City of Dunwoody

Dunwoody Parks and Recreation Master Plan Findings Presentation May 24, 2016

GreenPlay LLC

The Leading Edge In Parks, Recreation, And Open Space Consulting

jB+a planning + landscape architecture

Agenda

- Process
- Focus Groups
- Demographics
- Survey Results
- Inventory
- Level of Service
- Q & A

Process

- Start-up
- Community Input
  - Focus Groups
  - Stakeholder Meeting
  - Survey
- Inventory
- Findings and Visioning Workshop
- Level of Service Analysis
- Operational & Maintenance Analysis
  - Program & Other Service Provider Analysis
  - Organizational Analysis
- Draft Plan & Presentation
- Final Plan & Presentation

Community Engagement Summary

Meetings held January 11-12, 2016

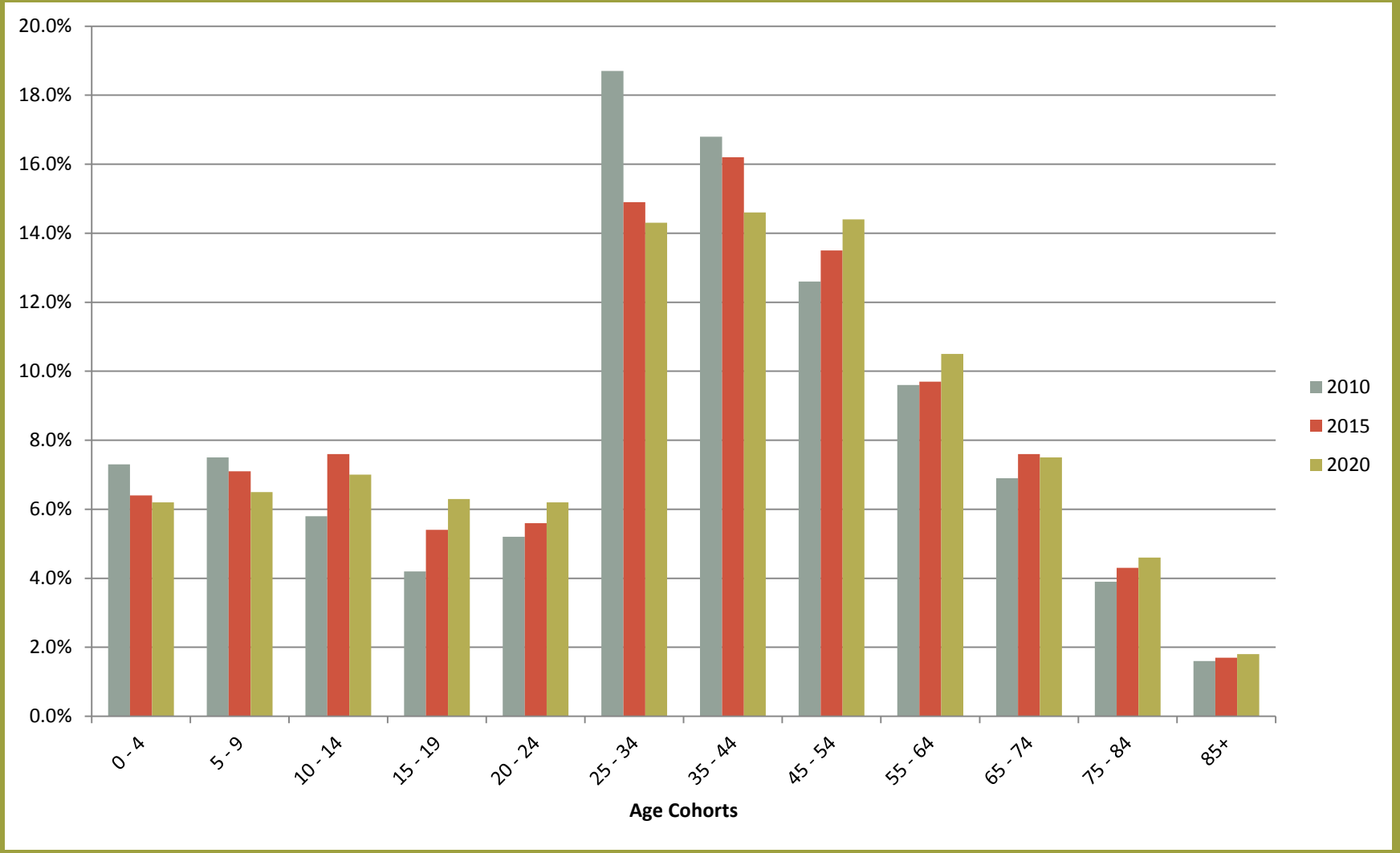
- 180+ Participants over six meetings

Stakeholder and focus group meetings: Staff, Non-Profit Partners, School Officials, Citizens

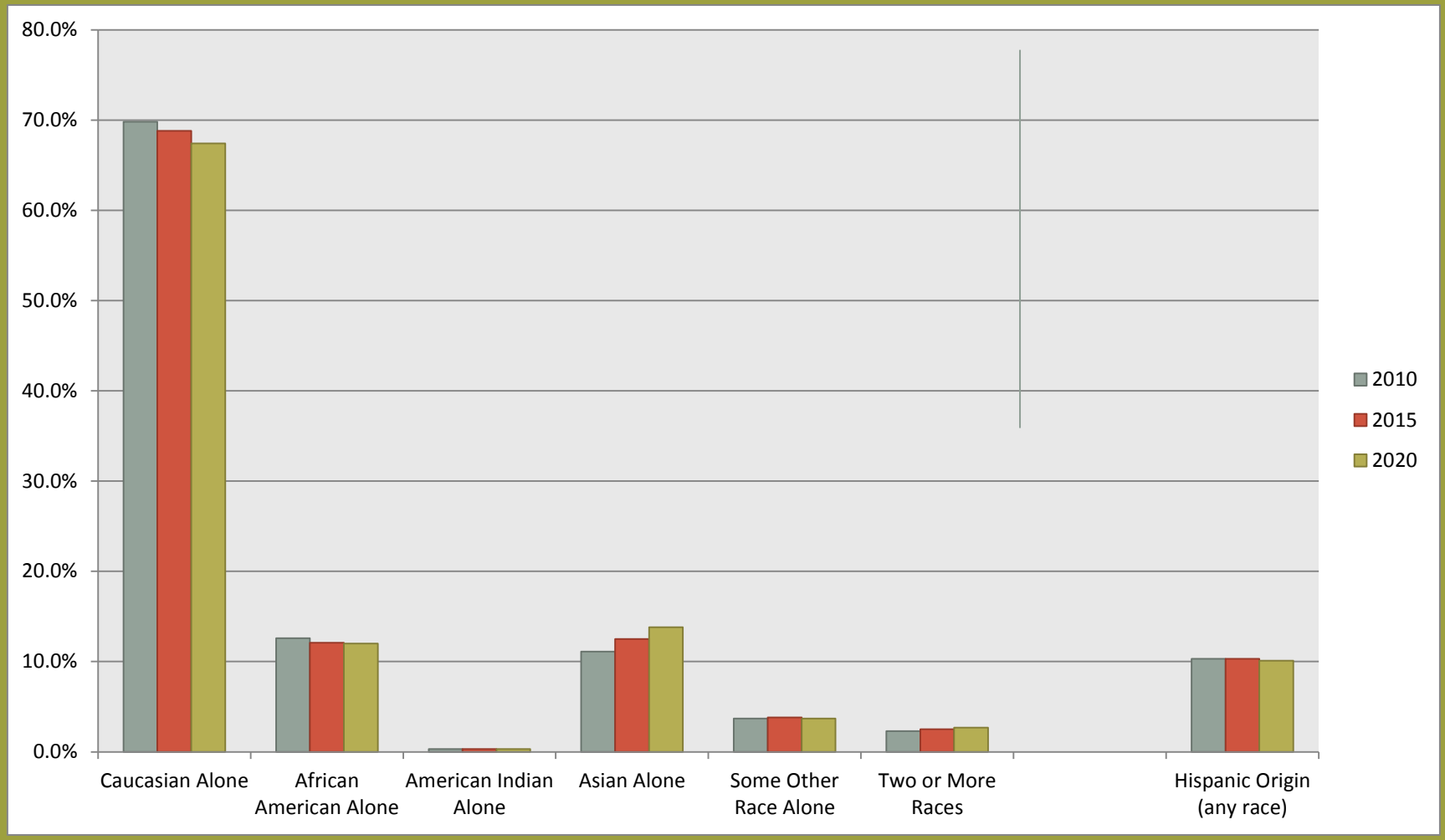
2015 Demographics

Summary Demographics	
Population	48,068
Number of Households	20,806
Avg. Household Size	2.30
Median Age	36.9
Median Household Income	$75,559

Demographics - Age Breakdown



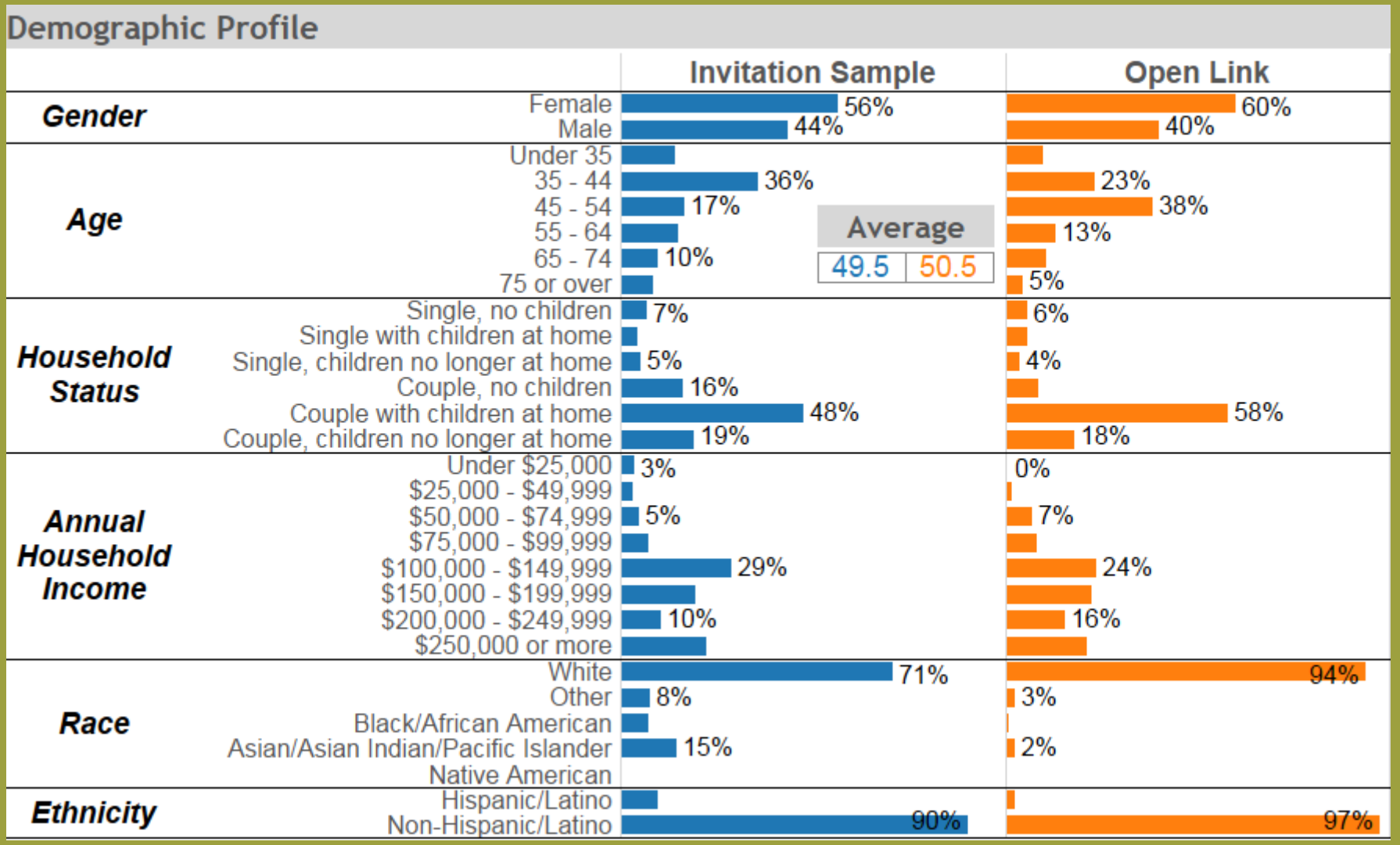
Demographics - Ethnicity Breakdown



Population Projections

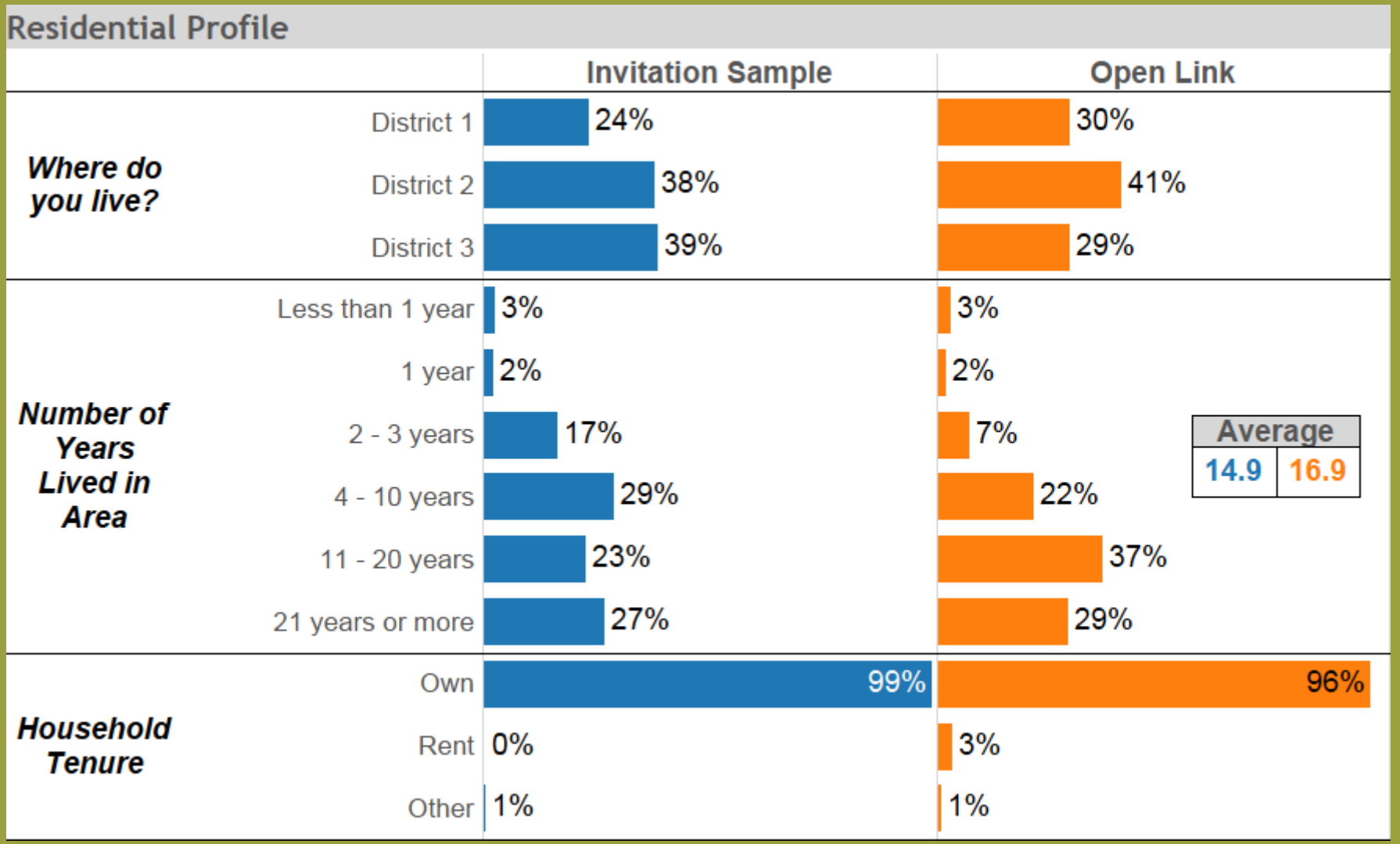
US Census (2000 and 2010) and Esri Projections	
2000 Population	38,695
2010 Population	46,267
2015 Estimated	48,068
2020 Projected	50,239

Survey Demographic Profile



Questions 20, 21, 22, 25, 26, and 27

Survey Residential Profile



Questions 1, 2, and 23

Survey Results

Methodology

Statistically Valid Survey Method

- Randomly distributed postcard survey
- Distributed geographically

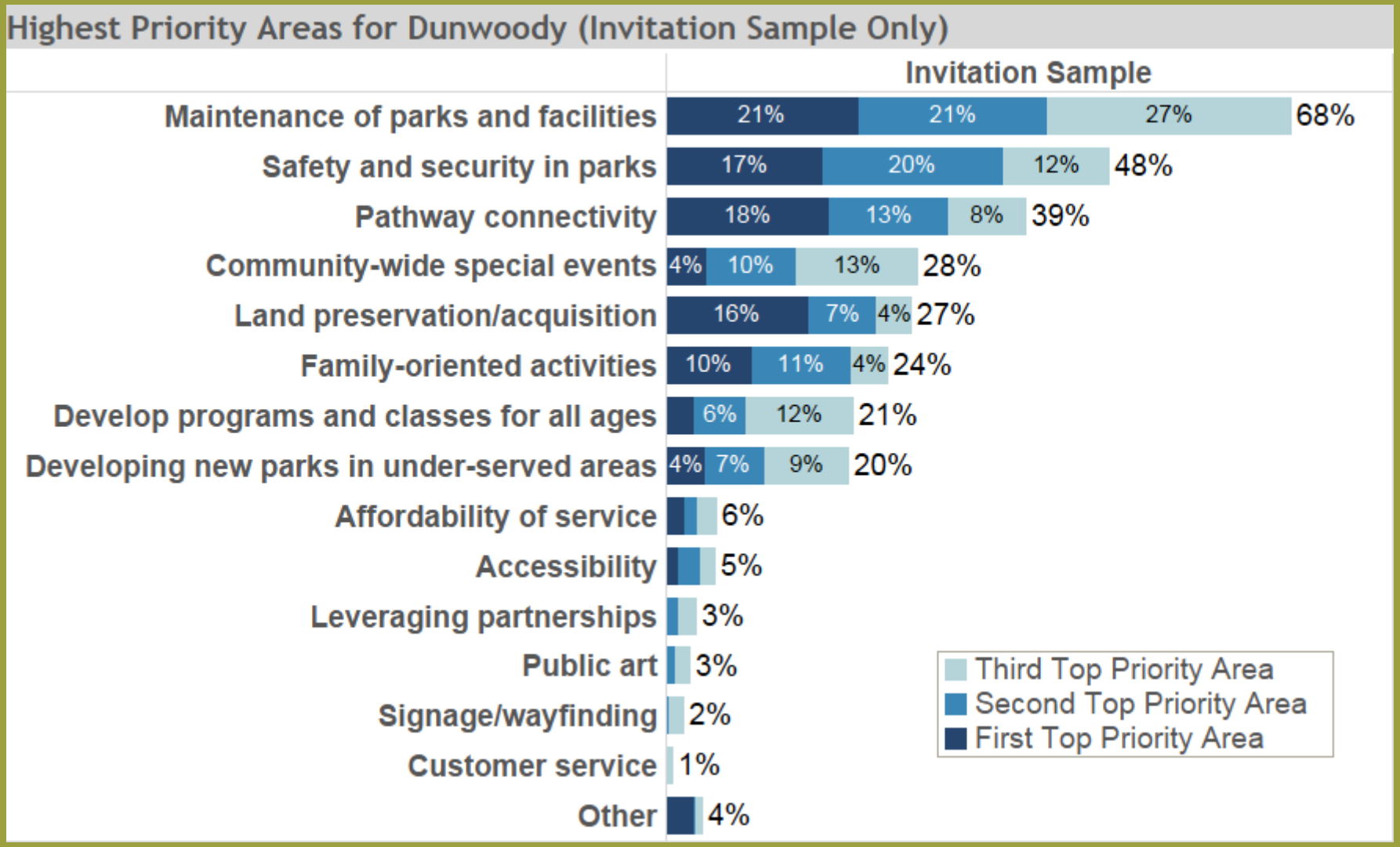
Statistically Valid Survey Response

- 3,000 surveys randomly distributed to residents
- Final sample size was 661 (22% return rate, +/- 3.8% margin of error)

