

Master Plan Needs Assessment Findings





Agenda

- Community Engagement by the Numbers
- Focus Group Themes
- Public Meeting/Outreach
 Themes
- Statistically Valid Survey Results
- Site Specific Framework Plan
 Themes
 - Tonsler
 - Washington Park
 - Court Square
 - Market Street
- Next Steps



COMMUNITY ENGAGEMENT BY THE NUMBERS

IN PERSON ENGAGEMENT

Public Meeting #1 Attendance - 60 19 Master Plan Focus Group Mtgs - 72 participants 4 Master Plan Outreach Events - 500 participants 4 Site Specific Plan Focus Group Mtgs - 36 participants Tonsler Park: Concept Plan Mtg - 12 Washington Park: Concept Plan Mtg - 50 Court Square/Market St.: Concept Plan Mtg - 14 2 City Council Meetings 1 Parks and Recreation Advisory Board Meeting

COMMUNITY ENGAGEMENT BY THE NUMBERS

PROJECT WEBSITE AND SURVEYS

Statistically Valid Survey - 392 Households Project Website - 6,071 Site Visits Project Website - 1,034 Master Plan Surveys Taken Project Website - 580 Map Exercise Comments Project Website - Washington Park Survey - 145 Project Website - Market Street Park Survey - 114 Project Website - Tonsler Park Survey - 109 Project Website - Court Square Survey - 76

Focus Group and Stakeholder Meetings Themes

- Conduit to community building (partnerships/relationships)
- Reinvestment in existing parks system.
- Trails and connectivity.
- River access, environmental education and sustainability.
- Sustainable funding sources and increase in staffing levels.

Outreach Event Themes

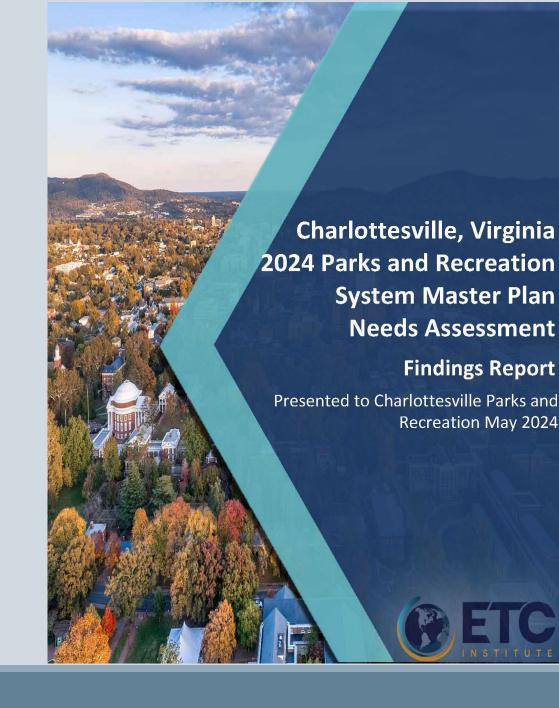
Crow Community Center
Jenkins Park
Forest Hills Park
Washington Park

- Love staff, programs, for kids and low cost
- Walking in parks and use of spray grounds are most participated activities
- Word of mouth and Social Media are how people learn about parks and recreation.
- Needs:
 - Swim lessons/diving
 - Enrichment programs
 - Community events
- Restroom cleanliness and continuous outreach to the community are the most desired improvements



