ensuring every registrant and as many on-site users as possible are asked ‘How did you hear about us?’ Tying the participant responses to marketing mediums would allow for a

Q13. Reasons Preventing Respondent Households from Using Gainesville Parks, Recreation and Cultural Affairs Dept. More Often

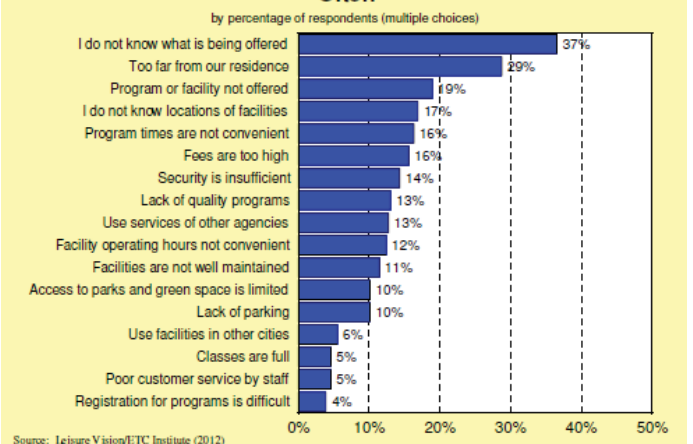


Figure 14: Question 13 from the ETC Public Survey in Chapter 4

better understanding of marketing spending and enable greater effectiveness of existing ones while eliminating non-effective mediums.

Cross promoting at Special Events such as the Hoggetowne Medieval Faire and Free Fridays would be highly recommended. It is imperative that the Department take advantage of the presence of high numbers of relative captive audience in the special event environment to promote its other offerings, programs, facilities and rentals. Similar cross-promoting programs targeted towards the same age group audiences too should be highly encouraged. An example would be cross-promoting aquatics programs at Earth Academy Day Camps and vice versa.

Another un-utilized but effective and affordable means of promotion is 'On-hold pre-programmed messages' that highlight upcoming classes, events or key registration dates for everyone who calls in to the Department. These do not cost anything and can be set up as well as changed periodically as required by seasons, events or even programs. Also, Department staff's email signatures should be consistent and used to promote the PRCA website, social media presence as well as upcoming events.

The use of Web 2.0 technology (such as the Facebook page for Hoggetowne Medieval Faire) has been implemented by the PRCA staff and is a good practice which should be expanded. The key to successful implementation of a social network is to move the participants from awareness to action and creating greater user engagement. This could be done by:

- Allowing controlled 'user generated content' by encouraging users to send in their pictures from the Department or the City's special events or programs
- Introducing Facebook-only promotions to drive greater visitation to Facebook

Additionally, the continued use of Twitter is recommended as it can easily be updated daily/hourly with promo codes and special events as well as information about sports game cancellations etc.
(<https://twitter.com/GainesvilleGov>)

A new social media network that could be explored is Pinterest. This is the fastest growing social network right now and offers a very engaging and visually attractive way to promote existing events and facilities throughout the City. A good example of an agency that has done this is Charleston County Parks and Recreation
(<http://pinterest.com/source/ccprc.com/>)

Additionally, there is an opportunity to expand into other elements of social networking such as Blogging, Webinars and Podcasting. Blogs and/or podcasts could be written by alternating staff members or could be "From the Director or Assistant Director's desk" where upcoming events, past successes or plain community outreach could be undertaken. This is a very personalized form of communication and helps build an affinity for the staff and the Department as a whole. However, blogs do offer an opportunity for almost instant feedback which may need to be controlled or monitored on a regular basis. Podcasts can be created for users to download and assist in interpretive learning at nature parks, historic sites and even trails.



Screen Capture of the City of Gainesville PRCA Twitter Page.

3.2.6 Website and Online Mediums

The City of Gainesville PRCA Website (shown below) presents a clean look on the homepage. The contact info is easily available and visibly listed. The site, however, is heavy on text and not as visually-engaging. Also, the images are hazy and unclear or feature places, not people. The PRCA Department's commitment to diversity and a wide audience base should be reflected through the images as well.

It's good to have the Mission reinforced on the homepage but it would be better to have it more visible upfront. The individual sub-section for PRCA Vision 2020 is also a good reinforcement of the Department's future direction and vision. Once the Master Plan is completed, it would be useful to have a section listing the plan and providing individual sections of the plan for interested individuals. Leveraging the website to obtain customer feedback for programs, parks and facilities and customer service would be another useful option.

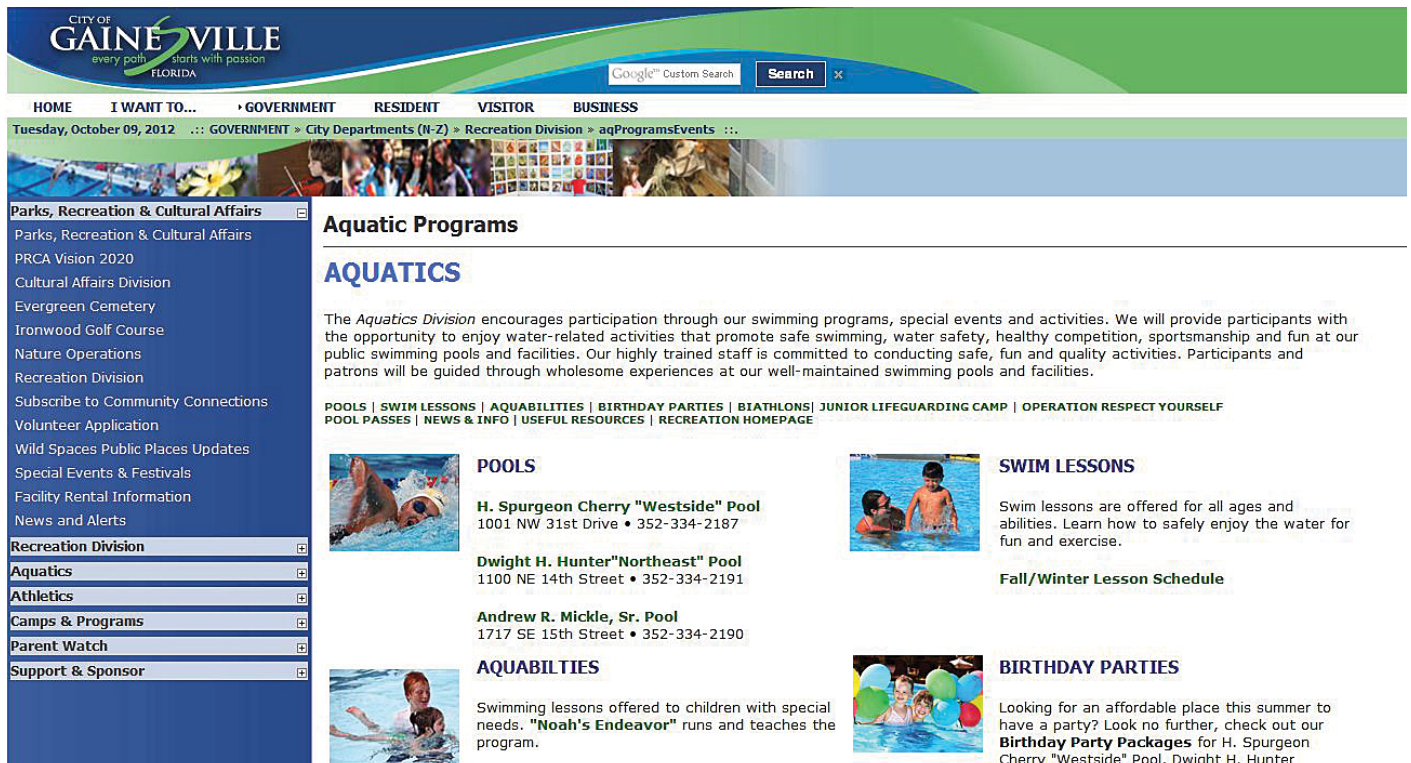
From a navigational standpoint, the tool bar on the left panel is useful but can be redesigned so as to allow the user to see the various sub-sections with a mouse-over

or at a quick glance. This would eliminate the redundant clicks. It would be useful to provide individual program and event publicity and program details in Adobe PDF format (.pdf) to view and download, thus making it easier for the users to access pertinent information as required.

Additionally, as mentioned in the marketing and promotions section prior to this, it is important to promote and highlight the social network accounts (Facebook, Twitter, even a YouTube channel) that the Department has and to place those icons visibly on the Home Page.

On the Contact Us page, it would be useful to have individual pictures and even personal bios about the staff involved along with pictures. This would allow staff, especially those with frequent community interaction, to be seen as people whom the community members can relate to even more.

Lastly, online ability to view facility calendars of various recreation centers and the Historic Thomas center rental calendar would greatly increase efficiencies and promote use of the programs and rental spaces.



Screen Capture of the City of Gainesville PRCA Website

3.2.7 Customer Feedback

Customer service is at the root of the success of any organization. A true community-service organization prides itself on identifying its customers’ preferences and acting in accordance to help fulfill their needs. In order to do this, an ongoing and system-wide feedback mechanism is of vital importance.

Currently, the Department does not have a system-wide approach but rather a program-wide approach towards garnering customer feedback. As seen in the table below, most of the feedback is limited to ‘Post-program evaluation’ and “User surveys”. Besides that, the Department occasionally employs “pre-program evaluation” and in-park and/or on-site surveys.

Maximizing the use of the website, utilizing online survey tools such as www.surveymonkey.com and incorporating pre-program feedback system-wide are recommended tactics for the Department staff to implement. Pre-program surveys and lost customer surveys (for past participants) would be a useful addition to identify true needs or causes of attrition, where applicable. None of these methods are cost-intensive aside from the staff time to implement it. In order to supplement staff time, it may be useful to tap into the volunteer force or create a ‘customer input’ internship position within the Department.

At the start of each year or a season, the Department could also conduct an ‘Open House’ to allow current and potential users to preview the upcoming program offerings and also suggest the types of programs they would be most interested in. This provides a constant input mechanism

	Statistically Valid Survey		Website		Online Surveys (e.g. surveymonkey.com, Wufoo)		In-park or on-site surveys	
	Current	Recommend	Current	Recommend	Current	Recommend	Current	Recommend
Earth Academy Day Camps	No	N/A	No	N/A	Yes	Continue	No	N/A
Free Fridays Concert Series	Yes	Continue	No	N/A	No	N/A	Yes	Continue
Pop Warner Cheer	No	N/A	Yes	Continue	Yes	Continue	No	N/A
Hoggetowne Medieval Faire	Yes	Continue	No	N/A	No	N/A	Yes	Continue
Dwight H Hunter Municipal Pool	No	Add	No	Add	No	Add	Yes	Continue
Heart of Florida Asian Festival	Yes	Continue	No	N/A	No	N/A	Yes	Continue
Interpretive (Public Programs)	No	N/A	No	N/A	No	N/A	No	N/A
Historic Thomas Center	No	N/A	Yes	Continue	No	N/A	No	N/A
School & Outreach Programs	No	N/A	No	N/A	No	Add	No	N/A
Special Events	No	N/A	No	N/A	No	Add	No	Add
Thomas Center Theatre for Young Adults	Yes	Continue	Yes	Continue	No	N/A	Yes	Continue
H Spurgeon Cherry Municipal Pool	No	Add	No	Add	No	Add	Yes	Continue
Andrew R Mickle Municipal Pool	No	Add	No	Add	No	Add	Yes	Continue
	Pre-program evaluation		Post-program evaluation		User Surveys		Focus Groups	
	Current	Recommend	Current	Recommend	Current	Recommend	Current	Recommend
Earth Academy Day Camps	No	Add	Yes	Continue	Yes	Continue	No	N/A
Free Fridays Concert Series	Yes	Continue	Yes	Continue	Yes	Continue	No	N/A
Pop Warner Cheer	No	N/A	Yes	Continue	No	N/A	No	N/A
Hoggetowne Medieval Faire	No	N/A	Yes	Continue	Yes	Continue	No	N/A
Dwight H Hunter Municipal Pool	No	N/A	Yes	Continue	Yes	Continue	Yes	Continue
Heart of Florida Asian Festival	Yes	Continue	Yes	Continue	Yes	Continue	No	N/A
Interpretive (Public Programs)	No	N/A	Yes	Continue	Yes	Continue	No	N/A
Historic Thomas Center	No	N/A	Yes	Continue	Yes	Continue	No	N/A
School & Outreach Programs	No	Add	Yes	Continue	Yes	Continue	No	N/A
Special Events	No	N/A	Yes	Continue	Yes	Continue	No	N/A
Thomas Center Theatre for Young Adults	Yes	Continue	Yes	Continue	Yes	Continue	No	N/A
H Spurgeon Cherry Municipal Pool	No	N/A	Yes	Continue	Yes	Continue	Yes	Continue
Andrew R Mickle Municipal Pool	No	N/A	Yes	Continue	Yes	Continue	Yes	Continue

Figure 15: Customer Feedback Summary Matrix

for programming ideas and ensures that offerings are truly serving the community needs. Additionally, users are more likely to participate in programs that they have had a chance to provide input on.

As resources permit, it would be helpful for the Department to capture customer feedback data and develop a database that can be used over the years to track trends and changes. The feedback obtained must be communicated with the staff so as to ensure an open and transparent process and one that looks at improving as a team without focusing on individual blame.

Gainesville Program Priority Rankings	
	Overall Ranking
Nature programs/environmental education	1
Community special events	2
Adult art, music, dance, or theater	3
Adult fitness classes	4
Community gardening	5
Summer camps	6
Volunteer opportunities	7
Wellness screenings	8
Programs for pets and owners	9
Fishing and boating programs	10
After school programs	11
Adult sports leagues	12
Enrichment classes	13
Youth art, music, dance, or theater classes	14
Adult water fitness programs	15
Swim lessons	16
Youth enrichment/social development	17
Preschool programs	18
Transportation services for adults over 65	19
Youth fitness classes	20
Programs for people with special needs	21
Youth sports leagues	22
History programs	23
Senior adult programs	24
Daily meals for adults 65 and older	25
Travel programs	26
Birthday parties	27

Figure 16: Program Priority Rankings

3.2.8 Programs Assessment Summary

Overall observations from the program assessment are:

- There is a lack of effective marketing and communications is corroborated in the survey findings: “I do not know what is offered” was the most frequently mentioned reasons that prevented program use. Thirty-seven percent (37%) of users chose this option as a Barrier to Participation which is significantly higher than the national average of 22 percent.
- Environmental education, special events and cultural programs and adult fitness classes are the highest priority for Gainesville residents. This further underscores the need and potential to leverage the tag-line “Where Nature, Recreation and Culture Meet.”
- Overall, the program descriptions do a good job promoting the benefits of participation, but are inconsistent in regards to the type of content, depth of description, and goals or metrics provided for each activity. As an example, swimming has great goals and outcomes but benefits are more focused on description and features rather than the true benefits. To the contrary, there are no goals or outcomes mentioned for Earth Day Academy Camps.
- Pricing strategies are not aligned with community needs and best practices. The City needs to develop differential pricing strategies that vary prices by weekday and weekend, regular weekend and holiday weekend, resident discount or non-resident fees, facility types and program times as well. Resistance encountered to differential pricing must be offset by highlighting the scholarship policy that will aid the City in determining how and when to offer support based on customer’s ability to pay.
- A focus on additional partnerships is required to realize greater efficiencies and eliminate duplication of service offerings. The City should explore a regional partnership model with public agencies; develop stronger relationships with the School Board; and formalize existing partnerships and create

- partnership evaluation metrics to annually assess partnership goals and equity for both partners. The Hoggetowne Medieval Faire has a good number of written partnerships.
- Website is focused on information, not inspiration. Online communication seems cluttered and not attractive enough to draw participants. Limited number of visuals and very text heavy site while poor site architecture limits user-friendliness of the site.
 - Overall, marketing and promotions is less than optimal and presents a good opportunity for improvement. Current efforts are more individual than system-wide and that impacts marketing effectiveness and return on investment.
 - The staff conducts varied promotional activities with the most commonly used ones being the website, posters, rack cards, fliers and brochures, PSAs, email blasts and some paid advertisements.
 - There is currently no formalized system-wide method for customer feedback. Different areas have varying methods of gathering customer feedback with the most common being post-event feedback and user surveys. Pre-program surveys are limited; these are useful to gauge potential user interest before offering programs so as to limit cancellation rates and maximize resources. The City should continue to expand the use of the website and online surveys via www.surveymonkey.com/www.wufoo.com that would be very useful. Also, the City should focus on allocating dedicated intern and / or staff time, capturing customer data, tracking for trends and communicating that system-wide would be very helpful. This could be tied in with the City's customer satisfaction survey mechanism as well.
 - Age segment distribution is heavily skewed towards the youth population (Age 24 and under) and this does not include Athletics which, too, is focused primarily on youth sports. The age segment distribution is not aligned with community demographics and must be annually reviewed and rebalanced to better meet true community needs unless the Department's priority is directed towards youth programming.
 - A large number of programs are in the mature to decline stage. It is important to eliminate or reposition programs in the Decline stage (such as Aquatic Encounter, Farm and Forest, Asian festival) and focus on program innovation to introduce a greater number of programs in the introduction through take-off stage etc. (See **Figure 16** on page 41).
 - Financial performance measures are unevenly tracked and currently at the direct expenses level primarily. The two large cultural special events do a good job with earned income generation but this does not extend system-wide. Focusing resources on earned income generation through sponsorships, partnerships and advertising would be beneficial in generating additional income for the Department.

3.3 | Athletics Facilities and Programs Evaluation

The Department tasked the AECOM team to conduct a separate “GAP Analysis” for their Athletics program offerings. This process is similar to the Access Level of Service (LOS) Analysis as found in Section 4.7 of the Needs Assessment; however, it provides a more fine-grained level of detail that is focused more on programming, than facilities inventory. As a part of the analysis, the AECOM team undertook the following:

- Meetings with PRCA Management staff;
- Meetings with PRCA Athletics staff and supervisors;
- Creating a matrix of similar providers and key competitors to understand the overall market by program areas;
- Develop a system-wide Program and Facility Priority rankings that included athletics facilities to gauge the true unmet need and importance for athletics programs and facilities;
- Map all similar providers and competitors by program areas;
- Evaluate the organizational structure; and,
- Recommend future program offerings including repositioning, eliminating and adding offerings.

The Facility and Amenity Priority rankings developed as a part of the Master Plan are seen in **Figure 17** on page 37. As per the model created using Unmet Needs, Importance, Demographics, Trends and Community Input the top five facility and amenity priority rankings are as follows:

1. Walking, jogging and nature trails
2. Bicycle, walking, multipurpose trails
3. Farmers’ market
4. Small neighborhood parks
5. Playgrounds

The top two athletics and sports-related facilities that emerged were indoor pool (#8) and outdoor swimming pools and water parks (#11). Tennis courts, youth baseball and softball fields and adult softball fields were among the lowest priorities overall.

3.3.1 Service Provider Analysis

A critical part of the Athletic Gap analysis was to understand the extent of service duplication and true service area opportunities. In order to do this, the Consulting team and PRCA staff developed a service provider matrix (see **Appendix D**). The PRCA staff developed the matrix for the athletic core program areas that were analyzed as a part of the Athletic Gap analysis. The matrix evaluated the following program areas as determined based on conversations with the PRCA staff:

1. Pop Warner Cheerleading
2. Youth Basketball
3. Youth Baseball
4. Youth Softball
5. Adult Softball
6. Pop Warner Tackle Football
7. Soccer
8. Ultimate Frisbee

The following pages provide a detailed summary description of each program area. Additionally, the project team developed comprehensive matrices, and individual gap analysis maps that depict the service providers along with the City of Gainesville facilities, within a three-mile radius (about a fifteen-minute drive) approximating the capture area (full maps and matrices can be found in **Appendix D**).

1. Pop Warner Cheerleading

For cheerleading programs, there are a fair number of similar providers (4) and competitors (3). With the exception of the Gladiators and the Gainesville Dolphins, most of the providers are located twenty (20) minutes or more away from the Martin Luther King Jr. Multipurpose Center, which is the primary facility where the program is offered. Also, from a price standpoint, only the Gladiators are truly on par with the PRCA offerings while the rest are much higher priced in comparison.

Summary: The distance combined with the competitive pricing and relative lack of competitors within the area along with conversations with the staff indicate that there is a fair demand for the program and this could be an offering to continue.



Gainesville Pop Warner Cheerleaders (© City of Gainesville)

2. Youth Basketball

There are a number of similar providers (4) and competitors (3) for youth basketball. Only Mount Carmel Church offers similar programs at a competitive rate and is located in less than a 15 minute drive time. Also, while church-based offerings may be open to the community, typically the greater portion of users would be members of the church itself.

Summary: In a community like Gainesville, where people are accustomed to greater access and higher levels of service within a walking distance or a short drive, the absence of a similar facility in less than a 15 minute driving distance would indicate a continued demand and thus, a need to offer this type of programming.

3. Youth Baseball

There are a large number of similar providers (6) and some competitors (2) for youth baseball. While it may seem that there is an absence of facilities in a short drive time, the presence of Easton and Diamond Sports Complex in Newberry has significantly changed the market for baseball offerings.

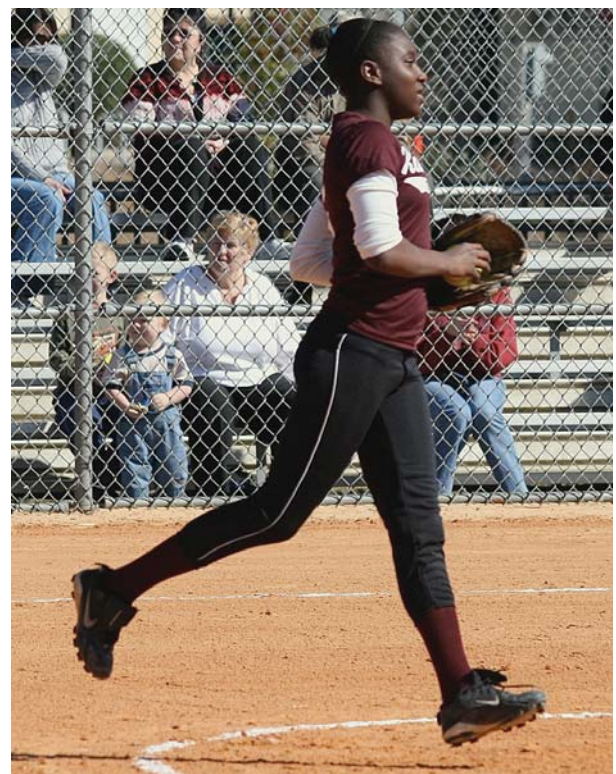
Summary: With a number of fields located within a single complex in Newberry, there is a greater incentive for users to drive the extra time and distance for higher quality and newer facilities. Also, based on results of the priority rankings, baseball ranks low on the community priority and overall unmet need. This, coupled with nationwide trends that show a flat-line or slightly declining rate of growth for baseball, indicates that there may not be a

gap in service offerings for baseball and the City may wish to evaluate limiting offerings or pursuing alternate options, including field rentals.

4. Youth Softball

For softball, there are a number of similar providers (4). However, unlike baseball, due to boundaries delineating use in the Babe Ruth league, Gainesville participants are unable to participate in games in Newberry, Alachua and Waldo. Thus, there is an extent of pent-up demand for softball. Additionally, adult softball is also popular and the current lack of facilities is limiting growth.

Summary: While current softball demand seems to continue, softball ranks low according to the results of the priority rankings and overall unmet need. Nationwide trends, too, do not indicate a growth pattern for softball. This would indicate that the PRCA staff continue offering softball at the existing level of service or have a minimal increase in service offering by evaluating a conversion of existing baseball space to softball. Lastly, for existing offerings, the continued demand coupled with the limited supply also provides an opportunity for the PRCA staff to evaluate the current pricing model and update it to better reflect the value of the offerings.



Girls' Fast Pitch Softball

5. Adult Softball

The City of Newberry and City of High Springs are the two main providers with the City of Newberry being the sole true competitor. Based on conversations with PRCA staff, adult softball is quite popular with the residents and they do suffer from a lack of facilities currently. Also, the current fees for the adult softball league are much lower in comparison with the other two providers.

Summary: The Department should look to provide facility space to meet the pent-up need for adult softball. Also, for existing offerings, the continued demand coupled with the limited supply also provides an opportunity for the Department to evaluate the current pricing model and update it to better reflect the value of the offerings.

6. Pop Warner Tackle Football

There are a number of true competitors within a 10-minute driving time of the City's Pop Warner Football program, which is located at the Martin Luther King Multipurpose Center. The Boys & Girls Club, Gladiators Youth Football, Willie Jackson and Gainesville Dolphins Youth Football are all located within the City and essentially serve the same target market.

Summary: While football is a popular sport in Florida and the Gainesville area, it is also served by a number of providers here. The priority rankings have demonstrated that football is not a high priority but based on conversations with PRCA staff the quality of the facility at MLK Center differentiates the City facility from all others. The PRCA staff might wish to evaluate whether there is adequate demand to continue to expand it or continue at the existing levels of service.

7. Soccer

There are a number of service providers in the area and soccer continues to be a popular and growing sport. While many providers are more than 15 minutes away, it may still be a very saturated market for soccer offerings.

Summary: With the number of other providers offering soccer in the area, the Department ought to keep program offerings at the existing level or seek partnerships to offer the program and not duplicate offerings provided by the other agencies.

8. Ultimate Frisbee

Currently there is a single provider for ultimate frisbee. This is a program area, along with other non-traditional sports that is certainly exhibiting a growth pattern nationwide.

Summary: The Department should explore opportunities to offer this program through the City itself in order to meet the growing need as well as fulfill a gap that exists in the offerings regionally.



Frisbee field at Northside Park

3.3.2 Athletics Facilities and Programs Evaluation Summary of Findings

- Current athletics offerings are not truly aligned with current needs or future trends.
- There is a need to create a new staffing structure for future athletic operations.
- The current marketing and promotions of existing facilities is insufficient.
- Many of the existing partnerships are not equitable for PRCA.
- The absence of differential pricing strategies does not reflect the true value of offerings.

3.3.3 Key Recommendations

- PRCA should focus more on non-traditional sports (such as lacrosse, disc golf, kick ball, ultimate frisbee) which are growing exponentially and are underserved in the region. Soccer is growing, but can be managed by external partners.
- Aquatics programs are limited in growth due to facility availability; PRCA must explore the opportunity to develop additional aquatic space through making H. Spurgeon Cherry (Westside) Pool year-round.
- Traditional diamond sports are not high on community priorities, and trends indicate a gradual downturn while the Pop Warner football program is stable and has the potential to grow.
- Sports camps, virtual games and Shorty programs are additional areas of athletic program offerings that must be explored as potential offerings. The Department staff should become facilitators of new programs, meaning contracting with sports experts to deliver programs versus leading the programs with current staff. Program expansion will not occur unless current staff become facilitators versus program leaders. Staff can facilitate multiple programs utilizing contractual instructors leading programs at City facilities with revenues offsetting most of the direct costs. Training must be provided to staff to make this transition.

- The City needs to eliminate the perceived lack of quality by introducing differential pricing strategies. These can be expanded within the athletics and aquatics program offerings and introduced with the rental programs as well as other appropriate areas.
- Evaluate existing partnerships to determine fairness and equity and explore the opportunity to conduct cost-benefit analysis for diamond field rentals to generate revenue.

Gainesville	
Facility/Amenity Priority Rankings	
	Overall Ranking
Walking, jogging, and nature trails	1
Bicycle/Walking/Multipurpose trails	2
Farmers' market	3
Small neighborhood parks	4
Playgrounds	5
Dog parks	6
Picnic shelters	7
Indoor pool	8
Performing arts centers	9
Large community parks	10
Outdoor swimming pools/water parks	11
Nature center	12
Arts Galleries	13
Fishing piers	14
Basketball courts	15
Spray/splash pads	16
Soccer fields/multipurpose fields	17
Community gardens	18
Outdoor jogging track	19
Outdoor amphitheater	20
Indoor theater	21
Kayak and canoe launches	22
Disc golf course	23
Mountain bike/dirt bike trails	24
Skate parks	25
Tennis courts	26
Youth baseball and softball fields	27
Golf course	28
Adult softball fields	29

Figure 17: Facility/Amenity Priority Rankings

3.4 | Trail and Bikeways System Evaluation

Currently, the Public Works Department (PW), Parks Recreation, and Cultural Affairs Department (PRCA), and the Community Redevelopment Agency (CRA) manage the development of the City of Gainesville bikeways and trails system. The existing trail inventory is composed of nine (9) primary, paved trail corridors:

1. Waldo Road Greenway Trail (3.6 miles)
2. Depot Avenue Trail (2.1 miles)
3. Gainesville-Hawthorne Trail (5.0 miles)
(5 of 16 total miles developed)
4. Downtown Connector Trail (1.7 miles)
5. Depot Park Trail (0.8 miles)
6. Kermit Sigmon/SR 24 Trail (0.8 miles)
7. SW 23rd Terrace Trail (1.4 miles)
8. Old Archer Road Trail (1.1 miles)
9. 6th Street Rail-Trail (2.2 miles)

In addition, the City also maintains a network of on-road bike lanes and approximately thirty (30) miles of nature trails found within the City’s nature parks.

3.4.1 Current successes

During a workshop in the planning process, participants were asked to determine some of the *successes* present in the current bikeways and trails system. The results were as follows:

1. It serves a variety of uses

The full spectrum of trails is represented and supported in Gainesville (paved bicycle/multi-purpose, on-road bike lanes, nature trails, off-road trails), however the lack of a formal trails master plan that addresses the development and management of each of these typologies has created strife amongst the various user groups

2. To serve as a vehicle for public outreach/education

There is a need and desire to increase public awareness of the rights and presence of cyclists/trail users in an effort to increase safety for both cars and pedestrians. Residents view the PRCA Department as a vehicle for that public awareness/outreach via increased community interaction, public-service advertisements (buses, bus stations, local cable TV), and increased coordination and partnerships with adjacent municipalities and

governments (City-County-State). Additionally, residents view the bikeways and trails system as a key player for increasing the environmental sustainability of the City.

3. Increased focus on connectivity

As explicitly stated by the participants of the workshop, the purpose of the bikeways and trails system in Gainesville is connectivity first, recreation second. The residents placed high value on system-wide connectivity and the desire to safely link all parks, natural areas, destinations and nodes via an interconnected network of off-road, on-road and nature-based trails. Residents also embraced the potential an interconnected trail network has to increase multi-modal capacity, and subsequently, citywide environmental sustainability.

4. Quality experience

Overall, residents placed value on the aesthetic experience of the trails, however, were largely satisfied with the existing condition. Additionally, residents indicated that in challenging areas, such as a utility corridor, a less than desirable aesthetic would be preferred over no trail at all.

Participants indicated that the “ideal” system would be composed of fully interconnected off-road (multi-purpose) trails, on-road trails, nature trails and dirt trails. Additionally, neighborhoods would be further connected to the system by the addition of sidewalks (where absent) and share-ROWs on appropriate streets.



Trail-user at Duval Park

3.4.2 Current challenges

Similarly, workshop participants identified some current weaknesses or *opportunities for improvement* within the existing trails and bikeways system, such as:

1. Lack of a guiding standards document for trail development and character specific to Gainesville

Currently, there are two key planning and design documents that guide the development of trails in Gainesville; the Alachua County Bikeways Master Plan (and the associated addendums), and the Gainesville Public Works Design Standards. Each of these documents provides valuable information in regards to the trail planning with a focus predominantly on safety and feasibility.

It is understood that both feasibility and safety are absolutely necessary to successful trail design; however, a second more detailed level of planning is lacking. Multiple departments are currently involved with trail development in Gainesville (CRA, PW, PRCA), which requires a significant amount of communication and coordination during the planning process. It is because of this that we believe that there is a need for a unifying trail design standards document (could be incorporated within the existing Public Works manual) that details the following trail-related design standards that are specific to the City of Gainesville:

- Comprehensive and Unified Signage, Wayfinding and Branding Plan (CRA has started this process for Rail-Trails)
- Trail character and typically sections based on type and transect
- Furnishings (benches, bike racks, shelters, lighting) appropriate for the type of trail (on-road, off-road, nature, dirt) and its location within the transect (urban, suburban, rural).

Additionally, there is a need to expand the availability of trail maps and resources both in print and on the website.

2. Gaps in service - not all needs are being met

The bikeways and trail system within the City of Gainesville is still developing. Currently, there are gaps in service for both access and facilities as they relate to trails. Additionally, along currently developed trails, there is a lack of trail-based amenities and infrastructure such as trailheads, signage, etc.

The residents identified the Hogtown Creek Greenway Referendum as a barrier to trail development in that region because it prohibits paving within the Hogtown Creek Basin. Moving forward, if the City wishes to develop additional trails within that region, it may wish to consider seeking to alter the Referendum, or explore other approved, stabilized surfacing methods (e.g. compacted and stabilized aggregate).

It was evident during the workshops that there is currently a conflict of interests between the Department and the dirt-trail cyclists. The Department has indicated that the cyclists are causing damage to the parks by creating unsanctioned bike trails through environmentally sensitive lands. Conversations to-date which were aimed at resolving the conflict in a mutually beneficial manner have been unsuccessful. The Department should attempt to meet this type of need at City Park locations where the activity will not compromise the preservation of the native ecosystem.

3. Challenge with implementation

The general consensus is that the key challenges related to the implementation of a well-developed bikeways and trails system are related to the availability of land (ROW) and sufficient funds for acquisition, development and maintenance.

Workshop participants, (largely composed of City-staff from CRA, PW and PRCA), indicated that the different departments within the City (CRA, PW, PRCA) work well together, however, there is a need for increased communication and coordination in regards to the bikeways and trails system. A platform needs to be developed or established in which the different departments meet regularly to discuss the development of the bikeways and trail system Vision in an effort to ensure that mutually beneficial goals are being met.

4. A need for increased connectivity system-wide

Interestingly, workshop participants indicated that connectivity was the greatest asset and the largest challenge of the existing bikeways and trails system. While much progress appears to have been made in regards to connectivity, there is ample room for improvement.



Trail at Alfred A. Ring Park



Haisley Lynch Park



Section 4 | Community Needs and Priorities Assessment

The purpose of the Needs and Priorities Assessment is to determine the types of facilities and programs most desired and needed by City residents. Although there is no standard methodology or single, authoritative source regarding how to properly conduct a Needs Assessment, AECOM uses the concept of “triangulation”—using data and findings from at least three different perspectives—to determine a community’s top priority needs. The City of Gainesville Needs Assessment included the following techniques to determine Parks, Recreation and Cultural Affairs needs and priorities:

Subjective Techniques

- Demographics and Market Analysis
- Site Visits and Evaluations
- National Parks, Recreation and Cultural Affairs Trends

Qualitative Techniques

Over 1,500 citizens participated directly in:

- Interviews, Focus Groups and Workshops
- Internet Survey

Quantitative Techniques

- Access Level of Service (LOS) Analysis
- Acreage and Facilities Level of Service (LOS) Analysis
- Citizen Attitude and Interest Survey
- Programming Analysis
- Athletics Program Gap Analysis

The following is a review of the key findings from the previously discussed analyses, and a more detailed discussion of national trends, qualitative technique findings and Level of Service (LOS) Results. Further details can be found in other sections of this report and/or the Appendix as noted.

4.1 | Demographics Analysis

Key findings from the Demographic Analysis (full analysis can be found in Chapter 2) include:

- There will continue to be a gradual increase in demand for parks, recreation and cultural affairs facilities and programs due to population growth.
- The dominant age groups in the City will continue to be the 18 – 34 year olds (+/- 52%) and the 55+ age segment (20%) in 2025. While demand for youth athletic facilities and programs may decrease slightly, demand for adult facilities and programs may increase.
- Future demand may be focused on individual, self-directed activities such as walking, biking, jogging, swimming, tennis, golf, exercising, weight-lifting, hiking and fishing. Demand for group activities may include aerobics, exercise classes, basketball and football. These needs and demands may imply a need for additional bike paths and trails, and indoor community centers with gymnasiums.
- Residents will continue to seek low or no cost opportunities for recreation, fitness, cultural and natural activities due to lower income levels.
- The large student population will continue to rely on University facilities for fitness and recreation needs.
- There will be a greater demand for a diversity of cultural activities and programs due to the high education level and diversity of residents.
- Projected increases in African American and Hispanic populations may indicate a need for more facilities for team sports, and special events, large gathering and group picnic areas.

4.2 | Site Visits and Evaluation

Key findings from the Site Visits and Evaluations (full analysis can be found in Chapter 3) include:

- Although some of the City of Gainesville's recreation facilities are in need of updating or expansion, most appeared to be attractive and well maintained. There were few instances of litter or vandalism observed at the facilities visited by the Project Team.
- Most of the nature parks visited were in pristine settings and some have interpretive elements, well maintained trails, and several new boardwalks. However, ADA accessibility can be limited by the natural terrain.
- The City is currently in the process of making positive improvements within some of the parks such as updating signage, as well as the incorporation of more sustainable fixtures and materials. These initiatives should be implemented system-wide as parks and facilities are renovated or repaired. A Department-wide Wayfinding Plan is needed to provide better directional signage to all parks City-wide.
- There is a need to update the furnishings and signage and wayfinding found in urban parks and facilities to better integrate them within the context and aesthetic of the urban environment.
- One of the most significant challenges system-wide is adapting and/or renovating legacy parks and facilities to be more ADA accessible. A potential barrier to accessibility identified during the site visits was seen in access to playground facilities. Even though the mulch surfacing is an approved ASTM and ADA standard, it is not an ideal ADA surface for individuals who are wheelchair bound. Providing a playground with an ADA-compliant rubberized surface in each quadrant of the City is recommended.

4.3 | Analysis of Parks, Recreation, and Cultural Affairs Trends

In addition to the specific needs assessment techniques discussed in this section, it is also helpful to identify state and national standards and trends regarding parks; recreation facilities; cultural programs; public art; and marketing and volunteers. The following is a summary of trends observed and researched by national leaders in parks, recreation and cultural affairs (additional reference material related to these articles can be found in **Appendix E**).

Galen Cranz, Defining the Sustainable Park: A Fifth Model, 2004:

Galen Cranz, an architectural historian at UC Berkley, has identified several attributes of what he calls the “Sustainable Park Model”. This model has slowly been adopted by municipal park departments since 1995, and focuses on using parks to make cities more ecologically and socially balanced resources. Cranz emphasizes the importance of increased ecological performance, such as the use of native plants, restoration of natural systems, conservation of wildlife habitat, integration of new technologies and use of sustainable construction and maintenance techniques. As a result, a new park aesthetic has emerged that is more natural and less programmed and less maintenance-intensive. The net result of the sustainable parks model is that a municipality’s parks facilities play a larger role in communities than just recreation, but help to address larger urban social and environmental problems.

Project for Public Spaces:

The Project for Public Spaces is a recognized leader in how to maximize benefits from parks and create strong, livable communities. Through the organization’s research and experience, it has identified nine strategies that help parks achieve their full potential:

1. Use transit as a catalyst for attracting visitors
2. Make management of the park a central concern
3. Develop strategies to attract people during different seasons
4. Acquire diverse funding sources
5. Design the park layout for flexibility
6. Consider both the “inner park” and “outer park”
7. Provide amenities for the different groups of people using the park
8. Create attractions and destinations throughout the park
9. Create an identity and image for the park

These nine strategies are all applicable to the City of Gainesville’s park facilities, particularly in terms of acquiring diverse funding sources and providing amenities for different groups of people using the parks.



Downtown Gainesville

National Sporting Goods Association (NSGA)

The National Sporting Goods Association (NSGA) tracks trends related to consumer spending for recreation products. According to their 2010 survey, the following are the top ten sports in the US based on total participation:

1. Exercise walking	95.8%
2. Exercise with equipment	55.3%
3. Swimming	51.9%
4. Camping	44.7%
5. Bicycle riding	39.8%
6. Aerobic exercising	39.0%
7. Hiking	38.5%
8. Workout at a club	36.3%
9. Running/ jogging	35.5%
10. Fishing	33.8%

Significant changes (greater than 10 percent) in participation since the last survey include:

• Yoga	+28.1%
• Gymnastics	+23.5%
• Aerobic exercising	+16%
• Billiards/pool	+14.8%
• Kayaking	+14.8%
• Tennis	+13.2%
• Hiking	+10.9%
• Running/ jogging	+10.3%
• Basketball	+10.1%
• Baseball	+10.1%
• Football (tackle)	+4.8%
• Bicycle riding	+4.3%

Decreased participation:

• Muzzle loading	-19.6%
• Hunting with bow and arrow	-16.7%
• Mountain biking	-13.5%
• Bowling	-13.3%
• Camping	-12%
• Backpacking/ wilderness camping	-9.3%
• Weight lifting	-8.8%
• Skateboarding	-8.5%
• Softball	-8.4%

These results support some of the needs assessment findings for Gainesville. There is an increasing interest in “non-traditional” recreational activities and individual, passive fitness pursuits. The decreased participation in activities such as hunting and camping may not be as relevant to Gainesville, which benefits from numerous exceptional natural parks nearby, and tends to attract residents who are interested in the outdoors.

Athletic Business Magazine (excerpts from selected 2011 articles):

Like the NSGA, the Athletic Business Magazine has its finger on the pulse of current recreation trends and preferences. The following is a summary of trends from articles published in 2011 that are pertinent to the City of Gainesville:

- Community-built playgrounds on the rise. Due to budget constraints, community-built playgrounds are becoming more popular again across the country. These not only save money, but also add a personalized design touch to a community’s parks. (November, 2011)
- Marketing, Technology Drive Oklahoma’s New Youth Outreach Initiative. Oklahoma uses the popular university mascot and brand to promote healthy eating, fitness, reading and education (September, 2011)
- Slow-Pitch Softball Participation in Decline. Though slow-pitch softball is not in danger of dying, there is a marked decline in participation rates across the nation. (August, 2011)
- Parks Providers Respond to a Growing Interest in Community Gardening. Most public parks and recreation providers in urban or suburban areas are naturally well suited to establish community gardens and associated programming for several reasons, not the least of which are core missions to enrich the lives of their citizens. But parks agencies also have the programming expertise, particularly with children, as well as access to open and potentially fertile green space. (June, 2011)

- **Communities Find Alternatives to Eliminating Learn-to-Swim Programs.** An article from May, 2011 suggests offering a menu of learn-to-swim options, including small-group, semi-private and private lessons. Tiered programming should be based on what clientele can afford. Says one parks and recreation professional: “We’re not trying to discriminate; we’re trying to offer options. Everybody doesn’t shop at Nordstrom’s, but it still exists.” He makes the point that adding that upper-level programming can help generate enough revenue to sustain small-group, community-level programming. (May, 2011)
- **Park District Uses GIS to Map Public Opinion.** Technology is changing the way that parks and recreation departments can best understand customer needs. One emerging technique is combining geographic information system (GIS) data with public opinion survey data to map public opinion. This has been used in communities where there were questions about service equity. (May, 2011)
- **Rec Agencies Face New ADA Requirements.** In 2010, the Department of Justice unveiled revisions to ADA Titles II and III and issued the 2010 Standards for Accessible Design, all of which affect various components of public recreation facilities, including fitness centers, pools and playgrounds. ADA experts warn that ignoring 2010 changes could have dire consequences. The article quoted John McGovern, president of Recreation Accessibility Consultants: “This is a huge issue for people in recreation. It’s incredibly important for people to become more aware of these requirements.” (February, 2011)

Alliance for Innovation

A January 2011 article sponsored by the Alliance for Innovation, “ What’s the Future of Local Government?” lists eight elements to an emerging model for viable local governments:

- More disciplined government, focused on its “core” businesses
- Demonstrating value
- Integration of technology into all service delivery
- Constantly morphing organizations and systems requiring ever-learning employees
- Shared services
- Nongovernmental solutions
- Authentic civic engagement
- Change in Workforce

Trends Driving Future Programming

It is important to understand how emerging recreational trends (local, regional, and national) have the ability to impact or drive future programming. Some current recreation trends identified as relevant to the City of Gainesville include:

- The increased popularity of “non-traditional sports,” examples include:
 - Lacrosse
 - Disc Golf
 - Kickball
 - Golf 2.0 programs
- Instructional (101 or beginner-level) programs
- Programs targeted at meeting the recreational needs of home-schooled children
- Over 55 (active adult) sports programs and leagues
- Medieval games and festivals
- Martial arts
- Inclusive and accessible programs for individuals with disabilities

4.4 | Interviews, Focus Groups and Public Workshops

During the week of September 6 – 8, 2011, AECOM conducted twenty (20) interviews, focus group meetings and workshops with a variety of City Commissioners, staff, stakeholders, providers and residents. Meeting notes are included in **Appendix A**.

Based on the interviews, meetings and workshops, top priorities in the community include:

- Making better use of existing parks by improving the quality of existing facilities; improving field maintenance; expanding existing facilities; and responding to changing demographics and community needs.
- Providing for greater connectivity to parks through “complete streets”, trails, more Regional Transit (bus) routes, pre-teen transportation, transportation to the new senior recreation center and interconnectivity and integration of sidewalks, bikeways and trails throughout the City.
- Providing additional, affordable youth programs (including pre-teens as well as older teens) in nature parks and active parks, including sports programs, educational programs, after-school and weekend programs, gang prevention programs, job training programs, literacy programs, civic education programs, pre-teen programs. Provide transportation and access to after-school sites.
- Establishing a clear mission, vision, philosophy for the Department including non-duplication of services and collaboration with UF, School Board of Alachua County, Alachua County Library District and others.

4.5 | Internet Survey

Immediately following the completion of the Statistically Valid Mail and Telephone survey, the City conducted an internet survey using the “Survey Monkey” website (see Appendix F). While this is not a statistically valid survey technique, it does provide residents with another venue to participate in the needs assessment process. Key findings from the internet survey included:

- Overall, 84.3 percent of residents would classify the physical condition of parks, recreation and cultural affairs sites as either “good” or “excellent.”
- 73.8 percent of residents would classify the physical condition of the aquatic facilities, golf course, indoor recreation facilities, and art galleries as either “good” or “excellent.”
- The primary reasons that prevent residents from using the City of Gainesville PRCA facilities are that residents “do not know what is being offered (54.6 percent),” followed by “too far from my residence (45.7 percent).”
- The number one major action the Department could take is to “acquire open space for passive activities such as trails, picnicking, etc.”
- The majority of residents who participated in the survey were supportive of passing a bond referendum for PRCA improvements (54.6 percent) and/or creating a dedicated City funding source specifically for PRCA improvements (61.3 percent).
- The top three alternative service providers for parks, recreation and cultural affairs in or near Gainesville are:
 - 1. Florida State Parks (65.5%)
 - 2. University of Florida Facilities (51.7%)
 - 3. Public School Sites (43.2%)
- Most visited parks or facilities in the last twelve (12) months:
 - 1. Bo Diddley Community Plaza (65.8%)
 - 2. Albert Ray Massey Westside Park (64.3%)
 - 3. The Historic Thomas Center and Gardens (61.5%)
 - 4. Gainesville-Hawthorne Trail (49.5%)
 - 5. Morningside Nature Center (48.8%)

- Most used facility-types in the last twelve (12) months:
 - 1. Walking and Hiking Trails (78.2 %)
 - 2. Nature Trails (70.1%)
 - 3. Natural Areas (54.3%)
 - 4. Playgrounds (48.7%)
 - 5. Picnic Shelters (44.7%)
- The maximum distance the majority of residents were willing to travel to a PRCA facility:
 - On Foot: ½ - 1 mile
 - On Bike: 3 – 4 miles
 - By Car: 5+ miles

Community Facilities continued

- Basketball court
- Indoor recreation center
- Public meeting room
- Multi-purpose trails
- Parking area

Regional Facilities

Ten (10) mile service area. Facilities in this category often require a large amount of land, require a specific or unique location, and/or a significant capital investment. It is common for these facilities to be found in large, regional parks.

4.6 | Service Area Analysis

AECOM and City staff established the following “Service Area Guidelines” for various parks, recreation and cultural facilities, based on industry standards and local preferences:

Neighborhood Facilities

1/2 mile service area. Facilities in this category serve common, every-day recreational needs and should be found within a 1/2 mile walking distance of residents’ homes.

- Passive open space
- Playground and/or tot lot
- Walking and/or exercise path – Assumption here is limited connectivity (neighborhood and/or subdivision trail with little or no connectivity)
- Picnic shelter

Community Facilities

Three (3) mile service area. Facilities represented in this category are ones that residents would expect to have to drive a short distance to reach. Some of these facilities may require a site that is too large to be found within a resident’s neighborhood or too intrusive due to lighting, parking or noise.

- Tennis court
- Outdoor swimming pool
- Football/soccer field
- Baseball/softball field
- Volleyball court

- Amphitheater
- Hiking/nature trail/boardwalk
- Public golf course
- Fishing dock/pier
- Canoe/kayak launch
- Nature/environmental center
- Off-leash dog park
- Skate park
- Track and Field Facility
- Gymnasium
- Racquetball Court
- Disc Golf Course

Using these guidelines, AECOM and the City mapped the locations of existing facilities and the areas they serve, and noted “gaps” or “voids” in service areas. The Service Area maps are included in **Appendix G**. Based on this analysis, there appears to be a need for the following additional facilities:

- Passive open spaces
- Picnic facilities
- Playgrounds and tot lots
- Walking and exercise paths
- Baseball/softball fields
- Canoe and kayak launches
- Volleyball courts
- Football/soccer fields
- Indoor recreation centers
- Public meeting rooms

4.7 | Acreage and Facilities Level of Service Analysis

While there are no universal standards regarding appropriate Levels of Service (LOS) for parks, recreation and cultural acreage and facilities, AECOM compared the City's current inventory of parks, recreation and cultural facilities to the LOS standards in the City's Comprehensive Plan and the State of Florida Comprehensive Outdoor Recreation Plan (SCORP).

The City's Comprehensive Plan currently requires that the City maintain a LOS of 8.8 acres of park land per 1,000 population. The following table illustrates that the City currently exceeds this standard by providing a LOS of 24.8 acres per 1,000 population (see **Figure 18**). In order to provide this same level of service for an increased population in the year 2030, an additional 127 acres of park land will need to be acquired.

It should be noted that 2,057 acres are classified as natural lands or nature parks, which are largely passive, offering few recreational facilities. If these facilities are excluded from the total acreage, the City of Gainesville would provide a parks and recreation level of service of 8.2 acres per 1,000 residents based on the 2010 population, which is below the Comprehensive Plan requirement (see **Figure 19**). To account for this, the City may wish to consider revising the Comprehensive Plan to exclude conservation lands from this calculation to provide a more accurate view of the services provided within the City's system.

Acres of Park Land per 1,000 Population - *Including* Natural Lands:

2010 Level of Service Analysis (LOS) Acreage			
2010 Population		124,354	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2000 Population LOS		1094.3	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage	3080	24.8	1985

2015 Level of Service Analysis (LOS) Acreage			
Estimated 2015 Population		130,916	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2006 Population LOS		1152.1	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage	3080	23.5	1928

2020 Level of Service Analysis (LOS) Acreage			
Estimated 2020 Population		134,999	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2010 Population LOS		1188.0	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage	3080	22.8	1892

2025 Level of Service Analysis (LOS) Acreage			
Estimated 2025 Population		138,838	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2015 Population LOS		1221.8	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage	3080	22.2	1858

Figure 18: Acreage LOS - including natural lands in total acres

Acres of Park Land per 1,000 Population - Excluding Natural Lands:

2010 Level of Service Analysis (LOS) Acreage			
2010 Population		124,354	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2000 Population LOS		1094.3	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage <i>(not including natural areas)</i>	1023	8.2	-71
2015 Level of Service Analysis (LOS) Acreage			
Estimated 2015 Population		130,916	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2006 Population LOS		1152.1	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage <i>(not including natural areas)</i>	1023	7.8	-129
2020 Level of Service Analysis (LOS) Acreage			
Estimated 2020 Population		134,999	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2010 Population LOS		1188.0	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage <i>(not including natural areas)</i>	1023	7.6	-165
2025 Level of Service Analysis (LOS) Acreage			
Estimated 2025 Population		138,838	
City Comprehensive Plan LOS (Acres/1,000)		8.8	
Acres Needed to Meet 2015 Population LOS		1221.8	
	Acres	Actual Acres/1000	Surplus/Deficiency
Community and Neighborhood Park Acreage	1023	7.4	-199

Figure 19: Acreage LOS - not including natural lands in total acres

Figure 20 below indicates that when the City's facility inventory is compared to the SCORP Guidelines, there is a potential need for the following facilities (note that these are state-wide guidelines, which are not specific to the City of Gainesville):

- Bicycling Trails
- Tennis Courts
- Playgrounds
- Baseball/Softball Fields
- Basketball Courts
- Football/Soccer Fields
- Golf Courses (Public)
- Swimming Pools

Facilities LOS			Surplus / Deficiency			
POPULATION SERVED per facility <i>(median)</i>	ACTIVITY <i>Population Estimate</i>	Existing # of City Facilities	2010	2015	2020	2025
			124,354	130,916	134,999	138,838
5,000	Bicycling Trails (miles)	19	-6	-7	-8	-9
6,750	Walking/Hiking Trails (miles)	30	12	11	10	9
2,000	Tennis	23	-39	-42	-44	-46
10,000	Racquetball/Handball	12	0	-1	-1	-2
2,500	Playground	38	-12	-14	-16	-18
6,000	Picnicking	36	15	14	14	-8
5,000	Baseball/Softball	12	-13	-14	-15	-16
5,000	Basketball	22	-3	-4	-5	-6
6,000	Football/Soccer/Rugby	6	-15	-16	-16	-17
50,000	Golf (18 Holes)	1	-1	-2	-2	-2
25,000	Swimming Pool	3	-2	-2	-2	-3
57,000	Skate Park*	3	1	1	1	1
165,000	Dog Park*	2	1	1	1	1
6,000	Volleyball**	0	-21	-22	-22	-23

PRIMARY SOURCE: Outdoor Recreation in Florida - 2008 SCORP, Florida DEP

*Data gleaned from similar SCORP plans, however not specific to Florida

**Data not available as of 03/2012

Figure 20: Facilities LOS based on the State Comprehensive Outdoor Rec

4.8 | Citizen Attitude and Interest Survey

AECOM’s sub-consultant, Leisure Vision Inc., conducted a mail and telephone Parks, Recreation and Cultural Needs Assessment Survey for the City of Gainesville in January and February of 2012. The purpose of the survey was to help determine parks, trails, open space, cultural and recreation priorities for the community. The survey was designed to obtain statistically valid results from households throughout Gainesville. The full survey report is included in **Appendix H**.

In order to be statistically valid, a goal was established to obtain a total of at least 300 completed surveys from Gainesville households. This goal was accomplished, with a total of 307 surveys having been completed. The level of confidence is 95 percent with a margin of error of +/-5.7 percent.

Summarized key findings from the survey include:

- Top priority improvements are upgrading existing neighborhood and community parks (84 percent), acquiring open space for passive activities (76 percent), upgrading existing community centers (76 percent), upgrading existing youth and adult athletic fields (73 percent), and developing new walking and biking trails (73 percent).
- Developing a new farmer’s market area is also a top priority

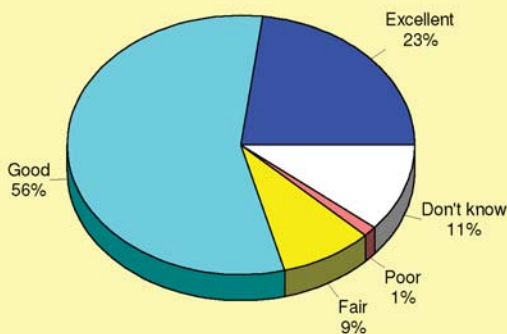
- When asked how they would allocate funding among various categories if given \$100, residents’ priorities included:

1. Improvements and maintenance of existing parks and facilities (\$40)
2. Acquisition of new park land and open space (\$15)
3. Acquisition and development of walking and biking trails (\$15)
4. Improvements to cultural programs facilities (\$8)
5. Construction of new sports fields (\$8)
6. Development of new cultural program facilities (\$5)

The following matrices (**Figures 23 - 24**) from the survey show that the top 10 highest priority, unmet needs for programs and facilities include:

- Dog parks
- Small neighborhood parks
- Community gardens
- Wellness screenings
- Fishing and boating programs
- Enrichment classes
- Adult fitness classes
- Adult sports leagues
- Nature programs and environmental education
- Adult and youth art, music, dance and theater programs

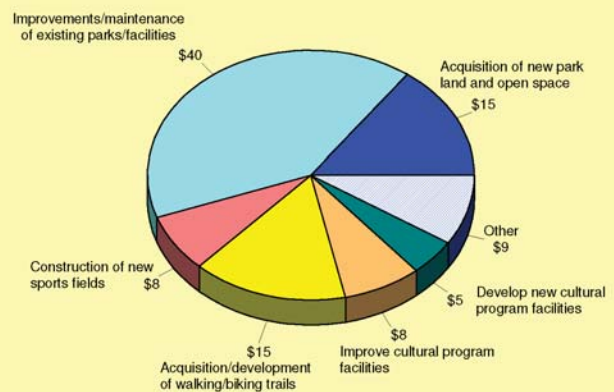
Q5. How Respondents Rate the Physical Condition of Parks, Recreation, and Cultural Sites Visited in Gainesville
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Figure 21: Responses to public opinion survey question # 5

Q17. Ways in Which Respondents Would Allocate an Additional \$100 for Gainesville Parks, Cultural, Trails, Sports and Recreation Facilities
by percentage of respondents



Source: Leisure Vision/ETC Institute (2012)

Figure 22: Responses to public opinion survey question # 17

2012 Importance-Unmet Need Assessment Matrix for the City of Gainesville Parks, Recreation and Cultural Affairs Department Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)
mean importance

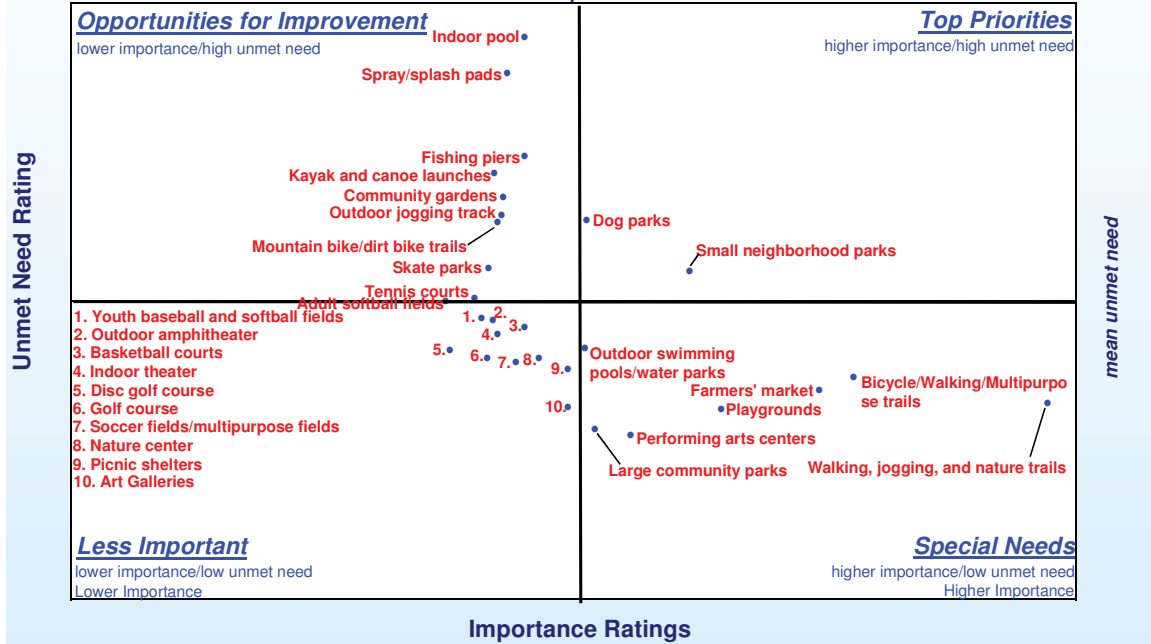


Figure 23: Importance - Unmet Needs Matrix for Facilities

2012 Importance-Unmet Needs Assessment Matrix for the City of Gainesville Parks, Recreation and Cultural Affairs Department Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)
mean importance

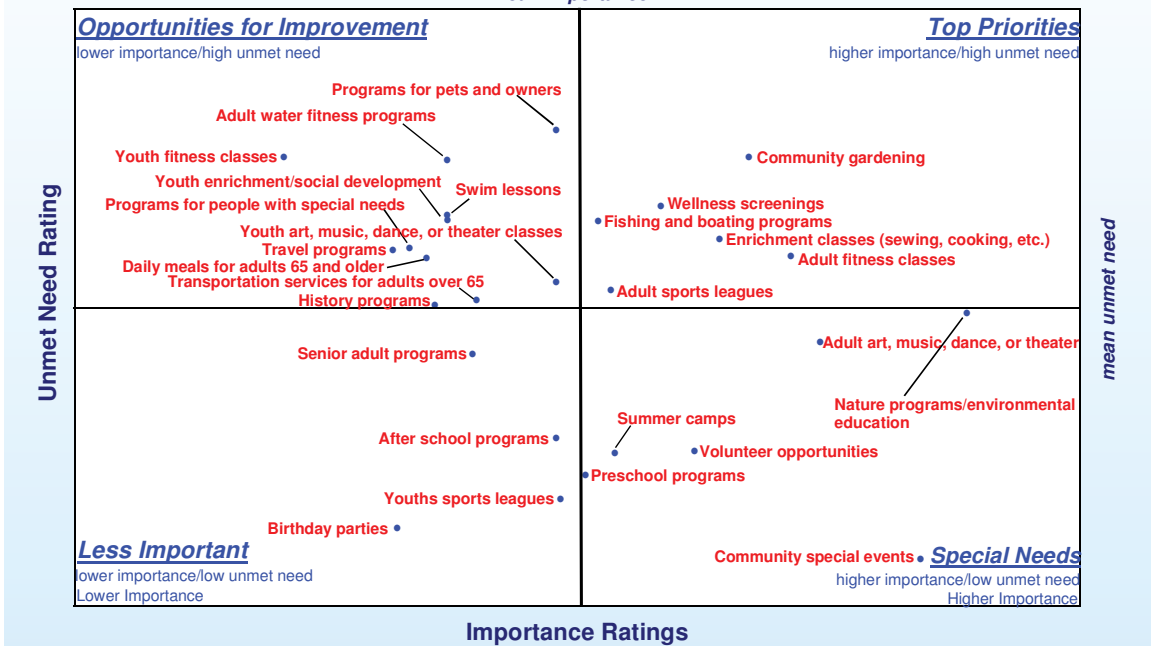


Figure 24: Importance - Unmet Needs Matrix for Programs

Acres of Park Land per 1,000 Residents, by City Lands:

CITY	POPULATION	TOTAL PARK ACRES	Park Acres per 1,000 Residents
Population Density Level: High			
Minneapolis	385,378	5,121	13.3
Oakland	409,189	5,219	12.8
Washington, D.C.	599,657	7,464	12.4
Seattle	616,627	5,476	8.9
Arlington, Virginia	217,483	1,823	8.4
Baltimore	637,418	4,905	7.7
Boston	645,169	4,897	7.6
Philadelphia	1,547,297	11,186	7.2
Long Beach, California	462,604	3,331	7.2
Jersey City, New Jersey	242,503	1,660	6.8
San Francisco	815,358	5,384	6.6
Los Angeles	3,831,868	23,938	6.2
New York	8,391,881	38,060	4.5
Chicago	2,851,268	11,959	4.2
Newark New Jersey	278,154	858	3.1
Miami	433,136	1,198	2.8
Anaheim	337,896	926	2.7
Santa Ana, California	340,338	324	1
Hialeah, Florida	218,896	175	0.8
TOTAL :	23,262,120	133,904	
		AVERAGE:	6.5
		MEDIAN:	6.8

CITY	POPULATION	TOTAL PARK ACRES	Park Acres per 1,000 Residents
Population Density Level: Intermediate-High			
San Jose	964,695	15,982	16.5
St. Paul, Minnesota	281,253	3,974	14.1
Pittsburgh	310,037	3,120	10.1
St. Louis	356,587	3,478	9.8
Buffalo	270,240	2,180	8.1
Cleveland	431,369	3,130	7.3
Rochester, New York	207,294	1,501	7.2
Detroit	910,921	5,921	6.5
Gilbert, Arizona	222,075	1,330	6
Las Vegas	567,641	3,072	5.4
Stockton	287,578	674	2.3
TOTAL :	4,809,690	44,362	
		AVERAGE:	8.5
		MEDIAN:	7.3

Figure 25: Acres of Parkland per 1,000 Residents, by City, FY2010

CITY	POPULATION	TOTAL PARK ACRES	Park Acres per 1,000 Residents
Population Density Level: Intermediate-Low			
Albuquerque	529,219	32,535	61.5
Akron, Ohio	207,209	8,799	42.5
Austin	786,386	28,911	36.8
Irvine California	209,716	7,656	36.5
San Diego	1,306,300	47,383	36.3
Raleigh	405,612	12,512	30.8
Phoenix	1,593,659	45,020	28.2
Bakersfield	324,463	8,354	25.7
Lincoln, Nebraska	254,001	6,304	24.8
Portland	566,143	13,864	24.5
Dallas	1,299,542	29,401	22.6
Madison, Wisconsin	235,419	5,246	22.3
Houston	2,257,926	49,643	22
Omaha	454,731	9,560	21
Cincinnati	333,012	6,817	20.5
San Antonio	1,373,668	23,316	17
Riverside, California	297,841	4,796	16.1
Milwaukee/Milwaukee County	959,521	15,189	15.8
Plano, Texas	273,613	4,215	15.4
Columbus	769,332	11,274	14.7
Boise, Idaho	205,707	2,775	13.5
Garland, Texas	222,013	2,880	13
Arlington, Texas	380,085	4,684	12.3
St. Petersburg	244,324	2,963	12.1
Reno, Nevada	219,636	2,432	11.1
Sacramento	466,676	5,069	10.9
Tampa	343,890	3,361	9.8
Denver	610,345	5,902	9.7
Fort Wayne	255,890	2,400	9.4
Irving, Texas	205,541	1,869	9.1
Glendale, Arizona	253,209	2,160	8.5
Henderson, Nevada	256,445	1,986	7.7
Atlanta	540,922	3,882	7.2
Laredo, Texas	226,124	1,552	6.9
Chandler, Arizona	249,535	1,528	6.1
Baton Rouge	225,388	1,374	6.1
Mesa, Arizona	467,157	2,244	4.8
Chula Vista, California	223,739	907	4.1
North Las Vegas, Nevada	224,387	859	3.8
Fresno	479,918	1,511	3.1
Norfolk	233,333	602	2.6
TOTAL :	20,971,577	423,735	
		AVERAGE:	17.2
		MEDIAN:	13.5

Figure 25: Acres of Parkland per 1,000 Residents, by City, FY2010 continued

CITY	POPULATION	TOTAL PARK ACRES	Park Acres per 1,000 Residents
Population Density Level: Low			
Anchorage/Anchorage Borough	286,174	501,725	1,753.20
Chesapeake, Virginia	222,455	56,066	252
New Orleans	354,850	29,851	84.1
Scottsdale, Arizona	237,844	17,172	72.2
Virginia Beach	433,575	29,497	68
Jacksonville	813,518	44,108	54.2
El Paso	620,456	29,393	47.4
Oklahoma City	560,333	21,841	39
Kansas City, Missouri	482,299	17,272	35.8
Aurora, Colorado	323,348	10,155	31.4
Colorado Springs	397,317	11,859	29.8
Greensboro, North Carolina	255,124	6,186	24.2
Louisville	721,594	15,939	22.1
Lexington/Fayette	296,545	6,077	20.5
Charlotte, Mecklenburg	913,639	18,551	20.3
Tulsa	389,625	7,336	18.8
Nashville/Davidson	605,473	10,765	17.8
Fort Worth	727,577	11,312	15.5
Birmingham	230,121	3,504	15.2
Winston-Salem, North Carolina	229,828	3,450	15
Indianapolis	807,584	11,147	13.8
Memphis	676,640	9,140	13.5
Orlando	235,860	2,941	12.5
Wichita	372,186	4,460	12
Durham, North Carolina	229,171	2,440	10.6
Lubbock, Texas	225,859	2,224	9.8
Corpus Christi	287,439	2,147	7.5
Tucson	543,910	3,892	7.2
Honolulu/Honolulu County	907,574	6,056	6.7
TOTAL :	13,387,918	896,506	
		AVERAGE:	94.1
		MEDIAN:	20.3
All Populaion Density Levels:			
TOTAL :	62,431,305	1,498,507	
		AVERAGE:	36.5
		MEDIAN:	12.4

Figure 25: Acres of Parkland per 1,000 Residents, by City, FY2010 continued
 SOURCE: http://cityparksurvey.tpl.org/reports/report_display.asp?rid=4

Total park acres includes city, county, metro, state and federal acres within the city limits.



Environmental Education staff teach future conservationists at Split Rock Conservation Area.

4.9 | Summary of Needs

Based on the findings from the various techniques outlined in this Chapter, the City's top five (5) needs and priorities include:

1. Development of new biking and walking trails
2. Upgrade existing parks and facilities
3. Provide additional indoor programs and facilities
4. Acquire flexible open space for passive activities
5. Revitalize marketing and branding of the City's parks, recreation and cultural affairs system

The following table (Figure 26) shows how the findings from each of the techniques– including Observational/ Anecdotal, Qualitative and Quantitative techniques - compare to one another.



City of Gainesville resident filling out a public opinion survey during the Kick-Off Workshop

NEEDS AND PRIORITIES:	ANALYSIS TECHNIQUES:									
	Demographics	Site Evaluations	Program Evaluations	Internet Survey	Interviews/Focus Groups	Mail/Telephone Survey	LOS - Facilities	LOS - Access	LOS - Acreage	Programs Analysis
Develop New Biking and Walking Trails	✓	✓	✓	✓	✓	✓	✓	✓		
Upgrade Existing Park Sites (incl. ADA)		✓		✓	✓	✓			✓	
Provide Additional Indoor Programs and Facilities		✓		✓	✓	✓	✓	✓		
Acquire Flexible Open Space for Passive Activities				✓	✓	✓	✓	✓		
Revitalize Marketing and Branding of PRCA System		✓	✓	✓	✓	✓				✓
Provide Additional Small Neighborhood Parks		✓	✓		✓	✓	✓			
Provide Additional Playgrounds/Tot-Lots		✓	✓	✓	✓	✓	✓			
Provide Additional, Affordable Youth Programs			✓	✓	✓					✓
Upgrade Existing Athletic Fields		✓		✓	✓	✓				
Provide Additional Athletic Fields	✓				✓	✓	✓			
Expand Existing/Provide New Cultural Facilities			✓	✓	✓	✓				
Expand Aquatics Facilities/Programs				✓	✓	✓				✓
Expand Farmers Market			✓	✓	✓	✓				
Expand Nature Programs Offerings			✓	✓	✓	✓				
Provide Additional Football/Soccer Fields				✓		✓				✓
Create New Special Events/Gathering Spaces	✓			✓						
Provide Additional Disc Golf Courses					✓					✓
Provide Additional Public Golf Courses	✓					✓				
Expand Fitness & Wellness Facilities/Programs	✓				✓	✓				
Provide Additional Dog Parks			✓		✓					
Provide Additional Basketball Courts	✓					✓				
Provide Additional Canoe/Kayak Launches		✓					✓			
Increase Adult and Youth Cultural Arts Programming			✓		✓	✓				
Provide Additional Adult Fitness Classes			✓		✓	✓				
Provide Additional Adult Sports Leagues			✓		✓	✓				
Provide Additional Picnic Facilities							✓			
Provide Additional Volleyball Courts							✓			
Provide Additional Public Meeting Rooms							✓			
Improve Bus Transportation				✓						
Provide Additional Community Gardens					✓	✓				
Provide Fishing and Boating Programs					✓	✓				

Figure 26: Comprehensive Needs Summary Chart



Workshop participants at the public PRCA Master Plan Visioning Workshop.



Section 5 | Conceptual Parks, Recreation, and Cultural Affairs Vision

AECOM, City staff and other key stakeholders participated in a Visioning Workshop on April 2 and 3, 2012 to develop a long range vision for the Department that responds to the current needs and priorities of City residents, as outlined in Part 4; and, accomplishes the Department's Mission, Vision and Goal as outlined in Part 1. The workshop was organized into six (6) "sub-subsystems" based on the top priority needs in the community, including:

- 5.1 New and Improved Parks and Programs
- 5.2 Athletic Facilities and Programs
- 5.3 Nature Parks, Programs and Environmental Education
- 5.4 Cultural Facilities and Programs
- 5.5 Recreation Centers, Pools and Programs
- 5.6 Trail and Bikeways System

5.1 | Vision: New and Improved Parks and Programs

5.1.1 Improvements to Existing Parks

One of the main components of the City's parks, recreation and cultural vision is to improve existing parks facilities. Three of the major issues observed system-wide are accessibility, amenities and aesthetics.

Accessibility in Materials and Maintenance

One of the most needed improvements to Gainesville's parks is increasing ADA accessibility, particularly in terms of playground surfaces. Engineered wood fiber, a specific type of wood-based mulch, is considered an accessible material for playground use-zones, if and only if, it meets the correct industry standards: American Society for Testing and Materials (ASTM) F1951-99, ASTM F1292, and ASTM F2075-10A. Additionally, stringent documentation of initial testing results, material specifications and ongoing maintenance records are essential in the event that the City has to disprove any claim that the requirements for maintaining these specifications have not been met.

ASTM F2075-10A provides specific requirements related to the size and composition of material needed to be considered Engineered Wood Fiber (EWF). Additionally, this standard provides guidance on the testing and maintenance documentation required of this material in order for it to be acceptable for use in play areas.

If the "mulch" used meets the EWF criteria, it can be used as an accessible surface beneath play equipment so long as it meets the criteria set forth in ASTM F1951-09b which "establishes a uniform means to measure the characteristics of surface systems in order to provide performance specifications to select materials for use as an accessible surface under and around playground equipment. Surface materials that comply with this standard and are located in the use zone must also comply with ASTM F 1292 [specifications for impact attenuation requirements for play surfaces]. The test methods described within this standard addresses access for children and adults who may traverse the surfacing to aid children who are playing. When a surface is tested it must have an average work per foot value for straight

propulsion and for turning less than the average work per foot values for straight propulsion and for turning, respectively, on a hard, smooth surface with a grade of 7% (1:14)" (2010 ADA Standards for Accessible Design, Department of Justice).

It is the opinion of the project team that the majority of the playground surfacing evaluated, most do not fully meet the ASTM F1951-09b largely because the loose density of the material observed would likely cause the average work per foot values for both straight propulsion and turning to exceed the level of effort required as specified in section 5.2 of ASTM F1951-09b. It should be noted that this is a professional opinion and the project team was not tasked to, nor did complete any of the detailed testing required to make a completely accurate determination of the accessibility of each playground's surface.



Albert "Ray" Massey Westside Park (Community Park)

Poured in place (PIP) rubberized surfacing is the preferred treatment for playground areas because of its low rolling resistance and high impact attenuation qualities, however, it is more costly than EWF. In an effort to reduce liability, while keeping costs low, the City may wish to select a few “destination” playgrounds for the incorporation of the PIP surfacing, and increase the maintenance, testing, and documentation on the remaining sites still utilizing EWF as described above.

If the City wishes to use EWF as an accessible surface it would be in their best interest to insure that its composition, installation, testing, and ongoing maintenance are documented showing they meet all of the above standards. More detailed information on these standards can be found by contacting: ASTM International, 100 Barr Harbor Drive, PO Box C700, West Conshohocken, PA 19428-2959, United States or visiting their website at www.astm.org.



Amenities and Aesthetics

There is generally a need to freshen and enhance the City’s existing parks to make them more relevant to residents’ lifestyles, improve aesthetics and meet residents’ needs. Ideas for additional amenities include:

- Public art
- New and/or improved restrooms
- Nature center(s)
- Shade: trees, shelters, fabric
- New and/or improved lighting
- Emergency call boxes
- Food carts and concessions
- Better access to remote and natural sites through boardwalks, bridges, paths
- Community gardens
- Wireless access
- Moveable tables and chairs, patio furniture, lawn chairs
- Fishing piers and bait concessions (e.g. Palm Point)
- Electrical service and portable stages for performance venues in parks
- RTS bus stops, routes
- Non-traditional portable fitness equipment and exercise stations in parks, e.g. fitness bands and balls
- Storage for portable stages, fitness equipment, site furnishings and other equipment
- Over time, the City should consider phasing out the use of “barrel” style trash receptacles and standardizing park signage and wayfinding in urban parks, in favor of fixtures that better contribute to the overall aesthetic of the park.

Specific Improvements by Park Typology

In addition to improving accessibility and aesthetics system-wide, the AECOM team recommends the following improvements to specific parks:

Neighborhood Parks

As resources become available, the City should focus on increasing ADA accessibility in its neighborhood parks, particularly in regards to playground surfacing, accessible routes, benches and picnic tables. Although some parks are constrained in size, others that have enough acreage and should have flexible open spaces that allow for impromptu recreation activities such as pick-up games and throwing a Frisbee. Additionally, the City could increase the activity level at its parks by providing facilities that appeal to broad range of user groups, such as sports courts and paved walking paths. Specific recommendations by park include:

Lincoln Park:

- Provide paved pathway from the park to Abraham Lincoln Middle School. Many children were observed walking through the park space along impromptu paths to obtain access to the sidewalks along SE 15th Street. This could pose safety concerns and make ongoing maintenance of the landscape around these impromptu paths challenging.
- Provide accessible routes to the softball diamond, seating areas and dugouts.



Duval Park:

- Provide accessible routes to the picnic shelter(s), observation platform, and playground.
- Provide accessible picnic table at main picnic shelter.
- The FCT grant also requires that at least 24 environmental education classes or programs shall be conducted annually at the Project Site by trained educators or resource professionals.



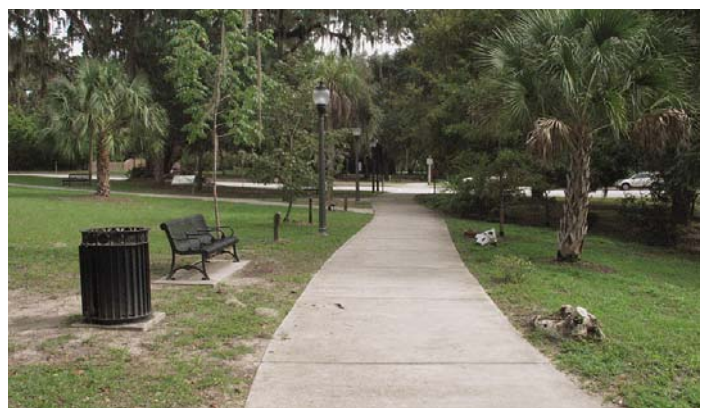
Roper Park:

- Consider providing additional seating areas along the walkways within the park, especially near the playground areas and under shade.
- Provide accessible connection to westernmost playground.
- Provide shade for both playgrounds.



Sweetwater Branch Park:

- Update and replace interpretative signage component within the park.
- Eliminate “dead spaces” that provide opportunities for undesirable activities (e.g. heavily shaded, or concealed turf spaces that are difficult to see into).
- Provide accessible seating areas; most benches are offset from the walkway by three (3) or more feet with no connection.





Cofrin Park:

- Add an accessible route from sidewalk along NW 8th Avenue to park space.
- Provide accessible routes to tennis court and play area from the parking lot.
- Restore natural slope and flow of creek bed; remedy associated erosion and bank destabilization.
- Restore or demolish existing residential structure which appears to be substantially unsafe, and structurally unsound. The Florida Communities Trust (FCT) grant received for this park requires a staffed nature center that provides year-round education programming shall be established on the Project Site.
- The FCT grant also requires that at least 24 environmental education classes or programs shall be conducted annually at the Project Site by trained educators or resource professionals.
- Determine the feasibility of converting a portion of the nature trail to be accessible via appropriate compacted and stabilized surface.
- Add a nature-themed playground
- Host a Farmers market



Haisley Lynch Park:

- There is a need to better activate this park. The site is full of high-quality furnishings and is well maintained, however, underutilized. Partnerships with local canine advocate groups or adjacent non-profits should be explored.



Hidden Gem Tot Lot:

- Provide accessible route to the park entrance, basketball court, playground and at least one seating area.
- Over time, increase the ease of walking to the park by providing connecting sidewalks in the surrounding neighborhood.



Cedar Grove Park:

- Over time, improve the overall aesthetic by replacing the wood light pole with a more pedestrian scale fixture, replace the existing bollards to match current standard, and phase out the use of "barrel" style trash receptacles.
- Address cracking and heaving of sidewalks to ensure accessible routes are maintained.
- Provide an accessible seating area.
- Provide shade over the playground.

Neighborhood Parks: Site-Specific Recommendations Cont.**Barbara Higgins Park:**

- Provide accessible route from roadway to the interior of the park space, as well as the picnic shelter and playground area.
- Over time, increase the ease of walking to the park by providing connecting sidewalks in the surrounding neighborhood.

**Smokey Bear Park:**

- Provide accessible route to the playground.
- Park has substantial amount of unusable dead space. Consider opening up selective areas of the park to allow it to be more flexible for impromptu recreation activities and to increase visibility within the park from NE 15th Street.
- Playground equipment is in need of updating.

**NE 31st Avenue Park:**

- Most of the amenities of this park are in a state of severe decline.
- Several examples of vandalism were observed, and litter present in park areas.
- The court surface is in need of replacing.
- It is recommended that this park be redeveloped and reprogrammed to better suit the needs of the surrounding residents. The redevelopment and programming should be based on the findings derived from the Needs Assessment, as detailed in Chapter Four of this report. Additionally, the City should conduct a neighborhood-scale needs survey to determine the interests and needs of the surrounding communities.



Community Parks

ADA accessibility is a major issue in Gainesville’s community parks. Additionally, the City should try to de-program some of its community park spaces in order to restore flexible open spaces. There is a need to improve pedestrian routes and access both to and within the parks. Site-specific recommendations for community parks include:



Albert “Ray” Massey Westside Park:

- Provide accessible routes to the playground and picnic areas.
- Supplemental parking strategy may be warranted.
- Outdoor restroom is in need of renovation and upgrading.
- Athletic field lighting and the basketball court lighting is old and inefficient and should be replaced.
- New dugouts, batting cages and bleacher areas are in need of upgrades.
- Pave the walking path around the park to meet ADA requirements.
- Add more water fountains and concessions throughout the park.



Kiwanis Challenge Park:

- Consider the consolidation of Kiwanis Challenge Park and Greentree Park into a single, unified park site. Currently no paved linkage between the parks exists.
- Replace playground surfacing with ADA compliant poured in place rubberized material.
- Existing ADA access pads within playgrounds have deteriorated and/or may not be of the proper dimensions to be adequate for handicapped access.
- Ensure accessible routes to major park components, especially the play area, by addressing pavement cracking and/or heaving issues observed.
- Evaluate the feasibility of furthering the partnerships between the city and the adjacent rehabilitation center and Girls Place Inc. in an effort to better maintain and activate the park space.



TB McPherson Park:

- Provide accessible routes to the playground, at least one set of softball dugouts, basketball court, restrooms and a picnic area.
- Replace barrel trash cans with more aesthetic containers.
- Add play features to the community pool to expand appeal.
- Activate the park through more community partnerships and outreach to bring more activity to the park.

Community Parks: Site-Specific Recommendations Cont.

Northeast Park:

- Provide accessible route from parking lot to main park space, baseball diamond, restrooms, tennis courts, racquetball courts, playgrounds and the off-leash dog areas.
- Either remove or open up the racquetball courts facing away from the street to prevent vandalism and undesirable activity.
- Resurface the parking lot and provide ADA accessible parking spaces.
- Add security lighting in the southern portion of the park.
- Restrooms are in need of renovation.
- Tennis court surfacing may need increased maintenance
- Extend the paved walking path to the east side of the park to create a walking loop that is well lit at night and can be ADA accessible.



Greentree Park:

- Consider the consolidation of Kiwanis Challenge Park and Greentree Park into a single, unified park site. Currently no paved linkage between the parks exists.
- Provide accessible connection from parking lot area to the baseball diamond, playground, restrooms, and picnic areas.
- Provide walkway connecting perimeter sidewalk on NW 19th Street to park space.
- Add a perimeter, ADA-compliant walking path that is wide enough to accommodate strollers and walkers to encourage walking.



Bivens Arm Park:

- Provide accessible route to the playground.
- Provide connection from sidewalk along S. Main Street to the interior of the park space.
- Provide an accessible seating area at the shelter.
- Increase the visibility and awareness of the site by providing additional directional signage and wayfinding at entrance.



Regional Parks: Site-Specific Recommendations

Regional parks in Gainesville suffer from a lack of visibility. Going forward, the City should increase awareness of regional parks through improved signage and wayfinding. Part of increasing visibility and access is by improving neighborhood connectivity to the parks through regional trails and sidewalks. Specific recommendations for regional parks and special use facilities are:



Northside Park:

- This park will likely see a large amount of senior users due to its adjacency to the Senior Recreation Center and therefore an even greater emphasis on ADA accessibility should be a key component of the park.
- Explore the feasibility of installing an accessible path along the disc golf course.
- Provide accessible route to the playground and horseshoe pits.
- Turf surrounding horseshoe pits is in need of repair; explore feasibility of providing walking path behind pits to alleviate wear on turf.
- Add a paved loop trail around the park perimeter connected to the senior recreation center that is ADA accessible.



Possum Creek Park:

- Provide accessible route to restrooms, dog park entrance, and playground.
- Explore the feasibility of adding site lighting to the skate park area.
- Pave the perimeter trail to meet ADA guidelines.
- Explore the feasibility of transitioning the nature trail(s) from loose mulch or gravel to an accessible, compacted and stabilized surface appropriate for the natural surroundings.



Dwight H. Hunter Pool and NE Complex:

- Provide accessible parking spaces for the pool area.
- Pool building is in need of updated informative and directional signage.
- Diving platform is in disrepair and should be repaired or removed.
- Increase the visibility and awareness of the site by providing additional directional signage/wayfinding along NE 8th Ave. and NE Waldo Rd.
- Site intercept interview indicated a potential need to increase Senior Sports and Handicapped programming at the park.

Regional Parks: Site-Specific Recommendations Cont.

Morningside Nature Center:

NOTE: Morningside is Gainesville’s only “official” nature center, and therefore should be accessible to all city residents. Understandably, there are significant challenges to making a nature oriented park ADA accessible, however, doing so will ensure that all residents, regardless of ability, will be have an equitable access to its pristine natural areas.

- Provide accessible route from park entrance at E. University Ave. to the nature center to prevent pedestrians utilizing mass transit from having to walk along the roadway to access the interior of the park.
- Explore the feasibility of transitioning select nature trails from loose mulch or gravel to an accessible, compacted and stabilized surface appropriate for the natural surroundings.
- Provide accessible routes to the nature center and the Morningside Living History Farm.
- Provide accessible seating areas along accessible routes.
- The Nature Center building appears well maintained, but because of its small size, does not appear to have the capacity to sustain the number of programs operating out of it. If the number of nature programs operating at this location is anticipated to sustain or increase over time, a larger and more modern facility may be warranted.



San Felasco Park:

- Increase the visibility and awareness of the site by providing additional directional signage/wayfinding along adjacent roadway.
- Provide accessible route to the nature center (structure itself is largely accessible).
- Increase accessibility of playground surfacing.
- Provide accessible route from the parking lot to the playground, restrooms, and a picnic area.
- Provide a paved perimeter trail to meet ADA standards.



Boulware Springs:

- Park would benefit from extending the sidewalk from the RTS transit stop along SE 15th Street into the park space.
- Provide more interpretive and educational signage to represent the historical nature as the City’s first water source.





Palm Point Park:

- The setting of this park is pristine, however, there are no accessible parking spaces or routes into the interior of the park space.
- Park would benefit from the addition of a small non-motorized boat ramp, fishing dock or pier, and additional parking spaces.
- Increase the visibility and awareness of the site by providing additional directional signage/wayfinding along Lakeshore Drive

Special Use Facilities

Like other parks, special use facilities need to be upgraded in term of ADA accessibility. Additionally, the Department should determine the feasibility of providing for additional recreation or program opportunities at sites that currently cater to a single activity or user group.



Eastside Recreation Center at Fred Cone Park:

- Currently, the majority of the park site is under construction. The proposed amenities will add significant recreation value to the site.
- Add shade over the playground area.
- Renovate the softball field with dugouts and bleacher seating.



Historic Thomas Center and Gardens:

- The parking provided on site does not appear to be adequate for the level of activity occurring at this facility.
- Some of the seating areas appear underutilized and difficult to maintain.
- The parking area would benefit from increased lighting that would help illuminate some of the "hidden" peripheral spaces and increase user safety.



Ironwood Golf Course

Due to the recent National Golf Foundation operational analysis, this report does not reflect specific Ironwood operational recommendations:

- Determine the feasibility of expanding the recreation value of this site by allowing residents to walk the course paths during non-business hours.



McRorie Community Garden:

- Currently, the parking and access to this site are not well defined.
- Provide an accessible route to the garden spaces.
- The bulletin space is in severe disrepair.
- The garden would benefit from an increased level of management to ensure that the available spaces are both utilized and maintained.

Special-Use Facilities: Site-Specific Recommendations Cont.



Evergreen Cemetery:

- Similar to Ironwood Golf Course, determine the feasibility of expanding the recreation value of this site by encouraging passive recreational uses such as walking or jogging on either a dedicated trail or the existing pathways.
- This site would benefit from the addition of a comprehensive, interpretative/educational signage component; there is a substantial amount of history present at this site, but no uniform method by which users can experience it.



Gainesville Senior Recreation Center:

- The site would benefit from continuing the newly installed concrete walkway along the south side of the property into the Northside Park area to create a walking loop between the two sites.



Clarence R. Kelly Community (CRK) Center and Park:

- There is limited outdoor recreation space at the CRK Center, however, there is a significant opportunity to expand this site into the abandoned property(s) to the south between NE 17th Terrace and NE 17th Street. It is evident, based on the existing paths, that people use the CRK Center site as a cut-through from the vacant properties to the south to NE 8th Ave. The acquisition and redevelopment of those sites would add significant value and capacity to the CRK Center, most likely increase the safety of its users, and eliminate existing spaces where undesirable activity most likely occurs.
- The expansion of this site could also provide space for a community police post, which could help to stabilize the security of the site and the surrounding communities.
- Update the recreation center with central air, new flooring, kitchen appliances, etc.

5.1.2 Develop New Neighborhood Parks

The findings from the needs assessment indicate that the City generally has enough park land to meet residents’ needs, but a top priority is to provide small neighborhood parks within walking distance of resident’s homes. While most residents on the east side of the City can walk to a Neighborhood Park, there are large gaps in “walkable” services areas on the west side of the City (see service area maps in Appendix G). During the Visioning Workshop, “walkable” was determined to be approximately one mile. To address this issue, the PRCA Vision 2020 includes the acquisition and development of approximately eight (8) new neighborhood parks with the following characteristics:

- 2-3 acres each
- Shaded playground
- Picnic shelter(s)
- Open green space
- Shade (trees, structures, fabric)

- Locations of private Homeowner Association (HOA) amenity areas that may already be serving as neighborhood parks;
- Locations of existing nature parks that may have 2 -3 acres of accessible, non-sensitive lands that could be used as neighborhood parks;
- Locations of existing school playground areas that could be used as neighborhood parks through joint use agreements;
- Locations of areas proposed as stormwater treatment facilities in the City’s Stormwater Master Plan that could be developed as multiple-use neighborhood parks;
- Locations of potential new residential developments that could include new neighborhood parks as part of their new development plans; and,
- Locations of surplus lands from other agencies, such as the Suwannee River and/or St. Johns River Water Management Districts that could be used as neighborhood parks.

The following map (Figure shows the approximate locations of proposed new neighborhood parks, using the one- mile walkable service area criteria. In order to conduct a more detailed analysis of potential sites for new park acquisition and development, the City should identify:

The City should also consider establishing an annual budget and matching grants for the gradual development and enhancement to address the Neighborhood Park deficiency, including acquisition, development and improvements.



Roper Park (Neighborhood Park)

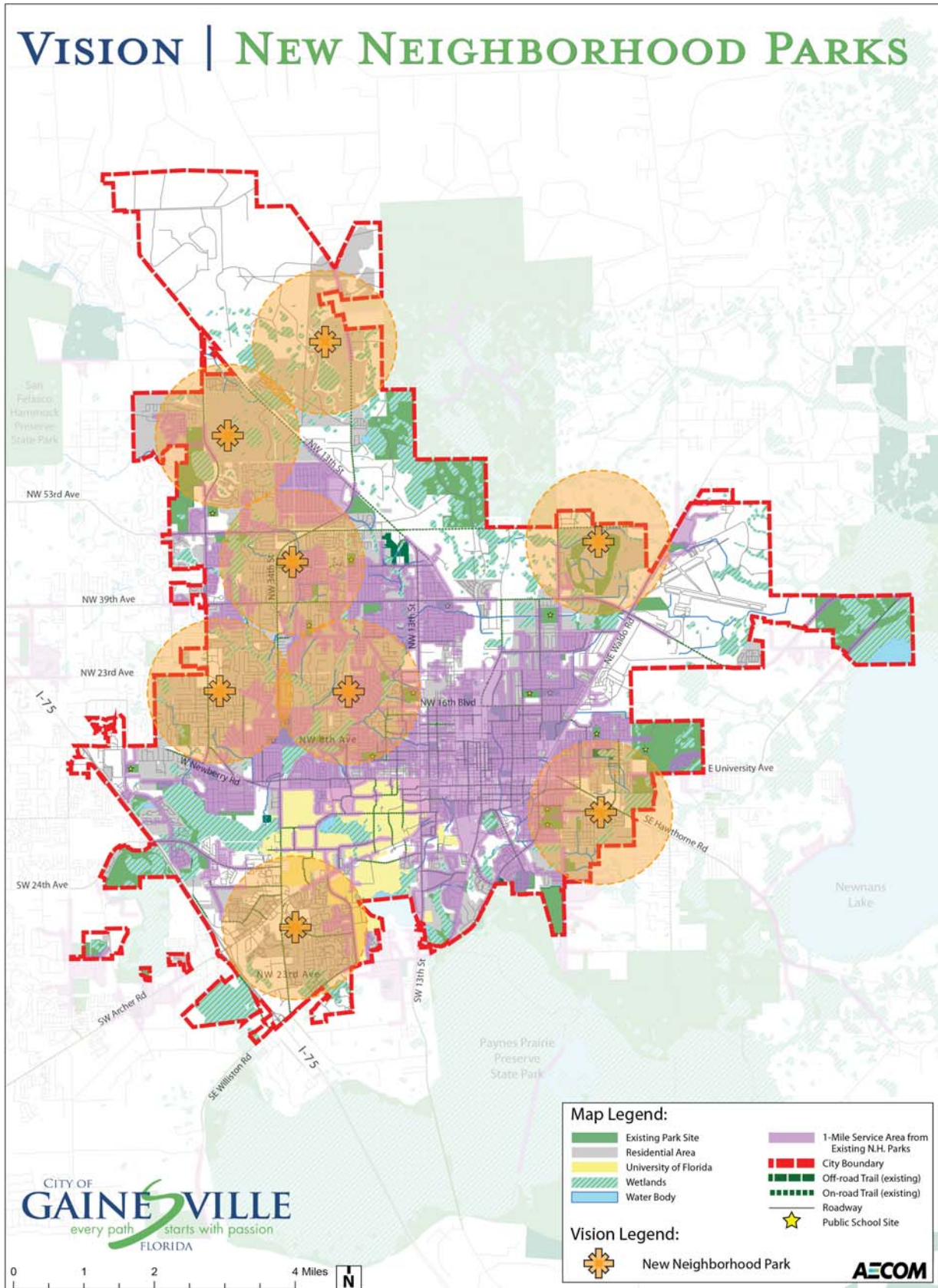


Figure 26: Neighborhood Parks Vision Map

5.1.3 Other Types of Facilities

Farmers Markets:

The Needs Assessment indicated a need for additional farmers markets. However according to the Gainesville Farm Fresh website, there are six farmers markets currently serving the Gainesville area which collectively provide access to fresh produce almost every day of the week. Gainesville markets include:

- *Alachua County Farmer's Market:* 5920 NW 13th St., Saturdays, 8:30 AM - 1:00 PM
- *Downtown Union Street Market:* Bo Diddley Community Plaza, 111 E. University Ave, Wednesdays, 4:00 PM - 7:00 PM. Open All Year
- *Sunday Tailgate Market:* Co-op Courtyard, Citizen's Co-op, 435 South Main Street, Sundays from 2:00 PM - 5:00 PM. Open All Year
- *Tioga Monday Market:* Tioga Town Center, 13005 W. Newberry Rd., Mondays from 4:00 PM - 7:00 PM. Open All Year
- *Haile Plantation Market:* Haile Village Center, Haile Plantation, Saturdays 8:30-12. Open All Year
- *Green Market:* Intersection of Newberry Road and Northwest Eighth Avenue, 5408 NW 8th Ave (Gardeners Edge), 3 to 7 p.m. on Fridays and from noon to 5 p.m. on Sundays.

In addition to the Gainesville area markets, six (6) additional farmers markets are held in surrounding Alachua County communities, including Micanopy, High Springs, Melrose, Newberry, Citra and Keystone Heights.

In order to verify the actual need for additional Farmers Markets the Department should contact Gainesville Farm Fresh and other Farmers Market representatives to identify actual needs and to discuss the potential role of the Department in meeting those needs. While Gainesville residents state that there is a need for additional markets, it is possible that the need can be satisfied through expanded hours, better promotion and coordination, transportation and/or delivery services, and/or other enhancements rather than new locations. Should the City verify the need for new locations, the City may want to consider hosting new Farmers Markets at one or more of the City's parks.

Dog Parks:

Currently the City provides three dog parks located at the following sites:

- Possum Creek Park
- Northeast Park
- Haisley Lynch Park

Additionally, City residents have access to two County Dog Parks at Forest Park and Squirrel Ridge Park.

Although the City established a ten (10) mile service area for dog parks, the existing dog parks provide access to almost every resident within only three (3) miles from their homes. Therefore it is suggested that the City:

- Reduce the dog park service area to five miles;
- Consider adding amenities such as shaded seating areas and drinking fountains to improve capacity and the overall experience; and,
- Conduct on-site surveys of dog park users to determine the need for expansion, improvements and/or additional locations.

