

**Greenbelt City Council  
Work Session**

**Recreation and Park Facilities Master Plan**

**May 2, 2018  
8:00 p.m.**

**Room 201  
Greenbelt Community Center  
15 Crescent Road**

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**Agenda**

- Introductions
- Presentation by Consultant
- Council Discussion
- Questions and Answers
- Other

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## MEMORANDUM

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**TO:** NICOLE ARD, CITY MANAGER  
**FROM:** JOE MCNEAL, ASSISTANT DIRECTOR OF RECREATION OPERATIONS  
**SUBJECT:** MASTER PLAN FINDINGS WORK SESSION  
**DATE:** APRIL 25, 2018  
**CC:** JULIE MCHALE, DIRECTOR OF RECREATION  
TERRI HRUBY, ACTING DIRECTOR OF PLANNING  
GREG VARDA, ASSISTANT DIRECTOR OF RECREATION PROGRAMS



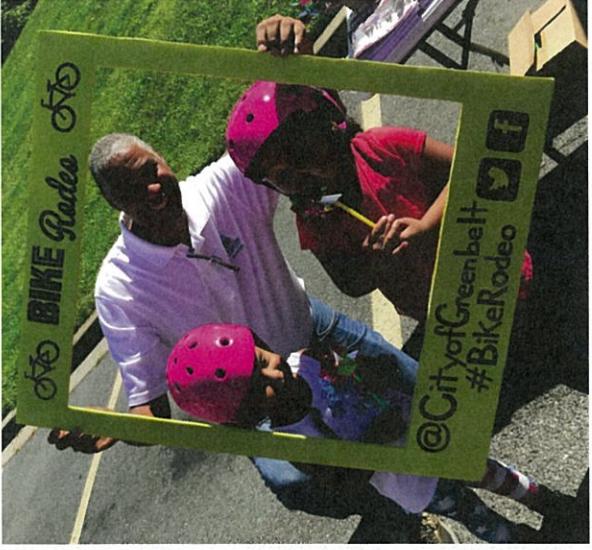
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In May of 2017 the City hired GreenPlay, LLC to begin work on development of a Recreation and Park Facilities Master plan for the City to guide in Recreation and Park planning, programing and maintenance. Over the past months, staff has worked with the consultant to employ numerous community outreach efforts to seek input from the citizens, stakeholder groups, staff and City Council. Additionally, we have worked to develop a comprehensive inventory of facilities based on type, location and ownership.

The purpose of the Work Session is to review and discuss findings from the research as we prepare to move into the phase of drafting the Recreation and Park Facilities Master Plan. The draft plan will be presented to City Council and PRAB in the next few months.

Attachments:

GreenPlay, Findings Power Point 4-24-18



THE CITY OF

**GREENBELT**

MARYLAND

# RECREATION & PARK FACILITIES MASTER PLAN FINDINGS PRESENTATION

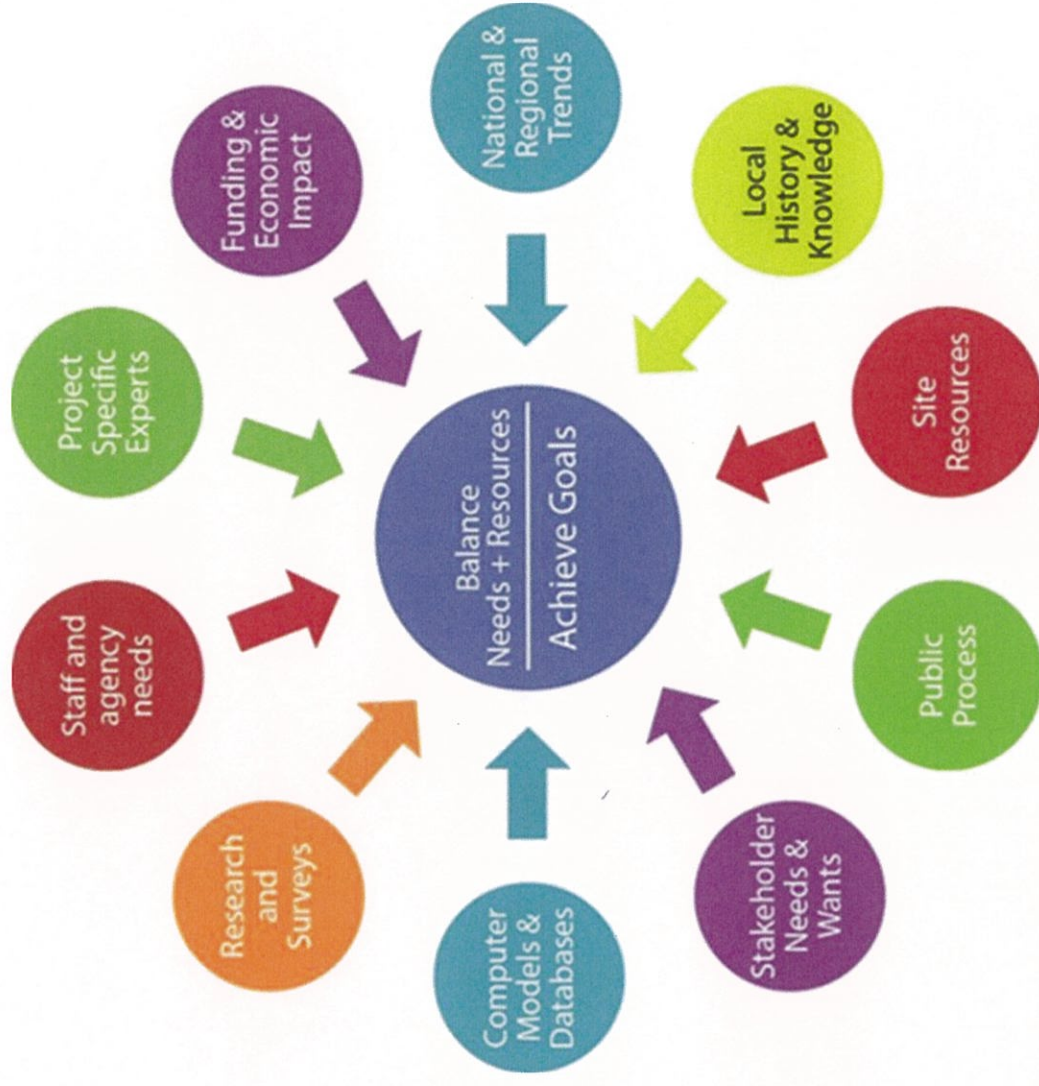
CITY OF GREENBELT  
MAY 2, 2018

## PURPOSE OF THE PLAN

- Road map for improving the City's provision of parks and recreation facilities and services for residents and visitors
  - Inventories existing public parks and recreation assets
  - Reviews current conditions impacting recreation in Greenbelt
    - Demographics, community input, trends
  - Identifies residents' wants, needs, and level of satisfaction with current recreation opportunities; as well as ideas for improvement
- Provides goals and prioritized action plan for improving existing and future recreation opportunities

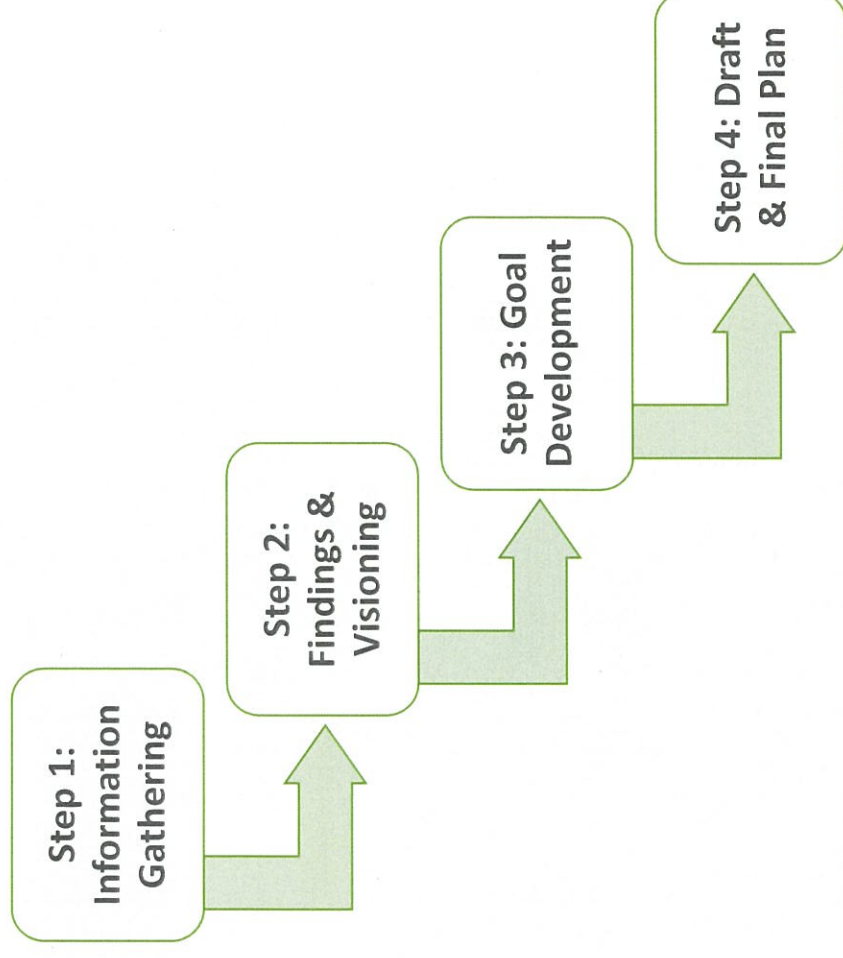
## PRESENTATION AGENDA

- Master Plan Process
- Demographic Trends
- Inventory of Facilities
- Community Input
- Key Findings and Preliminary Recommendations
- Questions and Feedback



# MASTER PLAN PROCESS

- **1. Information Gathering & Analysis**
  - Review background data
  - Stakeholder Focus Groups
  - Community Survey
  - Inventory Update & Gap Analysis
  - Organizational and Program Review
  - Analyze and Coalesce Data
- **2. Findings & Visioning**
- **3. Goals & Recommendations**
- **4. Draft and Final Plans**