Statistically-Valid Survey

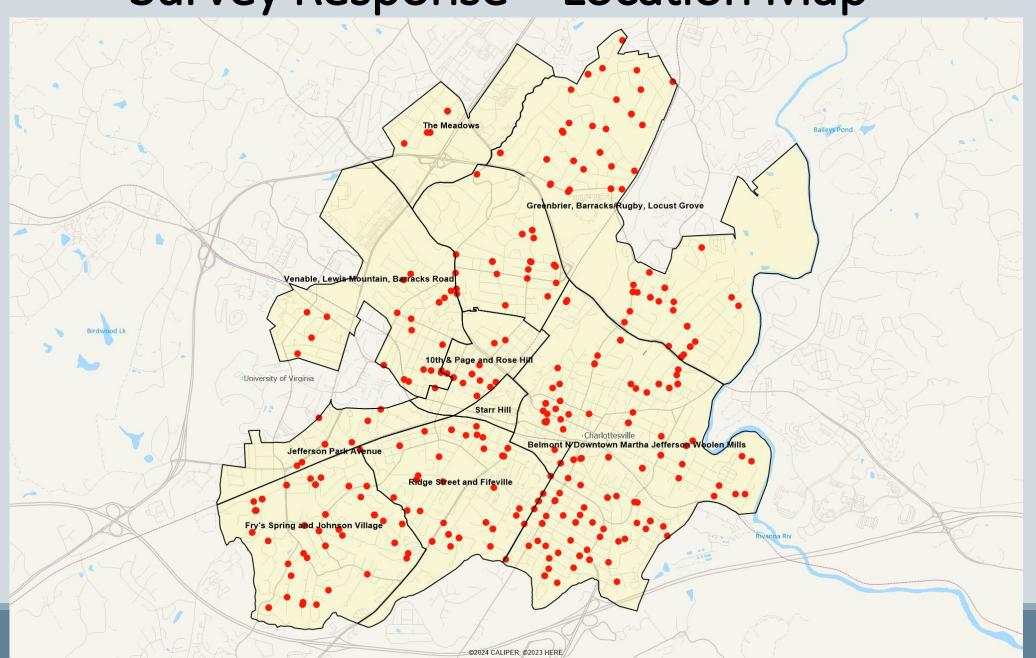
- Developed in partnership with the City
- Administered by mail/phone/web
- Conducted Spring/Summer 2024
- Total of **392** completed surveys, 95% level of confidence with a margin of error of +/- 4.5% (Goal was **350**)



