



Parks and Recreation Master Plan



The Team



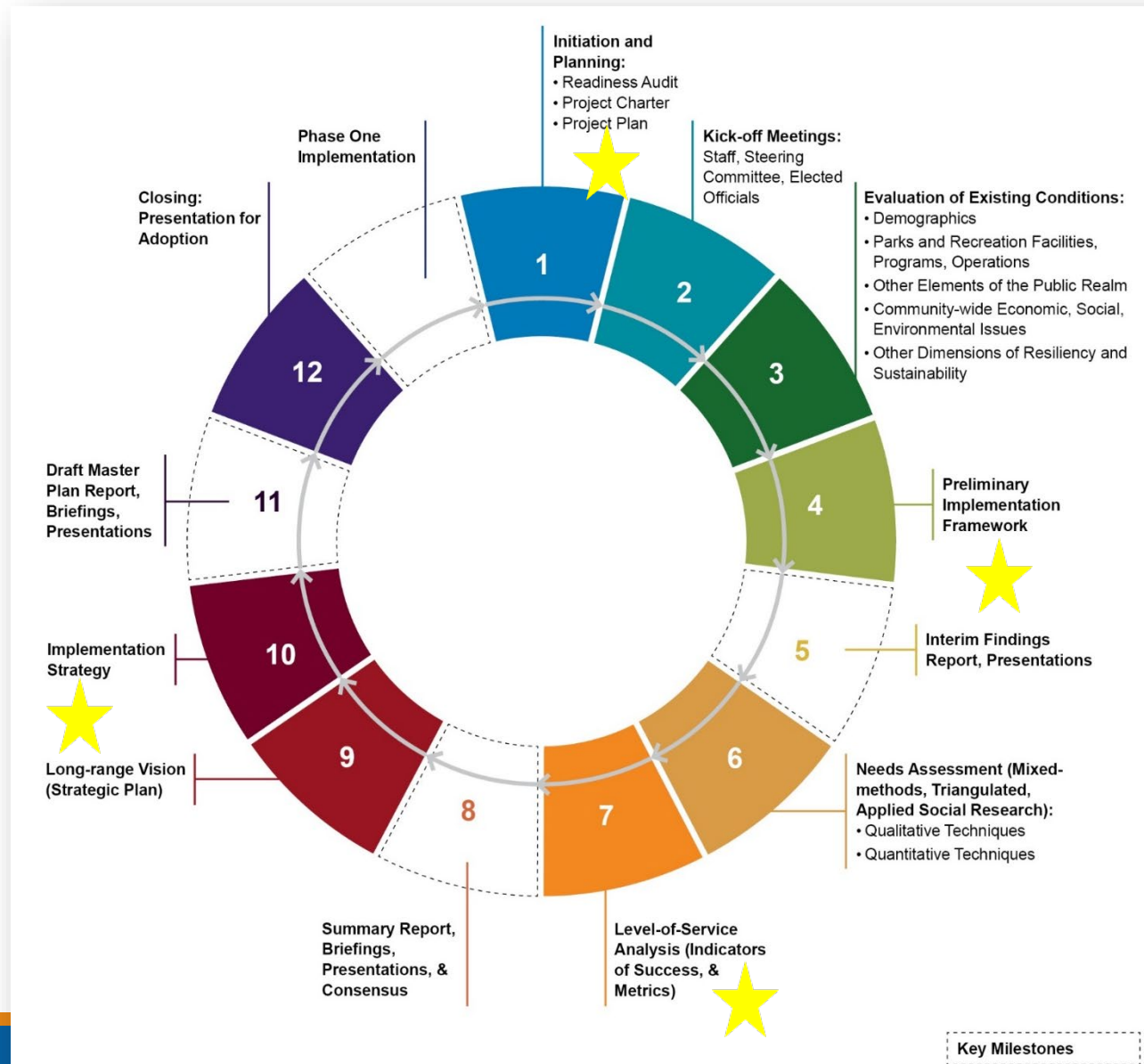


- National, full-service management consulting and planning firm specializing in government
- Offices in Indianapolis, Dallas and Phoenix
- Working all over the US including **specifically in Virginia** for the last 28 years
- Over 400 master plans successfully implemented and driven over \$5 billion worth of capital investment
- **2005 Charlottesville Parks and Recreation Needs Assessment – *Repositioned for Success!***

Full-service Consulting Practice

- Master Planning
- Strategic Planning
- Community Needs Assessment
- Operations, Maintenance and Organizational Development
- Financial Planning and Management
- Feasibility Studies and Business Planning
- Revenue & Partnership Development
- Land Use and Sustainable Practices

New Approach to Master Planning Process



Park Assessments

- Parks – Evaluated through Landscape Design/Public Interface Lenses

Amenities + Functionality

Access + Connectivity

Adjacent trails or trailheads, street crossings, sidewalks, park circulation, signage, general accessibility

