

GAINESVILLE 2030 PARKS, GREENWAYS, AND OPEN SPACES MASTER PLAN

November 2019



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CHAPTER 1: INTRODUCTION

1.0 PURPOSE OF A MASTER PLAN

The goal of the Gainesville Parks and Recreation Agency Master Plan (Master Plan) is to provide the community with a road map for present and future recreational programs and facilities development. The Master Plan utilizes national benchmarks and professional expertise to evaluate research data and citizen and staff input to provide a comprehensive analysis of the recreational resources and needs of the City of Gainesville community through 2030. This information helps clarify the community's vision for recreation facilities and services and guides future decision-making regarding planning and budgeting for the Gainesville Parks and Recreation Agency (GPRA). It also provides City administrators and elected officials essential information to assist in establishing policy and allocating resources.



Longwood Park

1.1 PARKS AND RECREATION PLAY A VITAL ROLE IN COMMUNITIES

Nationally, parks and recreation departments and agencies play a vital role in communities far beyond the facilities and programs they provide. For community members, parks and recreation departments and agencies can:

- Encourage individuals to expand their talents and creativity through arts and cultural activities.
- Promote a healthier lifestyle by providing opportunities for physical exercise Provide places of beauty where people can rejuvenate and recreate

Parks and recreation services and facilities also benefit the community as a whole by:

- Attracting businesses and industry to the area
- Enhancing property values
- Promoting economic growth
- Promoting a community-wide land ethic by providing environmental education
- Providing enhanced ecosystem services through land management and natural resource stewardship

COMMUNITIES SUPPORT - AND USE - PARKS AND RECREATION

- In a National Recreation and Parks Association (NRPA) study, more than 90% of responding households indicated that local parks provide a community benefit, including 60% of people who were non-program users.¹
- In this same survey, 80% of those responding (which included both users and non-users) indicated parks and recreation services provided by their communities were well worth the average tax leveraged per household member.
- In other national surveys, one third of respondents felt too little was being spent on parks and recreation, with only 6% indicating that too much was being spent.
- The “Georgia Plan for Outdoor Recreation 2017-2021” (GPOR) survey:
 - » 85% of respondents indicated that they thought park fees in Georgia were about right or too low
 - » 68% were very willing or somewhat willing to pay higher fees to support parks and recreation in Georgia.
 - » 85% of respondents supported public funding of outdoor recreation
 - » 68% support additional funding for outdoor recreation
- The GPOR also found that Georgians use parks in their communities. Among people who self-identified as “Recreators” (62% of survey respondents), the top reasons given for visiting parks were to:
 - » Have fun (80%)
 - » Be with family and friends (75%)
 - » Relax (75%)
 - » Promote health and exercise (71%)
 - » Enjoy nature (66%)
- Some of the activities the Recreators engaged in were:
 - » Foot travel (walking/hiking) (90%)
 - » Picnicking (78%)

1 Americans' Use and Perceptions of Local Recreation and Park Services: A Nationwide Reassessment, NRPA (2015).

- » Swimming (67%)
- » Enjoying/viewing nature (65%)
- » Fishing (47%)Hiking (39%)
- » Camping (35%)
- » Visiting a nature center (34%)
- » Biking (34%)
- » Paddling (33%)
- The U.S. Fish and Wildlife Service 2016 Survey² found that more than 103,000,000 Americans 16 years-old or older participated in some form of hunting, fishing, or other wildlife-associated activity, equaling 40% of the U.S. population. This same group spent more than \$156.9 billion, or approximately 1% of the USA's Gross Domestic Product, on equipment, travel licenses, and fees.
- As reported in the Georgia Tourism Handbook³, the top three Heritage tourism activities include:
 - » Visiting historic sites (66%)
 - » Attending historical re-enactments (64%)
 - » Visiting art museums/galleries (54%)

PARKS AND RECREATION PROMOTE HEALTHIER COMMUNITIES

NRPA surveys as well as other research studies indicate that parks and recreation services remain at the core of what defines a healthy, prosperous, and connected community. For example:

- In the NRPA 25-year study, exercise, fitness, and conditioning were the most frequently mentioned benefit provided by parks and recreational services.
- A 2017 NRPA⁴ survey found:
 - » 63 percent of Americans would walk or jog along trails, through parks, or around the neighborhood if advised by a doctor to increase exercise.
 - » One third would work out at recreation center or gym
 - » Baby boomers are more likely to participate in doctor ordered exercise in and around parks than Gen Xers
- A 2006 Trust for Public Lands (TPL)⁵ report indicated people who live in walkable communities will walk more, weigh less, and have less hypertension than people who live in less accessible communities.
- The same study showed seniors living in green, walkable communities live longer, remain more active overall and later in life, and remain physically and mentally healthier when compared to similar groups without such access.
- In a 2015 report on obesity⁶, one third of adults were classified as obese, one third of children were considered overweight, and one in six children suffered from obesity. This study highlights the urgent need to promote physical activity in all segments of a community.
- A study conducted in Atlanta, Georgia found each hour spent in a car correlated to a 6% greater likelihood of becoming obese. The same study indicated that for every 0.6 mile walked each day, the likelihood of obesity declined by 4.8%.⁷
- Further, parks and recreation programs help build self-confidence, a sense of independence, and optimism among youth. Research shows that youth participating in at least 1 hour per week of after school or extracurricular activities are 49% less likely to use drugs and 37% less likely to become teen parents.⁸



Wilshire Trails

-
- 2 *2016 National Survey of Fishing Hunting, and Wildlife-Associated Recreation*, US Fish and Wildlife Service (conducted every 5 years).
 - 3 Georgia Department of Natural Resources Historic Preservation Division and Georgia Department of Economic Development Tourism Division, *Heritage Tourism Handbook*, 2010.
 - 4 *Doctor's Orders: Get More Physically Active*, 2017 NRPA Park Pulse Survey.
 - 5 *The Health Benefits of Parks*, Trust for Public Lands (2006).
 - 6 *Prevalence of Obesity Among Adults and Youth: United States, 2011-2014*, National Center for Health Statistics, Centers for Disease Control and Prevention (2015).
 - 7 *Obesity Relationships with Community Design, Physical Activity, and Time Spent in Cars*, American Journal of Preventive Medicine (2004).
 - 8 *The Benefits of Recreational Programming on Juvenile Crime Reduction: A Review of Literature and Data*, NRPA (2014).

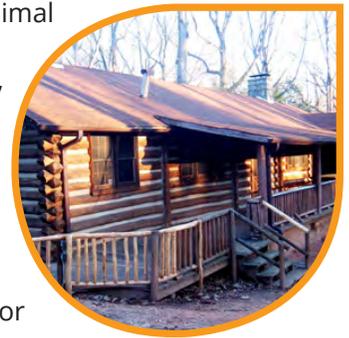
The community need for parks, greenspace, and greenways is even more critical when “nature benefits” are considered:

- One study found that a 20-minute walk in an urban park resulted in improved concentration among youth diagnosed with Attention Deficit Hyperactivity Disorder (ADHD).⁹
- Several national studies have found that contact with nature not only improves overall physical health, but also helps people suffering from injuries or illness recover faster.
- Further, contact with nature also improves psychological health by decreasing stress, improving coping skills, and promoting social interaction.

PARKS AND RECREATION PROMOTE GREENER, BIODIVERSE COMMUNITIES

Parks and greenspace play a key role in maintaining a community’s biodiversity and in providing ecosystem services. Locally, urban trees and forests mitigate the heat build-up that occurs in urban environments; the difference between forested lands and downtown streets may be 10 or more degrees during the hottest weather. Further, greenways and natural areas within parks:

- Provide critical habitat and wildlife travel corridors essential to maintaining animal and plant diversity
- Provide rainwater filtration, reduce flooding, provide for floodwater storage, and retain critical moisture needed in the dry summer months
- Play a key role in maintaining or improving water quality by filtering pollutants out of rainwater or runoff before it enters a stream
- A 2017 NRPA¹⁰ study found that:
 - » 82% of Americans indicate it is important for local government to set aside land for the sole purpose of preserving natural landscapes
 - » 66% of people indicate that preserving the natural environment is very or extremely important



Martha Hope Cabin

PARKS AND RECREATION PROMOTE ARTS, HISTORIC AND CULTURAL RESOURCE STEWARDSHIP

Arts and cultural programming significantly enhance quality of life by building a sense of community while promoting social cohesion, tolerance, and diversity. A 2012 Survey of Public Participation in the Arts conducted by the National Endowment for the Arts (NEA) and the U.S. Census Bureau, indicates that people who engage in cultural arts activities or are involved in sports, the outdoors, or exercise are more likely to be physically active, volunteer, perform charity work, and be more socially engaged. These findings appear to be independent of age, education level, gender, or ethnicity.¹¹

PARKS AND RECREATION PROVIDE ECONOMIC BENEFITS

Quality parks and recreation facilities have a positive economic impact on a community.

- In several studies nationwide, quality parks and recreation services are cited as one of the top three factors businesses and industry consider when determining whether to relocate to a community.
- Additionally, proximity to parks and greenspace can significantly increase home and property values. In 2012, the National Home Builders Association reported that 1) the presence of parks and greenspace is a significant consideration for 65% of home buyers (with 50% indicating it is #1), and 2) is a major reason for a home purchase. The report also showed that home buyers are willing to pay more for property close to a park.
- Low impact parks, historic sites, and greenspace can increase the value of homes within a third of a mile by 2-26% and have a more generalized impact within a 1 square mile radius of the property – with greater increases in value occurring the closer the property is located to the urban core.^{12,13}

9 Taylor, Andrea Fabor et al, *Could Exposure to Everyday Green Spaces Help Treat ADHD? Evidence from Children's Play Setting*, Applied Psychology Health and Well-Being (2011).

10 *Preserving Natural Landscapes*, February 2017 NRPA Park Pulse Survey

11 *How a Nation Engages with Art – Highlights from the 2012 Survey of Public Participation in the Arts*, National Endowment for the Arts (2012).

12 Wu, Jiansheng, et. Al, *Impact of Urban Green Space on Residential Housing Prices: A Case Study in Shenzhen*, Journal of Urban Planning and Development, Vo. 141 Issue 4 – December 2015.

13 Bedell, Willie B, *Capitalization of Green Space and Water Quality into Residential Housing Values*, University of Kentucky Agricultural Economics Master's Thesis, 2018.

Parks and recreation departments and agencies also generate economic activity through direct spending in the local economy by attracting people from outside the area. A 2016 National Fish and Wildlife Foundation sponsored study¹⁴ showed:

- Outdoor activities, recreation, conservation, and historic preservation venues and activities generated \$1 trillion dollars in economic stimulus and supported 9.4 million jobs.
- Nationally, capital and operating budget expenditures directly from parks and recreation departments generated approximately \$140 billion in economic activity and supported almost 1 million jobs.
- Tourism is the second most important industry in Georgia, with ecotourism and heritage tourism among the top 3 activities. Examples of the economic impact include expenditures of up to \$65 (bird watching), \$290 (wildlife viewing), and \$464 per person per day.¹⁵

1.2 DEFINING A QUALITY PARKS AND RECREATION DEPARTMENT OR AGENCY

The quality of a parks and recreation department can be evaluated by several factors:

- The quantity, type, and location of parks and facilities
- The quality and diversity of programs
- The level of natural resource stewardship
- The quality and number of the staff and service personnel
- Maintenance of facilities

NUMBER, TYPE, AND DISTRIBUTION OF PARKS AND RECREATION FACILITIES

A quality parks and recreation department or agency must provide a wide variety of facilities to ensure the needs of all citizens are met. These facilities must be dispersed to be accessible to citizens throughout the community. Nationally, 91% of parks and recreation agencies have playgrounds; 83% have basketball courts; approximately 55% maintain gyms, recreation centers and community centers; and approximately 40% have fitness and senior centers.¹⁶

National studies have found that the majority of residents will use passive parks, playgrounds, greenspace, and trails. In contrast, specialized facilities such as tennis centers, golf courses, or athletic fields are generally used by less than 10% of a community.

Under generally accepted standards, a park must be within one-half mile of a residence or business to be considered accessible by foot and within 3 miles to be accessible by bike. People who live within walking distance of a park are 47% more likely to walk the daily recommended distance and are significantly more likely to participate in programs in that park. Most people with neighborhood access are twice as healthy as people without access to facilities. Walkability is even more important to low income and disadvantaged populations because they often lack access to cars or public transit.

QUALITY AND DIVERSITY OF PROGRAMS

It is essential that parks and recreation departments and agencies provide diverse programs and services, including outdoor recreational programs, sports and athletic programs, non-traditional, and self-directed programs. National research has found that people are less likely to use a park if they are not attending a program or participating in an activity; decreased park usage directly correlates to the health of the community and, in turn, affects the community's long-term support of parks and recreation. A department or agency must periodically review and evaluate its programming to ensure it is meeting the needs of the community.



Dance Event

14 Southwick Associates, *The Economics Associated with Outdoor Recreation, Natural Resources Conservation and Historic Preservation in the United States* (prepared for the National Fish and Wildlife Foundation) (2011).

15 U.S. Forest Service Internet Research Information Series, *Natural Resource Amenity Service Values and Impacts in the U.S.*, 2009.

16 2018 NRPA Agency Performance Review: Parks and Recreation Agency Performance Benchmarks, NRPA (2018).

CURRENT TRENDS IN PARKS AND RECREATION

Current trend information is based on surveys and studies from national, state, and industry organizations.

OUTDOOR RECREATION PROGRAMS

Outdoor recreation programs are an integral part of a parks and recreation departments and agencies. Both the United States Forest Service and the Georgia Plan for Outdoor Recreation 2017-2021 track trends in outdoor recreation programs and services. These agencies show that the most highly desired services and greatest community needs are:

- Parks and Trails
- Swimming
- Nature-based activities
- Scenic viewing
- Picnic sites



Football Program

These surveys also indicated a need for additional walking, hiking, biking, and multi-use trails for fitness and to provide access to fishing, camping, picnicking, nature-viewing, photography, and other outdoor experiences provided by parks.

SPORTS AND ATHLETIC PROGRAMS

Sports and athletics programs are also essential even though nationally, participation in organized sports continued to decline:

- The Aspen Institute Sports and Society Program data indicates that
- Children ages 6-12 playing team sports on a regular basis was 44.5% in 2008 but only 37% in 2016.
- Gymnastics, lacrosse, and ice hockey participation increased from 2008-2016 and children participating in flag football (5.2%) exceeded the number playing tackle football (4.1%)
- Likely due to rule changes by the U.S. Soccer Federation, that allowed teams to form based on school year-based birthdays rather than calendar-based birthdays, soccer participation has declined from 17% (2015) to 14% (2016).



Cheerleading Program

The Sports and Fitness Industry Association (SFIA) also tracks children and adults participating in sports and reports the following changes from 2012-2017:

TEAM SPORT CHANGE IN PARTICIPATION: 2012 - 2017			
TEAM SPORT*	% CHANGE IN PARTICIPATION	TEAM SPORT	% CHANGE IN PARTICIPATION
Basketball	-1.29	Volleyball (Sand/Beach)	9.81
Baseball	20.55	Football (Tackle)	-16.01
Soccer (Outdoor)	-7.88	Gymnastics	-6.06
Softball (Slow Pitch)	-1.73	Soccer (Indoor)	16.94
Volleyball (Court)	-1.05	Volleyball (Grass)	-15.51
Football (Flag)	11.70	Track and Field	-2.26
Football (Touch)	-22.84	Cheerleading	17.63

*from most to least number of participants

- The SFIA also projects the following 2018 fitness and health activity trends, in order of popularity:
 1. High-Intensity Interval Training
 2. Group Training
 3. Body Weight Training
 4. Strength Training
 5. Yoga
 6. Personal Training
 7. Fitness Programs for Older Adults
 8. Functional Fitness
 9. Exercise and Weight Loss
 10. Exercise is Medicine Global Initiative

- The trends on the previous page were also observed by the Physical Activity Council, an organization comprised of sports advocacy agencies and governing bodies.

The changes to program participation and projected trends do not eliminate the need for sports and athletic programming, but may play a part in a department or agency's future determination of what type and how many such programs to provide. Sports and athletic programs for both children and adults should be a part of a park and recreation department's programming as they encourage healthy lifestyles and physical fitness, develop physical agility and coordination, and teach interpersonal skills like cooperation, respect, dispute resolution, and teamwork.

NON-TRADITIONAL ACTIVITIES

Non-traditional and self-directed activities have been rapidly gaining popularity across all age groups, with pronounced gains among seniors and millennials born between 1976 and 2004. Examples of non-traditional activities include kickball, pickleball, 5K runs and races, half and full marathons, extreme and adventure sports, paddle-boarding, disc golf, skateboarding, and camps for adults and families. These types of activities should be considered when determining how to allocate programming resources.

ARTS, HISTORIC, AND CULTURAL ACTIVITIES

The National Endowment for the Arts has conducted seven *Public Participation in the Arts* surveys since 1982, tracking participation in arts related activities nationwide. Key findings from the most recent survey, 2017, includes the number of people attending:

- Performing Arts Events:
 - » Outdoor Performing Arts Festivals (24.2%)
 - » Musical Plays (16.5%)
 - » "Other" Performing Arts Events (15%)
 - » Non-musical Plays (9.4%)
- Visual Arts Events:
 - » Toured parks, monuments, buildings, neighborhoods for historic or design value (28.3%)
 - » Attended craft fairs or visual arts festivals (23.8%)
 - » Visited Art Museums or Galleries (23.7%)



Longwood Park
Chicken Festival

Key findings also found changes between 2012 and 2017 included an increase in the number of:

- African Americans and 25-44-year olds attending outdoor performing arts festivals.
- African Americans, Asian Americans, and 25-54-year olds attending performing arts events not listed on the survey (i.e. "Other").
- African Americans, 18-24-year olds, 35-44-year olds, and adults with "some college" education visiting art museums or galleries.
- African Americans, non-Hispanic whites, 35-44-year olds and those whose formal education terminated with a high school diploma or college degree visiting parks, monuments, buildings, neighborhoods for historic or design value.

A 2002 Princeton University working paper concluded that many studies have documented the physical and psychosocial benefits of arts and cultural programming on both participants and audience.¹⁷ Dance, theater, and visual arts classes and activities provide health benefits associated with exercise and physical skill development, as well as an outlet for personal expression. Studies highlighted in the Princeton report suggest that people participating in or attending art and cultural events expand their personal creative abilities, experience an increase in self-esteem, and have a greater sense of belonging to the community.



Midtown Greenway

17 *How the Arts Impact Communities: An introduction to the literature on arts impact Studies*, Princeton University Working Papers Series (2002).

NATURAL RESOURCE STEWARDSHIP AND FACILITY MAINTENANCE

Local parks and recreation departments are typically one of the largest land management stewards of public property in a community, as they often manage not only parks but greenspace and natural areas as well. Adequate resources to maintain these resources are critical. Although there are no specific national standards for natural resource management, NRPA benchmarks recommend that a parks and recreation department have:

- Policies and procedures related to land acquisition, development, and boundary encroachment
- System-wide and site-based natural resource management plans
- Recycling plans
- Preventative and corrective maintenance programs
- Inventory and asset management systems

Globally, people continue the trend of moving into more urbanized areas, with over half the world's population now living in a city. Without careful planning and consideration, such assets as tree canopy, forest health, water quality, and native habitat will dramatically degrade while weather events, heat, noise, chemical pollution, invasive plants and animals, will have a progressively greater impact on the community - along with increasingly more expensive options to mitigate.



Midtown Greenway

Nationally, communities are turning to their parks and recreation departments to address ecosystem service needs. In response, these departments are developing sophisticated land management and stewardship plans and activities. With increasing frequency, parks and recreation departments and agencies are playing a key role in stormwater planning and mitigation, future land use, residential and commercial development, conservation of environmental areas, transportation, and related community economic and infrastructure planning activities. Communities are utilizing parks and greenspace to create “green infrastructure” and realizing significant rate of return well beyond the financial investment. Green infrastructure enhances economic activity, creates a healthier community, attracts business and industry, and conserves natural ecosystems services critical to the long-term health of a community.

CONCLUSION

The Master Plan evaluates GPRA with regard to each of these areas - the quantity, type, and location of parks and facilities, the quality and diversity of programs, and natural resource stewardship and maintenance of facilities – using national standards and benchmarks to determine not only existing needs, but also to anticipate future needs based on projected population growth.

1.3 HISTORY OF THE GAINESVILLE PARKS AND RECREATION AGENCY

The Gainesville Parks and Recreation Board was created in 1924 by a special election held pursuant to Georgia Code of 1933, Section 69-6, now codified as O.C.G.A. 36-64-1. The Agency is governed by a nine (9) member Legal Board, appointed by the Mayor, empowered to provide, establish, maintain, and conduct a comprehensive program of parks and recreation services, including the employment of a Director. The Parks and Recreation Director is chief executive officer. The Director operates under the full authority of the Parks and Recreation Board and is given the same status with Parks and Recreation business transactions as the City Manager.



Fitness in the Park Event

In 2000, Gainesville was awarded national accreditation by the Commission for Accreditation of Parks and Recreation Agencies (CAPRA). GPRA was the first parks and recreation agency in the nation to meet all 153 criteria to be nationally accredited. In 2015, GPRA was CAPRA accredited for the fourth time.

History provided by the GPRA staff.

1.4 MASTER PLAN APPROACH

Upon interviews, Foresite Group was selected to develop a comprehensive master plan for the GPRA. The master planning team was composed of landscape architects, park and recreation planners, engineers, park designers, and specialized subconsultants with expertise in public input and recreation surveys.

To effectively establish the future recreational needs of the City of Gainesville community, the team initiated a process that incorporated citizen, stakeholder, and staff participation to answer the following questions:

WHAT DOES GPRA CURRENTLY HAVE?

To identify what the community has, an initial investigation was conducted and an inventory developed of existing GPRA facilities, programs, funding, and services.

WHAT DOES THE GPRA COMMUNITY WANT?

To determine what the citizens want, information was gathered from sources that included a community-wide survey, public input meetings, citizen emails, and meetings with stakeholders, GPRA staff and administrators, and elected officials.

WHAT DOES GPRA NEED?

To determine where department or agency performance, service, programs, and facility “gaps” exist, the master planning team utilized national benchmarks and research along with an analysis of existing community resources and stakeholder, community, and staff input.

WHAT CAN BE DEVELOPED, RE-PURPOSED, OR UNDERTAKEN?

This Master Plan includes site concept plans, cost estimates, and specific recommendations with regard to department or agency performance, park development, and facilities to help City of Gainesville elected officials establish priorities and plan future allocation of local resources.



Public Input Meeting



CHAPTER 2: COMMUNITY PROFILE

2.0 COMMUNITY HISTORY

The City of Gainesville, a Georgia Municipal Association City of Excellence, is located in Northeast Georgia, approximately 50 miles northeast of Atlanta and 100 miles southeast of Greenville, South Carolina. Gainesville is the principal city and county seat of Hall County with a population in 2018 of just over 42,700. As the business hub for Northeast Georgia, Gainesville’s daytime population is estimated in excess of 100,000.

Created in the area initially known as Mule Camp Springs, the City of Gainesville was incorporated on November 30, 1821. Known for its mineral rich springs, abundant natural resources, and rich soils, Gainesville became a trading center and grew into an economic hub for northeast Georgia. Commercial growth, significantly enhanced by the development of railroads in 1871, helped the City earn the name “Queen City of the Mountains”. By the late 1800’s the “healing properties” of the mineral springs, and the subsequent concentration of physicians and medical practices, built Gainesville’s reputation as a health resort for the wealthy. This reputation was further enhanced in 1902 when Gainesville became the first city south of Baltimore to have streetlights. Following World War II, poultry became a significant economic industry, leading to Gainesville and Hall County becoming known as the “Poultry Capital of the World.” The creation of Lake Lanier in 1957 created new economic, recreation, and growth opportunities.

2.1 LEGISLATIVE ORGANIZATION OF THE CITY OF GAINESVILLE

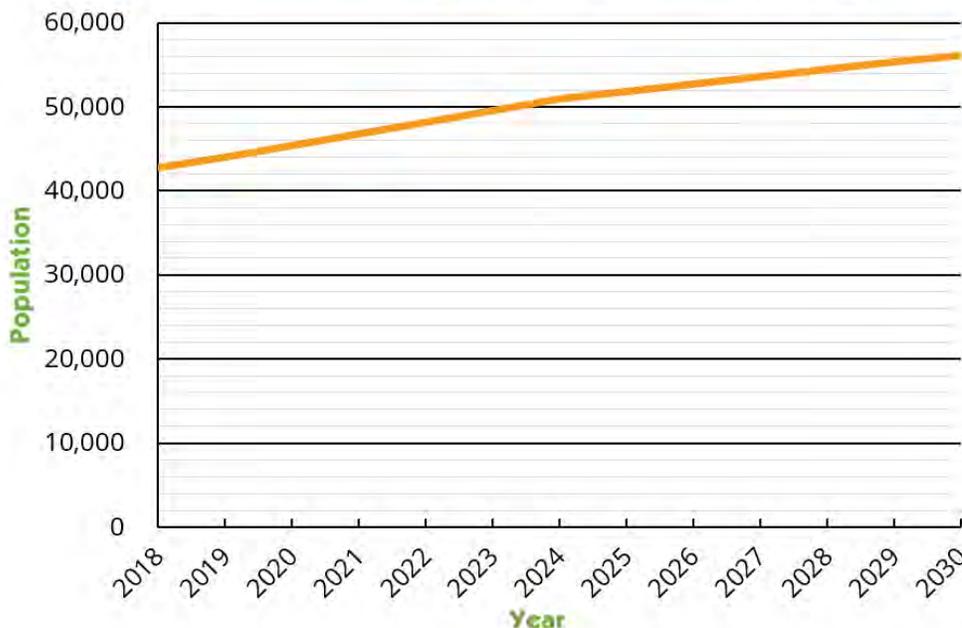
The City of Gainesville operates under a Council/Manager form of government. The City Council is composed of a Mayor and five council members. The Council is responsible for enacting ordinances, resolutions, and regulations governing the City, as well as appointing members of various statutory and advisory boards, and the City Manager, the chief executive officer responsible for enforcement of laws and ordinances.

2.2 COMMUNITY DEMOGRAPHICS

CITY OF GAINESVILLE POPULATION

As of 2018, the City of Gainesville comprised 21% of the population of Hall County. By 2030, the City of Gainesville’s population is projected to increase by approximately 32%, from 42,716 to 56,180, comprising approximately 23% of the total population of Hall County.

City of Gainesville Projected Population Changes

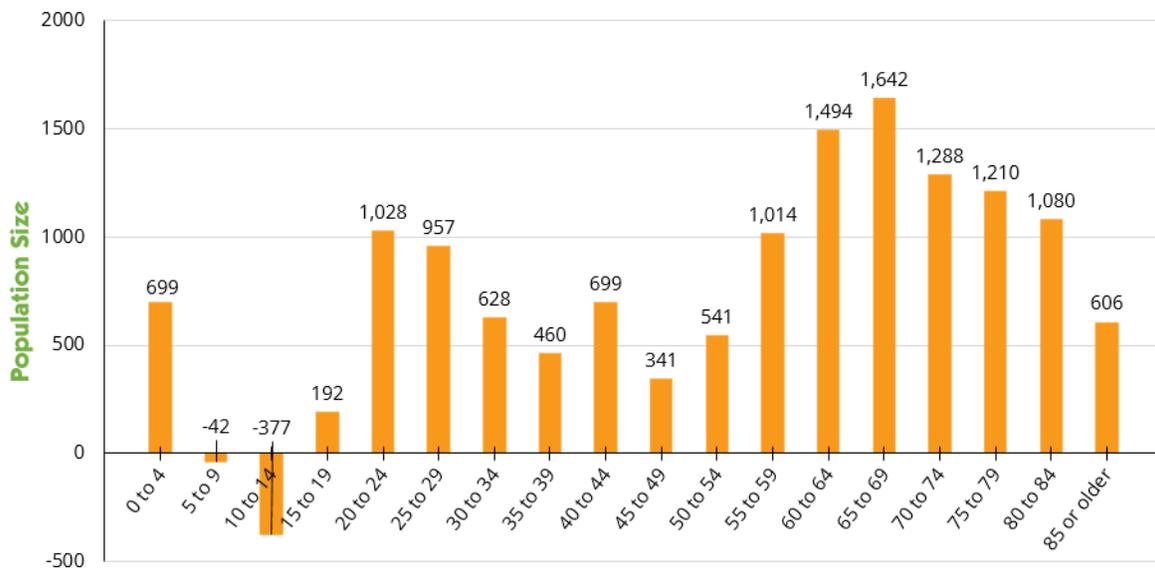


Based on estimates provided by the City of Gainesville Community Development; assumes an average annual growth of 3%.

CITY OF GAINESVILLE, BY AGE

Over the years leading to 2030, the age distribution is anticipated to change dramatically. The number of young children (0 – 4-year olds) is anticipated to increase while 10 -19-year olds are projected to decline. The population of young people 20 – 30 is expected to rise but there is a much lower anticipation that 30 – 54 year old will move to or stay in City of Gainesville. The largest gain in population is people 55+ year olds. This age group is anticipated to grow by almost 59% and represent almost 33% of the overall population in 2030.

Projected Change in Population, by Age: 2018 - 2030

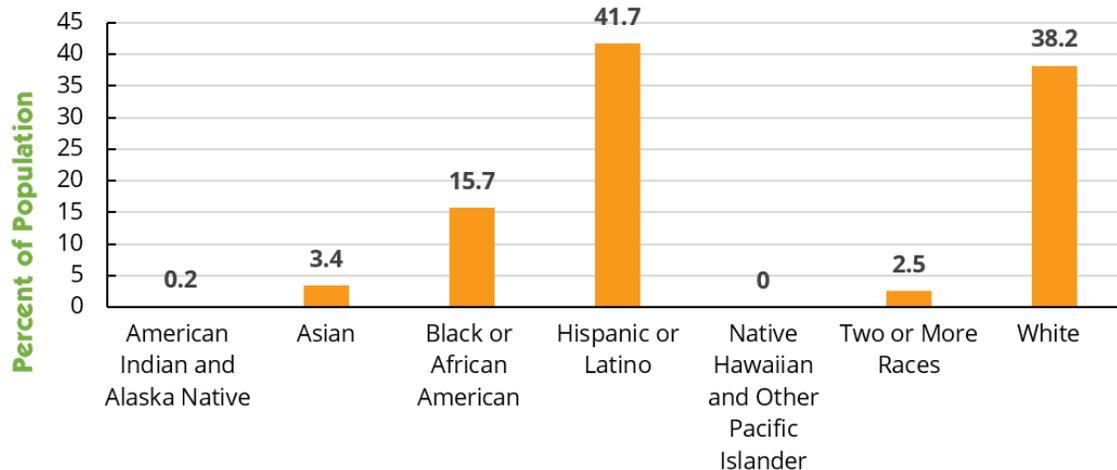


*Based on projected changes in age classes for Hall County as a whole (State of Georgia Office of Planning and Budget, 2015 series); US Census Bureau QuickFacts (2017 Series); and population data provided by the City of Gainesville Community Development; assumes an average annual growth rate of 3%.

CITY OF GAINESVILLE, BY RACE/ETHNICITY

As of 2017, minority communities represented approximately 61.8% of the City of Gainesville population, with 41.7% identifying as Hispanic or Latino.

City of Gainesville - 2017 Race as a Percentage of Population



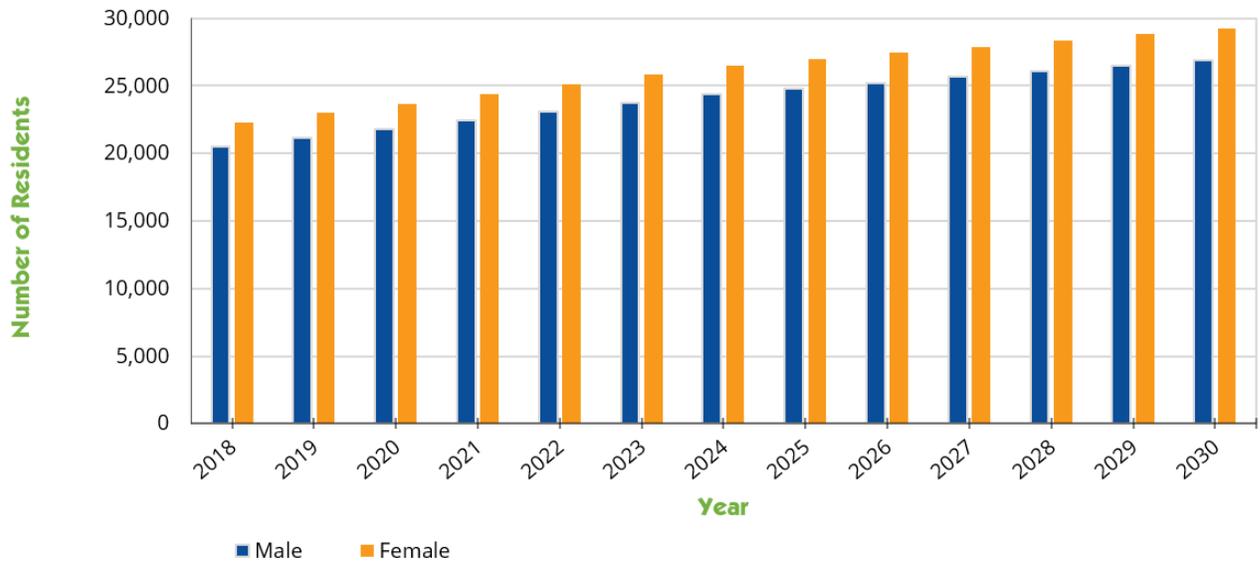
Source: US Census Bureau Quick Facts, 2017 version

Note: Percentages exceed 100% due to error associated with sample size and rounding.

CITY OF GAINESVILLE, BY GENDER

Currently, the population of the City of Gainesville, based on gender, has slightly more females than males.

Change in Population, By Gender 2018 - 2030

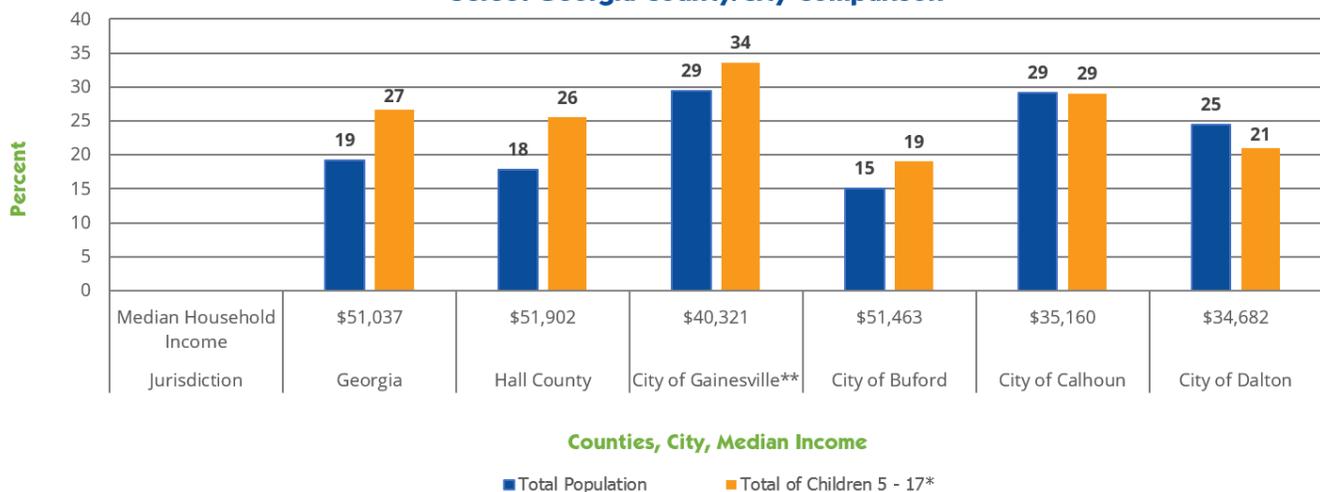


Governor's Office of Planning and Budget, 2015 Series; US Census Bureau QuickFacts (2017 Series); Population data provided by City of Gainesville Community Development.

