



Vision 2030

Montgomery County
RECREATION
DEPARTMENT

Parks and Recreation Vision 2030 & Strategic Plan

Preliminary Findings

July 2010



Vision 2030 Goals

- Develop a **shared vision** for parks and recreation system in Montgomery County
- Articulate **clear strategies** to address current and future needs
- **Collaboratively provide** parks and recreation facilities and services



Project Overview

- **Phase 1: Information Gathering** **Feb-June 2010**
 - Summit – Values & Vision
 - Public Meetings & Focus Groups
 - Statistically Valid Survey
 - Inventory & Level of Service Analysis
 - Service Assessment & Resource Allocation
- **Phase 2: Findings & Visioning** **July-Sept**
- **Phase 3: Plan Development** **Oct-Feb**
- **Plan Adoption** **March 2011**

Why is this important?

- Shrinking tax support
- Organizational sustainability
- Greater dependence on revenue generation and alternative funding
- The ability to “tell our story” and be accountable for and responsible with resources
- We must make strategic and justifiable decisions based upon sound methodologies and analysis



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Project Vision Statement

Developed based on Summit input:

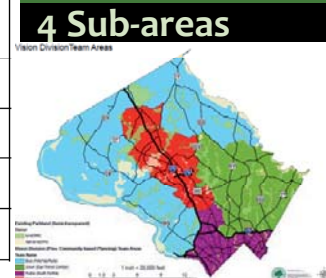
Vision 2030 will guide the M-NCPPC Department of Parks and Montgomery County Department of Recreation to:

- Collaboratively lead the county's efforts in stewardship of natural, historical, and archaeological resources
- Provide opportunities for active life-long learning, leisure, and recreation

County Demographics

	Average Age	Average Household Size	Median Income	Foreign Born
Potomac/Rural	38	3	\$144,705	23.9%
North Central	35.2	2.7	\$87,785	33.5%
South Central	40	2.3	\$101,820	26.5%
East Transit	39.5	2.7	\$89,150	27.5%

Source: 2008 US Census Update



- **Future trends:**
 - Increased urbanization
 - Continued ethnic diversity
 - Largest growth in next 20 years in the North and South Central sub-areas

Public Participation

Input from over 1000 in Phases 1 & 2

- 4 Public Meetings
- 24 External Focus Groups
- Summit
- Survey



Public Input Themes

- **Operations**
 - Maintain the system
 - Stewardship of natural and cultural sites
- **Programming**
 - Broad programming offerings
 - Affordable youth programming close to home, especially during non-school hours
 - Health and wellness opportunities
 - Marketing



Public Input Themes

- **Access/Transportation**

- Safe routes to parks and recreation facilities
- Access for youths, seniors, and special populations



- **Community Building**

- Volunteer opportunities
- Community engagement



Survey

- **Statistically-valid mail survey conducted, May-June 2010**

- 8,164 delivered to random sample
- 555 respondents (400 needed for statistical validity)



Survey Results - Facilities

Top Facilities to Expand or Improve

- Community recreation centers
- Indoor aquatic centers
- Playgrounds
- Trails
- Natural Areas



Survey Results - Programs

Top Programs to Expand or Improve

1. Exercise & fitness
2. Community events & festivals
3. Aquatics instruction
4. Out-of-school programs
5. Senior programs



Survey Results

FIGURE 14

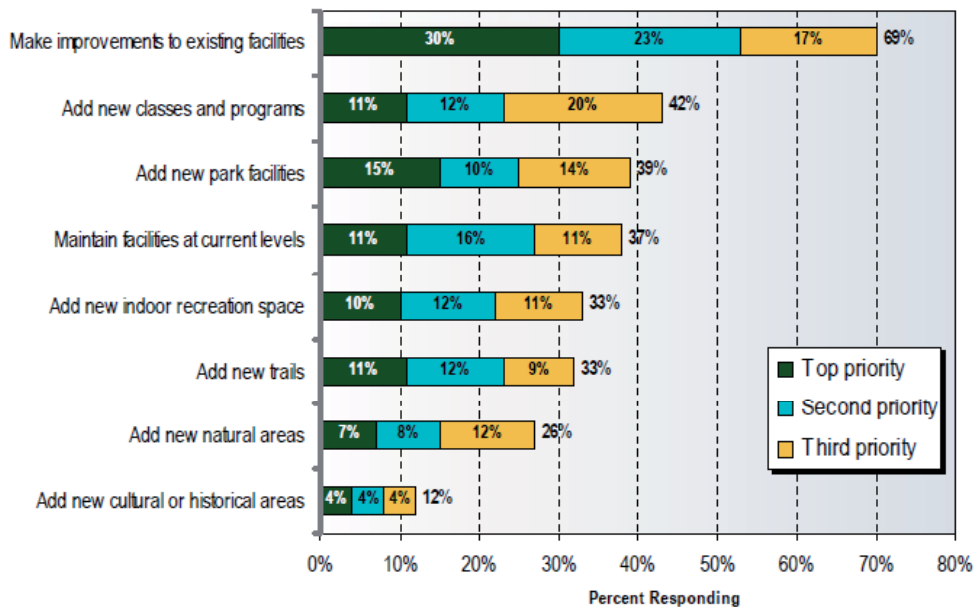
IF YOU OR ANYONE IN YOUR HOUSEHOLD DOES NOT USE PARKS OR RECREATION OFFERINGS, WHY NOT?



