Public Meetings

2017 PROS PLAN UPDATE
PARK, RECREATION, & OPEN SPACE PLAN

M-NCPPC Montgomery Parks
Brooke Farquhar
Supervisor, Park and Trail Planning Section
Agenda

Open House 7:00 to 7:30 pm and 8:00 to 9:00 pm.
▪ Add your input at Stations
  At tablets: Interactive Maps for Likes and Dislikes, Frequency of Use, Take the Survey!
  Talk with staff experts on trails, recreational facilities, urban parks, history, natural resources, and park equity.

Project Overview 7:30 to 8:00 pm.
▪ Purpose of Plan
▪ Who are we serving?
▪ Highlights of the Draft Plan
▪ Schedule

▪ Q/A
About the PROS Plan

- Produced every five years for Maryland’s Program Open Space (POS) Local-side program
- Key source for Maryland’s Land Preservation and Recreation Plan LPPRP

“LPPRPs (PROS) provide a means for creating meaningful and defensible goals to support local priorities for resource allocation in state programs focused on providing land and facilities for public parks, recreation areas and natural resource conservation.”

LPPRP Guidelines Final Draft, July 17, 2015
Our Missions

Department of Parks
Protect and interpret our valuable natural and cultural resources; balance demand for recreation with the need for conservation; offer various enjoyable recreational activities that encourage healthy lifestyles; and provide clean, safe, and accessible places.

Recreation Department
The mission of the Montgomery County Recreation Department is to provide high quality, diverse, and accessible programs, services, and facilities that enhance the quality of life for all ages, cultures, and abilities.
Department of Parks Values

- **Stewardship**: Manage the county park system to meet needs of current and future generations.
- **Recreation**: Offer leisure activities that strengthen the body, sharpen the mind, and renew the spirit.
- **Excellence**: Deliver high quality products, services, and experiences.
- **Integrity**: Operate with an honest and balanced perspective.
- **Service**: Be courteous, helpful, and accessible internally and externally.
- **Education**: Promote learning opportunities.
Department of Parks Values

- Education: Promote learning opportunities.
- Collaboration: Work with residents, communities, public and private organizations, and policymakers.
- Diversity: Support and embrace cultural differences and offer suitable programs, activities, and services.
- Dedication: Commit to getting the job done the right way, no matter what it takes.

*In compliance with the intent and spirit of the Americans with Disabilities Act, Montgomery Parks, M-NCPPC, commits reasonable efforts to ensure accessible facilities, programs, and services to be used by all people including those with disabilities.*
Recreation Department Operating Principals & Objectives

- OPERATING PRINCIPALS: In support of the mission, the Department will readily serve the community by providing:
  - Leisure activities that enhance skills, health, and self-esteem
  - Activities that incorporate current leisure trends and population demographics
  - Ways to stimulate growth in knowledge through leisure experiences
  - Opportunities to build sense of community
  - A network of services linking the community through collaboration and partnerships
  - Safe havens where participants feel welcome
  - Fun for all
Recreation Department Operating Principals & Objectives

- OPERATING OBJECTIVES: The Department will continuously strive for optimal participant experiences.
  - Teamwork: Essential to achieve success for our staff, our programs, our families, and our community
  - Objectivity: We will maintain a positive approach to all challenges we face
  - Growth: Change will be embraced, and used to expand our opportunities
  - Imagination: We will cultivate new ideas into exciting programs and services
  - Value: We will understand and appreciate the wealth of diversity of our community
  - Excellence: We will meet our participants’ expectations of quality and performance
Purpose of PROS Plan

▪ Helps deliver the “right parks in the right places”
▪ Uses a data-driven approach
▪ Updates policies
▪ Identifies facility needs and strategies for meeting them
▪ Guides park acquisition, renovation, and development
▪ Establishes priorities for preservation of natural and historic resources
PROS Guides Decisions

▪ Recommendations in area and park master plans
▪ Site selection strategies
▪ Capital Improvement Program priorities
▪ Land acquisitions
How PROS Guides Service Delivery

