

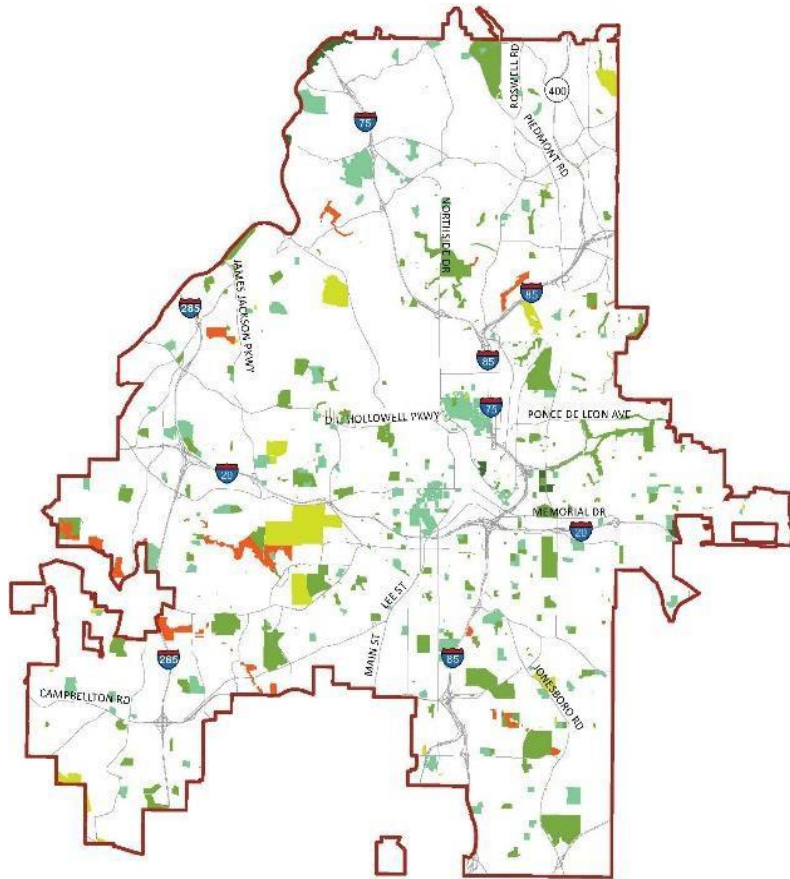


CDHS BRIEFING: February 25, 2020





Parks & Recreation Comprehensive System Master Plan

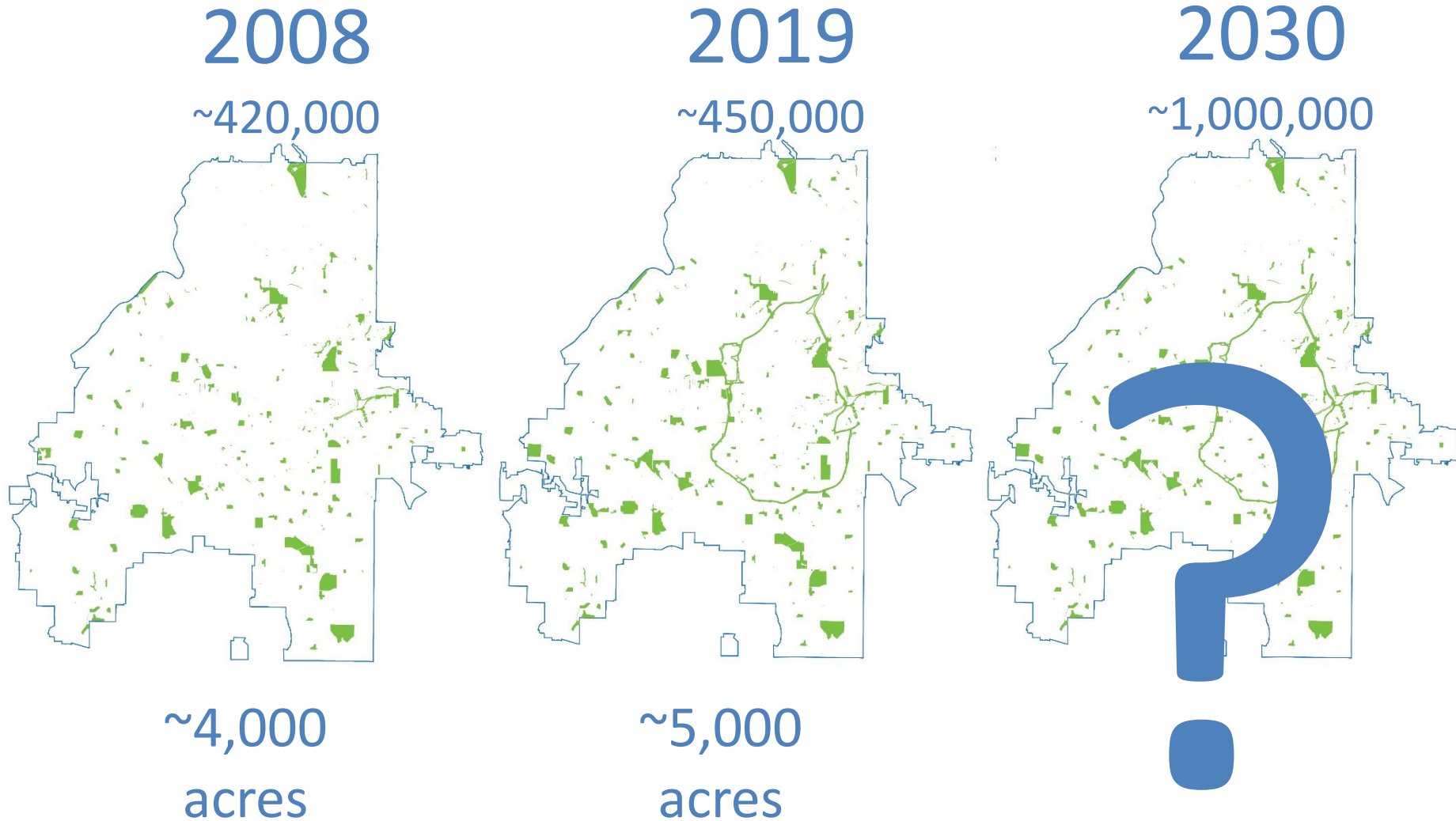


Purpose & Goals

- Ten-year vision for the provision of facilities, programs and services; parkland acquisition and development; maintenance and operations; and administration and management to elevate Atlanta's parks and recreation system into a world-class system.