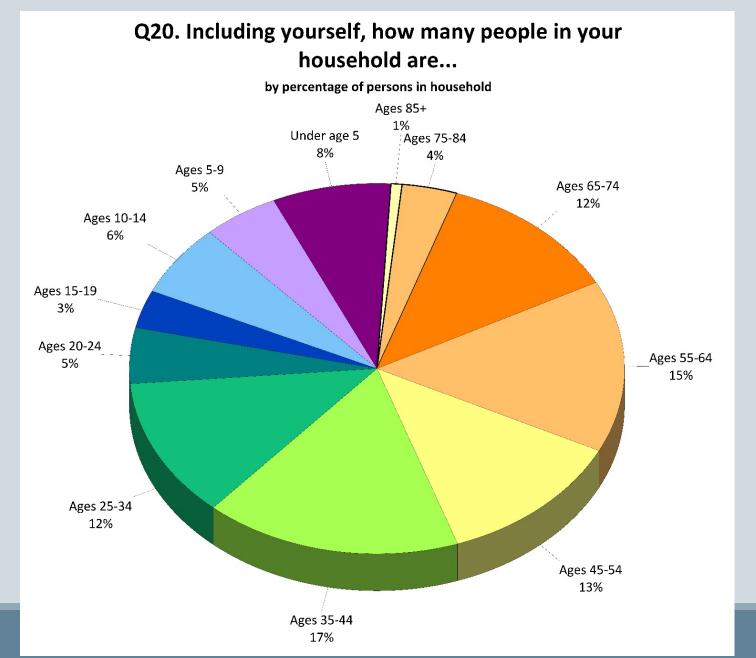
DEMOGRAPHICS



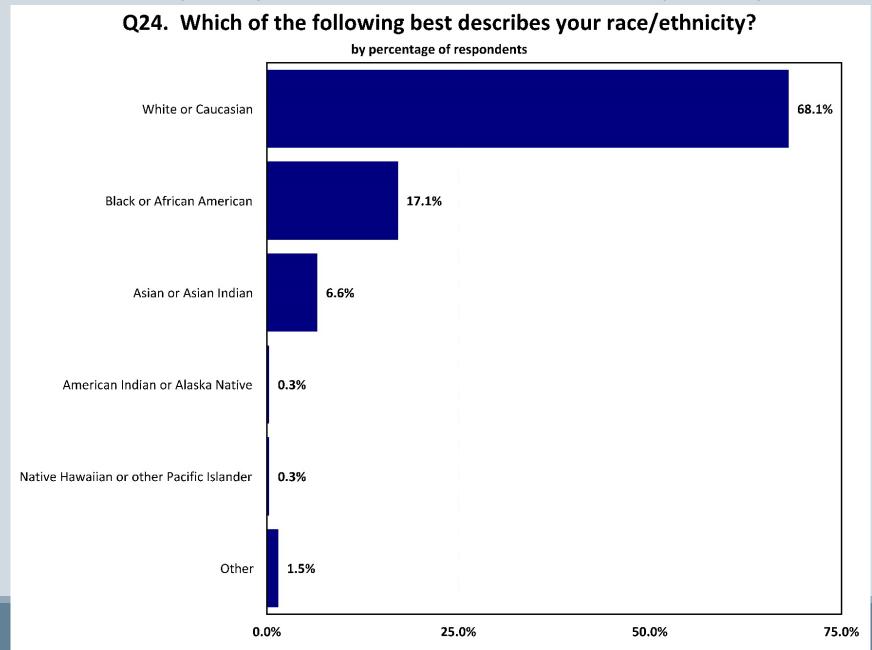
Survey Response – Location Map



Ages Represented by Survey Respondents



Race/Ethnicity Representation of Survey Respondents



ADVOCACY

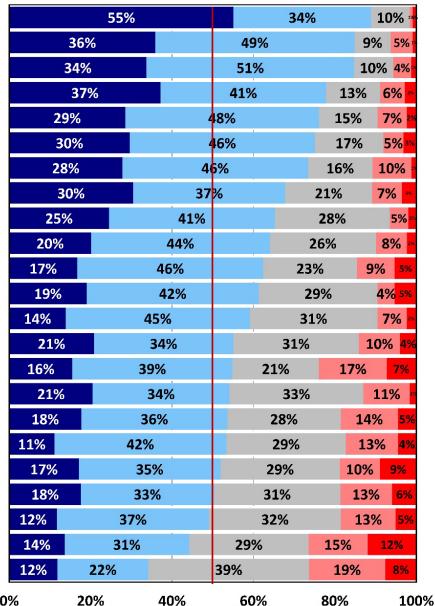


Q11. Please indicate your level of agreement with these statements about some potential benefits.

by percentage of respondents (excluding "don't know")

Has access to greenspace & nature, or playgrounds 36% Provides opportunities for physical activity/exercise 34% Makes City of Charlottesville a more desirable place to live 37% Provides preservation of natural areas 29% Improves my (my household's) physical health & fitness 30% 28% Preserves open space & protects the environment Improves my (my household's) mental health & reduces stress 30% 25% Positively impacts economic/business development Provides positive social interactions for me (my household/family) 20% Is age-friendly & accessible to all age groups 17% Increases my (my household's) property value 19% Provides volunteer opportunities 14% Provides recreation services & programs for residents with special needs 21% Has access to transportation 16% Promotes tourism to City & region 21% Provides recreation services & programs that recognize unique 18% cultures, races, & ethnicities of Charlottesville residents Provides jobs/professional development for youth 11% 42% Offers childhood education opportunities to develop the whole child 17% Helps to attract new residents & businesses 18% 12% 37% Provides emergency response management Helps to reduce crime in my neighborhood & keep kids out of trouble 14% 31% Provides information & assistance in navigating aging services 12% 22%

Provides access to services in my primary language



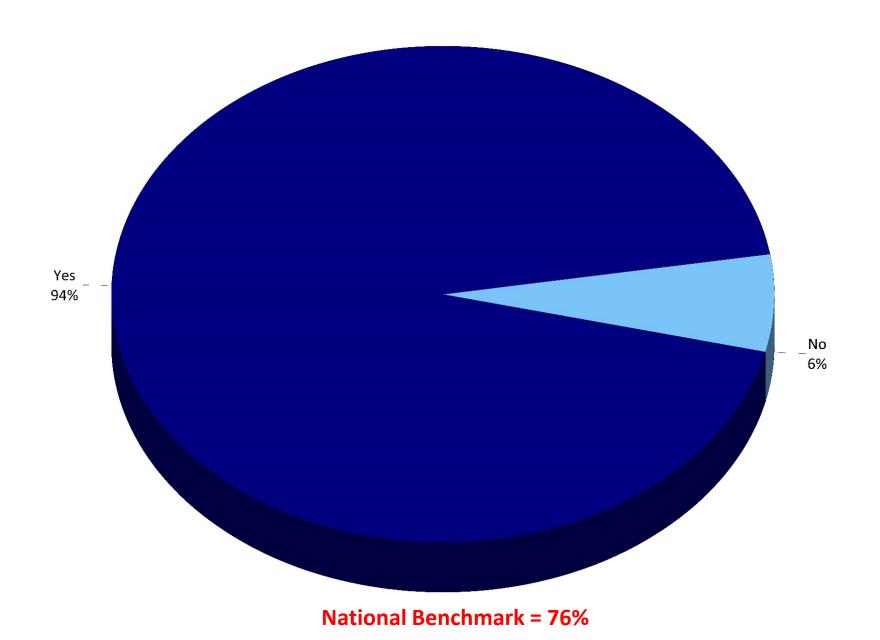
■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Agree