Dog Parks Service Delivery Strategy *

- Total Need by 2022
  - 12 additional dog parks

- Geographic Distribution
  - Facilities to be delivered in proportion to percent of County population in each subarea of the County

* Source: 2012 PROS Plan
How PROS Guides Service Delivery

Dog Parks Site Selection

- In Areas of Highest Need
  - Identify parks within ½ mile of urban area
  - Rank according to site selection criteria
  - Analyze usage
  - Community input
  - Planning Board review
  - Prioritize for CIP
The PROS Plan – Sources of input

- Data Collection and Analysis
- Park customer input – community meetings, surveys, online comments, etc.
- Research of Park Strategic Plans in other jurisdictions of similar context
- Past M-NCPPC Montgomery Parks PROS Plans, Vision 2030 Strategic Plan, and other M-NCPPC Plans
- Emerging Trends – demographic, lifestyle, facility and program
- State Guidelines (Final Draft LPPRP Guidelines, July 2015)
- Staff Experience
Data Collection and Analysis

Statistically Valid Survey

- Usage, Demand, and Participation Rates
- Gives us data to estimate unmet needs
A population of increasing racial and ethnic diversity

- Majority minority” status since 2010
  - Minorities to increase from 55% (2015) to 68% of the population (2040)
- Large and widely diverse foreign-born population
- Two out of five Montgomery County residents are foreign born

Who Are We Serving?

Source: 1990-2010 U.S. Census, 2015 American Community Survey

Source: 1950-2010 U.S. Census; 2010-2040 Racial Forecast, Maryland Dept. of Planning
Who Are We Serving?

Increasing population of 65+
- 12% of the population in 2010
- 20% of the population in 2040

Spectrum of income
- Among the wealthiest counties in the nation, while its median income varies by subpopulations such as race and Hispanic origin

New household types
- A broader mix of household types including single parents, couples with no children under 18, single, and unrelated people living together

Source: U.S. Census, 2000 Decennial Census (April estimate); 2015 Annual July Estimate of Population; Maryland Department of Planning Age Forecast (July 2014).
Community Outreach

Parks of the Future: Voice your Vision!

*The combined outreach vision for the three plans of similar scope*

- 2017 PROS Plan
- CIP
- Energized Public Spaces Functional Master Plan

Extraordinary outreach to minority communities

- El Salvador
- India
- China
- Korea
- Ethiopia
- Vietnam
- Philippines
Community Outreach

- Traditional and ethnic media, ads and press releases
- A project web page and an online comment tool
- Postings to e-newsletters, social media channels like Facebook, Instagram and Twitter, and the Parks Department Media Center
- Online Calendars - Parks, Planning, Patch Magazine, Gazette
- Attendance at regularly scheduled public events
- Meetings with the Civic Associations, Citizen Advisory Boards, Homeowners Associations, Recreation Advisory Boards and School PTA meetings
- Meetings with organized groups
- Meetings with elected public leaders and staff
Community Outreach

Intercept Interviews
- Recreational Centers
- Places of Worship
- Grocery Stores
Community Outreach

Community Events Survey
- World of Montgomery
- Holiday Tree Lighting in Silver Spring
- Winter 2017 Activation of Urban Parks Events
Community Outreach

Focus Groups

List who and where
Changing Purpose of Parks and Recreation

**NEED SLIDES FROM CRISTINA’s EPS Work**

- How it has changed over time
- What it should be in the future
- Building social capital and community
# The Changing Role of Parks

