AGENDA

- Process Review (5 minutes)

- Strategic Direction 4: Partnerships (30 minutes)
- Strategic Direction 5: Programs (25 minutes)

- Break (30 minutes)

- Strategic Direction 6: Engagement & Communication (25 minutes)
- Benchmarking (15 minutes)
- Level of Service (20 minutes)

ADVISORY COMMITTEE ◯ AND PUBLIC ◉ MEETING TIMELINE

JUL-AUG '16 | definitions, strategic direction prioritization

TBD | present draft formatted plan document

POP-UP EVENTS (2)

PUBLIC MEETING SERIES (4)

LOS (3) — VISION / STRAT. DIR. (4) — TRAILS / RESOURCES (5) — FISCAL / O&M (6) — P-SHIPS PROGRAMS ENG. (7) — LOS / VISION (5) — PUBLIC SPACES (6) — LAND ACQUISITION (7) — DRAFT PLAN (8) → **FINAL PLAN**

FOCUS GROUP MEETINGS

WE ARE HERE

draft formatted plan document

FALL '16 | present full set of plan recommendations

PUBLIC MEETING SERIES (3)

PLANNING PROCESS

Analysis

Input

Site Evaluations

Bench-marking

Best Practices

Public Meeting Series 1

Stakeholder Interviews

Statistically Valid Survey

Review Background Materials

Community Needs Assessment

Master Plan Recommendations

Final Plan

WE ARE HERE

PLAN ORGANIZATION

- Introduction
  - Vision Statement
- Planning Context
  - Previous Planning Efforts
  - 2005 PSMP
    - Successes
  - Relation to Ongoing Efforts
  - Demographic Trends
  - Recreation Trends
  - Summary of Engagement
- Existing Conditions
  - Parks
  - Trails

- Analysis and Standards
  - Benchmarking
  - Access / Level of Service Standards
  - Applied Standards
- Strategic Directions
  - Policy Recommendations + Rationale
- Action Plan
  - Implementation Responsibilities
  - Partners
  - Potential Funding Sources
  - Timeframes
- Vision Plan
  - Physical Manifestation of Action Plan

ACTION PLAN

Strategic Direction 1: Maintain and improve physical assets of existing parks.							
Action Steps		**Method**	**Responsible Parties**	**Potential Partners**	**Potential Funding Sources**	**Performance Measure**	**Time Frame**
Action 1.1. Develop and implement a comprehensive asset management and maintenance system with sufficient funding to improve the quality of user experiences in the Oklahoma City parks.							
1.1.1.	Maintain an inventory of all park assets (facilities, infrastructure, and grounds), including condition, deferred maintenance needs, and life cycle replacement schedules.	Task	Parks and Recreation Department	"Friends of OKC Parks" organization(s)	Maintenance enhancement fund (field and shelter fees, golf fees, etc.), sponsorships, advertising, donations	All park assets and their condition inventoried.	Short term (0–5 years)
1.1.2.	Establish maintenance standards for park assets (facilities, infrastructure, and grounds) tied to quality outcomes. Target a minimum of level 2 maintenance using NRPA's standards.	Task	Parks and Recreation Department				
1.1.3.	Prioritize and implement physical investments in existing park assets to implement the standards and address deferred maintenance and life cycle replacement.	Policy	Parks and Recreation Department				
1.1.4.	Update existing facility and grounds maintenance procedures to support the system.	Task	Parks and Recreation Department				
1.1.5.	Increase current funding to sufficient levels to implement the system.	Policy	Parks and Recreation Department				

Parties responsible for implementation

Potential implementation partners

Potential funding sources

Performance measures for gauging success

Time frame for implementation

STRATEGIC DIRECTIONS

SD1: PUBLIC SPACES

SD2: TRAILS

SD3: RESOURCE STEWARDSHIP

SD4: PARTNERSHIPS

SD5: PROGRAMS

SD6: ENGAGEMENT & COMMUNICATION

SD7: OPERATIONS & MAINTENANCE

SD8: FISCAL SUSTAINABILITY

PARTNERSHIPS

What We've Learned

- DPR and APS collaborate extensively, but room to improve
- Sports groups want more leeway to improve/maintain fields
- Sports groups want access to field funds
- BIDs find it difficult to navigate County permits and approvals
- Dog parks are a victim of their own success, need County support
- Turnover at NPS has made coordination difficult

⚙ analysis/site evaluation   👥 public survey/meetings   👤 stakeholder/staff interviews

PARTNERSHIPS

Clarify partnerships to set mutual expectations and leverage resources.

Strategic Direction 4

PARTNERSHIPS

4.1. Work with Arlington Public Schools to maximize availability and maintenance of public spaces.

4.1.1. Identify additional Arlington Public Schools facilities that could be used as public space through joint use agreements.

4.1.2. Work jointly to analyze program participation and adjust scheduling of facilities accordingly.

4.1.3. Participate in site planning for publicly-accessible amenities on Arlington Public Schools property.

4.1.4. Explore opportunities for the development of joint-use facilities.

PARTNERSHIPS

4.1. Work with Arlington Public Schools to maximize availability and maintenance of public spaces.

4.1.5. Use design solutions to overcome security concerns about the use of public school facilities by the public outside of school hours.

