



# Parks and Recreation 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.**

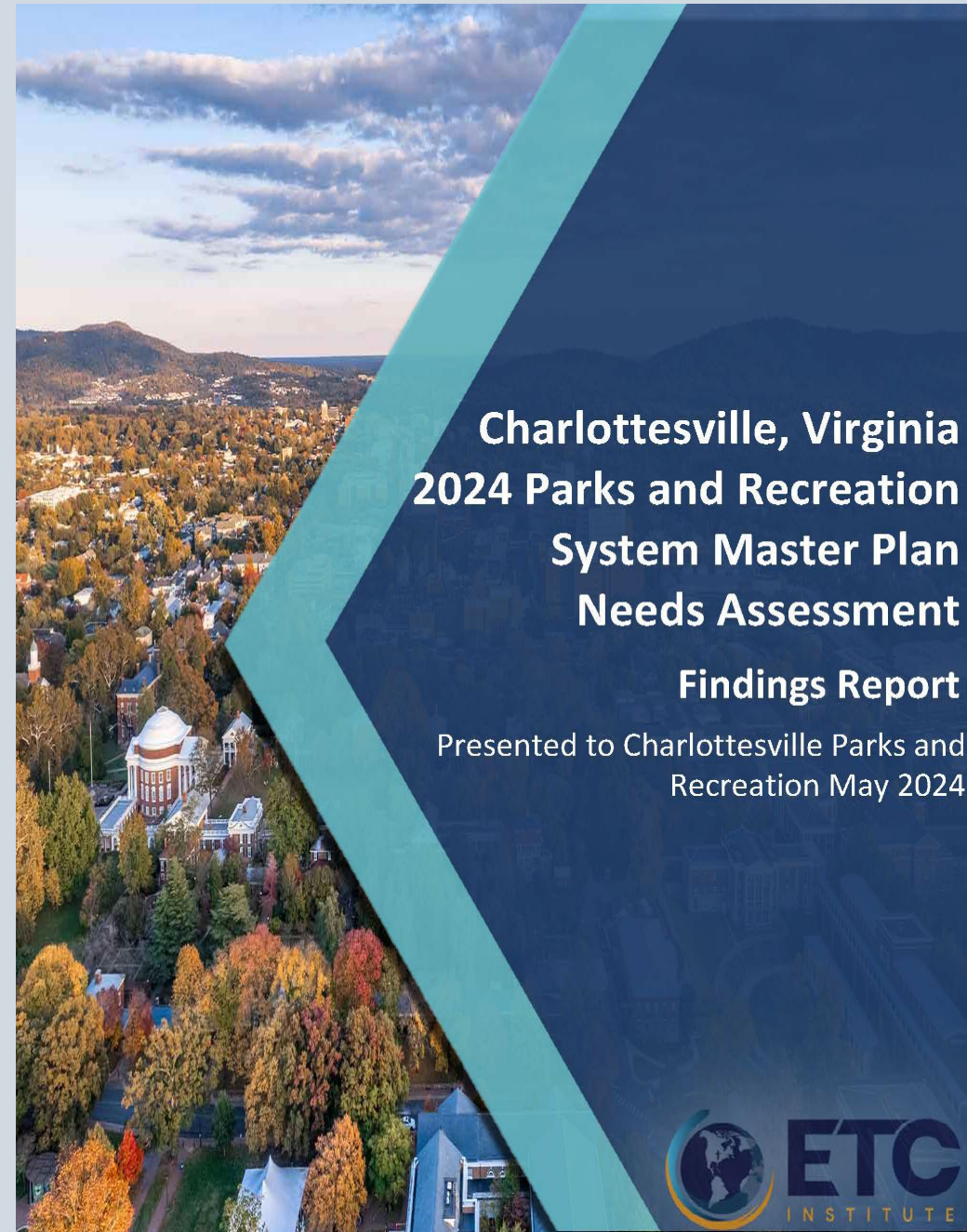
# Outreach Event Themes

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)**



## Charlottesville, Virginia 2024 Parks and Recreation System Master Plan Needs Assessment