Should the City determine a need for new dog park locations, potential sites include:

- Northside Park
- Greentree/Kiwanis Challenge Park
- Girl Scout Park
- Fred Cone Park

Water Access:

While north central Florida is blessed with an abundance of natural resources such as springs, lakes, streams and rivers, there are surprisingly few opportunities for City of Gainesville residents to fish, boat or kayak within the City limits. Existing water access points in or near the City of Gainesville include:

- Palm Point Park (Newnan's Lake)
- Bivens Arm Nature Park (after dredging occurs)
- Poe Springs Park
- Earl P. Powers Park
- Paynes Prairie Preserve State Park
- Colclough Pond Nature Park
- Prairie Creek
- Forest Lake Culvert

The City should investigate opportunities to provide additional water access for residents, including improved access to Bivens Arm Lake and Haile Sink (**Figure 27**).

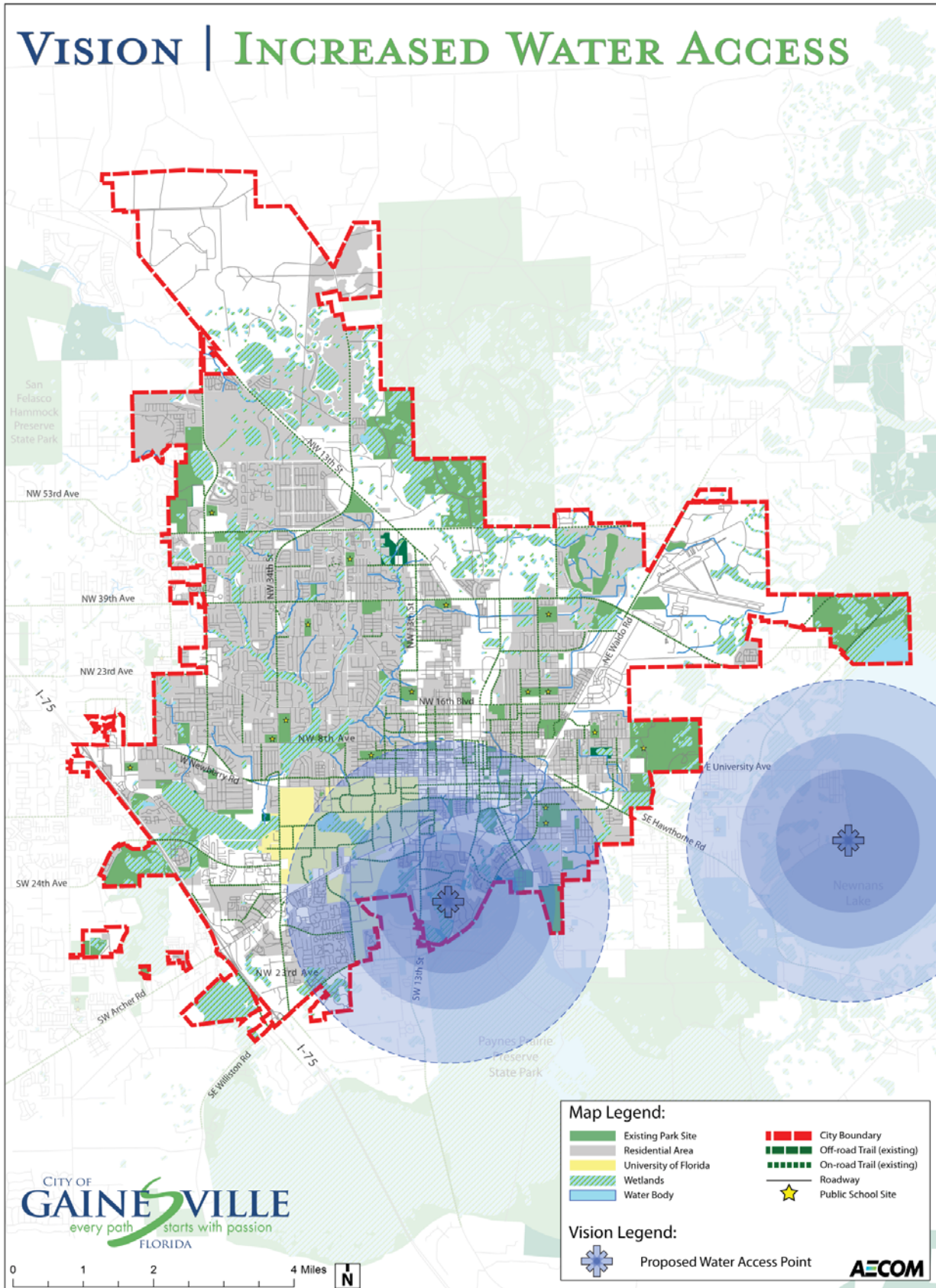


Figure 27: Increased Water Access Vision Map

5.2 | Vision: Athletic Facilities and Programs

The PRCA Vision 2020 focuses on the integration of parks, recreation, natural areas and cultural sites to “provide the places and programs where nature, recreation and culture meet.” Key priority programs from the Needs Assessment Survey include:

- Wellness screenings
- Fishing and boating programs
- Enrichment classes
- Adult fitness classes
- Adult sports leagues
- Nature programs and environmental education
- Adult and youth art, music, dance and theater programs

Additionally, as part of the Visioning process, workshop participants were asked to better define the “top priorities” as they relate to the Athletic Facilities and Programs Vision. The responses were as follows:

1. Aquatics	25%
2. Dedicated Funding Sources	25%
3. Connectivity	12.5%
4. Special Events	12.5%
5. Regional Multi-purpose Athletic Facility	12.5%
6. Youth Athletics	6%
7. Partnerships	6%

Become the Innovation Hub of Sports for the region. The City will focus its efforts on becoming “The Innovation Hub of Sports” in the region by highlighting the quality of life benefits provided by the high-quality facilities and programs in the City system. To move forward with this goal, the City should consider:

- Developing dedicated funding source(s) for Vision projects and initiatives
- Seeking out new sports partners
- Communicating the economic impact and return on investment for programs, events and facilities provided by PRCA
- Create innovative partnerships
- Implement big ideas and permit failure if big ideas fail

- Innovation in operations is also desired
- Focus on the overall user experience
- Research alternate sports and programs and increase focus on Non-Traditional and Growing Sports.

Some examples include:

- Lacrosse
- Disc Golf
- Ultimate Frisbee
- Shorty sports
- Programs for home-schooled children
- Adventure Sports (warrior dash and mud runs)
- 3v3/ 7v7/ 5v5 games (soccer, football, etc.)
- Golf 2.0
- Geo-coaching
- Video games such as Wii and Kinect
- Kickball
- Humans vs. Zombies
- Pillow Polo

Evaluate the feasibility of building an indoor multi-use, tournament-quality facility. Conduct a feasibility study for a new facility that would include:

- 7,500 seats track stadium (soccer, football, lacrosse, rugby)
- 35,000-40,000 square feet indoor multi-purpose space
- Swim-dive center
- 2 Olympic pools indoor and outdoor
- Outdoor passive areas
- Parking garage

Establish dedicated funding sources for PRCA initiatives. During the Visioning workshop, participants identified the lack of adequate funding as a potential barrier to the implementation of the Athletic Facilities and Programs Vision. To help alleviate or minimize the financial burden of the Vision, the City may wish to further explore the following cost reduction and recovery strategies:

- Develop a system-wide or facility-specific capitol surcharge similar to Ironwood Golf Course’s \$5 surcharge.
- Develop a well-defined, differential pricing strategy for rental and program users.
- Seek out “Iron Rangers” to assist with trail improvements and maintenance.

- Create a comprehensive catalogue for the pricing and regulations regarding naming rights, sign sponsorship, and memorials.
- Explore opportunities for receiving donations via charitable giving and philanthropy.
- Explore adding a fixed percentage surcharge on facilities, programs and rentals.
- Explore a bond Issue or City-wide Special Use Tax to fund the plan.

Increase emphasis on partnerships. In addition to the funding mechanisms mentioned above, the City should regularly seek out new partnerships or expand existing relationships to further maximize equity. The City may wish to explore the viability of the potential partners identified during the Visioning process, including:

- Santa Fe Community College (enrichment programs)
- Charitable organizations (for endurance events, triathlons, adventure events)
- School District of Alachua County (develop written agreements)

- Community sports leagues
- Churches (partner for adult sports)
- Gainesville Sports Commission
- Retirement communities to offer programs for residents
- Partner with hospitals for wellness and fitness programs

Additionally, to realize greater efficiencies and eliminate duplication of service offerings the City should consider the following:

- Explore a regional partnership model with public agencies
- Formalize existing partnerships and create partnership evaluation metrics to annually assess partnership goals and equity for both partners

5.2.1 New or Improved Programs

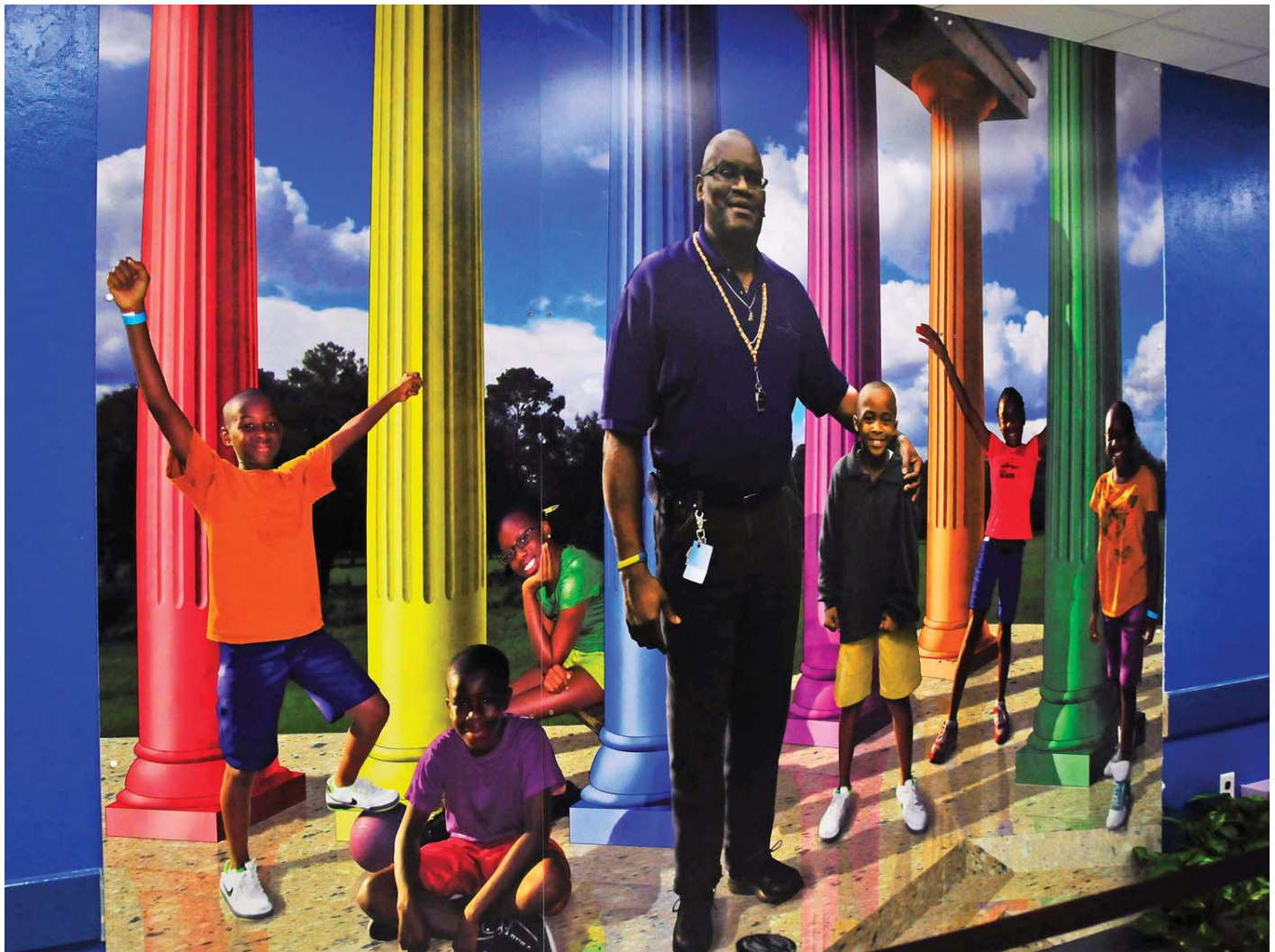
During the Visioning Workshop, participants brainstormed ideas for meeting residents’ needs, as well as promotions and programming to integrate the City’s recreational, natural and cultural resources. Ideas from the Workshop included:

- Provide age-appropriate programming including activities and exercise
- Add sculpture, temporary exhibits in Nature Parks
- Provide science and art installations, e.g. San Francisco Exploratorium in parks
- Host Tai Chi in the parks
- Establish a Gainesville nature parks photo contest
- Create a wildflower photo exhibit prior to plant sales
- Provide Evergreen cemetery exhibit and tours
- Market bird watching at cemetery
- Coordinate Audubon field trips at sites other than Ironwood
- Host “Discover Gainesville” Citywide treasure hunts
- Host Bivens Arm movie nights, plays, poetry readings, interpretive talks
- Host Shakespeare in the Park, collaborate with theater companies
- Provide Night nature programs
- Host overnight lock-ins for Scouts troops, church groups, etc.
- Install wildlife-friendly landscaping at parks
- Create “combo parks”: nature trails, active recreation, community center
- Develop cell phone tours of nature parks, historic



Bivens Arm Nature Park

- cemetery, art in public places
- Create park history programs
- Host Zumba in the parks
- Improve bus route service to parks
- Rotate community Farmers Markets in the parks
- Allow community yard sales and festivals in local neighborhood parks
- Provide cultural programs at nature parks
- Renovate and open Cofrin and Hogtown Creek Headwaters Park houses
- Make Morningside Nature Center Pavilion available to the community
- Rotate parks as cultural performance spaces
- Provide yoga at Morningside Nature Center
- Develop combined art and environment programs
- Host more neighborhood events and contests
- Host local art shows at nature parks
- Host ride-in movies (for cyclists)
- Create a series of interpretive (nature, history, culture, environment) walking tours of City parks
- Provide additional interpretive environmental exhibits at recreation and cultural facilities
- Host nature-oriented programs at all parks
- Host “night-in-the-park” tours
- Establish art-in-the-park rotations
- Provide additional cultural programs at recreation centers and neighborhood parks
- Develop unique contests at parks
- Establish additional cooking and health classes at facilities



Clarence R. Kelly Community Center

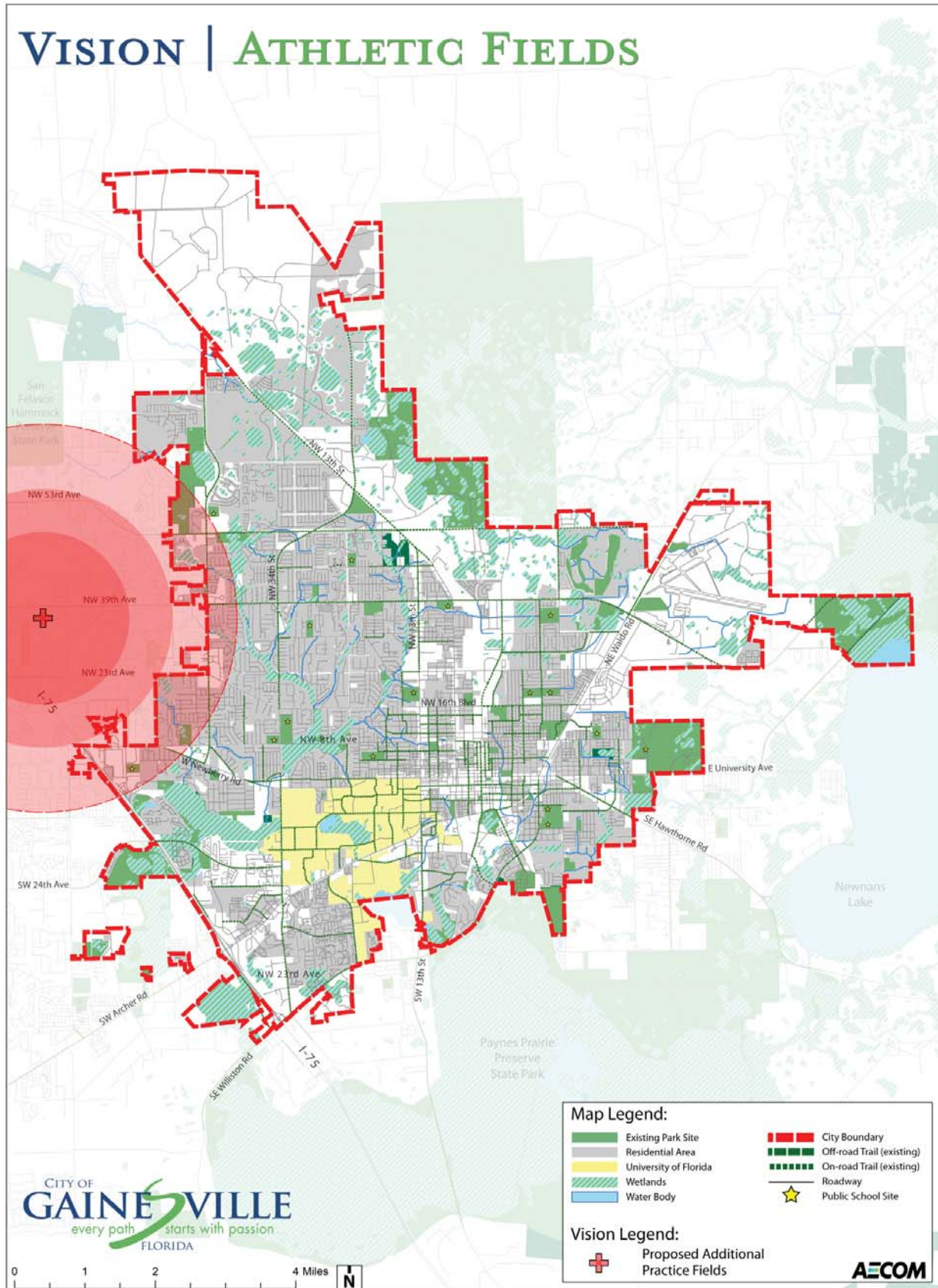


Figure 28: Athletic Fields Vision Map

5.2.2 Athletic Field Classifications

Clearly defined field typologies are an essential tool to help the Department program, design and maintain its athletic facilities to the highest degree of quality possible. The following field-types and principles were defined for the City of Gainesville as part of the Visioning process:

Athletic Fields

Rectangular sports fields (primarily football and soccer)

- Build on what we have: improve capacity and/or quality before building new facilities
- Develop multi-purpose fields as opposed to single-use fields
- Establish a ratio of 5 natural fields : 1 artificial field
- Ensure appropriate lighting and adequate restrooms at facilities with sufficient capacity
- Prioritize new fields for underserved areas, particularly the northwest side of the City

Diamond Fields

- Baseball and softball fields
- The City should partner with the City of Newberry for adult baseball/softball fields
- There is also the potential to partner with the Southwest YMCA to provide fields for girls softball

Recreation and/or Practice-Quality Facilities

- Facilities designed for high-use and general play
- Distribute facilities so that no resident has to drive beyond five miles to reach a general play field.
- These facilities are classified as being similar to those found at the Martin Luther King Jr. Multipurpose Center and NE Complex.
- A potential location for new facilities is in the Urban Reserve near the junction of I-75 and FL – 222

Tournament Quality Facilities:

- Lower-capacity fields with the highest-quality facilities and amenities
- Use of synthetic or artificial turf will allow for increased programming and lower long-term maintenance and high potential return on investment
- Provide field lighting wherever feasible
- Provide spectator facilities (e.g. bleachers, scoreboards, restrooms, concessions)
- Prioritize tournament and games uses
- Follow a more intensive maintenance regimen than recreation and/or practice fields
- Distribute equally throughout City



Fred Cone Park

5.3 | Nature Parks, Programs and Environmental Education

Nature parks and programs are an essential part of Gainesville's current and future parks system. Objectives for the nature park vision are to use education, interpretation and exhibits that create authentic experiences that focus on environmental appreciation, the ethical stewardship of natural resources, and on the urban forest, both now and in the future. Key themes, as derived from the Visioning process include:

- Authenticity
- Local ecosystems
- Personal contact
- Foster appreciation for the environment

While the vision for nature parks remains focused on resource management and protection, the City's goal to "provide the places and programs where nature, recreation and culture meet" suggests that more programs and activities should be planned at nature parks in an effort to make them more relevant to residents in their daily lives—with the provision that monitoring and mitigation plans should be established for proposed programs to insure that resources are not damaged. Top initiatives to accomplish this goal include the following (5.3.1-5.3.3):



Residents enjoying Morningside Nature Park's Living History Farm

5.3.1 Activate Nature Parks with Small Group Activities and Low-Impact Facilities

A variety of environmental education and/or entertainment programs could be conducted at the nature parks without causing negative impacts to the sites' natural resources. Focus on low cost programs which could be hosted or sponsored by local groups. Each program should provide a personal experience with either local and/or authentic touches to the park or community. Ideas for improvement include:

- Provide expert walks and talks
- Create a "Parks Passport" program
- Host movies and music in nature
- Create cell phone tours
- Provide Yoga, Tai Chi, gentle aerobics, etc. in the parks
- Create small, local farmers markets such as Cedar Grove Park and Possum Park
- Host music and the Arts
- Add Native American heritage exhibits
- Enhance current offerings and package as Eco/Heritage Tours
- Host art in the parks paint-outs
- Add ziplines and raised walk experiences
- Provide additional wayfinding, interpreting signage, info kiosks
- Develop iconic gateway entries to parks
- Tour comparable facilities for inspiration
- Host recycling, composting and green product demonstrations
- Invasive species "Don't grow it/Don't See it" programs
- Community volunteer programs and clean-ups
- Workshops on urban forestry
- Grief counseling walks
- Establish a core of field docents for every nature park

A major aspect of activating the nature parks is ensuring that there are enough staff resources to run programs and interact with the public. Dedicated staff should be spread among programs according to their expertise and trained and certified appropriately. Staff also needs to have the tools to be successful, such as vans and/or six-person carts to lead tours.

5.3.2 Elevate Experiences with Nature System-Wide

Morningside Nature Center is one of the crown jewels of the PRCA system, but “too much of a good thing” can lead to a reduction in quality of visitor experiences and an over taxing of naturally sensitive areas. Increased emphasis on the full offerings of the park system would encourage residents and groups to visit other facilities and spread out the impacts of use. A potential tool to encourage this diversification is to charge a user fee for certain activities at Morningside, while offering free programs at other facilities.

San Felasco Park is a prime example of a nature park that can be elevated in its visibility through improvements. The focus should be on the development of a new, state-of-the-art nature center which would be donor-funded and/or lead as an example of sustainable design and operation of a facility. This would help balance facilities on the west side with programs and facilities at Morningside. Additionally, the City may wish to consider changing its name to help differentiate it from the San Felasco State Park.

Additional goals include improvements at Morningside to provide a better visitor experience, acquisition of the Elk Lodge at Ring Park and the restoration of the springs would provide a quality facility in the central area of Gainesville and provide the opportunity to promote a unique (restored) element of the community.

In the future, there may be opportunities to develop additional nature centers at other parks. Nature centers should be “vertical” and minimize impacts to the site. Inside, the centers should have flexible, multi-functional spaces that can host events, art galleries and educational exhibits. Where appropriate, parking should also be provided. The future phases of the Paynes Prairie Sheetflow Restoration Project will support this recommendation.

5.3.3 Individual Site Improvements

Recommendations for improving the natural experience of the City’s nature-oriented parks include the following (as described in Section 3.1):

Morningside Nature Center

- Morningside is Gainesville’s primary nature-oriented hub, and therefore should be as accessible as possible. However, there are inherent challenges to making a resource-based park entirely ADA accessible, however, doing so will ensure that all residents, regardless of ability, will be have equitable access to the Center.
- Provide an accessible route from park entrance at E. University Ave. to the nature center to prevent pedestrians utilizing mass transit from having to walk along the roadway to access the interior of the park.
- Explore the feasibility of transitioning select nature trails with a loose surface to a level, compacted, and stabilized accessible surface that is appropriate for the natural surroundings (e.g. compacted aggregate, asphalt, or concrete)
- Provide ADA accessible parking spaces and accessible routes from them to the Nature Center, Morningside Living History Farm, and an accessible trail route.
- Provide accessible seating areas along accessible routes.
- Increase programming to include: a trail Run at MNC; visits for ages 4-14 for inner city kids (1 or 2) per semester Morningside Living History Farm; yoga; bicycle training safety courses; and small group activities.
- Use natural areas to create programs for grief abatement and end of life management (MNC and any of the larger natural areas)

San Felasco Park

- Increase the visibility and awareness of the site by providing additional directional signage and wayfinding along adjacent roadway.
- Provide accessible route to the interpretative pavilion (structure itself is largely accessible).
- Provide an accessible route from the parking lot to the playground, restrooms and a picnic area.
- Add programming such as yoga classes, organized workouts, nature park exploration, guided tours and programs for the deaf.

Duval Park

- Provide accessible routes to the picnic shelter(s), observation platform, and playground.

- Provide accessible picnic table at main picnic shelter.
- The FCT grant also requires that at least 24 environmental education classes or programs shall be conducted annually at the Project Site by trained educators or resource professionals.

Cofrin Park

- Add an accessible route from sidewalk along NW 8th Avenue to park space.
- Provide accessible routes to tennis court and play area from the parking lot.
- Restore natural slope and flow of creek bed; remedy associated erosion and bank destabilization.
- Restore or demolish existing residential structure which appears to be substantially unsafe, and structurally unsound. The Florida Communities Trust (FCT) grant received for this park requires a staffed nature center that provides year-round education programming shall be established on the Project Site.
- The FCT grant also requires that at least 24 environmental education classes or programs shall be conducted annually at the Project Site by trained educators or resource professionals.
- Determine the feasibility of converting a portion of the nature trail to be accessible via appropriate compacted and stabilized surface.
- Add a nature-themed playground
- Host a Farmers market

Boulware Springs

- Park would benefit from extending the sidewalk from the RTS transit stop along SE 15th Street into the park space.
- Renovate the meeting space and promote the park for weddings, family reunions, etc.
- Host a Farmers Market
- Coordinate Springs education with University of Florida, state parks and water management districts.
- Promote the site as a historical site.
- Add an art gallery

Palm Point Nature Park

- The setting of this park is pristine; however, there are no accessible parking spaces or routes into the interior of the park space.
- Park would benefit from the addition of a small non-motorized boat ramp, fishing dock or pier, and additional parking spaces.
- Increase the visibility and awareness of the site by providing additional directional signage and wayfinding along Lakeshore Drive.
- Add a fishing pier
- Add a kayak and canoe launch
- Add a kayak, canoe and fishing supply concession
- Host Tai Chi programs in the park

Possum Creek Park

- Provide accessible route to restrooms, dog park entrance, and playground.
- Explore the feasibility of adding site lighting to the skate park area.
- Explore the feasibility of transitioning the nature trail(s) from loose mulch or gravel to an accessible, compacted and stabilized surface appropriate for the natural surroundings.
- Pave the perimeter trail to meet ADA guidelines.

Hogtown Headwaters Creek Park

- Partner with Master Gardeners and conduct plant classes
- The Florida Communities Trust (FCT) grant received for this park includes a staffed nature center that provides year-round education programming shall be established on the Project Site.
- The FCT grant also requires that at least 12 environmental education classes or programs shall be conducted annually at the Project Site by trained educators or resource professionals.
- Add a Butterfly garden
- Redevelop existing house to be a new visitor center with educational classes, educational exhibits and art.

Loblolly Woods

- Incorporate the Biathlon series with Westside pool.

Split Rock Conservation Area

- Work with Botanical Garden to establish a self-directed interpretation center.

Broken Arrow Bluff

- Add Archeology Program

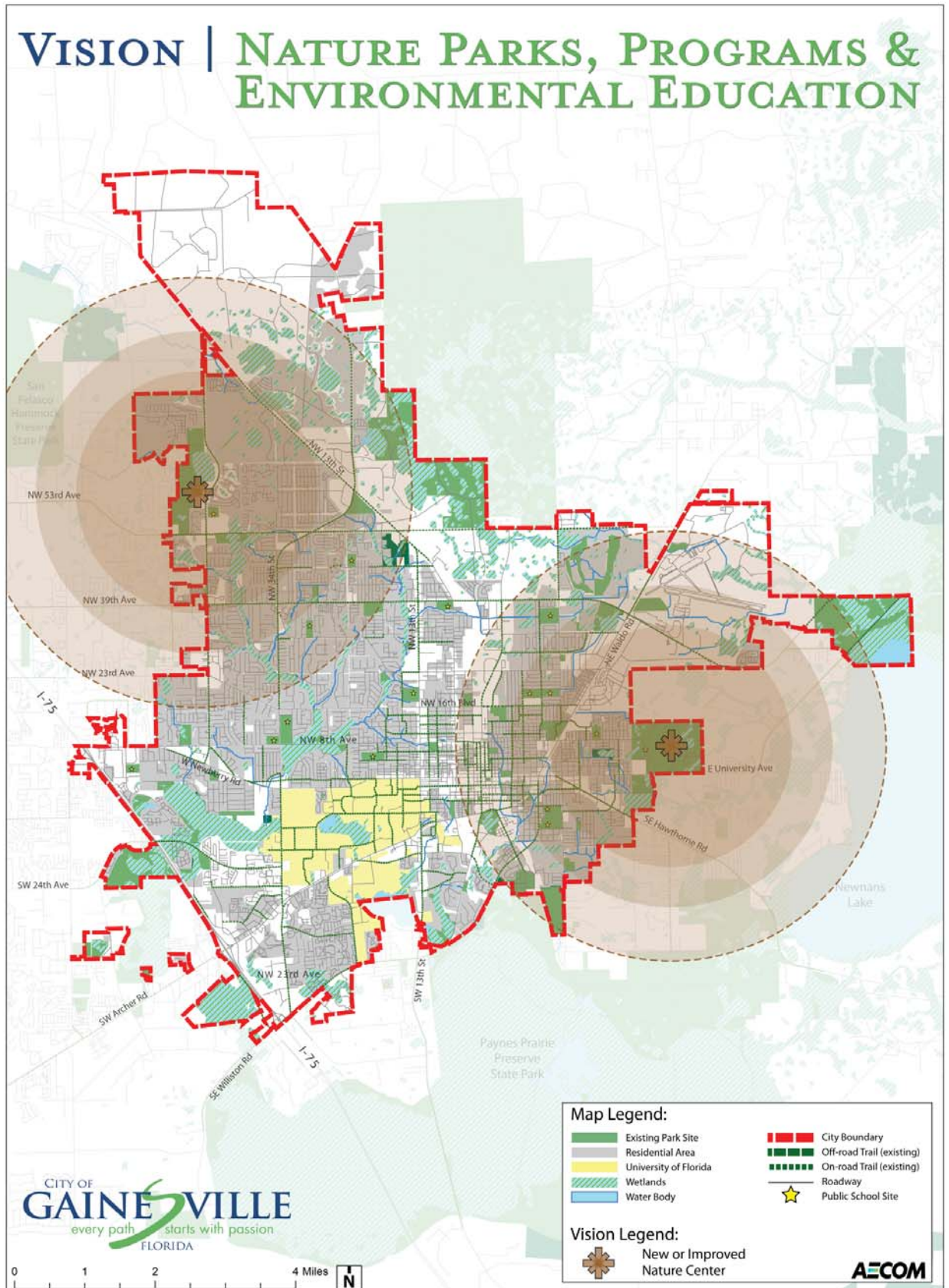


Figure 29: Nature Parks, Programs, and Environmental Education Vision Map

5.4 | Cultural Facilities and Programs

Gainesville has a rich and vibrant arts and cultural community, including theaters, actors, museums, performance halls, dancers, musicians, galleries, studios and artists. Many receive little or no publicity, however, prompting one observer to call Gainesville the “Berkley of Florida”!

5.4.1 Become the “Cultural Center” of Florida

The vision for City’s cultural facilities and programs is to establish Gainesville as the “Cultural Center of Florida.” Based on the discussion at the Visioning Workshop, the future vision for the City’s Cultural Facilities and Programs is to be “The Cultural Center of Florida”. Geographically, Gainesville is located at the “exact center” of the state, equidistant between Pensacola to the west and Miami to the south. Culturally, the vision is to rival Miami and Tampa as a cultural hub. In the future, Gainesville will provide the following cultural programs and support facilities:

- All genres of musical performances including rock & roll, jazz, etc.
- Outdoor settings under a continuous tree canopy
- Arts festivals
- Performing arts
- Visual arts
- Digital arts
- Writers
- Culinary arts
- Other art forms

5.4.2 Develop a Destination Performing Arts Venue

A specific recommendation for realizing this vision is for the City to develop a destination outdoor performing arts venue. While Gainesville has an assortment of small and medium sized indoor and outdoor performance venues, many believe that a high profile, state-of-the-art facility is needed to cement the City’s reputation as the Cultural Center of Florida. Examples of existing facilities around the country include the 100+ acre Wolf Trap Foundation for the Performing Arts outside of Washington DC and the 200+ acre Tanglewood Music Center in western Massachusetts. In Gainesville, the proposed characteristics and amenities for the facility would include:

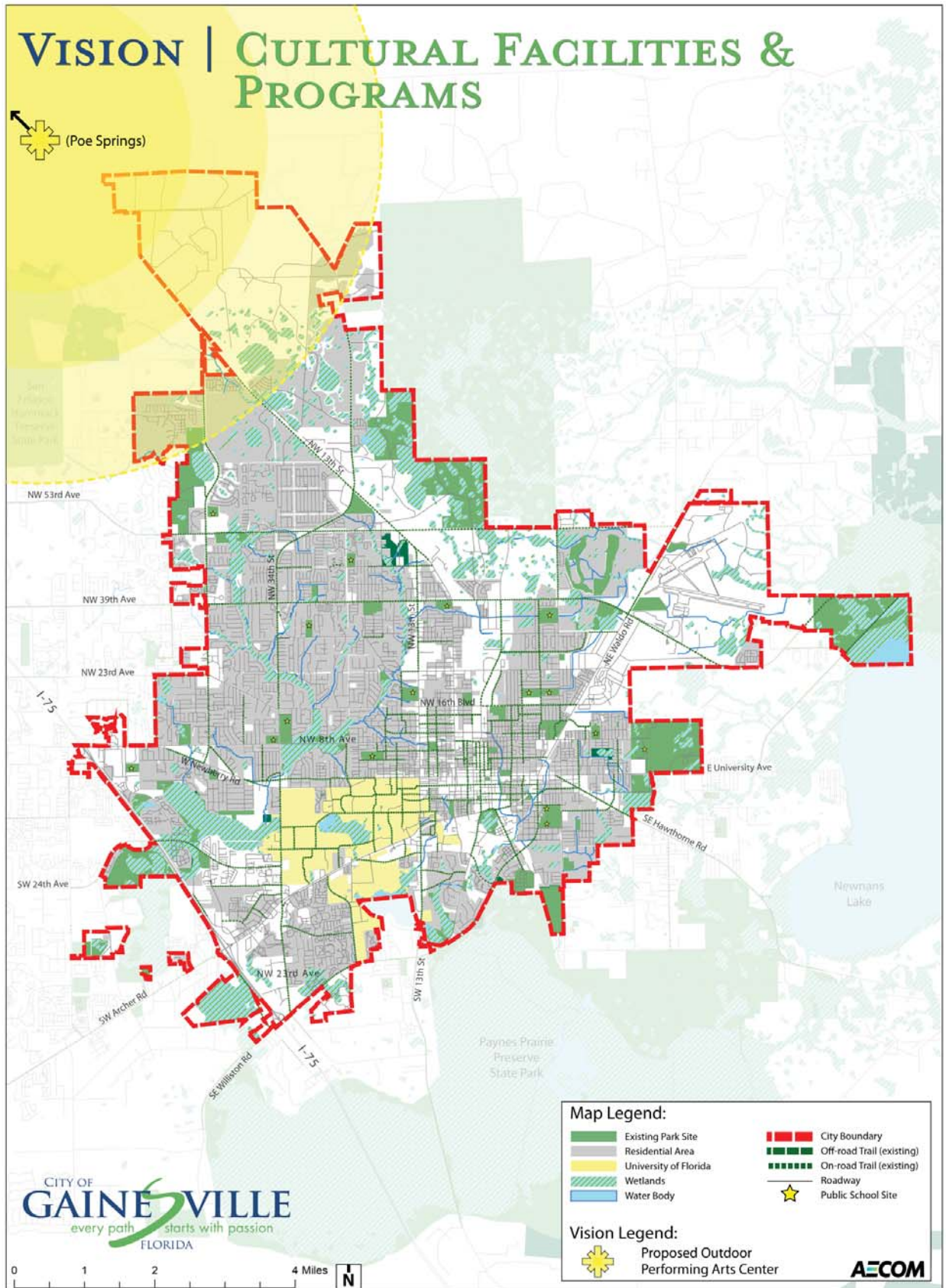
- Beautiful north central Florida setting with large oaks and water feature (lake, spring, river, etc.)
- Covered amphitheater
- Grass parking
- Retail and crafts space
- Backstage dressing rooms
- Gated access
- Storage and shop space
- Rehearsal space
- Artist in residence space
- Small indoor (black box) theater
- Blended use spaces
- Capacity for audiences of 5 – 10,000

While several potential sites were discussed at the Visioning Workshop, such as Depot Park and the 60 acre site on North State Road 121, none generated the enthusiasm and excitement as the concept of developing the underutilized Alachua County Poe Springs Park as the “Poe Springs Performing Arts Center”. The Poe Springs site meets all of the criteria outlined above, and potential benefits to Alachua County and the City of Gainesville could include:

- Increase in tourism, including hotel nights (heads and beds)
- Increase in the attractiveness of Gainesville for business and corporate location
- Increase in retail and restaurant sales
- Increased opportunities for collaboration with the University of Florida and other cultural organizations
- Increased recognition of the City of Gainesville as a cultural center
- Increased opportunities for cultural education
- Increased opportunities for environmental education and enhancements through site design and management



Wolf Trap Performing Arts Center: (courtesy of Wolf Trap)



5.5 | Recreation Centers, Pools and Programs

5.5.1 Adopt a Quadrant-based Model

The vision for recreation centers, pools and programs is to adopt a “quadrant-based model”, meeting residents’ needs in each of the City’s four quadrants. Key objectives include:

- Fill the gap on the west and northwest side of Gainesville and identify vacant land (vacant Albertsons plot available at time of the study)
- Focus on multi-functional space with one specialized component
- Environmental sustainability

Recreation Centers can be classified as “Small” and “Large”. The vision is to provide a Large Center in each of the City’s quadrants, supplemented by Small centers as needed.

- Outdoor pool should have adequate depth to allow for water polo, diving, and synchronized swimming
- 2,500 people seating
- Outdoor spray features/splash pad and therapy pool
- More than basic ADA access

Two potential locations for new centers include:

1. Indoor Facility Downtown:
 - South of Depot Ave on South Main / Near Depot Park –Depot/SW 16th
 - 75-100 acres and parking garage
2. Outdoor Facility:
 - Off SR 121

Increase Availability of Aquatic Space

- Additional outdoor pool space and lap lanes required

Center Type	Size	Preferred Maximum Distance from Users	Types of Programs / Activities
Small Neighborhood Recreation Center	10,000 sf - 15,000 sf	2 miles	<ul style="list-style-type: none"> ▪ Athletics & special events ▪ Camps and afterschool programs ▪ Health and Wellness ▪ Environmental education ▪ Enrichment classes ▪ Rentals ▪ Small special events ▪ Non-traditional programs ▪
Large Community Recreation Center	20,000sf - 25,000 sf+	6-7 miles	<ul style="list-style-type: none"> ▪ Afterschool camps ▪ Larger special events ▪ Athletics programs ▪ Aquatics programs ▪ Youth athletics ▪ Environmental education ▪ Health and Wellness classes ▪ Enrichment classes ▪ Rentals ▪ Non-traditional programs

Figure 31: Recreation Center Descriptions

- Convert Westside pool as a year round pool
- Modifications entail:
 - Geothermal heating and cooling
 - New lane lines and diving boards
 - Retro-fit locker rooms
- Estimated costs including expanded operations costs not to exceed \$1 million
- Westside pool would present a 5 mile drive from most parts of town and would serve the western portion of the City as the NE Pool serves the eastern portion of the City.

Acquire Vacant Land for Future Needs

- Seek to acquire vacant land and/or buildings both inside city limits and in urban reserve
- Largest facility gaps exist on the west side and the north-west side of town
- Coordinate with City's Public Works stormwater plan
- Build a community center (NW or West), 25,000-50,000K square feet in size

Renovate Existing Centers. Per the recommendations in the Master Plan vision, existing centers and pools should undergo individual planning and design processes to guide investments.

5.5.1 Specific Facility Recommendations

(as noted in Section 3.1)

Clarence R. Kelly Community (CRK) Center and Park

- There is limited outdoor recreation space at the CRK Center, however, there is a significant opportunity to expand this site into the abandoned property(s) to the south between NE 17th Terrace and NE 17th Street. It is evident, based on the existing paths, that people use the CRK Center site as a cut-through from the vacant properties to the south to NE 8th Ave. The acquisition and redevelopment of those sites would add significant value and capacity to the CRK Center, most likely increase the safety of its users, and eliminate existing spaces where undesirable activity most likely occurs.
- The expansion of this site could also provide space for a community police post, which could help to stabilize the security of the site and the surrounding communities.
- Update the recreation center with central air, new flooring, kitchen area, etc.

Dwight H. Hunter (Northeast) Pool

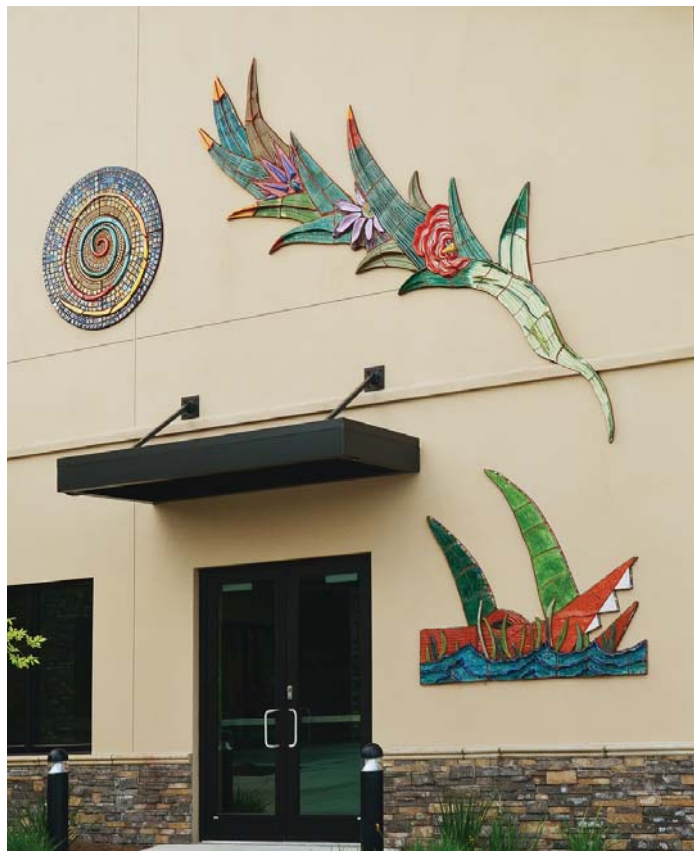
- Provide accessible parking spaces for the pool area.
- Pool building is in need of updated informative and directional signage.
- Diving platform is in disrepair.
- Increase the visibility and awareness of the site by providing additional directional signage and wayfinding along NE 8th Ave. and NE Waldo Rd.
- Site intercept interview indicated a potential need to increase Senior Sports and Handicapped programming at the park.

Gainesville Senior Recreation Center

- The site would benefit from continuing the newly installed concrete walkway along the south side of the property into the Northside Park area to create a walking loop between the two sites.

H. Spurgeon Cherry Pool (Westside Pool)

- Convert the pool to a year-round pool with geothermal heating and cooling; new lane lines and diving boards; and retro-fit the locker rooms.



Gainesville Senior Recreation Center

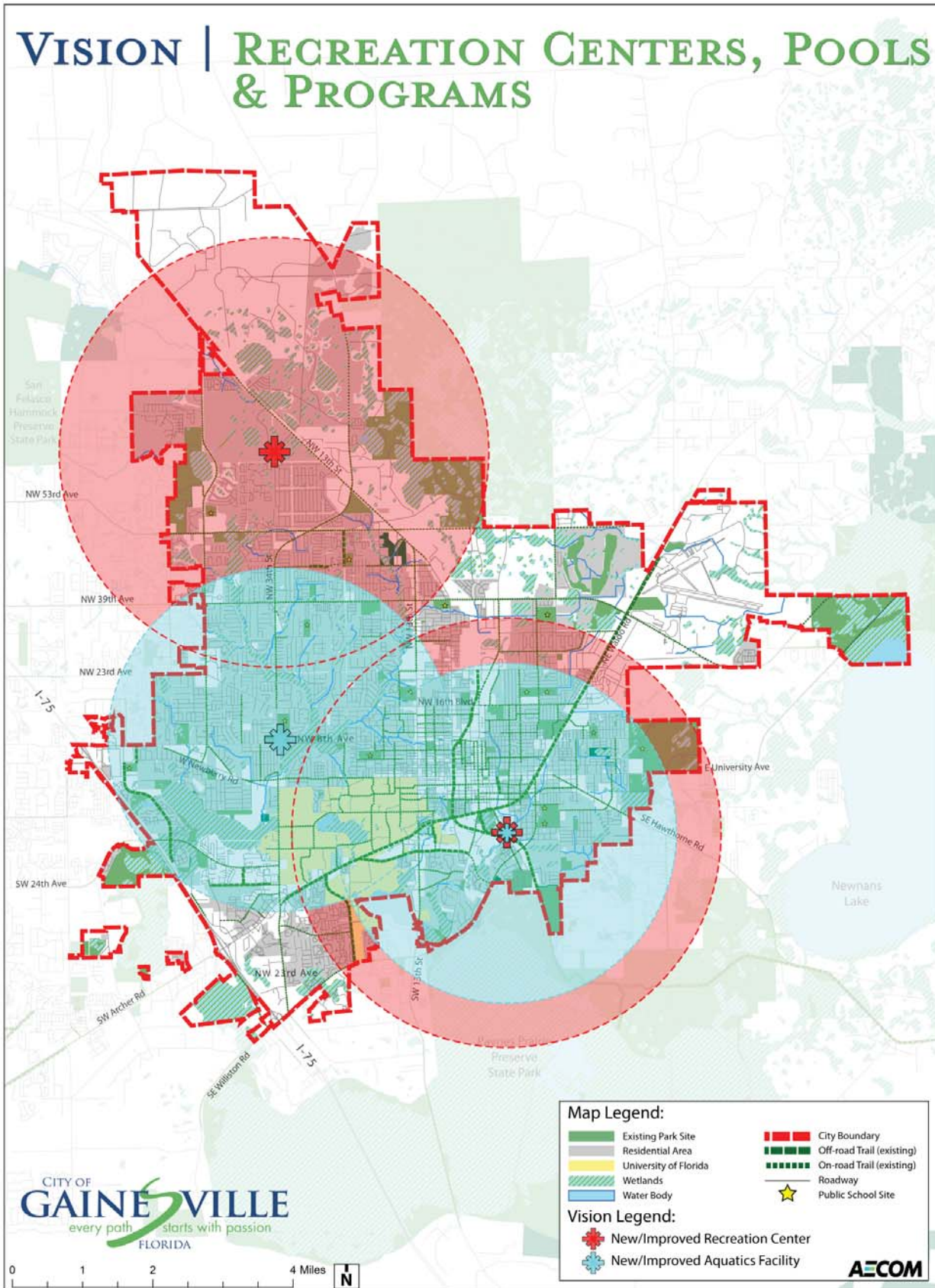


Figure 32: Recreation Centers, Pools, and Programs Vision Map

5.6 | Trail and Bikeways System

5.6.1 Trail and Bikeways System Guiding Principles

The following outlines the major components of the City-wide vision for trails and bicycle facilities. As guided by the findings from the Visioning Workshop, the future of the City of Gainesville Bikeways and Trails system will be:

Provide facilities that are safe, multipurpose in nature and serve a diverse population. Specific components include:

- Off-street trail connections to major destinations in addition to parks
- Preserve a balance between dirt trails, preservation and existing uses in nature parks
- On-street facilities in all major corridors
- Bike facilities separated from motorized vehicles with own traffic signals
- Bicycle boulevards
- Allow safe, convenient crossing of major streets
- Connect nature and commercial seamlessly

Develop a fully interconnected and accessible system of streets, trails, parks, facilities, destinations and transit. Key aspects include:

- Connective network of trails that reach all corners of the city
- Connect to transit and provide more bike racks or facilities at all stops
- Nature parks that are connected and highlighted by trails
- Trail network that is continuous through Hogtown Creek Greenway
- Minimize pedestrian travel on vehicular roadways
- Link neighborhood and residential connectors to trails (Share-ROWs etc.)
- Link Gainesville into regional trails system(s)

Cultivate a superior user experience, both on the trail and off. Recommended methods of accomplishing this include:

- Interactive trail maps and routes
- Interactive system to link nature, recreation, restaurants, lodging and activities using a smartphone app or Google Maps
- Shaded and safe

- Better landscaped ROWs and street trails
- Better wheelchair (ADA) access throughout the greenways

5.6.2 Trail Types

In order to develop this safe, connected, and accessible system, a hierarchy of trails and bicycle facilities has been created to guide the City of Gainesville. The type of facility used will depend on multiple factors, but primarily the width of the right-of-way, the physical context of the trail and intended uses.

Multi-Purpose Trail (off-road):

The multi-purpose trail is the preferred design, whenever feasible. It will accommodate the largest amount of users in the safest fashion. These trails will be found within abandoned rail corridors (rail-trails), parks, utility corridors (limited vertical elements), or wide right-of-ways. Components include:

- Off-road trail alignment
- Accessible to emergency vehicles or personnel
- Minimum width of 12' where feasible
- Surface is striped where necessary (e.g. hill crests, blind corners, intersections)
- Mile markers are painted on surface every ½ mile, vertical markers on the mile.
- GPS branding
- Directional signage and wayfinding
- Trail "branding" [logo, symbols, colors etc.]
- Lighted, where appropriate or feasible [urban areas, potentially solar]
- Standardized, paved surface; asphalt or concrete preferred
- Furnishings and treatments to coordinate with location in transect (e.g. historic areas, urban areas, rural areas)
- Incorporate native landscaping
- Shaded



Paved, multi-purpose trail in Duval Park

Enhanced Sidewalk Trail (off-road)

An enhanced sidewalk will be found in areas with a ROW not large enough to support a 12' wide multi-purpose trail that is separated from the roadway. These areas must accommodate a sidewalk that is 8' in width, while remaining separated from the roadway. Enhanced Sidewalk Trails are commonly found along arterial roads in suburban areas. Although not ideal, the trail may directly abut the back of a vertical curb if necessary. Components include:

- Utilized in areas where ROW width does not allow for full multi-purpose trail, but has existing sidewalk separated
- Existing sidewalk to be increased in width to a minimum of 8'
- Appropriately signed and marked
- Traffic control devices and signage at intersections
- GPS branding
- Mile markers

Shoulder Trail (on-road)

Shoulder trails will be found on roadways where the ROW is not sufficient to accommodate an off-road trail, but where a wide shoulder exists. Components include:

- Requires an 8' wide, paved shoulder
- One-way traffic
- Shoulder must be maintained to the same degree as the roadway (e.g. free of debris)
- Shoulder surface should be colored or striped to increase visibility
- Trail separated from traffic lane by double striped, reflective, rumble strip (thermal plastic)
- Regulatory and directional signage and marking

Bike Lane (on-road)

Bike lanes represent the minimum acceptable facility for on-road bicycle paths. They are commonly found within urban areas where the existing road ROW is not sufficient for any of the other trail types. Components include:

- Minimum 5' in width
- Must meet all AASHTO (American Association of the State Highway and Transportation Officials)
- Regulatory and directional signage and marking
- Separated from traffic lane by reflective, single-striped, thermal-plastic rumble strip.

Share-ROW (on-road)

The purpose of a Share-ROW is to provide safe, on-road connections from within neighborhoods leading to the main trail network. Share-ROWS are commonly found on low-speed residential streets where cyclists and vehicles can safely coexist in the same travel lane. Components include:

- Regulatory and directional signage and marking

Access Point

An access point is any location where a trail corridor crosses or intersects with an existing, public right of way that is accessible to pedestrians. These locations focus solely on providing and controlling trail access for trail users, maintenance crews, and emergency personnel, and therefore have the fewest amenities. Examples of the amenities found at trail access points would include:

- Directional and vehicular access and control features
- Surface marking
- Directional and regulatory signage and wayfinding
- Vehicular or emergency access and control features



Bicycle lane along SE 4th Avenue in Gainesville



Trail Access Point for Duval Park

5.6.3 Trailhead Types

Over time, the trails and bikeways system in Gainesville has the potential to create an interconnected, pedestrian “highway” on which users must safely enter, exit, navigate and rest. To help safely accommodate the additional trail traffic, the Trails and Bikeways Vision includes the provision of trail access points, and both minor and major trailheads which are co-located at park sites whenever possible. At these locations trail users can access the trail corridor and find trail-related amenities such as those described in more detail below:

Minor Trailhead

A minor trailhead site provides a place for trail users to access the trail, rest, gain direction and seek shelter in the event of inclement weather. Minor trailheads typically do not provide dedicated parking areas, however opportunities for shared parking should be sought out during the design phase.

Workshop participants identified that the maximum distance between minor trailheads should be three (3) miles or less. Many of the minor trailheads proposed in this Master Plan could occur within existing park sites. Additional sites may need to be developed on stretches of trail corridor where users may find themselves several miles from the nearest park site, access point or other trailhead. Potential amenities include:

- Medium-large picnic shelter
- Small shelter
- Seating area
- Trail map
- Bicycle rack
- Emergency Phone



Potential minor trailhead: Roper Park

Major Trailhead

In addition to serving a function similar to both minor trailheads and access points, major trailheads also provide significantly more amenities. These trailheads also offer dedicated parking, making them key access points for users commuting to the trail via public transport or car.

Workshop participants identified that the maximum distance between major trailheads should be five (5) miles or less. Many major trailheads also act as trail-based destination points. Most existing park sites along trail corridors can be modified at a low cost to become major trailheads, as they provide similar amenities such as:

- Medium-large picnic shelter
- Bike racks and lockers
- Water access
- Trail map kiosk
- Emergency phone
- Restroom
- Picnic
- Playground
- Seating/picnic area
- Paved parking lot
- Concessions (contracted vendor or machines)
- Bike-Share station (if program is available)



Potential major trailhead: Boulware Springs Park

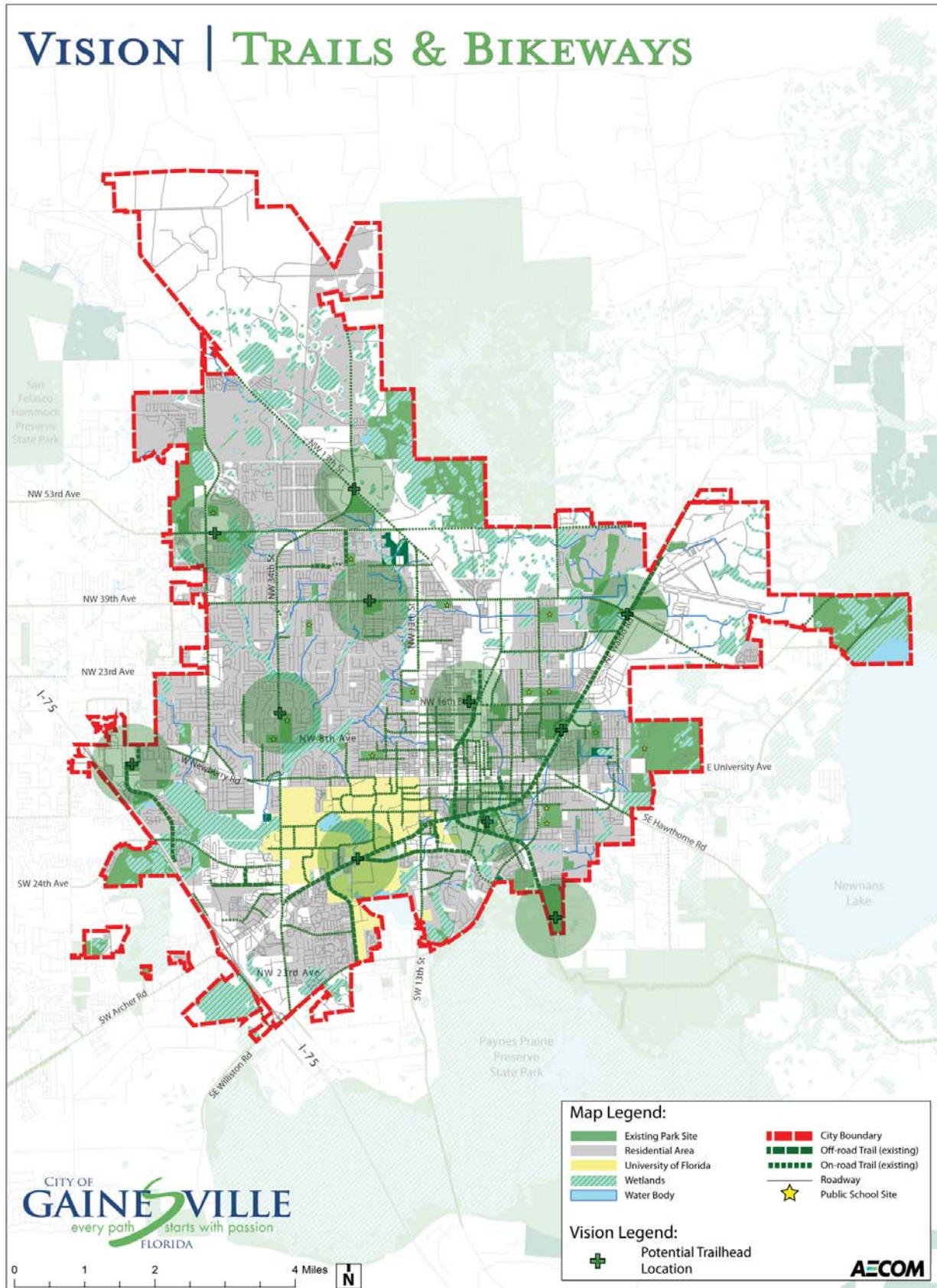


Figure 33: Trails and Bikeways Descriptions

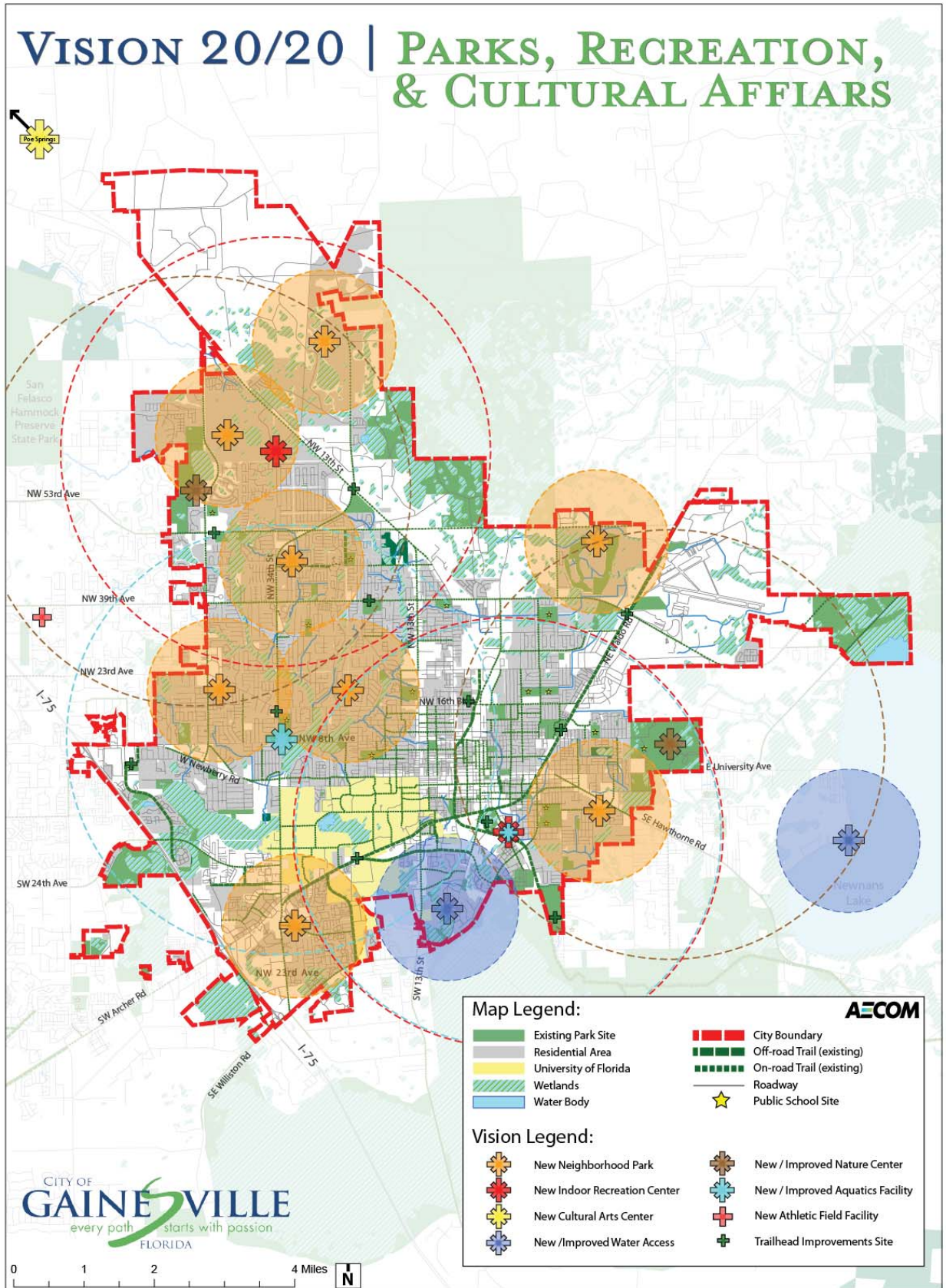


Figure 34: Comprehensive PRCA Vision 20/20 Map



Possum Creek Park



Section 6 | Implementation/Action Plan

In June of 2012, AECOM conducted an Implementation Workshop with key City of Gainesville staff and stakeholders to identify funding strategies and to develop a realistic Implementation Strategy for the long-term Parks, Recreation and Cultural Affairs Vision as outlined in Section 5.

It should be noted that the PRCA Vision 2020 is a guiding plan that is intended to be implemented over time, as funding opportunities become available. This Vision may also need to adapt to changing development trends, population and demographics as they also continue to evolve. Key elements of the strategy include:

- Estimate of Probable Costs
- Available and Projected Funding
- Implementation Phasing Strategies and Project Prioritization
- Vision Subsystem Action Items

6.1 | Estimate of Probable Costs

Based on costs derived from current market trends and similar projects, the complete implementation of the vision, as described in Section 5 is estimated to cost approximately \$55 million. Based on the implementation of the total vision cost, the City should anticipate approximately \$2.75M (five percent of the capital costs) for annual, ongoing operations and maintenance costs. Additional cost details per vision sub-system are as follows:

1. NEW AND/OR IMPROVED PARKS				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
Improve Existing Parks:				Public art, improved restrooms, ADA access, playground surfacing, shade, trees, food carts and concessions, movable site furnishings, wireless access, bridges, paths and sidewalks, community gardens, performance stages, bus stops, storage, lighting, emergency call boxes, other amenities
Parks	40 ea.	\$100,000	\$4,000,000	Allowance
Centers	9 ea.	\$500,000	\$4,500,000	Allowance
Pools	3 ea.	\$500,000	\$1,500,000	Allowance
Trails	9 ea.	\$250,000	\$2,250,000	Allowance
Nature Parks	23 ea.	\$100,000	\$2,300,000	Allowance
Community Gdns	5 ea.	\$25,000	\$125,000	Allowance
Other Facilities	5 ea.	\$25,000	\$125,000	Allowance
New Neighborhood Parks:				
Land Acquisition	8 parks (15 acres)	\$250,000	\$2,000,000	\$50 -100k/ acre
Development	8 parks	\$500,000	\$4,000,000	Playground, picnic shelter, trees, site furnishings, infrastructure, sod, irrigation
Farmers Markets:				Improved collaboration, scheduling, coordination; no capital costs
Dog Parks:				
New Amenities	3 each	\$25,000	\$75,000	Allowance
Water Access:				
	2 access points	\$75,000	\$150,000	Palm Point Nature Park, Bivens Arm Nature Park
Programs, Promotions and Coordination:				
	1 lump sum	\$250,000	\$250,000	Additional staff, programs, promotion, coordination; should seek out contractors, aim for cost recovery
Park Design Standards:				
	1	\$125,000	\$125,000	For new and existing parks, nature parks, trails, etc
SUBTOTAL			\$21,400,000	

2. ATHLETIC FACILITIES AND PROGRAMS				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
Improve Existing Athletic Fields			(Included in Section 1)	Change from single-use to multi-purpose fields, add artificial turf, lighting, restrooms
Build New Recreation and Practice Fields	1 complex	\$2,000,000	\$2,000,000	Preliminary location in the Urban Reserve area near I-75 and FL - 222
SUBTOTAL			\$2,000,000	

3. NATURE PARKS AND PROGRAMS/ ENVIRONMENTAL EDUCATION				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
			(Included in Section 1)	

4. CULTURAL FACILITIES AND PROGRAMS				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
Re-invigoration of the PRCA Department's role as the designated local arts agency for Alachua County	Annual	\$250,000/ yr	\$250,000 (annually)	Marketing Coordinator, Development Coordinator, Cultural Conference, PR campaign, Cultural Affairs web site, cable channel, etc
Destination Outdoor Performing arts Venue: Land Acquisition	100 acres	\$25,000	\$2,500,000	Poe Springs or equivalent
Destination Outdoor Performing Arts Venue: Development	1 lump sum	\$10,000,000	\$10,000,000	Phase One
SUBTOTAL			\$12,750,000	

5. RECREATION CENTERS, POOLS AND PROGRAMS				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
New Indoor Multi-Use Tournament Quality Facility	1	\$100,000	\$100,000	Feasibility study only; actual costs TBD. Downtown location on 75- 100 acres, track stadium, multi-purpose space, swim-dive center, Olympic pools, parking garage
New Northwest/ West Community Center	1	\$10,000,000	\$10,000,000	15,000 – 30,000 square feet, 5 acre site
Convert Albert Ray Massey Westside Pool to year round facility	1	\$1,000,000	\$1,000,000	Increase capacity: increase staff, Geo-thermal heating and cooling, retrofitting for enhanced ADA accessibility, new lane line, diving boards, retrofit locker rooms, etc
SUBTOTAL			\$11,100,000	

6. TRAILS AND BIKEWAYS				
PROPOSED IMPROVEMENT	QUANTITY	ESTIMATED UNIT COST	SUBTOTAL	COMMENTS
Sidewalks	Lump sum	\$736,000	\$736,000	City CIP, FY 2011-2016; additional \$1.16M in State and Federal Funds
Bike Lanes, Trails	Lump sum	\$6,500,000	\$6,500,000	City CIP, FY 2011-2016; additional \$7.5M in State and Federal Funds
Bikeways and Trails Design Standards (incl. wayfinding)	1	\$100,000	\$100,000	Comprehensive design and maintenance document for bikeways and trails that includes wayfinding/branding master plan
Trailhead Improvements	11	\$50,000	\$550,000	Addition of trail-specific amenities at existing parks (shelters, bike lockers, playgrounds, air-stations, signage etc.)
SUBTOTAL			\$7,886,000	

TOTAL PARKS, RECREATION, AND CULTURAL AFFAIRS VISION	\$55,136,000
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OPERATIONS AND MAINTENANCE				
5% Of Capital Costs	Lump Sum	\$2,751,800	\$2,751,800	Annually

The figures provided in this chapter are order-of-magnitude costs which are intended for planning purposes only. Because individual parcels were not identified for acquisition or development during the Master Planning process, the cost of land acquisition will vary.

It should be noted that the proposed vision may need to be modified or updated over time in response to actual costs, future resident desires, and available funding sources. Additionally, it is recommended that each proposed project should undergo a detailed feasibility and costs analysis prior to physical implementation. Final, actual costs could vary significantly depending on many factors including but not limited to:

- Time-frame of implementation
- Individual project scale
- Changing land acquisition costs
- Property market rise and decline
- Raw products and materials costs

6.2 | Available and Projected Funding Sources

City of Gainesville staff estimated that approximately \$30 million will be available for improvements to the Parks, Recreation and Cultural Affairs system over the next twenty (20) years, based on historic budget levels, as follows:

FY 2013 - \$1.5M

City CIP for Park and Facility Improvements	\$1.28M
Parks Conservancy/Capital Campaigns	\$5K
Concessions Revenues	\$5K
Grant Funding	\$75K
User Fees	\$100K
Corporate Sponsorships	\$40K
Volunteer Programs (32,000 hrs.)	(\$470K not included within the subtotal)

FY 2014-2018 - \$6.0M

City CIP for Park Improvements	\$5.17M
Parks Conservancy/Capital Campaigns	\$25K
Concessions Revenues	\$25K
Grant Funding	\$375K
User Fees	\$250K
Corporate Sponsorships	\$160K
Volunteer Programs (150,000 hrs.)	(\$2.35M- not included within the subtotal)

FY 2019-2033 - \$22.5M

City CIP for Park Improvements	\$17.8M
Parks Conservancy/Capital Campaigns	\$50K
Concessions Revenues	\$50K
Grant Funding	\$2.0M
User Fees	\$2.0M
Corporate Sponsorships	\$600K
Volunteer Programs (750,000 hrs.)	(\$11.75M - not included within the subtotal)

Total Funding for FY2013-2033 \$30M

6.3 | Implementation Phasing Strategies and Project Prioritization

Based on funding projections, two different models of implementation and phasing could be utilized. Both models are based on implementing the following top priority improvements identified by residents:

- Develop new biking and walking trails
- Upgrade existing parks and facilities
- Upgrade existing and provide new indoor community centers
- Acquire open space for passive activities
- Expand and revitalize marketing and branding efforts
- Provide additional playgrounds and tot-lots
- Provide additional small, neighborhood parks
- Provide additional youth programming
- Upgrade existing athletic fields
- Provide additional athletic fields

6.3.1 Option 1 – Pay As You Go Model

This model allows PRCA to fund only those improvements that can be paid for on the basis of incoming revenues through user fees, existing general fund support and earned income through sponsorship, donations etc. Based on past trends and future projections, the total anticipated amount available for use on an annual basis is \$1.5M.

Key Priorities Driving Spending Decisions:

- Coordination
- Marketing and Promotions across Department
- Connectivity
- Connecting parks through Trails and Bikeways
- Highest Unmet Needs
- Neighborhood Parks, Playgrounds and Open Space
- Maximize existing resources
- Identify existing parks to improve amenities and enhance connectivity
- Identify City-owned land for development of new parks/Identify available partners with existing land and facility resources to avoid duplication
- Joint-use agreements with Schools, partner with Churches for use of facilities, playgrounds, tree planting, maintenance etc.

Allocated Spending:

Years 1-3: Key areas include enhanced coordination, increase aquatic space, upgraded existing park land for increased connectivity, playgrounds, and updated equipment for special events. No new land acquisition is planned in the first 3 years to set aside funding; this would require realigning CIP and General Fund allocations already approved for 2014-2017, to meet the goals of the plan.

Task	Dollar Amount	Note
System-wide Marketing / Promotions/Programs Coordination	\$250,000	Enhanced Marketing, Promotions, and Programs coordination
Convert Westside Pool to year-round use	\$1,000,000	Modifications entail: Geo thermal heating and cooling New lane lines and diving boards Retro-fit locker rooms Expanded operating costs to include additional staffing support as well
Upgrade Springtree Park	\$200,000	Located at 39th avenue / 34th street intersection. Updated playground, ADA accessibility and trail connections planned
Sound and Light Equipment	\$50,000	For Special Events
Total	\$1,500,000	

Years 3-20: Key areas include enhanced new and upgraded trails, upgrading existing parks and facilities, allocating adequate staffing for upgraded or expanded facilities, increased marketing and coordination, and assigning resources towards special use and additional projects on a yearly basis.

Task	Dollar Amount (Annual)	Note
Enhance Bike / Walking Trails in parts annually	\$500,000	Leverage funds from Public Works and also utilize CIP funds available for Years 1-5
Upgrade 1 existing center annually	\$500,000	Modifications as required by each center with the focus on enhanced use and revenue generation
Upgrade 1 existing park annually	\$250,000	Located at 39th avenue / 34th street intersection. Updated playground, ADA accessibility and trail connections planned
Increased Staff at Upgraded Pools	\$50,000	Starting with Westside Pool
Continued System-wide Marketing / Promotions Coordination	\$150,000	Continued staff salary and advertising and promotions expenses
Special Use / Additional Projects	\$50,000	Projects include Dog Parks, ADA accessibility, Golf, Art and Cultural Programs, Special Events and others as is necessary
Total	\$1,500,000	

6.3.2 Option 2 - Pay As You Go + Borrowing

This model allows PRCA to fund the entire +/- \$55 million vision for the Parks, Recreation and Cultural Affairs Vision over the next +/- twenty (20) years (excluding the proposed new indoor Multi-Use Tournament Quality Facility). In addition to the +/- \$30 million generated from user fees, existing general fund support and earned income, the City would also borrow approximately \$25 million through bonds or a special assessment.

Allocated Spending

Unlike Option 1, where the key challenge is prioritizing the improvements, the challenge for Option 2 is managing the approval, planning, design, permitting and construction of a \$55 million Capital improvements Program over a relatively short (twenty year) period of time. It is anticipated that the Program would be implemented in phases as follows:

Years 1-4: If the City chooses to pursue Option 2, the first year would be spent staffing, planning and preparing to implement the Capital Improvements Program, and beginning implementation on some of the high priority projects:

Task	Dollar Amount	Note
PLANNING and COORDINATION:		
Identify specific sites, conduct feasibility studies for key projects such as the new Western Community Center, the new Destination Outdoor Performing Arts Venue and others	\$200,000	Feasibility studies would include estimated costs for land acquisition, construction and operating costs, as well as potential revenue projections
Survey the community to determine their willingness to bond/ assess themselves for park improvements	\$25,000	Hire a marketing/ survey firm
Plan an educational campaign to inform voters of the specific improvements and benefits that would be generated from the bonds/ assessment	\$25,000	
Schedule, conduct the referendum	TBD	Include language to allow funds (up to 10%?) to be used for operations and maintenance of the new improvements/ facilities
Assuming approval of the bonds, hire or appoint Program Manager(s) to coordinate and administer the Capital Improvements Program	TBD	
Develop Citywide Park/ Trail Design Standards to guide the design of uniform improvements such as signage, site furnishings, amenities, etc.	\$100,000	
Plan a marketing/ advertising program to better inform, promote parks, recreation and cultural programs and opportunities	\$250,000	Enhanced Marketing, Promotions, and Programs coordination
Coordinate with the Public Works Department to plan sidewalk and trails improvements program, Stormwater/neighborhood parks		Department and CRA
Coordinate with School Board to seek joint-use sites for Neighborhood Parks		
CAPITAL IMPROVEMENTS:		
Convert Westside Pool to year round facility	\$1,000,000	
Initiate current FY13 CIP projects	\$1,700,000 +/-	
Total	\$3,300,000 +/-	

Years 5-12: While the first four (4) years of the Program focus on planning and improvements to existing facilities, during years 13-20, the City will begin the planning and design work for new, major facilities. It is anticipated that this phase – including selection of design consultants, public outreach, design, construction documents, permitting and bidding – will be completed over a period of 3–4 years.

Task	Dollar Amount	Note
Design new Neighborhood Parks	\$250,000	Assumes +/- 10% of capital costs including design, construction documents, permitting, bidding, construction administration, etc
Design new Community Center	\$1,000,000	Assumes +/- 10% of capital costs
Design new Athletics Complex	\$200,000	Assumes +/- 10% of capital costs
Design new Performing Arts Venue	\$1,000,000	Assumes +/- 10% of capital costs
Total	\$2,450,000 +/-	

Years 13-20: While the first ten (10) years of the Program focus on planning, design, land acquisition and improvements to existing parks, trails, nature parks and cultural facilities, the second half of the Program focus on completion of major new facilities.

Task	Dollar Amount	Note
Complete construction of major new facilities	\$22,000,000	Balance of +/- \$55,000,000 Program
Total	\$22,000,000 +/-	

6.4 | Individual Sub-System Vision Action Items

The overall funding approaches described in Section 6.3 will help provide the “big-picture” strategy to implement the core elements found PRCA Vision 2020. In addition, specific action items intended to advance the implementation of each Vision sub-system can be found in greater detail below.

6.4.1 New and Improved Parks and Programs

1. *Identify potential sites for future parks.* One of the first tasks is for the City to identify potential sites for the proposed new neighborhood parks. Site selection should be based on filling existing service gaps, opportunities for accessibility, and flexibility of the site itself.

2. *Develop master site plans for existing park improvements.* The PRCA Master Plan contains a number of recommendations for specific parks. These recommendations should get incorporated into more detailed site designs and plans for each park. As the City is ready to move forward with improvements, the plans will be in place to guide the investment.

3. *Improve Program Promotions.* A major need is to improve promotion of the parks and their programming. Program promotion recommendation ideas include:

- PRCA promotions in movie theaters
- Postcards by zip code or area
- RTS bus stop area maps, signs and route keys to parks
- Park appreciation days
- Public radio spots
- Mass mail-outs to residents
- Updated, interactive web site to show Google maps, locations of all parks, nature parks and cultural facilities, bike and walk routes
- Provide more information signage and exhibits at playgrounds and parent seating areas
- Update website and Facebook site with program, facility maps and photos, special event information
- Intensify social media marketing: Facebook, yelp, etc
- Add parks locations on Facebook and 4 square so people can “check in”
- Establish a network of Neighborhood Ambassadors to disseminate information regarding upcoming events, programs and facilities
- Cross promote all PRCA events

- Outfield fence signs at City ball-fields
- Publish artist and photographer interpretation of nature parks
- Better signage and wayfinding to parks
- Airplane banners during UF football games
- Regularly scheduled meetings for cross promotional planning for events
- Add information re: volunteer opportunities at parks
- Stronger social media and promotional presence at existing Public Works portal
- Feature park on City website periodically
- Roll out of 11 new public art pieces
- Monthly park spotlight on TV and radio
- Annual PRCA calendar publication
- Revive cultural community calendar on-line
- Integrate scheduling indoor facilities for tutoring, etc.
- Rental facilities brochure on website
- Outreach to daycare and elementary schools for field trips

PRCA staff should review and prioritize these ideas; experiment with implementation of the top priorities; and evaluate which ideas are most effective in accomplishing the City’s mission and meeting residents’ needs.



Citizen Participation during Visioning Workshop

6.4.2 Athletic Facilities and Programs

1. Become the Innovation Hub of Sports for the region. The City will focus its efforts on becoming “The Innovation Hub of Sports” in the region by highlighting the quality of life benefits provided by the high-quality facilities and programs in the City system. To move forward with this goal, the City should consider:

- Developing dedicated funding source(s) for Vision projects and initiatives
- Seeking out new sports partners
- Communicating the economic impact and return on investment for programs, events and facilities provided by PRCA
- Create innovative partnerships
- Implement big ideas and permit failure if big ideas fail
- Innovation in operations is also desired
- Focus on the overall user experience
- Research alternate sports and programs and increase focus on Non-Traditional and Growing Sports.

Some examples include:

- Lacrosse
- Disc Golf
- Ultimate Frisbee
- Shorty sports
- Programs for home-schooled children
- Adventure Sports (warrior dash and mud runs)
- 3v3/ 7v7/ 5v5 games (soccer, football, etc.)
- Golf 2.0
- Geo-coaching
- Video games such as Wii and Kinect
- Kickball
- Humans vs. Zombies
- Pillow Polo

2. Evaluate the feasibility of building an indoor multi-use, tournament-quality facility. Conduct a feasibility study for a new facility that would include:

- 7,500 seats track stadium (soccer, football, lacrosse, rugby)
- 35,000-40,000 square feet indoor multi-purpose space
- Swim-dive center
- 2 Olympic pools indoor and outdoor
- Outdoor passive areas
- Parking garage

3. *Establish dedicated funding sources for PRCA initiatives.* During the Visioning workshop, participants identified the lack of adequate funding as a potential barrier to the implementation of the Athletic Facilities and Programs Vision. To help alleviate or minimize the financial burden of the Vision, the City may wish to further explore the following cost reduction and recovery strategies:

- Develop a system-wide or facility-specific capitol surcharge similar to Ironwood Golf Course's \$5 surcharge.
- Develop a well-defined, differential pricing strategy for rental and program users.
- Seek out "Iron Rangers" to assist with trail improvements and maintenance.
- Create a comprehensive catalogue for the pricing and regulations regarding naming rights, sign sponsorship, and memorials.
- Explore opportunities for receiving donations via charitable giving and philanthropy.
- Explore adding a fixed percentage surcharge on facilities, programs and rentals.
- Explore a bond Issue or City-wide Special Use Tax to fund the plan.

4. *Increase emphasis on partnerships.* In addition to the funding mechanisms mentioned above, the City should regularly seek out new partnerships or expand existing relationships to further maximize equity. The City may wish to explore the viability of the potential partners identified during the Visioning process, including:

- Santa Fe Community College (enrichment programs)
- Charitable organizations (for endurance events, triathlons, adventure events)
- School District of Alachua County (develop written agreements)
- Community sports leagues
- Churches (partner for adult sports)
- Gainesville Sports Commission
- Retirement communities to offer programs for residents
- Partner with hospitals for wellness and fitness programs

Additionally, to realize greater efficiencies and eliminate duplication of service offerings the City should consider the following:

- Explore a regional partnership model with public agencies

- Formalize existing partnerships and create partnership evaluation metrics to annually assess partnership goals and equity for both partners

6.4.3 Nature Parks, Programs and Environmental Education

1. *Build and expand partnerships.* As mentioned above, there is potential to partner with other agencies to enhance the visitors' experience at the City's nature parks. Partners could host additional programs not provided by the City, conduct tours, construct exhibits and provide additional enhancements. Existing and potential partners include:

- Audubon Society
- Public Schools (research projects)
- Community and Neighborhood groups
- University of Florida
- Florida Native Plant Society
- Farmers Market Organization
- Community Associations
- Faith Based Organizations
- Home Schooling Groups
- Coordinate with other agencies to provide interpretation at their buildings and centers
- Invite other environmental groups to conduct programs at City sites
- School Board of Alachua County
- Partner for tours
- Home Owners Association liaisons
- Establish a liaison with the Florida Department of Transportation for access to parks

2. *Participate in the site planning and design of all park improvements.* As new parks and improvements to existing parks come online, the addition and protection of natural elements should be a part of every planning and design process.

- Develop an innovative demonstration quality nature center on west side of the City.
- Continue developing Community Gardens and associated volunteer network

3. *Lead By Example.* Focus internally, such as establishing the department as the leading group on sustainable initiatives and establishing the standards for the City in terms of building performance and good environmental practices. This includes educating the public and City staff, using sustainable/green cleaning products and

techniques at pools, centers, sport complexes, etc., and having state-of-the-art buildings and facilities which are the learning center of the community for good sustainable design and operations. Specific actions could include:

- Create internal and community based programs such as:
 - Recycling
 - Green products
 - Invasive species education programs
- Recommend sustainable cleaning/products for use in park maintenance procedures .
- Encourage the City to lead in sustainable practices such as not using non-recyclable products at meetings and facilities.
- Host workshops to educate the public on sustainable practices
- Composting
- Utilize native plant species
- Utilize solar lighting and high-efficiency fixtures where feasible

6.4.4 Cultural Facilities and Programs

The vision includes the re-invigoration of the Department’s role as the designated Local Arts Agency for Alachua County, including coordination of cultural arts marketing and promotion throughout the County. Proposed actions to fulfill this role include:

1. *Establish Gainesville as the Cultural Center of Florida:*
 - Host a Cultural Conference to validate and/or refine the City’s cultural vision
 - Involve the Tourist Development Council to access the bed tax for cultural enhancements
 - Collaborate with the CRA to establish the Downtown Art and Design District.
 - Upgrade the Bo Diddley Community Plaza
2. *Develop a destination performing arts facility:*
 - Create a development program
 - Conduct a comparables analysis and feasibility study, including Wolf Trap, Tanglewood, and Suwannee Music Park
 - Conduct a business plan and economic impact study
 - Discuss partnership possibilities with Alachua County and/or other agencies
 - Evaluate potential sites
 - Develop projections of estimated capital costs,

operations and maintenance costs, revenues and staffing

- Pursue funding
 - Plan and design the facility
3. *Increase staffing capacity:*
 - Designate a full-time Marketing Coordinator, an interdisciplinary marketing and branding professional with proven marketing credentials or explore hiring a public relations firm
 - Differentiate the roles and responsibilities between Marketing and Graphic Design staff
 - Designate a Development Coordinator to identify and secure public and private funding or explore contracting this service.
 - Dedicate a staff person to leading the development of the destination performing arts facility.
 4. *Increase promotion and marketing efforts:*
 - Hire a Public Relations or Advertising agency to develop marketing and promotional materials in conjunction with *Visit GAINESVILLE*, and initiate a promotional campaign for the Alachua County Local Arts Agency (LOA) through social media, advertisements, etc.
 - Integrate the Cultural Affairs Division website with the PRCA website to become the official programs and special events calendar in the City.
 - Create a cable channel dedicated to cultural events and programs in Gainesville and Alachua County.
 - Continue to collaborate and partner with the University of Florida to offer cultural events and programs
 - Develop a cultural arts calendar with integrated, cohesive marketing and branding.

6.4.5 Recreation Centers, Pools and Programs

1. *Increase Availability of Aquatic Space*
 - Additional outdoor pool space and lap lanes required
 - Convert Westside pool as a year round pool
 - Modifications entail:
 - Geothermal heating and cooling
 - New lane lines and diving boards
 - Retro-fit locker rooms
 - Estimated costs including expanded operations costs not to exceed \$1 million
 - Westside pool would present a 5 mile drive from most parts of town and would serve the western

portion of the City as the NE Pool serves the eastern portion of the City.

2. *Acquire Vacant Land for Future Needs*

- Seek to acquire vacant land and/or buildings both inside city limits and in urban reserve
- Largest facility gaps exist on the west side and the north-west side of town
- Coordinate with City's Public Works stormwater plan
- Build a community center (NW or West), 25,000-50,000K square feet in size

3. *Renovate Existing Centers.* Per the recommendations in the Master Plan vision, existing centers and pools should undergo individual planning and design processes to guide investments.

6.4.6 Trail and Bikeways System

1. *There is a need for increased connectivity system-wide:*

Interestingly, workshop participants indicated that connectivity was the greatest asset and the largest challenge of the existing bikeways and trails system. A target area of improvement is the connectivity between existing trails. Currently, there are gaps that prevent a continuous network of trails linking the parks as well as "destinations" within the city. Making additional progress in this area will require the development and maintenance of additional trails corridors, as well as the acquisition of additional ROW where necessary.

- *Continue with the implementation of high priority trail projects currently identified:*
 - Sixth Street Trail
 - SW 40 Boulevard Trail
 - Norton Trail
 - Archer Braid Trail
- *Establish appropriate trail types with the Hogtown Creek Basin:*
 - The residents identified the Hogtown Creek Greenway Referendum as a barrier to trail development in that region because it prohibits paving within the Hogtown Creek Basin. Moving forward, if the City wishes to develop additional trails within that region, it may wish to consider seeking to alter the Referendum, or explore other approved, stabilized surfacing methods (e.g. compacted and stabilized aggregate)

2. *Better define the hierarchy of trails and bicycle facilities:*

- Develop a pattern book for trail design specific to the City of Gainesville and incorporate within the Public Works Design Manual
- Develop a comprehensive signage, wayfinding and branding plan for the trails system that coordinates efforts already in place by PRCA, Public Works, and the Community Redevelopment Agency

3. *Seek additional, alternative funding sources for bikeways and trails:*

- Hire a grant writer to seek out available alternative funding sources
- Consider modifying the Land Development Code to require developers of new communities to contribute to a trail's specific fund
- Allocate funds and begin acquiring additional ROW for trails
- Need dedicated account for "non-green space development"

4. *Increase interdepartmental coordination and marketing and branding efforts:*

- Increase PRCA marketing efforts and staff
- The PRCA should involve itself more heavily in the Metropolitan Transportation Planning Organization (MTPO)
- Bring the boards together more often
- Institute a public awareness campaign aimed at increasing trail safety and user awareness

5. *Increase inter-departmental coordination efforts:*

Because multiple departments are currently involved with trail development in Gainesville (CRA, PW, PRCA), a significant amount of communication and coordination during the planning process is essential to the long-term success of the Trails and Bikeways Vision. Workshop participants, (largely composed of City-staff), indicated that the different departments within the City (CRA, PW, PRCA) work well together, however, there is a need for increased communication and coordination in regards to the bikeways and trails system.

- A platform needs to be developed or established in which the different departments meet regularly to discuss the development of the bikeways and trails system Vision in an effort to ensure that mutually beneficial goals are being met.

6. Develop guiding standards for development and character document specific to the trails in Gainesville:

Currently, there are two key planning/design documents that guide the development of trails in Gainesville: 1. the Alachua County Bikeways Master Plan (and the associated addendums), and 2. the Gainesville Public Works Design Standards. Each of these documents provides valuable information in regards to the trail planning with a focus predominantly on safety and feasibility. It is understood that both feasibility and safety are absolutely necessary to successful trail design; however, a second more detailed level of planning is lacking.

It is because of this that we believe that there is a need for a unifying trail design standards document (could be incorporated within the existing Public Works manual) that details the following trail-related design standards that are specific to the City of Gainesville:

- Comprehensive and Unified Signage, Wayfinding and Branding plan (CRA has started this process for Rail-Trails)
- Trail character and typical sections based on type and transect
- Furnishings (benches, bike racks, shelters, lighting) appropriate for the type of trail (on-road, off-road, nature, dirt) and its location within the transect (urban, suburban, rural).

6.4.7 General Operational Recommendations:

1. Increase coordination system-wide. Coordination between parks, recreation, nature parks and cultural facilities and programs is critical to fulfilling the PRCA Departments’ mission. In addition to the proposed improvements outlined above, the City should also consider the following recommendations for coordinating new and/or improved parks and programs:

- Conduct monthly coordination meetings between program and special event providers led by the director or assistant director and include all PRCA Management and Professional employees.
- Maintain and publish a monthly programs and events calendar for all PRCA programs and events.
- Use as many parks, cultural sites, natural areas as possible as venues for site-appropriate programs.
- Review current land development regulations to make sure that future development will provide sufficient neighborhood and community parks through fees, donations and/or improvements.



Turtle Court at the Historic Thomas Center

- Update the City’s Parks, Recreation and Cultural Affairs website to provide residents with comprehensive, current information regarding facilities, programs and special events.
- Meet with the Alachua County School Board to discuss and develop comprehensive, City-wide policies regarding the joint use of school parks, playgrounds and athletic facilities.

2. Provide sufficient staffing. There appears to be a need for dedicated staff in a few key areas:

- Hire a Development and Partnership Coordinator to write grants, solicit and manage vendor contracts for new concessions in parks and facilities and seek out alternative funding sources, develop partnerships with all possible funders such as civic clubs, churches, non-profits, etc. for cash and in-kind contributions.

Park System Master Plans are dynamic, long-range planning documents that evolve over time based on the ever-changing needs of a community’s residents. The final success of the City of Gainesville Parks, Recreation, and Cultural Affairs Master Plan relies on continued input and dialog with the City’s residents. If you’d like to get involved in helping the Department implement PRCA Vision 2020, please contact the Parks, Recreation, and Cultural Affairs Department at 1-352-334-5067 or look for updates on the City website at www.gainesvilleparks.org/Vision2020.



7.1 | Interviews, Focus Groups and Workshop Notes



2024-410C

Agenda

Subject	City of Gainesville Recreation, Parks, and Cultural Affairs Master Plan Kick-Off Workshop
Date	Wednesday, September 7, 2011
Time	8 am – 12 pm
Location	City of Gainesville
AECOM Project No.	60221966
Project Name	Gainesville Recreation, Parks, and Cultural Affairs Master Plan

- 8 am Welcome, Introductions
- 8:15 Project Overview, Scope and Schedule
- 8:45 Activity #1: Big Idea
- 9:15 Activity #2: Needs and Priorities
- 9:45 Activity #3: Benchmarking
- 10:00 Break
- 10:15 Activity #4: Access Service Areas
- 10:45 Activity #5: Funding
- 11:00 Activity # 6: Vision
- 12:00 Adjourn



AECOM

222 Clematis Street

Suite 200

West Palm Beach, FL 33401

2024-410C

561 833 1790 fax

City of Gainesville | Parks, Recreation, & Cultural Affairs Master Plan – SHEET 1 and 4

Facilities	Programs
Outdoor swimming pools -1	Indoor swimming pools/aquatics facilities - 7
Boat ramps	Kayak/canoe launches
Fishing piers - 2	Community gardens - 9
Open/green space -4	Conservation areas - 4
Neighborhood parks (1-10 acres)-5	Large community/regional parks (10+ acres) -3
Walking and biking trails - 9	Picnic areas and shelters - 1
Playground equipment - 2	Community centers (small neighborhood)
Community centers (large regionalized)	Fitness and exercise facilities
Walking and running tracks (indoor) 1	Nature trails/boardwalks- 2
Baseball fields	Football/soccer fields
Volleyball courts	Basketball courts
Tennis courts	Golf courses/driving ranges
Nature/Environmental Centers - 2	Adapted programs for people with disabilities - 7
Adult continuing education/enrichment - 2	After-school organized recreation - 7
Fishing programs - 1	Lifeguard certification
Swimming lessons - 2	Water fitness
Biking/walking groups	Fitness/wellness
Historical/interpretive	Nature/environmental - 1
Outdoor adventure -3	Dance classes -1
Drama classes - 3	Music instruction
Special events/festivals -2	Sports (instructional classes)
Baseball leagues - 1	Basketball leagues
Football leagues	Soccer leagues
Soccer leagues	Social Services -1
Art classes - 1	Conservation programs
Other: Public Art -2 splash park-2 –parkour area and paintball-1, Ball room/dance floor –4, amphitheater -1	Other: free running/Park our group – 2, special needs/therapeutic rec - 9

City of Gainesville | Parks, Recreation, & Cultural Affairs Master Plan – SHEET 3

Facilities	Programs
Outdoor swimming pools	Indoor swimming pools/aquatics facilities - 2
Boat ramps	Kayak/canoe launches
Fishing piers	Community gardens - 1
Open/green space - 1	Conservation areas -
Neighborhood parks (1-10 acres) - 3	Large community/regional parks (10+ acres)
Walking and biking trails - 2	Picnic areas and shelters - 2
Playground equipment - 3	Community centers (small neighborhood)
Community centers (large regionalized) - 9	Fitness and exercise facilities - 3
Walking and running tracks (Indoor)	Nature trails/boardwalks - 1
Baseball fields	Football/soccer fields - 5
Volleyball courts	Basketball courts - 3
Tennis courts - 2	Golf courses/driving ranges - 1
Nature/Environmental Centers - 2	Adapted programs for people with disabilities - 1
Adult continuing education/enrichment - 2	After-school organized recreation - 9
Fishing programs	Lifeguard certification
Swimming lessons - 3	Water fitness - 2
Biking/walking groups	Fitness/wellness - 2
Historical/interpretive	Nature/environmental
Outdoor adventure	Dance classes 2
Drama classes	Music instruction
Special events/festivals 6	Sports (instructional classes)
Baseball leagues 1	Basketball leagues 5
Football leagues 3	Soccer leagues
Soccer leagues 1	Social Services 2
Art classes	Conservation programs 2
Other:	Other: band shells-1



AECOM

222 Clematis Street

Suite 200

West Palm Beach, FL 33401

2024-410C

561 833 1790 fax

City of Gainesville | Parks, Recreation, & Cultural Affairs Master Plan – SHEET 2

Facilities	Programs
Outdoor swimming pools - 6	Indoor swimming pools/aquatics facilities - 5
Boat ramps	Kayak/canoe launches - 1
Fishing piers	Community gardens - 2
Open/green space - 1	Conservation areas - 2
Neighborhood parks (1-10 acres) - 6	Large community/regional parks (10+ acres)
Walking and biking trails - 13	Picnic areas and shelters - 1
Playground equipment - 2	Community centers (small neighborhood) - 1
Community centers (large regionalized) - 5	Fitness and exercise facilities - 3
Walking and running tracks (Indoor)	Nature trails/boardwalks - 6
Baseball fields	Football/soccer fields - 1
Volleyball courts	Basketball courts - 1
Tennis courts	Golf courses/driving ranges - 2
Nature/Environmental Centers	Adapted programs for people with disabilities - 1
Adult continuing education/enrichment	After-school organized recreation - 3
Fishing programs - 2	Lifeguard certification
Swimming lessons - 4	Water fitness
Biking/walking groups	Fitness/wellness - 1
Historical/interpretive - 3	Nature/environmental - 9
Outdoor adventure - 3	Dance classes - 1
Drama classes - 1	Music instruction - 1
Special events/festivals - /	Sports (instructional classes)
Baseball leagues	Basketball leagues
Football leagues	Soccer leagues
Soccer leagues	Social Services - 1
Art classes - 1	Conservation programs - 1
Other:	Other

Meeting Minutes

Subject	City of Gainesville Parks and Recreation Master Plan : GIS Scoping Meeting
Date	June 2, 2011
Time	11:00 am – 11:45 am
Location	Conference Call
Attendees	Michelle Park, City of Gainesville Andy Renshaw, City of Gainesville Ryan Cambridge, AECOM
Prepared	June 2, 2011
Prepared by	Ryan P. Cambridge
Distribution	June 2, 2011

MEETING NOTES:

1. Base Map Assembly:

- 1.1. The City feels confident, pending potential data collection and scheduling conflicts, that it can produce an accurate GIS parks and recreation Base Map,
- 1.2. AECOM will provide the City with the required data layers for the base map
- 1.3. The City will be responsible for determining the accuracy of the data provided, as well as for coordinating the production of the base map with the City’s GIS department and/or interns.