Experience + Sense of Safety

Visibility/ sightlines, active use, lighting, evidence of misuse, ease of navigation, road adjacency, any physical hazards, edges of slopes, experience of environment

Environmental + Additional Notes





Community Engagement



**SUMMER
POP UPS**



**WALKING
AUDIT
TO
UNDERSTAND
KEY PARKS**



**MEETING
IN A BOX**



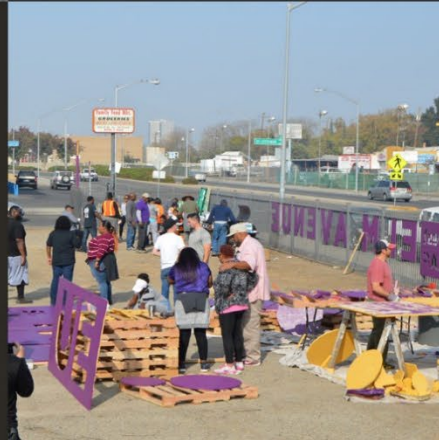
**STUDENT
ENGAGEMENT**



**PARKS AND
OPEN SPACE
TOURS**



**STAKEHOLDER
ROUNDTABLE**



**TESTING AND
MAKING
PROTOTYPES**



Engagement Toolkit

Social Pinpoint Website

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Charlottesville Parks and Recreation Master Plan

<https://engagepros.mysocialpinpoint.com/Charlottesville>

Public and Leadership Engagement/Advocacy Strategy

- **Meeting Series #1** – Overview of project and processes to achieve successful, sustainable implementation
- **Meeting Series #2** – Present Key Public Needs Assessment Findings
- **Meeting Series #3** – Present Key Technical findings
- **Meeting Series #4** – Present Recommendations and Implementation Plan
- **Meeting Series #5** – Present Final Plan for Adoption



Ensuring Diversity is Heard

Underrepresented Populations - Variables

- **Social Vulnerability Index (SVI)**
 - ❖ **Race/Ethnicity**
 - ❖ **Poverty**
 - ❖ **Language Barriers**
 - ❖ **Health/Disability**
 - ❖ **Educational Attainment**
 - ❖ **Other**