# DEMOGRAPHIC TRENDS

## 2017 POPULATION SUMMARY STATISTICS

- 21,250 RESIDENTS (FY18 Budget)
- 10,306 HOUSEHOLDS (FY18 Budget)
- 33-36 YEARS OLD – MEDIAN AGE RANGE
- \$65-66K MEDIAN HOUSEHOLD INCOME
- OVER 40% AFRICAN AMERICAN; ABOUT 1 IN 5 RESIDENTS IDENTIFIES AS HISPANIC



# DEMOGRAPHIC TRENDS

## YOUNG POPULATION

NEARLY 19% UNDER AGE 14

MEDIAN AGE: 33-36 YEARS

State: 39 years

County: 36.2 years



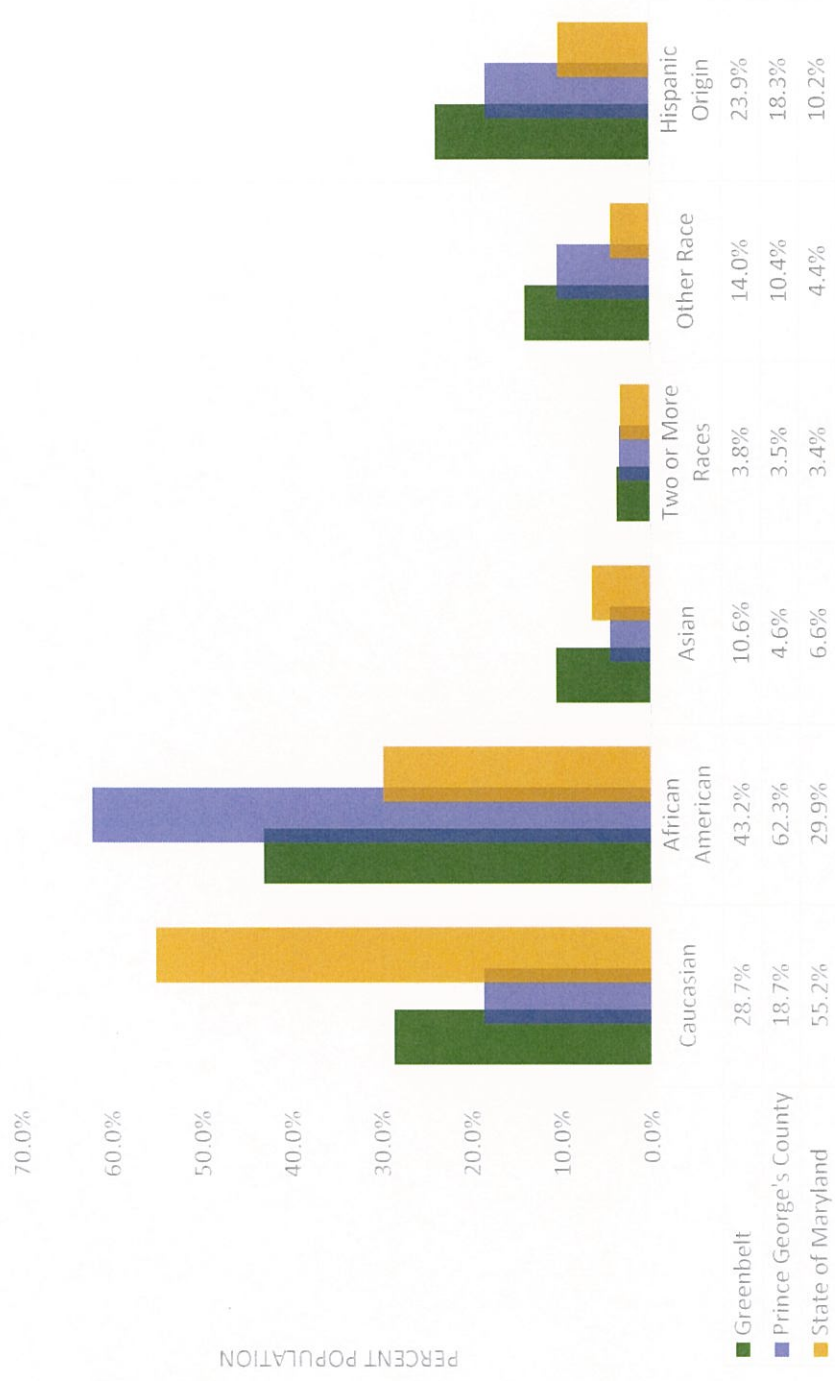
# DEMOGRAPHIC TRENDS

## DIVERSE RESIDENT BASE

Majority-minority community

Over 40% African American

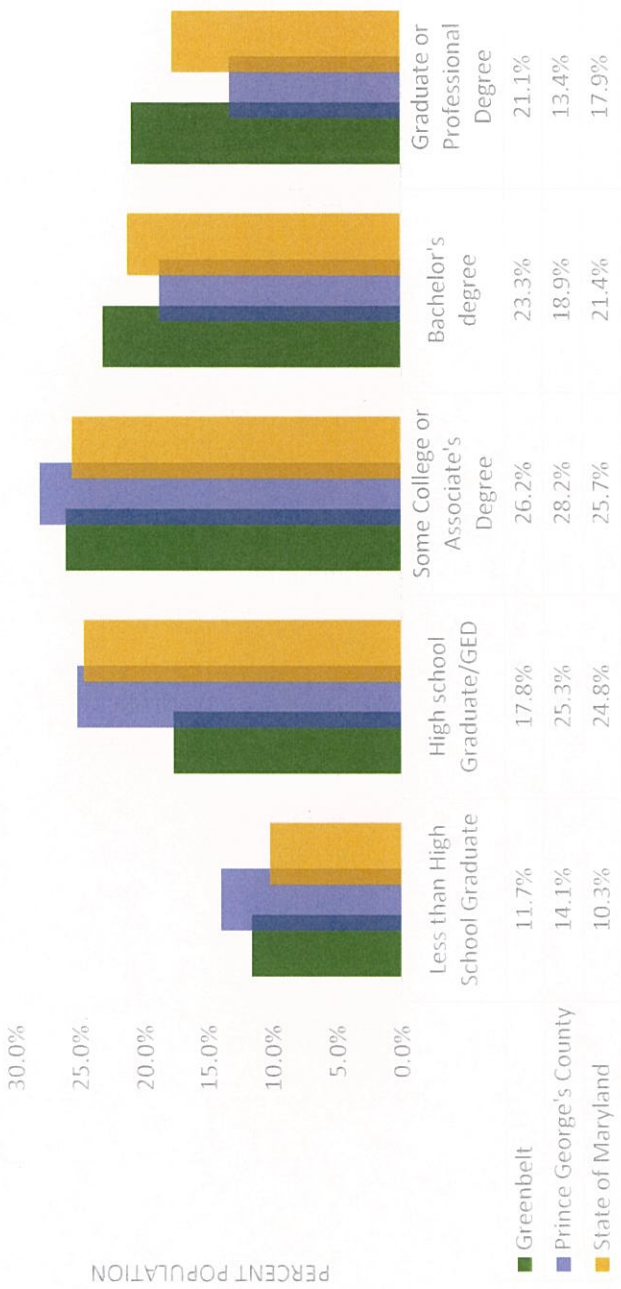
Nearly ¼ Hispanic



# DEMOGRAPHIC TRENDS

## WELL EDUCATED RESIDENTS

Over 43% adults have  
college or graduate  
degrees



## LOWER MEDIAN HOUSEHOLD INCOME THAN PEERS LOCALLY



## DEMOGRAPHIC TRENDS

### HOMEOWNERSHIP IS PROJECTED TO DECLINE

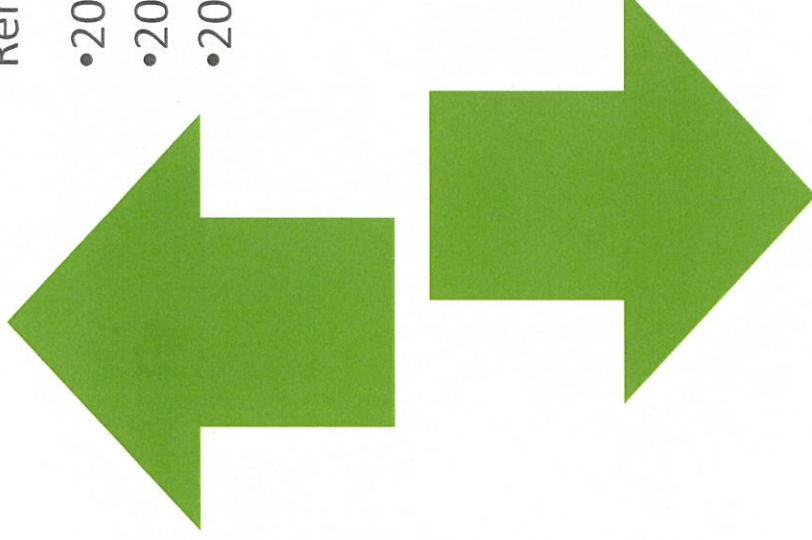
Renters are traditionally  
more difficult to reach

