



Comprehensive Parks + Recreation Master Plan

Technical Advisory Committee (TAC)
Kick-Off Meeting

Wednesday, January 22, 2020
11:30 am – 1:30 pm

The Project Team

Client



Project Advisors



Project Lead
+ Project Management
+ Parks Planning



PEREZ
PLANNING +
DESIGN, LLC

Parks + Recreation
Programming, Operations,
and Management



Public Engagement



Statistically Valid Survey



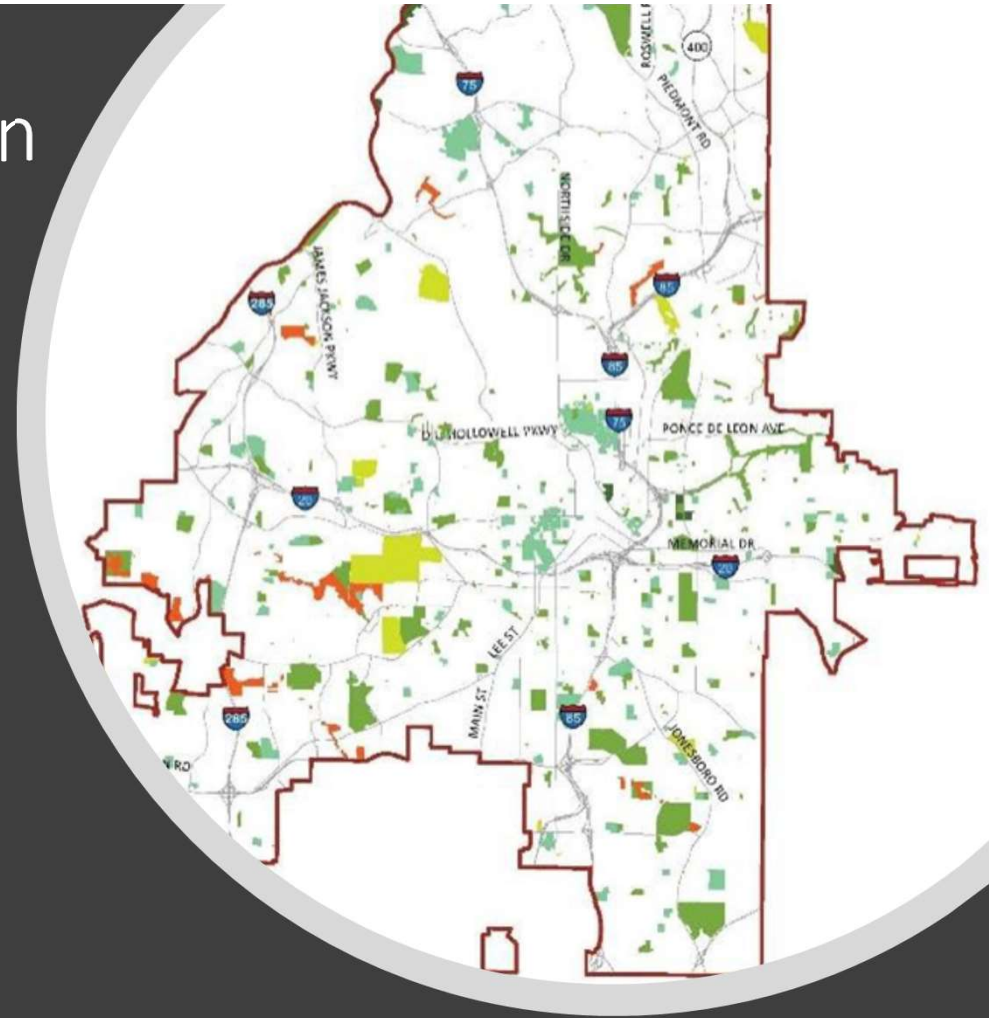
Who's Here

- Share your **name** + **organization** you represent
- Share **how** + **why Parks + Recreation** are **important**?