### Findings Report

Presented to Charlottesville Parks and  
Recreation May 2024

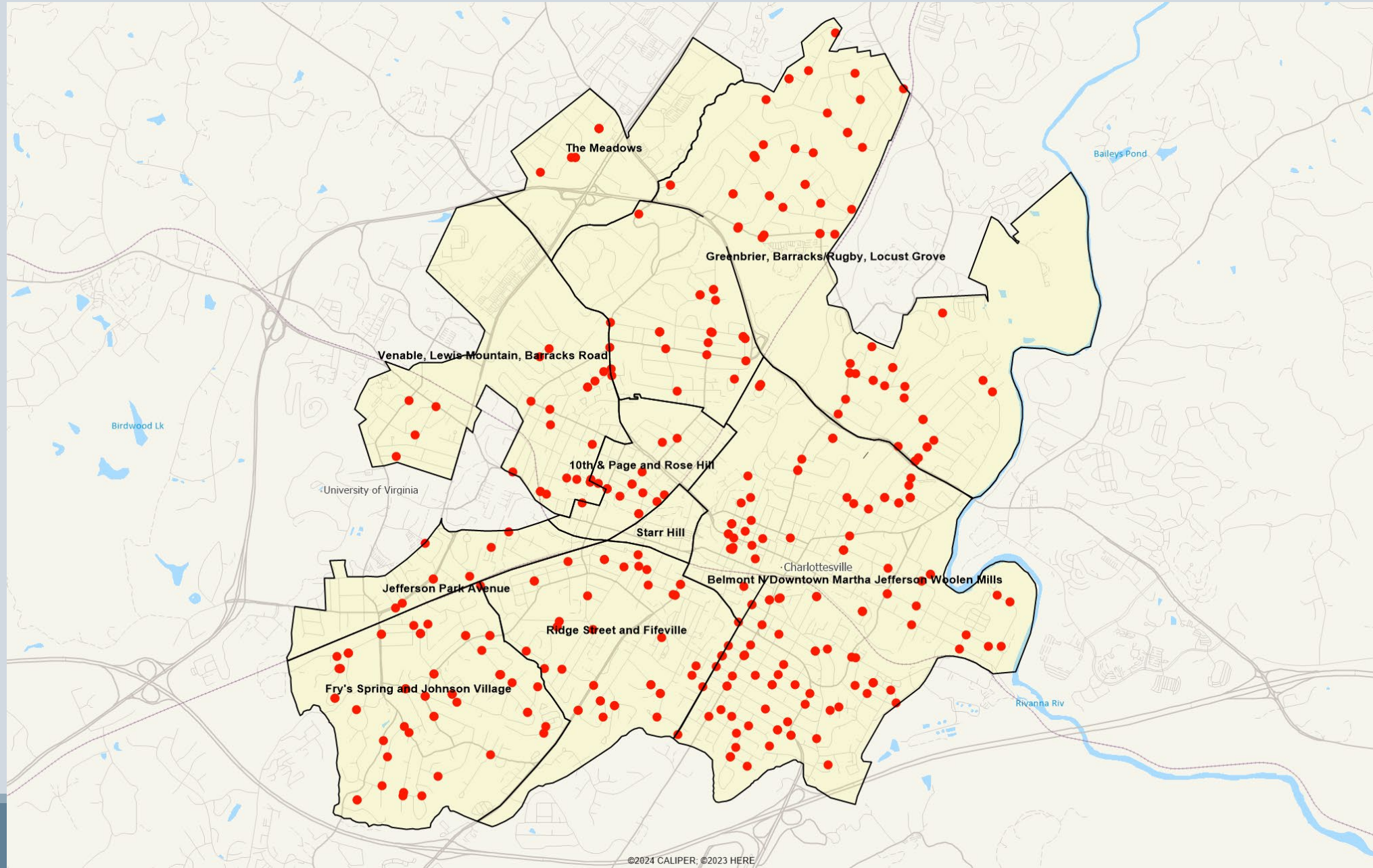


# DEMOGRAPHICS

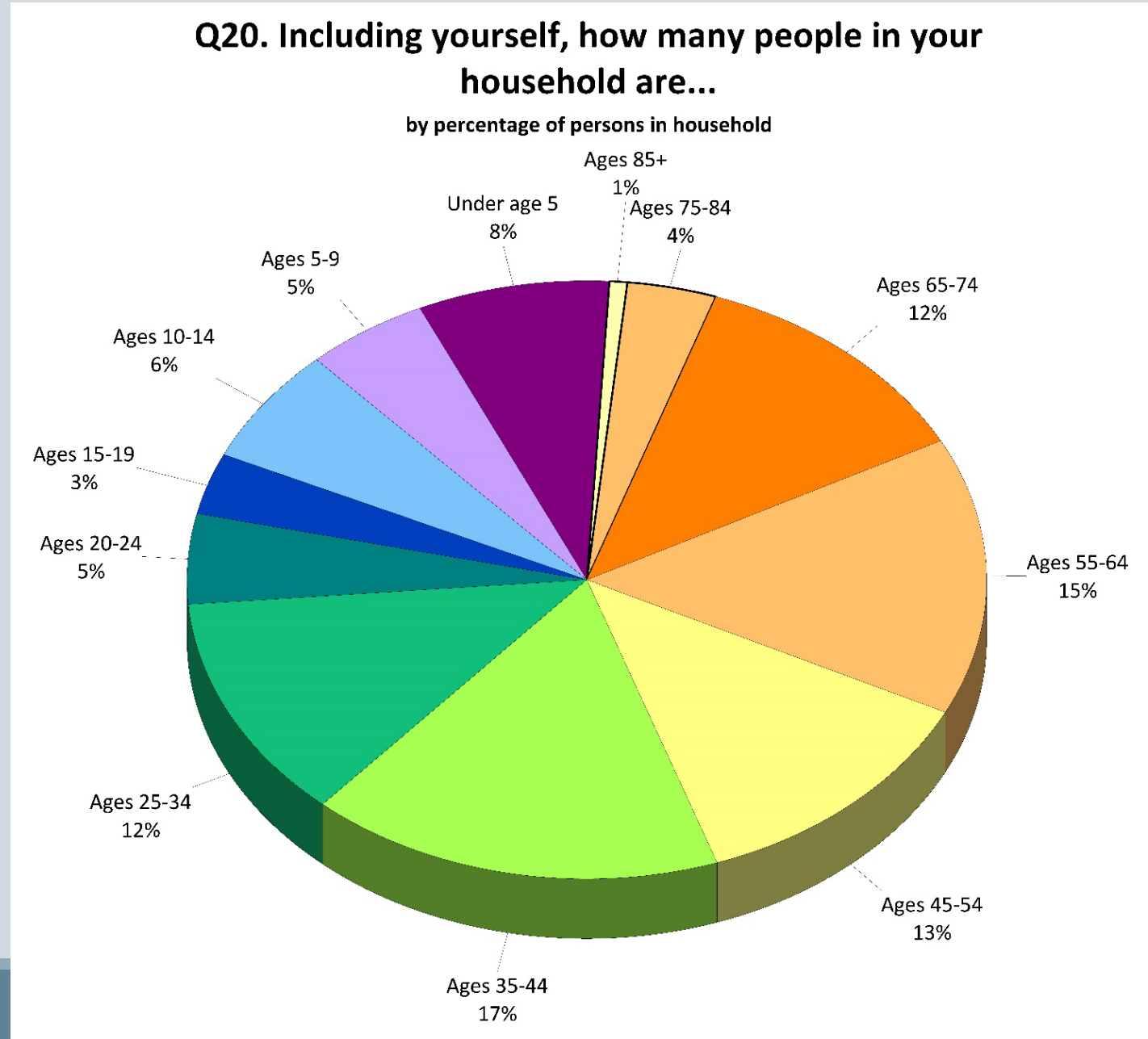




# Survey Response – Location Map



# Ages Represented by Survey Respondents

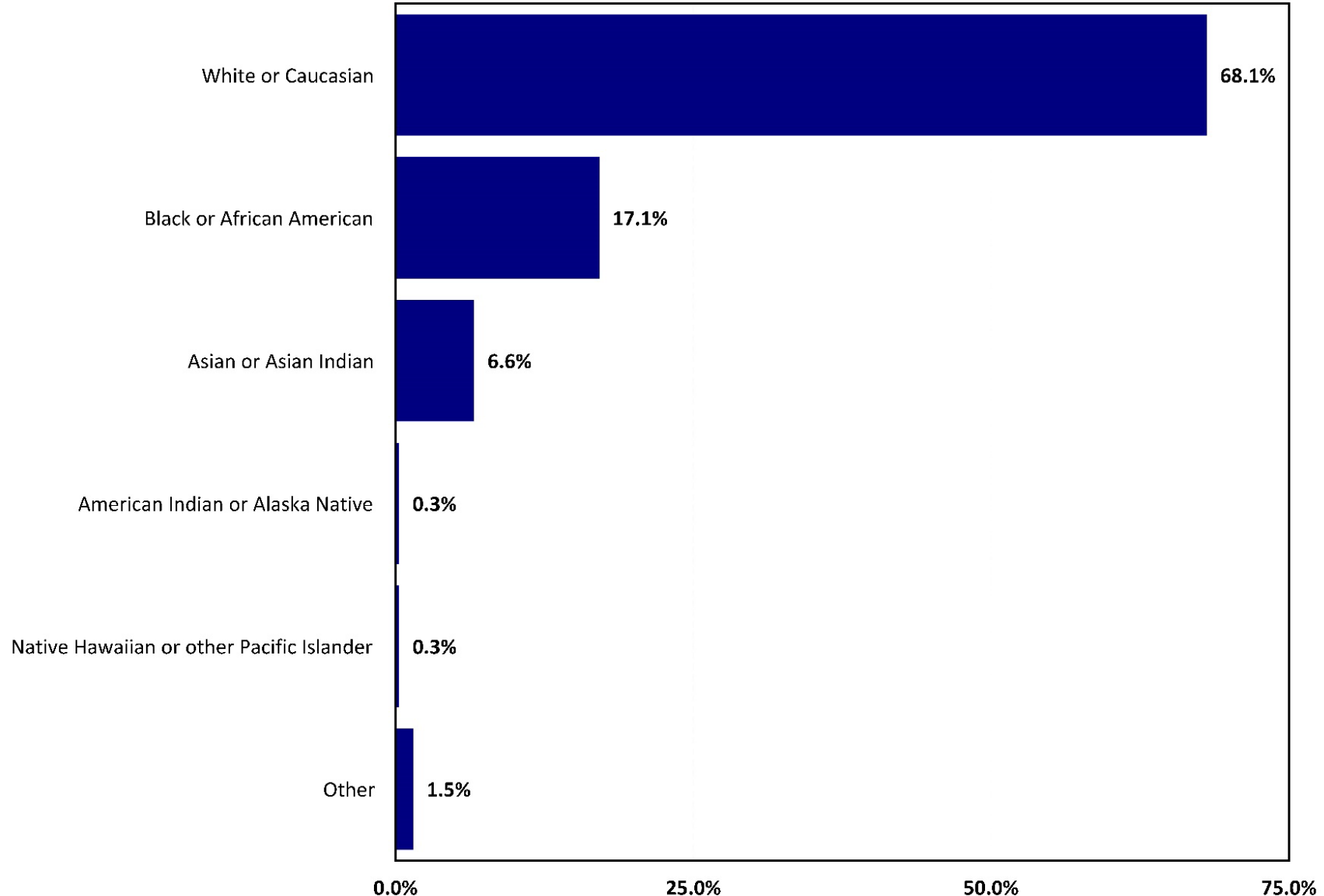