#### Renter Occupied Housing

- 2022: 53.6%
- 2017: 52.7%
- 2010: 49.6%

#### Owner Occupied Housing

- 2010: 43.8%
- 2017: 40.3%
- 2022: 39.5%



## RECREATION AND PARK FACILITIES MAP



## INVENTORY OF FACILITIES

Approximately 60 sites in Greenbelt provide public recreation opportunities

*Includes: HOAs, schools, county and national park*

38 city parks, playgrounds, and open spaces, and recreation facilities

Abundance of smaller parks and playgrounds

**LSG** Landscape Architecture

# INVENTORY ASSESSMENT

## GREENBELT PARKS AND RECREATION FACILITIES ARE:

Well used for programs, special events, and free play

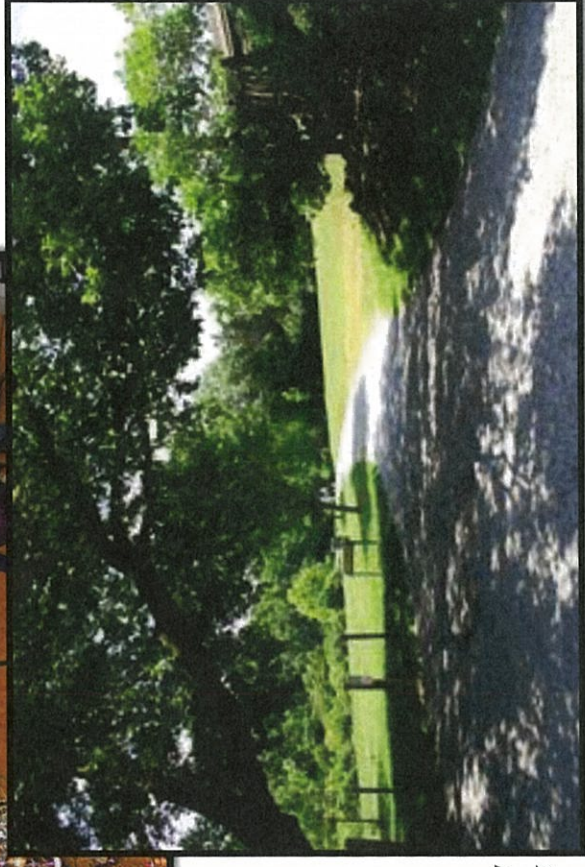
Many key facilities are older and aging

Buddy Attick Park is heavily used by individuals and groups

Maintenance of athletic fields and basic park infrastructure needs improvement



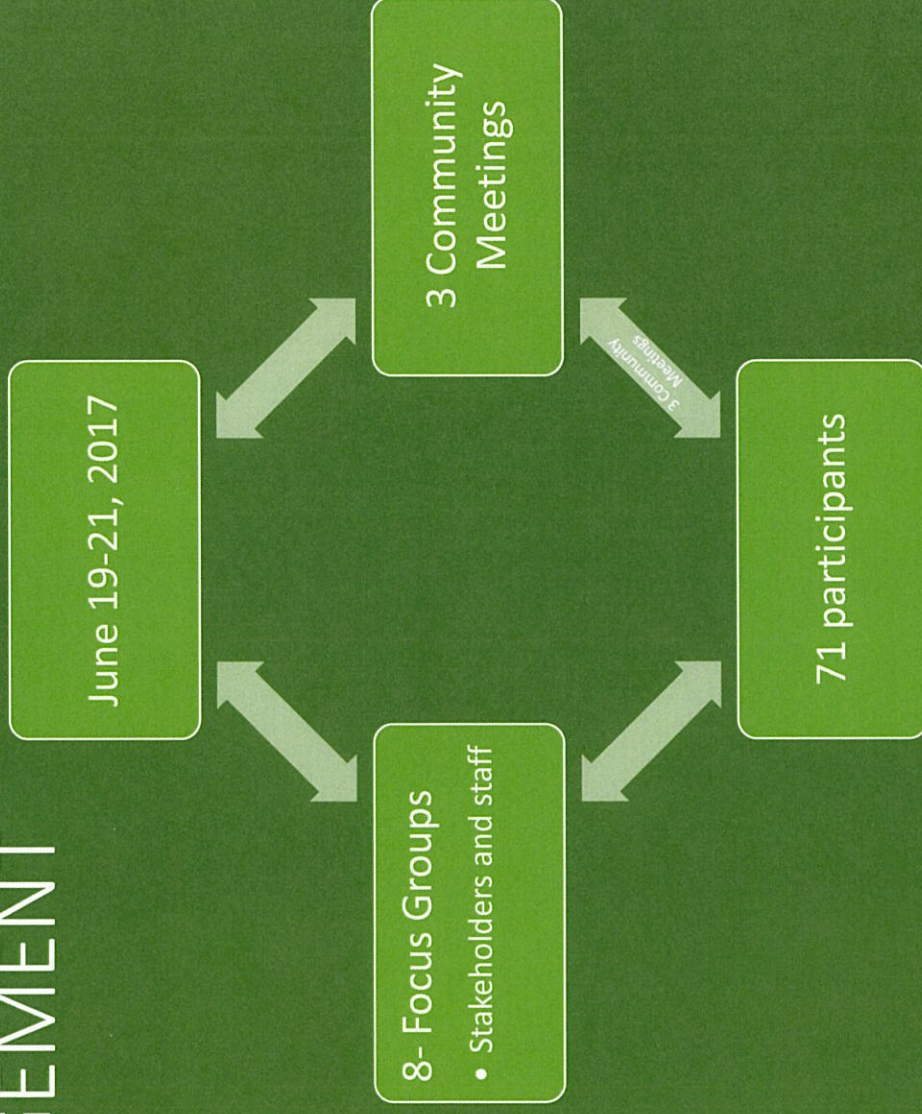
Arts & Crafts  
Fair at the  
Community  
Center



Trail at Buddy  
Attick Park

# COMMUNITY ENGAGEMENT

Received input on participants  
view of strengths, challenges,  
suggested improvements, and  
priorities for enhancing  
Greenbelt's parks and  
recreation system



# COMMUNITY ENGAGEMENT – SUMMARY OF INPUT



# COMMUNITY SURVEY

220 completed random sample surveys

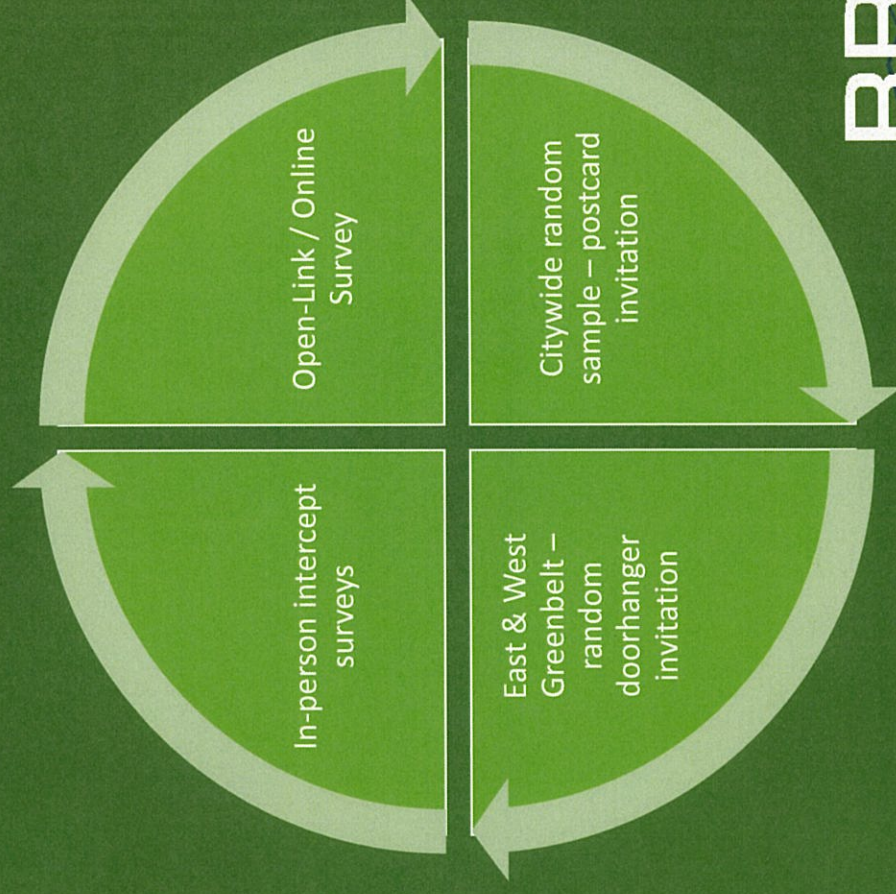
+/-6.57% margin of error

*Includes postcard mailers, intercept surveying, and doorhanger participants*

283 open-link surveys completed

503 total surveys completed

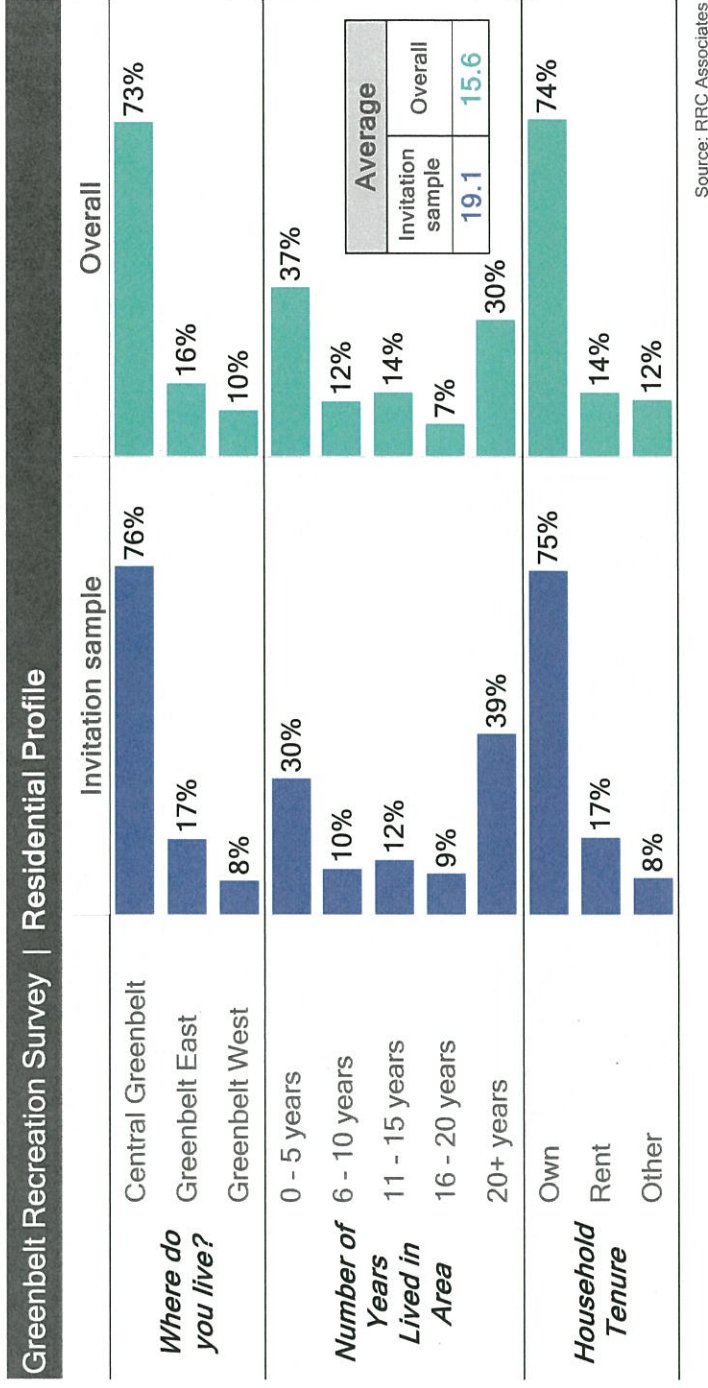
Consistency of responses in both survey pools (random sample / open-link)