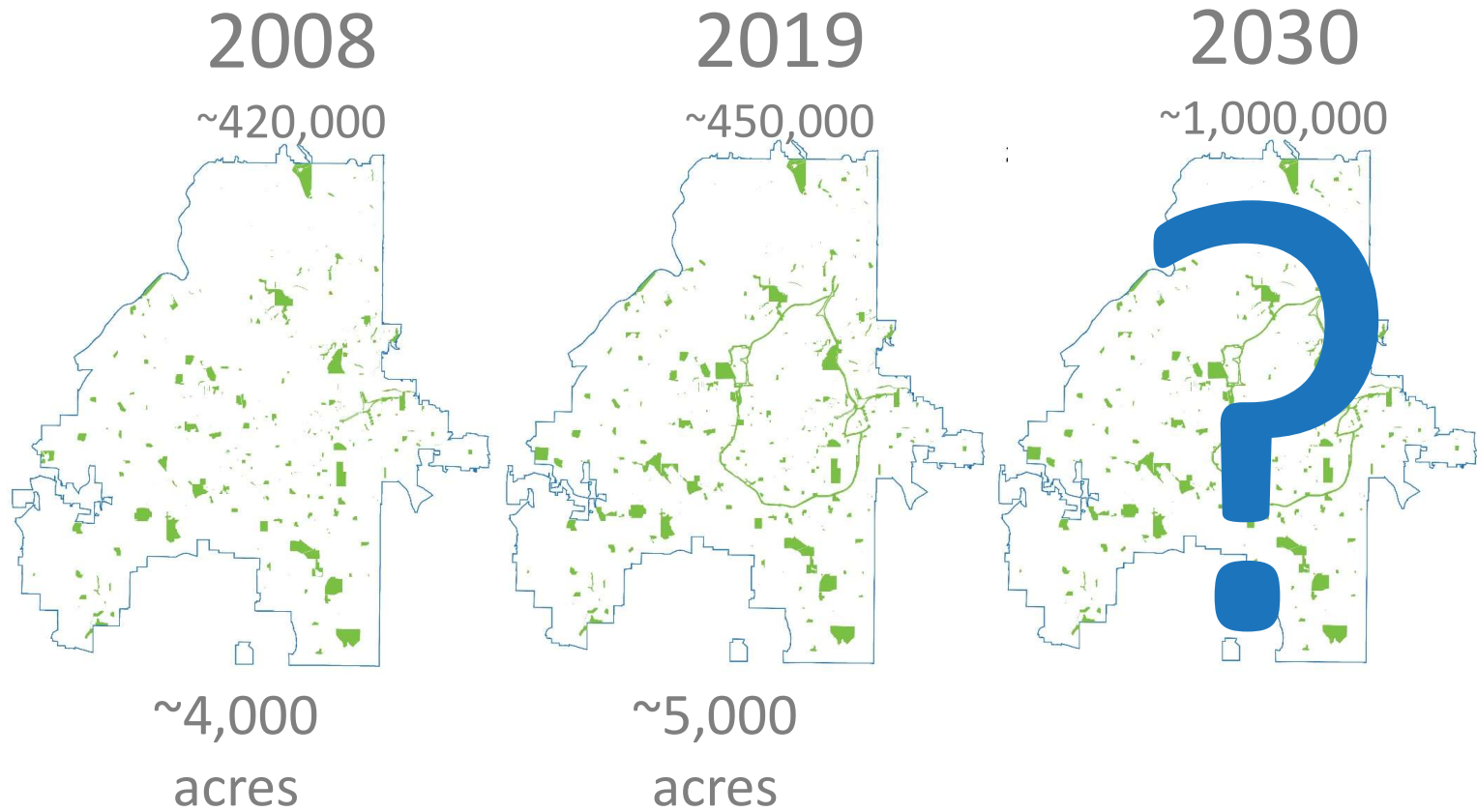
Parks & Recreation Master Plan

Purpose & Goals

- Ten-year vision for the provision of facilities, programs and services; parkland acquisition and development; maintenance and operations; and administration and management to elevate Atlanta’s parks and recreation system into a world-class system.
- Integrate with the ‘Atlanta City Design’ values of access, equity, progress, ambition and nature, the 2030 Project Greenspace Plan, Urban Ecology Framework, and Resilient Atlanta.
- Living ‘document’ to communicate, educate and engage Atlantans on how the parks and recreation system is serving the needs of the city.
- Align with Mayor Bottoms’ ‘One Atlanta’ agenda.



Parks & Recreation Master Plan





EVERYONE DESERVES
A PARK WITHIN A
10-MINUTE WALK
OF HOME.

