

FUNCTIONAL MASTER PLAN FOR PARKS, RECREATION AND OPEN SPACE



Goals and Action Recommendations

September 12, 2012

A Presentation For:
Maryland-National Capital Park and Planning Commission
Department of Parks & Recreation in Prince George's County

Presented By:
PROS Consulting, LLC
with Wallace Roberts & Todd, Portfolio Associates & ETC Institute



Building on Previous Planning Efforts



Parks & Recreation 2010 AND BEYOND



Functional Master Plan Strategic Goals

↔ CONNECTIVITY

Connect Prince George's County residents to quality parks, trails, recreational facilities and programs, and schools. Connect our patrons socially and developmentally to neighborhoods and communities

Example of a Measures

- increased trail (miles)

💰 ECONOMIC DEVELOPMENT

Contribute to Prince George's County economy and the financial sustainability of the community.

Example of a Measure

- increased property values (of those close to new/redesign parks or trails)

♥ HEALTH AND WELLNESS

Improve the health (physical, mental and environmental) of Prince George's County residents and promote a wellness ethic for the community as a whole.

Example of a Measures

- improved health outcomes



Planning Process

TASKS THAT LAY THE GROUNDWORK:

Public, Staff and Executive Outreach and Participation

Service Classification and Performance Management

Functional Organizational Design

Agency Benchmarking on Best Practices



Planning Process

Evaluation of Programs

How Well Recreation Programs Match with Facilities

Indoor and Outdoor Facility Use Assessment

Facility Space and Design Standards In Place

Facility Needs and Level of Service Assessment

Maintenance Yard and Management Analysis



Planning Process

KEY TASKS THAT INFORM POLICY AND DRIVE SYSTEM DESIGN:

Development of New Facilities Guidelines and Modernizing Standards for Existing Facilities