<table>
<thead>
<tr>
<th>Period</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1930-40’s</td>
<td><strong>Stream Valley Parks:</strong> unprecedented expansion of park facilities in the major stream valleys</td>
</tr>
<tr>
<td>1950-60’s</td>
<td><strong>Regional Parks and Athletic Fields:</strong> services to the growing suburban population + drive to parks + wedge and corridors plan</td>
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<tr>
<td>1970’s</td>
<td><strong>Focus on Neighborhood Parks:</strong> daily services to smaller social structures; Urban Parks as buffer from commercial areas; adequate public facilities ordinance; environmental stewardship</td>
</tr>
<tr>
<td>1980’s</td>
<td><strong>Agriculture Reserve:</strong> preservation of farmland and growth management</td>
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<td>1990 - 2000’s</td>
<td><strong>Smart Growth:</strong> a return to urban areas</td>
</tr>
<tr>
<td>2010’s</td>
<td><strong>2012PROS, Urban Parks Guidelines, Vision 2030:</strong> parks in growing urban areas and redefinition of urban park type</td>
</tr>
<tr>
<td>Today</td>
<td><strong>Energized Public Spaces FMP:</strong> parks + public spaces implementation of the right parks in the right places</td>
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# The Changing Role of Parks

## Park Benefits

<table>
<thead>
<tr>
<th>HEALTH</th>
<th>ENVIRONMENT</th>
<th>ECONOMY</th>
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<tbody>
<tr>
<td>Increase Exercise</td>
<td>Improves air quality</td>
<td>Attracts residents &amp; businesses</td>
</tr>
<tr>
<td>Reduces Health Risks</td>
<td>Keeps places cooler</td>
<td>Increases property values (15-20%)</td>
</tr>
<tr>
<td>Reduces crime</td>
<td>Improves water quality</td>
<td>Savings in infrastructure costs</td>
</tr>
<tr>
<td>Reduces cost of healthcare</td>
<td></td>
<td>Increases sales</td>
</tr>
<tr>
<td>Increases sense of community</td>
<td></td>
<td>Increases commercial leasing rates</td>
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</table>
Make parks the “living rooms” of our OTHER
2017 PROS Plan Highlights

Park Equity and Inclusivity

- Provide parks in walking distance of all areas of higher population density
- Make parks the “living room” of our communities
- Make parks more available to lower income populations - focus on areas of higher density, lower income areas with less access to parks
- Program Access: Inclusive and accessible park and recreation facilities and programs
- Age-Friendly Approach: Serving the growing population of people over age 55
2017 PROS Plan Highlights

Protect and Interpret Natural and Cultural Resources

- BRENDA/JAI/BILL ADD
- Environmental Literacy
- Avoid, Minimize, Mitigate, Compensate Policy
- Focus on public interpretation of the county’s history and archaeological discoveries

Photos from Jai and Joey
2017 PROS Plan Highlights

Creative Use of Resources

- Partnering to better deliver park and recreation services to residents.
- Balancing Renovation, Development and Acquisition
## Project Schedule

### 2016 – 2017

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Activities</th>
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<tbody>
<tr>
<td><strong>Spring</strong></td>
<td>- Preliminary Work</td>
</tr>
<tr>
<td><strong>Summer</strong></td>
<td>- Planning Board review of Outline, Schedule and Outreach Strategy</td>
</tr>
</tbody>
</table>
| **October- February** | - Focus group meetings  
                   | - Surveys  
                   | - Booths at events  
                   | - Writing of preliminary content |
| **March**       | - Transmit preliminary Draft to State March 1st  
                   | - Community meetings on preliminary content  
                   | - Adjust document based on public input  
                   | - Write Working (Staff) Draft |
| **April 27**    | - Planning Board review of Working (Staff) Draft |
### Project Schedule

<table>
<thead>
<tr>
<th>2017</th>
<th></th>
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<tbody>
<tr>
<td><strong>May - June</strong></td>
<td>- Public Hearing  &lt;br&gt; - Work Sessions  &lt;br&gt; - Approval of final document</td>
</tr>
<tr>
<td><strong>July 1, 2017</strong></td>
<td>- Submittal of approved document to State</td>
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<tr>
<td><strong>Fall</strong></td>
<td>- Council Briefing</td>
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Summary

The PROS Plan Provides Guidance for

- Adjust amounts and types of open space for trends and changing populations
- Balance resource-based and facility-based recreation
- Focus on facilities that people value the most
- Steward the most important natural, cultural and agricultural resources

“...provide a clear understanding of the county’s goals, strategies and priorities for investing to improve parks and recreation facilities and open spaces for the public benefit.”