# COMMUNITY SURVEY – WHO RESPONDED?

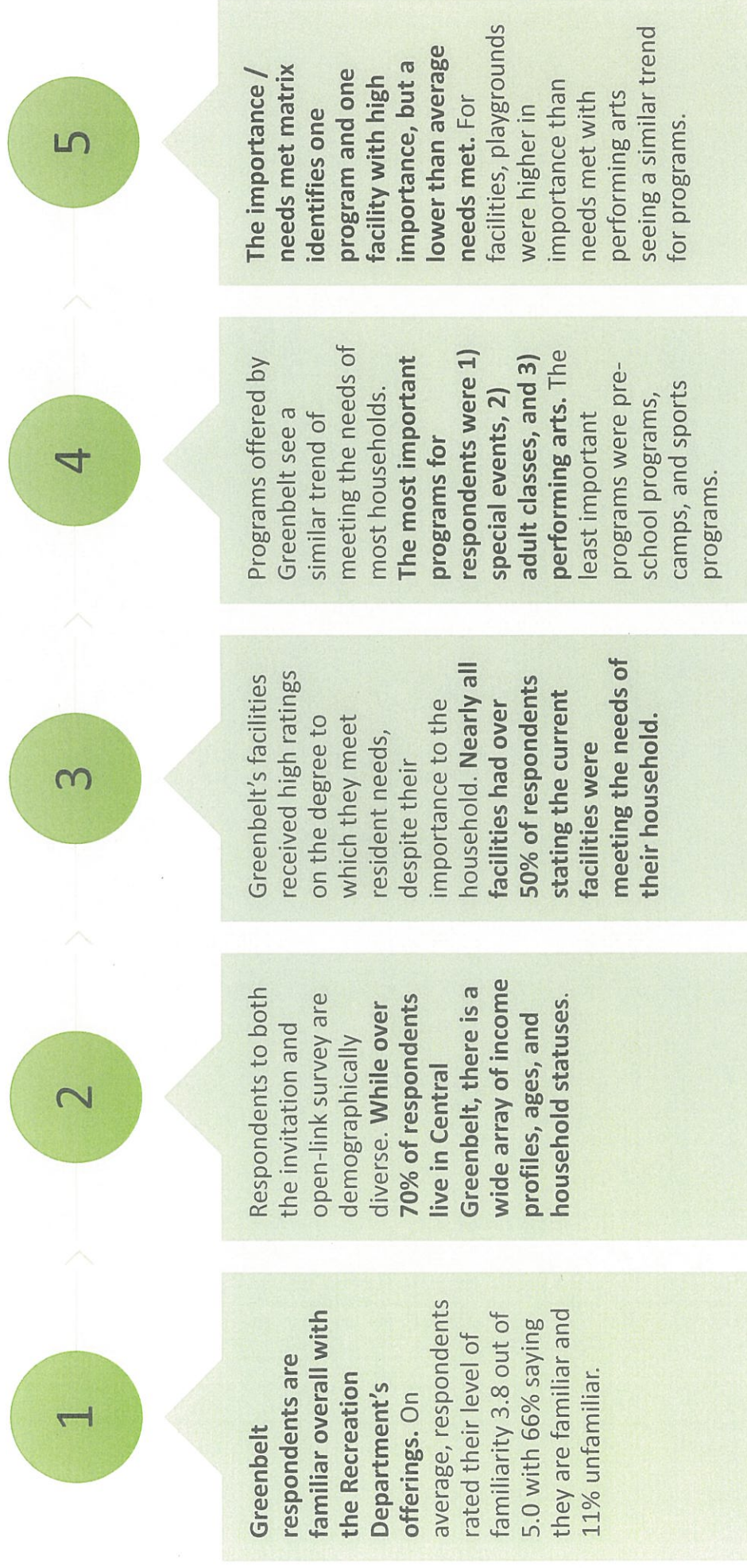
## DEMOGRAPHIC PROFILE OF RESPONDENTS

- 70%+ FEMALE
- 2/3 OVER AGE 45 YEARS
- MOST HAVE NO CHILDREN AT HOME
- HALF HAVE HOUSEHOLD INCOME LESS THAN \$100K
- OVER 2/3 RESPONDENTS WERE CAUCASIAN
- OVER 95% RESPONDENTS NON-HISPANIC



Source: RRC Associates

# COMMUNITY SURVEY – TOP TEN FINDINGS



# COMMUNITY SURVEY – TOP TEN FINDINGS

6

In general, increased awareness or communication is listed as the top factor that would lead to increased participation at Greenbelt facilities. Improving the condition / maintenance of existing facilities would also increase participation.

7

Planning for the future, respondents highlighted trail connectivity and open space / natural areas as priorities. These two topics received the most attention and highest rankings for future planning scenarios.

8

For most, increased user fees would not significantly limit their participation. 40% of respondents stated increased fees would not limit their participation, while 34% said it would limit their participation “somewhat”.

9

66% of respondents stated Greenbelt’s communication was effective, compared to only 12% who said it was not effective. Respondent’s preferred avenue to receive information is the Greenbelt News Review and e-mails from the city.

10

Respondents shared high praise for the City and their recreation facilities / programs in their open-ended comments. Many comments highlighted the level of service of staff, cleanliness, and value to the community.

# COMMUNITY SURVEY - FACTORS THAT INFLUENCE VISITATION TO PARKS AND RECREATION FACILITIES

*I love the water, the playground, and trails.*

*Scenic beauty, close access to my home.*

- Activities for a variety of ages
- Cleanliness
- Feeling of safety
- Programs / classes at the facility
- Close to home/work
- Ease of access/parking
- Dog friendly
- Peaceful location
- Family friendly areas
- Exercise
- Activities for children
- Special events (e.g. farmers market)
- Presence of water/lake

*I'm a runner and the lake is a great place to run around!*

*The recreational center is an inviting place for my 11 year old son and all of his friends in the community. The place serves as a safe haven with professional that provide a space where kids can be athletic and social.*

*Lots of activities related to what I am interested in.*

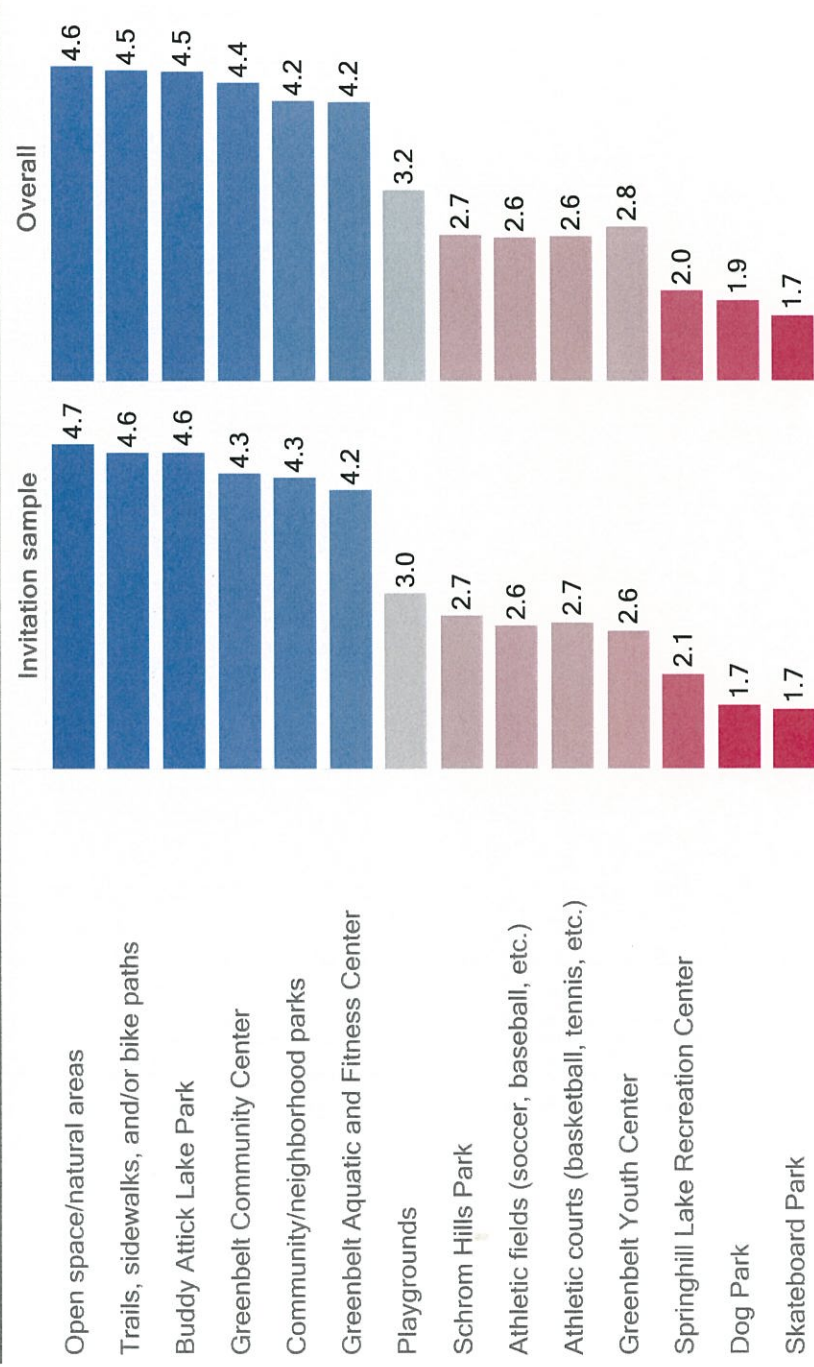
*Convenient hours, clean, well maintained, good staff. The GAFC is a godsend for me.*