2. Base Map Layers:

2.1. The following layers are considered absolutely necessary for the creation of the Base Map:

- 2.1.1. Road Network
- 2.1.2. Park Parcels
 - 2.1.2.1. City
 - 2.1.2.2. County
 - 2.1.2.3. State
- 2.1.3. Conservation Lands
- 2.1.4. Water Bodies
 - 2.1.4.1. Rivers/Streams
 - 2.1.4.2. Lakes
- 2.1.5. Future Land Use Plan (showing residential housing areas)
- 2.1.6. Multi-purpose Trail Network
- 2.1.7. Civic Facilities
 - 2.1.7.1. College(s)
 - 2.1.7.2. Churches
 - 2.1.7.3. Schools (Public/Private)

2.2. The following layers are considered optional, but beneficial, for the creation of the Base Map:

- 2.2.1. Sidewalk Network
- 2.2.2. Building Footprints
- 2.2.3. Historical/Cultural resources
 - 2.2.3.1. Museums
 - 2.2.3.2. Memorials
 - 2.2.3.3. Cemeteries
 - 2.2.3.4. Historic Sites

3. **GIS-based Access Level of Service Analysis:**

- 3.1. The City prefers to do a facilities-based access LOS study as opposed to a park-type analysis.
- 3.2. The City has indicated that it has access to the Network Analyst extension in GIS and will be able to run the facilities-based access analysis
- 3.3. The City will be responsible for determining the accurate facility locations for the analysis.
- 3.4. The City will be responsible for coordinating the data production and analysis with the GIS department.
 - 3.4.1. AECOM will be available for consult during this process to help guide direction and product delivery
- 3.5. The City will be responsible for producing the final product of the Access LOS Analysis, which will be individual facility maps produced in GIS, and provided to AECOM in a JPEG format for inclusion within the report
 - 3.5.1. What is submitted to AECOM must require no modification or formatting.
 - 3.5.2. AECOM is not responsible for the graphic quality or content of the maps provided, and will rely on all data as accurate.
- 3.6. The following facility types and categories are intended to be starting point for the Access LOS Analysis

3.6.1. **Neighborhood Facilities:** (1/4-1/2 mile service area)

Facilities in this category serve common, every-day recreational needs and should be found within a 1/2 mile walking distance of residents' homes.

- 3.6.1.1. *Passive Open Space*
- 3.6.1.2. *Playground*
- 3.6.1.3. *Walking/Exercise Path*
- 3.6.1.4. *Basketball Court*
- 3.6.1.5. *Picnic Shelter*

3.6.2. **Community Facilities:** (2-3 mile service area)

Facilities represented in this category are ones that residents would expect to have to drive a short distance to reach. Some of these facilities may require a site that is too large to be found within a resident's neighborhood or too intrusive due to lighting, parking or noise.

- 3.6.2.1. *Tennis Court*
- 3.6.2.2. *Indoor Swimming Pool*
- 3.6.2.3. *Outdoor Swimming Pool*
- 3.6.2.4. *Football/Soccer Field*
- 3.6.2.5. *Baseball/Softball Field*
- 3.6.2.6. *Volleyball Court*

- 3.6.2.7. *Off-Leash Dog Park*
- 3.6.2.8. *Public Meeting Room*
- 3.6.2.9. *Indoor Recreation Center*
- 3.6.2.10. *Gymnasium*
- 3.6.2.11. *Multi-purpose Trails*

3.6.3. Regional Facilities: (5-10 mile service area)

Facilities in this category often require; a large amount of land, require a specific or unique location, and/or a significant capital investment. It is common for these facilities to be found within in large, regional parks.

- 3.6.3.1. *Amphitheater*
- 3.6.3.2. *Hiking/Nature Trail*
- 3.6.3.3. *Municipality Sponsored Farmers Market*
- 3.6.3.4. *Public Golf Course*
- 3.6.3.5. *Fishing Dock/Pier*
- 3.6.3.6. *Canoe/Kayak Launch*
- 3.6.3.7. *Nature/Environmental Center*

4. Action Items:

TASK DESCRIPTION	RESPONSIBLE PARTY
1. AECOM will provide the City with the required and suggested data layers for the creation of the base map	AECOM
2. The CITY will coordinate with the GIS department to ensure that the data used for the establishment of the base map and LOS analysis is accurate and complete	CITY
3. AECOM will provide the City with a list of potential facility categories and types for use in the Access LOS Analysis	AECOM
4. The City will coordinate internally and decide on an approved list of facility categories and types, and subsequently provide this information to AECOM	CITY
5. The City will coordinate internal staffing and scheduling for the GIS-related portions of this project and will inform AECOM of the estimated completion date.	CITY

5. Previously Pending Action Items:

TASK DESCRIPTION	RESPONSIBLE PARTY
1. The City will provide AECOM with a copy of their standard contract or LOA for review	CITY
2. AECOM will send the CITY digital copies of example executive summary documents for review	AECOM

Meeting Minutes

Subject	City of Gainesville Parks and Recreation Master Plan Bi-Weekly Conference Call
Date	July 26, 2011
Time	2 pm – 3 pm
Location	Conference Call Michelle Park, City of Gainesville David Barth, AECOM Ryan Cambridge, AECOM
Attendees	
Prepared	July 26, 2011
Prepared by	Ryan Cambridge
Distribution	July 26, 2011

NOTES:

- Contract is currently being signed by the City and once complete, a copy sent to AECOM
 - City anticipates this will occur by 7/29/2011
- City has indicated that they have established a Task Force for this project
- The final product of this process will be referred to as the 2020 PRCA Vision
- Assistant City Manager is Paul Folker
- Start times for the days of the charette will be:
 - Wednesday-Thursday: 7am – 6pm
 - Friday: 8am – 5pm
- The majority of the meetings and interviews will occur at the Thomas Center.
 - Project team will begin and end each day here as well.
- Dave will attempt to do the majority of the key stakeholder meetings on Tuesday-Wednesday, as well addressing the City Management Committee on the morning of the 6th.
 - City will confirm his placement on the agenda
 - No more than 15 minutes or so are necessary
 - Six (6) Commissioners, (1) Mayor
- AECOM will make initial contact with the proposed intern for coordination purposes
 - Ensure proper forms filed with City
 - CITY will manage the intern, document hours, etc.
- Participants in the GIS department should be included in the kick-off conference call

TASK DESCRIPTION

RESPONSIBLE PARTY

1. AECOM will create a status report, standing agenda, and updated schedule for use in upcoming meetings	AECOM
2. CITY will provide AECOM with signed contract	CITY

3. CITY will begin to schedule interviews and meetings for the Kick-Off Work Shop/Stakeholder Interviews on 9/6-9/9	CITY
4. CITY will select twenty (20) primary parks to visit, plus a prioritized list of additional facilities to visit on a TBD basis	CITY
5. CITY will develop a list of all programs for AECOM/PROS to review	CITY
6. AECOM will make contact with the potential intern and confirm her participation and completed paperwork	AECOM
7. CITY will investigate the possibility of Dave doing key stakeholder interviews with the Commission and Mayor during the day on Tuesday, September 6 th .	CITY
8. CITY will provide AECOM with a list of potential meeting/interview participants and stakeholders	CITY
9. AECOM will coordinate with ETC to get a draft/sample surveys for City to review	AECOM
10. CITY will provide AECOM with existing data per Section 1.3 of the scope	CITY
11. City will confirm placement of AECOM on Commission agenda for Tuesday, September 6 th .	CITY

Meeting Minutes

Subject	City of Gainesville Parks and Recreation Master Plan Internal Kick-Off Conference Call
Date	August 9, 2011
Time	2 pm – 3 pm
Location	Conference Call
	Michelle Park, Assistant Director David Barth, AECOM Ryan Cambridge, AECOM Neelay Bhatt, PROS Consulting David Ballard, Events Coordinator Jeff Cardozo, Recreation Supervisor Erica Chatman, Facilities Coordinator Linda Demetropoulos, Nature Culture Manager John Gilrath, Public Works, GIS William (Bill) Iwinski, Golf Course Manager Shannon Keleher, Recreation Manager Earline Lührman, Urban Forester Jeff Moffitt, Recreation Supervisor Stefanie Nagid, Program Coordinator Gary Paul, Volunteer Coordinator Steve Phillips, Director PRCA Linda Piper, Events Coordinator Mia Resquesens, Intern Margie Roland, Staff Specialist Gary Smith, Cemetery Coordinator Sally Wazny, Program Coordinator Ludovica Weaver, Marketing Technician John Weber, Operations Supervisor
Attendees	
Prepared	August 11, 2011
Prepared by	Ryan Cambridge
Distribution	August 11, 2011

NOTES:

- City Planning Department will assist PROS by supplying all available demographic data for the Demographics Assessment.
- The Kick-Off Workshop will be from 8 am – 12 pm on Wednesday September 7, 2011.
- City needs to begin several tasks prior to the Kick-Off Workshop
 - Supply relevant data to AECOM per Scope Item 1.3

- Provide list of programs to be evaluated to PROS
- Provide list/schedule of parks to be visited by AECOM team during the site visits
 - Park selection should represent a maximum of twenty-five (25) facilities, for a 2.5 day schedule. Additional facilities will be evaluated if time allows
 - Selected facilities should represent a cross-section of the Recreation and Parks system of Gainesville as a whole, in quality, size, and type of facility as we will not be able to visit every park in the system.
- It should be noted that because Gainesville is a “college town,” the ESRI data may be skewed.
- The City would like the report to include the topic of “Climate Change/Sustainability Trends/Issues” in scope section 1.10 and 3.6.
- AECOM will be introducing the project at the City Management Committee meeting on Tuesday, September 6th.
 - Meeting is at 8 am
 - AECOM will be first on agenda.

ACTION ITEMS:

TASK DESCRIPTION	RESPONSIBLE PARTY
1. AECOM to submit parks evaluation criteria/form to the City during the week of August 15 th .	AECOM
2. AECOM will request sample survey questionnaires from ETC for the City to review	AECOM
3. The CITY will provide AECOM with a list of programs that they wish to have evaluated within the existing scope, as well as a list of additional programs that they wish to be included as an additional service.	CITY
4. The CITY will provide AECOM with a list of twenty-five (25) parks that they wish to have evaluated during Site Evaluation Process	CITY
5. The City will provide a schedule of the parks that will be visited, organized in a time/travel efficient manner	CITY
6. PROS will provide AECOM with the CAPRA Accreditation Matrix as previously discussed	PROS
7. PROS will coordinate with the City regarding the desired demographic and programming data	PROS
8. AECOM will send available examples of “branded” master plans to the City	AECOM

Meeting Minutes

Subject	City of Gainesville Parks and Recreation Master Plan Bi-Weekly Conference Call
Date	November 8, 2011
Time	4:00 pm – 5:00 pm
Location	Conference Call
Attendees	Michelle Park, City of Gainesville Ryan Cambridge, AECOM Neelay Bhatt, PROS Consulting Mia Requesens, City of Gainesville
Prepared	November 9, 2011
Prepared by	Ryan Cambridge
Distribution	November 9, 2011

NOTES:

Demographics Review:

- The City has indicated that they would prefer to use the 2010 Census data in the ESRI demographics analysis, however it is not fully available at this time. The data reflected in the current version of the report is the most accurate that it can be at this time
 - PROS agreed to update the Demographics Analysis if more current data is released prior to the completion of the Master Planning process.
- The City has requested that the age segments be broken up into more narrow groups, which PROS has agreed to do.
 - The City is going to look into the age groups for which their play equipment is purchased, and those will be the age groups used for pre-teen children.
 - Based on the City’s previous comments, Neelay will suggest revised age groups for the 18-35 range.
- At the City’s request, Neelay will insert a note regarding the sourcing of the ethnicity data
- PROS will add State and Regional (metro Orlando) trends, as well as historical trends (where available), to the report.

Other:

- City has indicated that we may need to move the time of bi-weekly conference calls, and will provide final date/time to AECOM.

TASK DESCRIPTION

RESPONSIBLE PARTY

1. CITY to provide PROS with proposed breakdown of the youth age groups	CITY
---	------

2. CITY to send sample program assessments to PROS for review	CITY
3. AECOM to send signed additional services contract to City	CITY
4. CITY will provide selected benchmarking cities to Mia and AECOM to begin data collection.	CITY
5. AECOM will contact ETC requesting a cover letter, and submit to City to have it put on official letterhead and signed by the mayor.	AECOM
6. CITY to send final survey, with associated comments to AECOM	CITY
7. AECOM to send the draft site analysis memo to the City for internal review.	AECOM
8. CITY will have staff complete several sample athletics programs analysis forms for PROS to review	CITY
9. CITY to provide PROS with list of primary and secondary alternative service providers.	CITY

Stakeholder Interview

Name: _____

Date: _____

Time: _____

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology? Are there any additional meetings, workshops, presentations or other outreach efforts that we should consider for your community?

2. **Needs and Priorities:** Based on what you know, see and hear about the community, what do you believe are the top priority parks and recreation needs in the City? (refer to attached list)

3. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/ needed improvements, what funding source(s) would you support?

Pay As You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

FACILITIES

- Beaches
- Outdoor swimming pools
- Indoor swimming pools/aquatics facilities
- Boat ramps
- Kayak/canoe launches
- Fishing piers
- Fishing piers with bait, tackle concessions
- Community gardens
- Open/green space
- Nature/environmental centers
- Neighborhood parks (1-10 acres)
- Large community/regional parks (10+ acres)
- Walking and biking trails
- Picnic areas and shelters
- Playground equipment
- Community centers (small neighborhood)
- Community centers (large regionalized)
- Fitness and exercise facilities
- Walking and running tracks (indoor)
- Soccer Fields
- Baseball fields
- Football fields
- Volleyball courts
- Basketball courts
- Tennis courts
- Golf courses/driving ranges
- Meeting Rooms
- Roller-Hockey
- Skate Park
- Hiking Trails
- Other: _____

PROGRAMS

- Adapted programs for people with disabilities
- Adult continuing education/enrichment
- After-school organized recreation
- Boating lessons
- Fishing programs
- Lifeguard certification
- SCUBA diving/snorkeling
- Swimming lessons
- Water fitness
- Water safety
- Biking/walking groups
- Fitness/wellness
- Historical/interpretive
- Nature/environmental
- Outdoor adventure
- Dance classes
- Drama classes
- Music instruction
- Special events/festivals
- Sports (instructional classes)
- Baseball leagues
- Basketball leagues
- Football leagues
- Softball leagues
- Soccer leagues
- Tennis leagues
- Art classes/programs
- Other: _____



Stakeholder Interview: *RESULTS*

Name: _____

Date: _____

Time: _____

1. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/ needed improvements, what funding source(s) would you support?

Pay As You Go:

- General Fund/ CIP-18
- Sales Tax -19
- Park Impact Fees - 17
- Grants-28
- User Fees-15
- Special Assessments -6
- Others (pls specify)

Borrowing:

- General Obligation Bonds-7
- Revenue Bonds-2
- Others (pls specify)
- Public & Private Partnerships -4

FACILITIES

- Beaches
- Outdoor swimming pools-1
- Indoor swimming pools/aquatics facilities - 1
- Boat ramps-1
- Kayak/canoe launches
- Fishing piers-1
- Fishing piers with bait, tackle concessions - 1
- Community gardens-10
- Open/green space-12
- Nature/environmental centers-10
- Neighborhood parks (1-10 acres)-13
- Large community/regional parks (10+ acres) - 5
- Walking and biking trails - 10
- Picnic areas and shelters - 2
- Playground equipment-3
- Community centers (small neighborhood) -4
- Community centers (large regionalized) - 1
- Fitness and exercise facilities -4
- Walking and running tracks (indoor) -1
- Soccer Fields-1
- Baseball fields
- Football fields-1
- Volleyball courts-3
- Basketball courts-3
- Tennis courts-2
- Golf courses/driving ranges
- Meeting Rooms-2
- Roller-Hockey
- Skate Park-1
- Hiking Trails-4
- Other: _____

PROGRAMS

- Adapted programs for people with disabilities-4
- Adult continuing education/enrichment-6
- After-school organized recreation-9
- Boating lessons
- Fishing programs-1
- Lifeguard certification
- SCUBA diving/snorkeling
- Swimming lessons-6
- Water fitness-1
- Water safety-5
- Biking/walking groups-3
- Fitness/wellness-3
- Historical/interpretive-4
- Nature/environmental-8
- Outdoor adventure-2
- Dance classes-3
- Drama classes
- Music instruction
- Special events/festivals-5
- Sports (instructional classes)
- Baseball leagues-1
- Basketball leagues
- Football leagues-2
- Softball leagues-1
- Soccer leagues
- Tennis leagues-1
- Art classes/programs-3
- Other: _____

other

- Therapeutic Recreation-1
- Water Park-1
- Air Soft Course area-1

- Museums-1
- Out Door Amphitheater-6
- Splash Park-2
- Solar Changing Stations-1
- Dance Space-3
- Performance Arts center-5

other

- Adult Day Programs\Seniors-2
- Youth Programs/Sports-2
- Track & Field
- Paint Ball
- Senior Classes-1
- Cheerleading-1

City of Gainesville PRCA Master Plan
Visioning Workshop Notes

Linking

Multi Model Trail System

- Biking
- Accessing Trail Systems
- Access to bike Racks
- FDOT Bike Lanes – not meeting standards
- Safety

Creating Standards for Buildings

- Buildings
- Parks
- Trails
- Pools
- Care & Maintenance

Sustainability

- Both operational practices & facility efficiencies & education
- Creating small signature spaces to talk about –sustainability, solar, green roofs...

Marketing Branding

Extreme Customer Service

Connectivity

- Between County (rural) parks and City (urban) parks
- A More obvious physical connection between parks & cultural facilities
- Improve Plaza
- Smart boards in centers
- Character development everywhere (build assets for youth)

- More performing arts centers
- More multi-use facilities indoor & outdoor
- Better access to nature parks (e.g. more,---parking)
- Partner with County and others (schools to provide multi-use areas)
- Gainesville should have multiple opportunities- passion to active
- Expand and improve trail system throughout Gainesville –better connect parks
- Arts in parks
- Break down barriers that inhibit partnering with other groups (e.g. University etc.)
- ADA compliant
- Volunteer/youth opportunities that highlight parks/rec professions
- Affordable recreation during hard economic times
- Accessible and maintained restrooms
- Improved connectivity to/between parks/trails/recreation centers

- Increased focus on Baby Boomers w/o neglecting others; balanced approach
- Parks, Recreation and Cultural Affairs as core service

- Underground Utilities (beautiful, safety)
- More art in public places (locally created)
- Blur lines between parks and streets; roadway improvements/connectivity
- Remove all billboards w/in City
- Maximize use of existing parks
- State of the art nature center
- Turn all parks into casinos (kidding!)
- More prescribed fire
- Mural program
- Education for tree-wise community
- Native plant & sustainability initiatives | including environmental education (plant only **natures** in all parks)
- Neighborhood involvement
- Integrated parks and infrastructure
- Green practices in parks
- Cooperation w/Gru, County, State

Attributes of a great system

- Connectivity ease of access
- Multi use facilities for all ages i.e. playground for children w/fitness area for parents
- Training and knowledge of staff
- Proper staffing levels
- Updated indoor facilities
- Visually pleasing to the eye
- More arts in the parks
- Updated fee schedule
- Citizen ownership – pride in the parks

Potential Comparables

- Lakeland, FL
- Bloomington, Indiana
- Athens GA
- Grand Junction, CO
- Huntsville, AL
- Tallahassee, FL
- Bainbridge Island , WA
- Charlotte, NC
- Orlando, FL
- Madison, WI
- Charlottesville, VA
- Cairns, Australia
- Darwin
- Charleston, SC

Criteria

- Urban Forestry Canopy
- Natural Areas
- University
- Population
- Bus/Transit
- Transient
- Diverse Demographics
- Income/Economics

Comparable Cities

- ✓Seattle
- Savannah x2
- Portland
- ✓Asheville
- Boulder x2
- Austin
- Copenhagen
- Nelson, B.C.
- Lakeland, FL
- Ft. Collins
- Chapel Hill

Special Needs Facilities

- Unincorporated areas and representation

Other

- “Pocket” neighborhood parks/gardens in existing neighborhoods/urban areas

City of Gainesville Parks, Recreation and Cultural Affairs Master Plan Stakeholder Interviews

September 6, 2011

Assistant City Manager Paul Folkers

1. Review of Scope/ Schedule
 - Need to determine where we want to go with PRCA, help provide guidance and direction
 - Where do we want to go with **Environmental Lands**, do we need to keep acquiring land, etc?
 - What is the vision for **Cultural Affairs**, what is the appropriate role of the City?
 - City and County coordinate; City of Gainesville/ Alachua County Cultural Affairs Board
 - Get a copy of Innovation Square, connects UF with Downtown
 - Cultural Arts is an important player in the City
 - Linda Demetropoulos oversees both Natural Areas and Cultural Affairs; hiring someone to be Visual Affairs Coordinator
 - In all areas of the Department, how do we not compete, overlap, etc?
 - Greater demand for special events such as downtown Arts Festival, Asian Festival, etc
 - Need to increase **Special Events**, programming, downtown activities, etc
 - City runs Friday nights series, Arts Festival, Fireworks, etc
 - How do we still run special events in economically challenged times
 - Having difficulty finding someone to run **Athletics Program**: don't want to compete with other communities such as Newberry, but don't want to overlap
 - Recreation and Open Space Coordination Commission
 - **Aquatics** – year round service with heating of pool. Demand for splash pads, interactive fountains
 - Community continues to move west, east side continues to lose population.
 - YMCA Pool closed; Northeast pool was heated; Mickel pool kept open
 - Non-profits have been struggling, how do we continue providing services?
 - East side perceived as being under-served
 - **CRA** is redeveloping parks, rehabilitating, have set a new standard: urban, suburban, rural?
 - City has a hybrid model for providing services
 - **After School Program** – every child in Gainesville has access to after school programs
 - Focus on core facilities, programs; what must we keep?
 - Commission kept Ironwood Golf Course
 - To what degree when we're building a park do we pay attention to the needs of the surrounding neighborhoods?
 - Gainesville doesn't have the same level of private HOA facilities as other communities; need to strengthen land development regulations
 - County markets itself as a sports tourism, natural resources type of community: springs, kayaking, rowing, biking, etc. What can we do to boost sports venues?
2. Needs and Priorities
 - Probably will gravitate to programming in light of reduced capital available
3. Funding/ Implementation
 - General fund will be limited
 - Sales tax will be limited, competing against others

- Park impact fees may not be embraced
- User fees limited
- Naming rights and sponsorships
- City borrows (bonds) periodically; expect capacity in 2014

Focus Group #1

1. Review of Scope/ Schedule
 - Need to include kids in process
2. Needs and Priorities
 - City facilities are lower quality than other communities: variety, quality, etc
 - Perception is that UF meets needs, however it doesn't
 - E.g. maintenance is poor on fields; holes, glass, etc
 - Parking lot in disrepair, batting cage is ripped, etc
 - Facilities are "2nd tier"
 - Top priority need is to maintain existing facilities
 - Need more lower cost natural parks, hiking/ walking trails
 - Integrate more history through exhibits in parks; a lot of parks in the City have historical significance, sites of battlefields, etc
 - Need more staff on-site in parks for kids programs
 - Engage kids more in planning process, history
 - Need to expand facilities, turning kids away, e.g. Boulware Springs Park
 - TD McPherson needs to be rehabilitated as well
 - Needs more buy-in, participation from parents
 - Cultural Affairs needs to be emphasized more
 - Thomas Center needs to be maintained better; need to change maintenance standards?
 - Need better security at parks, particularly on the east side; law enforcement issue?
 - Master Planning done for Innovation Square; need to incorporate
 - Need to incorporate complete streets, trails in plan
 - Need to include public art; incorporate into interpretive signage, etc
 - Public rights-of-ways are managed by CRA, Public Works and Parks; need to coordinate
 - A lot of discussion re: Mickel pool; should make decisions using criteria other than usage
 - Need to use what we have
 - Need to clarify vision, philosophy, etc
 - More linkages, connections e.g. Art Line, ped/bike, RTS
 - Need quality staff who have a vision; is staff underpaid?
 - Need to coordinate, not duplicate
 - Need more TV exposure, become more interactive, use social networking sites
 - After school program coordination meetings were well done (Pastor McClellan)
 - Pockets of people throughout community
3. Funding/ Implementation
 - Sales tax (UF doesn't pay taxes, but tremendous spending occurs here)
 - Partnership with UF to attract students to Gainesville
 - City should not be operating Ironwood or other facilities that don't make money
 - Use interns to supplement staff

- Tax the University

Commissioner Susan Bottcher

1. Review of Scope/ Schedule
 - Will send e-mail out to encourage attendance at public meetings
2. Needs and Priorities
 - Some people say that they need more parks like Westside Park – pool, rec center, playgrounds, etc (Libby Heights neighborhood)
 - Consider Ironwood a park an amenity that we offer visitors, not required to recover all costs
 - Interested in hearing what people say re: needs in existing parks
 - Special events are popular, adds to the character of community, quality of life
3. Funding/ Implementation
 - Portion of wild places, public spaces comes to PRCA (partly for land acquisition)
 - Bond rating is pretty good, viable option
 - Don't like to see commercial advertising in public spaces; would rather see discreet plaques, understated corporate sponsorship

Commissioner Thomas Hawkins

1. Review of Scope/ Schedule
 - No comments
2. Needs and Priorities
 - Form-based code being completed for in-town area; need to talk with Eric about parks and open space
 - Expanding trail network
 - Incorporating streets as linear parks
 - Urban Village (north of Archer, west of 34th) to be redeveloped, walkable, etc
 - Need direction for parks in In-town, Urban Village areas
 - Ideas for greenbelt
3. Funding/ Implementation
 - Will consider any and all techniques, depends on what public supports
 - Have a severely constrained general fund
 - Funding from bed tax revenues distributed by Tourism Council
 - Include Gator athletics as part of heritage
 - Gatorade as part of the brand?
 - Focus on partnerships

Focus Group #2

1. Review of Scope/ Schedule
2. Needs and Priorities
 - More land for Evergreen cemetery; only land available is part of Woodland Park
 - Transportation to new senior center
 - Senior softball

- More after-school/ weekend programs for kids
 - More programs for seniors
 - Connectivity – getting from one place to another
 - Getting seniors involved in sports, having places to do it
 - Preserving and creating natural communities within urban area; hardwood hammocks, pine flatwoods, etc
 - Increase in access to sites for after school programming from 2:45 – 6 PM; gender specific programs
 - Baseball field at Tumblin Creek park
 - Maximize what we already have, eliminate silos
 - Indoor basketball/ volleyball facilities
 - Comprehensive invasive species program
 - Efficiency, routes of RTS – may include dedicated routes for specific neighborhoods, smaller mini-busses
 - Joint City/ County recreation website, more user friendly
 - Conduct user surveys
 - Intergenerational program administered by the City, e.g. international orchestra at Senior Center
 - Need kids at Evergreen Cemetery
 - Need comprehensive parks facility web site, brochure
 - Need to use court-ordered community service hours
 - More low cost organized sports programs, scholarships
 - Use probation officers, juvenile justice to use parks and recreation for minor offenses
 - Need a clear mission
 - Use Diamond Sports? Belongs to the school board?
3. Funding/ Implementation
- Dedicated funding source
 - Agreement re: role of local government in providing parks and recreation services
 - Tournament, festival funds should be dedicated back to PRCA
 - People have been burned on previous sales tax initiatives, but should admit mistakes and use techniques; focus on food, alcohol and hotel taxes
 - Sponsorships
 - Adopt a “pay as you go” mentality, not bonds
 - Naming rights
 - Parks foundation/ development entity, philanthropic giving
 - Rotary Wild Beast Feast

Commissioner Jeanna Mastrodicasa

1. Review of Scope/ Schedule
2. Needs and Priorities
 - Outdoor pools are crowded, well used
 - Hear a need for community gardens
 - Hear about need for after-school programs, 1:30 – 5:30

- Talk with Muslim community
 - “Ice cream truck” mentality
3. Funding/ Implementation
 - Would support all techniques
 - One of the challenges is passing sales tax County-wide; may want to focus on “City-only” techniques
 - User fees is a “fine line tipping point”
 4. Benchmarking
 - Get list of nine benchmark cities

Commissioner Randy Wells

1. Review of Scope/ Schedule
 - Need a mid-point “correction: to give people an opportunity to comment; needs assessment summary, web site
2. Needs and Priorities
 - Multi-use trails; have enormous potential in our community, need to maximize legitimacy, use city-owned properties as much as possible, focus on connections between trails
 - Encourage connectivity, as opposed to a loop
 - Water access; talk with UF about using Lake Wauberg?
 - Accommodate fishing
 - Misters, interactive fountains, shade structures: other amenities that address hot climate
 - Facilitate programs and special events conducted by others
 - More pathways within parks, connecting to other parks and/or destinations; identify destinations, make low cost improvements
 - Access to parks, including signage
 - We do too much
3. Funding/ Implementation
 - Would support impact fees
4. Benchmarking
 - Cities with a major university but not part of the Metropolitan area: Ft. Collins, Columbia Missouri, Athens, Tallahassee
 - Park Improvement District?

Commissioner Todd Chase

1. Review of Scope/ Schedule
 - Include evaluation of comparable athletic facilities?
2. Needs and Priorities
 - Declining baseball, athletics within the City of Gainesville
 - Need to improve collaboration
 - Demand and market for fall Lacrosse
 - Demand for youth football

- City has gone west, sports have followed; challenge to get people to use facilities on the east, e.g. MLK center
 - Building Nations Dream Ballpark in Newberry
 - Santa Fe programs in Alachua; strong parent leadership, involvement
 - Need to collaborate with School Board
3. Funding/ Implementation
 - Partnerships, collaboration between City, County, other municipalities, School Board, UF
 - Opposed to sales tax; already talking about transportation tax, land conservation, etc
 - Support general fund, grants, user fees
 4. Benchmarking

Focus Group #3

1. Review of Scope/ Schedule
2. Needs and Priorities
 - Need more programs to keep kids get access to sports and athletics, e.g. transportation, subsidies, etc
 - Some parents can't afford sports programs, or can't take kids to programs
 - Need more volunteer time from parents
 - Safety; peoples aren't using parks, trails because of real or perceived safety issues
 - Need security lighting at parks, e.g. timers go off, not safe
 - Westside Park, Greentree: facilities need to be upgraded incl. restrooms, concessions
 - Need to change mindset; parks and rec facilities seen as non-essential, need to make sure that services and facilities are basic, needed
 - Need to focus on older population in addition to youth
 - Invest in "Infrastructure" (e.g. quality of fields, amenities, etc) is lacking; surrounding communities are investing (e.g. Newberry, Alachua); will pull residents out of the City. May want to consider model where leagues run the fields
 - Need lights at Possum Creek Park, particularly in winter; propose 10 pm closing. Also need landscaping, have erosion problems, dirt blowing onto skate park
 - More connectivity, should be able to cross Gainesville on bike paths without having to get on streets
 - Need to close baseball boundaries, respect rules
 - Need more special events, family-oriented festivals; something every weekend
 - Need better PR, marketing; radio, TV, internet
 - Need to financially support, promote programs and facilities
 - Shade structures for Possum Creek
 - Batting cages, bull pens
 - Finish Depot Park
3. Funding/ Implementation
 - Fundraising through T-shirts, bricks
 - Mechanism to spread user fees over a longer period of time, possibly with a cap
 - ½ cent sales tax; may need to be for City only, outer communities won't vote for it

- User fees self-select, drive people to other programs, diminishing returns
- Donors, sponsorships, naming rights
- Grants
- University of Florida – what’s in it for them?
- General obligation bond, special assessment
- Foundation to accept sponsorships, etc

Focus Group # 4 (9/8/11 @ 10:00am)

1. Review of Scope/ Schedule
2. Needs and Priorities
 - Complete accessibility, no matter the disability; not every facility, but major facilities. Need path of access, accessibility, etc
 - Inclusion in programs; e.g. no mandate for inclusion on sports programs. Should require inclusion in sports programs. (Noah’s Endeavor)
 - Funding for gang prevention, youth development
 - Multi-purpose sites: community elements, park elements, historical elements. EG Thomas Center, Evergreen Cemetery
 - Multi-purpose facilities in addition to MLK center; performing arts, etc
 - Need something to keep kids off the streets, get kids to grow culturally, the arts, etc
 - Improve how we use natural lands, build trails, engage youth
 - Need appropriate activities for the older kids; crime stats explode from ages 13 to 17
 - Need structured cultural activities, social activities
 - Need to deal with overflow parking in neighborhoods around parks
 - Need more outreach to deal with impromptu flash mobs, etc
 - Need to manage special events, parking around parks
 - Sunday events at parks? (e.g. McPherson event)
 - More thoughtful and structured programming for young adults; also for those who have exited school
 - Outreach is paramount; young adults need to feel like they’re being listened to, not disenfranchised
 - Need to maintain, improve existing parks and facilities
 - Need job training programs for 17 – 25 year olds, some type of skills training in community centers, GED classes
 - Involve kids in managing urban forest, learning skills
 - Police Dept did a “Heat Wave” Program; not just recreational program, had to go to life skill classes
3. Funding/ Implementation
 -
4. Benchmarking

Focus Group #5 (9/8/11 @ 11:15am)

1. Review of Scope/ Schedule
2. Needs and Priorities
 - Equality of resources at parks, problems of programs offered on west side and not on east side
 - Equal enforcement of rules in all parks, west and east side
 - Time/hours of parks open equal
 - Afterschool sports programming, pay to play and free/subsidized
 - Young youth training with schools (K-8)
 - Youth discipline training through sports
 - Uniform, travel and equipment cost subsidies for youth sports programs
 - Park sponsorship of neighborhood sports teams (home parks) and accompanying cheerleader squad
 - Include a mix of private sponsored and public/city sponsored sport programs
 - Middle school sponsored sports programs and alternative types of programs such as arts and crafts offered at schools as afterschool programming
 - Public volleyball courts, especially for girls youth to tie into sports teams at the school level
 - Literacy sponsored programs, such as NPS access for those with a library card
 - Collaborate literacy programs with afterschool programs at recreation centers and libraries
 - Team up with schools to utilize park infrastructure for educational programs
 - Spend more funding in the urban downtown and mid-town areas where the new development and housing has been built over the last few years
 - Add active recreation facilities i.e. basketball courts, etc. at Sweetwater Branch so that residents have access to these types of activities
 - Maintain existing park infrastructure better to reduce future costs
 - Dance, zumba and fine art programs which tie into the artistic side of the community that Gainesville is known for
 - More opportunities to show case the art the youth and senior programs produce such as the Thomas Center, not just publicly funded opportunities but private donated space
 - Promote the role of civic structure and government through school/park education programs
 - Pre-Teens are lost and need social activities with transportation
 - Allow for youth to be spectators of sports events
 - Utilize low cost advertising methods such as websites, tweets, facebook to promote community programs, especially for youth and on campus. Use UF and Santa Fe students.
 - Collaboration with schools and libraries with existing parks
 - Promote opportunities to provide diversity programming within the parks
 - Make website searchable on activity types, 'I want to walk my dog', 'parks with restrooms', etc.
 - Students from UF drive to Newbury and Jonesburg to visit parks because they are newer and public/private
 - Facilities for sports need to be more competitive with public/private facilities, otherwise, good players and coaches will go there instead
 - Have contests online 'How many parks have you visited'
3. Funding/ Implementation
 - Very limited opportunities for general funds available to parks
 - Chance of sales tax referendum passing again is low
 - Look at other communities that have good facilities nearby and see what they are doing
 - Gainesville has high taxes, why not the same quality of facilities

4. Benchmarking

-

Focus Group # 6 (9/18/11 @ 5:15pm)

1. Review of Scope/ Schedule

-

2. Needs and Priorities

- Inclusion of natural societies within this process and the planning of specific parks
- Unfair/unequal facilities at parks for girls sports in the northeast area. Boys sports teams get first pick on parks
- Restrooms are not kept clean for children
- Plenty of room at Northeast park to grow, why doesn't City add more female softball, or flexible softball facilities
- Batting cages are not kept up or maintained well with holes, making for unsafe situations
- Better lighting at or near sport facilities at Northeast Park
- Softball facilities are not up to the standards to attract tournaments, which prevent the leagues from raising funds
- Limited facilities prevent softball leagues from growing, currently 2 leagues, but city this size should have 6 leagues
- Park/City website would be best to post event information and be searchable
- Need pocket parks in every neighborhood
- Accessibility to natural areas where children can dig, play in water, etc. are needed
- Keep pushing for the completion of County bike program
- More off-road bike trails in key areas with other items for families to do around
- Balance the development forces within the city for new development with urban forestry needs and newly developed tree code
- Take better care of existing parks first better adding new ones
- Cleanup trash within parks, particularly in the creek beds

3. Funding/ Implementation

- User fees would not be supported, other than for profit leagues which use the city's facilities

4. Benchmarking

- Utrecht, Netherlands for biking
- Madison, WI
- Fort Lauderdale for athletic facilities

2024-410C

DAVE'S NOTES

- Break-out sub-system vision workshops?
- Look at City Commission strategic initiatives
- Determine focus, core facilities
- Impact fees/ land development regulations
- More of a strategic plan: Cultural Affairs, Special Events, Athletics, Aquatics
- National competitions: where nature and culture meet. Rowing, marathon, geo-caching, triathlon, etc
- Fix up what we have
- Focus on special events, maintenance, youth/ senior programs; contract out other programs, athletics, natural lands management
- Scorecard
- Wild spaces 2?
- Talk with Eric about form-based code
- Get a copy of the bikeways and trails master plan
- City is updating subdivision and site plan design standards
- Florida Community Design Center – Martin Gold – has concepts for redevelopment of the Urban Village; what types of parks do we need?
- Look at Premium Transit Service report
- Set up guiding principles
- Need a joint-use agreement between the City and the School Board
- Get list of benchmark cities
- Tourist Development Tax products
- Look up town-gown relationship, conference in Boulder; “communiversity”
- Check with Innovation Gainesville
- “Grade” the natural lands to determine which lands should be more accessible
- Trails is currently the purview of Public Works
- GRU owns a railroad corridor
- Include Bike Board
- Reposition properties with resources access
- Work with School Board to require joint use, green space access; possibly in lieu of storm drainage?
- Parks should be seen as an integral part of our environmental and community spirit (Wells)
- What do we not do well, that others do better?
- Kid is 10 minutes late; he’s got the pants
- Swamp, Gator, Spring, Hammock, Lake, Culture, State Parks, Festivals

In order to comply with the **Commission for Accreditation of Park and Recreation Agencies (CAPRA)** requirements for a Comprehensive Parks, Recreation and Cultural Affairs Plan, as part of the PRCA Vision 2020 Master Plan process, the Department is conducting a 1 ½ day workshop to:

- 1) Refine and validate its Mission and Vision; and
- 2) Create a Vision for each of the Subsystems in the Parks, Recreation and Cultural Affairs Department.

The first afternoon of the workshop will be focused on refining the Mission and Vision, and developing visions for three (3) Subsystems, some have merged as a result of the Needs Assessment results. The second day will be focused on the three (3) additional Subsystem visions culminating in a presentation of all six (6) Subsystems on the afternoon of the second day.

Based on the preliminary findings from the Needs Assessment, the Subsystems will include:

1. New and Improved Parks and Facilities
2. Athletic Facilities and Programs
3. Nature Parks, Programs and Environmental Education
4. Cultural Facilities and Programs
5. Recreation Centers, Pools and Programs
6. Trail and Bikeways System

DAY 1, APRIL 2:

- 12:00 pm Lunch, Registration
12:30 Welcome and Introductions
12:40 Project Overview: Scope, Schedule, Needs Assessment Findings, Subsystems
1:00 Department Mission: Current Mission, Ideas from Kick-off Workshop, Preliminary Mission Statement (attached) - In attendance: Entire Master Plan Committee Invited to participate.
- 2:00 – 6:00 Concurrent Subsystem Break-out Groups with invited City staff and interested citizens:
1. New and Improved Parks and Facilities
 2. Athletic Facilities and Programs
 3. Nature Parks, Programs and Environmental Education

DAY 2, APRIL 3:

- 8:00 Continental Breakfast
8:30 – 12:30 Concurrent Subsystem Break-out Groups with invited City staff and interested citizens:
4. Cultural Facilities and Programs
 5. Recreation Centers, Pools and Programs
 6. Trail and Bikeways System
- 12:30 Lunch provided
1:00 Sub-system Presentation Preparation
3:00 Subsystem Vision Presentations and Next Steps Discussion
5:00 Adjourn
6:00 End with Wrap up Session with Steve and Michelle

MISSION STATEMENT – BACKGROUND

Four priority themes that have emerged from the Parks, Recreation and Cultural Affairs (PRCA) needs assessment (to date):

- 1) To improve existing facilities and the quality of the recreation, natural or cultural experience;
- 2) To provide for better access and connectivity of parks and public spaces;
- 3) To focus on area youth, particularly those at risk;
- 4) The need for the PRCA Department to develop a clear mission, vision and philosophy; to focus on the core mission; and to delegate more “non-core” responsibilities and programs;

In order to respond to these priorities, the PRCA Department needs a strategic focus that guides both long term and day-to-day decision-making. While the 2011-2016 PRCA Strategic Plans includes a Vision for the Department, it focuses primarily on the Department’s internal competencies and professionalism:

“To build a knowledgeable, creative and dedicated team, empowered and equipped to meet the challenge of conserving our resources, maintaining our parks and facilities, and providing programs to the highest standards. To strengthen our ability to wisely utilize trends and technology to enhance all facets of our department for the enjoyment of a diverse community”.

However the current Strategic Plan does not reflect a Mission for the Department that responds to the top priorities outlined above; or a Vision for how the Department wishes to be perceived by the greater Gainesville community.

During the fall Master Plan Kick-Off Week, the consulting team was pleased to learn about the strong relationship between the PRCA Department and Visit Gainesville, the promotional arm of the *Alachua County Visitors & Convention Bureau*. Visit Gainesville promotes many of PRCA’s sites and facilities as visitor destinations, using the tag-line “*Where Nature and Culture Meet*”. John Pricher, Visit Gainesville’s acting Director, says that “a big reason that people return to Gainesville is for the natural, recreational and cultural offerings. They may come initially for a football game or to visit friends and relatives, and then they realize there’s much more to see and do. When they return home, they share their experiences through all of the social media networks, which carry much more weight than advertising or promotions. If the visitor has a great experience and shares it with friends, then more people are enticed to visit or come back”.

Since the City’s parks, natural areas, trails, recreational and cultural venues are such a key component of the City’s tourism and economic development strategy – including attracting new residents, businesses, tourists and retirees – the Department may wish to construct its Mission and Vision around the concept of being the “host” of the places *Where Nature, Recreation and Culture Meet*. The next page outlines a draft Mission, Vision and Goals Statement based upon this concept.

DRAFT MISSION, VISION and GOALS STATEMENTS

Mission: The Mission of the City of Gainesville Parks, Recreation and Cultural Affairs Department is:

“To provide and maintain the natural, recreational and cultural places and programs that make Gainesville a great place to live, work and visit; and that help sustain the City economically, socially and environmentally.”

Vision:

“To be seen as the **keepers and hosts of these places** where nature, recreation and culture meet, offering **memorable experiences for every visitor**. We also want to be seen as **contributors to economic prosperity** through enhanced property values, tourism, and a high quality of life; as **contributors to social equity and stability** as providers of affordable programs and experiences; and as **stewards of the environment** on behalf of the community”.

Goals:

“To make each experience in our parks, natural areas, recreation and cultural facilities as enjoyable as possible so that residents and visitors will come back again and again. We will strive to anticipate and provide for the needs and desires of our visitors through accessible on-line information; easy-to-follow wayfinding signs and directions; informative exhibits; engaging and enriching programs and special events; comfortable, clean, well-maintained facilities; convenient concessions; and other programs, services and amenities that provide the most memorable experiences possible”.

Metrics:

“We will measure our success through **visitor attendance, program participation and customer satisfaction**. We will regularly survey visitors to see how we are doing, and will continually make improvements to respond to their needs”

Credo:

“The City of Gainesville Parks, Recreation and Cultural Affairs Department - we help you create lasting memories at the places where nature, recreation and culture meet.”

City of Gainesville: PRCA Master Plan Visioning Workshop Bikeways and Trails Subsystem Vision Notes

NOTE: *Italics* indicate post-it notes written by workshop participants

1. What do we like about the existing system?

a. It serves a variety of uses:

- i. Multi-use*
- ii. Rider type options*
- iii. Existing off-road [dirt trails]*
- iv. Nature trails*

Summary: The full spectrum of trails is represented and supported in Gainesville (paved bicycle/multi-purpose, on-road bike lanes, nature trails, off-road trails), however the lack of a formal trails master plan that addresses the development/management of each of these typologies has created strife amongst the various user groups (see 2b below)

b. It's ability to serve as a vehicle for public outreach/education:

- i. Public health*
- ii. Community Interaction*
- iii. Public support for trails*
- iv. Hawthorne trail [State trail]*
- v. Education: environment, water, RCW*

Summary: There is a need and desire to increase public awareness of the rights and presence of cyclists/trail users in an effort to increase safety for both cars and pedestrians. Residents view the PRCA Department as a vehicle for that public awareness/outreach via increased community interaction, public-service advertisements (buses, bus stations, local cable TV), and increased coordination/partnership with adjacent municipalities/governments (City-County-State). Additionally, residents view the bikeways and trails system as a key player for increasing the environmental sustainability of the city.

c. The focus on connectivity:

- i. Connections and loops – few one-way trails*
- ii. Good connections potential*
- iii. Dirt trail connectors*
- iv. Improved access*
- v. Can connect downtown GV to Hawthorne [trail]*
- vi. Bike lanes*
- vii. Off-pavement trail options for commuting and recreation*
- viii. Connection to activity centers*
- ix. Increased trail mileage in urban areas*
- x. Overpasses/underpasses at 13th St. and U.F.*

Summary: As explicitly stated by the participants of the workshop, the purpose of the bikeways and trails system in Gainesville is connectivity first, recreation second. The residents placed high value on system-wide

connectivity and the desire to safely link all parks, natural areas, and destinations/nodes via an interconnected network of off-road, on-road, and nature-based trails. Residents also embraced the potential an interconnected trail network has to increase multi-modal capacity, and subsequently citywide environmental sustainability.

d. Quality experience, pleasant aesthetics, adequate level of maintenance:

- i. Aesthetically pleasing*
- ii. Nature trails are very well maintained*
- iii. Trails are well paved*
- iv. Views are nice*
- v. New roads and resurfaced on-road bike lanes*
- vi. Amenities are good – both existing and proposed*

Summary: Overall, residents placed value on the aesthetic experience of the trails, however, were largely satisfied with the existing condition. Additionally, residents indicated that in challenging areas, such as a utility corridor, a less than desirable aesthetic would be preferred over no trail at all.

2. What are some challenges seen in the existing system?

a. The need for a guiding standards/development/character document specific to the trails in Gainesville:

- i. Need better signage*
- ii. Wayfinding is a challenge – where are you and how far have you traveled?*
- iii. Signage as to where you are*
- iv. There are no online maps of the trails*
- v. Maintenance [keeping up with]*
- vi. Respect for the resource [correct uses in correct areas/trails...off-road vs. conservation]*
- vii. Education – cars vs. bikes*
- viii. Pressure to put lights everywhere [lack of design standards, transect]*
- ix. Need mile markers*
- x. Eng. [engineering?] bike facilities along roadways*

Summary: Currently, there are two key planning/design documents that guide the development of trails in Gainesville; the Alachua County Bikeways Master Plan (and the associated addendums), and the Gainesville Public Works Design Standards. Each of these documents provides valuable information in regards to the trail planning with a focus predominantly on safety and feasibility.

It is understood that both feasibility and safety are absolutely necessary to successful trail design; however, a second more detailed level of planning is lacking. Multiple departments are currently involved with trail development in Gainesville (CRA, PW, PRCA), which requires a significant

amount of communication and coordination during the planning process. It is because of this that we believe that there is a need for unifying trail design standards document (could be incorporated within the existing Public Works manual) that details the following trail-related design standards that are specific to the City of Gainesville:

- Comprehensive and unified Signage/wayfinding/branding plan (CRA has started this process for Rail-Trails)
- Trail character and typically sections based on type/transect
- Furnishings (benches, bike racks, shelters, lighting) appropriate for the type of trail (on-road, off-road, nature, dirt) and its location within the transect (urban, suburban, rural).

Additionally, there is a need to expand the availability of trail maps and resources both in print, and on the website.

b. Not all needs are being met; gaps in service:

- i. Lack of nodes; no places to stop and rest along the trails*
- ii. Hogtown Creek Greenway Referendum – no paving possible [within the Hogtown Creek Basin, inhibits trail development in that region]*
- iii. Private [impromptu/unauthorized] trails in parks conflict with other uses*
 - 1. Dirt bikers [single-track mountain bikers] creating new trails and not using existing trails*
 - 2. Spur trails being illegally built*
 - 3. Dirt bikers not wanting to compromise [unwilling to come to the table, its their way or nothing]*
 - 4. Dirt bike community not willing to participate in discussions with City staff*

Summary: The bikeways and trails system within the City of Gainesville boundary is still developing. Currently, there are gaps in service for both access and facilities as they related to trails. Additionally, along currently developed trails, there is a lack of trail-based amenities/infrastructure such as trailheads, signage, etc.

The residents identified the Hogtown Creek Greenway Referendum as a barrier to trail development in that region because it prohibits paving within the Hogtown Creek Basin. Moving forward, if the City wishes to develop additional trails within that region, it may wish to consider seeking to alter the Referendum, or explore other approved, stabilized surfacing methods (e.g. compacted and stabilized aggregate).

It was evident during the workshops that there is currently a conflict of interests between the Department and the dirt-trail cyclists. The Department has indicated that the cyclists are causing damage to the parks

by creating unsanctioned bike trails through environmentally sensitive lands. Conversations to date aimed at resolving the conflict in a mutually beneficial manner have been unsuccessful. [There was Department indicated that the cyclists were not willing to compromise, and have been unwilling to work with the City on any resolution. Need to crosscheck the demand for this type of facility against the Needs Assessment findings before making a recommendation, if any.]

c. Challenge with Implementation:

- i. *Funding [lack thereof]*
- ii. *Availability of ROW for trails [need for additional land]*
- iii. *Key players need to be at the table [need for increased communication and coordination]*
- iv. *Coordination with other departments*

Summary: The general consensus is that the key challenges related to the implementation of a well-developed bikeways and trails system are related to the availability of land (ROW) and sufficient funds for acquisition, development, and maintenance. [see later note on the need for a grant writer dedicated to the Vision projects]

The participants, largely City-staff, indicated that the different departments within the city (CRA, PW, PRCA) work well together, however, there is a need for increase communication and coordination in regards to the bikeways and trails system. A platform needs to be developed or established in which the different departments meet regularly to discuss the development of the bikeways and trails system Vision in an effort to ensure that mutually beneficial goals are being met.

d. There is a need for increased connectivity system-wide:

- i. *Need connectivity through neighborhoods [development of share-ROW program]*
- ii. *Need to know where existing neighborhood connections are [bike-friendly streets]*
- iii. *Lack of sidewalks within some neighborhoods [Public Works (PW) has action plan regarding this issue, need to view]*
- iv. *[Need] connections between trails*
- v. *[Need] to connect all nature parks to trails system*
- vi. *Trails are too short – need additional connectivity*
- vii. *Conflict between [neighborhood/adjacency] connectivity and user-friendliness [functionality/safety/control] within existing parks [surrounding residents creating trail connections directly into the parks]*
- viii. *Knowing how nature trails connect/link to paved trails*
- ix. *Bike-share program [downtown/UF area?]*
- x. *Bicycle boulevard corridor [lack thereof]*
- xi. *Route system [lack thereof]*

xii. Connectivity of off-road trails needs improvement

Summary: Interestingly, workshop participants indicated that connectivity was the greatest asset and the largest challenge of the existing bikeways and trails system. While much progress appears to have been made in regards to connectivity, there is ample room for improvement.

A target area of improvement is the connectivity between existing trails. Currently, there are gaps that prevent a continuous network of trails linking the parks as well as “destinations” within the city. Making additional progress in this area will require the development and maintenance of _____ additional miles of trails, as well as the acquisition of additional ROW where necessary.

Participants indicated that the “ideal” system would be composed of fully interconnected off-road (multi-purpose) trails, on-road trails, nature trails, and dirt trails. Additionally, neighborhood would be further connected to the system by the addition of sidewalks (where absent) and share-ROWs on appropriate streets. Currently, the hierarchy/typology of trails in the existing system is not well defined.

3. What do you want the Bikeways and Trails system to looklike in 20-30 years?

a. It should be fully interconnected – streets, trails, parks, facilities, destinations, and transit

- i. *Connective network to flow through the city*
- ii. *Connect to transit – provide bike racks [facilities] at all stops*
- iii. *Nature parks connected and highlighted by trails*
- iv. *Connected, continuous through Hogtown Creek Greenway*
- v. *Minimal [minimize pedestrian] travel on vehicular roadways*
- vi. *Continuous parks throughout the city*
- vii. *Neighborhood connectors to trails*
- viii. *Connect to regional trails system*
- ix. *Connect trails all around the city – N to S, E to W*
- x. *Has identified and protected existing [dirt trail] connections to existing parks [dirt trails, where environmentally feasible]*

b. The future system will be safe, multipurpose in nature, and serve a diverse population.

- i. *Off-street trail connections to major destinations [in addition to parks]*
- ii. *Preserves a balance between dirt trails, preservation, and existing uses in nature parks.*
- iii. *On-street facilities in all major corridors*
- iv. *Bike facilities separated from motorized vehicles – own traffic signals*
- v. *Bicycle boulevards*
- vi. *Allows safe, convenient crossing of major streets*
- vii. *Connects nature and commercial seamlessly*

c. The future system will provide a superior user experience, both on the trail and off.

- i. Interactive [trail maps and routes]
- ii. Interactive system to link nature, recreation, restaurants, lodging, and activities. [smartphone app or Google Maps application]
- iii. Shaded and safe
- iv. Better landscaped ROWs and street trails
- v. Better wheelchair [ADA] access throughout the greenways
- vi. [increased] money available for adequate maintenance
- vii. [increased] communication and outreach with the public – inclusive planning and design processes

4. Bikeways and Trails Preliminary “Ah-Ha’s”

- a. The future system is fully interconnected, sustainable, and accessible.
- b. There is a need for an additional level of planning and design detail to complement the County Bicycle and Trails Master Plan and the Public Works Design Standards (e.g. signage, wayfinding, branding, etc....see 2a)
- c. The focus is on connectivity first, recreation second.

5. Bikeways and Trails Vision Guiding Principles:

The future Bikeways and Trails System is...

- a. **safe**; for both pedestrians and motorists.
- b. **interconnected**; seamlessly linking parks, destinations, transit, commercial hubs, and neighborhoods.
- c. **accessible** for all residents; regardless of location or ability

6. Trail Hierarchy:

a. Multi-Purpose Trail (off-road)

The multi-purpose trail is the preferred design, wherever feasible. It will accommodate the largest amount of users in the safest fashion. These trails will be found within abandoned rail corridors (rail-trails), parks, utility corridors (limited vertical elements), or wide right-of-ways.

- i. Off-road
- ii. Accessible to emergency vehicles or personnel
- iii. Minimum width of 12', where feasible
- iv. Surface is striped where necessary (e.g. hill crests, blind corners, intersections)
- v. Mile markers; painted on surface every ½ mile, vertical markers on the mile.
- vi. GPS branding
- vii. Directional signage and wayfinding
- viii. Trail “branding” [logo, symbols, colors etc]
- ix. Lighted, where appropriate or feasible [urban areas, potentially solar?]
- x. Standardized, paved surface; asphalt or concrete preferred

- xi. Furnishings/treatments to coordinate with location in transect (e.g. historic areas, urban areas, rural areas)
- xii. Incorporate native landscaping
- xiii. Shaded

b. Enhanced Sidewalk Trail (off-road)

An enhanced sidewalk will be found in areas with a ROW not large enough to support a 12' wide multi-purpose trail that is separated from the roadway. These areas must accommodate a sidewalk that is 8' in width, while remaining separated from the roadway. Enhanced Sidewalk Trails are commonly found along arterial roads in suburban areas. Although not ideal, the trail may directly abut the back of a vertical curb if necessary.

- i. Utilized in areas where ROW width does not allow for full multi-purpose trail, but has existing sidewalk separated
- ii. Existing sidewalk to be increased in width to a minimum of 8'
- iii. Appropriately signed/marked
- iv. Traffic control devices/signage at intersections
- v. GPS branding
- vi. Mile markers

c. Shoulder Trail (on-road)

Shoulder trails will be found on roadways where the ROW is not sufficient to accommodate an off-road trail, but where a wide shoulder exists.

- i. Requires an 8' wide, paved shoulder
- ii. One-way traffic
- iii. Shoulder must be maintained to the same degree as the roadway (e.g. free of debris)
- iv. Shoulder surface should be colored or striped to increase visibility
- v. Trail separated from traffic lane by double striped, reflective, rumble strip (thermal plastic).
- vi. Regulatory and directional signage/markings

d. Bike Lane (on-road)

Bike lanes represent the minimum acceptable facility for on-road bicycle paths. They are commonly found within urban areas where the existing road ROW is not sufficient for any of the other trail types.

- i. Minimum 5' in width
- ii. Must meet all AASHTO standards
- iii. Regulatory and directional signage/markings
- iv. Separated from traffic lane by reflective, single-striped, thermal-plastic rumble strip.

e. Share-ROW (on-road)

The purpose of a Share-ROW is to provide safe, on-road connections from within neighborhoods leading to the main trail network. Share-ROWS are

commonly found on low-speed residential streets where cyclists and vehicles can safely coexist in the same travel lane.

- i. Regulatory and directional signage/markings
- ii.

7. Trailhead Hierarchy

a. Major Trailhead

- i. Spaced maximum of 5 miles apart
- ii. Medium-large picnic shelter
- iii. Bike lockers
- iv. Water access
- v. Trail map kiosk
- vi. Emergency phone
- vii. Restroom
- viii. Picnic
- ix. Playground
- x. Seating/picnic area
- xi. Paved parking lot
- xii. Concessions (contracted vendor or machines)
- xiii. Bike-Share station (if program is available)
- xiv.

Meeting Minutes

Subject	City of Gainesville Visioning Workshop
Date	April 2-3, 2012
Location	City of Gainesville

New and Improved Nature Parks and Programs:

I. Nature Parks, Programs and Educational Vision Themes:

- Authentic
- Local
- Personal
- Foster Appreciation for Environment

Vision: -To use education, interpretation and example to create **authentic experiences** that focus minds and behaviors **on environmental appreciation, ethic and stewardship of natural resources**, and our urban forest now and in the future

Note: Michelle did not want to go into the direction of separate Visions for each sub-system but this was important to the group.

II. Issues at Hand:

- Need to integrate staff and funds instead of active vs. passive
- Add fishing pier to Palm Point-apply for County grant
- Additions to nature parks are limited due to the reason for acquisition, parking and available space, w/o cutting sown forest.
- Small group activities @ nature parks-adult fitness, yoga MNC and Bivens pavilions
- Morningside Nature Center is at capacity for programs, need to expand programs to other parks-limitation is staff and same \$
 - Need to market other parks for environmental educational programs
 - Add some environmental educational/native American interpretation to other nature parks to accommodate expansion programs. (ie. signage/small structure
- Could expand farmer market to select parks
- Could put movies in a park/music jam at select parks
 - Need to address licensing issues and have attendee limits
 - Need to account for noise limitations ordinance
- Could use more volunteers, but need coordination with those folks that actually do the programming
- Could add a building at San Felasco to increase camps and attendance on the west side of town.
- Need state of the art nature center-either at MNC or other (summer house is good example)
 - Could coordinate w/other agencies to use their building but we staff interpretation
 - Nature Center to be at Sheetflaw project south of Bivens

- Expansion should occur on west side of town
- Renovate locally environmental center
- Do more marketing research on what people actually want for park tours/topics-don't be reactive to 1 person w/1 request
- Do more cell phone tours at parks-increase education w/o increasing staff needed
- Coordinate w/other groups to do their programs at our sites
 - Won't need additional staff and will help increase awareness
- Focus on expansion at existing nature parks

Priorities are highlighted in red

- III. Existing partners should be incorporated further into the desire to host more programming at Nature Parks. Existing partners use the park to host events, meetings, groups, tours, etc.

Existing Partners

- Audubon Society
- Public Schools (research projects)
- Community/Neighborhood groups
- U or F
- FL native plants
- Farmers Market Org
- Community Associations
- Faith Based Org
- Home Schooling Groups

Action Programs:

- Leading by example
 - Recycle
 - Sustainable/Green products
 - Compost
- Invasive species Don't grow it/Don't sell it program
- Community Volunteer
- Park clean-ups
- Partner for tour logistics
- Expert talks/walks
- Workshops on Urban forestry and other topics
- Arts/Painters in parks (paint-outs)
- Stamp/Visit program (passport)
- Race through time tour

IV: Individual Park Improvements/ Priorities

San Felasco Park

- Yoga Sessions
- Organized workouts
- Nature park exploration (partner with Cub Scouts and Girl Scouts)
- Nature Center passive (Tourist Development)

- Conferencing space needed
- Guided tours
- Programs for profoundly deaf

Palm Point

- Fishing pier-3
- Kayak launch
- Kayak/Canoe
- Tai Chi

Headwaters

- Teaching how to plant
- Butterfly garden
- Master naturalist
- New Visitor Center w/educational classes

Cedar Grove

- Community garden
- Farmers market

Morningside

- Trail Run at MNC
- 4-14 for inner city kids (1 or 2) per semester morning side living History Farm
- Use natural areas to create programs for grief abatement and end of life management (MNC and any of the larger natural areas)
- Yoga (in pavilion MNC)
- Bicycle training safety course (in class on bike)
- Host small group activities at MNC

Loblolly Woods

- Biathlon (starts on Loblolly Woods to Westside pool)

Depot Park

- Welcome Center clearing house for information located at Depot Park

Cofrin Park

- Nature Play Ground
- Farmers Market

Split Rock

- Work with Botanical Garden to establish Westside interpretation center.

Broken Arrow

- Archeology Program
- See if Broken Arrow could be declared surplus lands

Bivens Arm

- Yoga @ local studio
- Possibly partnering with the group showing movies @ the library to show their movies @ Bivens Arm Nature Park
- Monthly Folk Jam (friends of Florida Folk)

Boulevard Springs

- Tiki huts
- Photography
- Weddings
- Farmers Market
- Springs education (DEP/UF/WMD)

General:

- More Self guided trails/cell phone tours
- Guided Nature Walks
- Grief Counselor Walks with Hospice
- Establish a core of field docents for every nature park and schedule nature walks
- Partner more w/ schools adjacent to natural areas and/or parks
- Expert lead talks/walks
- Fitness program (cross training)
- Concerts in the park (Bivens and Morningside)

V: Big Ah Ha's**1. Activate appropriate nature parks with small group activities (where land-use allows)**

- Partner for tours
- Expert walks and talks
- Paint-outs (arts in parks)
- Passport program
- Race through time
- Movies and music in nature
- Cell phone tours
- Yoga, Tai Chi, gentle aerobics, etc.
- Small farmer's markets

2. Lead by Example

- Develop an innovative demonstration quality nature center on west side of community.
- Create internal and community based programs such as:
 - Recycling
 - Green products
 - Invasive program
 - Volunteer

3. Increase emphasis of all native parks.

- Overuse of a popular facility impairs the quality of the visitor's experience.

- New nature center at San Felasco Park is needed on west side of community with authentic experiences.
- Upgrade current nature center at Morningside Park.
- Promote other facilities with a concentrated marketing effort.

VI: Strategic Action Items (Red = Top Priorities)

1. Activate Nature Parks

- Staff naturist and staff at each park or by region
- More dedicated staff spread out
- Staff experts to interact with Public
- Staff to handle programming at/or unique to nature park
- Farmer's market at , Possum Cedar Grove
- Vehicles for staff and programs (vans, 6-person carts)
- HOA liaison
- Enhance current offerings and package as Eco/Heritage Tours
- Dedicated marketing (not just graphics)
- Wayfinding, interpreting signage, info kiosks
- Staff training on programs and skills. Certification training
- Partner w/schools County-wide (free programs)
- Art in the parks paint-outs
- Develop Iconic gateway/entry to parks
- Host music/the Arts
- Tour comparable facilities
- Culinary arts in parks w/portable eq.
- Concession Kayak/Canoe facility at Palm Point + pier

In order to activate the nature parks better, the groups focus was on low costs programs which could be hosted or sponsored by local groups. Each program should provide a personal experience with either local and/or authentic touches to the park or community.

2. Leading by Example

- Accesses cleaning/products used by department. (Vehicles, cups, etc.)
- Encourage/Lead City in sustainable practices
- Host workshops to educate public on sustainable practices
 - Composting
 - Plant Species
 - Community Gardens
 - Lighting
- Partner on sustainable programs
 - UF
 - Extension
- Educate public w/plant sales
- Staff (sustainability coordinator)
- Solar energy/More energy efficient facilities
- Office of development, permitting and sustainability department (City-wide)

In order to lead by example the group's focus was primarily internally, such as establishing the department as the leading group on sustainable initiatives and establishing the standards for the City in terms of building performance and good environmental practices. This includes educating the public and City staff, using sustainable/green cleaning products and techniques (at pools, rec. centers, nature centers, sport complexes, etc.), and having state-of-the-art buildings/facilities which are the learning center of the community for good sustainable design and operations.

3. Emphasize other Facilities

- Develop nature center at San Felasco
- Tour comparable facilities
- Nature centers need to be vertical and sustainable
- Zipline/raise walk experience
- Boulware Park- Develop as Historical center and Art Gallery and Spring Protection
- Each Nature center should host art elements and events
- Improve Morningside facilities
- Acquire Elks Lodge at Ring Park (restore spring)
- Where appropriate fix/provide parking
- Development coordinator w/focus on nature park who would work w/all parks as sustainable expert
- Liaison w/FDOT and City for access to parks
- Redevelop house at Headwater park as Nature center
- Remove Cofrin house, fix creek and provide new nature center to meet FTC requirements
- Convey Broken Arrow Bluff to public group/county
- Change name of San Felasco Park (matches State Park right now)

Morningside Nature Center is one of the crown jewels of the community, but too much of a good thing can lead to visitor experiences being reduced in quality and over taxing of a naturally sensitive area. Better emphasis on the full offerings of the park system would encourage residents and groups to come to other facilities. A potential tool to encourage this is to charge a user fee for these activities at Morningside while offering free programs at other facilities.

Other focus should be on the development of a state-of-the-art nature center at San Felasco Park (and change the name of the park) which would be donor funded and/or lead as an example of sustainable design and operation of a facility. This would help balance facilities on the west side with programs and facilities at Morningside. Additional goals include improvements at Morningside to provide a better visitor experience, Acquisition of the Elk Lodge at Ring Park and the restoration of the springs would provide a great facility in the central area of Gainesville and provide the opportunity to promote a unique (restored) element of the community.

Meeting Minutes

Subject	City of Gainesville Visioning Workshop
Date	April 2-3, 2012
Location	City of Gainesville

New and Improved Athletic Fields and Programs

Overarching Vision for Athletics Facilities and Programs

- Focus on becoming 'The Innovation Hub of Sports in the region
- Highlight the quality of life benefits Provide quality Facilities and Programs
- Develop dedicated funding source(s)
- Create greater equity in partnerships
- Communicate economic impact/ Return on Investment for programs, events and facilities

Dedicated Funding Sources

- Develop a system-wide or facility specific capitol surcharge
 - Similar to Ironwood Golf Course \$5 surcharge)
- Develop differential pricing strategies for rentals/program users
- Silent Policeman (Trails Improvements)
- Create a catalogue of naming rights opportunities /sign sponsorship
 - Nature center has a policy (memorial/naming)
- Explore opportunities for charitable giving/philanthropy

Partnerships

- Santa Fe Community College (enrichment programs)
- Charitable organizations (for endurance events, tri-athlons, adventure events)
- Develop written agreements for County, City, School District
- Community sports leagues
- Churches (partner for adult sports)
- Gainesville Sports Commission
- V.F.
- Retirement communities to offer programs for residents
- Partner with hospitals (wellness and fitness programs)

Top Priorities

- Aquatics – 4 votes
- Dedicated funding – 4-votes
- Connectivity -2 vote
- Special events – 2 votes
- Regional Multi-purpose Athletic facility -2-votes
- Youth Athletics – 1 vote
- Partnership – 1-vote

Athletic Field Classifications

Field Type	Description
Athletics Fields	Rectangular Sports Fields
Diamond Fields	Baseball / Softball Fields
Recreation and Practice Facilities	Lower quality facilities
Tournament Quality	Highest quality facilities / turf – lighted facilities

Athletic fields

- Build on what we have
- Develop Multi-purpose (rectangular) fields as opposed to single use ones
- Establish a ratio of 5:1 natural to artificial fields
- Ensure appropriate lighting and adequate restrooms at facilities
- The Northwest side is the most underserved in terms of new facilities

Diamond Fields

- The City must partner with Newberry for adult baseball / softball fields
- There is also the potential to use the Southwest YMCA fields for girls softball

Recreation and Practice Quality Facilities

- 5 mile radius was the preferred distance for recreation and practice quality facilities
- These facilities are classified as being similar to MLK Jr. Recreation Center
- The desired location for new facilities was the Urban Reserve near I-75 and FL - 222

Trends Driving Future Programming

- Non-traditional Sports
 - Lacrosse
 - Disc Golf
 - Kickball
 - Golf 2.0 programs
- Instructional 101 level programs
- Programs for home-schooled children
- Over 55 sports programs/leagues
- Medieval games
- Martial arts
- Programs for individuals with disabilities

Recreation Centers, Pools, Programs

Recreation Centers Vision

- Evaluate a quadrant model for recreation center locations
- Fill the gap on the West/North-West side of Gainesville
 - Identify vacant land (vacant Albertsons plot available)
- Focus on multi-functional space with one specialized component
- Environmental sustainability is important

Recreation Centers Classification

Center Type	Size	Preferred Distance from Users	Types of Programs / Activities
Small Neighborhood Recreation Center	10,000 sf – 15,000 sf	2 miles	<ul style="list-style-type: none"> ▪ Athletics/special events ▪ Camps/afterschool ▪ Health and Wellness ▪ Youth athletics environmental education ▪ Adult athletics ▪ Aquatics/youth afterschool ▪ Enrichment classes ▪ Small special events ▪ Non-traditional programs ▪ Afterschool program only in communities w/need
Large Community Recreation Center	20,000sf – 25,000 sf +	6-7 miles	<ul style="list-style-type: none"> ▪ Afterschool camps ▪ Larger special events ▪ Athletics programs ▪ Aquatics programs ▪ After school/camps ▪ Youth athletics ▪ Environmental education ▪ Health and Wellness ▪ Enrichment ▪ Rentals ▪ Non-traditional programs

Pools

Vision for New Aquatics Space

- Evaluate a tournament-quality aquatic space as a part of a larger multi-purpose facility
- Facility could include
 - Gym/changing space/ concessions storage
 - Multi-use floor
 - Adequate depth to allow for water polo/diving/synchronized swimming
 - 2,500 people Seating
 - Native plants
 - Outdoor spray features/splash pad and therapy pool
 - More than basic ADA access

Location

- Indoor Facility: Downtown
 - South of Depot Ave on South Main / Near Depot Park –Depot/SW 16th
 - 75-100 acres and parking garage
- Outdoor Facility: Off SR 121

Core Programs

- Aquatics
- Camps/afterschool programs
- Environmental education
- Golf
- Rentals
- Special events (large/small)
- Youth athletics

Action Items

1. Seek a Dedicated Funding Source

- a. Explore adding a fixed percentage surcharge on facilities, programs rentals
- b. Bond Issue
- c. City-wide Special Use tax
- d. Earned income sources such as sponsorships, naming rights etc.

2. Become the Innovation “HUB” for Sports -

- a. Research alternate sports/programs
- b. Create innovative partnerships
- c. Implement big ideas and permit failure if big ideas fail
- d. Innovation in operations is also desired
- e. Focus on the overall user experience

3. Increase Availability of Aquatic Space

- Additional outdoor pool space and lap lanes required
- Convert West-side year round pool
 - Modifications entail
 - Geo thermal heating and cooling
 - New lane lines and diving boards
 - Retro-fit locker rooms
 - Estimated costs including expanded operations costs not to exceed \$1 million
- West side pool would present a 5 mile drive from most parts of town

4. Focus on Non-Traditional / Growing Sports

Some examples include

- a. Lacrosse
- b. Disc Golf
- c. Ultimate Frisbee
- d. Shorty sports
- e. Programs for home-schooled children
- f. Adventure Sports (warrior dash/mud runs)
- g. 3v3/ 7v7/ 5v5 games (soccer, football, etc.)
- h. Golf 2.0
- i. Geo-coaching
- j. Video games: Wii/Kinect
- k. Kickball
- l. Humans vs. Zombies
- m. Pillow Polo

5. Evaluate Building an Indoor Multi-use Tournament Quality Facility

- Conduct a feasibility study for the same in a Downtown location
- Amenities could include
 - 7,500 seats track stadium (soccer, football, lacrosse, rugby)
 - 35,000-40,000 square feet indoor multi-purpose space
 - Swim-dive center
 - 2 Olympic pools indoor/outdoor
 - Outdoor passive areas
 - Parking garage

6. Acquire Vacant Land for Future Needs

- Seek to acquire vacant land and/or buildings both inside city limits and in urban reserve
- Largest facility gaps exist on the west side and the north-west side of town
- Coordinate with stormwater plan
- Build community center (NW or West)
 - 25,000-50,000K square feet in size

Meeting Minutes

Subject	City of Gainesville Visioning Workshop
Date	April 2-3, 2012
Location	City of Gainesville

New and Improved Athletic Fields and Programs: NEELAY

Typology

- Athletic Fields
- Diamond Fields
- Recreation and practice facilities
- Tournament quality

Vision Statements

- Quality
- Dedicated funding source (capitol surcharge-similar to golf \$5 surcharge from \$3)
- Invest in people
- Partnerships (create more equity)
- Enforcement of rules (ultimate Frisbee)
- Communicate economic impact/R01 of programs/events/facilities
- Quality of Life
- Safe guard funding (bring at by council)

Dedicated Funding

- Rentals/program users
- Silent Policeman (Trails Improvements)
- Park/Facility/Golf Course
- Catalogue of naming/sign sponsorship
 - Nature center has a policy (memorial/naming)
- Charitable giving/philanthropy

Trends

- Lacrosse
- Land of 1-121
- Lack of facilities on NW side of turn
- Golf 2.0
- The innovation hub of sports
- Capitol development-visitor dollars (multi-use field-house/at door facilities)
- Instructional 101 level programs
- Volleyball

- Youth and adult
- Over 55 sports programs/leagues
- Medieval games/Martial arts
- Artificial turf
- Programs for individuals with disabilities

Athletic fields

- Multi-purpose (rectangular)
- 5:1 natural to artificial
- Appropriately lighted facilities
- Must have restrooms
- Build on what we have
- NW is the largest gap for new ones

Diamond Fields

- Partner with Newberry for adult softball/convert adult softball
- SW YMCA fields for girls softball

Aquatics

- Tournament-Quality Facility
- Depth (water pod/diving/synchronized)
- 2,500 people Seating
- Gym/changing space/ concessions storage
- Multi-use floor

Near Depot Park -Depot/SW 16th

- *outdoor off SR 121/Indoor downtown*
- *10-15 miles SR 121 N*
- *10 Miles N 34th St*
- *Downtown 15 miles*
- *10 miles Downtown or eastside*
- Partners
 - School/private groups

Recreation and Practice Quality

- 5 mile radius
- Similar to MLK
 - 10 miles Thabar Reserve NW Gainesville near 1-75 and FL 222
 - 5miles Springhill I-75-39th Ave area
 - 4 miles by Devil's Millhopper
 - 5miles either 34th & Arch or 39 & 43
 - 10 miles Towca Rd.
 - 5miles Urban Reserve near I-75

Recreation Centers, Pools, Programs: NEELAY**Core Programs Current**

- Aquatics
- Youth athletics
- Special events (large/small)
- Golf
- Environmental education
- Rentals
- Camps/afterschool programs

Partnerships-innovation guile, bloggers

- Santa Fe (enrichments)
- Charitable organizations (tri-athlons, adventure events)
- County, City, School (written agreements)
- Community sports league
- Churches (partner for adult sports)
- GSC
- V.F.
- Retirement communities (identify needs /Wii leagues) offer programs
- Hospitals (wellness)

New Aquatics Space

- Dimensions to meet needs for swimming
 - Events -diving, synchronized swimming, water polo
- Indoor multi-use, multi-ser with outdoor spray features/splash pad and therapy pool
- More than basic ADA access
- Location-Downtown
- South of Depot Ave on South Main
- 75-100 acres and parking garage
- Native plants

Recreation Centers**Small Neighborhoods**

- Athletics/special events
- Camps/afterschool
- Health and Wellness
- Rentals
- Youth athletics environmental education
- Adult athletics
- Aquatics/youth afterschool
- Enrichment classes
- Small special events
- Non-traditional programs

- Afterschool program only in communities w/need

Large Community

- Afterschool camps
- Special events
- Athletics
- Aquatics
- After school/camp
- Youth athletics
- Environmental education
- Health and Wellness
- Enrichment
- Rentals
- Golf
- Non-traditional programs

SF Miles**Small Neighborhood**

- 15,000 sq ft 4 miles
- 10,000 sq ft 1-2 miles
- 15,000 sq ft 4 miles
- 15,000 sq ft 2 miles
- 5,000-10,000 sq ft 3 miles
- 10,000 -20,000 sq ft 1-3 miles
- 10,000 sq ft 2 miles
- 5,000 sq ft 1-2 miles

Large Community

- 25,000 sq ft 10 miles
- 50,000 sq ft 3-5 miles
- 25,000-30,000 sq ft 5 miles
- 40,000 sq ft 7 miles
- 20,000 sq ft 5 miles
- 20,000 sq ft 6 miles
- 25,000 sq ft 8 miles
- 30,000-50,000 sq ft 10 miles

Recreation Centers

- Need on West/NW side
- Create a quadrant model
- Identify vacant land (vacant Albertsons)
- Environmental sustainability is important
- Multi-functional space with one special component

1. Dedicated Funding

- a. % surcharge on facilities, programs rentals
 - b. Bond
 - c. City commission commit to OPS and maintenance from general budget
- City-wide special use tax

2. Innovation “HUB” for Sports “How we Operate”

- **Innovation in operations**
 - a. Research Alt. sports/programs
 - b. Innov. Partnerships
 - c. Implement big ideas
 - d. Permit failure if big ideas fail
 - e. Tom Sawyer effect
 - f. Enhance user experience
 - g. Innov. \$ resources

3. Indoor Multi-use Facility

- Downtown
- 7,500 seats : track stadium (soccer, football, lacrosse, rugby)
- 35,000-40,000 indoor multi purpose
 - Swim-dive center
 - 2 Olympic pools indoor/outdoor
 - 1 dive-also synchronize, diving canoe/kayak
 - \$80,000,000
- Outdoor passive areas park garage

Aquatics

- Yes, we need more
- Outdoor pool space
- Lap lane availability
- Swim lessons
- Make west-side year round pool

4. Expand Use of current space at west side

- Staff/Geo thermal heating and cooling lane lines/diving boards/retro-fit
 - \$1mil locker rooms
- 5 mile driving from anywhere in town
- Replicate Ivan Wood Matel

5. Non-Traditional Sports

- a. Pillo Polo
- b. Adv. Sports (warrior dash/mud runs)
- c. Golf 2.0
- d. Ult. Frisbee
- e. Shorty sports

- f. 3v3/ 7v7/ 6v6 (soccer, football, etc.)
- g. Kickball
- h. 4 ?
- i. Humans vs. Zombies
- j. Geo-coaching
- k. Wii/Kinect

Acquire**6. Vacant Lot**

- 1. Both inside city limits and in urban reserve.
- 2. Vacant land and/or buildings
- 3. West & N.W. sides of town
- 4. Coordinate with stormwater plan
- 5. Build community center (NW or W) (SW)
25-50K sf

Top Priorities

- Youth Athletics – 1 vote
- Connectivity -2 vote
- Partnership – 1-vote
- Special events – 2 votes
- Aquatics – 4 votes
- Dedicated funding – 4-votes
- Regional Multi-purpose Athletic facility -2-votes

Community Interest and Opinion Survey: *Let your voice be heard today!*
DRAFT NEEDS ASSESSMENT SURVEY: Kick-Off Workshop Participants 9/7/2011

TABULATED RESULTS

The City of Gainesville Parks, Recreation and Cultural Affairs Department would like your input to help determine parks, recreation and cultural affairs priorities for our community. This survey will take approximately 10 minutes to complete. We greatly appreciate your time and efforts to improve the quality of life in Gainesville.

15. Following are major actions that the City of Gainesville could take to improve the Parks, Recreation and Cultural Affairs Department. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action.

<u>How supportive are you of having the City of Gainesville:</u>	<u>Very Supportive</u>	<u>Somewhat Supportive</u>	<u>Not Sure</u>	<u>Not Supportive</u>
(A) Acquire open space for passive activities, i.e. trails, picnicking, etc.	23	5	1	1
(B) Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc.	16	4	7	0
(C) Upgrade existing neighborhood and community parks	19	9	1	0
(D) Upgrade existing Community Centers	14	9	5	0
(E) Upgrade existing Senior Recreation Center	11	10	6	2
(F) Upgrade existing outdoor pools	12	8	7	2
(G) Upgrade existing youth/adult athletic fields	12	10	7	0
(H) Upgrade existing dog parks	13	5	9	2
(I) Develop a new outdoor swimming pool	8	4	12	5
(J) Develop new walking/biking trails and connect existing trails	17	9	3	0
(K) Develop new youth sports fields, i.e. baseball, soccer, etc.	8	14	6	1
(L) Develop new special events rental facilities	11	6	10	2
(M) Develop a new Community Center/Civic Center (gyms, fitness space, pool, etc.)	12	8	6	2
(N) Develop a new senior recreation center	8	6	11	4
(O) Develop new farmers market pavilion	11	6	9	3
(P) Develop a new nature center	9	9	8	2
(Q) Develop a new challenge course	6	2	12	6
(R) Other: City Cultural Center, Disc Golf Course, Arts	1	0	0	0

16. Which FOUR of the major actions from the list in Question #17 above are *most important* to your household? (Using the letters in Question #17 above please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.)

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

<u>How supportive are you of having the City of Gainesville:</u>	1st	2 nd	3rd	N/A
(A) Acquire open space for passive activities, i.e. trails, picnicking, etc. .8	4	4	4	1
(B) Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc.	3	3	0	2
(C) Upgrade existing neighborhood and community parks	3	5	3	4
(D) Upgrade existing Community Centers	1	1	2	1
(E) Upgrade existing Senior Recreation Center	1	0	2	0
(F) Upgrade existing outdoor pools	2	1	1	0
(G) Upgrade existing youth/adult athletic fields	1	0	1	3
(H) Upgrade existing dog parks	0	3	0	1
(I) Develop a new outdoor swimming pool	3	0	1	1
(J) Develop new walking/biking trails and connect existing trails	2	4	4	1
(K) Develop new youth sports fields, i.e. baseball, soccer, etc.	3	0	0	1
(L) Develop new special events rental facilities	2	2	1	1
(M) Develop a new Community Center/Civic Center (gyms, fitness space, pool, etc.)	0	2	2	3
(N) Develop a new senior recreation center	0	0	4	0
(O) Develop new farmers market pavilion	1	1	1	2
(P) Develop a new nature center	0	0	2	0
(Q) Develop a new challenge course	0	0	0	2
(R) Other: City Cultural Center, Disc Golf Course, Arts	2	2	0	0

17. If an additional \$100 were available for City of Gainesville parks, cultural trails, sports and recreation facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

\$_____ Improvements/maintenance of existing parks, pools, sports and recreation facilities
 (\$10) 2 (\$15) 1 (\$20) 4 (\$25) 6 (\$30) 4 (\$35) 1 (\$50) 7 (\$60) 1

\$_____ Acquisition of new park land and open space
 (\$5) 2 (\$10) 3 (\$15) 1 (\$20) 5 (\$25) 4 (\$30) 2 (\$50) 2 (\$100) 1

\$_____ Construction of new sports fields (softball, soccer, baseball, etc.)
 (\$5) 2 (\$10) 1 (\$15) 2 (\$20) 4 (\$25) 4 (\$30) 1 (\$35) 1

\$_____ Acquisition and development of walking and biking trails
 (\$5) 2 (\$10) 4 (\$15) 1 (\$20) 3 (\$25) 4 (\$30) 2 (\$40) 1 (\$50) 1

\$_____ Improve cultural program facilities
 (\$5) 3 (\$10) 4 (\$15) 3 (\$20) 2 (\$25) 2 (\$30) 1 (\$50) 3 (\$100) 1

\$_____ Develop new cultural program facilities
 (\$5) 5 (\$10) 2 (\$15) 1 (\$20) 3 (\$25) 1 (\$30) 1 (\$50) 1

\$_____ Other: _____

\$ 100 TOTAL

- New Pool \$80
- Community Gardens \$50
- Trees Established \$20
- Develop New Recreation programs \$100
- Environmental Education \$10

27. Please indicate the MAXIMUM distance you would be willing to travel to visit a park by the following modes of transportation by circling the distance to the right of the mode of travel.

	Under <u>½ mile</u>	½ to 1 <u>mile</u>	1-2 <u>miles</u>	3-4 <u>miles</u>	5miles <u>or more</u>	Not <u>Applicable</u>
(A) Walk.....	7	16	4	0	0	0
(B) Ride a bike.....	0	3	8	11	4	1
(C) Drive a car.....	0	0	0	1	24	1

Group 3 Multi-Use Center Notes

- 2 Olympic Pools with Dive + Swim
- Wide oval track (9 lane)
- 7,500 + seating
- 30-50,000 sq. ft. multipurpose
- Shared parking facility with w/ Cade
- Contributors to Needs Assessment
- USA Olympic
- UF
- FHSCA
- City/County
- State
- Music

Partners/ Revenue

- \$100,000 the first year
- Hotel
- Parking fees
- Naming rights
- Concession (contractor or non-profit)

5 Years

- Rental for facility multipurpose facility and retail
- Legacy revenue
- Ads/sponsorships (environmental)
- Permanent retail space on Shell
- Camps

8 Years

- Grants (ex: FEMA, Lab School)
- Corporate sponsor
- Net from events

Strengths

- Possible Bed tax
- User fees

Weaknesses

- Roads
- Eminent Domain
- Initial funding

Opportunities

- Hotels
- Economic development
- Shelter
- Grants

Threats

- Neighborhood
- Operational
- UF competition

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7.2 | CAPRA Accreditation Standards Matrix



2024-410C

CAPRA Accreditation Standards Development

Accreditation by the Commission for Accreditation of Park and Recreation Agencies (CAPRA) “is based on an agency’s compliance with 144 standards for national accreditation. To achieve accreditation, an agency must comply with all 36 Fundamental Standards [shown in **bold**], and at least 85% of the remaining 108 standards (92).” The following chart shows which standards have been achieved through the Parks, recreation and Cultural Affairs Master Plan.

Accreditation Standard	Should meet Standard	Portions of our Plan will assist with partially meeting standard	Does not meet standard
1.0 AGENCY AUTHORITY, ROLE AND RESPONSIBILITY			
1.0 Source of Authority			
1.1.1 Public Authority			
1.1.2 Citizen Advisory Boards			
1.2 Jurisdiction	X		
1.3 Mission			
1.3.1 Agency Goals and Objectives		X	
1.3.2 Personnel Involvement		X	
1.4 Policies, Rules and Operational Procedures			
1.4.1 Policy Manual			
1.5 Agency Relationship			
1.5.1 Operational Coordination and Cooperation Agreements			
2.0 PLANNING			
2.1 Overall Planning Function within Agency			
2.2 Involvement in Local Planning			
2.3 Planning with Regional, State, Federal and Non-gov Agencies			
2.4 Comp Plan		X	
2.4.1 Trends Analysis		X	
2.4.2 Community Assessment	X		
2.4.3 Community Inventory	X		
2.4.4 Needs Index	X		
2.5 Feasibility Studies		X	
2.6 Strategic Plan		X	
2.7 Site Plans			

2.8 Historical, Cultural and Natural Resource Management Plan		X	
2.9 Community Involvement	X		
3.0 ORGANIZATION AND ADMINISTRATION			
3.1 Organization Structure			
3.1.1 Statement of Purpose for Each Organizational Component			
3.2 Administrative Policies and Procedures			
3.2.1 Administrative Offices			
3.2.2 Support Services			
3.3 Communication System			
3.4 Process for Public Information, Community Relations, Marketing			
3.4.1 Public Information Statement			
3.4.1.1 Public Information and Community Relations Responsibility			
3.4.2 Community Relations Plan			
3.4.3 Marketing Plan			
3.4.3.1 Marketing Position Responsibility			
3.5 Management Information Systems			
3.5.1 Application of Technology			
3.6 Records Management Policy and Procedure			
3.6.1 Records Disaster Mitigation and Recovery			
4.0 HUMAN RESOURCES			
4.1 Personnel Policies and Procedures Manual			
4.1.1 Code of Ethics			
4.1.2 Recruitment Process			
4.1.3 Equal Employment Opportunity and Workforce Diversity			
4.1.4 Selection Process			
4.1.5 Background Investigation			
4.1.6 Employee Benefits			

4.1.7 Supervision			
4.1.8 Compensation			
4.1.9 Performance Evaluation			
4.1.10 Promotion			
4.1.11 Disciplinary System			
4.1.12 Grievance Procedures			
4.1.13 Termination and End of Employment			
4.2 Staff Qualifications			
4.3 Job Analysis and Job Description			
4.4 Chief Administrator			
4.5 Physical Examination			
4.5.1 Workforce Health and Wellness			
4.6 Orientation Program			
4.6.1 In-Service Training Function			
4.6.2 Employee Development			
4.6.3 Succession Planning			
4.6.4 Professional Organization Membership			
4.7 Volunteer Management			
4.7.1 Utilization of Volunteers			
4.7.2 Recruitment, Selection, Orientation, Training, and Retention			
4.7.3 Supervision and Evaluation			
4.7.4 Recognition			
4.7.5 Liability Coverage			
4.8 Consultants and Contract Employees			
5.0 FINANCIAL MANAGEMENT			
5.1 Fiscal Policy			
5.1.1 Fees and Charges			
5.1.2 Acceptance of Gifts and Donations			
5.1.3 Government Grants			
5.1.4 Private, Corporate, and Non Profit Support			
5.2 Fiscal Management Procedures			
5.2.1 Authority and Responsibility for Financial Management			

5.2.2 Purchasing Procedures			
5.2.2.1 Emergency Purchase Procedures			
5.3 Accounting System			
5.3.1 Financial Status Reports			
5.3.2 Position Authorization			
5.3.3 Fiscal Control and Monitoring			
5.3.4 Independent Audit			
5.4 Annual Budget		X	
5.4.1 Budget Development Participation			
5.4.2 Budget Recommendations			
5.5 Budget Control			
5.5.1 Supplemental/Emergency Appropriations			
5.5.2 Inventory and Fixed Assets Control			
6.0 PROGRAMS AND SERVICES MANAGEMENT			
6.1 Recreation Program Plan		X	
6.1.1 Program and Service Determinants			
6.1.2 Participant Involvement		X	
6.1.3 Self-Directed Programs and Services			
6.1.4 Leader-Directed Programs and Services			
6.1.5 Facilitated Programs and Services			
6.1.6 Fee Based Programs and Services			
6.1.7 Cooperative Programming			
6.2 Objectives			
6.3 Program Evaluation		X	
6.4 Outreach to Underserved Populations		X	
6.5 Scope of Program Opportunities			
6.6 Selection of Program Content			
6.7 Community Education for Leisure			
6.8 Program and Service Statistics		X	

7.0 FACILITY AND LAND USE MANAGEMENT			
7.1 Acquisition of Park and Recreation Lands			
7.2 Development of Areas and Facilities			
7.3 Defense against encroachment			
7.4 Disposal of Lands			
7.5 Maintenance and Operations Management Plan			
7.5.1 Facility Legal Requirements			
7.5.2 Preventive Maintenance Plan			
7.5.3 Recycling			
7.6 Fleet Management Plan			
7.7 Agency Owned Equipment and Property			
7.8 Natural Resource Management and Environmental Stewardship			
7.9 Environmental Sustainability			
7.10 Maintenance Personnel Assignment			
7.11 Capital Asset Depreciation and Replacement			
8.0 PUBLIC SAFETY, LAW ENFORCEMENT AND SECURITY			
8.1 Laws and Ordinances			
8.2 Authority to Enforce Laws by Law Enforcement Officers			
8.3 Law Enforcement Officer Training			
8.4 Public Safety and Law Enforcement Role of Agency Staff			
8.4.1 Staff Liaison to Law Enforcement Officers			
8.4.2 Public Safety and Law Enforcement In-Service Training for Staff			
8.4.3 Handling of Disruptive Behavior			
8.4.4. Traffic Control, Parking			

Plans, and Crowd Control			
8.4.5 Handling of Evidentiary Items			
8.5 General Security Plan			
8.6 Emergency Management Plan			
8.6.1 In-Service Training for Agency Staff			
9.0 RISK MANAGEMENT			
9.1 Risk Management Plan			
9.1.1 Statement of Policy			
9.1.2 Risk Management Operations Manual			
9.1.2.1 Accident and Incident Reports			
9.1.3 Personnel Involvement and Training			
9.2 Risk Manager			
10.0 EVALUATION AND RESEARCH			
10.1 Evaluation Analysis			
10.1.1 Position Responsibility for Evaluation			
10.2 Experimental and Demonstration Projects			
10.3 Staff Training for the Evaluation of Programs, Services, Areas and Facilities			
10.4 Quality Assurance			

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7.3 | Gainesville Site Analysis Sheets



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Park Name:

TOTAL SCORE:

Location:

Classification:

% programmed

Adjacent Land-Uses/Proximities:

Park Components:

<i>Baseball</i>	<i>Basketball</i>	<i>Boat Ramp</i>
<i>Canoe/Kayak</i>	<i>Community Ctr</i>	<i>Dog Park</i>
<i>Exercise/Walking Path</i>	<i>Fishing</i>	<i>Football</i>
<i>Gymnasium</i>	<i>Multi-purpose Field</i>	<i>Multi-Purpose Room</i>
<i>Parking</i>	<i>Picnic Area</i>	<i>Playground</i>
<i>Volleyball</i>	<i>Pool – Outdoor</i>	<i>Recreation Ctr</i>
<i>Restrooms</i>	<i>Skate Park</i>	<i>Soccer</i>
<i>Softball</i>	<i>Tennis</i>	<i>Trail – Multi-use</i>
<i>Unpaved Trail – Nature/Hiking</i>	<i>Paved Trail – Multi-Use</i>	<i>Racquetball</i>
<i>Boardwalk</i>	<i>Track and Field Facility</i>	<i>Community Garden</i>
<i>Other</i> _____		

Summary of Observations:

Evidence of Design Standards? Y N
Evidence of Maintenance Standards? Y N
Revenue Opportunities? low opportunity/potential/ high potential
 List Opportunities:

Partnership Opportunities low opportunity/potential/ high potential
 List Opportunities:

Environmental Opportunities low opportunity/potential/ high potential
 List Opportunities:

Comments:



PROXIMITY/ACCESS/LINKAGES

Visibility from a distance

(**1** being poor visibility to the interior of the park from the surrounding neighborhood due to man-made structures or natural feature that obstruct views into the park versus **5** being able to clearly see into the park from the surrounding neighborhood)

1 2 3 4 5

Ease in walking to the park

(**1** being poor access to the park from the surrounding neighborhood due to disconnected sidewalks, lack of shade trees, unmarked pedestrian street crossings on fast, wide streets, and single sided park frontage onto the street versus **5** being ADA accessible access on wide shaded sidewalks that lead to the park, pedestrian-timed street crossings on narrow streets that lead to an interconnected park sidewalk network, multiple side of the park face the street)

1 2 3 4 5

Transit Access

(**1** being a transit stop located within ¼ mile of the park versus **5** being directional and orientational signage that directs park users to an easily accessible transit stop within ¼ mile with comfortable and sheltered seating area or (depending on the size and function of the park) a highly visible and easily accessible transit stop located on park property with bike racks, directional and orientational signage, pedestrian comfort stations, and comfortable and sheltered seating area)

1 2 3 4 5

Clarity of information/signage

(**1** being the mere presence of gateway signage and regulatory signage versus **5** being a hierarchy of signage (gateway, location map (depending on the complexity of the park), identification, regulatory, directional, educational, etc.) that is clear, legible and well-maintained.

1 2 3 4 5

ADA Compliance

(**1** being the park appears to be generally *inaccessible* due to a lack of appropriate ramps, equitable distribution of facilities, level paving, etc. and does not appear to easily usable by someone with special needs. (**5** being the majority of the park shows evidence that it is intent is to be accessible and would allow equitable use of people with all needs/abilities.

