RECREATION & PARKS FOR ALL

Comprehensive Parks + Recreation Master Plan

Virtual Public Meeting

Presentation

February 2021

What We Are Up To Today!

- A Reminder of ActivateATL [5 Minutes oWhat, Why, How, and Who.
- So, What? What Have We Learned to Date? | 15 Minutes
- How we Plan to ActivateATL | 35 Minutes
- Next Steps | 5 Minutes
- Q&A with Commissioner Dargle | 20 Minutes

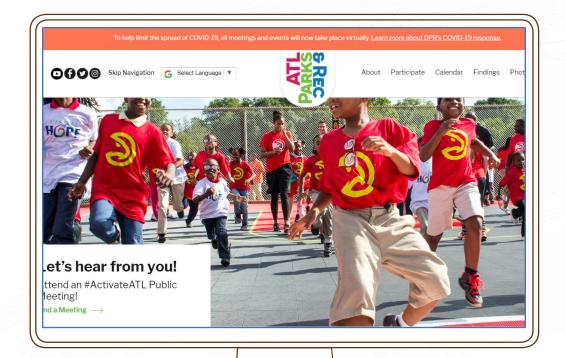


Questions?



Live Stream

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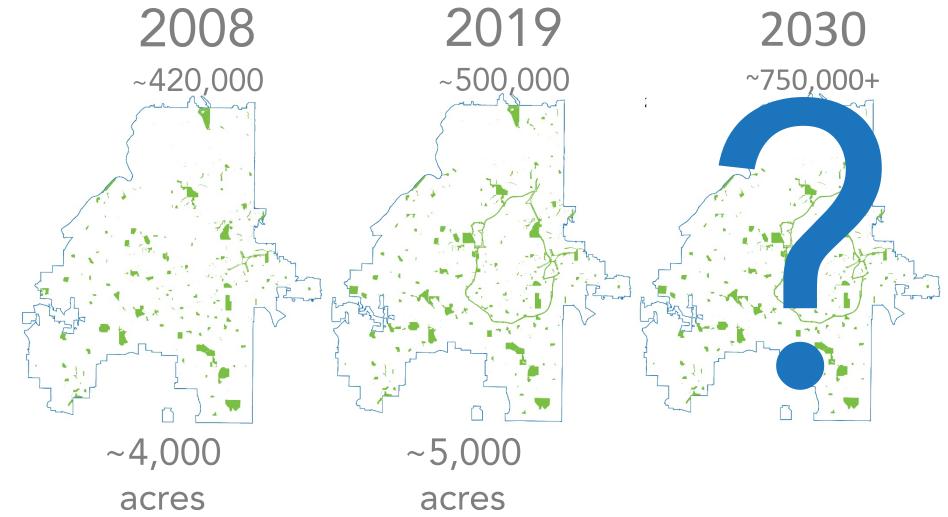


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Parks & Recreation Master Plan





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

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

TPL Park Score 2018 Rank: 42 out of 100



Only 168 accredited agencies in the U.S.



Our Approach



RECREATION & PARKS FOR ALL

10,000+ Atlantans from across all zip codes

A 1 1 RECREATION & PARKS FOR ALL 5 9 2 8 9 ACTIVATE 5 7 3 2 BY THE NUMBERS

- 1,867 Survey Responses <u>as</u> **12 Virtual Public Meetings** 717 Virtual Public Meeting Attendees 5,328 Public Meeting Engagements 1,050 Mailing List Sign-Ups 202 27 Focus Groups **16 Community Member Videos 250 Lawn Signs in Parks** ACTIVATE 23,000 Postcards Mailed **100 Prize Winners**

So, What?

What Have We Learned to Date?



Atlantans value their parks and love going to them, now more than ever

Statistically Valid Survey

84% of Statistically Valid Survey respondents said that they have used a park or recreation facility in the last year.

84%

97%

77%

Online Survey

97% of Online Survey respondents said that they have used a park or recreation facility within the last year.