CDC Social Vulnerability Index Map



Level of Vulnerability

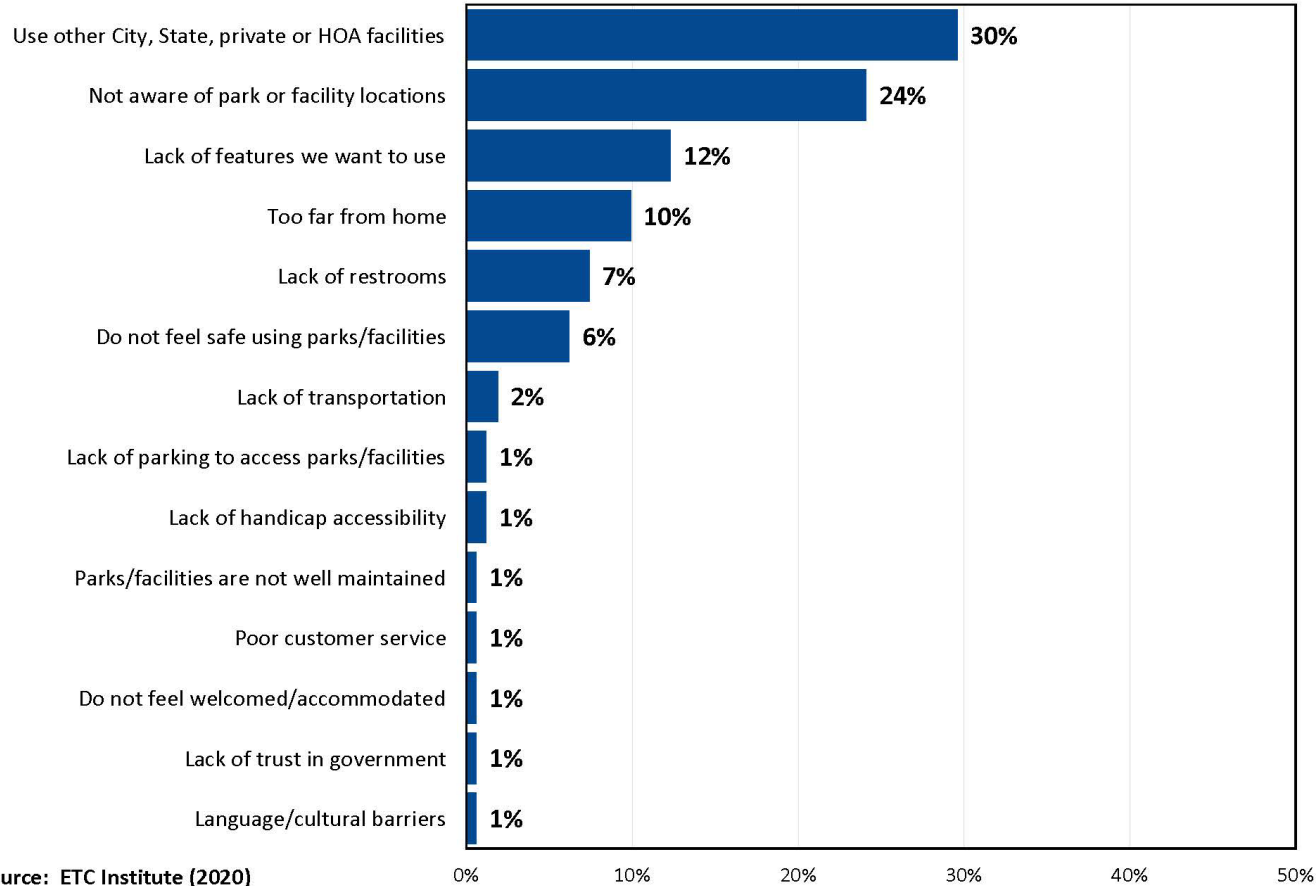
Low-Medium

Medium-High

High

Q1c. If your household has NOT visited any PRCS parks and/or facilities during the past 12 months, please CHECK ALL of the following reasons you have NOT visited.

by percentage of respondents who did not visit parks/facilities (multiple choices could be made)



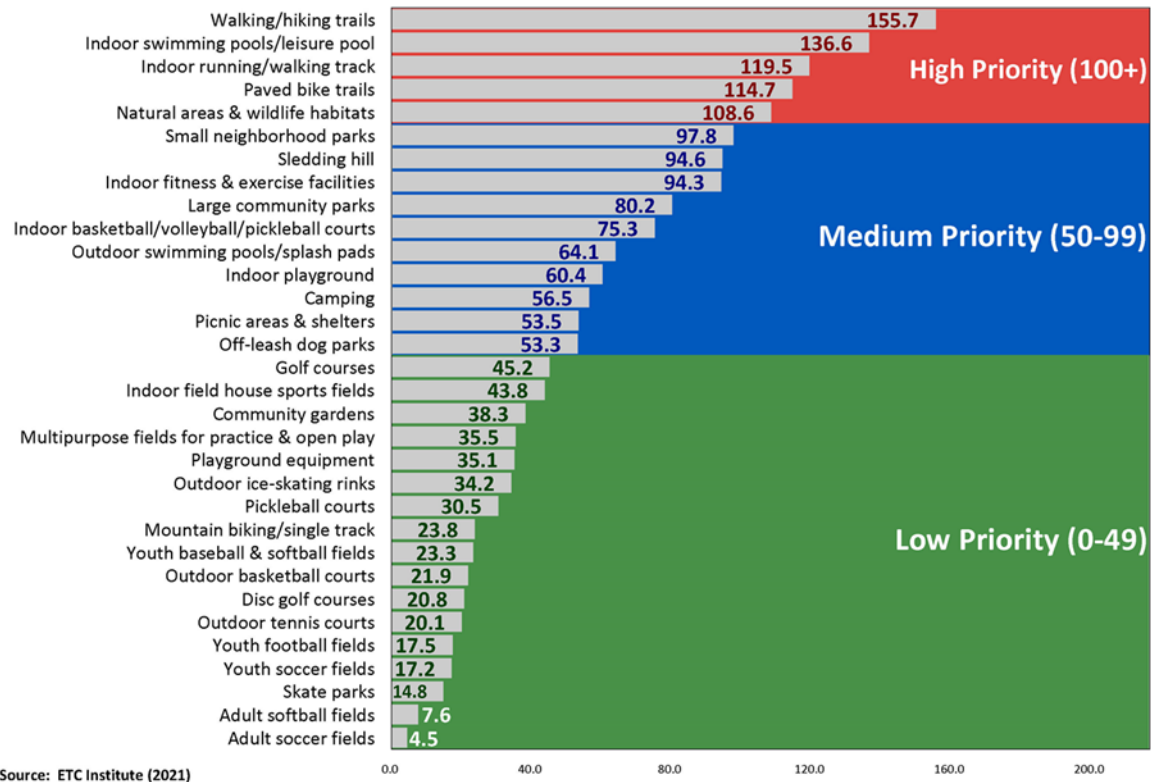
Source: ETC Institute (2020)