Natural and Historic Guidelines

Land Dedication and Acquisition Processes



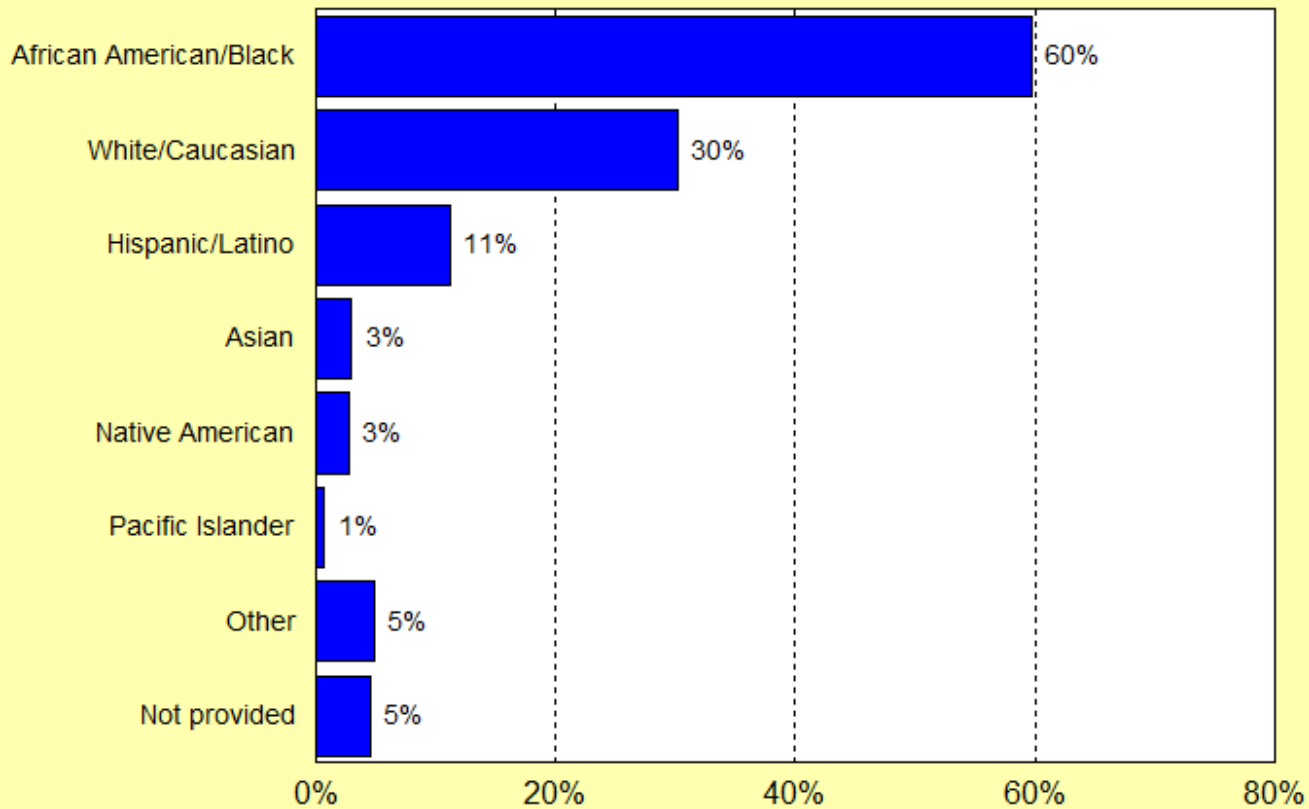
Key Survey Results



with Wallace Roberts & Todd, Portfolio Associates & ETC Institute

Demographics: Race/Ethnicity

by percentage of respondents

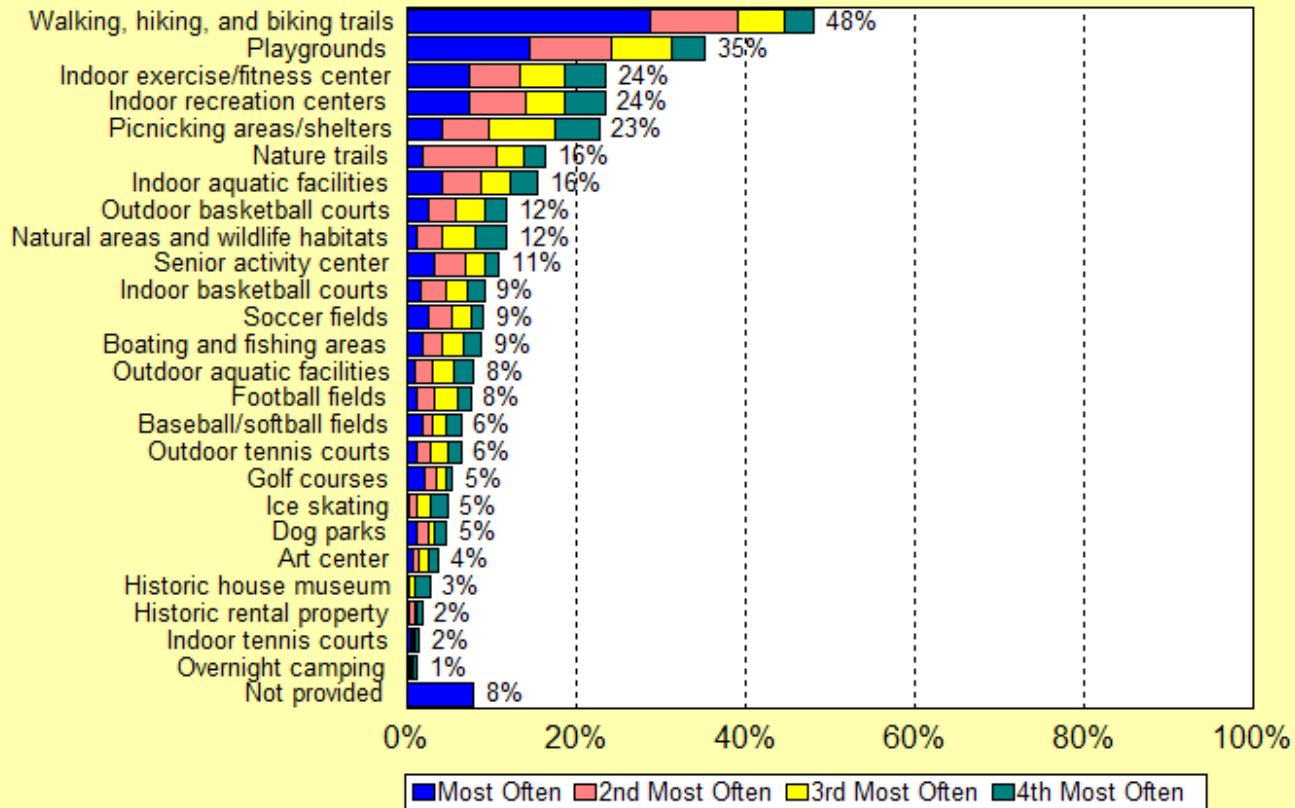


Source: Leisure Vision/ETC Institute (July 2012)



Q2. FOUR Parks and Recreation Facilities That Respondent Households Visit Most Often

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

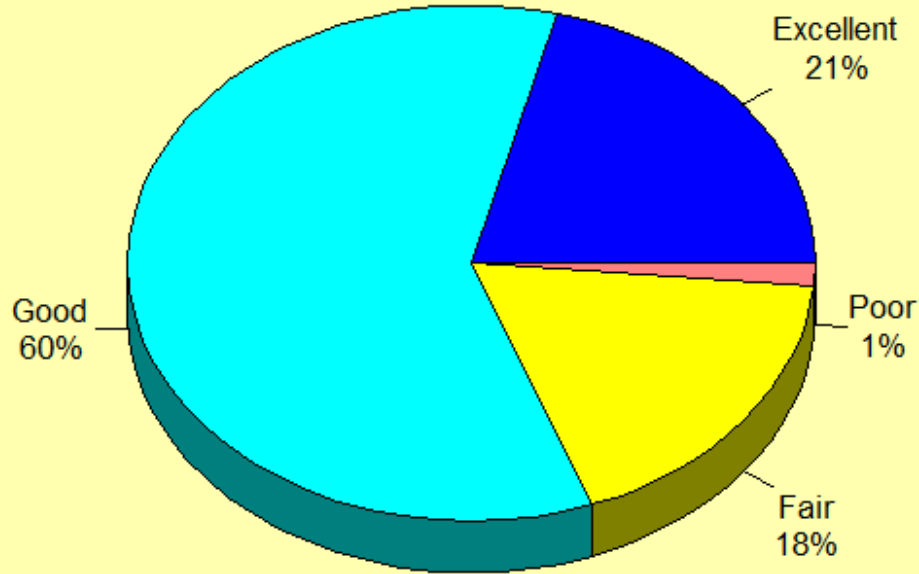


Source: Leisure Vision/ETC Institute (July 2012)