Mayor Bottoms' Pledge to the Trust for Public Land 10 Minute Walk

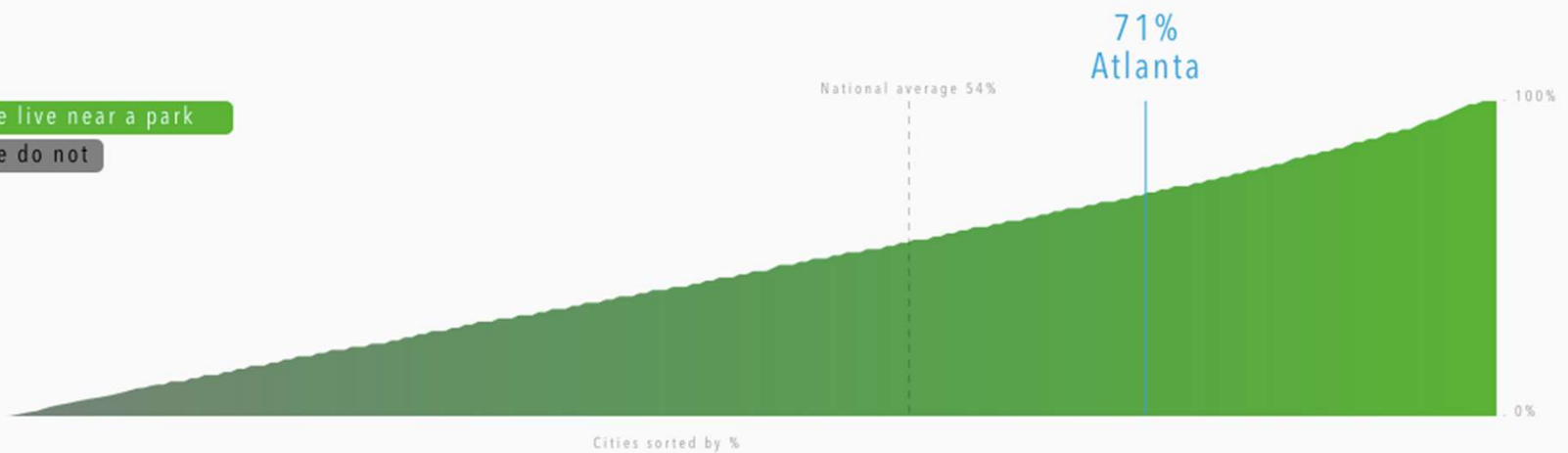
City profile

Atlanta, GA

Percentage of residents who live within a 10-minute walk of a park.

325,824 people live near a park

136,028 people do not



10-minute walk
campaign

Mayor Keisha Lance Bottoms has pledged to adopt long-term, system-wide strategies to make sure every Atlanta resident has access to all the benefits parks and recreation provide.

THE TRUST FOR PUBLIC LAND

TPL Park Score 2018 Rank:
42 out of 100
Based on acreage,
investment, amenities,
& access



Park Facts

Park acreage: 5,002 acres

People served per park acre: 93

Oldest municipal park: Oakland Cemetery, est. 1850

Largest municipal park: Atlanta Beltline, 422 acres

Most-visited municipal park: Piedmont Park

City Stats

City area: 84,250 acres

Median park size: 2.9 acres

Park land as % of city area: 5.9%

Spending per resident: \$138.78

Basketball Hoops per 10,000: 2.8

Dog Parks per 100,000 Residents: 0.9

Playgrounds per 10,000: 3.0

Recreation / Senior Centers per 20,000 Residents: 1.5

Restrooms per 10,000: 0.6

Splashpads per 100,000 Residents: 2.4

Population density: 5.5 per acre

Our Approach



Consensus Building Needs + Priorities → Vision Strategy

Qualitative Techniques

- Mayor/Elected Official Input
- Staff Interviews
- Advisory Committee Meetings
- Focus Group Interviews
- Philanthropic Organization Interviews
- Special Events Input
- Door-to-door Canvassing
- Intercept Interviews
- Online Surveys
- Social-Media Input
- Project Web-site
- Project App