# Race/Ethnicity Representation of Survey Respondents

**Q24. Which of the following best describes your race/ethnicity?**

by percentage of respondents



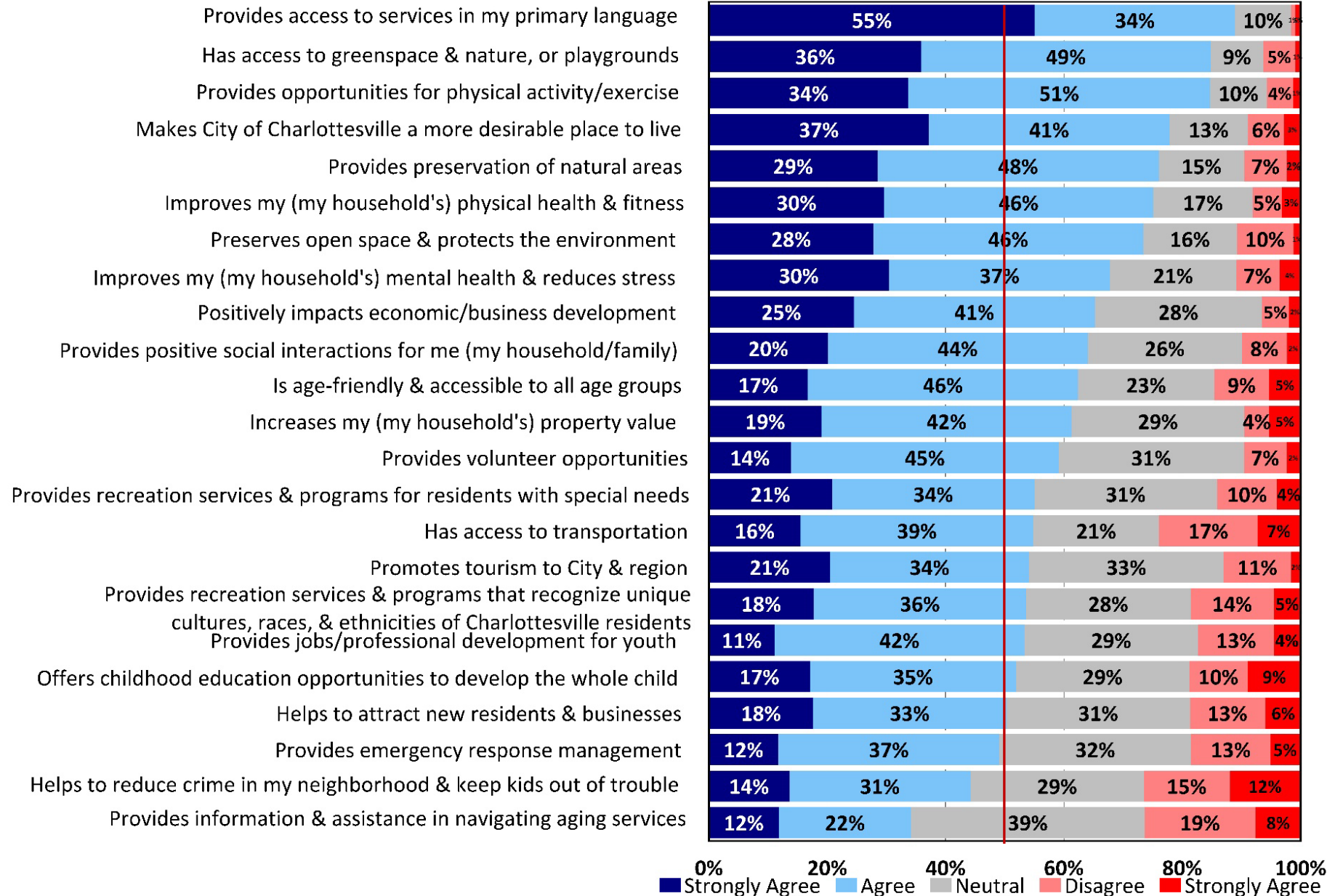
# ADVOCACY





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

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