National Average

A high percentange of Atlantans are using park facilities, exceeding the national average of 77%. Tackling Atlanta's social and economic inequities is a key priority opportunity, along with advancing recreation + parks and health equity through our work at DPR.

Virtual Public Meeting Live Polling Results for how Atlantans rate the physical condition of Atlanta parks and amenities



#1 Reason respondents are discouraged from using parks

63% maintenance & improvement related

"Park facilities are not well maintained"

Vs.



City of Atlanta Respondents 9%

National Average



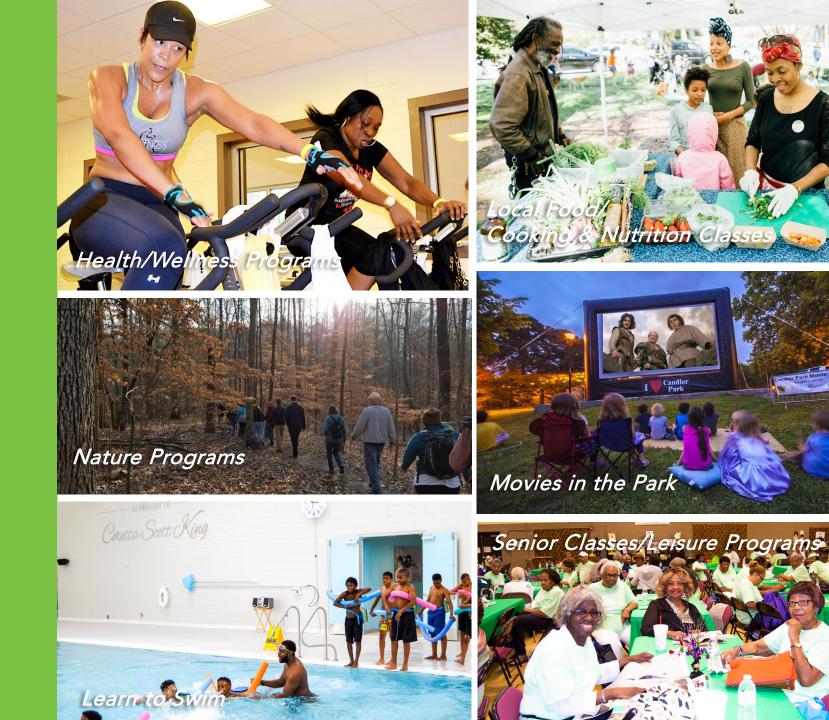
of Atlanta adults reported inactivity in the last month



Atlantans are yearning for comprehensive, equitable improvements to their parks and recreation system



Atlantans supportive of improving and upgrading parks and outdoor recreation facilities Atlantans desire more programs, with a focus on health & wellness...



...and facilities with a focus on access to nature.