Open-Link Web Survey Response

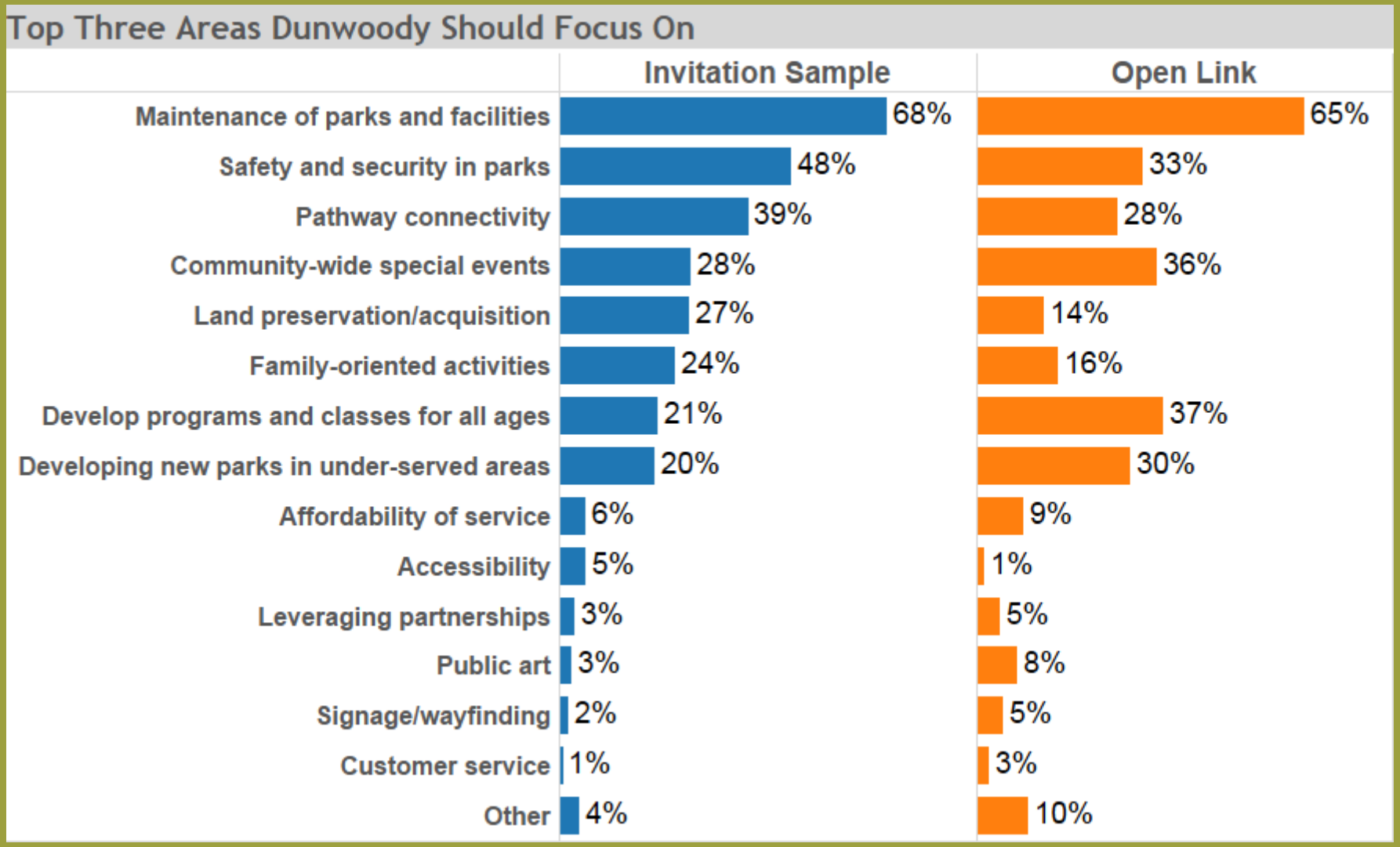
- Online open survey for anyone (962 completed)