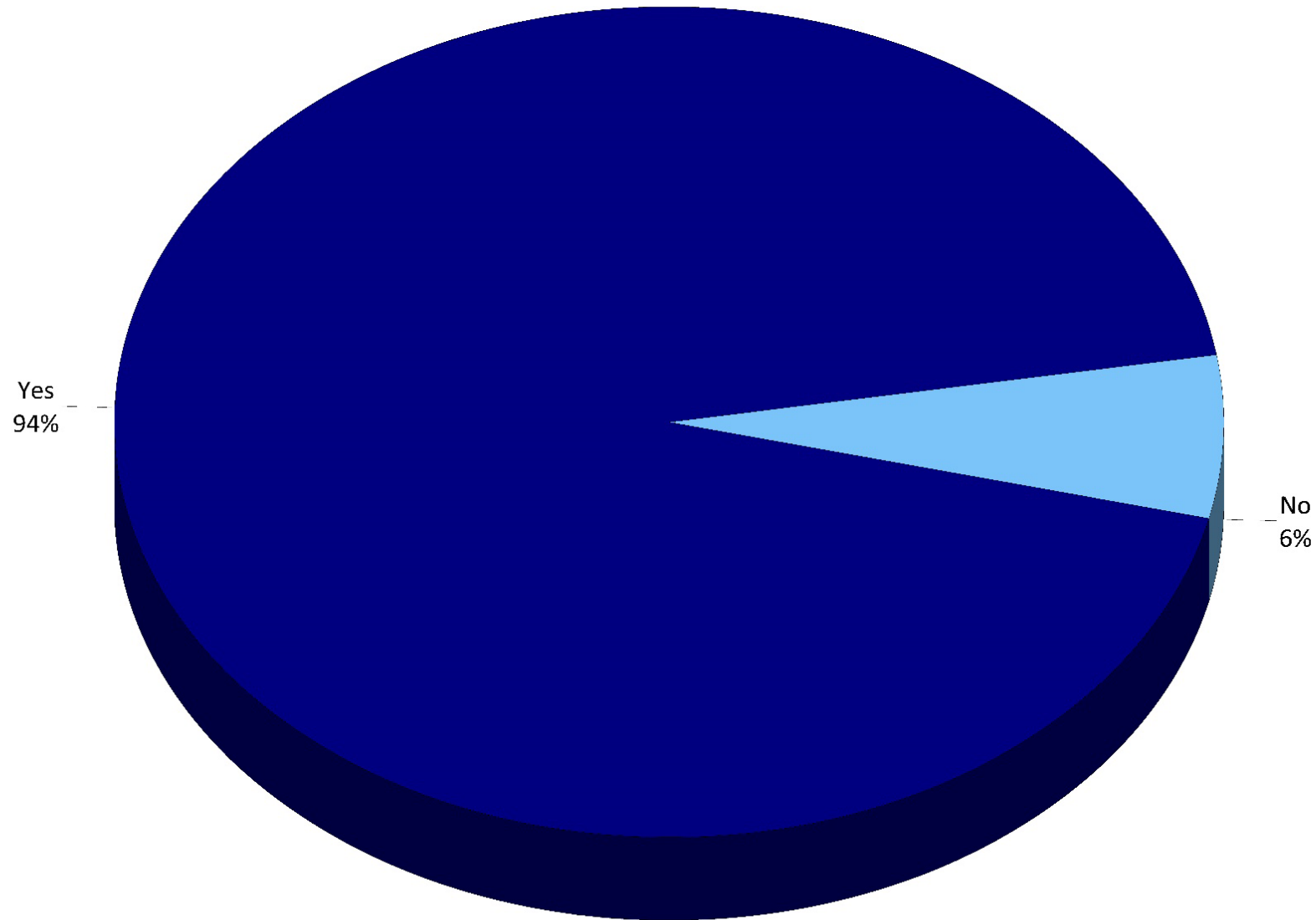


PARK AND  
FACILITY  
UTILIZATION  
AND  
CONDITION



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

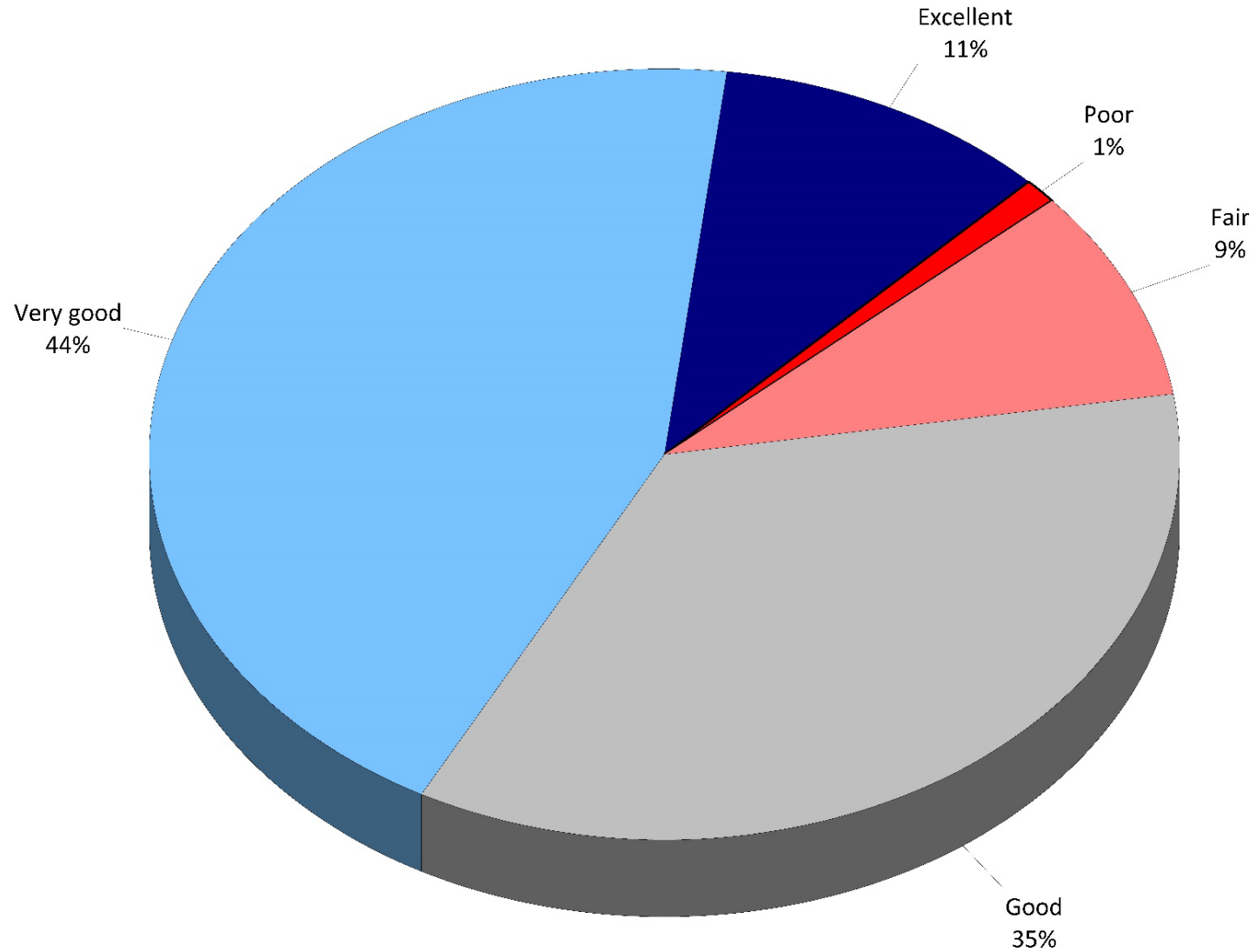
by percentage of respondents



**National Benchmark = 76%**