Q3. Physical Condition of ALL Parks, Trails and Recreation Facilities Operated by the M-NCPPC in Prince George's County

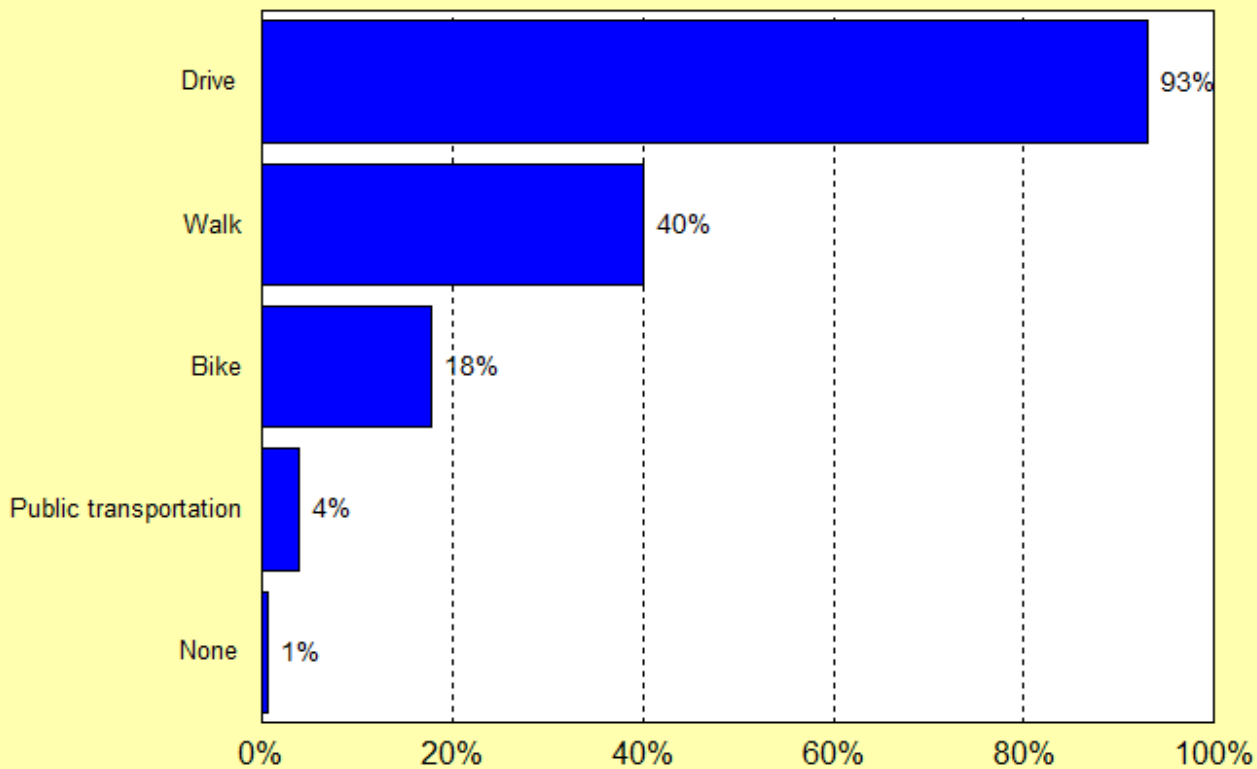
by percentage of respondents (excluding "not provided")



Source: Leisure Vision/ETC Institute (July 2012)

Q4. ALL the Ways Respondent Households Travel to Parks and Recreation Facilities

by percentage of respondents (multiple choices could be made)