CITY OF GAINESVILLE, BY INCOME AND POVERTY

The City of Gainesville has a higher poverty rate and a lower median income than Georgia as a whole. It has a higher median income than select Georgia cities with similar demographics. There are, however, a significant number of children in poverty (27% of all children). These findings are based on US Census Bureau data. Additional research conducted as part of The United Way Game Plan¹⁸ suggests that over 40% of Hall County, as a whole, lives in poverty while 54% are considered "financially burdened."

Poverty Rate (Percent) Select Georgia County/City Comparison



Source: Georgia office of Planning and Budget, Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (2011); Gainesville Children in Poverty Data from City-Data
 *Counties are similar in population size; **from US Census Bureau QuickFacts Series (2016 data)
 NOTE: The City of Gainesville Community Development Data from The United Way Game Plan suggests over 40% of Hall County lives in poverty (Very poor/low income & extremely poor).

2.3 CONCLUSIONS

OVERALL

Based on population projections, demand for future recreation facilities, programs, and services will need to accommodate the needs of:

- Very young children (0 – 4 years old)
- Those 20 – 30 years old
- The population 55+ years and older

There is a need to:

- Work closely with economic development, schools, and community businesses to help attract and retain families with school age children
- Work with school officials to continue to explore ways to address the issue of children in poverty
- Adjust programming and services as Millennials (born 1980+) grow older
- Conduct periodic reviews to ensure there are programs and activities that meet the needs of an almost equal population of male and female community members.
- Work closely with economic development to attract new and retain current businesses, professionals, and industry.
- During parks and facility renovations and construction, consider the needs of aging population in design, location, access, etc.; Periodically review the number and types of programs being developed to accommodate a growing population of seniors.

As the GPRA develops programs and services, efforts to obtain input from minority populations, especially the Hispanic community, will need to continue. Minorities, especially the Hispanic community, is anticipated to continue to grow through 2030. Continuing and expanding efforts to include minority representatives in the planning and development process will help promote and enhance a greater sense of community.

MILLENNIALS*

Millennials are expected to have a growing impact on the communities. In 2013 Millennials overtook GenX as the largest percentage of the workforce.¹⁹ As a group, Millennials:

- Choose where they live before they choose their job (U.S Census Bureau)
- Drive fewer miles (National Household Travel Survey, 2001 – 2009)
- Prefer “Walkable” communities, with a preference for walking over driving as a transportation mode, living in an attached home that is walking distance of shops and other destinations, and are the most likely age group to use public transportation²⁰
- Set a premium on locations that are “live, work, play,” and that can accommodate their needs within walking/biking distances²¹



Ivey Terrace Park

Nationally, cities are working with business and developers to begin to design communities that meet the lifestyle preferences of Millennials in order to attract this demographic to their communities. A critical element of this effort is the establishment of a diverse and walkable system of parks, natural areas, community centers and recreational opportunities.

As the Millennial generation begins to age, population projections suggest that there will be a need for GPRA to target programming, services, and opportunities designed to retain this age group. An example of such targeting includes efforts to aggressively pursue a connected, walkable, and bikeable community.

**In various articles, Millennials have been categorized as having birthdays ranging from 1976 (earliest) to 2004 (latest). Major news outlets (Newsweek, Time, New York Times) have placed this generation as having been born between 1978 and 2000. For the purpose of this report, Millennials are considered to be people who are currently between the ages of 25 and 38 (as of 2018).*

¹⁹ Millennials surpass Gen Xers as the largest generation in U.S. labor force, Pew Research Center; 2015.

²⁰ 2015 National Community and Transportation Preference Survey, National Association of Realtors.

²¹ Today's Office Tenants Prefer Live, Work, Play Locations, NAIOP Weekly E-Newsletter January 6, 2015, NAIOP Commercial Real Estate Development Association.

CHAPTER 3: COMMUNITY INPUT

3.0 STAKEHOLDER INVOLVEMENT

Community Input is an essential part of a recreational master plan process. The planning team can effectively identify the “What the City Has” by doing an onsite inventory of the existing parks and facilities. The team can also decipher “What the City Needs” based on comparison to National Park Standards as identified in this study. However, it is essential to receive input from the local community to determine “What the Citizens Want”.

The planning team worked closely with the GPRA senior staff and Recreation Board to identify individuals and groups to include as part of the community involvement stakeholder interview process for the study. The strategy included an interview meeting with the GPRA leadership, the city appointed Recreation Board, and a list of specific local individuals and stakeholders.



Master Planning

3.1 PARKS AND RECREATION STAFF INPUT

The consultant team felt that the knowledge and experience of GPRA Leadership and staff directors were critically important to helping them understand the existing conditions, programs, operations, and needs of the overall parks system.

The Consultant Team met with the GPRA Senior Leadership Team on September 20, 2018 in the Gainesville Civic Center at 830 Green Street and asked them to provide their insight and thoughts about the current conditions of the Gainesville Parks System.

City of Gainesville Parks and Recreation Senior Leadership Team:

- | | |
|--------------------------|---|
| • Melvin Cooper | Director |
| • Michael Graham | Deputy Director |
| • Julie Butler Colombini | Marketing and Communications Manager |
| • Judy Williams | Administrative Coordinator |
| • Brenda Martin | Administrative Division Manager |
| • Eno Slaughter | Parks Division Manager |
| • Missy Bailey | Recreation Division Manager |
| • Zandrea Stephens | Frances Meadows Center Division Manager |

The consultant team presented a brief introduction and explanation of the parks and recreation planning process and then asked each person in turn to give their input about the Gainesville Parks and Recreation System. The comments of each staff member were documented and used in the process of developing the recommendations of the study.

Each Division Manager within the park’s organization was given specific feedback forms to inventory their respective staff, budgets and programs for use by the planning team. Each attendee was also given a link for the online public input survey and asked to complete the survey and distribute it to all their staff and program participants.

A list of the members of the GPRA staff who completed the feedback forms and returned input to the consultant team can be found in *Appendix 2*.

3.2 RECREATION BOARD INTERVIEW

The consultant team felt that insight of the members of the Gainesville Recreation Board was critically important to helping the team understand the existing needs, operations, and public opinion of the overall parks system.

Gainesville Parks and Recreation Stakeholder Interviewees (continued):

- Elizabeth Higgins Vision 2030 Public Art
- Melissa Tymchuck NGA Health Systems
- Brooks Clay GPRA Cross Country Coach
- Robyn Lynch Park Manager at Lake Lanier Olympic Park
- Steve Mickens CEO at Boys and Girls Clubs of Lanier
- Tim Evans VP of Economic Dev. Greater Hall Chamber of Commerce
- Vanessa Sarazua Hispanic Alliance
- Whitney Brown Millennial
- Ginny Early Millennial
- Leigh-Ann O'Brien Millennial

Greenspace Committee Members

- Tony Herdener Chair
- Doug Carter Private-Public Committee: Chair
- Amy Bradford Communications Committee: Chair
- Lee Irminger Technical Advisory Committee: Chair
- Jason Everett Foundation Committee: Chair
- Adam Hazell
- Andrea Timpone
- Bill Andrew
- Brent Hoffman
- Brian Whalen
- Brooks Clay
- Chris Romberg
- Dale Jaeger
- Elisabeth Baldwin
- Gracie McGarity
- Jim Coyle
- John Girardeau
- John Royer
- Kathy Mellette
- Melvin Cooper
- Natalie Challen
- Phil Bonelli
- Rick Foote
- RK Whitehead
- Robert Horne
- Sally Walpole
- Scotty Hall
- Tina Carlson

Each interview was documented by the planning team and used as a resource during the planning phase to develop recommendations for the study.

3.4 COMMUNITY INPUT MEETINGS

The planning team hosted a public input “Open House” to solicit input and comments from the general public at large. The meeting was held on January 27, 2019 in Gainesville Civic Center to make it easier for city residents to attend the meeting and to have a chance to participate in the process. The planning team worked with the GPRA to schedule and publicize the open house to attract as many people as possible. The meeting began with the planning team giving a presentation about the recreational planning process and provided attendees with the opportunity to present concerns, ideas, and input. The city also provided a Spanish language interpreter for individuals who needed to have the presentation interpreted in Spanish.



Public Input Meeting

All public comments were recorded by the consultant and used as a resource by the planning team in the process of preparing final recommendations for the Master Plan.

All attendees were given a link to the Public Input Survey and asked to personally complete the survey and encourage their friends and family to do the same. The attendees were also given an email link to further send in their comments.

3.5 GAINESVILLE PARKS AND RECREATION MASTER PLAN - SURVEY 2019

An integral part of the research and evaluation for the master plan is a 'Needs Assessment' for the city. The planning team and parks leadership prepared an in-depth on-line public input survey that consisted of 19 questions that were targeted to determine how the public felt about the current Gainesville City Parks program and facilities. The planning team wanted to know what the public would like to see improved or added to the current programs. The Survey was also designed to allow the planning team to extract data based on certain demographics and to identify responses based on zip codes, age, gender and ethnicity. In the process of completing other recreation studies, it has proven beneficial to be able to extract general demographic data to help the team identify needs in the different ethnic communities of the city. This allows the team to better identify and locate facilities in the areas where the demand is the highest. It also helps the team evaluate cultural and ethnic responses that often translate into different preferences in programs and facilities. In some incidents, the breakdown of the number of respondents does not correlate to the same breakdown in the population demographics. Therefore, the planning team can extract data and evaluate it based on weighted percentages that reflect the true cities demographics.



Public Input Meeting

The Public Input Survey was posted on the Gainesville City Parks website and was advertised and announced at the public meeting and interview activities. The City also sent notices via email to their website subscribers and other email lists available to the city. Additionally, emails were sent to specific individuals in the city and asked to pass the notice to the members of their respective organizations and groups.

The Survey remained posted on the City website approximately 6 weeks during the period when the planning team was assembling data, holding the public meeting and assessing park facilities. The Survey was taken by over 1490 people with approximately 65% of respondents, living inside the City of Gainesville and, by zip code, 35% living outside the city.

It is important to note that, for some questions, there were significant differences between those living inside the city limits of Gainesville and those living outside (as indicated by zip codes). When such differences had a potential impact on what options GPRA officials and COG residents would consider important, survey responses outside of COG zip codes were either omitted or the differences noted. In all cases, the data upon which all recommendations were made are noted in the text.

Results of the Survey are referenced throughout the content of this report. A copy of the Survey questions can be found in *Appendix 1: Sources, Studies, and Community Input*, located at the end of this report.

CHAPTER 4: GAINESVILLE PARKS AND RECREATION AGENCY (GPRA)

4.0 HISTORY OF THE GPRA

In 1924 the City of Gainesville elected officials created an organization and agency entitled “The Recreation Board” of the City of Gainesville. The Board is empowered to “maintain and conduct a supervised recreation system and to levy an annual tax of not less than 0.75 of one mill or more than one mill on each dollar of assessed valuation of all taxable property with the corporate limits of the City.” With the 1924 legislation, GPRA became the second parks and recreation agency in Georgia.

The Recreation Board is a 9-member board with officers that include a chair, vice-chair, and secretary-treasurer. The Board employs a Director of Recreation, who also acts as the assistant secretary-treasurer. The Director serves as a technical advisor to the Board and is responsible for daily operations of the Agency, including policy recommendations, hiring and training staff, assigning duties, establishing and supervising programs and services, and related activities of the Agency.

4.1 OVERVIEW OF THE GPRA

VISION AND MISSION

GPRA is dedicated to changing lives for generations to come. The vision of the Agency is to:

“Inspire and sustain a passion for parks and recreation experiences that enhance our community’s quality of life.”

The GPRA is committed to putting its vision into practice, with the following mission:

“The Gainesville Parks and Recreation Agency, through a coordinated effort, seeks to enrich the quality of life of the citizens we serve by providing safe and accessible facilities and a diversified program of activities in an effective, efficient, equitable, and responsive manner.”

SCOPE OF RESPONSIBILITIES

Under the direction of The Recreation Board, GPRA is responsible for providing comprehensive recreation and activities on all “properties owned or controlled by the City, with the consent of the governing officials, or any other properties with the consent of the owners thereof.”

ACCREDITATION – A COMMITMENT TO EXCELLENCE

Parks and recreation agencies can voluntarily seek accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA). Seeking accreditation indicates an agency’s commitment to high standards and excellence in administration, operations, programs, and services. Obtaining accreditation demonstrates that the agency has achieved a level of excellence that meets national standards of best management practices.

In recognition of GPRA’s commitment to excellence, the Agency was awarded CAPRA accreditation in 2000 and was re-accredited in 2005, 2010, and 2015.



CAPRA Accreditation

ORGANIZATIONAL STRUCTURE

GPRA is comprised of the Parks and Recreation Director, appointed Parks and Recreation Board, a Deputy Director, and four divisions. As of FY2019, there are 38 Full-Time (FT), 129 Part-Time (PT), and 82 seasonal positions. Division responsibilities are as follows:

Administrative Division: 9 FT, 11 PT positions; Responsibilities include:

- Communications
- Maintenance and Operations
- Finance
- Rentals
- Food Service / Catering
- Registration
- Human Resources

Parks Division: 12 FT, 3 PT; Responsibilities include:

- Buildings and Grounds
- New Development
- Construction
- Planning and Design
- General Maintenance

Recreation Division: 5FT, 15 PT, 23 seasonal positions; Responsibilities include:

- Enrichment Programs
- Partnering for Special Populations
- Facilitate Services
- Sports/Activities
- Special Events
- Tennis

Frances Meadows Aquatic and Community Center Division: 10 FT, 100 PT, 59 seasonal positions; Responsibilities include:

- Admissions and Registration
- Food Service/Concessions
- Aquatics
- Fitness Programs
- Fitness Center
- Maintenance and Operations

In the next fiscal year (FY20), the Lake Lanier Olympic Park will become the 5th division of the Agency.

4.2 INVENTORY AND EXISTING CONDITIONS

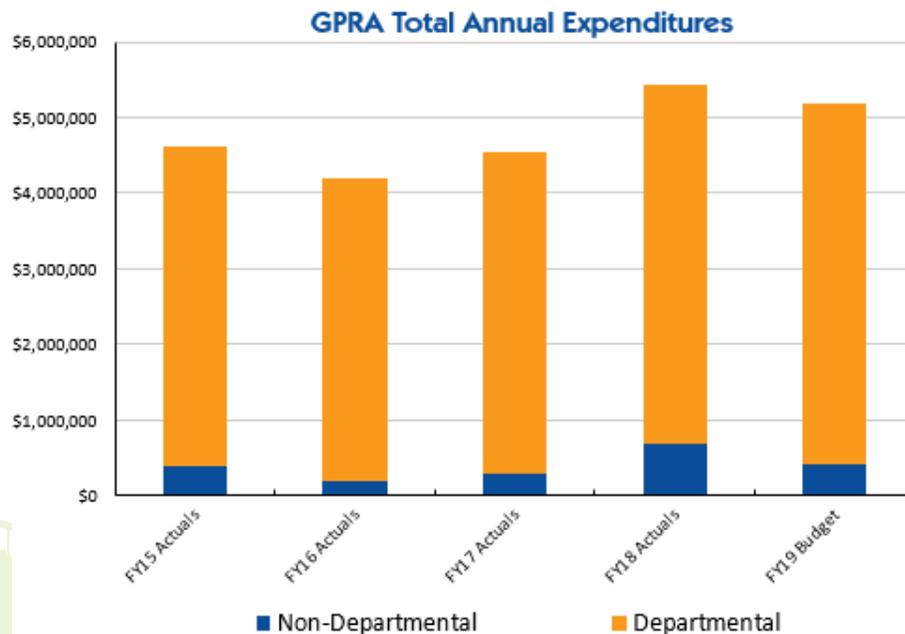
ASSUMPTIONS AND COMMENTS

As an accredited agency, GPRA is assumed to be operating in the area normally associated with NRPA's upper quartile for a city the size of Gainesville. The NRPA benchmarks are from the 2019 agency performance report. To be consistent, 2019 GPRA financial reports were used where a single year comparison was made.

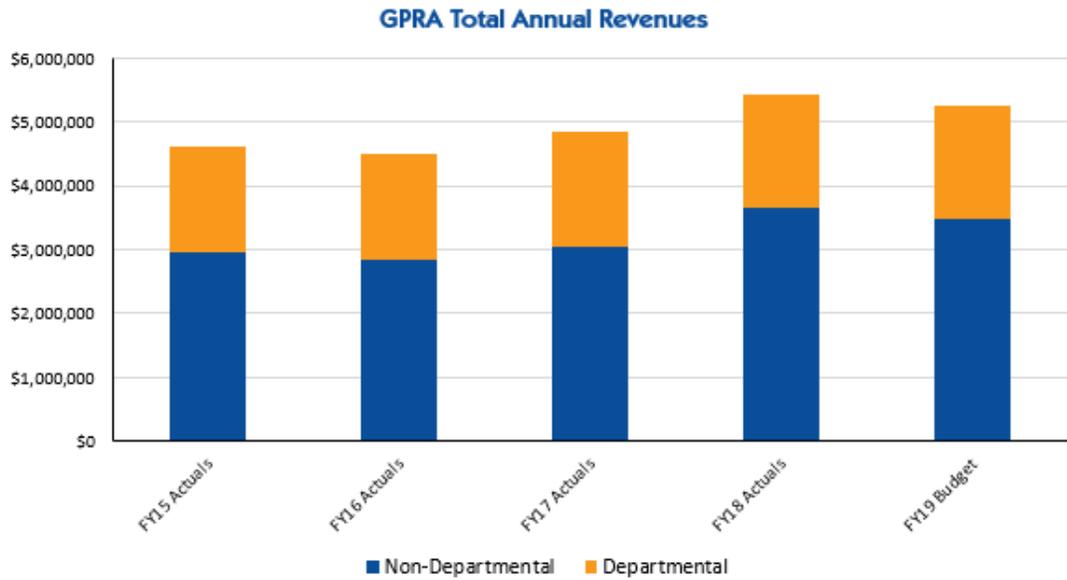
GPRA OPERATIONS

ANNUAL OPERATING BUDGET

Operating budgets determine the level, diversity, and quality of annual activities provided by a department. A 5-year review of operating expenditures and corresponding revenue are:

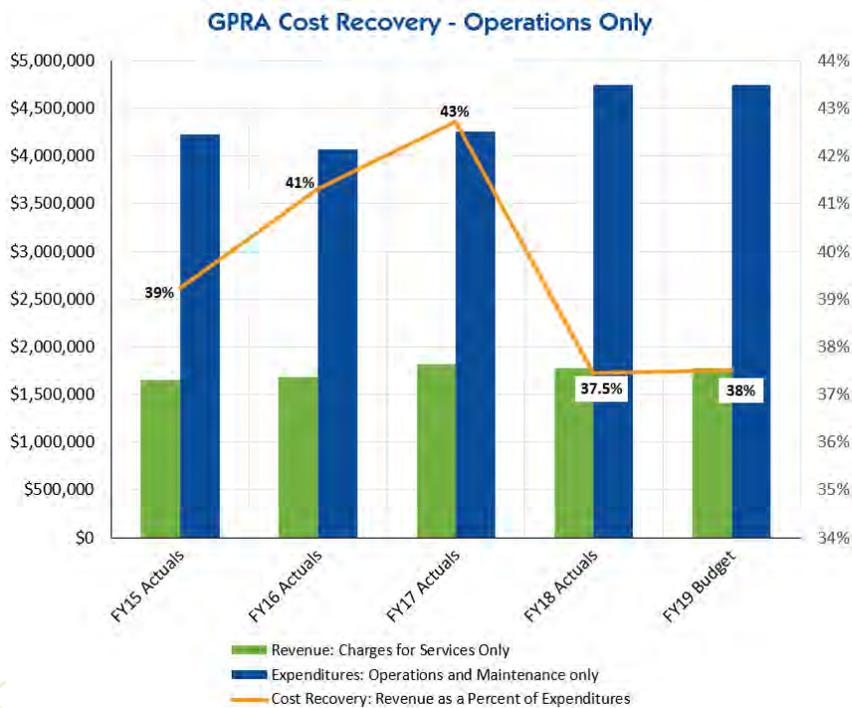


GPRR funds 100% of its annual operation from revenue generated primarily through annual property taxes, referred to as Non-Departmental Revenue and fees for programs and services, referred to as Departmental Revenues. A 5-year review of GPRR revenues is as follows:



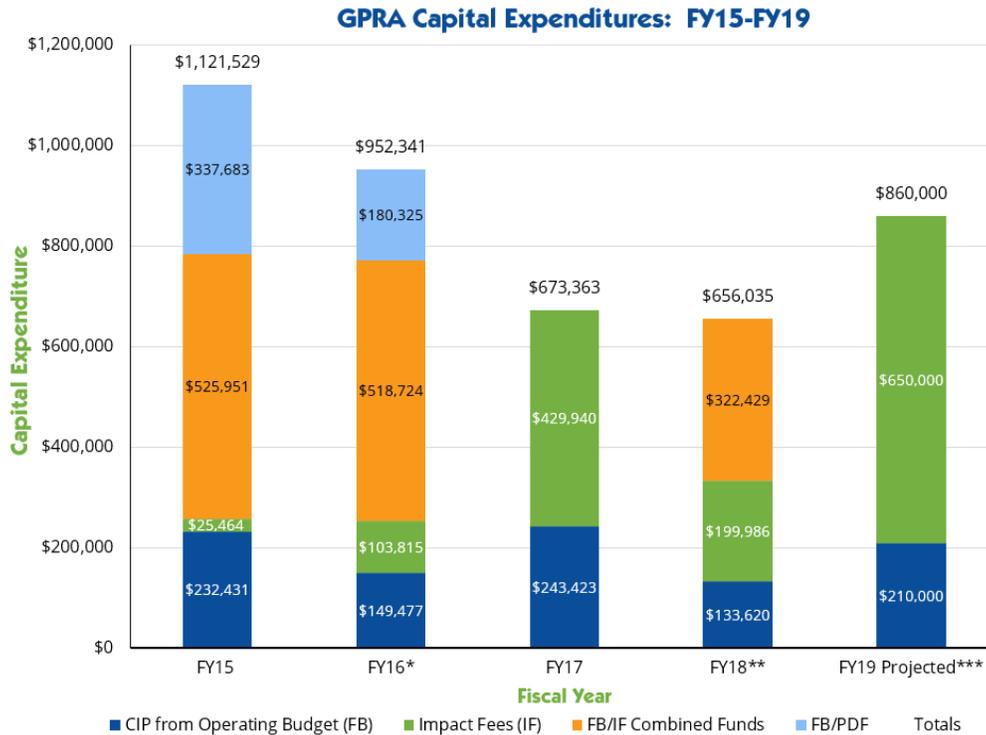
COST RECOVERY

Cost recovery is revenue compared to expenditures expressed as a percentage. For example, if a cost center spends \$20,000 a year and receives \$10,000 in the same time period, this cost recovery is considered to be 50%. Cost recovery is critical to GPRR. Cost recovery helps guide future budgets, signals the need to increase or decrease fees and charges, and indicates a program or services' success meeting management goals. For GPRR, cost recovery findings are as follows:



CAPITAL BUDGET

The master planning team reviewed GPRA capital expenditures for the previous 5 years.



*Civic Center Chiller listed in both FY16 and FY17 - Was omitted from FY16 totals

**Did not include projects that were on hold, no funds were expended, and were carried over to FY19

***Omits SPLOST Allocations

FACILITIES

An inventory of facilities can be found in *Appendix 4: Facility Inventory and Gap Analysis*.

PARK LAND AND GREENSPACE

DEFINITIONS

Definitions can be found in *Appendix 5: Inventory/Definition of Park Land and Greenspace*.

INVENTORY

An inventory of GPRA properties was undertaken with the following findings:

PARKS BY NRPA CLASSIFICATION					
Mini-Parks/ Playlots	Facility Name	Acres Parkland	Acres Greenspace	Total Acreage	8.83
1	Desota Park	0.73	0	0.73	
2	Engine 209 Park	0.37	0	0.37	
3	Kenwood Park	2.12	0	2.12	
4	Myrtle Street Park	1.70	0	1.70	
5	Rock Creek Veterans Park	2.10	0	2.10	
6	Poultry Park	0.68	0	0.68	
7	Riverside Park	1.13	0	1.13	
	subtotal	8.83	0		

PARKS BY NRPA CLASSIFICATION (CONTINUED)

Neighborhood Parks	Facility Name	Acres Parkland	Acres Greenspace	Total Acreage	44.66
1	Holly Park	0	22	22	
2	Ivey Terrace Park	0	9.15	9.15	
3	Roper Park	3.50	0	3.50	
4	Wessell Park	4.01	6	10.01	
	subtotal	7.51	37.15		

Community Parks	Facility Name	Acres Parkland	Acres Greenspace	Total Acreage	197.15
1	City Park	41.58	0	41.58	
2	Lanier Point Park	31.48	65	96.48	
3	Longwood Park	36.30	0	36.30	
4	Wilshire Trails Park	0	22.79	22.79	
	subtotal	109.36	87.79		

Regional Parks	Facility Name	Acres Parkland	Acres Greenspace	Total Acreage	50
1	Lake Lanier Olympic Park at Clark's Bridge Park	50	0	50	
	subtotal	50	0		

Specialty Facilities	Facility Name	Acres Parkland	Acres Greenspace	Total Acreage	157
1	Allen Creek Soccer Complex	49	40	89	
2	Frances Meadows Aquatic Center	18.93	0	18.93	
3	Fair Street Neighborhood Center	2.11	0	2.11	
4	Linwood Nature Preserve	0	31.81	31.81	
5	Midtown Greenway	0	15.15	15.15	
	subtotal	70.04	86.96		

Total GPRA	245.74	211.90	457.64
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CHAPTER 5: NEEDS ASSESSMENT AND GAP ANALYSIS

5.0 STANDARDS AND BENCHMARKS

NATIONAL STANDARDS AND BENCHMARKS

National standards and benchmarks have been developed by industry and professional organizations to guide parks and recreation professionals in evaluating the existing resources of an organization, defining existing and future needs, and recognizing when excellence has been achieved.

The National Recreation and Parks Association (NRPA) is one of the leading professional agencies in the parks and recreation field. NRPA compiles data on park and recreation systems at a national level and relies upon decades of expertise and experience from practitioners, researchers, and other experts in the field to establish national standards and benchmarks. It also certifies professional staff and accredits parks and recreation agencies. The NRPA publishes an annual survey of parks and recreation departments and agencies throughout the United States and provides statistical data based on these findings. In years prior to 2017, the information was provided through a “Field Report.” Starting in 2017, the NRPA renamed the report, entitling it as the “Americans’ Engagement with Parks Survey.”

In addition to NRPA standards, the Master Plan utilized standards, benchmarks, and industry trend data from federal, state, local, and industry organizations. A selected list of these sources for national and state standards and benchmarks are listed below; this list is not intended to be exhaustive, but rather is representative of the major organizations that provide data, trends, benchmarks, and standards used to evaluate parks and recreation programming, operations, and facilities:

- Americans for the Arts
- American Time Use Survey
- American Trails
- American Journal of Preventive Medicine
- Bureau of Transportation Statistics
- Forest History Society
- Harris Interactive, September 2013 Leisure Activities Poll
- Physical Activity Council, 2016 report
- President’s Council on Fitness, Sports, and Nutrition
- National Endowment for the Arts (NEA)
- National Recreation and Park Association (NRPA)
- National Highway Traffic and Safety Administration (NHTSA)
- National Standards for Youth Sports (compiled by the National Alliance for Youth Sports)
- Outdoor Foundation
- Outdoor Industry Association: Outdoor Recreation Economy
- Rand Corporation
- Sports and Fitness Industry Association
- Statista
- Georgia Plan for Outdoor Recreation 2017-2021
- The Trust for Public Lands, various reports and studies
- US Department of Agriculture Forest Service
- Urban Land Institute
- World Health Organization (WHO)



Wilshire Trails Public Art

ESTABLISHING A CITY OF GAINESVILLE STANDARD

A gap analysis identifies the difference between an organization’s existing resources and the resources needed to meet the community’s needs, both current and in the future. Thus, the gap analysis of GPR programs and facilities evaluates existing resources, data trends, community needs and desires, and projected needs as the community grows in order to assist with decision-making regarding priorities and resource allocation.

During the master planning process, facilities, programs, and services as listed in the inventories and assessments of facilities and programs in Chapter 4 were evaluated under national and/or state trends, benchmarks, and/or standards. To obtain the most relevant and accurate benchmarks, GPRA resources were also compared to those of other agencies of similar size and demographics.

However, since every community is unique, national, industry, and state standards and trends do not tell the complete story. A master plan requires understanding the specific resources, needs, and vision of the community. The GPRA Master Plan process gathered information from citizens, staff, stakeholders, administrators, and government officials to establish a “Gainesville Parks and Recreation Agency Standard” that reflects the unique nature of the community, its local conditions, and specific needs. This “Standard” was used to define both existing needs and those anticipated based on the projected changes in the population through 2030.

BENCHMARK POPULATION DATA USED FOR GPRA

National Benchmarks are generally based on a community’s population related to jurisdictional responsibilities. The City of Gainesville (COG) has a dedicated property tax that funds GPRA independent of Hall County and has jurisdiction over and a mission to provide programs and services to COG citizens. Chapter 2 of this report outlines the findings and implications of the changes in City of Gainesville’s population through 2030. Population changes are projected to be:

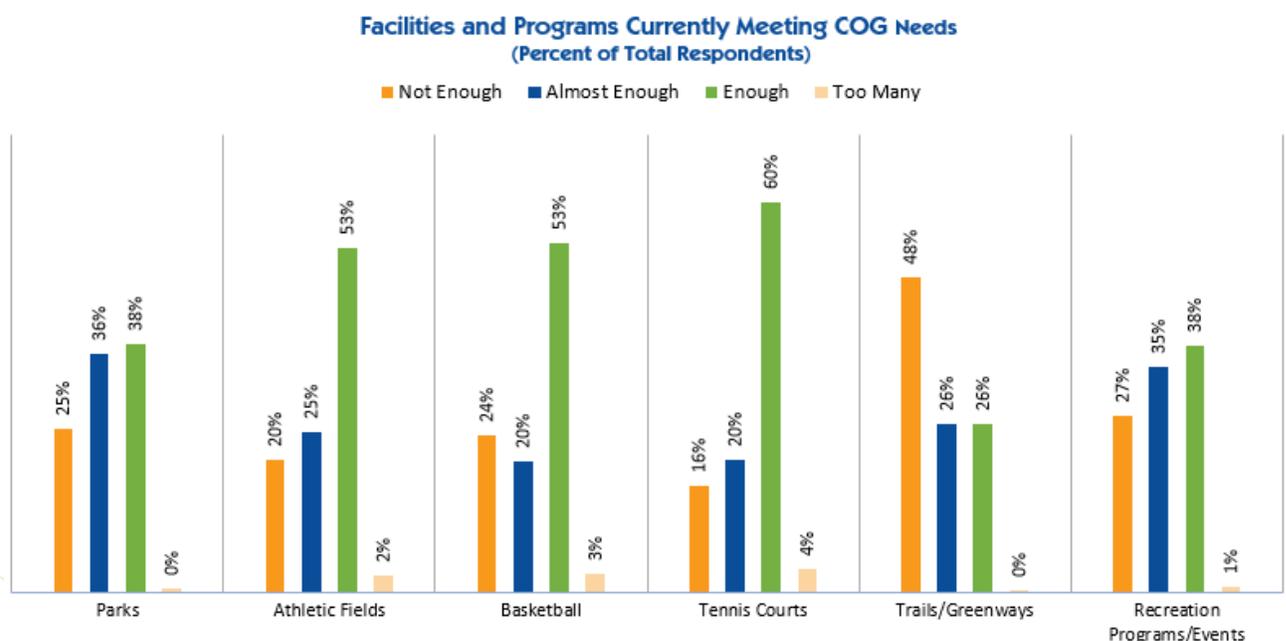
CITY OF GAINESVILLE POPULATION DEMOGRAPHICS	
2018	2030
42,716	56,180

**Population numbers to be used for NRPA and benchmark purposes. Assumes an approximate 3% growth rate (provided by the City of Gainesville Community Development office).*

Where NRPA benchmarks were not available, benchmarks from other industry/trade groups were used. Where no benchmarks are available, the master planning team used stakeholder, public, elected officials, and staff feedback, along with GPRMP Survey data and past community planning documents to establish a “City of Gainesville” benchmark.

5.1 GPRMP - MEETING THE NEED, AN OVERVIEW

The GPRMP Survey asked respondents to indicate how well the current facilities and programs were meeting community needs. Results are as follows:



Based those who indicated additional facilities or programs are needed (i.e. not enough or almost enough), respondents indicated the following needs, in priority order:

- Trails and Greenways (74%)
- Recreation Program/Events (62%)
- Parks (61%)
- Athletic Fields (45%)
- Basketball (44%)
- Tennis Courts (37%)

5.2 GPRA ADMINISTRATION AND OPERATIONS

ANNUAL OPERATING BUDGET

As an accredited agency, GPRA is assumed to be operating in the area normally associated with NRPA's upper quartile for a city the size of Gainesville.

The NRPA benchmarks are from the 2019 agency performance report. 2018 GPRA financial reports were used for comparison with NRPA Benchmarks. In addition, the master planning team used NRPA benchmarks to project annual operating fund needs by 2030 with the following findings:

ANNUAL OPERATING BUDGET				
	2019 NRPA Benchmark*	FY18 Adjusted	2030 NRPA Benchmark (projected need)**	Anticipated Shortfall (Annual - by 2030)
Total Expenditure	\$5,570,427	\$4,745,944	\$8,104,733	(\$3,358,789)

*Populations between 20,000 and 49,999 (Calculated at an average of upper quartile and median)

**Populations between 50,000-99,000 (Calculated at an average of upper quartile and median)

Note: 2019-dollar values; will need to adjust for inflation

Based on existing data, the operating budget appears to be adequate to meet current operations and service needs. However, based on NRPA benchmarks, GPRA is projected to need an additional \$3.36M added to the current budget, suggesting a total budget of approximately \$8.1M by 2030. It is important to note that the projected budget does not include the Lake Lanier Olympic Park Division that will be created in FY20. The funds to operate the new Division will need to be added to the 2030 projected need of \$8.1M.