4.1.6. Ensure the contributions to capital costs and maintenance of public spaces on County and Arlington Public Schools sites are commensurate with use.

4.1.7. Share information with Arlington Public Schools on maintenance of landscaping outside of school buildings.

PARTNERSHIPS

4.2. Work with the National Park Service to elevate the attention paid to National Park Service facilities in Arlington and ensure consistent experiences between County and National Park Service facilities.

4.2.1. Create more seamless connections between County and National Park Service spaces.

4.2.2. Ensure National Park Service trails are connected to County trails and are maintained to the County's maintenance standards.

4.2.3. Improve maintenance, erosion control, control of invasive species, signage, and trail markers.

PARTNERSHIPS

4.3. Regularly revise or create new agreements with partner organizations to ensure fair and equitable relationships.

4.3.1. Develop a guide to the partnership agreement and onboarding processes.

4.3.2. Assign a liaison to work with each partner, and ensure each partner has a liaison identified to work with the County.

4.3.3. Track and regularly share costs and measurable outcomes of partnership agreements.

4.3.4. Look for opportunities to revise memorandums of agreement with sports groups to address responsibilities for field maintenance.

PARTNERSHIPS

4.3. Regularly revise or create new agreements with partner organizations to ensure fair and equitable relationships.

4.3.5. Develop umbrella agreements for partners that have recurring events to streamline approvals.

4.3.6. Streamline approval processes for partners that work to improve public spaces.

4.3.7. Enhance and develop partnerships with universities and friends groups.

PARTNERSHIPS

4.4. Support and strengthen the County's volunteer program for public spaces.

4.4.1. Centrally coordinate the recruitment, training, and placement of volunteers.

4.4.2. Improve the system for volunteer registration and tracking.

4.4.3. Periodically identify, evaluate, or revise tactics of the volunteer program to better support public spaces.

4.4.4. Develop a reward and recognition system for volunteers.

4.4.5. Regularly update volunteer position descriptions and durations.

PARTNERSHIPS

4.4. Support and strengthen the County's volunteer program for public spaces.

4.4.6. Track reasons for ending volunteer agreements (e.g., resignations and terminations).

4.4.7. Promote and encourage expansion of Adopt-a-Park and Adopt-a-Field programs.

4.4.8. Encourage volunteer days with companies, institutions, non-profits, and other large organizations.

4.4.9. Encourage volunteerism through County-wide events.

PROGRAMS

What We've Learned

⚙ 👥 👤 Fitness/wellness and nature programs high priorities

⚙ 👥 👤 Registration/scheduling process highly frustrating

⚙ 👥 👤 Fierce competition to get into certain programs or timeslots

⚙ 👥 👤 Limited program slots hinder skill progress

⚙ analysis/site evaluation 👥 public survey/meetings 👤 stakeholder/staff interviews

Strategic Direction 5

PROGRAMS

Ensure program offerings continue to respond to changing user needs.

PROGRAMS

5.1. Use programming to activate parks and public spaces.

5.1.1. Set usage targets to identify underutilized parks and public spaces.

5.1.2. Employ lessons learned from past experiences with activating public spaces (e.g., at Gateway Park) to develop program plans for spaces that are meant for or could accommodate programming but are underutilized.

5.1.3. Consider reconfiguring or adding amenities to public spaces to support programming.

PROGRAMS

5.2. Regularly evaluate program demand and adjust offerings.

5.2.1. Undertake a demand and capacity analysis of existing programs offered by DPR and program partners in Arlington County.

5.2.2. Monitor national recreation trends, and incorporate new and innovative recreation programs to sustain community participation.

5.2.3. Conduct public input processes to assess and implement new program innovations.

5.2.4. Diversify and increase availability of senior programming to serve more active seniors.

5.2.5. Promote and increase the availability of programming that caters to diverse ages, interests, and abilities.

PROGRAMS

5.3. Implement best practices in program life cycles to maintain a culture of quality program delivery.

5.3.1. Ensure a beneficial mix of programs in the introduction, take-off, and growth; mature; and saturation and declinestages.

5.3.2. Document the program development process to maintain program consistency and assist in training staff.

5.3.3. Update key service attributes that are most important to users for each program area.

5.3.4. Annually report on each program's participation, finances, and outcomes.

PROGRAMS

5.4. Continue to strengthen the County's commitment to improving public health and wellness through public space programming.

5.4.1. Highlight the health and wellness benefits of recreation programs in informational materials. (see also 6.2.3.)

5.4.2. Work with local healthcare providers to develop a park prescription program.

5.4.3. *Other action steps to come from Stephanie Broyles*

ENGAGEMENT & COMMUNICATION

What We've Learned

👤 Users are unclear who owns or is responsible for various facilities

👤 Problem reporting and follow-up is fragmented (cross-agency)

⚙️ Signage inconsistent, does not reinforce a clear brand

👤 Weather delays/cancellations/re-scheduling poorly communicated

👤 Residents want more input in master planning process

⚙️ analysis/site evaluation   👥 public survey/meetings   👤 stakeholder/staff interviews

ENGAGEMENT & COMMUNICATION

Improve community engagement and communication to enhance user satisfaction.

