



Parks, Recreation, Open Space and Pathways Master Plan Update

GREENPLAY LLC

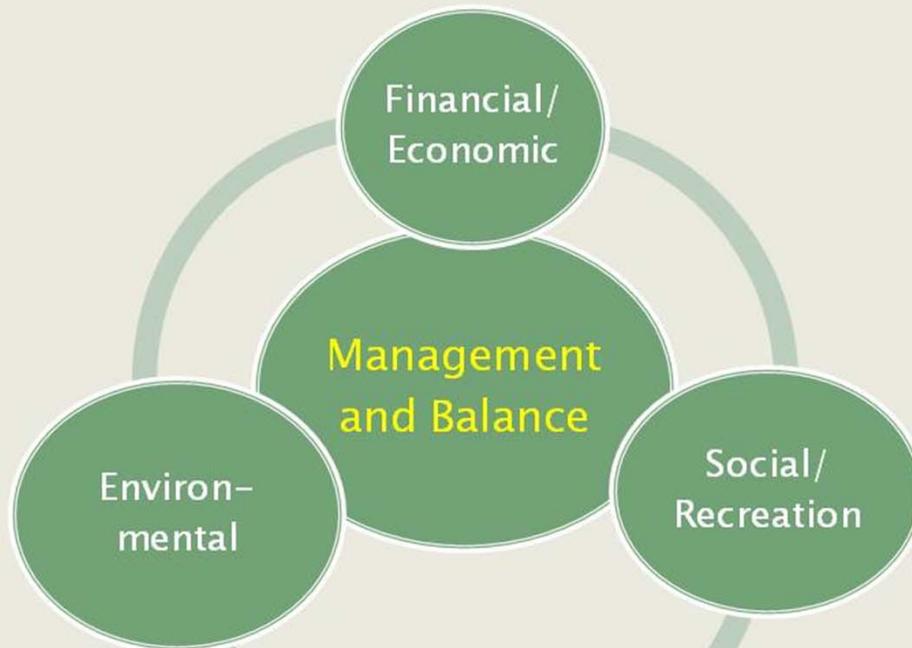
*The Leading Edge In Parks, Recreation
And Open Space Consulting*

**Parks and Recreation
Advisory Board
Presentation
March 4, 2015**



GreenPlay Helps Communities Thrive

Concepts of Sustainability



© 2009 GreenPlay, LLC

Master Plans
and Related
Services for
over 325
communities
nationwide
since 1999



GreenPlay's Approach and Specialized Experience

- ✓ Innovative Data-Based and Qualitative Approach
- ✓ Consultants familiar with your side of the table
- ✓ We bring relevant Best Practices
- ✓ Realistic and attainable goals and objectives
- ✓ Local community-specific approach with national expertise for the City of Maitland

We understand what it takes to both create and implement

Project Approach

■ Start Up – Setting Expectations

- Strategic Kick-off
- Critical success factors
- Review of existing documents



■ Community Engagement Process

- Public meetings/stakeholders interviews/focus groups
- Statistically-valid community survey/MindMixer
- Staff and Key Individual Interviews

■ Inventory and Analysis for Facilities and Programs

- Inventory/LOS
- Community Profile/Demographics/Trends

Project Approach

- **Inventory and Analysis for Facilities and Programs**
 - Inventory/LOS/Community
 - Profile/Demographics/Trends
- **Vision, Sub-System Visions and Implementation Strategies**
 - SWOT
 - Gap Analysis
 - Key Issues Matrix
- **Recommendations and Action Plan**
 - Establish areas of focus and responsibilities
 - Identify priorities



Plans and Recommendations

- ❑ Visioning with you... for prioritized short, mid & long term forecast needs
- ❑ Implementation Strategies
- ❑ Goals & Objectives
- ❑ Capital Improvement Plan
- ❑ Cost Estimates
- ❑ Flexible Timeline
- ❑ Recommendations
- ❑ Strategic Action Plan

2014 Data Source	Qualitative Data				Quantitative Data			Consultant's Analysis and Professional Expertise
 Key Issue - Rating Scale a - priority b - opportunity to improve blank means the issue didn't come up or wasn't addressed	Consultant Team	Ref Legend	Public Input	Other Documents	Community Survey	Citizen Satisfaction Survey	Facility Assessment, LOS	 The Leading Edge in Parks, Recreation and Open Space Consulting
	1	2	3	4	5	6	7	
Organizational								
Need better marketing and communication of activities and facilities	a	a	b	a				Develop Marketing Plan
Increase staffing for maintenance	a	a	b	a				Hire and train staff for current and future parks maintenance demand
Increase staffing for facilities operations	a	a	a	a				Hire and train staff for current and future facility usage demand
Reorganize Parks Maintenance Division	a	a						Adjust structure of Parks Maintenance to fit current demand
Programs and Service Delivery								
Need more programming for families, teens, seniors	a	b	b					Expand program opportunities for teens, seniors, youth in all locations
Increase programs in wellness/fitness, aquatics, cultural, special needs	a	b	b					Expand programs in wellness/fitness, aquatics, cultural, special needs
Increase number of events	a	a	b					Expand neighborhood & community special event opportunities
Increase aquatic opportunities	a	a	a					Review current schedule to maximize usage and meet demand
Facilities and Amenities								
Maintain and improve existing facilities	a	a	b					Continue to implement existing plans & Master Plan
Complete the Green Circle Trail	a	a	a					Work with other city departments to complete trail system
Develop connections with greenways and trails	a	a	a					Continue to develop greenways and expand to connect neighborhoods
Explore indoor aquatic facility	a	a	a					Future facility expansion should include additional aquatic facility
Explore outdoor amphitheater/ special event venue								Future facility expansion should consider additional entertainment venues
Level of Service								
Identify gaps								Complete a comprehensive Parks and Recreation Master Plan
Verify other Service Providers are not filling gaps								Conduct an Alternative Provider assessment
Finance								
Utilize equitable user fees	a	a	b	a				Develop Cost Recovery Policy
Pursue grant opportunities	a	a	a	a				Explore alternative funding opportunities
Structure CIP for maintenance, replacement and new construction	a	a	a	a				Use recommendations from Needs Assessment to guide CIP submissions

Determining implementable strategies and feasible outcomes

Schedule

City of Maitland, Florida Parks, Recreation, Pathways, and Open Space Master Plan Update Project Timeline 2015

Tasks and Key Meetings	Months									
	M	A	M	J	J	A	S	O	N	D
A. Strategic Kick-Off and Determination of Critical Success Factors	X	X								
B. Community Engagement and Profile		X			X		X		X	
C. Inventory and Level of Service Analysis		X			X					
D. Development of Vision, Sub-System Visions, and Implementation Strategies					X		X			
E. Draft Recommendations and Plan					X		X		X	
F. Final Master Plan									X	

Successful Result: Your updated 10 Year Master Plan

Thank You For Your Time
& Consideration!



Questions?
Your Project Manager
Art Thatcher, CPRP
Direct: 757-592-3103
artt@greenplayllc.com