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Administration, Operating, and Capital Budgets.

COST RECOVERY

Cost recovery (revenue as a percentage of expenditures) is one of the benchmarks an agency can use to determine if they are meeting expectations established by elected officials. It is also valuable in helping evaluate fees and charges. The following table reviews 5 years of GPRA cost recovery data, as compared to the NRPA benchmark.

CHARGES FOR SERVICE V. EXPENDITURES					
	FY15 Actuals	FY16 Actuals	FY17 Actuals	FY18 Adjusted	FY19 Budgeted
Revenue: Charges for Services Only	\$1,655,869	\$1,679,903	\$1,816,950	\$1,777,690	\$1,780,340
Expenditures: Operations and Maintenance only	\$4,221,032	\$4,066,521	\$4,252,638	\$4,745,944	\$4,745,944
Cost Recovery: Revenue as a Percent of Expenditures	39%	41%	43%	37.5%	38%
NRPA Benchmark	35%	35%	35%	35%	35%

GPRA has remained significantly above NRPA benchmarks for cost recovery over the past 5 years. This accomplishment reflects GPRA's efforts to achieve a 40% cost recovery with an intent to eventually raise the goal to 50%.

Cost recovery should, however, continue to be monitored. In the absence of revenue generating facilities, the rise and then decline of overall cost recovery could be an indication that fees and charges have reached the top end of what the market will accommodate. Other potential factors include the possibility that programming demand has exceeded available space or that the age and condition of some facilities mean less rentals as people turn to newer options. These factors can impact customer satisfaction and revenue. There is a need to monitor cost recovery, program attendance, and rentals, enhancing GPRA's ability to continue to provide high quality services to the community.

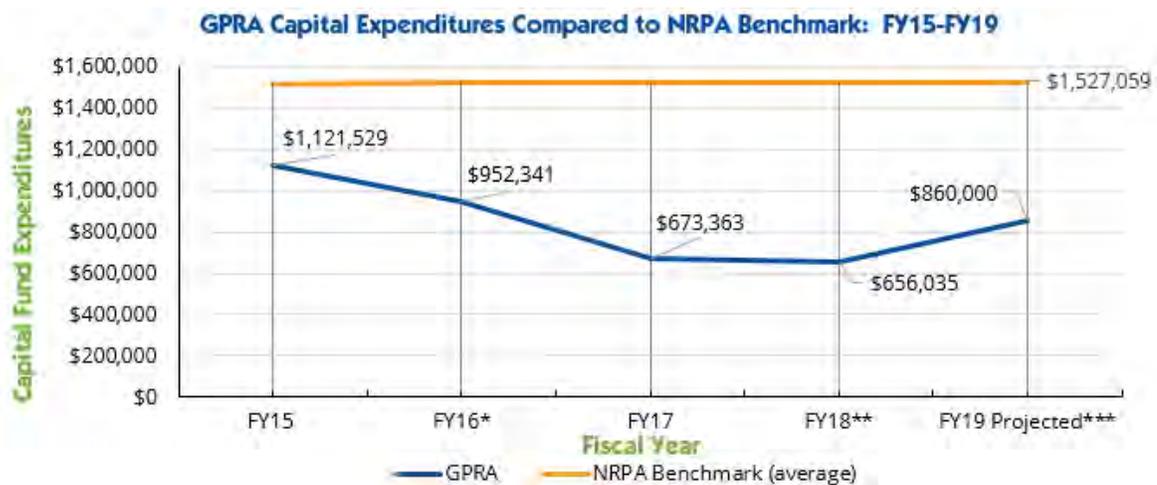


Public Art Bike Rack

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Administration, Operating, and Capital Budgets.

CAPITAL BUDGET

The NRPA benchmark for a city 20,000-49,999 is \$7,635,274 dedicated to capital expenses over 5 years, or \$1,527,055 per year. Over the period from FY15 – FY19 (projected), GPRA dedicated \$4,263,268 to annual capital expenses, or an average of \$852,654. This is an annual average of \$674,401 below NRPA benchmarks for capital budget expenditures.



*Civic Center Chiller listed in both FY16 and FY17 - Was omitted from FY16 totals

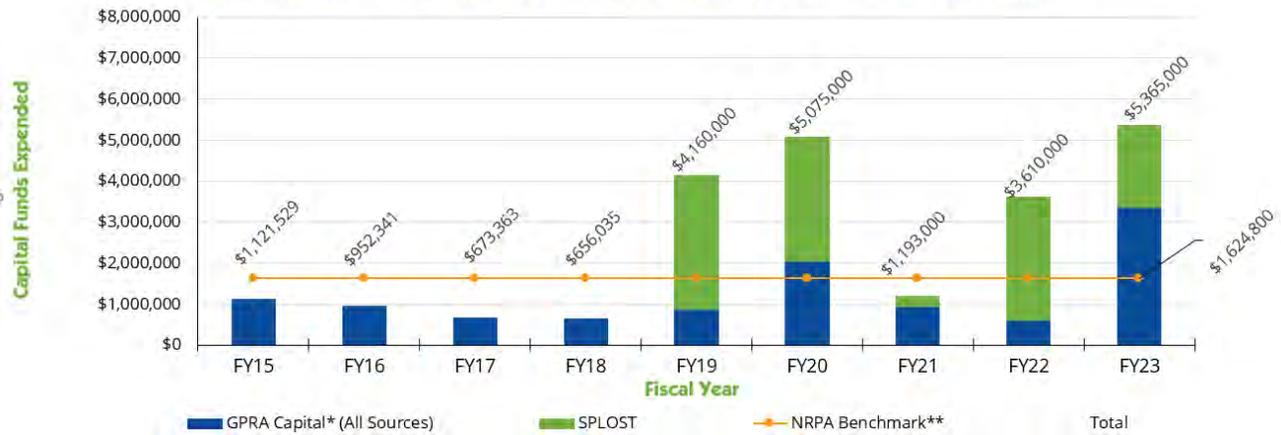
**Did not include projects that were on hold, no funds were expended, and were carried over to FY19

***Omits SPLOST Allocations

The findings above suggest that, over the past 5 years, GPRA has deferred major capital funding needs. Such deferment shifts expenses to future years, requiring more concentrated and expensive repairs. Additionally, facilities that were newer and not in need of repair in past years will begin to enter into the renovation/repair phase, requiring new capital funding above the funding needed to address deferred maintenance needs.

This combination of past and future long-term maintenance needs will have significant long-term budget implications. To achieve a greater understanding of GPRA capital budget dynamics, the master planning team conducted additional research and analysis. Both actual and projected GPRA capital funding from 2015 – 2023 was compared to the NRPA benchmark with the following results on the next page:

Capital Expenditures FY15-18 (actual) and FY19-23 (projected): Compared to NRPA Benchmark



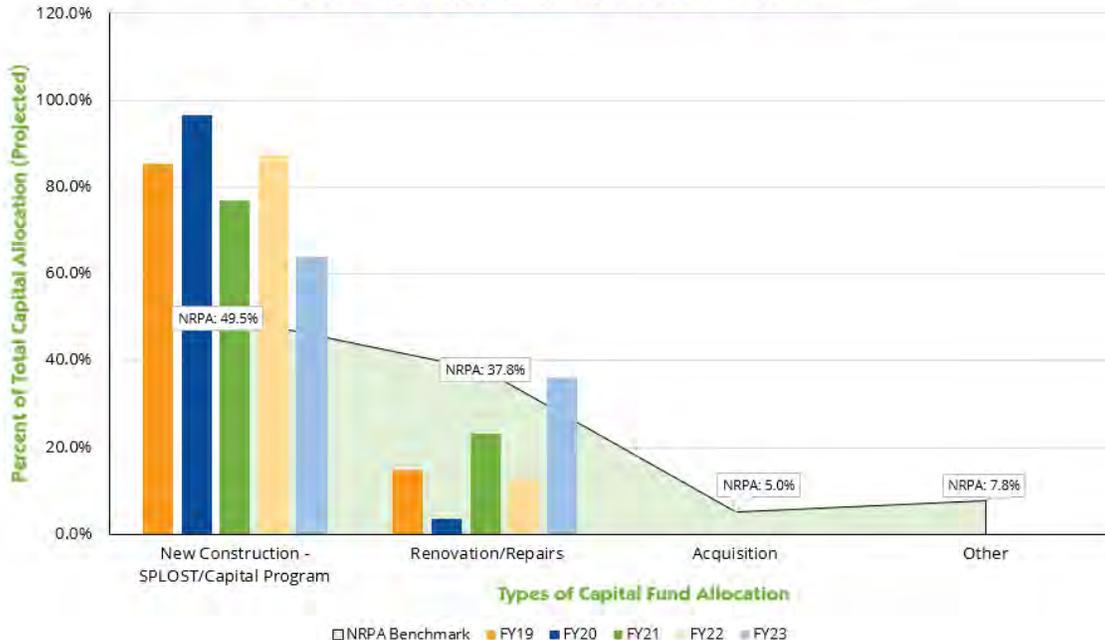
*All sources

**Based on NRPA benchmarks for populations 20,000-49,999; upper quartile

The projected increase in GPRC capital funding from 2019 – 2023 suggests a potential capital funding “catch-up” period. To determine how funds were specifically allocated, a more detailed review and analysis was conducted. NRPA benchmarks provide general guidelines as to how capital funds are “typically” allocated. Such guidelines help GPRC staff track progress and anticipate potential future issues. For the period of FY19–FY23, the following table and chart compares GPRC’s expenditures to the NRPA benchmarks.

GPRC'S EXPENDITURES VS NRPA BENCHMARKS				
Fiscal Year	New Construction SPLOST Capital Program	Renovation and Repairs	Acquisition	Other
NRPA Benchmark	49.5%	37.8%	5.0%	7.8%
FY19	85.3%	14.7%	0.0%	0.0%
FY20	96.5%	3.5%	0.0%	0.0%
FY21	76.9%	23.1%	0.0%	0.0%
FY22	87.3%	12.7%	0.0%	0.0%
FY23	63.9%	36.1%	0.0%	0.0%

GPRC 5-Year Capital Budget (projected) Compared to NRPA Benchmarks



The table and graph above indicate that capital funding for repairs and renovations will remain significantly below national benchmarks and there is no funding allocated to future acquisition of land or facilities. Further, the above information indicates that there will be a significant investment in new facilities – facilities that are in high demand by the public. These, in turn, will increase the need for funding dedicated to long-term renovation/maintenance needs.

With new construction planned and capital renovation funds projected to be deferred for an additional 5 years, GPRA can anticipate a growing gap/need for additional funds for renovation/ and long-term maintenance. Research in other jurisdictions strongly correlates aging facilities with declining levels of program/participation and overall customer satisfaction, which can become a significant factor for GPRA in the future.

There is also a need to allocate funding to acquire land, creating greater flexibility and opportunities to meet community needs. Such funds can routinely be used to leverage additional grants and donations, further enhancing GPRA's ability to meet community-established goals.

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Administration and Operations, Administration, Operating, and Capital Budgets.

FUNDING SOURCES

Operating and Capital Funding for GPRA programs, services, and facilities is a significant need and options are limited. Examples of funding vehicles include:

1. Property Tax
2. User and Activity Fees
3. Enterprise Activities (i.e. tournament complexes, events, public/private partnerships, etc.)
4. Development or Impact Fees
5. SPLOST/TSPLOST
6. Grants, Donations, Bequeaths, and Gifts
7. Bonds
8. Other Special Levies and Funding Opportunities

All of the top 5 revenue generating avenues listed above are being utilized and #6 is being partially utilized.

ANNUAL OPERATING FUNDING

Sustainable funding for annual park maintenance is a high-priority concern to GPRA. Community input was sought through stakeholder and public meetings and the GPRMP Survey. Respondents to the GPRMP Survey expressed their preferences as follows:

SURVEY RESPONDENT* PREFERENCE FOR INCREASING OPERATIONAL AND MAINTENANCE FUNDING		
Funding Options	% of Respondents	# of Respondents
Sponsor Tournaments and Special Events to generate revenue	76%	851
Build Revenue-Generating Facilities [Indoor or Tournament Facility]	51%	566
Charge higher Non-Resident Fees	38%	419
Increase Rental Fees for Park Facilities	23%	253
Increase Program User Fees	14%	158
Other	4%	44

*1,114 total responses

Note: The table above included all respondents to the GPRMP Survey. When responses were reviewed for location (zip codes inside COG v. zip codes outside) answers were similar with the exception of the "charge higher non-resident fees." COG zip code respondents favored an increase in non-resident fees by 38% as compared to 29% of respondents from zip codes outside the COG.

Focusing on fundraising efforts through tournaments and special events is preferred by Survey respondents and stakeholders/public meeting attendees. These options can generate needed revenue. However, there are associated costs to both the public and GPRA's operating budget. Costs include items such as staff time, potential loss of programs (while staff plans/implements tournaments/events) supplies and equipment, and loss of facility use by the public – which includes loss of fees. Consideration must also be given to the potential impact on operating budgets should GPRA rely heavily on revenue generated by events that cannot necessarily be scheduled every year or are weather dependent. While acknowledging long-term limitations, there is still a need to explore and develop this funding option.



Lanier Point Athletic Complex Baseball

There was also strong community support for construction of sports facilities that allow for tournament play. As of the drafting of this master plan document, GPRA has funding available for the development of a youth-oriented sports facility that could accommodate tournament play. However, GRPA does not have the current funding for maintenance and operations of the new facility.

GPRA annually reviews fees and charges, balancing expenses and revenue generation with affordability that encourages access by all members of the community. Raising fees and charges is a viable option that, based on the GPRMP Survey, has community support. Allowing GPRA more flexibly to vary program fees to meet demand, with some programs focusing on revenue generation while others are more community service oriented, can increase revenue while serving a broad-based constituency. Consideration should be given to continuing the annual review process.

Overall, support for an increase in the millage rate was limited. However, of the available funding options, a millage rate increase is a major tool for long-term, sustainable operational funds. Currently, GPRA is collecting a 0.75 mil, less than the legally allowed 1 mil. This gap provides GPRA with funding options to meet annual operating needs.

A WORD ABOUT MILLAGE INCREASE OPTIONS

Property tax increases are unpopular but remain a viable tool to provide needed funds. In the short-term, increasing the millage rate does have a direct impact on tax payers. Research has proven, however, that, over the long term, establishing accessible natural resource parks and greenspace increases home values which, in turn, means greater home value for tax payers along with an associated increase in tax revenue for local government.

When property tax revenue before park/greenspace development²² is compared to post park creation, increased revenue generally offsets operating expenses. The greater the population density, the greater the tax revenue generated from parks and greenspace, generally well beyond the annual funding needed to maintain these amenities.

Additionally, creating greenways (aka linear parks) in economically depressed areas can have a substantial impact on the local economy well beyond the tax revenues generated through enhanced property values. Having accessible greenspaces stabilizes owner-occupied neighborhoods, invigorates local businesses, and generates new business opportunities – along with the jobs such endeavors create.

(Please see also Chapter 1, Section 1.1 Parks and Recreation Departments and Agencies Provide Economic Benefits of this master plan.)

CAPITAL FUNDING

In the recent GPRMP Survey, respondents indicated their funding preferences as follows:

22 Referred to as the Proximity Factor, homes within a third of a mile increase the value of residential property by 2-26% and have a more generalized impact within a 1 square mile radius of the greenspace.

SURVEY RESPONDENT* PREFERRED FUNDING OPTIONS TO BUILD AND UPGRADE PARKS		
Funding Options Presented	% of Respondents	# of Respondents
Continue the SPLOST initiative for Parks	56%	640
Increase lodging tax to support park facilities that draw non-residents to Gainesville for special events, tournaments, etc.	44%	499
Bond Referendum: (Borrow money for improvements; pay back over time)	22%	255
All Options	13%	153
Raise property tax millage to support recreation projects	7%	84
None of the Options	6%	73
Other	5%	61

*1141 Total Respondents

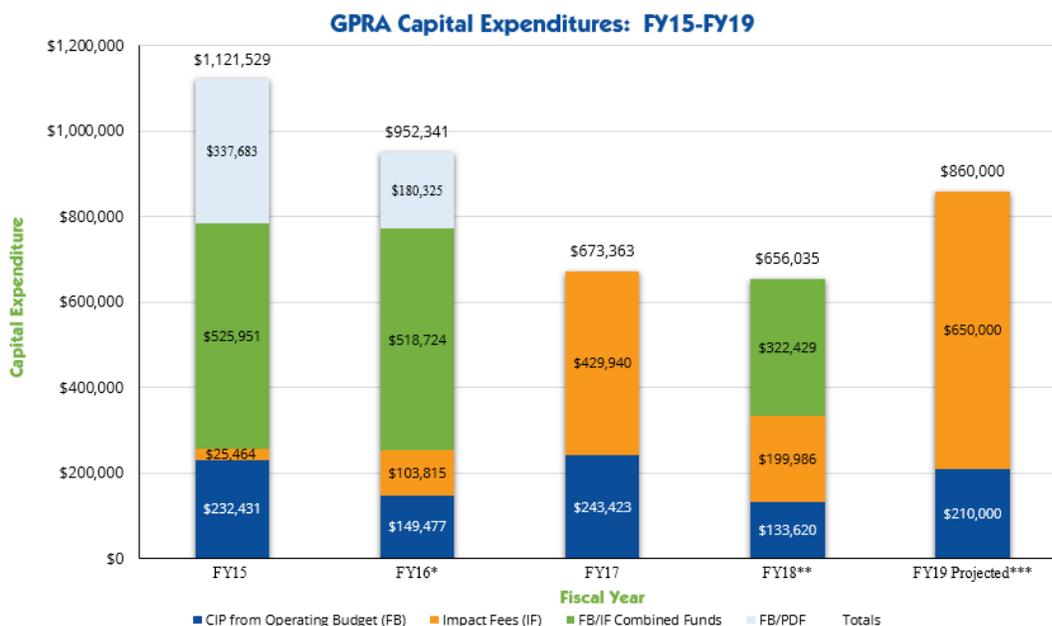
As indicated in the table above, the GPRMP Survey suggests significant support for continued SPLOST/TSPLOST funding. While this option can provide substantial funding for Capital Budget needs, it cannot, by law, be used for operational expenses. Other sources of capital funding include bonds and impact fees. Issuing bonds is an effective way to meet capital funding needs. Bonds can provide focused capital funding that significantly enhances GPRM's ability to renovate existing facilities, acquire property, construct new facilities, and meet community needs.

Increasing impact fees is another option available to GPRM. A review of current methods of calculating these fees was conducted during the master planning process and the fees are increasing from \$1,129/unit to \$1,400/unit effective May 1, 2019. However, since such revenue is intended to pay for facilities needed as a result of development, fees are typically limited to new construction and expansions rather than repairs to existing facilities. While bonds and impact fees can help address capital improvement needs, neither instrument provides options for additional annual operating funds.

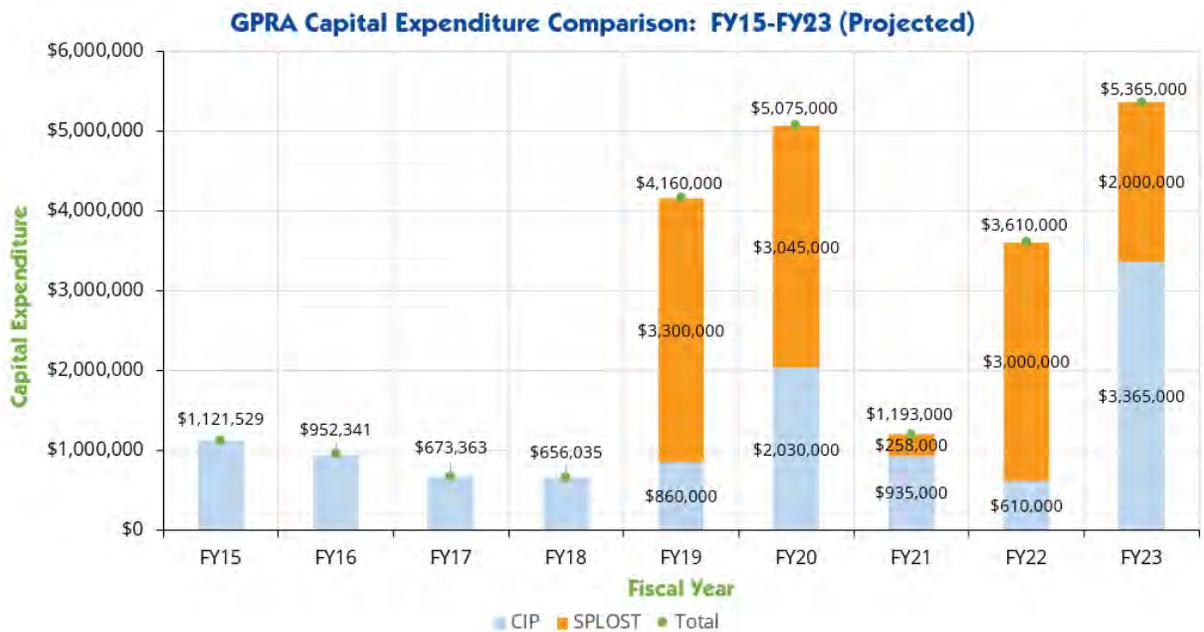
Grants, donations, sponsorships, and gifts are excellent funding tools for special projects, programs, short-term operational goals, or new/enhanced capital improvements. These funding instruments can, over the short-term raise substantial funds. Although effective, these funding sources are not considered sustainable for the annual operating funds needed over the long term.

RELIANCE ON SPLOST FOR CAPITAL FUNDS

As highlighted by the graph below, GPRM has, historically, created a mix of capital funding sources that includes SPLOST, impact fees, fund allocations, grants, donations, and gifts.



Lessons learned from other communities suggest that a balanced mix of capital funding sources is essential to maintain sustainable, long-term funding stability. The graph below compares GPRA's use of SPLOST to other sources of capital funding (such as impact fees).



Note: FY22 and FY23 SPLOST funding is projected funding only and has not been approved by the voters of the COG. If the SPLOST initiative does not pass or passes at a lower than projected level, additional capital funds from other sources will be needed.

There is a need to continue utilizing SPLOST/TSPLOST funding. There is also a need to maintain a balance of diverse capital funding sources to help ensure that long-term capital needs are met. As governments become increasingly more reliant upon voter approved sales tax funding for long-term capital repairs and maintenance, the ramifications of a “NO” vote grow accordingly.

POTENTIAL NEW FUNDING SOURCE

In 2018 the U.S Congress passed legislation to allow for the creation of “Opportunity Funds” to provide private funding to revitalize economic growth in distressed areas, called “Opportunity Zones.” Opportunity Funds, or O Funds, provide tax benefits to investors, who, in turn, invest development dollars into designated opportunity zones.

Financial goals of O Funds vary dramatically, some which do not necessarily contribute to long-term community enhancement. However, there are some funds that focus on more “socially conscious” endeavors, with goals of providing economic opportunity to citizens and businesses located in the Opportunity Zone. There are 3 designated “Opportunity Zones” in Gainesville, census tracts 13139000800, 13139001003, and 13139001101. The regulations for Opportunity Funds and Zones are in development, but multiple O Funds, monitored and approved by the US Treasury, have already been established. These funds are interested in funding a range of projects that meet their fund’s objectives. Additional information is available at <https://www.cdfifund.gov/pages/opportunity-zones.aspx>.

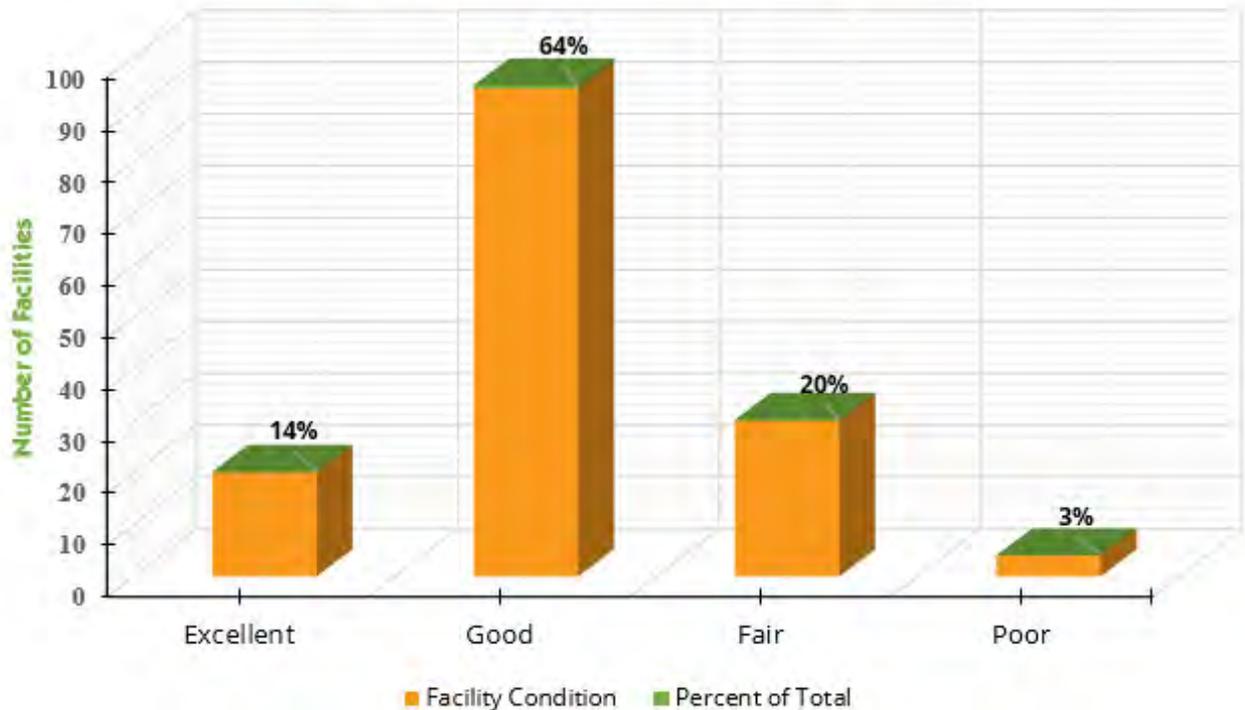
Recommendations: Chapter 6, Section 6.1, Administration and Operations, Funding Sources.

MAINTENANCE AND CONDITION OF FACILITIES

Maintenance and the perception of safety are inextricably intertwined. Broken light fixtures, overflowing trash cans, uncut grass, damaged or broken fencing, dirty restrooms and buildings all contribute to an overall perception that a park is run-down and unsafe. The quality of maintenance is one of the two strongest indicators for predicting customer satisfaction.

As an agency, the GPRA has an excellent reputation in the community and the Agency continues to make efforts to maintain high-quality facilities. The master planning team’s assessment of facility condition is as follows:

Overview: General Condition of GPRA Facilities



Note: total on chart exceeds 100% due to rounding.

Overall, the majority (78%) of GPRA facilities are in good to excellent condition. However, in the years following the 2008 economic meltdown, funding for long-term maintenance was no longer available. As this trend continued, the gap between needed long-term maintenance and GPRA’s ability to meet this need continued to widen. The resulting deferred maintenance is beginning to manifest itself as long-term capital funding issues. Without a sustained increase in capital funding, a significant number of facilities currently categorized as good or fair are in danger of moving into the “fair” range with others moving into the “poor” category by 2030.

Based on the master planning team’s review, there is an existing long-term maintenance backlog involving approximately 24% of GPRA’s facilities. Parks with facilities in fair to poor condition included:

- City Park: Pavilions, picnic area, and playground
- Lake Lanier Olympic Park: picnic areas
- Holly Park: Picnic area
- Ivey Terrace Park: picnic area, pavilions
- Kenwood Park: Paved trails, picnic area
- Lanier Point Park: paved trails
- Longwood Park: Paved trail, picnic area, canoe/kayak launch, playground, all outdoor tennis courts
- Myrtle Street Park: playground picnic area, outdoor basketball court
- Roper Park: Roper Field, pavilion

There were several comments in the GPRMP Survey asking for facility renovation, noting that some facilities appeared in poor condition, worn out, or “dated”. When Survey respondents were asked what was preventing them from using GPRA facilities, 14% indicated they did not use them because of poor condition or maintenance of facilities. It is also worth noting that renovating existing facilities and adding new will likely attract a significant number of people who currently do not use any GPRA facilities (5% as per the GPRMP survey.) These findings represent a loss of potential support and revenue for GPRA and highlight the need for a well-funded capital renovation budget.

A review of GPRA maintenance concerns also found that the maintenance facilities themselves need to be renovated. To meet the needs of GPRA, maintenance facilities and yards need to be renovated and expanded. Additional “satellite” sites need to be established to reduced equipment travel time and allow for more efficient storage of material and equipment. There is also a need to update and enhance security features in all maintenance areas.

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Maintenance and Condition of Facilities.

PERSONNEL

As part of the master planning process, GPRA personnel levels were reviewed and compared to NRPA benchmarks. NRPA benchmarks are based on Full-Time Equivalent (FTE) positions, or the total number of hours allocated to full-time, part-time, and seasonal staff divided by 2080 hours (the number of hours per year allocated to a full-time staff position).

The NRPA benchmark for a city the size of Gainesville is 12.20 FTEs* per 10,000 residents. Based on this benchmark:

- GPRA’s current staffing level is 44 FTEs (10.30 FTEs per 10,000 residents)
- NRPA benchmarks suggest GPRA should have 53 FTEs (12.22 FTEs per 10,000 residents)
- By 2030 NRPA benchmarks suggest that GPRA should have 74 FTEs.



Maintenance Personnel

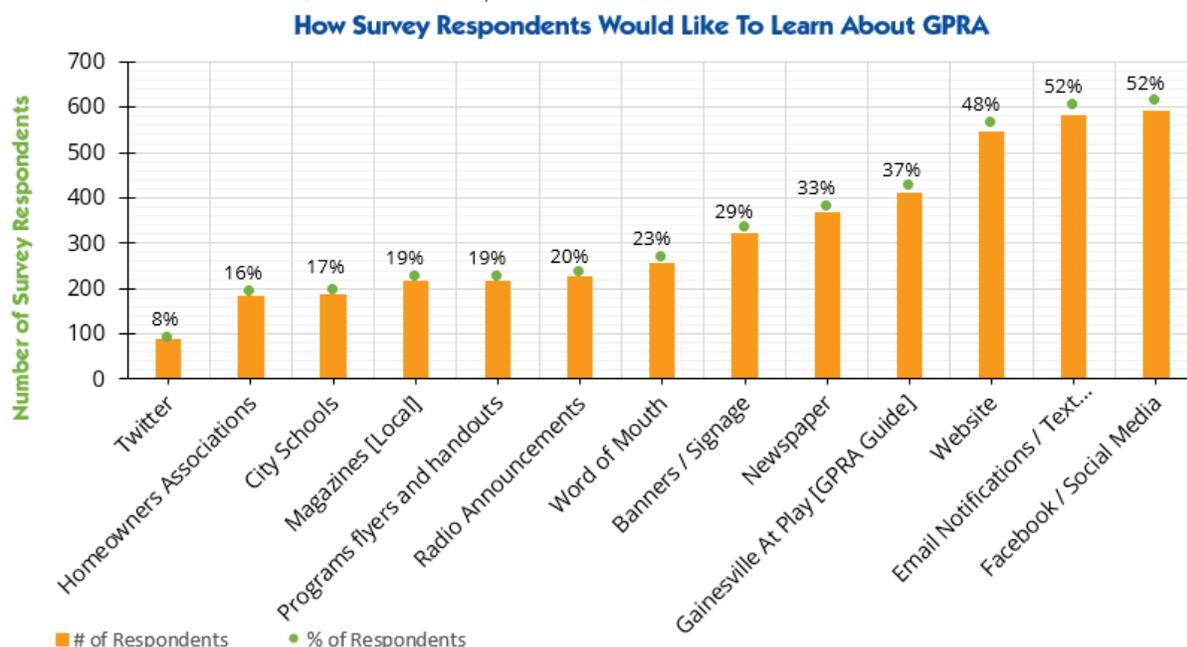
Thus, GPRA has a current gap of 9 FTEs that will increase to 30 FTE’s by 2030.

**Based on an average between the median and upper quartile for a city with a population the size of Gainesville. This also assumes that, as an accredited agency, GPRA provides more comprehensive and extensive services. The city’s population is also approaching the top end of the population range for its current NRPA benchmark, another factor taken into consideration.*

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Personnel.

PUBLIC RELATIONS AND COMMUNICATION

Public Relations and Communication are a vital part of a successful park and recreation agency. It lets citizens know about activities, programs, and opportunities while encouraging patrons to make suggestions, provide feedback, and volunteer. The Small Business Administration recommends spending between 7-10% of revenue on public relations and marketing. Typically, parks and recreation agencies spend less than 1%. To improve communication, the GPRMP Survey asked respondents to indicate their communication preference. The results are as follows; *1128 Total Respondents



Survey responses provide a guide for future communication upon which GPRA can expand and enhance. However, the majority of communication options above are utilized by adults. Demographics of the most popular, Facebook²³, are as follows:

- 13-17 years old – 3%
- 18-24 years old – 17%
- 25-34 years old – 25%
- 35-54 years old – 32%
- 55+ - 21%

A significant portion of GPRA program patrons are youth. Facebook demographics, above, suggest the need to expand marketing and communication efforts to include youth – especially those under 18. While safeguards would need to be developed, findings avenues to involve youth in activities and programs will lead to long-term support and enhance the development of a lifelong commitment to health, recreation, education, and outdoor activities.

Recommendations: *Chapter 6, Section 6.1, Administration and Operations, Public Relations and Communication.*

SAFETY IN PARKS

Park security is a critical issue for park and recreation agencies. Based on stakeholder and public input sessions, patrons generally feel safe in GPRA parks. However, in the GPRMP Survey, 10% (107 out of 1054) of respondents indicated that “lack of safety” prevented them from using the parks.

Public/stakeholder input and comments on the GPRMP Survey identified some of their safety concerns in GPRA parks and greenspaces. Some of these concerns included lack of strategically placed lighting in parks and along greenways, police or security staff not being seen in or around the parks, concern with inappropriate behavior by park users, and homeless in some areas of the parks.

There are also safety concerns associated with parking lots, park buildings, maintenance facilities, and maintenance yards. These areas have become a target for thieves.

Security for GPRA facilities is provided by the City of Gainesville Police Department. While beyond the scope of this master plan, expanding opportunities to work with law enforcement to periodically conduct safety evaluations of sites may prove useful. Additionally, periodic reviews of the vegetation and landscaping around trails and facilities may prove useful as well. Of special concern are fast-growing, invasive plants. Since invasive plants grow rapidly, they can quickly overwhelm once-adequate maintenance levels. Further, when dense patches of these destructive plants overtake broad areas of a park, they turn previously open trails and parkland into forbidding places by reducing visibility and creating “hiding places” for inappropriate or illegal activities. This can create the perception that a trail or park is unsafe.