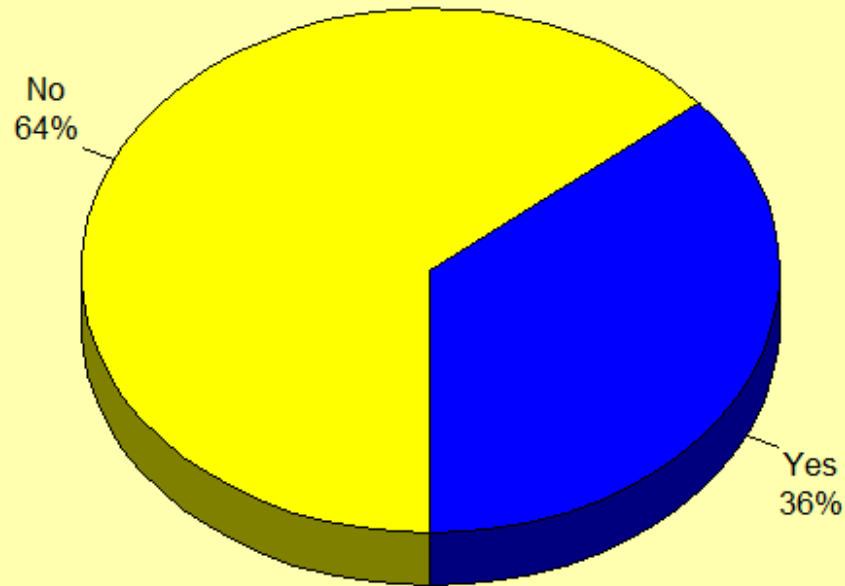


Source: Leisure Vision/ETC Institute (July 2012)



Q5. Have you or other members of your household participated in any recreation programs offered by the M-NCPPC in Prince George's County during the past 12 months?

by percentage of respondents (excluding "not provided")

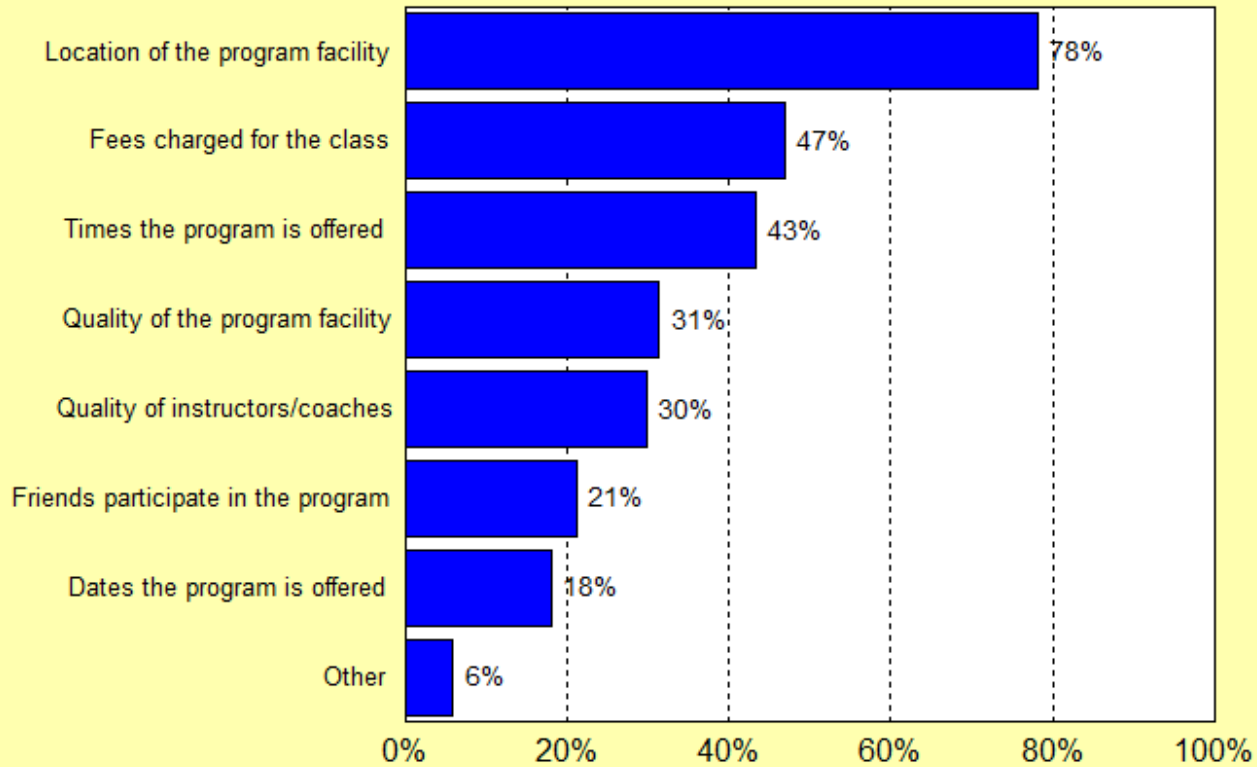


Source: Leisure Vision/ETC Institute (July 2012)



Q5b. THREE Primary Reasons Why Households Have Participated in Prince George's County Programs or Recreation Activities

by percentage of respondents (multiple choices could be made)