Statistically-Valid
Survey

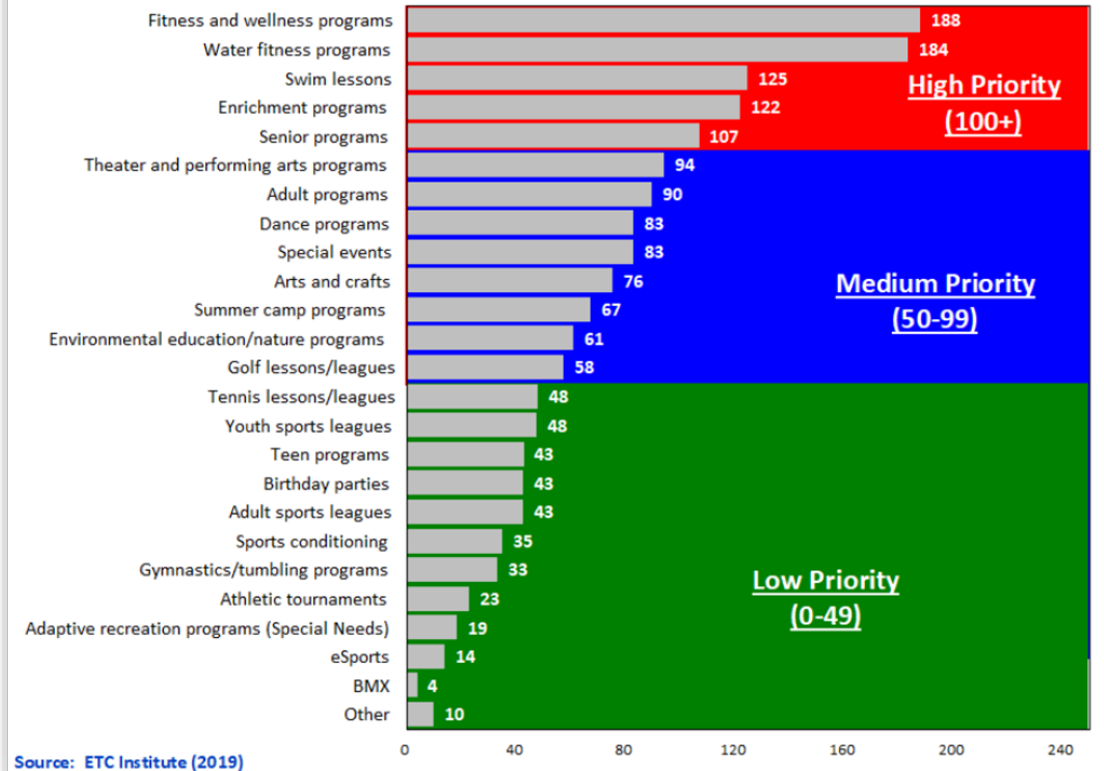
Produced in
English, Spanish
and other
languages

Prioritized Community Needs

Top Priorities for Investment for Parks and Recreation Facilities
Based on the Priority Investment Rating (PIR)