1 2 3 4 5



COMFORT & IMAGE

First impression/overall attractiveness

(1 being a park that is perceived to be uninviting, unsafe, abandoned, dilapidated, unmaintained, or piecemealed together versus 5 being a park that is perceived to be inviting, safe, impeccably maintained, and provides site features that contribute to the overall aesthetic of the park)

1 2 3 4 5

Feeling of safety

(1 being surroundings that induce a feeling of danger due to the obstruction of natural surveillance and eyes on the park, extreme pedestrian access control (high fences, single access point), lack of or inappropriate lighting, lack of a sense of ownership, and limited to no protection from the elements versus 5 being surroundings that evoke a feeling of safety and security through the promotion of eyes on the park, appropriate lighting, selectively placed entry and exit points, short and least sight-limiting fencing, well maintained spaces that promote proprietary concern, and protection from the elements)

1 2 3 4 5

Cleanliness/overall quality of maintenance

(1 being unclean and damaged structures, recreational facilities, pavements, furnishings, and other hardscapes; dying, damaged and unmaintained landscaping, and the presence of litter, versus 5 impeccably maintained structures, recreational facilities, pavements, furnishings and other hardscapes; healthy, vibrant, and well maintained landscaping, and no litter)

1 2 3 4 5

Comfort of places to sit

(1 being, uninviting, damaged, dirty, and sensorially unpleasant versus 5 being inviting, neat, clean, and sensorially pleasant)

1 2 3 4 5

Evidence of management/stewardship

(1 being an abandoned appearance (unmaintained landscaping, deteriorating structures and hardscape, presence of litter) versus 5 being a cared for appearance (impeccably maintained landscaping, hardscapes, and structures, and no litter)

1 2 3 4 5



USES AND ACTIVITIES & SOCIABILITY

Mix of uses/things to do

(1 being single use park that can only be used in specific weather conditions versus, with limited modern upgrades 5 being a park that offers low/no cost activities for a variety of users (children, adults, and elderly) at all times during the day, and incorporates new park features such as wireless internet and cafes)

1 2 3 4 5

Level of activity

(1 being a few people using the park at a single time period versus 5 being a variety of people of different age groups using the park at all times during the day)

1 2 3 4 5

Sense of pride/ownership

(1 being litter, vandalism and miss-use of facilities, lack of use, and lack of maintenance and up-keep versus 5 being an actively used park, voluntarism, “patrolling” users,” signs of care, maintenance and up-keep)

1 2 3 4 5

Programming Flexibility

(1 being inflexible limited use due to topography, size, access, physical limitations, and single season versus 5 being most flexible, large range of options due to support system, shelter and water etc. for multi uses, flexible topography, open space)

1 2 3 4 5



SUSTAINABILITY

Stormwater Management

(1 being drainage system that discharges water from the site without any intermediate retention or treatment, large amount of impervious surfaces versus 5 being a system that successfully incorporates the reuse of stormwater where feasible and treats as much water on site as possible through the means of retention/detention, bio-swales, wetlands, pervious paving, green roofs, and the like.)

1 2 3 4 5

Connectivity

(1 being a poorly connected park that relies solely on automobile access along traditional streets versus 5 being a park that facilitates the use of alternative modes of transportation through the provisions of bicycle and adjacent mass-transit facilities as well as interconnected pedestrian access routes to and within the park and the utilization of “complete streets”)

1 2 3 4 5

Co-Location/ Integration of Infrastructure

(1 being a clear lack of co-location of facilities, programs or lack of integration of infrastructure such as water management, transportation or civic facilities, versus 5 being the embracing of co-located facilities and integration of infrastructure)

1 2 3 4 5

Economic Sustainability

(To what degree does the park generate jobs/employment opportunities, generate revenue, increase adjacent property values, and/or provide opportunities for workforce training)

1 2 3 4 5

Resource Demand

(1 being no evidence of energy efficient appliances/lighting/ building fixtures, and/or a clear lack of an on-site materials recycling effort, predominance of high maintenance, non-native landscaping, use of non-renewable resources versus 5 being evidence of the incorporation of EE light fixtures/bulbs/appliances (where applicable), low-impact site development, alternative energy generation, embracing of on-site materials recycling, use of recycled/renewable construction materials, native landscape planting)

1 2 3 4 5



Healthy Lifestyles

To what degree does the park promote health and wellness through opportunities for *walking/biking/running/skating, health and wellness programs* such as fitness testing/community gardens/healthy cooking classes/immunizations/health provider referrals, and *partnerships* with schools/hospitals/health departments to help them achieve similar health-related missions

1 2 3 4 5

RESIDENT/USER QUESTIONS

Frequency of neighborhood/ community events/activities

Who is using the park?

Does the park meet the specific needs of the surrounding community?

How many different types of activities are occurring - people walking, eating, playing baseball, chess, relaxing, reading?

Which parts of the space are used and which are not?

What do you see as areas for improvement within this park?

GENERAL COMMENTS:

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7.4 | Service Provider Matrix Gap Analysis



2024-410C

1.1 GAINESVILLE SERVICE PROVIDER ANALYSIS

A critical part of the Athletic Gap analysis was to understand the extent of service duplication and true service area opportunities. In order to do this, the Consulting team and PRCA staff developed a service provider matrix that included the following elements:

- Similar provider or true competitor
- Core Program name
- Name of the agency
- Contact Info
- Name of specific facility at the agency
- Location of specific facility
- Public / Private / Not-for-profit ownership
- General Description
- Price comparison
- Distance from Prime Facility

The PRCA staff developed the matrix for the athletic core program areas that were analyzed as a part of the Athletic Gap analysis. The matrix evaluated the following program areas as determined based on conversations with the PRCA staff.

1. Cheer
2. Basketball
3. Baseball
4. Softball
5. Adult Softball
6. Soccer
7. Tackle Football
8. Ultimate Frisbee

The following pages provide a detailed description of each program area matrix followed by a gap analysis mapping depicting the various service providers – similar providers and competitors as well as City of Gainesville facilities and a 3-mile radius ring drawn.

1.1.1 CHEER

Similar Provider or Competitor	Core Program Name	Agency	Name of specific facility at the Agency	Location - City / County	Operator (Public / Private / Not-for-Profit)	General Description	Price	Distance from Prime Facility (in mins.)
CHEER								
	Youth Cheerleading	City of Gainesville	Martin Luther King Center	City	Public	Offer youth Cheerleading for ages 5-15 years old	\$45.25 City/\$67.25 County + cost of Uniform	
S	Youth Cheerleading	Sun Country	Jonesville Location	County	Private	Cheerleading for ages 4-18 years old	Tiny \$75/ monthly - Minis thru Seniors \$128 + Uniform Warm Up Coaches Fee Choreography Fee Practice Uniform	25
S	Youth Cheerleading	Florida Team Cheer and Dance		County	Private	Cheerleading for ages 4-18 years old	Tiny \$75/ monthly - Minis thru Seniors \$128 + Uniform Warm Up Coaches Fee Choreography Fee Practice Uniform	20
S	Youth Cheerleading	Upward Bound Sports		County	Private	K5 thru 8th Grade	\$80/\$90 Late Fee after Oct.	20
C	Youth Cheerleading	Gladiators	Fred Cone Park	City	Non-for-Profit	Offer youth Cheerleading for ages 6-15 years old	\$50 + Uniform Cost	5
C	Youth Cheerleading	Gainesville Dolphins	Lincoln middle school	City	Non-for-Profit	Offer youth Cheerleading for ages 6-15 years old	\$125 Includes Uniform	5
S	Youth Cheerleading	City of Newberry	Easton Sports Complex	County	Public	Offer youth Cheerleading for ages 8-14 years old	100 Includes Uniform	35
C	Youth Cheerleading	City of Alachua	Hal Bradey Rec Center	County	Public	Offer youth Cheerleading for ages 5-15 years old	\$145 Includes rental of Uniform	25

As seen from the listing and the map, there are a fair number of similar providers (4) and competitors (3).

With the exception of the Gladiators and the Gainesville Dolphins, most of the providers are located 20 minutes or more away from Martin Luther King Center which is the primary facility where the program is offered. Also, from a price standpoint, only the Gladiators are truly on par with the PRCA offerings while the rest are much higher priced in comparison.

Summary: The distance combined with the competitive pricing and relative lack of competitors within the area along with conversations with the staff indicate that there is a fair demand for the program and this could be an offering that can be continued in the times to come.

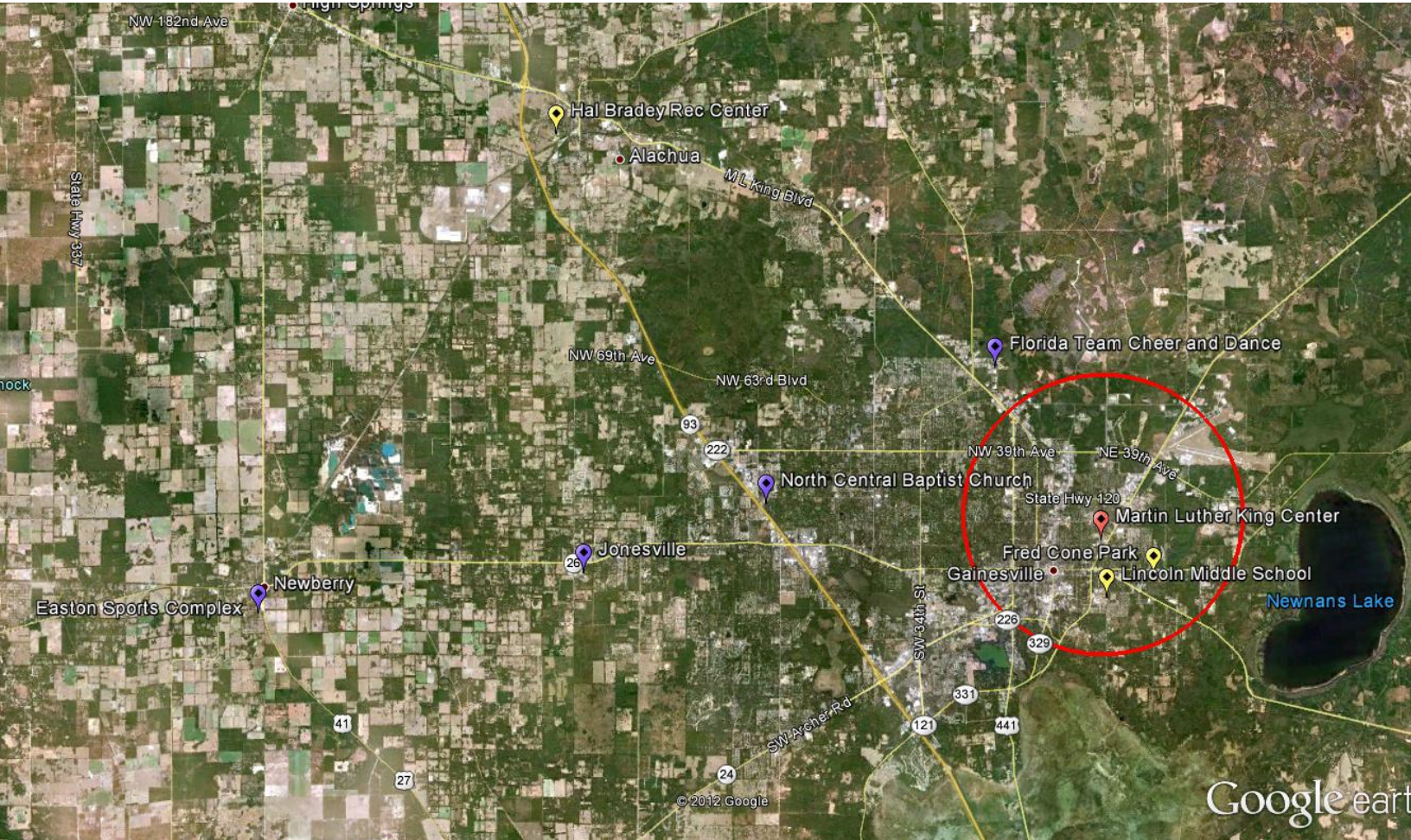


Figure 1 - Location of Similar and Competitor Providers for Gainesville Cheer

1

¹ Red Icon – Gainesville Location showing a 3 Mile Radius
Blue Icon – Similar Providers
Yellow Icon – Competitor Providers

1.1.2 BASKETBALL

Similar Provider or Competitor	Core Program Name	Agency	Name of specific facility at the Agency	Location - City / County	Operator (Public / Private / Not-for-Profit)	General Description	Price	Distance from Prime Facility (in mins.)
BASKETBALL								
	Youth Basketball	City of Gainesville	Martin Luther King Center	City	Public	Offers Youth Basketball for ages 5-14 years old	\$78.25City/ \$117.75 County	
C	Youth Basketball	Mt Carmel Church	Mt Carmel Baptist Church	City	Private	Ages 5 to 18	\$50 Reg	5
C	Youth Basketball	Boys & Girls Club	Boys and Girls Club	City	Non-for-Profit	Offers Youth Basketball for ages 5-14 years old	\$50 Reg Fee + \$60 Membership Fee	15
S	Youth Basketball	i9 Sports	Rock Church	County	Not-for-Profit	Ages 5 to 14	\$135/\$155 after 1/9	20
S	Youth Basketball	Upward Bound Sports	North Central Baptist Church	County	Private	K5 thru 8th Grade	\$75/\$85 Late Fee after Oct.	20
S	Youth Basketball	City of Newberry	Easton Sports Complex	County	Public	Offers Youth Basketball for ages 5-14 years old	\$60	35
C	Youth Basketball	YMCA	YMCA NW 34th St	City	Non-for-Profit	Ages 5 to 14	\$70 Members \$90 Non Members	20
S	Youth Basketball	City of Alachua	Hal Bradey Rec Center	County	Public	Offers Youth Basketball for ages 5-14 years old	\$75	25

As seen from the listing and the map, there are a number of similar providers (4) and competitors (3) for youth basketball.

Only Mount Carmel Church offers similar programs at a competitive rate and is located in less than a 15 minute drive time. Also, while Church-based offerings may be open to the community typically the greater portion of users would be members of the Church itself.

Summary: In a community like Gainesville, where people are accustomed to greater access and higher levels of service within a walking distance or a short drive, the absence of a similar facility in less than a 15 minute driving distance would indicate a continued demand and thus, a need to offer this type of programming.

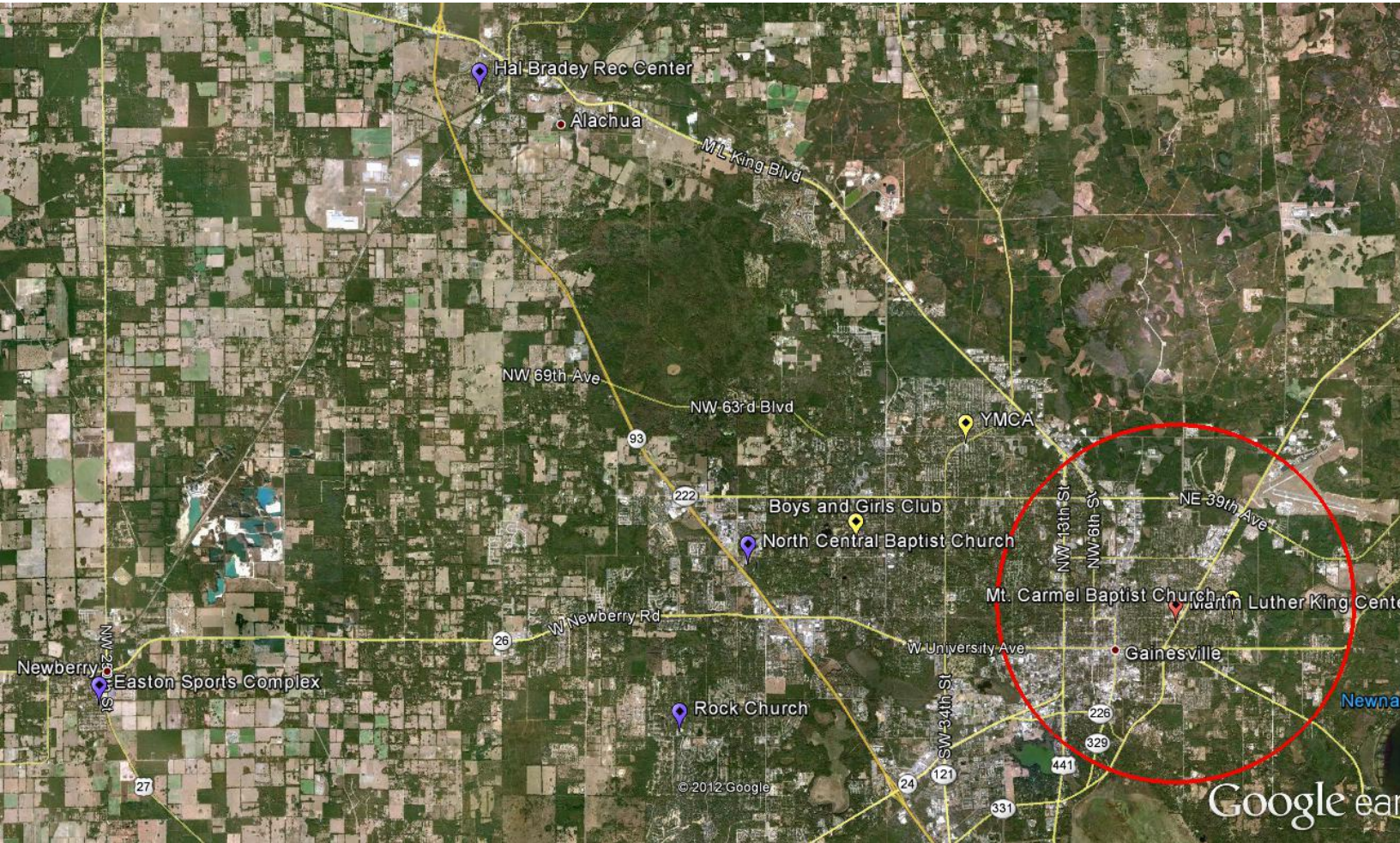


Figure 2 - Location of Similar and Competitor Providers for Gainesville Basketball

2

-
- ² Red Icon – Gainesville Location showing a 3 Mile Radius
 - Blue Icon – Similar Providers
 - Yellow Icon – Competitor Providers

1.1.3 BASEBALL

Similar Provider or Competitor	Core Program Name	Agency	Name of specific facility at the Agency	Location - City / County	Operator (Public / Private / Not-for-Profit)	General Description	Price	Distance from Prime Facility (in mins.)
BASEBALL								
	Baseball	Gainesville Youth Baseball	Greentree Albert Ray Massey Park (Westside Park)	City	Not-for-Profit	Offers Baseball for ages 4-15 years old	Tball \$90 Rookie, Minor, Majors \$120 13/15 \$135	
S	Baseball	City of Newberry	Easton Sports Complex	County	Public	Offers Baseball for ages 4-15 years old	\$85	35
C	Baseball	City of Newberry	Diamond Sports Complex	County	Public	Offers Baseball for ages 4-15 years old	\$125	25
S	Baseball	YMCA	YMCA NW 34th St	City	Non-for-Profit	Ages 5 to 12	\$70 Members \$90 Non Members	10
S	Baseball	City of Alachua	Hal Bradey Rec Center	County	Public	Offers Baseball for ages 4-15 years old	TB-50, Baseball-75	25
S	Baseball	City of Waldo	Sid Martin Sports Complex	County	Public	Offers Baseball for ages 4-15 years old	\$65	20
S	Baseball/T-Ball	Upward Bound	Trinity United Methodist Church	City	Private	Age 5 to 14	\$50	20
S	Babe Ruth	Hawthorne	Hawthorne Sports Complex	County	Non-for-Profit	Offers Baseball for ages 4-15 years old	N/A	20
C	Baseball	Middle School Baseball	Diamond Sports Complex	County	Public	6th thru 8th grade	\$125	25

As seen from the listing and the map, there are a large number of similar providers (6) and some competitors (2) for youth baseball.

While it may seem that there is an absence of facilities in a short drive time, the presence of Easton and Diamond Sports Complex in Newberry has significantly changed the market for baseball offerings.

Summary: With a number of fields located within a single complex in Newberry, there is a greater incentive for users to drive the extra time and distance for higher quality and newer facilities. Also, based on results of the priority rankings, baseball ranks low on the community priority and overall unmet need. This, coupled with nationwide trends that show a flat-line or slightly declining rate of growth for baseball, indicates that there may not be a gap in service offerings for baseball and the City may wish to evaluate limiting offerings or pursuing alternate options, including field rentals.

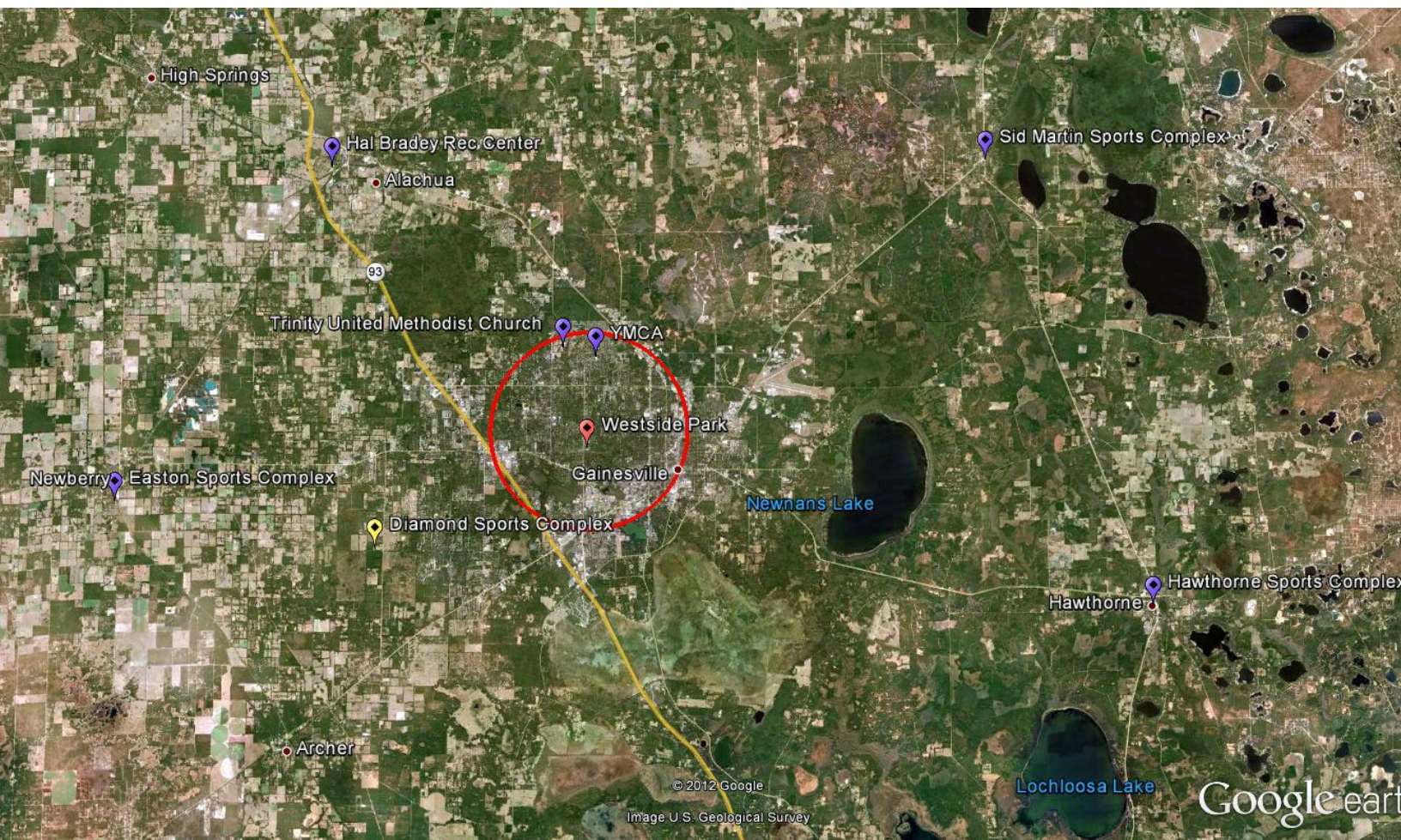


Figure 3 - Location of Similar and Competitor Providers for Gainesville Baseball

3

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- ³ Red Icon – Gainesville Location showing a 3 Mile Radius
 - Blue Icon – Similar Providers
 - Yellow Icon – Competitor Providers

1.1.4 SOFTBALL

<i>Similar Provider or Competitor</i>	<i>Core Program Name</i>	<i>Agency</i>	<i>Name of specific facility at the Agency</i>	<i>Location - City / County</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price</i>	<i>Distance from Prime Facility (in mins.)</i>
SOFTBALL								
S	Softball	Gainesville Fastpitch	NE Park	City	Not-for Profit	Offers Softball for ages 7-16 years old	\$95	
S	Softball	City of Newberry	Easton Sports Complex	County	Public	Offers Softball for ages 7-16 years old	\$85	35
S	Softball	City of Alachua	Hal Bradey Rec Center	County	Public	Offers Softball for ages 7-16 years old	TB-\$50, Softball-\$75	25
S	Softball	City of Waldo	Sid Martin Sports Complex	County	Public	Offers Softball for ages 7-16 years old	\$65	20

As seen from the listing and the map, there are a number of similar providers (4). However, unlike baseball, due to boundaries delineating use in the Babe Ruth league, Gainesville participants are unable to participate in games in Newberry, Alachua and Waldo. Thus, there is an extent of pent-up demand for softball. Additionally, adult softball is also popular and the current lack of facilities is limiting growth.

Summary: While current softball demand seems to continue, softball ranks low according to the results of the priority rankings and overall unmet need. Nationwide trends, too, do not indicate a growth pattern for softball. This would indicate that the PRCA staff continue offering softball at the existing level of service or have a minimal increase in service offering by evaluating a conversion of existing baseball space to softball. Lastly, for existing offerings, the continued demand coupled with the limited supply also provides an opportunity for the PRCA staff to evaluate the current pricing model and update it to better reflect the value of the offerings.

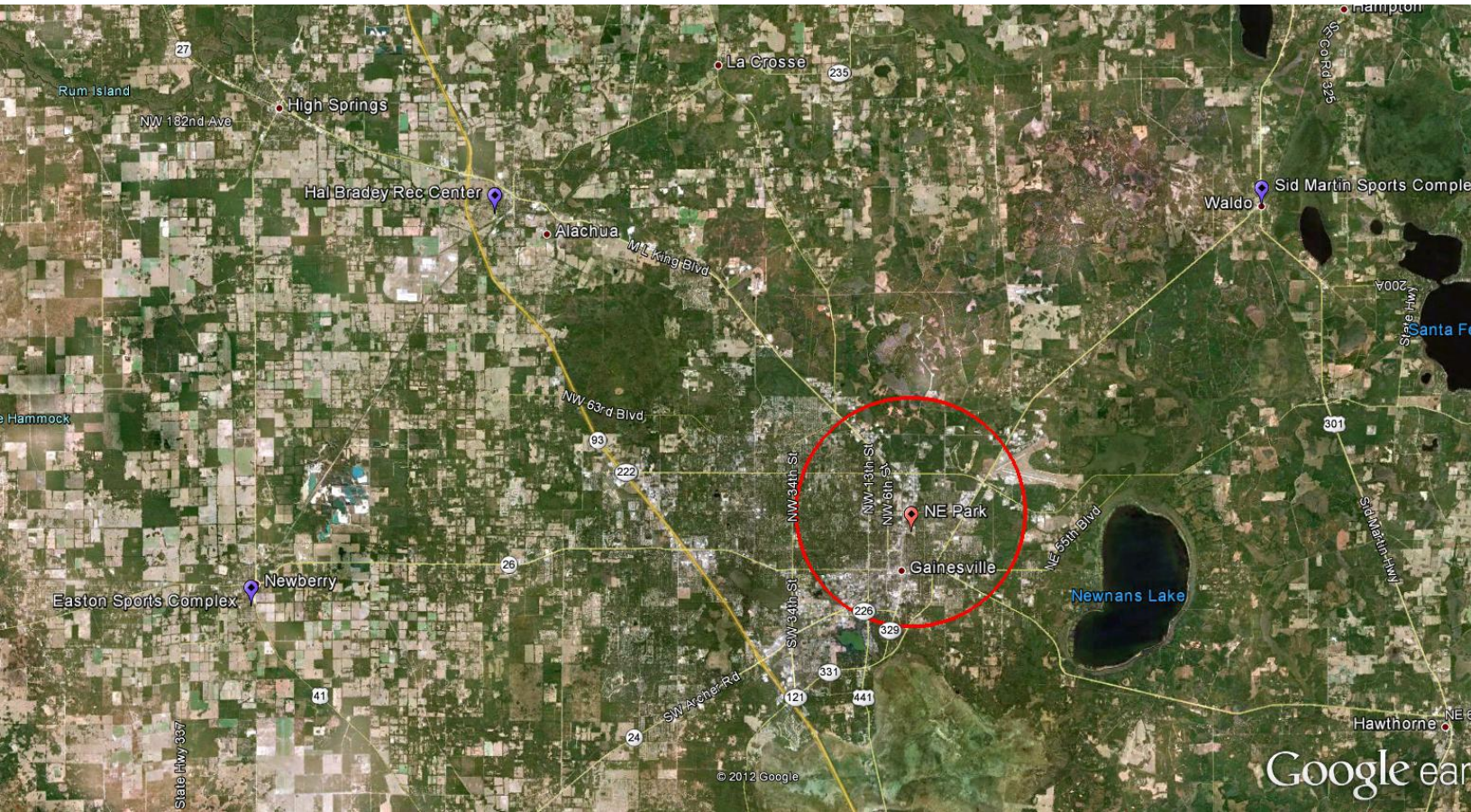


Figure 4 - Location of Similar and Competitor Providers for Gainesville Softball

4

-
- 4 Red Icon – Gainesville Location showing a 3 Mile Radius**
 - Blue Icon – Similar Providers**
 - Yellow Icon – Competitor Providers**

1.1.5 TACKLE FOOTBALL

<i>Similar Provider or Competitor</i>	<i>Core Program Name</i>	<i>Agency</i>	<i>Name of specific facility at the Agency</i>	<i>Location - City / County</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price</i>	<i>Distance from Prime Facility (in mins.)</i>
TACKLE FOOTBALL								
	Football	City of Gainesville	NE Complex	Gainesville	Public	Tackle football ages 5-14		
S	Football	Alachua	Hal Bradey Rec Center	Alachua	Not-for-Profit	Tackel Football Ages 5-15	\$75/95	25
C	Football	Boys & Girls Club	NW 51st	City	Not-for-Profit	Tackle football ages 7-13	\$70 +\$60 membership	10
C	Football	Gladiators Youth Football	Fred cone Park	City	Not-for-profit	Offers tackle football to youth ages 7-13	\$100	5
C	Football	Willie Jackson	A. Quinn Jones	City	Not-for-Profit	Offers tackle football to youth ages 7-13	\$75	5
C	Football	Gainesville Dolphins Youth football	Lincoln Field	City	Not-for-profit	Offeres tackle football to youth ages 7-13	\$75	5

As seen from the listing and the map, there are a number of true competitors within a 10 minute or less driving time. The Boys & Girls Club, Gladiators Youth Football, Willie Jackson and Gainesville Dolphins Youth Football are all located within the City and essentially serve the same target market.

Summary: While football is a popular sport in Florida and the Gainesville area, it is also served by a number of providers here. The priority rankings have demonstrated that football is not a high priority but based on conversations with PRCA staff the quality of the facility at MLK Center differentiates the City facility from all others. The PRCA staff might wish to evaluate whether there is adequate demand to continue to expand it or continue at the existing levels of service.

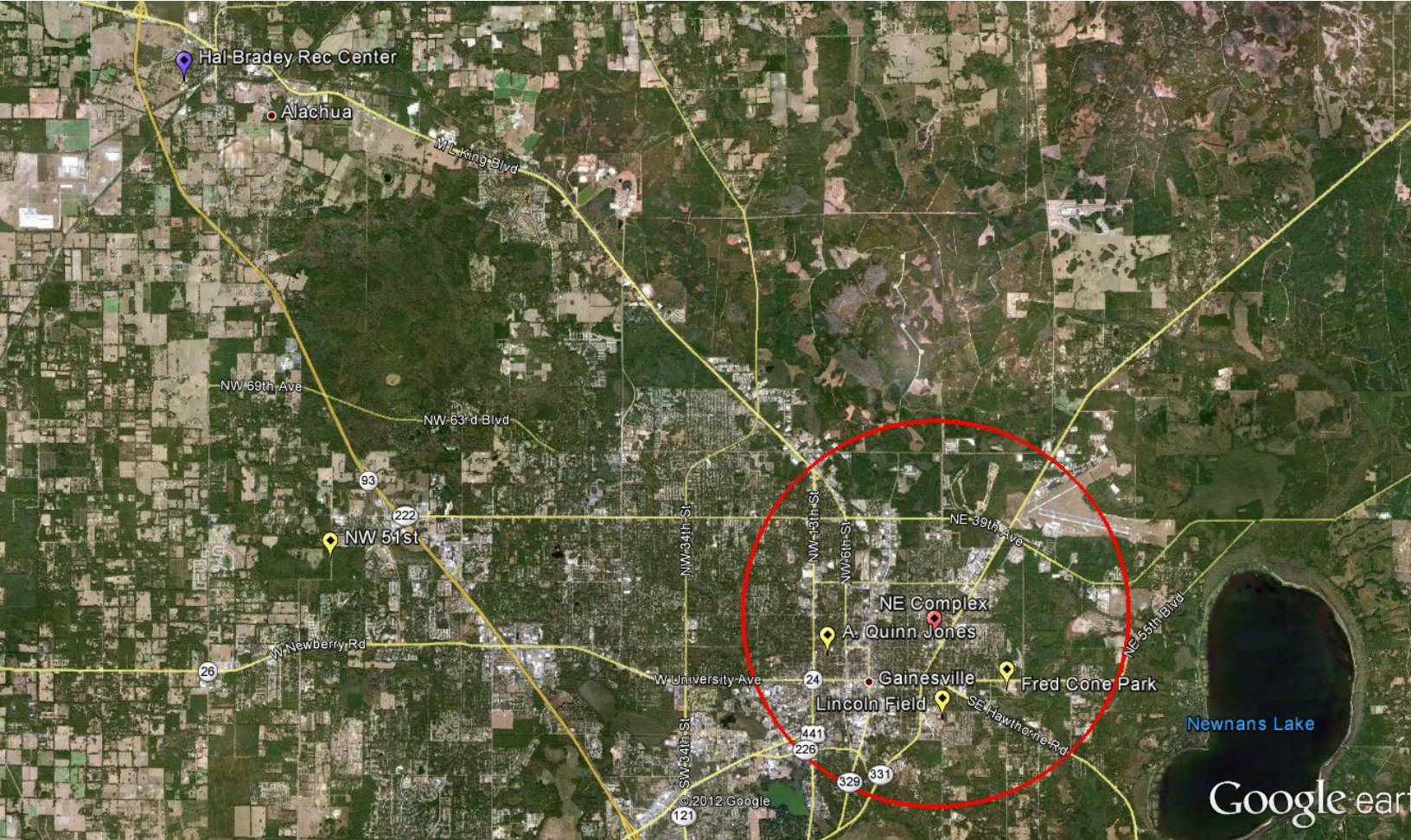


Figure 5 - Location of Similar and Competitor Providers for Gainesville Tackle Football

5

⁵ Red Icon – Gainesville Location showing a 3 Mile Radius
Blue Icon – Similar Providers
Yellow Icon – Competitor Providers

1.1.6 SOCCER

<i>Similar Provider or Competitor</i>	<i>Core Program Name</i>	<i>Agency</i>	<i>Name of specific facility at the Agency</i>	<i>Location - City / County</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price</i>	<i>Distance from Prime Facility (in mins.)</i>
SOCCER								
	Youth Soccer	Gainesville Youth Soccer	Lincoln Park	City	Not-for Profit	Offers Soccer for ages 4-18 years old		
	Youth Soccer	Leg-A-Z Sports Academy	Kanapaha Park	Volunteers	Not-for-profit	Offers soccer to youth ages 5-12 years old		20
	Youth Soccer	City of Newberry	Easton Sports Complex	County	Public	Offers Soccer for ages 5-14 years old	\$70	35
	Youth Soccer	Upward Bound Sports	North Central Baptist Church	County	Private	K5 thru 8th Grade	\$75/\$85 Late Fee after Oct.	20
	Youth Soccer	City of Alachua	Hal Bradey Rec Center	County	Public	Offers Soccer for ages 5-14 years old	\$60	25
	Youth Soccer	i9 Sports	Rock Church	County	Not-for-Profit	Ages 5 to 14	\$135/\$155 after 1/9	20
	Youth Soccer	YMCA	YMCA NW 34th St	City	Not-for-Profit	Offers Soccer for ages 4-12 years old	\$70 Members \$90 Non Members	20
	Youth Soccer	Gainesville Soccer Alliance	GSA Soccer Complex	County	Not-for Profit	Offers Soccer for ages 4-14 years old	\$130	20

There are a number of service providers in the area and soccer continues to be a popular and growing sport. While many providers are more than 15 minutes away, it may still be a very saturated market for soccer offerings.

Summary: With the number of other providers offering soccer in the area, the PRCA staff ought to keep program offerings at the existing level or seek partnerships to offer the program and not duplicate offerings provided by the other agencies.

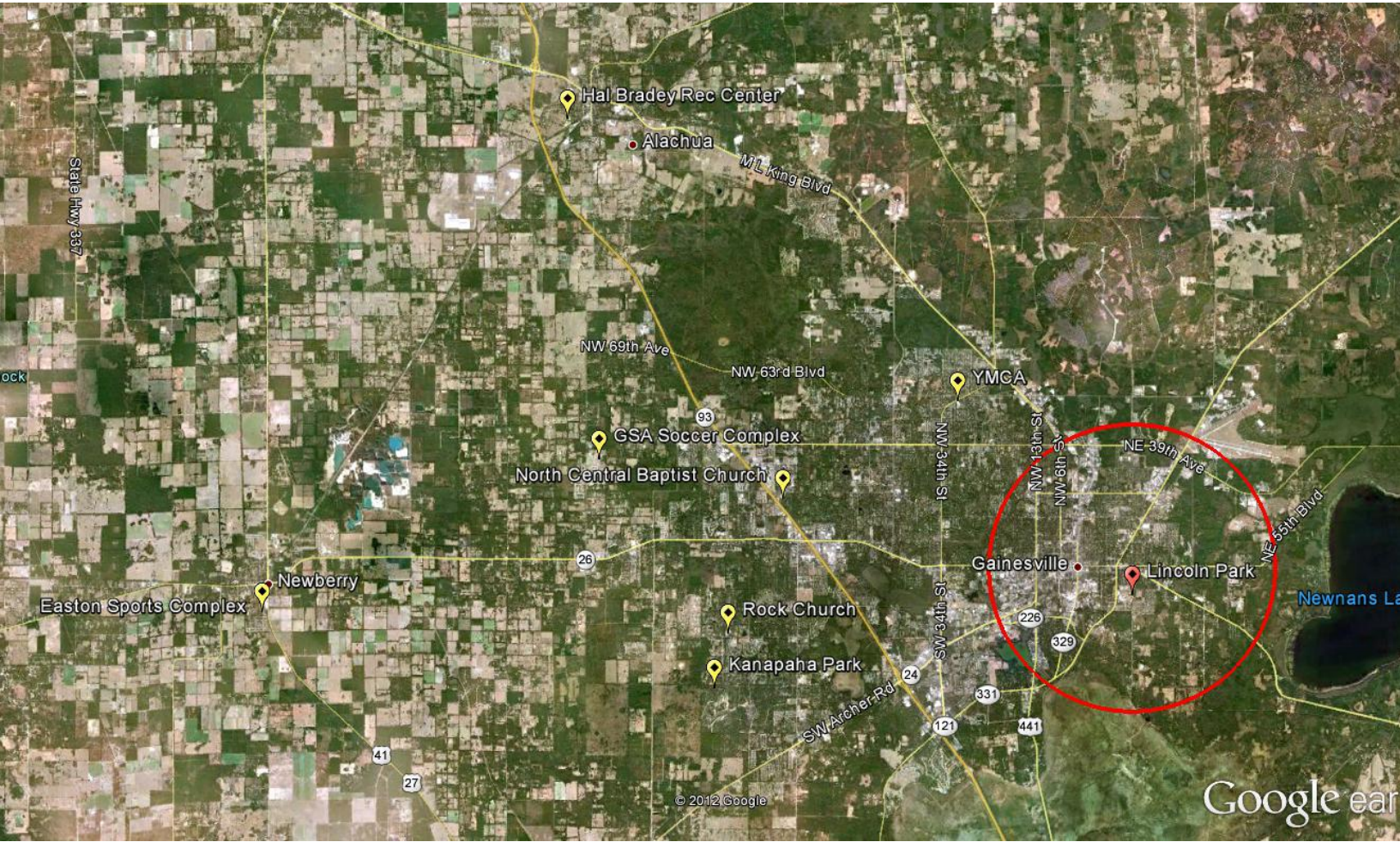


Figure 6 - Location of Similar and Competitor Providers for Gainesville Soccer

⁶ Red Icon – Gainesville Location showing a 3 Mile Radius
Yellow Icon – Competitor Providers

1.1.7 ADULT SOFTBALL

<i>Similar Provider or Competitor</i>	<i>Core Program Name</i>	<i>Agency</i>	<i>Name of specific facility at the Agency</i>	<i>Location - City / County</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price</i>	<i>Distance from Prime Facility (in mins.)</i>
ADULT SOFTBALL								
	Adult Softball	City of Gainesville	NE Park Albert Ray Massey (Westside)	City	Public	Adult Softball Coed and Mens	159.25	
C	Adult Softball	City of Newberry	Diamond Sports Complex	County	Public	Adult Softball Coed and Mens	\$400+	25
S	Adult Softball	Cit of High Springs	Sports Complex	County	Public	Adult Softball Coed and Mens	\$250+	35

As seen from the listing and the map, City of Newberry and City of High Springs are the two main providers with the City of Newberry being the sole true competitor. Based on conversations with PRCA staff, adult softball is quite popular with the residents and they do suffer from a lack of facilities currently. Also, the current fees for Adult Softball league are much lower in comparison with the other two providers.

Summary: PRCA staff can look to provide facility space to meet the pent-up need for adult softball. Also, for existing offerings, the continued demand coupled with the limited supply also provides an opportunity for the PRCA staff to evaluate the current pricing model and update it to better reflect the value of the offerings.

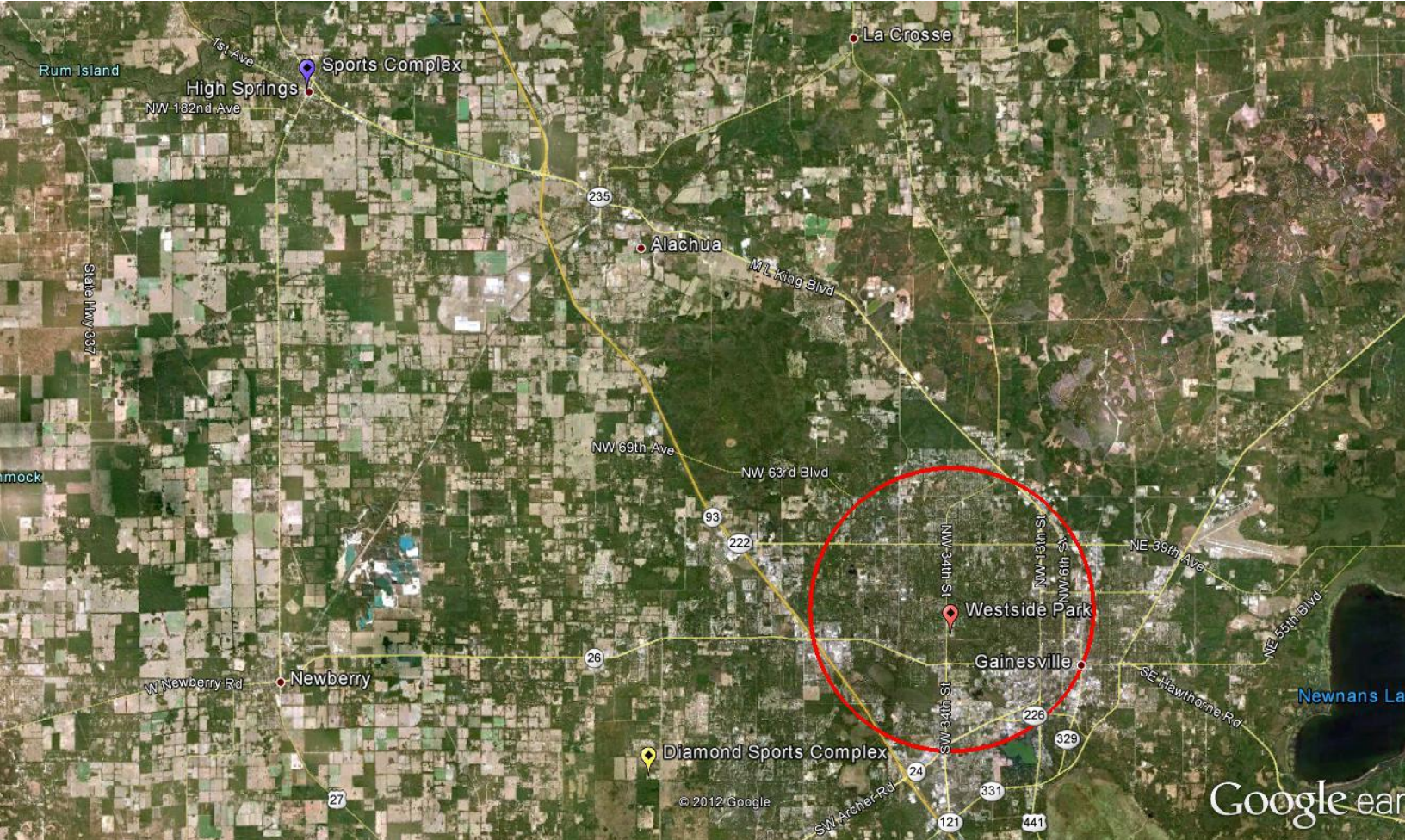


Figure 7 - Location of Similar and Competitor Providers for Gainesville Adult Softball

7

- ⁷ Red Icon – Gainesville Location showing a 3 Mile Radius
- Blue Icon – Similar Providers
- Yellow Icon – Competitor Providers

1.1.8 ULTIMATE FRISBEE

<i>Similar Provider or Competitor</i>	<i>Core Program Name</i>	<i>Agency</i>	<i>Name of specific facility at the Agency</i>	<i>Location - City / County</i>	<i>Operator (Public / Private / Not-for-Profit)</i>	<i>General Description</i>	<i>Price</i>	<i>Distance from Prime Facility (in mins.)</i>
FRISBEE								
	Ultimate frisbee	Ultimate frisbee	MLK Multipurpose field	City	Public	offers ultimate frisbee to teenagers and adults	\$25-\$45	

As seen from the listing and the map, there is a single provider for Ultimate Frisbee currently. This is a program area, along with, non-traditional offerings that is certainly exhibiting a growth pattern nationwide.

Summary: PRCA staff should explore opportunities to offer this program through the City itself in order to meet the growing need as well as fulfill a gap that exists in the offerings regionally.

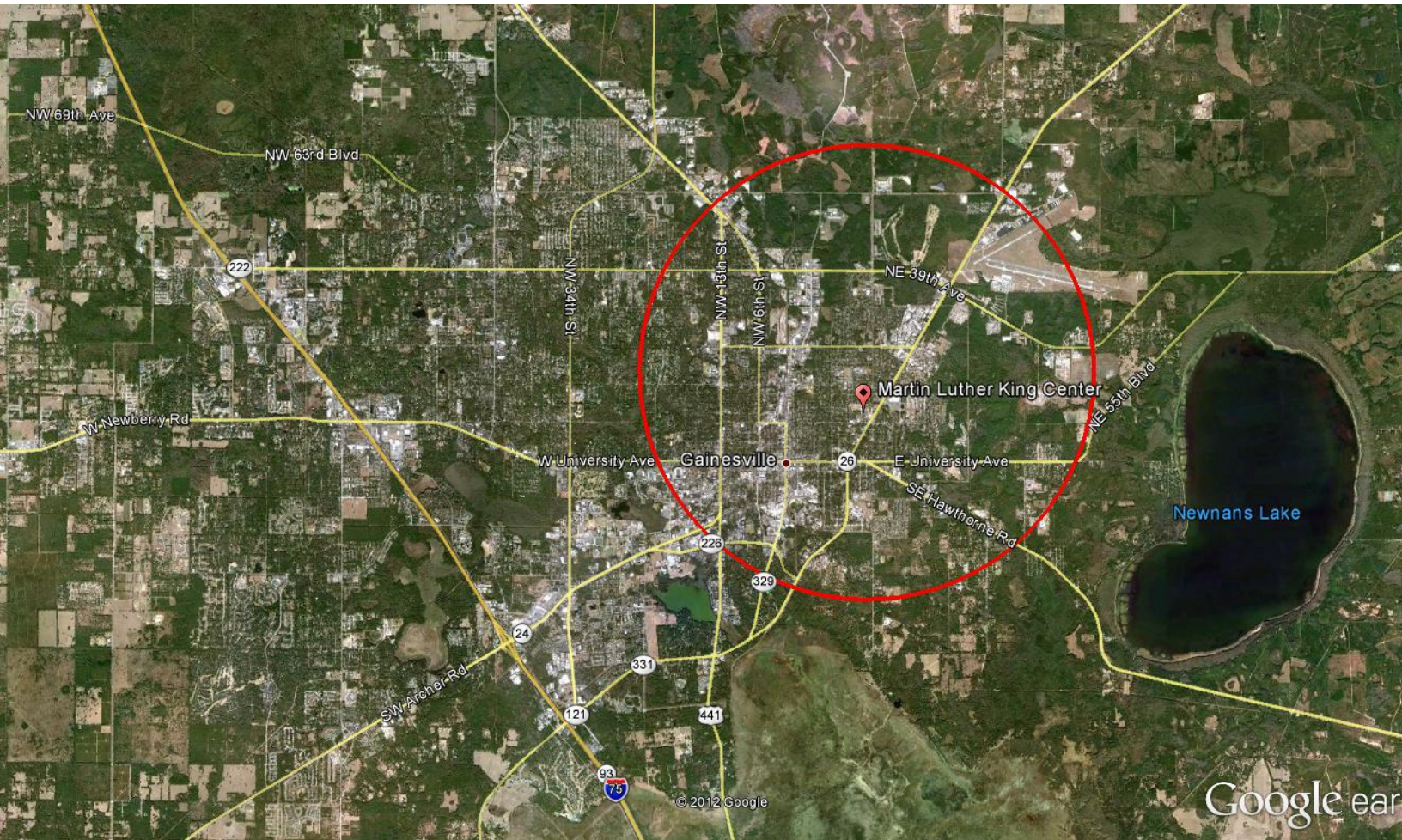


Figure 8 - Location of Similar and Competitor Providers for Gainesville Ultimate Frisbee

8

⁸ Red Icon – Gainesville Location showing a 3 Mile Radius

1.2 KEY FINDINGS AND RECOMMENDATIONS

Key Findings

- Current athletics offerings not truly aligned with current need or future trends
- Need to create ideal staffing structure for future operations
- Marketing and promotions of existing facilities is insufficient
- Existing partnerships not equitable to PRCA
- Absence of differential pricing strategies to reflect true value of offerings

Key Recommendations

- PRCA should focus more on non-traditional sports (such as lacrosse, disc golf, kick ball, ultimate frisbee) which are growing exponentially and are under-served in the region. Soccer is growing, but can be managed by external partners.
- Aquatics programs are limited in growth due to facility availability – PRCA must explore the opportunity to develop additional aquatic space through partnerships or new facility development
- Traditional Diamond sports are not high on community priorities and also trends indicate a gradual downturn while the Football program is stable and has the potential to grow
- Sports camps, Virtual Games and Shorty programs are additional areas of Athletic program offerings that must be explored as potential offerings
- Eliminate perception of lack of quality by introducing differential pricing strategies. These can be expanded within the Aquatics program offerings and introduced with the rental programs as well as other appropriate areas
- The website must be updated to promote visual appeal of facilities. Up to date and on-going information about athletics facilities and programs required.
- Evaluate existing partnerships to evaluate fairness and equity and explore the opportunity to conduct cost-benefit analysis for diamond field rentals to generate revenue

Other Service Providers

Similar Provider or Competitor	Core Program Name	Name of Agency	Phone	URL or EMAIL	Name of specific facility at the Agency	Address of specific facility	Location in the City / County	Operator: Public / Private / Non-for-profit	General Description of the Offering	Price	Distance in miles from Page 3
CHEER											
	Youth Cheerleading	City of Gainesville	352-334-5067	www.cityofgainesvilleparks.org	Martin Luther King Center	1026 NE 14th Street, Gainesville, FL 32601	City	Public	Offer youth Cheerleading for ages 5-15 years old	\$45.25 City/\$67.25 County + cost of Uniform	
S	Youth Cheerleading	Sun Country	352-331-8773	http://www.suncountrygymnastics.com/teamsprts.html	Jonesville Location	333 SW 140th Ter, Jonesville, FL 32669	County	Private	Cheerleading for ages 4-18 years old	Tiny \$75 monthly - Minis thru Seniors \$128 + Uniform Warm Up Coaches Fee Choreography Fee Practice Uniform	25
S	Youth Cheerleading	Florida Team Cheer and Dance	352-222-9877	http://www.flatteamcheer.com/		6627 NW 18th Dr., Ste B Gainesville, FL	County	Private	Cheerleading for ages 4-18 years old	Tiny \$75 monthly - Minis thru Seniors \$128 + Uniform Warm Up Coaches Fee Choreography Fee Practice Uniform	20
S	Youth Cheerleading	Upward Bound Sports	352-333-7700 ext. 105	http://www.northcentralbaptist.org/upward.php		North Central Baptist Westside Baptist Trinity United Methodist	County	Private	K5 thru 8th Grade	\$80/\$90 Late Fee after Oct.	20
C	Youth Cheerleading	Gladators	352-682-4679	www.leagueineup.com/gvilledadators	Fred Cone Park	201 S.E 27th Street	City	Non-for-Profit	Offer youth Cheerleading for ages 6-15 years old	\$50 + Uniform Cost	5
C	Youth Cheerleading	Gainesville Dolphins	352-281-0739	www.leagueineup.com/gainesvilledolphins	Lincoln middle school	900 SE 15th Street	City	Non-for-Profit	Offer youth Cheerleading for ages 6-15 years old	\$125 includes Uniform	5
S	Youth Cheerleading	City of Newberry	352-472-5663	www.ci.newberry.fl.us	Easton Sports Complex	24860 NW 16th Ave, Newberry FL 32669	County	Public	Offer youth Cheerleading for ages 8-14 years old	100 includes Uniform	35
C	Youth Cheerleading	City of Alachua	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Haj Bradley Rec Center	14300 NW 146th Ter, Alachua FL 32515	County	Public	Offer youth Cheerleading for ages 5-15 years old	\$145 includes rental of Uniform	25

Program Assessment Worksheet

BASKETBALL										
	Youth Basketball	City of Gainesville	352-334-5067	www.cityofgainesvilleparks.org	Martin Luther King Center	1025 NE 14th Street, Gainesville, FL 32601	City	Public	Offers Youth Basketball for ages 5-14 years old	\$76.25/City/ \$117.75 County
C	Youth Basketball	Mt Carmel Church	352-378-7322	http://www.mcbognv.org	Mt Carmel Baptist Church	2505 NE 8th Ave, Gainesville, FL 32641	City	Private	Ages 5 to 18	\$50 Reg
C	Youth Basketball	Boys & Girls Club	352-373-6679	http://www.myboysandgirlscub.com/clubs/	Boys and Girls Club	2700 NW 51st Street, Gainesville, FL 32606	City	Non-for-Profit	Offers Youth Basketball for ages 5-14 years old	\$50 Reg Fee + \$60 Membership Fee
S	Youth Basketball	i9 Sports	352-283-8586	i9sports.com	Rock Church	9818 SW 24th Ave Gainesville, FL	County	Not-for-Profit	Ages 5 to 14	\$135/\$165 after 1/9
S	Youth Basketball	Upward Bound Sports	352-333-7700 ext. 105	http://www.northcentralbaptist.org/upward.php	North Central Baptist Church	North Central Baptist Westside Baptist Trinity United Methodist	County	Private	K5 thru 8th Grade	\$75/\$85 Late Fee after Oct.
S	Youth Basketball	City of Newberry	352-472-5663	www.ci.newberry.fl.us	Easton Sports Complex	24880 NW 16th Ave, Newberry FL 32669	County	Public	Offers Youth Basketball for ages 5-14 years old	\$60
C	Youth Basketball	YMCA	352-374-9622	http://www.ncymca.org	YMCA NW 34th St	5207 NW 34th Street Gainesville FL 32605	City	Non-for-Profit	Ages 5 to 14	\$70 Members \$90 Non Members
S	Youth Basketball	City of Alachua	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Hai Bradley Rec Center	14300 NW 146th Ter, Alachua FL 32515	County	Public	Offers Youth Basketball for ages 5-14 years old	\$75
BASEBALL										
	Baseball	Gainesville Youth Baseball	325-226-0883	http://gainesville.baberonline.com	Greentree Albert Ray Massey Park (Westside Park)	1900 NW 39th Ave NW 34th St	City	Not-for-Profit	Offers Baseball for ages 4-15 years old	Total \$90 Rookie, Minor, Majors \$120 13/15 \$135
S	Baseball	City of Newberry	352-472-5663	www.ci.newberry.fl.us	Easton Sports Complex	24880 NW 16th Ave, Newberry FL 32669	County	Public	Offers Baseball for ages 4-15 years old	\$85
C	Baseball	City of Newberry	352-472-5663	www.ci.newberry.fl.us	Diamond Sports Complex	4000 SW 122nd St, Gainesville, FL 32608	County	Public	Offers Baseball for ages 4-15 years old	\$125
S	Baseball	YMCA	352-374-9622	http://www.ncymca.org	YMCA NW 34th St	5207 NW 34th Street Gainesville FL 32605	City	Non-for-Profit	Ages 5 to 12	\$70 Members \$90 Non Members
S	Baseball	City of Alachua	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Hai Bradley Rec Center	14300 NW 146th Ter, Alachua FL 32515	County	Public	Offers Baseball for ages 4-15 years old	TB-90, Baseball 75
S	Baseball	City of Waldo	352-258-3045	NA	Sid Martin Sports Complex	PO Drawer B Waldo, FL 32694	County	Public	Offers Baseball for ages 4-15 years old	\$65
S	Baseball/ T-Ball	Upward Bound	352-333-7700 ext. 105	http://www.northcentralbaptist.org/upward.php	Trinity United Methodist Church	Gainesville	City	Private	Ages 5 to 14	\$50
S	Babe Ruth	Hawthorne	352-682-0372	hawthomeyouthsports@hotmail.com	Hawthorne Sports Complex	6700 SE 221st Street	County	Non-for-Profit	Offers Baseball for ages 4-15 years old	N/A
C	Baseball	Middle School Baseball	352-472-5663	NA	Diamond Sports Complex	4000 SW 122nd St, Gainesville, FL 32608	County	Public	6th thru 8th grade	\$125

Program Assessment Worksheet

Category	Program Name	Phone	Website	Location	Address	City	Organization	Age Group	Cost	Notes
S	SOFTBALL									
	Softball	352-538-3852	http://www.gainesvillesoftball.org/	NE Park	400 NE 16th Ave	City	Not-for-Profit	Offers Softball for ages 7-16 years old	\$95	
	Softball	352-472-5663	www.ci.newberry.fl.us	Erston Sports Complex	24800 NW 16th Ave. Newberry FL 32669	County	Public	Offers Softball for ages 7-16 years old	\$95	35
	Softball	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Hai Bradey Rec Center	14300 NW 146th Ter. Alachua FL 32515	County	Public	Offers Softball for ages 7-16 years old	TB-\$50, Softball-\$75	25
S	Softball	352-258-3045	NA	Sid Martin Sports Complex	PO Drawer B Waldo, FL 32694	County	Public	Offers Softball for ages 7-16 years old	\$65	20
	TACKLE FOOTBALL									
S	Football	352-334-5067	www.cityofgainesvilleleaparks.org	NE Complex	1028 NE 14th Street	Gainesville	Public	Tackle football ages 5-14		
	Football	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Hai Bradey Rec Center	14300 NW 146th Ter. Alachua FL 32515	Alachua	Not-for-Profit	Tackle Football Ages 5-15	\$75/95	25
C	Football	352-373-6689	http://www.myboysandgirlsclub.com/clubs/	NW 51st	Gainesville	City	Not-for-Profit	Tackle football ages 7-13	\$70 + \$60 membership	10
C	Football	352-682-4679	www.leagueineup.com/williegladiators	Fred cone Park	201 SE 27th street	City	Not-for-profit	Offers tackle football to youth ages 7-13	\$100	5
C	Football	352-871-9197	http://ggyaa.com/	A. Quinn Jones	1108 N.W 7th ave	City	Not-for-Profit	Offers tackle football to youth ages 7-13	\$75	5
C	Football	352-281-0739	www.leagueineup.com/gainesvilledolphins	Lincoln Field	900 SE 15th street	City	Not-for-profit	Offers tackle football to youth ages 7-13	\$75	5
S	SOCCER									
	Youth Soccer	352-505-5151	http://gainesvilleyouthsoccer.net	Lincoln Park	900 SE 15th St	City	Not-for Profit	Offers Soccer for ages 4-18 years old		
	Youth Soccer	352-377-6888	leazsoccer.com	Kanapaha Park	7400 SW 41st Palce	Volunteers	Not-for-profit	Offers soccer to youth ages 5-12 years old		20
	Youth Soccer	352-472-5663	www.ci.newberry.fl.us	Erston Sports Complex	24800 NW 16th Ave. Newberry FL 32669	County	Public	Offers Soccer for ages 5-14 years old	\$70	35
	Youth Soccer	352-333-7700 ext. 105	http://www.northcentralbaptist.org/upward.php	North Central Baptist Church	Westside Baptist Trinity United Methodist	County	Private	K5 thru 8th Grade	\$75/\$85 Late Fee after Oct.	20
	Youth Soccer	386-462-1610	http://www.cityofalachua.com/index.php/recreation	Hai Bradey Rec Center	14300 NW 146th Ter. Alachua FL 32515	County	Public	Offers Soccer for ages 5-14 years old	\$60	25
	Youth Soccer	352-283-8586	isports.com	Rock Church	9818 SW 24th Ave Gainesville, FL	County	Not-for-Profit	Ages 5 to 14	\$135/\$155 after 1/9	20
	Youth Soccer	352-374-9622	http://www.ncymca.org/	YMCA NW 34th St	5201 NW 34th Street Gainesville FL 32605	City	Not-for-Profit	Offers Soccer for ages 4-12 years old	\$70 Members \$90 Non Members	20
	Youth Soccer	352-332-1125	http://www.gainesvillesoccer.org	GSA Soccer Complex	3401 NW 143rd St Gainesville, FL 32606	County	Not-for Profit	Offers Soccer for ages 4-14 years old	\$130	20

Program Assessment Worksheet

ADULT SOFTBALL	City of Gainesville	352-334-5067	www.cityofgainesvilleparks.org	NE Park Albert Roy (Weside)	1900 NW 30th Ave 1001 NW 34th St	City	Public	Adult Softball Coed and Mens	159.25	
C	Adult Softball	City of Newberry	www.ci.newberry.fl.us	Diamond Sports Complex	4000 SW 122nd St. Gainesville, FL 32608	County	Public	Adult Softball Coed and Mens	\$400+	25
S	Adult Softball	City of High Springs	http://site.highspringsasa.com	Sports Complex	110 NW 1st Ave High Springs FL 32643	County	Public	Adult Softball Coed and Mens	\$250+	35
FRISBEE										
	Ultimate frisbee	Ultimate frisbee	www.gvillultimate.com	MLK (Multi-purpose field)	1028 NE 14th street, Gainesville	City	Public	offers ultimate frisbee to teenagers and adults	\$25-\$45	
Identify the primary competitors to your program or facility, providing as much of the following information as possible:										
Name: Identify name of other service providers (ex. facility name, agency name, company name, etc.)										
* Location: List street address, city, and phone number										
or: Identify operator of facility (if applicable) as a public provider, private provider or not-for-profit provider										
* General Description: Briefly describe other service providers' services, market niche, etc.										
Comparison: Provide on a separate sheet any rate information available; this section will be completed by PROS										
* Distances: How far are the participants located from where your service is provided										

2024-410C



7.5 | Gainesville Site Analysis Sheets



2024-410C



Park Name:

TOTAL SCORE:

Location:

Classification:

% programmed

Adjacent Land-Uses/Proximities:

Park Components:

Baseball
 Canoe/Kayak
 Exercise/Walking Path
 Gymnasium
 Parking
 Volleyball
 Restrooms
 Softball
 Unpaved Trail – Nature/Hiking
 Boardwalk
 Other _____

Basketball
 Community Ctr
 Fishing
 Multi-purpose Field
 Picnic Area
 Pool – Outdoor
 Skate Park
 Tennis
 Paved Trail – Multi-Use
 Track and Field Facility

Boat Ramp
 Dog Park
 Football
 Multi-Purpose Room
 Playground
 Recreation Ctr
 Soccer
 Trail – Multi-use
 Racquetball
 Community Garden

Summary of Observations:

Evidence of Design Standards? Y N
Evidence of Maintenance Standards? Y N
Revenue Opportunities? low opportunity/potential/ high potential
 List Opportunities:

Partnership Opportunities low opportunity/potential/ high potential
 List Opportunities:

Environmental Opportunities low opportunity/potential/ high potential
 List Opportunities:

Comments:



PROXIMITY/ACCESS/LINKAGES

Visibility from a distance

(**1** being poor visibility to the interior of the park from the surrounding neighborhood due to man-made structures or natural feature that obstruct views into the park versus **5** being able to clearly see into the park from the surrounding neighborhood)

1 2 3 4 5

Ease in walking to the park

(**1** being poor access to the park from the surrounding neighborhood due to disconnected sidewalks, lack of shade trees, unmarked pedestrian street crossings on fast, wide streets, and single sided park frontage onto the street versus **5** being ADA accessible access on wide shaded sidewalks that lead to the park, pedestrian-timed street crossings on narrow streets that lead to an interconnected park sidewalk network, multiple side of the park face the street)

1 2 3 4 5

Transit Access

(**1** being a transit stop located within ¼ mile of the park versus **5** being directional and orientational signage that directs park users to an easily accessible transit stop within ¼ mile with comfortable and sheltered seating area or (depending on the size and function of the park) a highly visible and easily accessible transit stop located on park property with bike racks, directional and orientational signage, pedestrian comfort stations, and comfortable and sheltered seating area)

1 2 3 4 5

Clarity of information/signage

(**1** being the mere presence of gateway signage and regulatory signage versus **5** being a hierarchy of signage (gateway, location map (depending on the complexity of the park), identification, regulatory, directional, educational, etc.) that is clear, legible and well-maintained.

1 2 3 4 5

ADA Compliance

(**1** being the park appears to be generally *inaccessible* due to a lack of appropriate ramps, equitable distribution of facilities, level paving, etc. and does not appear to easily usable by someone with special needs. (**5** being the majority of the park shows evidence that it is intent is to be accessible and would allow equitable use of people with all needs/abilities.

1 2 3 4 5



COMFORT & IMAGE

First impression/overall attractiveness

(1 being a park that is perceived to be uninviting, unsafe, abandoned, dilapidated, unmaintained, or piecemealed together versus 5 being a park that is perceived to be inviting, safe, impeccably maintained, and provides site features that contribute to the overall aesthetic of the park)

1 2 3 4 5

Feeling of safety

(1 being surroundings that induce a feeling of danger due to the obstruction of natural surveillance and eyes on the park, extreme pedestrian access control (high fences, single access point), lack of or inappropriate lighting, lack of a sense of ownership, and limited to no protection from the elements versus 5 being surroundings that evoke a feeling of safety and security through the promotion of eyes on the park, appropriate lighting, selectively placed entry and exit points, short and least sight-limiting fencing, well maintained spaces that promote proprietary concern, and protection from the elements)

1 2 3 4 5

Cleanliness/overall quality of maintenance

(1 being unclean and damaged structures, recreational facilities, pavements, furnishings, and other hardscapes; dying, damaged and unmaintained landscaping, and the presence of litter, versus 5 impeccably maintained structures, recreational facilities, pavements, furnishings and other hardscapes; healthy, vibrant, and well maintained landscaping, and no litter)

1 2 3 4 5

Comfort of places to sit

(1 being, uninviting, damaged, dirty, and sensorially unpleasant versus 5 being inviting, neat, clean, and sensorially pleasant)

1 2 3 4 5

Evidence of management/stewardship

(1 being an abandoned appearance (unmaintained landscaping, deteriorating structures and hardscape, presence of litter) versus 5 being a cared for appearance (impeccably maintained landscaping, hardscapes, and structures, and no litter)

1 2 3 4 5



USES AND ACTIVITIES & SOCIABILITY

Mix of uses/things to do

(1 being single use park that can only be used in specific weather conditions versus, with limited modern upgrades 5 being a park that offers low/no cost activities for a variety of users (children, adults, and elderly) at all times during the day, and incorporates new park features such as wireless internet and cafes)

1 2 3 4 5

Level of activity

(1 being a few people using the park at a single time period versus 5 being a variety of people of different age groups using the park at all times during the day)

1 2 3 4 5

Sense of pride/ownership

(1 being litter, vandalism and miss-use of facilities, lack of use, and lack of maintenance and up-keep versus 5 being an actively used park, voluntarism, “patrolling” users,” signs of care, maintenance and up-keep)

1 2 3 4 5

Programming Flexibility

(1 being inflexible limited use due to topography, size, access, physical limitations, and single season versus 5 being most flexible, large range of options due to support system, shelter and water etc. for multi uses, flexible topography, open space)

1 2 3 4 5



SUSTAINABILITY

Stormwater Management

(1 being drainage system that discharges water from the site without any intermediate retention or treatment, large amount of impervious surfaces versus 5 being a system that successfully incorporates the reuse of stormwater where feasible and treats as much water on site as possible through the means of retention/detention, bio-swales, wetlands, pervious paving, green roofs, and the like.)

1 2 3 4 5

Connectivity

(1 being a poorly connected park that relies solely on automobile access along traditional streets versus 5 being a park that facilitates the use of alternative modes of transportation through the provisions of bicycle and adjacent mass-transit facilities as well as interconnected pedestrian access routes to and within the park and the utilization of “complete streets”)

1 2 3 4 5

Co-Location/ Integration of Infrastructure

(1 being a clear lack of co-location of facilities, programs or lack of integration of infrastructure such as water management, transportation or civic facilities, versus 5 being the embracing of co-located facilities and integration of infrastructure)

1 2 3 4 5

Economic Sustainability

(To what degree does the park generate jobs/employment opportunities, generate revenue, increase adjacent property values, and/or provide opportunities for workforce training)

1 2 3 4 5

Resource Demand

(1 being no evidence of energy efficient appliances/lighting/ building fixtures, and/or a clear lack of an on-site materials recycling effort, predominance of high maintenance, non-native landscaping, use of non-renewable resources versus 5 being evidence of the incorporation of EE light fixtures/bulbs/appliances (where applicable), low-impact site development, alternative energy generation, embracing of on-site materials recycling, use of recycled/renewable construction materials, native landscape planting)

1 2 3 4 5



Healthy Lifestyles

To what degree does the park promote health and wellness through opportunities for *walking/biking/running/skating, health and wellness programs* such as fitness testing/community gardens/healthy cooking classes/immunizations/health provider referrals, and *partnerships* with schools/hospitals/health departments to help them achieve similar health-related missions

1 2 3 4 5

RESIDENT/USER QUESTIONS

Frequency of neighborhood/ community events/activities

Who is using the park?

Does the park meet the specific needs of the surrounding community?

How many different types of activities are occurring - people walking, eating, playing baseball, chess, relaxing, reading?

Which parts of the space are used and which are not?

What do you see as areas for improvement within this park?

GENERAL COMMENTS:

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7.6 | Trends Analysis Reference Material



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January 2011

What's the Future of Local Government? --An Alliance White Paper Intended To Provoke a Needed Conversation—

Big economic, technological and social mega-forces threaten the viability of local governments across the nation. The question “What’s the future of local government?” is not just a topic of academic interest but a critical business issue for public agencies. If a local government can create a vision or “story” about its future, it can help shape that future. Without a vision, a public agency will be reactive and forced to change, one crisis after another.

Sponsored by the Alliance for Innovation, this white paper suggests an emerging model for local government, discusses the experience of the City of San Jose, CA, in re-imagining its future, and provides some big questions that will hopefully provoke further conversation about the future of local government.

Crippled Public Agencies

The traditional direct service model of local government is now seriously threatened. It is not just the budget, staffing and service cutbacks crippling local governments. A whole series of forces calls into question the traditional model, including:

Escalating demands and mission creep. Over time, citizens have increased their demands on local government to respond to a whole variety of issues. Currently, local governments are being urged to respond to climate issues, the home foreclosure disaster, the “retirement wave” of baby-boomers, and the adolescent obesity challenge (to name just a few). Consequently, local governments have become full-service organizations that attempt to be all things to all people. To exacerbate matters, local government leaders have a heroic urge to respond to any new community problem or demand with a public service.

Mandates without money. Local agencies have increasingly been mandated by state and federal governments to provide new services or enforce new regulations without sufficient funding, thus siphoning money from other more basic services.

Static structures. The organizational structures, systems, processes and rules of local government are oriented toward a static world. Rigid job classifications, civil service and hiring rules, and purchasing and contracting systems are not aligned with a dynamic and disruptive world. For instance, a public agency cannot compete with a private corporation that can hire a soon-to-graduate student on the spot at a university career fair.

Accelerating technology. Technology is changing all service delivery. As just one example, a number of local governments have launched smart phone applications so that residents can report potholes, graffiti, sidewalk damage, and other service needs. Several years ago, whoever would have guessed that public officials would be tweeting constituents about community issues?

Big challenges cross boundaries. No one institution—government, business, faith-based groups, non-profits, educational agencies—can solve any one problem. Regardless of budget resources, the city police department cannot resolve by itself a major gang violence problem. All the big adaptive challenges of the day (e.g., economic vitality, climate protection, family stability, reinvestment in infrastructure, educational achievement, and immigration) require boundary-crossing.

Out-of-whack tax system. The tax system funding local governments is often based on the old industrial economy. Local agencies generally receive tax revenue when a tangible good is sold. However, our economy is now service and knowledge-based. The provision of services or the creation of knowledge does not generate tax revenue to fund local government programs. While there seems to be little political will for modernization, the tax system needs to be better aligned with the new economy if local governments are to perform their historic role.

Citizen mistrust. As the closest unit of government to the people, local governments in the past could rely on people's special allegiance. Now, local agencies are just another institution, just another service provider. Declining confidence in all levels of government, including local government, is based on a convergence of forces, including anti-government media, anti-government politicians who run against city hall, an inability to effectively address the big issues confounding communities, and periodic scandals. Citizen mistrust is reflected in ballot-box initiatives and tax and fee restrictions, as well as the public's seeming unwillingness to work with local officials in making tough choices. To make matters worse, citizens do not understand how services are

funded, thus creating a fundamental disconnect between the impacts of ballot-box budgeting and the continuing demands for services.

The “Vending Machine” Is Broken

Local government typically performs as a “vending machine.” Citizens with certain responsibilities and obligations have become passive consumers of local government services. They put a quarter into the vending machine and expect a quarter (if not a dollar) worth of service. When the vending machine does not perform as desired, consumers kick it.

The other problem with the vending machine is that it is based on a deficit model. Local government services are used to fix up problems and people. Moreover, as passive consumers, people take no responsibility for the problem or the solution.

Assuming a reasonable level of ongoing funding (a big assumption), the vending machine model works for most technical problems, such as filling potholes. However, it is insufficient to tackle the big adaptive challenges which cross boundaries.

The Emerging Model

After decades of responding to new community, business and union demands, we have entered an era of “take-aways.” As Michael Mandelbaum, a John Hopkins University foreign policy expert has stated, we are entering a new era “where the great task of government and of leaders is going to be to take away things from people.” As local government leaders are forced to downsize services and staffing, restrain pay and roll-back benefits, shutter buildings, and eliminate grants to non-profits and subsidies to businesses, we will need to engage in difficult conversations focused on redefining the expectations, roles and systems of local government.

Given this new era, we believe that there are at least eight elements to an emerging model for viable local governments.

1. More disciplined government, focused on its “core” businesses

In the midst of accelerating and discontinuous change, most private, public and non-profit organizations are struggling to define “core” businesses. What is core and non-core for a local government depends on the community. For example, in a

northern California county, the county executive recently approached the city managers in the county to discuss which discretionary services their governments may wish to contract out and those core businesses they desired to keep in-house. Surprisingly, public safety was not identified as a service that must be provided by the city government. Public safety services may be essential but police and fire programs could easily be provided by other agencies (e.g., the county or a joint powers authority) in perhaps a more cost-effective manner. City managers did indicate that their agencies wanted to keep in-house land use planning (related to the physical character and economic viability of their communities) and park programming (related in part to the quality of life in their communities).

To identify the core, local government leaders obviously need to have courageous conversations involving elected officials, management, labor unions, and business and community groups. Once the core is defined (no easy task), then elected officials and top management need to be focused on the core businesses and not get distracted.

As one example of this effort, the City of San Jose is engaged in a program prioritization process in order to identify the most important services based on the strength of the impact on a set of outcomes desired by the Council and the community. Once ranked as a high-priority program, top management and the governing board can decide the nature of the local government involvement. For example, should local government deliver the service itself or ensure that it is delivered by some other entity (presumably at a lower cost and perhaps more effectively)?

2. Demonstrating value

As just another service provider, local government agencies will be required to deliver and demonstrate value. Local agencies operate in a competitive marketplace. Taxpayers/consumers are asking in increasingly strident voices if they are receiving value for their tax dollars. Reducing its cost structure, streamlining, performance measures and other accountability efforts are key initiatives as local government improves its value proposition.

3. Integration of technology into all service delivery

Obviously, technology will become an integral part of all service delivery. Technology has already transformed many library services. Surveillance cameras

are transforming police work. New building technologies call into question fire suppression services.

4. Constantly morphing organizations and systems requiring ever-learning employees

Local government agencies need to jettison rigid personnel systems and practices, as well as ossified purchasing and contracting processes. Constantly morphing organizational structures and practices will require flexible and ever-learning employees who will take on new challenges about which they know little, do some research, respond, make mistakes, and fix up their responses as they go along. The model of loyal, compliant civil servants needs to evolve more to knowledge workers who are self motivated, change-proficient and adaptable.

In this kind of dynamic environment, technical know-how quickly becomes obsolete. Learn-how becomes as important as know-how.

5. Shared services

Given the cost structure of local government, shared services (collaborative service delivery) will become a more prevalent approach for providing services to the public. Shared service approaches include:

Self-service. Examples include businesspeople who conduct self-inspections in certain low-risk situations just like library patrons who check out their own books.

Contracting out. Local agencies can contract out to private, non-profit, and other public organizations back-room functions as well as many discretionary public safety and community services.

Regionalizing services. Fire, police, public safety communications, SWAT and hazmat teams, employee development and purchasing can all be delivered by regional organizations such as joint power authorities.

Leveraging assets. Local governments can sell or barter their services, expertise, equipment, facilities, and technologies to other public and non-profit entities, reducing the cost for everyone.

Partnering to co-produce the service. Local governments will increasingly partner with neighborhood associations, non-profits, voluntary parent and sports groups,

and business organizations to deliver all kinds of service. Instead of directly delivering the service, local agencies can provide their expertise, facilities, some level of seed funding, or other assistance so that these other interested entities can organize after-school programs, neighborhood safety efforts, tree planting and maintenance, and economic development activities.

6. Nongovernmental solutions

Typically, local government is at the center of any problem-solving. People look to local government to solve all problems. This government-centric approach is no longer viable given constrained resources. Given the continuing limitations of public agencies, local government must put the issue (e.g., economic vitality, affordable housing, gangs, education achievement) in the center and become just one partner among many. With an issue-centric approach, local government leaders can better resist the heroic urge to take on every new challenge.

7. Authentic civic engagement

To address any significant challenge, local agency representatives need to cross boundaries. Local government is now just another player. To exert leadership in such a situation and address tough issues, local government officials must start conversations with other players, convene stakeholders, facilitate problem-solving, integrate the interests of other parties, and mobilize action. Only through this kind of authentic engagement can local governments turn stakeholders into partners.

Committing to authentic engagement requires a “barn-raising” model for local government work. In our agrarian past, families who needed to raise a barn would put out a call to neighbors. Someone would hold a ladder; someone else would hammer; others would bring the food for all the workers. In addressing complex adaptive challenges, local government needs to put out a call for different kinds of contributors and engage them in “barn-raising.” As opposed to the vending machine approach, barn-raising is an asset, not a deficit, model.

8. Change in Workforce

Even for the most sophisticated agency, all of the above elements in the emerging model portend significant transformation of the local government workforce, especially moving away from traditional risk-adverse, seniority-based systems.

Shared services require employees who are adept at operating within networked environments in which success is increasingly dependent on relationships. More than ever before, the ability to reach intended goals will be based upon alliances with internal and external partners—the lean core organization managing relationships with providers on behalf of the organization’s constituents. For example, in San Jose, the city parks department was able to avoid some summer pool closures because of new relationships it leveraged with external private sector operators. This new model was very different than the traditional and increasingly unaffordable model of staffing pools with city employees.

Given the move toward self-motivated, adaptable workers, agencies will have to prepare for employees who are more self-reliant in their careers. Workers will depend more on themselves than the organization, looking to the agency less for lifetime employment and security and more for skill-building—something smart organizations will provide in order to have a competitive edge in attracting the best talent. The old social contract of loyalty to the employer in exchange for lifetime employment has long left the private sector. Local governments need to adapt to the new social contract of public employees who will stay with local agencies as long as they are learning and expanding their portfolio of experiences and skills.

Knowledge-sharing and portability will also continue to grow and influence the local government landscape. Knowledge used to be something that was hoarded (the more knowledge I have the more I’m worth), but now this approach is progressively viewed as weakness, especially among knowledge workers. Employees want opportunities to leverage knowledge-sharing. This is most evident in the explosion of social networking opportunities. In addition, few boundaries will exist for when and where work is done with perhaps some continued exceptions for public safety services. Employees will expect flexibility on where and when work will be performed. As job tenures are becoming shorter, some may see work as a series of time-defined projects. Retirement reform efforts and movement away from the traditional defined benefit toward the defined contribution retirement plans may be seen as complementary to this portability trend.

Lastly, as local governments become leaner core organizations that provide services through convening stakeholders, facilitating adaptive challenges and managing relationships with internal and external providers, the relative make-up of the local government workforce will become even more knowledge worker in composition. Knowledge work involves more diverse and amorphous tasks guided by professional judgment as opposed to traditional production or clerical work

which is routine, clear-cut and predictable. US Department of Labor statistics already demonstrate that state and local government workers are twice as likely as their private sector counterparts to have a college or advanced degree. The leaner local government of the future is likely to be even more highly skilled than the general labor market and represent a diversity of professionals.

Promoting the Emerging Model

To promote the new model of local government in an era of take-aways, appointed and elected officials need to engage in courageous conversations about limitations, expectations, and the “what” and “how” of government. While modernizing and reforming contracting, purchasing and civil service systems are absolutely essential elements of the emerging model, local governments will still be held to high standards. Citizens and their elected representatives will continue to require fairness, equity, accountability and transparency—key ethical values that are the hallmark of the public sector, especially local government. These changes will first require conversations with all parties in order to surface issues and obstacles and then ultimately political courage by local government leaders.

In addition to courage, local government agencies must free up “slack resources” to make strategic investments, either by over-cutting or by partnering with other entities. These strategic investments include investments in technology and employee development.

Government now needs to reap the benefits of IT-led productivity growth that has accrued to the private sector in the last three decades. This means investing in enterprise-wide IT systems, such as Customer Relationship Management (CRM) systems, Enterprise Resource Planning (ERP) systems, and Knowledge Management (KM) systems. Of course, with approximately 70% of all our resources invested in employees, we cannot increase the productivity of knowledge work without investing in employee development through new learning and employee development initiatives. As opposed to IT investments, learning initiatives are relatively cheap. These include job rotations, special assignments, interim positions, talent exchanges internally and externally, team leadership assignments, and soft skills training.

The San Jose Experience

To help shape its future, the City of San Jose, CA, is trying to proactively envision a new future in the face of dramatic budget cuts, layoffs, and service reductions.

The City of San Jose serves almost one million residents under a mayor/city council/city manager form of government. Over the last decade, the City has faced persistent budget shortfalls as cost escalation continued to outpace revenue growth. This systemic problem grew far worse in the last few years as a result of the economic meltdown that led to significant declines in the City's major revenue sources as well as escalating retirement and benefit costs. Drastic budget balancing actions have been necessary to close General Fund budget gaps totaling \$565 million over the past nine years, with over \$200 million addressed in 2009-2010 and 2010-2011 alone. Since 2001-2002, over 1,600 positions have been eliminated, a 22% decline in the workforce. Over 1,100 of these positions were eliminated in the last two years, resulting in over 200 layoffs and the transfer and "bumping" of hundreds of employees into other positions and departments. The staffing level for San Jose now stands at 1994-1995 levels when the City's population hovered near 825,000. While the economy has started to recover, another large budget shortfall of over \$100 million is projected for 2011-2012 due, in large part, to the continued escalation of retirement costs. Addressing this large budget gap will necessitate further drastic reductions in the City's services and programs as well as City staffing levels.

Under the leadership of Debra Figone, City Manager of San Jose, the city's senior management team has begun to develop a new story for its local government. The senior management team has conducted a number of discussions around three questions:

What is the city government like today?

What should city government look like in four years?

What does city leadership need to do now to achieve our new vision?

A summary of that discussion is depicted below.

City of San Jose Managers / Supervisors discuss challenging questions about City government's future

TODAY

- Security and certainty gone; all is in flux
- Unrelenting annual budget pressure
- Fiscal sustainability threatened
- Antiquated systems: revenue, civil service, IT
- Now doing less with less
- Some "traumatized" workforce
- Public-private is blurring
- Open government is way of life
- Boomer retirements coming; looming loss
- Public resentment towards pension benefits
- Civil service rules prevent sustainable workforce and succession planning
- Traditional City model feels outdated
- Uneven approach: regulating vs. facilitating

What is City government like today?

LEADERSHIP PRIORITIES

- Align expectations to reduced organizational capacity
- Deal with financial challenges head on
- Take smart risks, reinforce safety net
- Reform retirement benefits
- Reform compensation structure
- Reform civil service system
- Innovation / new models / outsourcing
- Succession planning
- More partnership with community
- Cost control for public safety
- "Green" infrastructure replacements
- Revenue generation
- Embrace technology solutions; make IT investments
- Consolidate services across departments

What must we prioritize to get there?

FUTURE LEGACY

- Enable outside partners to deliver services, rather than delivering them ourselves
- Smaller, highly skilled core staff
- Skilled line staff work in self-managing teams
- Residents are citizen-partners, not just customers "buying services"
- More focused; more capacity to prioritize work
- Employee costs aligned; but "Tier 1" talent retained / attracted
- IT fosters more efficiency, reliability
- Smooth transition to next-generation leadership
- Willing to take risks to get rewards
- Many alternate hybrid service models
- No silos within or across departments

What should our City government be like in 4 years?

WORKING DRAFT, FEB. 2011: For conversation only

Provoking a Needed Conversation

As a result of this white paper, we hope to provoke a conversation among local government leaders across the country about the future of local government and thus learn from each other's best thinking. To help initiate the conversation, we are posing some critical questions:

Are the problems jeopardizing the traditional model of local government transitory or long-term challenges?

Are there other trends and forces not discussed in this white paper that are threatening the viability of local government as we know it?

Can local governments survive and hopefully one day thrive without aligning the tax system with the service and knowledge economy?

Is the "emerging model" outlined in this white paper sufficient to address the overwhelming challenges facing local governments today?

In practice, how do local government leaders rebuild trust and confidence in our public agencies?

If the traditional model of local government is not viable in the mid- to long-term, what practical steps must local government leaders take now to move towards a more viable model?

Again, the future of local government is not an academic issue. The viability of local government agencies is based on our ability to re-envision our government and figure out real-world actions to move us in the desired direction.

Participating in the Conversation

To participate in this needed conversation, local government leaders can email their reactions to this white paper and respond to the following issues:

What resonates with you?

What does not resonate?

What do you have to add to the discussion?

Please email your responses to Dr. Frank Benest at frank@frankbenest.com.

It is our intent to summarize the responses to this white paper and distribute a follow-up document via the Alliance for Innovation.

Thank you for your concern and commitment to the future of local government.

Debra Figone is the City Manager of San Jose, CA. Kim Walesh is the Chief Strategist and Mark Danaj is the former Human Resources Director for San Jose (and now currently serves as the Assistant City Manager of Fremont, CA). Dr. Frank Benest is the former City Manager of Palo Alto, CA, and currently serves as a consultant to San Jose.

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Recreation, Park, and Open Space Standards and Guidelines

The National Recreation and Park Association (NRPA) recognizes the importance of establishing and using park and recreation standards as:

- A national expression of minimum acceptable facilities for the citizens of urban and rural communities.
- A guideline to determine land requirements for various kinds of park and recreation areas and facilities.
- A basis for relating recreational needs to spatial analysis within a community-wide system of parks and open space areas.
- One of the major structuring elements that can be used to guide and assist regional development.
- A means to justify the need for parks and open space within the overall land-use pattern of a region or community.

The purpose of these guidelines is to present park and recreation space standards that are applicable nationwide for planning, acquisition, and development of park, recreation, and open space lands, primarily at the community level. These standards should be viewed as a guide. They address minimum, not maximum, goals to be achieved. The standards are interpreted according to the particular situation to which they are applied and specific local needs. A variety of standards have been developed by professional and trade associations which are used throughout the country. The standard derived from early studies of park acreages located within metropolitan areas was the expression of acres of park land per unit of population. Over time, the figure of 10 acres per 1,000 population came to be the commonly accepted standard used by a majority of communities. Other standards adopted include the "percent of area" approach, needs determined by user characteristics and participation projections, and area use based on the carrying capacity of the land. The fact that some of the standards have changed substantially is not an indication of their obsolescence. Changes are a measure of the growing awareness and understanding of both participant and resource (land, water, etc.) limitations. Parks are for people. Park, recreation, and planning professionals must integrate the art and science of park management in order to balance such park and open space resource values as water supply, air quality

ACTIVITY/ FACILITY	RECOMMENDED SPACE REQUIREMENTS	RECOMMENDED SIZE AND DIMENSIONS	RECOMMENDED ORIENTATION	NO. OF UNITS PER POPULATION	SERVICE RADIUS	LOCATION NOTES
Badminton	1620 sq. ft.	Singles – 17'x44' Doubles – 20'x44'	Long axis north-south	1 per 5000	¼ -1/2 mile	Usually in school, recreation center or church facility. Safe walking or bike access.

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Basketball 1. Youth 2. High School 3. Collegiate	2400-3036 sq. ft.	46-50'x84'	Long axis north-south	1 per 5000	¼ - ½ mile	Same as badminton. Outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings.
	5040-7280 sq. ft.	50'x84'				
	5600-7980 sq. ft.	50'x94' with 5' unobstructed space on all sides				
Handball (3-4 wall)	800 sq. ft. for 4-wall 1000 for 3-wall	20'x40' – Minimum of 10' to rear of 3-wall court. Minimum 20' overhead clearance	Long axis north-south. Front wall at north end.	1 per 20,000	15-30 minute travel time	4-wall usually indoor as part of multi-purpose facility. 3-wall usually outdoor in park or school setting
Ice Hockey	22,000 sq. ft. including support area	Rink 85'x200' (minimum 85'x185') Additional 5000 sq. ft. support area	Long axis north-south if outdoor	Indoor – 1 per 100,000 Outdoor – depends on climate	½ - 1 hour travel time	Climate important consideration affecting no. of units. Best as part of multi-purpose facility.
Tennis	Minimum of 7,200 sq. ft. single court (2 acres for complex)	36'x78'. 12' clearance on both sides; 21' clearance on both ends.	Long axis north – south	1 court per 2000	¼-1/2 mile	Best in batteries of 2-4. Located in neighborhood/community park or adjacent to school
Volleyball	Minimum of 4,000 sq. ft.	30'X60'. Minimum 6' clearance on all sides	Long axis north-south	1 per 5000	¼ - ½ mile	Same as other court activities (e.g. badminton)
Baseball 1. Official 2. Little League	3.0-3.85 A minimum 1.2 A minimum	Baselines – 90' Pitching distance 60 ½' foul lines – min. 320' Center field – 400'+ Baselines – 60' Pitching distance – 46' Foul lines – 200' Center field – 200' – 250'	Locate home plate to pitcher throwing across sun and batter not facing it. Line from home plate through pitchers mound run east-north-east.	1 per 5000 Lighted 1 per 30,000	¼ - ½ mile	Part of neighborhood complex. Lighted fields part of community complex.
Field Hockey	Minimum 1.5 A	180' x 300' with a minimum of 6' clearance on all sides.	Fall season – long axis northwest to southwest. For longer periods north-south	1 per 20,000	15-30 minutes travel time	Usually part of baseball, football, soccer complex in community park or adjacent to high school.
Football	Minimum 1.5 A	160' x 360' with a minimum of 6' clearance on all sides.	Same as field hockey.	1 per 20,000	15-30 minutes travel time	Same as field hockey.
Soccer	1.7 – 2.1 A	195' to 225'x330' to 360' with a minimum 10' clearance all sides.	Same as field hockey.	1 per 10,000	1-2 miles	Number of units depends on popularity. Youth soccer on smaller fields adjacent to schools or neighborhood parks.
Golf-driving Range	13.5 A for minimum of 25 tees	900'x690' wide. Add 12' width for each additional tee.	Long axis southwest-northeast with golfer driving toward northeast.	1 per 50,000	30 minutes travel time.	Part of a golf course complex. As separate unit may be privately owned.
¼ Mile Running Track	4.3 A	Overall width – 276' Length – 600.02' Track	Long axis in sector from north to south to north-	1 per 20,000	15-30 minutes travel time	Usually part of high school, or in community park complex in

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		width for 8 to 4 lanes is 32'.	west-south-east with finish line at northerly end.			combination with football, soccer, etc.
Softball	1.5 to 2.0 A	Baselines – 60 ‘ Pitching distance- 46’ min. 40’ women. Fast pitch field Radius from Plate – 225’ Between foul Lines. Slow Pitch – 275’ (men) 250’ (women)	Same as baseball	1 per 5,000 (if also used for youth baseball)	¼ - ½ mile	Slight differences in dimensions for 16” slow pitch. May also be used for youth baseball.
Multiple Recreation Court (basketball, volleyball, tennis)	9, 840 sq. ft.	120’ x 80’	Long axis of courts with <i>primary</i> use is north-south	1 per 10,000	1-2 miles.	
Trails	N/A	Well defined head maximum 10’ width, maximum average grade is 5% not to exceed 15%. Capacity rural trails – 40 hikers/day/mile. Urban trails – 90 hikers/day/mile.	N/A	1 system per region	N/A	
Archery Range	Minimum 0.65 A	300’ Length x Minimum 10’ wide between targets. Roped clear space on sides of range minimum 30’, clear space behind targets minimum of 90’x45’ with bunker.	Archer facing north = or – 45 degrees.	1 per 50,000	30 minutes travel time	Part of regional or metro park complex.
Combination Skeet and Trap Field (8 Stations)	Minimum 30 A	All walks and structures occur within an area approximately 130’ wide by 115’ deep. Minimum cleared area is contained within 2 superimposed segments with 100-yard radii (4 acres). Shot-fall danger zone is contained within 2 superimposed segments with	Center line of length runs northeast-southwest with shooter facing northeast.	1 per 50,000	30 minutes travel time	Part of regional/metro park complex

		300-yard radii (36 acres).				
Golf 1. Par 3 (18 hole) 2. 9-hole standard 3. 18-hole standard	50-60 A Minimum 50 A Minimum 110 A	Average length vary 600-2700 yd. Average length – 2250 yards Average length 6500 yards	Majority of holes on north-south axis	-- 1/25,000 1/50,000	½ to 1 hour travel time	9 hole course can accommodate 350 people/day. 18 hole course can accommodate 500-550 people/day. Course may be located in community or district park, but should not be over 20 miles from population center.
Swimming Pools	Varies on size of pool and amenities. Usually ½ to 2 A site.	<i>Teaching</i> – minimum of 25 yards x 45' even depth of 3 to 4 ft. <i>Competitive</i> – minimum of 25 m x 16 m. Minimum of 27 square feet of water surface per swimmer. Ratios of 2:1 deck vs. water.	None-although care must be taken in siting of lifeguard stations in relation to afternoon sun.	1 per 20,000 (Pools should accommodate 3 to 5% of total population at a time.)	15 to 30 minutes travel time	Pools for general community use should be planned for teaching, competitive and recreational purposes with enough depth (3.4m) to accommodate 1m and 3m diving boards. Located in community park or school site.
Beach Areas	N/A	Beach area should have 50 sq. ft. of land and 50 sq. ft. of water per user. Turnover rate is 3. There should be 3-4 A supporting land per A of beach.	N/A	N/A	N/A	Should have sand bottom with slope maximum of 5 % (flat preferable). Boating areas completely segregated from swimming areas.

(Reprinted with permission)

Reference:

Lancaster, R.A. (Ed.). (1990). Recreation, Park, and Open Space Standards and Guidelines. Ashburn, VA: National Recreation and Park Association.

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2024-410C



**OUTDOOR
RECREATION**

PARTICIPATION
TOPLINE REPORT
2011

2024-410C



2010 Outdoor Participation 2024-410C

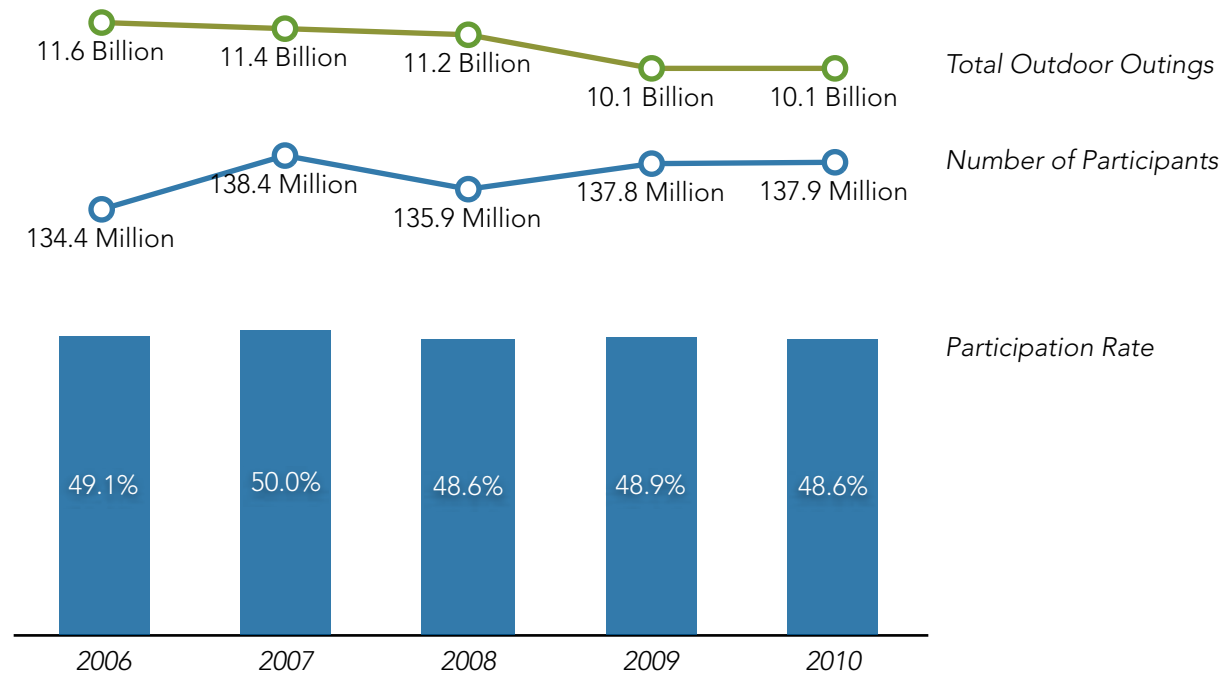
10.1 Billion Outdoor Outings
73 Average Outings Per Participant

Participation in outdoor recreation in 2010 remained steady for a third year in a row, matching levels seen in 2008. 48.6 percent of Americans ages six and older, or 137.9 million individuals, participated in at least one outdoor activity in 2010, making 10.1 billion outdoor outings.