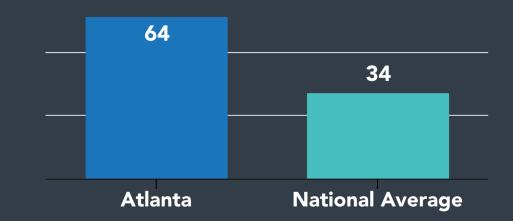
Unpaved Walking & Hiking Trails

Restrooms at Parks

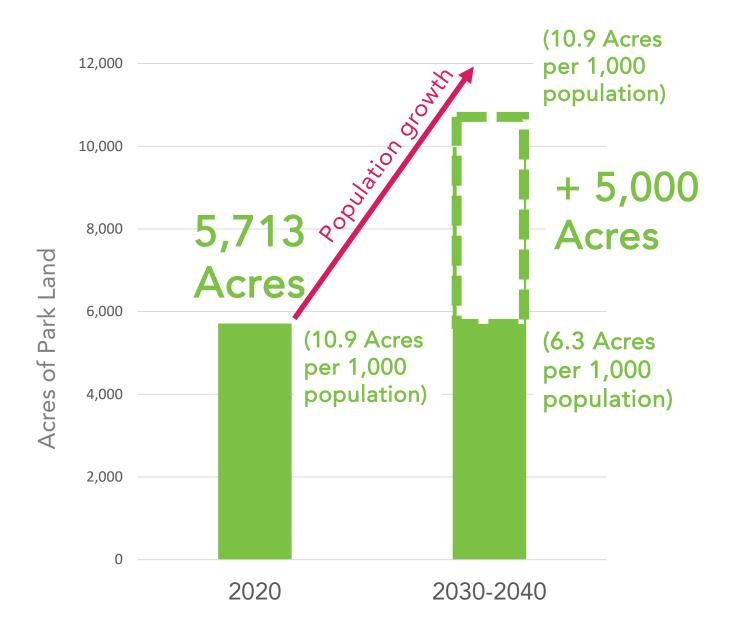
Natural Areas

Many Atlantans are not aware of available DPR programs and do not participate in DPR programs

Lack of Awareness



64% of Statistically Valid Survey respondents don't know what DPR offers (nearly double the national average) Atlanta will grow by over 400,000 people in the next 10-20 years!



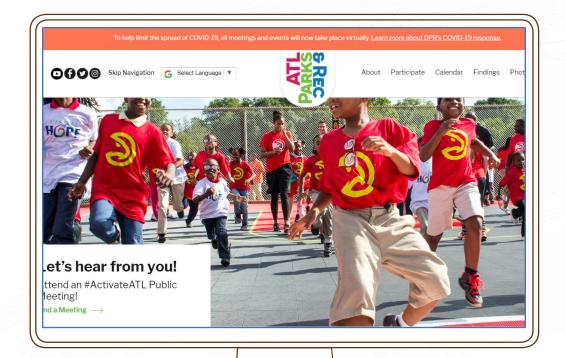


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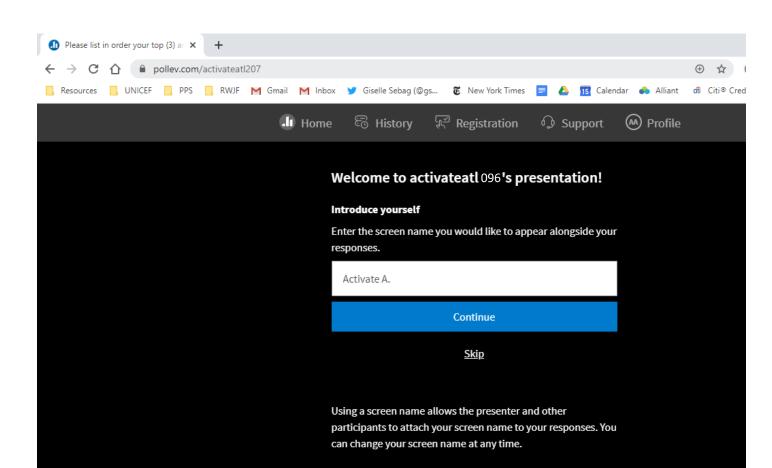
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Visit pollev.com/activateatl096

OR Text: ActivateATL096 to: 22333





223-33

ACTIVATEATL207

We noticed it's your first time participating! FYI: Your phone number is completely private, and we'll never spam you. Text HELP for more info

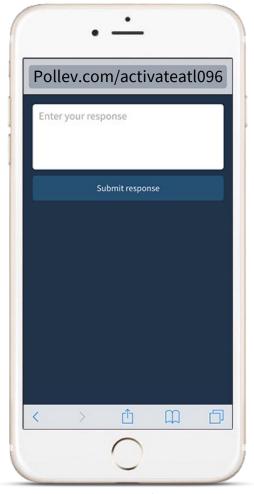
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You've joined Activate ATL's session (ACTIVATEATL **096**). When you're done, reply LEAVE