Focus on Improvement



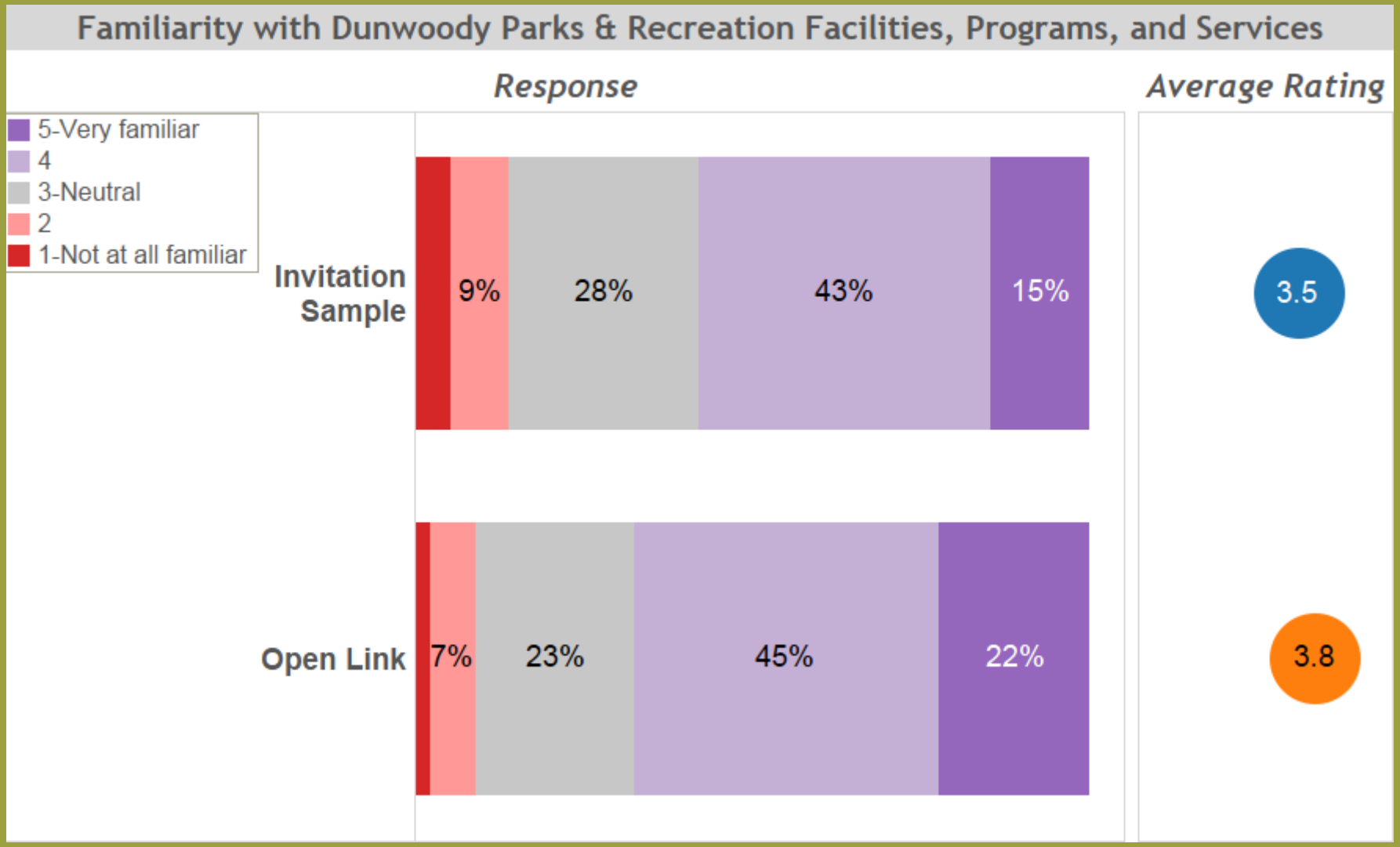
Question 4

Focus on Improvement



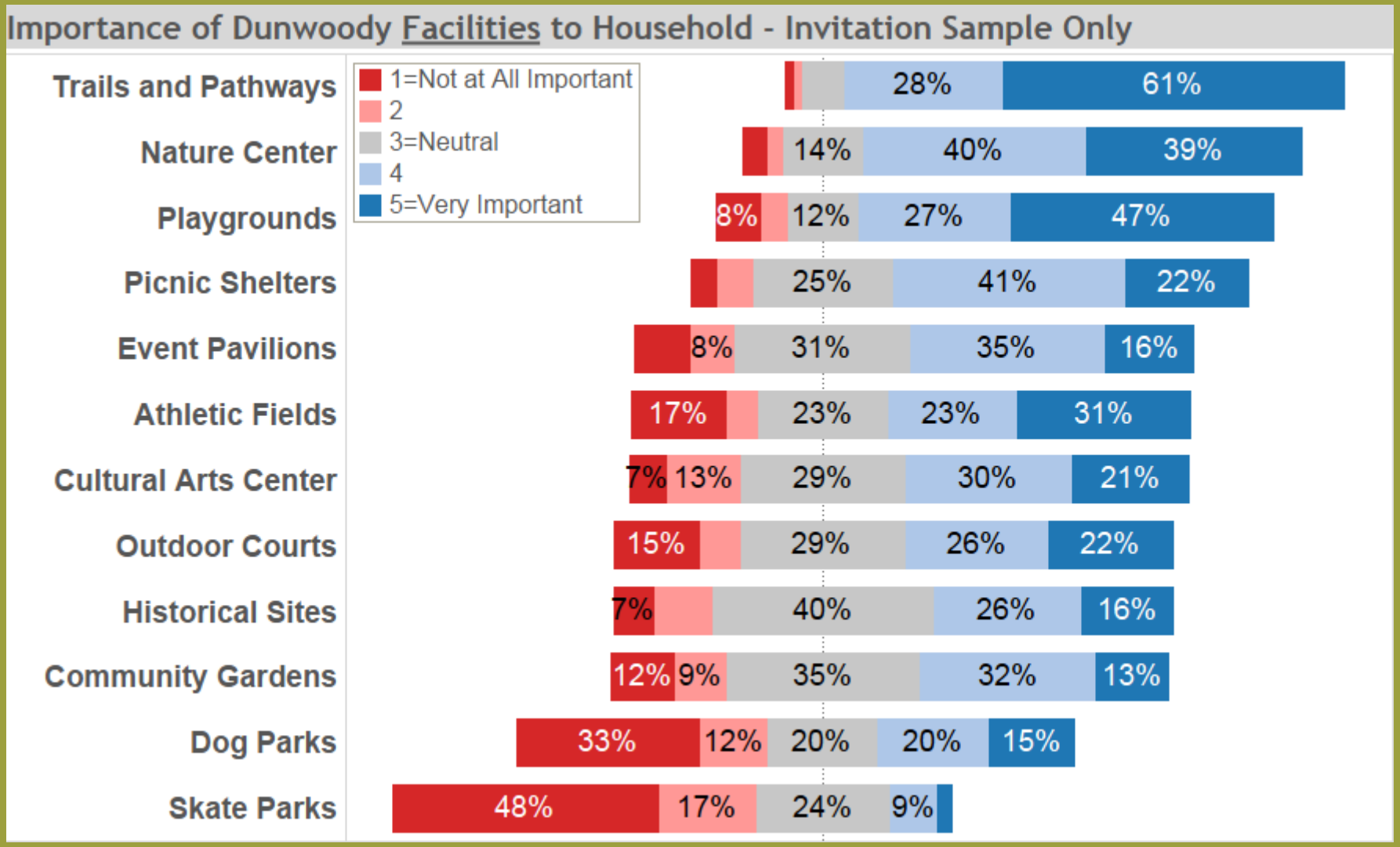
Question 4

Familiarity



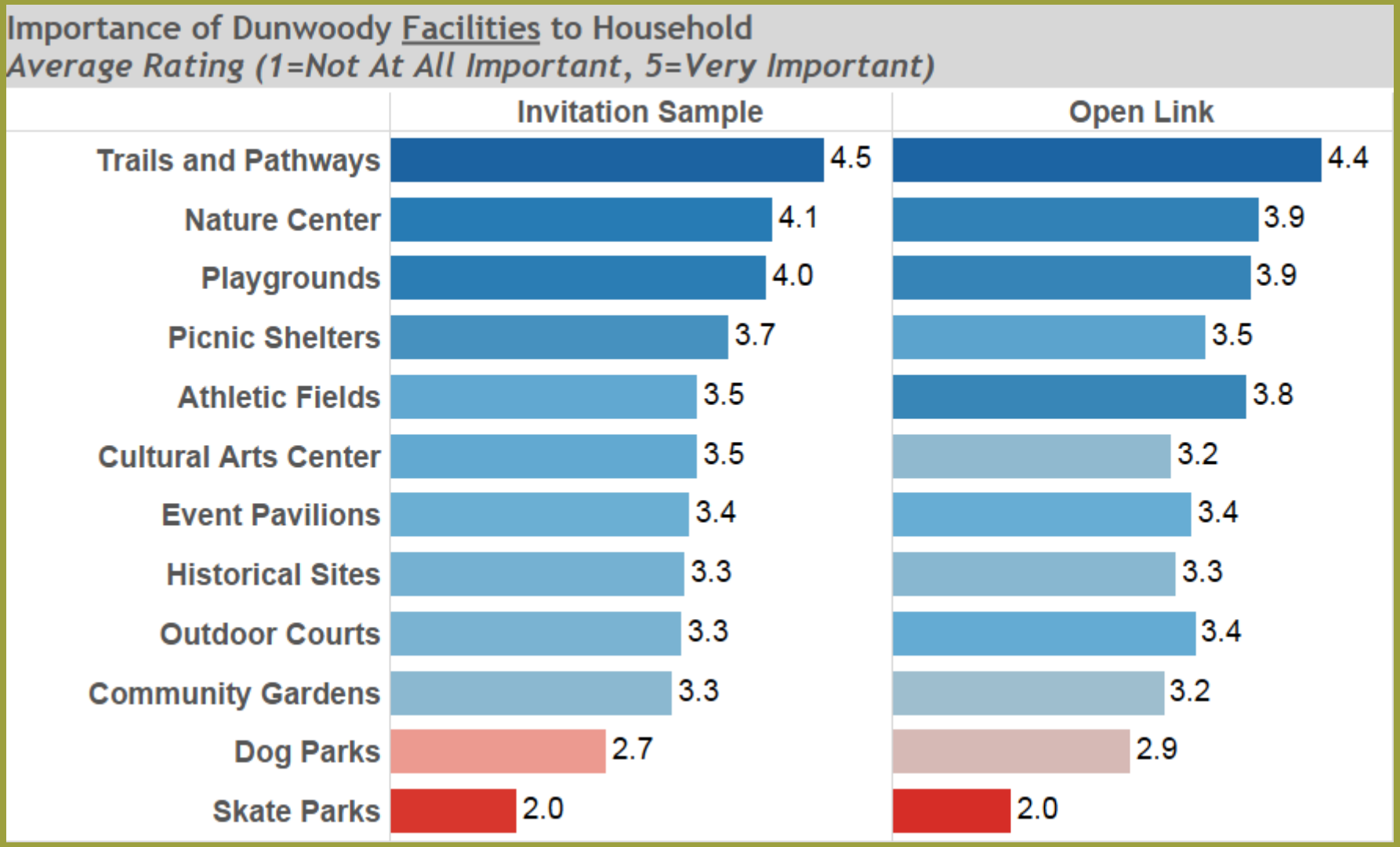
Question 3

Facility Importance



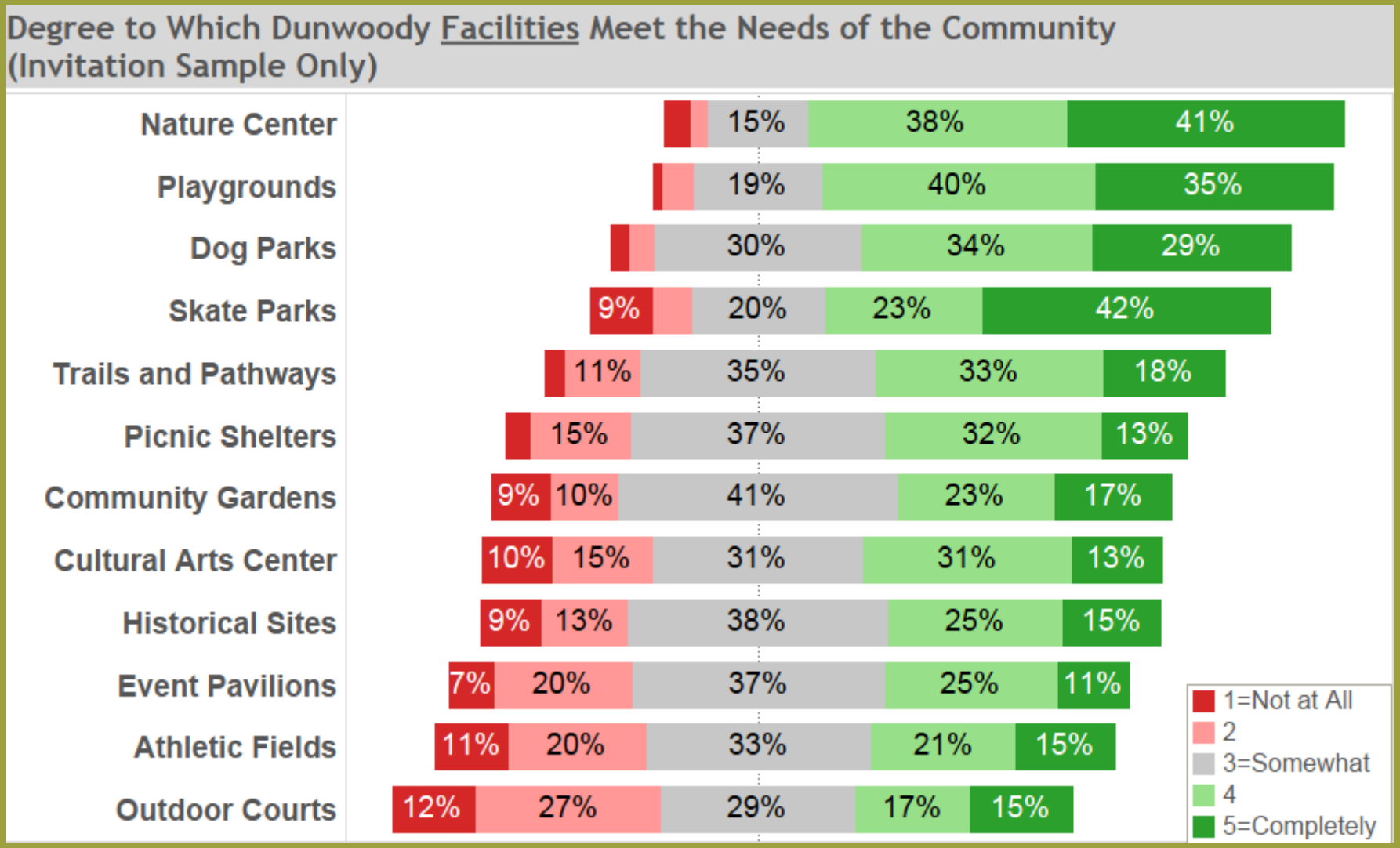
Question 5a

Facility Importance



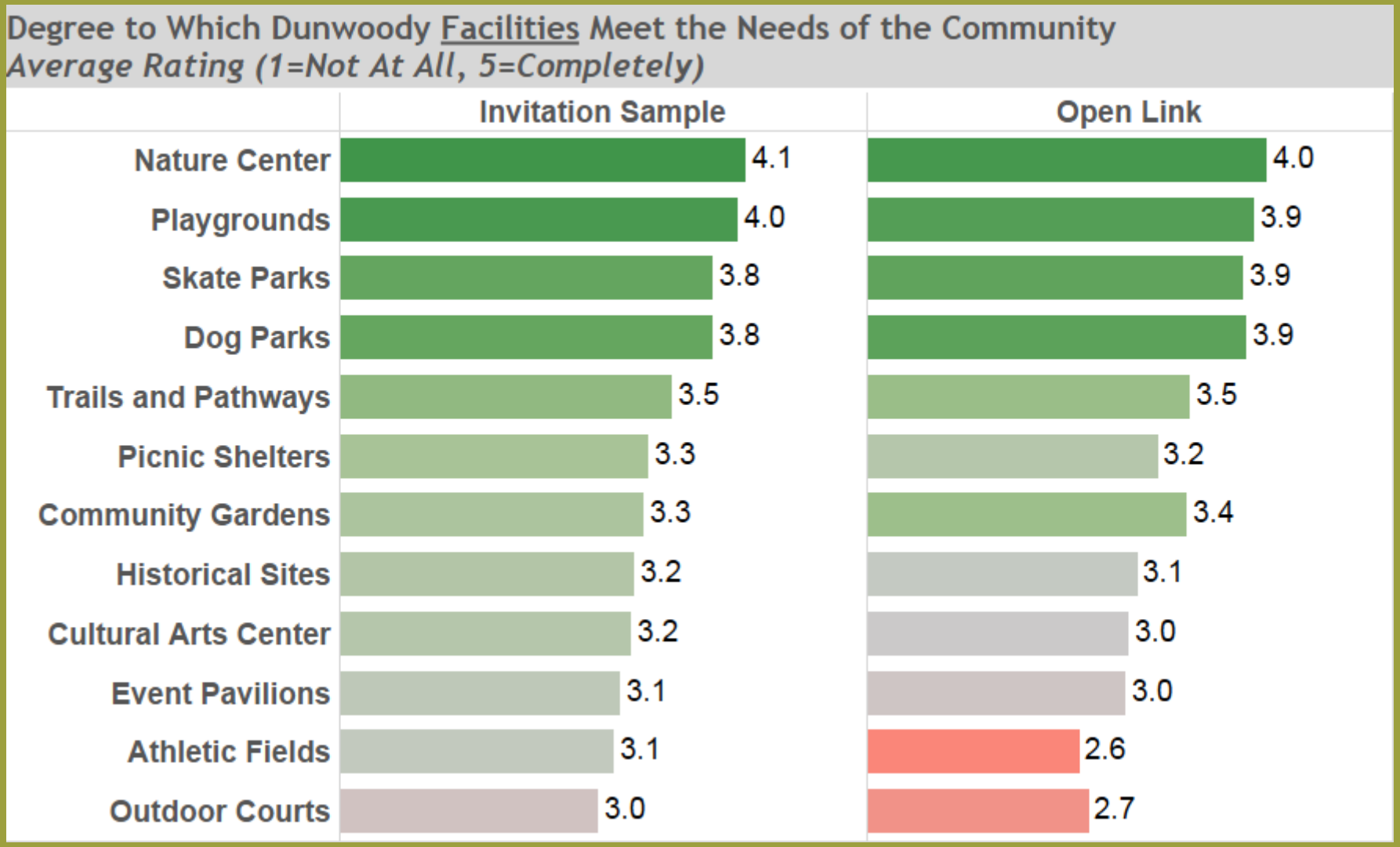
Question 5a