- Integrate with the 'Atlanta City Design' values of access, equity, progress, ambition and nature, the 2030 Project Greenspace Plan, Urban Ecology Framework, and Resilient Atlanta.
- Living 'document' to communicate, educate and engage Atlantans on how the parks and recreation system is serving the needs of the city.
- Align with Mayor Bottoms' 'One Atlanta' agenda.



Parks & Recreation Comprehensive System Master Plan





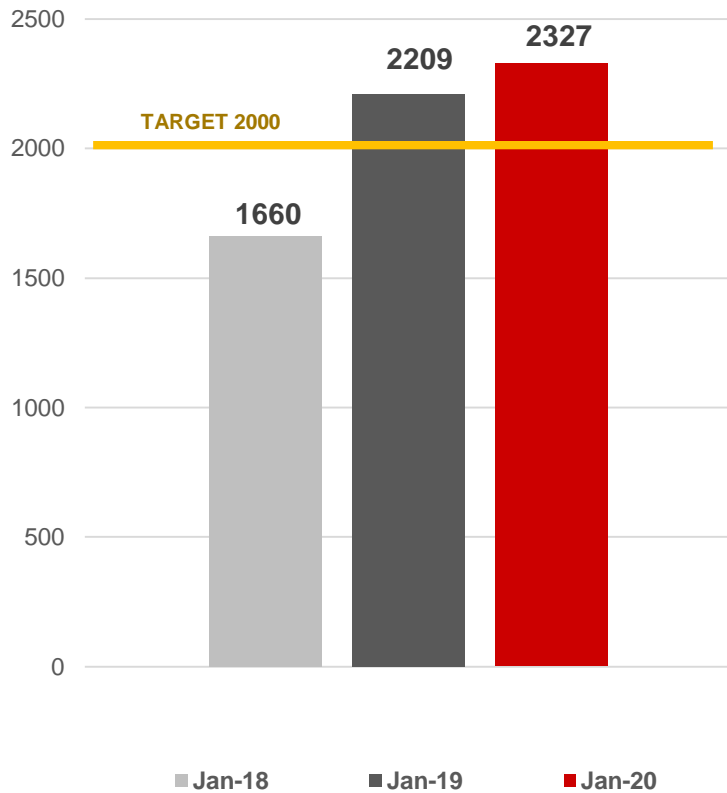
ActivateATL: Recreation and Parks for All!