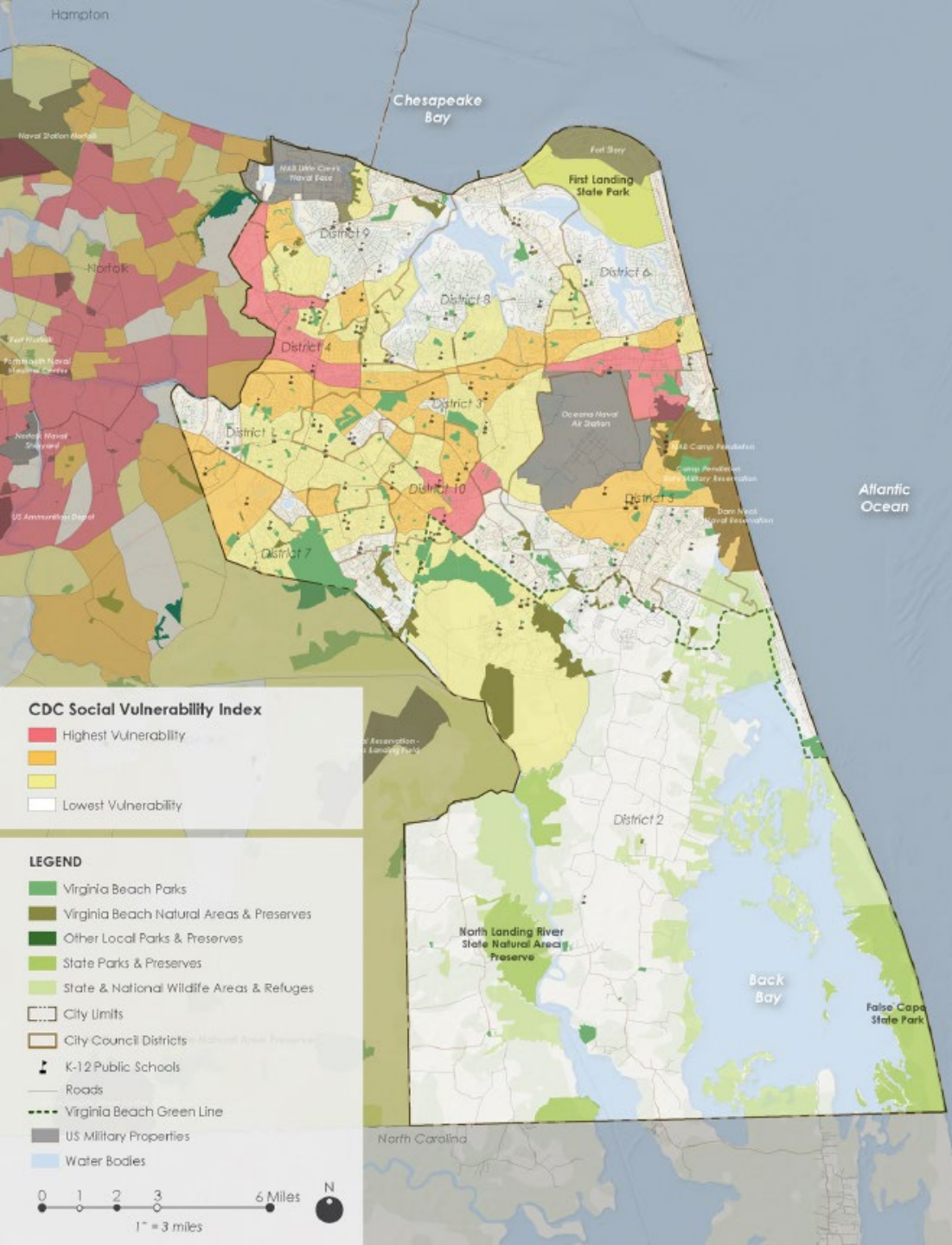
Top Priorities for Investment for Recreation Programs
Based on the Priority Investment Rating



Level of Service

- Approach to developing equitable level of service provisions.