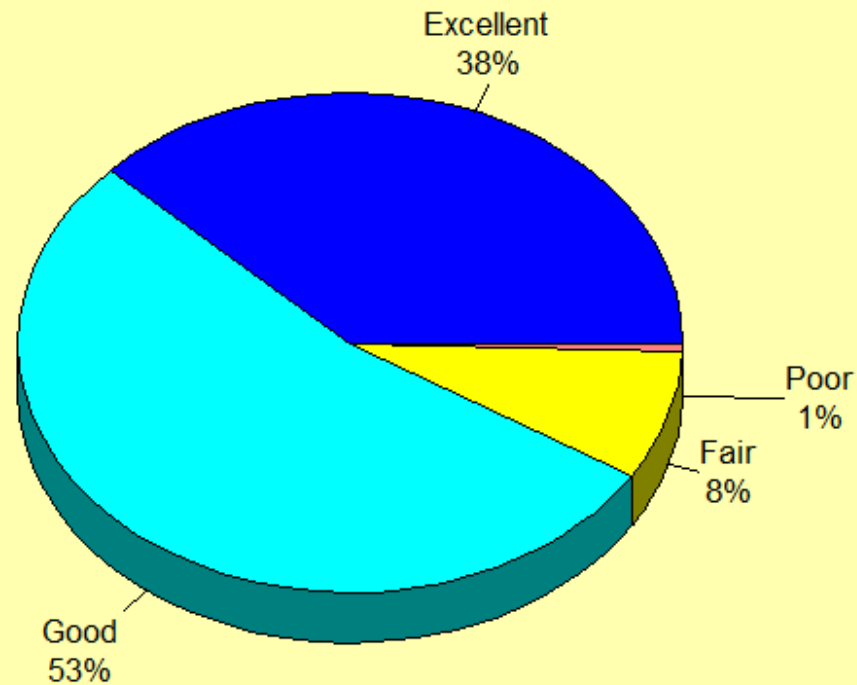


Source: Leisure Vision/ETC Institute (July 2012)



Q5c. Overall Quality of Programs Respondent Households Have Participated In

by percentage of respondents (excluding "not provided")

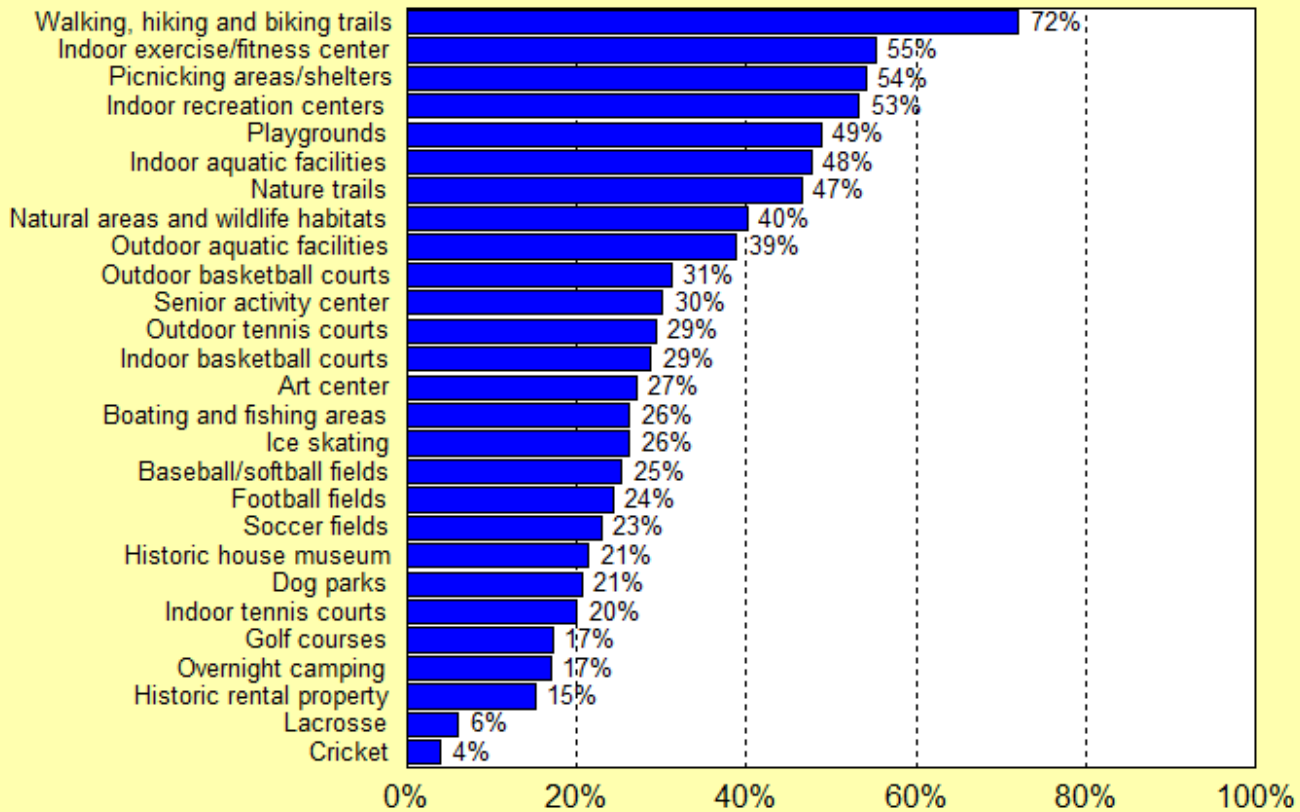


Source: Leisure Vision/ETC Institute (July 2012)