*Good selection of activities for all ages.*

*Proximity to my home. Most use centers around children's activities.*

# COMMUNITY SURVEY – IMPORTANCE OF EXISTING FACILITIES

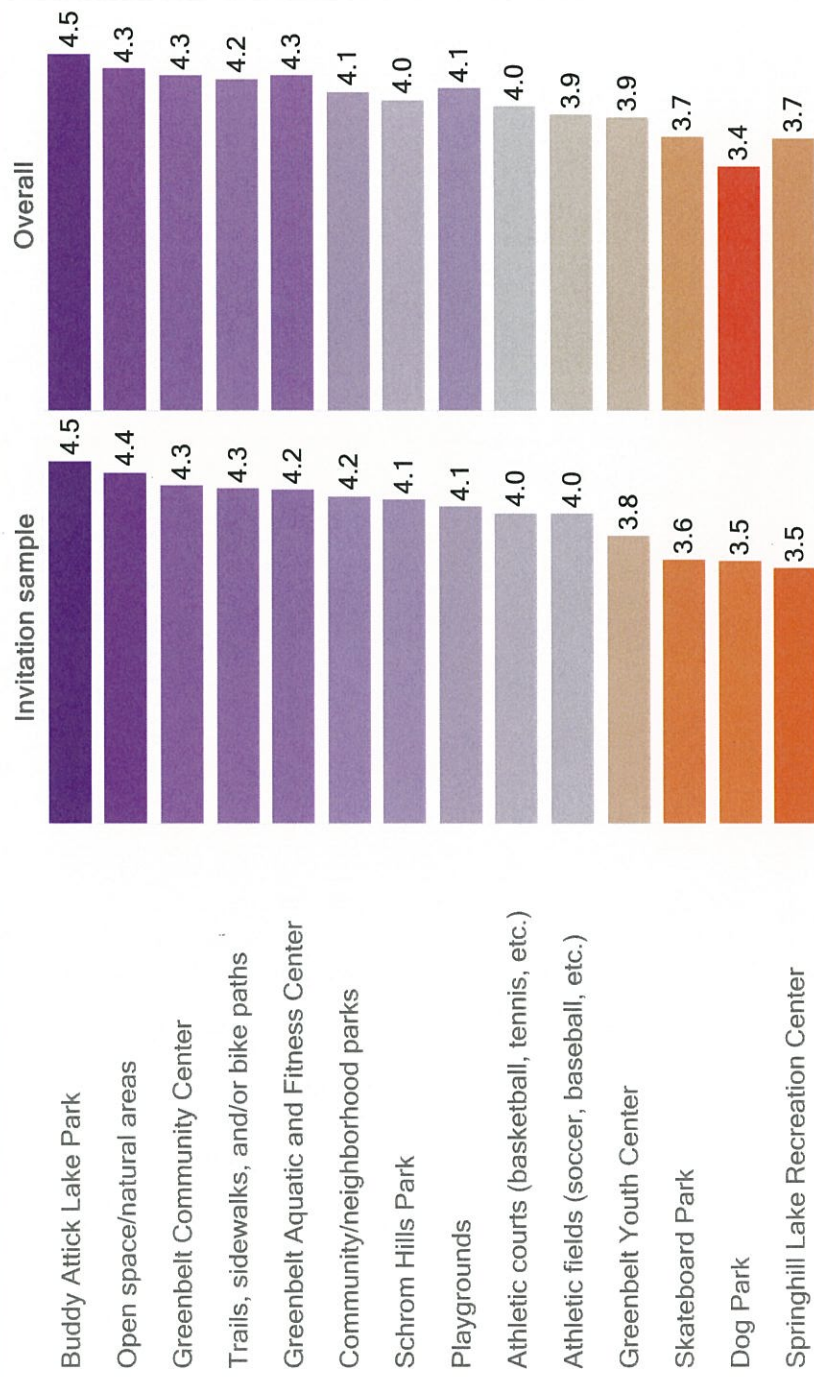
Greenbelt Recreation Survey | Importance of Facilities to Household  
Average Rating (1=Not at All Important, 5=Very Important)



Source: RRC Associates

# COMMUNITY SURVEY – ARE FACILITIES MEETING NEEDS?

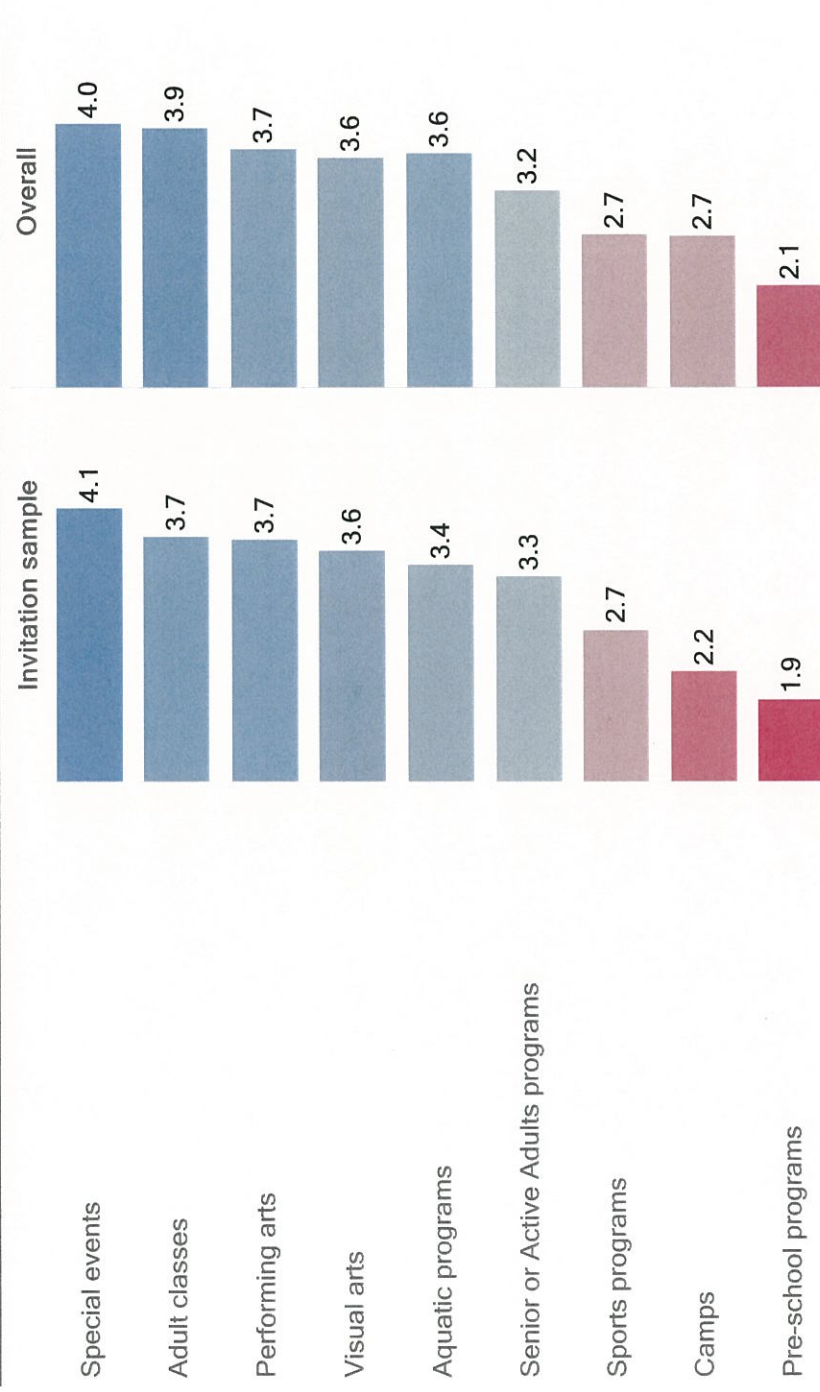
Greenbelt Recreation Survey | Degree to Which Facilities Meet Community Needs  
Average Rating (1=Not at All, 5=Completely)



Source: RRC Associates

# COMMUNITY SURVEY – IMPORTANCE OF EXISTING PROGRAMS

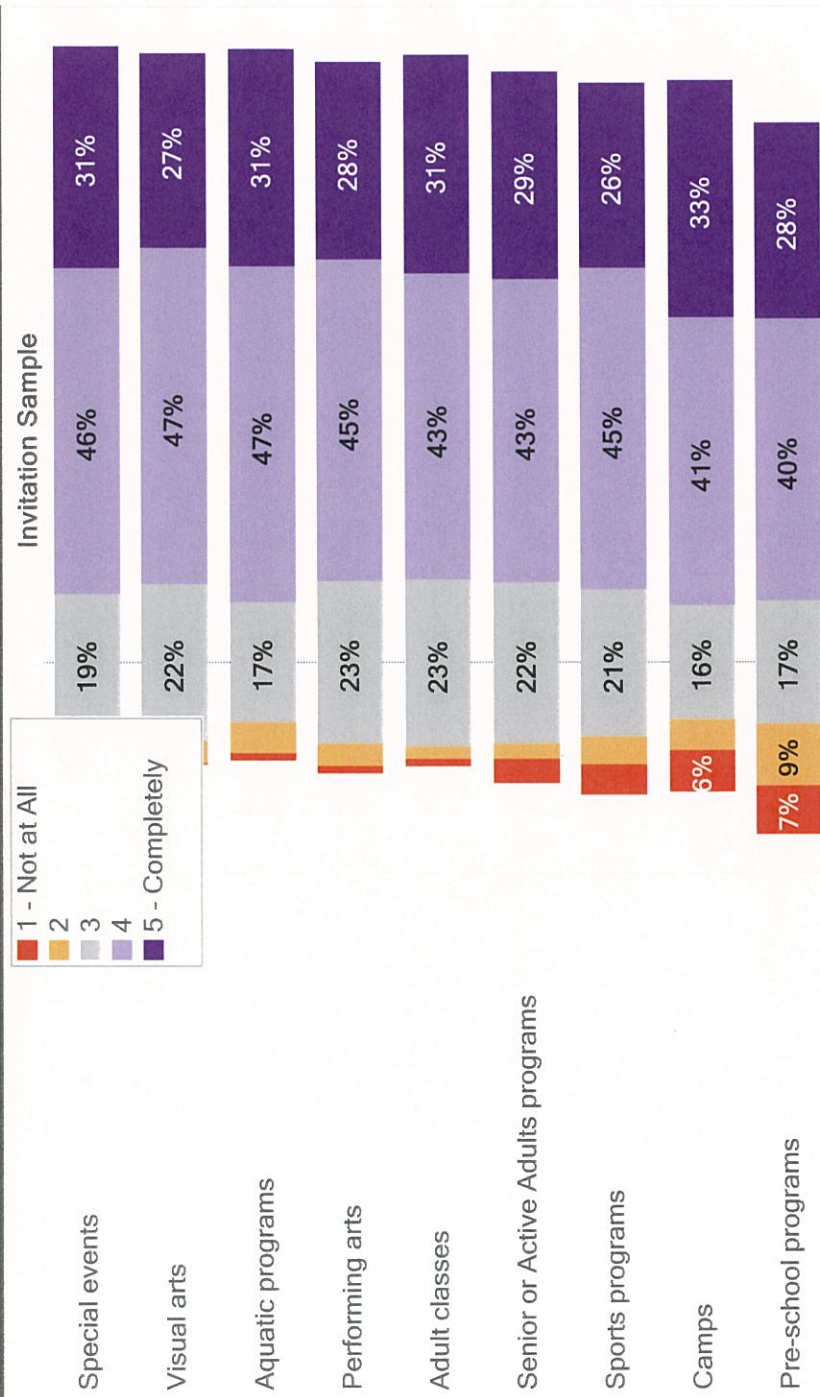
Greenbelt Recreation Survey | Importance of Programs to Household  
Average Rating (1=Not at All Important, 5=Very Important)