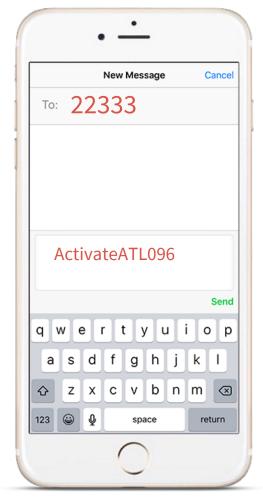
Powered by PollEverywhere.com



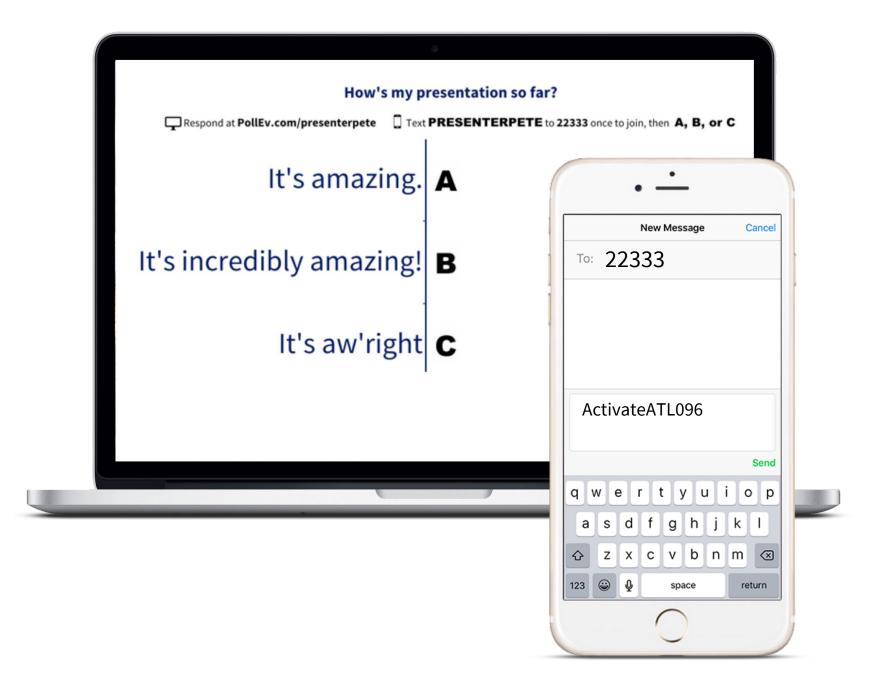
Responding with Poll Everywhere

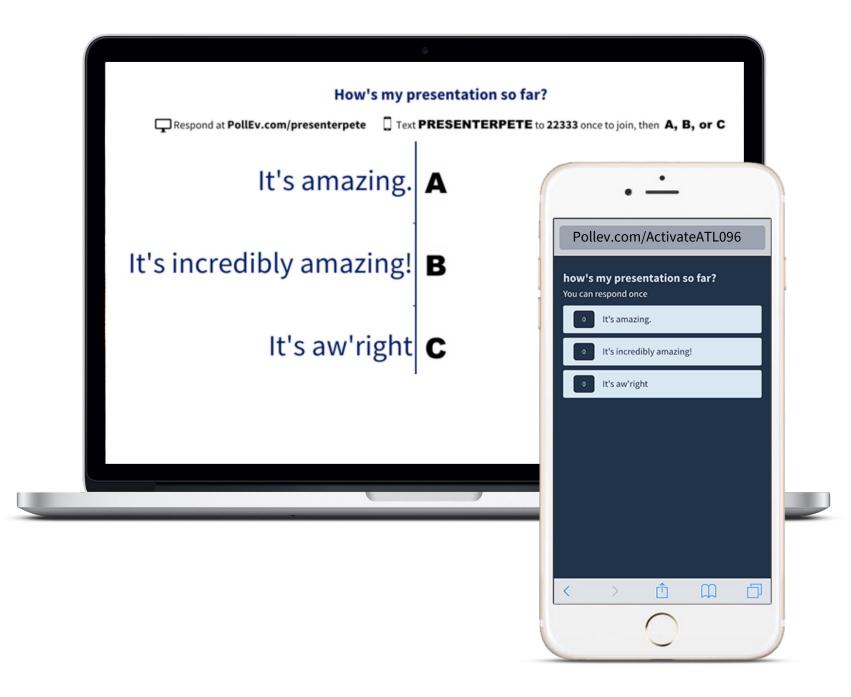


Web voting



Text voting





What do you think of the findings to date? Please share any ideas that we might have missed or anything that you would like us to know.

