Deerfield Township, Ohio

Parks Master Plan Update

WOOLPERT

Choose
Deerfield
Township

Assessment and Alternatives Public Workshop- 5 September 2018

Workshop #2 Agenda

- Introductions & Project Overview

- Summary to Date

- Findings to Date

- Breakout Session 1:
  Identifying Issues & Opportunities

- Breakout Session 2:
  Addressing Issues & Opportunities

- Workshop Summary / Discussion

- Next Steps

pros consulting ETC INSTITUTE

WOOLPERT

Parks Master Plan Schedule

- Project Start Up- April 2018

- Existing Conditions
  - Focus Group Interviews
  - Site Inventory & Assessment
  - Demographic & Trends Analysis
  - Benchmarking

- Public Engagement
  - Citizen Steering Committee Meetings
  - Statistically Valid Community Survey
  - Community Workshops (4)

- Draft Parks Master Plan- December 2018

- Final Parks Master Plan- February 2019

Summary to Date

What is working?

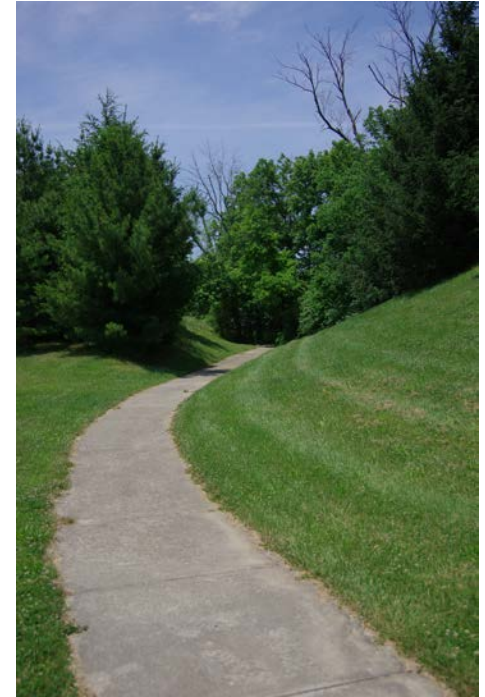## Results of Workshop #1 & Focus Groups

- Parks are clean, well maintained and provide great ballfields and amenities
- Parks provide a variety of offerings, from biking to walking to active sports
- Program offerings are great (Snyder House, 5K Runs, Butterfly Walk, Shakespeare in the Park, etc.)
- Active sports parks are very busy (Cottell Park and Landen-Deerfield Park)
- The Township is great at partnering/collaborating and organizing volunteers (County, schools, etc.)
- Carter Park and Kingswood Park present unique opportunities

pros consulting   ETC INSTITUTE

WOOLPERT

Results of Workshop #1 & Focus Groups

- Advertisement of the parks could be improved
- Parks are scattered, logistics problem
- Need more access to the Little Miami River
- There are not many rentable facilities / shelters
- Traffic management is lacking at Cottell Park and Landen-Deerfield Park during game days
- Parking is lacking at some parks
- Biking/Hiking trails need better maintenance
- Snyder House needs updates
- The road through Kingswood Park cuts the site in two
- Pocket parks are not understood

pros consulting   ETC INSTITUTE

WOOLPERT

What would you like to see?

Results of Workshop #1 & Focus Groups

- Sustainability Features (solar, pervious pavements, wetland conservation, native flower areas, etc.)
- Natural playscapes (not standard playgrounds)
- Splash pads (not swimming pools)
- Food trucks and concessions
- Connection and activity on the Little Miami River
- Amphitheater and/or entertainment venue
- Rentable shelters and pavilions
- Bike trail connectivity
- More programs (nature programs, community events, concerts, performances, movie night, etc.)
- Community gardens (not just vegetable plots)
- More dog parks

pros consulting   **ETC** INSTITUTE

W O O L P E R T

Community Survey Introduction

Identifying the Community's Desires

- Statistically Valid Survey
- Mailed to 3,000 households
- Available online for convenience
  (special access code provide on mailed survey)
- Mailed out during the week of 10 September
- Will provide community's desires for the Parks System
- Preliminary results will be presented at the 11 October Workshop