*Example
Park Emergency Phone*

There is a need to enhance safety in parks, including, potentially, expanding vegetative evaluations and invasive plant removal/control efforts, conducting safety reviews/safety audits of parks with local law enforcement, and enhancing security in and around buildings, parking lots, storage areas, etc.

Recommendations: *Chapter 6, Section 6.1, Administration and Operations, Safety in Parks.*

TECHNOLOGY

Technological advances provide powerful tools for parks and recreation agencies. Commercial products have been developed that provide for the administration, allocation, and management of assets, programs, maintenance, natural resources, park usage, and more. Platforms have expanded from desktop to a variety of mobile options that enhance communication between staff, other departments, and the public. Additionally, there is growing capacity within local governments to create and/or adapt applications to meet specific, local needs.

23 *Distribution of Facebook Users as of January 2018, by Age Group and Gender; Statista 2019.*

GPRRA has kept current with many of the changes associated with technology. There are some areas, however, where access to equipment, training, and applications can significantly enhance GPRRA's capacity to manage assets, deploy its workforce, enhance/expand natural resource management, enhance customer experiences, etc.

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Technology.

VOLUNTEERS

GPRRA has a highly regarded and robust volunteer program, utilizing volunteers in every level of operations. Recruitment and utilization of volunteer services enhances GPRRA's ability to provide quality services to the community.

During stakeholder and public comment sessions and appearing as comments in the GPRMP Survey, some park patrons expressed concern with the condition of and safety associated with trails and greenways. Creating a volunteer "Trail Steward" or similar program can enhance positive visitor experiences. Volunteers receive training and wear identifying vests and are available to provide trail patrons with information, directions, maps, program guides, water, and related items. While Trail Stewards do not fill any law enforcement functions, they can enhance security through their presence.



Linwood Nature Preserve

Recommendations: Chapter 6, Section 6.1, Administration and Operations, Volunteers.

5.3 FACILITIES

OVERVIEW

LEVEL OF SATISFACTION

Generally, a community's level of satisfaction with a parks and recreation department or agency's facilities is a direct reflection on the facility's physical condition, level of use, and/or the diversity of facilities available. Public input highlights many of the outstanding facilities available through GPRRA. However, there are areas of concern related to facilities, with respondents referring to some as dated, worn, or, in the case restrooms, a need for more of them and better overall maintenance²⁴. Such comments from citizens suggests the need for greater focus on capital investment in facility renovation is needed if GPRRA is to remain relevant in the future. As suggested by the table below, the decline in the appearance and condition of GPRRA's facilities may contribute to a decrease in customer satisfaction.

GPRMP SURVEY

HOW SATISFIED ARE YOU WITH THE CURRENT PARKS & RECREATION FACILITIES IN GAINESVILLE?					
Participating Respondents Level of Satisfaction	COG Zips	Zips Outside COG	COG Zips	Zips Outside COG	Total All Zips
Very Satisfied	134	46	58%	46%	54%
Satisfied	384	149	29%	35%	31%
Neutral	260	150	11%	11%	11%
Unsatisfied	78	36	2%	8%	2%
Very Unsatisfied	20	9	8%	24%	13%
Don't Use Any Facilities	22	33			
Skipped	69	100			
Answered	898	423	Total	1,321 Answered	

Note: An in-depth review of the GPRMP Survey identified a difference in the level of satisfaction between those living inside the Gainesville city limits and those living outside, as determined by zip codes. Findings are indicated above.

24 The two most significant predictors of park visitor satisfaction are maintenance [especially restrooms] and the behavior of personnel. (*Manageable Predictors of Park Visitor Satisfaction: Maintenance and Personnel*, Journal of Park and Recreation Administration, Spring 2003, Volume 21, Number 1, pp. 21-37; D. Fletcher and H. Fletcher).

OVERVIEW OF CURRENT FACILITY USE

Understanding how and the frequency with which the community is using GPRA facilities helps staff and planners evaluate needs and set priorities. Of the 1,329 total respondents to the question on the GPRMP Survey, the frequency with which facilities are visited are:

AVERAGE FREQUENCY OF VISITS TO GPRA FACILITIES					
	Daily	A Few Times per Week	Once a Week	A Few Times per Month	Once a Month
Aquatic Center (Frances Meadows Center)	1.4%	7.5%	3.4%	10.0%	4.2%
Rental Facilities (Civic Center, Hope Cabin, Park Pavilions, etc.)	0.2%	0.8%	0.9%	3.2%	2.9%
Parks & Greenways (Any GPRA Park (Including Rock Creek and Midtown Greenways))	1.9%	10.5%	7.0%	19.1%	11.9%

It is also important to look at what factors, if changed, could increase use of existing facilities. Toward that end community members were asked to indicate the things that prevent them from using GPRA facilities. While “time” and “too busy” were among the most frequent comments, responses are as follows:

FACTORS PREVENTING RESPONDENTS* FROM USING EXISTING GPRA FACILITIES		
Respondent Options	% of Respondents	# of Respondents
Not Interested in Recreation	1%	12
No Public Transportation Facilities	2%	16
Accessibility Concerns	3%	32
Not Enough Parking for Easy Access	8%	81
Fees Are Too High	9%	91
Lack of Safety in The Parks	10%	107
Poor Condition and Maintenance of Facilities	14%	146
Preferred Facilities/Programs Not Currently Available, and Other	17%	183
Facilities Too Far from My Home / Residence	37%	386

*1,054 total respondents

The above findings suggest that there is a need to enhance/renovate existing facilities, add facilities preferred by the community, and to make facilities more accessible to where people live.

COMMUNITY PREFERENCES AND WANTS

There is a need to identify community preferences and wants as they relate to facilities. Overall, public and stakeholder input and the GPRMP Survey indicate that COG residents would, in general, rather have GPRA focus on renovation and enhancement of existing facilities before building new facilities.

The table below is a list, in priority order, of what GPRMP Survey respondents indicated they would like to see added or increased. Responses from those in zip codes inside the COG area were separated from those outside the COG because there were some important differences between the priorities of the two respondents. The table below reflects COG residents only.

WHAT RECREATION ACTIVITIES/FACILITIES SURVEY RESPONDENTS* WANT ADDED OR INCREASED			
Facility/Activity	% of Respondents	Facility/Activity	% of Respondents
Hiking / Walking Trails	65%	Indoor Multi-purpose Space	17%
Biking Multi-use Trails	51%	Soccer Fields	15%
Community Events	46%	Basketball Courts [Indoor]	15%
Greenways	40%	Disc Golf Course	15%
Park Restrooms	40%	Basketball Courts [Outdoor]	15%
Dog Park	38%	Volleyball Courts	13%
Natural Areas	37%	Sand Volleyball Area	13%
Amphitheaters	32%	Gymnasium	13%
Playgrounds	30%	Baseball / Softball Fields	11%
Outdoor Pool	30%	Concessions	10%
Canoe / Kayaking	30%	Pickleball Courts	10%
Aerobics / Fitness Facility	29%	Tennis Complex	9%
Community Garden	29%	Boat Ramp	9%
Community Center / Multi-purpose	27%	Other	8%
Open Play Space	27%	Boxing Facility	8%
Inclusive Playgrounds	27%	Ultimate Frisbee Field	8%
Zip Lines	25%	Horseshoes	8%
Skate / Bike Park	23%	Multi-purpose Rectangular Field	7%
Fishing Pier	21%	Racquetball Courts	7%
Splash Pad	21%	Badminton Lawn	7%
Picnic Pavilions / Shelters	21%	Football Field	6%
Shooting Range	20%	Four Square	4%
Parking	19%	Lacrosse Field	3%
Indoor Athletic Facility	18%	Field Hockey Field	2%
Archery Range	17%	Cricket Field	1%

*1,180 total respondents

COMMUNITY FUNDING PRIORITIES

The community also expressed a preference for what facilities GPRA should consider funding. Because there were some differences between the interest of respondents with zip codes inside the COG and those with zip codes outside the city, responses from COG zip codes only were used. The responses that indicated that facilities were either Much Needed or Somewhat Needed were totaled and the percentage appears in priority order in the following table.

PROJECTS GPRA MAY CONSIDER FUNDING (COG ZIP CODE RESPONDENTS ONLY)			
Survey Respondents that indicated the Following were Much Needed or Somewhat Needed			
Facility/Activity	%	Facility/Activity	%
Continue Development of Greenways	87%	Add Outdoor Pool at Frances Meadows Center	56%
Add /Renovate Park Restrooms	83%	Add Fishing Piers at Lake Parks	56%
Add Fitness Trail at Frances Meadows Center	73%	Renovations at Lake Lanier Olympic Park	53%
Playground Additions/Improvements	69%	Renovate Gainesville Civic Center	51%
Renovate Green St. Park [Old Pool]	64%	Holly Park Renovations	50%
Develop Community Gardens	64%	Multi-purpose Rectangular Turf Fields [Football, Lacrosse, Soccer]	49%
Add Open Space for Unstructured Play	61%	Develop a Tennis Complex	36%
Recreation Center/Gymnasium	57%	Develop Disc Golf Course	28%
Develop a Dog Park	56%		

*832 total respondents

GPMP Survey respondents were also rank potential projects from 1 to 5, with 1 being most important and 5 being least. By ranking projects, results suggest the level and priority of community interest in potential projects. Responses are in the table below. Because of significant differences between Survey respondents with zip codes inside the COG and those outside, COG zip code respondents only have been included in the table. Additionally, the top 5 priorities are in bold in descending order.

TOP 5 PROJECT PRIORITIES (COG ZIP CODE RESPONDENTS* ONLY)						
Facility/Activity	1st	2nd	3rd	4th	5th	Total
Continue Development of Greenways	191	96	64	40	52	443
Add /Renovate Park Restrooms	61	84	75	87	57	364
Add Fitness Trail at Frances Meadows Center	39	64	68	66	56	293
Playground Additions/Improvements	70	60	56	61	33	280
Develop a Dog Park	71	63	56	38	40	268
Recreation Center/Gymnasium	70	55	47	44	44	260
Develop Community Gardens	32	47	59	59	38	235
Add Outdoor Pool at Frances Meadows Center	40	52	49	49	43	233
Multi-purpose Rectangular Turf Fields [Football, Lacrosse, Soccer]	40	44	42	32	45	203
Add Fishing Piers at Lake Parks	29	32	41	46	50	198
Add Open Space for Unstructured Play	17	35	36	54	53	195
Renovate Green St. Park [Old Pool]	36	41	44	37	34	192
Renovate Gainesville Civic Center	29	32	23	34	47	165
Renovations at Lake Lanier Olympic Park	20	21	34	29	39	143
Holly Park Renovations	8	19	40	23	36	126
Develop Disc Golf Course	19	18	17	21	26	101
Develop a Tennis Complex	23	10	18	18	26	95

*812 COG zip code respondents

While the preceding table provides needed feedback and suggests priorities to the master planning team, some degree of caution should be considered. A review of the demographics of respondents suggests that a significant segment of the COG, Hispanics, were under represented in the Survey. The Hispanic community frequently places a high priority on open space for unstructured play, gathering places for family and friends, and trails and walking paths. These needs were taken into account by the master planning team when determining recommended priorities.

NRPA BENCHMARKS AND FACILITY NEEDS

AQUATICS

Aquatic programs and facilities are popular in the COG. Currently, GPRA has one shallow-depth pool and splash pad combination at Frances Meadows Aquatic Center but no standard outdoor (lap swim) or outdoor competitive pools. NRPA benchmarks suggest that for a community the size of Gainesville, GPRA would have 2 outdoor pools. Based on public inputs and the GPRMP Survey, there is strong support for an outdoor competition pool that can be used year-round. Additionally, to meet future needs, there is a need to plan for a second outdoor pool.



Frances Meadows

Splash pads are a popular and effective supplement to an aquatic program. They are less expensive to build and operate, have a significantly longer season, can be installed in small spaces, and become a community gathering place. NRPA does not have benchmarks for splash pads. While GPRA currently has 1, based on stakeholder/public input and the GPRMP Survey, there is a need for additional splash pads.

Public and stakeholder feedback and numerous comments in the GPRMP Survey suggest there is strong support in favor of public access to Lake Lanier. Community members are interested in having a beach and being able to swim in the lake. As of the writing of this report, GPRA has recently changed the ordinance to allow for “swim at your own risk” activities to help develop this capacity.

Recommendations: *Chapter 6, Section 6.2, Facility Needs - Aquatics.*

NATURE, SCIENCE, OUTDOOR FACILITIES

BOATING

A review of area marinas, boat ramps, and public docks suggest that there are adequate facilities serving the COG. However, there is a need for additional docks, placed to encourage lakeside access to natural parks and event areas.

There are limited locations available for canoe, kayak, paddle board, and small sailing boat rentals, providing GPRA a market opportunity. Based on public/stakeholder feedback and the GPRMP Survey (30% of respondents supported this activity), there is a need for additional canoe/kayak resources in the COG.

Lake Lanier Olympic Park and Longwood Park are well located for this activity. LLOP currently provides some canoe, kayak, and scull boat rentals. There is also a need and opportunity to expand boating and boat rental activities at the Lake Lanier Olympic Park and at lakeside parks.



Lake Lanier Olympic Park

CAMPING

NRPA does not have benchmarks associated with camping facilities. This was an interest expressed during public/stakeholder meetings and the GPRMP Survey. While there is need for camping facilities, the level of support expressed would not suggest GPRA invest the resources needed to create this amenity. To promote the camping experience, GPRA can more effectively partner with other agencies to sponsor and promote this activity.

COMMUNITY GARDENS

There are many benefits associated with having community gardens. They provide land-limited citizens the opportunity to grow healthy plants, enhance life-long learning, bring citizens of all ages together, and promote a sense of “place”. NRPA benchmarks suggest a community the size of Gainesville would have 2 community gardens. There is support for this amenity, with 29% of GPRMP Survey respondents indicating they would like to see GPRA build a community garden, 64% supporting funding for Community Gardens, and 20% (7th on the list) indicating it was the first priority for funding. Based on these findings, there is a need to build community gardens.

FISHING

Fishing resources associated with Lake Lanier provide economic benefits to the COG. Expanding and promoting this resource will increase customer satisfaction with GPRA while helping to promote additional economic activity associated with fishing.

GPRA currently has 5 fishing facilities. In the GPRMP Survey:

- 21% of respondents wanted GPRA to add more,
- 56% indicated funding was much or somewhat needed,
- 6% felt it was the number 1 funding need (out of 17).

There is a need to increase and enhance fishing opportunities. GPRA can consider upgrading existing piers and adding more to the lakeside parks. Adding the potential for night fishing will expand fishing opportunities.

NATURE AND SCIENCE FACILITIES

Community interest in nature and natural areas remains high. NRPA standards suggest that a community the size of Gainesville would have 2 nature centers. GPRA has 1, the Linwood Nature Preserve. Elachee Nature Science Center provides a significant service to the Gainesville community. Thus, GPRA is not projected to need an additional nature center by 2030.



Linwood Nature Preserve

There is a need, however, to have natural areas and educational opportunities closer to COG residential centers. Toward this end, there is a need to consider acquiring more property to expand the size of the Linwood Nature Preserve, providing additional space that can be used for educational, recreational (i.e. hiking), and health purposes. (for additional details, see Chapter 5.3 – Parks and Greenspace and 5.4 Programs and Services , Nature, Science, and Outdoor Programming).

PAVILIONS AND PICNIC AREAS

Pavilions and picnic areas are a critical component of a park and recreation system, and are one of the top 5 amenities people indicated they want in national surveys. When asked, 20% of GPRMP Survey respondents indicated that they wanted more/expanded picnic pavilions and shelters. Based on rental records, GPRA pavilions are popular and staff frequently are unable to provide pavilions because they are all rented. Additional pavilions will enhance revenue while additional picnic areas will continue to attract patrons to GPRA parks.

RESTROOMS (OUTDOOR)

A consistent comment in the public/stakeholder meetings as well as comments provided by respondents to the GPRMP Survey related to restrooms. Restrooms were:

- In the top 5 items GPRMP Survey respondents indicated they wanted them added or increased.
- Was the number 2 (83%) item respondents’ thought was needed or somewhat needed.
- Was the number 7 item (19%) respondents though was the most important item to fund.

There is a need to provide additional outdoor restroom facilities and to renovate existing restrooms. This is especially true in natural areas associated with greenway paths.

Restrooms must be located at all swimming pools, splash pads and sand beached if there is not one close by. Restrooms should be added to baseball and softball complexes with the potential to include a concession stand as a fieldhouse

SHOOTING SPORTS

NRPA benchmarks would suggest that a community the size of Gainesville have an archery range as well as a skeet/trap facility. Comments in public meetings and in the GPRMP Survey indicate that there is a need for both facilities (19% wanted GPRA to add a shooting range while 13% wanted an archery range). GPRA does not have these facilities. However, there are several private and public facilities in the area, so this need appears to be met for the next 10 years.

Given land constraints, it would be difficult for GPRA to have a skeet/trap facility inside the city limits. However, providing an archery range is possible. There are outdoor archery ranges in the area and Hall County Park and Leisure Services is considering building ranges. However, there are no indoor ranges or known plans to build them, creating an opportunity for GPRA to meet this need with a year-round, all weather facility.

Recommendations: Chapter 6, Section 6.2, Facility Needs - Nature, Science, Outdoor Facilities.

RECREATION, HEALTH, AND FITNESS FACILITIES

RECREATION AND COMMUNITY CENTERS

Definitions

The topic of community, recreation, and fitness centers is a frequent part of Master Plan discussions. During such discussions, the different types of centers are often referred to interchangeably, creating some confusion. Thus, definitions may be helpful:

Community centers generally provide space for people to gather for social, educational, or cultural activities.

Recreation centers generally provide space for a wide variety of sports and physical activities for all age groups. Over time, the definition of recreation centers has expanded to include community meeting space, family event space, and fitness/wellness components. Generally, the presence of a gym is a defining difference between a community center and a recreation center.

Fitness centers focus on providing exercise equipment and workout space and have expanded in definition to become “wellness centers.”

NRPA provides benchmarks for community centers, recreation centers, and fitness centers but does not provide definitions for each type of center. For the purposes of the GPRA report, if a gym is included in the recommendation the facility is referred to as a “Recreation Centers” even if elements of community and fitness/wellness centers are also included.

Findings:

Recreation/community centers can become a significant resource to the COG, providing places to gather, learn, exercise, meet others, and try new things. There was support expressed for a recreation and community centers in both public and stakeholder meetings. In the GPRMP Survey, respondents indicated that recreation and community centers were:

- Wanted and should be added (27%)



Lanier Point Athletic Complex

- Either much needed or needed (#8 on the list at 57%)
- The #1 project priority that GPRA should pursue

When GPRA community center, recreation center, and fitness center needs were evaluated, there were service gaps. Data suggests that GPRA needs 2 community centers, 2 recreation centers, and 1 fitness center. GPRA currently does not have any recreation centers and its existing Civic Center meets many of the requirements for a Community Center. There is one fitness center located in the Frances Meadows Aquatic and Fitness Center Facility and a smaller fitness center located in the Gainesville Senior Life Center. Operationally, the most effective way to address these needs is to combine the functions that recreation and community centers provide into one facility.

There is a need for GPRA build a recreation center that includes functions defined by community and fitness/wellness centers. When evaluating the location of this facility, other, similar, regional facilities should be considered with a goal of maximizing community service while minimizing potential competition.

Recommendation: *Chapter 6, Section 6.2, Facility Needs - Recreation Center.*

DOG PARKS

Dog parks are very popular, especially among millennials. As urbanization converts open space to developments, dog parks take on an increasingly important role. They provide patrons a place for their pet to be and for them to meet others with similar interest. They also help create a sense of “place” and community.

Environmentally, dog parks help limit the impact pets can have on natural ecosystems, including such things as: water quality; decline from bank erosion/sedimentation; fecal contamination; impacts on urban air quality as a result of wind-disbursed fecal material; and disease transmission between wildlife and pets.

The need for dog parks was indicated in stakeholder and public meetings. In the GPRMP Survey, respondents indicated a desire to see dog parks built (37%), felt dog parks were much needed or somewhat needed (56%), and when asked what was the #1 project priority for GPRA to pursue, dog parks were 11th out of 17 (14%).



Riverside Park

Pets in highly developed areas, such as the COG, are a difficult challenge. Places for pets to relieve themselves are few and generally involve parks or someone’s landscape. Options available to pet owners as well as private and public officials and property owners are limited. One potential option is to install pet “relief stations” in key places where options are limited. The US Department of Transportation has mandated such systems for major airports. They can also be found at dog parks, rest stops, apartments, kennels, and more. In settings such as those found in the COG, drainage from the pet relief station can be installed in spaces as small as street corners or parking spaces and linked to the sewer system. An example of a K9 relief station can be found at <https://airfieldsystems.com/k9-pet-relief-areas-airdrain-dog-kennels/>.

DISC GOLF

NRPA does not have benchmarks for Disc Golf courses. There was interest and support for disc golf expressed at the public meetings. In the GPRMP Survey, respondents indicated an interest in having GPRA add a disc golf course (15%) and thought it was either much needed or somewhat needed (28% - last item in the list). There is an interest in and need for a disc golf course.

PLAYGROUNDS

Playgrounds provide a controlled environment where children can explore and engage in creative play in an outdoor setting. Destination playgrounds*, and playgrounds designed to allow children and adults to explore elements together encourages outdoor exercise and enhances family interaction. Playgrounds designed for adults provides exercise, outdoor play, and a chance for adults to leave behind the everyday and relive childhood. Accessible playgrounds provide important social, confidence building, and developmental opportunities for those with special needs.



Wilshire Trails Playground

An excellent alternative to the more traditional play structures are “children’s natural discovery play areas.” In addition to providing imaginative and self-directed play opportunities, elements frequently do not require fall surfaces and are less complicated to inspect, repair, and maintain. Examples can be found at www.naturalplaygrounds.com.

Based on the projected demographic data for COG through 2030, there will be an increase in children ages 0 – 9 years old, highlighting a GPRM need. Currently, GPRM has 1 tot lot (ages 2-5) and 11 playgrounds (ages 6-12). NRPA benchmarks suggest GPRM should have 4 tot lots and 14 playgrounds. Thus, there is a need for the total number of tot lots to increase to 5 by 2030, indicating that 4 new to-lots will be needed by 2030 the total number of playgrounds needs to increase to 19 by 2030, indicating that 8 new playgrounds will be needed by 2030. In constructing playgrounds, consider creating “themes” and include elements that are designed for handicapped or special needs park patrons.

**For the purposes of this report, when a destination playground is recommended, the number of playgrounds needed is reduced by a factor of two (i.e. 1 destination playground = 2 “typical” playgrounds). Destination playgrounds are more expansive and attract participants from a wider geographic area, reducing the need for “typical” playgrounds.*

SKATE PARK

Skate Parks have continued to be a popular amenity within communities. They encourage physical activity, promote confidence and skill development, and provide a healthy alternative to people who are often less interested in traditional recreation or organized sports.

There are many factors which influence the ability of an agency to provide public skate parks. Whether a skate park becomes a negative place to hang out or a vibrant, healthy part of the community is often determined by planning decisions such as how the course is developed, where it is located (both in the community and within a park), the amount of supervision of and interaction patrons have with staff. The items above represent a few of the factors being weighed by the GPRM as the agency assesses the development of skate parks.

A need for skate/bike parks was expressed in the public meetings. Additionally, GPRM Survey respondents (24%) indicated that GPRM should add/expand skate parks. There are no NRPA benchmarks for skateparks.

GPRM has received approval to build a skatepark. This should meet current need.



Midtown Greenway

TEEN CENTER/AREA

Teens are among the most challenging of the groups to plan for, engage with, and provide programs and facilities. Rapidly changing interest over time makes it difficult to meet both current and future needs of this group.

Based on projected demographics for the COG, the teen population will decline in the years leading up to 2030. It becomes important to engage the teens that remain, providing positive interactions and building life skills - creating experiences that will bring people back or encourage them to settle in Gainesville.

There is a need to provide programs and facilities designed to meet the needs of teens. To accommodate this group, there is a need to have flexible space with access to a range of facilities and potential activities, both directed and self-directed. This can be accomplished by co-locating teen-oriented facilities with areas focused on general use. Teen space can also be co-located with and utilize some of the same space as seniors since these two groups do not typically use facilities at the same time.

OTHER ACTIVITIES

In general, these activities can be accommodated by setting aside field space/parkland, played on an existing or proposed field, or can be built as demand increases. Activities* include:

- Sand Volleyball (14%)
- Horseshoes (7%)
- Ultimate Frisbee (7%)
- Badminton (6%)
- Lacrosse (4%)
- Field Hockey (1%)

There is also an interest in and support for the development of outdoor fitness facilities/amenities. Such facilities include exercise stations and age appropriate exercise equipment.

**Note: the percentage numbers are from the GPRMP Survey indicating respondents who expressed an interest in GPRMA adding or expanding the activity.*



Lacrosse Camp

Recommendation: Chapter 6, Section 6.2, Facility Needs - Recreation, Health, and Fitness Facilities.

SENIORS

The trend among seniors is to remain more active and to remain active later in life. Research indicates that there is a direct correlation between seniors living longer and more mobile lives and access to paths, trails, and active programming facilities. With growing frequency, park and recreation agencies are called upon to provide more mobile activities and opportunities for seniors.

Additionally, it is important to seniors to be included in broader populations instead of being “warehoused” in their own building, removed from others. Having space where seniors can relax and socialize that also provides access to shared resources, such as exercise and game rooms, arts and crafts, dance, and gyms, in a multi-generational setting encourages a sense of community. Seniors also have much to offer, from volunteering to mentoring – which being included in a larger facility can significantly enhance.

By 2030, seniors are projected to be 33% of the population of the City of Gainesville. NRPA benchmarks suggest that a community the size of Gainesville would have 1 senior center which, by 2030, would increase to 2 centers.

Currently, GPRA supports the Gainesville Senior Life Center. The Senior Life Center provides programming and fitness space. As the senior population of the COG grows and the emphasis on encouraging seniors to “keep moving”, there is a need to expand facilities designed to accommodate the needs of seniors. Examples of such activities include pickleball, walking tracks, shuffleboard, bocce ball, corn hole, horseshoes, and others. Since such facilities are located outdoors there is a need to include benches, shade, water, etc. to accommodate health needs related to an aging population.



Gainesville Senior Life Center

Active seniors value being able to travel and experience new places, especially with other seniors. Such activities promote and well-being, build a sense of community and encourages seniors to become involved in other areas of the community. Vehicles are needed if this need is to be met. These vehicles can also be used to transport team and other groups when not in use by seniors.

Recommendations: *Chapter 6, Section 6.2, Facility Needs - Seniors.*

SPECIAL EVENTS

Public and stakeholder feedback indicated a high interest in special events and activities. When asked what activities and facilities respondents wanted GPRA to add or increase, 44% (3rd highest) indicated that they wanted more community events and 32% wanted more amphitheaters.

Two important event spaces are festival fields and amphitheaters. NRPA benchmarks suggest a community the size of Gainesville would have 2 amphitheaters by 2030. Gainesville currently operates 2 and, based on public and stakeholder feedback, needs are projected to be met using these facilities. This said, there are opportunities for GPRA to partner with other organizations, such as Brenau University, The Arts Council, and the Atlanta Botanical Gardens, to expand locations and diversify programs typically associated with amphitheaters.

There are no NRPA benchmarks for open space play areas/festival fields. There is a need for GPRA to be able to provide a variety of special events in various parts of the community. GPRA currently has 7 open areas that could also serve as festival fields for both small and large events. This can be accomplished by designing multi-use fields and open field areas to be converted to special event space through the use of a portable stage system, such as a SHOWMOBILE. While other sites can be developed, the current open areas with a potential to be adapted for special events includes:

- Holly Park
- Lake Lanier Olympic Park
- Lanier Point Park
- Longwood Park
- Midtown Greenway
- Rock Creek Veterans Park
- The Civic Center (front lawn area – small “lawn events” only)



*Mother-Son
Halloween Dance*

A Showmobile is an “all-in-one” mobile stage and shell that contains a thrust-style stage system that transforms a trailer into a professional stage, including leveling jacks, stairs, stage, acoustical shell, and built-in connections/support for the use of professional light and sound systems. Because it is portable, it can accommodate activities in various locations, allowing GPRA to promote events throughout the city without the cost of building permanent or temporary stages and facilities. Further, flexibility in festival field design will enable GPRA staff and citizens to program and use the space during non-event time for self-directed activities, practice fields, non-programmed (i.e. “pick up”) games and other activities.

Because of its' portability and versatility, GPRA can offset operating costs by renting and setting up the Showmobile for other government agencies when it is not in use for GPRA programs.

Consider developing the Midtown Greenway as one of the “town green” sites, to include accommodations for special events, festivals, etc. that would utilize the Showmobile.

While there are significant advantages and flexibility associated with utilizing a portable stage such as the Showmobile, there are venues where a permanent stage and associated dressing rooms, restrooms, permanent seating, and infrastructure are the preferred option. Such facilities can be more focused in their purpose and designed accordingly. Based on stakeholder feedback, there is a need for a permanent amphitheater/stage to be centrally located in Gainesville.



Wilshire Trails Rock Creek Greenway Event

Recommendations: Chapter 6, Section 6.2, Facility Needs - Special Events.

TEAM SPORTS AND INFORMAL ATHLETICS

GPRA does not have enough sports and athletic facilities to meet community demand. While there is a need for additional team sports facilities, GPRA has done an excellent job of partnering with other agencies to maximize available resources.

Currently, GPRA has priority use of Gainesville City School System facilities through a shared use agreement. This enables GPRA to maximize school gym resources. GPRA also has a good relationship with the Boys and Girls Club – an agency providing afterschool, camps, and other services to area residents. Agreements and coordination between the GPRA, GCSS, and Boys and Girls Club is working effectively and efficiently, maximizing facility use. Based on public feedback and survey comments, there are those in the community who are not aware of these relationships, indicating a need for additional education and marketing that highlights the success and cooperative nature of these organizations.

With the above said, the day of the week and the time of day are also critical factors when considering gym coordination. It is routine for all agencies involved to need gym space on the same days and/or at the same times. While agencies have done commendable job working out logistics, “surplus” gym capacity has generally been relegated to times staff logistics and/or the lack of public demand preclude use (ex: Sunday mornings, late evenings). While there is a small degree of GPRA gym space need that potentially could be accommodated by the school system, it is not adequate to meet both current and future demand. Thus, there is a need for GPRA to consider adding gym capacity within the Agency.

A Potential Sports Complex

To best address growing program and space demand, one option is for GPRA to build a sports complex. A sports complex provides “a home” for elite teams, enhances GPRA’s ability to provide comprehensive sports and athletic programs, and can attract teams/organizations from other counties for tournament play in the City of Gainesville. It can also generate funds to help off-set operating costs.



City Park Baseball Field

Other Team Sports and Informal Athletic Facilities Needed

Four sports and athletic facilities appear to be most important to COG residents. They are:

PREFERRED SPORTS AND ATHLETIC FACILITIES BY COG RESIDENTS

Facility	Considered the #1 Project Priority	Want GPRA to Add/Expand	Much Need or Somewhat Needed
Recreation Facility/Gym	27%	13%	57%
Multi-purpose Field/Turf Field	20%	8%	49%
Fitness Trail at FMACC	13%	Trails, Generally-64%	73%
Multi-use/Open Space	9%	28%	61%

Public and Stakeholder input as well as GPRMP Survey data indicate that the following sports and athletic facilities are needed:

- Basketball Courts, outdoor as well as multi-use (volleyball/pickleball) indoor courts
- Softball fields for both adults and children
- Baseball Fields – adult, youth, and tee-ball; a turf field
- Fitness Center
- Football Field
- Gymnasium
- Multi-purpose field (football, soccer, lacrosse)
- Soccer, both outdoor fields and indoor space – youth and adult
- Track, both indoor and outdoor

To maximize indoor gym space, there are several options. Gym space can be designed to accommodate multiple sports, including basketball, volleyball, soccer, pickleball, tennis, and badminton. Having the floor marked for multiple sports can be confusing or, if courts are taped for a specific use at the time of play, require more set up time. There is a need to explore gym floor options to maximize multi-sport flexibility.

Of special note: as part of the master planning effort, the master planning team became aware of the Gainesville City School System’s need for a high school cross country course as well as track and field facilities. There is the potential that GPRA can work with the school system to meet both GPRA as well as school system needs. Additional detail can be found in sections 5.2.2, Community Preferences and Needs and 5.2.3, Community Funding Priorities.

Recommendations: Chapter 6, Section 6.2, Facility Needs - Team Sports and Informal Athletics.

RACQUET SPORTS

NRPA Benchmarks suggest that a community the size of Gainesville would have 12 tennis courts. GPRA has 15 – an adequate number to meet current needs. There was, however, support for a tennis complex, with 9% of GPRMP Survey respondents indicating they would like to see GPRA add or expand tennis, 60% indicating that it was a Much Needed or Somewhat Needed, and 17% indicating that they felt it was the #1 project to be funded.

While the data suggests building a tennis complex is not a priority, there is some support by the community. A facility with pro-shop, education space, offices and 8 -12 courts could provide GPRA with the needed facility.



Longwood Park

Creating a new tennis facility does not necessarily require a significant number of new courts. The tennis courts at Longwood Park are not the highest and best use of this valuable park property. Moving the 8 tennis courts to the proposed Recreation Center site and creating a Racquet Sports/ Tennis Center would allow Longwood Park to serve a more expanded community role while creating a Center that will better serve GPRA's tennis program. Adding additional tennis courts designed to

encourage children to play tennis and adding pickleball courts to better accommodate racquet sports among seniors will create a holistic racquet sport facility.

GPRMP Survey data and public/stakeholder input suggests there is some support and need for racquetball and handball courts. NRPA does not have benchmarks for racquetball but does suggest that a city the size of Gainesville should have 2 handball courts, increasing to 3 by 2030.

Recommendations: Chapter 6, Section 6.2, Facility Needs - Racquet Sports.

THERAPEUTIC RECREATION AND SPECIAL NEEDS

Currently GPRA does not have a therapeutic recreation program. Public and stakeholder input as well as GPRMP Survey data suggests that there is a need for therapeutic recreation services provided by GPRA. To have a quality program, there is a need to modify and/or construct facilities that enable adaptive sports and meet program goals. Some examples include:

- Zero depth entry (a ramp/railing) for pool access*
- Heated pool and spa*
- Wheelchair accessible dressing rooms, lockers, and showers, fields, dugouts, stands, etc.*
- Accessible teaching kitchen
- Accessible computer labs, game rooms, arts and crafts areas, etc.

**The list is for illustrative purposes, facilities on the list that are located at FMAcc are fully accessible.*

It is important to note that most programs and activities should be developed with a goal of inclusion, where those with and without disabilities participate in the same activity.

To promote therapeutic sports, consideration can be given to building a miracle field. Affiliated with the Miracle League, Inc., miracle fields remove barriers for those with physical and mental disabilities, allowing them to experience a variety of sports. The play surface consists of a rubberized turf system that accommodates wheelchairs and other assistive devices.

Recommendations: Chapter 6, Section 6.2, Facility Needs - Nature, Science, Outdoor Facilities.