Survey Results

FIGURE 30

WHERE SHOULD FUTURE FUNDING BE SPENT?



Survey Insights

- Improving existing facilities over building new ones
- Trails and natural areas are highly valued
- Athletic fields – preference for rectangles over diamonds
 - Identify opportunities to convert some of the diamonds strategically Down County
- Community gardens – are increasingly popular
- Playgrounds – continue to be among the most popular facilities
- Historic sites – concentrate on a top priorities

Inventory Overview

■ Department of Parks

Facility
Conservation Area Parks
Local
Neighborhood
Neighborhood Conservation Area
Regional
Recreational
Special
Stream Valley
Urban
Component
Activity Buildings
Athletic Fields
Athletic Complex
Basketball courts
Campgrounds
Equestrian Facilities
Golf Courses
Hiking/Biking Trails
Historic Experiences
Ice Rinks
Nature Centers
Overlay Fields
Playground, Local
Shelters
Tennis Bubble
Tennis Courts

■ Department of Recreation

Facility
Administrative
Aquatic Facilities
Community Centers
Neighborhood Centers
Senior Centers
Outdoor Pools

■ Alternative Providers

Provider
Elementary Schools (ES)
Middle Schools (MS)
High Schools (HS)
Montgomery Village Foundation parks
State/Federal
Municipality
Urban Spaces
Alternative Provider Pools
Other Alternative Providers

* Operated by others

Program Analysis

- Service Assessment Process
 - Fit
 - Financial Capacity
 - Alternative Coverage
 - Market Position
- Strategic programming
 - Grow services identified as advance or affirm market position
 - Work with alternative providers for complementary development of market
 - Identify collaboration and divestment strategies

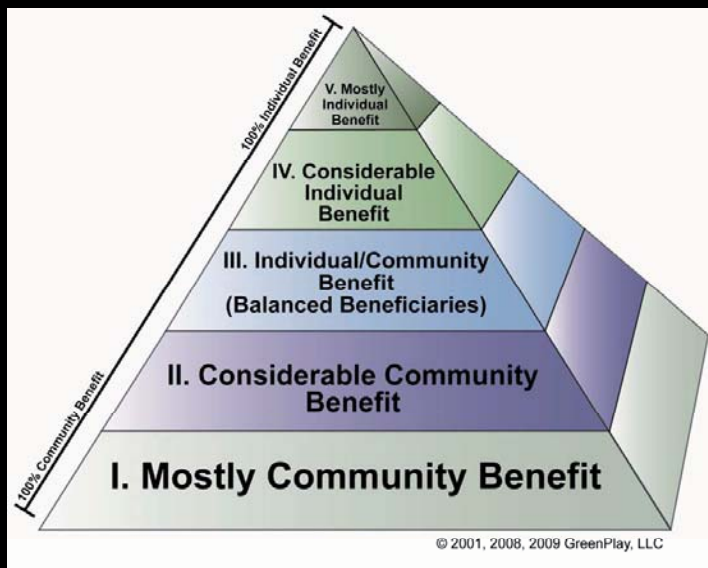
Financial Analysis

Policies needed to address:

- Reduced or waived fees/scholarships
- Further define “partners” versus leases
- Fee setting for permits or rentals
- Consistent definition and application of “direct” costs
- Focus taxpayer investment in “core services”
- Identify new funding for O & M including alternative funding
- Increase cost recovery goals



Resource Allocation: The Pyramid Methodology



Where do we use
our resources?

What do we
subsidize with
taxpayer funds?

Key Focus Areas

- Maintain and strengthen what you have
 - Marketing, maintenance, etc.
- Prioritize resources on core services
 - Financial sustainability (cost recovery, etc.)
- Collaborate to efficiently deliver quality services
 - Intra and inter agency, partnerships, etc.
- Plan for future growth
 - Respond to changing demographics and trends

Next Steps



■ **Phase 2: Findings & Visioning** July-Sept.

- Public Meetings, July 27 & 28
- Summit #2, Sept. 15
- Public Meetings, Sept. 13 & 14



■ **Phase 3: Plan Development** Oct.-Feb.

- Public Meetings, Jan. 25 & 26, 2011

■ **Plan Adoption** March 2011

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Thank You!



Check the project website:
www.VisionMontgomery2030.org

Email comments to:
Vision2030@MontgomeryParks.org