- Via legislation **19-R-4726**, the Department of Parks and Recreation (DPR) entered into a **cooperative purchasing agreement with GAI Consultants, Inc.**, for the purpose of developing a compelling ten-year plan to elevate Atlanta's parks and recreation system into a world-class system.
- **The comprehensive park and recreation system plan will provide recommendations for the provision of facilities, programs and services, parkland acquisition and development, maintenance and operations, and administration and management.**
- The work to be performed under this contract would consist of professional services for the **development of a parks and recreation ten-year comprehensive plan that will meet the Commission for Accreditation of Park and Recreation Agencies (CAPRA) requirements.** DPR anticipates completion within one year of contract execution.



AfterSchool Program

Free hot meals and snacks to afterschool participants
(234,835 in 2018-2019 School Year)



Enrollment Up by 5%
from January 2019

The Project Team



Project Advisors



Project Lead
+ Project Management
+ Parks Planning



PEREZ
PLANNING +
DESIGN, LLC

Parks + Recreation
Programming, Operations,
and Management



Public Engagement



Statistically Valid Survey





Our Approach to Activate ATL: Recreation & Parks for All



- Project Coordination
- Existing + Proposed Plans
- Demographics
- Park System Conditions
- Existing Conditions Summary Document

- Qualitative Analysis
- Quantitative Analysis
- Anecdotal Analysis
- Needs + Priorities Summary Document

- Long-Range Vision Workshop
- Capital + O&M Costs
- Parks and Recreation Vision Summary Document

- Funding Alternatives
- Prioritization
- Implementation Strategy Summary Document