- LPPRP Guidelines Final Draft, July 17, 2015
Tonight’s Agenda

Give us your input!

- Stations around the room with Staff experts
- Interactive maps
- Online survey
- Tell your friends to go to the website
Open House Station #1 – PARK NEEDS

http://mcatlas.org/parkplanning
Open House Station #1 – PARK NEEDS

http://mcatlas.org/parkplanning

Tell us what you think!
Open House Station #1 – PARK USAGE

http://mcatlas.org/parkplanning
Open House Station #1 – PARK USAGE

http://mcatlas.org/parkplanning

Tell us what you think!

How often do you use our parks and open spaces?
The Montgomery County Department of Parks is seeking to answer this question and learn more about the frequency of use of these spaces through this interactive map. Select locations on the map to identify how often you use these public accessible spaces. We are looking for answers not only in our park system, but also in the overall network of open spaces within the most densely populated areas of the County. See Study Area Boundary.

The Department of Parks is hosting this map to solicit feedback from residents, workers, and stakeholders. Your comments will be used to help us develop recommendations and strategies for this functional master plan now underway. For additional info or questions on this process, please contact Cristina Sassaki, Planner Coordinator at cristina.sassaki@montgomeryparks.org.
Open House Station #3 - SURVEY

Montgomeryparks.org

Montgomery County, MD

Montgomery Parks

Tell us what you think!

Parks and Recreation of the Future: Voice Your Vision

Help us create the parks of the future. We want your input and ideas!

TAKE THE SURVEY NOW!
Interactive Maps

HOW TO (use the video or Cristina’s slides from EPS)
Thank you.

ParkPlanning.org
Brooke.Farquhar@MontgomeryParks.org
What we Heard from the Planning Board

**Purpose of Parks and Recreation**
- How it has changed over time
- What it should be in the future
- Building social capital and community

**Extraordinary Data Collection**
- Reaching underserved populations
- Reaching people who are traditionally not involved in our processes
- Face-to-face meetings
- Lots of leg work needed

**Tap into Partnerships**
- Explore how to better leverage private sector
Relationship between Vision 2030 and the 2012 PROS Plan

Vision 2030 Strategic Plan
- Shows generally where in the County we need more park and recreation facilities and services
- Sets priorities for programs, park operations, marketing, management, and park planning and development

PROS Plan
- Estimates how many and what type of recreation facilities are needed for the next 10 years
- Recommends how to deliver the facilities to meet the needs
- Provides basis for recommendations in each master plan area
- Recommends land acquisition priorities
- Recommends priorities for preserving natural and historic/cultural resources, and agricultural lands

Together, these two documents
- Will help us to set clear priorities for acquisition and development
- Guide input to park and area master plans, and the CIP
Vision 2030 Recap

Products

- Statistically Valid Survey
- Level of Service Analysis
- Needs and Resource Assessment
- Strategic Plan
- Staff Level Implementation Plan
- Cost Recovery Analysis
Plan Update - Outline, Schedule and Outreach Strategy

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Traffic for the Analyzed Period</th>
<th>Daily Average</th>
<th>Busiest Day of the Week</th>
<th>Distribution</th>
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<tbody>
<tr>
<td>Visitors</td>
<td>42,841</td>
<td>1,428</td>
<td>Saturday</td>
<td>IN: 52</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>OUT: 48</td>
</tr>
<tr>
<td>Participants</td>
<td>52,981</td>
<td>1,766</td>
<td>Saturday</td>
<td>IN: 54</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>OUT: 46</td>
</tr>
</tbody>
</table>
Data Collection and Analysis

Athletic Fields
- Ballfield collector to assess conditions
- Motion-detecting cameras to assess field use

Trails
- Eco Counter to measure use throughout the seasons

Underutilized Facilities
- Motion-detecting cameras to assess use of tennis courts, basketball courts to repurpose for other uses