**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")

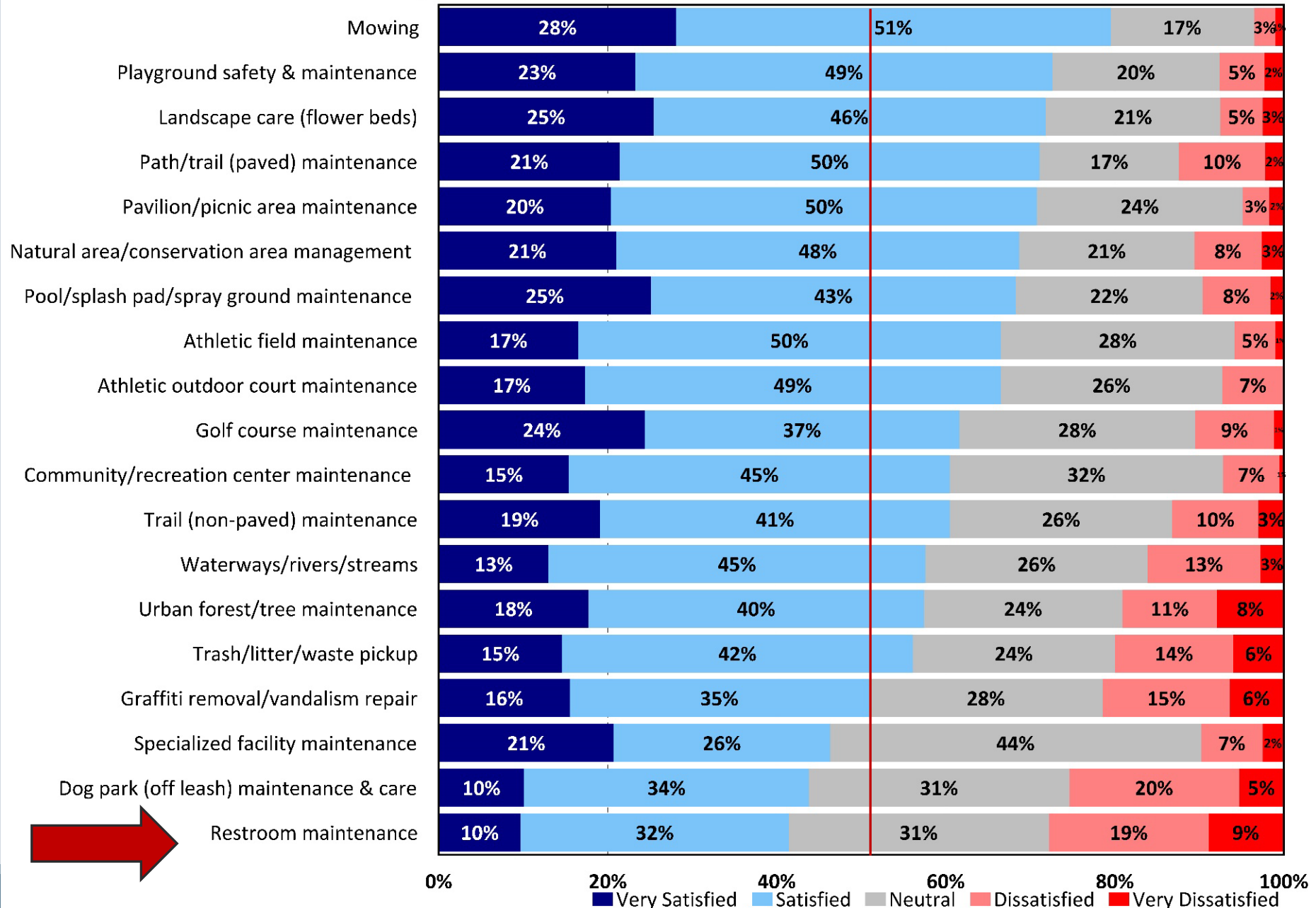


**National Benchmark for Excellent = 27%**



# Q14. Please rate your satisfaction with the maintenance activities.

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





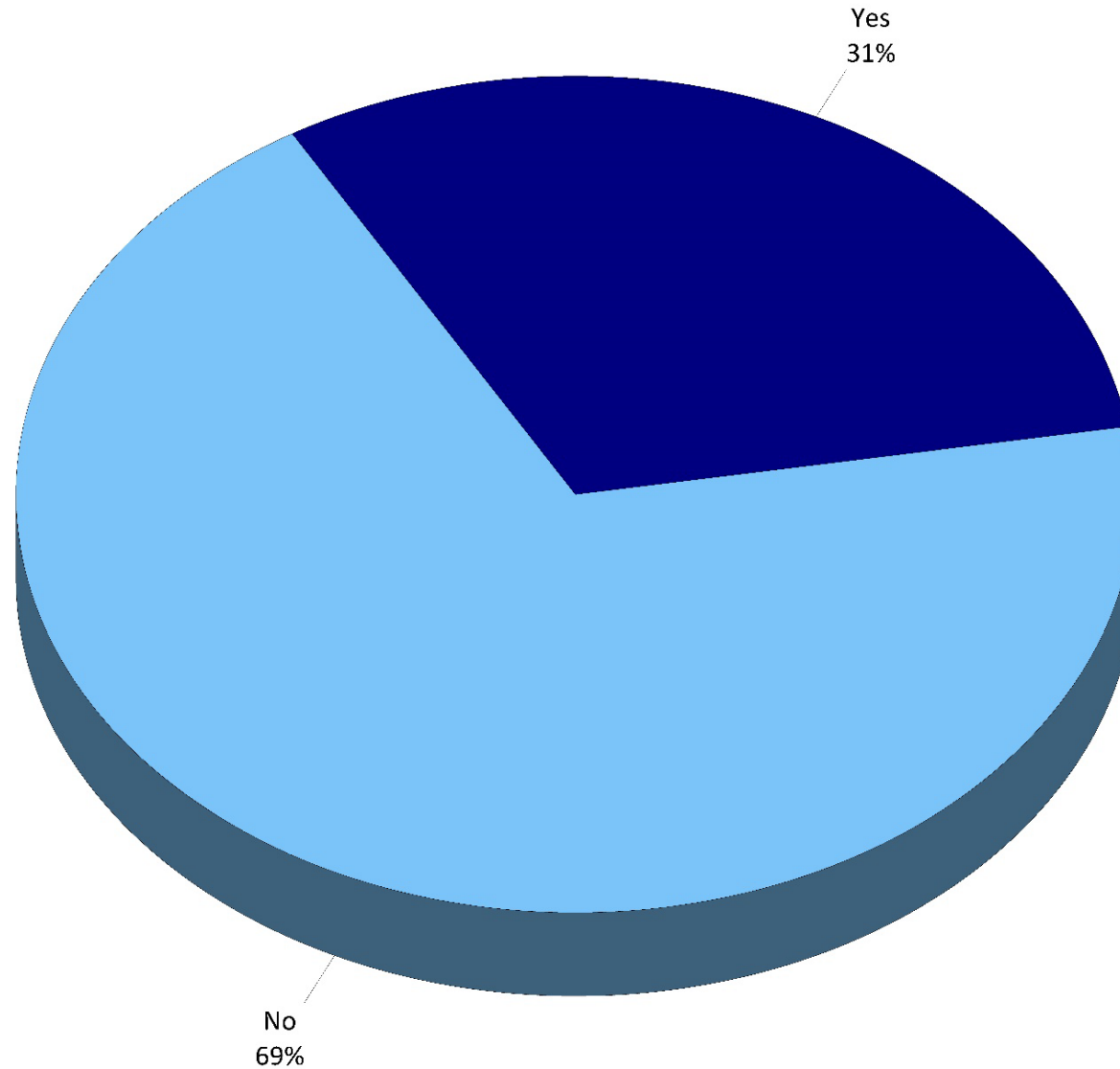
PROGRAM  