PARK AND
FACILITY
UTILIZATION
AND
CONDITION



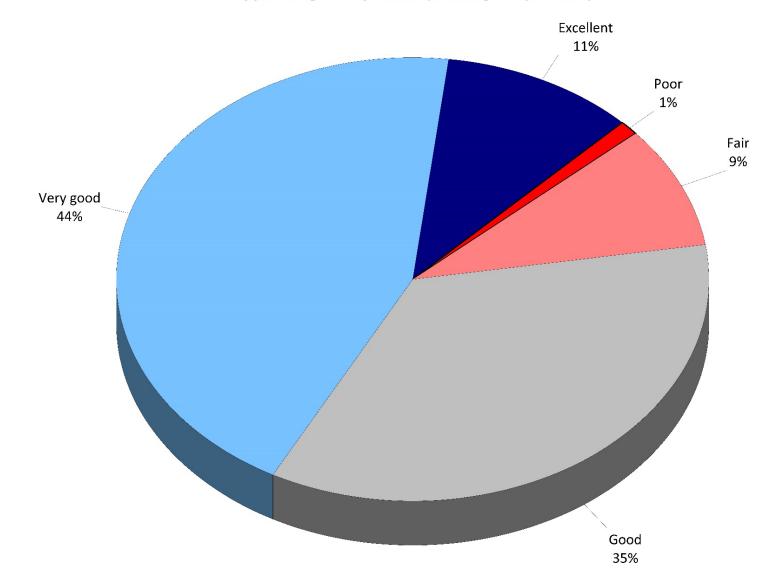
Q1. Have you/your household visited any CPRD parks/facilities in the past year?

by percentage of respondents



Q1b. Overall, how would you rate the physical condition of all CPRD parks and facilities you have visited?

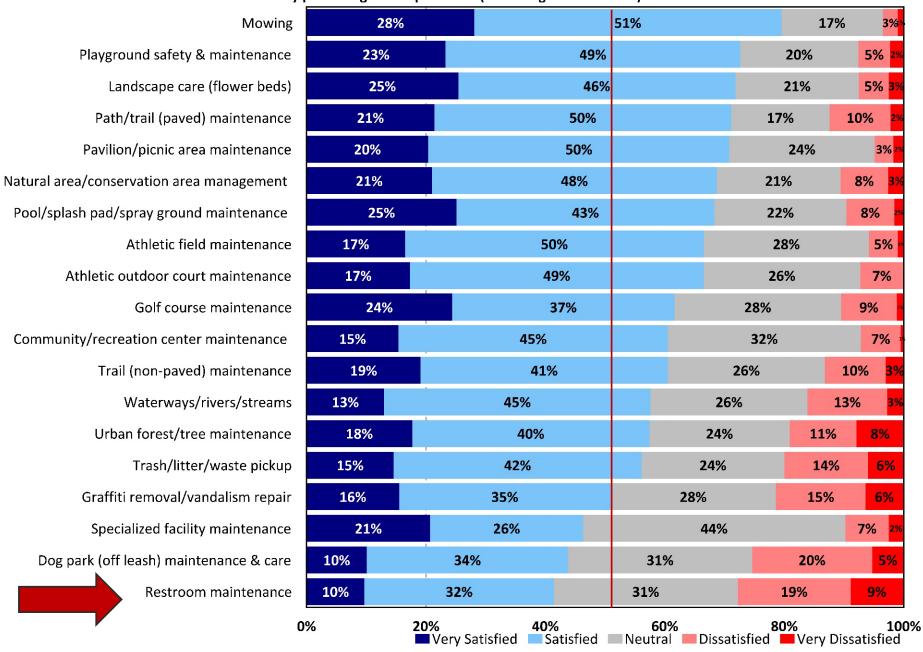
by percentage of respondents (excluding "not provided")



National Benchmark for Excellent = 27%

Q14. Please rate your satisfaction with the maintenance activities.