ENGAGEMENT & COMMUNICATION

6.1. Annually review and update a public spaces marketing plan.

ENGAGEMENT & COMMUNICATION

6.2. Increase awareness of County recreation facilities, programs, and events.

6.2.1. Update and develop new marketing and communication materials that highlight the benefits of recreation programs, facilities, and services and inspire users to participate more often.

6.2.2. Clearly communicate that all public spaces are for use by all Arlington residents, workers, and visitors.

6.2.3. Develop materials that communicate the range of facilities and experiences available across the County.

6.2.4. Highlight the health and wellness benefits of recreation programs in informational materials.

6.2.5. Communicate the availability of physically and financially accessible facilities and programs.

ENGAGEMENT & COMMUNICATION

6.2. Increase awareness of County recreation facilities, programs, and events.

6.2.6. Ensure materials are written in relatable language and are accessible to non-English speakers and the visually impaired .

6.2.7. Pursue state and national awards on an annual basis from organizations such as the Virginia Recreation and Park Society, the National Recreation and Park Association, the American Institute of Architects, the American Society of Landscape Architects, the American Planning Association, the Center for Active Design, and AARP.

6.2.8. Improve messaging about the environmental, social, and economic benefits of public spaces.

6.2.9. Proactively engage communities adjacent to public spaces about the benefits of public space programs, facilities, and services.

6.2.10.   Regularly communicate the progress of plan implementation.

ENGAGEMENT & COMMUNICATION

6.3. Engage users, partners, and County staff in the planning, development, programming, and maintenance of parks and public spaces.

6.3.1. Conduct a public space needs assessment, including a statistically valid survey and level of service analysis, at least every 5 years.

6.3.2. Monitor and evaluate trends in engagement tools and platforms that can increase public space users' interaction with the County.

6.3.3. Use inclusive and transparent community engagement practices that encourage participation by all community members.

6.3.4. Develop public engagement guidelines for park planning.

6.3.5. Engage users on an ongoing basis to evaluate the success of public spaces and programming.

ENGAGEMENT & COMMUNICATION

6.4. Include public spaces in economic development and tourism messaging.

6.4.1. Market public spaces as destinations for visitors from the region and beyond.

6.4.2. Cross-market public spaces with other regional attractions to encourage visitors to spend time and money in Arlington.

ENGAGEMENT & COMMUNICATION

6.5. Evaluate and enhance DPR's online and social media presence.

6.5.1. Use online and social media regularly to solicit input and feedback from residents.

6.5.2. Integrate information about public space, such as locations, amenities, program information, and upcoming events, into the My Arlington app.

6.5.3. Ensure web and app design maximizes usability by those with disabilities.

BENCHMARKING

Seattle • Bellevue

Minneapolis • Saint Paul

San Francisco • Berkeley

Arlington   Washington • Alexandria

BENCHMARKING

- ● over the median
- ● median
- ● under the median

	Berkeley	Alexandria	Arlington	Bellevue	St. Paul
Population	118,851	150,575	221,800	136,426	297,640
Land Area (acres)	6,701	9,619	16,640	20,461	33,266
Density (people/acre)	17.7	15.7	13.3	6.7	8.9
Median Household Income	$65,283	$87,319	$105,120	$95,254	$48,258
Median Housing Value	$719,500	$494,400	$594,800	$538,300	$175,000
Bachelor's Degree or Higher	70%	62%	72%	62%	39%
TPL ParkScore	N/A	N/A	4	N/A	2

BENCHMARKING*

● over the median
● median
● under the median

Parkland	Berkeley	Alexandria	Arlington	Bellevue	St. Paul
Acres	253	579	930	2,702	3,466
Percent of Land Area	3.8%	6.0%	5.6%	13.2%	10.4%
Acres/1,000	2.1	3.8	4.2	19.8	11.6
Parks	53	114	142	76	179
Parks/10,000	4.5	7.6	6.4	5.6	6.0
Leagues and Partnerships					
League Partnerships	2	4	14	N/A	10
Private Park Support Groups	1	1	3	N/A	4
Contracts with Non-Profits	1	33	37	N/A	64
Staffing					
Permanent Staff/1,000	1.2	1.0	1.1	1.2	1.0
Seasonal Staff/1,000	0.4	1.2	3.0	N/A	0.9
Programs					
Residents Using Programs	6.7%	14.7%	10.8%	21.3%	110.9%*

* The numbers shown have been self-reported, so some inaccuracies may occur.

BENCHMARKING*

- over the median
- median
- under the median

Recreational Amenities	Berkeley	Alexandria	Arlington	Bellevue	St. Paul
Ball Diamonds/10,000	0.6	1.7	2.4	2.8	5.3
Basketball Hoops/10,000	3.4	1.4	6.1	4.7	7.4
Comm. Garden Plots/1,000	1.5	1.3	1.2	0.6	0.1
Playgrounds/10,000	4.5	2.7	3.2	3.2	2.6
Off-Leash Dog Parks/100,000	1.7	12.0	3.6	1.5	1.3
Park Restrooms/10,000	3.6	3.1	2.4	2.3	9.3
Skateparks/100,000	0.8	0.7	0.5	2.9	1.0
Tennis Courts/10,000	2.0	2.5	4.1	4.7	2.7
Tournament Fields/10,000	1.2	0.9	1.9	2.0	2.1
Practice Fields/10,000	0.7	2.5	0.6	0.8	3.8
Nature Centers/100,000	0.8	0.7	0.9	2.9	0.0
Rec./Senior Centers/10,000	0.5	0.7	0.6	0.3	0.9
Gymnasiums/10,000	1.7	0.7	0.3	0.4	1.0

* The numbers shown have been self-reported, so some inaccuracies may occur.