Preliminary Findings to Date

Benchmark Overview

Agency	State	Population	Jurisdiction Size (Sq. Mi.)	Population per Sq. Mi.	NRPA Gold Medal Winner (Year)	CAPRA Accredited (Year)
Centerville - Washington Twp	OH	58,500	31.20	1,875	Finalist (2018)	No
Anderson	OH	43,550	31.20	1,396	No	No
Fairfield	OH	42,647	21.10	2,021	No	Yes (2014)
Deerfield Twp	OH	39,312	16.80	2,340	No	No
Orange Twp	OH	26,000	22.80	1,140	No	No

Park Acreage

Agency	Population	Total Park Sites	Total Acres Owned or Managed	Acres of Ballfield Managed	Ballfield Acres as % of Total	Total Acres per 1,000 Residents
Fairfield	42,647	35	812	-	0%	19.04
Centerville - Washington Twp	58,500	50	1,050	100	10%	17.95
Deerfield Twp	39,312	10	469	11	2%	11.92
Anderson	43,550	8	411	-	0%	9.43
Orange Twp	26,000	8	112	24	21%	4.31
NRPA Median for Agencies Serving 20K-50K Residents = 9.6 Acres per 1,000 Residents						

Indoor Recreation Activities

Agency	Population	Total Sq. Ft. Indoor Rec Facilities	Sq. Ft. per Resident
Fairfield	42,647	79,500	1.86
Anderson	43,550	46,000	1.06
Centerville - Washington Twp	58,500	36,300	0.62
Deerfield Twp	39,312	-	-
National Best Practice = 1.5-2.0 Square Feet of Indoor Space per Resident			

Note: Orange Twp indoor recreation square footage was not available at time of study.

Full-Time Equivalents (FTEs)

Agency	Population	Total FTEs	FTEs per 10,000 Residents
Fairfield	42,647	55.0	12.9
Anderson	43,550	33.1	7.6
Centerville - Washington Twp	58,500	36.6	6.3
Deerfield Twp	39,312	8.2	2.1
Orange Twp	26,000	3.2	1.2
NRPA Median for Agencies Serving 20K-50K Residents = 8.9 FTEs per 10,000 Residents			

Operating Budget

Agency	Total Operating Budget	Personnel as % of Budget	Contracted Maint Services as % of Budget
Centerville - Washington Twp	$ 5,931,683	37%	1%
Fairfield	$ 4,527,393	61%	2%
Anderson	$ 3,563,036	55%	n/a
Deerfield Twp	$ 1,199,619	55%	5%
Orange Twp	$ 758,456	n/a	8%
NRPA Median for Agencies Serving 20K-50K Residents = Personnel is 54.8% of Operating Budget			

Operating Expense per Resident

Agency	Population	Total Operating Expense	Operating Expense per Resident
Fairfield	42,647	$ 4,527,393	$ 106.16
Centerville - Washington Twp	58,500	$ 5,931,683	$ 101.40
Anderson	43,550	$ 3,563,036	$ 81.81
Deerfield Twp	39,312	$ 1,199,619	$ 30.52
Orange Twp	26,000	$ 758,456	$ 29.17
NRPA Median for Agencies Serving 20K-50K Residents = $86.60 Operating Expense per Resident			

Non-Tax Revenue

Agency	Population	Total Non-Tax Revenue	Revenue per Resident
Fairfield	42,647	$ 2,161,815	$ 50.69
Anderson	43,550	$ 1,466,580	$ 33.68
Centerville - Washington Twp	58,500	$ 1,847,370	$ 31.58
Orange Twp	26,000	$ 371,226	$ 14.28
Deerfield Twp	39,312	$ 79,559	$ 2.02
NRPA Median for Agencies Serving 20K-50K Residents = $24.36 Revenue per Resident			

Cost Recovery

Agency	Total Non-Tax Revenue	Total Operating Expense	Operational Cost Recovery
Orange Twp	$ 371,226	$ 758,456	49%
Fairfield	$ 2,161,815	$ 4,527,393	48%
Anderson	$ 1,466,580	$ 3,563,036	41%
Centerville - Washington Twp	$ 1,847,370	$ 5,931,683	31%
Deerfield Twp	$ 79,559	$ 1,199,619	7%
NRPA Median for Agencies Serving 20K-50K Residents = 30% Cost Recovery			

Summary of Preliminary Findings

Positive Takeaways:

- Highest population density among peers

- Strong acres per 1,000 residents

- Personnel costs as % of budget is inline with best practice

- Areas for improvement

- Lack of indoor rec space

- FTEs per 10,000 residents suggests we are understaffed

- Low spending on parks and rec per capita

- Earned income is very low which is limiting revenue per resident and cost recovery level

Next Steps: follow up with peer agencies on missing figures
(i.e. participation, budget breakdowns, programs, etc.)