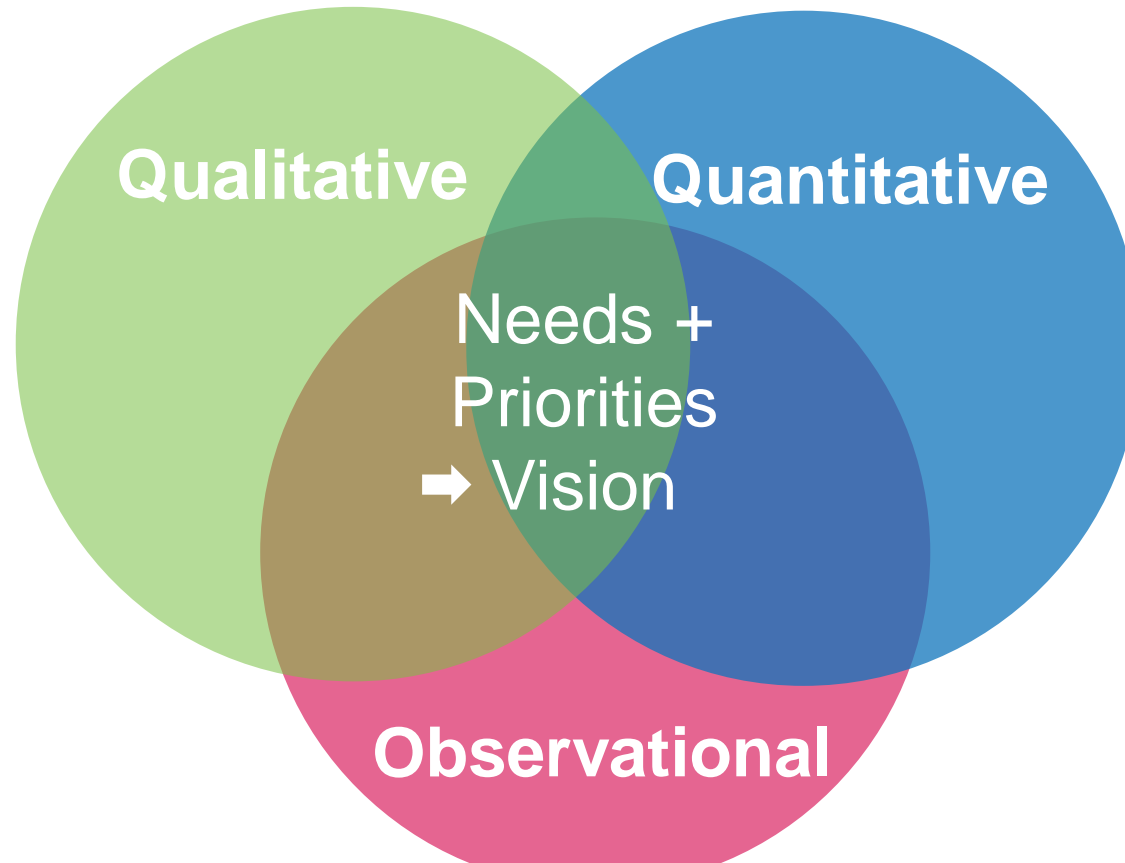
- Draft Final Master Plan
- Final Master Plan



Consensus Building Needs + Priorities → Vision Strategy

Qualitative Techniques

- Mayor/Elected Official Input
- Staff Interviews
- Advisory Committee Meetings
- Focus Group Interviews
- Philanthropic Organization Interviews
- Special Events Input
- Door-to-door Canvassing
- Intercept Interviews
- Online Surveys
- Social-Media Input
- Project Web-site
- Project App



Quantitative Techniques

- Statistically-Valid Survey
- Acreage Level-Of Service
- Access Level of Service
- Capacity Level of Services
- Quality Level of Services
- Program Level of Service
- Financial Level of Service
- Benchmarking

Observational Techniques

- Park Site Evaluations | National +Regional + Local Trends | Population + Demographic Overview



Outdoor Pools

Open: May 23, 2020
Closes: September 7, 2020

Summer 2019 Visitors: **36,354**
Revenue **\$54,165**
Extended Free Swim Hours

Six (6) Splash Pads

- Adams Park
- Center Hill Park
- Historic 4th Ward Park
- James Orange Park
- Perkerson Park
- D. H. Stanton Park

Partner Sites

- Chastain Park
- Garden Hills
- Piedmont Park

Twelve (12) Outdoor Pools

- Adams Park
- Anderson
- Candler Park
- Grant Park
- Powell at Mozley Park
- John A. White Park
- Rev. James Orange Park
- Rosa L. Burney Park
- Maddox Park
- Pittman Park
- South Bend Park
- Thomasville Park



REVEREND JAMES ORANGE POOL AT OAKLAND CITY PARK



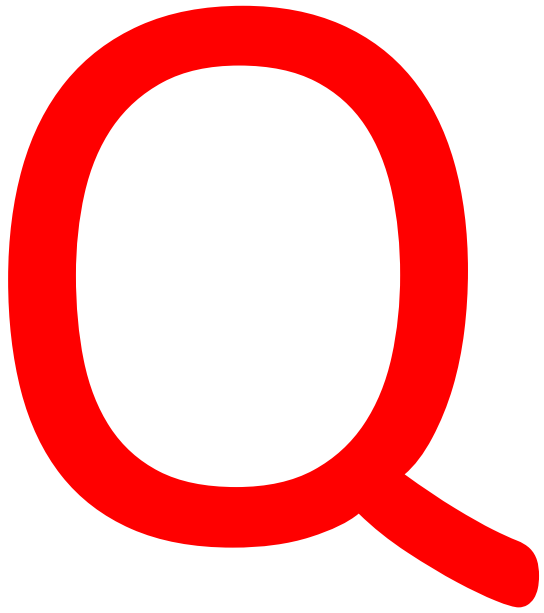
Scope of Work: Blueprint for the Future Activate ATL: Recreation & Parks for All