Facility Needs Met



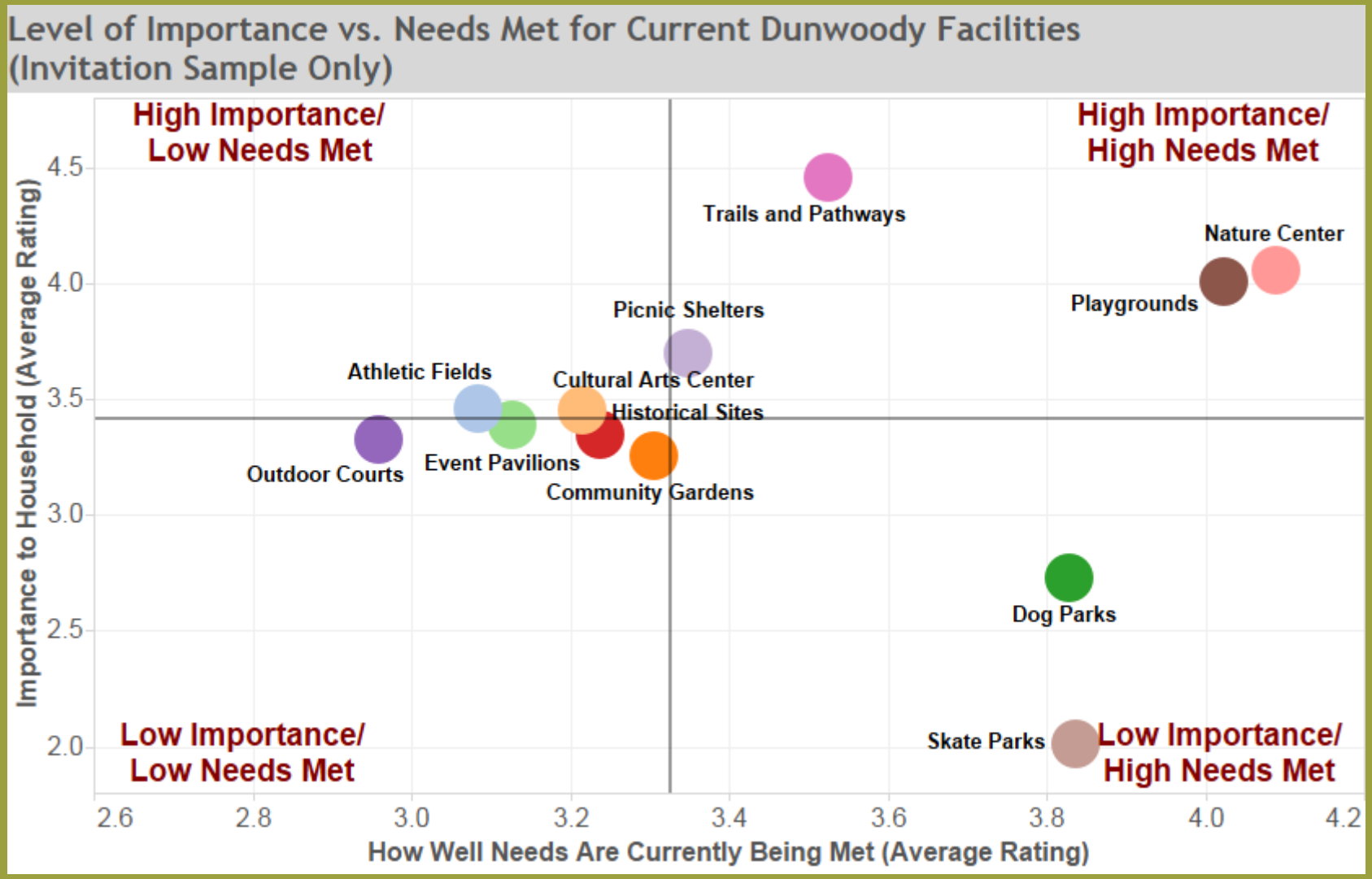
Question 5b

Facility Needs Met



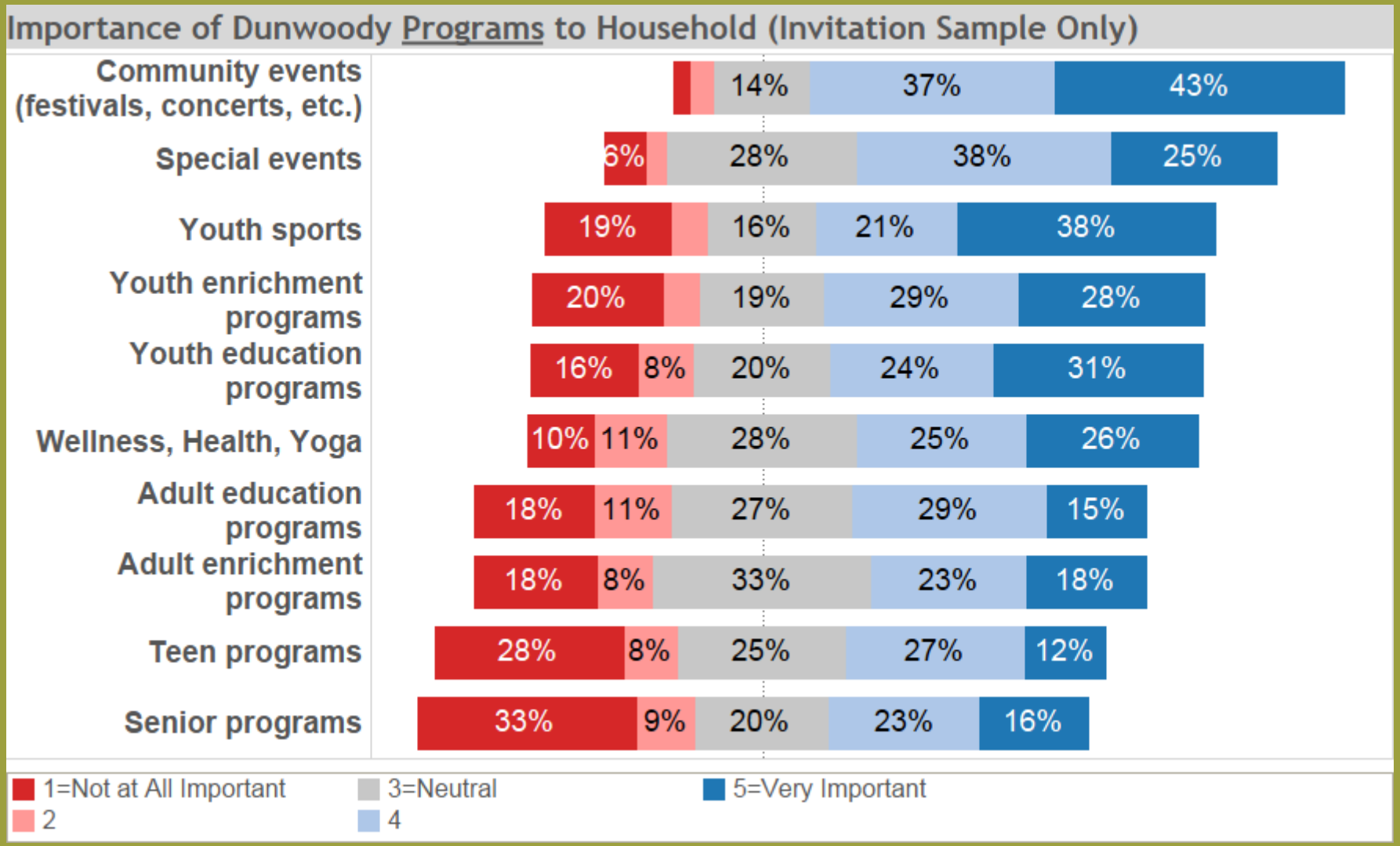
Question 5b

Facility Importance Versus Needs Met



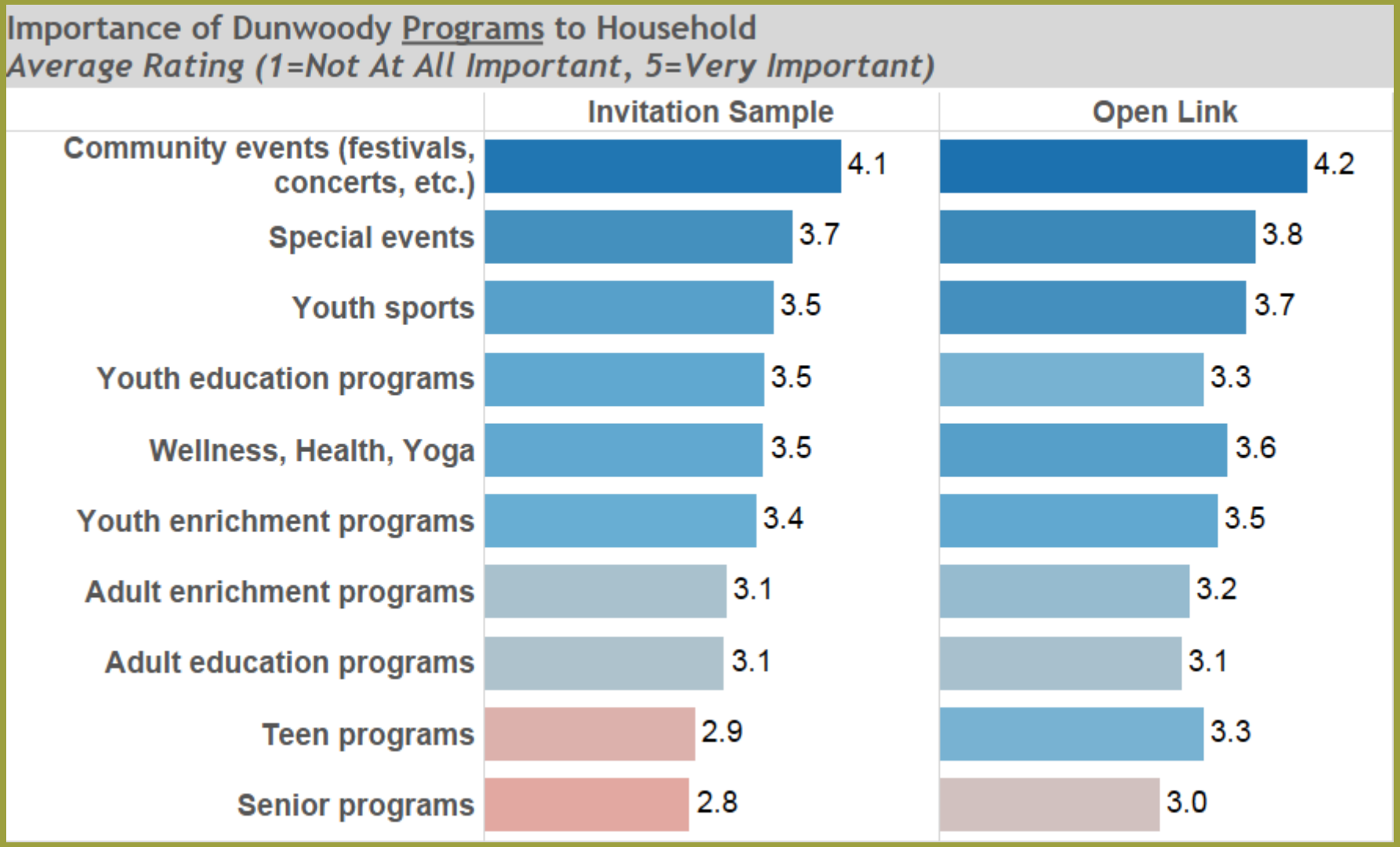
Questions 5a and 5b

Program Importance



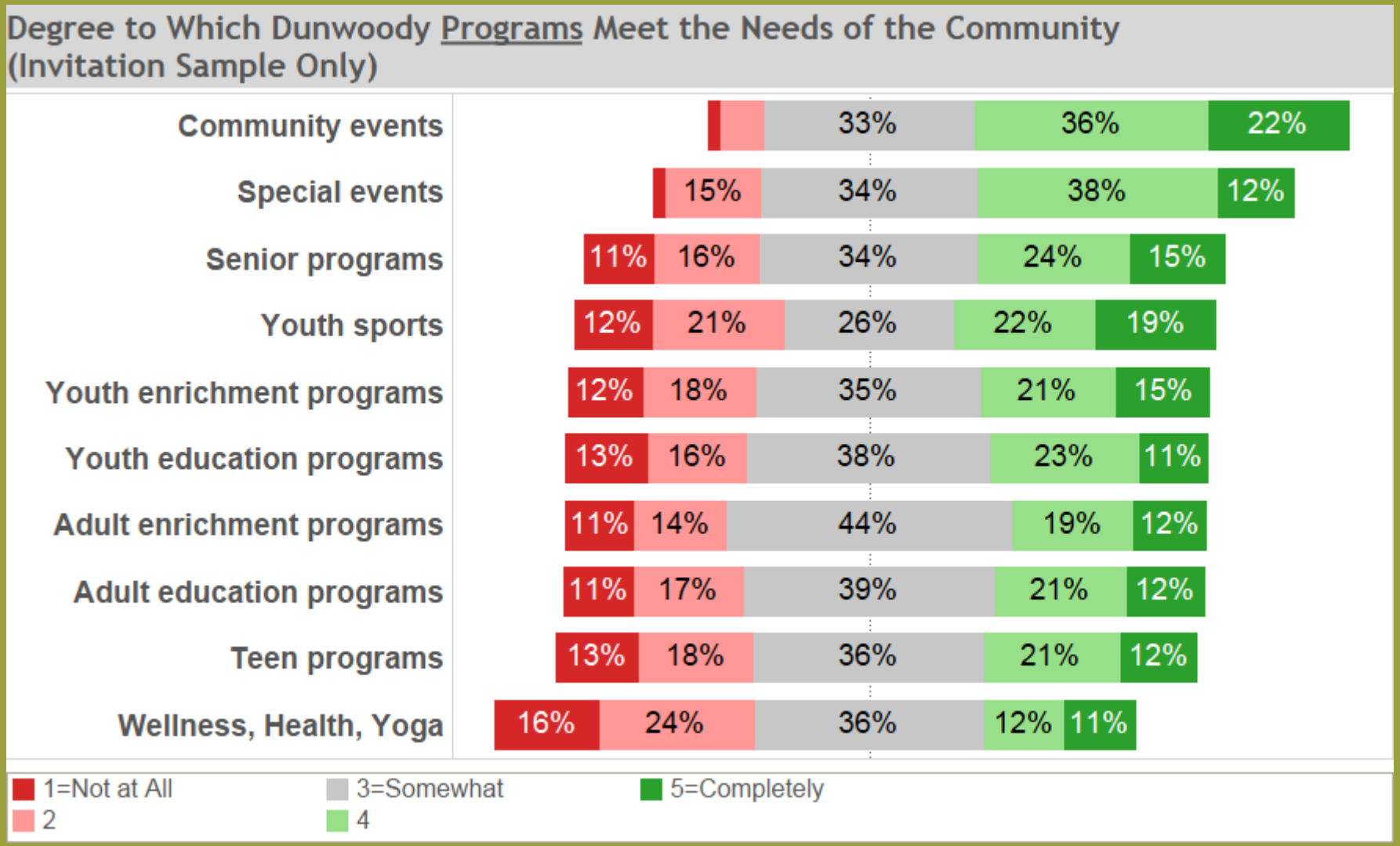
Question 5a

Program Importance



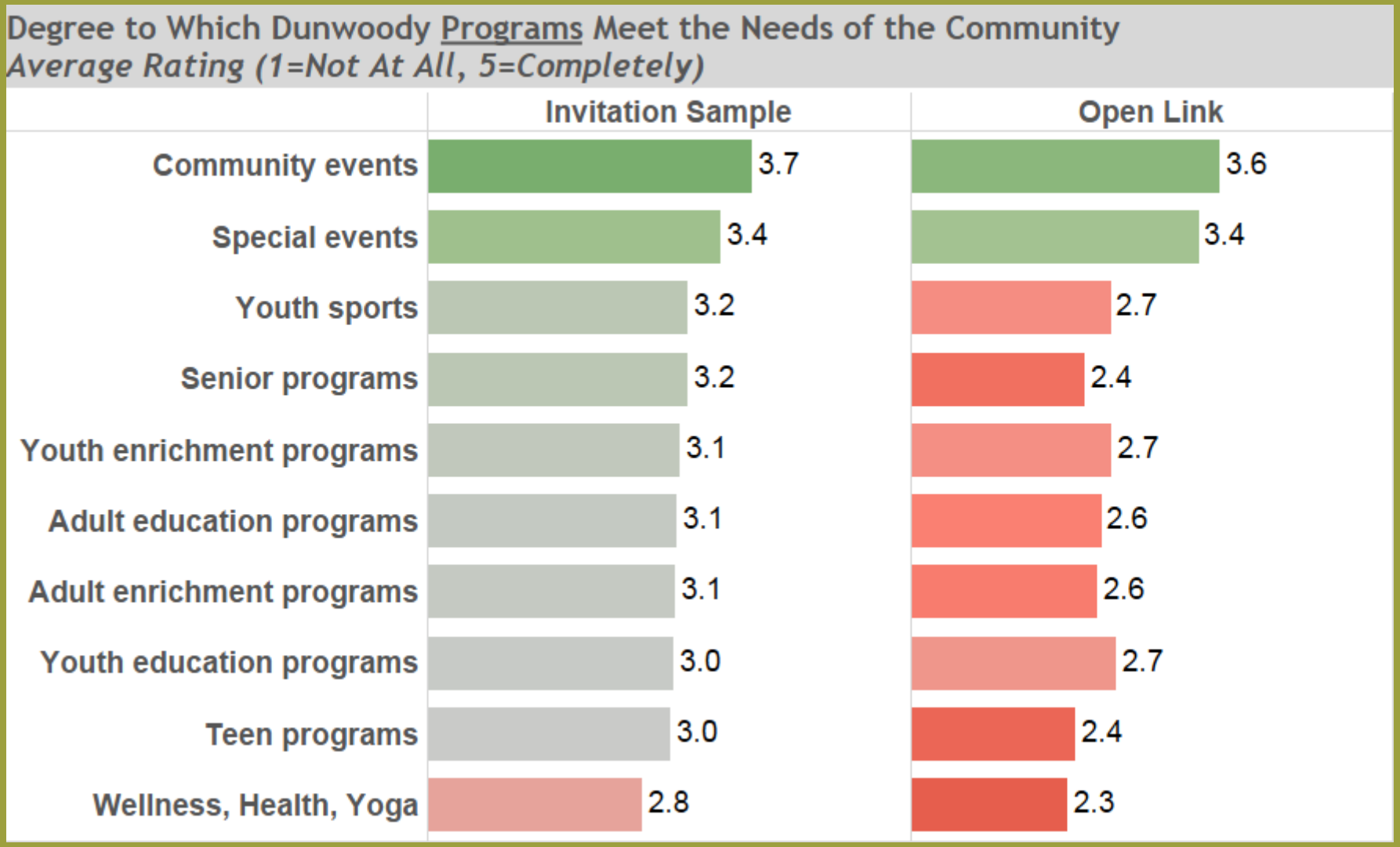
