



# Vision 2030

## Summary of Public Meeting Discussion July 27 & 28, 2010

Two public meetings regarding the preliminary findings of the Montgomery County Parks and Recreation **Vision 2030** project were held from 7-8:30 pm on July 27 (at the Montgomery County Regional Office Auditorium in Silver Spring) and July 28 (at the UpCounty Regional Service Center in Germantown). A PowerPoint presentation of the preliminary findings was given by the GreenPlay consultant team, followed by a group discussion. Below is a summary of the responses to two discussion questions. *(Note: the numbers next to the responses for the facilities and services question show relative ranking as a result of a prioritization exercise where participants were give three dots each and asked to "vote" for their top priorities out of the list generated from the group discussion. No ranking was conducted for the second question on communications.)*

### Facilities and Services

#### **What are your three top priorities for improving parks and recreation facilities or services in Montgomery County in the next 5-10 years?**

*July 27, 2010*

1. Provision of adequate restrooms year round. (5)
2. Acquisition of land. (4)
3. Affordable and better transportation services to community centers and other facilities and resources. (3)
4. Connection to trails. (3)
5. Security, increase park and police staff. (3)
6. Plan to respond to diversity/cultural changes and the request of needs from these populations. (3)
7. Improved coordination and communication with school system for access to playing fields and for wildlife habitat possibilities. (3)
8. Need for skate parks. (2)
9. Protection of environment through enforcement of regulations. (1)
10. Need for specialized facilities, such as for persons with physical disabilities or art centers . (1)
11. Maintain community centers at a high level.
12. The departments' ability to anticipate and respond to users' changing needs.
13. Community gardens where the population is located.
14. Standards to determine facilities needed.

*July 28, 2010*

1. Expanded environmental education including wildlife education and native fauna and flora identification. (10)
2. Partnership with communities in using historical resources. (7)
3. Hard surface, multiuse trails. (5)
4. Nature center at Little Bennett. (5)
5. Clarksburg aquatic and recreational center. (5)
6. Clean restrooms, including port-a-potties. (4)
7. Need a Sports and Learning Center. (3)
8. Opportunities and facilities to support leagues. (2)
9. A farm incubator program. (2)
10. Services and facilities for seniors. (1)



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11. More collaborative facilities, such as fields, between schools and the departments. (1)
12. More programs for active seniors. (1)
13. More local level services, especially for families and seniors, to maintain a sense of community, i.e. in Asbury. (1)
14. Schedule to show implementation of new or improved services and facilities. (1)

## Communications

### **What are three suggestions for how the Department of Parks and Department of Recreation can best communicate with and engage you and your family?**

*July 27, 2010*

1. Publish a list of facilities.
2. Applications for i-phones.
3. Use schools to market to youth and provide youth with a discount.
4. Strong investment in outreach and a bombardment of information countywide. Use catchy and repetitious messages.
5. Departments should toot their horns with special interest stories and sound bites using various forms of media—radio (WTOP), TV, press releases, banners, led displays outdoors, local newspapers (Gazette).
6. Social networking tools—email, Twitter, YouTube.
7. Qualified staff to market and outreach.
8. Good news stories of users.

*July 28, 2010*

1. Use social networking tools—Twitter, FaceBook.
2. Television, radio.
3. Place catalogues at libraries and other facilities.
4. Local newspapers.
5. Develop a method to post final plans for public viewing.
6. Post events and programs on Maryland.gov website.
7. Distribute information at flea markets, farmer's markets, and in sports stores.
8. Publicize email list services that market services and facilities.