5.4 PARKS AND GREENSPACE

PARKLAND AND GREENSPACE

Parkland and Greenspace were inventoried and categorized using NRPA benchmarks. Findings are as follows:

- NRPA benchmarks for the number of parks per resident (median) is 22; Gainesville currently has 21 parks
- Currently GPRA has 246 acres of parkland and 212 acres of greenspace (458 acres total)
- Based on 2019 NRPA benchmarks, a city with the population size of Gainesville would have 500 acres of parkland/greenspace (a 42-acre gap)
- By 2030, the amount of property (or acreage under conservation/recreational easement) GPRA will need is 657 acres, a projected gap of (199) acres of parkland and greenspace.

A breakdown by park type is as follows on the next page:



Longwood Park

GAP ANALYSIS: PARKS BY TYPE*						
NRPA Classification	NRPA Acres/1000	NRPA Benchmark (Acres)	Existing Acres, Gainesville	Existing Gap (2018)	Projected Acres Needed - 2030	Projected Gap 2030 (acres)
Mini-Parks / Playlots	0.1	4.27	8.83	4.56	5.62	3.21
Neighborhood Parks	1	42.72	44.66	1.94	56.18	-11.52
Community Parks	5	213.58	197.15	-16.43	280.90	-83.75
Regional and Specialty Parks	5	239.43	207.00	-32.07	313.82	-106.82
Total		500	458	-42	657	-199

*See Definitions in Appendix 5

While the number and types of parks is an important benchmark, it is even more important that parks be well distributed and accessible by both pedestrians and bike riders. There are portions of the COG, especially in the southern part of the city, that lack access to parks and related facilities. The bikeability and walkability maps highlight areas where there is a gap in available parks (see Chapter 5, 5.4-Greenways, Blueways Trails, and Connectivity (walkability/bikeability) for more details).

GREENSPACE INITIATIVES

GPRM is well positioned to take on a leading role in the establishment and protection of greenspace. Greenspace can provide essential ecosystem services, high quality wildlife habitat, and be utilized by the community for paths and trails – the item of greatest need according to public input and the GPRMP Survey.

A greenspace initiative began approximately 15 years ago in Hall County and included the COG. This effort was further refined by a Chamber of Commerce initiative, Vision 2030, which includes a committee dedicated to the establishment of, permanent protection for, and promotion/education related to greenspace. As part of this effort, a goal of 20% permanently protected greenspace was adopted.

Public meetings, stakeholder and staff interviews, and the GPRMP Survey highlighted a high level of community interest in the establishment of permanently protected greenspace to meet a wide range of community needs, from water quality to recreation. A review of the Chamber of Commerce greenspace initiative and GPRM's association with this initiative was included in the master planning scope. The following needs were identified:

- GPRM staff are not part of the Greenspace Initiative planning and development process.
- A goal of 20% permanently protected land was established, but processes to identify, establish standards and definitions for, or a process for acquisition have not been identified or developed.
- A process and standards to determine appropriate use for and integration of greenspace into a broad range of community needs has not been established. This includes such things as utilizing greenspace for flood mitigation, stormwater control, enhancement of water quality, trails and multi-use paths, etc.
- Standards and expectations have not been established outlining departmental responsibilities and the management of properties once they have been acquired. Without active land management, ecosystem services and the quality of greenspace will deteriorate.
- A “canopy cover” goal has not been adopted. Tree canopy beautifies a community resulting in more vigorous economic health. Tree canopy also provided critical services to the community, including facilitating rainwater infiltration, mitigating heat/lowing summer temperatures, mitigating noise, providing cleaner air, and creating wildlife habitat among a few of the many benefits of trees.
- A February 2019 publication on canopy cover and reduction of daytime urban heat during summer had the following important results:
 - » Urban daytime temperatures were dramatically reduced when canopy reached or exceeded 40%. The scale was typically a city block (approximately 200-300 feet), meaning that, for the cooling effects



Desota Park

of canopy to be felt, gaps in the canopy needed to be less than 200-300 feet apart, and the smaller the gaps the greater impact of canopy²⁵.

There is a need to:

- Establish a formal Greenspace Program adopted by the GPRA Recreation Board and the COG that is in partnership with the Chamber of Commerce.
- Develop a GPRA Greenspace program that includes: a vision and goals; provides for conservation easements, fee simple, or other acquisition funding sources; and creates a SPLOST funded Greenspace Acquisition fund - a fund which is supplemented by the capital fund, grants, donations, etc. and is dedicated to the acquisition of greenspace.
- Have staff involved in greenspace planning and development as well as cross-department coordination of land use, acquisition, and active land management.
- Adopt land management strategies, staffing, and funding to ensure that greenspace continues to provide critical ecosystem and recreational functions.
- Work with the City Council to adopt a city-wide tree canopy coverage standard (Note: parks will play a significant role in meeting this goal).
- Develop funding sources for acquisitions, conservation easements, etc.
- Determine the current Greenprint for the City of Gainesville.



Linwood Nature Preserve

Recommendations: *Chapter 6, Section 6.3, Parks and Greenspace - Parkland and Greenspace.*

PARKLAND, GREEN INFRASTRUCTURE, STEWARDSHIP, AND LAND MANAGEMENT

Through stakeholder meetings and public feedback, the residents expressed interest in the protection of the COG natural areas, natural buffers along Lake Lanier and associated tributaries, wildlife habitat, and related green infrastructure. As an NRPA accredited agency, GPRA has done an excellent job of establishing maintenance standards and procedures for landscaped and activity areas associated with parks and greenspace. However, the forest, open space, and trees beyond the landscape areas are not managed.

These areas have come under growing pressure from the rapid expansion of invasive plants, urbanization and parcellation that disrupts or destroys wildlife travel corridors, and pollutants that decrease plant vigor. Invasive plants have become especially troubling.

The majority of GPRA park and greenspace biodiversity and habitat is declining and becoming increasingly more compromised by invasive plants. The once open forest has become a dense, impenetrable wall of invasive plants. Esthetically, these “overgrown” properties are uninviting to the public, are often perceived as “dangerous”, and can become a haven for inappropriate behavior, especially in urbanized areas. Because of the ability of non-native, invasive plants to spread quickly, once adequate maintenance levels have become inadequate to address this issue.

Managed forests and natural areas provide critical ecosystem services that reduce the need for/expense of built (“gray”) infrastructure. Management also enhances esthetics, reduces hazards, and provides educational and recreational opportunities. Natural areas significantly enhance rainwater infusion, mitigates sedimentation, and filters/bio-treats pollutants such as nitrogen and phosphorus. Managed native habitat/vegetation reduces the heating of both air and water, reduces pollution, provides high quality habitat/wildlife travel corridors, and can provide areas for recreation and education for COG residents.

To re-establish and protect the community’s natural resources assets requires professional land management and resources. There is a need for GPRA to develop ecological land management plans and provide needed resources to address conservation and stewardship needs.

Recommendations: *Chapter 6, Section 6.3, Parks and Greenspace - Green Infrastructure, Stewardship, and Land Management.*

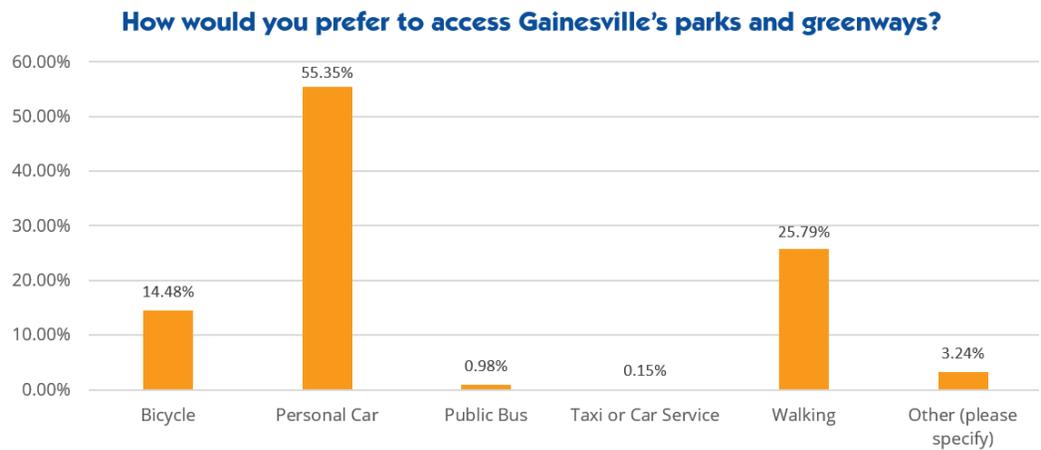
²⁵ *Scale-dependent interactions between tree canopy cover and impervious surfaces reduce daytime urban heat during summer*; Proceeding of the National Academy of Sciences of the United States of America; Carly D. Ziter, Eric J. Pedersen, Christopher J. Kucharik, and Monica G. Turner; April 9, 2019.

GREENWAYS, BLUEWAYS, TRAILS, AND CONNECTIVITY ACCESS

How people access parks and greenspace has an impact on the community, potentially increasing or decreasing such things as:

- Traffic in and around the park or greenspace
- Health and wellbeing (associated with walking rather than riding in a car)
- Environmental (pollutants, fuel use, the need for additional roads, etc.)
- Economic (enhanced house values, increase cost of driving cars, etc.)

Respondents to the GPRMP Survey indicated that they prefer to access park and greenspace as follows:



GPRMP Survey comments suggest that significant factors influencing the choices above are access to safe sidewalks, protected bike lanes, and greenway paths for walking, running, biking, etc.

GREENWAYS, BLUEWAYS, AND TRAILS

Stakeholder and public feedback session suggest there is a high level of interest in greenways, blueways, and trails. As indicated in the chart below, GPRMP Survey respondents ranked these amenities as the #1, #2 and #4 Most Important facilities.

TOP 5 RECREATIONAL ACTIVITIES/FACILITIES* WHICH COG RESIDENTS WANT	
Activity	Percent Respondents in COG Zip
Hiking / Walking Trails	30%
Biking Multi-use Trails	25%
Community Events	21%
Greenways	21%
Park Restrooms	19%

**Total of 831 respondents; multiple selections allowed; respondents are COG Zip Codes only*

There is a need to develop a comprehensive system of multi-purpose greenway paths, on and off-street bike paths, and natural surface trails both inside and outside of GPRM parks and greenspace.

Outside of the GPRM properties, greenways are currently planned by the Gainesville-Hall County Metropolitan Planning Organization (GHMPO). Planned paths, both on-road and off-road, are designed by the City Engineer and the paths are maintained by the GPRM. This approach has resulted in some excellent plans, including the Midtown Greenway, Gainesville Trail and South Hall County Trail Studies, the Bicycle and Pedestrian Plan, and the Highlands-to-Islands Trails. There is a need to implement the findings of these plans. There are, however, some areas of need:



Lanier Point Water Access

- GPRA staff do not attend meetings related to the development of these plans, resulting in gaps in planning related to parks and greenspace connectivity.
- Greenway planning did not include a goal of connecting to parks and greenspace. This leaves nearby residents limited alternatives but the use of vehicles to access the park or greenspace. There is a need to enhance and expand path, trail, and bicycle systems to connect parks and greenspace to places where people live, work, and play.
- The GHMPO is not responsible for including enhanced ecosystem services, wildlife travel corridors, or wildlife habitat in their plans, leaving a gap in an area valued by the community. As described in *Chapter 1, Section II.C – Parks and Recreation Develop Greener, More Biologically Diverse Communities*, these considerations lower long-term environmental costs (ex: storm water/water quality issues) and provide experiences highly valued by the public.
- Some trail/path users indicated that they did not feel safe using some parts of the greenway system. Research studies suggest that a circular area of about 20' is the line where people make a “fight or flight” decision. When thick hedges of invasive plants obscure the view inside this zone, it increases user anxiety. Additionally, being able to see path/trail users from other vantage points (roadways, parking lots, other trails, etc.) enhances a sense of safety while creating an “inviting” view, encouraging others to use the trails or paths. Viewsheds typical of the forest before invasive plants included open vistas that decrease user anxiety and reduced the perception some trails are not safe. There is a need to establish a land management plan that includes invasive plant removal.



Ivey Terrace Park

Having information that highlights the routes where walkers, runners, and cyclist are currently traveling can be very valuable when planning paths and trails, both inside and outside parks and greenways. STRAVA is an online bike/run/walk community and social application that brings participants together and tracks performance data. Participant use data is compiled and utilized to produce travel information and “heat maps” that highlight use intensity. While viewing heat maps is free, for a fee, information such as routes, intersection wait times, etc. is available to help planners and trail developers. There is a need for GPRA to periodically review and utilize STRAVA data to evaluate travel routes around, to, and within parks and greenways.

BLUEWAYS

GPRA has partnered with other agencies to develop an excellent water trail, the Upper Lanier Water Trail. This trail is part of a blue trail system and meets the needs of GOG community. GPRA lakeside parks are included as blueway stops. There is a need to enhance landing areas/stops in some parks to include docks for securing boats, access to drinking fountains, and restrooms. There is also a need to provide wayfinding signage, including park and blueway maps, location of amenities, and park information.

WALKABILITY AND BIKEABILITY

While the number of parks is an important benchmark, it is even more important that parks be well distributed and accessible by both pedestrians and bike riders. There are areas inside the COG that lack access to parks and related facilities. The bikeability and walkability maps highlight areas where there are gaps in available parks.



Midtown Greenway

WALKABILITY

Being within walking distance of a park, especially one with a natural area, enhances a community's quality of life, promotes health and well-being, increases adjacent property values, and promotes economic development. To be considered “walkable”, a park or natural area must be located within 0.5 miles of a destination. A review of “Walkability” to parks and greenspace areas found that approximately 33% of GPRA residents live within 0.5 miles of a park or greenspace (see *Appendix 6: Walkability*). With walking/hiking/jogging representing the top recreational activity/facility which COG residents want, there is a significant need to enhance walkability, interconnecting neighborhoods and businesses with parks and greenspace.

BIKEABILITY

A typical standard for bikeability is having a park with 3 miles of a residence. For the COG, every residence is within 3 miles of a park.

Taking a more in-depth look at bikeability, the master planning team used a 1.5-mile benchmark – a distance more reflective of families with younger children. Using this benchmark, approximately 93% of the COG is bikeable for young families. The areas not considered “bikeable” for young families are located along the east, north, and west edges of the COG (see *Appendix 7: Bikeability*).

With the COG potentially accessible by bike by every resident in the COG, there is a need to connect parks and greenspace to the community through a comprehensive system of sidewalks, dedicated bike lanes, bike paths, greenways, and natural trails.

Recommendations: Chapter 6, Section 6.3, Parks and Greenspace - Greenways, Blueways, Trails, and Connectivity.

WAYFINDING

Aesthetically pleasing and easy to understand directional and informational signage promotes park usage and enhances a community's perception of a park and recreation agency. Based on public and stakeholder meetings, as well as comments on the GPRMP Survey, there is a need to enhance wayfinding to and within parks and greenways.

Recommendations: Chapter 6, Section C, Parks and Greenspace - Wayfinding.



*Wilshire Trails
Rock Creek Greenway*

5.5 PROGRAMS AND SERVICES

A detailed program analysis was not included in the scope of the GPRA Master Plan. However, based on public and stakeholder feedback as well as the GPRMP Survey there were some general findings:

- GPRA provides the community with a wide range of diverse program opportunities. As an accredited agency, these programs are developed using education and recreation standards and guidelines.
- During public and stakeholder input meetings and through the GPRMP Survey, the Agency received a significant level of praise for its efforts and programs. There were requests for additional programs generally involving pre-school age children, teens, and seniors. Based on a review of programs available through GPRA, there are opportunities to expand active senior, nature, and outdoor adventure programs.
- While the community feedback focused on programs and services of current interest, demographic changes projected for the COG by 2030 suggest that GPRA will need to devote additional resources to children under 6 years of age and seniors (55+ years old) while maintaining robust and diverse programming for adults.
- With 33% of the population of the COG projected to be comprised of seniors, planning for programming for this age group will take on increasing importance. It is important to note that seniors typically have the greatest disposable income and available time to volunteer. Developing premium programs and services and opportunities to donate funds and volunteer time will provide significant resources to GPRA and the community as a whole.
- Data and input suggest that additional resources are needed to address therapeutic recreation program needs. Addressing needs in this area can be met using a combination of staff and volunteer training/expertise, and enhanced collaborative efforts with area special needs providers.
- GPRMP Survey data included comments requesting that programs and services be scheduled to accommodate working families. A review of programs, especially day camps, found that program drop off and pick-up times were generally within the 8am – 5pm time frame, making it a challenge for parents that have job commitments during “traditional” work hours.
- GPRMP Survey data also included comments expressing some concern with sports programs being provided by outside agencies (i.e. travel ball). Respondents expressed concern that:



Outdoor Program

- » Programs focused energy on recruiting and training children who live outside of the city and, in some cases, the county boundaries.
 - » Programs did not focus enough on children living inside the city which, in turn, resulted in missed opportunities to enhance skill development and help COG children achieve their potential.
 - » Because they did not focus more on the development of COG children, the quality of athlete being “fed” into the Gainesville High School System was not as high as the community’s talent suggest it could be.
- There is a need to consider reviewing programs associated with outside and/or affiliated agencies and consider starting programs, such as basketball, through GPRA to meet these needs.
 - There is a need to review programs as to where they are in the program “lifecycle.” Programs undergo a natural lifecycle: the establishment phase, growth phase, mature phase, and decline phase. Monitoring such factors as program attendance and customer feedback helps identify the phase of life the program is in, helping staff determine a program’s future. Programs with a wide community appeal can become long-term “traditions”. However, to maintain interest, the program must consistently be “refreshed” and revised. There is a need for GPRA to continue to enhance and refine its’ monitoring and evaluation process to ensure programs remain healthy and relevant.
 - Demographic data indicate that minority communities represent approximately 62% of the COG population with approximately 42% of the total being Hispanic/Latino. GPRMP Survey data indicates that 15% of respondents were minorities, with 9.6% being Hispanic/Latino. This suggest that the minority viewpoints, especially Hispanic/Latino, may be underrepresented in the data.



*Frances Meadows
Water Fitness Class*

While research and trends suggest that Hispanic/Latino populations value recreation, they have different expectations and utilize facilities in ways that differ from other demographic groups. Understanding these trends can help better focus resources and encourage participation, involvement, and program participation.



*Frances Meadows
Camp Kids*

Factors which influence use of facilities by Hispanic/Latinos arise out of culture, family relationships, and traditions. Research^{26, 27}, suggests that, among Hispanic/Latino populations, 74% of survey respondents spent their leisure time exclusively or mostly with other Hispanic/Latinos. Preferences for activities trended toward “gathering” places/activities and included:

- Water-based recreation
- Walking and hiking on greenways and in natural areas
- Informal gatherings with friends and family
- Enjoying a “day at the park” that includes cooking out, biking, RV Camping, softball, soccer, and “relaxing”
- Outdoor viewing/learning/photographing activities, especially viewing or photographing birds, wildlife, and natural scenery

There is a need to continue to facilitate and provide opportunities that encourage involvement in facility planning and program participation by Hispanic/Latino populations.

Recommendations: *Chapter 6, Section 6.4, Programs and Services.*

26 *Hispanic Americans and Outdoor Recreation*; Internet Research Information Series (IRIS), United States Department of Agriculture, US Forest Service; 2012.

27 *Reaching out to Hispanics in Recreation: The Hispanic Population Looks at Recreation Differently-Identifying Those Differences Can Help Agencies Welcome Them with Open Arms*, Parks and Recreation Magazine, National Park and Recreation Association, Volume 40 No. 3; 2005.

CHAPTER 6: RECOMMENDATIONS

COMMUNITY PREFERENCES – GUIDING PRINCIPLES

After a review of all data and input, findings suggest that overarching priorities and guiding principles are:

- Expand Greenways, enhance connectivity, and build fitness trails.
- Take care of what the community has – focus on renovating existing facilities.
- Enhance/build additions to existing facilities.
- Build a Sports Complex.
- Plan for and build a new Recreation Center.
- Build a Racquet Sports/Tennis Center.

6.1 GPRA ADMINISTRATION AND OPERATIONS

ADMINISTRATION, OPERATING, AND CAPITAL BUDGETS

Consider meeting or exceeding the NRPA benchmark by increasing the existing operating budget by an additional \$3,358,789 to a total of \$8,104,733 by 2030. In addition to capital funds allocated to new facilities;

- Consider investing a total of \$30.07M in additional (new) capital funds to offset deferred maintenance, provide for new facilities, and land acquisition needs:
 - » Through 2025, allocate a minimum of \$2.98M annually with a goal of renovating facilities that were identified as in fair to poor condition (Note: this recommendation is intended to provide critical funding to help address deferred maintenance needs).
 - » From 2025 – 2030, consider allocating a minimum of approximately \$1.1M annually to renovation and land acquisition.
 - » Dedicate funding above to address facilities and capital equipment currently identified as in need of renovation/replacement (ex; Civic Center) as well planning for as those identified as being in good condition, renovating them before they deteriorate.
 - » Include a dedicated fund to be used to acquire properties/expand parks with a target allocation of a minimum of \$200,000 annually.
 - » Consider maintaining and establishing multiple revenue streams to provide capital funding stability.
- Continue and enhance opportunities to obtain input from minority populations through routine contacts and meetings with community representatives.
- Consider expanding hours of operation/program availability, especially for camps, to accommodate working families (ex: provide early drop off-late pickup)
- To establish park-use levels, develop a plan and utilize electronic counters, trail cameras, and other tools to establish the level and timing of use at parks, greenspace, trails, and other GPRA facilities.
- Consider obtaining ESRI's ArcGIS software and associated support programs (ex: survey 1,2, 3) and providing training to key staff to help with the development of planning documents, maps, work plans, land management plans, etc. Consider also adopting an asset and work force allocation tool such a "Cityworks" or similar program; include staff training, mobile devices, etc.

FUNDING SOURCES

- Over the next 7 years, implement a two-step process to increase the millage rate to the legal cap of 1.0 mil.
- Consider raising the hotel/motel tax; Review both hotel/motel tax and impact fees at least every 3 years for potential adjustment.
- Consider developing a General Obligation Bond to address park/facility restoration, facility development, and land acquisition need.
- Consider investigating and developing a strategic plan to partner with a carefully selected, socially-oriented Opportunity Funds (O-Fund) to redevelop areas inside the designated Opportunity Zones to include the creation of greenspace, greenways, parkland, and related facilities. Additional information available at <https://www.cdfifund.gov/pages/opportunity-zones.aspx>.
- Consider hiring or dedicating a position to fundraising; obtaining government and foundation grants; sponsorship promotions and benefits; and other related activities.
- Consider developing large-scale donor and fundraising events with the recipient being GPRA facilities and/ or programs.

- For all fees and services, consider charging the full amount of the program cost and give COG residents a percentage “resident discount.” Receiving a discount helps residents become more aware of the actual cost of programs/services, the benefits of being a city resident, and the support they provide to GPRA.
- Consider utilizing existing facilities and/or building tournament facilities for the purpose of generating revenue for GPRA.
 - » When using existing facilities, establish a maximum number of times per year facilities will be dedicated to fundraising to minimize potential customer dissatisfaction when facilities are not available to the public; publicize the purpose of the event (i.e. reducing GPRA annual expenses) to promote community support.
- Expand and enhance opportunities for citizens and businesses to sponsor events and activities.
- Consider expanding donation opportunities to include:
 - » Round up for Parks,” rounding to the next whole dollar on sales/fees with donation going into a special donation account.
 - » Donation boxes located in facilities.
 - » Donation opportunities routinely posted in social media, websites, publications, etc. with ability to donate online using a credit card.
 - » Working with financial planners and certified public accountants to provide long-term donation opportunities (ex: estate planning gift options, etc.); hosting informational meetings/gatherings with potential estate donors.
 - » Donor only special events and/or a series of “premium” programming opportunities whose main focus is to provide recreational experiences and enrichment while raising funds for the Agency.
 - » Expand naming rights opportunities to include major components or potentially naming parks/ event space (Note: consider not exceeding 10 years when allowing naming rights – this allows the agency to address any issues that may arise and also provides an opportunity to obtain additional revenue. If park names/event venues are considered, include both a capital donation and annual gift level for the life of the “naming right”)
 - » Consider creating a foundation dedicated to fundraising for and receiving donations in support of GPRA; take advantage of such opportunities as “Georgia Gives” (GAGives); GoFundMe” appeals; and other opportunities to raise funds on behalf of GPRA.
- Expand capital funding support for the Agency by:
 - » Providing more capital funds through SPLOST and TSPLOST programs.
 - » Identifying and seeking federal and state funding grants, examples include the:
 - Environmental Protection Agency
 - GDNR Watchable Wildlife Program
 - Georgia Department of Transportation
 - Georgia Forestry Commission
 - Georgia Land Conservation Program and the Georgia Environmental Finance Authority (Principle Forgiveness Program)
 - Georgia Outdoor Stewardship Trust Fund
 - Land and Water Conservation Fund (through the Ga. Department of Natural Resources or GDNR)
 - National Recreation and Parks Association
 - Recreational Trails Grant (GDNR)
 - US Fish and Wildlife Foundation
- Utilize resources and provide staff training to develop grants; resources, training, and related information are available online through Hall County Library System (currently only available through computers located inside the library at <https://fconline.foundationcenter.org/fin/>) or the Foundation Center/ Foundation Center South located in Atlanta, Georgia. 33 Peachtree Street NE, Lobby Suite 350, Atlanta, GA 30303-1804, (404) 880-0094.
- Consider working with, evaluating, and, if appropriate, acquire properties that become available through the Hall-Gainesville Land Bank; Note: O.C.G.A. § 48-4-60 enabling legislation allows for properties acquired through the land bank to “assemble tracts or parcels of property for public parks or other public purposes and to that end may exchange parcels and otherwise effectuate the purposes determined by agreement with any party.”



Parks Team Member

MAINTENANCE AND CONDITION OF FACILITIES

- Consider creating a tiered personnel system that encourages staff to advance up the tiers as they obtain critical certifications (playground, pool, etc.) This will also help with retention of staff who have these essential certifications.
- To enhance safety and provide decision makers with a tool to track short- and long-term needs, consider periodically producing a playground and pool “lifecycle” report (every 3 years is recommended for playgrounds and every 5 years for pools); Expand this type of reporting as facility lifecycle data becomes available. Providing this type of “state of the infrastructure” report documents conditions in a format that helps the staff track needs and the public and elected officials visualize changes taking place in the condition of GPRCA capital assets. This document can be an excellent tool to help the public and elected officials understand the need for long-term maintenance/renovation and associated funding.
- Consider establishing a priority to renovate and expand the GPRCA maintenance facilities, including satellite storage/operation hubs, to also include equipment and material storage, dry storage of materials, adequate staging/yard, greenhouse/tree/plant nursery areas, office and training space; include cameras and other security needed to prevent theft, etc.
- Within the next 3 years and in cooperation with the COG Building Maintenance Department, enhance GPRCA’s comprehensive capital asset and facility inventory to include all equipment, facilities, paths, trails, and amenities. Develop a projected timeline that indicates when major repairs and renovation will be needed, along with projected costs. Use this data to create a projected 30-year CIP maintenance plan that enables GPRCA to communicate funding needs over time. Update this information annually and communicate projected long-term needs.
- Acquire trail and land management equipment, such as track-equipped skid/mini-skid steers, as per recommendations from land management and trail maintenance staff.
- Review and establish mowing standards/zones that includes identifying areas that can be re-established as natural forests or be transitioned to high quality meadow habitat, and those areas that should remain more intensely managed. Include public education and interpretation that helps the public understand the transitions being made, the enhancement to wildlife habitat and esthetics that will result, and the cost savings that are projected to be realized.
- See also, *Chapter 6.3, Parks and Greenspace - Green Infrastructure, Stewardship, and Land Management* section of this report.



Maintenance

PERSONNEL

- Consider hiring at least 9 Full-time Equivalent positions within the next 3 years, adding a total of 30 new FTE positions to GPRCA by 2030.
- To meet community need, consider hiring or expanding staff with skills/expertise in the following areas (not in priority order – some tasks can be combined into a single job description):
 - » Grant writing, donor development, fundraising
 - » Historic and Cultural Interpretation
 - » Maintenance staff to meet needs associated with trails, paths, natural areas, athletic facilities, recreation facilities, aquatic facilities, etc.
 - » Natural resource, habitat, and land management and interpretation
 - » Land acquisition
 - » Outdoor adventure activities and skill development
 - » Senior programming
 - » Special/Community events and programs
 - » Teen programming
 - » Therapeutic recreation
 - » Tournament facility management and operations

PUBLIC RELATIONS AND COMMUNICATION

- To reach younger audiences with program and activity opportunities, identify staff who are interested in and are already using social media and, under the direction of the public relations staff, utilize their skills to expand the Agency's social media presence. Consider using social media platforms such as Periscope, YouTube, LinkedIn, Pinterest, Google+, Tumblr, Snapchat, Reddit, Flickr, Ask.fm, and Skype.
- Consider developing and funding the implementation of a Marketing and Public Relations plan.

SAFETY IN PARKS

- To help enhance safety and deter inappropriate activities, consider:
 - » assigning 2 – 3 sworn officers directly to the GPRA or,
 - » at a minimum, work with COGPD to establish a regular patrol of all parks throughout the day and night, and
 - » potentially include bike or motorcycle patrols, especially for greenways and trails.
- Consider having key staff receive CPTED (Crime Prevention Through Environmental Design) training; additional information available through <http://cpted.net/>
- Consider installing cameras in park buildings and parking lots, recording continuously and monitored by staff while on duty; include cameras in all maintenance yards and buildings
- Utilize remote cameras systems for less accessible sites/locations (note: systems can also include solar power, lighting, recorded messages, cellular capable, cloud storage, remote activation/monitoring and more);
- Consider adding lighting to strategic locations in parks to deter criminal behavior; motion activated lighting can be especially effective. If lights are left on all night, consider using systems that dim when no motion is detected and brighten when activity is nearby; note: lights that are 3000K or less are more nocturnal wildlife "friendly" (the lower the Kelvins (color temperature scale) the more wildlife "friendly").
- Change requisite lighting ordinances to allow for lights in GPRA parks and greenspaces
- Install "property subject to video surveillance" signs in high conflict areas.
- Work with law enforcement to conduct "safety reviews/audits" of facilities and grounds.
- Consider installing "panic buttons" in key locations in all park buildings to allow staff to silently alert public safety should an emergency arise; emergencies could range from health to crime; Consider mobile "panic buttons" that can be carried by staff making deposits, (especially at night), camp directors, life guards, etc.
- Consider establishing a "Trail Ambassador" Program, utilizing specially trained volunteers to enhance user experiences and monitor trails.
- Work with local law enforcement as well as Georgia Department of Natural Resources law enforcement and first responder officials to provide on-going programs designed to teach situational awareness, outdoor and trail safety, personal defense, and related programs for target populations (families, women, all citizens, children, etc.).
- Build capacity and consider dedicating resources to the removal of invasive plants in all GPRA facilities, especially in areas where they obscure visibility.

TECHNOLOGY

- Consider obtaining ESRI's ArcGIS software and providing training to key staff to help with the development of enhanced customer response, planning documents, data collection, story board development, maps, work plans, land management plans, etc.
- Establish a "technology" committee to research available software to enhance existing program registration as well as to assist with maintenance, force deployment, and related needs (ex: Survey 1,2,3, Cityworks public asset management software, Drone to Map, etc.)
- To fully utilize savings and efficiencies associated with technology, consider investing in mobile devices and cell-enabled tablets.
- Consider developing capacity for, providing staff training for, and acquiring a drone to assist with resource monitoring, asset management, mapping/story board development, etc.

VOLUNTEERS

Consider establishing volunteer maintenance and land restoration days, to include:

- Trail and path clean-ups
- Land restoration activities, including invasive plant removal, restoration plantings, habitat and wildlife inventory and monitoring, etc.

- Seasonal/annual cleanup, painting, or repair events to be attended by the participating leagues or teams that use the facilities.
- Outdoor amenity repairs and painting (benches, piers, etc.) with a focus on encouraging groups who use the facilities to help with the maintenance

Consider providing raffles, giveaways, shirts, and other items promoting volunteerism and expressing appreciation for volunteer efforts.

6.2 FACILITY NEEDS

RECREATION CENTER

Consider building a recreation center to include such amenities as:

- 2 gyms (expandable to 4); Note: one of the two gyms can be located in the Sports Complex
- A fitness room (expandable to 2) that also accommodates youth and seniors
- Classroom, activities, and event space
- One destination playground
- Game room
- Climbing wall
- Sprung dance floor
- Exercise room (expandable to 2)
- Indoor walking track
- Senior “wing”
- Teaching kitchen
- Aquatic features (outdoor leisure pool with zero depth/children’s play area, splashpad)
- 2 tennis, 2 tennis/pickleball, 4 pickleball, 1 mini-tennis red, 2 mini-tennis orange courts (note: recommend moving 8 tennis courts from Longwood Park and combining with courts listed to create a Racquet Sport/ Tennis Center)
- Outdoor amenities such as basketball courts; multi-purpose/event field; sports fields; outdoor track; etc.
- Community garden
- Space for lawn games
- Adequate land to expand the facility in the future
- Consider other regional providers and facilities when determining facility location



Civic Center

SPORTS COMPLEX

Consider developing a sports and athletic complex to include:

- Note: One of the two gyms recommended with the Recreation Center can be included as part of the Sports Complex, expandable to 2.
- Fitness/Weight Room
- 4 youth and 2 youth/adult baseball fields
- 2 youth and 1 youth/adult softball fields; include space for 2 additional youth/adult fields
- 2 Tee Ball Fields
- 1 multi-sport overlay synthetic turf platform (soccer, football, lacrosse); 2 natural surface multi-sport overlay fields
- 2 multi-purpose/event fields
- 1 destination playground; 1 tot lot
- 2 outdoor basketball courts
- 1 splash pad
- Outdoor track
- Outdoor exercise area
- Teen Center
- Plus, amenities such as shade, picnic tables, pavilions, etc.
- Adequate land to expand the facility in the future

ADDITIONAL FACILITY RECOMMENDATIONS

Consider developing promotional materials and activities that highlight the successful shared use agreement with the Gainesville City School System. Examples include: joint press releases, joint tours, breakfast/lunch presentations, and related activities with key community members/business leaders.

- To realize substantial budget savings, consider installing energy, water, and related conservation measures in all facilities, including:
 - » Developing in-house or adopting National Green Building standards for renovation and new construction.
 - » Immediately research and adopt or expand basic energy and water saving activities.
 - As part of play field and landscape restorations, renovate irrigation systems to include rain-sensing controllers, digital rain gauges, integration with computers/mobile devices, etc.
 - Convert all lighting to LED, including field lights; comply with International Dark Sky Association standards, including fully shielded lights. Where possible have lights controlled by computer/mobile devices, enabling staff to control lighting, turning them off when not in uses (ex: parking lot lights after midnight, etc.)
 - Where possible, replace HVAC units with ground source heat pumps; attaching hot water heaters to the units where feasible.
 - Review location and needs related to hot water heaters; consider replacing with high efficiency hot water heaters, water on demand, solar hot water heaters, etc.
 - Work with utility companies to negotiate rate reductions and monitor consumption; obtain rebates, and related.
 - Review the structural integrity of the roof of each GPRA building and, where feasible, consider installing solar panels
 - Convert water fixtures to low flow; install dual flush toilets.
 - Consider adopting a “reinvestment” program that allows energy and water savings to be re-invested in additional cost saving activities.
 - Consider developing rain-water capture systems to meet irrigation/water needs as is feasible.
- Where needed, change the City of Gainesville Code of Ordinances to allow for lighting within parks.

