



**dallas**  
Park & Recreation

Analysis and Public Input Update  
Recreation Master Plan & Comprehensive Plan  
April 2, 2015

# Agenda

- Process
- Analysis Phase Findings
- What We've Heard
- Strengths, Deficiencies, Opportunities, and Constraints

# Process

## Project Launch

Data Collection and Review

Strategic Planning Work Session

Public Meetings – Round 1

## Analysis

Citizen Survey

Staff Survey

Demographic / Trends Analysis

Recreation Analysis

Facility Analysis

Management / Operations Analysis

Financial Mgmt Analysis

## Synthesis

Needs Assessment

Strategic Planning Retreat

Public Meetings – Round 2

## Plan Development

Preliminary Draft Action Plan

Funding Options and Strategies

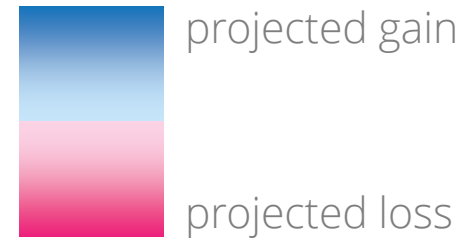
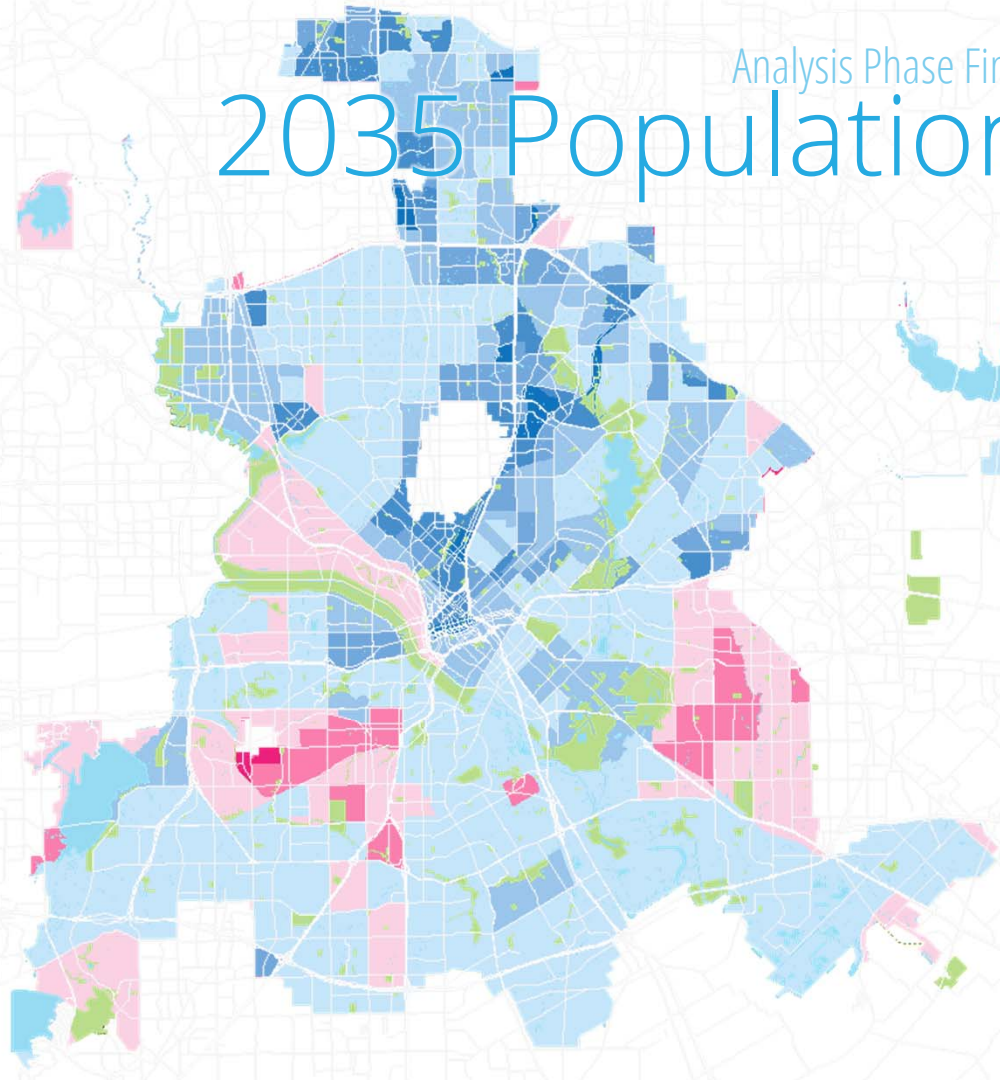
Draft Parks Strategic Plan