So, What Are We Going to Do About This?

RECREATION & PARKS FOR ALL

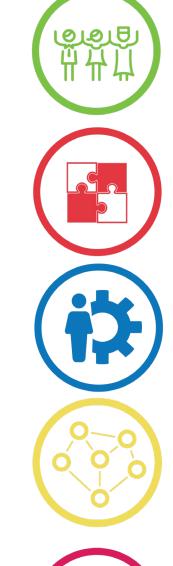
Mission

To provide <u>equitable access</u> to outstanding recreational, natural, and cultural experiences that **enhance the health and wellbeing of all.**

, Vision

Make recreation and parks the <u>heart and soul</u> of Atlanta through a diverse, yet **seamless and interconnected system of parks, recreation, and natural areas.**

Guiding Principles



Provide plentiful and diverse experiences

Ensure equitable and inclusive practices

Cultivate stewardship

Offer safe, equitable, and seamless access and connectivity





Maximize awareness of the recreation and park system

Guiding Principles

₩

Optimize current use of facilities and services

Foster partnerships

Promote health and wellness

Monitor, evaluate, and prioritize investments



Strategies/ Pillars



Equitably Invest Program. Places. People



Equitably Connect Program. Places. People





Equitably Grow Program. Places. People



Invest in 10 Core Programs





Is there any core program area missing that you would want us to invest in?



Continue to invest in Parks and Recreation Centers







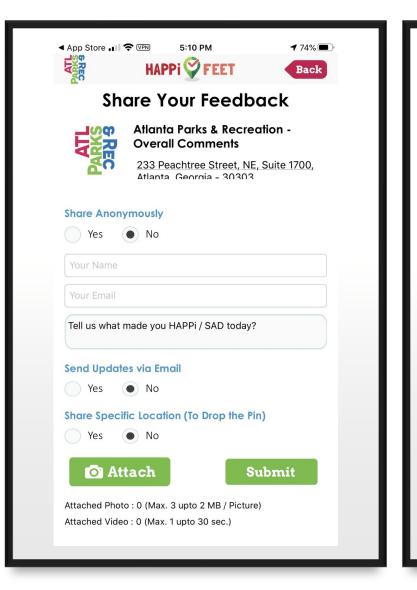


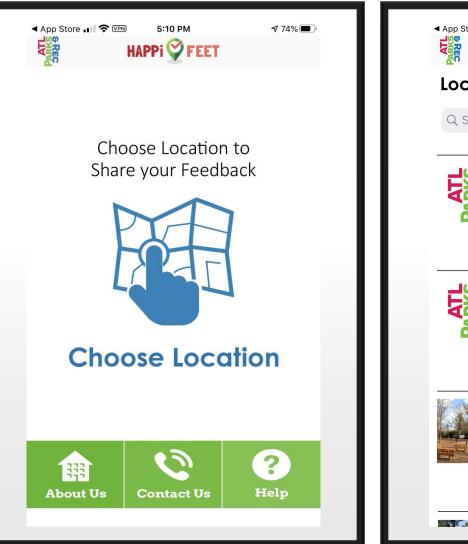


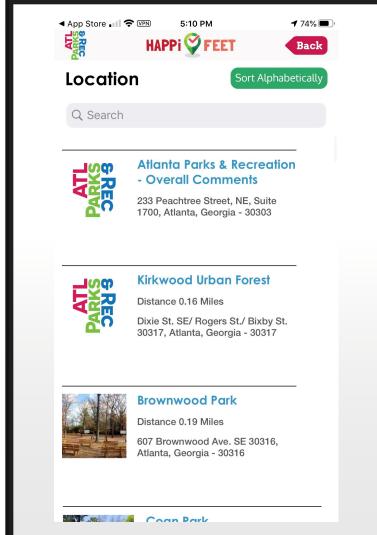




What specific improvements would you like to see in your recreation centers or parks?