Q8. Parks and Recreation FACILITIES That Households Have a Need For

by percentage of respondents (multiple choices could be made)

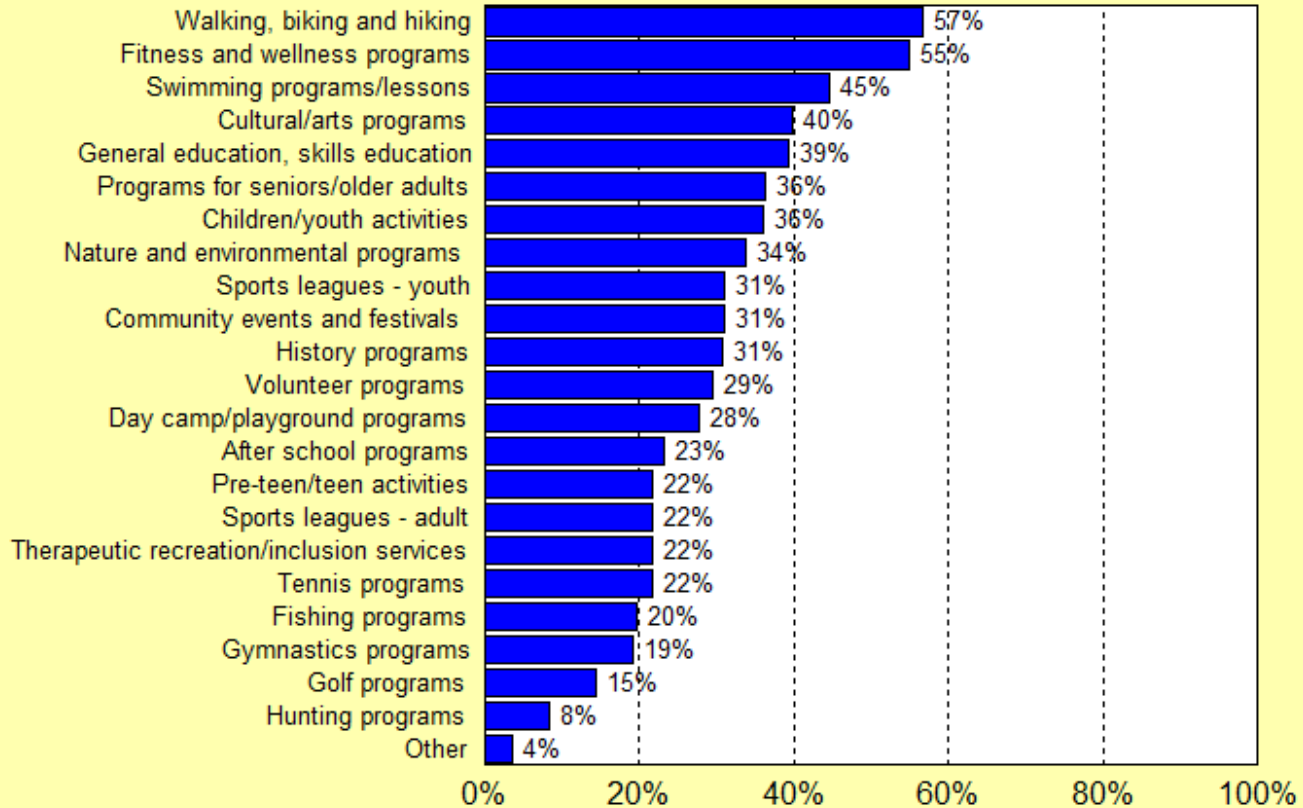


Source: Leisure Vision/ETC Institute (July 2012)



Q10. Recreation PROGRAMS That Households Have a Need For

by percentage of respondents (multiple choices could be made)

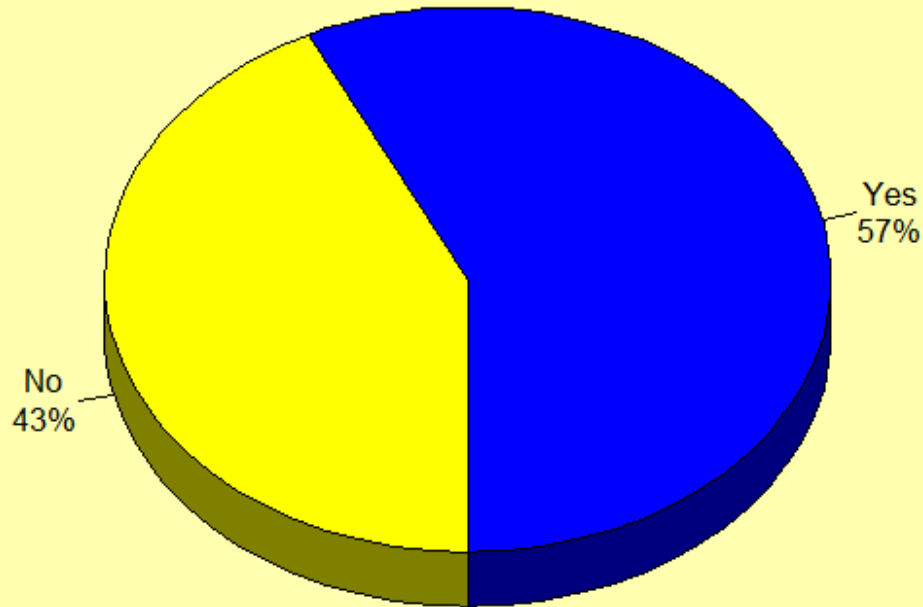


Source: Leisure Vision/ETC Institute (July 2012)