CLASSIFICATION SYSTEMS
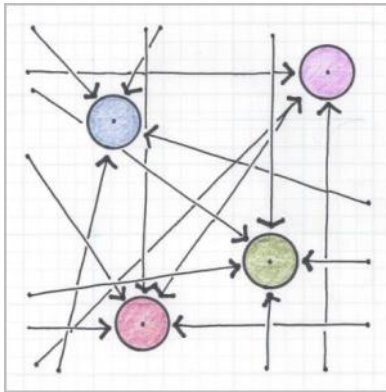
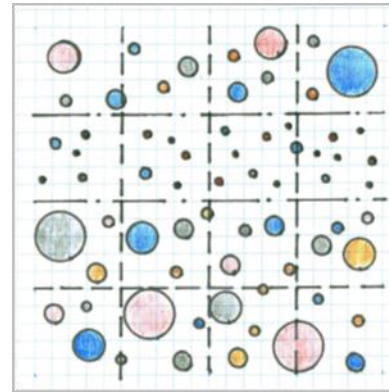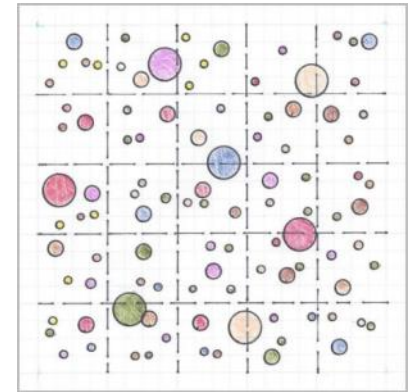| Venues	De-Centralized	Context-Based	Activity-Based
Each location is a specialized facility for one activity	Each location has a set of pre-determined amenities	Context-appropriate amenities are put where space is available	Amenities are put where space is available
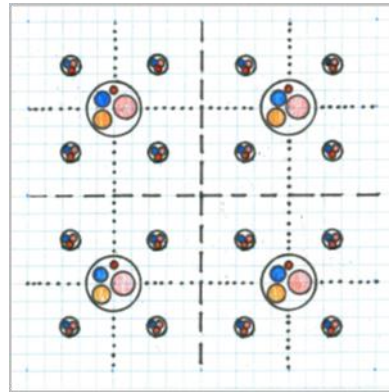
Traditional Approach

SERVICE APPROACH

- amenity-based
- context-sensitive
- equitably distributed

SERVICE APPROACH

Facilities with Numeric & Spatial LOS	Travel Time from Low Density Areas	Travel Time from High Density Areas
Playgrounds	10	5
Volleyball Courts	10	5
Basketball Courts	10	5
Tennis Courts	20	10
Open, Unprogrammed Spaces	10	5
Picnic Areas	20	10
Multi-Purpose Trails	10	5

Facilities with Numeric LOS only

Rectangular Fields (f-ball, soccer, lacrosse)*	Small Game Courts (pickleball, bocce)
Diamond Fields (baseball, softball)*	Community Gardens*
Nature Centers	Off-Leash Dog Parks*
Indoor and Outdoor Pools	Natural Resources
Tracks	Community, Recreation, and Sports Centers
Skate Parks	Hiking Trails