Notably in 2010, ethnically diverse participants made up a significantly higher percentage of participants than in previous years, up over four percentage points since 2007 to 29.5 percent of participants. Adventure sports, including triathlon, adventure racing, backpacking, climbing, kayaking, rafting and scuba diving, showed significant growth in 2010 as well, up 2.3 percent in participation as a group.

Compared to 2009, youth participation in outdoor activities was flat among ages 6 to 12, but increased slightly among ages 13 to 17 and 18 to 24. Running, biking and camping were popular among youth, ages 6 to 24, though backyard, car and RV camping and bicycling continued to see participation decreases in 2010, part of a three-year trend.

Outdoor Participation, 2006 to 2010



2010 Participation Growth

	2007	2008	2009	2010	1 Year Change
Adventure Sports (Triathlon, Adventure Racing, Backpacking, Canoeing, Climbing, Kayaking, Rafting, Windsurfing and Scuba Diving)	27,599	28,560	28,411	29,075	2.3%
Running, Jogging and Trail Running	41,957	42,103	44,732	50,370	12.6%
Percentage of Diverse Participants		25.3%	21.8%	29.5%	35.3%

Youth Participation 2010

Ages 6 to 24

3.9 Billion Outdoor Outings
82 Average Outings Per Participant

Most Popular Youth Outdoor Activities

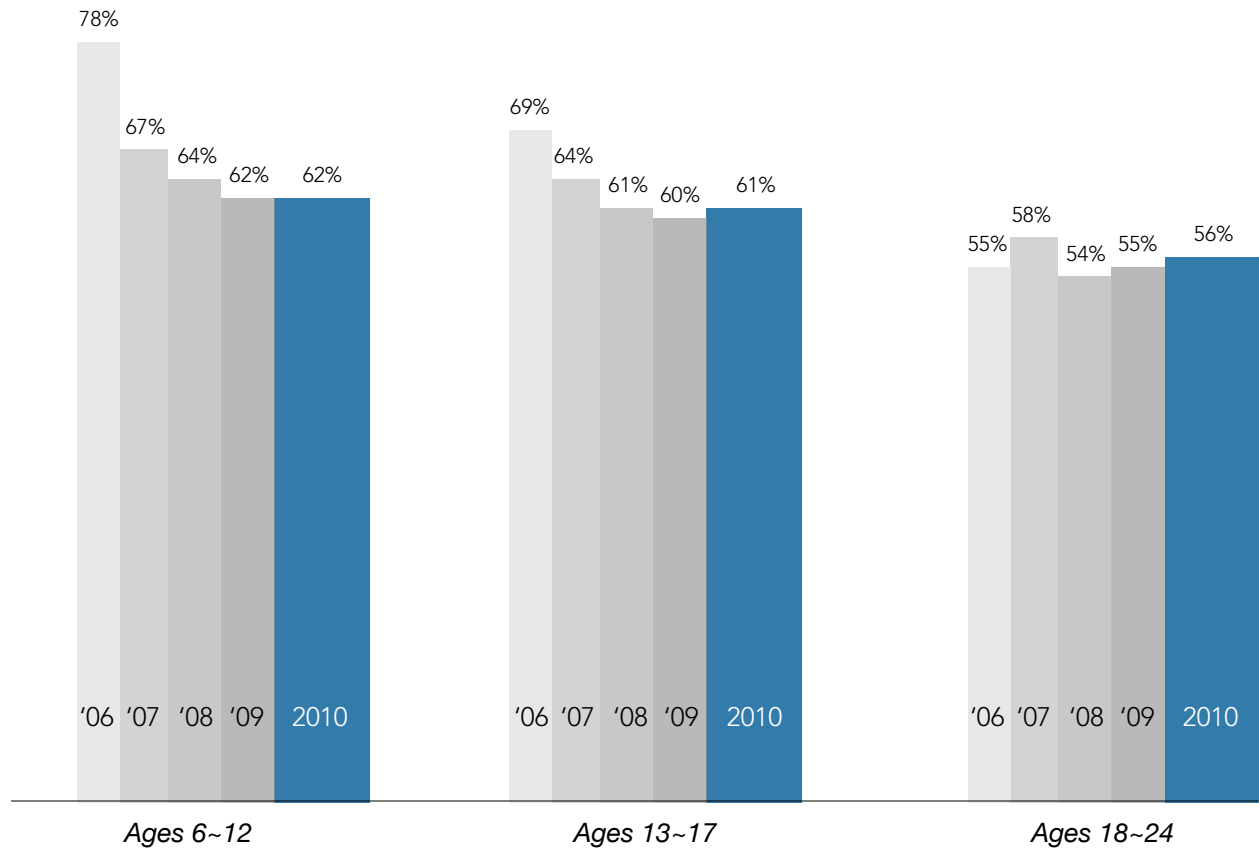
By Participation Rate, Ages 6 to 24

1. Running, Jogging and Trail Running
25.8% of youth, 20.4 million participants
2. Bicycling (Road, Mountain and BMX)
22.4% of youth, 17.8 million participants
3. Camping (Car, Backyard and RV)
18.9% of youth, 15.0 million participants
4. Fishing (Fresh, Salt and Fly)
18.4% of youth, 14.5 million participants
5. Hiking
12.3% of youth, 9.7 million participants

Favorite Youth Outdoor Activities

By Frequency of Participation, Ages 6 to 24

1. Running, Jogging and Trail Running
89.4 average outings per runner, 1.8 billion total outings
2. Bicycling (Road, Mountain and BMX)
67.7 average outings per cyclist, 1.2 billion total outings
3. Skateboarding
61.3 average outings per skateboarder, 329 million total outings
4. Birdwatching
32.4 average outings per birdwatcher, 74 million total outings
5. Surfing
21.9 average outings per surfer, 25 million total outings



6.2 Billion Outdoor Outings
68 Average Outings Per Participant

Most Popular Adult Outdoor Activities

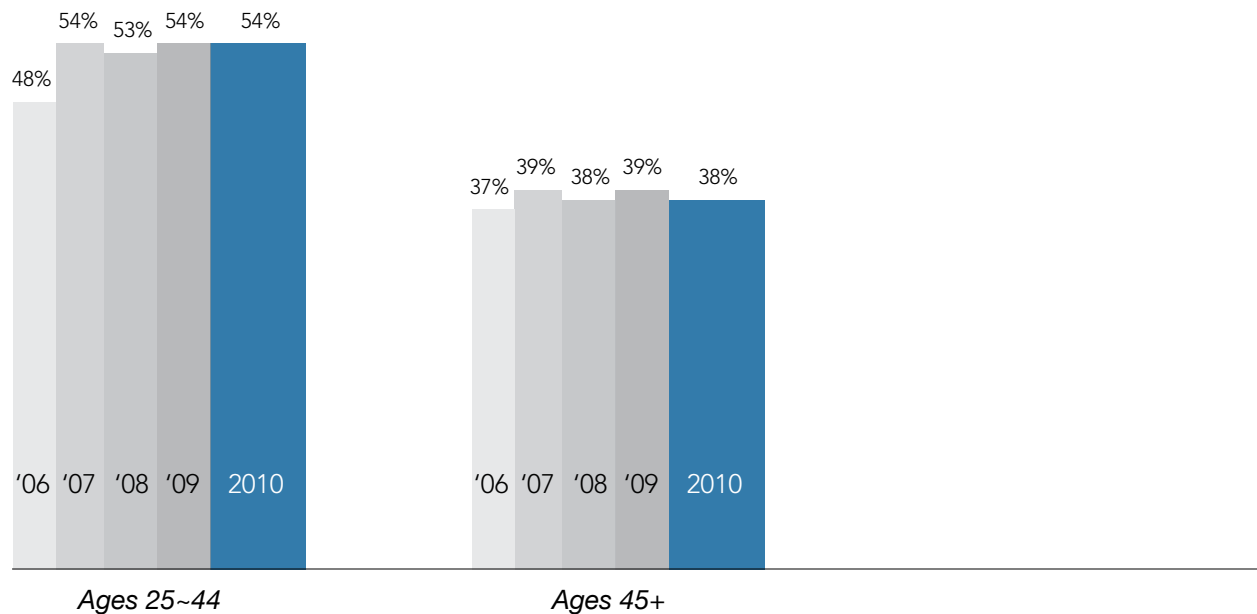
By Participation Rate, Ages 25+

1. Fishing (Fresh, Salt and Fly)
15.1% of adults, 30.9 million participants
2. Running, Jogging and Trail Running
14.7% of adults, 30.0 million participants
3. Camping (Car, Backyard and RV)
12.2% of adults, 25.0 million participants
4. Bicycling (Road, Mountain and BMX)
12.0% of adults, 24.6 million participants
5. Hiking
11.1% of adults, 22.8 million participants

Favorite Adult Outdoor Activities

By Frequency of Participation, Ages 25+

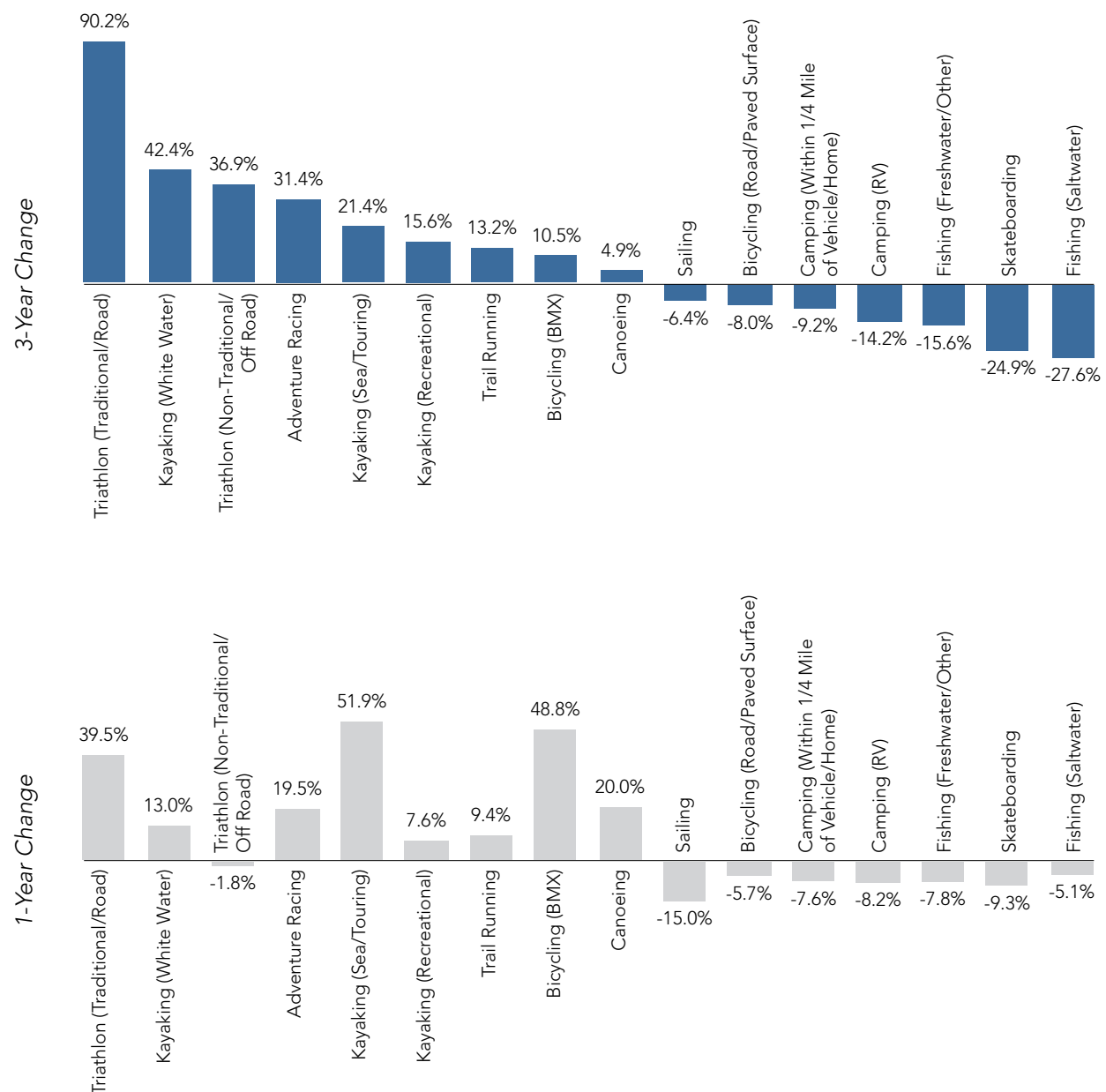
1. Running, Jogging and Trail Running
86.1 average outings per runner, 2.6 billion total outings
2. Bicycling (Road, Mountain and BMX)
50.5 average outings per cyclist, 1.2 billion total outings
3. Birdwatching
42.0 average outings per birdwatcher, 464 million total outings
4. Wildlife Viewing
27.2 average outings per wildlife viewer, 453 million total outings
5. Fishing (Fresh, Salt and Fly)
22.4 average outings per angler, 692 million total outings



Among youth ages 6 to 24, participation in activities such as triathlon, kayaking, adventure racing and trail running has increased significantly over the past three years and over the past year, with the exception of non-traditional/off-road triathlon. Car camping and backyard camping (but not backpacking), cycling and fishing have not fared as well in recent years, showing significant declines in youth participation.

Demographically, youth participation in outdoor activities has not changed very much in recent years, with one notable and welcomed exception: participation by ethnicity. Diverse participants made up 29 percent of all youth outdoor participants in 2010, the highest level in recent years.

Trending Youth Activities



Youth Demographics

		2007	2008	2009	2010
Gender	Male	52%	50%	57%	53%
	Female	48%	50%	43%	47%

		2007	2008	2009	2010
Age	6 to 12	33%	29%	37%	36%
	13 to 17	24%	25%	30%	30%
	18 to 24	44%	46%	34%	34%

		2007	2008	2009	2010
Ethnicity	African American/Black	8%	8%	8%	11%
	Asian/Pacific Islander	4%	6%	5%	6%
	Caucasian/White, non-Hispanic	77%	75%	78%	71%
	Hispanic	7%	7%	7%	9%
	Other	4%	4%	3%	4%

		2007	2008	2009	2010
Household Income	Under \$25,000	17%	18%	15%	15%
	\$25,000 to \$49,999	25%	25%	24%	22%
	\$50,000 to \$74,999	20%	20%	20%	20%
	\$75,000 to \$99,999	14%	11%	14%	13%
	\$100,000+	25%	27%	29%	29%

		2007	2008	2009	2010
Census Region	New England	5%	5%	5%	5%
	Middle Atlantic	15%	14%	12%	13%
	East North Central	17%	17%	17%	17%
	West North Central	7%	7%	8%	7%
	South Atlantic	18%	19%	18%	17%
	East South Central	5%	6%	7%	6%
	West South Central	9%	9%	10%	10%
	Mountain	8%	8%	8%	9%
	Pacific	16%	15%	15%	16%

Outdoor Participation by Activity

Ages
6+

	2006 in 000's	2007 in 000's	2008 in 000's	2009 in 000's	2010 in 000's	1 Year Change
Adventure Racing	725	698	920	1,089	1,339	23.0%
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	7,067	6,637	7,867	7,647	8,349	9.2%
Bicycling (BMX)	1,655	1,887	1,904	1,811	2,369	30.8%
Bicycling (Mountain/Non-Paved Surface)	6,751	6,892	7,592	7,142	7,161	0.3%
Bicycling (Road/Paved Surface)	38,457	38,940	38,114	40,140	39,320	-2.0%
Birdwatching More Than 1/4 Mile From Home/Vehicle	11,070	13,476	14,399	13,294	13,339	0.3%
Boardsailing/Windsurfing	938	1,118	1,307	1,128	1,617	43.4%
Camping (RV)	16,946	16,168	16,517	17,436	15,865	-9.0%
Camping (Within 1/4 Mile of Vehicle/Home)	35,618	31,375	33,686	34,338	30,996	-9.7%
Canoeing	9,154	9,797	9,935	10,058	10,553	4.9%
Climbing (Sport/Indoor/Boulder)	4,728	4,514	4,769	4,313	4,770	10.6%
Climbing (Traditional/Ice/Mountaineering)	1,586	2,084	2,288	1,835	2,198	19.8%
Fishing (Fly)	6,071	5,756	5,941	5,568	5,478	-1.6%
Fishing (Freshwater/Other)	43,100	43,859	40,331	40,961	38,860	-5.1%
Fishing (Saltwater)	12,466	14,437	13,804	12,303	11,809	-4.0%
Hiking (Day)	29,863	29,965	32,511	32,572	32,496	-0.2%
Hunting (Bow)	3,875	3,818	3,722	4,226	3,908	-7.5%
Hunting (Handgun)	2,525	2,595	2,873	2,276	2,709	19.0%
Hunting (Rifle)	11,242	10,635	10,344	11,114	10,150	-8.7%
Hunting (Shotgun)	8,987	8,545	8,731	8,490	8,062	-5.0%
Kayak Fishing					1,044	n/a
Kayaking (Recreational)	4,134	5,070	6,240	6,212	6,465	4.1%
Kayaking (Sea/Touring)	1,136	1,485	1,780	1,771	2,144	21.1%
Kayaking (White Water)	828	1,207	1,242	1,369	1,842	34.6%
Rafting	3,609	4,616	4,651	4,318	4,460	3.3%
Running/Jogging	38,559	41,064	41,130	43,892	49,408	12.6%
Sailing	3,390	4,056	4,226	4,342	3,869	-10.9%
Scuba Diving	2,965	2,965	3,216	2,723	3,153	15.8%
Skateboarding	10,130	8,429	7,807	7,352	6,808	-7.4%
Skiing (Alpine/Downhill)	n/a	10,362	10,346	10,919	11,504	5.4%
Skiing (Cross-Country)	n/a	3,530	3,848	4,157	4,530	9.0%
Skiing (Freestyle)	n/a	2,817	2,711	2,950	3,647	23.6%
Snorkeling	8,395	10,294	10,296	9,358	9,305	-0.6%

Snowboarding	n/a	6,841	7,159	7,421	8,196	10.4%
Snowshoeing	n/a	2,400	2,922	3,431	3,823	11.4%
Stand Up Paddling					1,050	n/a
Surfing	2,170	2,206	2,607	2,403	2,767	15.1%
Telemarking (Downhill)	n/a	1,173	1,435	1,482	1,821	22.9%
Trail Running	4,558	4,216	4,857	4,833	5,136	6.3%
Triathlon (Non-Traditional/Off Road)	281	483	602	666	929	39.5%
Triathlon (Traditional/Road)	640	798	1,087	1,208	1,978	63.7%
Wakeboarding	3,046	4,083	3,544	3,577	3,645	1.9%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	20,294	22,974	24,113	21,291	21,025	-1.2%

Methodology

During January and early February, 2011, a total of 38,742 online interviews were carried out with a nationwide sample of individuals and households from the U.S. Online Panel operated by Synovate. A total of 15,086 individual and 23,656 household surveys were completed. The total panel has over one million members and is maintained to be representative of the U.S. population. Over sampling of ethnic groups took place to boost response from typically under-responding groups.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 283,743,000 people ages six and above.

The 2011 participation survey sample size of 38,742 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

About The Outdoor Foundation

The Outdoor Foundation is a not-for-profit 501(c)(3) established by Outdoor Industry Association to inspire and grow future generations of outdoor enthusiasts. Its vision is to be a driving force behind a massive increase in active outdoor recreation in America.

For more information visit www.outdoorfoundation.org.

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THE MAGAZINE WITH IDEAS & SOLUTIONS FOR RECREATION, SPORTS & FITNESS FACILITIES MANAGERS

A Booming Market

Recreation and Fitness for Baby Boomers

By Stacy St. Clair

Decades ago, fitness programming was not unlike a sit-down meal at a wedding reception. There was a set menu that did not take into account the tastes, lifestyle or health restrictions of specific guests. In recent years, however, the industry has become a virtual buffet, with items intended for a variety of tastes and appetites. There are options now to tempt children, teens, seniors and women.

And now there's a new group to satisfy. As baby boomers hit retirement age, recreation managers must examine how they serve America's largest population group. They must look at whether their programs appeal to this group's physical, mental and financial interests.

"Baby boomers started the fitness craze," said Anne Rothschild, a professor in Springfield College's (Mass.) department of sport management and recreation. "They're not going to go into aging the way other generations have. They will not stand for being treated like the others."

It can be tempting to go with a one-size-fits-all approach to recreation programming, but it wouldn't do much for your overall financial health. Baby boomers represent a crucial segment of the population—a segment that has the money and the desire to reach optimum fitness levels.

The U.S. Census Bureau defines baby boomers as the generation born between 1946 and 1964. In 2006, the oldest of the boomers turned 60. Among the Americans who have already celebrated that milestone are President George W. Bush, Cher, Donald Trump and Sylvester Stallone.

Not exactly your grandmother's sexagenarians, are they?

That's exactly the point. As the boomers age, they'll be healthier, more active and trendier than previous generations. Most also understand the importance of fitness, meaning facility managers won't have to convince them that working out is important because this population already embraces those principles. Instead, they simply need to be given classes and programs that address their specific health concerns and personal interests.

It may sound like a daunting task, but it truly isn't. Facilities willing to tweak their programs and educate themselves on this generation's needs will have few problems catering to this large segment of the population.

Give them what they want

"The consumer has a choice today," said Colin Milner, chief executive officer of the International Council on Active Aging. "If you don't address their needs, they're going to go elsewhere. Not addressing their needs is the equivalent of committing professional suicide."

Five years ago, the Groton Senior Center in Groton, Conn., recognized the opportunity and addressed it. The planning staff organized a roundtable during which they invited residents between ages 45 and 55 to participate in a group discussion. During the conversation, participants were asked about aging, what they see themselves doing as they age and how they are going to approach their 60s, 70s and 80s.

The participants' answers did not surprise Mary Jo Riley, the center's supervisor, who is a baby boomer herself. Respondents said they had visions of themselves in retirement or second careers, but they did not know the services or programs they would need to stay active as they hit their 80s.

"Much of the trend was to stay fit and healthy," Riley said. "There was also interest in travel and technology."

Having such a conversation was important in Groton, where the senior population has doubled in the past

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two decades. Nearly 20 percent of the community is older than 55, with many of them military retirees. The 28-year-old center, which is preparing to build a 15,000-square-foot addition, is accredited by the National Institute of Senior Centers because of its approach to meeting the demands of today's aging population.

The center also has designed fitness programs to appeal to as many people as possible. There are low-level Arthritis Foundation classes all the way up to intermediate-level aerobics. They also offer day trips—mostly visits to good restaurants for dinner and evening entertainment—that require plenty of walking and physical activity.

Boomers also tend to be more time-conscious than their older counterparts. They have places to go and people to see, so their fitness routines must be quick and convenient. To cater to their on-the-go lifestyle, the Groton Senior Center began offering designer coffee and a continental breakfast so folks can take the time for a quick bite and a chat with friends after class.

In almost every facet of programming, the facility focuses on the boomers' time constraints. They offer one-on-one classes so they can fit the boomers' schedules. They also open the fitness center at 7:30 a.m. and schedule evening programs three to four times a week so patrons can find the hours that work best for them,

Get the word out

"I think the most important piece of advice is, 'Try it.' Whatever program you think may attract participation, try it," Riley suggested. "If it doesn't work, modify it and try it again. We have found that offering a program we think boomers would like takes about three times to get it right. If it doesn't happen after three times, we drop it and move on."

Recreation programs often rely on word-of-mouth to do most of their advertising, Riley said. If managers drop a class because it only attracted a small turnout the first time, they haven't given it enough of a chance.

And it is important to get the word out. Most boomers and seniors don't realize programs are available until they hear about them.

"Getting them in the door for one event makes them realize that it is not a nursing-home atmosphere, but an active recreation center that also offers services," Riley said. "Trips, the fitness room and computer classes are the big draw for boomers and men. Offering classes at times they will take them is the other draw—especially if you offer evening programs."

To market programs effectively, it's important to pay attention to small details such as naming a program. Boomers, for example, don't consider themselves old or feeble, so it's a big mistake to use words that remind them of their age.

"Something like 'golden oldies' really misses the boat in the marketplace," Milner said.

Boomers are more active than previous generations and care deeply about having enough time and energy to handle everything on their plates. The founders of "Curves," for example, recognized these concerns when they created a circuit workout that women could complete in 30 minutes.

"Try using terms like 'energy booster' in your fitness classes," Milner suggested. "That's going to attract boomers."

Who Are the Baby Boomers?

Still unconvinced your facility should be catering to the needs of baby boomers? Then maybe you don't realize who belongs to this active generation. This group frolicked at Woodstock. They saw a man land on the moon and Kennedy assassinated. They introduced phrases such as "green is good" into the American lexicon, and they are the CEOs of today's biggest corporations. Their most famous members include Bono, Michael Jordan, Steve Jobs, Madonna, Tom Cruise and Jerry Seinfeld.

"They don't think of themselves as old, and neither do we," said industry expert Judith Leblein-Josephs.

The numbers don't lie. This generation is large and knowledgeable, and is a possible revenue generator for thousands of recreation centers nationwide.

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Here, by the numbers, is a closer look at the boomers' world:

78.2 million: estimated number of boomers

7,918: number of people turning 60 each day

330: number of people turning 60 each hour

50.8 percent: percentage of boomers who are female

9.1 million: estimated number of boomers who are black

8 million: estimated number of boomers who are Hispanic

32 percent: proportion of Alaska's population that was part of the baby boomer generation, as of the last census. Boomers also comprise more than 30 percent of the population in New Hampshire, Vermont and Maine. In contrast, Utah was the only state where boomers constituted less than 25 percent.

57.8 million: number of baby boomers living in 2030, according to projections. An estimated 54.9 percent would be female. That year, boomers would be between 66 and 84 years old.

Give them what they need

While paying attention to what boomers want is critical, it's also important to remember what they need. Balance and weight programs are critical components of any wellness program. Complications from falling due to weak muscles and uncertain balance kill thousands of older adults every year. One in three people over 55 falls each year. Roughly half of those people will fall again.

"It's very important that this generation have access to balance programs," Milner said. "Fear of falling leads to more than just physical problems. It also reduces socialization and leads to isolation."

Weight programs also are critical for boomers as they age. Studies show that 29 percent of people over 65 can't lift 10 pounds. In addition, 50 percent of menopausal women over 50 have the initial stages of osteopenia (a bone mineral density that is lower than normal peaks), and they don't even know it.

Recreation facility managers would be wise to offer weight-bearing exercise programs specifically catered to boomers. The first step is to establish a need, Milner said. Work with a screening organization to provide bone mineral density screenings and consultations. Until these potential members have been screened, they are likely unaware of the issues they may face and the steps needed to address them.

"By taking these initial steps toward addressing bone health, your facility will become a key long-term partner for your members and potential members," Milner said.

Beyond the fitness center

Workout rooms and exercise studios aren't the only places where boomers are underserved. Aquatic centers and waterparks also could be doing more to pique their interest.

The aquatic industry should be responding to the boomer generation much as it catered to young people's tastes more than a decade ago. With the younger generation entertained, it's now time to consider the aging population because, try as you might, water cannons and drop slides aren't likely to attract anyone who witnessed the moon landing.

Experts recommend including amenities and services that the boomers introduced to American culture. That means offering self-indulgent features like private cabanas, poolside wait staff and spa options. In addition to staying healthy, this generation understands the importance of pampering themselves. And they're willing to spend the money to do so.

"Each generation is different," industry expert Judith Leblein-Josephs said. "I look back at my dad. He had two pairs of shoes: his work shoes and his funeral shoes. Look in the closet of a male empty-nester. He has shoes for everything: boating shoes, hiking shoes, golf shoes, tennis shoes, running shoes, etc."

It's also a good idea to include programming specifically geared toward adults. Water yoga and lap swims

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will help get people in the door. Many aquatic centers have found success with poolside dinners, adult-only swim times and couples' nights.

No one in the recreation and entertainment industry has done a better job of attracting boomers than Disney World, Leblein-Josephs said. Nearly a decade ago, the company recognized that boomers had time, money and energy—but nowhere to spend it. They marketed their facility as a place to have fun without kids, thanks to night clubs, restaurants and first-class resorts.

"They got it, and they've been capitalizing on it ever since," Leblein-Josephs said. "When you see things like that, you have to capitalize on it."

However recreation facility managers decide to address boomers' needs, they should take great pains to educate patrons about the programs. Explain how water yoga helps relieve stress, for example, or why weight training is important to maintain bone density.

"Education has to be infused in much of the programming," Rothschild said. "This generation is the most highly educated generation. They tend to be lifelong learners."

Pro Shop Stock

In addition to your programming, your pro shop also should reflect the boomers' interests and needs. The generation currently has 76 million members in the workforce and accounts for the majority of the country's luxury car, jewelry and gourmet food sales.

As such, they're also likely to be valuable customers at your pro and fitness shops. In order to attract their business, however, you have to stock items that appeal to their sense of style and their interest in goods that make their busy lives easier, more comfortable and more convenient.

Here are three items that will hit the mark:

PEDOMETERS AND ACCELEROMETERS

Boomers played a huge role in creating today's results-driven and goal-oriented culture. When they exercise, they want to know whether they're hitting their targets and doing enough to improve their health. Pedometers and accelerometers help them gauge whether they're doing enough.

A recent study sponsored by the Atlanta-based Centers for Disease Control & Prevention (CDC) translated guidelines for 30 minutes of daily moderate-intensity physical activity into steps. To meet the recommendations of both the CDC and the American College of Sports Medicine (ACSM), this equates to walking 3,000 steps in 30 minutes, or three daily bouts of 1,000 steps in 10 minutes.

"Walking is one of the easiest forms of physical activity, and one that most people can do to meet recommendations for daily exercise," said Simon J. Marshall, Ph.D., lead author of the study. "Most people have an instinct about the length of time or the distance they walk. A pedometer can help count steps, but when you also try to walk at least 1,000 steps in 10 minutes on a regular basis, you may gain significant health benefits. For inactive people, setting smaller targets can help them start a program to meet general physical activity guidelines and enhance their health and wellness."

The pedometers and accelerometers are also excellent to market toward golfers, who would rather be on the course than in the gym. Researchers have concluded that walking 18 holes of golf provides more than 130 percent of the recommended 10,000 steps per day for healthy living. Furthermore, during the four to five hours typically spent golfing, those who used a golf cart accumulated nearly 64 percent of the recommended 10,000 daily steps.

RECOVERY GEAR

As boomers age, their aches and pains may become more profound. When there is trauma to a muscle, tendon or ligament, inflammation occurs.

Doctors treat such sprains using the tried-and-true acronym RICE: rest, ice, compression and elevation. Boomers, however, are a time-conscious and goal-oriented group. Nothing will turn them off of exercising quicker than a cumbersome sports injury that impacts their mobility and lifestyle. To rectify this, proactive shops stock up on items that both hasten recovery and are simple to use.

One hot new item makes therapy as easy as wearing a garment or sliding on a sleeve. The system, a

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favorite among professional football and soccer players, combines a compressive garment that has pockets positioned over the quadriceps, hamstrings, calves, shoulders and lower back, and sleeves for the ankle, knee and elbow. The technology includes a re-usable hot and cold therapy system.

"I slip on a sleeve after training, and I don't have to worry about it," said professional goalkeeper Dario Sala, adding, "Whether you're a professional athlete or someone who works out a few times a week, you want something that's going to help you recover quickly without interrupting your daily life. If it's not easy, people won't do it."

HANDHELD EXERCISERS

Boomers traditionally have used cardio equipment and walking as parts of their fitness regimens. Although walking offers excellent cardiovascular benefit and works out the lower body, it does little to exercise the upper torso.

There are now lightweight devices with unique resistance capabilities that allow walkers to simultaneously use their upper body and lower body—getting twice the fitness benefit in the same amount of time. They also can be used on treadmills, bikes and steppers in the gym.

The grippers help strengthen grips, wrists, arms, chests and backs—areas where boomers may lose strength as they age. The devices also are touted to stimulate the circulatory, pulmonary and lymphatic systems, giving users a potential partner in their preventative health care program.

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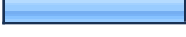









7.7 | Internet Survey Results


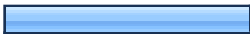













2024-410C





Community Interest and Opinion Survey

1. From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months.












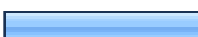




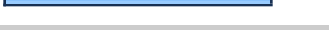


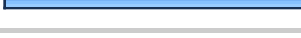
		Response Percent	Response Count
(01) Alfred A. Ring Park		39.8%	159
(02) Albert Ray Massey (Westside) Park		64.3%	257
(03) Bivens Arm Nature Park		22.0%	88
(04) Bo Diddley Community Plaza		65.8%	263
(05) Boulware Springs Nature Park		36.8%	147
(06) Cofrin Nature Park (NW 8th Ave.)		29.3%	117
(07) Depot Avenue Rail Trail		27.0%	108
(08) Duval Park (520 NE 21st Ave.)		5.8%	23
(09) Evergreen Cemetery (SE 21st Ave.)		10.8%	43
(10) Fred Cone Park/Eastside Rec. Center		18.8%	75
(11) Gainesville-Hawthorne Tr. (SE 15th St.)		49.5%	198
(12) Greentree Park (NW 29th Ave.)		10.3%	41
(13) Haisley Lynch Park (S. Main St.)		3.8%	15
(14) Kiwanis Challenge Park (NW 39th Ave.)		11.3%	45
(15) Lincoln Park (SE 15th St.)		8.5%	34
(16) Morningside Nature Center		48.8%	195

(17) Northeast Complex (behind MLK)		27.3%	109
(18) Northeast Park (NE 16th Ave.)		36.5%	146
(19) Northside Park/Senior Recreation Center		23.5%	94
(20) Palm Point Park (Lakeshore Drive)		12.3%	49
(21) Possum Creek Park (NW 53rd Ave.)		33.8%	135
(22) Roper Park (NE 2nd St.)		17.5%	70
(23) Smokey Bear Park (NE 15th St.)		4.8%	19
(24) Springtree Park (NW 39th Ave.)		7.3%	29
(25) Sweetwater Park/Matheson		19.8%	79
(26) San Felasco City Park (NW 34th)		28.5%	114
(27) Thomas Center & Gardens (NE 6th Ave.)		61.5%	246
(28) Tumblin Creek Park (SW 6th St.)		6.8%	27
(29) TB McPherson Park (SE 15th St.)		10.5%	42
		answered question	400
		skipped question	8



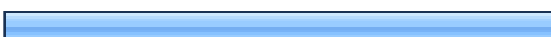

2. Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit most often? [Please write in the numbers below for your 1st, 2nd and 3rd choices using the numbers in Question #1 above, or place an "X" in the None box.]

		Response Percent	Response Count
1st Most Often		96.7%	382
2nd Most Often		90.9%	359
3rd Most Often		84.8%	335
None		6.8%	27
answered question			395
skipped question			13






3. From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months.

		Response Percent	Response Count
(01) Walking and hiking trails		78.2%	308
(02) Nature trails		70.1%	276
(03) Tennis courts		15.2%	60
(04) Basketball courts		15.2%	60
(05) Softball/baseball fields		17.3%	68
(06) Soccer fields		18.8%	74
(07) Living History Farm		32.7%	129
(08) Skate Park		18.5%	73
(09) Picnic shelters		44.7%	176
(10) Thomas Center Galleries		40.4%	159
(11) Sand volleyball courts		5.3%	21
(12) Recreation Centers		29.2%	115
(13) Community gardens		23.1%	91
(14) Ponds/lakes for fishing and boating		15.0%	59
(15) Outdoor pools		38.6%	152
(16) Open play areas		39.8%	157
(17) Playgrounds		48.7%	192
(18) Horseshoe pits		1.3%	5
(19) Natural areas		54.3%	214
(20) Band-shell/stages/performance areas		44.4%	175

4. Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often? [Please write in the numbers below for your 1st, 2nd and 3rd choices using the numbers in Question #3 above, or place an "X" in the None box.]

		Response Percent	Response Count
1st Most		95.6%	370
2nd Most		89.1%	345
3rd Most		82.7%	320
None		7.0%	27
		answered question	387
		skipped question	21

5. Overall how would you rate the physical condition of the parks, recreation and cultural sites in the City of Gainesville you have visited?

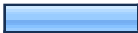




		Response Percent	Response Count
(1) Excellent		26.3%	99
(2) Good		58.0%	218
(3) Fair		14.1%	53
(4) Poor		0.8%	3
(5) Don't Know		0.8%	3
		answered question	376
		skipped question	32

6. Please indicate how often you and members of your household have used each of the following major facilities operated by the Gainesville Parks, Recreation and Cultural Affairs Department during the past 12 months by circling the appropriate number to the right of each facility.



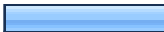












	Never	1-9 times	10-24 times	25-49 times	50+ times	Rating Average	Response Count
A. Albert Ray Massey (Westside) Recreation Center	39.1% (147)	37.2% (140)	13.3% (50)	4.8% (18)	5.6% (21)	2.01	376
B. Andrew Mickle Pool	83.8% (275)	11.6% (38)	2.7% (9)	0.9% (3)	0.9% (3)	1.23	328
C. Bo Diddley Community Plaza	20.3% (74)	49.3% (180)	17.5% (64)	9.0% (33)	3.8% (14)	2.27	365
D. Gainesville/Alachua Cty. Sr. Recreation Center	79.1% (261)	16.4% (54)	2.4% (8)	1.8% (6)	0.3% (1)	1.28	330
E. Clarence R. Kelly Community Center	94.0% (300)	4.4% (14)	0.3% (1)	0.9% (3)	0.3% (1)	1.09	319
F. Dwight D. Hunter Pool (NE Pool)	61.1% (214)	18.9% (66)	9.7% (34)	2.9% (10)	7.4% (26)	1.77	350
G. Eastside Recreation Center	77.5% (251)	15.4% (50)	4.6% (15)	1.9% (6)	0.6% (2)	1.33	324
H. H. Spurgeon Cherry Pool (Westside Pool)	58.0% (199)	28.0% (96)	8.2% (28)	3.2% (11)	2.6% (9)	1.64	343
I. Ironwood Golf Course Banquet Room	78.1% (261)	18.3% (61)	3.6% (12)	0.0% (0)	0.0% (0)	1.25	334
J. Martin Luther King Multipurpose Center	62.5% (212)	29.5% (100)	6.2% (21)	1.5% (5)	0.3% (1)	1.47	339
K. Martin Luther King Wellness Center	89.8% (291)	7.4% (24)	1.2% (4)	0.9% (3)	0.6% (2)	1.15	324
L. Porter's Community Center	93.1% (297)	6.0% (19)	0.6% (2)	0.3% (1)	0.0% (0)	1.08	319
M. Rosa B. Williams/Union Academy Center	94.7% (302)	4.4% (14)	0.3% (1)	0.3% (1)	0.3% (1)	1.07	319
N. T.B. McPherson Recreation Center	85.5% (277)	11.1% (36)	2.5% (8)	0.3% (1)	0.6% (2)	1.19	324

O. Thelma Boltin Center	65.0% (217)	27.8% (93)	2.4% (8)	2.7% (9)	2.1% (7)	1.49	334
P. Thomas Center Galleries	34.4% (121)	55.7% (196)	6.3% (22)	3.4% (12)	0.3% (1)	1.80	352
answered question							398
skipped question							10

7. How would you rate the overall quality of the aquatic facilities, golf course banquet room, indoor recreation facilities, and art galleries listed in Question #6 above that you and members of your household have used during the past 12 months?

		Response Percent	Response Count
(1) Excellent		19.8%	76
(2) Good		54.0%	207
(3) Fair		13.1%	50
(4) Poor		0.5%	2
(5) Don't know		12.5%	48
answered question			383
skipped question			25

8. From the following list, please check ALL the organizations and facilities that you and members of your household have used for parks, recreation and cultural activities during the last 12 months.






		Response Percent	Response Count
(01) Private schools		13.8%	52
(02) Public schools		43.2%	163
(03) Youth Sports Associations		23.6%	89
(04) Lifetime Fitness		3.2%	12
(05) Gainesville Health/Fitness Club		28.9%	109
(06) Churches		34.2%	129
(07) Other Private Fitness Centers		17.2%	65
(08) Neighborhood community facilities (Newberry, Archer, Jonesville, Alachua, Micanopy, etc.)		27.6%	104
(09) Private clubs (tennis, golf, fitness)		12.5%	47
(10) YMCA		15.4%	58
(11) Boys & Girls Club		8.2%	31
(12) University of Florida Facilities		51.7%	195
(13) Santa Fe College Facilities		19.6%	74
(14) Florida State Parks		65.5%	247
(15) Homeowners Assoc./Apartment Complex		18.6%	70
answered question			377
skipped question			31

9. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks, recreation, and cultural facilities listed below by choosing the YES or NO next to the park/facility. If YES, please rate ALL of the following parks, recreation, and cultural FACILITIES of this type that are available to you or any members of your household on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "0% Meets Needs" of your household.

	Yes	No	5	4	3	2	1	Response Count
A. Walking, jogging, and nature trails	94.5% (362)	4.4% (17)	29.5% (113)	38.9% (149)	17.5% (67)	4.2% (16)	0.5% (2)	383
B. Bicycle/Walking/Multipurpose trails	89.2% (330)	9.2% (34)	22.7% (84)	37.3% (138)	21.6% (80)	5.4% (20)	0.8% (3)	370
C. Mountain bike/dirt bike trails	37.5% (128)	61.6% (210)	5.3% (18)	13.5% (46)	9.4% (32)	6.2% (21)	2.9% (10)	341
D. Soccer fields/multipurpose fields	41.8% (143)	57.0% (195)	12.6% (43)	13.5% (46)	10.2% (35)	4.7% (16)	1.2% (4)	342
E. Youth baseball and softball fields	22.5% (75)	76.6% (256)	4.5% (15)	7.5% (25)	6.0% (20)	2.7% (9)	1.8% (6)	334
F. Adult softball fields	13.3% (44)	85.5% (283)	2.7% (9)	6.3% (21)	3.0% (10)	1.8% (6)	1.5% (5)	331
G. Nature center	73.9% (258)	25.5% (89)	20.9% (73)	29.5% (103)	14.0% (49)	4.9% (17)	1.1% (4)	349
H. Kayak and canoe launches	46.2% (159)	53.5% (184)	7.8% (27)	9.6% (33)	11.0% (38)	11.3% (39)	7.6% (26)	344
I. Fishing piers	26.8% (88)	72.3% (237)	2.7% (9)	5.2% (17)	5.5% (18)	8.8% (29)	6.1% (20)	328
J. Playgrounds	63.5% (224)	34.8% (123)	26.3% (93)	23.5% (83)	7.9% (28)	4.2% (15)	1.4% (5)	353
K. Picnic shelters	68.5% (235)	30.0% (103)	21.3% (73)	30.6% (105)	9.9% (34)	5.2% (18)	1.2% (4)	343
L. Outdoor amphitheater	53.1% (178)	46.3% (155)	17.6% (59)	17.0% (57)	10.1% (34)	3.9% (13)	4.2% (14)	335
M. Outdoor swimming pools/water parks	63.6% (225)	35.3% (125)	19.2% (68)	22.0% (78)	13.6% (48)	4.8% (17)	2.3% (8)	354

N. Spray/splash pads	37.1% (124)	62.0% (207)	8.7% (29)	10.5% (35)	7.8% (26)	5.1% (18)	5.1% (17)	334
O. Disc golf course	19.0% (62)	80.7% (264)	5.2% (17)	8.0% (26)	2.8% (9)	2.1% (7)	2.1% (7)	327
P. Farmers' market	85.1% (309)	13.8% (50)	37.2% (135)	27.5% (100)	13.2% (48)	4.1% (15)	1.1% (4)	363
Q. Community gardens	46.0% (157)	52.8% (180)	11.4% (39)	15.0% (51)	9.7% (33)	6.5% (22)	2.9% (10)	341
R. Golf Course	15.7% (52)	83.7% (278)	8.1% (27)	5.4% (18)	0.3% (1)	0.6% (2)	2.4% (8)	332
S. Tennis courts	28.6% (96)	71.1% (239)	7.4% (25)	11.9% (40)	5.4% (18)	3.0% (10)	1.8% (6)	336
T. Basketball courts	26.0% (87)	72.5% (243)	5.7% (19)	8.7% (29)	7.8% (26)	3.3% (11)	1.8% (6)	335
U. Small neighborhood parks	75.2% (267)	23.4% (83)	23.4% (83)	20.3% (72)	18.3% (65)	7.0% (25)	4.2% (15)	355
V. Large community parks	76.3% (264)	22.0% (76)	26.3% (91)	30.9% (107)	13.3% (46)	4.3% (15)	1.7% (6)	346
W. Dog parks	36.8% (126)	62.0% (212)	7.9% (27)	10.8% (37)	9.6% (33)	6.4% (22)	2.0% (7)	342
X. Skate parks	26.9% (90)	71.9% (241)	9.3% (31)	9.3% (31)	5.7% (19)	2.1% (7)	0.9% (3)	335
Y. Indoor theater	36.6% (123)	62.5% (210)	10.1% (34)	10.7% (36)	7.1% (24)	3.3% (11)	5.1% (17)	336
1. Indoor pool	32.1% (107)	67.6% (225)	2.4% (8)	1.5% (5)	3.3% (11)	6.6% (22)	18.3% (61)	333
2. Outdoor jogging track	32.0% (108)	67.1% (226)	6.5% (22)	7.4% (25)	7.4% (25)	5.9% (20)	5.9% (20)	337
3. Performing arts centers	65.9% (234)	33.5% (119)	26.2% (93)	21.1% (75)	8.7% (31)	5.4% (19)	2.5% (9)	355
4. Arts Galleries	68.0% (240)	31.4% (111)	27.8% (98)	20.1% (71)	11.6% (41)	4.2% (15)	2.0% (7)	353
answered question								393
skipped question								15

10. Which FOUR of the facilities from the list in Question #9 above are "most important" for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household? [Using the letters and numbers in the left hand column of Question #9 above, please write in the letters or numbers below for your 1st, 2nd, 3rd, and 4th choices, or place an "X" in the NONE box.]






		Response Percent	Response Count
1st:		95.9%	347
2nd:		93.1%	337
3rd:		86.2%	312
4th:		77.9%	282
None		7.7%	28
		answered question	362
		skipped question	46

11. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the aquatics, sports, recreation and cultural programs listed below by choosing YES or NO next to the recreation program. If YES, please rate the following recreation PROGRAMS on a scale of "5 to 1", where 5 means "100% Meets Needs" and 1 means "0% Meets Needs" of your household.

	Yes	No	5	4	3	2	1	Response Count
A. Preschool programs	20.6% (71)	78.6% (271)	4.1% (14)	2.9% (10)	5.8% (20)	3.8% (13)	4.1% (14)	345
B. Youth art, music, dance, or theater classes	36.9% (128)	62.2% (216)	4.3% (15)	4.9% (17)	11.8% (41)	8.4% (29)	6.3% (22)	347
C. Youth enrichment/social development	31.2% (108)	68.5% (237)	3.8% (13)	3.5% (12)	11.0% (38)	6.6% (23)	6.1% (21)	346
D. Birthday parties	32.4% (110)	67.4% (229)	5.9% (20)	7.9% (27)	9.4% (32)	3.5% (12)	4.4% (15)	340
E. Community special events	59.2% (206)	40.2% (140)	14.9% (52)	20.4% (71)	12.9% (45)	4.0% (14)	2.0% (7)	348
F. Senior adult programs	18.7% (64)	80.4% (275)	5.8% (20)	4.4% (15)	4.4% (15)	0.9% (3)	2.3% (8)	342
G. Swim lessons	38.6% (135)	61.1% (214)	7.1% (25)	10.3% (36)	8.6% (30)	5.4% (19)	4.6% (16)	350
H. Adult water fitness programs	30.2% (104)	69.5% (239)	4.1% (14)	4.4% (15)	7.3% (25)	5.8% (20)	4.1% (14)	344
I. Adult fitness classes	44.3% (153)	55.1% (190)	7.8% (27)	11.3% (39)	9.9% (34)	7.8% (27)	4.3% (15)	345
J. Adult art, music, dance, or theater	41.1% (140)	58.4% (199)	7.3% (25)	7.3% (25)	10.9% (37)	6.2% (21)	4.1% (14)	341
K. Adult sports leagues	26.5% (88)	73.2% (243)	5.1% (17)	4.8% (16)	7.8% (26)	4.5% (15)	2.7% (9)	332
L. Youth sports leagues	34.2% (116)	65.2% (221)	4.7% (16)	9.1% (31)	9.1% (31)	4.1% (14)	4.7% (16)	339
M. Youth fitness classes	24.3% (82)	75.4% (254)	2.7% (9)	3.3% (11)	5.3% (18)	5.6% (19)	6.5% (22)	337

N. Nature programs/environmental education	63.6% (222)	36.1% (126)	12.3% (43)	19.2% (67)	15.2% (53)	5.1% (20)	2.6% (9)	349
O. Fishing and boating programs	29.6% (99)	70.1% (235)	3.0% (10)	3.3% (11)	8.7% (29)	6.6% (22)	6.3% (21)	335
P. Community gardening	40.5% (137)	58.6% (198)	4.1% (14)	6.5% (22)	11.5% (39)	8.6% (29)	7.1% (24)	338
Q. Volunteer opportunities	44.2% (151)	55.8% (191)	9.9% (34)	10.8% (37)	10.8% (37)	4.7% (16)	1.8% (6)	342
S. Travel programs	18.8% (62)	80.3% (265)	1.5% (5)	2.7% (9)	5.8% (19)	3.3% (11)	4.8% (16)	330
T. Programs for pets and owners	24.9% (84)	74.5% (251)	1.8% (6)	3.3% (11)	9.5% (32)	4.7% (16)	4.7% (16)	337
U. Wellness screenings	32.1% (108)	67.3% (226)	5.4% (18)	3.3% (11)	9.5% (32)	5.7% (19)	3.3% (11)	336
V. Enrichment classes (sewing, cooking, etc.)	44.4% (150)	55.0% (186)	5.0% (17)	8.3% (28)	10.9% (37)	8.6% (29)	6.2% (21)	338
W. Programs for people with special needs	17.6% (58)	81.5% (269)	4.5% (15)	0.9% (3)	1.8% (6)	4.2% (14)	5.5% (18)	330
X. After school programs	25.6% (86)	73.5% (247)	4.8% (16)	4.5% (15)	7.7% (26)	2.7% (9)	4.5% (15)	336
Y. Summer Camps	36.0% (122)	63.7% (216)	7.1% (24)	7.1% (24)	9.7% (33)	5.0% (17)	4.7% (16)	339
1. Transportation services for adults over 65	9.0% (30)	90.4% (301)	3.3% (11)	1.2% (4)	0.9% (3)	2.4% (8)	1.5% (5)	333
2. Daily meals for adults 65 and older	7.3% (24)	92.1% (304)	3.6% (12)	0.3% (1)	1.2% (4)	1.5% (5)	1.2% (4)	330
answered question								375
skipped question								33

12. Which FOUR of the programs from the listed Question #11 above are most important to your household? [Using the letters and numbers in Question #11 above, please write in the letters and numbers below for your 1st, 2nd, 3rd, and 4th choices, or place an 'X' in the None box.]

		Response Percent	Response Count
1st:		88.2%	298
2nd:		79.0%	267
3rd:		70.1%	237
4th:		57.1%	193
None:		13.6%	46
		answered question	338
		skipped question	70

13. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often.






		Response Percent	Response Count
(01) Too far from our residence		45.7%	149
(02) Program or facility not offered		41.1%	134
(03) Security is insufficient		14.4%	47
(04) Lack of quality programs		20.9%	68
(05) Facilities are not well maintained		16.3%	53
(06) Classes are full		4.3%	14
(07) Fees are too high		15.6%	51
(08) Program times are not convenient		28.8%	94
(09) Use facilities in other cities		7.1%	23
(10) Poor customer service by staff		7.1%	23
(11) I do not know locations of facilities		22.4%	73
(12) Access to parks & green space is limited		13.8%	45
(13) I do not know what is being offered		54.6%	178
(14) Facility operating hours not convenient		17.2%	56
(15) Registration for programs is difficult		8.6%	28
(16) Lack of parking		8.3%	27
(17) Use services of other agencies		16.9%	55

14. Following are major actions that the City of Gainesville could take to improve parks, recreation and cultural services to its citizens. Please indicate whether you would be very supportive (#1), somewhat supportive (#2), not sure (#3) or not supportive (#4) of each action by choosing the appropriate number.

	1	2	3	4	Rating Average	Response Count
(A) Acquire open space for passive activities, i.e. trails, picnicking, etc.	66.7% (246)	17.6% (65)	10.0% (37)	5.7% (21)	1.55	369
(B) Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc.	35.8% (130)	31.7% (115)	21.8% (79)	10.7% (39)	2.07	363
(C) Upgrade existing neighborhood and community parks	60.9% (224)	27.4% (101)	7.9% (29)	3.8% (14)	1.55	368
(D) Upgrade existing community centers	38.7% (140)	34.8% (126)	19.3% (70)	7.2% (26)	1.95	362
(E) Upgrade existing Senior Recreation Center	23.9% (85)	26.8% (95)	32.1% (114)	17.2% (61)	2.43	355
(F) Upgrade existing outdoor pools	40.2% (143)	29.5% (105)	21.1% (75)	9.3% (33)	1.99	356
(G) Upgrade existing youth/adult athletic fields	34.7% (122)	32.4% (114)	23.0% (81)	9.9% (35)	2.08	352
(H) Upgrade existing dog parks	23.9% (84)	24.7% (87)	27.3% (96)	24.1% (85)	2.52	352
(I) Upgrade existing art facilities	27.1% (95)	31.7% (111)	26.6% (93)	14.6% (51)	2.29	350
(J) Develop a new outdoor swimming pool	29.9% (106)	16.1% (57)	28.7% (102)	25.4% (90)	2.50	355
(K) Develop new walking/biking trails & connect existing trails	64.2% (230)	19.6% (70)	8.9% (32)	7.3% (26)	1.59	358
(L) Develop new youth sports fields, i.e. baseball, soccer, etc.	25.6% (89)	30.5% (106)	29.0% (101)	14.9% (52)	2.33	348
(M) Develop new special events	20.9% (73)	21.7% (76)	32.9% (115)	24.6% (86)	2.61	350

(N) Develop a new Community Center/Civic Center (gyms, fitness space, pool, etc.)	34.5% (122)	24.9% (88)	23.7% (84)	16.9% (60)	2.23	354
(O) Develop a new senior recreation center	14.7% (52)	18.7% (66)	34.0% (120)	32.6% (115)	2.84	353
(P) Develop new performing arts facilities	18.8% (66)	24.5% (86)	30.5% (107)	26.2% (92)	2.64	351
(Q) Develop art galleries	20.2% (70)	21.9% (76)	30.0% (104)	28.0% (97)	2.66	347
(R) Develop a new senior recreation center	14.7% (51)	17.6% (61)	32.9% (114)	34.9% (121)	2.88	347
(S) Develop new farmers market area	41.2% (147)	26.6% (95)	18.5% (66)	13.7% (49)	2.05	357
(T) Develop a new nature center	32.5% (115)	29.7% (105)	23.7% (84)	14.1% (50)	2.19	354
(U) Develop more fishing piers and access for fishing	22.7% (80)	25.5% (90)	27.5% (97)	24.4% (86)	2.54	353
					answered question	376
					skipped question	32






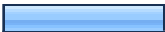
15. Which FOUR of the major actions from the list in Question #14 above are "most important" to your household? [Using the letters in Question #14 above please write in the spaces below for your 1st, 2nd, 3rd, and 4th choices or place an "X" in the None box.]

		Response Percent	Response Count
1st:		94.7%	321
2nd:		88.2%	299
3rd:		81.4%	276
4th:		71.4%	242
None:		7.1%	24
answered question			339
skipped question			69





16. Please indicate the MAXIMUM distance you would be willing to travel to visit a park by the following modes of transportation.

	Under 1/2 mile	1/2 to 1 mile	1-2 miles	3-4 miles	5 miles or more	N/A	Rating Average	Response Count
(A) Walk	25.1% (93)	43.4% (161)	22.4% (83)	2.7% (10)	3.5% (13)	3.0% (11)	4.86	371
(B) Ride a bike	2.2% (8)	13.8% (51)	29.0% (107)	29.3% (108)	17.6% (65)	8.1% (30)	3.50	369
(C) Drive a car	0.8% (3)	0.3% (1)	4.0% (15)	14.3% (53)	77.1% (286)	3.5% (13)	2.27	371
answered question								374
skipped question								34





17. If an additional \$100 were available for City of Gainesville parks, cultural, trails, sports and recreation facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.00]

		Response Percent	Response Count
Improvement/maintenance of existing parks, pools, sports, cultural, and recreation facilities		85.6%	308
Acquisition of new park land and open spaces		76.4%	275
Construction of new sports fields (softball, soccer, baseball, etc.)		58.1%	209
Acquisition and development of walking and biking trails		78.9%	284
Improve cultural program facilities		61.9%	223
Other		23.6%	85
		answered question	360
		skipped question	48

18. If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election?

		Response Percent	Response Count
(1) Vote in favor		54.6%	207
(2) Might vote in favor		26.1%	99
(3) Not sure		9.2%	35
(4) Not supportive		10.0%	38
answered question			379
skipped question			29

19. How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville?

		Response Percent	Response Count
(1) Very supportive		61.3%	233
(2) Somewhat supportive		24.7%	94
(3) Not sure		9.7%	37
(4) Not supportive		4.2%	16
answered question			380
skipped question			28

20. Counting yourself, how many people in your household are?



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	Response Average	Response Total	Response Count
Under 5 years:	0.97	113	117
5-9 years:	0.93	111	120
10-14 years:	0.87	82	94
15-19 years:	0.83	70	84
20-24 years:	0.70	45	64
25-34 years:	1.09	128	117
35-44 years:	1.34	222	166
45-54 years:	1.19	155	130
55-64 years:	1.17	127	109
65+ years:	0.89	59	66
answered question			371
skipped question			37

21. What is your age?

	Response Count
	363
answered question	363
skipped question	45

22. Your gender:

		Response Percent	Response Count
(1) Male		36.1%	133
(2) Female		63.9%	235
	answered question		368
	skipped question		40



23. How many members of your household are registered voters?

	Response Count
	370
answered question	370
skipped question	38

24. How many years have you lived in the City of Gainesville?

		Response Count
		369
answered question		369
skipped question		39

25. Are you a full-time student at a four year college or university?

		Response Percent	Response Count
(1) Yes		7.1%	26
(2) No		92.9%	340
answered question			366
skipped question			42

26. What is your zip code?

		Response Count
		366
answered question		366
skipped question		42

27. Please share any additional information that could assist the City of Gainesville, Parks, Recreation and Cultural Affairs Department in improving parks, trails, open space, cultural facilities or recreational facilities and services.

	Response Count
	183
answered question	183
skipped question	225

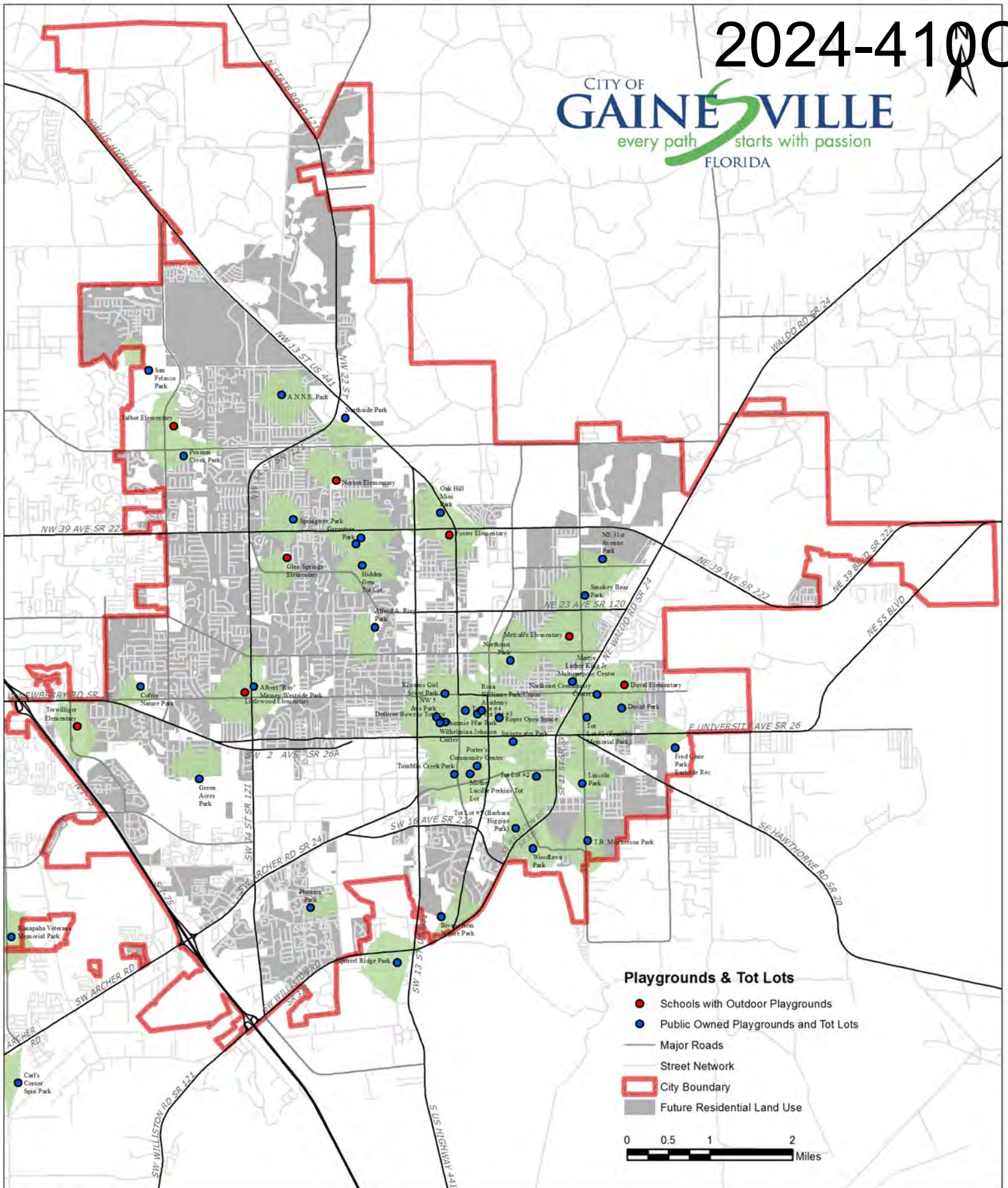


7.8 | Access LOS Service Area Maps

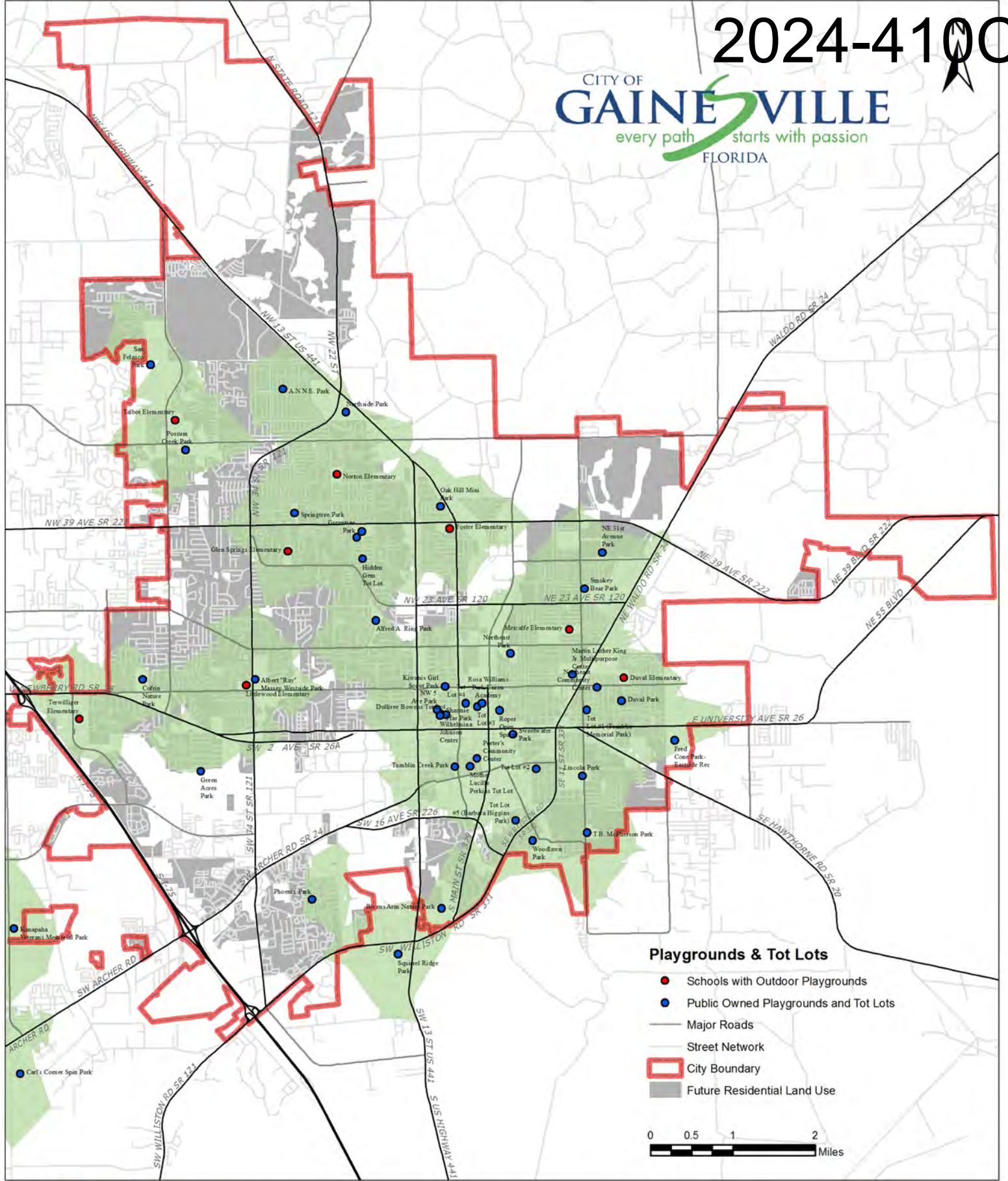


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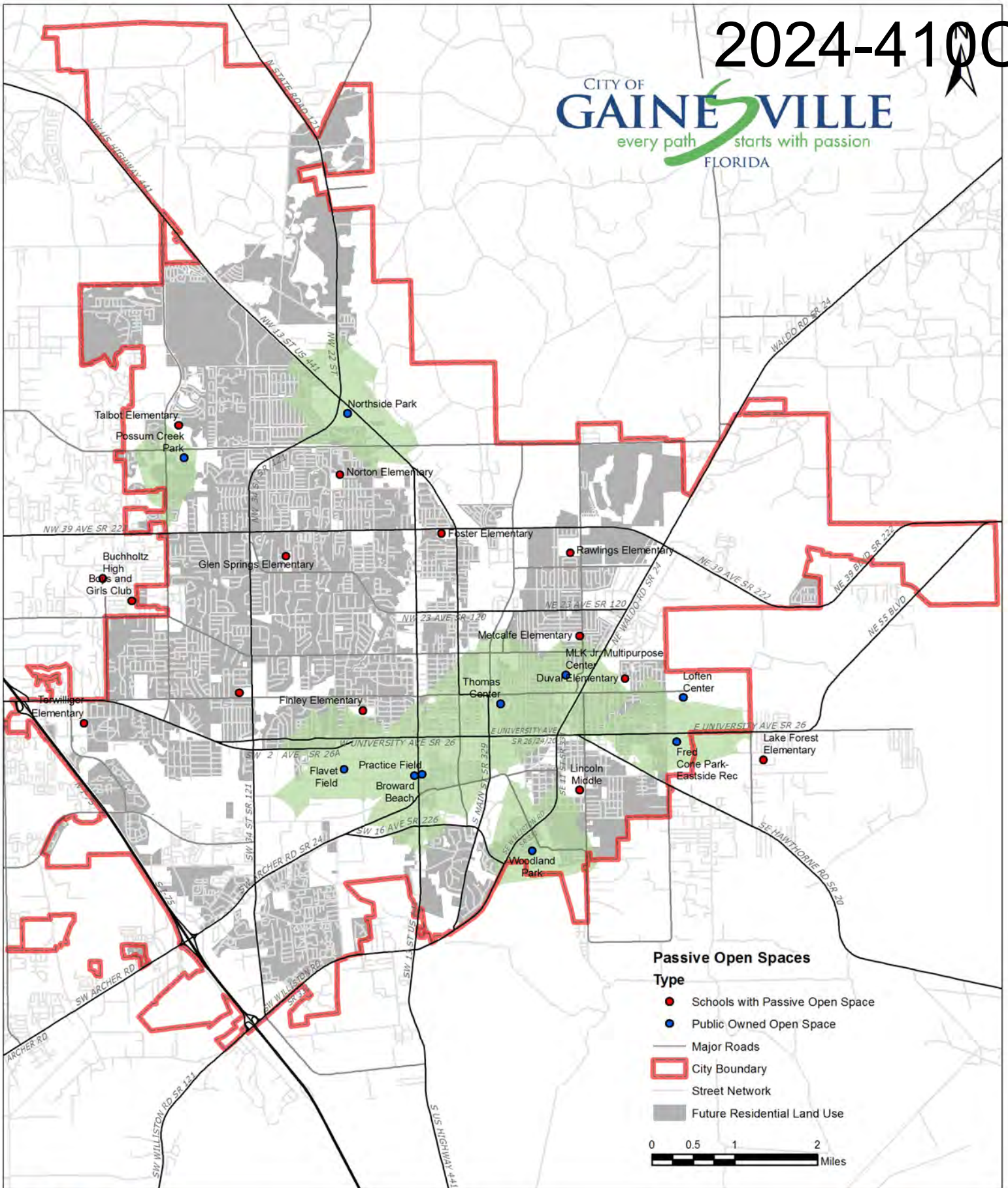
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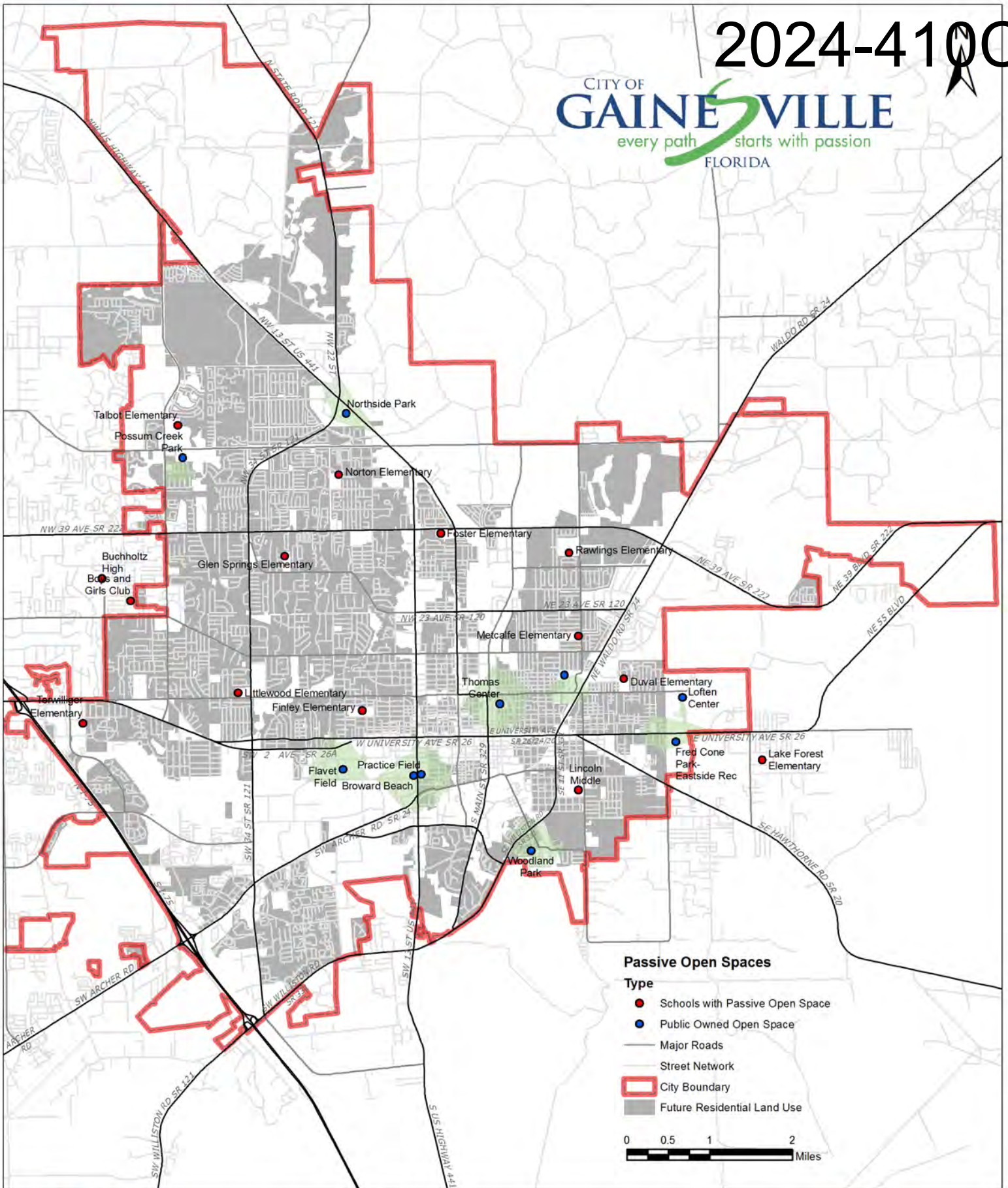


Playgrounds & Tot Lots

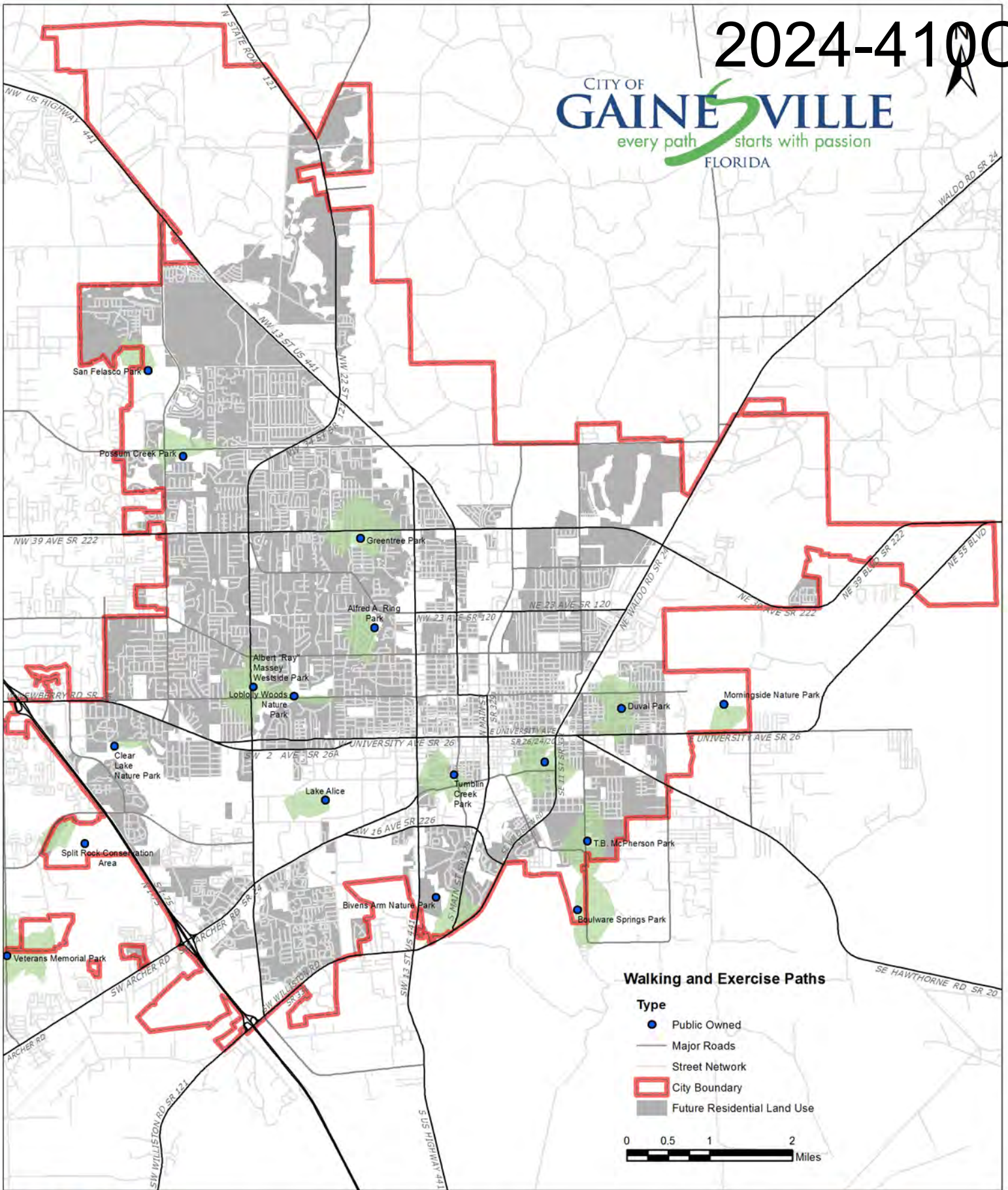
- Schools with Outdoor Playgrounds
- Public Owned Playgrounds and Tot Lots
- Major Roads
- Street Network
- ▭ City Boundary
- ▭ Future Residential Land Use



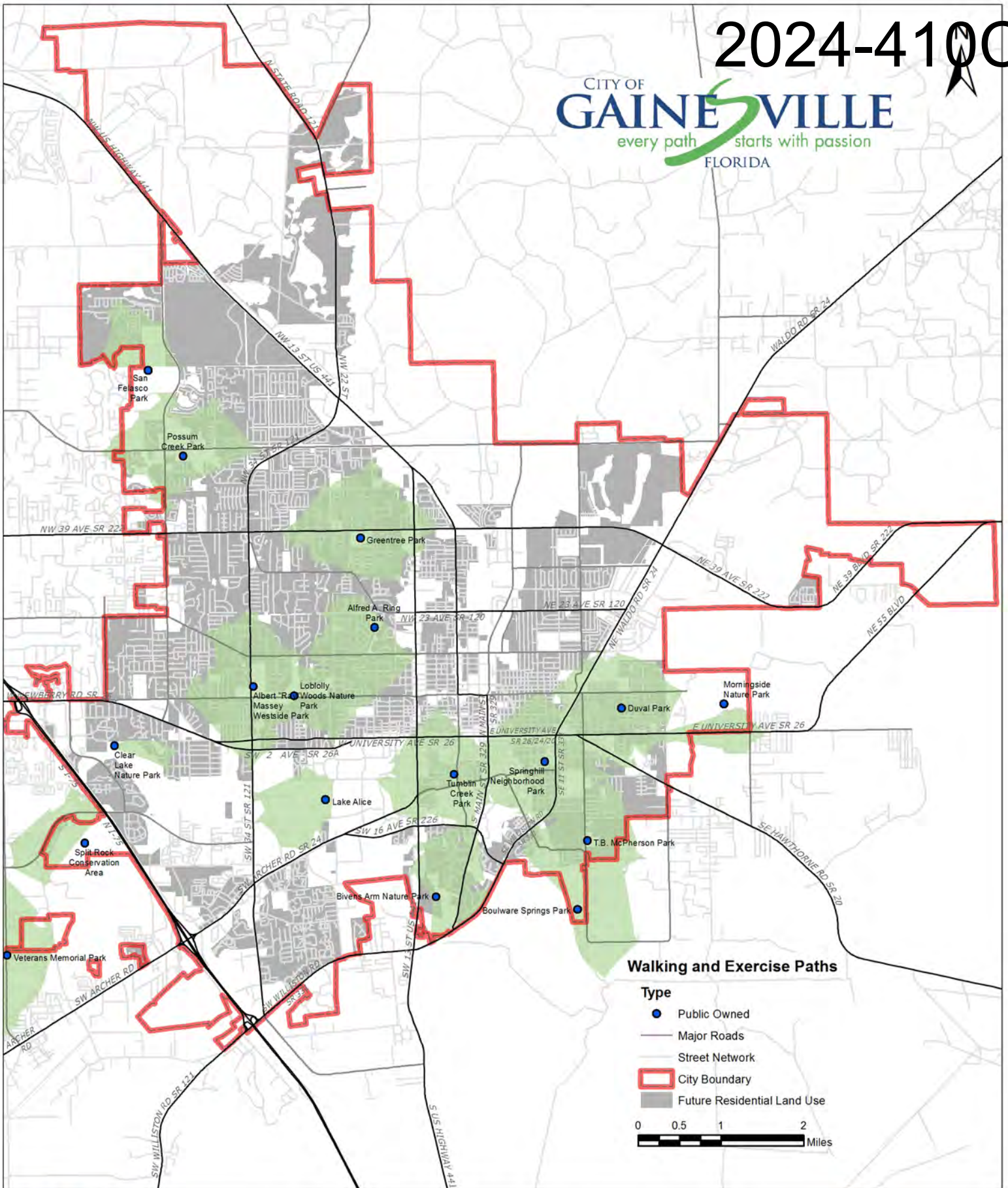


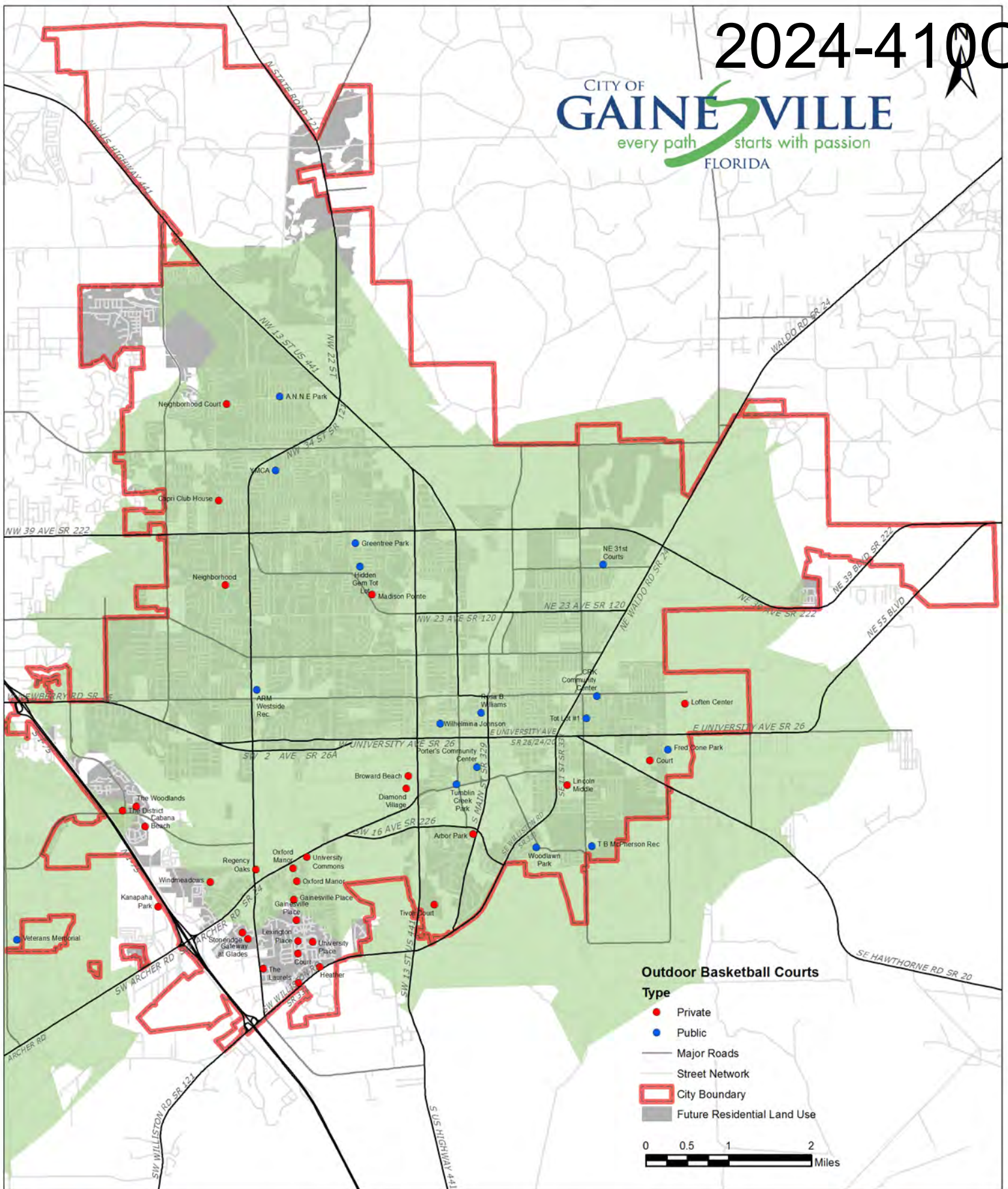


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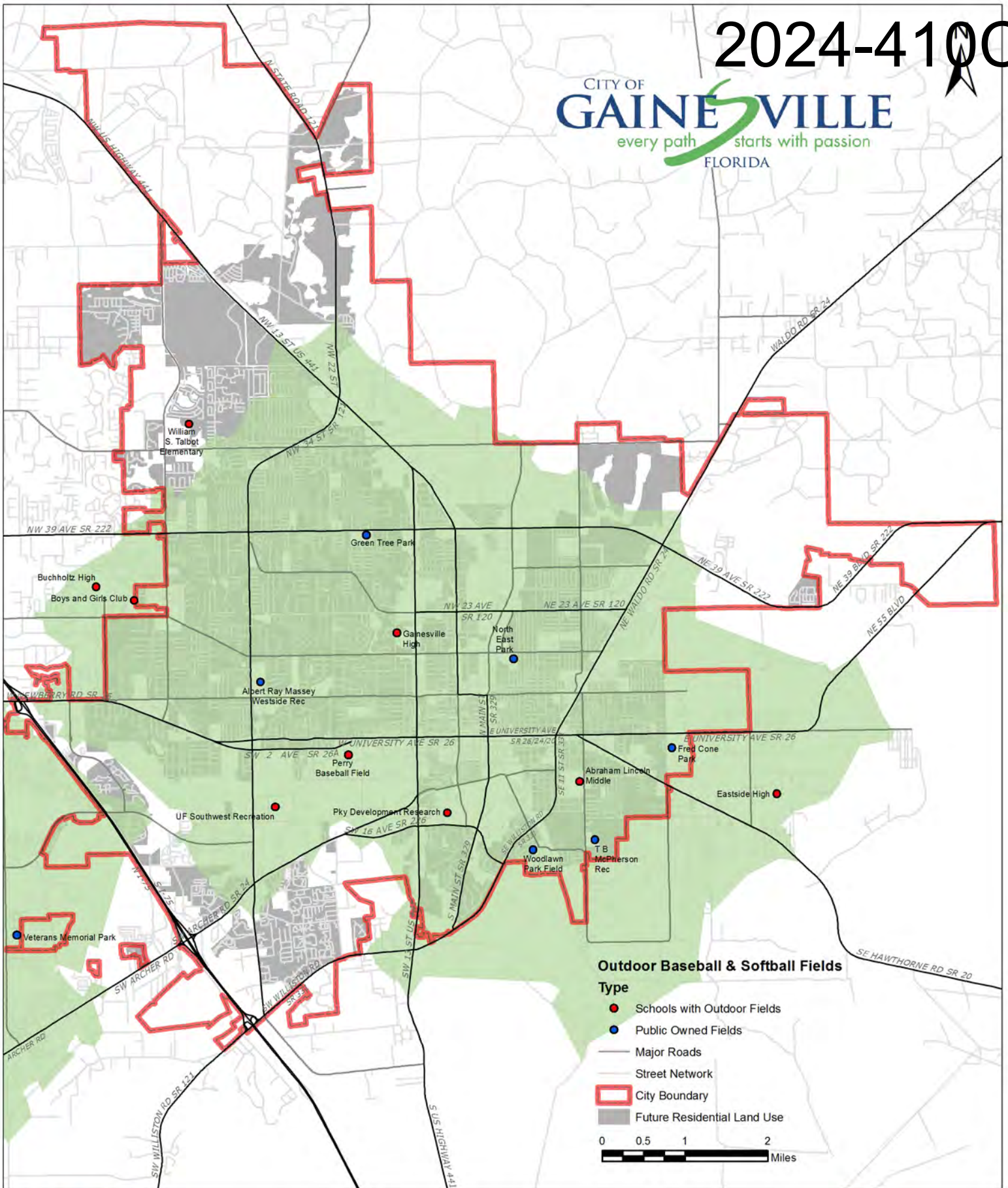


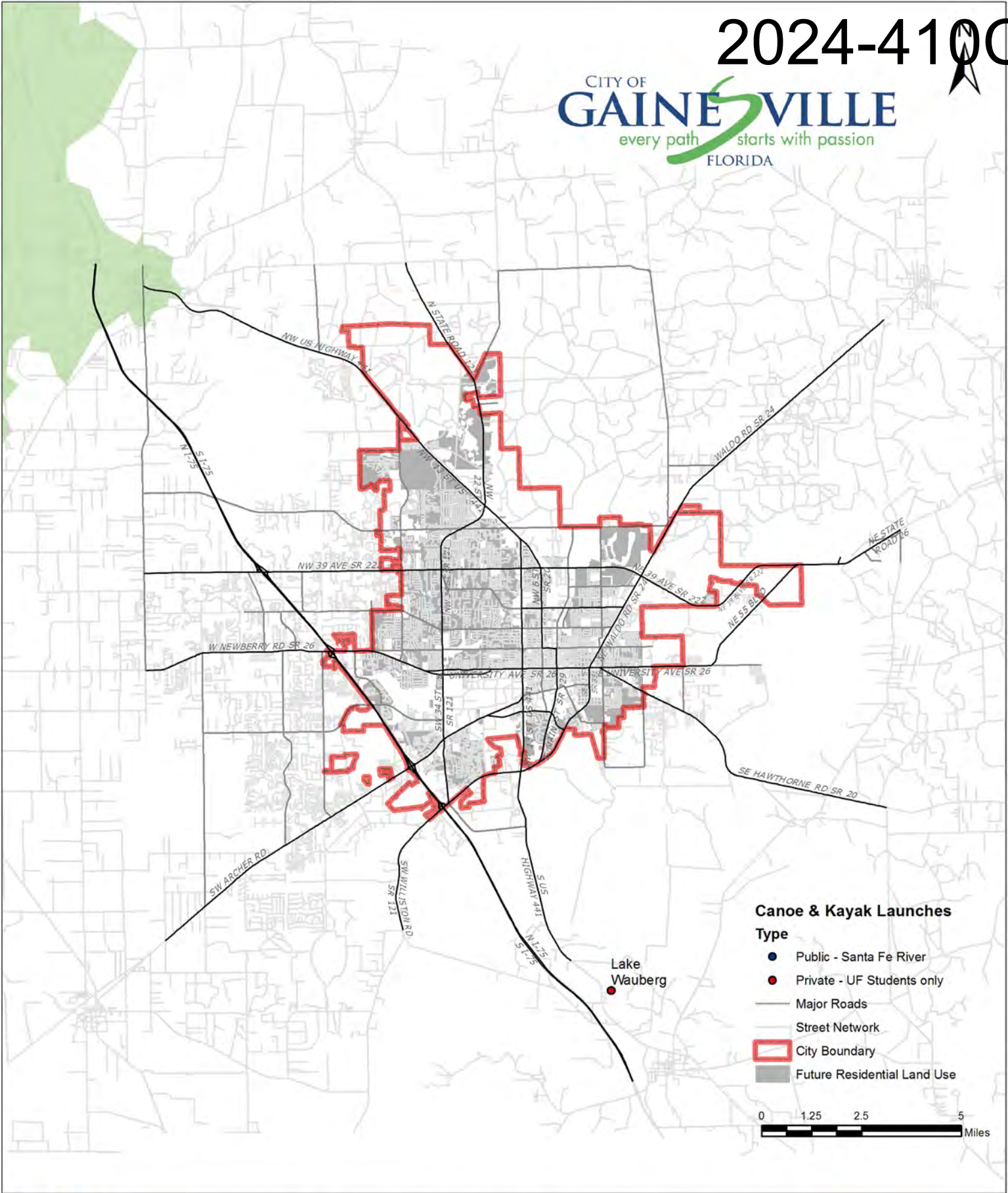
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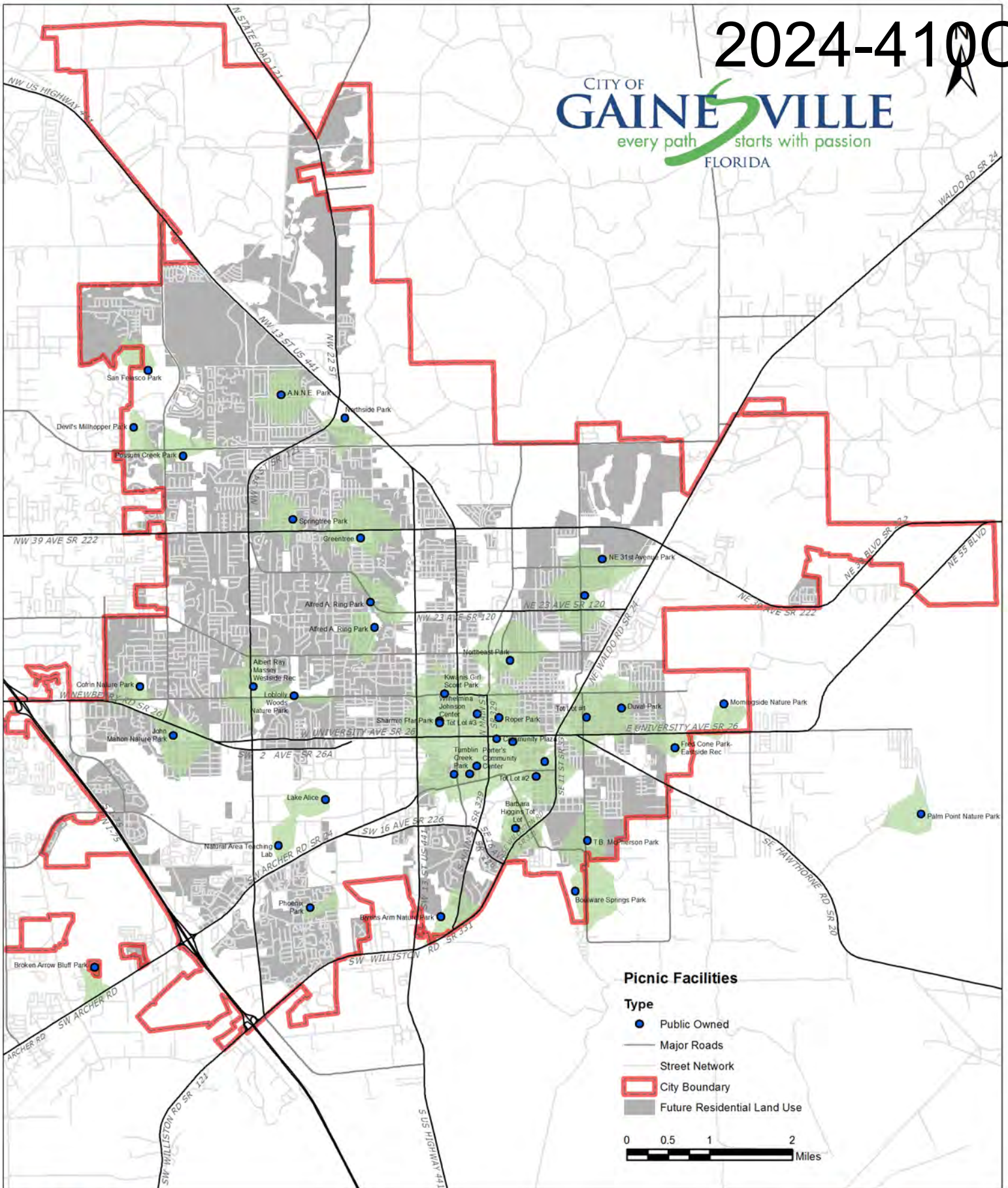