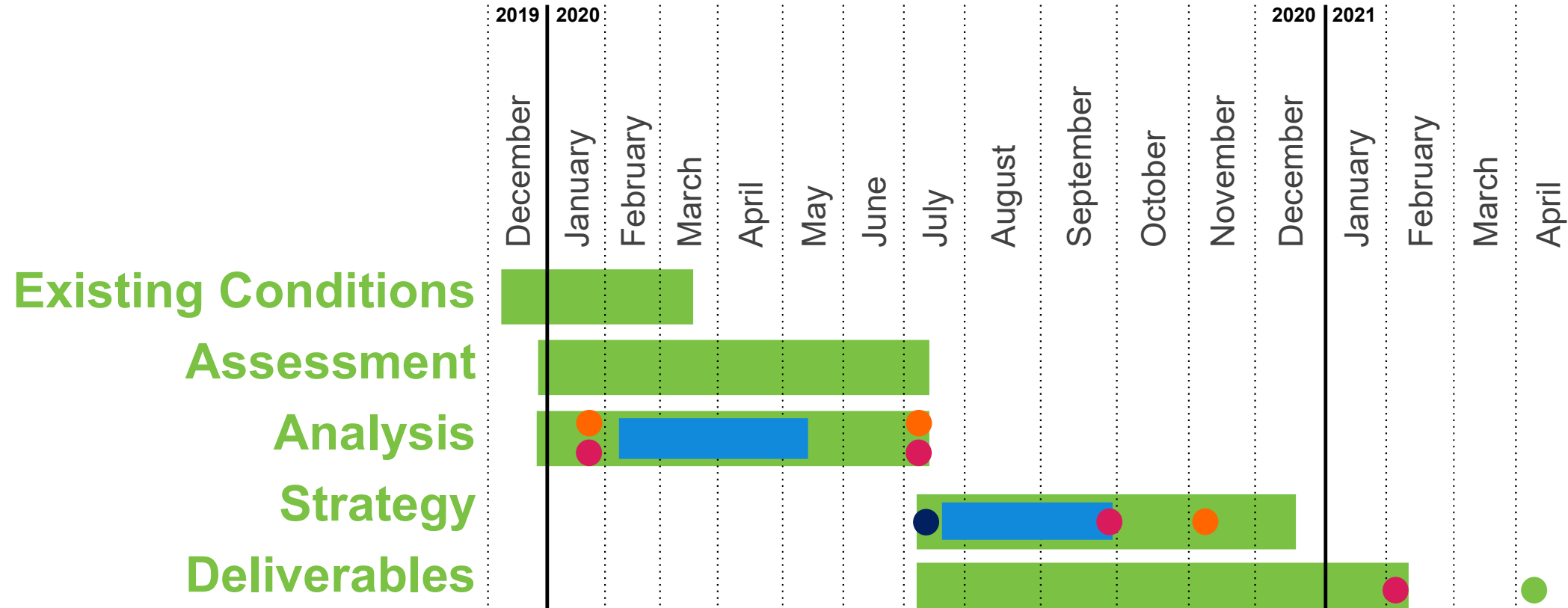
Observational Techniques

- Park Site Evaluations | National +Regional + Local Trends | Population + Demographic Overview

Quantitative Techniques

- Statistically-Valid Survey
- Acreage Level-Of Service
- Access Level of Service
- Capacity Level of Services
- Quality Level of Services
- Program Level of Service
- Financial Level of Service
- Benchmarking