PARTICIPATION  
AND QUALITY





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

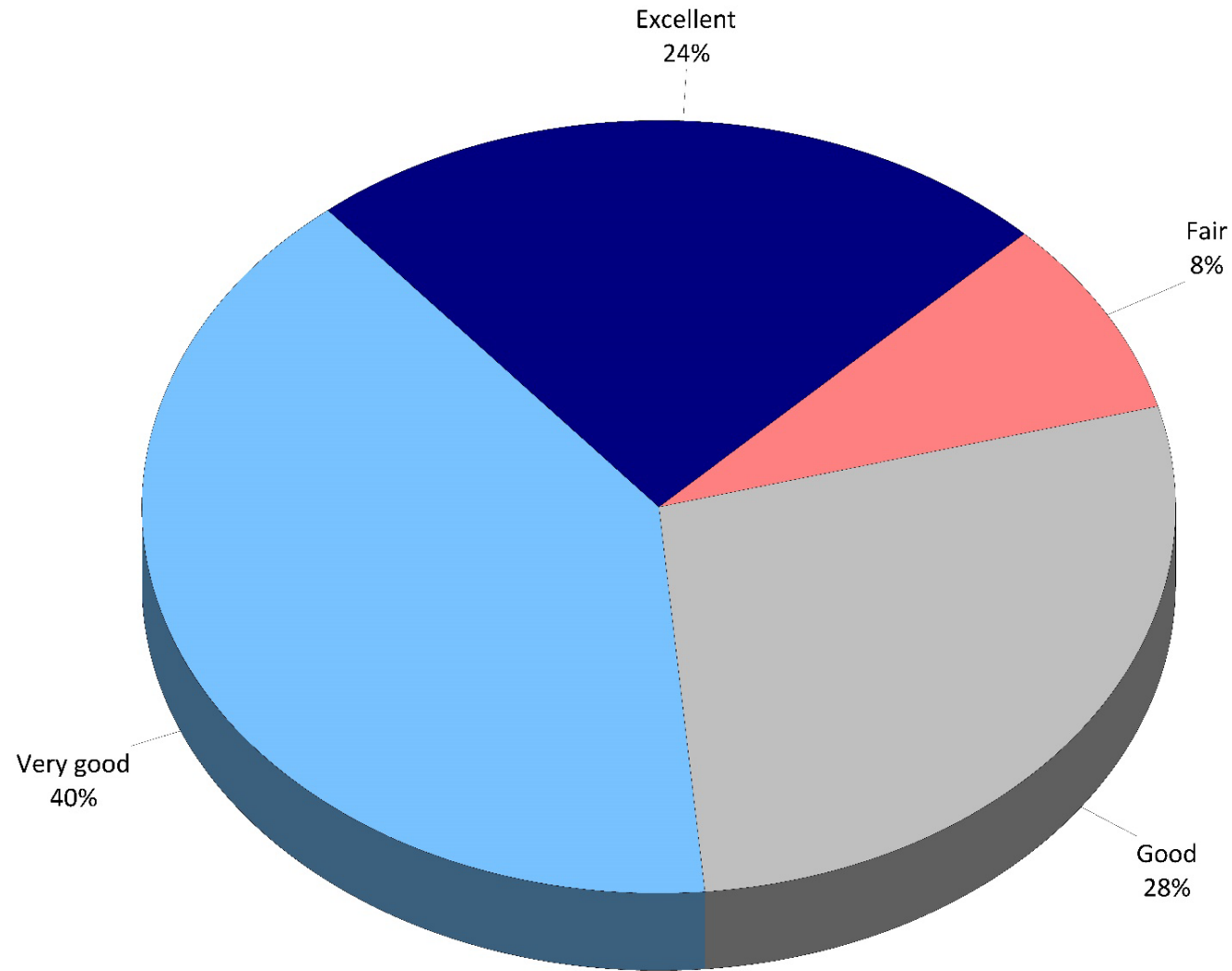
by percentage of respondents



**National Benchmark = 32%**

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

by percentage of respondents (excluding "not provided")