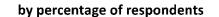
by percentage of respondents (excluding "don't know")

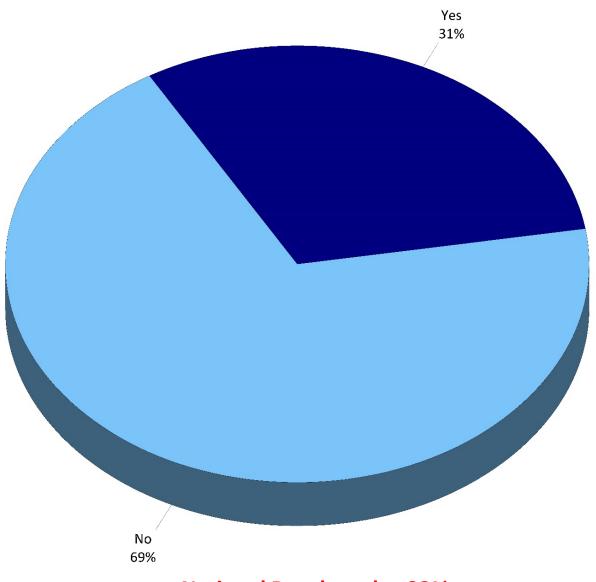


PROGRAM PARTICIPATION AND QUALITY



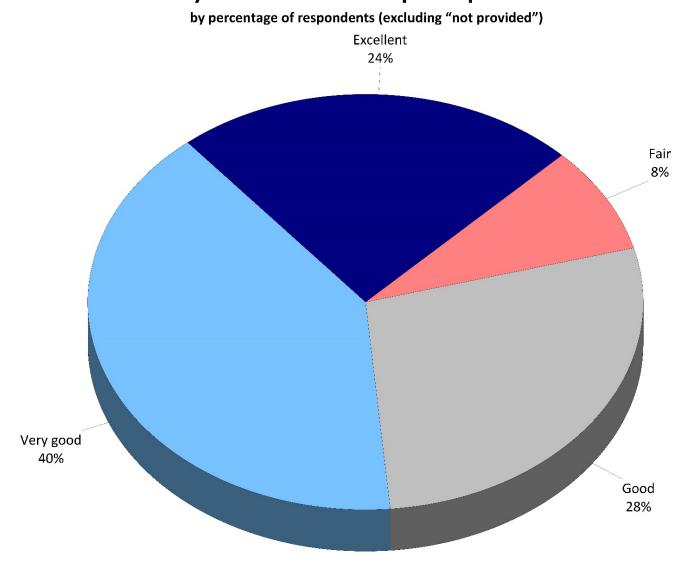
Q5. Has your household participated in any programs/events offered and/or hosted by CPRD in the past year?





National Benchmark = 32%

Q5b. How would you rate the overall quality of CPRD programs/events in which your household has participated?