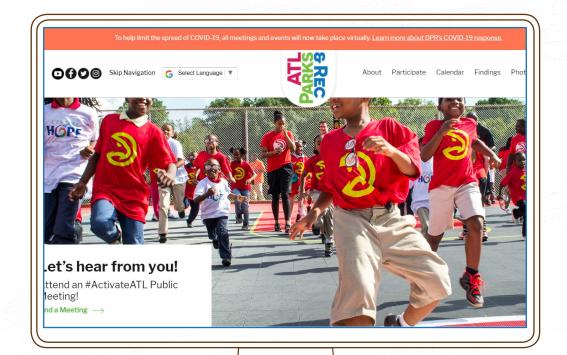


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- Ensure staffing reflects the communities they serve
- On-going training and development focused on customer service excellence and diversity, equity and inclusion

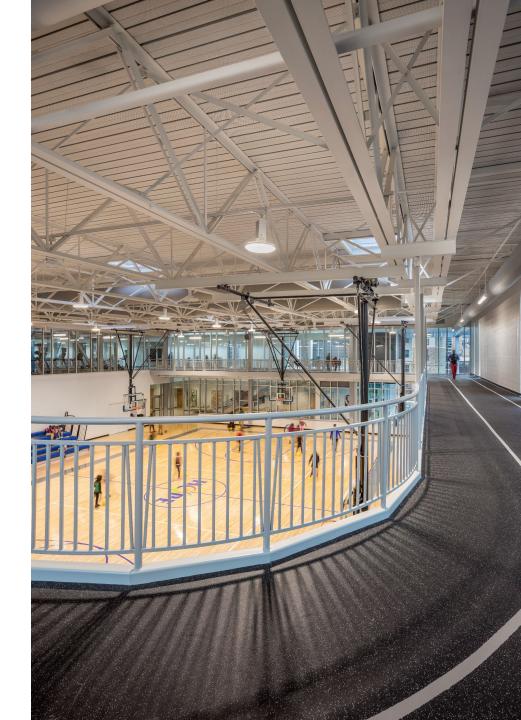








- Ensure programming reflects the community and the neighborhoods they serve
- Design Recreation Centers and Facilities for multigenerational use
- Expand Marketing and Communications Outreach to connect Atlantans to the offerings







Collaborate with partners to ensure safe and equitable pedestrian, bicycle, and transit access







- Strengthen and expand partnerships to enhance and expand service delivery
- Continue to leverage public investment through increased, strategic collaboration
- Position parks as the opportunity driver and talent attractor for current and future Atlantans







- Pursue trends and next practices for future programs
 - E.g. Nature and Environmental Education Programs
 - ESports
 - Continue focus on Health and Wellness







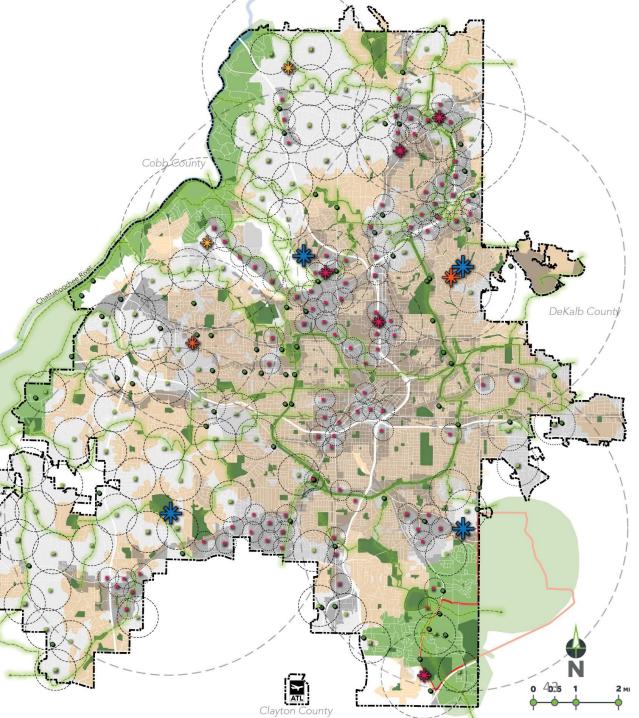
 Expand and sensitively provide access to Nature Experiences