- Community-driven Public Involvement!
- Full review of existing conditions of parks and recreation system;
- Demographic and Socio-economic Analysis;
- Trends, Opportunities, Challenges that will drive ten-year implementation plan to meet community needs;
- Level of Service Standards, Equity Analysis – Needs assessment;
- Operational and Organizational assessment;
- Prioritized Capital Improvement Plan (5-year and 10-year) recommendations;
- Recreation programming plan that maximizes the use of facilities and parks, and meets community needs;
- Integrate Cities Connecting Children to Nature program grant;



Scope of Work: Blueprint for the Future Activate ATL: Recreation & Parks for All

- Data-driven recommendations and justification for strategic investments and improvements;
- Financially sound implementation strategy, functioning like a business plan;
- A master plan tracking tool to monitor progress to advance equity and investment in parks and recreation system in Atlanta;
- Inter-agency planning initiative to ensure that quality, well-maintained, accessible parks are critical public assets in our neighborhoods, and their expansion and improvement must be coordinated with other City-wide priorities;
- Funding Strategy to identify funding sources and processes to meet community needs.



What do you want to get out of this plan?

What opportunities are there?



THEME: "CBF SUMMER OLYMPICS"

June 1, 2020 – July 31, 2020 (9 weeks)

Monday – Friday, 26 Sites

7:30 am – 6:00 pm

Enrollment History

TARGET **3,500**