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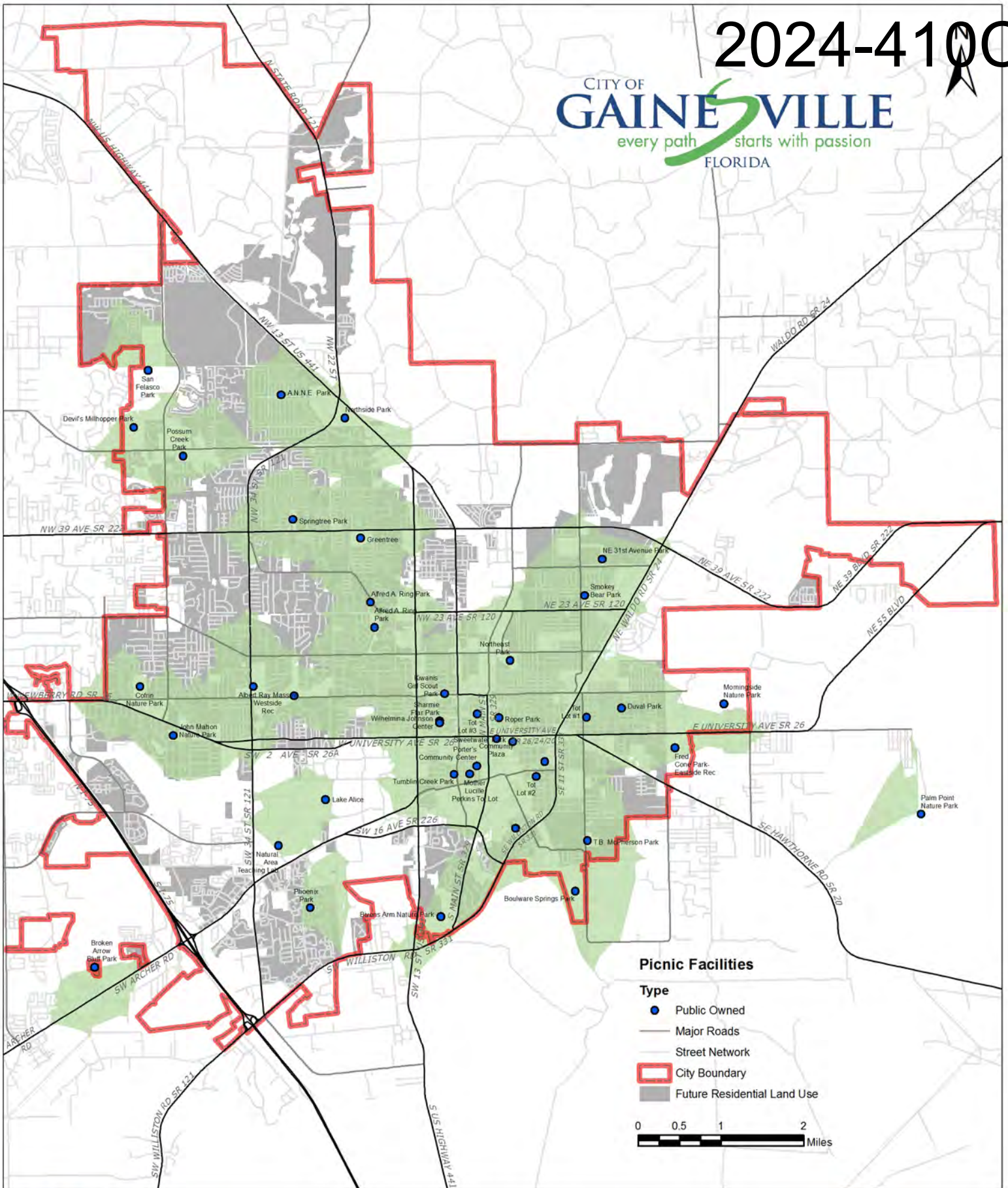
Picnic Facilities

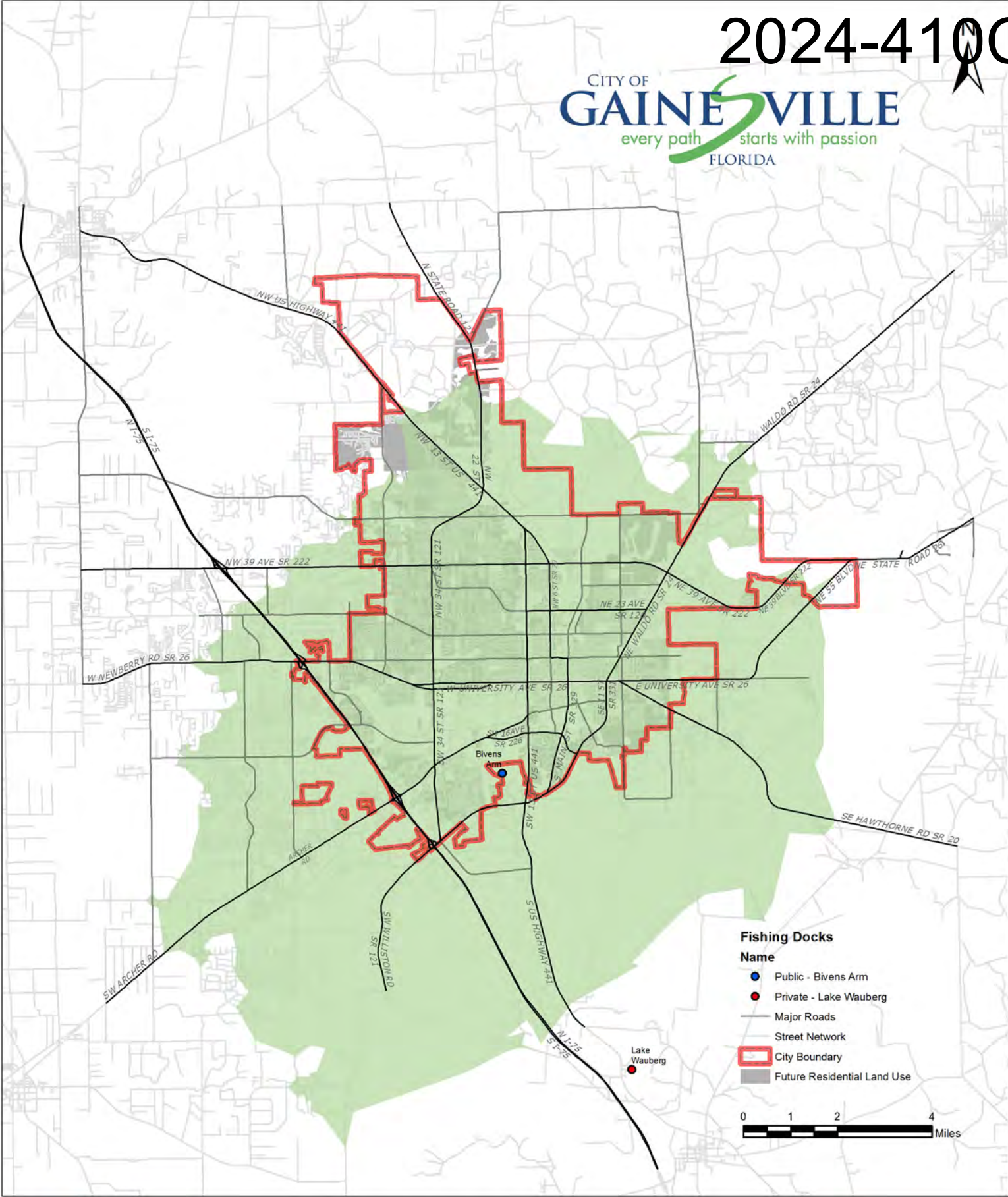
Type

- Public Owned
- Major Roads
- Street Network
- City Boundary
- Future Residential Land Use

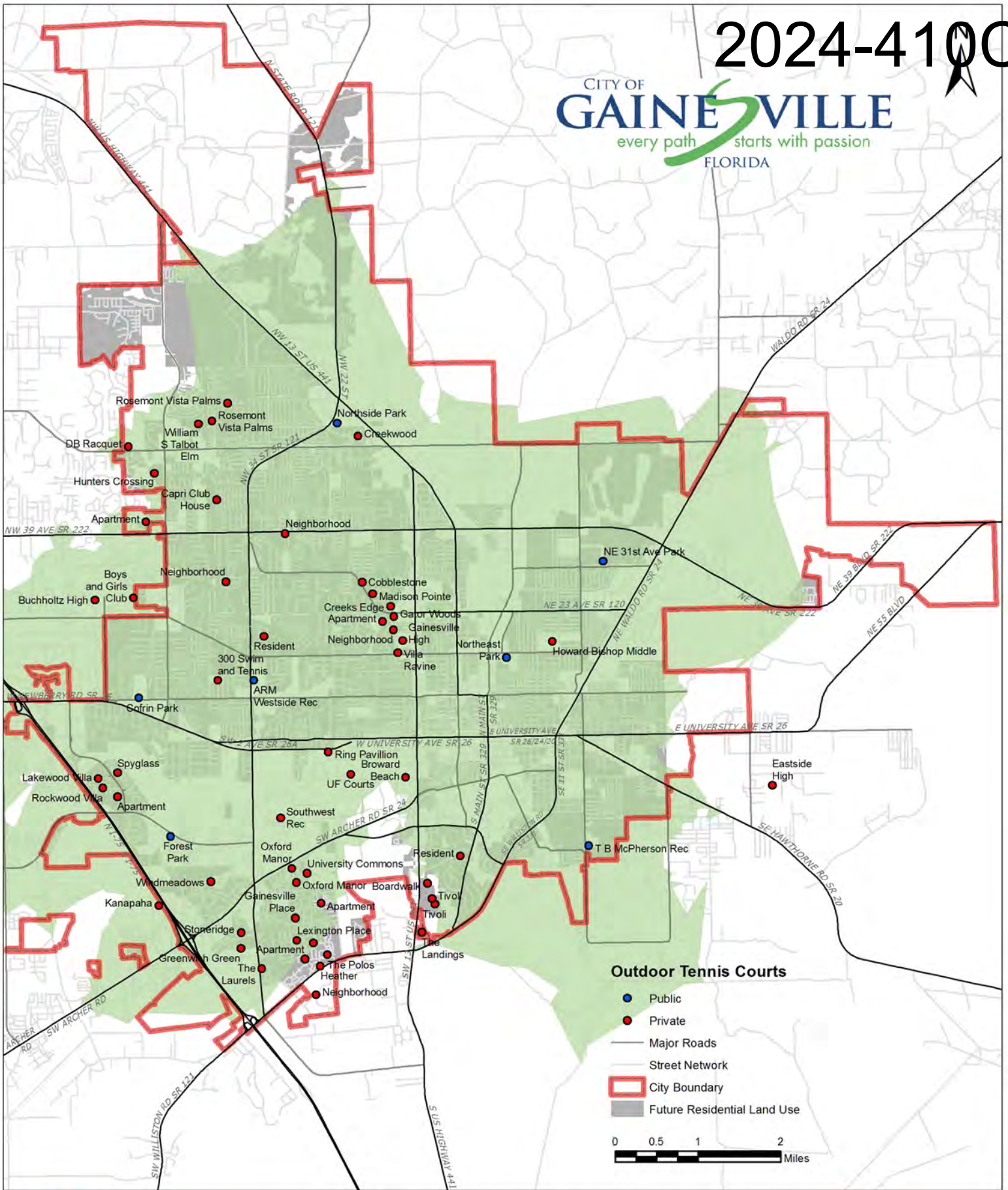


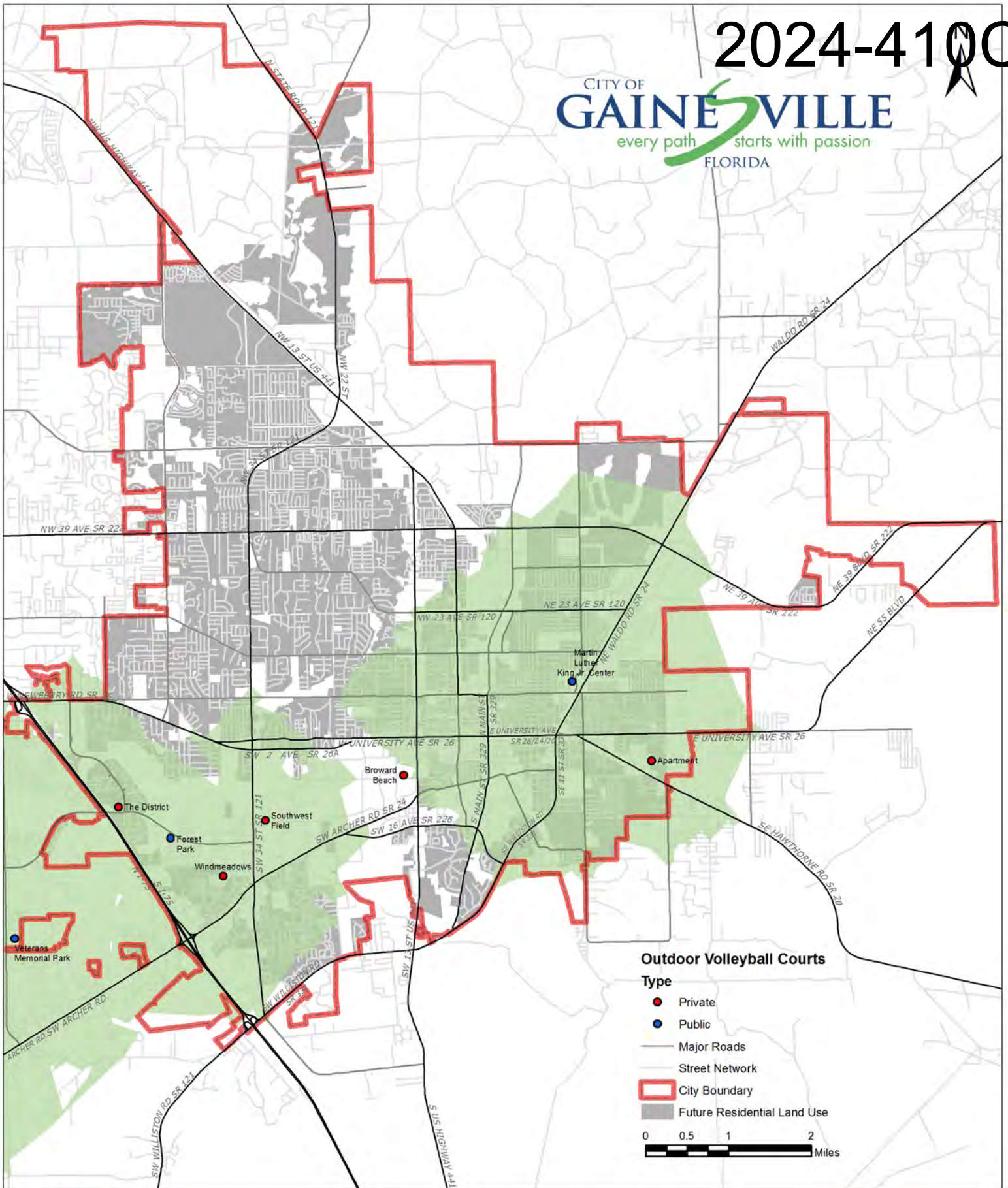
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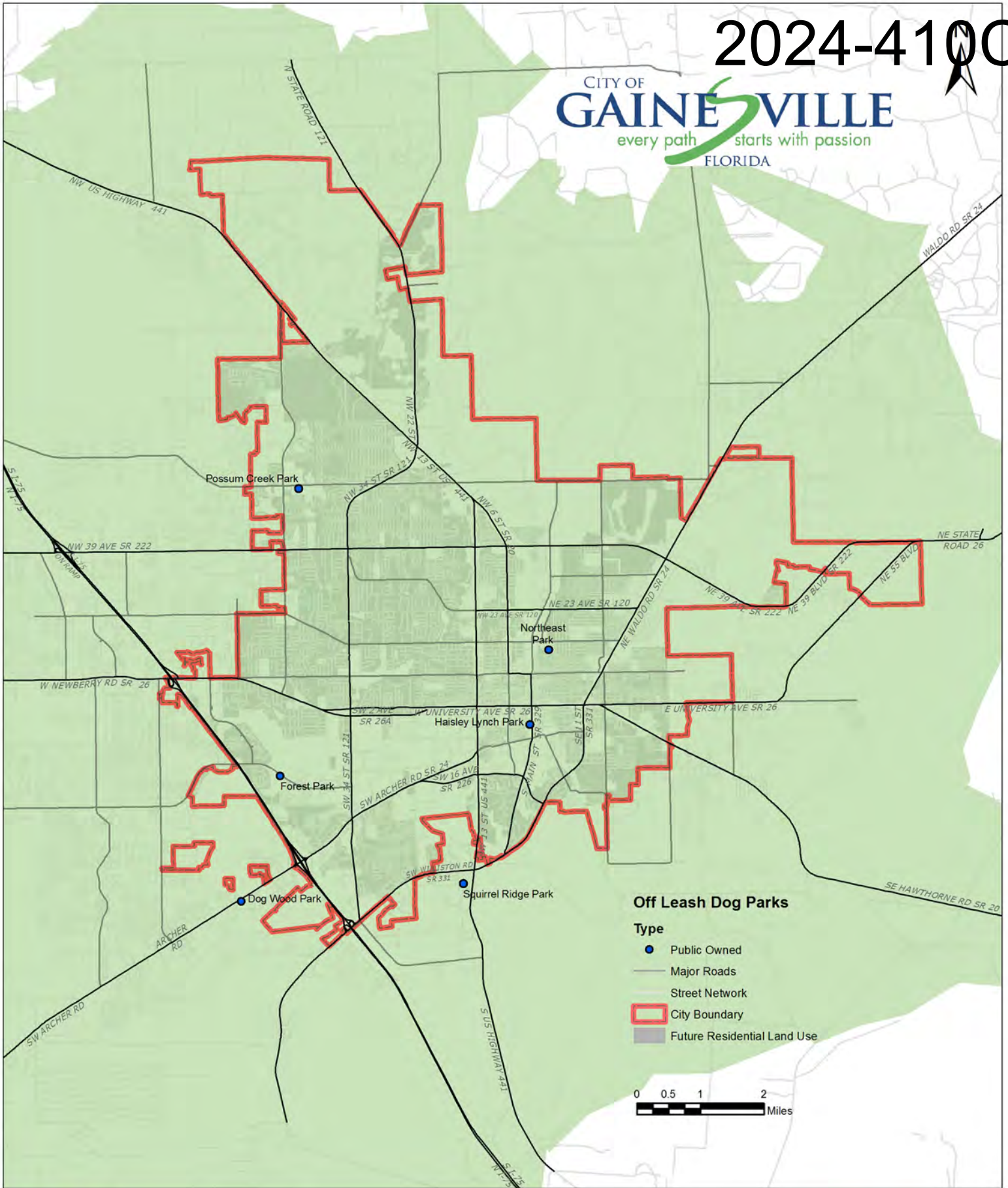


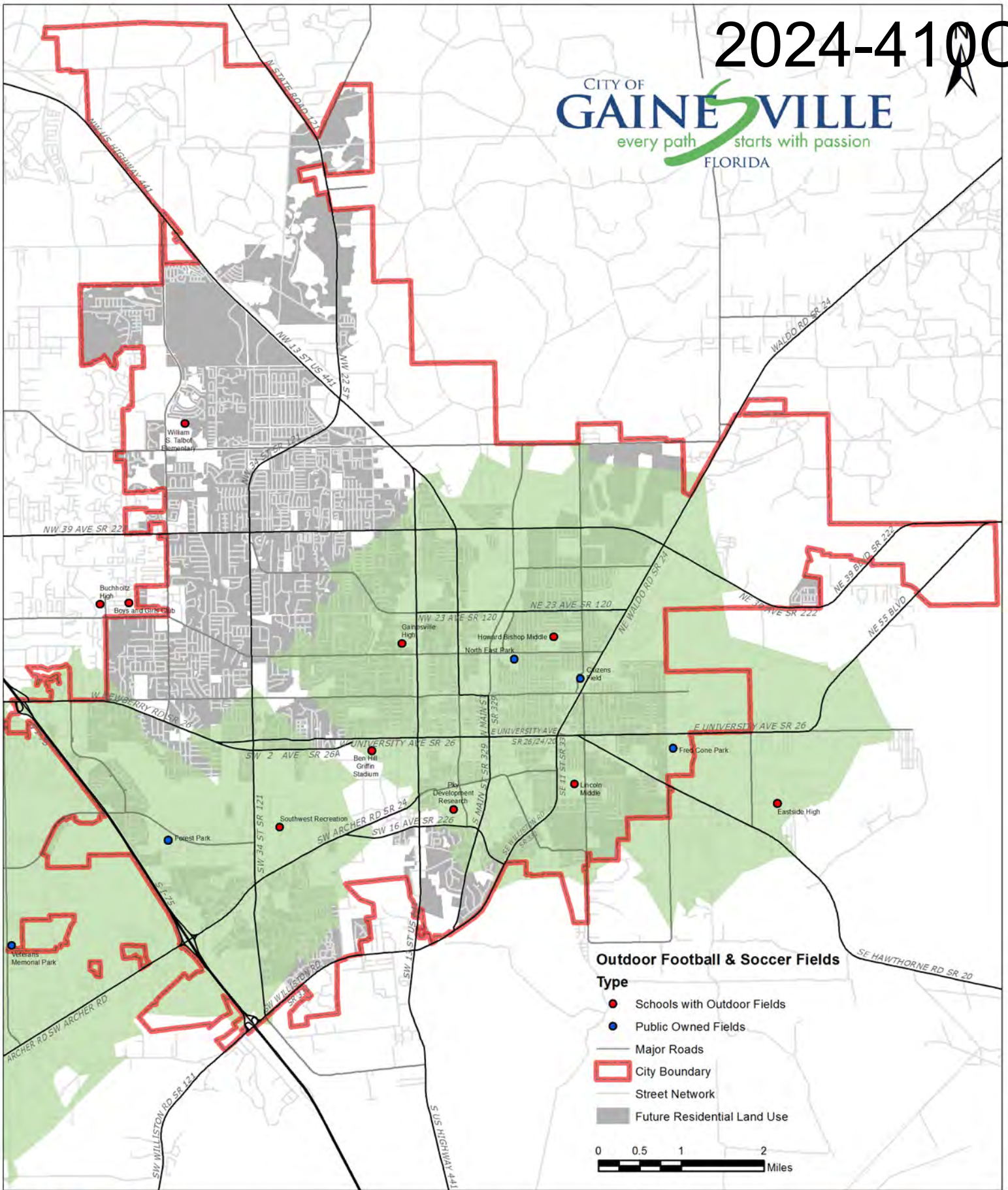
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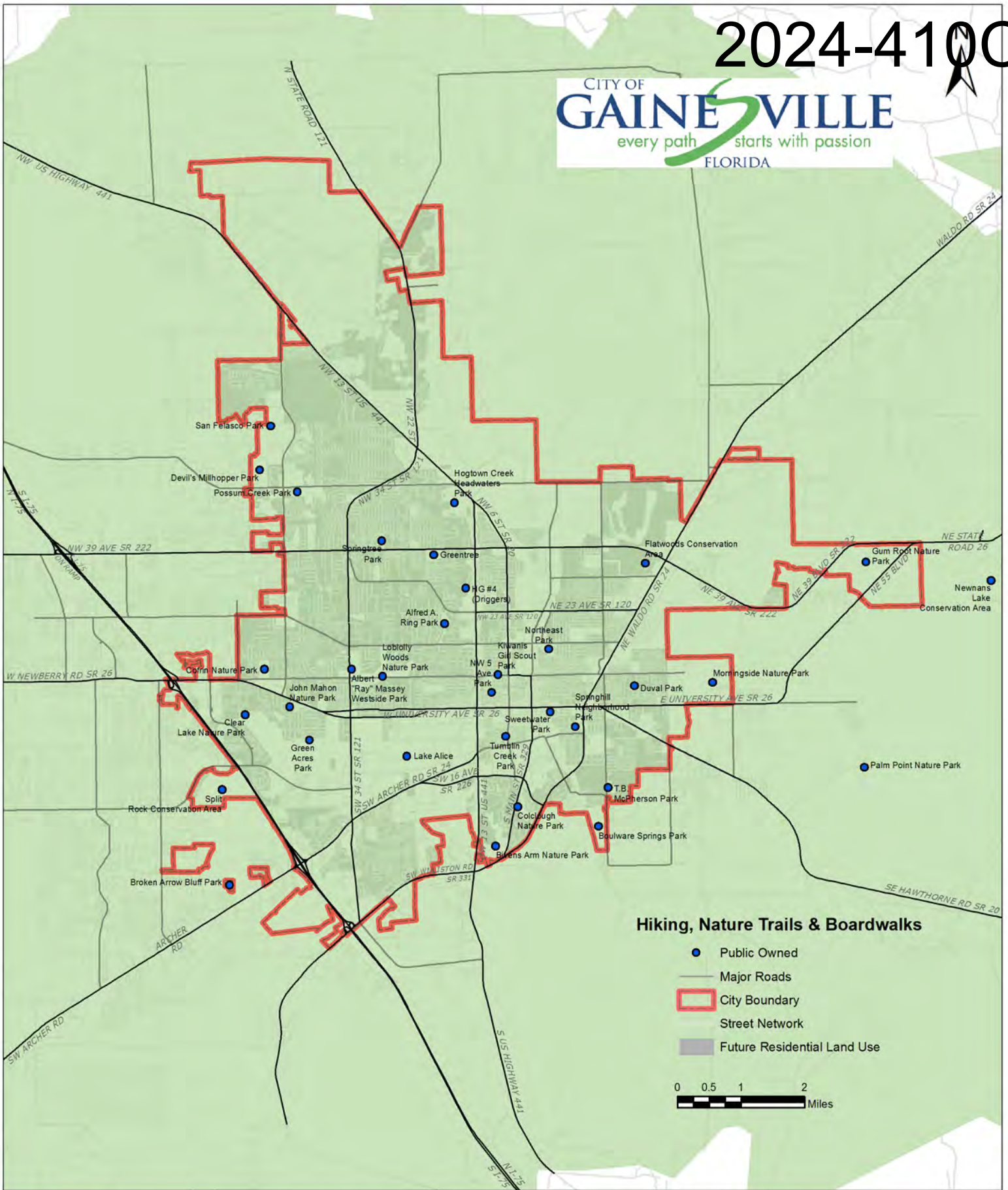


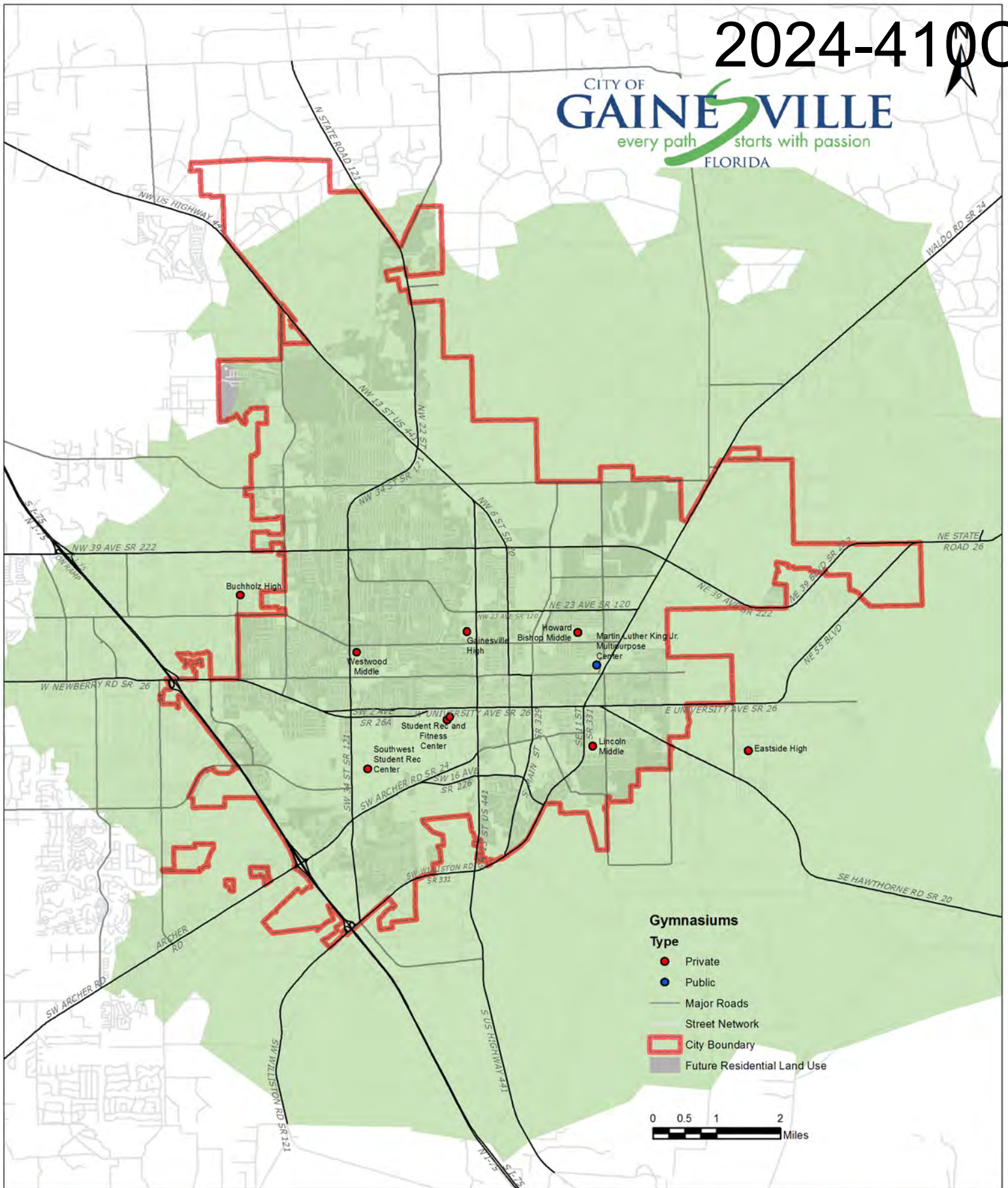


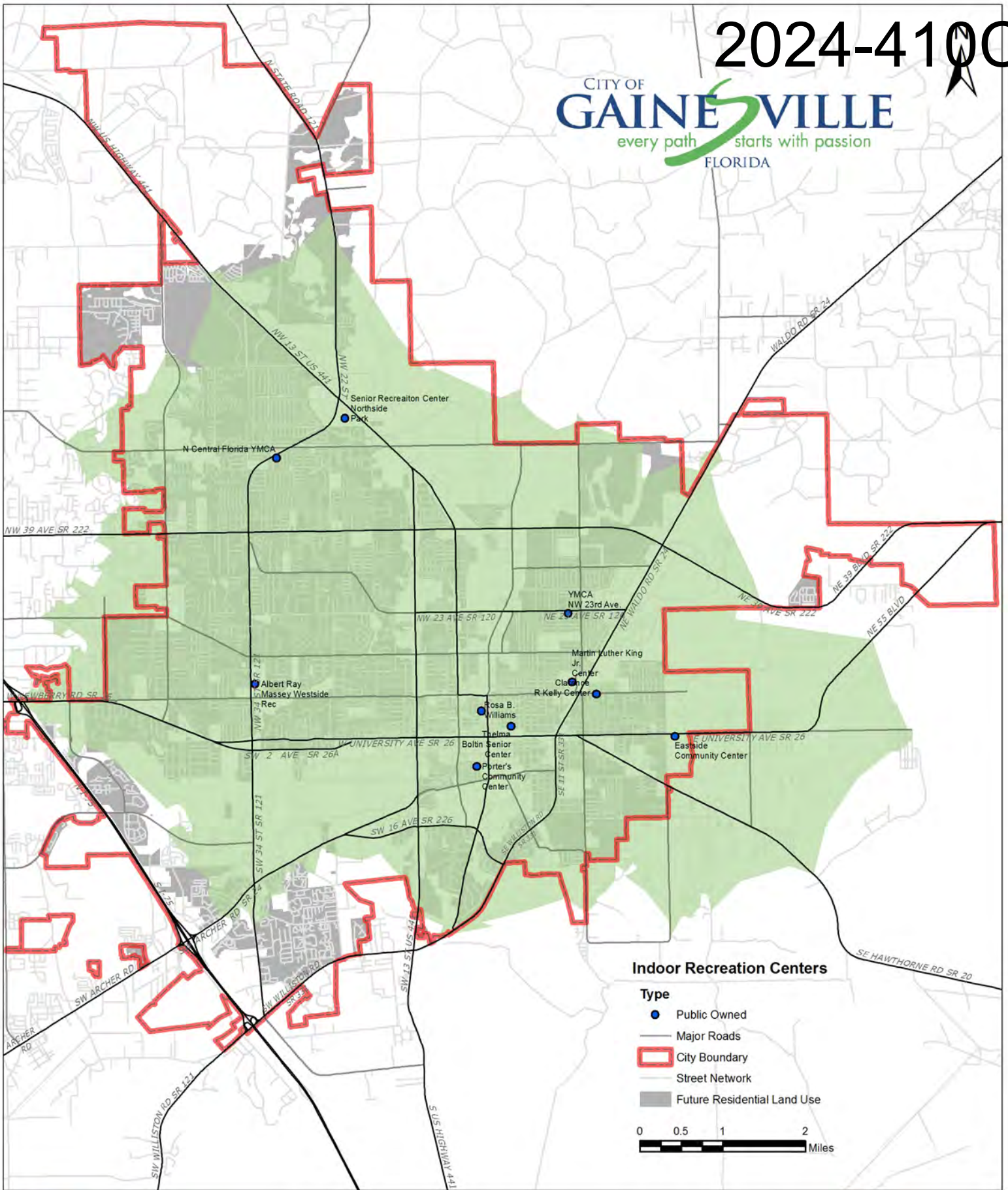
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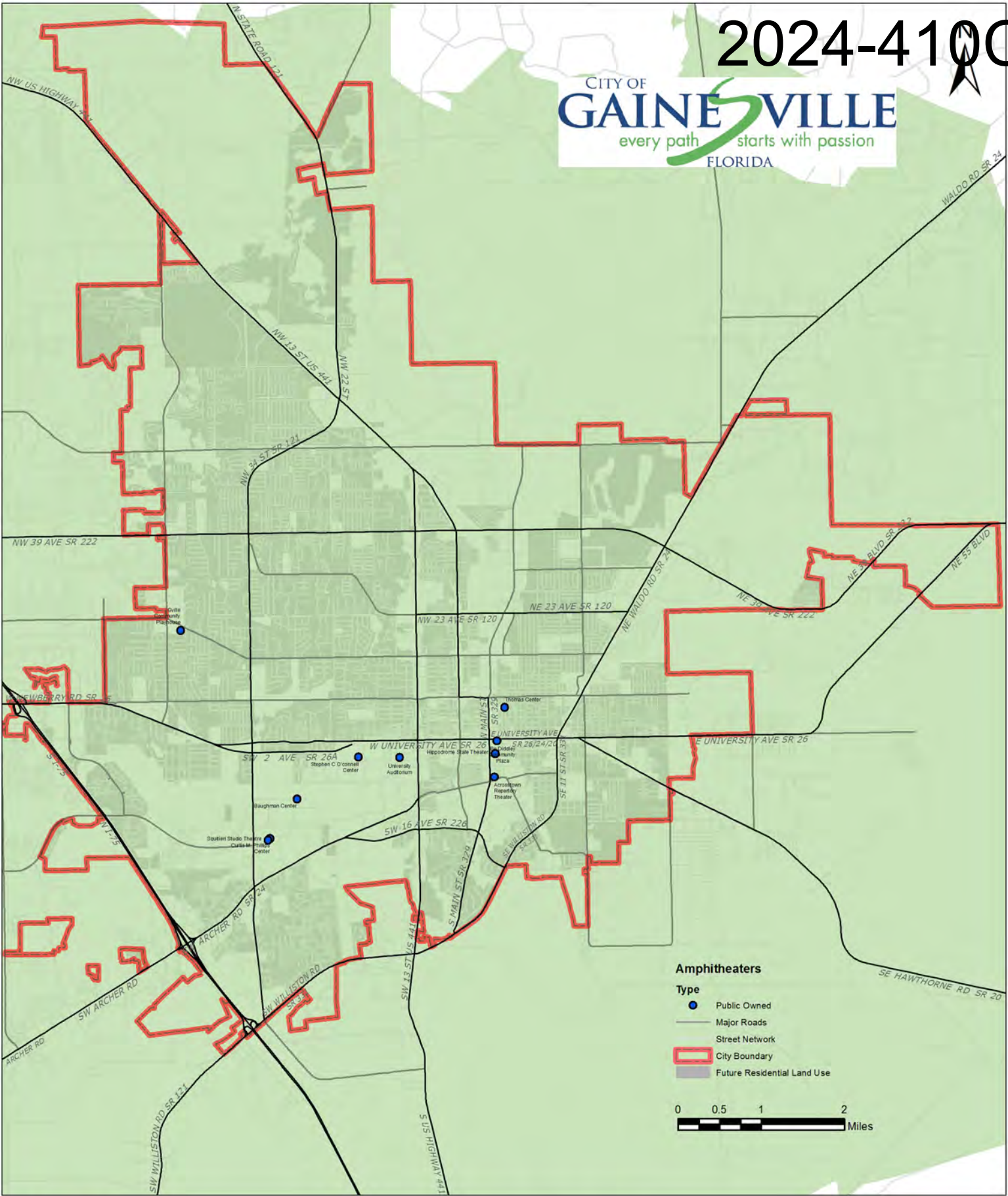








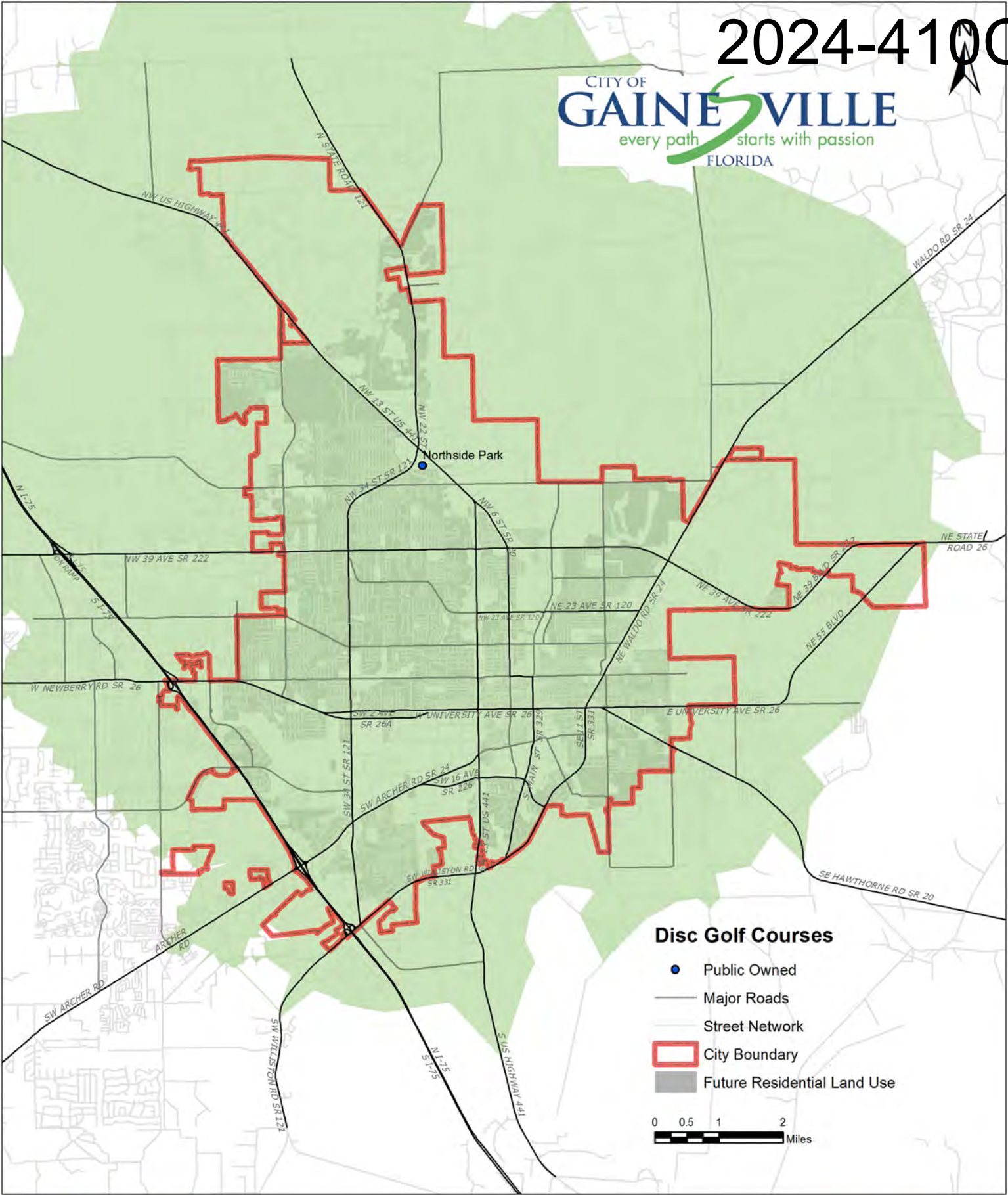
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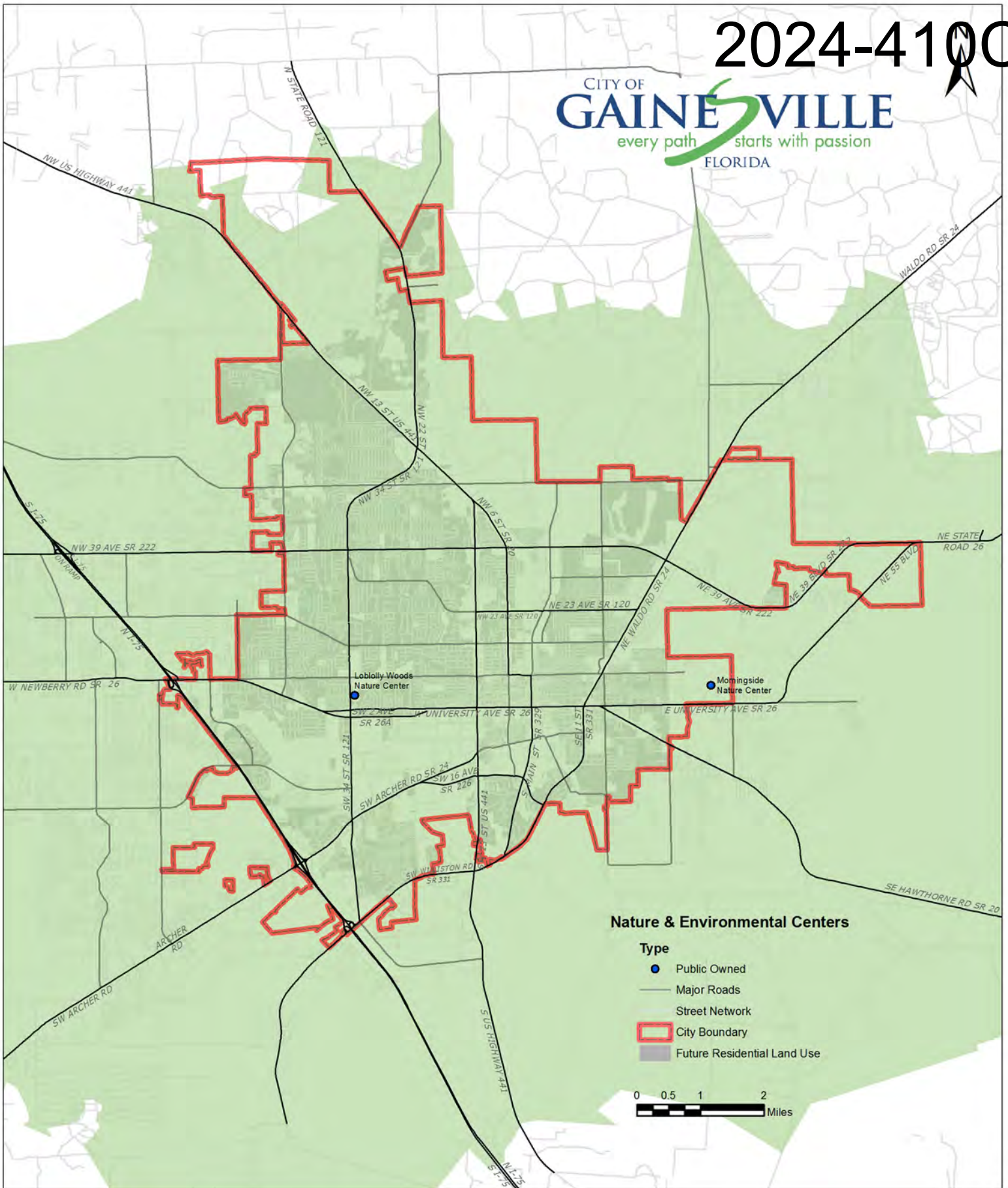


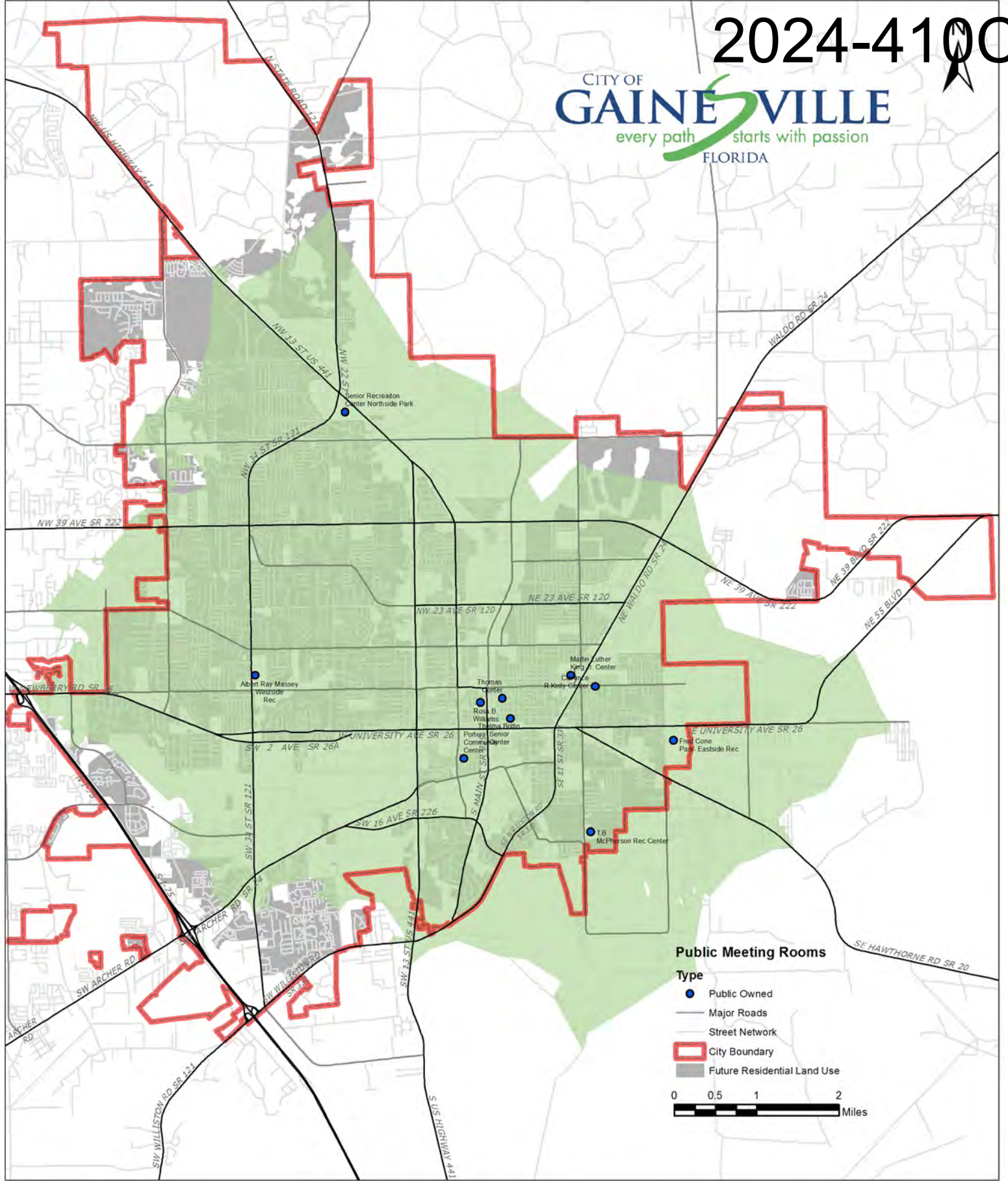
Amphitheaters with 10 Mile Service Areas

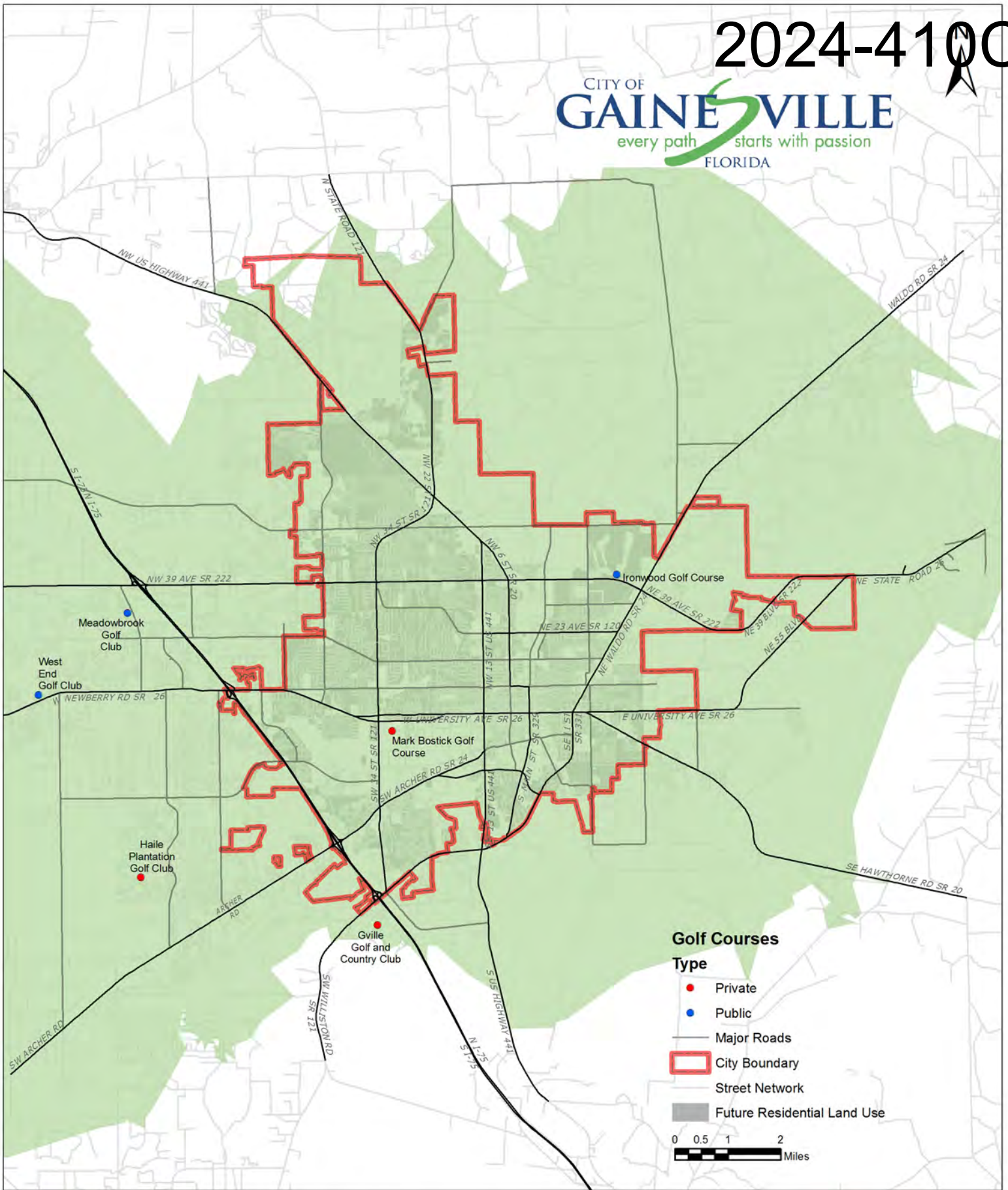
Gainesville, Florida
PRCA Vision 2020

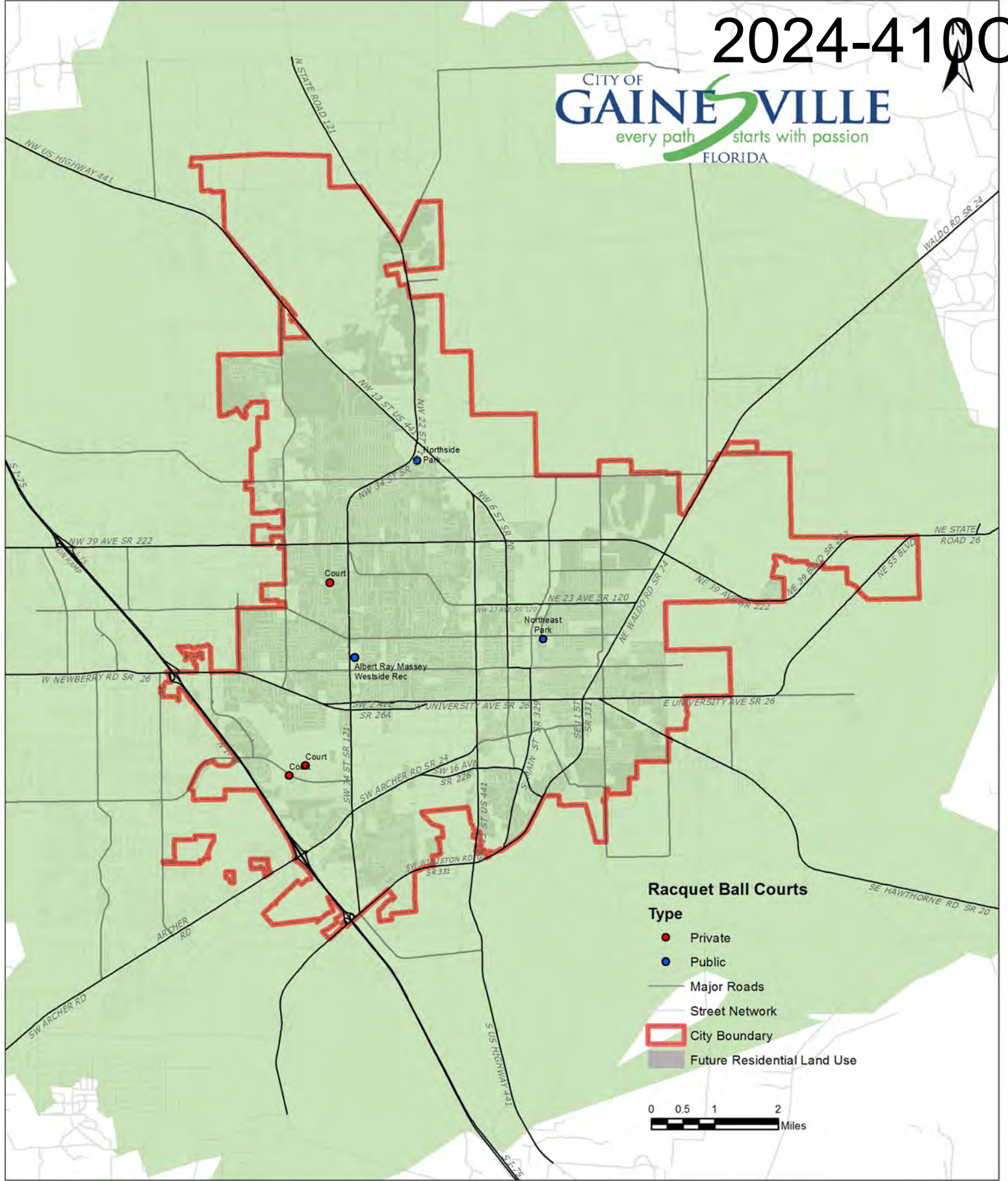


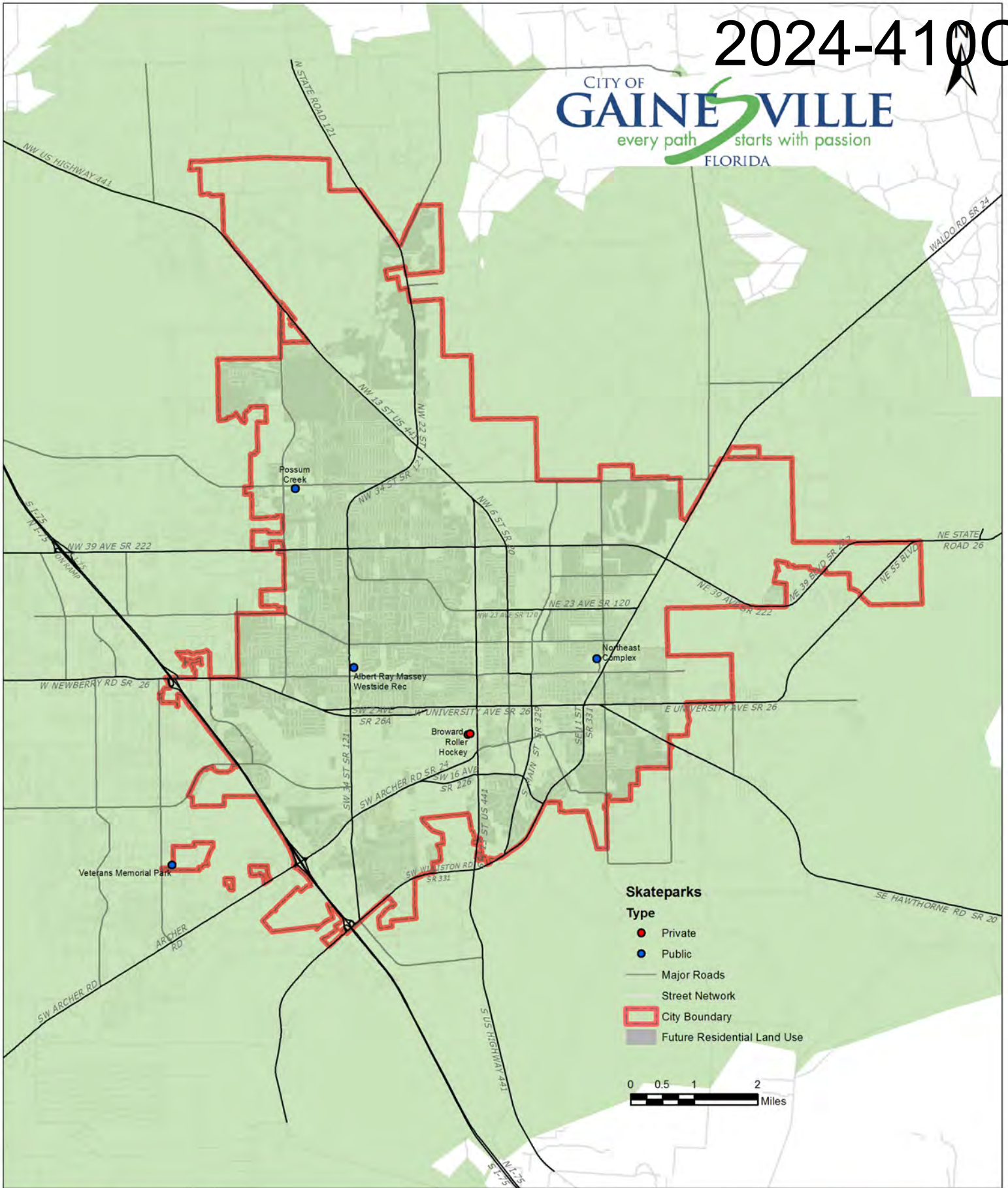




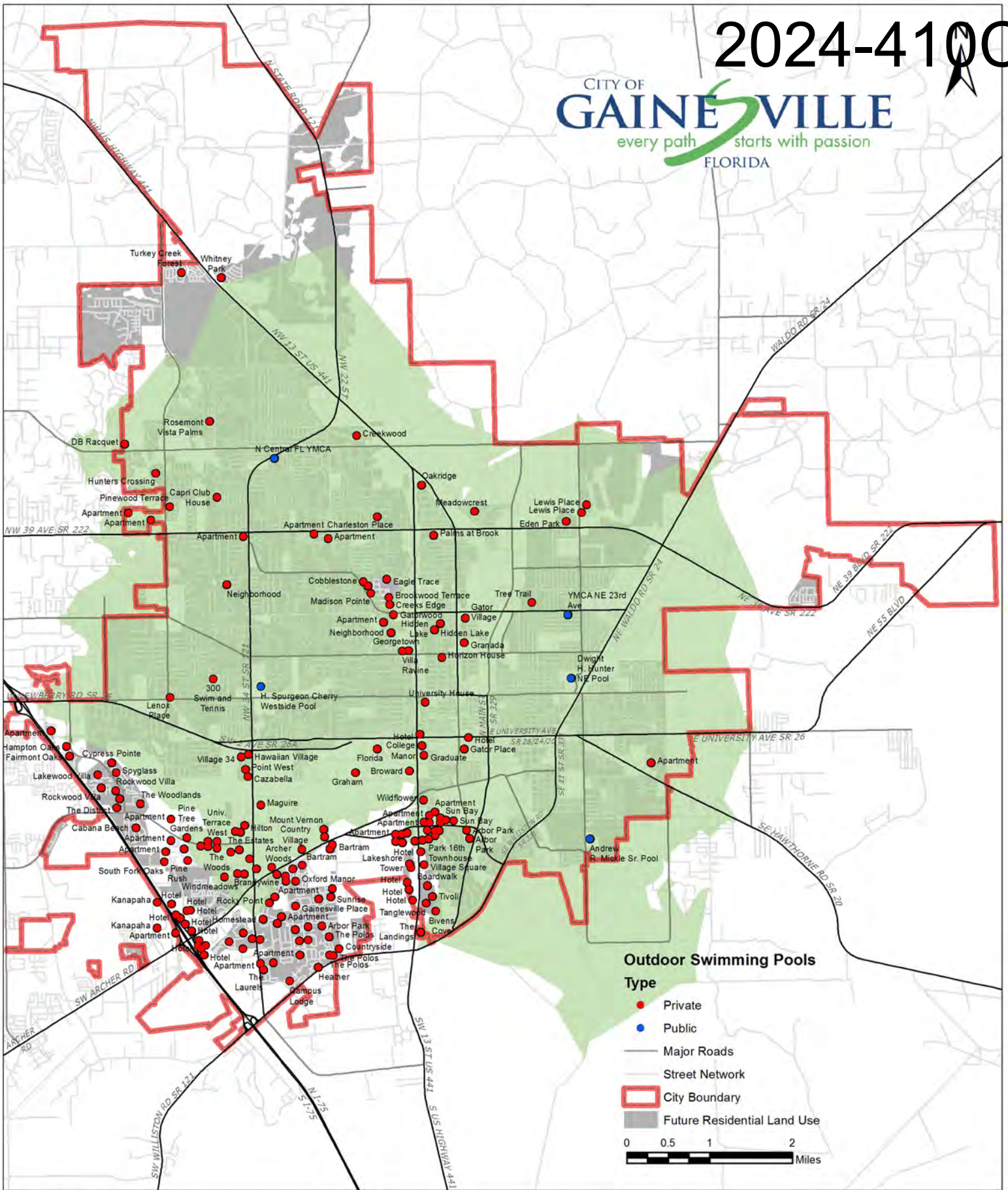




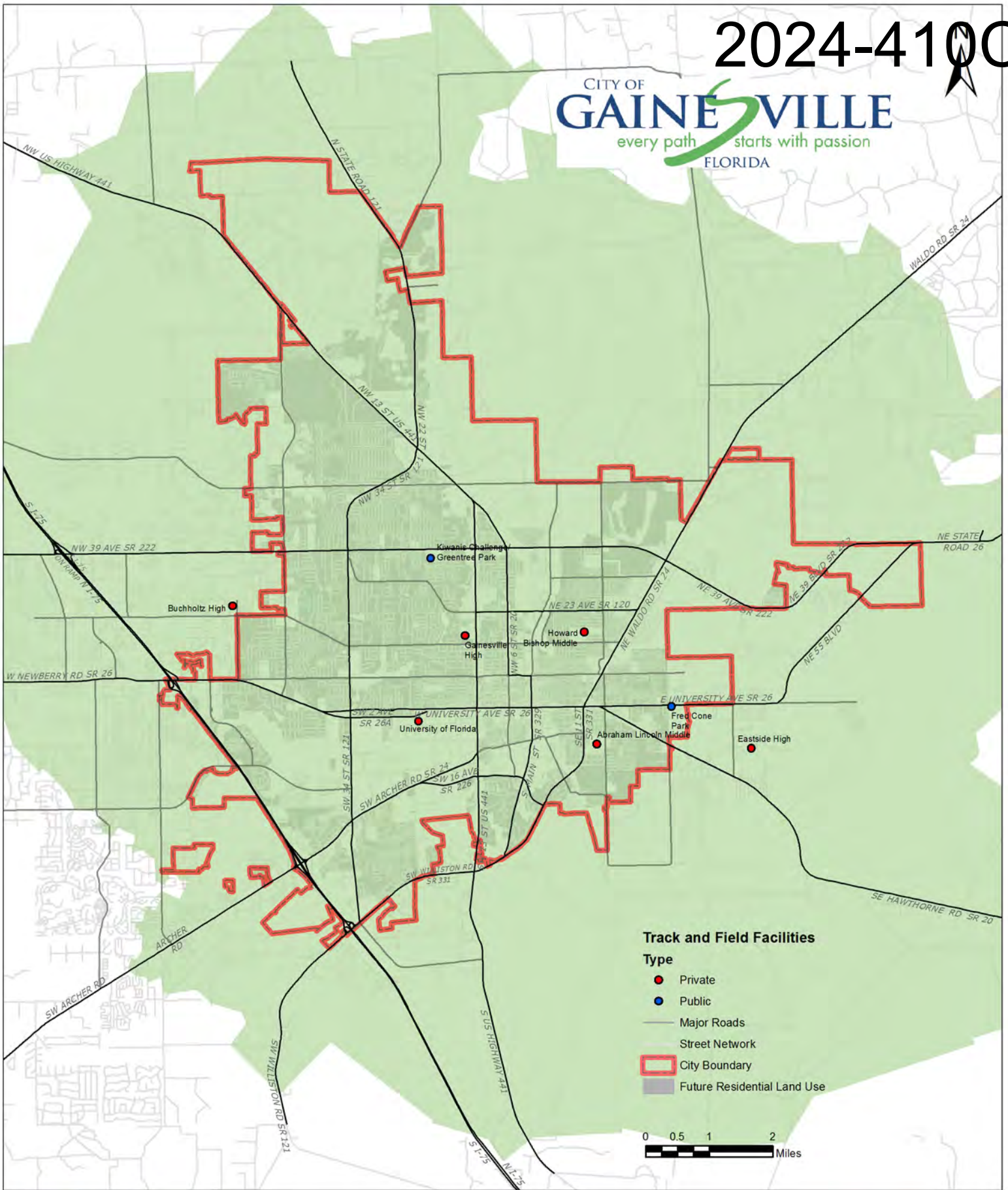




2024-410C



2024-410C



Track and Field Facilities with 10 Mile Service Areas

Gainesville, Florida
PRCA Vision 2020



2024-410C





7.9 | Citizen Attitude and Interest Survey Supporting Data

***A Few Minutes of Your Time Will Help Make the City of Gainesville a
Better Place to Live, Work and Play!***

Dear City of Gainesville Resident:

Your response to the enclosed survey is extremely important...

As part of its first departmental Master Plan for Parks, Recreation and Cultural Affairs, the City of Gainesville is conducting a Community Attitude and Interest Survey to establish priorities for the future improvement of parks, recreation and cultural facilities, programs and services within our community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

We appreciate your time...

We realize that this survey will take approximately 10 minutes to complete, but each question is important. The time you invest in completing this survey will aid the City of Gainesville in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of our residents.

Please complete and return your survey within the next two weeks...

We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the City. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions, please feel free to contact Michelle Park, Assistant Director, City of Gainesville Parks, Recreation and Cultural Affairs, at 393-8364. The Community Attitude and Interest Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard!

Sincerely,

Craig Lowe
Mayor

Community Interest and Opinion Survey: *Let your voice be heard today!*

The City of Gainesville Parks, Recreation and Cultural Affairs Department would like your input to help determine parks, recreation and cultural affairs priorities for our community. This survey will take approximately 10 minutes to complete. We greatly appreciate your time and efforts to improve the quality of life in Gainesville.

1. From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months.

- | | |
|---|--|
| <p>___(01) Alfred A. Ring Park</p> <p>___(02) Albert Ray Massey Westside Park</p> <p>___(03) Bivens Arm Nature Park</p> <p>___(04) Bo Diddley Community Plaza</p> <p>___(05) Boulware Springs Nature Park</p> <p>___(06) Cofrin Nature Park (NW 8th Ave.)</p> <p>___(07) Depot Avenue Rail Trail</p> <p>___(08) Duval Park (520 NE 21st St.)</p> <p>___(09) Evergreen Cemetery (SE 21st Ave.)</p> <p>___(10) Fred Cone Park/Eastside Rec. Center</p> <p>___(11) Gainesville-Hawthorne Trail (SE 15th St.)</p> <p>___(12) Greentree Park (NW 39th Ave.)</p> <p>___(13) Haisley Lynch Park (S. Main St.)</p> <p>___(14) Kiwanis Challenge Park (NW 39th Ave.)</p> | <p>___(15) Lincoln Park (SE 15th St.)</p> <p>___(16) Morningside Nature Center</p> <p>___(17) Northeast Complex (behind MLK)</p> <p>___(18) Northeast Park (NE 16th Ave)</p> <p>___(19) Northside Park/Senior Rec. Center</p> <p>___(20) Palm Point Park (Lakeshore Dr.)</p> <p>___(21) Possum Creek Park (NW 53rd Ave.)</p> <p>___(22) Roper Park (NE 2nd St.)</p> <p>___(23) Smokey Bear Park (NE 15th St.)</p> <p>___(24) Springtree Park (NW 39th Ave.)</p> <p>___(25) Sweetwater Park/Matheson</p> <p>___(26) San Felasco City Park (NW 34th)</p> <p>___(27) Thomas Center & Gardens (NE 6th Av.)</p> <p>___(28) Tumblin Creek Park (SW 6th St.)</p> <p>___(29) TB McPherson Park (SE 15th St.)</p> |
|---|--|

2. Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit the most often? (Please write in the numbers below for your 1st, 2nd, and 3rd choices using the numbers in Question #1 above, or circle NONE.)

<u>1st Most</u>	<u>2nd Most</u>	<u>3rd Most</u>	NONE
Often	Often	Often	

3. From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months.

- | | |
|---|--|
| <p>___(01) Walking and hiking trails</p> <p>___(02) Nature trails</p> <p>___(03) Tennis courts</p> <p>___(04) Basketball courts</p> <p>___(05) Softball/baseball fields</p> <p>___(06) Soccer fields</p> <p>___(07) Living History Farm</p> <p>___(08) Skate Park</p> <p>___(09) Picnic shelters</p> <p>___(10) Thomas Center Galleries</p> | <p>___(11) Sand volleyball courts</p> <p>___(12) Recreation Centers</p> <p>___(13) Community gardens</p> <p>___(14) Ponds/lakes for fishing and boating</p> <p>___(15) Outdoor pools</p> <p>___(16) Open play areas</p> <p>___(17) Playgrounds</p> <p>___(18) Horseshoe pits</p> <p>___(19) Natural areas</p> <p>___(20) Band-shell/stages/performance areas</p> |
|---|--|

4. Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often? [Write in the numbers below for your choices.]

<u>1st Most</u>	<u>2nd Most</u>	<u>3rd Most</u>	NONE
----------------------------	----------------------------	----------------------------	------

9. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks, recreation, and cultural facilities listed below by circling the YES or NO next to the park/facility.

If YES, please rate ALL the following parks, recreation, and cultural FACILITIES of this type that are available to you or any members of your household on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “0% Meets Needs” of your household.

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Walking, jogging, and nature trails	Yes	No	5	4	3	2	1
B. Bicycle/Walking/Multipurpose trails	Yes	No	5	4	3	2	1
C. Mountain bike/dirt bike trails	Yes	No	5	4	3	2	1
D. Soccer fields/multipurpose fields	Yes	No	5	4	3	2	1
E. Youth baseball and softball fields	Yes	No	5	4	3	2	1
F. Adult softball fields	Yes	No	5	4	3	2	1
G. Nature center	Yes	No	5	4	3	2	1
H. Kayak and canoe launches	Yes	No	5	4	3	2	1
I. Fishing piers	Yes	No	5	4	3	2	1
J. Playgrounds	Yes	No	5	4	3	2	1
K. Picnic shelters	Yes	No	5	4	3	2	1
L. Outdoor amphitheater	Yes	No	5	4	3	2	1
M. Outdoor swimming pools/water parks	Yes	No	5	4	3	2	1
N. Spray/splash pads	Yes	No	5	4	3	2	1
O. Disc golf course	Yes	No	5	4	3	2	1
P. Farmers' market	Yes	No	5	4	3	2	1
Q. Community gardens	Yes	No	5	4	3	2	1
R. Golf course	Yes	No	5	4	3	2	1
S. Tennis courts	Yes	No	5	4	3	2	1
T. Basketball courts	Yes	No	5	4	3	2	1
U. Small neighborhood parks	Yes	No	5	4	3	2	1
V. Large community parks	Yes	No	5	4	3	2	1
W. Dog parks	Yes	No	5	4	3	2	1
X. Skate parks	Yes	No	5	4	3	2	1
Y. Indoor theater	Yes	No	5	4	3	2	1
1. Indoor pool	Yes	No	5	4	3	2	1
2. Outdoor jogging track	Yes	No	5	4	3	2	1
3. Performing arts centers	Yes	No	5	4	3	2	1
4. Arts Galleries	Yes	No	5	4	3	2	1

10. Which FOUR of the facilities from the list in Question #9 above are *most important* for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household? [Using the letters and numbers in the left hand column of Question #9 above, please write in the letters or numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

11. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the aquatics, sports, recreation and cultural programs listed below by circling the YES or NO next to the recreation program. If YES, please rate the following recreation PROGRAMS on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “0% Meets Needs” of your household.

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
	A. Preschool programs	Yes	No	5	4	3	2
B. Youth art, music, dance, or theater classes	Yes	No	5	4	3	2	1
C. Youth enrichment/social development	Yes	No	5	4	3	2	1
D. Birthday parties	Yes	No	5	4	3	2	1
E. Community special events	Yes	No	5	4	3	2	1
F. Senior adult programs	Yes	No	5	4	3	2	1
G. Swim lessons	Yes	No	5	4	3	2	1
H. Adult water fitness programs	Yes	No	5	4	3	2	1
I. Adult fitness classes	Yes	No	5	4	3	2	1
J. Adult art, music, dance, or theater	Yes	No	5	4	3	2	1
K. Adult sports leagues	Yes	No	5	4	3	2	1
L. Youths sports leagues	Yes	No	5	4	3	2	1
M. Youth fitness classes	Yes	No	5	4	3	2	1
N. Nature programs/environmental education	Yes	No	5	4	3	2	1
O. Fishing and boating programs	Yes	No	5	4	3	2	1
P. Community gardening	Yes	No	5	4	3	2	1
Q. Volunteer opportunities	Yes	No	5	4	3	2	1
R. History programs	Yes	No	5	4	3	2	1
S. Travel programs	Yes	No	5	4	3	2	1
T. Programs for pets and owners	Yes	No	5	4	3	2	1
U. Wellness screenings	Yes	No	5	4	3	2	1
V. Enrichment classes (sewing, cooking, etc.)	Yes	No	5	4	3	2	1
W. Programs for people with special needs	Yes	No	5	4	3	2	1
X. After school programs	Yes	No	5	4	3	2	1
Y. Summer camps	Yes	No	5	4	3	2	1
1. Transportation services for adults over 65	Yes	No	5	4	3	2	1
2. Daily meals for adults 65 and older	Yes	No	5	4	3	2	1

12. Which **FOUR** of the programs from the list in Question #11 above are *most important* to your household? [Using the letters and numbers in Question #11 above, please write in the letters and numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle ‘NONE’.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

13. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often.

- | | |
|--|--|
| <input type="checkbox"/> (01) Too far from our residence | <input type="checkbox"/> (10) Poor customer service by staff |
| <input type="checkbox"/> (02) Program or facility not offered | <input type="checkbox"/> (11) I do not know locations of facilities |
| <input type="checkbox"/> (03) Security is insufficient | <input type="checkbox"/> (12) Access to parks and green space is limited |
| <input type="checkbox"/> (04) Lack of quality programs | <input type="checkbox"/> (13) I do not know what is being offered |
| <input type="checkbox"/> (05) Facilities are not well maintained | <input type="checkbox"/> (14) Facility operating hours not convenient |
| <input type="checkbox"/> (06) Classes are full | <input type="checkbox"/> (15) Registration for programs is difficult |
| <input type="checkbox"/> (07) Fees are too high | <input type="checkbox"/> (16) Lack of parking |
| <input type="checkbox"/> (08) Program times are not convenient | <input type="checkbox"/> (17) Use services of other agencies |
| <input type="checkbox"/> (09) Use facilities in other cities | |

14. Following are major actions that the City of Gainesville could take to improve parks, recreation, and cultural services to its citizens. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action.

<u>How supportive are you of having the City of Gainesville:</u>	Very Supportive	Somewhat Supportive	Not Sure	Not Supportive
(A) Acquire open space for passive activities, i.e. trails, picnicking, etc. .	1	2	3	4
(B) Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc.	1	2	3	4
(C) Upgrade existing neighborhood and community parks	1	2	3	4
(D) Upgrade existing Community Centers	1	2	3	4
(E) Upgrade existing Senior Recreation Center	1	2	3	4
(F) Upgrade existing outdoor pools	1	2	3	4
(G) Upgrade existing youth/adult athletic fields	1	2	3	4
(H) Upgrade existing dog parks	1	2	3	4
(I) Upgrade existing arts facilities	1	2	3	4
(J) Develop a new outdoor swimming pool	1	2	3	4
(K) Develop new walking/biking trails and connect existing trails	1	2	3	4
(L) Develop new youth sports fields, i.e. baseball, soccer, etc.	1	2	3	4
(M) Develop new special events rental facilities	1	2	3	4
(N) Develop a new Community Center/Civic Center (gyms, fitness space, pool, etc.)	1	2	3	4
(O) Develop a new senior recreation center	1	2	3	4
(P) Develop new performing arts facilities	1	2	3	4
(Q) Develop art galleries	1	2	3	4
(R) Develop a new senior recreation center	1	2	3	4
(S) Develop new farmers market area	1	2	3	4
(T) Develop a new nature center	1	2	3	4
(U) Develop more fishing piers and access for fishing	1	2	3	4

15. Which FOUR of the major actions from the list in Question #14 above are most important to your household? [Using the letters in Question #14 above please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

16. Please indicate the **MAXIMUM** distance you would be willing to travel to visit a park by the following modes of transportation by circling the distance to the right of the mode of travel.

	Under <u>½ mile</u>	½ to 1 <u>mile</u>	1-2 <u>miles</u>	3-4 <u>miles</u>	5miles <u>or more</u>	Not <u>Applicable</u>
(A) Walk.....	6.....	5.....	4.....	3.....	2.....	1
(B) Ride a bike.....	6.....	5.....	4.....	3.....	2.....	1
(C) Drive a car.....	6.....	5.....	4.....	3.....	2.....	1

17. If an additional \$100 were available for City of Gainesville parcs, cultural, trails, sports and recreation facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

- \$ _____ Improvements/maintenance of existing parks, pools, sports, cultural, and recreation facilities
- \$ _____ Acquisition of new park land and open space
- \$ _____ Construction of new sports fields (softball, soccer, baseball, etc.)
- \$ _____ Acquisition and development of walking and biking trails
- \$ _____ Improve cultural program facilities
- \$ _____ Develop new cultural program facilities
- \$ _____ Other: _____

\$ 100 TOTAL

18. If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election?

- | | |
|-------------------------------|------------------------|
| _____ (1) Vote in favor | _____ (3) Not sure |
| _____ (2) Might vote in favor | _____ (4) Vote against |

19. How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville?

- | | |
|-------------------------------|--------------------------|
| _____ (1) Very supportive | _____ (3) Not sure |
| _____ (2) Somewhat supportive | _____ (4) Not supportive |

Demographics

20. Counting yourself, how many people in your household are?

- | | | | |
|---------------------|---------------------|---------------------|-----------------|
| Under 5 years _____ | 15 - 19 years _____ | 35 - 44 years _____ | 65+ years _____ |
| 5 - 9 years _____ | 20 - 24 years _____ | 45 - 54 years _____ | |
| 10 - 14 years _____ | 25 - 34 years _____ | 55 - 64 years _____ | |

21. What is your age? _____

22. Your gender: ____ (1) Male ____ (2) Female

23. How many members of your household are registered voters? _____

24. How many years have you lived in the City of Gainesville? _____

25. Are you a full-time student at a four year college or university?

____ (1) Yes

____ (2) No

26. What is your zip code? _____

27. Please share any additional comments that could assist the City of Gainesville Parks, Recreation and Cultural Affairs Department in improving parks, trails, open space, cultural facilities or recreational facilities and services.

This concludes the survey. Thank you for your time.
Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain Completely Confidential
The address information on the sticker to the right will
ONLY be used to help identify areas with special interests

2024-410C

***Parks, Recreation and Cultural Needs Assessment
for the City of Gainesville***
Executive Summary Report

Overview of the Methodology

Leisure Vision conducted a Parks, Recreation and Cultural Needs Assessment Survey for the City of Gainesville in January and February of 2012. The purpose of the survey was to help determine outdoor parks, trails, open space and recreation priorities for the community. The survey was designed to obtain statistically valid results from households throughout Gainesville. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Gainesville Parks and Recreation officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

The goal was to obtain a total of at least 300 completed surveys from Gainesville households. This goal was accomplished, with a total of 307 surveys having been completed. The level of confidence is 95% with a margin of error of +/-5.7%.

The following pages summarize major survey findings.

Major Survey Findings

- **ALL City of Gainesville Parks, Facilities, and Trail Sites Used or Visited.** There are five parks, facilities and trail sites that at least 30% of respondents used or visited in Gainesville over the past year: Bo Diddley Community Plaza (54%), Albert Ray Massey Westside Park (44%), Gainesville-Hawthorne Trail (41%), Thomas Center & Gardens (38%), and Morningside Nature Center (30%).
- **Parks, Facilities, and Trails Households Visit Most Often.** Based on the sum of their top three choices, the parks, facilities, and trails that households indicated they visit the most often are: Albert Ray Massey Westside Park (29%), Bo Diddley Community Plaza (22%), Gainesville-Hawthorne Trail (20%), and Possum Creek Park (15%).
- **ALL Parks, Recreation and Cultural Sites Visited Over the Past Year.** Walking and hiking trails (56%) are the most frequently-mentioned Gainesville Parks and Recreation sites that respondent households have visited over the past year. The least frequently-mentioned Gainesville Parks and Recreation sites that respondent households have visited over the past year are sand volleyball courts (4%) and horseshoe pits (4%).
- **Parks, Recreation and Cultural Sites Households Visit Most Often.** Based on the sum of their top three choices, the parks, recreation and cultural sites that households indicated they visit the most often are: walking and hiking trails (41%), nature trails (32%), playgrounds (26%), and band-shell/stages/performance areas (14%).
- **Rating of Physical Condition of ALL Gainesville Sites Visited.** Seventy-nine percent (79%) of respondents rate the physical condition of ALL Gainesville parks, recreation, and cultural sites visited as either excellent (23%) or good (56%). The remaining rate the physical condition as fair (9%), poor (1%), or “don’t know” (11%).
- **Major Facilities Most Frequently Used by Respondent Households.** There are three major facilities operated by the Gainesville Parks, Recreation, and Cultural Affairs Department that at least 45% of respondents indicated their household used during the past year. These three organizations are: Bo Diddley Community Plaza (66%), Albert Ray Massey Westside Recreation Center (51%), and Thomas Center Galleries (45%). The least frequently-mentioned facility that respondents indicated using is the Clarence R. Kelly Community Center (6%).

- **Overall Quality of Aquatic Facilities, Golf Course, Banquet Room, Indoor Recreation Facilities and Art Galleries.** Sixty-two percent (62%) of respondents rate the overall quality of Gainesville’s aquatic facilities, golf course, banquet room, indoor recreation facilities and art galleries as either excellent (19%) or good (43%). The remaining rate the overall quality as fair (8%) or “don’t know” (30%).
- **ALL Organizations Used for Parks, Recreation and Cultural Activities.** There are three organizations that at least 40% of respondents indicated they and members of their household have used during the past year for parks, recreation and cultural activities. These three organizations are: University of Florida facilities (44%), churches (44%), and Florida State Parks (41%). The least frequently-mentioned organization that respondents indicated using is Lifetime Fitness (4%).
- **Need For Parks, Recreation and Cultural Facilities.** There are six parks, recreation and cultural facilities that at least 57% of respondents have a need for, including: farmers’ market (76%), walking, jogging and nature trails (72%), bicycle/walking/multipurpose trails (68%), small neighborhood parks (67%), large community parks (57%) and picnic shelters (57%).
- **Facilities Most Important to Household Members.** Based on the sum of their top four choices, the parks, recreation and cultural facilities that respondents indicated were most important to their households included: walking, jogging and nature trails (43%), bicycle/walking/multipurpose trails (29%), farmers’ market (27%), playgrounds (20%), and small neighborhood parks (18%).
- **Need For Aquatics, Sports, Recreation, and Cultural Programs.** There are six aquatics, sports, recreation and cultural programs that at least 35% of respondents have a need for, including: nature programs/environmental education (44%), community special events (42%), volunteer opportunities (39%), adult fitness classes (37%), adult art, music, dance or theater (36%), and enrichment classes (sewing, cooking, etc.) (35%).
- **Programs Most Important to Household Members.** Based on the sum of their top four choices, the aquatics, sports, recreation and cultural programs that respondents indicated were most important to their households included: nature programs/environmental education (19%), community special events (18%), adult art, music, dance or theater (15%), adult fitness classes (14%), and community gardening (13%).

- **ALL Reasons That Prevent Households From Using the Gainesville Parks, Recreation and Cultural Affairs Department More Often.** “I do not know what is being offered (37%) was the most frequently-mentioned reason that prevents households from using the Gainesville Parks, Recreation and Cultural Affairs Department more often. The second most frequently-mentioned reason was “too far from our residence” (29%).
- **Support For Certain Improvements to Gainesville Parks, Recreation and Cultural Services.** There are five improvements to Gainesville parks, recreation and cultural services that nearly three-fourths of respondent households (73%) indicated they are either very supportive or somewhat supportive. These improvements include: upgrading existing neighborhood and community parks (84%), acquiring open space for passive activities (76%), upgrading existing community centers (76%), upgrading existing youth/adult athletic fields (73%), and developing new walking/biking trails (73%).
- **Improvements Most Important to Respondent Households.** Based on the sum of their top four choices, the improvements to parks, recreation and cultural services that are most important to respondent household members are: developing new walking/biking trails (35%), upgrading existing neighborhood and community parks (35%), acquiring open space for passive activities (31%), developing a new farmers’ market area (26%), and acquiring open space for active activities (19%).
- **Maximum Distance Respondent Households Are Willing to Travel to Visit a Park.** Eighty-six percent (86%) of respondents indicated they would drive a car 3 or more miles to visit a park. Forty-two percent (42%) indicated they would ride a bike the same distance, and 7% would walk. Of those respondents who walk to a park, 69% are willing to walk between 1/2-mile and 2 miles.
- **Allocation of \$100 Among Various Categories of Funding.** Respondents were asked how they would allocate funding among various categories if given \$100. The findings are below:
 - Improvements and maintenance of existing parks and facilities (\$40)
 - Acquisition of new park land and open space (\$15)
 - Acquisition and development of walking and biking trails (\$15)
 - Improvements to cultural programs facilities (\$8)
 - Construction of new sports fields (\$8)
 - Development of new cultural program facilities (\$5)
 - Other (\$9)

- **Support for Funding the Acquisition, Improvement and Development of Gainesville Parks and Facilities.** Fifty-nine percent (59%) of respondent households indicated they would either vote in favor (39%) or might vote in favor (20%) of a referendum to fund the acquisition, improvement and development of Gainesville parks and facilities. Of the remaining respondents, 19% indicated they were not sure, and 22% would vote against such funding.

- **Support for Creating a Dedicated City Funding Source to be Used ONLY to Fund Operations/Improvements to the Parks System.** Seventy percent (70%) of respondents indicated they are either very supportive (42%) or somewhat supportive (28%) of the creation of a dedicated city funding source to be used solely for operations and improvements to the Gainesville Parks System. Additionally, 19% indicated they were not sure, and the remaining 11% were not supportive.