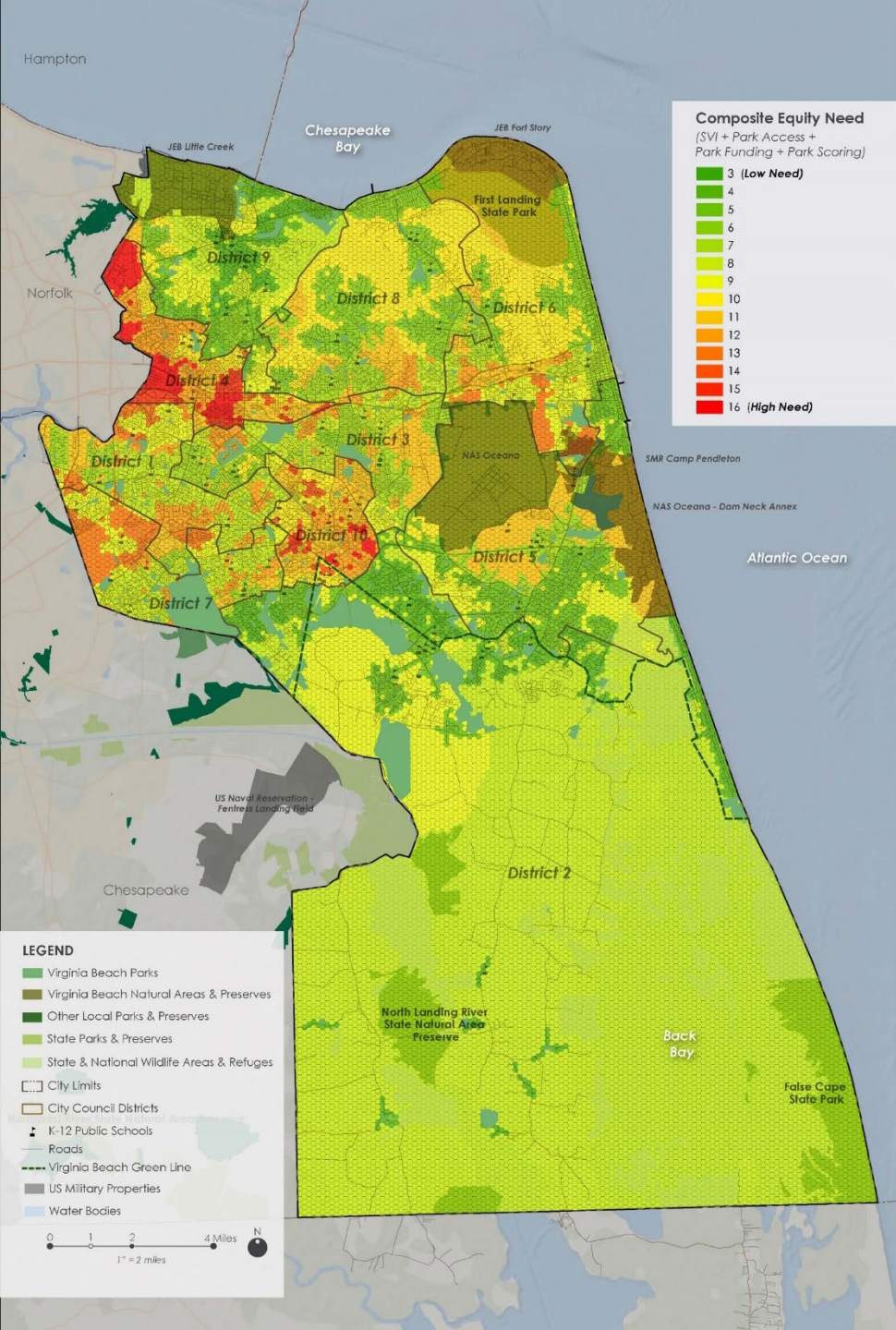




Equity Mapping:

CDC Social Vulnerability

Virginia Beach



Equity Mapping:

Composite Map

Virginia Beach

Programming and Service Equity Assessment

- **Methods planned to perform the level of service analysis of recreation programming.**



MacMillan Matrix: Prioritization Lens

MacMillan Matrix		High Program Attractiveness: "Easy" Program		Low Program Attractiveness: "Difficult" Program	
		High Alternative Coverage	Low Alternative Coverage	High Alternative Coverage	Low Alternative Coverage
Good Fit With Mission and Abilities	Strong Competitive Position	Compete Aggressively Fitness & Wellness Youth Sports Adult Sports	Grow Aggressively Cultural Performances Outdoor Recreation Outdoor Water Recreation Outdoor Programming in Parks	Support the Best Competitor Family or Multi-Age Group Programs Before and After School Programs Social Service Programs	"Soul of the Agency" Therapeutic Recreation Senior Programs (60+) Virtual Programs
	Weak Competitive Position	Divest Aggressively N/A	Build Strength or Get Out Outdoor Events Historical Programs Nature Programs	Divest Systematically N/A	Work Collaboratively Enrichment Programs Arts & Crafts STEAM Programs Aquatic Programs
Poor Fit With Mission and Abilities		Divest Systematically Programs with Your Pet Community Gardening		Divest Aggressively N/A	

The result is a unique program prioritization for Charlottesville.

Concept Plans

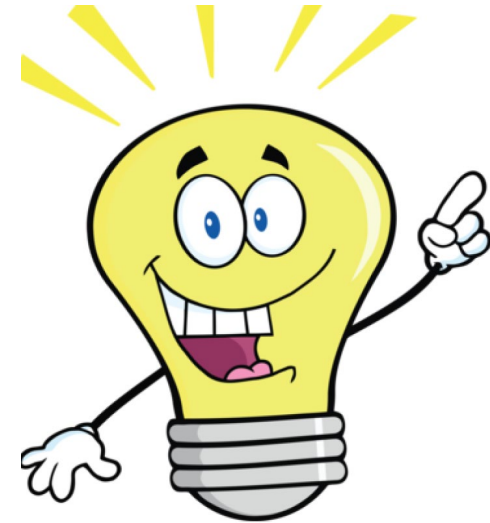


Concept Plans – Summer/Fall 2024

- **Tonsler Park**
- **Booker T. Washington Park**
- **Market Street Park**
- **Court Square Park**

What is a Concept Plan??

- **High Level Idea (test fit)**
- **Flexible**
- **What COULD happen, NOT what will happen**