**National Benchmark for Excellent = 23%**

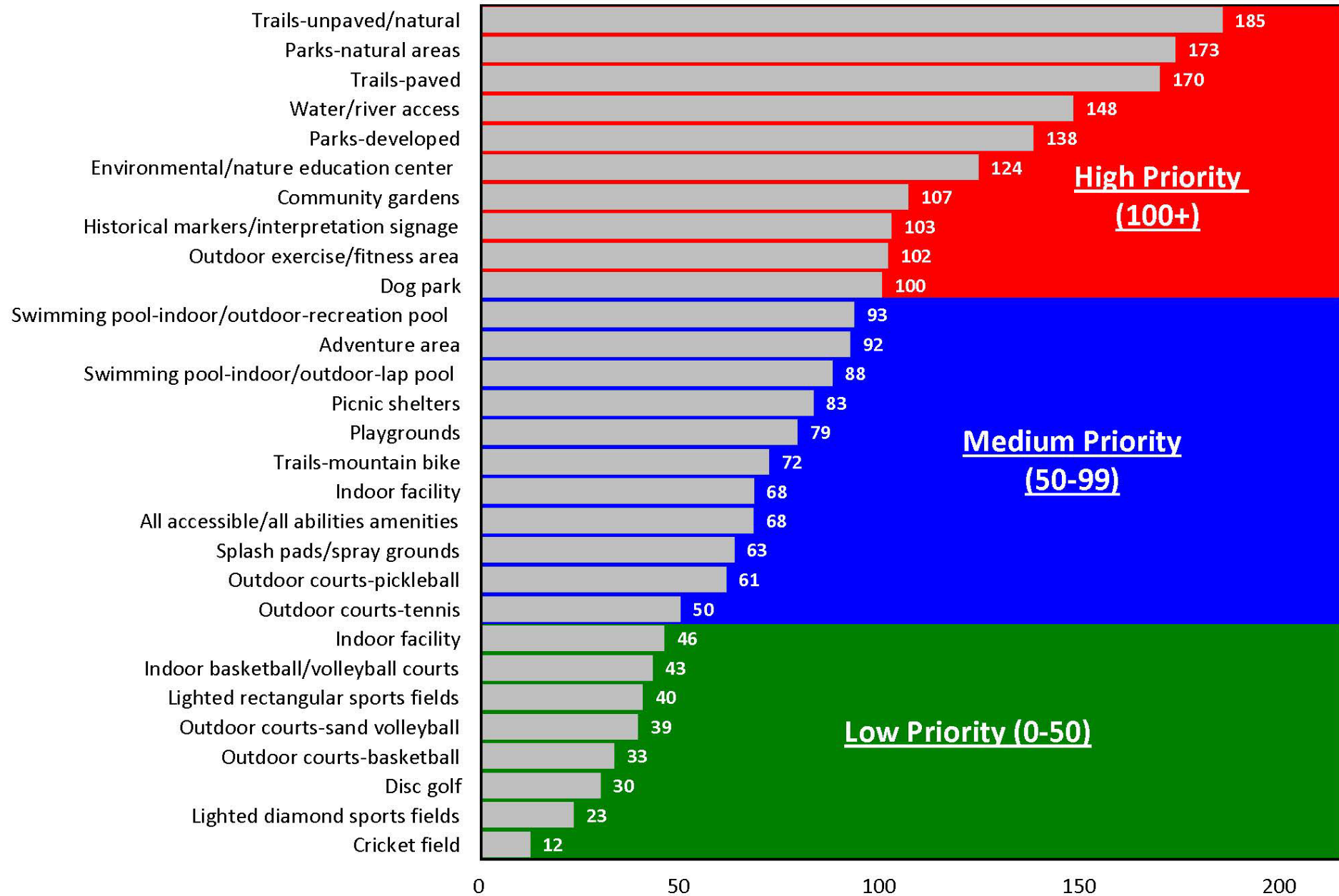


# FACILITY AND AMENITY NEEDS





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





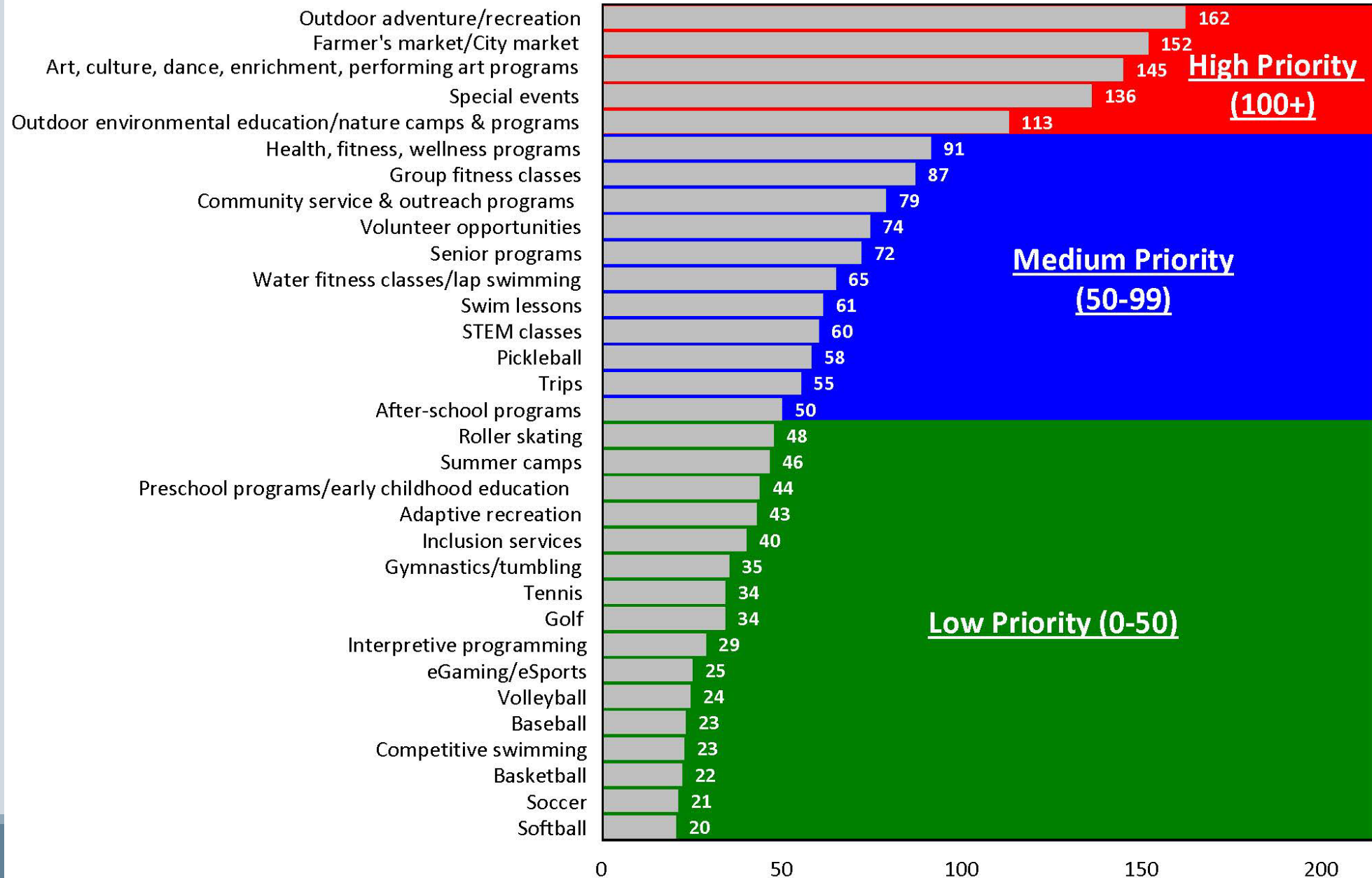


# PROGRAM AND SERVICE NEEDS





# 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		●	●						

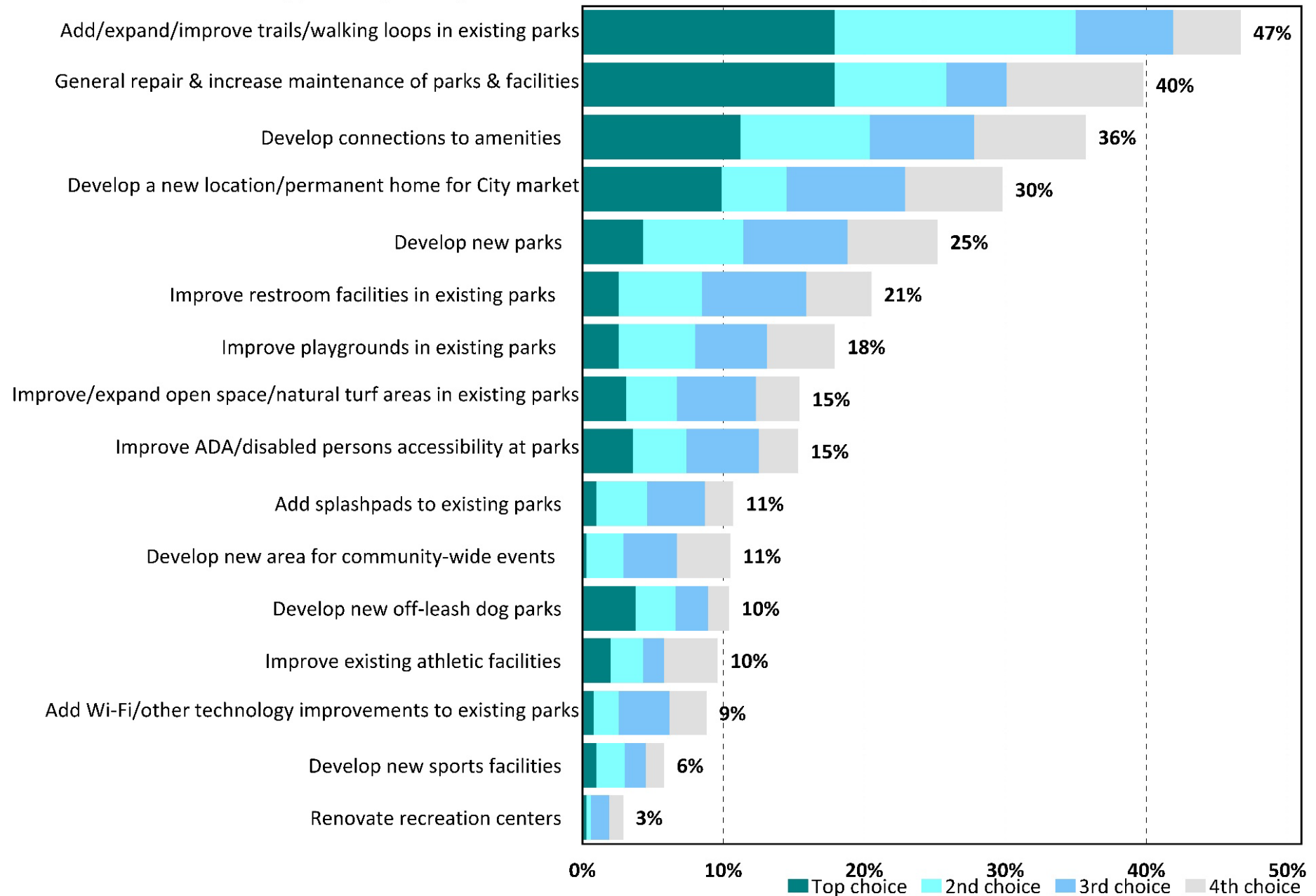
# COMMUNITY SUPPORT





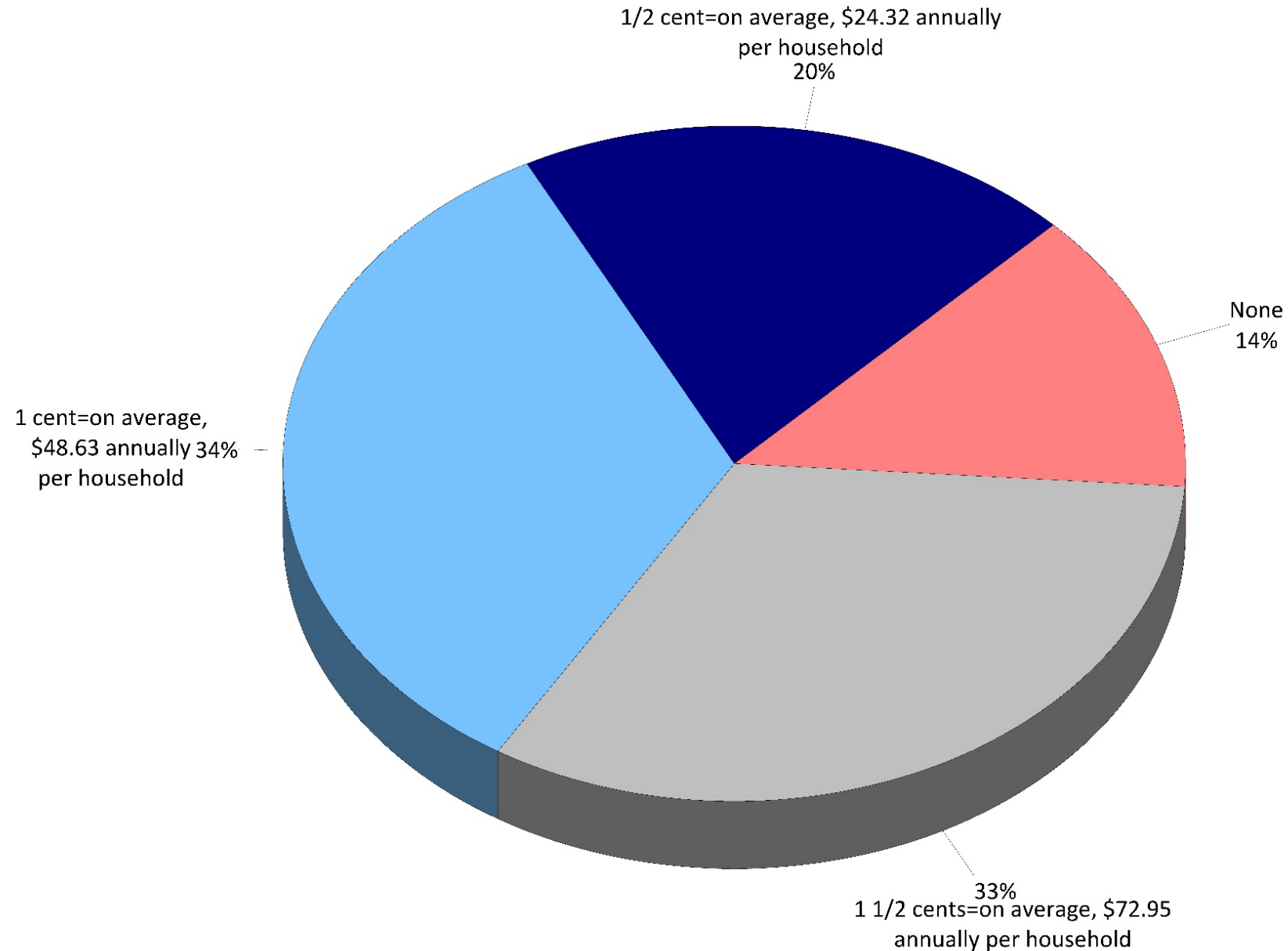
## Q17. Which four actions would you be most willing to fund?

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.

by percentage of respondents (excluding "not provided")





# 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 Park Site-Specific Plan 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. Park Site-Specific Plan 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 25<sup>th</sup>)
- **Individual park improvement plans**
- **Program and service improvement plans**
- **Connectivity analysis**
- **Site-specific framework plan development**
- **Capital improvement cost estimating**





**QUESTIONS?**