Q13. Have you or members of your household visited or used any of the community centers operated by the M-NCPPC in Prince George's County during the past 12 months?

by percentage of respondents (without "not provided")

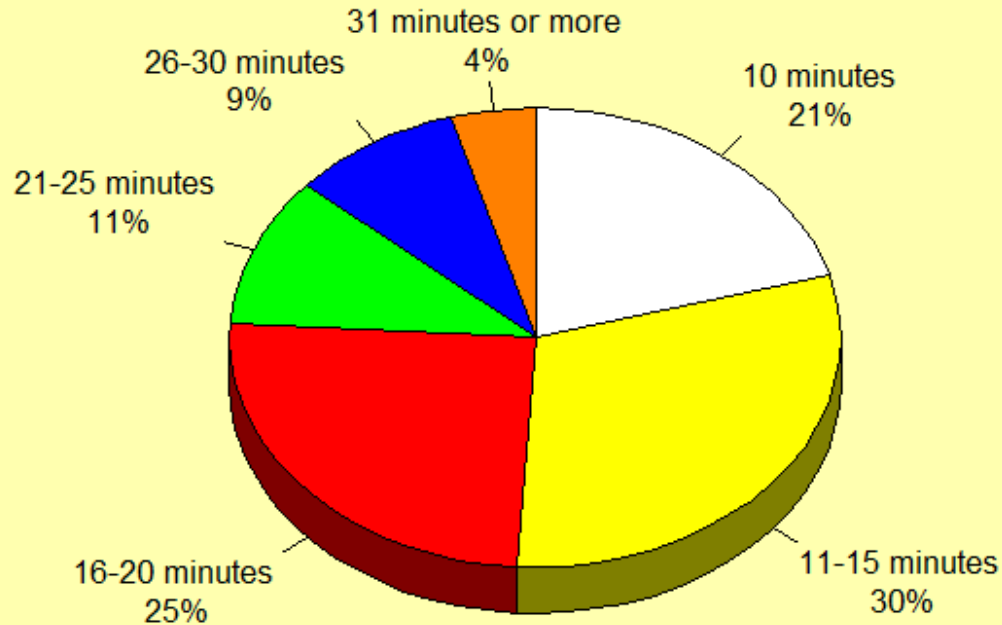


Source: Leisure Vision/ETC Institute (July 2012)



Q16. Maximum Amount of Time Households Would be Willing to Drive to Use a Multi-Use Community Recreation Center

by percentage of respondents (without "not provided")