Question 5a

Program Needs Met



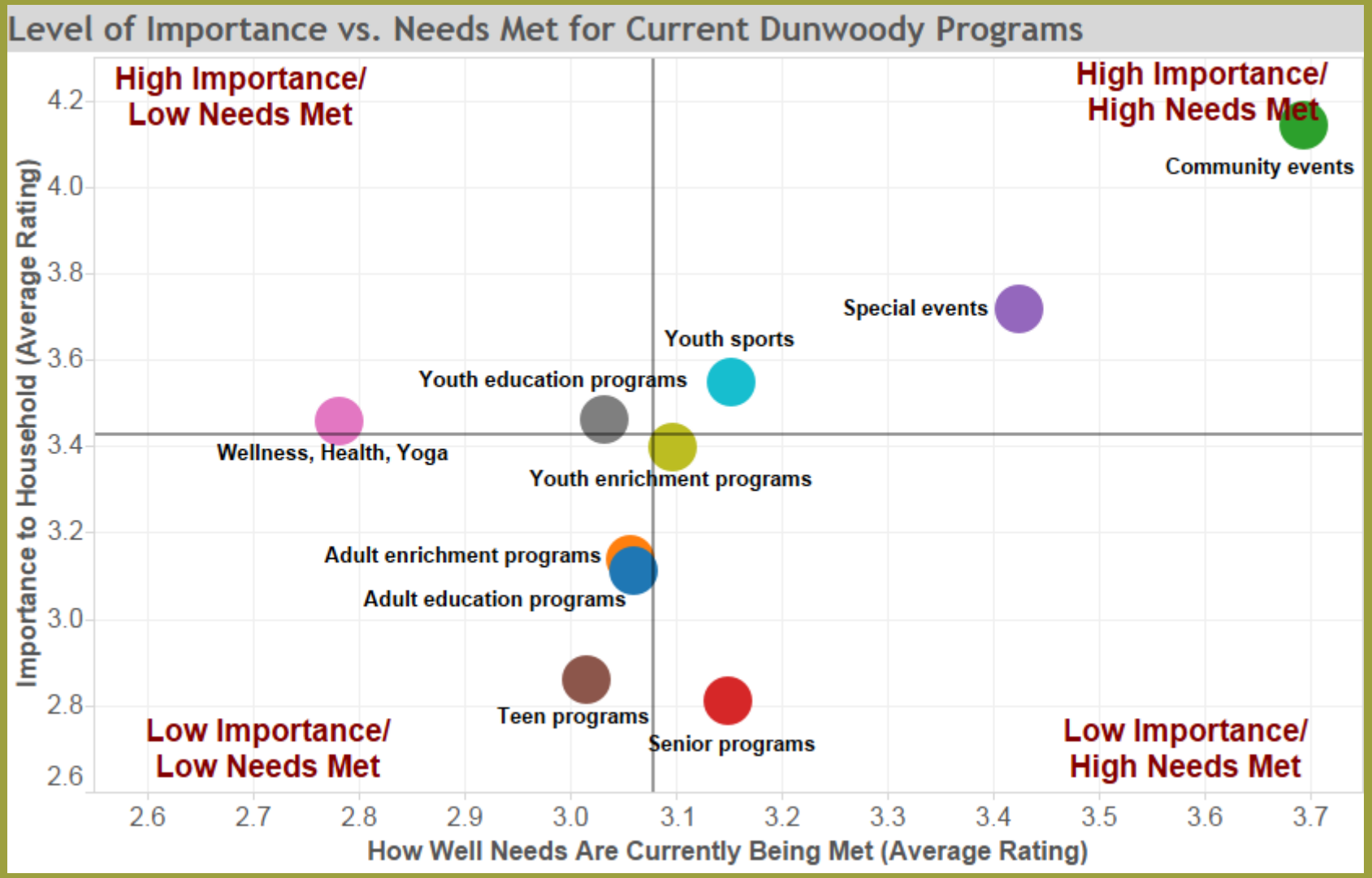
Question 5b

Program Needs Met



Question 5b

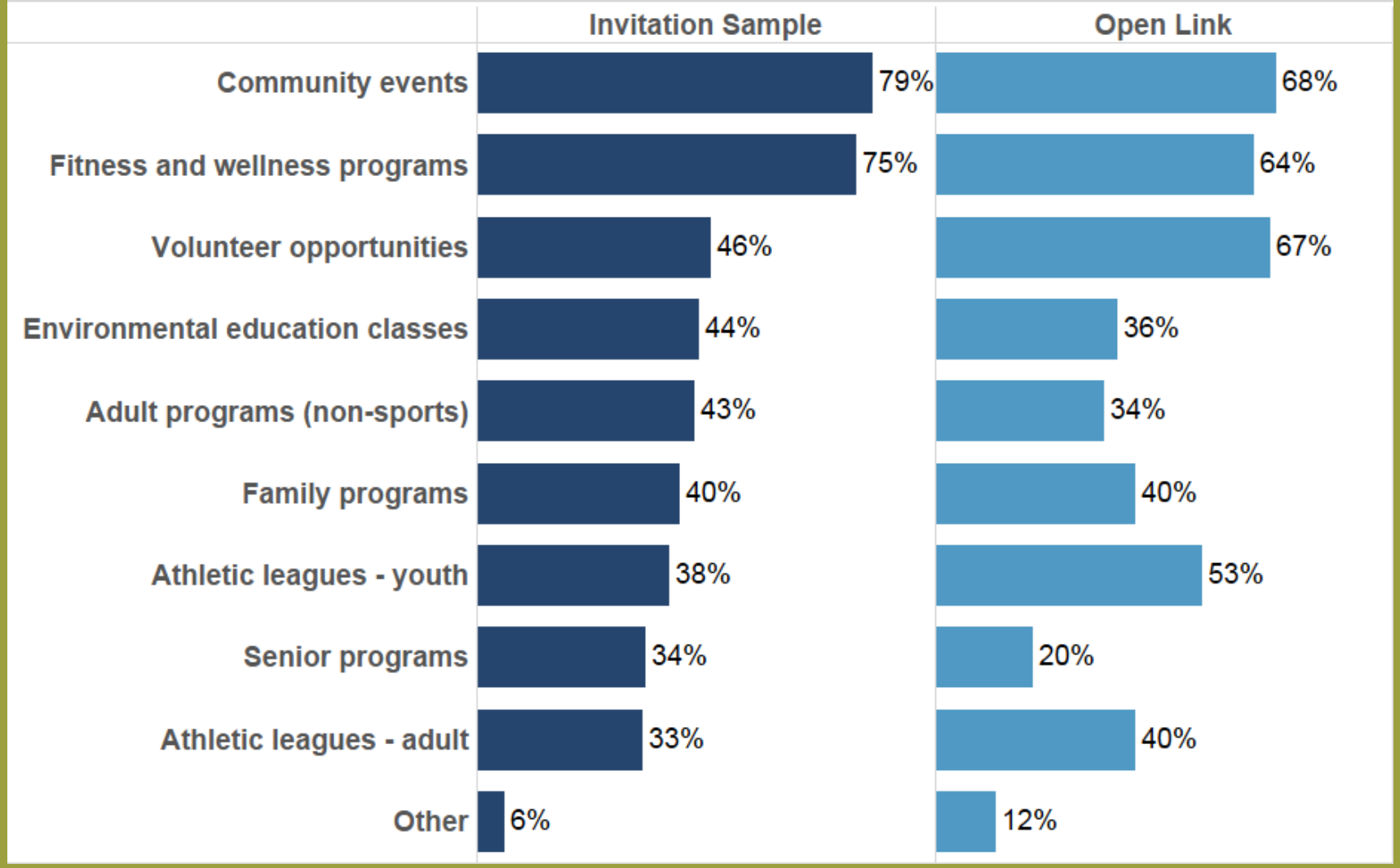
Program Importance Versus Needs Met



Questions 5a and 5b

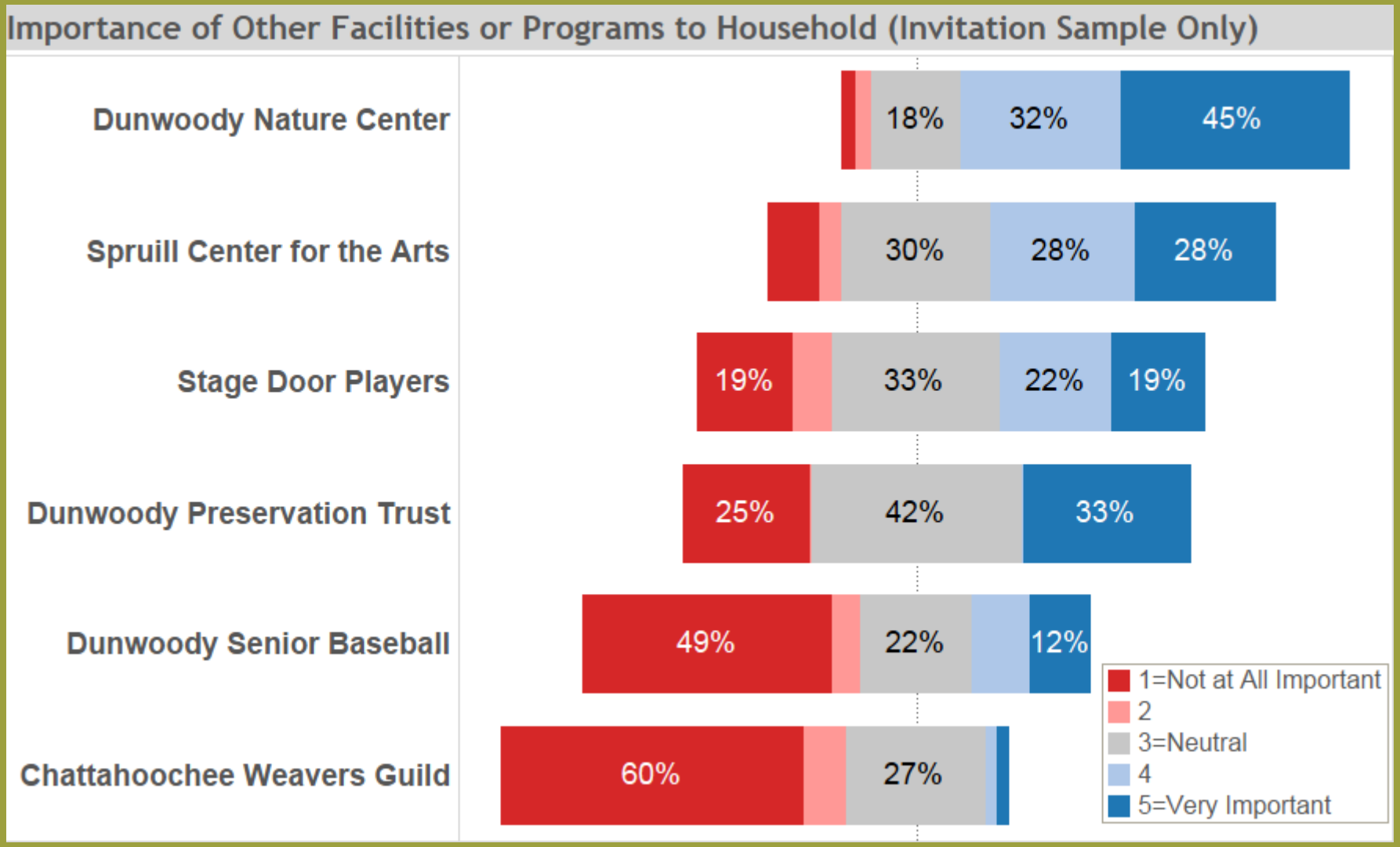
Program Needs

Does your household have a need for the following programs?
Percent Responding "Yes"