- Provide interconnected access to Parks within a 10-Minute Walk
- Provide Indoor Recreation Space within:
 - 1 Mile In Urban Areas
 - 1.5 Miles in Urban
 Neighborhoods
 - 2 Miles in Suburban Neighborhoods
- Expand recreation facilities and amenities





Equitably Grow. People

- Right staffing DPR to reflect changing needs
 - Equity Officers
 - Data analysts
 - Marketing and communications
- Continued focus on sustaining OneAtlanta's world class culture
- Increase Operations & Management Resources





Address Intersectionality of Issues

- Safety/Crime
- Blight
- Homelessness
- Affordable Housing





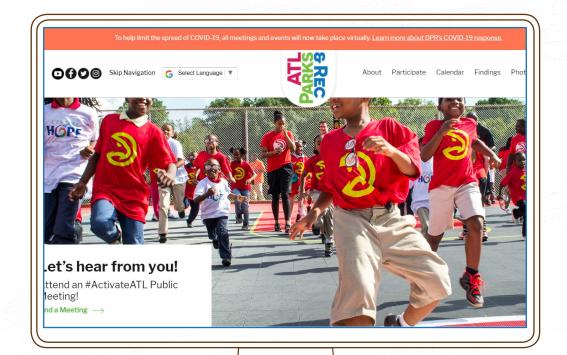


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In one word, what about this vision makes you most excited?

Programs

Equitably Invest. Equitably Connect. Equitably Grow

Invest in 10 Core Programs:

- Afterschool Programs
- Adult Activities
- Aquatics
- Youth Athletics
- Camp Best Friends (Summer Camps)
- Golf
- Senior Programs
- Special Events
- Tennis
- Therapeutics

- Ensure programming reflects the community and the neighborhoods they serve
- Design Recreation Centers and Facilities for multigenerational use
- Expand Marketing and Communications Outreach to connect Atlantans to the offerings

- Pursue trends and next practices for future programs
 - E.g. Nature and Environmental Education Programs / E-Sports
 - Continue focus on Health and Wellness

Equitably Invest. Equitably Connect. Equitably Grow

Continue to invest in parks and recreation centers Collaborate with partners to ensure safe and equitable pedestrian, bicycle, and transit access

- Expand and sensitively provide access to Nature Experiences
- Provide interconnected access to Parks within a 10-Minute Walk
- Provide Indoor Recreation Space within:
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- Expand recreation facilities and amenities
- Collaborate with partners to address intersectionality of issues

People

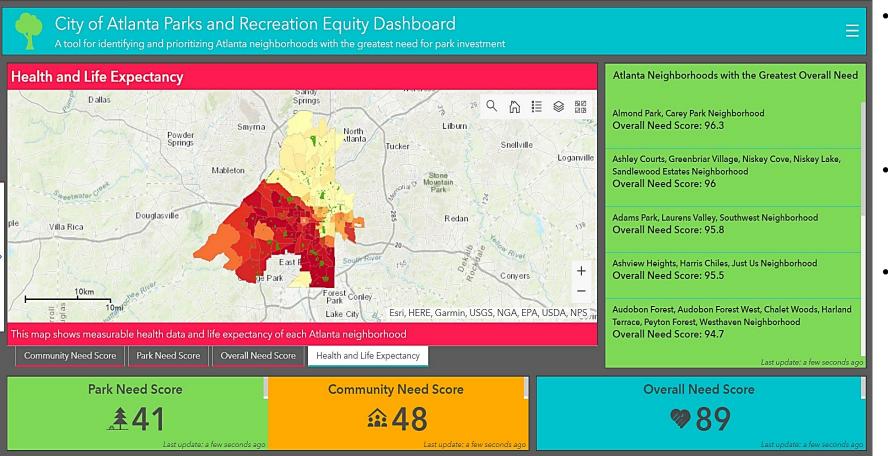
Equitably Invest. Equitably Connect. Equitably Grow