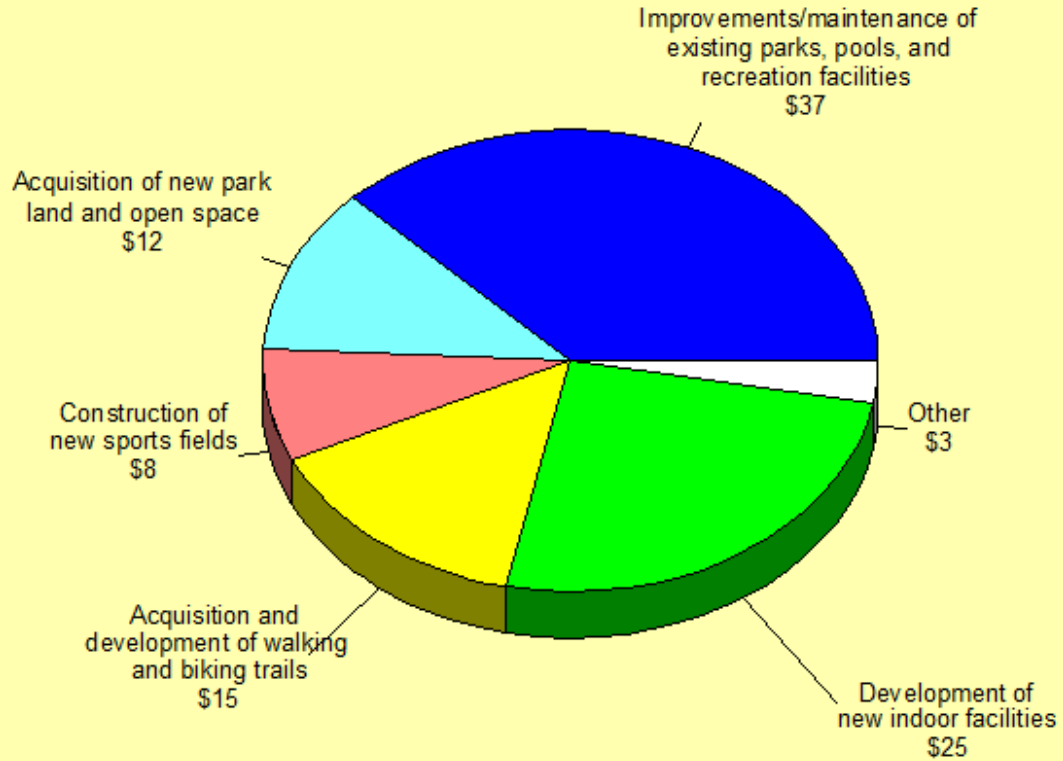


Source: Leisure Vision/ETC Institute (July 2012)



Q20. Ways in Which Respondents Would Allocate an Additional \$100 Among the Following Categories

by percentage of respondents (without "not provided")

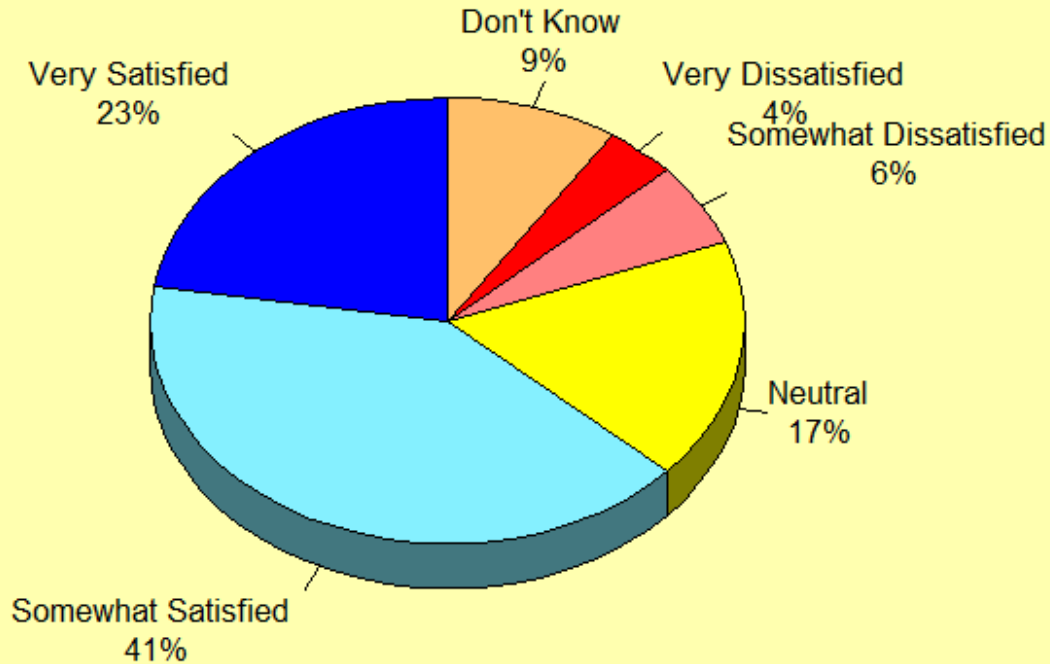


Source: Leisure Vision/ETC Institute (July 2012)



Q21. Satisfaction with Overall Value Received from the M-NCPPC in Prince George's County

by percentage of respondents (without "not provided")



Source: Leisure Vision/ETC Institute (July 2012)



Recommendations



Recommendations: Overall System

Established Facility Locations Standards for:

- Developed , developing and rural tiers
- Tailor facilities to neighborhood and community conditions
- Maintenance/support, e.g. aligned with facility use and condition.



Recommendations: Overall System

- Use a comprehensive set of cost/benefit criteria to prioritize capital investments in existing and new facilities and infrastructure
- Diversify funding sources outside of taxes through earned income from facilities, foundations/ conservancies, and sponsorships
- Develop fair and equitable partnerships



Recommendations: Land

- Update Developer Contribution to Park System via “Land Dedication”
- Add a tool to increase park and recreation facilities during the development process
- Establish an aggressive program to add 200 miles of new trails



Recommendations: Facilities

- Maintain What We Have: Establish a policy to set an annual reinvestment of money to protect assets and for preventative maintenance and replacement costs
- Create Signature Facilities: Define a vision and criteria for developing one or more signature parks, attractions, and special events
- Provide Richer Recreational Experiences: Provide richer recreational experiences for all Prince Georgians through development of larger and sustainable multi- generational facilities and include aquatics as part of the experience



Recommendations: Programs

- Establish a System to Identify the level of Tax Subsidy for Program Services
- Establish a Pricing Policy to Address Essential, Important and Value Added Services
- Tie all programs to connectivity, economic development, and health and wellness goals



Next Steps:

- Continue public outreach through 2013
- Distribution of the draft plan in February 2013
- Public hearing in Spring of 2013
- Plan adoption early in 2014
- Call 301-699-2255 for information or visit
- www.pgparcs.com/Formula2040



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