AREAS WITH WALKING ACCESS TO PLAYGROUNDS
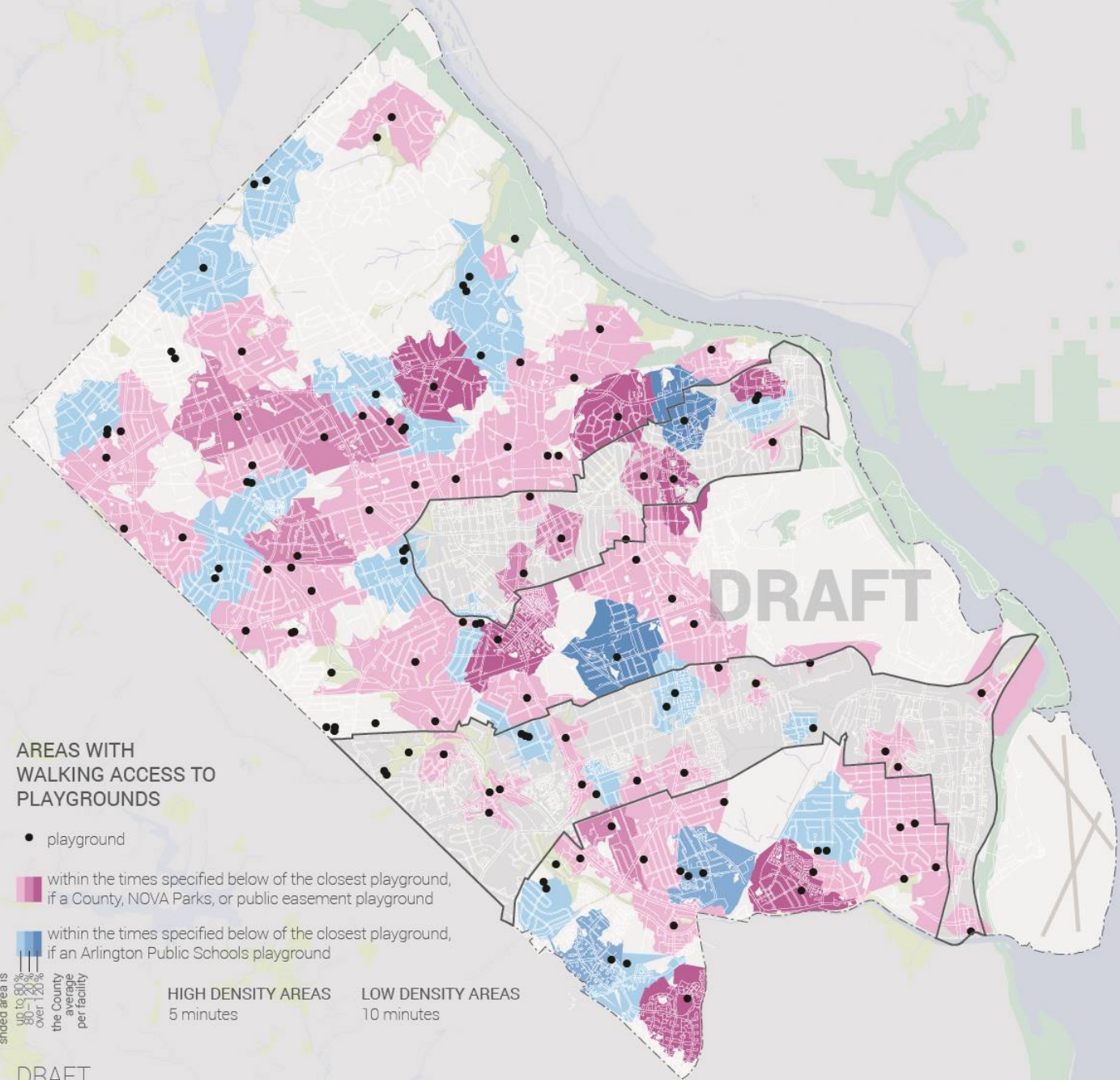
AREAS WITH
WALKING ACCESS TO
PLAYGROUNDS

• playground

within the times specified below of the closest playground,
if a County, NOVA Parks, or public easement playground

within the times specified below of the closest playground,
if an Arlington Public Schools playground

population in
shaded area is
up to 80%
80–120%
over 120%
the County
average
per facility