Project Scope + Schedule



Schedule Legend

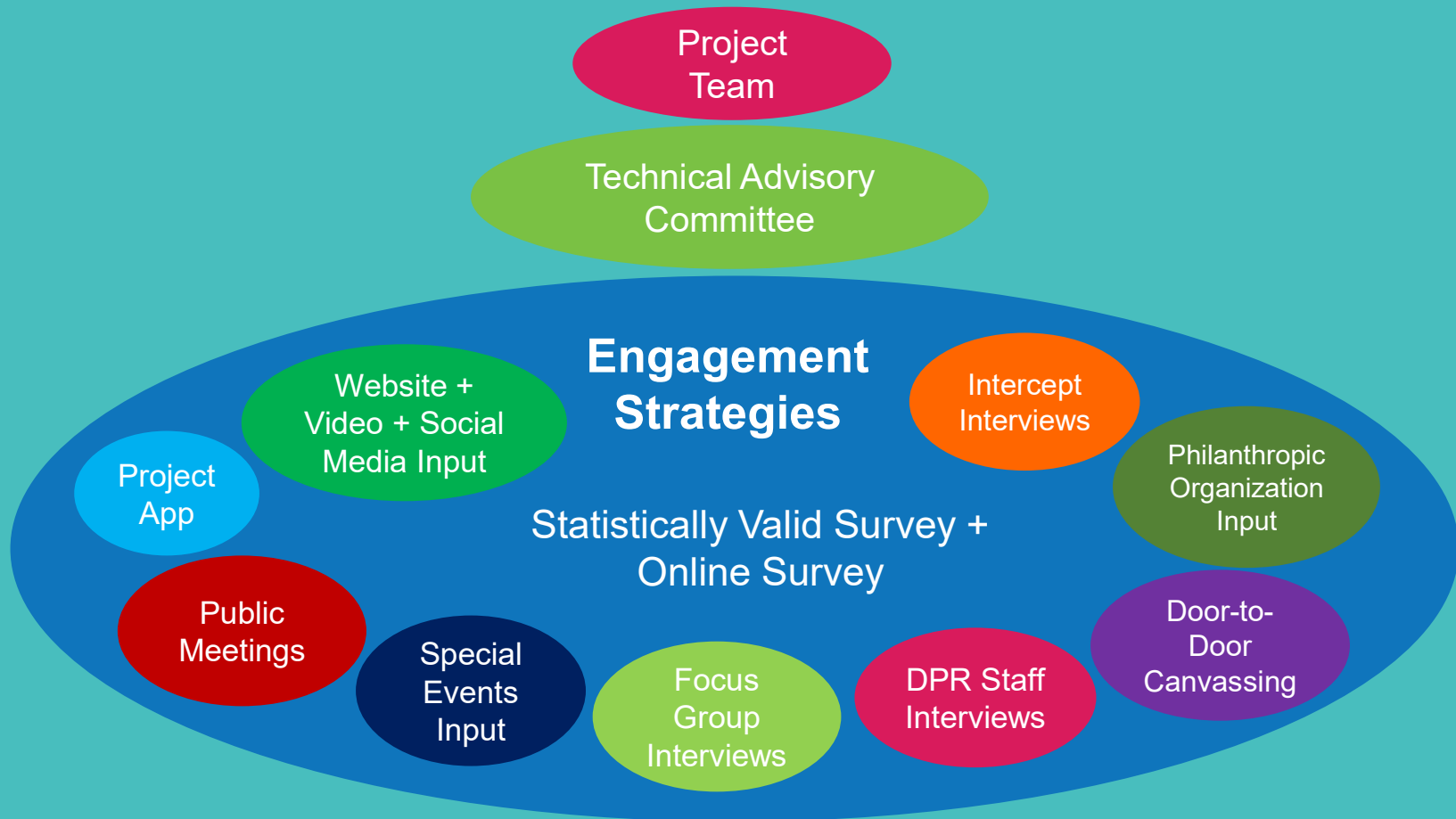
- Task
- Public Engagement
- Mayor/Elected Official/Committee Presentation
- Advisory Committee Meeting
- Visioning Workshop
- Final Council Presentation



Technical Advisory Committee

- You are partners – government and non-profit – that bring resources and capacity to the table and work in concert with DPR to achieve a Vision for One Atlanta.
- Provide input through meeting attendance, possible email, surveys, one-on-one interviews, and focus groups; make connections to aid the project team in securing valuable data.

Community Engagement



Working List of Focus Groups + Individual Interviews

Friends of Park Groups

NPUs

Neighborhood Groups

Council District Representatives

Special Events & Festivals

Park Conservancies

Community Improvement Districts

Corporate Partners

Colleges + Universities

Non-profit Partners

Local Food | Community Gardens

Park User Interest Groups

Multi-modal Mobility Groups

Adult Recreation Memberships

Athletic Groups

Vendors

Senior + Senior Programming

Youth Groups

Faith Based Organizations

Health + Fitness Organizations

Arts + Cultural Groups

Affordable Housing + Community
Development

Atlanta Public Schools

Funders | Foundations

Other?



- **What do you think about the proposed public engagement strategy?**
- **Define what community engagement for this project looks like?**
- **Who's missing?**

Residential green space in childhood is associated with lower risk of psychiatric disorders from adolescence into adulthood

Kristine Engemann^{a,b,c,1}, Carsten Bocker Pedersen^{c,d,e}, Lars Arge^f, Constantinos Tsirogiannis^f, Preben Bo Mortensen^{c,d,e}, and Jens-Christian Svenning^{a,b}

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The Economic Impact of Local Parks

An Examination of the Economic Impacts of Operations and Capital Spending on the United States Economy



05

CITY PARKS FORUM BRIEFING PAPERS

How cities use parks for... Green Infrastructure



The Power of Parks + Recreation

The Power of Parks + Recreation



**INSTITUTE FOR
LOCAL GOVERNMENTSM**

Promoting Good Government at the Local Level

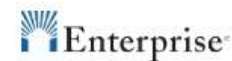
Parks After Dark / Summer Night Lights

Summer Programming in Los Angeles Area Communities Increases Safety and Prevents Violence

- Reduces crime
- Prevents violence
- Builds social cohesion and trust
- Provides a framework for serving disadvantaged communities.