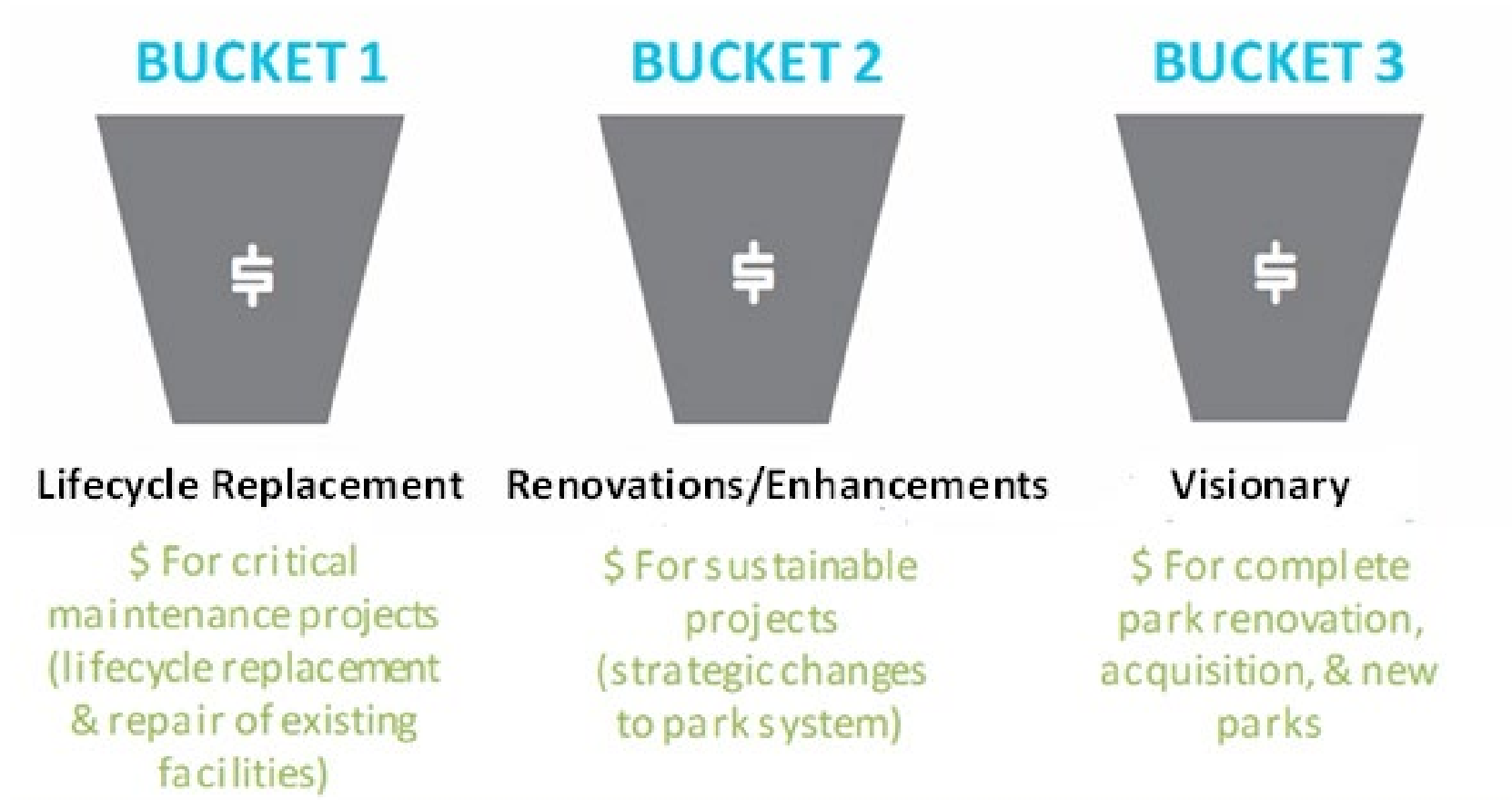


Capital Improvement Recommendations/Costs



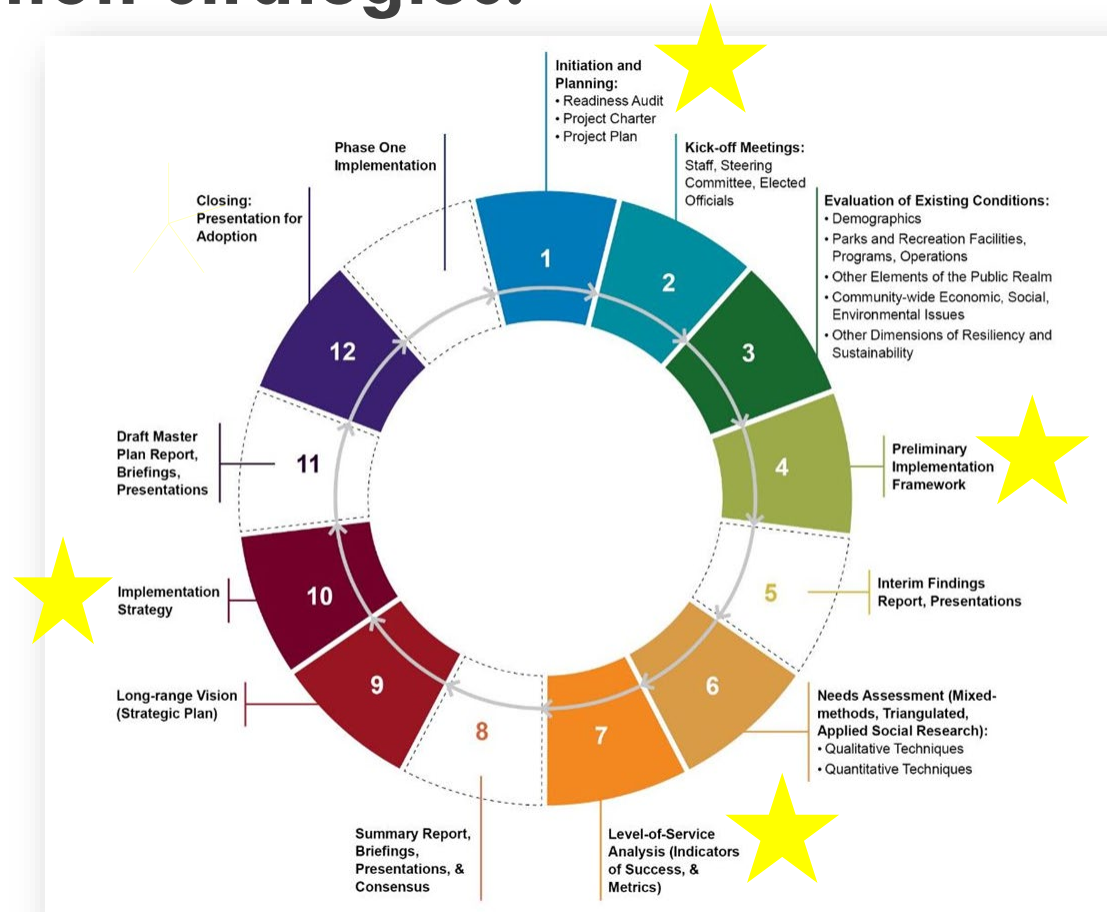
Capital Cost Estimating “Buckets”