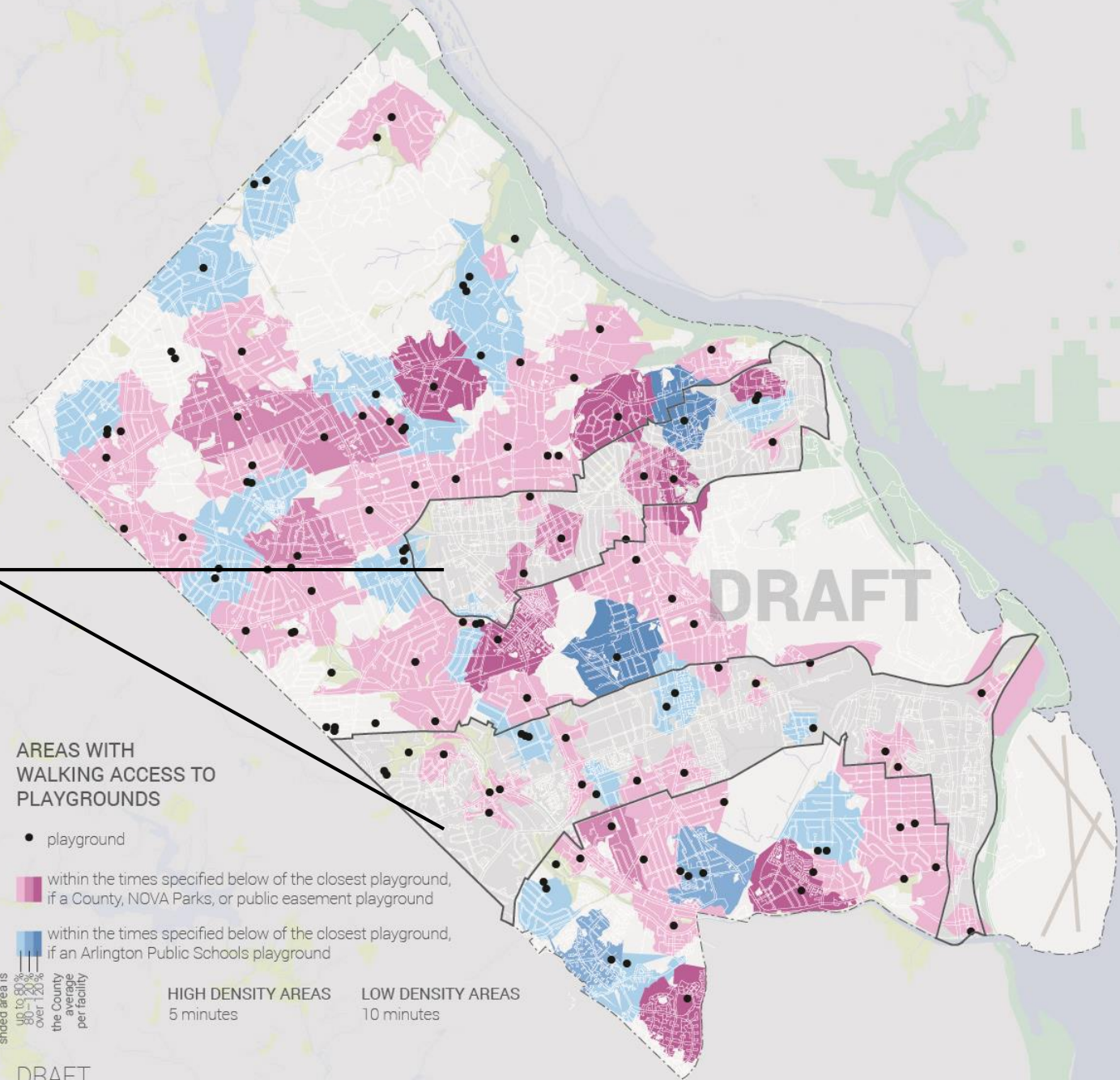HIGH DENSITY AREAS
5 minutes

LOW DENSITY AREAS
10 minutes

DRAFT

AREAS WITH
WALKING
ACCESS TO
PLAYGROUNDS

HIGH DENSITY
AREAS
5 MINUTES

LOW DENSITY
AREAS
10 MINUTES

DRAFT

AREAS WITH
WALKING ACCESS TO
PLAYGROUNDS

• playground

within the times specified below of the closest playground,
if a County, NOVA Parks, or public easement playground

within the times specified below of the closest playground,
if an Arlington Public Schools playground

up to 80%
80-120%
over 120%

population in shaded area is ___ the County average per facility
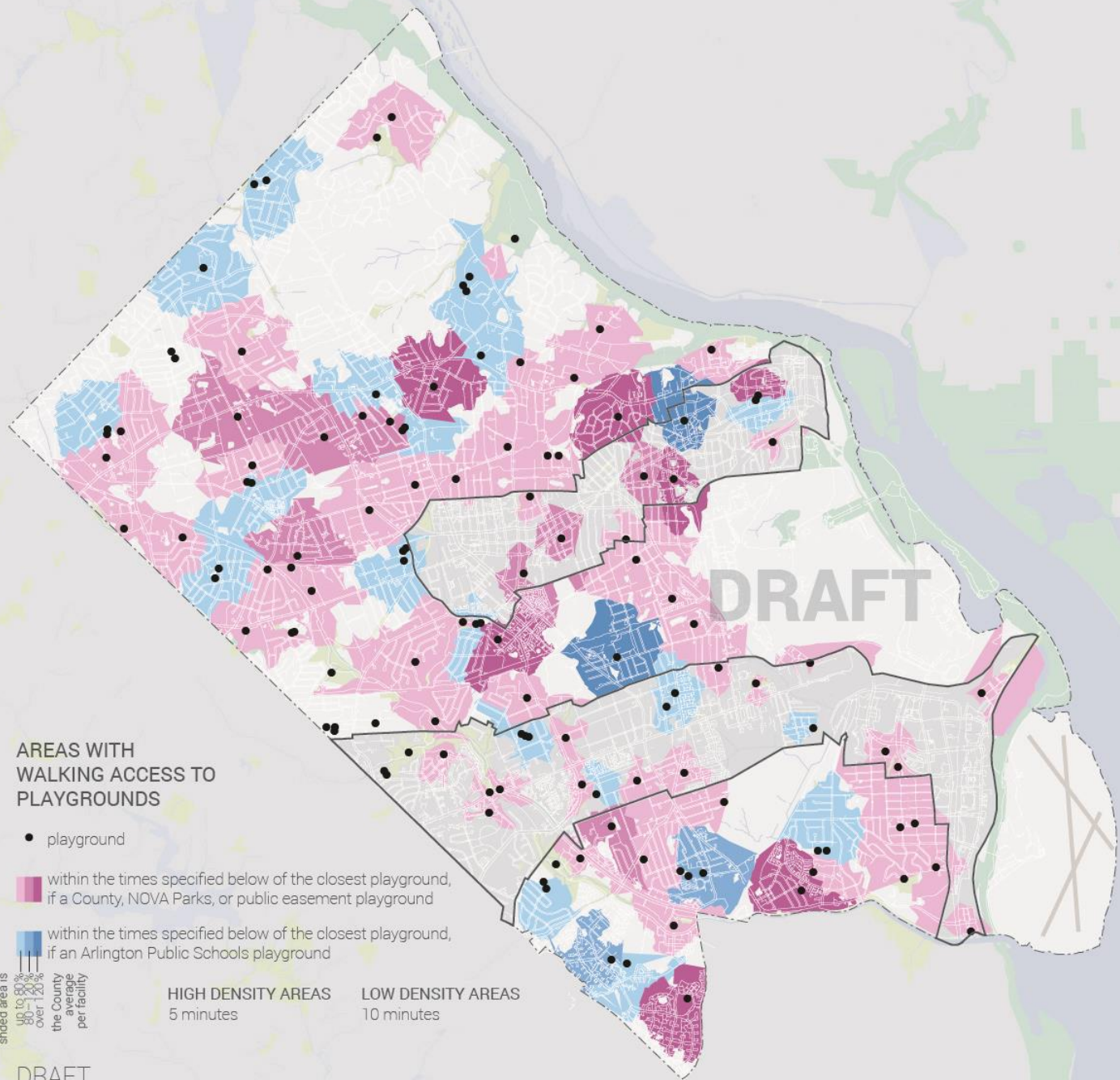
HIGH DENSITY AREAS
5 minutes