3669	3993	3784	4011
2016	2017	2018	2019

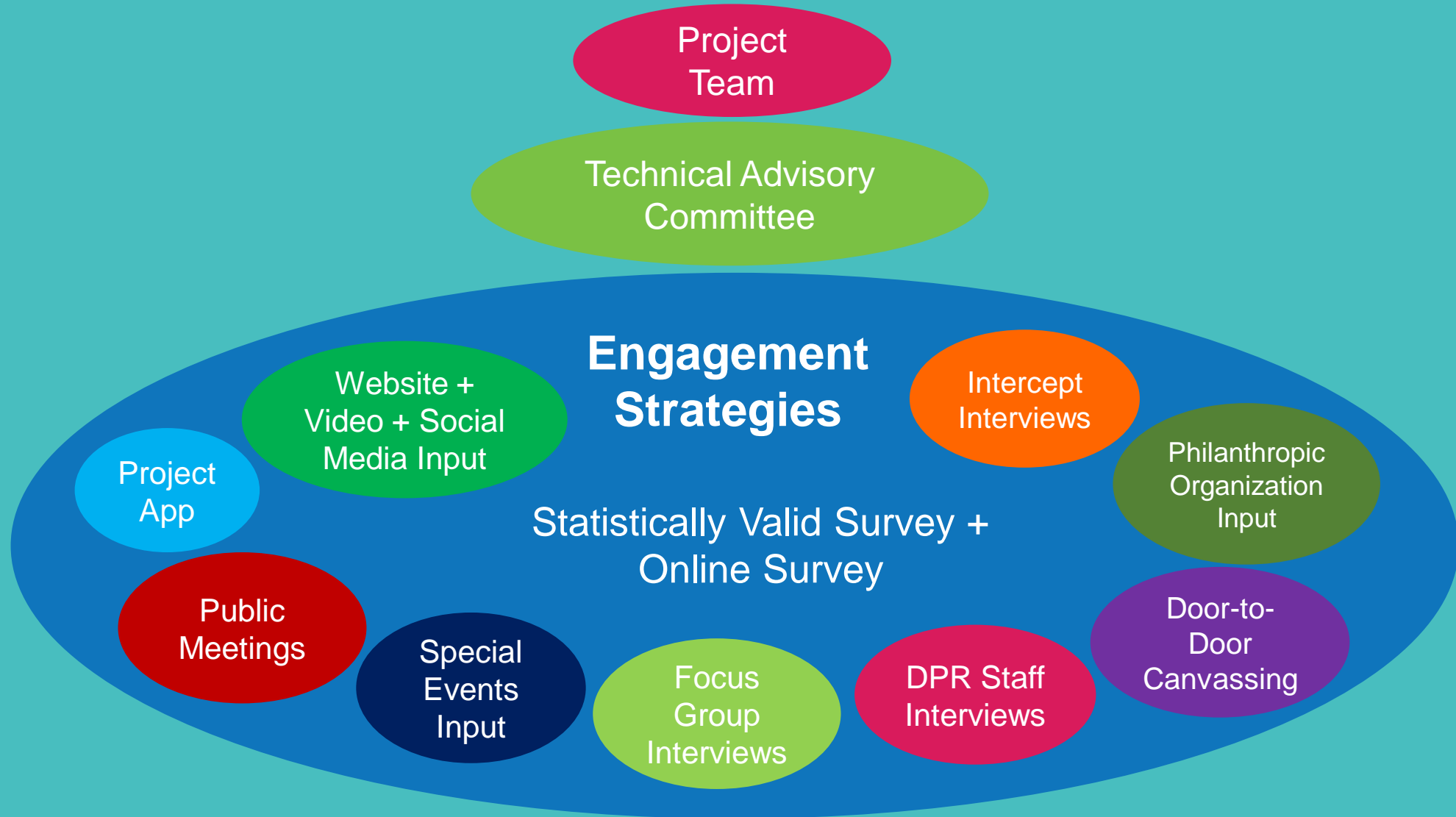
Summer Employment Opportunities **461**



CAMP BEST FRIENDS WASHINGTON PARK



Community Involvement to Activate ATL: Recreation & Parks for All





Summary of Public Engagement Strategies

Activate ATL: Recreation & Parks for All

- Technical Advisory Committee Meetings (4)
- Staff Leadership Meetings (4)
- One-on-One Councilmember Interviews
- One-on-One Councilmember Update Meetings
- Philanthropic Organization Interviews
- DPR and City Department Staff Interviews
- DPR Staff Focus Group Meetings
- Statistically Valid Survey
- Online Survey - Statistically Valid Survey
- Project Website & App
- Social Media Input
- Fliers & Mailings
- Public Meetings (8)
- NPU Meetings
- Neighborhood & Community Meetings
- Focus Group Interviews
- Special Events Outreach
- CDHS Committee Update
- City Council Presentation



Working List of Focus Groups + Individual Interviews

Friends of Park Groups
NPUs
Neighborhood Groups
Council District Representatives
Special Events & Festivals
Park Conservancies
Community Improvement Districts
Corporate Partners
Colleges + Universities
Non-profit Partners
Local Food | Community Gardens
Park User Interest Groups
Multi-modal Mobility Groups
Adult Recreation Memberships

Athletic Groups
Vendors
Senior + Senior Programming
Youth Groups
Faith Based Organizations
Health + Fitness Organizations
Arts + Cultural Groups
Affordable Housing + Community Development
Atlanta Public Schools
Funders | Foundations
City Departments
Other?