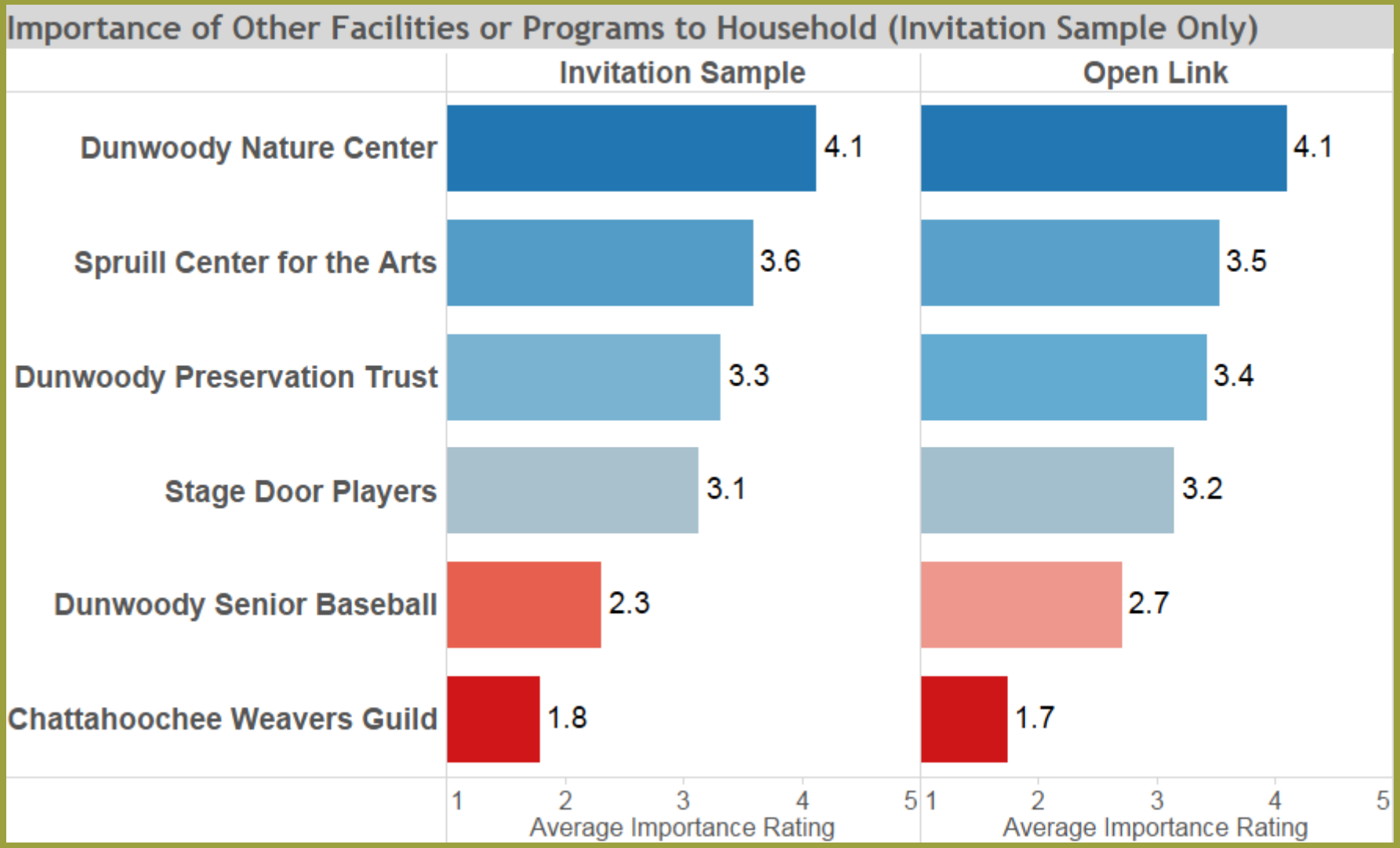
Question 7

Importance of Other Facilities/Programs



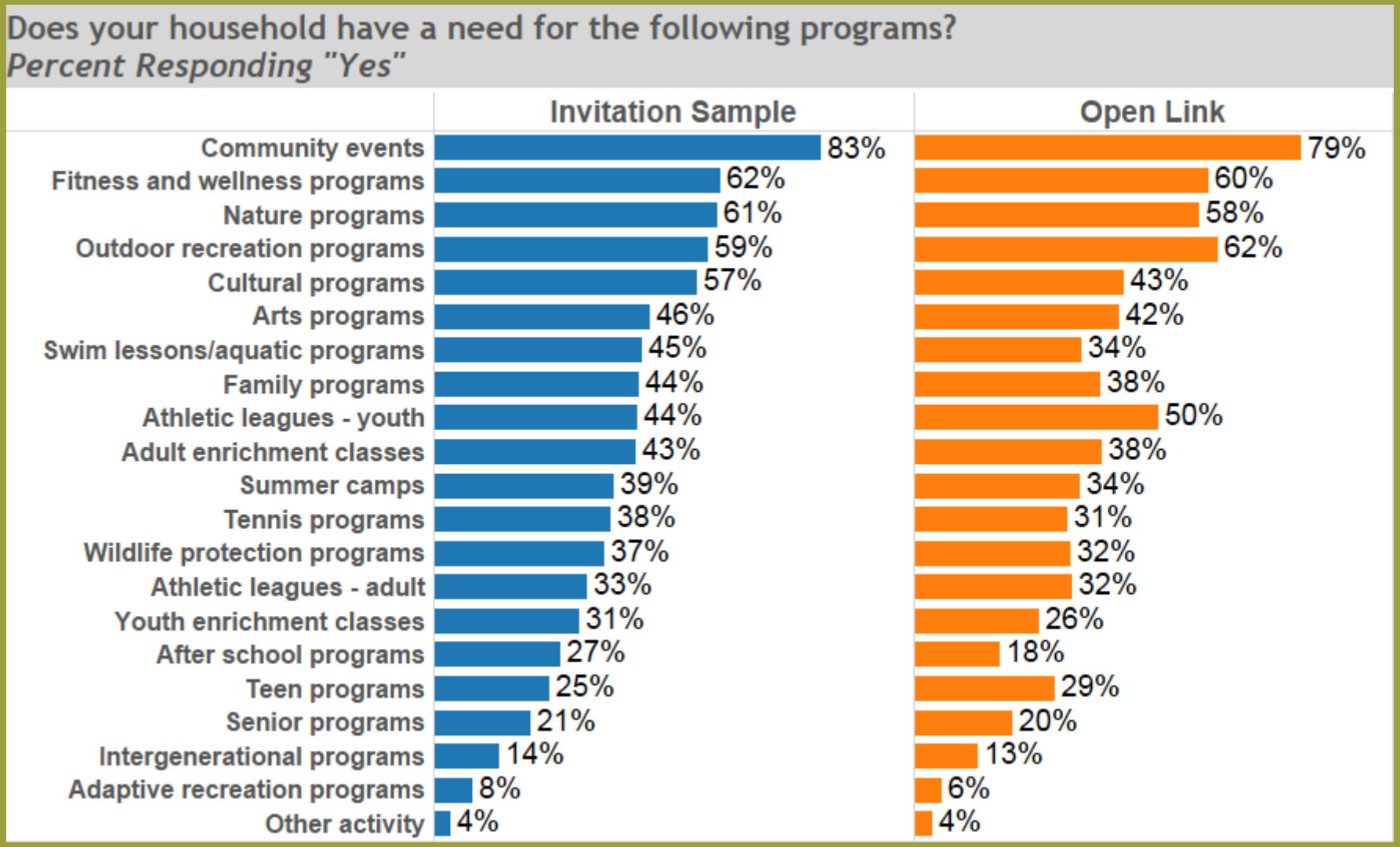
Question 6

Importance of Other Facilities/Programs



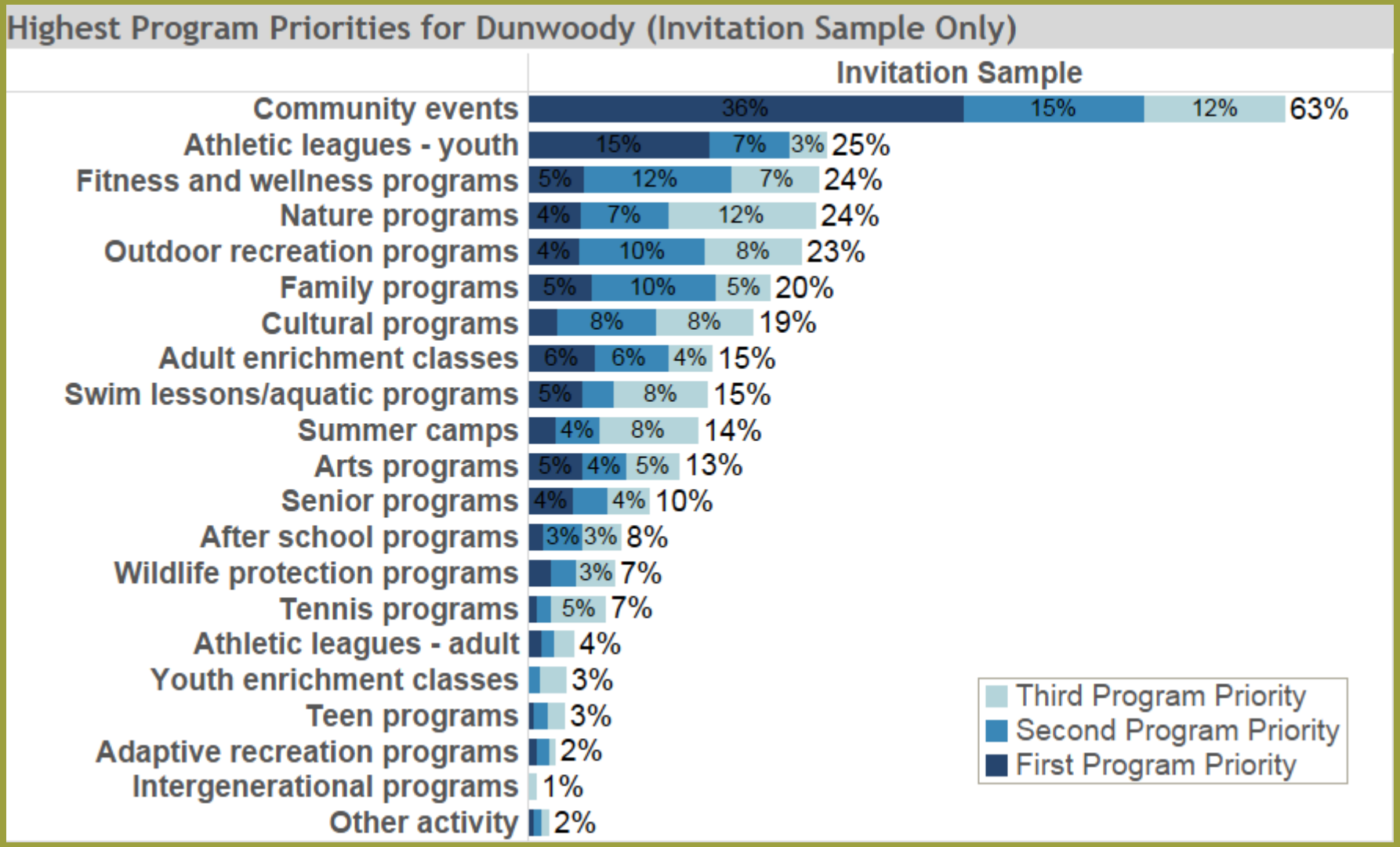
Question 6

Household Need for Program



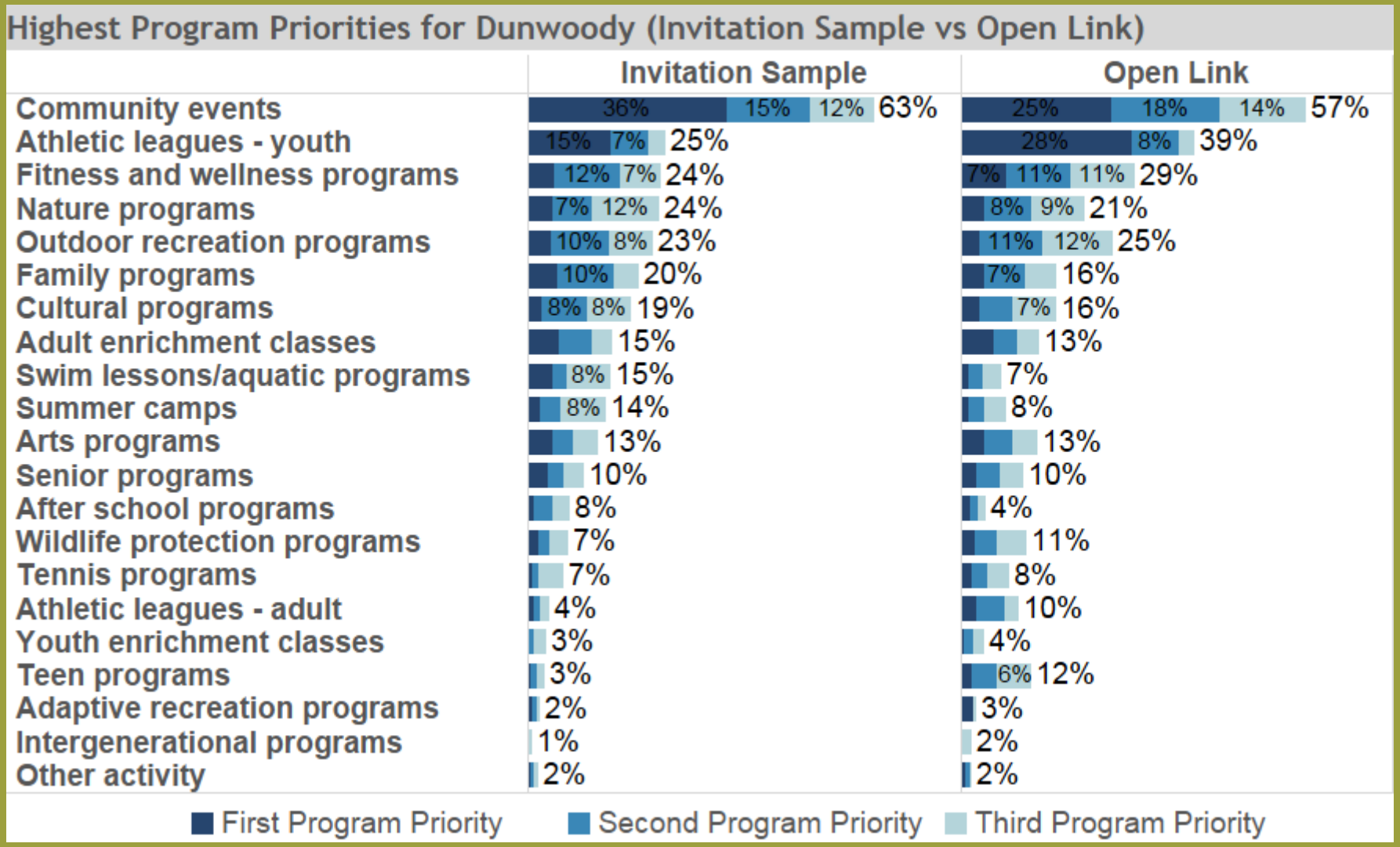
Question 7

Program Priority – Invitation Sample



Question 8

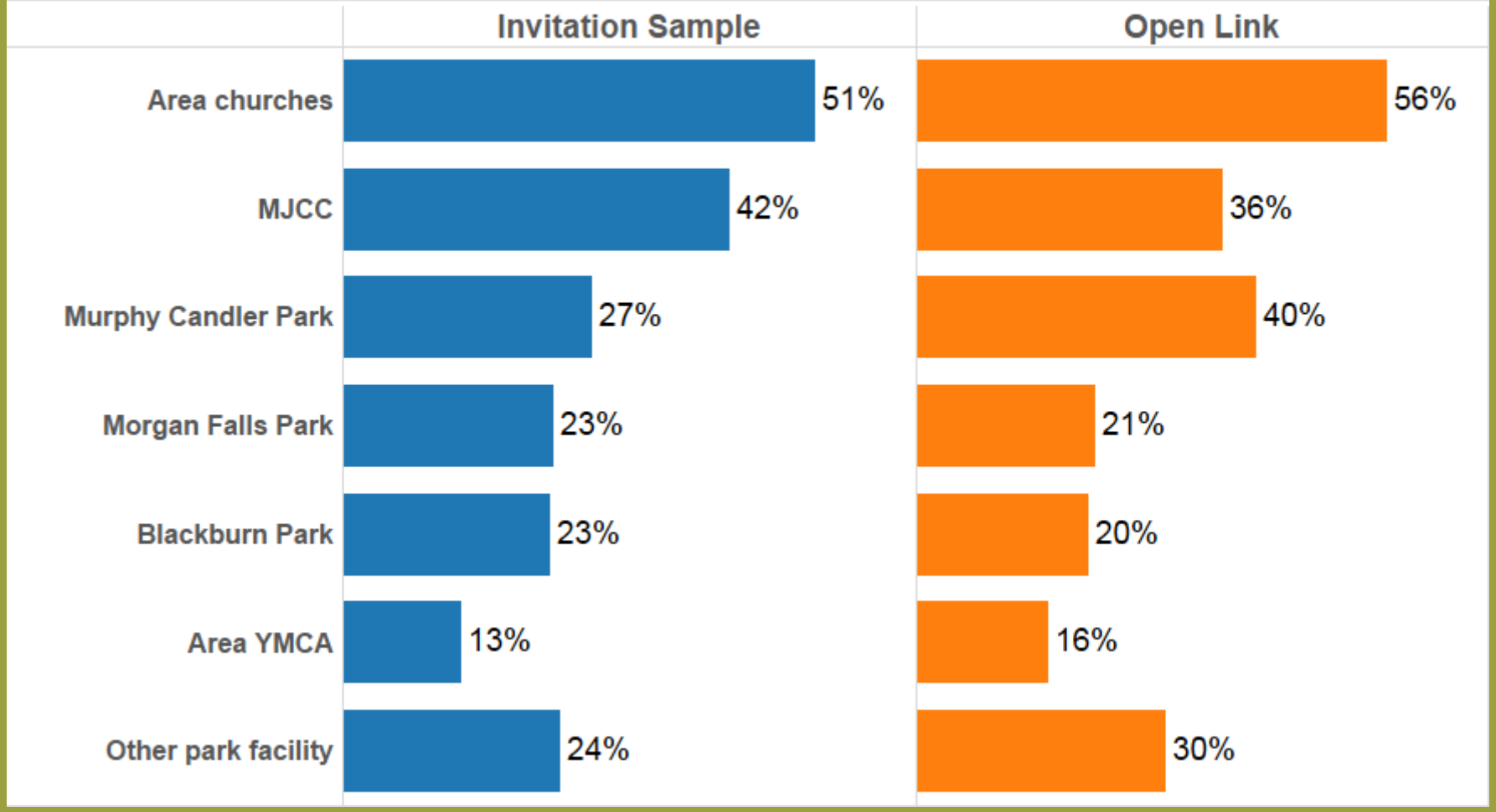
Program Priority – Both



Question 8

Facilities Used for Programming

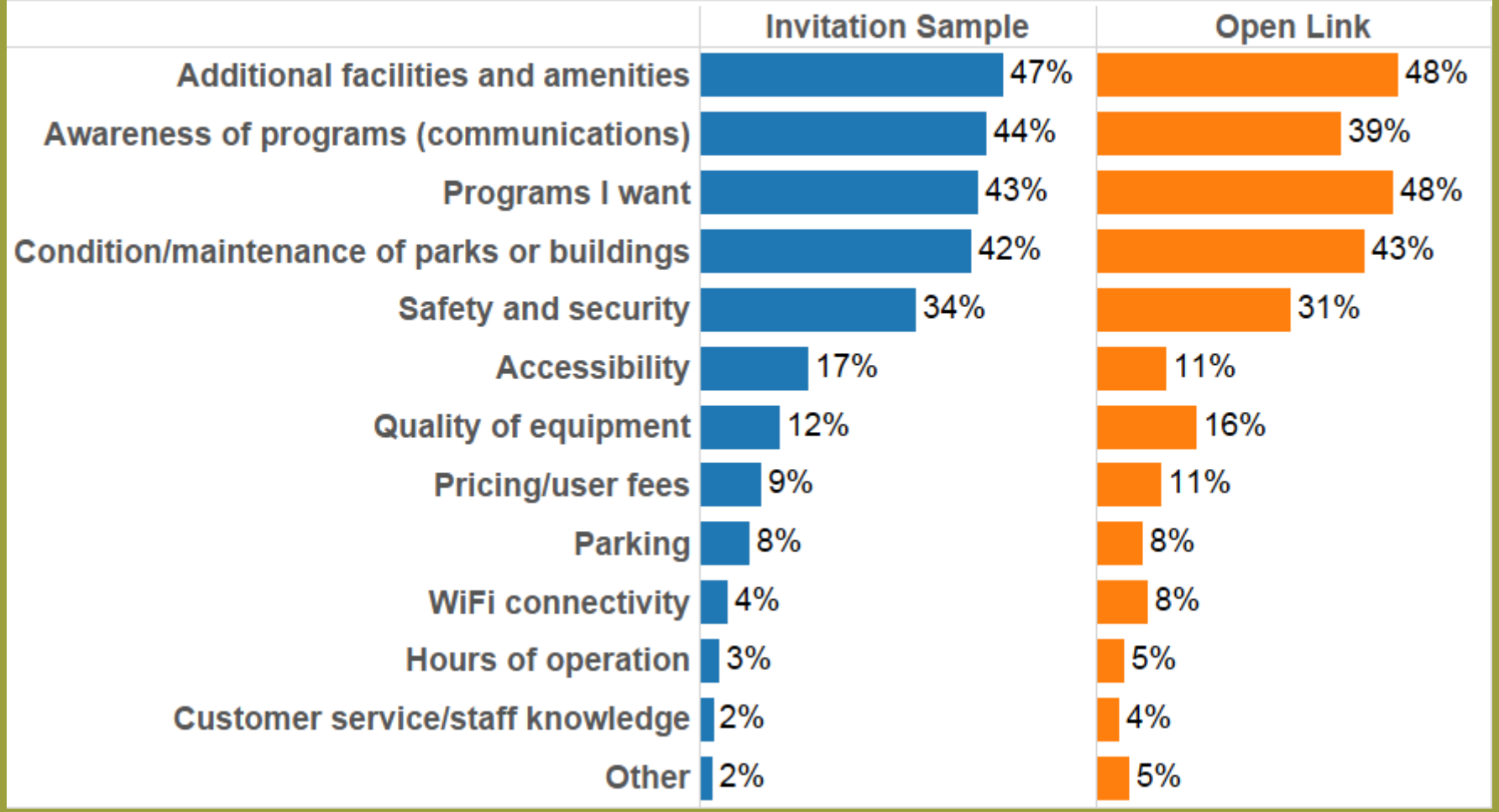
Which of the following park facilities do you or your family utilize for programmed activities? (Please check all that apply)



Question 9

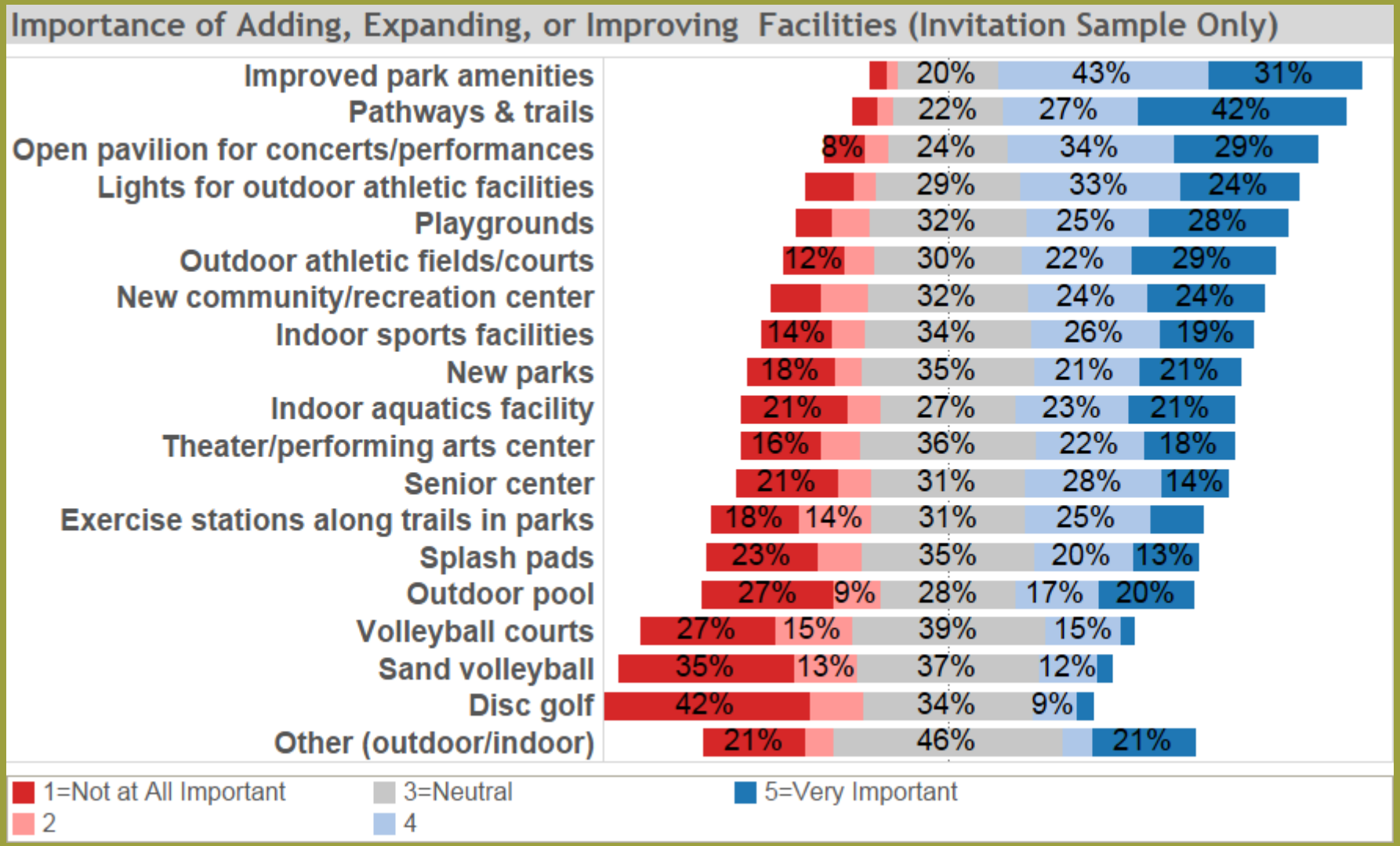
Opportunity for Increased Use

Three Most Important Areas That, If Addressed by the City, Would Increase Use of Dunwoody Parks and Recreation Facilities