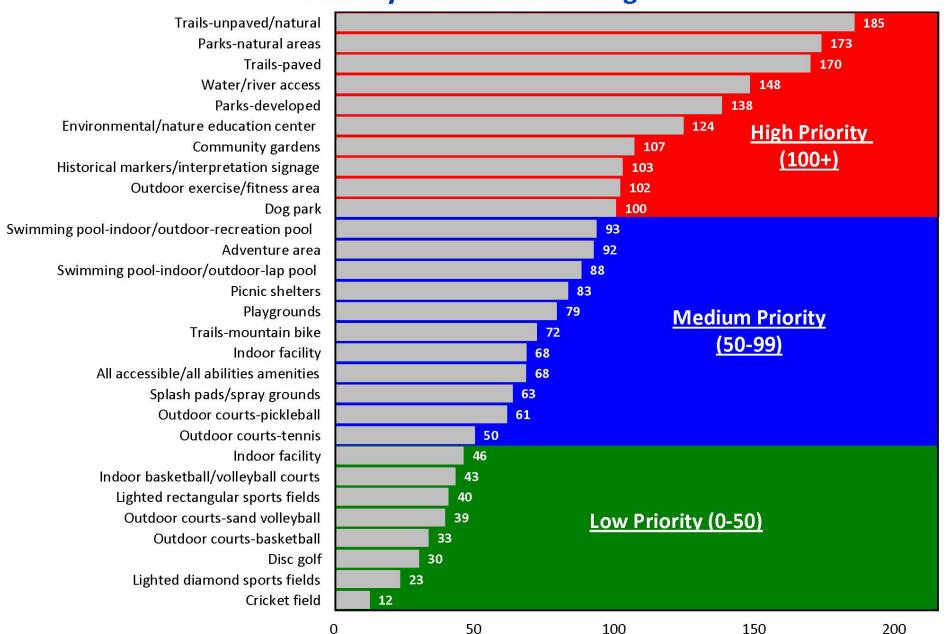


National Benchmark for Excellent = 23%

FACILITY
AND
AMENITY
NEEDS



Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



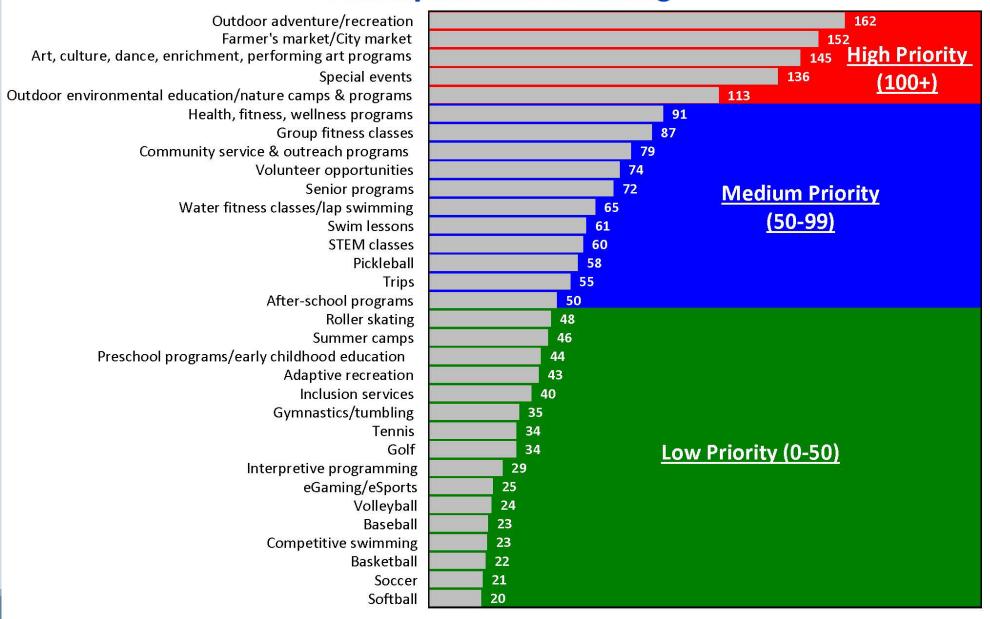
Highest Priority Parks, Facilities, Amenities

Top Priority Facilities and Amenities	City Wide	10th & Page & Rose Hill	Ridge Street & Fifeville	The Meadows	Fry's Spring & Johnson Village	Jefferson Park Avenue	Belmont North Downtown Martha Jefferson Woolen Mills	Greenbrier, Barracks/Rugby , Locust Grove	
Trails-unpaved/natural					•			•	
Parks-natural areas		•	•	•	•			•	•
Trails-paved		•	•		•	•	•	•	•
Water/river access	•	•	•	•	•	•	•	•	•
Parks-developed	•	•	•	•	•		•	•	•
Environmental/nature education center	•		•	•	•	•	•		
Community gardens	•						•	•	
Historical markers/interpretation signage		•							•
Outdoor exercise/fitness area			•					•	
Dog park		•							
Picnic Shelters		•							
Indoor Facility (Community/Recreation Center)		•							
Swimming Pool - Indoor/Outdoor - Lap Pool (Lap Swimming/Competition/Swim Teams)		•	•						
All Accessible/All Abilities Amenities (Athletic Fields, Playgrounds, Picnic Tables)		•							
Swimming Pool - Indoor/Outdoor - Recreation Pool (Therapy/Play/Swim Lessons)			•						
Adventure Area (BMX, Pump Track, Ropes Courses, Zip Lines, Rock Climbing)						•			
Trails - Mountain Bike									