**2019 1st Place Choo Choo Bowl Champions for 10U Youth
2019 3rd Place Choo Choo Bowl Champions for 12U Youth**

(Ages 5-18 years)

FOOTBALL / CHEER

Enrollment (August 2019 – December 2019)

Teams 62
Players 1,426
Cheer 255



BASKETBALL

Enrollment (September 2019 – January 2020)

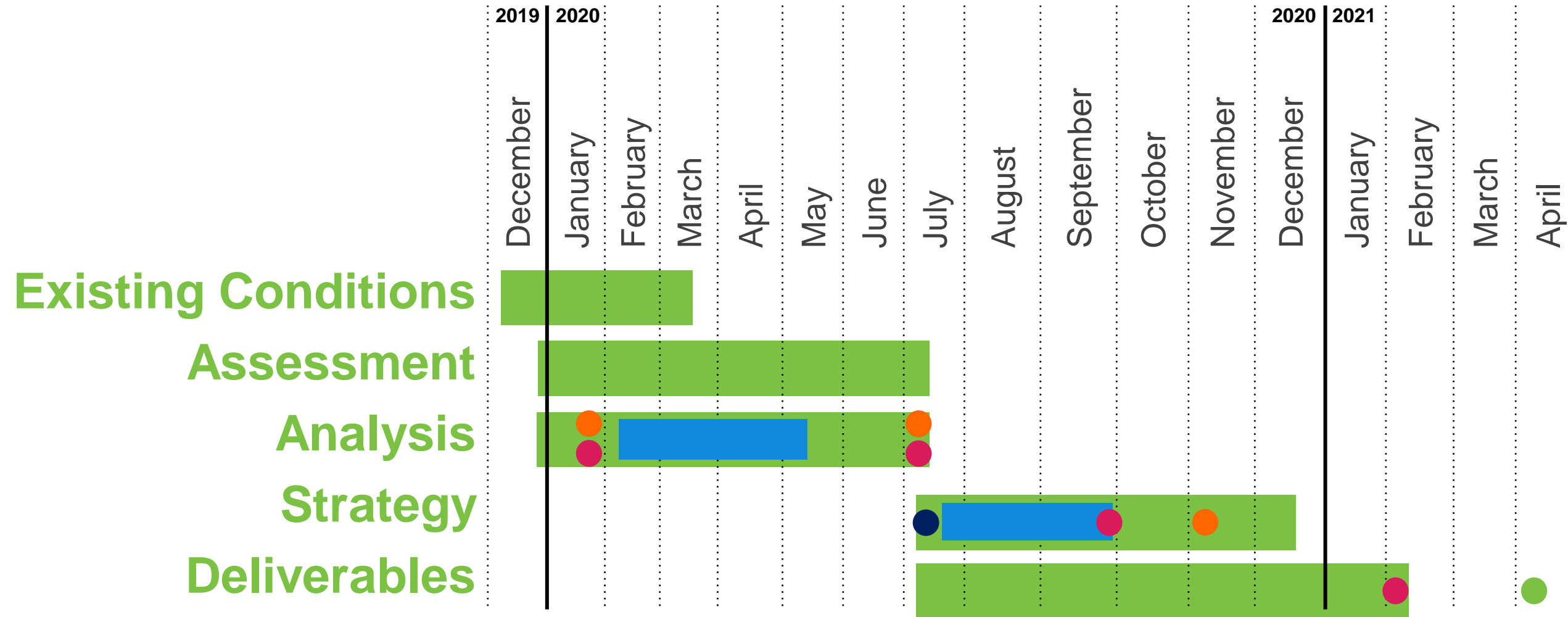
Teams 120 2019 GRPA Girls State Champions 12U
Players 1,233 2019 GRPA Boys 3rd Place, 14U







Project Scope + Schedule

Activate ATL: Recreation & Parks for All



Schedule Legend

Task   Public Engagement

 Mayor/Elected Official/Committee Presentation
 Advisory Committee Meeting

 Visioning Workshop
 Final Council Presentation



ActivateATL First Wave Public Meetings

As part of our first wave of public engagement we have scheduled the following public meetings. All public meetings are scheduled from 7-9 p.m.

- March 24th - Peachtree Hills Recreation Center (*308 Peachtree Hills Ave NE*)
- April 2nd - Grove Park Recreation Center (*750 Francis Pl NW*)
- April 9th - Thomasville Recreation Center (*1835 Henry Thomas Dr SE*)
- April 16th - Adams Park Recreation Center (*1620 Delowe Dr SW*)



ATLANTA
PARKS
REC