Source: RRC Associates

# COMMUNITY SURVEY – ARE PROGRAMS MEETING NEEDS?

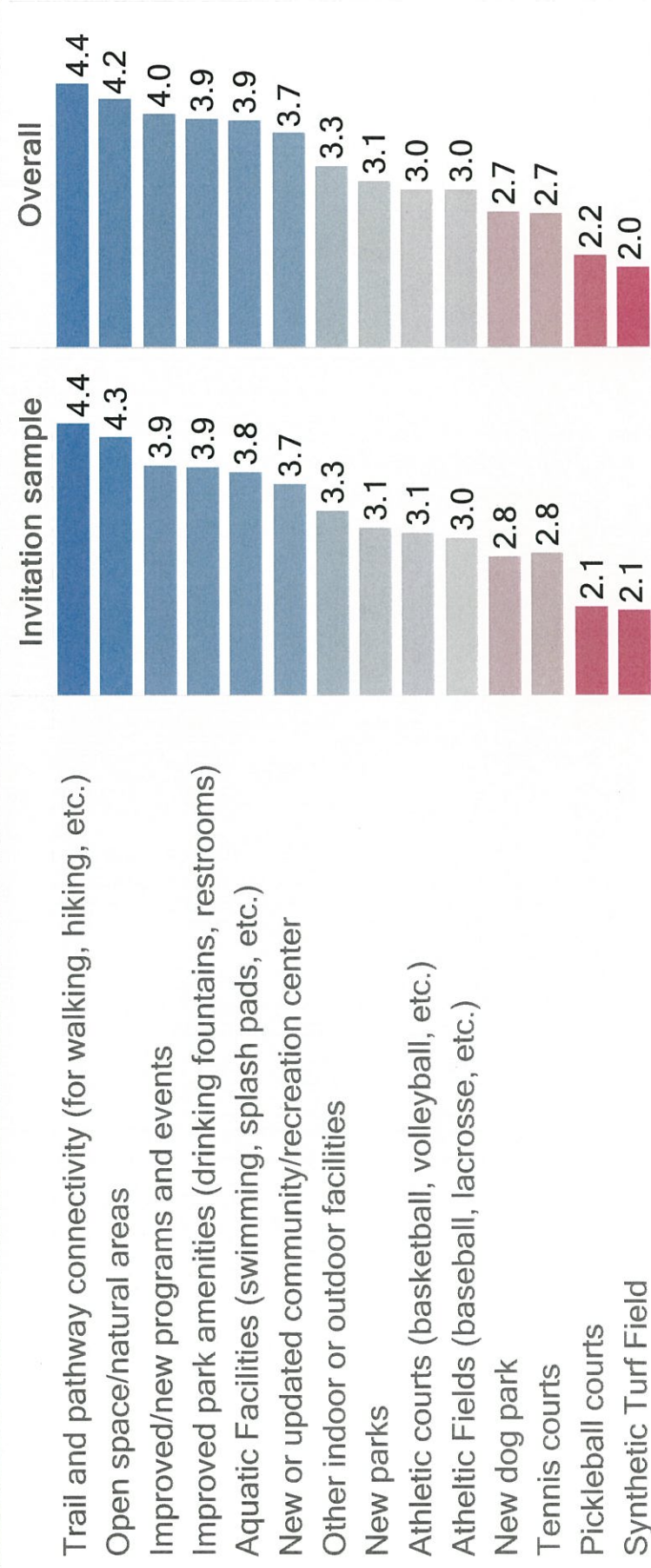
Greenbelt Recreation Survey | Degree to Which Programs Meet Community Needs  
Sorted by Midpoint



Source: RRC Associates

# COMMUNITY SURVEY – FUTURE PRIORITIES

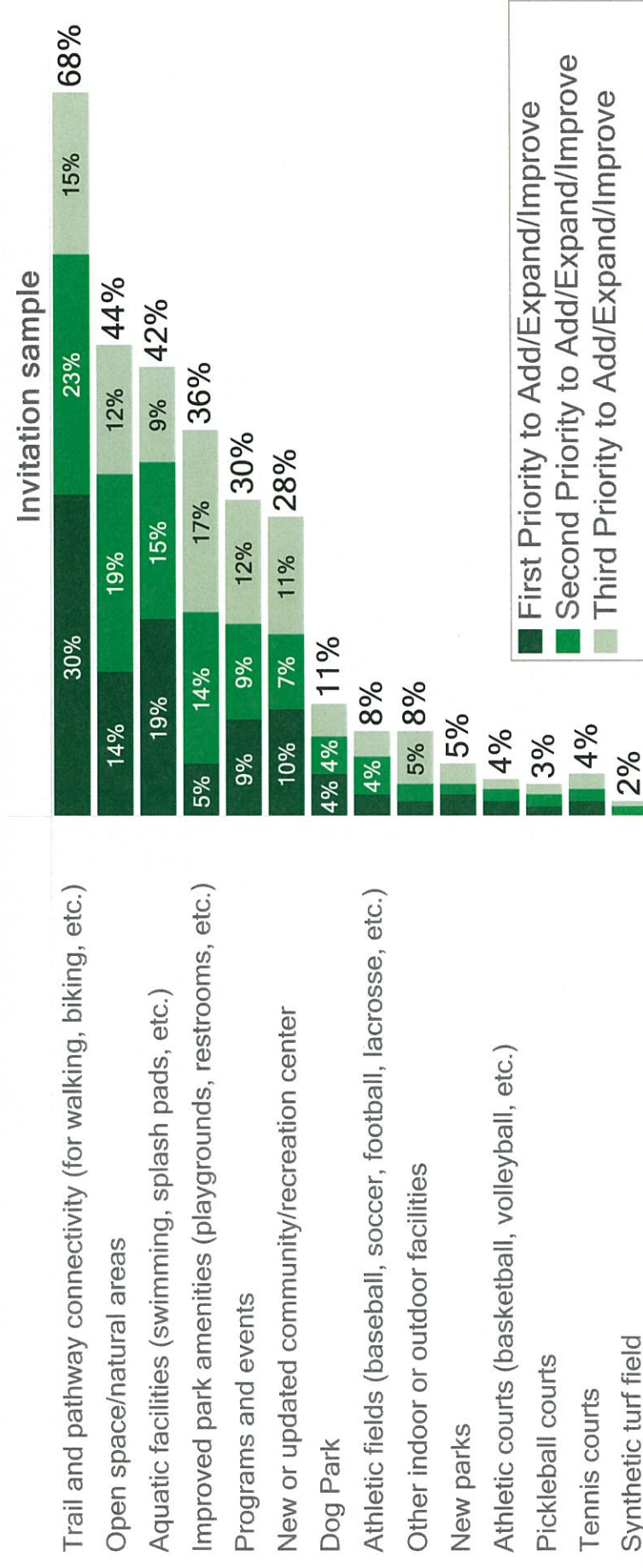
Greenbelt Recreation Survey | Importance of Adding, Expanding, or Improving Facilities  
Average Rating (1=Not at All Important, 5=Very Important)



Source: RRC Associates

# COMMUNITY SURVEY – FUTURE PRIORITIES

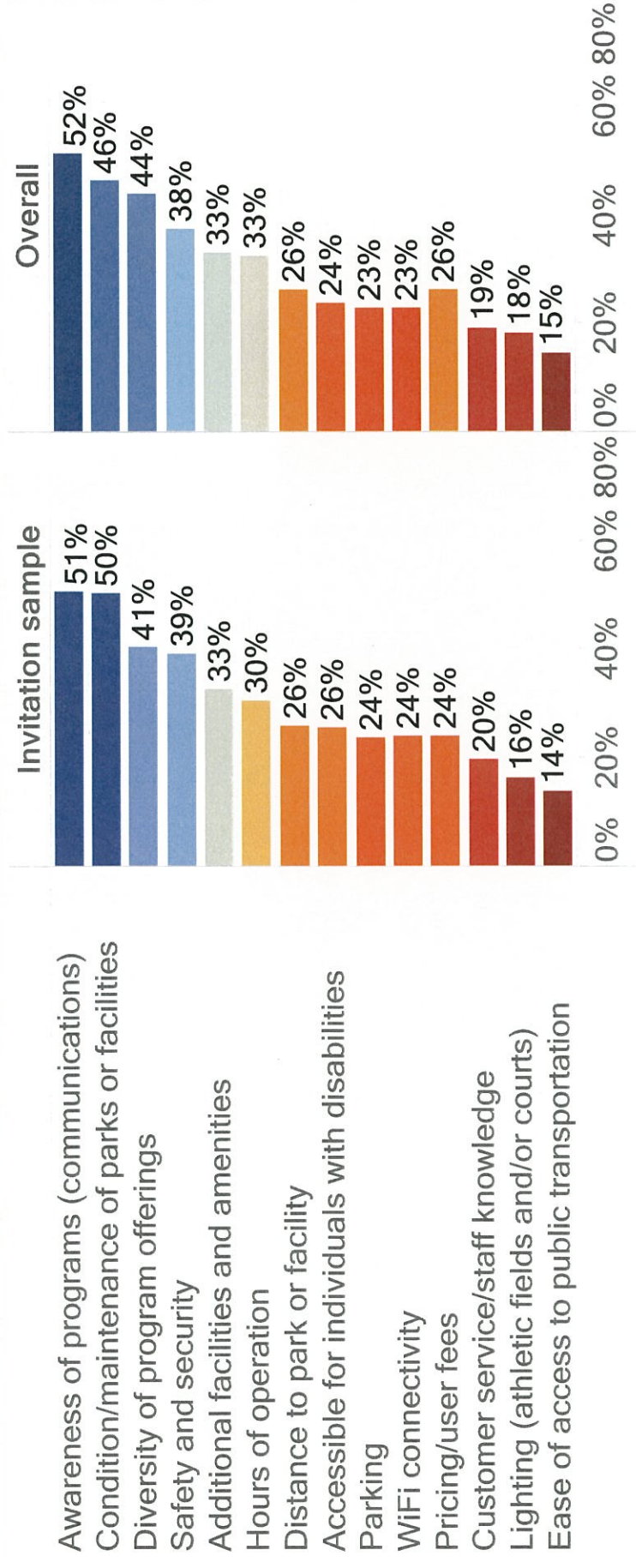
## Greenbelt Recreation Survey | Top Three Highest Priorities to be Added, Expanded, or Improved