- Ensure staffing reflects the communities they serve
- On-going training and development focused on customer service excellence and diversity, equity and inclusion
- Strengthen and expand partnerships to enhance and expand service delivery
- Continue to leverage public investment through increased, strategic collaboration
- Position parks as the opportunity driver and talent attractor for current and future Atlantans

- Right staffing DPR to reflect changing needs
 - Equity Officers
 - Data analysts
 - Marketing and communications
- Continued focus on sustaining OneAtlanta's world class culture
- Increase Operations & Management Resources

What are your thoughts on the overall vision? Please share anything that is on your mind that you would like us to know.

Parks and Recreation Equity Dashboard Approach



- Designed to prioritize neighborhoods with the greatest need for park investment and capital improvement and track and evaluate the impact of DPR's efforts over time
- Identifies and targets key priority neighborhoods with the greatest community, parks, and health needs
- Measures over 20 social determinants of health, parks and recreation conditions, resident parks and recreation perception and 15 health outcomes and behaviors

Next Steps

| Activate ATL Technical Advisory Committee (TAC) | January 2021 |
|---|----------------------|
| Wave II of public engagement effort (4 virtual public meetings, focus groups, and stakeholder interviews) | February 2021 |
| Mayor's Cabinet presentation | |
| Develop phased implementation strategy | March 2021 |
| Finalize Draft Activate ATL Comprehensive DPR Master Plan Report | |
| Host final TAC meeting | April 2021 |
| CDHS presentation and Mayor & City Council approvals | May / June 2021 |
| Commission for Accreditation of Park and Recreation Agencies (CAPRA) reaccreditation virtual site visit | May – September 2021 |



Upcoming Virtual Public Meetings

- Tuesday, February 9th 10 am to 11:30 am
- Thursday, February 11th 6:30 pm to 8:30 pm
- Tuesday, February 16th 10 am to 11:30 am
- Jueves, Febrero 18th 6:30 pm to 8:00 pm

ACT TODAY! FOR A STRONGER PARKS AND REC TOMORROW!

WE ASKED AND YOU ANSWERED! THOUSANDS OF ATLANTANS TOOK PART IN OUR SUMMER PUBLIC MEETINGS. WE'RE BACK TO ENSURE WE HEARD YOU RIGHT!

JOIN US FOR ONE OR ALL OF OUR VIRTUAL MEETINGS!

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- Thursday, February 11th | 6:30pm to 8:00pm
- Tuesday, February 16th | 10am to 11:30am
- Jueves, Febrero 18th | 6:30pm to 8:00pm ¡En español!

Share your thoughts on whether Activate ATL's vision for parks and recreation captures your wants and needs for an exceptional parks and recreational system.

Mark your calendars and we'll see you at the public meetings!

LEARN MORE AT WWW.ACTIVATE-ATL.COM







Recreation & Parks for All Means Hearing FROM All!



Project Contact Information

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Carlos Perez (CPerez@perezpd.com) Perez Planning + Design

activate-atl@atlantaga.gov

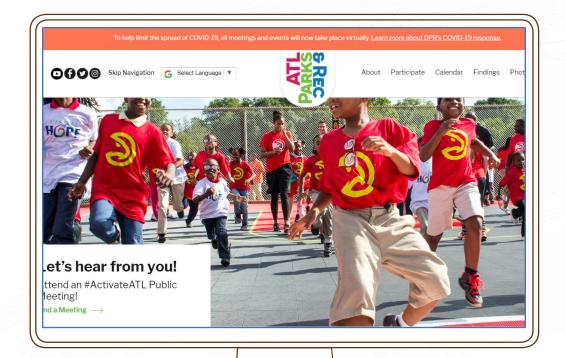


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In Closing

- 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!



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