LOW DENSITY AREAS
10 minutes

DRAFT

AREAS WITH
WALKING
ACCESS TO
PLAYGROUNDS

■ CLOSEST
PLAYGROUND
IS A COUNTY,
NOVA PARKS,
PUBLIC
EASEMENT
PLAYGROUND

■ CLOSEST
PLAYGROUND
IS AN
ARLINGTON
PUBLIC
SCHOOLS
PLAYGROUND

DRAFT

AREAS WITH
WALKING ACCESS TO
PLAYGROUNDS

● playground

within the times specified below of the closest playground,
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within the times specified below of the closest playground,
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population in
shaded area is
up to 80%
80–120%
over 120%
the County
average
per facility

HIGH DENSITY AREAS
5 minutes

LOW DENSITY AREAS
10 minutes

DRAFT

AREAS WITH
WALKING
ACCESS TO
PLAYGROUNDS

POPULATION
SERVED IS

up to 80%

80–120%

over 120%

OF THE COUNTY
AVERAGE PER
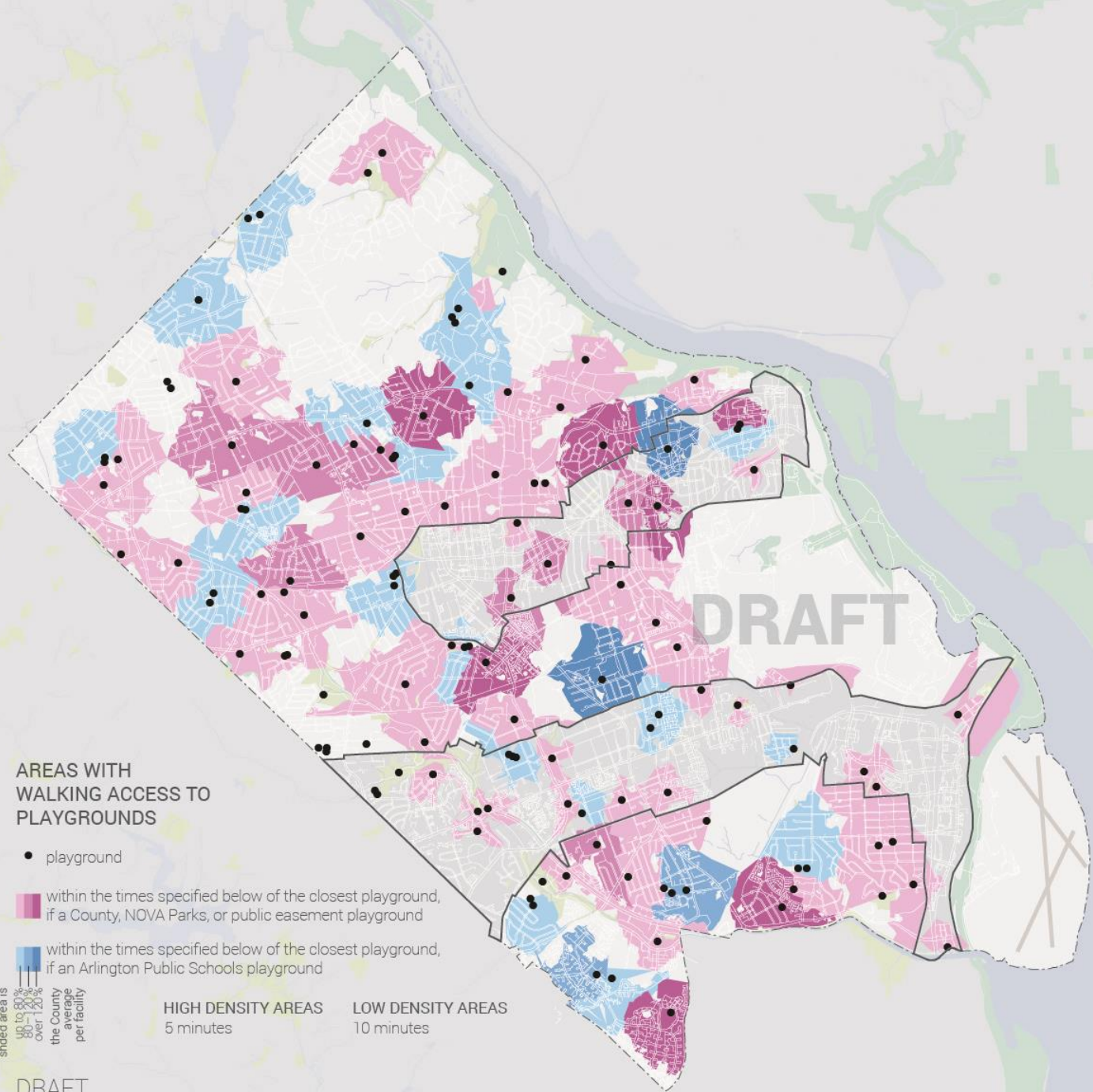FACILITY

DRAFT

AREAS WITH
WALKING ACCESS TO
PLAYGROUNDS

• playground

within the times specified below of the closest playground,
if a County, NOVA Parks, or public easement playground