AQUATICS

- Build one outdoor pool at the Frances Meadow Aquatic and Fitness Center. Consider including a “shell” covering to allow for year-round use.
- Consider building at least 4 more splash pads, 1 to be at the proposed Recreation center; 1 at Midtown Park, and 1 located at the proposed town green (involving the Roosevelt square/city hall,); 1 splash pad location to be determined (TBD)
- Consider adding 1 swim beach to a lakeside park and changing requisite ordinances to allow “swim at your own risk” activities. Establish plans for a second swim beach. Include beach volleyball as part of design.



Longwood Park Dock and Fishing Pier

NATURE, SCIENCE, OUTDOOR FACILITIES

BOATING

- Consider adding docks to Holly Park, and an additional dock at Longwood Park; include space and accommodations for canoes and kayaks
- At Lake Lanier Olympic Park, consider renovating exiting docks and including a canoe/kayak, paddle boards, and small sail boat focused dock system to facilitate and expand rental operations (ex: launch systems, storage, etc.)

COMMUNITY GARDENS

- Consider creating at least 2 community gardens, with at least 1 located at the proposed recreation center.
- Consider partnering with and/or working with the Jubilee Farm Community Garden, Inc. and Master Gardeners to install, operate, and maintain the community gardens.

FISHING

- Consider upgrading/renovating existing piers to include cleaning stations, cutting boards, rod holders, fishing line recycling, trash receptacles, shade, a nearby water fountain, and wheelchair accommodations; Add lights from the parking lot and along the pier, beginning with piers at Holly Park and Lake Lanier Olympic Park to provide night fishing (note: consider being able to control pier lights to dim and then turn them off at a set time, such as 1am.)
- Consider adding additional fishing piers to each of the 4 lakeside parks.
- Work with GDNR and USACOE fisheries specialist to enhance and maintain fish habitat around piers.

NATURE AND SCIENCE FACILITIES

- Consider expanding the Linwood Nature Preserve, acquiring additional adjacent property as it becomes available.
- Consider constructing an outdoor teaching area/gathering area; consider working with eagle scouts, Home Depot's Team Depot volunteers, Lowe's Heroes' volunteers, or other groups/volunteers to build these facilities.

PAVILIONS AND PICNIC AREAS

Locate additional pavilions and picnic areas in areas of the park system where there is additional need.

RESTROOMS, OUTDOOR

Restrooms to be strategically located throughout park and greenway system.

RECREATION, HEALTH, AND FITNESS FACILITIES

CLIMBING WALL

- Consider including a climbing wall in the proposed recreation center.

DOG PARKS

- Add 2 dog parks, with
- A minimum size of 3 acres, preferably 6+.
- Divided into 3 sections, allowing 1 section to be closed routinely to allow the ground cover to recover.
- Include shade, benches/pavilion, water, signage, and an aggregate surface at the entrance areas of each dog park to reduce erosion.
- Include 1 dog park at the proposed recreation center.
- Consider working with the Chamber of Commerce, and other COG departments to install pet relief stations in key locations within the city (reference:<https://airfieldsystems.com/k9-pet-relief-areas-airdrain-dog-kennels/>).



*Soggy Doggy
Event*

DISC GOLF

- Consider adding an additional disc golf course, potentially as part of the proposed recreation center.
- Disc golf course to include:
- Concrete, recycle lumber or another hard surface aggregate for the tee-box.
- Signage that includes the layout of the hole, distances, etc.
- Space for sponsors/donor recognition (fundraising potential).
- Rest areas/rest rooms at appropriate stopping points.
- Benches and shade.
- Access to drinking fountains.

GYMNASIUM

Recommended as part of the Recreation Center and, potentially, the Sports Complex.

PLAYGROUNDS

- Add shade structures to playgrounds as needed,
- Begin building playgrounds within the two years, with a target of adding the following through 2030:
 - 4 Tot Lots (2-5-year olds).
 - 4* Playgrounds (6-12-year olds).
 - Build 2 destination playgrounds*; one at the proposed recreation center and one at the sports complex site.
- Consider making a major portion of the proposed Destination Playground fully accessible.
- As an alternative to playgrounds (above), consider building “children’s natural discovery playgrounds” instead of traditional play structures. Examples can be found at www.naturalplaygrounds.com.
- With each playground, consider adopting a different “theme” to enhance interest and promote long term use and user satisfaction.

**If destination playgrounds are not built, increase the number of regular playgrounds needed by 4.*



Wessell Park Playground

SKATEPARKS

After completing the currently planned skatepark, continue to monitor need and consider adding a second skatepark as needed.

TEEN CENTER/AREA

- Consider co-locating a “teen area” with the proposed recreation center. Include areas both inside and out for teens to gather, including non-traditional seating, charge stations, shade, and access to water; arranged to give teens a sense of space while meeting security and monitoring needs typical of any park setting. Reach out to and involve teens in the design process, including a challenge to have them help design facilities for the next generation(s) of teens.
- Consider adding a teen center if a second recreation center is built.
- Include access (directed and/or free play) to game rooms, gyms, fitness rooms, etc. associated with the proposed recreation center.

OTHER ACTIVITIES

- In parks and at the proposed recreation center, designate space for “lawn games” where activities like badminton, corn hole, etc. can be set up and played.
- Use the proposed multi-sport platforms and multi-purpose fields to develop both Lacrosse and Ultimate Frisbee programs – include promoting programs to youth, teens, and young adults.
- Design space for 2 and build 1 sand volleyball court at the proposed recreation center site; consider building 1, expandable to 2, at Holly Park.
- Consider adding exercise stations and age appropriate equipment in areas associated with greenways and walking paths.

SENIORS

In cooperation with the Gainesville Senior Life Center, consider expanding facility opportunities for seniors by adding a “wing” on the recreation center that includes

- Services and opportunities that either expand Senior Life Center activities and/or are not available at the Center, therefore enhancing Senior Life Center services.
- Gathering/social drop-in space with appropriate “atmosphere” and furniture that will also serve the needs of other populations.
- Proximity to a large park with open space and walking trails.
- Adequate parking designed specifically for seniors that includes consideration of location and access, lighting, space between cars, an appropriate number of designated handicapped parking spaces, etc.
- Restroom facilities designed specifically to accommodate seniors and special needs patrons.



Frances Meadows
Fitness Programs

- Access to a
 - » gym for pickleball, badminton, and other related activities.
 - » multi-purpose room (that can be divided) capable of holding up to 200 people that is:
 - capable of hosting Skype events, webinars, etc.
 - equipped with a floor that will accommodate exercise, dance classes, social dances, and event gatherings.
 - chairs designed for comfort to accommodate seniors when watching movies or listening to webinars
 - » indoor walking track and pool facilities.
 - » technology/computer lab and learning space capable of holding 30 people during a program or class.
 - » branch or resource library located in conjunction with technology lab.
 - » teaching kitchen available for classes.
 - » arts studio and crafts area, that includes equipment for pottery and ceramics.
 - » fitness center or access to a fitness center that will accommodate senior (and special population) needs, including those in wheelchairs or with limited mobility.
- Shady and inviting outdoor areas for gathering, socializing, wildlife watching, reading, etc.
- Associate gathering areas with 1 of each of the following, expandable to 2:
 - » bocce ball court, shuffleboard, horseshoe pit,
 - » lawns space for corn hole, badminton, ladder ball, etc.
- A community garden area and nature/natural trails adjacent to special needs garden.
- Consider purchasing at least 2 fifteen passenger vans and certifying staff members to drive these vehicles in order to provide transportation for seniors, recreational teams, and other groups.

SPECIAL EVENTS

To meet diverse special event needs, consider

- Developing a permanent amphitheater/stage as part of the Midtown Greenway potentially funded as a joint venture with the COG.
- Purchasing a portable Showmobile stage and sound system for use for community and special events.
- Utilizing multi-purpose fields, create 500-person flexible outdoor event space, expandable to 1,000, to be used for outdoor festivals and events. Along with each festival field
 - » locate power adjacent to showmobile location
 - » install pad or decking appropriately located and able to accommodate “pop up” dressing rooms (two areas) for theatrical performances; picnic tables can be moved onto the pad when changing rooms are not set up
 - » locate restrooms convenient to performers
 - » Include shade and drinking fountains nearby
- Incorporate City Hall, Roosevelt Square, Mid-Town Greenway, and Rock Creek Veterans Park into a special event and open field/activity area; include needed infrastructure, shade areas, a urban dog relief station (see 6.4.1 Facility Needs - Recreation, Health, and Fitness Facilities, Dog Parks/City K9 Relief Stations).



Rock Creek Veterans Park Amphitheater

TEAM SPORTS AND INFORMAL ATHLETICS

As the master plan was being developed, GPRA was developing preliminary plans for a sports facility. Consider adding sports and athletic facilities as follows:

Athletics Courts and Fields	The Number of New Facilities Currently Needed (2018 Gap)	Total Number of New Facilities Needed by 2030 (2030 Gap)
Basketball Courts (outdoor)	3	5
Multi-use Courts: Basketball/Volleyball, (indoor)	0	design gyms to accommodate
Diamond Fields: Softball, Youth	4	6; Build 2 youth and 1 youth/adult; plan for 2 additional fields
Diamond Fields: Baseball, Youth	4	6; Build 4 youth and 2 youth/adult
Diamond Fields: Tee-Ball, Youth	2	2; Use multi-sport overlay fields

Field Hockey	3	3; Use multi-sport overlay fields
Multi-sport Overlay Field: Football/Soccer/Lacrosse Overlay	6	8 (2 synthetic turf multi-sport overlay fields, listed below*)
Soccer, Indoor Facility (2 Fields)	No Standard	Use proposed gyms to meet need
Rectangular Fields: Multi-purpose	6	7, utilize Cabell Field
Rectangular Fields: Football Field	3	3; Use multi-sport overlay fields
Rectangular Fields: Soccer Field, Adult	3	3; Use multi-sport overlay fields
Rectangular Fields: Soccer Field, Youth	6	8; Use multi-sport overlay and multi-use fields to meet need
Rectangular Fields: Lacrosse Field	3	3, Use multi-sport overlay field to accommodate need
Synthetic Turf, Multi-purpose Field*	2 Multi-sport overlay fields	2 as multi-sport platforms; build 2 tee-ball fields into design; plan for 2 additional
Track, Outdoor	No Standard	1; locate at proposed recreation center

• Notes:

- » Multi-sport Overlay Fields are designed to accommodate specific competitive sports play; Multi-purpose Fields/Open Play areas are typically not built to a specific size or shape and are designed to accommodate non-competitive/self-directed activities that may include:
 - practice areas for sports
 - non-traditional sport play such as Ultimate Frisbee, kickball, flag football
 - “pick up” games
 - self-directed activities facilitated by open field space.
- » Gymnasiums are Recommended as part of Recreation Center with consideration given to locating a gym at the Sports and Athletic Complex
- There are groups, families, and individuals that will not participate in organized activities, preferring to set up their own games. This is especially true among Hispanic/Latino populations. To accommodate this need, consider
 - » Reserving space on multi-use fields for free-play activities at the family and friend level, such as games of catch, flying kites, kicking the ball around, etc.
 - » For groups interested in creating more organized activities, divide a part of the multi-use field into smaller play areas that can be reserved; allow groups to pay a rental fee to set up games and informal “tournaments”. Examples include neighborhood soccer games, ultimate frisbee games, and related. This process allows GPRA to:
 - recover some of the maintenance expense incurred from heavy use.
 - manage use to minimize “overcrowding” and conflicting activities.
 - reconfigure areas on a regular basis to minimize overuse.
 - adjust the size of the activity area to match the anticipated level of use (i.e. smaller areas when there is heavy demand, larger areas during “down times”).
 - Reduce potential negative patron interactions by defining use “boundaries”.
 - » To significantly expand indoor sport opportunities, consider investigating the potential to install multi-sport gymnasium flooring such as the type offered by ABS GlassFloor (<https://www.asbglassfloor.com/?lang=en>; or <http://www.dynamiksportsfloors.co.uk/sports-flooring/ASB-GlassFloor>)
 - » Of special note: as part of this process, the master planning team became aware of the school system’s need for a high school cross county course as well as track and field facilities. GPRA may consider working with the school system to explore ways these facilities can be incorporated into GPRA plans to also meet school system’s needs.



Lanier Point Park

RACQUET SPORTS

- When the tennis courts at Longwood Park reach the end of their lifecycle, move the tennis courts to the proposed Recreation Center site and create a Racquet Sport/Tennis Center. Convert the tennis pads at Longwood Park into an open play/festival field.
- At the proposed Recreation Center, in addition to the 8 Longwood Park courts, consider building 2 additional tennis courts, 2 pickleball/tennis overlay courts, 4 pickleball courts, 1 mini-tennis red court, and 1 mini-tennis orange court as part of the proposed Racquet Sport/Tennis Center.
- At the proposed Recreation Center, consider building 2 handball courts, expandable to 4.



Youth Tennis

THERAPEUTIC RECREATION AND SPECIAL NEEDS FACILITIES

- In all spaces that are used for therapeutic recreation, consider:
 - » Enhancing/ensuring facilities comply with accessibility standards and needs.
 - » When/if adding outdoor pools, include space for therapeutic recreation activities; include the addition of a ramp/railing entry area (zero-depth entry).
 - » Adding space for the therapeutic recreation program at the proposed recreation center; include accessible equipment in the fitness room, game room, teaching kitchen, etc.
- Consider partnering with nearby jurisdictions to meet this need.

6.3 PARKS AND GREENSPACE

PARKLAND AND GREENSPACE

- Consider acquiring at least another 199 acres of park land and greenway by 2030; Consider the following general guidelines: Target acquiring 9 new parks, consisting of approximately:
 - » No additional acreage for mini-parks/playlots needed
 - » 12 acres of neighborhood parks
 - » 84 acres of community parks
 - » 96 acres of regional and specialty parks
- Consider removing the tennis courts at Longwood Park and converting the use to a special event and multi-use field; renovate natural surface paths and provide infrastructure as needed (restrooms, benches, lighting, etc.).
- Consider securing as many United States Army Corps of Engineer properties (USACOE) as possible to provide for future growth and needs.
- Using SPLOST and capital funds, establish an acquisition priority process and create a permanent, dedicated Park and Greenspace Acquisition Fund; provide flexibility to allow the program to also utilize donations, gifts, grants, bargain sales, etc. to augment funds; For greenspace, consider deed-restricting properties upon acquisition to ensure permanent protection status. Consider funding tools such as
 - » SPLOST
 - » Conservation Easements
 - » Bargain Sales
 - » Grants, Donations, Gifts
 - » Leveraged Funding (match grants, etc.)
 - » Life Estates



Midtown Greenway

Note: as per Chapter 6.1 GPR Administration and Operations, Administration, Operating, and Capital Budget, consideration should be given to setting aside a minimum of \$200,000 annually for acquisition purposes).

- Modify development codes to encourage preservation of green space within new developments by including neighborhood and mini parks and greenspace and neighborhood greenway/connections to be maintained by Homeowners Associations.
- For planned development and conservation subdivision zoning, consider including a minimum of 20% permanently protected neighborhood greenspace as part of requirements.
- Consider locating new parks in the:
 - » I985/129 corridor area
 - » Gaines Mill Road area
 - » Morningside Heights area

- Consider locating the proposed recreation center in an economically depressed area of the COG in conjunction with redevelopment of area shopping/business development.
 - » Consider establishing an associated special tax district to generate economic activity and spur development.

GREEN INFRASTRUCTURE, STEWARDSHIP, AND LAND MANAGEMENT

- Consider adopting a policy of planting native plants only in all GPRA (and COG) landscape areas and developing a park management plans that include the establishment and maintenance of native habitats.
- Establish dedicated GPRA staff positions/resources with the expertise to provide:
 - » Land acquisition.
 - » Greenspace planning and cross-department coordination of land use to meet community needs (supporting watershed protection, greenspace development, zoning and economic development, 303(d) permit compliance, etc.)
 - » Natural resource and ecosystem services education, interpretive, and recreational development.
 - » Land and Natural Resource Management.
- Consider establishing a formal Greenspace Program. While beyond the scope of this master plan, at the request of GPRA, considerations and suggestions have been provided in *Appendix 8 – Creating a Formal and Permanent Greenspace Program – Considerations and Recommendations*.

GREENWAYS, BLUEWAYS, TRAILS, AND CONNECTIVITY

- Consider establishing a goal of building the following by 2030:
 - » 20 miles of new natural surface trails
 - » 20 miles of multi-use greenway paths
 - » 8 miles of mountain bike trails with a goal of linking with Hall County mountain bike trails
- Consider developing a bike “check-out” program and/or develop space for concessionaires to rent bikes to promote and increase healthy activities. Establish GPRA personnel as a permanent member of the Gainesville-Hall County Metropolitan Planning Organization (GHMPO), to represent the Agency and assist with planning and development initiatives.
- Consider adopting a goal of having 100% of parks and greenways bikeable by young families and 60% walkable by 2030
- Work with GHMPO and the Gainesville Public Works Department to develop a comprehensive system of sidewalks, protected bike lanes, and greenways that interconnect all GPRA parks; where possible, expand the greenway corridor to include adjacent natural areas, enhancing user experience, conserving ecosystem services, and promoting wildlife habitat and travel corridors. Target greenway path and adjacent natural area connections to include:
 - » A connection between the Midtown and Rock Creek Greenways through the town square/Roosevelt Square; expand to include the Elachee Trail system as well as Newtown and New Holland areas. (*Note: this effort is currently underway as an outgrowth of the master planning process.*)
 - » A greenway in the Pearl Nix Parkway, Longwood Creek/John Morrow Parkway areas
 - » Provide support to the Gainesville/Midland Rail to Trails and the Central Hall Multi-use trail plans; connect and/or establish adjacent natural areas and parks to enhance these efforts.
 - » Consider a sidewalk/greenway combination located along Atlanta Highway, especially in areas where roadside “trails” suggest high usage and where such sidewalks can connect neighborhoods to greenways.
- Work with Georgia Department of Transportation to establish criteria and develop opportunities to:
 - » set standards and establish the ability to construct road underpasses to accommodate greenways and multi-use paths when GDOT is building or replacing a bridge or culvert;
 - » add protected multi-use and/or pedestrian access as part of all bridge replacement projects or, at a minimum, to build necessary abutments and infrastructure to support a future pedestrian bridge.
 - » be able to utilize GDOT right-of-way properties as needed to create greenways. (example: using entrance and exit ramp areas and property along the edge of the right of way to create path access into GPRA owned or acquired tracts.)
- Consider working with landowners and both public and private utilities to secure utility right-of-way easements for recreational purposes in order to develop multi-use paths and mountain bike trails.



Holly Park
Water Trail

- Consider working with GHMPO to utilize STRAVA data to help guide path and trail development to and around parks and greenways. (heat maps available at <https://www.strava.com/heatmap#7.00/-120.90000/38.36000/hot/all>.)

BLUEWAYS

- Consider adding restrooms, drinking fountains, and small docks (can be co-located with proposed fishing piers, where applicable) in an accessible location to blueway landings at
 - » Holly Park
 - » Lanier Point Park
- Include wayfinding park signage (park maps and information, location of drinking fountains/restrooms) at blueway landing areas.

WAYFINDING

- Consider developing/enhancing a wayfinding sign master plan designed to help visitors more easily travel to and locate GPRA parks; quickly orient/wayfind once they have reached the park; and identify their location within parks (enabling visitors to easily follow routes, find facilities, and be able to quickly share location data in case of an emergency).
- Work with the Gainesville Public Works Department and GHMPO to develop bike/ped wayfinding signage directing patrons to GPRA facilities for areas outside GPRA parks.

6.4 PROGRAMS AND SERVICES

- Continue efforts to monitor and evaluate program lifecycle and revise/end programs as appropriate.
- To encourage people to “get outside”, consider adding Wi-Fi to areas of parks where people can work, conduct research, etc. Getting people out of buildings and into the outdoors has significant positive health implications. Sitting outdoors also encourages people to put down electronics and take a walk, promoting healthy lifestyles.
- Continue to evaluate, enhance, and diversify programs. Consider, also, programs and services in the following areas (note: the following is intended to be illustrative and not all inclusive):

ARTS

- Art in unexpected places (ex: string quartets in the park, portrait painting on a downtown sidewalk, etc.)
- Establish a traditional folk art and crafts event (blacksmithing, wooden toy making, butter churning, etc.)
- Non-traditional art (ex: graffiti art competition)



*Midtown Creek
Juneteenth Event*

AQUATICS

- Host community poolside (once the outdoor pool is built) and splash pad events (pizza by the pool/pad, midnight floats, sunrise swims, swim under the stars, etc.) to expand use into “off hours” and promote activities.

CAMPS

- Provide early-drop off and late pick-up services to accommodate the schedules of working families.
- Investigate the potential of providing “summer camp for adults”.
- Create “camps” designed specifically for preschoolers (3 – 5-year olds).

HEALTH AND RECREATION

- Promote running and walking groups utilizing parks as a “home base.”
- Create a recognition, “award” programs, etc. to promote interest.
- Promote running, walking (or “hiking”) activities for children (including recognition and “awards”).

NATURAL RESOURCE AND OUTDOOR ADVENTURE PROGRAMS

- Enhance and expand environmental education programs, promoting programs, events and activities that take place in GPRA parks and highlight habitat and wildlife found on the site (ex: bird walks, plant identification, “park critters”, etc.

- Expand outdoor adventure and related activities in GPRA parks (ex; fishing expos, fishing and fish ecology programs, “everything afloat (participants learn to canoe, kayak, sail, build their own “boat” out of everyday materials, etc.), “survival skills” (can include archery, fire building, shelter building, etc.) and similar programs and activities.
- In cooperation with the Department of Natural Resources, Brenau University and University of North Georgia, expand “science in the woods” type of programs to include bird banding, bat calls, herp call/studies, science and technology (GPS, mobile-based land navigation, Unmanned Aerial Vehicles (aka drones), bird mist netting, etc.)
- Continue to expand programs in the natural resource and outdoor adventure area that specifically target girls and women.
- Utilize volunteers to enhance and/or facilitate/teach programming efforts indicated above.

NON-TRADITIONAL ACTIVITIES

As facilities are built, consider expanding programs to include:

- Disc golf workshops and tournaments; special “family disc golf days”
- Skate park related workshops and tournaments
- Consider creating programs in non-tradition program areas that specifically target girls and women.



*Midtown Greenway
Easter Egg Hunt*

SENIORS

- In addition to the programs and services provided through the Senior Life Center, consider working with the Brenau University Center for Lifetime Learning Institute (BULLI) and the Chamber of Commerce’s Wisdom Project to develop and diversify senior programs and activities, including such activities as story boarding.
- Expand activities that promote health and well-being, including walking/biking programs, trips, games, arts and crafts, etc.
- Develop program and opportunities for seniors to interact with young people. Examples include “partnering” seniors with youth for reading, gardening, or games, and involving seniors as volunteers to help with youth-oriented activities.
- Develop and enhance senior volunteer programs designed to provide support for other senior (i.e. seniors volunteering to help seniors.)

SPECIAL EVENTS

- Utilize the proposed SHOWMOBILE to expand programming and special event opportunities; utilize both large and small event areas/multi-purpose fields, providing events for varying sized audiences.
- Hire a special events coordinator to develop events and activities in GPRA parks or as part of GPRA services, such as art and music festivals, street “fairs”, tours of historic places, a “taste of the world” event (foods and customs from around the world), and other events.
- Partner with and coordinate activities with the Chamber of Commerce and the Convention and Visitors Bureau, to provide comprehensive and diverse special events that minimizes program overlaps or unintended competition; consider creating a community event calendar that includes all partners.

THERAPEUTIC RECREATION

- Consider hiring/allocating staff resources to therapeutic recreation activities and programs.
- Determine program and service capacity within the limitations of existing facilities.
- Develop a plan to establish a comprehensive therapeutic recreation program, including facility and budget needs, and, upon plan approval, seek additional funding for these needs.

TEAM SPORTS AND INFORMAL ATHLETICS

- Continue to review sports and athletic programs and services to ensure:
- Programs, whether provided GPRA or by outside agencies, are meeting GPRA standards and mission for development of the participants and a life-long commitment to healthy, active living.
- Where needed, plan for and initiate changes to meet GPRA goals.
- Consider initiating a review of programs and services that can be developed to enhance participation by and meet the needs of minority populations; consider involving community leaders and focus groups in this initiative.



APPENDIX 1: SOURCES, STUDIES, AND COMMUNITY INPUT



To help create this master plan, a Gainesville Parks and Recreation Public Survey (GPRMP Survey) was developed and the results analyzed by the master planning team. Additionally, several studies and reports were reviewed. Survey questions and a list of the reports/studies reviewed are below:

REPORTS, STUDIES, AND PLANS

The master planning team reviewed the following reports and studies as part of the plan development process:

- 2012 Gainesville-Hall Urban Redevelopment Plan
- Gainesville-Hall County Metropolitan Planning Organization Highlands to Islands Trail System
- Gainesville-Hall County Metropolitan Planning Organization Bicycle and Pedestrian Plan (2014)
- Gainesville Trail Study
- City of Gainesville 2030 Comprehensive Plan (2011)
- City of Gainesville 2040 Comprehensive Plan (2017)
- Gainesville Parks and Recreation Agency Strategic Plan (2018-2022)
- Hall Comprehensive Plan (2004)
- Hall County Forward Comprehensive Plan (2017-2037)
- Hall County Greenspace Program (2000)
- Hall County Strategic Plan (2018-2018)
- South Hall County Trail Study
- Vision 2030 – The Greenspace Initiative (Gainesville and Hall County, GA)

GAINESVILLE PARKS AND RECREATION PUBLIC SURVEY QUESTIONS

The following are the questions that were included in the GP Survey:

- Do you pay Gainesville City Property Taxes?
- In which Zip Code do you live?
- Please identify your ethnicity/race
- Including yourself, how many people are part of your household?
- Do you have school-age children in your household?
- How satisfied are you with the current Parks & Recreation facilities in Gainesville?
- On average, how often do you and/or those in your household visit the types of facilities below?
- How do you prefer to access Gainesville's parks and greenways?
- Overall, how well do you think the following facilities and programs provided by Gainesville Parks and Recreation are currently meeting the needs of the community?
- Please check all recreational activities/facilities which you would like to see added or increased in Gainesville.
- Listed below are some projects which Gainesville Parks and Recreation may consider funding. Please mark the projects based on need per project.
- Relating to the list of projects in the question above, which projects do you consider being a top five priority?
- Which of the following items prevent you from using existing Parks & Recreation facilities?
- Would you like the City of Gainesville to invest more money into parks, greenways, and open spaces?
- Funding will have to be increased to build and upgrade more parks. Which option(s) below would you prefer to use to raise those necessary funds?
- Please indicate which option(s) for increasing operational and maintenance funding to improve park maintenance and recreational programs offered in Gainesville that you would support.
- How would you like to learn about Gainesville's Park & Recreation Facilities?
- What comes to mind when you think of the Gainesville Parks & Recreation Agency? Please be candid.



APPENDIX 2: STAKEHOLDERS INTERVIEWED

CITY OF GAINESVILLE PARKS AND RECREATION STAFF LEADERSHIP TEAM:

- Melvin Cooper Director
- Michael Graham Deputy Director
- Julie Butler Colombini Marketing and Communications Manager
- Judy Williams Administrative Coordinator
- Brenda Martin Administrative Division Manager
- Eno Slaughter Parks Division Manager
- Missy Bailey Recreation Division Manager
- Zandrea Stephens Frances Meadows Center Division Manager

CITY OF GAINESVILLE PARKS AND RECREATION STAFF WE RECEIVED FEEDBACK FROM:

- Staci Butts Parks and Recreation
- Cathy Shields Facility Services
- Carrie Gravett Facility Services
- Shannon Jones Administration
- Ronald Arro Parks and Recreation
- Janice Teems Administrative
- James Montgomery Frances Meadows Aquatic Center
- Eno Slaughter Parks Maintenance
- Rick Kienel Maintenance
- Jason Heffner Parks and Recreation
- Eason Spivey Parks and Recreation
- Paul Siegrist Parks and Recreation
- Zachary Taylor Parks and Recreation
- Jason Harper Parks and Recreation
- David Tyre Parks and Recreation
- Shannon Parris Frances Meadows Aquatic Center
- Crystal Tavares Frances Meadows Aquatic Center
- Jim Young Frances Meadows Aquatic Center
- Deborah Duncan Frances Meadows Aquatic Center
- Sheila Curry Frances Meadows Aquatic Center
- Aaron Barnett Parks and Recreation
- Michael Williams Parks and Recreation
- Michael Waters Parks and Recreation
- Steve Woods LPAC
- Sam Ballinger Parks and Recreation

CITY OF GAINESVILLE PARKS AND RECREATION BOARD MEMBERS:

- Kristin Daniel
- John Simpson
- Sam Richwine
- Cooper Embry
- Sam Couvillon Council Representative to the Board
- Chris Romberg
- Jeffery Goss
- Susan Daniell
- Bruce Miller
- Jerry Castleberry

CITY OF GAINESVILLE PARKS AND RECREATION STAKEHOLDER INTERVIEWEES:

- Adam Lindsey Assistant Principal/Athletic Director Gainesville City Schools
- Allyson Everett Public Arts Committee
- Andrea Birch Dean Arts and Humanity, Brenau University
- Andy Stewart President of the Friends of the Parks Board
- Amy Bradford Elachee Nature Center

- Amy Kienle Georgia Mountains YMCA
- Bryan Lackey City of Gainesville Leadership Committee
- Angela Sheppard City of Gainesville Leadership Committee
- Christopher Morgan VP at Friends of Gainesville Parks and Greenways, Inc
- Barbara Brooks Council Member
- George Wangemann Council Member
- Ruth Bruner Council Member
- Zack Council Member
- Danny Dunagan Mayor of Gainesville
- Jamie Reynolds Executive Director at Sisu
- Jessica Tullar Chairperson Hall County Recreation Board
- Joy Simpson Griffin President/CPO at United Way of Hall County
- Sarah Bell Deputy Superintendent at Gainesville City Schools
- Juli Clay Dept. Chair/Assoc. Prof, of Communication at Brenau
- Kathy Amos Chamber Wisdom Project
- Katie Crumley Vision 2030 Public Art
- Amanda McClure Vision 2030 Public Art
- Elizabeth Higgins Vision 2030 Public Art
- Melissa Tymchuck NGA Health Systems
- Noah Clay Gainesville Schools Cross Country Coach
- Robyn Lynch Park Manager at Lake Lanier Olympic Park
- Steve Mickens CEO at Boys and Girls Clubs of Lanier
- Tim Evans VP of Economic Dev. Greater Hall Chamber of Commerce
- Vanessa Sarazua Hispanic Alliance
- Whitney Brown Millennial
- Ginny Early Millennial
- Leigh-Ann O'Brien Millennial

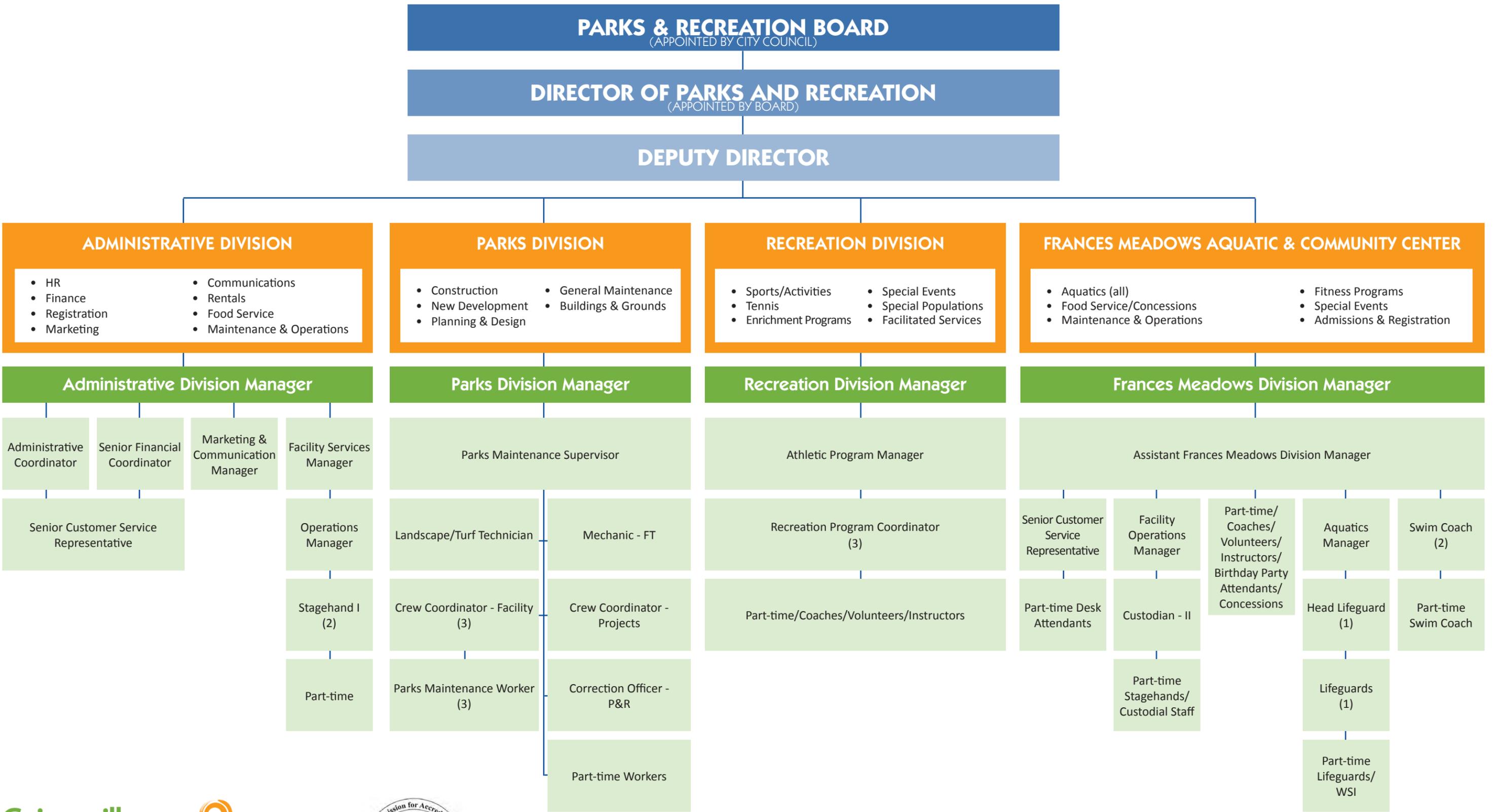
Greenspace Committee Members

- Tony Herdener Chair
- Doug Carter Private-Public Committee: Chair
- Amy Bradford Communications Committee: Chair
- Lee Irminger Technical Advisory Committee: Chair
- Jason Everett Foundation Committee: Chair
- Adam Hazell
- Andrea Timpone
- Bill Andrew
- Brent Hoffman
- Brian Whalen
- Brooks Clay
- Chris Romberg
- Dale Jaeger
- Elisabeth Baldwin