Understanding Cost “Buckets”

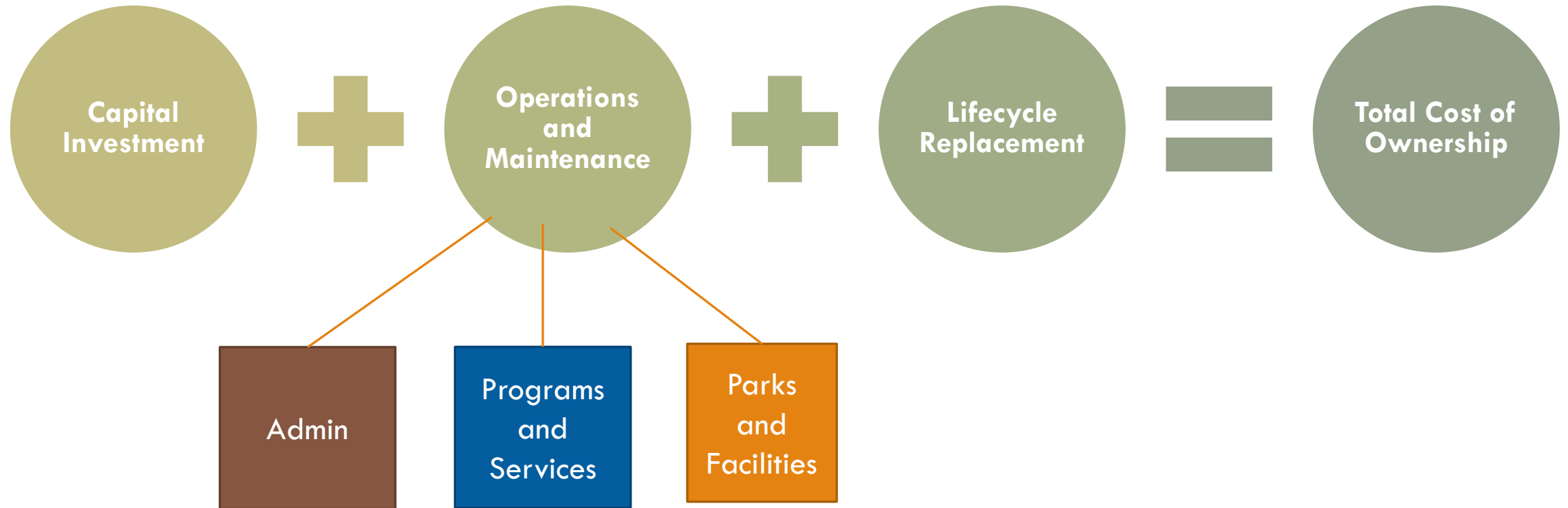


Final Plan

- Approach to keeping the final plan grounded in realistic implementation strategies.



Total Cost of Ownership



Immediate Next Steps

- **October – Parks and Recreation Advisory Board Kick-off**
- **October and November – Park Assessment Site Visits**
- **November 13th – Kickoff Meetings**
- **November 14-16th – Stakeholder and Focus Group Meetings**
- **Tuesday November 14 @ 6pm – Community Kick-off Meeting**
 - **Carver Recreation Center**
- **December – Program and Service Assessment Kick-off**



QUESTIONS?

QUESTIONS ???

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