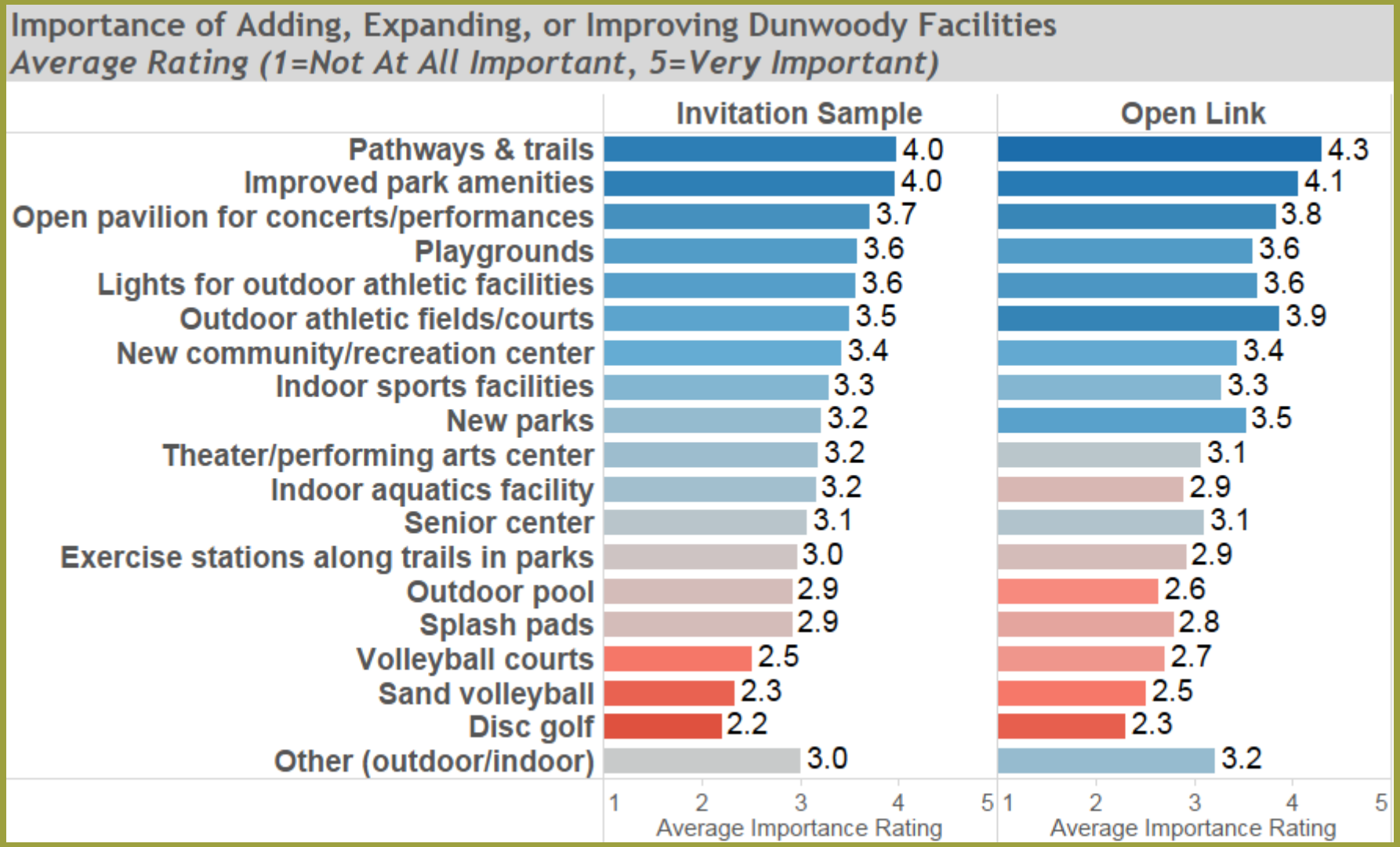
Question 10

Adding/Expanding/Improving Facilities



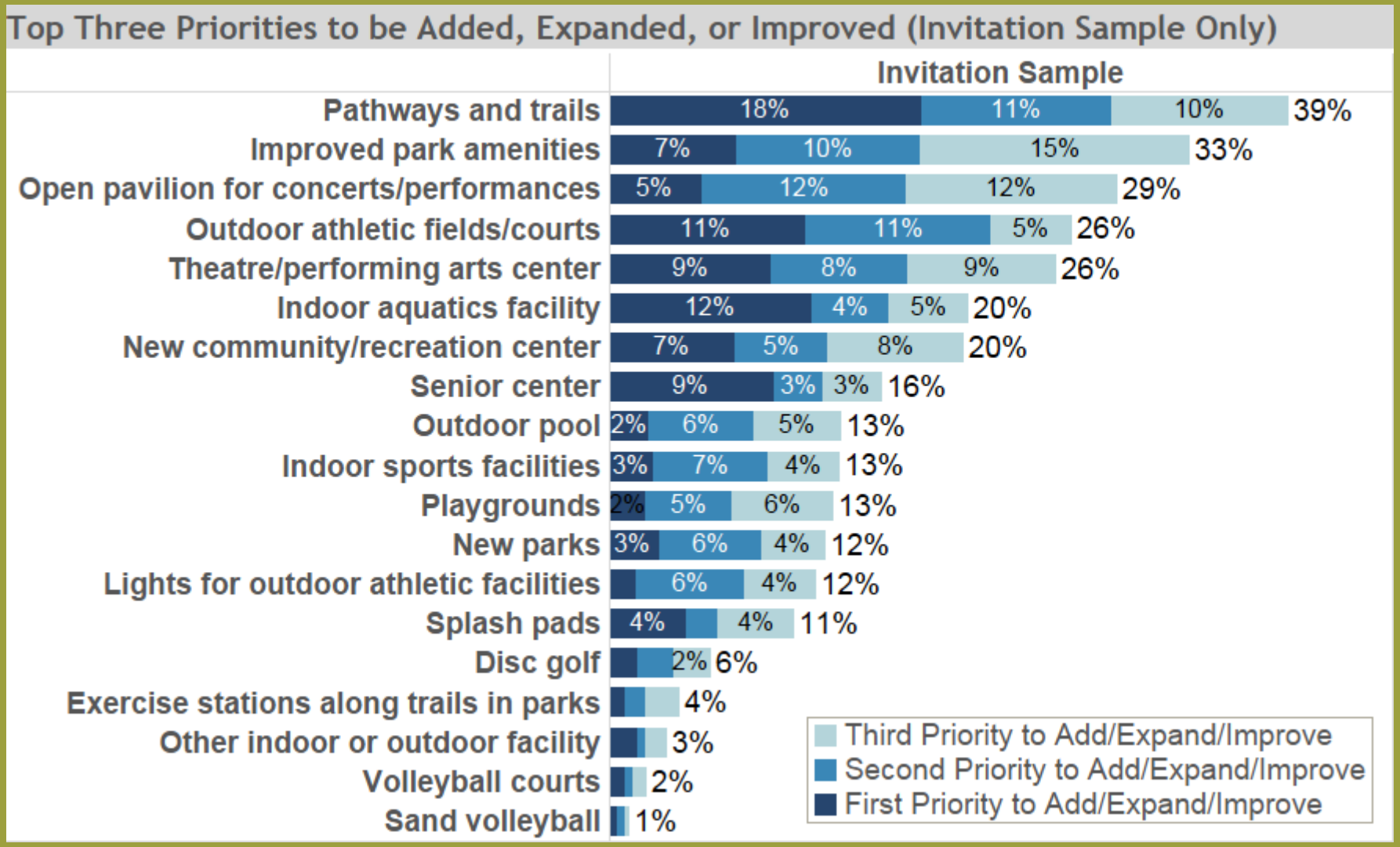
Question 11

Adding/Expanding/Improving Facilities



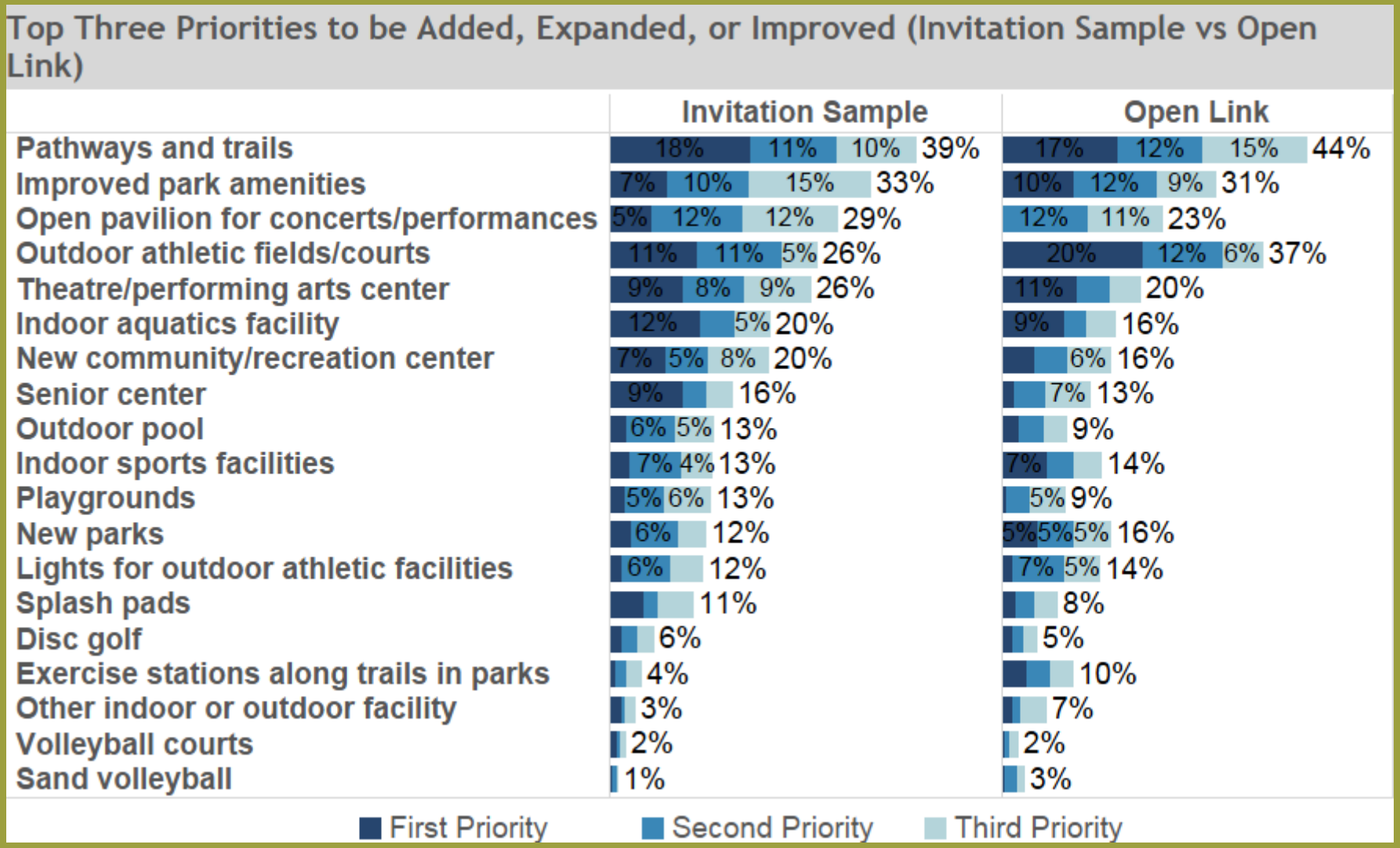
Question 11

Top Three Facilities Priorities - Invitation



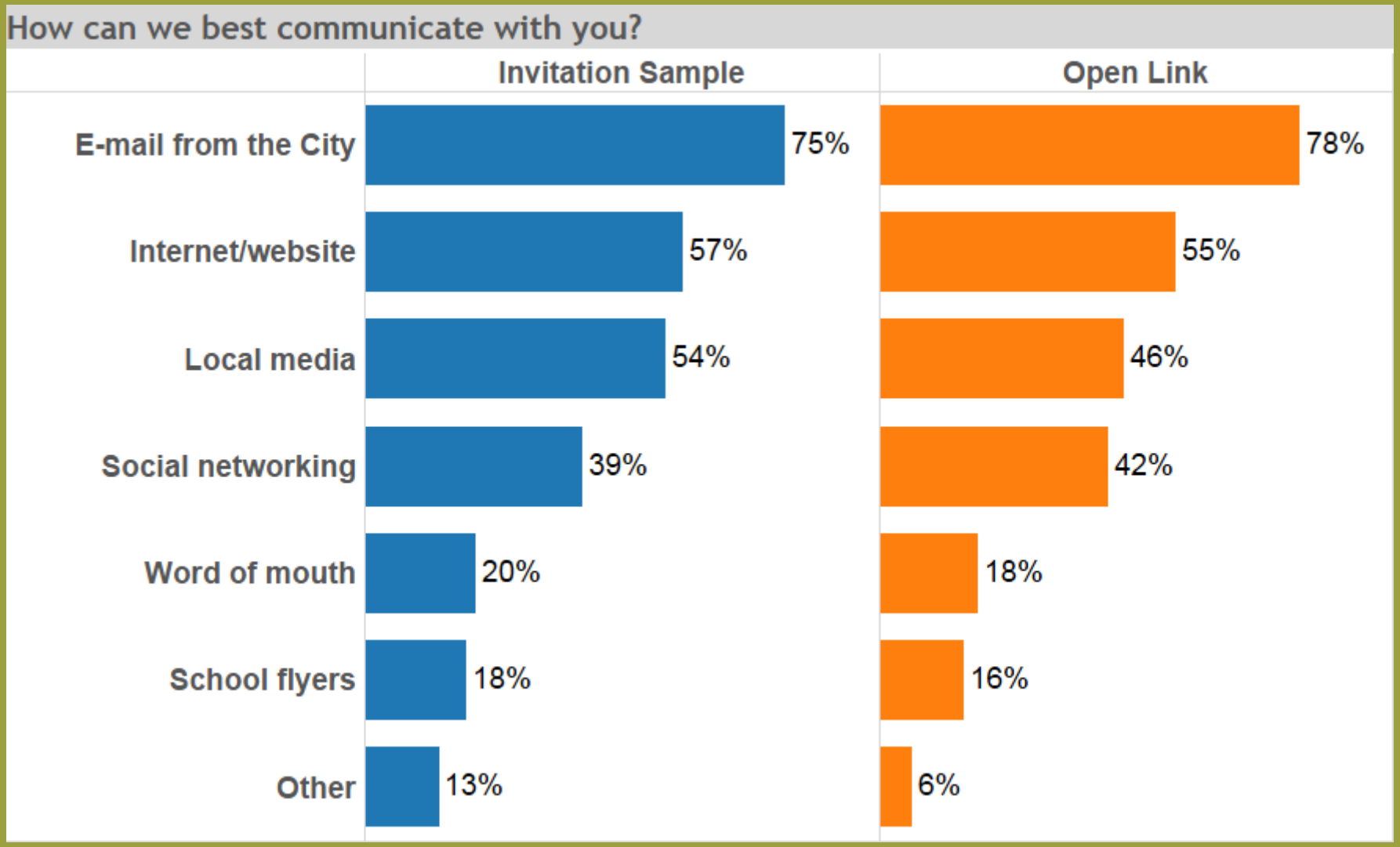
Question 12

Top Three Facilities Priorities - Both



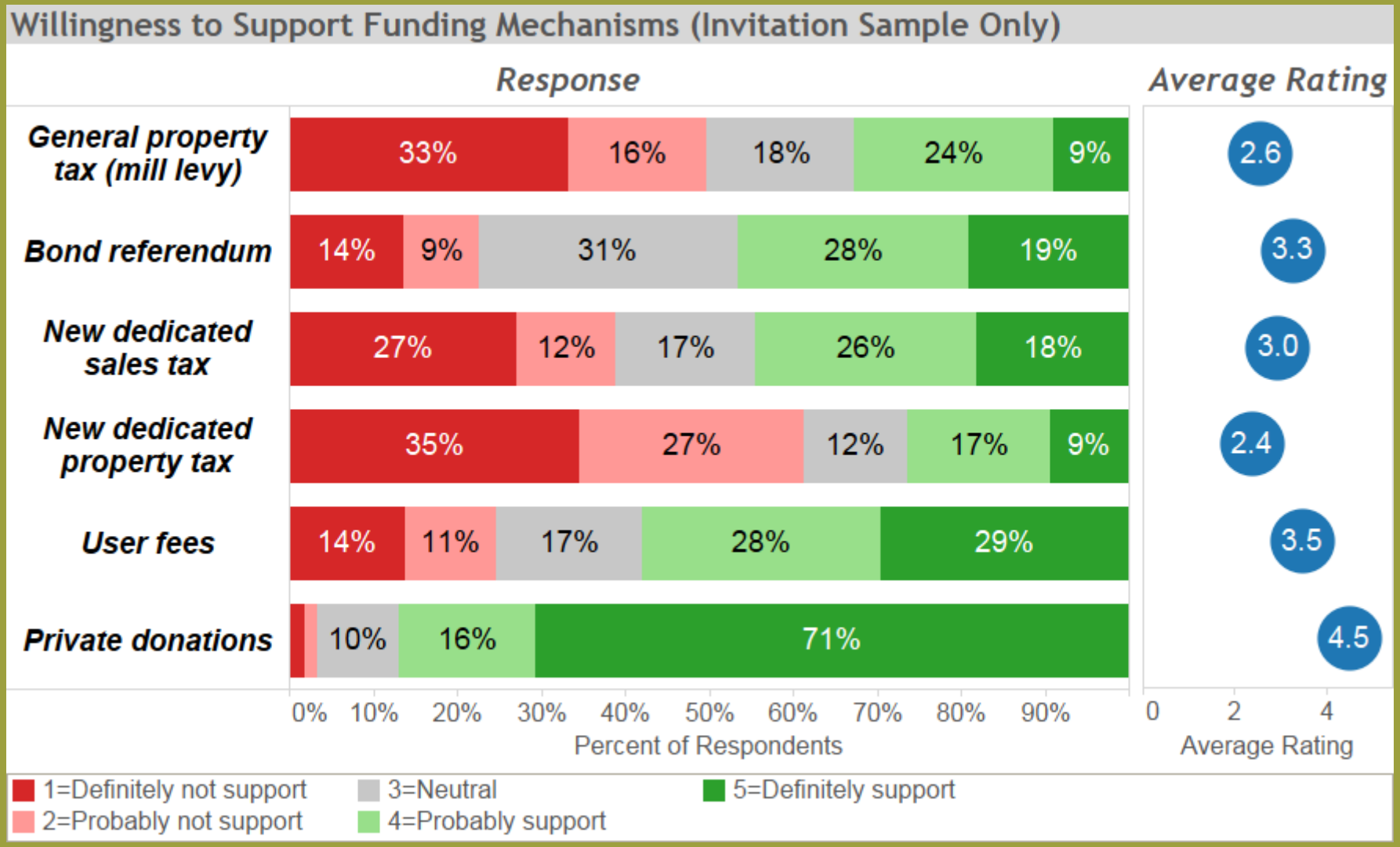
Question 12

How To Communicate



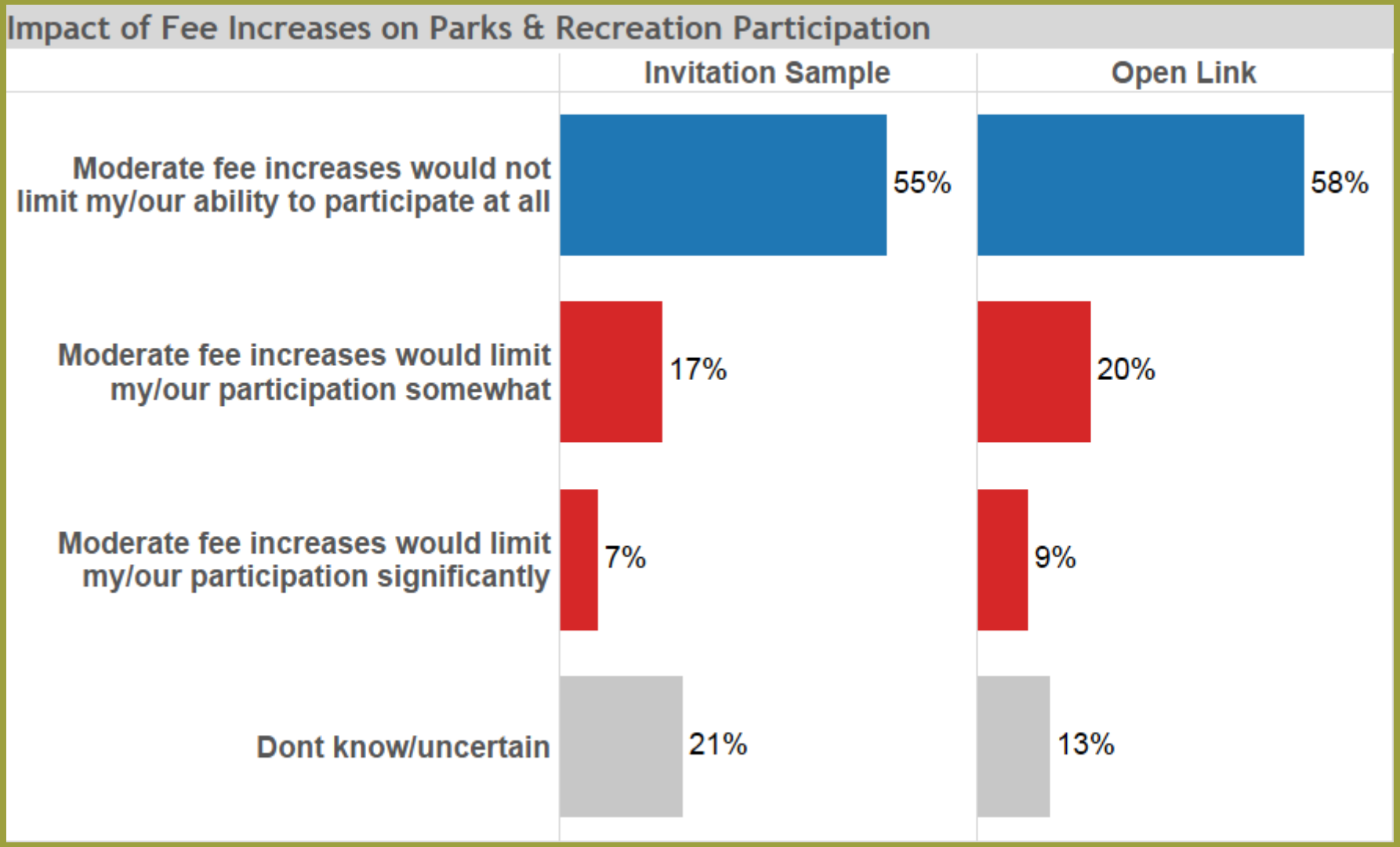
Question 18

Funding Mechanisms



Question 14

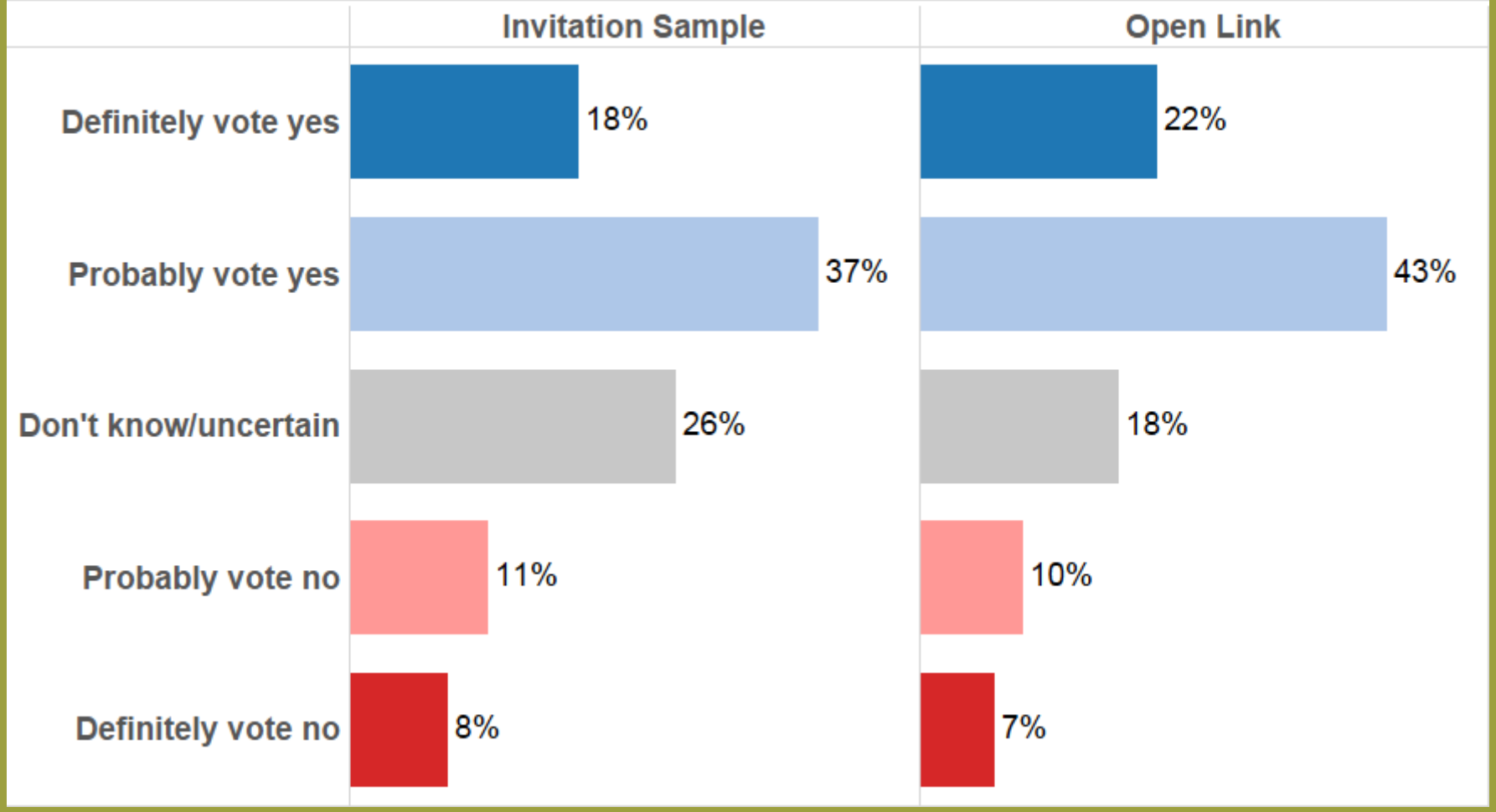
Impact of Fees



Question 15

Bond Support

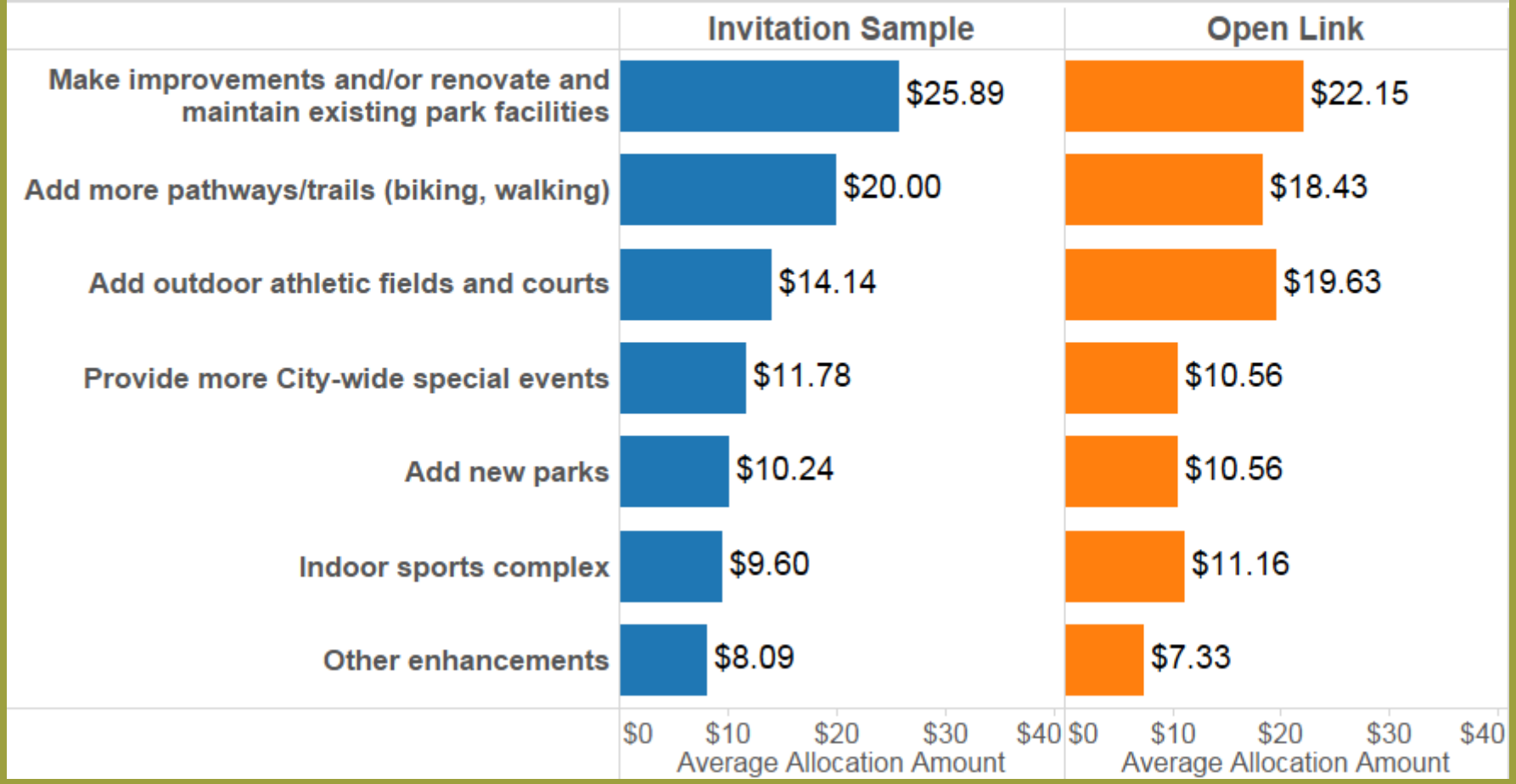
How likely would you be to support a Bond Referendum that includes funding for parks and recreation enhancements?