APPENDIX 3: GPRA ORGANIZATIONAL STRUCTURE

PARKS AND RECREATION AGENCY



APPENDIX 4: GAP ANALYSIS



GAP ANALYSIS						
Note: Dollar amounts will need to be adjusted for inflation as new facilities are added Source: 2019 NRPA Agency Performance Review and Trade/Professional Organizations	National Benchmarks		City of Gainesville			
	Benchmarks Based on Projected Population Growth		2019		2030	What the City of Gainesville Needs by 2030 including New Facilities (does not include existing conditions or renovations)
Activity	2019 (Pop. 42,716)	2030 (Pop. 56,180)	Existing and/or Planned	Surplus or Deficit	Deficit	Total Need / Notes
General Operations and Administration						
Operating Budget (average between median and upper quartile)	\$5,570,427	\$8,104,733	\$4,745,944	(\$824,483)	(\$3,358,789)	Benchmark: \$8,104,733 need by 2030 (*See Notes #1)
5-Year Capital Budget Expenditures FY15-FY19 (average between median and upper quartile) <i>See Capital Budget section for greater detail</i>	\$7,635,274	\$20,321,148	\$4,263,268	(\$3,372,006)	(\$16,057,880)	Benchmark: \$20.321M plus \$9.75M to address deferred maintenance by 2030 for a total need of \$30.071M (*See Notes #1)
Operating Expenses Per Capita (average between median and upper quartile)	\$112.23	\$120.07	\$111.11	(\$1.12)	(\$8.96)	(*See Notes #1)
Full Time Equivalents Staff members/10,000 residents (average between median and upper quartile)	53	74	44	(9)	(30)	30 new positions by 2030 (*See Notes #1)
Acres of Park Land (average between median and upper quartile)	500	657	458	(42)	(199)	199 new acres of park land by 2030 (*See Notes #1)
Agency Funding - Cost Recovery: Operations Only (operational expenses less revenue); based on Park and Recreation funding for departments in cities with similar characteristics.	35.0%	36.6%	37.5%			
Activity	2018 Benchmark	2030	Existing and/or Planned 2018	Surplus or Deficit	2030 Needs	Notes
Recreation Facilities						
Aquatics						
Swimming Pools, Outdoor - Competition	2	2	0	(2)	2	1 at Frances Meadows; 1 at proposed recreation center with shell
Swimming Pools, Indoors - Competition and Lap	No Standard	No Standard	1	0	0	Not Recommended
Splash Pad	No Standard	No Standard	1	(4)	4	3; 1 at recreation center; 1 at Midtown; one at town green (city hall/Jesse Jewel), 1 location TBD
Swim Beach (lakefront)	No Standard	No Standard	2	(2)	2	1 recommended; space/planning for second, locations TBD
Athletics Courts and Fields						
Basketball courts, Outdoor	6	8	3	(3)	5	5, location TBD
Multi-use Courts: Basketball/Volley Ball, (indoor)	4	4	0	0	0	design gyms to accommodate
Diamond Fields: Softball Fields, Youth	6	7	2	(4)	5	2 youth; 1 youth/adult; plan/allocate space for 2, location TBD
Diamond Fields: Baseball, Youth	8	10	2	(4)	6	4 youth; 2 youth/adult, location TBD
Diamond Fields: Tee-Ball	3	4	0	(2)	2	2 built into multi-sport overlay field, location TBD
Field Hockey	3	3	0	(3)	3	use multi-sport overlay fields to meet need
Multi-sport Overlay field: Football/Soccer/lacrosse	6	8	0	(6)	8	6 plus 2 turf multi-sport overlay fields, location TBD
Soccer, Indoor Facility (2 fields)	No Standard	No Standard	No Standard	No Standard	No Standard	design gyms to accommodate
Rectangular Fields: Multi-purpose	7	8	1	(6)	7	6, location TBD; utilize Cabell Field
Rectangular Fields: Football Field	3	3	0	(3)	3	use multi-sport overlay fields to meet need
Rectangular Fields: Soccer Field, Adult	6	6	9	3	3	use multi-sport overlay field to meet need
Rectangular Fields: Soccer Field, Youth	6	8	0	(6)	8	use multi-sport and multi-use fields to meet need

Activity	2018 Benchmark	2030	Existing and/or Planned 2018	Surplus or Deficit	2030 Needs	Notes
Recreation Facilities Cont.						
Athletics Courts and Fields Cont.						
Rectangular Fields: Lacrosse Field	3	3	0	(3)	3	use multi-sport overlay fields to meet need
Synthetic Turf, Multi-purpose Field	2	3	0	(2)	2	2 as multi-sport platforms; build 2 tee-ball fields into design; plan for 2 additional, location TBD
Pickleball: Outdoor Courts	No Standard	No Standard	0	(6)	6	2 tennis/pickleball; 4 pickleball at proposed recreation center
Pickleball: Indoor Courts	No Standard	No Standard	0	0	0	design gyms to accommodate
Tennis Courts, Outdoor	12	13	15	(4)	4	2 new at proposed recreation center; plus 1 mini-tennis red, 1 mini-tennis orange
Track, Outdoor	No Standard	No Standard	0	(1)	1	1 locate at proposed recreation center
Volleyball, sand	No Standard	No Standard	1	(2)	2	2 expandable to 4; 1 at recreation center; 1 at Holly Park
Non-Traditional Facilities						
Disk Golf Course	No Standard	No Standard	0	(1)	1	1 at proposed recreation center
Rock Climbing Wall	No Standard	No Standard	0	(1)	1	1 in proposed recreation center
Skate Park	No Standard	No Standard	1 (under construction)		acquire/designate land	acquire/designate land only
Ultimate Frisbee Area	No Standard	No Standard	0	0	0	use multi-sport overlay or multi-use fields to meet need
Unmanned Aerial Vehicles (a.k.a. Drones)	No Standard	No Standard	0	0	0	not recommended, except through programs/events due to proximity to airport
Other Outdoor Facilities						
Dog Parks	2	2	0	(2)	2	1 at proposed recreation center; plan/allocate space for second, location TBD
Festival Field/Open Play Area	No Standard	No Standard	7			varying sizes; can associate with multipurpose fields
Pavilions, Large	No Standard	No Standard			Add as needed	support for existing and new parks
Pavilions, Small	No Standard	No Standard			Add as needed	support for existing and new parks
Picnic Areas, Open	No Standard	No Standard			Add as needed	support for existing and new parks
Playgrounds (tot lot, 2-5 year olds)	4	5	1	(3)	4	4
Playgrounds (6 - 12 year olds)	14	19	11	(3)	8	4 (reduced by 4 with destination playground), location TBD
Playgrounds, Destination	No Standard	No Standard	0	(2)	2	1 new at proposed recreation center; plus 1 planned/space allocated; (in place of 4 of the 8 needed playgrounds above)
Playground, Accessible (ADA)	No Standard	No Standard	0	0	0	include as part of playground design
Shuffleboard, bocce ball, horseshoes, corn hole	No Standard	No Standard	No Standard	No Standard	No Standard	1 of each, expandable to 2 at proposed recreation center
Indoor - Facilities						
Courts: Handball (4 wall)	2	3	0	(2)	3	2 expandable to 4 at proposed recreation center
Fitness Center	1	2	1	(1)	1	1 expandable to 2; in proposed recreation center, location TBD
Gym	2	2	0	(2)	2	2 expandable to 4 in the proposed recreation center

Activity	2018 Benchmark	2030	Existing and/or Planned 2018	Surplus or Deficit	2030 Needs	Notes
Recreation Facilities Cont.						
Indoor - Facilities Cont.						
Indoor Track	1	2	0	(1)	2	1 in proposed recreation center
Community/Recreation Center	2	2	0	(2)	2	build 1; purchase land for second center
Teen Center/Area	1	2	0	(1)	2	1 "wing" at proposed community center; 1 add'l if second recreation center built
Natural Areas and Related Facilities						
Boat Ramp or Dock	No Standard	No Standard	5	(3)	3	2 new boat docks; plan for 3rd
Canoe/Kayak Launch or docks	No Standard	No Standard	6	included in above	included in above	included in above
Community Gardens	2	2	0	(2)	2	2, include 1 at proposed recreation center
Fishing Facilities	No Standard	No Standard	5	(4)	4	4 new fishing piers with night fishing
Trails, Natural Surface	No Standard	No Standard	9		20 new miles	natural surface trails
Trails, Paved, multi-use or walking	No Standard	No Standard	3		20 new miles	multi-use path to connect parks
Trails, Mountain Bike	No Standard	No Standard	0		8 new miles	natural surface trails
Skeet and Trap - shooting sports	1	1	0	(1)	1	not recommended; partner with other groups or agencies to meet need
Special Purpose Facilities						
Amphitheater, Performance	1	2	2	0	0	not recommended, use SHOWMOBILE; partner with others (programs only)
Civic Center	No Standard	No Standard	1	0	0	renovate/expand existing facility
Miracle Field	No Standard	No Standard	0	(1)	1	not recommended
Nature Center/Science Center (note: designation may not include building)	2	2	1	(1)	1	need currently being met by Elachee Nature Science Center
Senior Center/Area	1	2	0	(1)	2	1 "wing" at proposed community center; 1 add'l if second recreation center built
Stadium	2	2	0	(2)	2	utilize high schools as needed
Town Green/Event Space (designated)	No Standard	No Standard	1			consider creating additional "town green" at Roosevelt Square area

NOTES:

1. During the final stages of this Master Plan, NRPA released 2019 data which shows GPRA's 2019 and 2030 needs increasing. Totals for Operating and Capital Budget expenditures, Park Land, Greenspace, and FTE Staff member needs were updated in the Gap Analysis table and corresponding sections of the report.





APPENDIX 5: INVENTORY/DEFINITIONS OF PARK LAND AND GREENSPACE

**PARK AND GREENSPACE CLASSIFICATIONS
NATIONAL PARK AND RECREATION (NRPA) BENCHMARKS**

Classification	General Description	Size	Service Area	Acres/1000 Residents	Desirable Site Characteristics Facilities and Purpose
Mini Park / Playlot	Address limited, isolated or unique recreational and aesthetic needs. Serve as a recreational and beautification space where acquisition of larger parks is not possible. These beautification areas are landscaped areas along natural features, travel ways, community gateways and plazas. These types of facilities usually consist of landscaping and reflective benefits.	2500 sq. ft to 1 Acre (3 Acres Max.)	1/4 Mile	0.1 to 0.3 Acres	Generally, includes a play area for young children, benches and small picnic facilities, highlight beautiful features (i.e. community flower bed, mature tree), and/or historic and cultural sites
Neighborhood Park	Neighborhood parks are the basic units of the park system and serve a recreational and social purpose. Focus in on informal recreation.	5+ Acres 8-10 Acres Preferred (3 Acres Min.)	1/2 Mile Uninterrupted by major roads and other physical barriers.	1 to 2 Acres	Serve the surrounding neighborhoods with open space and facilities such as basketball courts, children's play equipment and picnic tables.
Community Park	Serves a broader purpose than neighborhood parks. Focus is on meeting community-based recreational needs as well as preserving unique landscapes and open spaces.	40+ Preferred (20 Acres Min.)	1 Mile	5 to 8 Acres	Easily accessible to nearby neighborhoods and other neighborhoods. Intended for all ages. Usually includes areas of natural or ornamental quality for walking, bicycling, viewing, sitting, or picnicking. Often includes a playlot. They allow for group activities and offer other recreation opportunities not generally found at a neighborhood level. Due their larger size, they are often designed to serve a neighborhood park function as well and generally include all of the same neighborhood park activities as well as additional unique characteristics described above. Where active recreation is provided, it is generally intended for larger programmed activities such as sports league practices, games and/or tournaments. Active recreation, such as sports fields, in community parks may have additional support facilities not found at a neighborhood level, such as bleachers, fencing, dugouts, concessions, synthetic turf and/or lighting.

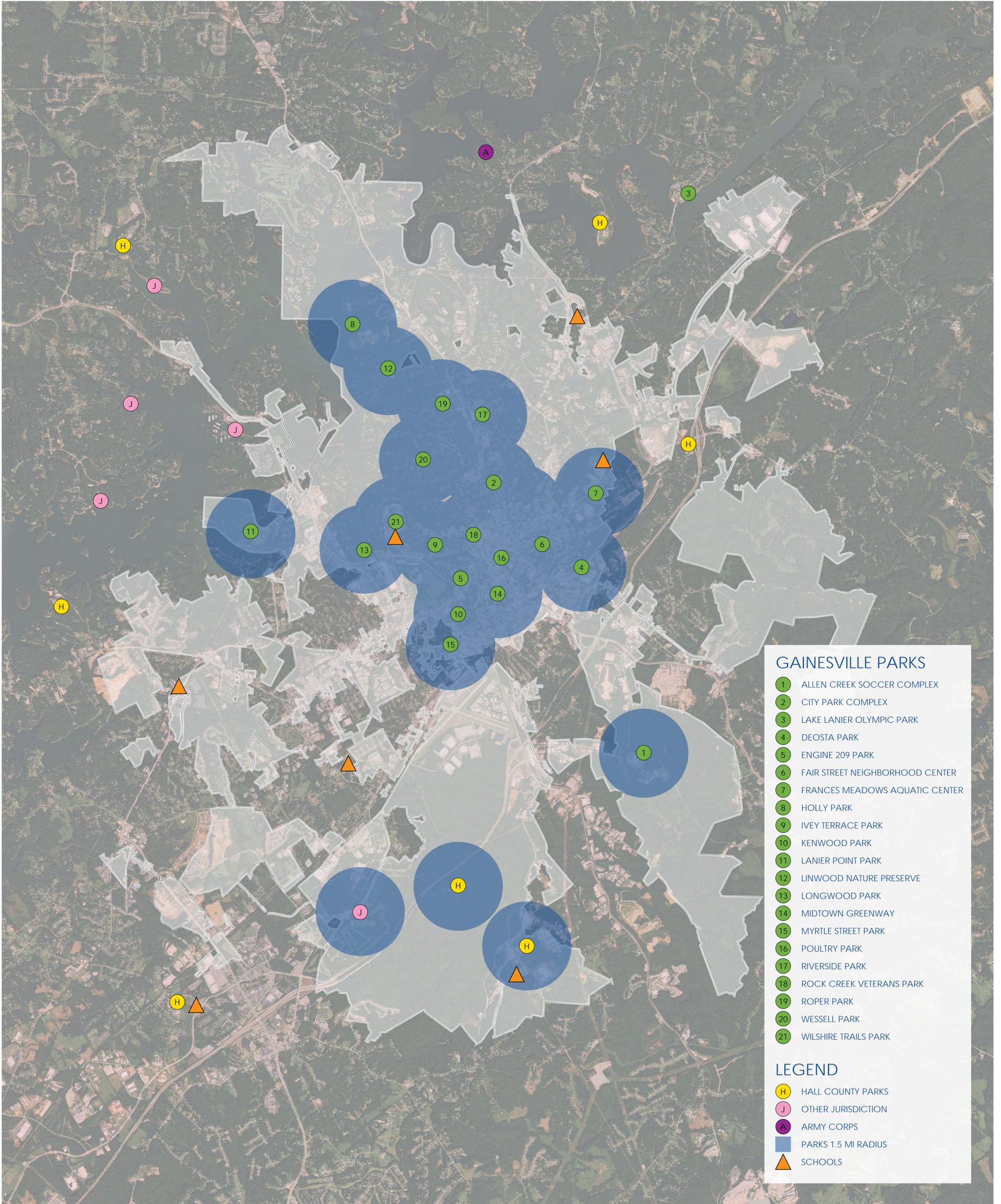
Regional Park	Consolidates programmed adult and youth athletic fields and associated facilities. Tournament-level facilities are appropriate.	40+ Acres; 40-80 Acres Preferred (20 Acre Min.)	Countywide (5 Miles Typical)	5 to 10 Acres	Emphasis often on facilities for organized and individual sports. Usually includes lighted athletic fields and areas for court games. Regional parks are generally the largest in size and serve the greatest geographical area, often extending beyond the city or urban growth area limits to include county and/or other adjacent jurisdictions. Their focus is on providing specialized activities, as well as preserving unique landscapes, open spaces or environmental features. Allow for group activities and offer other recreation opportunities not generally found at a community or neighborhood park level. They may also be designed to serve a community or neighborhood park function as well, but are often of a more specialized nature. Regional parks may be developed to maximize their intended uses, whether for sports fields, mountain biking trails, camping, unique natural or environmental features, or extreme sport venues. They may include the same activities as those found in community and neighborhood park guidelines, but are often intended for a more single, specialized use that requires a larger space than can be supported through a typical community or neighborhood park type.
Specialty Facilities	Typically, a facility with a designated purpose such as a Dance/Arts Center, Environmental Education Center, Soccer Complex, Horse Arena, etc.	N/A	Generally Countywide		Exclusively or significantly comprised of amenities designed to provide a range of similar activities to achieve a dedicated purpose.

GREENSPACE: DEFINITIONS

	Definition	Potential Attributes	Establishing a Benchmark
Greenspace	Undisturbed natural areas, areas addressing ecosystem service needs, and/or areas with limited development devoted primarily to outdoor recreation, historic, and/or educational activities. The most generally accepted definition for greenspace includes some degree of permanent protection in a natural condition.	Ecosystem services; habitat protection; water quality protection; flood protection; wetland protection; pollution abatement (heat, noise, chemical, light, etc.); erosion protection; unique flora/fauna; scenic protection; historic, archeologic, or cultural protection.	A separate greenspace benchmark was not established as a part of this master plan. While national and state-wide survey have established "greenspace" (i.e. undisturbed natural areas, areas addressing ecosystem service needs, and/or areas with limited development devoted primarily to outdoor recreation and educational activities) as the most sought after and desired type of experience, there are few recognized benchmarks. Thus, it is challenging to establish a local standard for greenspace. Several large cities and the World Health Organization have independently developed standards for greenspace: City of New York (1.5 ac./1000); London (6.7 ac./1000); Amsterdam (11 ac./1000); Stockholm (21.6 ac./1000); World Health Organization (2.2 ac./1000)



APPENDIX 6: WALKABILITY MAP



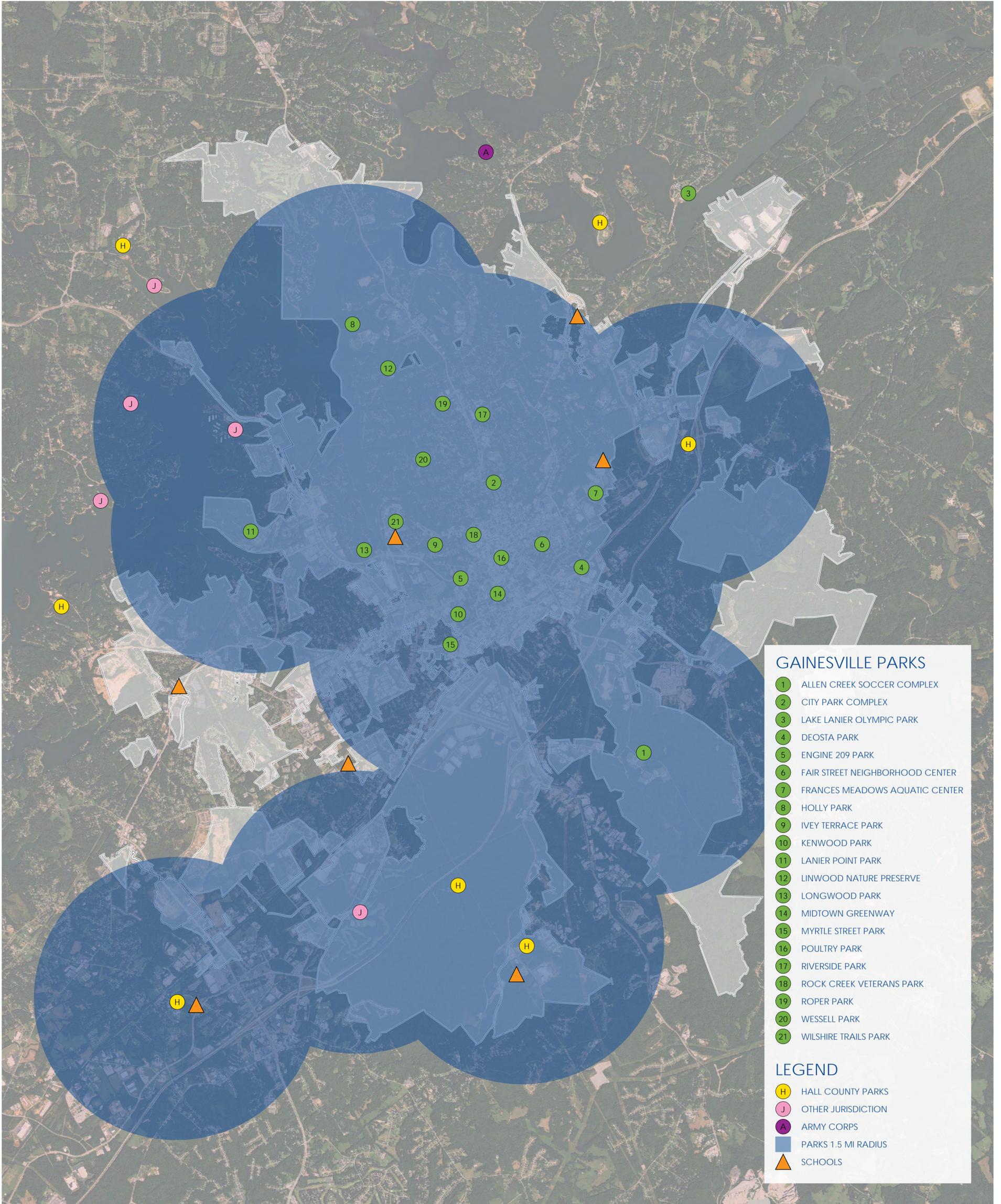
CITY OF GAINESVILLE
 TOTAL AREA: 21,696 ACRES
 TOTAL WALKABLE AREA: 7,147.9 ACRES
 WALKABLE AREA BY PERCENT: 32.95%

GAINESVILLE

WALKABILITY



APPENDIX 7: BIKEABILITY MAP



CITY OF GAINESVILLE
 TOTAL AREA: 21,696 ACRES
 TOTAL BIKEABLE AREA: 20,210 ACRES
 BIKEABLE AREA BY PERCENT: 93.15%

GAINESVILLE

BIKEABILITY



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APPENDIX 8: CREATING A FORMAL AND PERMANENT GREENSPACE PROGRAM: CONSIDERATIONS AND SUGGESTIONS



The following are suggestions for consideration as part of the development of a comprehensive Greenspace Program. This information has been provided by the GPRA master planning team in response to requests from GPRA staff. While development of a Greenspace Program was beyond the scope of the GPRA master plan, the master plan team included this information with the hopes it will prove helpful to the COG's greenspace efforts.

CREATING AN ACQUISITION TEAM

- Establish a site evaluation group that includes professionals and dedicated armatures in such fields and/or with training and experience in Forestry, Wildlife Management, Ecology, Outdoor Recreation, Botany, Park management and maintenance, Natural History, Historic Resources, and related. This team focuses on identifying and evaluating high quality green infrastructure and natural resource properties.
- Establish an advisory team to provide training to help team members understand the various aspects of real estate transactions, from surveying, appraisals, funding instruments, easements, bargain sales, land negotiation, etc. Members of such a group could include Real Estate Attorneys, Certified Public Accountants, Land Trusts, Financial Planners, and related.

DETERMINING WHAT PROPERTIES TO ACQUIRE

Establish acquisition criteria. Examples of considerations include (not in priority order):

- Connectivity between two or more already protected properties
- Flood protection;
- Protection of cultural sites, heritage corridors, or archeological and historic resources;
- Protection of high quality agricultural and forestry lands, as determined by their soils, terrain, size, and spatial location;
- Protection of wildlife corridors, native habitats, and High Priority Habitats as identified in State, Federal, or similar programs (ex. the State Wildlife Action Plan);
- Opportunities for both self-directed and interpretative programs leading to a greater understanding of the natural environment, cultural heritage, and preservation/conservation efforts;
- Provision of resource-based recreation in the form of boating, hiking, camping, fishing, running, jogging, biking, walking or similar outdoor activities which would minimally impact the other Greenspace ecological and habitat goals of the property being protected;
- Reduction of erosion through protection of steep slopes, areas with erodible soils, and stream banks;
- Scenic protection;
- Water quality protection for wetlands, rivers, streams, and lakes, including riparian buffers;
- Protection of forests within urban areas, which provide high species diversity and canopy cover that promote the public benefits commonly associated with State or Federal community forestry programs (ex. USDA Community Forestry Program).

FINDING HIGH QUALITY PROPERTIES

Ultimately, walking on a piece of property is the only true way to establish its ecological value. However, there are tools available to help narrow search areas as well as assist with site evaluations. Tools include mapping software (such as ArcGIS from ESRI) that can help establish potential locations/sites. Items that can be mapped and reviewed include such things as:

- Review of overstory/cover types and the presence of Georgia High Priority Habitats (Department of Natural Resources); Infrared imagery is helpful as well. Imagery is available via: <http://gio.ga.gov/high-resolution-statewide-imagery-now-available-to-all-georgia-government-employees/>
- Buffers and Environmentally sensitive areas (ex: floodplains, wetlands, swamps, etc.)
- Lidar maps (Digital Elevation) – provides valuable information on land formations and past/current land uses not visible through orthophotography
- Steep Slopes
- Soil types (especially those associated with high quality agriculture or forestry as defined by the Natural Resource Conservation Service (NRCS)
- “Legacy Forest” – or forest that have been present for 80-100+ years. A review of aerial photography dating back to 1938 is essential. Historic Imagery is available through the
 - » United States Department of Agriculture Farm Services Agency
 - <https://www.fsa.usda.gov/programs-and-services/aerial-photography/imagery-products/index>

- » University of Georgia Digital Library System
 - https://dlg.usg.edu/records?utf8=%E2%9C%93&q=hall+county+aerial+photography&search_field=all_fields&collection_record_id=dlg_gaph
- Historic or culturally important resources; some information is available through local historic groups and the University of Georgia College of Environment + Design
 - » <https://ced.uga.edu/pso/findit/>
- Potential for the presence of rare, unusual, threatened, or endangered species

ESTABLISHING PERMANENT PROTECTION

Permanent protection status is best placed on acquired properties through two main tools:

- Restrictive Covenants (Deed Restrictions) – imposed when land is preserved or purchased through by Hall County Government (as per an approved Greenspace Program with restrictions defined), by a landowner, or through a granting agency or donor,
- A Conservation Easement held by a third party such as an accredited land trust; sources of information include the National Conservation Easement Database (<https://www.conservationeasement.us/>), land trusts, The Trust for Public Lands, The Nature Conservancy, etc.

FUNDING SOURCES

Examples include:

- Private Donations
- Reduced Price or Bargain Sales
- Georgia Department of Transportation (GDOT)
- Georgia Department of Natural Resources (GADNR)
- United States Fish and Wildlife Service (USFWS)
- Georgia Land Conservation Program (GLCP-GEFA)
- National Parks Service Land and Water Conservation Fund (LWCF)
- Forest Legacy Program (FLP-GFC)
- Natural Resource Conservation Service Agricultural Easement Program (NRCS ACEP)
- Community Forest Program (USFS-CFP)
- Foundation grants and private gifts





APPENDIX 10: COST ESTIMATES

	QTY	UNIT	UNIT COST	SUBTOTAL COST			NOTES
6 Fair Street Park							
Sign, Monument	1	job	\$ 15,000.00	\$ 15,000.00			at new entrance near building in front
Sign, Wayfinding	1	job	\$ 3,500.00	\$ 3,500.00			update street signs
Tree, Large	20	ea	\$ 750.00	\$ 15,000.00			shade trees around site and at back
ZZ General Conditions	0.1	allow	\$ 33,500.00	\$ 3,350.00			10% of everything above
SUB-TOTAL				\$ 36,850.00			
5% Design and Engineering Fee				\$ 1,842.50			specifications only
20% Contingency				\$ 7,370.00			
TOTAL				\$ 46,062.50	\$ 46,062.50		
7 Frances Meadows Aquatic Center							
Fence	400	lf	\$ 35.00	\$ 14,000.00			4' tall perimeter fence around pool site
Fitness Stations	10	ea	\$ 1,500.00	\$ 15,000.00			along the fitness trail
Landscaping	20	ea	\$ 100.00	\$ 2,000.00			shrub groupings along the walkways
Pavilion, Large (shelter)	240	sf	\$ 125.00	\$ 30,000.00			12' x 20' at pool
Rectangular Field, Multisport Synthetic Turf	1	ea	\$ 1,000,000.00	\$ 1,000,000.00			lighted
Swimming Pool, Outdoor, Leisure	5000	sf	\$ 120.00	\$ 600,000.00			50' x 100', includes 6,000 SF pool deck, zero entry
Trail, Paved, Multiuse or Walking	8000	sf	\$ 4.00	\$ 32,000.00			8' asphalt fitness trail around the school
Trail, Paved, Multiuse or Walking	15840	sf	\$ 6.00	\$ 95,040.00			6' concrete connector trails to neighborhoods
Tree, Large	20	ea	\$ 750.00	\$ 15,000.00			along the walkways
Wall, Retaining	120	ff	\$ 130.00	\$ 15,600.00			beside the clubhouse
Grading and Drainage, Site	0.1	allow	\$ 1,818,640.00	\$ 181,864.00			10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 1,818,640.00	\$ 90,932.00			5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 2,091,436.00	\$ 209,143.60			10% of everything above
SUB-TOTAL				\$ 2,300,579.60			
10% Design and Engineering Fee				\$ 230,057.96			
20% Contingency				\$ 460,115.92			
TOTAL				\$ 2,990,753.48	\$ 2,990,753.48		
8 Green Street Park Options							
Building, Renovate	1800	sf	\$ 110.00	\$ 198,000.00			restrooms/dressing rooms inside existing building
Building, Renovate	1200	sf	\$ 70.00	\$ 84,000.00			remainder of building/breezeway
Community Garden	1	job	\$ 10,000.00	\$ 10,000.00			
Demo, Wall	300	ff	\$ 55.00	\$ 16,500.00			remove existing concrete retaining wall
Drinking Fountain	1	ea	\$ 2,500.00	\$ 2,500.00			at restroom building
Pavilion, Small (shelter)	625	sf	\$ 90.00	\$ 56,250.00			rectangular 30' x 15' pavilion adjacent existing concrete wall
Paving, Asphalt	12,600	sf	\$ 0.50	\$ 6,300.00			topcoat parking lot
Paving, Asphalt	9,000	sf	\$ 6.00	\$ 54,000.00			new parking lots - (14) spaces
Paving, Concrete	800	sf	\$ 8.00	\$ 6,400.00			(4) ADA spaces, 200 sf each
Picnic Areas, Site							
2. Table	4	ea	\$ 1,600.00	\$ 6,400.00			
3. Trash Bin	4	ea	\$ 600.00	\$ 2,400.00			
Relocate, Conservation Fund Project Marker	1	job	\$ 1,500.00	\$ 1,500.00			
Sign, Monument	1	job	\$ 15,000.00	\$ 15,000.00			new feature and sign
Sign, Wayfinding	1	job	\$ 4,000.00	\$ 4,000.00			update street signs
Splash Pad	1	job	\$ 300,000.00	\$ 300,000.00			in front of building
Tree, Large	10	ea	\$ 750.00	\$ 7,500.00			shade trees around building
Trail, Natural Surface	4,800	sf	\$ 2.50	\$ 12,000.00			6' wide - see maintenance section
Trail, Paved, Multiuse or Walking	4,000	sf	\$ 6.00	\$ 24,000.00			8' wide concrete paved trails, parking at building
Wall, Retaining	900	ff	\$ 160.00	\$ 144,000.00			terraced seat wall around splash pad
Grading and Drainage, Site	0.1	allow	\$ 950,750.00	\$ 95,075.00			10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 950,750.00	\$ 47,537.50			5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 1,093,362.50	\$ 109,336.25			10% of everything above
SUB-TOTAL				\$ 1,202,698.75			
10% Design and Engineering Fee				\$ 120,269.88			
20% Contingency				\$ 240,539.75			
TOTAL				\$ 1,563,508.38	\$ 1,563,508.38		
9 Holly Park							
Building, Restroom	600	sf	\$ 230.00	\$ 138,000.00			(6 holes) at beach
Canoe/Kayak Launch	1	job	\$ 8,000.00	\$ 8,000.00			on lake
Fishing Pier	1,200	sf	\$ 50.00	\$ 60,000.00			12' x 100' long on the lake
Fish Cleaning Station	1	ea	\$ 2,000.00	\$ 2,000.00			on the lake
Pavilion, Large (shelter)	900	sf	\$ 125.00	\$ 112,500.00			at beach area
Paving, Asphalt	8,000	sf	\$ 4.50	\$ 36,000.00			new parking lot - over existing gravel area - 40 spaces
Picnic Areas, Site							
1. Bench	6	ea	\$ 1,200.00	\$ 7,200.00			
2. Grill	5	ea	\$ 800.00	\$ 4,000.00			
3. Table	10	ea	\$ 1,600.00	\$ 16,000.00			
4. Trash Bin	5	ea	\$ 600.00	\$ 3,000.00			
Playground (6-12 year olds)	1	job	\$ 350,000.00	\$ 350,000.00			adventure play structure in the wooded area
Sand Volleyball	1	job	\$ 5,000.00	\$ 5,000.00			near beach
Sign, Monument	1	job	\$ 6,000.00	\$ 6,000.00			at gateway
Sign, Site	1	job	\$ 4,000.00	\$ 4,000.00			signs
Swim Beach, Renovate	1	job	\$ 12,000.00	\$ 12,000.00			add sand
Trail, Paved, Multiuse or Walking	25,200	sf	\$ 6.00	\$ 151,200.00			6' perimeter concrete walking trails around edge of park
Trail, Paved, Multiuse or Walking	16,800	sf	\$ 6.00	\$ 100,800.00			6' perimeter concrete trail to water plant around the edge of lake
Grading and Drainage, Site	0.1	allow	\$ 1,015,700.00	\$ 101,570.00			10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 1,015,700.00	\$ 50,785.00			5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 1,168,055.00	\$ 116,805.50			10% of everything above
SUB-TOTAL				\$ 1,284,860.50			
10% Design and Engineering Fee				\$ 128,486.05			
20% Contingency				\$ 256,972.10			
TOTAL				\$ 1,670,318.65	\$ 1,670,318.65		
10 Ivey Terrace Park							
Invasive Plant Removal	1	allow	\$ 5,000.00	\$ 5,000.00			annual allowance
Sign, Wayfinding	2	job	\$ 6,000.00	\$ 12,000.00			
Trail, Natural Surface	18,000	sf	\$ 2.50	\$ 45,000.00			6' cross country trail within the parks
Tree, Pruning	1	allow	\$ 5,000.00	\$ 5,000.00			annual allowance
Grading and Drainage, Site	0.1	allow	\$ 62,000.00	\$ 6,200.00			10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 62,000.00	\$ 3,100.00			5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 71,300.00	\$ 7,130.00			10% of everything above
SUB-TOTAL				\$ 83,430.00			
10% Design and Engineering Fee				\$ 8,343.00			
20% Contingency				\$ 16,686.00			
TOTAL				\$ 108,459.00	\$ 108,459.00		
11 Lanier Point Park							
Disc Golf Course	18	hole	\$ 3,000.00	\$ 54,000.00			
Fish Cleaning Station	1	ea	\$ 2,000.00	\$ 2,000.00			on the lake
Fishing Pier	1,200	sf	\$ 50.00	\$ 60,000.00			12' x 100' long on the lake
Pavilion, Small (shelter)	240	sf	\$ 90.00	\$ 21,600.00			12' x 20' shelter for disc golf
Paving, Asphalt	8,000	sf	\$ 4.50	\$ 36,000.00			(40) additional parking spaces
Playground (6-12 year olds)	1	job	\$ 150,000.00	\$ 150,000.00			
Sign, Monument	1	job	\$ 10,000.00	\$ 10,000.00			new entrance feature and sign off Dawsonville Hwy
Trail, Paved, Multiuse or Walking	12,000	sf	\$ 6.00	\$ 72,000.00			10' concrete trail to Beechwood Blvd
Trail, Paved, Multiuse or Walking	12,800	sf	\$ 4.00	\$ 51,200.00			8' asphalt perimeter walking trail around ballfields
Tree, Large	20	ea	\$ 750.00	\$ 15,000.00			shade trees at ballfield
Grading and Drainage, Site	0.1	allow	\$ 471,800.00	\$ 47,180.00			10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 471,800.00	\$ 23,590.00			5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 542,570.00	\$ 54,257.00			10% of everything above