within the times specified below of the closest playground,
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population in
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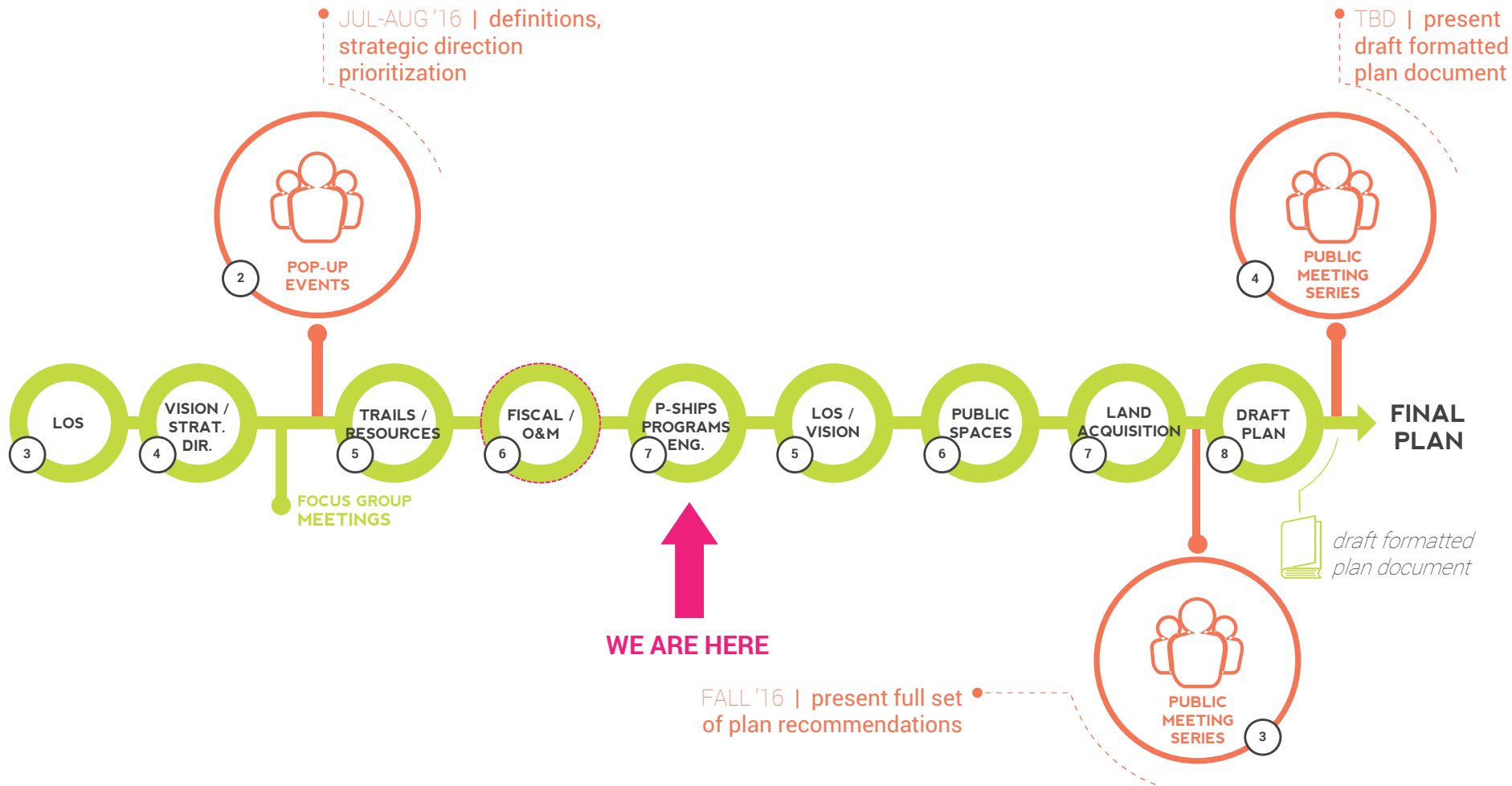
HIGH DENSITY AREAS
5 minutes

LOW DENSITY AREAS
10 minutes

DRAFT

ADVISORY COMMITTEE ⬡ AND PUBLIC ⬡ MEETING TIMELINE

JUL-AUG '16 | definitions, strategic direction prioritization

TBD | present draft formatted plan document

POP-UP EVENTS
2

PUBLIC MEETING SERIES
4

LOS
3

VISION / STRAT. DIR.
4

TRAILS / RESOURCES
5

FISCAL / O&M
6

P-SHIPS PROGRAMS ENG.
7

LOS / VISION
5

PUBLIC SPACES
6

LAND ACQUISITION
7

DRAFT PLAN
8

FINAL PLAN

FOCUS GROUP MEETINGS

draft formatted plan document

WE ARE HERE

FALL '16 | present full set of plan recommendations

PUBLIC MEETING SERIES
3