Source: RRC Associates

# COMMUNITY SURVEY – WHAT WOULD INCREASE YOUR USE?

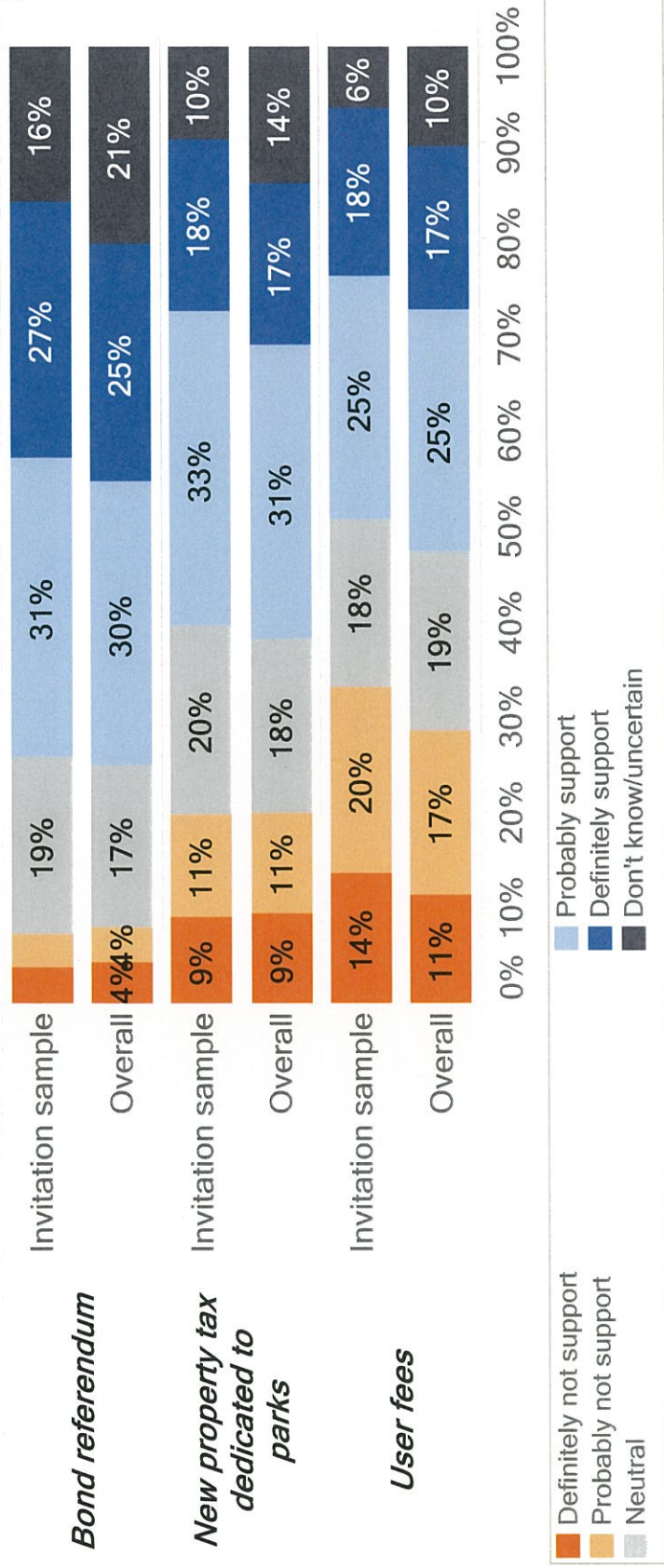
Greenbelt Recreation Survey | Most Important Areas that, If Addressed, Would Increase Usage of Facilities



Source: RRC Associates

# COMMUNITY SURVEY – HOW TO INCREASE EXISTING PARKS AND RECREATION RESOURCES?

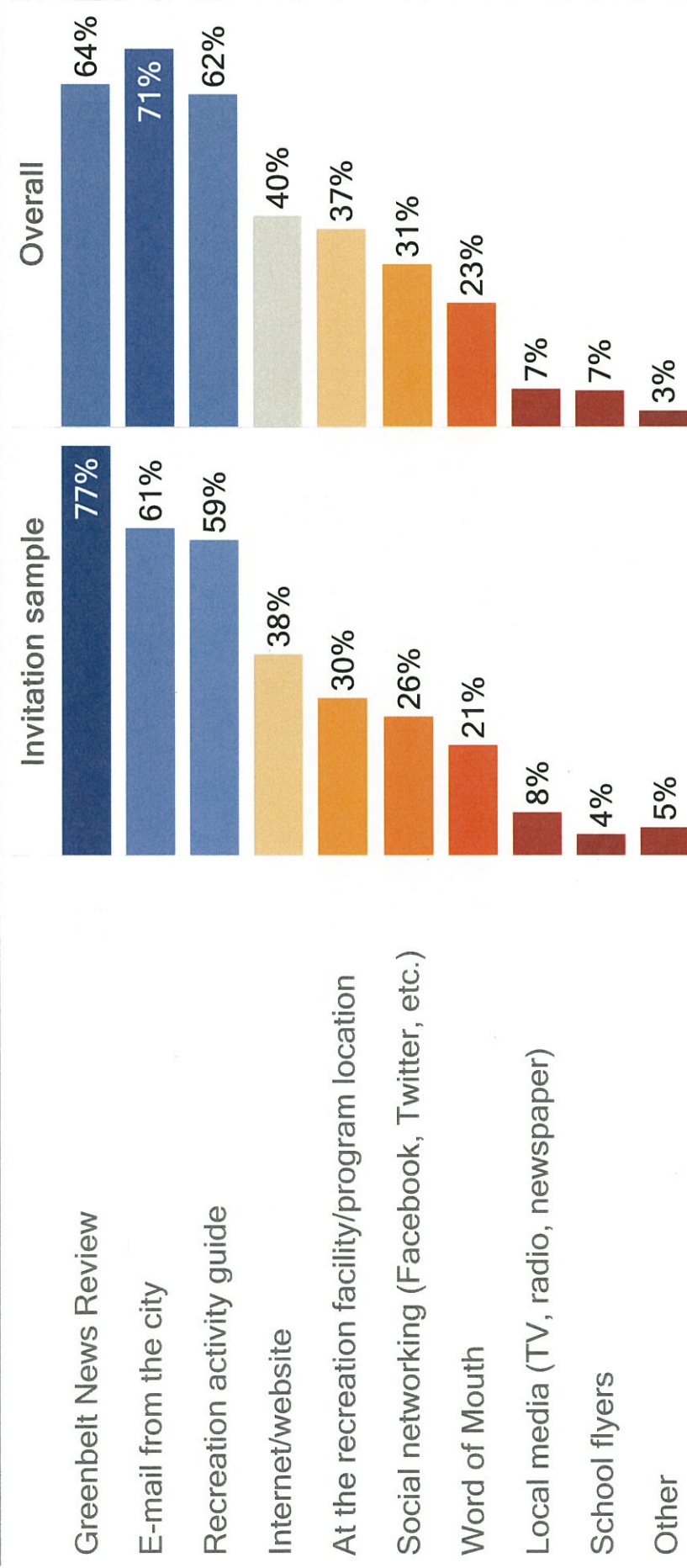
## Greenbelt Recreation Survey | Willingness to Support Parks & Recreation Funding Options



Source: RRC Associates

# COMMUNITY SURVEY – HOW TO SHARE INFORMATION?

## Greenbelt Recreation Survey | Best Way to Reach You With Parks & Recreation Information

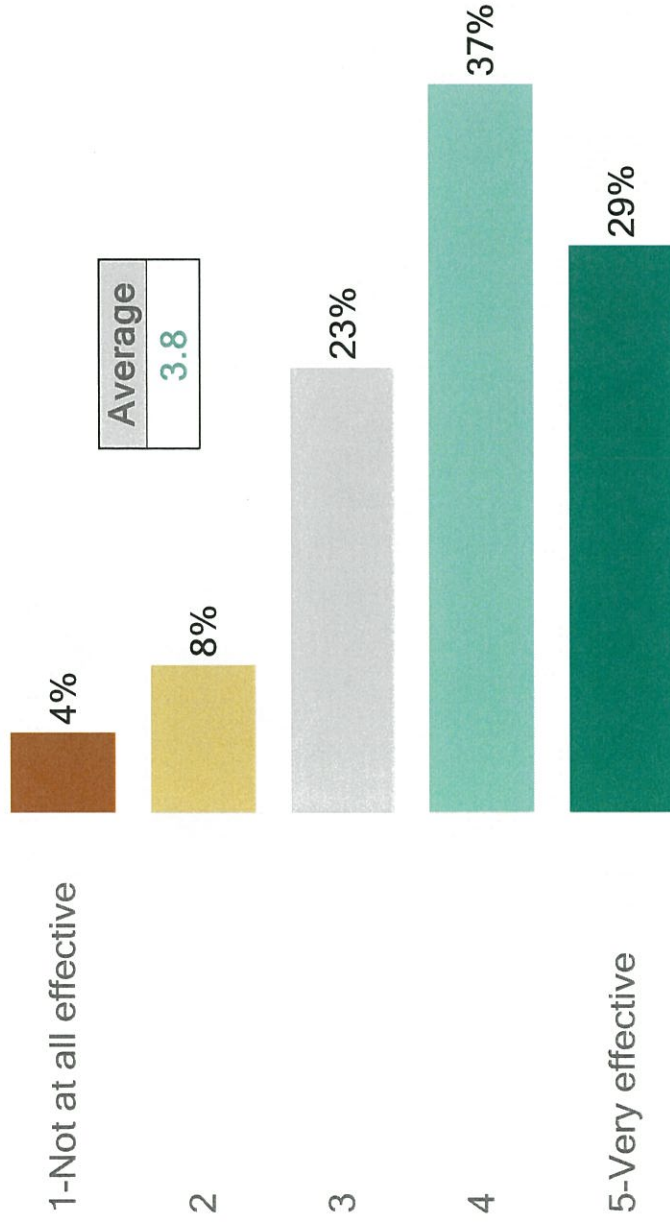


Source: RRC Associates

# COMMUNITY SURVEY – HOW TO SHARE INFORMATION?

Greenbelt Recreation Survey | How effective are we at reaching you with information on parks and recreation facilities, services, and programs?