SUB-TOTAL					\$ 596,827.00				
10% Design and Engineering Fee					\$ 59,682.70				
20% Contingency					\$ 119,365.40				
TOTAL					\$ 775,875.10	\$ 775,875.10			
12 Linwood Nature Preserve	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Birdwatching Blinds	4	ea	\$ 4,000.00	\$ 16,000.00					in meadows & woods
Honey Bee Hives	8	ea	\$ -	\$ -					private vender to provide
Landscaping	1	ac	\$ 6,500.00	\$ 6,500.00					wildflower meadow in open area
Pavilion, Small (shelter)	120	sf	\$ 90.00	\$ 10,800.00					near tot lot
Pavilion, Small (shelter)	240	sf	\$ 90.00	\$ 21,600.00					(5) small 6' x 8' prefab rest shelters along the trails
Picnic Areas, Site									
1. Table	6	ea	\$ 1,600.00	\$ 9,600.00					
2. Trash Bin	6	ea	\$ 600.00	\$ 3,600.00					
Ropes Course	1	job	\$ -	\$ -					private vender to provide
Sign, Educational	1	job	\$ 8,000.00	\$ 8,000.00					on trails
Sign, Wayfinding/Educational	1	job	\$ 8,000.00	\$ 8,000.00					along the trails
Trail, Natural Surface	33,600	sf	\$ 2.50	\$ 84,000.00					additional 6' perimeter/walking trails around outside of park
Tree, Fruit	40	ea	\$ 350.00	\$ 14,000.00					scattered on site
Wildlife/Butterfly Food Plots	4	ea	\$ 2,500.00	\$ 10,000.00					scattered on site
Grading and Drainage, Site	0.1	allow	\$ 192,100.00	\$ 19,210.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 192,100.00	\$ 9,605.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 220,915.00	\$ 22,091.50					10% of everything above
SUB-TOTAL					\$ 243,006.50				
10% Design and Engineering Fee					\$ 24,300.65				
20% Contingency					\$ 48,601.30				
TOTAL					\$ 315,908.45	\$ 315,908.45			
13 Longwood Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Building, Restroom	800	sf	\$ 230.00	\$ 184,000.00					near parking adjacent Festival Field (8 holes)
Bridge	1000	sf	\$ 50.00	\$ 50,000.00					trail bridge / fishing walk 10' wide across small bay
Bridge	1000	sf	\$ 50.00	\$ 50,000.00					10' x 100' Bridge to other side of lake
Canoe/Kayak Launch	1	job	\$ 8,000.00	\$ 8,000.00					adjacent swim beach
Demo, Monument	1	job	\$ 500.00	\$ 500.00					
Demo, Playgrounds	2	ea	\$ 3,000.00	\$ 6,000.00					
Demo, Tennis Courts	8	ea	\$ 5,000.00	\$ 40,000.00					
Drinking Fountain	2	ea	\$ 2,500.00	\$ 5,000.00					at restroom building and at pavilion
Festival Field, Open Play	48,000	sf	\$ 4.00	\$ 192,000.00					120' x 400' in old tennis courts area
Fishing Pier	1200	sf	\$ 50.00	\$ 60,000.00					12' x 100' long
Fishing Cleaning Station	1	ea	\$ 2,000.00	\$ 2,000.00					at lake
Pavilion, Large (shelter)	1200	sf	\$ 125.00	\$ 150,000.00					rectangular 20' x 60' at Festival Field
Pavilion, Small (shelter)	450	sf	\$ 90.00	\$ 40,500.00					rectangular shelter 15' x 30' near lake
Paving, Asphalt	5000	sf	\$ 6.00	\$ 30,000.00					(25) spaces parking lot
Paving, Asphalt	6240	sf	\$ 6.00	\$ 37,440.00					24' x 260' additional driveway
Paving, Concrete	600	sf	\$ 8.00	\$ 4,800.00					ADA spaces near boat ramp access
Picnic Areas, Site									
1. Bench	25	ea	\$ 1,200.00	\$ 30,000.00					
2. Grill	15	ea	\$ 800.00	\$ 12,000.00					
3. Table	46	ea	\$ 1,600.00	\$ 73,600.00					
4. Trash Bin	43	ea	\$ 600.00	\$ 25,800.00					
Playground (6-12 year olds)	1	ea	\$ 150,000.00	\$ 150,000.00					play structure
Sign, Monument	1	job	\$ 15,000.00	\$ 15,000.00					entrance feature
Sign, Wayfinding	1	job	\$ 5,000.00	\$ 5,000.00					directional signs on streets and in park
Solar Model	1	job	\$ 5,000.00	\$ 5,000.00					
Swim Beach	1	job	\$ 25,000.00	\$ 25,000.00					grading and beach sand
Trail, Natural Surface	47,520	sf	\$ 2.50	\$ 118,800.00					6' wide trails around the lake
Trail, Paved, Multiuse or Walking	4,800	sf	\$ 6.00	\$ 28,800.00					8' wide concrete trail from bridge to Lakeshore Drive
Tree, Pruning	1	allow	\$ 8,000.00	\$ 8,000.00					along streets and in park
Wall	100	ff	\$ 130.00	\$ 13,000.00					seating wall around a portion of playground area
Grading and Drainage, Site	0.1	allow	\$ 1,370,240.00	\$ 137,024.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 1,370,240.00	\$ 68,512.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 1,575,776.00	\$ 157,577.60					10% of everything above
SUB-TOTAL					\$ 1,733,353.60				
10% Design and Engineering Fee					\$ 173,335.36				
20% Contingency					\$ 346,670.72				
TOTAL					\$ 2,253,359.68	\$ 2,253,359.68			
14 Midtown Greenway	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Aerator, Fountain	1	ea	\$ 6,000.00	\$ 6,000.00					in the pond
Bench	5	ea	\$ 1,200.00	\$ 6,000.00					at the pond
Bench	9	ea	\$ 1,200.00	\$ 10,800.00					inside the dog park fence
Boardwalk	2000	sf	\$ 65.00	\$ 130,000.00					10' wide through pond
Building, Green Room	400	sf	\$ 230.00	\$ 92,000.00					at amphitheater
Building, Restroom	600	sf	\$ 230.00	\$ 138,000.00					near splash pad/playground, (6 holes)
Comfort Station	10	ea	\$ 15,000.00	\$ 150,000.00					includes bench, shade canopy or trees, trash bin, and (3) drinking fountains
Dog Park, Large	1	ac	\$ 40,000.00	\$ 40,000.00					includes 600 lf of 6' decorative aluminum fence and sod
Dog Park, Play Elements	8	ea	\$ 2,500.00	\$ 20,000.00					for both dog parks
Dog Park, Small	0.5	ac	\$ 40,000.00	\$ 20,000.00					includes 800 lf of 6' decorative aluminum fence and sod
Drinking Fountain	2	ea	\$ 3,000.00	\$ 6,000.00					in dog parks (with pet drinking attachment)
Electrical, Site	1	allow	\$ 100,000.00	\$ 100,000.00					for stage and amphitheater sound and lights
Fishing Pier	480	sf	\$ 50.00	\$ 24,000.00					12' x 40' long
Fishing Cleaning Station	1	ea	\$ 2,000.00	\$ 2,000.00					at pond
Landscaping, Wetland Plantings	1	job	\$ 10,000.00	\$ 10,000.00					around edge of pond
Observation Platforms	2000	sf	\$ 40.00	\$ 80,000.00					(2) 1,000 sf each on the pond
Paving, Asphalt	1200	sf	\$ 6.00	\$ 7,200.00					(6) on-street parking spaces
Paving, Asphalt	8000	sf	\$ 6.00	\$ 48,000.00					expand existing parking lot
Paving, Concrete	600	sf	\$ 8.00	\$ 4,800.00					(3) ADA parking spaces adjacent the pond
Pavilion, Large (shelter)	2000	sf	\$ 125.00	\$ 250,000.00					20' x 30' at pond
Pavilion, Small (shelter)	300	sf	\$ 90.00	\$ 27,000.00					10' x 30' inside dog park
Picnic Areas, Site									
1. Bench	12	ea	\$ 1,200.00	\$ 14,400.00					
2. Table	46	ea	\$ 1,600.00	\$ 73,600.00					
3. Trash bin	13	ea	\$ 600.00	\$ 7,800.00					
Playground, Destination, Adventure, ADA Accessible	1	job	\$ 250,000.00	\$ 250,000.00					in park area
Property Acquisitions	1	ea	\$ -	\$ -					NIE
Relocate, Train	1	job	\$ -	\$ -					included in Engine 209 Park costs
Shade Structure	6	ea	\$ 5,000.00	\$ 30,000.00					(6) fabric shade structures at amphitheater
Shade Structure	5	ea	\$ 5,000.00	\$ 25,000.00					(5) fabric shade structures at dog park
Sign, Monument	1	job	\$ 15,000.00	\$ 15,000.00					entrance feature, Timberidge Rd/Reservoir
Sign, Wayfinding	1	job	\$ 10,000.00	\$ 10,000.00					trail system signage
Skate Park	1	job	\$ -	\$ -					current SPLOST project being constructed
Splash Pad	1	job	\$ 300,000.00	\$ 350,000.00					6,000 sf in park area
Trail, Paved, Multiuse or Walking	1200	sf	\$ 6.00	\$ 7,200.00					10' wide concrete sidewalks around the pond
Trail, Paved, Multiuse or Walking	1500	sf	\$ 6.00	\$ 9,000.00					10' wide concrete sidewalks and paving near splash pad and amphitheater
Tree, Large	30	ea	\$ 750.00	\$ 22,500.00					around the dog park
Tree, Large	30	ea	\$ 750.00	\$ 22,500.00					near amphitheater and splash pad area
Tree, Pruning	1	allow	\$ 8,000.00	\$ 8,000.00					
Walls	800	ff	\$ 60.00	\$ 48,000.00					terraced seat walls at amphitheater
Walls	200	ff	\$ 60.00	\$ 12,000.00					seat walls at splash pad perimeter
Grading and Drainage, Site	0.1	allow	\$ 2,076,800.00	\$ 207,680.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 2,076,800.00	\$ 103,840.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 2,388,320.00	\$ 238,832.00					10% of everything above
SUB-TOTAL					\$ 2,627,152.00				

Site Survey				\$ 3,000.00					dog park area
10% Design and Engineering Fee				\$ 262,715.20					
20% Contingency				\$ 525,430.40					
TOTAL				\$ 3,418,297.60	\$ 3,418,297.60				
15 Kenwood and Myrtle Street Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Basketball Court, Outdoor	1	job	\$ 50,000.00	\$ 50,000.00					adjacent to existing
Basketball Court, Outdoor, Renovate	1	job	\$ 35,000.00	\$ 35,000.00					topping and new fence
Bench	4	ea	\$ 1,200.00	\$ 4,800.00					along the walkways in park
Bike Rack	2	ea	\$ 800.00	\$ 1,600.00					on 8' wide walkway in park
Bridge	2	ea	\$ 24,000.00	\$ 48,000.00					replace demolished bridges in Kenwood Park (see below)
Building, Restroom	600	sf	\$ 230.00	\$ 138,000.00					30' x 30'
Community Garden	1	job	\$ 10,000.00	\$ 10,000.00					
Demo, Asphalt Paving	22600	sf	\$ 1.50	\$ 33,900.00					Myrtle, Providence Dr & parking lot in Myrtle Park
Demo, Bridge	2	job	\$ 750.00	\$ 1,500.00					footbridges in Kenwood Park
Demo, Building	6	job	\$ 20,000.00	\$ 120,000.00					house structures
Demo, Site	1	allow	\$ 2,500.00	\$ 2,500.00					debris on house lots
Demo, Tree	1	job	\$ 4,000.00	\$ 4,000.00					trees around houses
Drinking Fountain	1	ea	\$ 2,500.00	\$ 2,500.00					at restroom building
Fence	1600	lf	\$ 45.00	\$ 72,000.00					8' protective fence along Pearl Nix and Queen City Parkways
Gates	3	ea	\$ 400.00	\$ 1,200.00					pedestrian gates in fencing
Pavilion, Large (shelter)	1200	sf	\$ 125.00	\$ 150,000.00					(2) 20' x 30' rectangular on existing concrete pad and adjacent basketball courts
Pavilion - Large (shelter)	900	sf	\$ 125.00	\$ 112,500.00					octagonal shaped at end of Myrtle St
Paving, Asphalt	3400	sf	\$ 6.00	\$ 20,400.00					(17) on street parking spaces off Myrtle St.
Paving, Asphalt	4000	sf	\$ 6.00	\$ 24,000.00					(20) parking spaces along Providence Drive
Paving, Concrete	600	sf	\$ 8.00	\$ 4,800.00					(3) ADA parking spaces
Picnic Areas, Site									
1. Bench	3	ea	\$ 1,200.00	\$ 3,600.00					under shelter
2. Grill	4	ea	\$ 800.00	\$ 3,200.00					(2) on site (2) in shelters
3. Table	12	ea	\$ 1,600.00	\$ 19,200.00					(4) on site, (2) in small shelter, (6) in large shelter
4. Trash Bin	3	ea	\$ 600.00	\$ 1,800.00					(2) on site, (1) at shelter
Property Acquisitions	7	ea	-	-					NIE
Rectangular Field, Open Play Event	1	ea	\$ 120,000.00	\$ 120,000.00					open informal play, sod and irrigation
Rectangular Field, Open Play Event	1	ea	\$ 120,000.00	\$ 120,000.00					100' x 120' soccer practice field
Sign, Markers	1	job	\$ 600.00	\$ 600.00					along loop sidewalk
Sign, Wayfinding	1	job	\$ 5,000.00	\$ 5,000.00					on streets and in park
Stream, Renovate	600	lf	\$ 100.00	\$ 60,000.00					stream bank cleanup and stabilization on both sides of creek
Swing	2	ea	\$ 2,500.00	\$ 5,000.00					porch swings in secluded areas
Trail, Paved, Multiuse or Walking	2,000	sf	\$ 6.00	\$ 12,000.00					8' wide concrete sidewalk loop from Kenwood to Myrtle Park
Trail, Paved, Multiuse or Walking	2000	sf	\$ 6.00	\$ 12,000.00					8' wide concrete sidewalk to soccer field
Trail, Paved, Multiuse or Walking	800	sf	\$ 6.00	\$ 4,800.00					8' wide concrete sidewalk around soccer field
Tree, Renovate	12	ea	\$ 500.00	\$ 6,000.00					specimen tree care for large trees on site
Grading and Drainage, Site	0.1	allow	\$ 1,209,900.00	\$ 120,990.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 1,209,900.00	\$ 60,495.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 1,391,385.00	\$ 139,138.50					10% of everything above
SUB-TOTAL				\$ 1,530,523.50					
Site Survey				\$ 8,000.00					to prepare base sheet
10% Design and Engineering Fee				\$ 153,052.35					
20% Contingency				\$ 306,104.70					
TOTAL				\$ 1,997,680.55	\$ 1,997,680.55				
16 Poultry Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Demo, Asphalt Paving	1000	sf	\$ 1.00	\$ 1,000.00					open up space
Demo, Landscaping	1	job	\$ 1,500.00	\$ 1,500.00					remove shrubs in park
Paving, Concrete	1000	sf	\$ 8.00	\$ 8,000.00					new plaza around monument at corner
Relocate, Monument	1	job	\$ 20,000.00	\$ 20,000.00					poultry monument moved to Jesse Jewel & Academy Street
Relocate, Monument	4	job	\$ 500.00	\$ 2,000.00					other monuments and signs moved to edges of park
Sod, Renovate	1200	sf	\$ 2.00	\$ 2,400.00					
Tree, Pruning	11	ea	\$ 250.00	\$ 2,750.00					open up views into space
Grading and Drainage, Site	0.1	allow	\$ 37,650.00	\$ 3,765.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 37,650.00	\$ 1,882.50					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 43,297.50	\$ 4,329.75					10% of everything above
SUB-TOTAL				\$ 47,627.25					
10% Design and Engineering Fee				\$ 4,762.73					
20% Contingency				\$ 9,525.45					
TOTAL				\$ 61,915.43	\$ 61,915.43				
17 Riverside Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Tree, Pruning	1	allow	\$ 5,000.00	\$ 5,000.00					annual need
Tree, Renovate	1	allow	\$ 5,000.00	\$ 5,000.00					annual need
TOTAL				\$ 10,000.00	\$ 10,000.00				
18 Rock Creek Veterans Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Sign, Wayfinding	1	job	\$ 6,000.00	\$ 6,000.00					
Trail, Paved, Multiuse or Walking	6000	sf	\$ 6.00	\$ 36,000.00					8' wide concrete spur trails over to greenway as determined
Tree, Renovate	1	allow	\$ 5,000.00	\$ 5,000.00					annual allowance for ongoing tree care
Grading and Drainage, Site	0.1	allow	\$ 47,000.00	\$ 4,700.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 47,000.00	\$ 2,350.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 54,050.00	\$ 5,405.00					10% of everything above
SUB-TOTAL				\$ 59,455.00					specs
5% Design and Engineering Fee				\$ 2,972.75					
20% Contingency				\$ 11,891.00					
TOTAL				\$ 74,318.75	\$ 74,318.75				
19 Roper Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Diamond Field, Renovate	1	job	\$ 10,000.00	\$ 10,000.00					update backstop and dugouts
Pavilion, Small (shelter)	144	sf	\$ 90.00	\$ 12,960.00					12' x 12' Square
Picnic Areas, Site									
1. Bench	4	ea	\$ 1,200.00	\$ 4,800.00					at ballfields
2. Table	2	ea	\$ 1,600.00	\$ 3,200.00					at ballfields
3. Trash Bin	2	ea	\$ 600.00	\$ 1,200.00					(2) on site, (1) at shelter
Tree, Renovate	1	ea	\$ 1,500.00	\$ 1,500.00					annual tree care
Grading and Drainage, Site	0.1	allow	\$ 33,660.00	\$ 3,366.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 33,660.00	\$ 1,683.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 38,709.00	\$ 3,870.90					10% of everything above
SUB-TOTAL				\$ 42,579.90					Specs and details
10% Design and Engineering Fee				\$ 4,257.99					
20% Contingency				\$ 8,515.98					
TOTAL				\$ 55,353.87	\$ 55,353.87				
20 Wessell Park	QTY	UNIT	UNIT COST	SUBTOTAL COST					NOTES
Picnic Areas, Site									
1. Bench	6	ea	\$ 1,200.00	\$ 7,200.00					
2. Grill	4	ea	\$ 800.00	\$ 3,200.00					picnic
3. Table	4	ea	\$ 1,600.00	\$ 6,400.00					
4. Trash Bin	4	ea	\$ 600.00	\$ 2,400.00					
Trail, Natural Surface	15000	sf	\$ 2.50	\$ 37,500.00					6' wide woodland trails
Tree, Renovate	1	allow	\$ 2,000.00	\$ 2,000.00					annual budget for forest tree care
Grading and Drainage, Site	0.1	allow	\$ 58,700.00	\$ 5,870.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 58,700.00	\$ 2,935.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 67,505.00	\$ 6,750.50					10% of everything above
SUB-TOTAL				\$ 74,255.50					
10% Design and Engineering Fee				\$ 7,425.55					

20% Contingency				\$ 14,851.10				
TOTAL				\$ 96,532.15	\$ 96,532.15			
21 Wilshire Trails Park	QTY	UNIT	UNIT COST	SUBTOTAL COST				NOTES
Sign, Wayfinding	2	job	\$ 6,000.00	\$ 12,000.00				in park
Tree, Renovate	1	allow	\$ 5,000.00	\$ 5,000.00				annual allowance for ongoing care
Grading and Drainage, Site	0.1	allow	\$ 17,000.00	\$ 1,700.00				10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 17,000.00	\$ 850.00				5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 19,550.00	\$ 1,955.00				10% of everything above
SUB-TOTAL				\$ 21,505.00				
5% Design and Engineering Fee				\$ 1,075.25				specs
20% Contingency				\$ 4,301.00				
TOTAL				\$ 26,881.25	\$ 26,881.25			
22 Trail Recommendations Not Located in Parks	QTY	UNIT	UNIT COST	SUBTOTAL COST				NOTES
Trails, Natural Surface	475,200	sf	\$ 2.50	\$ 1,188,000.00				12.5 miles of 6' wide trails
Trail, Paved, Multiuse or Walking	506,880	sf	\$ 6.00	\$ 3,041,280.00				14.3 miles of 8' wide concrete trails
Trails, Mountain Bike	253,440	sf	\$ 1.50	\$ 380,160.00				8 miles of 6' wide trails
Grading and Drainage, Site	0.1	allow	\$ 4,609,440.00	\$ 460,944.00				10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 4,609,440.00	\$ 230,472.00				5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 5,300,856.00	\$ 530,085.60				10% of everything above
SUB-TOTAL				\$ 5,830,941.60				
10% Design and Engineering Fee				\$ 583,094.16				
20% Contingency				\$ 1,166,188.32				
TOTAL				\$ 7,580,224.08	\$ 7,580,224.08			
iii. TOTAL EXISTING PARKS AND FACILITIES COSTS				\$ 24,794,385.31				

#	NEW PARKS AND FACILITIES	QTY	UNIT	UNIT COST	SUBTOTAL COST	Tier 1	Tier 2	Tier 3	NOTES
23	RECREATION CENTER								
	Building:								
	Building, Recreation Center	3,500	sf	\$ 300.00	\$ 1,050,000.00				general space
	Building, Restroom/Dressing	1000	sf	\$ 250.00	\$ 250,000.00				inside rec building
	Courts, Handball (4-Wall)	2	ea	\$ 25,000.00	\$ 50,000.00				inside rec building/expand to (2) more
	Fence	600	lf	\$ 35.00	\$ 21,000.00				4' around the perimeter
	Fitness Center, Classroom, activity, event space	1000	sf	\$ 175.00	\$ 175,000.00				
	Fitness Center, Dance Floor	400	sf	\$ 180.00	\$ 76,000.00				
	Fitness Center, Equipment	1	allow	\$ 90,000.00	\$ 90,000.00				
	Fitness Center, Exercise Room	400	sf	\$ 150.00	\$ 60,000.00				
	Fitness Center, Game Room	250	sf	\$ 150.00	\$ 37,500.00				
	Gymnasiums	15,000	sf	\$ 290.00	\$ 4,350,000.00				(2) each at 7,500 sf inside building
	Indoor Track, <i>Mezanine Inside Gym</i>	1	ea	\$ 100,000.00	\$ 100,000.00				
	Leisure Pool, Outdoor	10000	sf	\$ 120.00	\$ 1,200,000.00				
	Paving, Asphalt	40,000	sf	\$ 4.50	\$ 180,000.00				(200) space parking lot for Rec Center
	Pickleball, Outdoor Court	6	ea	\$ 25,000.00	\$ 150,000.00				
	Rock Climbing Wall	1	ea	\$ 85,000.00	\$ 85,000.00				
	Senior Center/Area	1200	sf	\$ 150.00	\$ 180,000.00				future wing expansion
	Senior Center/Area, Teaching Kitchen	150	sf	\$ 300.00	\$ 45,000.00				future wing expansion
	Sign, Monument	1	ea	\$ 15,000.00	\$ 15,000.00				entrance feature
	Splash Pad	1	job	\$ 300,000.00	\$ 300,000.00				zero depth
	Sun Deck	12000	sf	\$ 6.00	\$ 72,000.00				
	Teen Center/Area	1500	sf	\$ 190.00	\$ 285,000.00				wing in building
	Building SUB-TOTAL				\$ 8,771,500.00				
	Tennis Center:								
	Basketball Courts, Outdoors	2	ea	\$ 25,000.00	\$ 50,000.00				
	Building, Field House	1100	sf	\$ 150.00	\$ 165,000.00				for tennis and sports fields
	Pavilion, Large (shelter)	500	sf	\$ 90.00	\$ 45,000.00				20' x 30' for tennis
	Pickleball, Outdoor Courts	4	ea	\$ 12,000.00	\$ 48,000.00				
	Tennis Courts, Orange	2	ea	\$ 12,000.00	\$ 24,000.00				
	Tennis Courts, Outdoor	10	ea	\$ 25,000.00	\$ 250,000.00				(8) relocated from Longwood Park and (2) new courts included
	Tennis Courts, Red	1	ea	\$ 12,000.00	\$ 12,000.00				
	Tennis Courts w Pickle Court Overlay	2	ea	\$ 25,000.00	\$ 50,000.00				
	Tennis Center SUB-TOTAL				\$ 644,000.00				
	Sports Fields:								
	Paving, Asphalt	30,000	sf	\$ 4.50	\$ 135,000.00				(150) parking spaces for sports fields
	Rectangular Field, Multisport Natural Turf	4	ea	\$ 325,000.00	\$ 1,300,000.00				lighted
	Rectangular Field, Multisport Synthetic Turf	1	ea	\$ 1,000,000.00	\$ 1,000,000.00				lighted
	Rectangular Field, Open Play Event	1	ea	\$ 120,000.00	\$ 120,000.00				open informal play, sod and irrigation
	Stadium	1	job	\$ 40,000.00	\$ 40,000.00				(2) set of bleachers for 20k each at turf track and field
	Track, Outdoor (around synthetic turf field)	19,800	sf	\$ 4.50	\$ 89,100.00				(5) 3' wide lanes at 1/4 mile long
	Trail, Paved, Multiuse or Walking	4500	sf	\$ 6.00	\$ 27,000.00				8' wide concrete sidewalks
	Sports Fields SUB-TOTAL				\$ 2,711,100.00				
	Site:								
	Community Garden	1	area	\$ 15,000.00	\$ 15,000.00				
	Dog Park, Large	1	ac	\$ 25,000.00	\$ 25,000.00				includes 600 lf of 6' chain-link fence and sod
	Dog Park, Small	0.5	ac	\$ 25,000.00	\$ 12,500.00				includes 800 lf of 6' chain-link fence and sod
	Pavilion, Small (shelter)	900	sf	\$ 90.00	\$ 81,000.00				(2) 15' x 30' in dog park
	Picnic Areas, Site								
	1. Bench	9	ea	\$ 1,200.00	\$ 10,800.00				
	3. Table	4	ea	\$ 1,600.00	\$ 6,400.00				picnic
	4. Trash Bin	4	ea	\$ 600.00	\$ 2,400.00				
	Playground, Destination, Adventure, ADA Accessible	1	ea	\$ 250,000.00	\$ 250,000.00				
	Trail, Natural Surface	18,000	sf	\$ 2.50	\$ 45,000.00				6' wide cross country trail within the parks
	Trail, Paved, Multiuse or Walking	31,680	sf	\$ 4.00	\$ 126,720.00				8' wide asphalt trails
	Utilities, Site	1	allow	\$ 90,000.00	\$ 90,000.00				
	Site SUB-TOTAL				\$ 664,820.00				
	Grading and Drainage, Site	0.1	allow	\$ 12,791,420.00	\$ 1,279,142.00				10% of elements subtotal
	Staking and Erosion Control, Site	0.05	allow	\$ 12,791,420.00	\$ 639,571.00				5% of elements subtotal
	ZZ General Conditions	0.1	allow	\$ 14,710,133.00	\$ 1,471,013.30				10% of everything above
	Recreation Center SUB-TOTAL				\$ 16,181,146.30				
	Site Survey				\$ 25,000.00				
	5% Design and Engineering Fee				\$ 809,057.32				
	20% Contingency				\$ 3,236,229.26				
	TOTAL				\$ 20,251,432.88			\$ 20,251,432.88	

#	SPORTS COMPLEX	QTY	UNIT	UNIT COST	SUBTOTAL COST	Tier 1	Tier 2	Tier 3	NOTES
	Building:								
	Bocce Ball Court	4	ea	\$ 25,000.00	\$ 100,000.00				
	Building, Recreation Center	4,500	sf	\$ 300.00	\$ 1,350,000.00				2nd gym delayed expansion
	Gymnasium	7,500	sf	\$ 290.00	\$ 2,175,000.00				
	Fitness Center, Equipment	1	allow	\$ 90,000.00	\$ 90,000.00				
	Fitness Center, Exercise Room	200	sf	\$ 150.00	\$ 30,000.00				
	Fitness Center, Weight Room	300	sf	\$ 175.00	\$ 52,500.00				
	Paving, Asphalt	42,000	sf	\$ 4.50	\$ 189,000.00				(210) space parking lot for rec center
	Pickleball, Outdoor Court	3	ea	\$ 25,000.00	\$ 75,000.00				
	Senior Center/Area	3000	sf	\$ 250.00	\$ 750,000.00				wing on building
	Senior Center, Shuffleboard/Horseshoes/Corn Hole	1	allow	\$ 25,000.00	\$ 25,000.00				
	Sign, Monument	1	ea	\$ 15,000.00	\$ 15,000.00				entrance feature
	Teen Center/Area	1500	sf	\$ 190.00	\$ 285,000.00				future wing expansion
	Tennis Court, Outdoor	2	ea	\$ 50,000.00	\$ 100,000.00				
	Building SUB-TOTAL				\$ 5,236,500.00				
	Baseball / Softball Complex:								
	Batting Cage	10	ea	\$ 3,000.00	\$ 30,000.00				for baseball and softball
	Building, Fieldhouse, Concessions	1000	ea	\$ 175.00	\$ 175,000.00				for baseball

Building, Fieldhouse, Concessions	800	sf	\$ 175.00	\$ 140,000.00					
Diamond Field, Baseball, Youth	4	ea	\$ 300,000.00	\$ 1,200,000.00					for softball tournament level, lighted
Diamond Field, Baseball, Youth Adult	2	ea	\$ 350,000.00	\$ 700,000.00					lighted
Diamond Field, Softball, Youth	4	ea	\$ 250,000.00	\$ 1,000,000.00					lighted
Diamond Field, Softball, Youth Adult	1	ea	\$ 300,000.00	\$ 300,000.00					lighted
Diamond Field, Tee-Ball	2	ea	\$ 95,000.00	\$ 190,000.00					lighted
Baseball/Softball Complex SUB-TOTAL				\$ 3,735,000.00					
Sports Fields:									
Rectangular Field, Multisport Natural Turf	2	ea	\$ 325,000.00	\$ 650,000.00					lighted
Rectangular Field, Multisport SyntheticTurf	1	ea	\$ 1,000,000.00	\$ 1,000,000.00					lighted
Rectangular Fields, Open Play Event	1	ea	\$ 120,000.00	\$ 120,000.00					exercise/practice area, sod and irrigation
Rectangular Field, Open Play Event	1	ea	\$ 120,000.00	\$ 120,000.00					open informal play
Stadium	2	ea	\$ 20,000.00	\$ 40,000.00					bleachers at turf track and field
Track, Outdoor (around synthetic turf field)	19,800	sf	\$ 4.50	\$ 89,100.00					(5) 3' wide lanes at 1/4 mile long
Sports Fields SUB-TOTAL				\$ 2,019,100.00					
Other Site Amenities:									
Basketball Courts, Outdoor	2	ea	\$ 35,000.00	\$ 70,000.00					lighted
Pavilion, Large (shelter)	1000	sf	\$ 125.00	\$ 125,000.00					20' x 50'
Pavilion, Small (shelter)	140	ea	\$ 90.00	\$ 12,600.00					in basketball area
Playground (6-12 year olds)	1	ea	\$ 150,000.00	\$ 150,000.00					play structure
Playground, Destination, Adventure, ADA Accessible	1	ea	\$ 25,000.00	\$ 25,000.00					
Playground, Tot Lot (2-5 year olds)	1	ea	\$ 75,000.00	\$ 75,000.00					
Splash Pad	1	ea	\$ 200,000.00	\$ 200,000.00					medium size
Table	8	ea	\$ 1,600.00	\$ 12,800.00					picnic
Trails, Natural Surface	42,240	sf	\$ 2.50	\$ 105,600.00					1 mile of 8' wide perimeter trails
Trail, Paved, Multiuse or Walking	8000	sf	\$ 6.00	\$ 48,000.00					8' wide concrete sidewalks connecting site
Utilities, Site	1	allow	\$ 90,000.00	\$ 90,000.00					
Other Site Amenities SUB-TOTAL				\$ 914,000.00					
Grading and Drainage, Site	0.1	allow	\$ 11,904,600.00	\$ 1,190,460.00					10% of elements subtotal
Staking and Erosion Control, Site	0.05	allow	\$ 11,904,600.00	\$ 595,230.00					5% of elements subtotal
ZZ General Conditions	0.1	allow	\$ 13,690,290.00	\$ 1,369,029.00					10% of everything above
Sports Complex SUB-TOTAL				\$ 15,059,319.00					
Site Survey				\$ 25,000.00					
5% Design and Engineering Fee				\$ 752,965.95					
20% Contingency				\$ 3,011,863.80					
TOTAL				\$ 18,849,148.75			\$ 18,849,148.75		
iii. TOTAL NEW PARKS AND FACILITIES COSTS				\$ 39,100,581.63					

Administrative Items Costs				\$ 1,526,600.00					
Existing Park Improvement Costs				\$ 23,267,785.31					
Gainesville New Facilities Costs				\$ 39,100,581.63					
iii. TOTAL PARKS MASTER PLAN COSTS				\$ 63,894,966.94					
iii. Total Tier 1					\$ 24,794,385.31				
iii. Total Tier 2						\$ 18,849,148.75			
iii. Total Tier 3							\$ 20,251,432.88		