PROGRAM
AND
SERVICE
NEEDS



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



Highest Priority Programs and Services

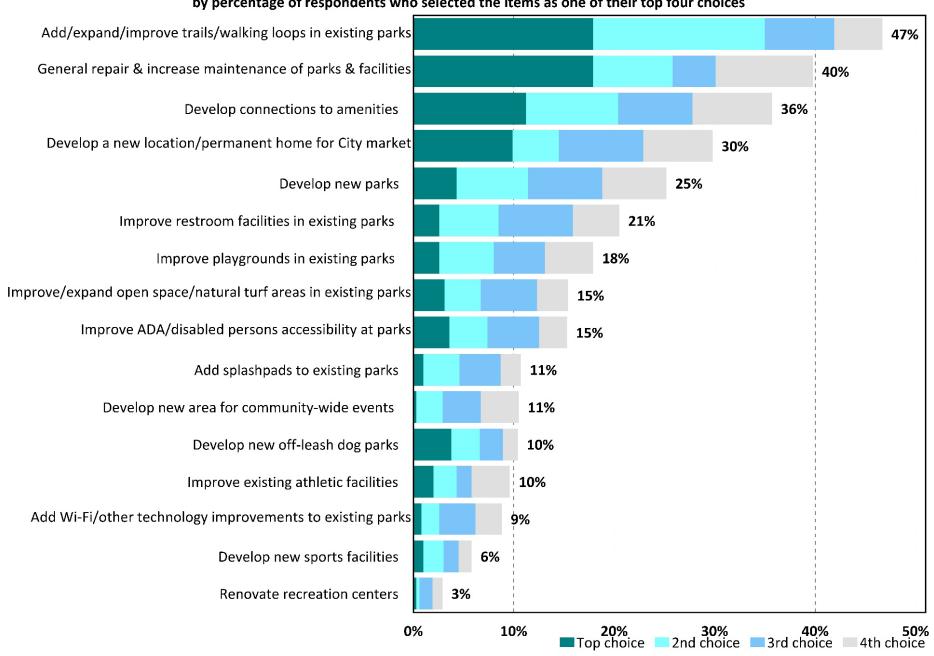
Top Priority Programs and Services	City Wide	10th & Page & Rose Hill	Ridge Street & Fifeville	The Meadows	Fry's Spring & Johnson Village	Jefferson Park Avenue	Belmont North Downtown Martha Jefferson Woolen Mills	Greenbrier, Barracks/Rugby , Locust Grove	Venable, Lewis Mountain, Barracks Road
Outdoor adventure/recreation							•		
Farmer's Market/City Market									
Art, culture, dance, enrichment, performing art programs		•					•	•	
Special events							•	•	
Outdoor environmental education/nature camps & programs									
Group Fitness classes		•	•						
Senior programs		•							
Community service and outreach programs (drug prevention programs, professional development courses, mental wellness programs, workforce development/employment)		•	•						
Trips (senior, youth)									
Health, fitness, wellness programs		•	•						
Volunteer Opportunities		•							
Water fitness classes/lap swimming		•	•						