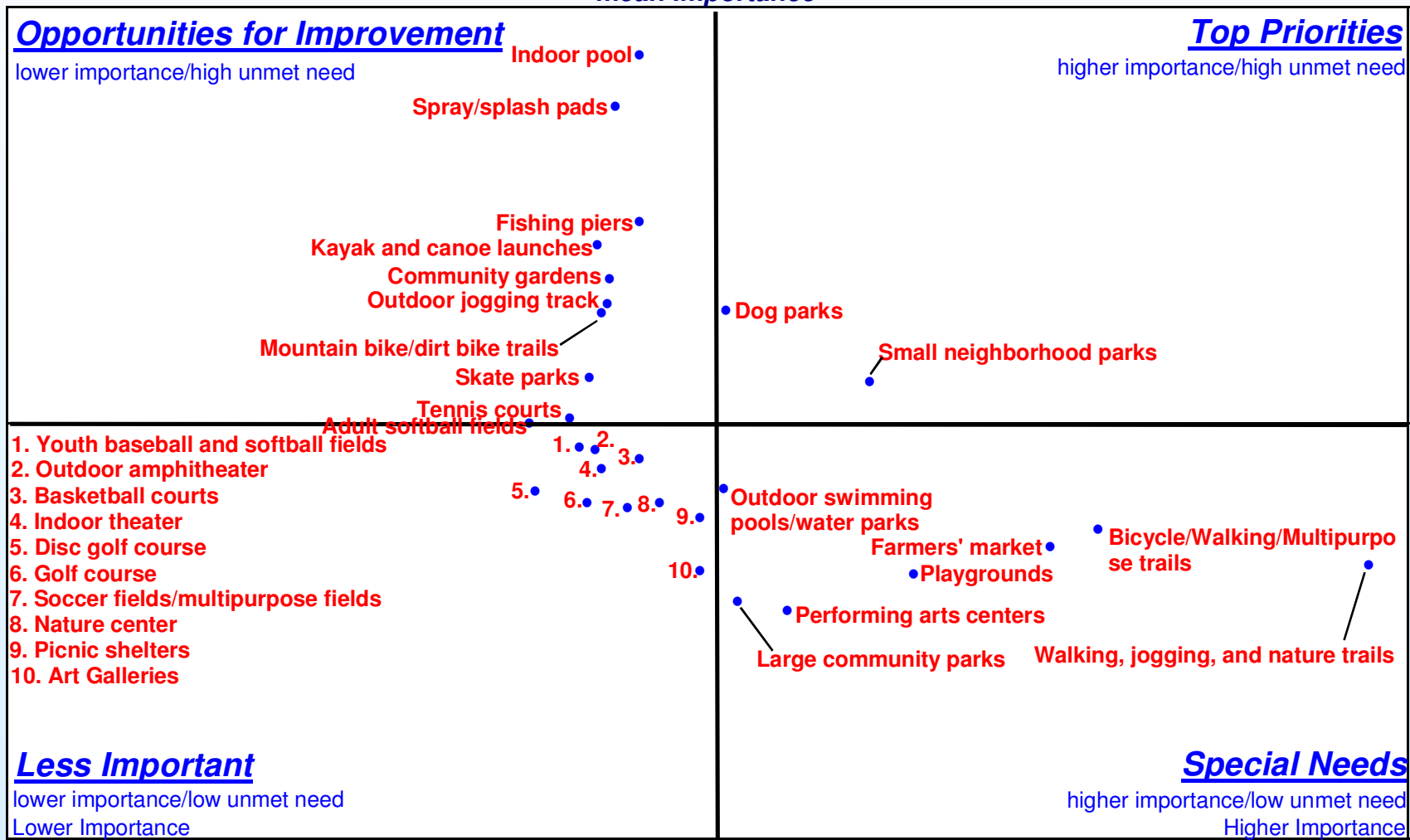
2012 Importance-Unmet Need Assessment Matrix for the City of Gainesville Parks, Recreation and Cultural Affairs Department Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)

mean importance

Unmet Need Rating

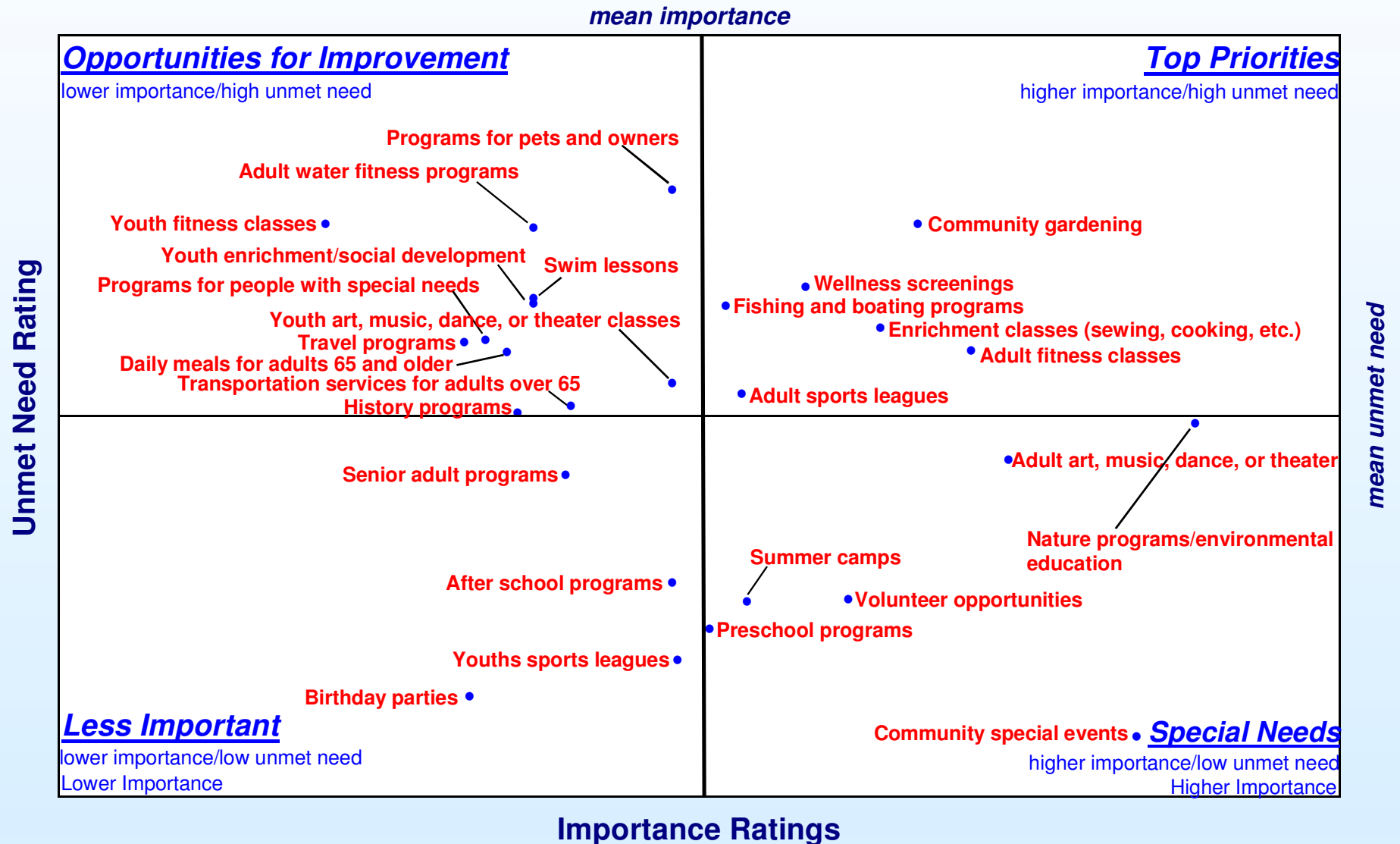
mean unmet need



Importance Ratings

2012 Importance-Unmet Needs Assessment Matrix for the City of Gainesville Parks, Recreation and Cultural Affairs Department Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)

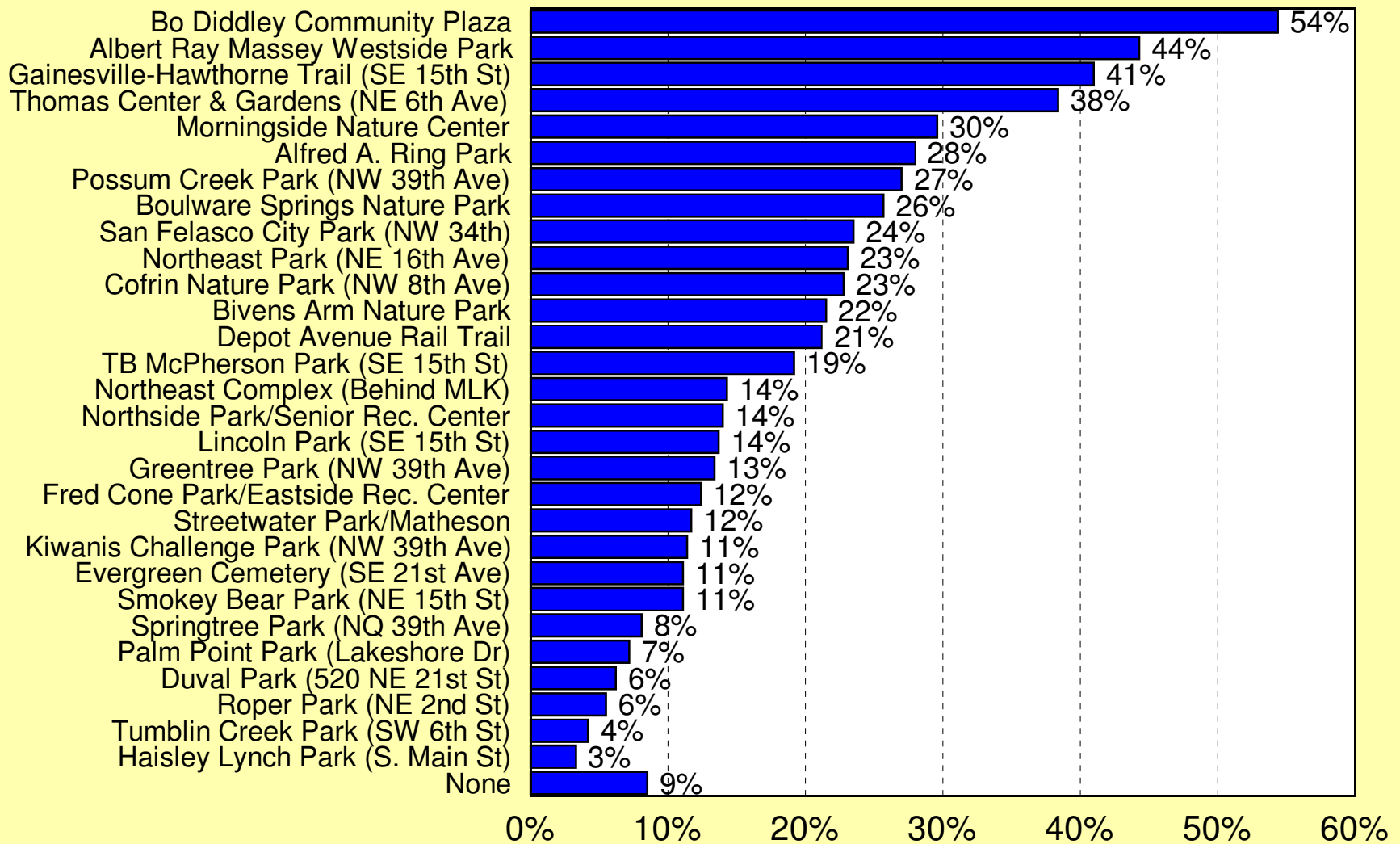


2012 City of Gainesville

Parks, Recreation and Cultural Needs Assessment Survey

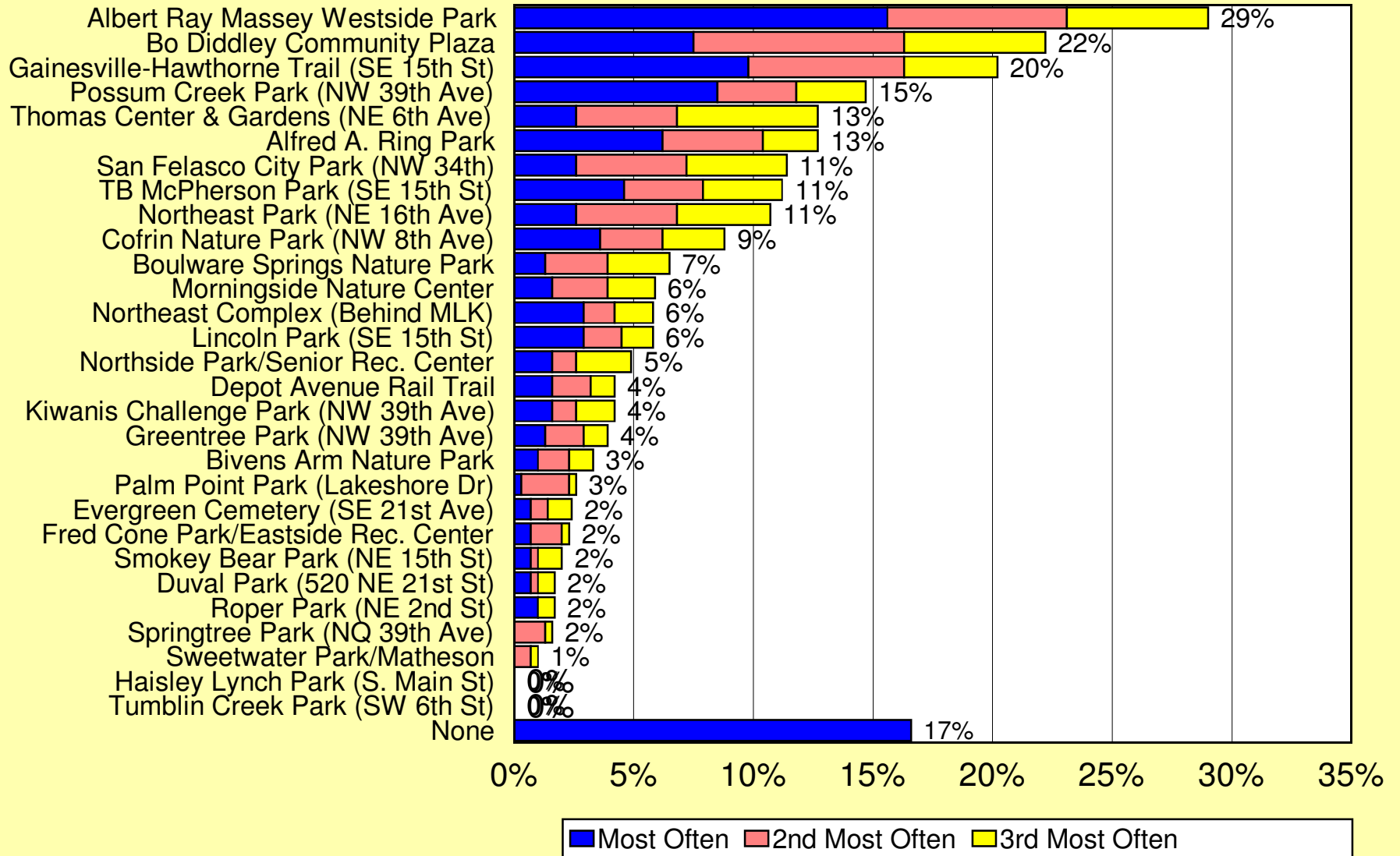
Q1. ALL City of Gainesville Parks, Facilities, and Trail Sites Respondent Household Members Have Visited Over the Past 12 Months

by percentage of respondents (multiple choices could be made)



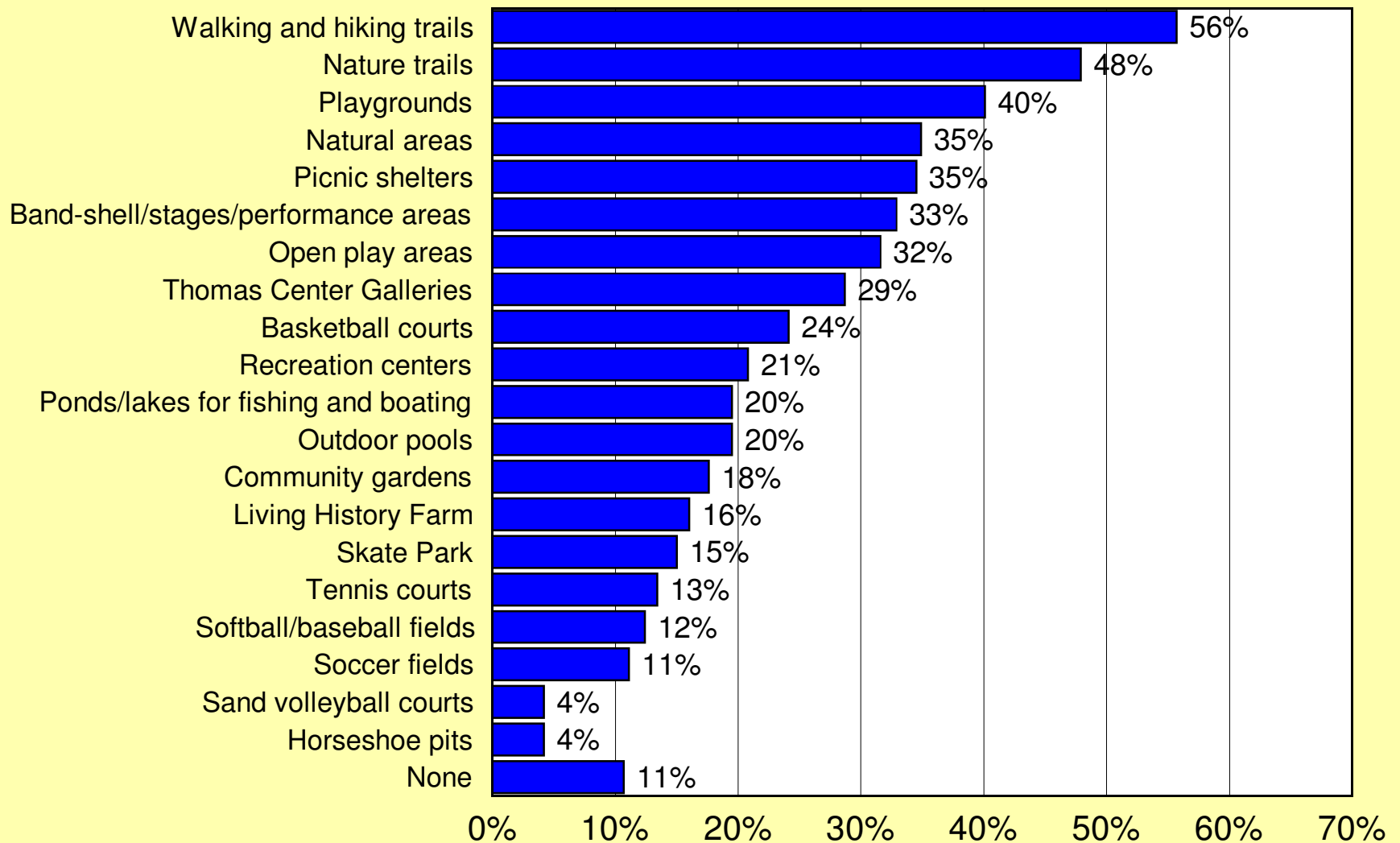
Q2. THREE Parks, Facilities, and Trails Respondent Household Members Visit the Most Often

by percentage of respondents who selected the item as one of their top three choices



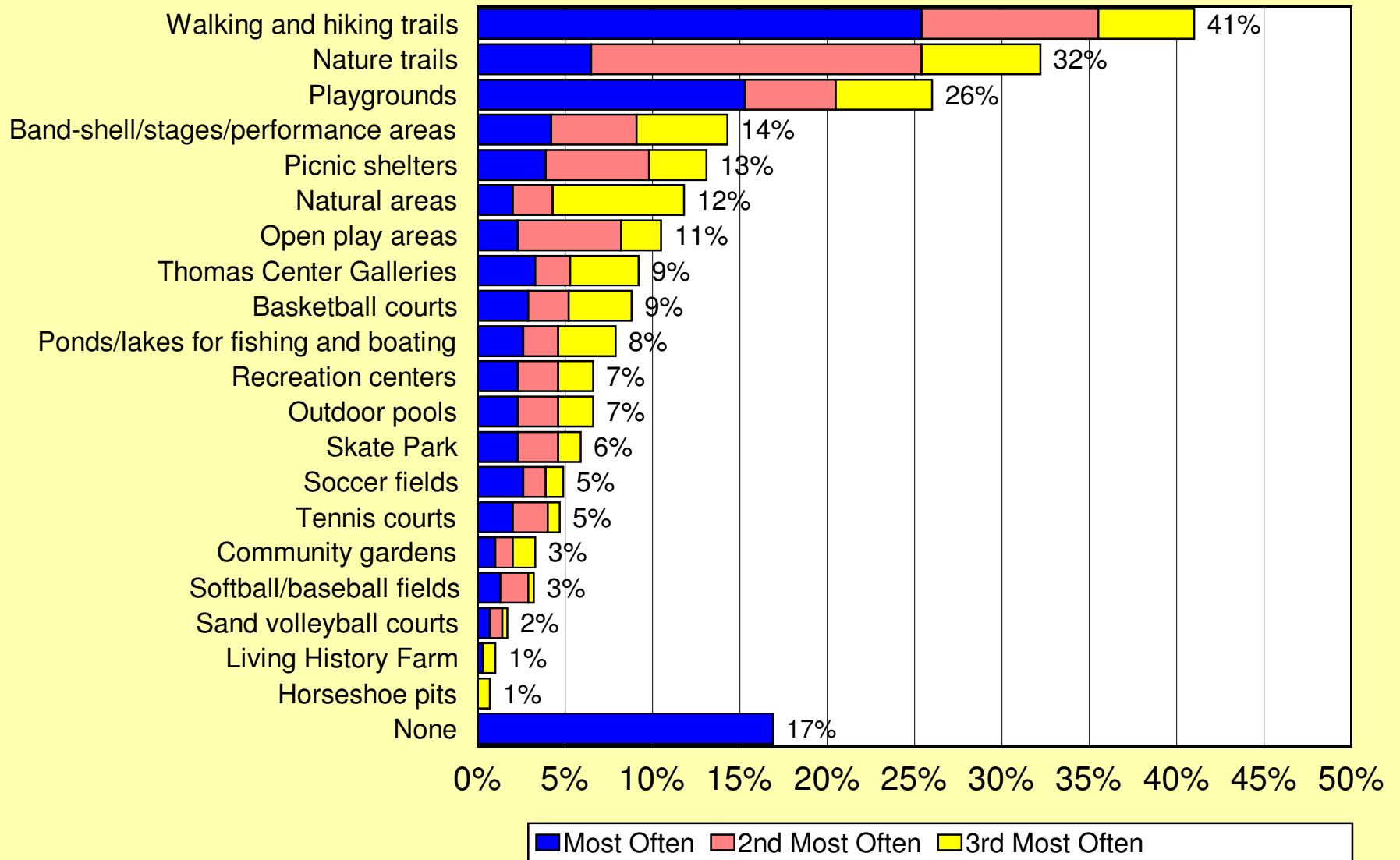
Q3. ALL City of Gainesville Parks, Recreation, and Cultural Sites Respondent Household Members Have Used or Visited Over the Past 12 Months

by percentage of respondents (multiple choices could be made)



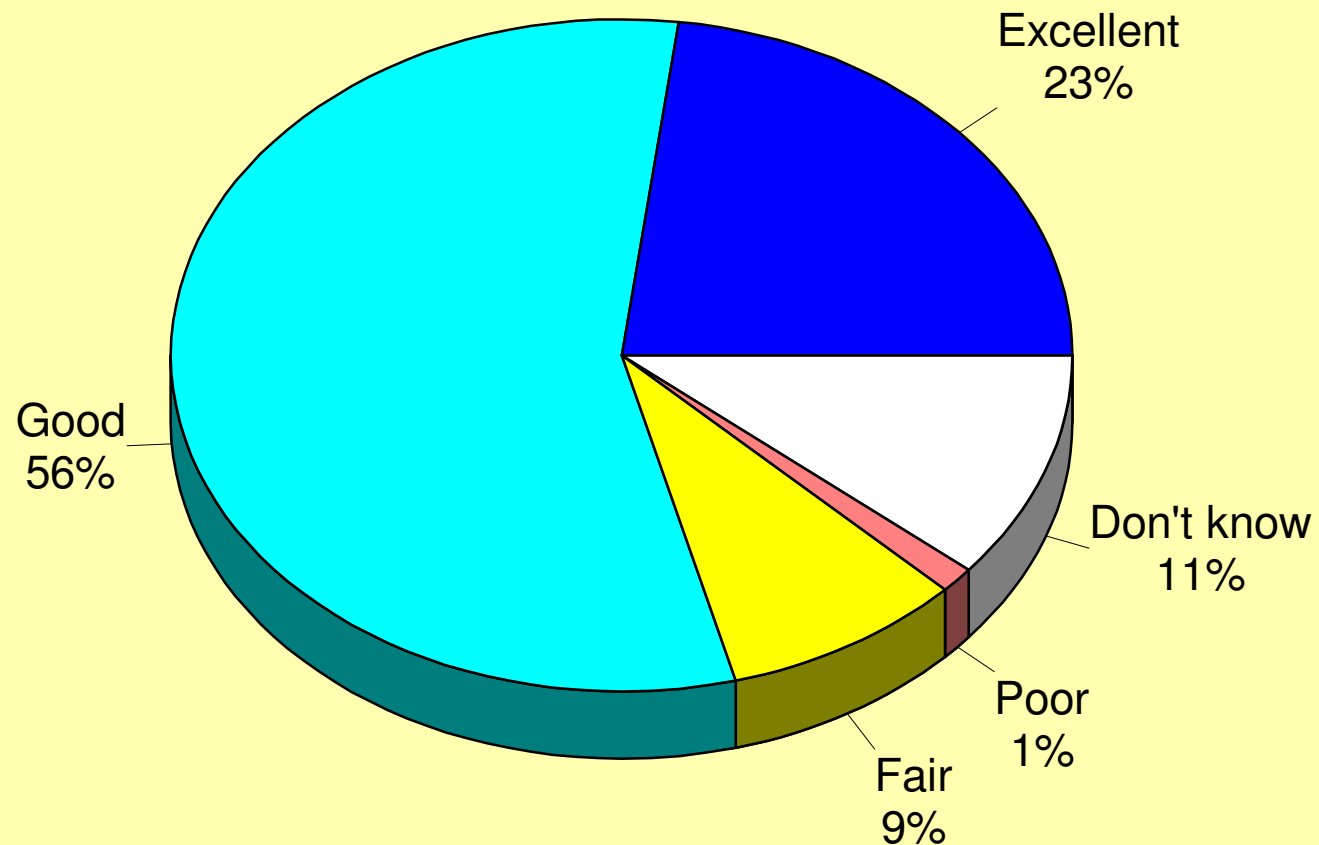
Q4. THREE Parks, Recreation, and Cultural Sites Respondent Households Visit the Most Often

by percentage of respondents who selected the item as one of their top three choices



Q5. How Respondents Rate the Physical Condition of Parks, Recreation, and Cultural Sites Visited in Gainesville

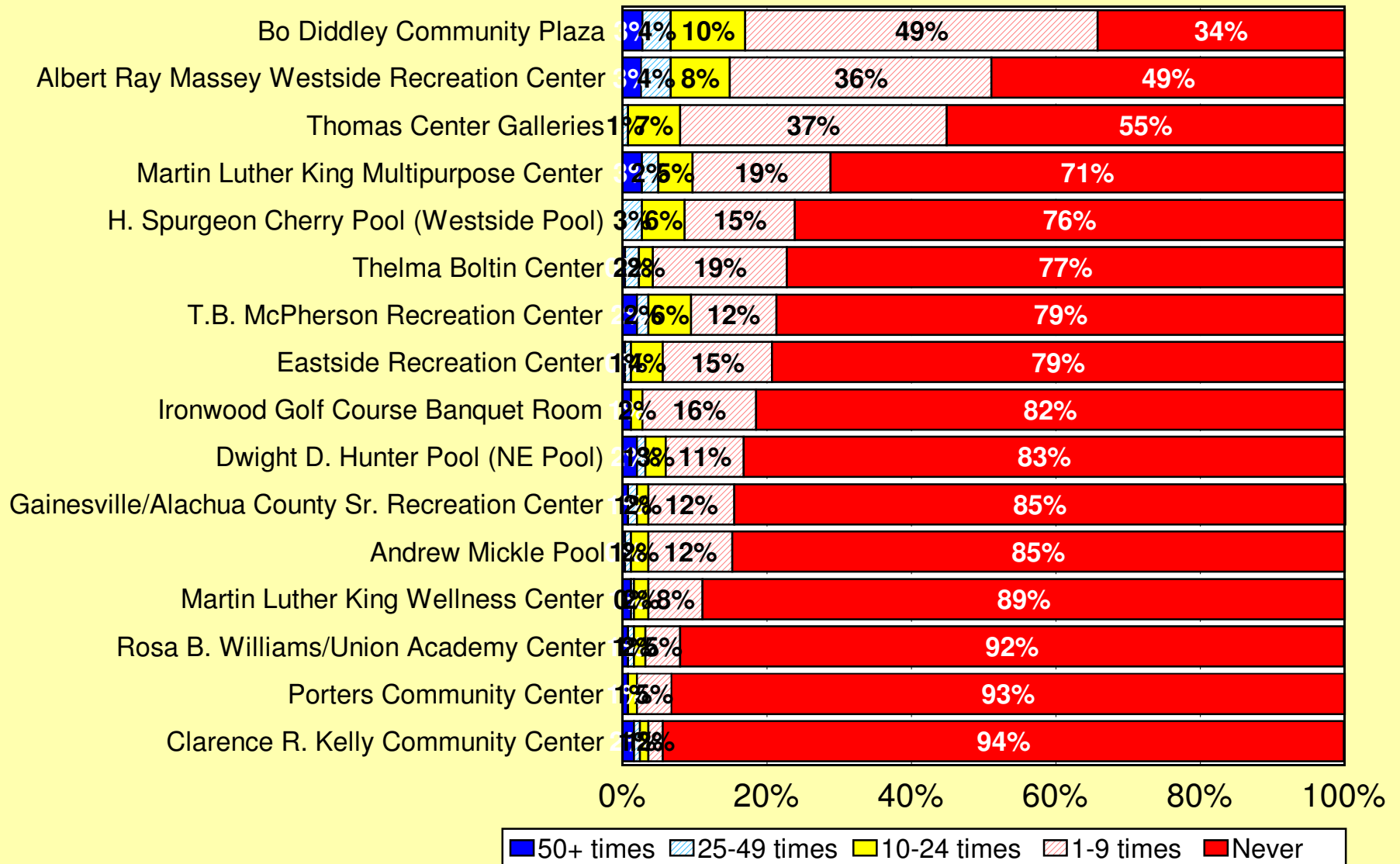
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q6. How Often Respondent Households Have Used Major Facilities Operated by the Gainesville Parks, Recreation, and Cultural Affairs Department During the Past 12 Months

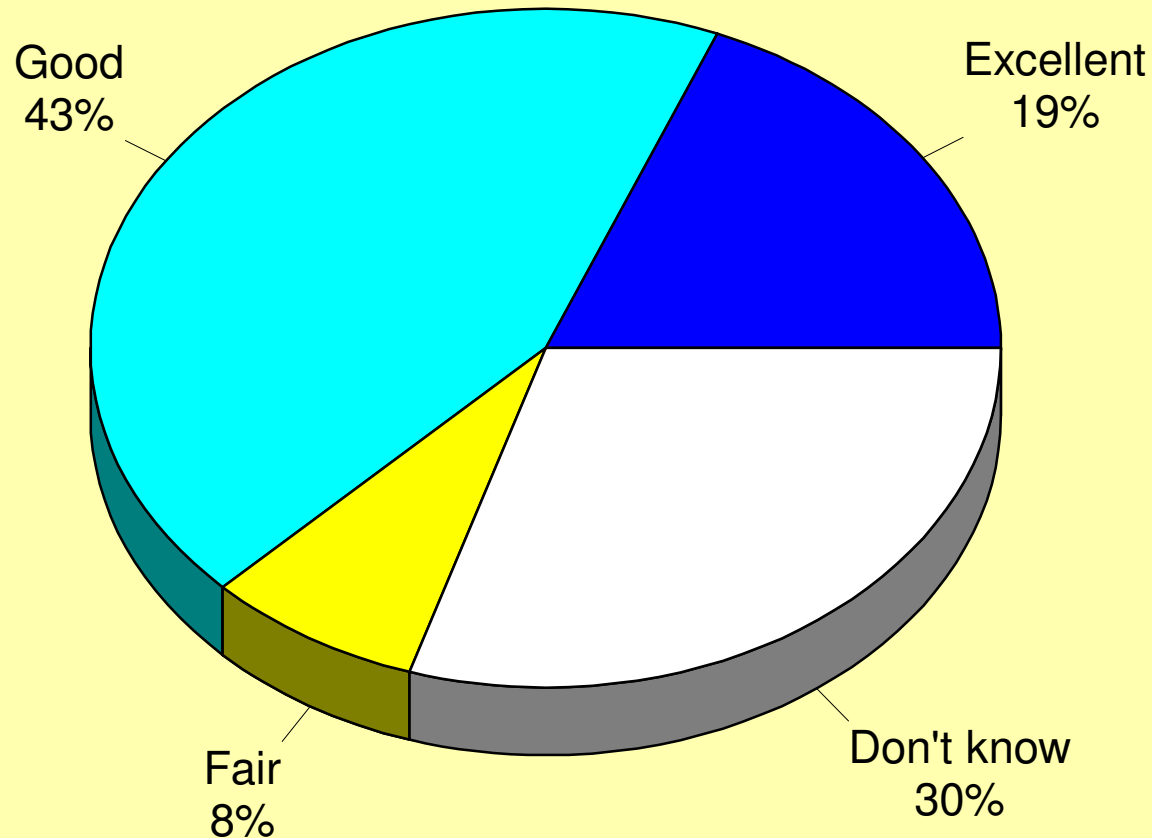
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q7. How Respondents Rate the Overall Quality of the Aquatic Facilities, Golf Course, Banquet Room, Indoor Recreation Facilities, and Art Galleries That Respondent Household Members Have Used During the Past 12 Months

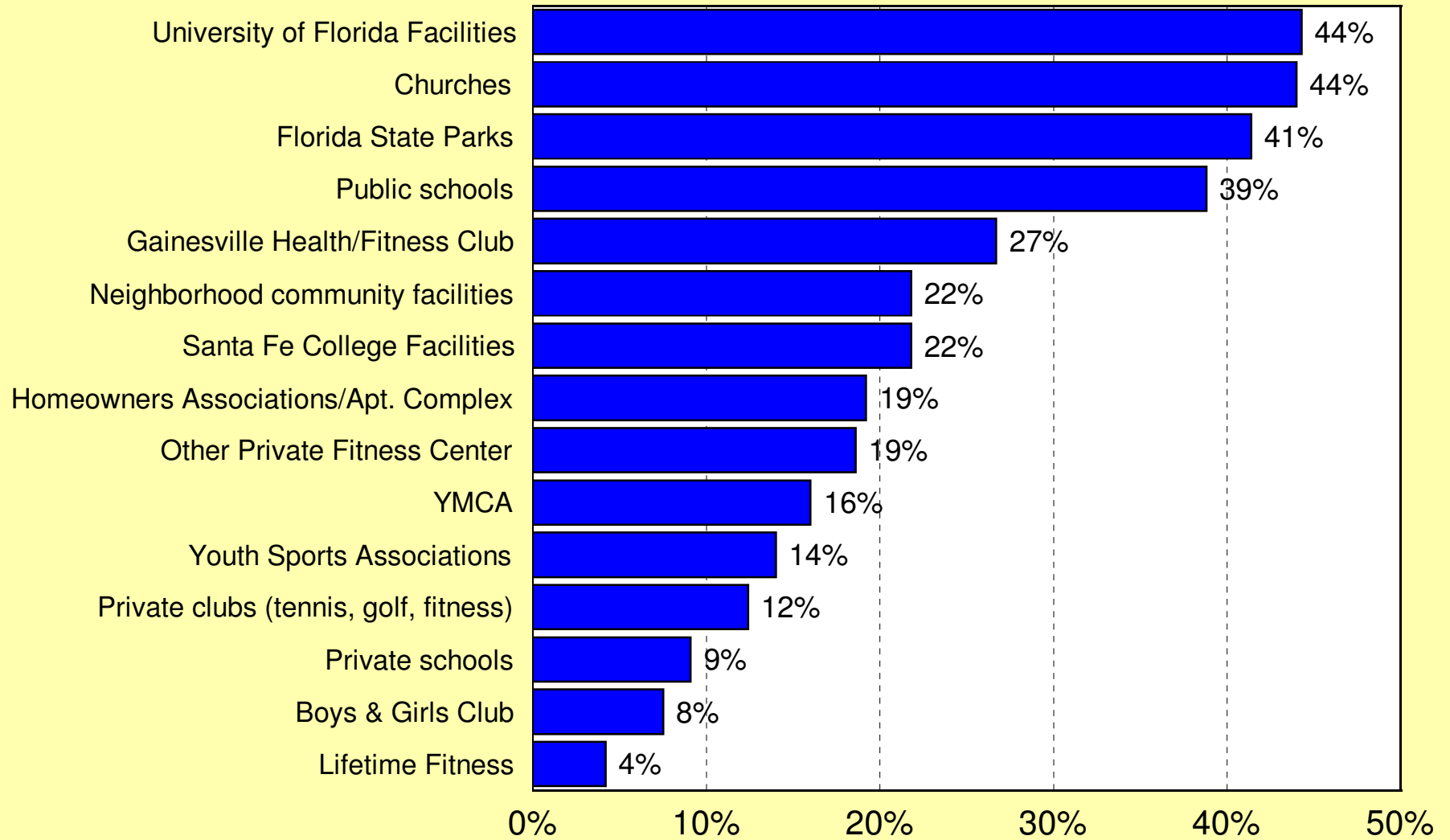
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

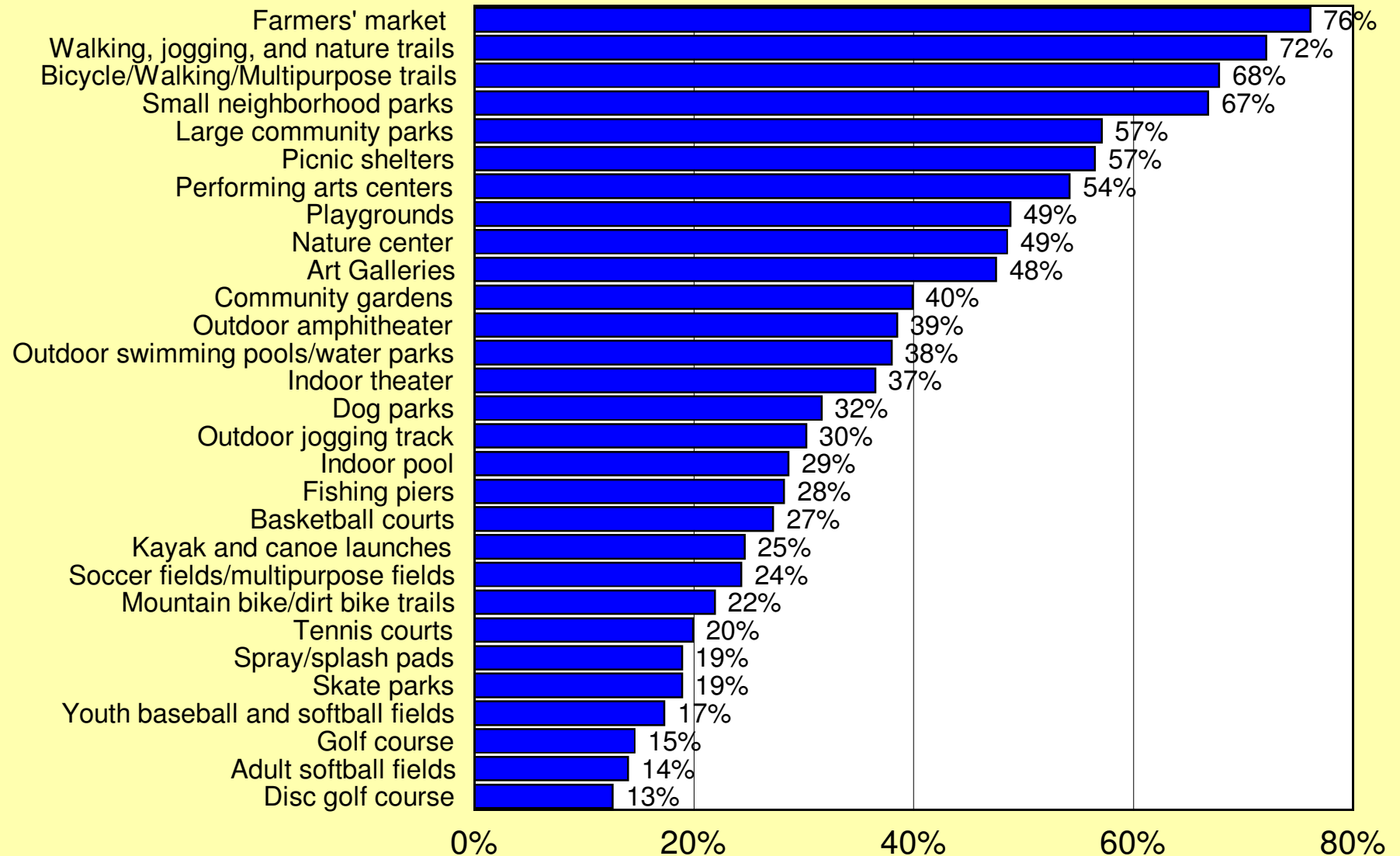
Q8. ALL Organizations Respondent Household Members Have Used For Parks, Recreation and Cultural Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)



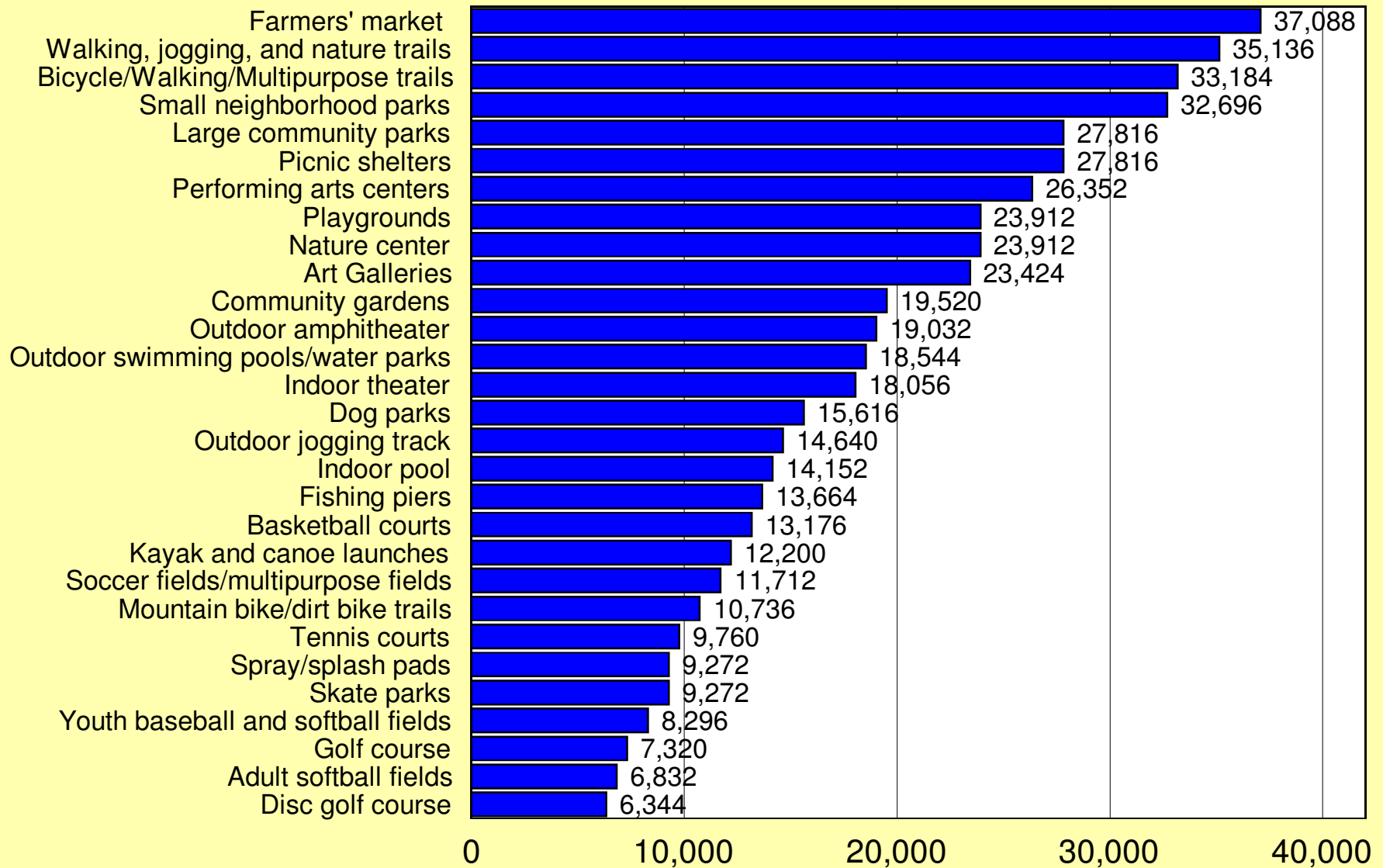
Q9. Parks, Recreation, and Cultural Facilities That Households Have a Need For

by percentage of respondents (multiple choices could be made)



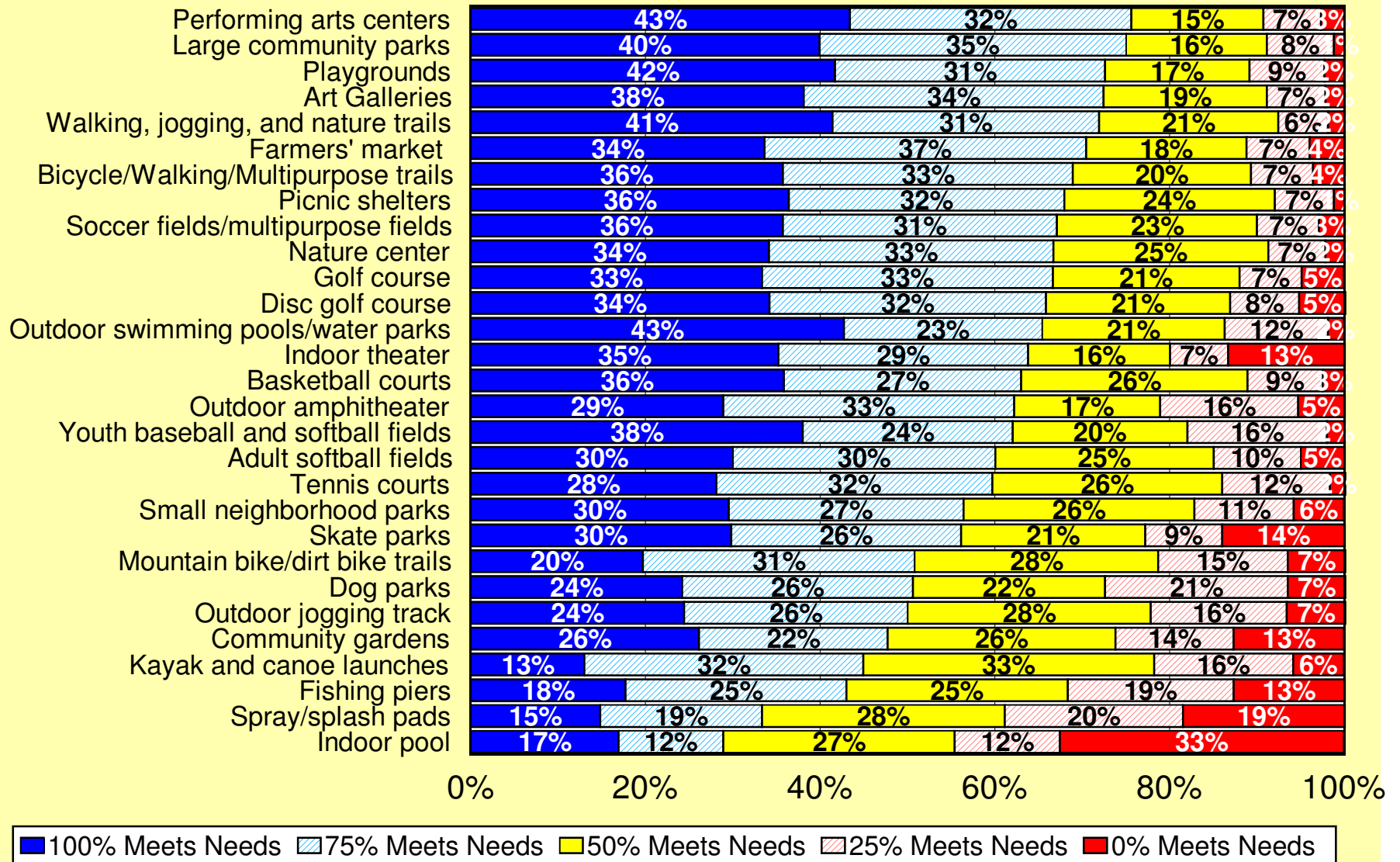
Q9a. Estimated Number of Households in Gainesville That Have a Need for Parks, Recreation, and Cultural Facilities

by number of households based on 48,800 households in Gainesville



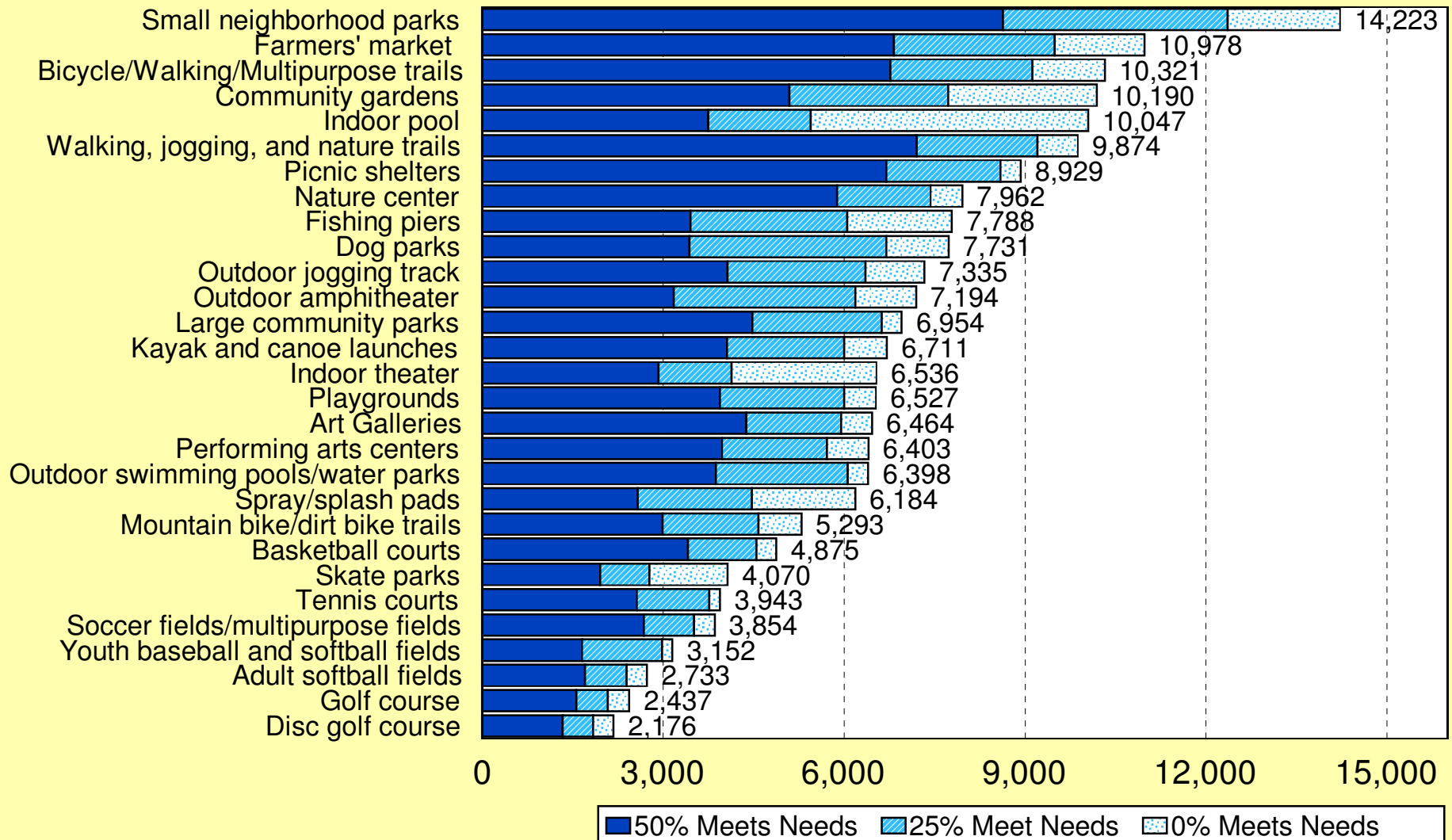
Q9b. How Well Parks and Recreation Facilities Meet the Needs of Households

by percentage of respondents with a need for facilities



Q9c. Estimated Number of Households in Gainesville Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

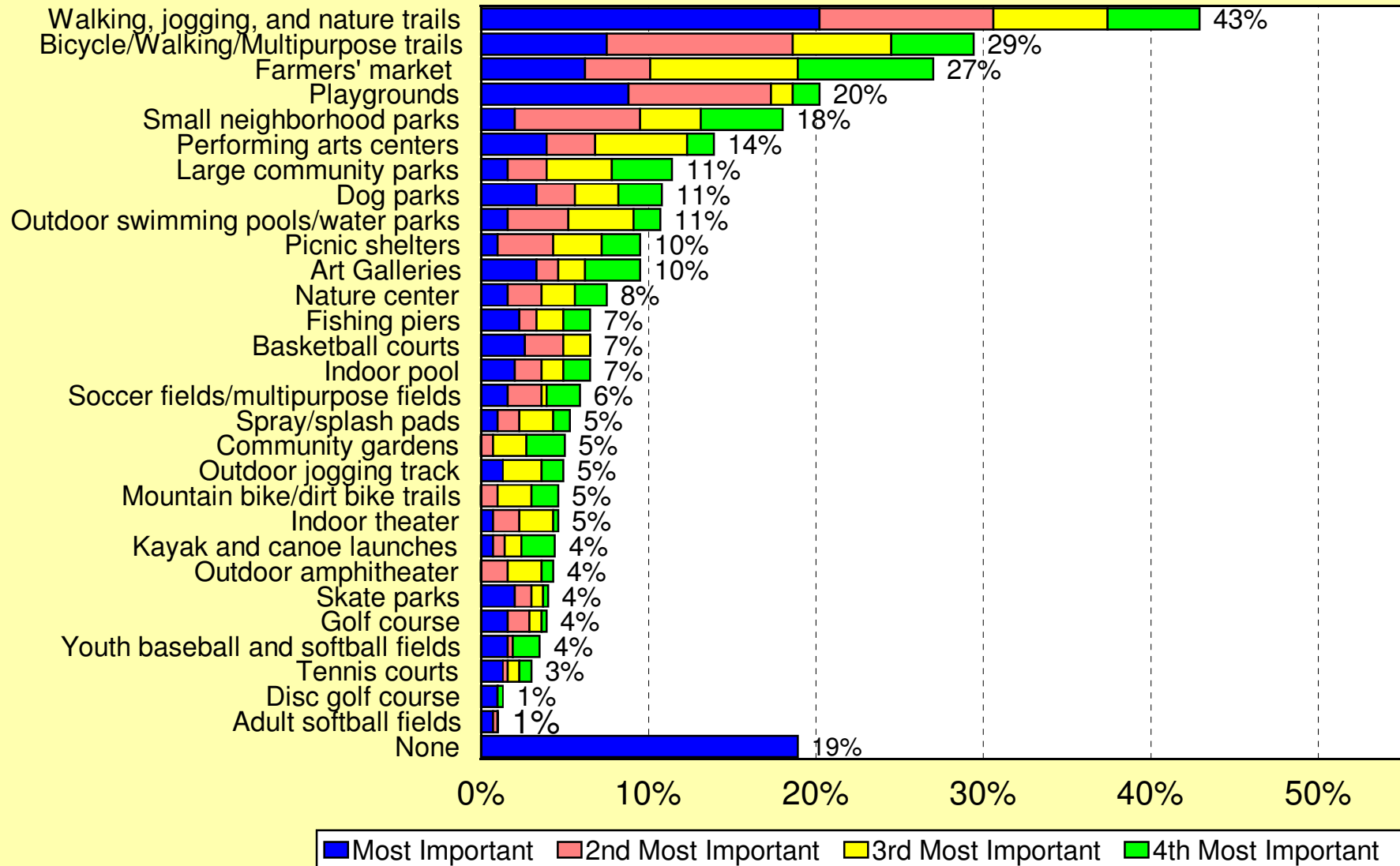
by number of households based on 48,800 households in Gainesville



Source: Leisure Vision/ETC Institute (March 2012)

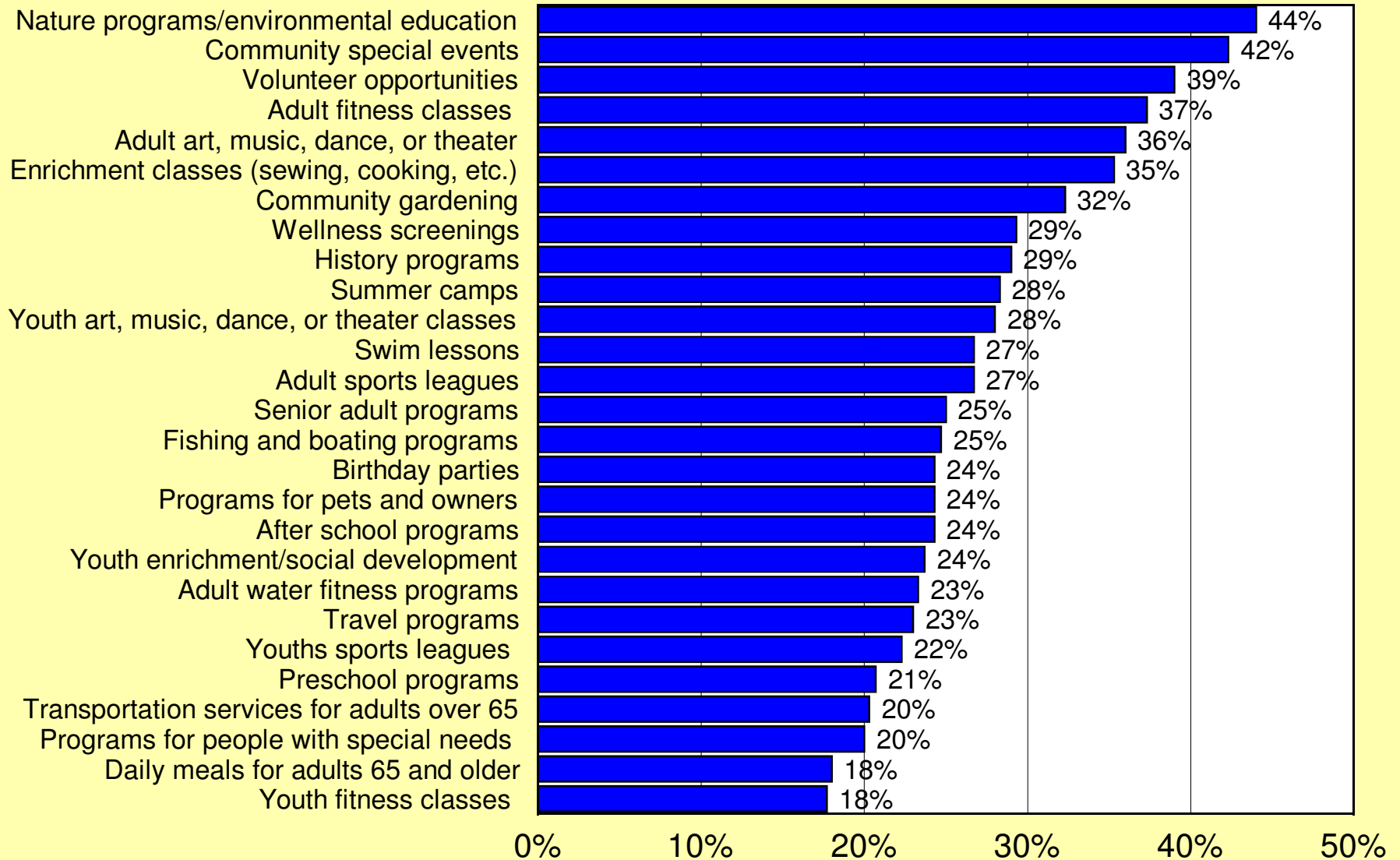
Q10. Parks and Recreation Facilities That Are Most Important to Households

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



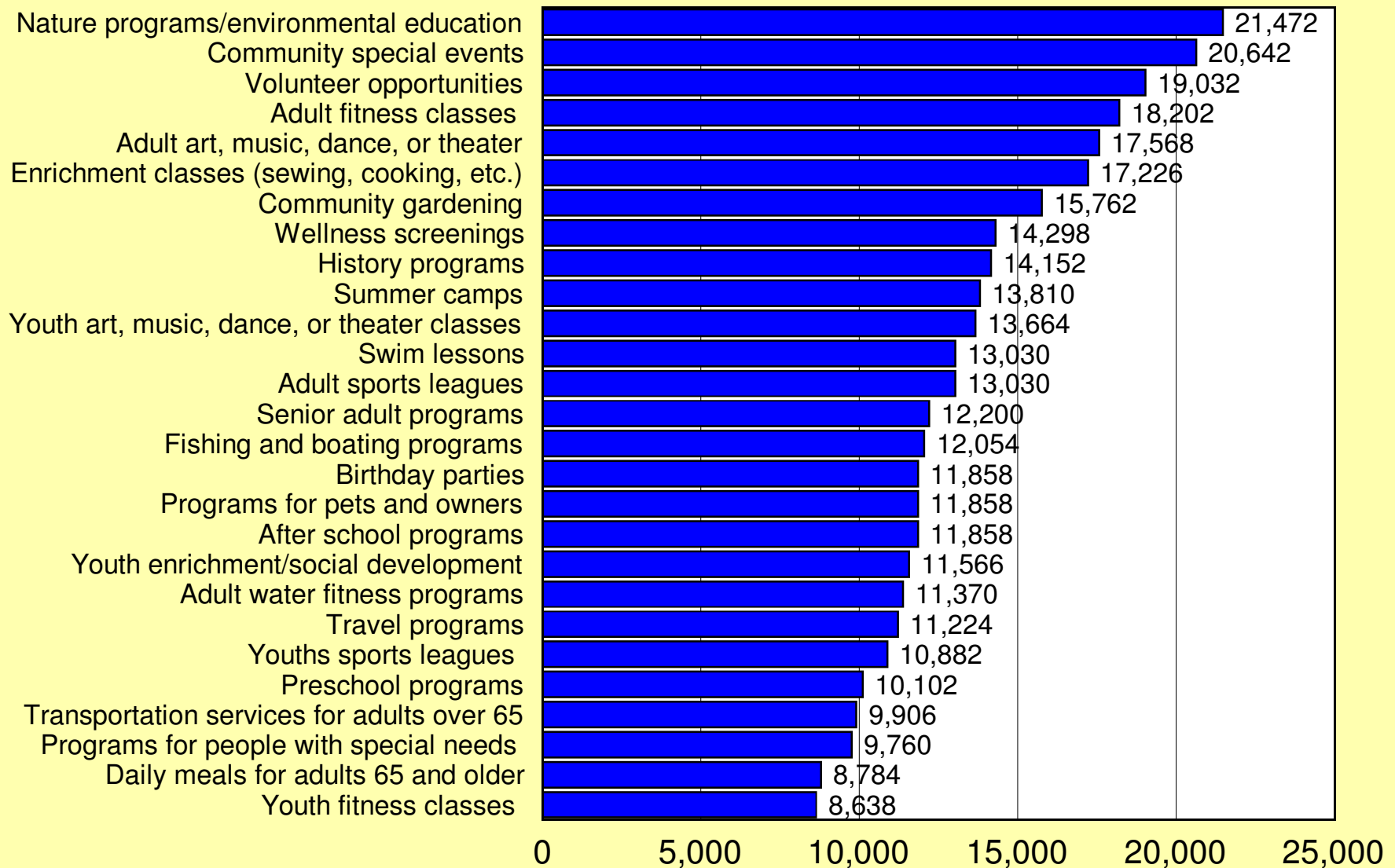
Q11. Aquatics, Sports, Recreation, and Cultural Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)



Q11a. Estimated Number of Households in Gainesville That Have a Need for Aquatics, Sports, Recreation, and Cultural Programs

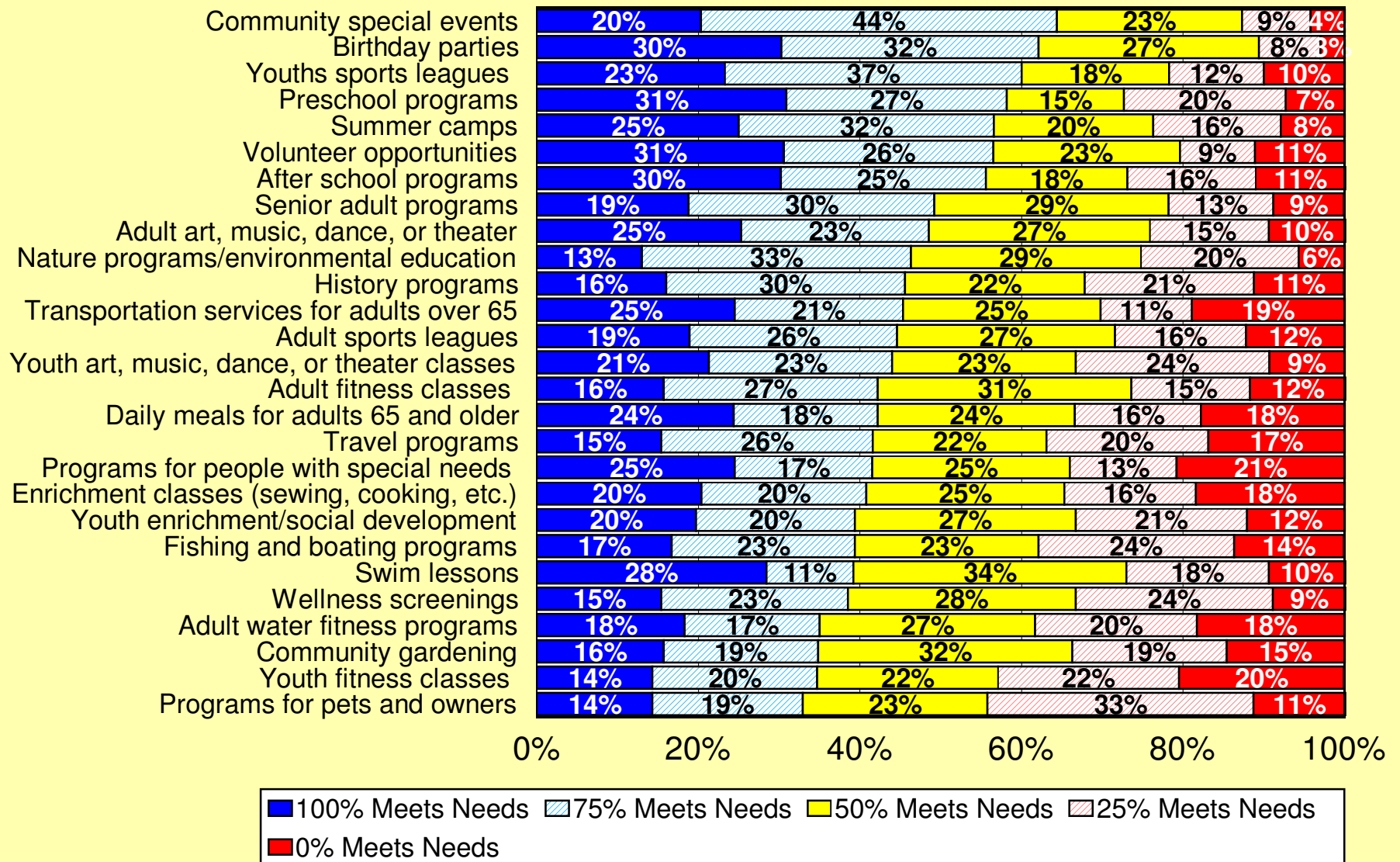
by number of households based on 48,800 households in Gainesville



Source: Leisure Vision/ETC Institute (March 2012)

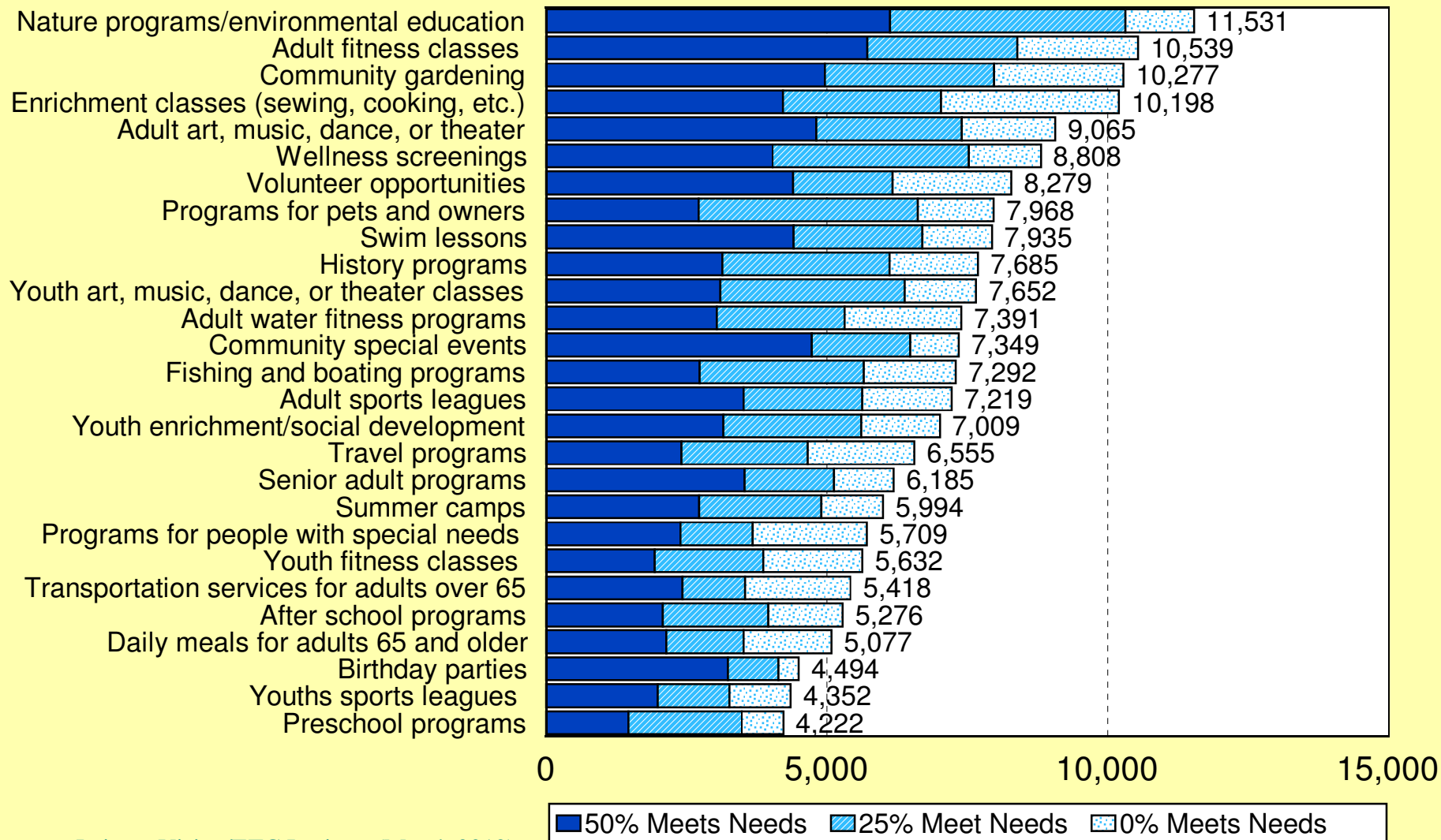
Q11b. How Well Aquatics, Sports, Recreation, and Cultural Programs Meet the Needs of Households

by percentage of respondents with a need for programs



Q11c. Estimated Number of Households in Gainesville Whose Needs for Aquatics, Sports, Recreation, and Cultural Programs Are Only Being 50% Met or Less

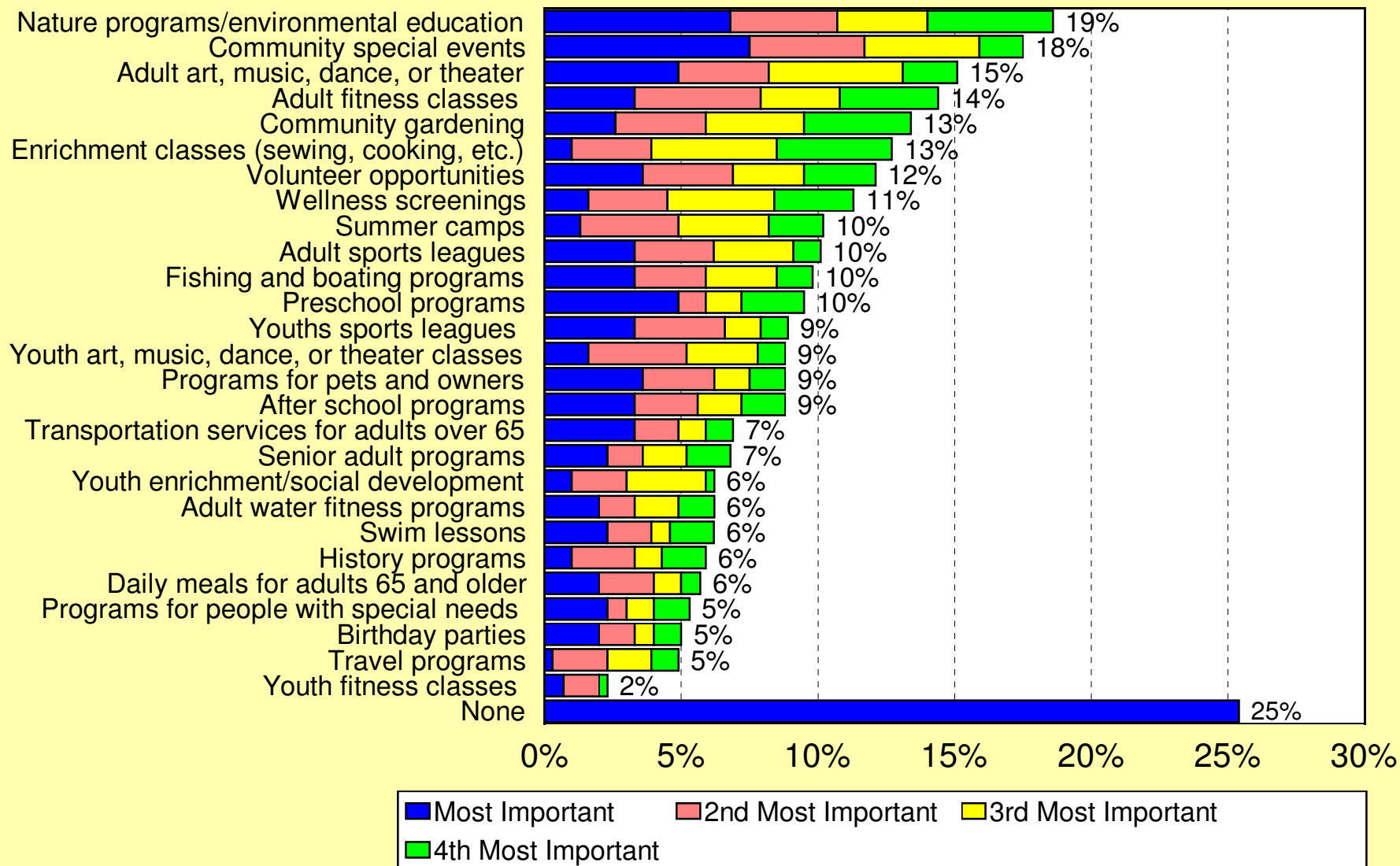
by number of households based on 48,000 households in Gainesville



Source: Leisure Vision/ETC Institute (March 2012)

Q12. Aquatics, Sports, Recreation, and Cultural Programs Facilities That Are Most Important to Households

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



Q13. Reasons Preventing Respondent Households from Using Gainesville Parks, Recreation and Cultural Affairs Dept. More Often

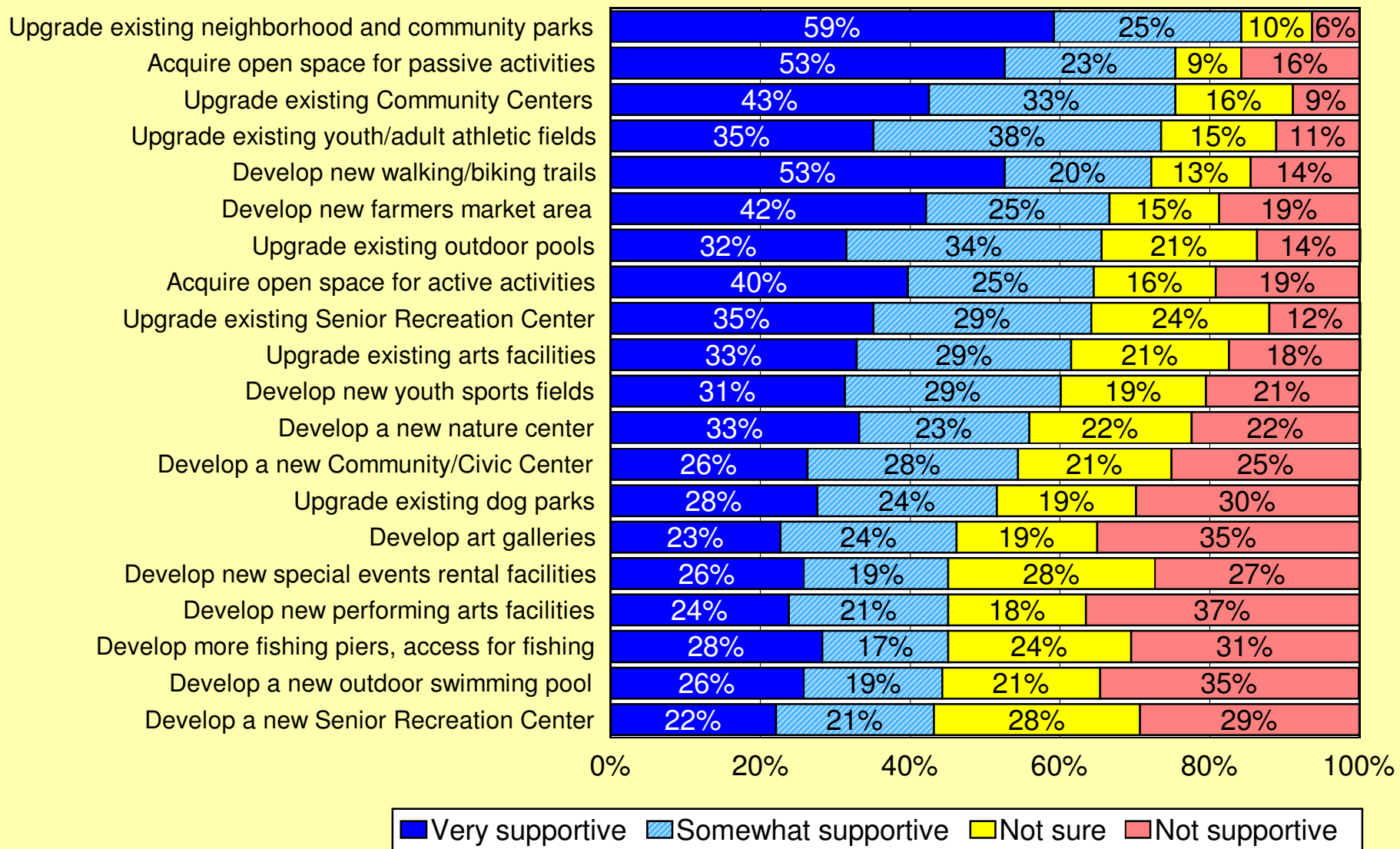
by percentage of respondents (multiple choices)



Source: Leisure Vision/ETC Institute (2012)

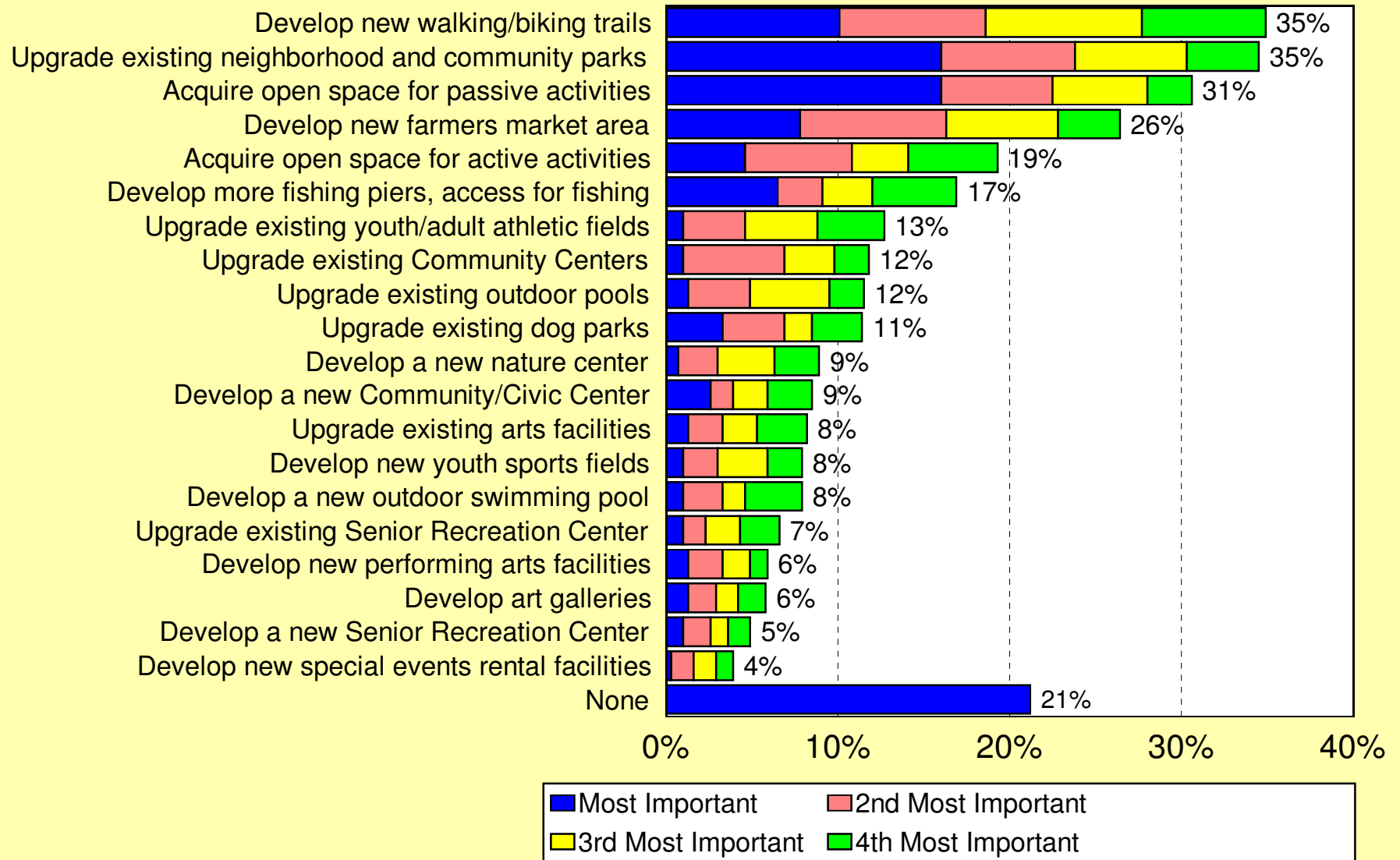
Q14. Level of Support for Certain Improvements to Gainesville Parks, Recreation and Cultural Services

by percentage of respondents



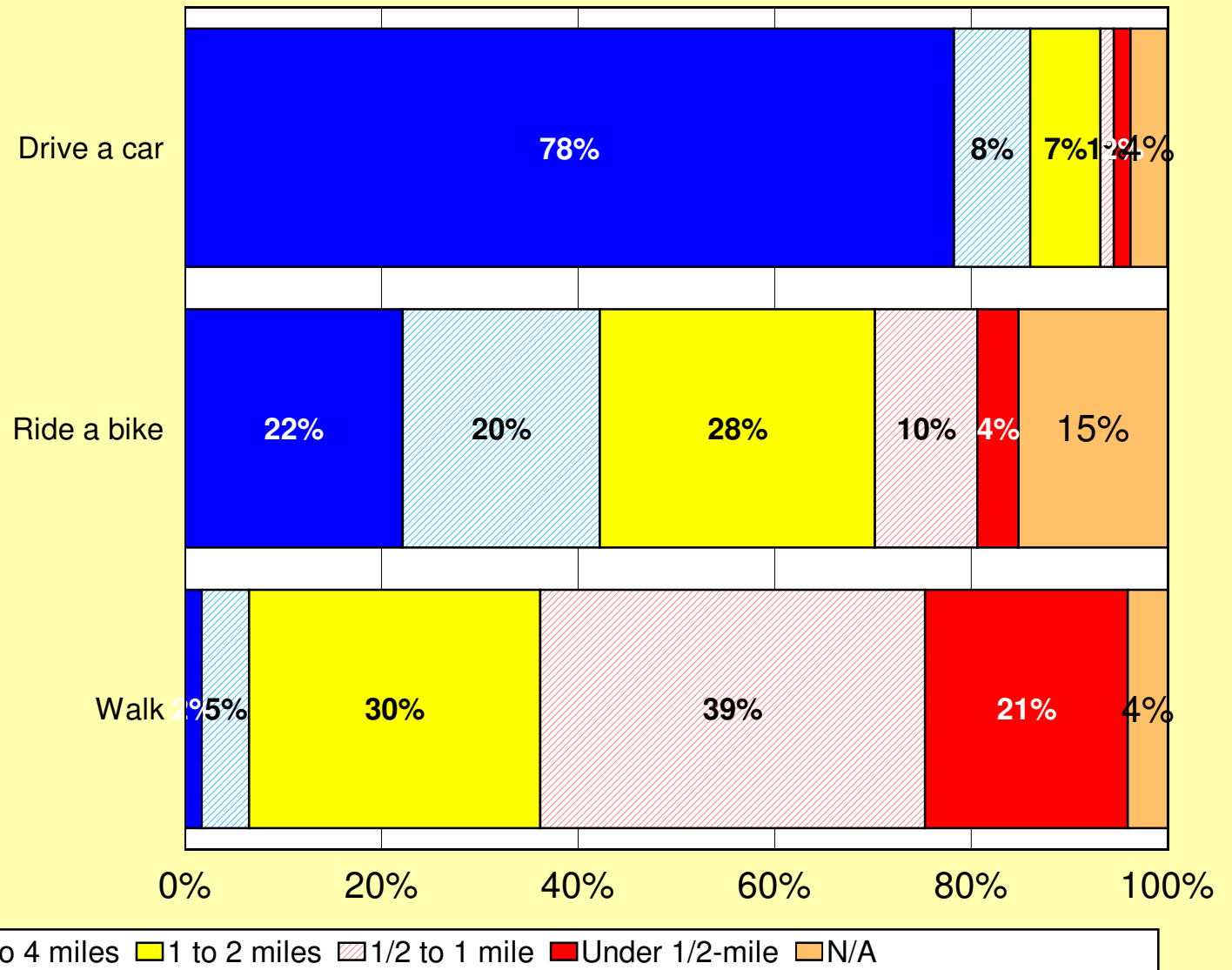
Q15. Improvements to Gainesville Parks, Recreation, and Cultural Services That Are Most Important to Households

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



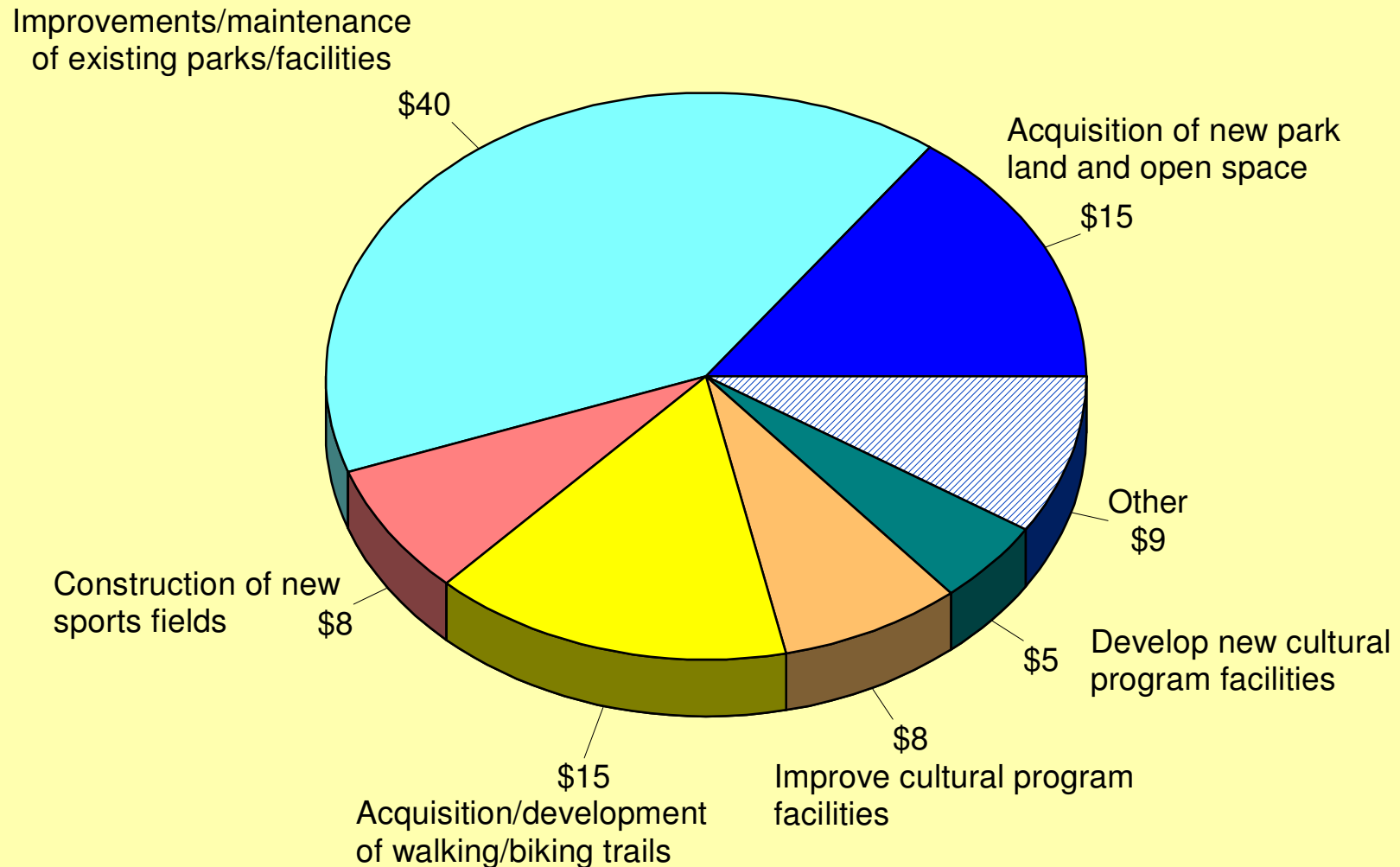
Q16. Maximum Distance That Respondents Are Willing to Travel to Visit a Park

by percentage of respondents based on modes of transportation



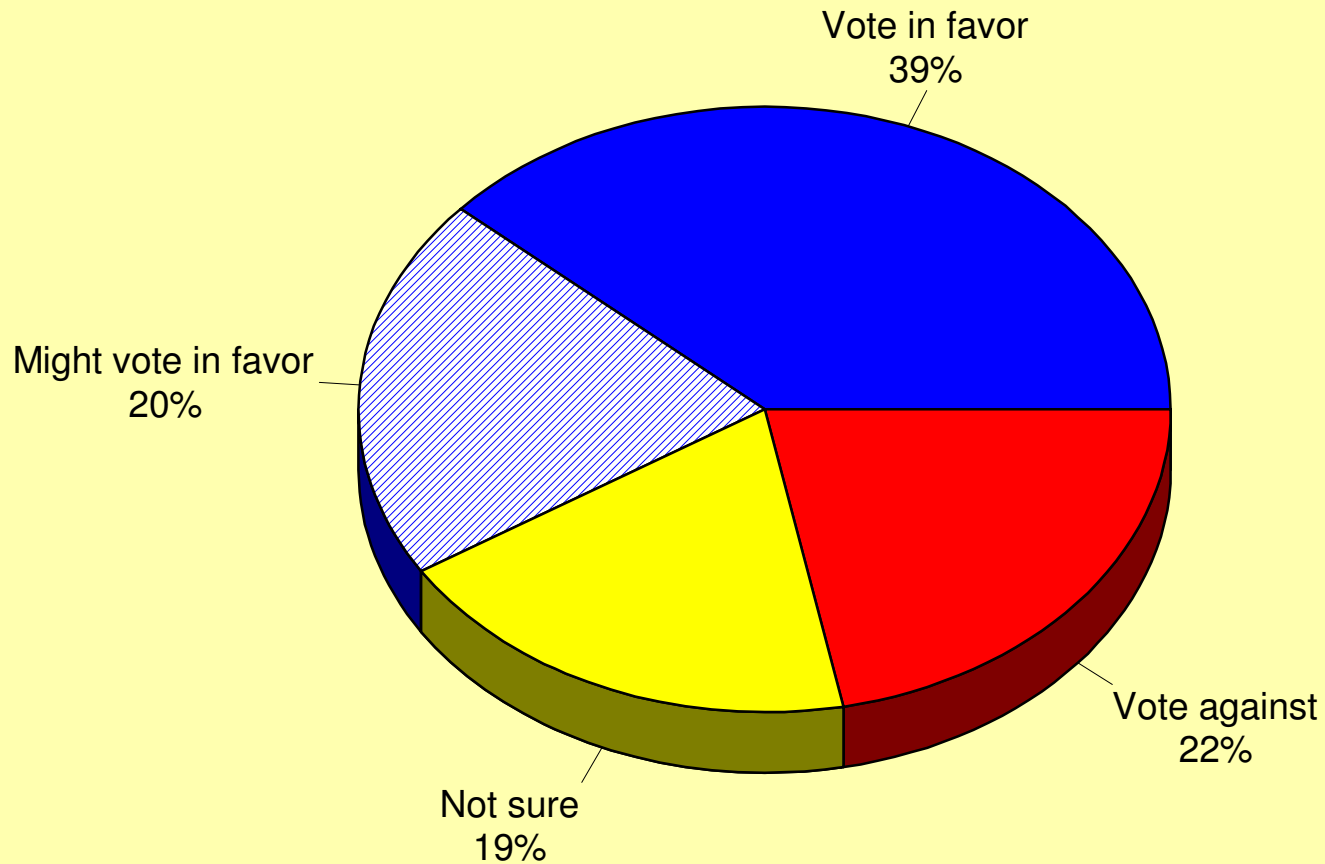
Q17. Ways in Which Respondents Would Allocate an Additional \$100 for Gainesville Parks, Cultural, Trails, Sports and Recreation Facilities

by percentage of respondents



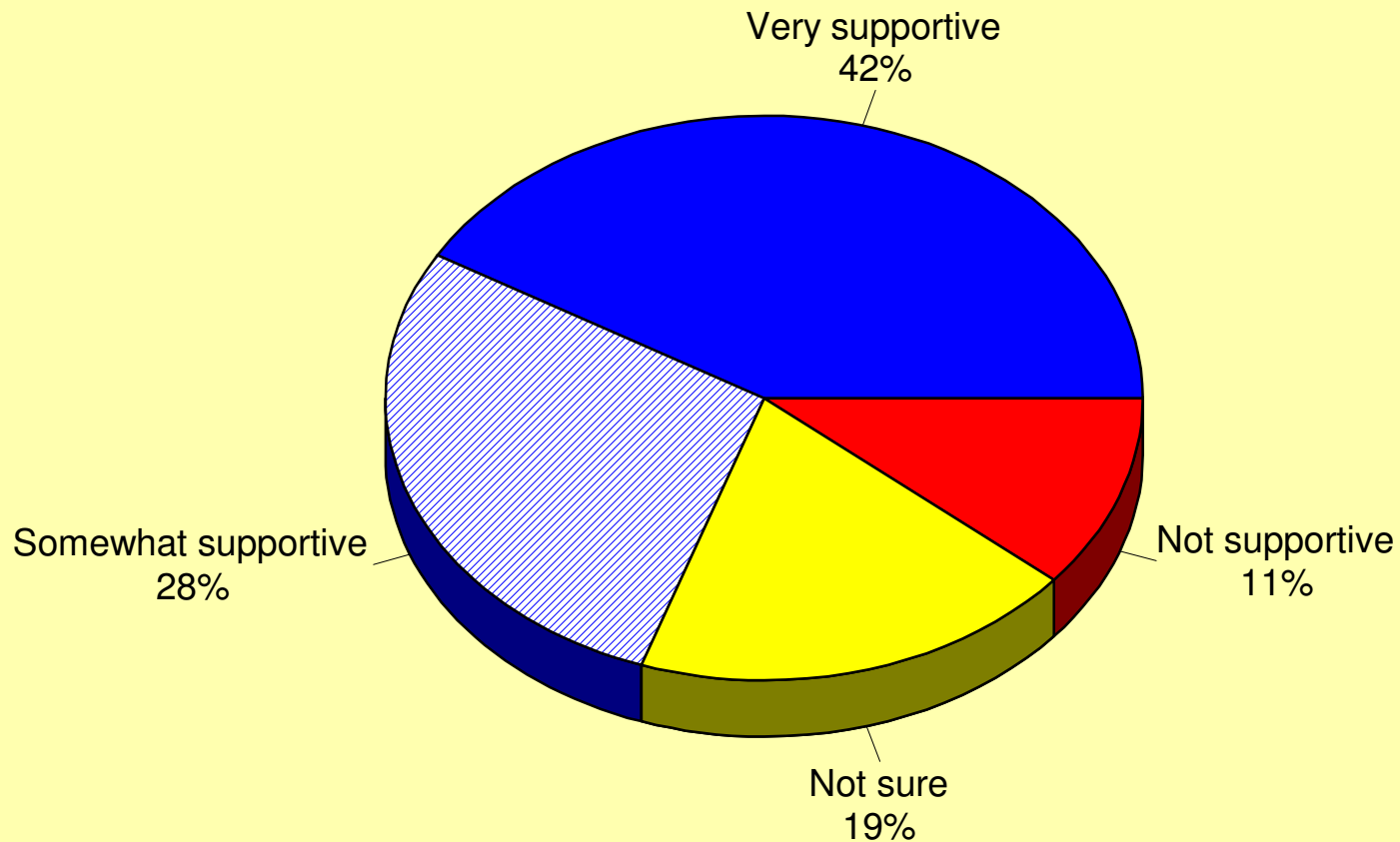
Q18. How Respondents Would Vote on a Referendum to Fund the Acquisition, Improvement and Development of Gainesville Parks and Facilities

by percentage of respondents



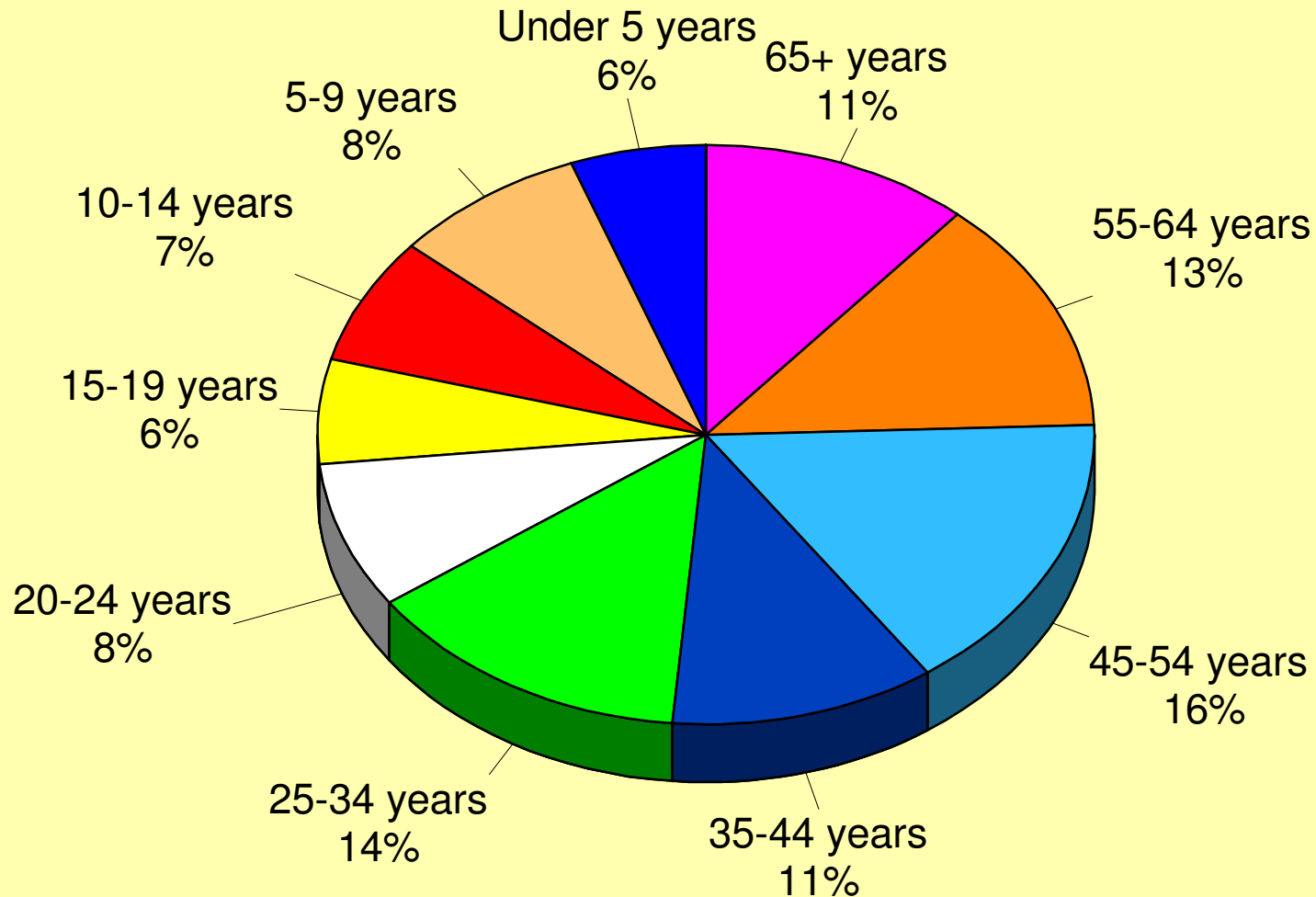
Q19. Level of Support for Creating a Dedicated City Funding Source to be Used ONLY to Fund Operations/Improvements to the Gainesville Parks System

by percentage of respondents



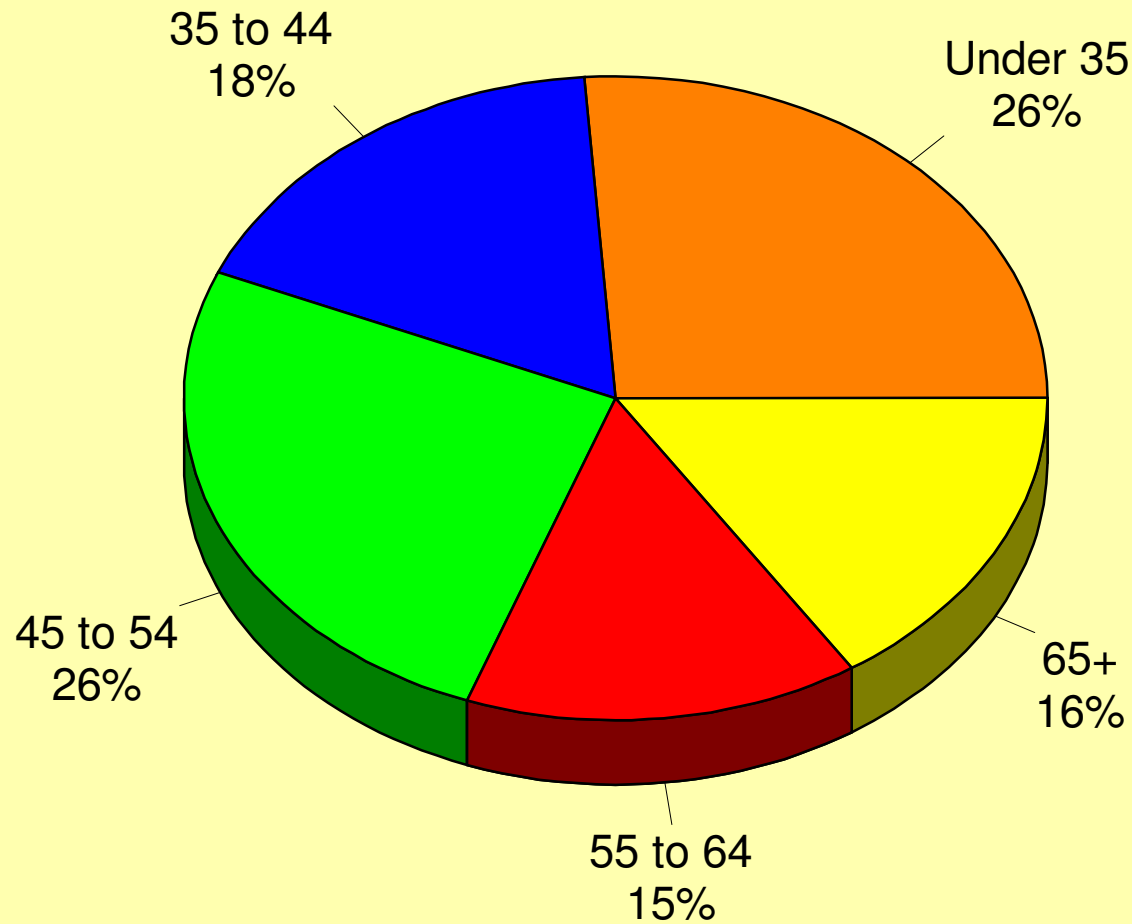
Q20. Demographics: Ages of People in Household

by percentage of household occupants



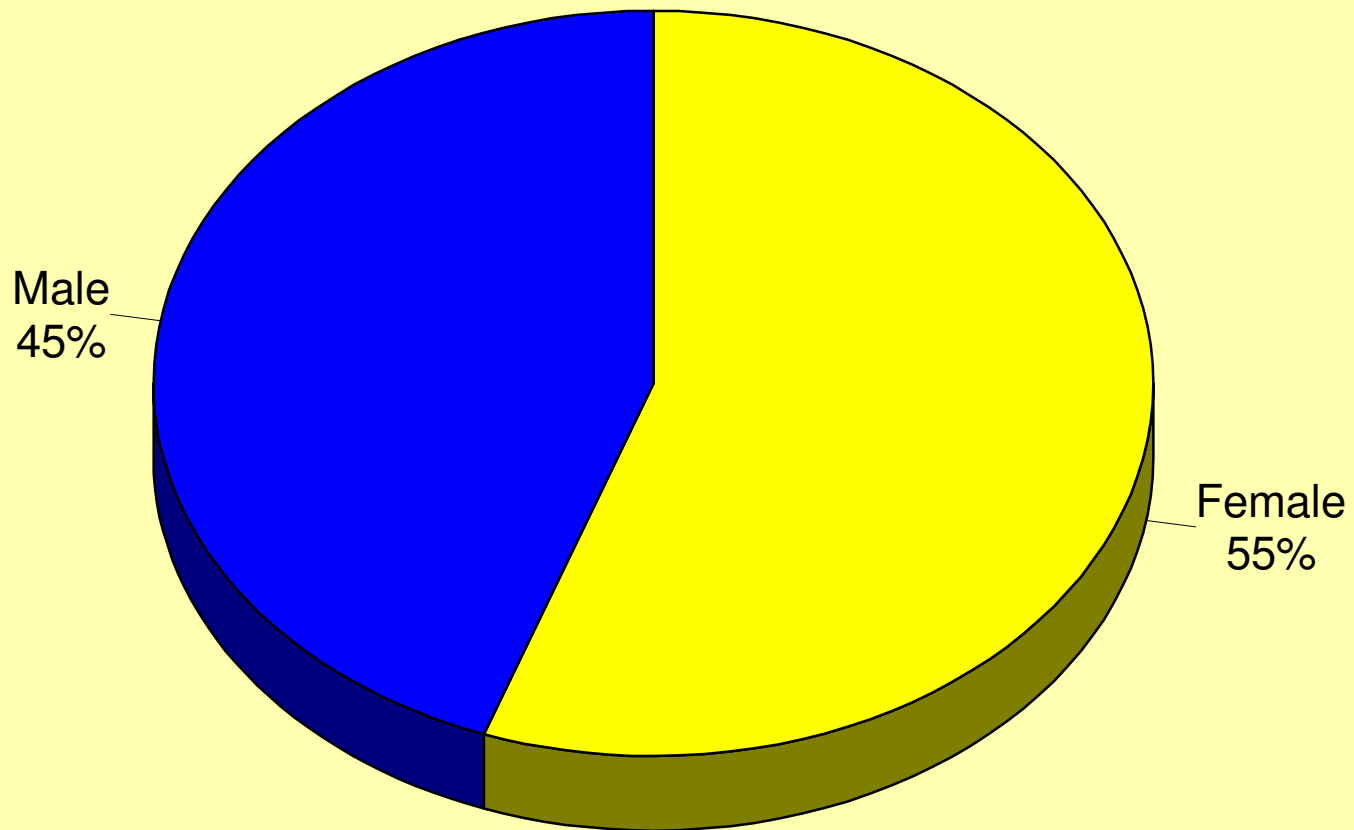
Q21. Demographics: Age of Respondents

by percentage of respondents



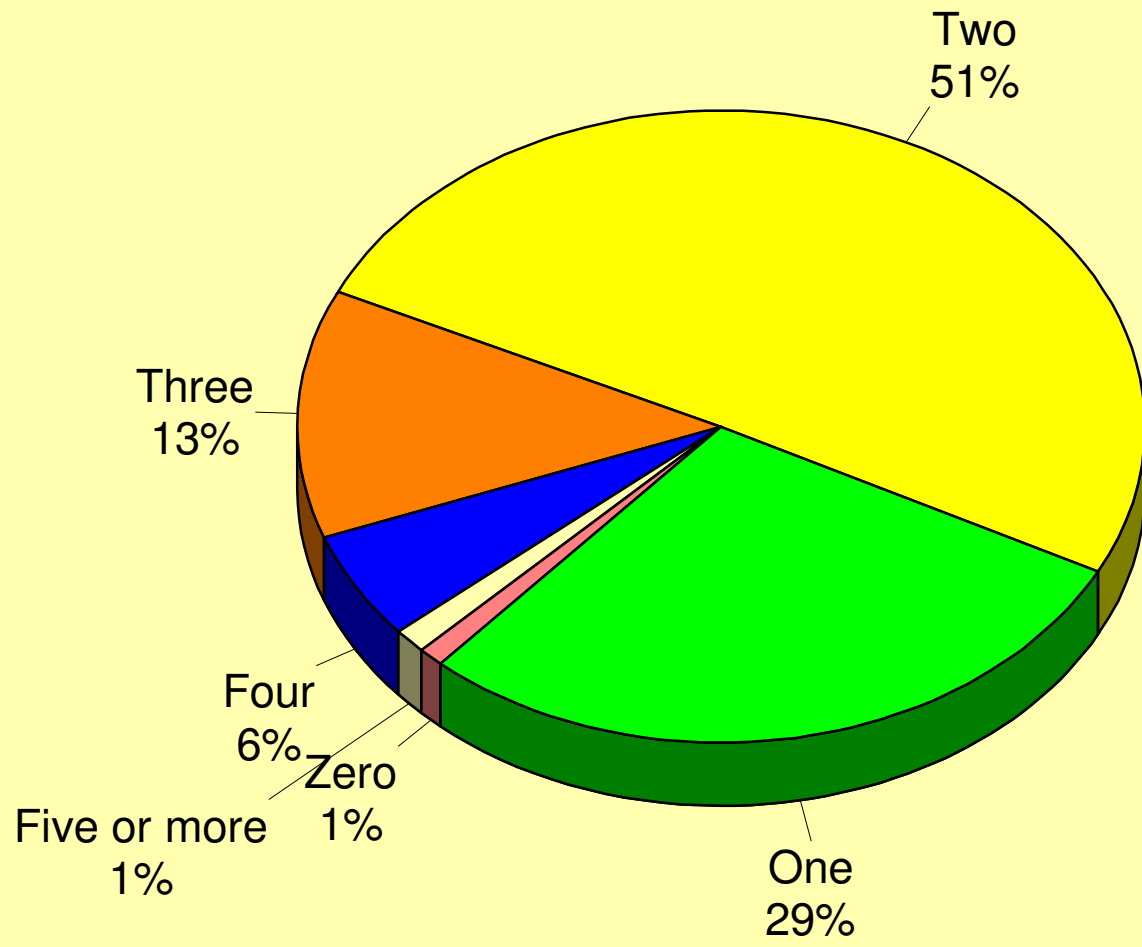
Q22. Demographics: Gender

by percentage of respondents



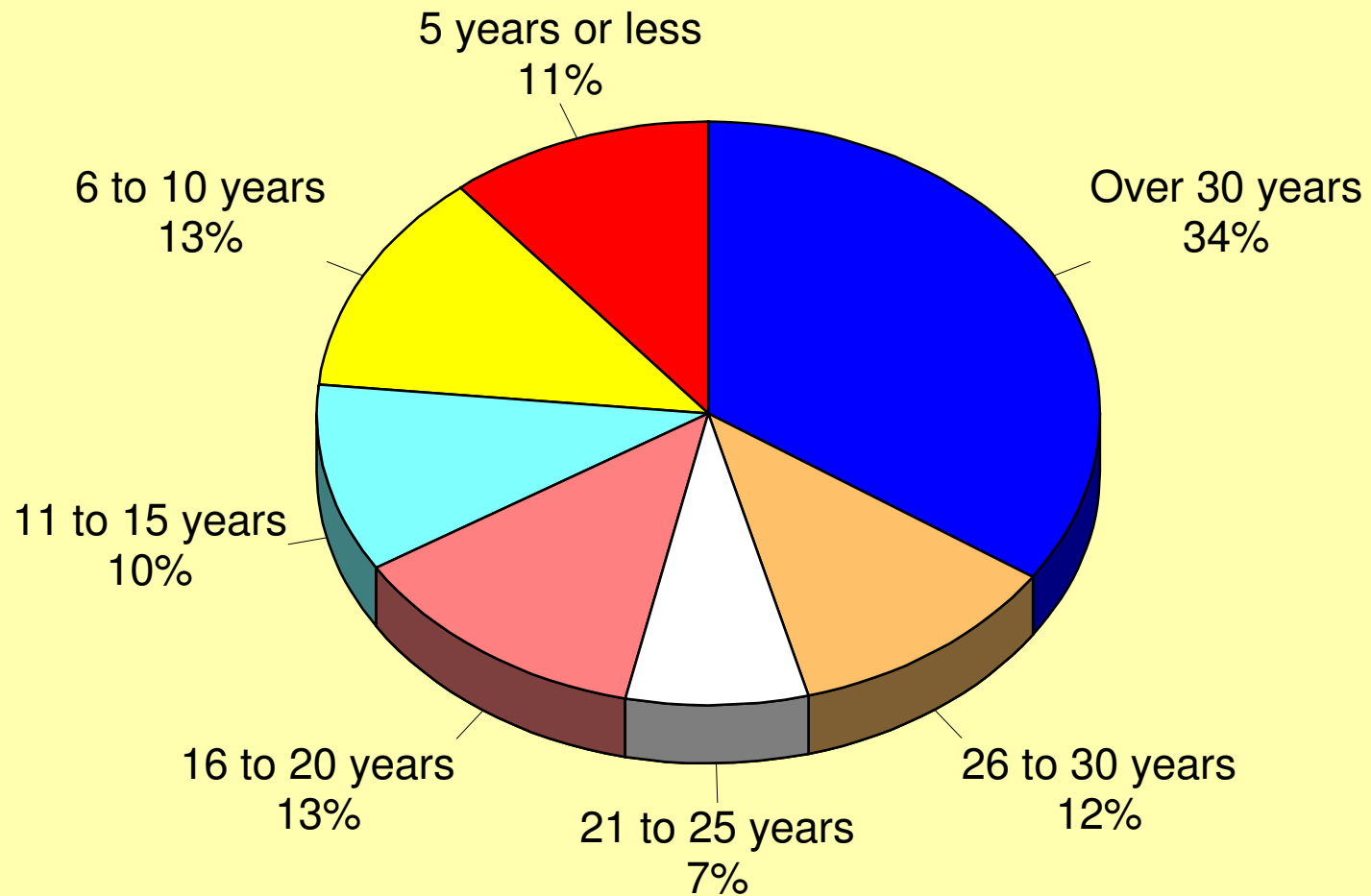
Q23. Demographics: Number of Registered Voters in the Household

by percentage of respondents



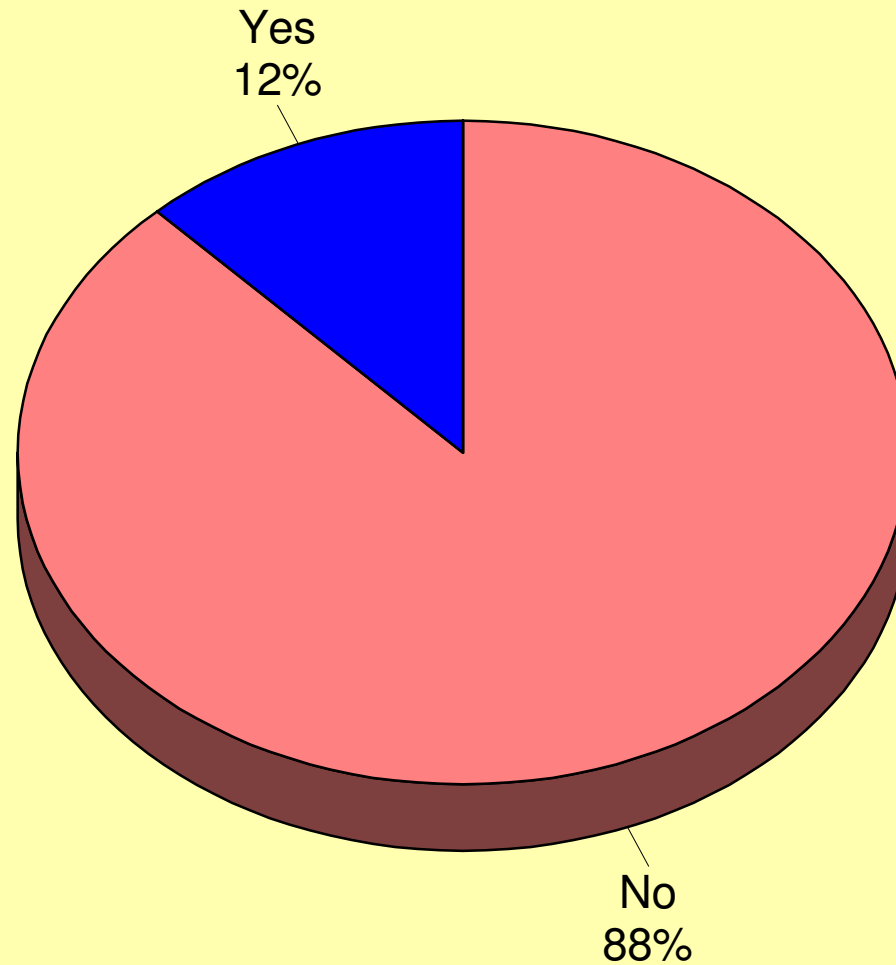
Q24. Number of Years Respondent Has Lived in the City of Gainesville

by percentage of respondents



Q25. Demographics: Are You a Full-Time Student at a Four Year College or University?