**Pathway to Parks &
Affordable Housing
Joint Development**



Q

**How can City of Atlanta Parks + Recreation
help your Department | Organization
succeed over the next five to ten years?**

Data Needs

“Without [...] data, you are blind and deaf and in the middle of a freeway.”

- Geoffrey Moore

Demographic and socio-economic analysis

Areas of greatest need

Presence of vulnerable populations

General growth patterns

Health data – obesity and other health trends

Food deserts

Atlanta Police Department crime data

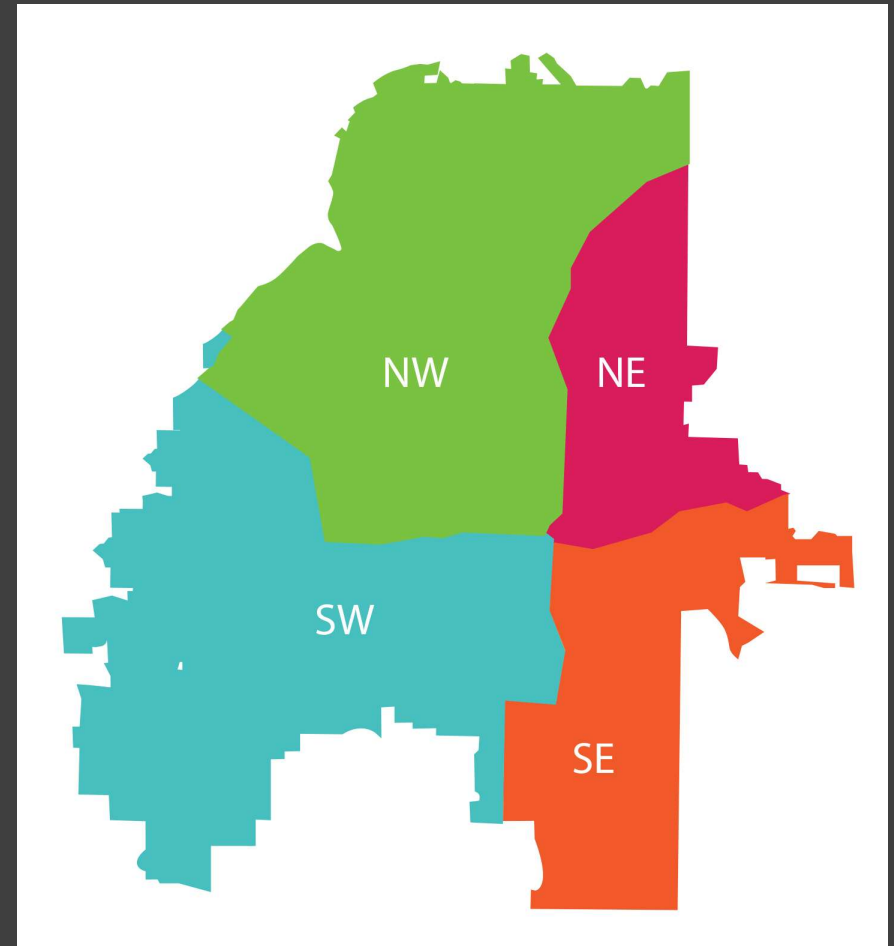
Crash data

Location of affordable housing

Mental health

Statistically Valid Survey (SVS)

- Mail-In | On-line Survey
- 95% Level of Confidence
- +/- 3.5% Margin of Error Citywide
- +/- 5.5% Margin of Error for 4 Quadrants





Considering the purpose of this plan,
what are **3 things** we want to learn
from the survey that we don't know
already?



Strategy

10-Year Plan - Vision, Goals, Objectives
Implementation Strategy

- Funding
- Programming
- CIP
- Operations + Management + Maintenance
- Land Acquisition



Q

10 years from now, what would you like to see in the front page of the Atlanta Journal Constitution (AJC) that your Department | Organization's efforts helped achieve with DPR?

In Closing

- **Thank you for joining us here today!**
- **A great Parks + Recreation Plan will be great for the City of Atlanta.... but it cannot happen without you!**

Project Contact Information

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