COMMUNITY SUPPORT

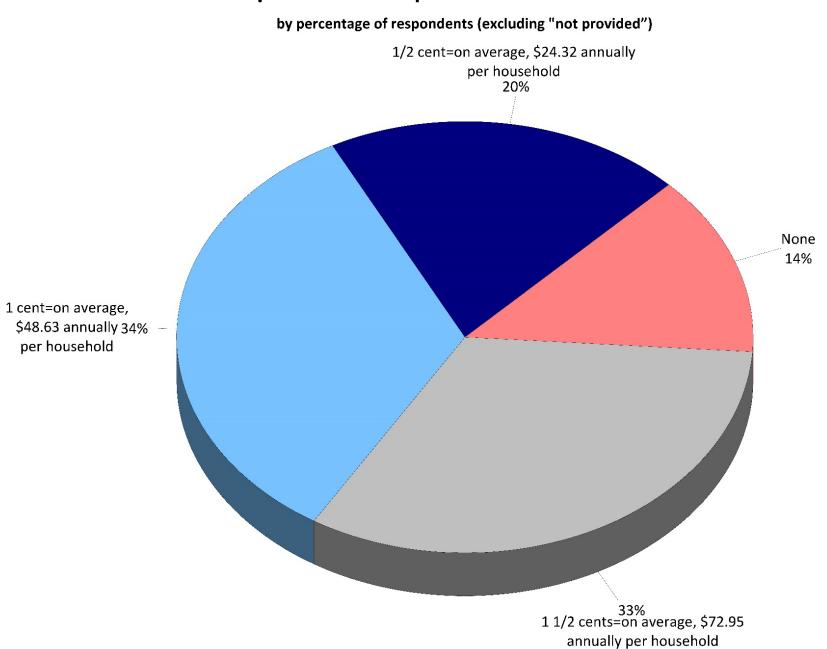


Q17. Which four actions would you be most willing to fund?

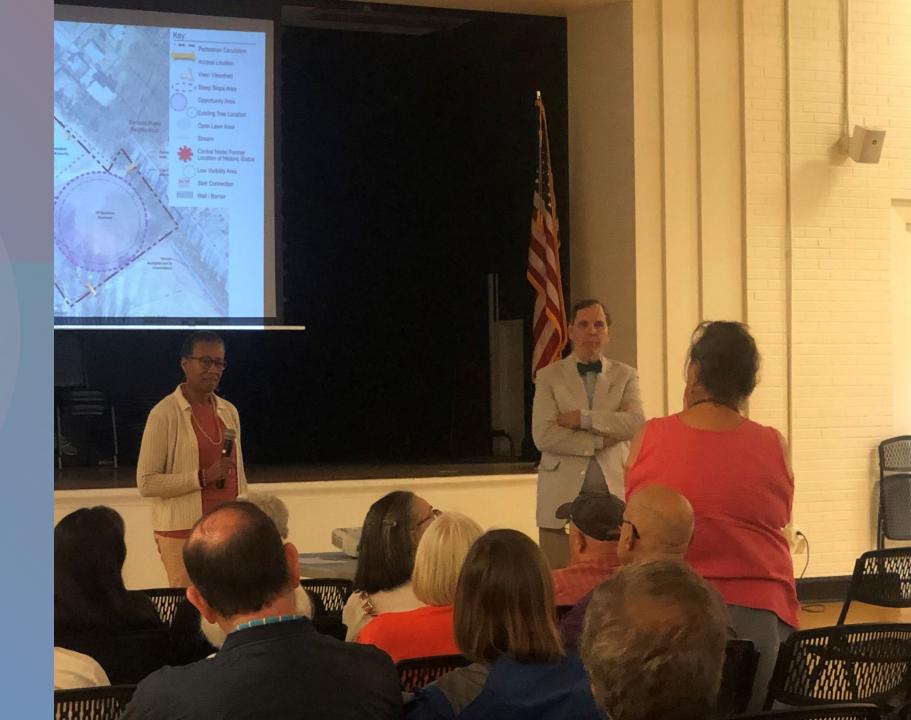
by percentage of respondents who selected the items as one of their top four choices



Q18. Please indicate your preferred level of additional tax rate financial support for the improvement of parks and recreation services.



SITE SPECIFIC FRAMEWORK PLANS FEEDBACK



Tonsler Park Site-Specific Plan Feedback

- Provide more shade
- Expand diversity of sports offerings to engage children from diverse backgrounds
- Increase programming on site such as summer day camps and farmers markets

Washington Site-Specific Feedback

- Improve restrooms.
- Make more welcoming to neighborhood children.
- ADA accessible, parking location, building too small to support programming demand.
- Ball diamond and open play field are both well used and should be maintained.
- Community garden.

Market St. Site-Specific Feedback

- A flexible space that supports
 - Community events
 - Outdoor learning as an extension of the library
 - People that work downtown (seating/shade/pathways)
- Acknowledge the history of the park without it becoming the sole focus of the park improvements.

Court Square Site-Specific Plan Feedback

- A contemplative quiet sitting space.
- Memorials/historic markers should be a focus on this site.
- Preserve shade trees.

Next Steps – Fall 2024

- Synthesize and Finalize Community
 Engagement Needs
 - Public Meeting Tuesday 8/20 at 6pm at Carver Recreation Center
 - Project website surveys open through Sunday August 25th)
- Individual park improvement plans
- Program and service improvement plans
- Connectivity analysis
- Site-specific framework plan development
- Capital improvement cost estimating