Question 16

If You Had $100…

If you had $100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that $100 across the following categories?
Average Allocation Amount



Question 17

Inventory

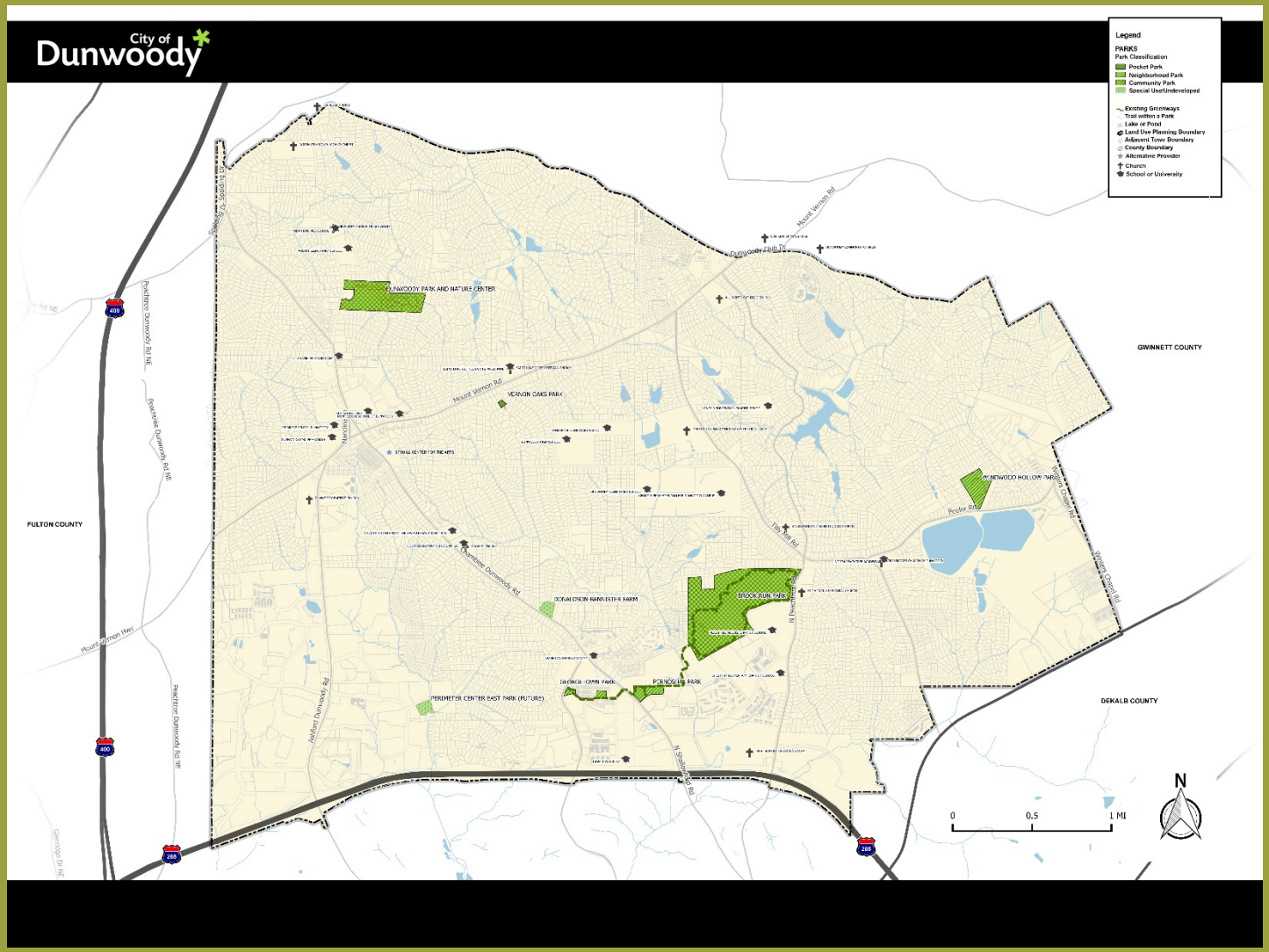
The Level of Service (LOS) analysis process involves a detailed inventory of existing public park and recreation amenities available to City residents and comparing these to the needs of the residents as expressed during public input.

This LOS analysis will serve as a framework identifying areas of opportunity for the City's master plan.

- Methodology – Park Analysis
  - Use GIS (geographic information systems) to map City park sites and recreation areas.
  - Site visits were performed for each of the parks to photograph and verify the quantity and condition of the existing amenities.
  - A Park Amenities Matrix and Geodatabase was created to quantify, locate, and qualify existing park amenities.
  - Amenities Report was created to score individual park amenities and develop a grade for each park. The grading scale is as follows:
    - 1 (Poor) – Does not meet expectations for general parks function
    - 2 (Average) – Meets expectations
    - 3 (Good) – Exceeds expectations

Inventory

There are 8 park and special use sites within the Dunwoody Parks System.
The majority of these parks are located in the south eastern portion of the city

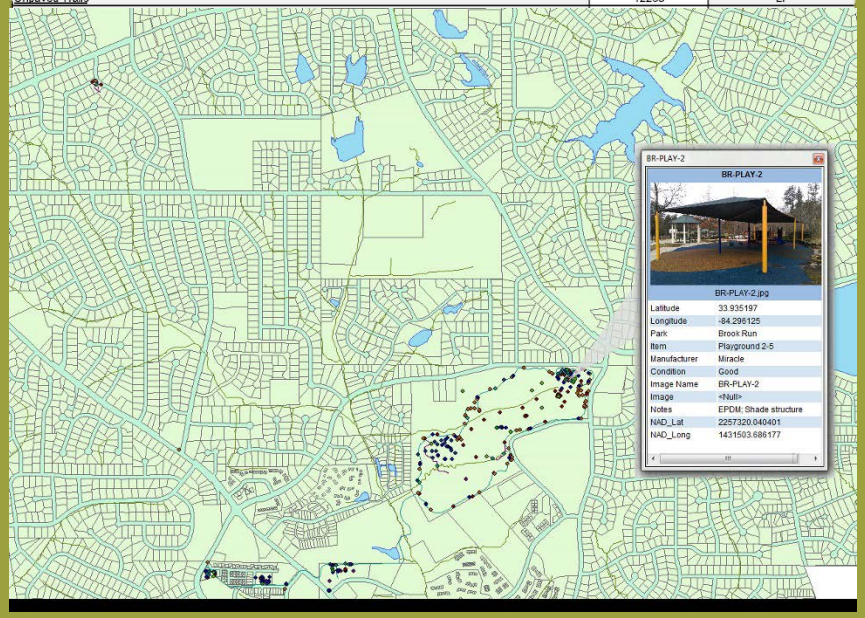


Inventory

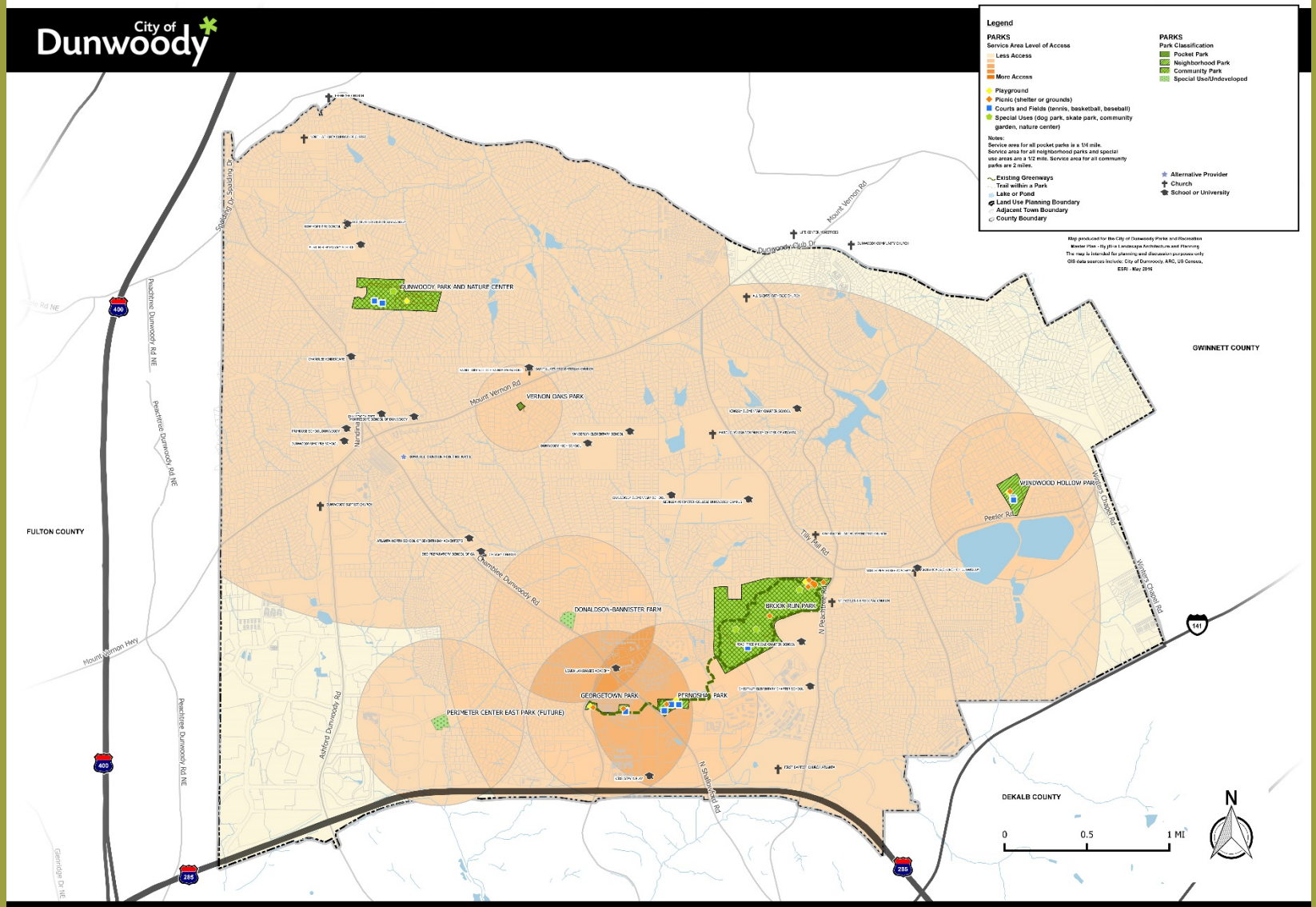
Examples of Park Inventory Includes:

- Park Location and Description
- Park Acreage
- Outdoor Facilities
  - Playgrounds
  - Baseball Fields
  - Soccer Fields/Multi-Purpose Fields
  - Basketball Court, Tennis Court, etc.
  - Drinking Fountains
  - Walking Paths
  - Picnic Tables and Benches
  - Gazebos / Picnic Structures
  - Parking Lot/Bike Racks
  - Amphitheater
  - Dog Park
- Outdoor Facilities Quality
- Outdoor Facilities Location
- Outdoor Facilities Images

Dunwoody Park System	Total Acerage	
	181.82	
Existing Amenities	Count	Units
Playgrounds	5	EA
Shelters	15	EA
Restrooms	6	EA
Misc Structures	11	EA
Water Feature	2	EA
Baseball Fields	2	EA
Multi-purpose Field (unprogrammed)	3	EA
Bocce Ball Courts	2	EA
Tennis Court	2	EA
Basketball Courts	2	EA
Amphitheater	1	EA
Greenhouse	1	EA
Skate Park	1	EA
Outdoor Classrooms	3	EA
Community Garden	2	EA
Hammock Areas	1	EA
Dog Park	1	EA
Stage	1	EA
Fitness Equipment	10	EA
Main Signs	12	EA
Secondary Signs	3	EA
Wayfinding/MUTCD Signs	50	EA
Interpretive Signs	9	EA
Benches	115	EA
Picnic Tables	52	EA
Chairs	10	EA
Water Fountains	8	EA
Bench Swing	1	EA
Bollards	48	EA
Grills	1	EA
Trashcans	74	EA
Bike Racks	3	EA
Mutt Mitt Stations	25	EA
Bridges (wooden)	17	EA
Paved Trails	12027	LF
Unpaved Trails	12263	LF

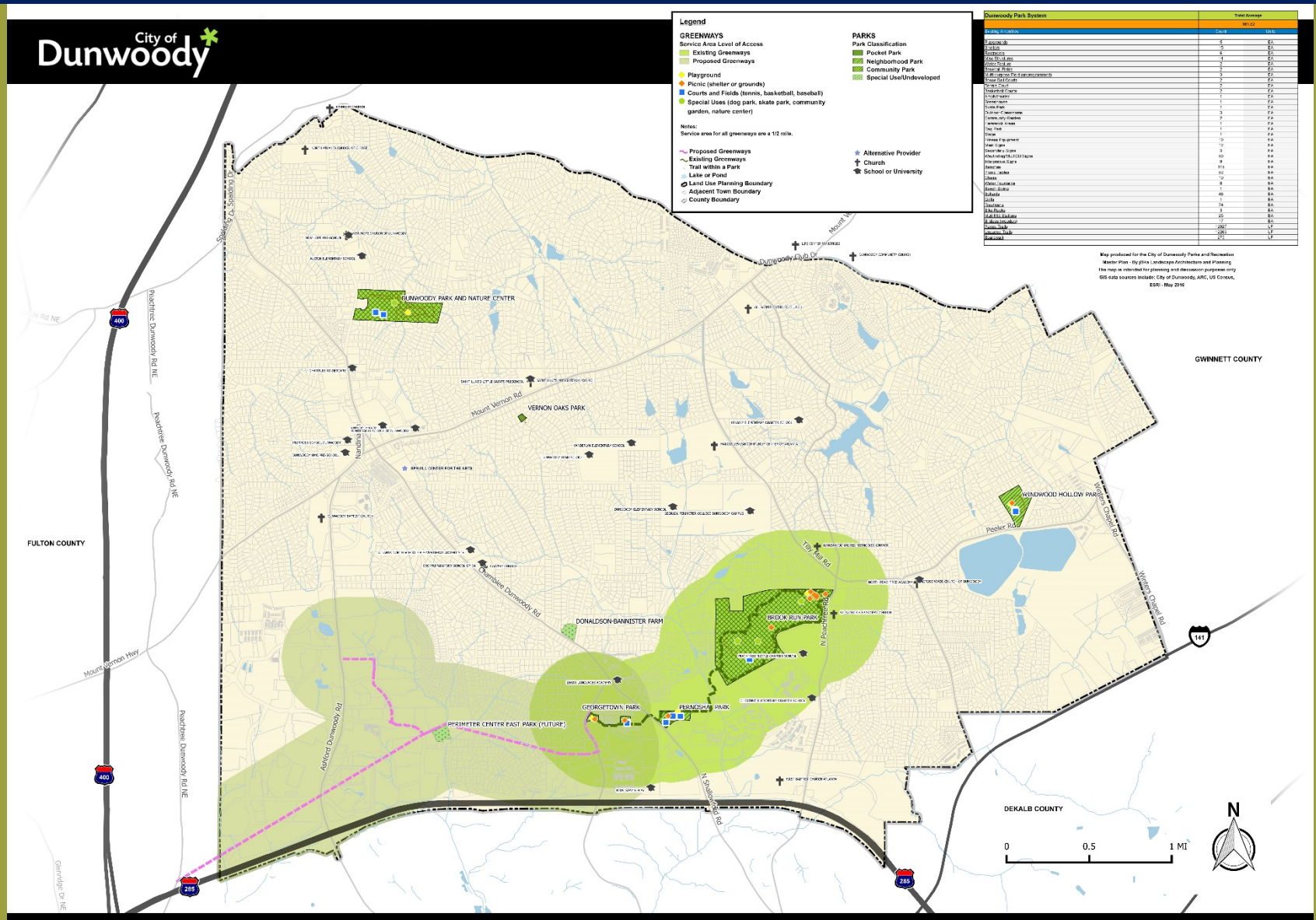


Gap Analysis



LEVEL OF ACCESS: PARKS

Inventory



LEVEL OF ACCESS: GREENWAYS

Inventory Summary

- City has two large community parks, Brook Run Park and Dunwoody Park, that provide a high quantity and quality of amenities.
- The Park at Pernoshal was not yet open to the public upon the team's site visits but was highly used nonetheless and should have a major impact on level of service by offering unique amenities that are not elsewhere in the city.
- Brook Run Park is well used throughout the day for a multitude of activities while Dunwoody Park is well used during sporting events and/or field trips.
- Neighborhood parks do not seem to have as high a user base perhaps due to perceived ownership/branding (Georgetown), hours and amenities (Donald-Bannister Farm), and proximity to Brook Run Park and amenity overlap (Windwood Hollow).
- Perimeter Center East Park remains undeveloped
- Basic park maintenance such as mowing, removal of litter, and sports facility maintenance is performed at a high level of care.
- Playground equipment and distribution is clustered in the southern portion of the city, creating gaps in access by residents.
- Connectivity from parks to residential areas is primarily by car, limited pedestrian access based on locations and existing infrastructure.

Thank You for Your Time and Interest!

GREENPLAY LLC

The Leading Edge In Parks, Recreation, And Open Space Consulting

jB+a planning + landscape architecture

Questions?

Your Project Team

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