Invitation sample



Source: RRC Associates

# COMMUNITY SURVEY – SAMPLE OF OPEN ENDED COMMENTS

*I am very pleased with the Senior programs and assistance available. I use them OFTEN for my mother. I would like to see more advertisement of these programs to that others may utilize their services.*

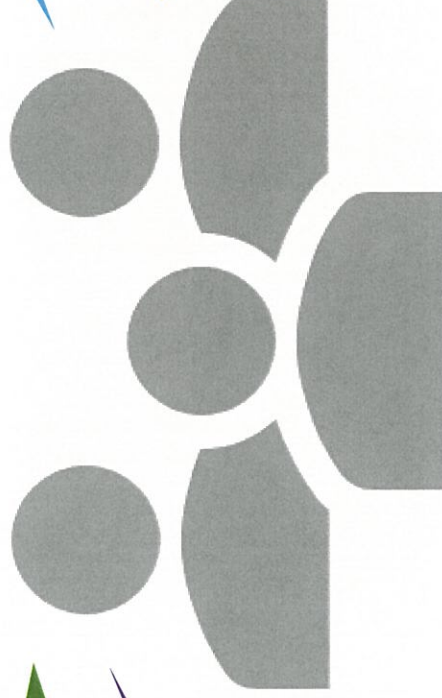
*Trails need to connect with other Prince George's trails without traveling along or across major roadways. Greenbelt trails need to interconnect without traveling along or across major roadways.*

*Please make Greenbelt more bicycle friendly!*

*The City of Greenbelt's Parks and Recreation program does a great job providing programs and caring for facilities.*

*The small area of land soon to be seeded to Greenbelt inside of Greenbelt Station that is currently undeveloped would be PERFECT for a dog park or a small splash pad!*

*While I can afford to spend money on parks and recreation I don't want to make it unaffordable for the general public. It's important that everyone has access to these resources.*



# PRIMARY CITY RESOURCES SUPPORTING RECREATION



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## Public Works

16 Full-time Parks staff:

- 6 - playgrounds
- 4 - ballfields and fixtures
- 6 - horticulture

Maintains 515 acres of parks, athletic fields, trails, and public grounds

## Recreation

59.6 Full time staff:

- Arts, fitness, leisure programs and special events
- Facility operations

Programs, facilities, and special events reach tens of thousands of users annually

Total operating budget FY2018:  
\$5,781,700

- \$1.2 million for parks maintenance
- \$4.5 million for facility operation and programming

# PRIMARY CITY RESOURCES SUPPORTING RECREATION

## FY 2018 – Parks and Recreation Funded Capital Improvement Program

- Playground Improvements: \$169,300
- Pedestrian / Bicycle Improvements: \$20,000
- Greenbelt Lake Dam Repairs: \$50,000
- Greenbrook Trails: \$16,000
- Second Dog Park: \$15,000
- Aquatic and Fitness Center Roof/HVAC/Boilers: \$425,400
- Buddy Attick Park Master Plan: \$300,000
- Community Center Sculpture Repair: \$31,600
- Land Acquisition: \$230,000

**Total: \$1,257,300**



Close to home, affordable public recreation opportunities are a historic part of the community and remain important today.

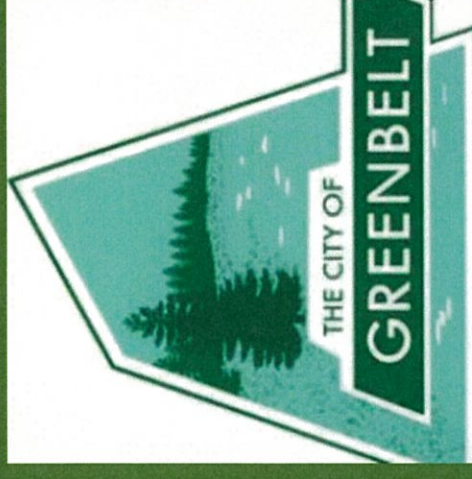
Residents are generally satisfied with existing recreation opportunities but would like the City's parks and facilities to be:

- Better maintained
- Offer a wider diversity of programs
- Connected by bicycle and pedestrian pathways, and be within a short distance from home.

Means for better connecting with renters and diverse groups within the community is needed.

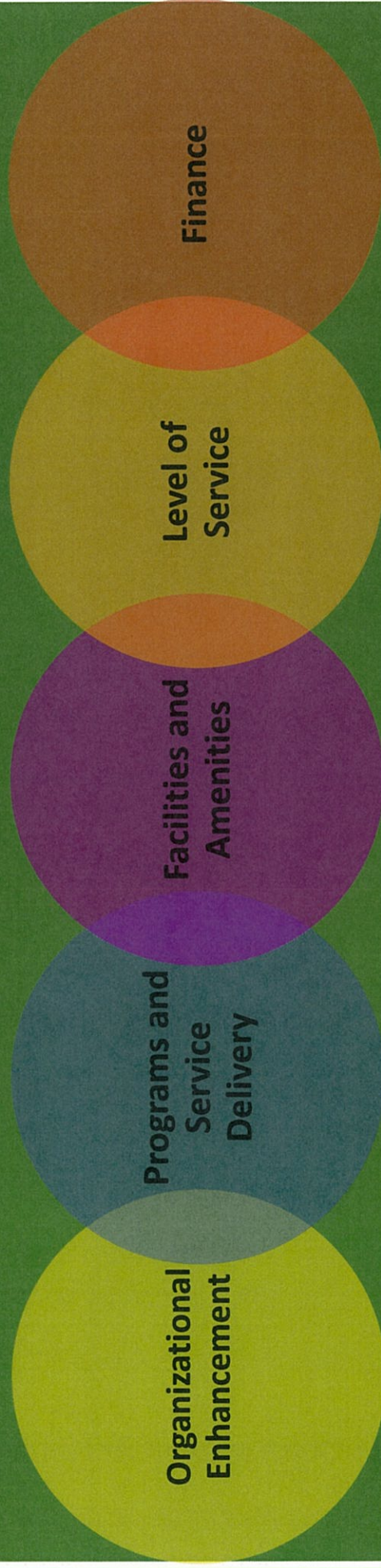
Planned capital improvements (FY2018) appear in-line with wants and needs identified in this planning process.

## KEY FINDINGS



# PRELIMINARY RECOMMENDATIONS

## FIVE FOCUS AREAS



Enhance regular parks and facility maintenance programs and standards.

Formalize operating relationship between Recreation and Public Works regarding park maintenance.

Ensure adequate staff and resources are available for meeting operational, maintenance, and service delivery expectations.

## PRELIMINARY RECOMMENDATIONS



**Organizational  
Enhancement**

Continue to provide high-quality recreation, fitness, sports, arts and leisure programs for all ages and abilities.

Continue to develop new programs and expand the diversity of activities offered, including in the arts.

Explore the potential to offer more community-wide special events.

## PRELIMINARY RECOMMENDATIONS

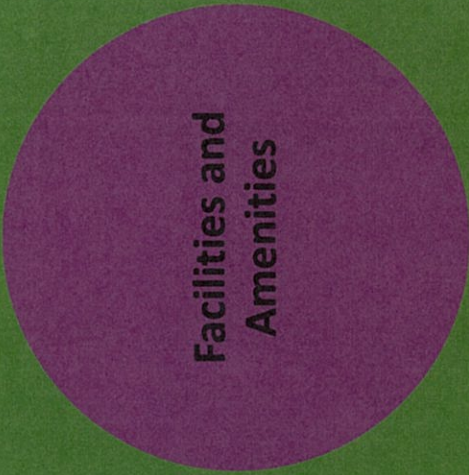
Programs and  
Service  
Delivery

Develop and implement park maintenance standards and schedule for regular, reoccurring tasks. Focus on high-use amenities including athletic fields. Be proactive.

Continue to repair and upgrade existing facilities and amenities.

Consider creating and funding new budget reserve accounts specifically for replacing aging amenities and equipment.

## PRELIMINARY RECOMMENDATIONS



Facilities and  
Amenities

- Continue to implement a bicycle and pedestrian master plan.
- Find new and innovative means for engaging the city's diverse racial, ethnic, and socio-economic residents, and renters.
- Continue to explore opportunities to acquire land for new parks and to expand existing parks and open spaces.

## PRELIMINARY RECOMMENDATIONS

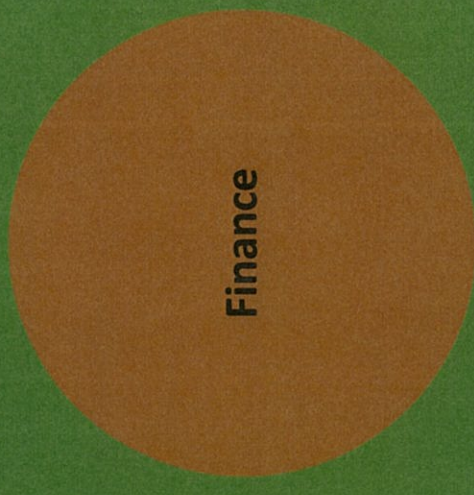
Level of  
Service

Continue to leverage federal, state, and county grants to help fund capital projects.

Explore opportunities for new partnerships or sponsorships.

Evaluate program fee structures and cost recovery goals annually.

## PRELIMINARY RECOMMENDATIONS

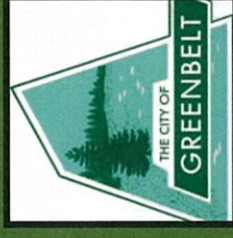


1. Feedback and questions regarding findings.
2. Project team develops preliminary recommendations into goals, objectives and prioritized action plan.
3. Draft plan developed.
4. Draft plan presented and vetted by City.
5. Final plan presented and delivered.

## NEXT STEPS



## PROJECT CONTACTS



**Joe McNeal**

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