Breakout Session #1
Identifying Issues & Opportunities

Identifying Issues & Opportunities:

- Each group will have a recorder and a presenter
- Write down the issues on one sheet of paper
- Write down opportunities on one sheet of paper
- Identify items on the maps as needed
- Present results to the larger group

Breakout Session #2
Addressing Issues & Opportunities

Addressing Issues & Opportunities:

- Each group will have a recorder and a presenter

- Write down solutions to the issues on one sheet of paper

- Write down how to take advantage of the opportunities on one sheet of paper

- Identify items on the maps as needed

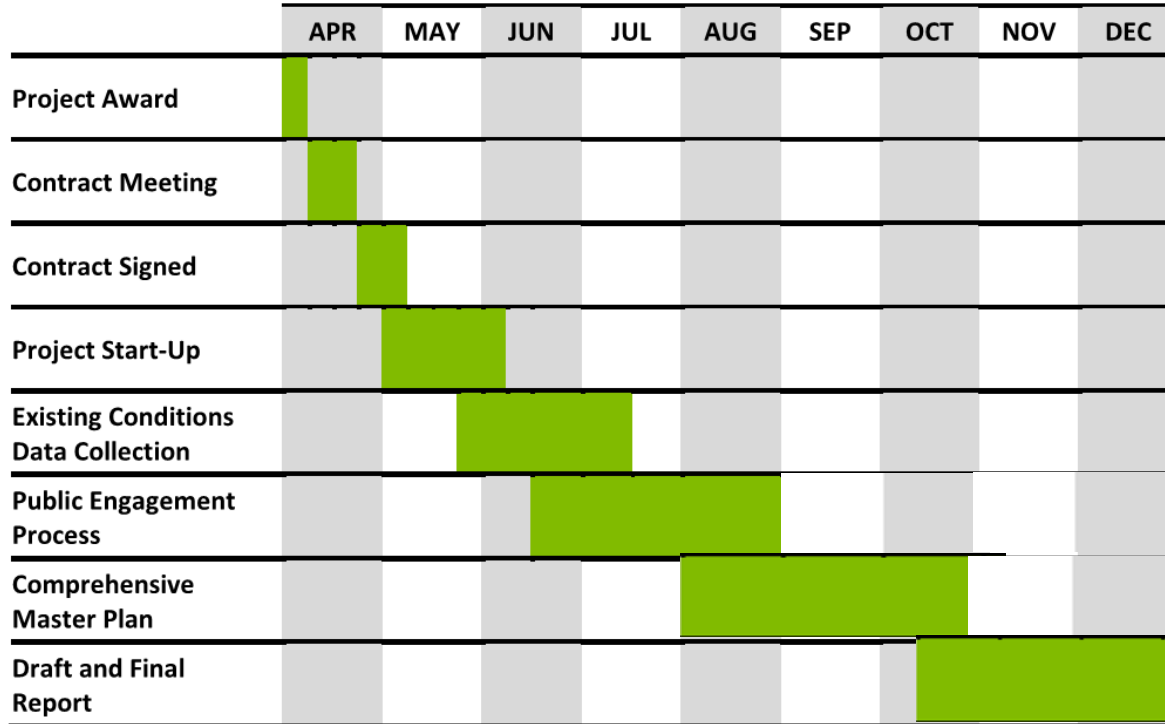- Present results to the larger group

Thank you for your time!

www.plandeerfieldparks.com

Schedule

Project Schedule

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Project Award	■								
Contract Meeting		■							
Contract Signed		■							
Project Start-Up		■	■						
Existing Conditions Data Collection			■	■					
Public Engagement Process				■	■				
Comprehensive Master Plan					■	■			
Draft and Final Report							■	■	■

Key Milestones

- Community Workshop #1 – June 27

- **Community Workshop #2 – September 5**

- Community Workshop #3 – October 11

- Community Workshop #4 – November 28

- Presentation to Board of Trustees – January 15