by percentage of respondents



Parks and Recreation Benchmarking for Needs Assessment Surveys

		National Average	Gainesville, FL
Organizations used for parks and recreation programs and facilities			
	Boys/Girls Clubs	4%	8%
	Churches	30%	44%
	College/University Facilities	16%	44%
	Neighborhood community facilities	13%	22%
	County/State Parks	35%	41%
	Homeowners Association/Apt. Complex	13%	19%
	Private Clubs	22%	12%
	Private schools	9%	9%
	Public schools	28%	39%
	YMCA	17%	16%
	Youth sports associations	18%	14%
	Gainesville Health/Fitness Cub	NA	27%
	Other private Fitness Center	NA	19%
	Lifetime Fitness	NA	4%
	Santa Fe College Facilities	NA	22%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Reasons preventing the use of parks and recreation facilities and programs more often			
	Facilities are not well maintained	6%	11%
	Facility operating hours are not convenient	6%	12%
	Fees are too high	12%	16%
	I do not know location of facilities	13%	17%
	I do not know what is being offered	22%	37%
	Lack of parking	4%	10%
	Lack of quality programs	7%	13%
	Poor customer service by staff	3%	5%
	Program times are not convenient	15%	16%
	Program or facility not offered	13%	19%
	Registration for programs is difficult	3%	4%
	Security is insufficient	7%	14%
	Too far from residence	13%	29%
	Use facilities in other cities	9%	6%
	Use services of other agencies	7%	13%
	Classes are full	5%	5%
	Access to parks and green space is limited	NA	10%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Recreation programs that respondent households have a need for (Aquatics, Sports, Recreation, and Cultural Programs that Households Have a Need For)			
	Adult water fitness programs	24%	23%
	Adult art, music, dance, or theater	20%	36%
	Adult fitness classes	NA	37%
	Adult sports leagues	22%	27%
	After school programs	19%	24%
	Birthday parties	16%	24%
	Daily meals for adults 65 and older	NA	18%
	Enrichment classes (sewing, cooking, etc)	27%	35%
	Fishing and boating programs	NA	25%
	History programs	NA	29%
	Nature programs/environmental education	31%	44%
	Preschool programs	14%	21%
	Programs for people with special needs	11%	20%
	Programs for pets and owners	17%	24%
	senior adult programs	23%	25%
	Community special events	39%	42%
	Swimming lessons	NA	27%
	Travel programs	17%	23%
	Volunteer opportunities	NA	39%
	Youth art, music, dance, or theater classes	17%	28%
	Youth sports leagues	23%	22%
	Summer camps	19%	28%
	Youth fitness classes	NA	18%
	Youth enrichment/social development	NA	24%
	Community Gardening	NA	32%
	Wellness screenings	NA	29%
	Transportation services for adults over 65	NA	20%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Most important parks and recreation facilities (sum of top choices)			
	Adult water fitness programs	NA	6%
	Adult art, music, dance, or theater	9%	15%
	Enrichment classes (sewing, cooking, etc)	11%	13%
	Adult sports leagues	9%	10%
	After school programs	9%	9%
	Birthday parties	4%	5%
	Daily meals for adults 65 and older	NA	6%
	Fishing and boating programs	NA	10%
	History programs	NA	6%
	Nature programs/environmental education	13%	19%
	Preschool programs	7%	10%
	Programs for people with special needs	4%	5%
	Programs for pets and owners	9%	9%
	Senior adult programs	NA	7%
	Community special events	20%	18%
	Swimming lessons	NA	6%
	Transportation services for adults over 65	NA	7%
	Travel programs	7%	5%
	Volunteer opportunities	NA	12%
	Wellness screenings	NA	11%
	Youth art, music, dance, or theater classes	6%	9%
	Youth enrichment/social development	NA	6%
	Youth fitness classes	NA	2%
	Youth sports leagues	14%	9%
	Summer camps	8%	10%
	Community Gardening	NA	13%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Parks and recreation <u>facilities</u> that respondent households have a need for			
	18 Hole Golf Course	30%	15%
	Adult Softball Fields	15%	14%
	Community Gardens	33%	40%
	Farmers' Market	NA	76%
	Fishing piers	32%	28%
	Indoor swimming pool	43%	29%
	Large community parks	55%	57%
	Mountain bike/dirt bike trails	22%	22%
	Dog park	26%	32%
	Outdoor Amphitheater	35%	39%
	Outdoor basketball courts	24%	27%
	Outdoor swimming pools/water parks	44%	38%
	Performing Arts Center	38%	54%
	Picnic shelters	53%	57%
	Playground Equipment for Children (Playgrounds)	43%	49%
	Skate parks	13%	19%
	soccer/multipurpose fields	22%	24%
	spray/splash pads	23%	19%
	Tennis Courts	26%	20%
	Disc golf course	12%	13%
	Walking, jogging and nature trails	69%	68%
	Arts gallery	NA	48%
	Kayak and Canoe launches	NA	25%
	Nature Center	NA	49%
	Outdoor jogging track	NA	30%
	Youth baseball and softball fields	20%	17%
	Walking, jogging and nature trails	NA	72%
	Indoor theater	NA	37%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Most important parks and recreation facilities (sum of top choices)			
	18 Hole Golf Course	14%	4%
	Adult Softball Fields	4%	1%
	Community Gardens	8%	5%
	Fishing piers	10%	7%
	Indoor pool	17%	7%
	Large Community Parks	19%	11%
	Mountain bike/dirt bike trails	6%	5%
	Nature center	20%	8%
	Dog parks	12%	11%
	Outdoor Amphitheater	9%	4%
	Basketball courts	5%	7%
	Outdoor swimming pools/water parks	18%	11%
	Performing Arts Center	12%	14%
	Picnic shelters	17%	10%
	Playgrounds	20%	20%
	Skate park	3%	4%
	Small Neighborhood Parks	29%	18%
	Soccer fields/multipurpose fields	8%	6%
	Spray/splash pads	6%	5%
	Tennis Courts	7%	3%
	Disc golf	3%	1%
	Bicycle, walking, and multipurpose trails	42%	29%
	Art Galleries	NA	10%
	Kayak and canoe launches	5%	4%
	Outdoor jogging track	NA	5%
	Youth baseball and softball fields	7%	4%
	Walking, jogging and nature trails	NA	43%
	Farmers' Market	NA	27%
	Indoor theater	NA	5%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		National Average	Gainesville, FL
Allocation of Additional \$100 for Gainesville Parks, Cultural, Trails, Sports and Recreation Facilities			
	Acquisition of new park land and open space	14%	15%
	Construction of new sports fields	8%	8%
	Acquisition/development of walking/biking trails	18%	15%
	Improvements/Maintenance of <u>existing</u> parks/facilities	32%	40%
	Develop new cultural program facilities	NA	5%
	Improve cultural program facilities	NA	8%
	Other	4%	9%
If a Voter Referendum Was Held to Fund the Acquisition, Improvement and Development of Gainesville Parks and Facilities, How Would You Vote?			
	Vote in Favor	37%	39%
	Might Vote In Favor	27%	20%
	Not Sure	21%	19%
	Vote Against	15%	22%

Please share any additional comments that could assist the City of Gainesville Parks, Recreation and Cultural Affairs Department in improving parks, trails, open space, cultural facilities or recreational facilities and services

- I would like to see our city balance the budget. Buying additional lands and building new facilities is a luxury and not a necessity. We all must sacrifice the luxuries for now.
- If raising taxes is the way to get these things funded, then I am against it. City doesn't need to add more facilities; just fix the ones we already have.
- We are empty-nesters and now our main source of fitness and recreation is tennis. However, we are very supportive of our community and the many wonderful options offered to us all in the nature, cultural and sports areas!!!
- I would bike everywhere if it was safe--set aside from car lanes. PLEASE build bike paths, not just "lanes"! Thank you!
- Upgrade softball fields; clean out restrooms; install new lights; cut trees from over fields; more parking spaces; add dirt to fields; keep up to date, please.
- City recreation programs are not at all suitable for kids with Autism Spectrum Disorders. Sensory insensitive. Even "high-functioning" kids with autism struggle with sensory input.
- Find ways to reduce our taxes.
- You are doing a great job under difficult financial constraints. Thanks.
- I am afraid to use some of the trails alone--Waldo Road, Depot Ave., because of the homeless men hanging around them. I wish I could feel safe enough to use them alone.
- I am not a good candidate for this questionnaire! This past year I have had medical problems that have taken me out of the normal routine for over 6 months. However, I do not use many of the facilities.
- I believe that parks and recreation areas are important and I support them. I was very disappointed that a pool was not part of the new Senior Center. Water exercises are the best type for seniors. An indoor pool could be used all year.
- Hours of operation are limited; very little between 8:00 p.m. and midnight.
- Support utilization of existing infrastructure (churches, schools) in lieu of building new tax-supported facilities.
- I think that the City has a lot of property and unused buildings that can be used to improve without building and buying NEW. The City could probably get volunteers and companies to invest in remodeling old buildings for art galleries. Volunteer contractors for improving and

donating labor for the parks and such. Maybe have a meeting and invite contractors, builders and building supply companies and see if they would be willing to donate time and materials in exchange for placing signs promoting their companies and their products.

- Grad student, so don't really use these facilities, nor do I have children.
- Because of my age, I do not participate in most of these activities.
- Get the homeless people out of Bo Diddley plaza. And those stupid "Occupy" people, also.
- I am using the RTS system for my sole source of transportation. I think the City residence routes should be more convenient. There are plenty of UF and SFCC and Shands routes, but to get from NE 13th St and 39th Ave. area to Target on Archer Rd. is a one hour and 40 minute ride on the bus with 3 transfers and a .08 mile walk.
- An indoor facility for aquatics for seniors would be wonderful. We're at the age of arthritis! A heated pool would make a big difference in our lives. Thank you.
- Study and get into the science of "new urbanization" (i.e., town squares, local markets, sidewalks, etc). See "End of Suburbia" documentary. Better yet, see "Crude Awakening." City planners need foresight. Thank you for putting out this survey.
- I am an avid bike rider and on the local roller derby team.
- Please do not fund these facilities by additional fees or taxes. We are already taxed too much. Budget more carefully.
- After trying to find all the parks on the internet (because your listing of names was very confusing), it took typing each name separately into Bing; so a better, all-inclusive internet site.
- It's nice to see the City doing something to improve the community. Please improve security at Ring Park and Bo Diddley.
- Keep up your fine work. Emphasize that waste will not be tolerated.
- Bigger performing arts and fitness facility on northwest side. Mailing schedules on programs offered at different parks.
- We need new and upgraded roads. Put other stuff on hold for now. Roads, not bike paths.
- Gainesville is a beautiful community full of many existing opportunities. Please, no more wasteful spending. We don't need anything else. Let's appreciate what we have!
- Connecting/adding bike/walk trails. Please understand! This is not an anti-homeless rant! Find a way so the community plaza and library are NOT homeless hangouts. It is a security issue and not a problem I need my nose rubbed in when I go to these places. I am not opposed to helping

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unfortunates, but spaces developed for overall use are spoiled by the constant presence of homeless and "hangers on".

- Possum Creek is incredible. More skate parks would be utilized heavily by this community. Add a kid's area to Possum Creek. Thank you for Possum Creek! I love skating with my kids!!!
- Reduce Commissioner salaries. Use that found money to support parks and recreation. DO NOT INCREASE OUR TAXES!!!!
- Please improve bike trails and enforce traffic laws on them.
- Good luck!
- I am really going to miss the Greater Northeast Neighbors/duck pond area because it has SO MUCH access to parks, trails, gardens, and other spaces that my family and I can walk or bike to. We are moving to Suburban Heights, and though it is closer to work and central to everything commercial, it lacks the nature and culture access of the downtown area. Hopefully we can see or learn about more trails and parks in the Suburban Heights part of town in the near future.
- Stop building new things and focus on upgrading what is currently in place in the City.
- Gainesville has the highest tax base in the state. Do NOT want to pay more taxes!
- I think investing more money to renovate/revamp the existing facilities/programs would be the wisest thing to do.
- Overall, the City of Gainesville does a wonderful job. The bathrooms at Northside and Massey parks are in bad condition.
- Please put in more grass at the Possum Creek dog park. The dogs get way too dirty and muddy playing in the dirt.
- None of these questions apply to me; no children, no grandkids. I swim and walk and garden in my apartment complex. I also work the elections and do pet-sitting; sorry, this probably didn't help. Live on fixed income, so no money to give.
- Need more things to do within the City; always traveling to Orlando or Tampa.
- Daily bus service (including 365 days and disabled).
- It would be great if culture appreciation programs for kids and students were developed and offered.
- I love to go to the parks and recreation place.
- The current playgrounds need another layer of mulch. This is a safety issue, as the steps are too high -- Greentree, Cofrin, Possum Creek. We visit City parks 3-5 times each week.

- We need a safe space to move; cultural centers exist. #1 need is to heat Westside Pool for year-round use. Swim team programs need westside facilities; new swim programs could be started for adults and children.
- We need more workout facilities which will attribute to better health.
- Really appreciate that dog owners have facility to pick up waste. Please keep the parking free as much as possible. We need more basketball courts in nice neighborhoods. The new skate park at Possum Creek is nice; glad you included the walking trail.
- Bo Diddley needs to be cleaned up. Went to Bo Diddley for New Year's. People with suitcases -- not sure if they were homeless or what. Gainesville needs to have a shelter for homeless to stay! Be safe!
- I believe we need better leadership! And that leadership needs to make sure that "staff" at all levels does a "good job". If they don't, then get new staff! Leadership needs to wake up and question bad or ill-conceived plans!!! Cannot have a vibrant downtown with a homeless shelter two blocks away! Get a grip!!
- Developing neighborhood community gardens, neighborhood parks and activities that are close to where people live is critical, especially where access to transportation is limited. Developing community gardens and kitchen facilities that teach people how to grow, prepare and eat healthy food is important for increased health, community cohesiveness, healthy constructive activities for youth and decreased crime. A dog park in the northwest area would be helpful. Look at where the "deserts" are for activities, especially for youth, elderly, and economically disadvantaged residents. Providing access plus education and activities that guide and teach will pay huge dividends in quality of life and economic stability.
- Spend current dollars responsibly. Create or improve opportunities for the many, not the few. Discontinue supporting facilities that are seldom used. Create a reason for people to recreate in this community, rather than driving outside City limits.
- I've never heard of a number of the facilities you mention, even though I use parks every week! You need better advertising/access to some parks and facilities.
- Increase taxes on corporations like Walmart to fund new park initiatives. We are losing open space land so fast in northwest Gainesville due to development. Soon there will be a Super Walmart in my apartment's backyard. The City needs to buy the open land we still have before it all disappears. Seek donations from the wealthy instead of raising fees on the poor, who need the facilities. Please distribute surveys like this more often.
- Would like to see support of an adult city soccer league. Thanks!
- We think they are great and are very supportive. Thank you! Gainesville Health and Fitness is our go-to place because we have had memberships for years. Because our children are grown, we do not use the park system like we did when they were young. But we used them a lot then.

- I would participate and use facilities if they were much safer.
- I believe we should buy and preserve as much green space as we can before it is developed. Green space promotes the health of the entire community!
- No new taxes. Rework existing budget.
- I would like to improve one of the existing outdoor pools to be open at least until 10 p.m. every night and be heated for use in the winter. It would be nice to have more nature trails (like San Felasco and Alfred Ring).
- Taxes are already too high! 16th Ave. is the worst eyesore in Gainesville! Repave, not restructure.
- We drive to Alachua for their small splash pad (and it's free!). A lot of the parks (San Felasco and the one behind the Suburban Vet Hospital off of Newberry Rd.) are very secluded and a little scary for moms and children to go to alone. Possum Creek Park has been a huge plus for our family; we are so grateful for the addition of the bathrooms there!
- The young adults and teens need something to do of interest, jobs and recreation activities; also year-round programs.
- I think there needs to be an alternative to the soccer field at Lincoln for youth soccer. We need nicer soccer fields on the east side or middle of Gainesville.
- To get more things for the kids to do.
- Love biking trails and connectivity through town for more opportunities and safer commuting!
- We don't use any of the parks, etc. for anything. We don't want any new taxes, now that we're back to 6% I know the do-gooders can't stand it. You feel we must have more taxes for something!!
- More adult activities/sports leagues, please.
- I would like more picnic shelters on NW 2nd St. 3rd St. is my street. We come back to use the park with multiple families and only one picnic area with a cover. I would like to see that happening, thank you.
- Discounts for senior citizens to ride City buses plus transportation into neighborhood (Northwood Oaks).
- We need an overnight area with lots of natural acres and a kitchen (like Camp Crystal) for community events. Our nature center at Morningside is so obsessed with making money off people that we can't use it. The City ruined Boulware Springs by putting in the huge parking lot

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and clearing out hundred year old hawthorns and other plants and bulldozing a fantastic archeological site there. Please consult intelligent people prior to "improving" more parks.

- Swimming pools are essential for the summer months! Cherry Pool is awesome! An indoor facility for toddlers, classes for older kids would be great. Also need more kids' sports leagues run by the City, not by private adults.
- I think that what the City is doing this year with the after-school programs is "AWESOME!" It now feels like all the centers are getting top-notch service, not just a place for the children to go hang out. Thanks.
- Adding sidewalks to narrow, dangerous roads is needed in many parts of Gainesville. Purchasing open land for small neighborhood parks would greatly enhance many neighborhoods.
- More age-appropriate swim facilities.
- Provide more security.
- Assessment should be online.
- Parks need to be more intelligent; environmental concerns; don't use pesticides.
- Need better programs to attract more people.
- Improve facilities for kids 0-12.
- Suggest making parks more exercise friendly. Put in bars to do sit-ups/push-ups in running parks. Parks Department could join in with an organization to have a fair to benefit kids/teenagers in school.
- Continue bike paths through town. It's wonderful.
- Parks are excellent. Please improve existing parks before you build new ones.
- Don't like the way the tennis courts are kept at Westside. Need to be cleaned; need better customer service; very informal.
- Don't need more parks. Have enough now. Need more security to get rid of gangs.
- No new parks and facilities. We should use what we already have. Put money somewhere else.
- More bike trails, please!
- Farmers' market year-round; need to take care of current facilities.
- Content with the parks.

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- High opinion of performance of program as a whole, and of the people doing the work. The quantity falls short at every level; need both more passive and active programming in the system.
- Improve the roads; improve handicapped access.
- Start saving up!
- Indoor volleyball courts would be great!
- Have a website with all that is available in the area.
- Maintenance and cleanliness are paramount. Security is second.
- Keep up cleanliness in Palm Point Park.
- Develop a hands-on kids' art museum.
- Would like to see the money spent evenly throughout the parks.
- I think the taxes that were spent last time on parks and rec were spent right!
- Get a farmers' market on southeast side of town; also some kind of classes or programs that will teach different languages like Spanish or sign language.
- More racquetball courts; more bike trails that go north and south for longer distances; would like to ride to work.
- The money spent towards the Ironwood golf course was a wonderful thing to do.
- Don't look in places to spend money, look in places that need improvement and look at the ones that people have complained about.
- There are more than enough parks; Northeast Community Center needs an upgrade.
- Very good system of parks!!
- Cut down trees.
- Good work!
- Resent money spent on Ironwood and then raising fees; not affordable.
- Current facilities are excellent, but more knowledge is needed about what is available!
- Take care of what we have and build only what we can afford to maintain.

Q1 From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months.

Q1 From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months.

	Number	Percent
None chosen	26	8.5
Alfred A. Ring Park	86	28.0
Albert Ray Massey Westside Park	136	44.3
Bivens Arm Nature Park	66	21.5
Bo Diddley Community Plaza	167	54.4
Boulware Springs Nature Park	79	25.7
Cofrin Nature Park (NW 8th Ave.)	70	22.8
Depot Avenue Rail Trail	65	21.2
Duval Park (520 NE 21st. St.)	19	6.2
Evergreen Cemetery (SE 21st. Ave.)	34	11.1
Fred Cone Park/Eastside Rec. Center	38	12.4
Gainesville-Hawthorne Trail (SE 15th St.)	126	41.0
Greentree Park (NW 39th Ave.)	41	13.4
Haisley Lynch Park (S. Main St.)	10	3.3
Kiwanis Challenge Park (NW 39th Ave.)	35	11.4
Lincoln Park (SE 15th St.)	42	13.7
Morningside Nature Center	91	29.6
Northeast Complex (behind MLK)	44	14.3
Northeast Park (NE 16th Ave)	71	23.1
Northside Park/Senior Rec. Center	43	14.0
Palm Point Park (Lakeshore Dr.)	22	7.2
Possum Creek Park (NW 53rd Ave.)	83	27.0
Roper Park (NE 2nd St.)	17	5.5
Smokey Bear Park (NE 15th St.)	34	11.1
Springtree Park (NW 39th Ave.)	25	8.1
Sweetwater Park/Matheson	36	11.7
San Felasco City Park (NW 34th)	72	23.5
Thomas Center & Gardens (NE 6th Av.)	118	38.4
Tumblin Creek Park (SW 6th St.)	13	4.2
TB McPherson Park (SE 15th St.)	59	19.2
Total	1768	

Q1 From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months. (Without None Chosen)

Q1 From the following list, please check ALL the City of Gainesville parks, facilities, and trail sites you or members of your household have visited over the past 12 months.

	Number	Percent
Alfred A. Ring Park	86	28.0
Albert Ray Massey Westside Park	136	44.3
Bivens Arm Nature Park	66	21.5
Bo Diddley Community Plaza	167	54.4
Boulware Springs Nature Park	79	25.7
Cofrin Nature Park (NW 8th Ave.)	70	22.8
Depot Avenue Rail Trail	65	21.2
Duval Park (520 NE 21st. St.)	19	6.2
Evergreen Cemetery (SE 21st. Ave.)	34	11.1
Fred Cone Park/Eastside Rec. Center	38	12.4
Gainesville-Hawthorne Trail (SE 15th St.)	126	41.0
Greentree Park (NW 39th Ave.)	41	13.4
Haisley Lynch Park (S. Main St.)	10	3.3
Kiwanis Challenge Park (NW 39th Ave.)	35	11.4
Lincoln Park (SE 15th St.)	42	13.7
Morningside Nature Center	91	29.6
Northeast Complex (behind MLK)	44	14.3
Northeast Park (NE 16th Ave)	71	23.1
Northside Park/Senior Rec. Center	43	14.0
Palm Point Park (Lakeshore Dr.)	22	7.2
Possum Creek Park (NW 53rd Ave.)	83	27.0
Roper Park (NE 2nd St.)	17	5.5
Smokey Bear Park (NE 15th St.)	34	11.1
Springtree Park (NW 39th Ave.)	25	8.1
Sweetwater Park/Matheson	36	11.7
San Felasco City Park (NW 34th)	72	23.5
Thomas Center & Gardens (NE 6th Av.)	118	38.4
Tumblin Creek Park (SW 6th St.)	13	4.2
TB McPherson Park (SE 15th St.)	59	19.2
Total	1742	

Q2 Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit the most often?

<u>Q2 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Alfred A. Ring Park	19	6.2
Albert Ray Massey Westside Park	48	15.6
Bivens Arm Nature Park	3	1.0
Bo Diddley Community Plaza	23	7.5
Boulware Springs Nature Park	4	1.3
Cofrin Nature Park (NW 8th Ave.)	11	3.6
Depot Avenue Rail Trail	5	1.6
Duval Park (520 NE 21st. St.)	2	0.7
Evergreen Cemetery (SE 21st. Ave.)	2	0.7
Fred Cone Park/Eastside Rec. Center	2	0.7
Gainesville-Hawthorne Trail (SE 15th St.)	30	9.8
Greentree Park (NW 39th Ave.)	4	1.3
Kiwanis Challenge Park (NW 39th Ave.)	5	1.6
Lincoln Park (SE 15th St.)	9	2.9
Morningside Nature Center	5	1.6
Northeast Complex (behind MLK)	9	2.9
Northeast Park (NE 16th Ave)	8	2.6
Northside Park/Senior Rec. Center	5	1.6
Palm Point Park (Lakeshore Dr.)	1	0.3
Possum Creek Park (NW 53rd Ave.)	26	8.5
Roper Park (NE 2nd St.)	3	1.0
Smokey Bear Park (NE 15th St.)	2	0.7
San Felasco City Park (NW 34th)	8	2.6
Thomas Center & Gardens (NE 6th Av.)	8	2.6
TB McPherson Park (SE 15th St.)	14	4.6
None chosen	51	16.6
Total	307	100.0

Q2 Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit the most often?

Q2 Second Priority	Number	Percent
Alfred A. Ring Park	13	4.2
Albert Ray Massey Westside Park	23	7.5
Bivens Arm Nature Park	4	1.3
Bo Diddley Community Plaza	27	8.8
Boulevard Springs Nature Park	8	2.6
Cofrin Nature Park (NW 8th Ave.)	8	2.6
Depot Avenue Rail Trail	5	1.6
Duval Park (520 NE 21st. St.)	1	0.3
Evergreen Cemetery (SE 21st. Ave.)	2	0.7
Fred Cone Park/Eastside Rec. Center	4	1.3
Gainesville-Hawthorne Trail (SE 15th St.)	20	6.5
Greentree Park (NW 39th Ave.)	5	1.6
Kiwanis Challenge Park (NW 39th Ave.)	3	1.0
Lincoln Park (SE 15th St.)	5	1.6
Morningside Nature Center	7	2.3
Northeast Complex (behind MLK)	4	1.3
Northeast Park (NE 16th Ave)	13	4.2
Northside Park/Senior Rec. Center	3	1.0
Palm Point Park (Lakeshore Dr.)	6	2.0
Possum Creek Park (NW 53rd Ave.)	10	3.3
Smokey Bear Park (NE 15th St.)	1	0.3
Springtree Park (NW 39th Ave.)	4	1.3
Sweetwater Park/Matheson	2	0.7
San Felasco City Park (NW 34th)	14	4.6
Thomas Center & Gardens (NE 6th Av.)	13	4.2
TB McPherson Park (SE 15th St.)	10	3.3
None chosen	92	30.0
Total	307	100.0

Q2 Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit the most often?

Q2 Third Priority	Number	Percent
Alfred A. Ring Park	7	2.3
Albert Ray Massey Westside Park	18	5.9
Bivens Arm Nature Park	3	1.0
Bo Diddley Community Plaza	18	5.9
Boulevard Springs Nature Park	8	2.6
Cofrin Nature Park (NW 8th Ave.)	8	2.6
Depot Avenue Rail Trail	3	1.0
Duval Park (520 NE 21st. St.)	2	0.7
Evergreen Cemetery (SE 21st. Ave.)	3	1.0
Fred Cone Park/Eastside Rec. Center	1	0.3
Gainesville-Hawthorne Trail (SE 15th St.)	12	3.9
Greentree Park (NW 39th Ave.)	3	1.0
Kiwanis Challenge Park (NW 39th Ave.)	5	1.6
Lincoln Park (SE 15th St.)	4	1.3
Morningside Nature Center	6	2.0
Northeast Complex (behind MLK)	5	1.6
Northeast Park (NE 16th Ave)	12	3.9
Northside Park/Senior Rec. Center	7	2.3
Palm Point Park (Lakeshore Dr.)	1	0.3
Possum Creek Park (NW 53rd Ave.)	9	2.9
Roper Park (NE 2nd St.)	2	0.7
Smokey Bear Park (NE 15th St.)	3	1.0
Springtree Park (NW 39th Ave.)	1	0.3
Sweetwater Park/Matheson	1	0.3
San Felasco City Park (NW 34th)	13	4.2
Thomas Center & Gardens (NE 6th Av.)	18	5.9
TB McPherson Park (SE 15th St.)	10	3.3
None chosen	124	40.4
Total	307	100.0

Q2 Which THREE of the parks, facilities, and trail sites listed in Question #1 do you and members of your household visit the most often?(top three)

Q2 Sum of top three choices	Number	Percent
Alfred A. Ring Park	39	12.7
Albert Ray Massey Westside Park	89	29.0
Bivens Arm Nature Park	10	3.3
Bo Diddley Community Plaza	68	22.1
Boulware Springs Nature Park	20	6.5
Cofrin Nature Park (NW 8th Ave.)	27	8.8
Depot Avenue Rail Trail	13	4.2
Duval Park (520 NE 21st. St.)	5	1.6
Evergreen Cemetery (SE 21st. Ave.)	7	2.3
Fred Cone Park/Eastside Rec. Center	7	2.3
Gainesville-Hawthorne Trail (SE 15th St.)	62	20.2
Greentree Park (NW 39th Ave.)	12	3.9
Kiwanis Challenge Park (NW 39th Ave.)	13	4.2
Lincoln Park (SE 15th St.)	18	5.9
Morningside Nature Center	18	5.9
Northeast Complex (behind MLK)	18	5.9
Northeast Park (NE 16th Ave)	33	10.7
Northside Park/Senior Rec. Center	15	4.9
Palm Point Park (Lakeshore Dr.)	8	2.6
Possum Creek Park (NW 53rd Ave.)	45	14.7
Roper Park (NE 2nd St.)	5	1.6
Smokey Bear Park (NE 15th St.)	6	2.0
Springtree Park (NW 39th Ave.)	5	1.6
Sweetwater Park/Matheson	3	1.0
San Felasco City Park (NW 34th)	35	11.4
Thomas Center & Gardens (NE 6th Av.)	39	12.7
TB McPherson Park (SE 15th St.)	34	11.1
None chosen	51	16.6
Total	705	

Q3 From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months.

Q3 From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months.

	Number	Percent
Walking and hiking trails	171	55.7
Nature trails	147	47.9
Tennis courts	41	13.4
Basketball courts	74	24.1
Softball/baseball fields	38	12.4
Soccer fields	34	11.1
Living History Farm	49	16.0
Skate park	46	15.0
Picnic shelters	106	34.5
Thomas Center Galleries	88	28.7
Sand volleyball courts	13	4.2
Recreation Centers	64	20.8
Community gardens	54	17.6
Ponds/lakes for fishing and boating	60	19.5
Outdoor pools	60	19.5
Open play areas	97	31.6
Playgrounds	123	40.1
Horseshoe pits	13	4.2
Natural areas	107	34.9
Band-shell/stages/performance areas	101	32.9
None chosen	33	10.7
Total	1519	

Q3 From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months. (Without None Chosen)

Q3 From the following list, please check ALL the City of Gainesville parks, recreation, and cultural sites you or members of your household have used or visited over the past 12 months.

	Number	Percent
Walking and hiking trails	171	55.7
Nature trails	147	47.9
Tennis courts	41	13.4
Basketball courts	74	24.1
Softball/baseball fields	38	12.4
Soccer fields	34	11.1
Living History Farm	49	16.0
Skate park	46	15.0
Picnic shelters	106	34.5
Thomas Center Galleries	88	28.7
Sand volleyball courts	13	4.2
Recreation Centers	64	20.8
Community gardens	54	17.6
Ponds/lakes for fishing and boating	60	19.5
Outdoor pools	60	19.5
Open play areas	97	31.6
Playgrounds	123	40.1
Horseshoe pits	13	4.2
Natural areas	107	34.9
Band-shell/stages/performance areas	101	32.9
Total	1486	

Q4 Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often?

<u>Q4 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Walking and hiking trails	78	25.4
Nature trails	20	6.5
Tennis courts	6	2.0
Basketball courts	9	2.9
Softball/baseball fields	4	1.3
Soccer fields	8	2.6
Living History Farm	1	0.3
Skate park	7	2.3
Picnic shelters	12	3.9
Thomas Center Galleries	10	3.3
Sand volleyball courts	2	0.7
Recreation Centers	7	2.3
Community gardens	3	1.0
Ponds/lakes for fishing and boating	8	2.6
Outdoor pools	7	2.3
Open play areas	7	2.3
Playgrounds	47	15.3
Natural areas	6	2.0
Band-shell/stages/performance areas	13	4.2
None chosen	52	16.9
Total	307	100.0

Q4 Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often?

Q4 Second Priority	Number	Percent
Walking and hiking trails	31	10.1
Nature trails	58	18.9
Tennis courts	6	2.0
Basketball courts	7	2.3
Softball/baseball fields	5	1.6
Soccer fields	4	1.3
Skate park	7	2.3
Picnic shelters	18	5.9
Thomas Center Galleries	6	2.0
Sand volleyball courts	2	0.7
Recreation Centers	7	2.3
Community gardens	3	1.0
Ponds/lakes for fishing and boating	6	2.0
Outdoor pools	7	2.3
Open play areas	18	5.9
Playgrounds	16	5.2
Natural areas	7	2.3
Band-shell/stages/performance areas	15	4.9
None chosen	84	27.4
Total	307	100.0

Q4 Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often?

Q4 Third Priority	Number	Percent
Walking and hiking trails	17	5.5
Nature trails	21	6.8
Tennis courts	2	0.7
Basketball courts	11	3.6
Softball/baseball fields	1	0.3
Soccer fields	3	1.0
Living History Farm	2	0.7
Skate park	4	1.3
Picnic shelters	10	3.3
Thomas Center Galleries	12	3.9
Sand volleyball courts	1	0.3
Recreation Centers	6	2.0
Community gardens	4	1.3
Ponds/lakes for fishing and boating	10	3.3
Outdoor pools	6	2.0
Open play areas	7	2.3
Playgrounds	17	5.5
Horseshoe pits	2	0.7
Natural areas	23	7.5
Band-shell/stages/performance areas	16	5.2
None chosen	132	43.0
Total	307	100.0

Q4 Which THREE of the parks, recreation, and cultural sites listed in Question #3 do you and members of your household visit the most often? (top three)

Q4 Sum of top three choices	Number	Percent
Walking and hiking trails	126	41.0
Nature trails	99	32.2
Tennis courts	14	4.6
Basketball courts	27	8.8
Softball/baseball fields	10	3.3
Soccer fields	15	4.9
Living History Farm	3	1.0
Skate park	18	5.9
Picnic shelters	40	13.0
Thomas Center Galleries	28	9.1
Sand volleyball courts	5	1.6
Recreation Centers	20	6.5
Community gardens	10	3.3
Ponds/lakes for fishing and boating	24	7.8
Outdoor pools	20	6.5
Open play areas	32	10.4
Playgrounds	80	26.1
Horseshoe pits	2	0.7
Natural areas	36	11.7
Band-shell/stages/performance areas	44	14.3
None chosen	52	16.9
Total	705	

Q5 Overall how would you rate the physical condition of the parks, recreation, and cultural sites in the City of Gainesville you have visited?

Q5 Overall how would you rate the physical condition of the parks, recreation, and cultural sites in the City of Gainesville you have visited?

	Number	Percent
Excellent	71	23.1
Good	172	56.0
Fair	27	8.8
Poor	4	1.3
Don't know	33	10.7
Total	307	100.0

Q5 Overall how would you rate the physical condition of the parks, recreation, and cultural sites in the City of Gainesville you have visited? (Without Don't Know)

Q5 Overall how would you rate the physical condition of the parks, recreation, and cultural sites in the City of Gainesville you have visited?

	Number	Percent
Excellent	71	25.9
Good	172	62.8
Fair	27	9.9
Poor	4	1.5
Total	274	100.0

Q6 Please indicate how often you and members of your household have used each of the following major facilities operated by the Gainesville Parks, Recreation and Cultural Affairs Department during the past 12 months by circling the appropriate number to the right of each facility.

(N=307)

	Never	1-9 times	10-24 times	25-49 times	50+ times	None chosen
Q6A Albert Ray Massey Westside Recreation Center	43.5	32.2	7.3	3.7	2.3	11.0
Q6B Andrew Mickle Pool	70.4	9.6	2.0	0.7	0.3	16.9
Q6C Bo Diddley Community Plaza	31.9	45.5	9.6	3.7	2.7	6.6
Q6D Gainesville/Alachua County Sr. Recreation Center	71.1	10.0	1.3	1.0	0.7	15.9
Q6E Clarence R. Kelly Community Center	77.1	1.7	1.0	0.7	1.3	18.3
Q6F Dwight D Hunter Pool (NE Pool)	69.1	9.0	2.3	1.0	1.7	16.9
Q6G Eastside Recreation Center	66.1	12.6	3.7	0.7	0.3	16.6
Q6H H. Spurgeon Cherry Pool (Westside Pool)	64.5	13.0	5.0	2.3	0.0	15.3
Q6I Ironwood Golf Course Banquet Room	68.8	13.3	1.3	0.0	1.0	15.6
Q6J Martin Luther King Multipurpose Center	60.8	16.3	4.0	2.0	2.3	14.6
Q6K Martin Luther King Wellness Center	74.4	6.3	1.7	0.3	1.0	16.3
Q6L Porters Community Center	77.1	4.0	1.0	0.0	0.7	17.3
Q6M Rosa B. Williams/Union Academy Center	75.7	4.0	1.3	0.7	0.7	17.6
Q6N T.B. McPherson Recreation Center	66.4	10.0	5.0	1.3	1.7	15.6
Q6O Thelma Boltin Center	66.1	15.9	1.7	1.7	0.3	14.3
Q6P Thomas Center Galleries	48.2	32.2	6.3	0.7	0.0	12.6

Q6 Please indicate how often you and members of your household have used each of the following major facilities operated by the Gainesville Parks, Recreation and Cultural Affairs Department during the past 12 months by circling the appropriate number to the right of each facility. (Without None Chosen)

(N=307)

	Never	1-9 times	10-24 times	25-49 times	50+ times
Q6A Albert Ray Massey Westside Recreation Center	48.9	36.2	8.2	4.1	2.6
Q6B Andrew Mickle Pool	84.8	11.6	2.4	0.8	0.4
Q6C Bo Diddley Community Plaza	34.2	48.8	10.3	3.9	2.8
Q6D Gainesville/Alachua County Sr. Recreation Center	84.6	11.9	1.6	1.2	0.8
Q6E Clarence R. Kelly Community Center	94.3	2.0	1.2	0.8	1.6
Q6F Dwight D Hunter Pool (NE Pool)	83.2	10.8	2.8	1.2	2.0
Q6G Eastside Recreation Center	79.3	15.1	4.4	0.8	0.4
Q6H H. Spurgeon Cherry Pool (Westside Pool)	76.1	15.3	5.9	2.7	0.0
Q6I Ironwood Golf Course Banquet Room	81.5	15.7	1.6	0.0	1.2
Q6J Martin Luther King Multipurpose Center	71.2	19.1	4.7	2.3	2.7
Q6K Martin Luther King Wellness Center	88.9	7.5	2.0	0.4	1.2
Q6L Porters Community Center	93.2	4.8	1.2	0.0	0.8
Q6M Rosa B. Williams/Union Academy Center	91.9	4.8	1.6	0.8	0.8
Q6N T.B. McPherson Recreation Center	78.7	11.8	5.9	1.6	2.0
Q6O Thelma Boltin Center					77.1
Q6P Thomas Center Galleries	55.1	36.9	7.2	0.8	0.0

Q7 How would you rate the overall quality of the aquatic facilities, golf course banquet room, indoor recreation facilities, and art galleries listed in Question #6 above that you and members of your household have used during the past 12 months?

Q7 How would you rate the overall quality of the aquatic facilities, golf course banquet room, indoor recreation facilities, and art galleries listed in Question #6 above that you and members of your household have used during the past 12 months?

	Number	Percent
Excellent	58	18.9
Good	133	43.3
Fair	24	7.8
Poor	1	0.3
Don't know	91	29.6
Total	307	100.0

Q7 How would you rate the overall quality of the aquatic facilities, golf course banquet room, indoor recreation facilities, and art galleries listed in Question #6 above that you and members of your household have used during the past 12 months? (Without Don't Know)

Q7 How would you rate the overall quality of the aquatic facilities, golf course banquet room, indoor recreation facilities, and art galleries listed in Question #6 above that you and members of your household have used during the past 12 months?

	Number	Percent
Excellent	58	26.9
Good	133	61.6
Fair	24	11.1
Poor	1	0.5
Total	216	100.0

Q8 From the following list, please check ALL the organizations and facilities that you and members of your household have used for parks, recreation and cultural activities during the last 12 months.

Q8 From the following list, please check ALL the organizations and facilities that you and members of your household have used for parks, recreation and cultural activities during the last 12 months.

	Number	Percent
None chosen	31	10.1
Private schools	28	9.1
Public schools	119	38.8
Youth Sports Associations	43	14.0
Lifetime Fitness	13	4.2
Gainesville Health/Fitness Club	82	26.7
Churches	135	44.0
Other Private Fitness Center	57	18.6
Neighborhood community facilities	67	21.8
Private clubs	38	12.4
YMCA	49	16.0
Boys & Girls Club	23	7.5
University of Florida Facilities	136	44.3
Santa Fe College Facilities	67	21.8
Florida State Parks	127	41.4
Homeowners Associations/Apartment Complex	59	19.2
Total	1074	

Q8 From the following list, please check ALL the organizations and facilities that you and members of your household have used for parks, recreation and cultural activities during the last 12 months. (Without None Chosen)

Q8 From the following list, please check ALL the organizations and facilities that you and members of your household have used for parks, recreation and cultural activities during the last 12 months.

	Number	Percent
Private schools	28	9.1
Public schools	119	38.8
Youth Sports Associations	43	14.0
Lifetime Fitness	13	4.2
Gainesville Health/Fitness Club	82	26.7
Churches	135	44.0
Other Private Fitness Center	57	18.6
Neighborhood community facilities	67	21.8
Private clubs	38	12.4
YMCA	49	16.0
Boys & Girls Club	23	7.5
University of Florida Facilities	136	44.3
Santa Fe College Facilities	67	21.8
Florida State Parks	127	41.4
Homeowners Associations/Apartment Complex	59	19.2
Total	1043	

Q9 Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks, recreation, and cultural facilities listed below by circling the YES or NO next to the park/facility.

(N=307)

	No	Yes
Q9A Walking, jogging, and nature trails	27.9	72.1
Q9B Bicycle/Walking/Multipurpose trails	32.2	67.8
Q9C Mountain bike/dirt bike trails	78.1	21.9
Q9D Soccer fields/multipurpose fields	75.7	24.3
Q9E Youth baseball and softball fields	82.7	17.3
Q9F Adult softball fields	86.0	14.0
Q9G Nature center	51.5	48.5
Q9H Kayak and canoe launches	75.4	24.6
Q9I Fishing piers	71.8	28.2
Q9J Playgrounds	51.2	48.8
Q9K Picnic shelters	43.5	56.5
Q9L Outdoor amphitheater	61.5	38.5
Q9M Outdoor swimming pools/water parks	62.0	38.0
Q9N Spray/splash pads	81.1	18.9
Q9O Disc golf course	87.4	12.6
Q9P Farmers' market	23.9	76.1

Q9 Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks, recreation, and cultural facilities listed below by circling the YES or NO next to the park/facility.

	No	Yes
Q9Q Community gardens	60.1	39.9
Q9R Golf course	85.4	14.6
Q9S Tennis courts	80.1	19.9
Q9T Basketball courts	72.8	27.2
Q9U Small neighborhood parks	33.2	66.8
Q9V Large community parks	42.9	57.1
Q9W Dog parks	68.4	31.6
Q9X Skate parks	81.1	18.9
Q9Y Indoor theater	63.5	36.5
Q9-1 Indoor pool	71.4	28.6
Q9-2 Outdoor jogging track	69.8	30.2
Q9-3 Performing arts centers	45.8	54.2
Q9-4 Arts Galleries	52.5	47.5

Q9 If YES, please rate ALL the following parks, recreation, and cultural FACILITIES of this type that are available to you or any members of your household on a scale of 5 to 1, where 5 means "100 Meets Needs" and 1 means "0 Meets Needs" of your household.

(N=307)

	100 met	75 met	50 met	25 met	0 met
Q9A-Walking, jogging, and nature trails	41.4	30.5	20.5	5.7	1.9
Q9B-Bicycle/Walking/Multipurpose trails	35.7	33.2	20.4	7.1	3.6
Q9C-Mountain bike/dirt bike trails	19.7	31.1	27.9	14.8	6.6
Q9D-Soccer fields/multipurpose fields	35.7	31.4	22.9	7.1	2.9
Q9E-Youth baseball and softball fields	38.0	24.0	20.0	16.0	2.0
Q9F- Adult softball fields	30.0	30.0	25.0	10.0	5.0
Q9G- Nature center	34.1	32.6	24.6	6.5	2.2
Q9H-Kayak and canoe launches	13.0	31.9	33.3	15.9	5.8
Q9I- Fishing piers	17.7	25.3	25.3	19.0	12.7
Q9J- Playgrounds	41.7	30.9	16.5	8.6	2.2
Q9K- Picnic shelters	36.4	31.5	24.1	6.8	1.2
Q9L- Outdoor amphitheater	28.9	33.3	16.7	15.8	5.3
Q9M-Outdoor swimming pools/water parks	42.7	22.7	20.9	11.8	1.8
Q9N- Spray/splash pads	14.8	18.5	27.8	20.4	18.5
Q9O- Disc golf course	34.2	31.6	21.1	7.9	5.3
Q9P-Farmers' market	33.6	36.8	18.4	7.2	4.0

Q9 If YES, please rate ALL the following parks, recreation, and cultural FACILITIES of this type that are available to you or any members of your household on a scale of 5 to 1, where 5 means "100 Meets Needs" and 1 means "0 Meets Needs" of your household.

	100 met	75 met	50 met	25 met	0 met
Q9Q- Community gardens	26.1	21.6	26.1	13.5	12.6
Q9R- Golf course	33.3	33.3	21.4	7.1	4.8
Q9S- Tennis courts	28.1	31.6	26.3	12.3	1.8
Q9T- Basketball courts	35.8	27.2	25.9	8.6	2.5
Q9U- Small neighborhood parks	29.5	26.9	26.4	11.4	5.7
Q9V- Large community parks	39.9	35.1	16.1	7.7	1.2
Q9W- Dog parks	24.2	26.4	22.0	20.9	6.6
Q9X- Skate parks	29.8	26.3	21.1	8.8	14.0
Q9Y- Indoor theater	35.2	28.6	16.2	6.7	13.3
Q9-1- Indoor pool	16.9	12.0	26.5	12.0	32.5
Q9-2- Outdoor jogging track	24.4	25.6	27.8	15.6	6.7
Q9-3- Performing arts centers	43.4	32.2	15.1	6.6	2.6
Q9-4- Arts Galleries	38.1	34.3	18.7	6.7	2.2

Q10 Which FOUR of the facilities from the list in Question #9 above are most important for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household?

<u>Q10 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Walking, jogging, and nature trails	62	20.2
Bicycle/Walking/Multipurpose trails	23	7.5
Soccer fields/multipurpose fields	5	1.6
Youth baseball and softball fields	5	1.6
Adult softball fields	2	0.7
Nature center	5	1.6
Kayak and canoe launches	2	0.7
Fishing piers	7	2.3
Playgrounds	27	8.8
Picnic shelters	3	1.0
Outdoor swimming pools/water parks	5	1.6
Spray/splash pads	3	1.0
Disc golf course	3	1.0
Farmers market	19	6.2
Golf course	5	1.6
Tennis courts	4	1.3
Basketball courts	8	2.6
Small neighborhood parks	6	2.0
Large community parks	5	1.6
Dog parks	10	3.3
Skate parks	6	2.0
Indoor theater	2	0.7
Indoor pool	6	2.0
Outdoor jogging track	4	1.3
Performing arts centers	12	3.9
Arts galleries	10	3.3
None chosen	58	18.9
Total	307	100.0

Q10 Which FOUR of the facilities from the list in Question #9 above are most important for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household?

<u>Q10 Second Priority</u>	<u>Number</u>	<u>Percent</u>
Walking, jogging, and nature trails	32	10.4
Bicycle/Walking/Multipurpose trails	34	11.1
Mountain bike/dirt bike trails	3	1.0
Soccer fields/multipurpose fields	6	2.0
Youth baseball and softball fields	1	0.3
Adult softball fields	1	0.3
Nature center	6	2.0
Kayak and canoe launches	2	0.7
Fishing piers	3	1.0
Playgrounds	26	8.5
Picnic shelters	10	3.3
Outdoor amphitheater	5	1.6
Outdoor swimming pools/water parks	11	3.6
Spray/splash pads	4	1.3
Farmers market	12	3.9
Community gardens	2	0.7
Golf course	4	1.3
Tennis courts	1	0.3
Basketball courts	7	2.3
Small neighborhood parks	23	7.5
Large community parks	7	2.3
Dog parks	7	2.3
Skate parks	3	1.0
Indoor theater	5	1.6
Indoor pool	5	1.6
Performing arts centers	9	2.9
Arts galleries	4	1.3
None chosen	74	24.1
Total	307	100.0

Q10 Which FOUR of the facilities from the list in Question #9 above are most important for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household?

<u>Q10 Third Priority</u>	<u>Number</u>	<u>Percent</u>
Walking, jogging, and nature trails	21	6.8
Bicycle/Walking/Multipurpose trails	18	5.9
Mountain bike/dirt bike trails	6	2.0
Soccer fields/multipurpose fields	1	0.3
Nature center	6	2.0
Kayak and canoe launches	3	1.0
Fishing piers	5	1.6
Playgrounds	4	1.3
Picnic shelters	9	2.9
Outdoor amphitheater	6	2.0
Outdoor swimming pools/water parks	12	3.9
Spray/splash pads	6	2.0
Farmers market	27	8.8
Community gardens	6	2.0
Golf course	2	0.7
Tennis courts	2	0.7
Basketball courts	5	1.6
Small neighborhood parks	11	3.6
Large community parks	12	3.9
Dog parks	8	2.6
Skate parks	2	0.7
Indoor theater	6	2.0
Indoor pool	4	1.3
Outdoor jogging track	7	2.3
Performing arts centers	17	5.5
Arts galleries	5	1.6
<u>None chosen</u>	<u>96</u>	<u>31.3</u>
Total	307	100.0

Q10 Which FOUR of the facilities from the list in Question #9 above are most important for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household?

<u>Q10 Fourth Priority</u>	<u>Number</u>	<u>Percent</u>
Walking, jogging, and nature trails	17	5.5
Bicycle/Walking/Multipurpose trails	15	4.9
Mountain bike/dirt bike trails	5	1.6
Soccer fields/multipurpose fields	6	2.0
Youth baseball and softball fields	5	1.6
Nature center	9	2.9
Kayak and canoe launches	6	2.0
Fishing piers	5	1.6
Playgrounds	5	1.6
Picnic shelters	7	2.3
Outdoor amphitheater	2	0.7
Outdoor swimming pools/water parks	5	1.6
Spray/splash pads	3	1.0
Disc golf course	1	0.3
Farmers market	25	8.1
Community gardens	7	2.3
Golf course	1	0.3
Tennis courts	2	0.7
Small neighborhood parks	15	4.9
Large community parks	11	3.6
Dog parks	8	2.6
Skate parks	1	0.3
Indoor theater	1	0.3
Indoor pool	5	1.6
Outdoor jogging track	4	1.3
Performing arts centers	5	1.6
Arts galleries	10	3.3
None chosen	121	39.4
Total	307	100.0

Q10 Which FOUR of the facilities from the list in Question #9 above are most important for the City of Gainesville Parks, Recreation and Cultural Affairs Department to provide for your household? (Top Four)

Q10 Sum of top four choices	Number	Percent
Walking, jogging, and nature trails	132	43.0
Bicycle/Walking/Multipurpose trails	90	29.3
Mountain bike/dirt bike trails	14	4.6
Soccer fields/multipurpose fields	18	5.9
Youth baseball and softball fields	11	3.6
Adult softball fields	3	1.0
Nature center	26	8.5
Kayak and canoe launches	13	4.2
Fishing piers	20	6.5
Playgrounds	62	20.2
Picnic shelters	29	9.4
Outdoor amphitheater	13	4.2
Outdoor swimming pools/water parks	33	10.7
Spray/splash pads	16	5.2
Disc golf course	4	1.3
Farmers market	83	27.0
Community gardens	15	4.9
Golf course	12	3.9
Tennis courts	9	2.9
Basketball courts	20	6.5
Small neighborhood parks	55	17.9
Large community parks	35	11.4
Dog parks	33	10.7
Skate parks	12	3.9
Indoor theater	14	4.6
Indoor pool	20	6.5
Outdoor jogging track	15	4.9
Performing arts centers	43	14.0
Arts galleries	29	9.4
None chosen	58	18.9
Total	937	

Q11 Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the aquatics, sports, recreation and cultural programs listed below by circling the YES or NO next to the recreation program.

(N=307)

	No	Yes
Q11A Preschool programs	79.3	20.7
Q11B Youth art, music, dance, or theater classes	72.0	28.0
Q11C Youth enrichment/social development	76.3	23.7
Q11D Birthday parties	75.7	24.3
Q11E Community special events	57.7	42.3
Q11F Senior adult programs	75.0	25.0
Q11G Swim lessons	73.3	26.7
Q11H Adult water fitness programs	76.7	23.3
Q11I Adult fitness classes	62.7	37.3
Q11J Adult art, music, dance, or theater	64.0	36.0
Q11K Adult sports leagues	73.3	26.7
Q11L Youth sports leagues	77.7	22.3
Q11M Youth fitness classes	82.3	17.7
Q11N Nature programs/environmental education	56.0	44.0
Q11O Fishing and boating programs	75.3	24.7
Q11P Community gardening	67.7	32.3

Q11 Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the aquatics, sports, recreation and cultural programs listed below by circling the YES or NO next to the recreation program.

	No	Yes
Q11Q Volunteer opportunities	61.0	39.0
Q11R History programs	71.0	29.0
Q11S Travel programs	77.0	23.0
Q11T Programs for pets and owners	75.7	24.3
Q11U Wellness screenings	70.7	29.3
Q11V Enrichment classes	64.7	35.3
Q11W Programs for people with special needs	80.0	20.0
Q11X After school programs	75.7	24.3
Q11Y Summer camps	71.7	28.3
Q11-1 Transportation services for adults over 65	79.7	20.3
Q11-2 Daily meals for adults 65 and older	82.0	18.0

Q11 If YES, please rate the following recreation PROGRAMS on a scale of 5 to 1, where 5 means "100 Meets Needs" and 1 means "0 Meets Needs" of your household.

(N=307)

	100 met	75 met	50 met	25 met	0 met
Q11A- Preschool programs	30.9	27.3	14.5	20.0	7.3
Q11B-Youth art, music, dance, or theater classes	21.3	22.7	22.7	24.0	9.3
Q11C-Youth enrichment/social development	19.7	19.7	27.3	21.2	12.1
Q11D- Birthday parties	30.3	31.8	27.3	7.6	3.0
Q11E- Community special events	20.3	44.1	22.9	8.5	4.2
Q11F- Senior adult programs	18.8	30.4	29.0	13.0	8.7
Q11G- Swim lessons	28.4	10.8	33.8	17.6	9.5
Q11H-Adult water fitness programs	18.3	16.7	26.7	20.0	18.3
Q11I- Adult fitness classes	15.7	26.5	31.4	14.7	11.8
Q11J-Adult art, music, dance, or theater	25.3	23.2	27.4	14.7	9.5
Q11K- Adult sports leagues	18.9	25.7	27.0	16.2	12.2
Q11L- Youth sports leagues	23.3	36.7	18.3	11.7	10.0
Q11M- Youth fitness classes	14.3	20.4	22.4	22.4	20.4
Q11N-Nature programs/environmental education	13.0	33.3	28.5	19.5	5.7
Q11O-Fishing and boating programs	16.7	22.7	22.7	24.2	13.6
Q11P- Community gardening	15.7	19.1	31.5	19.1	14.6

Q11 If YES, please rate the following recreation PROGRAMS on a scale of 5 to 1, where 5 means "100 Meets Needs" and 1 means "0 Meets Needs" of your household.

	100 met	75 met	50 met	25 met	0 met
Q11Q- Volunteer opportunities	30.6	25.9	23.1	9.3	11.1
Q11R- History programs	16.0	29.6	22.2	21.0	11.1
Q11S- Travel programs	15.4	26.2	21.5	20.0	16.9
Q11T-Programs for pets and owners	14.3	18.6	22.9	32.9	11.4
Q11U- Wellness screenings	15.4	23.1	28.2	24.4	9.0
Q11V- Enrichment classes	20.4	20.4	24.5	16.3	18.4
Q11W-Programs for people with special needs	24.5	17.0	24.5	13.2	20.8
Q11X- After school programs	30.2	25.4	17.5	15.9	11.1
Q11Y- Summer camps	25.0	31.6	19.7	15.8	7.9
Q11-1-Transportation services for adults over 65	24.5	20.8	24.5	11.3	18.9
Q11-2-Daily meals for adults 65 and older	24.4	17.8	24.4	15.6	17.8

Q12 Which FOUR of the programs from the list in Question #11 above are most important to your household?

Q12 Top Priority	Number	Percent
Preschool programs	15	4.9
Youth art, music, dance, or theater classes	5	1.6
Youth enrichment/social development	3	1.0
Birthday parties	6	2.0
Community special events	23	7.5
Senior adult programs	7	2.3
Swim lessons	7	2.3
Adult water fitness programs	6	2.0
Adult fitness classes	10	3.3
Adult art, music, dance, or theater	15	4.9
Adult sports leagues	10	3.3
Youths sports leagues	10	3.3
Youth fitness classes	2	0.7
Nature programs/environmental education	21	6.8
Fishing and boating programs	10	3.3
Community gardening	8	2.6
Volunteer opportunities	11	3.6
History programs	3	1.0
Travel progams	1	0.3
Programs for pets and owners	11	3.6
Wellness screenings	5	1.6
Enrichment classes	3	1.0
Programs for people with special needs	7	2.3
After school programs	10	3.3
Summer camps	4	1.3
Transportation services for adults over 65	10	3.3
Daily meals for adults 65 and older	6	2.0
None chosen	78	25.4
Total	307	100.0

Q12 Which FOUR of the programs from the list in Question #11 above are most important to your household?

Q12 Second Priority	Number	Percent
Preschool programs	3	1.0
Youth art, music, dance, or theater classes	11	3.6
Youth enrichment/social development	6	2.0
Birthday parties	4	1.3
Community special events	13	4.2
Senior adult programs	4	1.3
Swim lessons	5	1.6
Adult water fitness programs	4	1.3
Adult fitness classes	14	4.6
Adult art, music, dance, or theater	10	3.3
Adult sports leagues	9	2.9
Youths sports leagues	10	3.3
Youth fitness classes	4	1.3
Nature programs/environmental education	12	3.9
Fishing and boating programs	8	2.6
Community gardening	10	3.3
Volunteer opportunities	10	3.3
History programs	7	2.3
Travel progams	6	2.0
Programs for pets and owners	8	2.6
Wellness screenings	9	2.9
Enrichment classes	9	2.9
Programs for people with special needs	2	0.7
After school programs	7	2.3
Summer camps	11	3.6
Transportation services for adults over 65	5	1.6
Daily meals for adults 65 and older	6	2.0
None chosen	100	32.6
Total	307	100.0

Q12 Which FOUR of the programs from the list in Question #11 above are most important to your household?

Q12 Third Priority	Number	Percent
Preschool programs	4	1.3
Youth art, music, dance, or theater classes	8	2.6
Youth enrichment/social development	9	2.9
Birthday parties	2	0.7
Community special events	13	4.2
Senior adult programs	5	1.6
Swim lessons	2	0.7
Adult water fitness programs	5	1.6
Adult fitness classes	9	2.9
Adult art, music, dance, or theater	15	4.9
Adult sports leagues	9	2.9
Youths sports leagues	4	1.3
Nature programs/environmental education	10	3.3
Fishing and boating programs	8	2.6
Community gardening	11	3.6
Volunteer opportunities	8	2.6
History programs	3	1.0
Travel progams	5	1.6
Programs for pets and owners	4	1.3
Wellness screenings	12	3.9
Enrichment classes	14	4.6
Programs for people with special needs	3	1.0
After school programs	5	1.6
Summer camps	10	3.3
Transportation services for adults over 65	3	1.0
Daily meals for adults 65 and older	3	1.0
None chosen	123	40.1
Total	307	100.0

Q12 Which FOUR of the programs from the list in Question #11 above are most important to your household?

Q12 Fourth Priority	Number	Percent
Preschool programs	7	2.3
Youth art, music, dance, or theater classes	3	1.0
Youth enrichment/social development	1	0.3
Birthday parties	3	1.0
Community special events	5	1.6
Senior adult programs	5	1.6
Swim lessons	5	1.6
Adult water fitness programs	4	1.3
Adult fitness classes	11	3.6
Adult art, music, dance, or theater	6	2.0
Adult sports leagues	3	1.0
Youths sports leagues	3	1.0
Youth fitness classes	1	0.3
Nature programs/environmental education	14	4.6
Fishing and boating programs	4	1.3
Community gardening	12	3.9
Volunteer opportunities	8	2.6
History programs	5	1.6
Travel programs	3	1.0
Programs for pets and owners	4	1.3
Wellness screenings	9	2.9
Enrichment classes	13	4.2
Programs for people with special needs	4	1.3
After school programs	5	1.6
Summer camps	6	2.0
Transportation services for adults over 65	3	1.0
Daily meals for adults 65 and older	2	0.7
None chosen	158	51.5
Total	307	100.0

Q12 Which FOUR of the programs from the list in Question #11 above are most important to your household? (Top Four)

Q12 Sum of top four choices	Number	Percent
Preschool programs	29	9.4
Youth art, music, dance, or theater classes	27	8.8
Youth enrichment/social development	19	6.2
Birthday parties	15	4.9
Community special events	54	17.6
Senior adult programs	21	6.8
Swim lessons	19	6.2
Adult water fitness programs	19	6.2
Adult fitness classes	44	14.3
Adult art, music, dance, or theater	46	15.0
Adult sports leagues	31	10.1
Youths sports leagues	27	8.8
Youth fitness classes	7	2.3
Nature programs/environmental education	57	18.6
Fishing and boating programs	30	9.8
Community gardening	41	13.4
Volunteer opportunities	37	12.1
History programs	18	5.9
Travel progams	15	4.9
Programs for pets and owners	27	8.8
Wellness screenings	35	11.4
Enrichment classes	39	12.7
Programs for people with special needs	16	5.2
After school programs	27	8.8
Summer camps	31	10.1
Transportation services for adults over 65	21	6.8
Daily meals for adults 65 and older	17	5.5
None chosen	78	25.4
Total	847	

Q13 Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often.

Q13 Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often.

	Number	Percent
None chosen	67	21.8
Too far from our residence	88	28.7
Program or facility not offered	58	18.9
Security is insufficient	44	14.3
Lack of quality programs	40	13.0
Facilities are not well maintained	35	11.4
Classes are full	14	4.6
Fees are too high	48	15.6
Program times are not convenient	50	16.3
Use facilities in other cities	17	5.5
Poor customer service by staff	14	4.6
I do not know locations of facilities	52	16.9
Access to parks and green space is limited	31	10.1
I do not know what is being offered	112	36.5
Facility operating hours not convenient	38	12.4
Registration for programs is difficult	12	3.9
Lack of parking	31	10.1
Use services of other agencies	39	12.7
Total	790	

Q13 Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often. (Without None Chosen)

Q13 Please CHECK ALL the reasons that prevent you or other members of your household from using parks, recreation and cultural facilities or programs of the City of Gainesville more often.

	Number	Percent
Too far from our residence	88	28.7
Program or facility not offered	58	18.9
Security is insufficient	44	14.3
Lack of quality programs	40	13.0
Facilities are not well maintained	35	11.4
Classes are full	14	4.6
Fees are too high	48	15.6
Program times are not convenient	50	16.3
Use facilities in other cities	17	5.5
Poor customer service by staff	14	4.6
I do not know locations of facilities	52	16.9
Access to parks and green space is limited	31	10.1
I do not know what is being offered	112	36.5
Facility operating hours not convenient	38	12.4
Registration for programs is difficult	12	3.9
Lack of parking	31	10.1
Use services of other agencies	39	12.7
Total	723	

Q14 Following are major actions that the City of Gainesville could take to improve parks, recreation, and cultural services to its citizens. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action.

(N=307)

	Very Supportive	Somewhat supportive	Not sure	Not Supportive	None chosen
Q14A Acquire open space for passive activities, i.e. trails, picnicking, etc	49.7	21.5	8.3	14.9	5.6
Q14B Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc	37.1	23.2	15.2	17.9	6.6
Q14C Upgrade existing neighborhood and community parks	55.6	23.5	8.9	6.0	6.0
Q14D Upgrade existing Community Centers	39.4	30.5	14.6	8.3	7.3
Q14E Upgrade existing Senior Recreation Center	32.8	27.2	22.2	11.3	6.6
Q14F Upgrade existing outdoor pools	28.8	31.1	18.9	12.6	8.6
Q14G Upgrade existing youth/adult athletic fields	32.5	35.4	14.2	10.3	7.6
Q14H Upgrade existing dog parks	25.5	22.2	17.2	27.5	7.6
Q14I Upgrade existing arts facilities	30.5	26.5	19.5	16.2	7.3
Q14J Develop a new outdoor swimming pool	23.5	16.9	19.2	31.5	8.9
Q14K Develop new walking/biking trails and connect existing trails	49.7	18.5	12.6	13.6	5.6
Q14L Develop new youth sports fields, i.e. baseball, soccer, etc	28.8	26.5	17.9	18.9	7.9

Q14 Following are major actions that the City of Gainesville could take to improve parks, recreation, and cultural services to its citizens. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action.

	Very Supportive	Somewhat supportive	Not sure	Not Supportive	None chosen
Q14M Develop new special events rental facilities	23.5	17.5	25.2	24.8	8.9
Q14N Develop a new Community Center/ Civic Center	24.2	25.8	18.9	23.2	7.9
Q14O Develop a new senior recreation center	20.5	19.5	25.5	27.2	7.3
Q14P Develop new performing arts facilities	21.9	19.5	16.9	33.4	8.3
Q14Q Develop art galleries	20.9	21.5	17.2	32.1	8.3
Q14R Develop new farmers market area	38.7	22.5	13.6	17.2	7.9
Q14S Develop new nature center	30.5	20.9	19.9	20.5	8.3
Q14T Develop more fishing piers and access for fishing	26.2	15.6	22.5	28.1	7.6

Q14 Following are major actions that the City of Gainesville could take to improve parks, recreation, and cultural services to its citizens. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action. (Without None Chosen)

(N=307)

	Very Supportive	Somewhat supportive	Not sure	Not Supportive
Q14A Acquire open space for passive activities, i.e. trails, picnicking, etc	52.6	22.8	8.8	15.8
Q14B Acquire open space for active activities, i.e. developing soccer, baseball, softball fields, etc	39.7	24.8	16.3	19.1
Q14C Upgrade existing neighborhood and community parks	59.2	25.0	9.5	6.3
Q14D Upgrade existing Community Centers	42.5	32.9	15.7	8.9
Q14E Upgrade existing Senior Recreation Center	35.1	29.1	23.8	12.1
Q14F Upgrade existing outdoor pools	31.5	34.1	20.7	13.8
Q14G Upgrade existing youth/adult athletic fields	35.1	38.4	15.4	11.1
Q14H Upgrade existing dog parks	27.6	24.0	18.6	29.7
Q14I Upgrade existing arts facilities	32.9	28.6	21.1	17.5
Q14J Develop a new outdoor swimming pool	25.8	18.5	21.1	34.5
Q14K Develop new walking/biking trails and connect existing trails	52.6	19.6	13.3	14.4
Q14L Develop new youth sports fields, i.e. baseball, soccer, etc	31.3	28.8	19.4	20.5

Q14 Following are major actions that the City of Gainesville could take to improve parks, recreation, and cultural services to its citizens. Please indicate whether you would be very supportive, somewhat supportive, or not supportive of each action by circling the number next to the action. (Without None Chosen)

	Very Supportive	Somewhat supportive	Not sure	Not Supportive
Q14M Develop new special events rental facilities	25.8	19.3	27.6	27.3
Q14N Develop a new Community Center/ Civic Center	26.3	28.1	20.5	25.2
Q14O Develop a new senior recreation center	22.1	21.1	27.5	29.3
Q14P Develop new performing arts facilities	23.8	21.3	18.4	36.5
Q14Q Develop art galleries	22.7	23.5	18.8	35.0
Q14R Develop new farmers market area	42.1	24.5	14.7	18.7
Q14S Develop new nature center	33.2	22.7	21.7	22.4
Q14T Develop more fishing piers and access for fishing	28.3	16.8	24.4	30.5

Q15 Which FOUR of the major actions from the list in Question #14 above are most important to your household?

<u>Q15 Top Priority</u>	<u>Number</u>	<u>Percent</u>
Acquire open space for passive activities	49	16.0
Acquire open space for active activities	14	4.6
Upgrade existing neighborhood and community parks	49	16.0
Upgrade existing Community Centers	3	1.0
Upgrade existing Senior Recreation Center	3	1.0
Upgrade existing outdoor pools	4	1.3
Upgrade existing youth/adult athletic fields	3	1.0
Upgrade existing dog parks	10	3.3
Upgrade existing arts facilities	4	1.3
Develop a new outdoor swimming pool	3	1.0
Develop new walking/biking trails and connect existing trails	31	10.1
Develop new youth sports fields, i.e. baseball, soccer, etc	3	1.0
Develop new special events rental facilities	1	0.3
Develop a new Community Center/Civic Center	8	2.6
Develop a new senior recreation center	3	1.0
Develop new performing arts facilities	4	1.3
Develop art galleries	4	1.3
Develop new farmers market area	24	7.8
Develop a new nature center	2	0.7
Develop more fishing piers and access for fishing	20	6.5
<u>None chosen</u>	<u>65</u>	<u>21.2</u>
Total	307	100.0

Q15 Which FOUR of the major actions from the list in Question #14 above are most important to your household?

Q15 Second Priority	Number	Percent
Acquire open space for passive activities	20	6.5
Acquire open space for active activities	19	6.2
Upgrade existing neighborhood and community parks	24	7.8
Upgrade existing Community Centers	18	5.9
Upgrade existing Senior Recreation Center	4	1.3
Upgrade existing outdoor pools	11	3.6
Upgrade existing youth/adult athletic fields	11	3.6
Upgrade existing dog parks	11	3.6
Upgrade existing arts facilities	6	2.0
Develop a new outdoor swimming pool	7	2.3
Develop new walking/biking trails and connect existing trails	26	8.5
Develop new youth sports fields, i.e. baseball, soccer, etc	6	2.0
Develop new special events rental facilities	4	1.3
Develop a new Community Center/Civic Center	4	1.3
Develop a new senior recreation center	5	1.6
Develop new performing arts facilities	6	2.0
Develop art galleries	5	1.6
Develop new farmers market area	26	8.5
Develop a new nature center	7	2.3
Develop more fishing piers and access for fishing	8	2.6
None chosen	79	25.7
Total	307	100.0

Q15 Which FOUR of the major actions from the list in Question #14 above are most important to your household?

Q15 Third Priority	Number	Percent
Acquire open space for passive activities	17	5.5
Acquire open space for active activities	10	3.3
Upgrade existing neighborhood and community parks	20	6.5
Upgrade existing Community Centers	9	2.9
Upgrade existing Senior Recreation Center	6	2.0
Upgrade existing outdoor pools	14	4.6
Upgrade existing youth/adult athletic fields	13	4.2
Upgrade existing dog parks	5	1.6
Upgrade existing arts facilities	6	2.0
Develop a new outdoor swimming pool	4	1.3
Develop new walking/biking trails and connect existing trails	28	9.1
Develop new youth sports fields, i.e. baseball, soccer, etc	9	2.9
Develop new special events rental facilities	4	1.3
Develop a new Community Center/Civic Center	6	2.0
Develop a new senior recreation center	3	1.0
Develop new performing arts facilities	5	1.6
Develop art galleries	4	1.3
Develop new farmers market area	20	6.5
Develop a new nature center	10	3.3
Develop more fishing piers and access for fishing	9	2.9
None chosen	105	34.2
Total	307	100.0

Q15 Which FOUR of the major actions from the list in Question #14 above are most important to your household?

<u>Q15 Fourth Priority</u>	<u>Number</u>	<u>Percent</u>
Acquire open space for passive activities	8	2.6
Acquire open space for active activities	16	5.2
Upgrade existing neighborhood and community parks	13	4.2
Upgrade existing Community Centers	6	2.0
Upgrade existing Senior Recreation Center	7	2.3
Upgrade existing outdoor pools	6	2.0
Upgrade existing youth/adult athletic fields	12	3.9
Upgrade existing dog parks	9	2.9
Upgrade existing arts facilities	9	2.9
Develop a new outdoor swimming pool	10	3.3
Develop new walking/biking trails and connect existing trails	22	7.2
Develop new youth sports fields, i.e. baseball, soccer, etc	6	2.0
Develop new special events rental facilities	3	1.0
Develop a new Community Center/Civic Center	8	2.6
Develop a new senior recreation center	4	1.3
Develop new performing arts facilities	3	1.0
Develop art galleries	5	1.6
Develop new farmers market area	11	3.6
Develop a new nature center	8	2.6
Develop more fishing piers and access for fishing	15	4.9
<u>None chosen</u>	<u>126</u>	<u>41.0</u>
Total	307	100.0

Q15 Which FOUR of the major actions from the list in Question #14 above are most important to your household?(Top Four)

<u>Q15 Sum of top four choices</u>	<u>Number</u>	<u>Percent</u>
Acquire open space for passive activities	94	30.6
Acquire open space for active activities	59	19.2
Upgrade existing neighborhood and community parks	106	34.5
Upgrade existing Community Centers	36	11.7
Upgrade existing Senior Recreation Center	20	6.5
Upgrade existing outdoor pools	35	11.4
Upgrade existing youth/adult athletic fields	39	12.7
Upgrade existing dog parks	35	11.4
Upgrade existing arts facilities	25	8.1
Develop a new outdoor swimming pool	24	7.8
Develop new walking/biking trails and connect existing trails	107	34.9
Develop new youth sports fields, i.e. baseball, soccer, etc	24	7.8
Develop new special events rental facilities	12	3.9
Develop a new Community Center/Civic Center	26	8.5
Develop a new senior recreation center	15	4.9
Develop new performing arts facilities	18	5.9
Develop art galleries	18	5.9
Develop new farmers market area	81	26.4
Develop a new nature center	27	8.8
Develop more fishing piers and access for fishing	52	16.9
None chosen	65	21.2
Total	918	

Q16 Please indicate the MAXIMUM distance you would be willing to travel to visit a park by the following modes of transportation by circling the distance to the right of the mode of travel.

(N=307)

	Not Applicable	5 or more miles	3-4 miles	1-2 miles	1/2-1 mile	Under 1/2 mile	None chosen
Q16A Walk	3.9	1.6	4.6	28.1	37.3	19.6	4.9
Q16B Ride a bike	14.4	20.9	19.0	26.5	9.8	3.9	5.6
Q16C Drive a car	3.6	75.2	7.5	6.9	1.3	1.6	3.9

Q16 Please indicate the MAXIMUM distance you would be willing to travel to visit a park by the following modes of transportation by circling the distance to the right of the mode of travel. (Without None Chosen)

(N=307)

	Not Applicable	5 or more miles	3-4 miles	1-2 miles	1/2-1 mile	Under 1/2 mile
Q16A Walk	4.1	1.7	4.8	29.6	39.2	20.6
Q16B Ride a bike	15.2	22.1	20.1	28.0	10.4	4.2
Q16C Drive a car	3.7	78.2	7.8	7.1	1.4	1.7

Q17 If an additional \$100 were available for City of Gainesville parks, cultural, trails, sports and recreation facilities, how would you allocate the funds among the categories of funding listed below?

	Mean	Total	Sum
Q17a Improvements/maintenance of existing parks, pools, sports, cultural, and recreation facilities	40.95	287	11752
Q17b Acquisition of new park land and open space	14.90	287	4276
Q17c Construction of new sports fields	7.62	287	2188
Q17d Acquisition and development of walking and biking trails	15.11	287	4336
Q17e Improve cultural program facilities	7.78	287	2232
Q17f Develop new cultural program facilities	4.83	287	1387
Q17g Other	8.95	287	2569

Q18 If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election?

Q18 If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election?

	Number	Percent
Vote in favor	117	38.1
Might vote in favor	62	20.2
Not sure	58	18.9
Vote against	67	21.8
None chosen	3	1.0
Total	307	100.0

Q18 If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election? (Without None Chosen)

Q18 If a bond referendum was held to fund through additional taxes the acquisition, improvement, and development of the types of parks, trails, green space, cultural, and recreation facilities that are most important to you and members of your household, how would you vote in the election?

	Number	Percent
Vote in favor	117	38.5
Might vote in favor	62	20.4
Not sure	58	19.1
Vote against	67	22.0
Total	304	100.0

Q19 How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville?

Q19 How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville?

	Number	Percent
Very supportive	127	41.4
Somewhat supportive	86	28.0
Not sure	58	18.9
Not supportive	34	11.1
None chosen	2	0.7
Total	307	100.0

Q19 How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville? (Without None Chosen)

Q19 How supportive would you be of creating a dedicated City funding source that could only be used to fund operations and improvements to the parks, recreation, and cultural system in the City of Gainesville?

	Number	Percent
Very supportive	127	41.6
Somewhat supportive	86	28.2
Not sure	58	19.0
Not supportive	34	11.1
Total	305	100.0

Q20 Counting yourself, how many people in your household are?

	<u>Mean</u>	<u>Sum</u>
number	2.8	850
Q20 Under 5 years	0.2	47
Q20 5-9 years	0.2	70
Q20 10-14 years	0.2	61
Q20 15-19 years	0.2	48
Q20 20-24 years	0.2	70
Q20 25-34 years	0.4	118
Q20 35-44 years	0.3	93
Q20 45-54 years	0.4	135
Q20 55-64 years	0.4	113
Q20 65+ years	0.3	95

Q21 What is your age? (without none chosen)

Q21 What is your age	Number	Percent
Under 35	77	26.1
35 to 44	52	17.6
45 to 54	76	25.8
55 to 64	43	14.6
65+	47	15.9
Total	295	100.0

Q22 Your gender:

Q22 Gender	Number	Percent
Male	137	44.6
Female	170	55.4
Total	307	100.0

Q23 How many members of your household are registered voters? (without none chosen)

Q23 How many members of your household are registered voters?	Number	Percent
No registered voters	3	1.0
1	88	29.0
2	153	50.5
3	38	12.5
4	17	5.6
5+	4	1.3
Total	303	100.0

Q24 How many years have you lived in the City of Gainesville? (without none chosen)

Q24 How many years have you lived in the City of Gainesville?	Number	Percent
5 or fewer years	33	10.9
6-10 years	38	12.6
11-15 years	31	10.3
16-20 years	39	12.9
21-25 years	22	7.3
26-30 years	35	11.6
Over 30 years	104	34.4
Total	302	100.0

Q25 Are you a full-time student at a four year college or university?

Q25 How many years have you lived in the City of Gainesville?	Number	Percent
Yes	38	12.4
No	267	87.0
None chosen	2	0.7
Total	307	100.0

Q25 Are you a full-time student at a four year college or university? (without none chosen)

Q25 How many years have you lived in the City of Gainesville?	Number	Percent
Yes	38	12.5
No	267	87.5
Total	305	100.0

Q26 What is your zip code?

Q26 Zip code	Number	Percent
32607	25	8.2
32609	34	11.1
32601	30	9.8
32605	90	29.4
32641	50	16.3
32606	16	5.2
32608	15	4.9
32653	30	9.8
32603	11	3.6
32602	1	0.3
32640	1	0.3
32671	1	0.3
32654	1	0.3
32623	1	0.3
Total	306	100.0



7.10 | Park Inventory



2024-410C

PARKS, RECREATION AND CULTURAL AFFAIRS

Updated 3/27/21 PARK AREAS	LOCATION/ADDRESS	LAND AC	Parking Spaces	SPECIAL FACILITY	BALL FIELDS	NATURE TRAIL	EXERCISE/LOG TRAIL	PAVED TRAIL	UNPAVED TRAIL	BASKETBALL	TRAIL	# of GOALS	PLAY GROUND	RACQUET BALL CTS	REST ROOMS	TEENNIS COURTS	SKATE PARK	BOARD WALK	Type
		3079.67	95,100		12 base/soccerball, 6 multi	20	14 + 2 tracks	16	20	44	36	38	12	17	23	3	8		
ALBERT "RAY" MASSEY WESTSIDE PARK	1001 NW 34 ST	26.90	154/2H Shared		X-3		X			4-L	X**+	X	X-4	X-L	X-8L	X			Com
A.W.N.E. PARK	6224 NW 28 TER	1.00								2	X+	X							Neigh
CEDAR GROVE PARK	1200 NE 22 ST	1.10																	Neigh
CITIZENS FIELD	1400 NE 8 AVE	N/A		SCHL BRD	FOOTBALL														Regl
DUCK POND - SINK HOLE POND, GRASS IN BASIN	NW 24 ST 300 BLK	1																	Neigh
DUCK POND	NE BLVD	6.24																	Neigh
FRED CONE PARK	2841 EAST UNIVERSITY AVE	96.00																	Regl
GREEN ACRES PARK	3704 SW 8 AVE	76.00						X					X	X-L					Neigh
GREEN CENTRE	2101 NW 39 AVE	21.00	60/2H	HDCPP PLY	X-1		440 YD			2	X**+	X							Com
HAINLEY LYNN CHIP PARK	500 BLK S MAIN ST	1.30																	Neigh
HIBISCUS PARK	900 BLOCK NW 26 ST	0.52																	Neigh
KIWANIS CHALLENGE PARK	NW 36TH AVE	N/A	38/5H																Com
KIWANIS GIRL SCOUT PARK	NW 8 ST & 8 PL	2.50																	Neigh
LIMCOLN PARK	900 SE 15 ST	35.00	47/2H		X-2					4-L	X**+	X	X-4	X-L					Com
NORTHEAST PARK	501 NE 16 AVE	22.50	68/2H		X-3			X			X**+	X	X-4	X-L	X-4L				Com
NORTHEAST 31ST AVE. PARK	1700 NE 31 AVE	1.30	8 (unpaved)							4	X**	X			X-2				Neigh
NORTHEAST COMPLEX	1400 NE 8 AVE	32.60	15/2H		SOCCER												X		Com
NORTHSIDE PARK	5701 NW 34 ST	47.00		DISC GOLF / HORSESHOE							X**+	X	X-4	X-L	X-4L				Com
OAK HILL PARK	NW 42 AVE AND NW 9 ST	0.30											X						Neigh
PHOENIX PARK	2811 SW 31 PL	0.13											X						Neigh
POSSUM CREEK PARK	4009 NW 53 AVE	75.75	75/4H					X			X**+	X		X		X			Regl
ROPER PARK	401 BLK NE 2 ST	0.50									X**	X							Neigh
SHARME FFAR PARK	321 NW 10 ST	1.50									X**	X							Neigh
SMOKEY BEAR PARK	2300 NE 15 ST	5.20									X**	X							Neigh
SPRINGHILL PARK	918 SE 5 AVE	4.40						X											Neigh
SWEETWATER PARK	500 E UNIVERSITY AVE	5.60		LINEAR	X-2			X		4-L	X**	X	X-2	X-L	X-4L				Neigh
T.B. MCPHERSON PARK	1717 SE 15 ST	15.00								4-L	X**+	X							Com
TUMBLIN' CREEK PARK	600 SW 6 ST	8.00								4-L	X**+	X							Neigh
WOODLAWN PARK	1900 SE 4 ST	6.00			X-1*					4-L	X**+	X	X-B	X-L					Neigh
TOT LOT #1	NE 4 AV AND 15 ST	1.10								2-L	X**	X							Neigh
TOT LOT #2	SE 9 ST AND 8 AV	0.55									X	X							Neigh
TOT LOT #3	508 NW 2 ST	0.98									X**	X							Neigh
TOT LOT #4	424 NW 6 AVE	0.22									X**	X							Neigh
TOT LOT #5 (BARBARA HIGGINS PK)	1352 SE 2 ST	0.60									X**	X							Neigh
HIDDEN GEM TOT LOT	NW 32 PL AND 20 LN	0.63								2			X						Neigh
MOTHER LUGGIE PERKINS TOT LOT	318 SW 7 PL	0.17									X	X							Neigh
DOLLREE BOWENS TOT LOT	820 NW 4 AVE	0.23									X	X							Neigh
NW 5 AVE PARK SEMINARY TOT LOT	1007 NW 5 AVE	0.25						X			X	X							Neigh
GRAND MOTHER LOT (PARK CLOSED)	405 SW 5 AVE	0.22																	Neigh
PARK WITH FOUNTAIN	10 SW 36 ST	1.5																	NA
		500.79																	
CENTERS																			
ALBERT "RAY" MASSEY WESTSIDE RECREATION CENTER	1001 NW 34 ST	26.90	154/2H Shared		X-3					4-L	X**+	X	X-4	X-L	X-8L	X			Com
CLARENCE KELLY COMMUNITY CENTEF	1700 NE 8 AVE	0.50	6.00							2-L	X+	X							Neigh
EASTSIDE RECREATION CENTEF	201 SE 27 ST	0.00			SOCCER					4-L	X+	X-B		X-L					Com
MARTIN LUTHER KING JR. MULTIPURPOSE CENTEF	1028 NE 14 ST	N/A	25/2H																Regl
PORTERS COMMUNITY CENTER	314 SW 7 AVE	0.50								2	X	X							Neigh
ROSA B. WILLIAMS UNION ACADEM*	524 NW 1 ST	0.90								4-L	X	X							Neigh
T.B. MCPHERSON CENTER	1717 SE 15 ST	15.00								4-L	X**+	X	X-2	X-L	X-4L				Com
THELMA A. BOLTJN CENTER	516 NE 2 AVE	1.10	8.00		X-2														Special Fac
WILHEMINA JOHNSON RESOURCE CENTEF	321 NW 10TH ST	N/A																	Neigh
		44.90																	

** = GRILLS PROVIDED, + = SHELTERS

B = BUILDING, L=LIGHTS
X-L = LOCKED RESTROOMS

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