Draft Plan Review

Final Parks Strategic Plan

Analysis Phase Findings

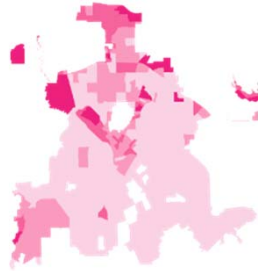
# 2035 Population Projections



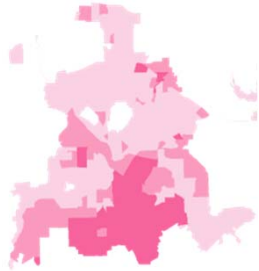
# Analysis Phase Findings

## Demographics

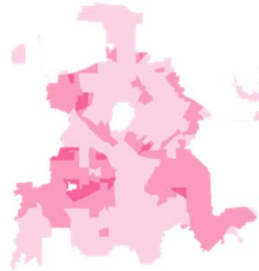
Asian



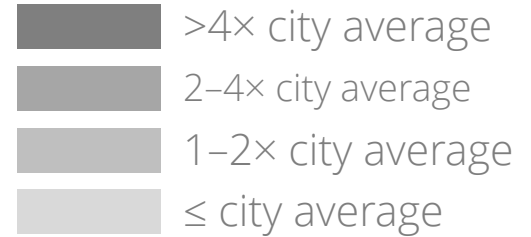
African American



Latino



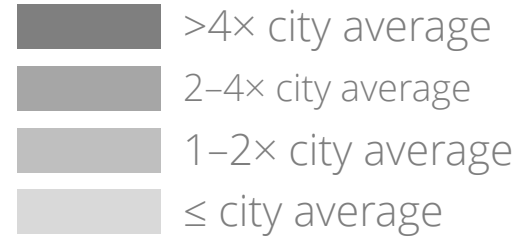
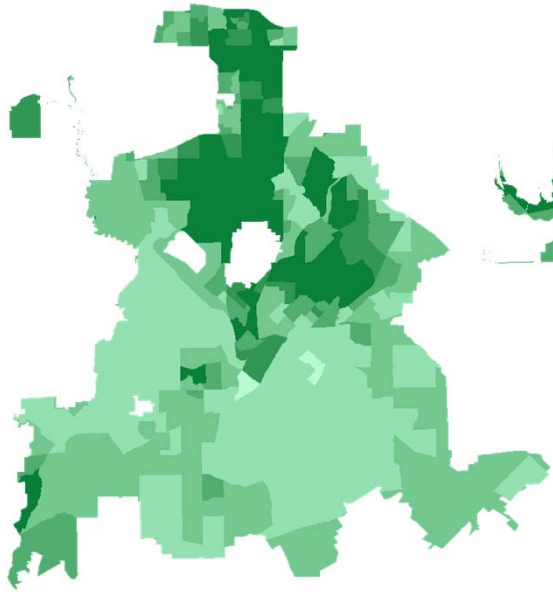
White



# Analysis Phase Findings

## Demographics

Income

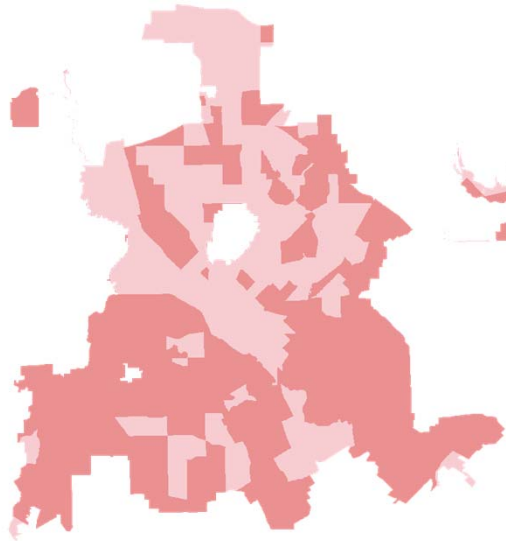




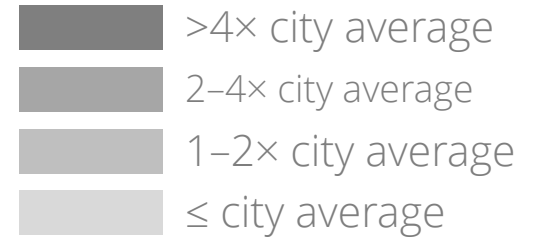
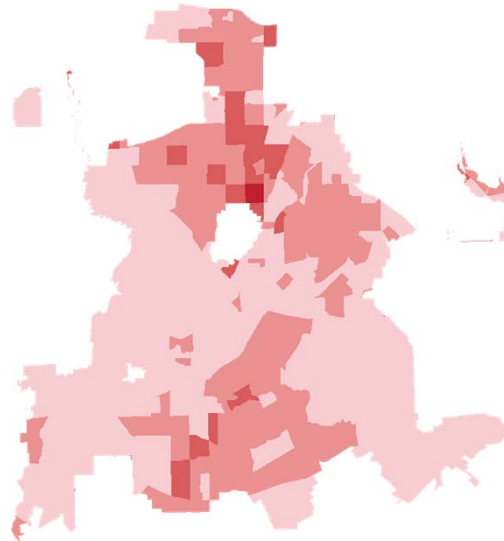
# Analysis Phase Findings

## Demographics

Youth

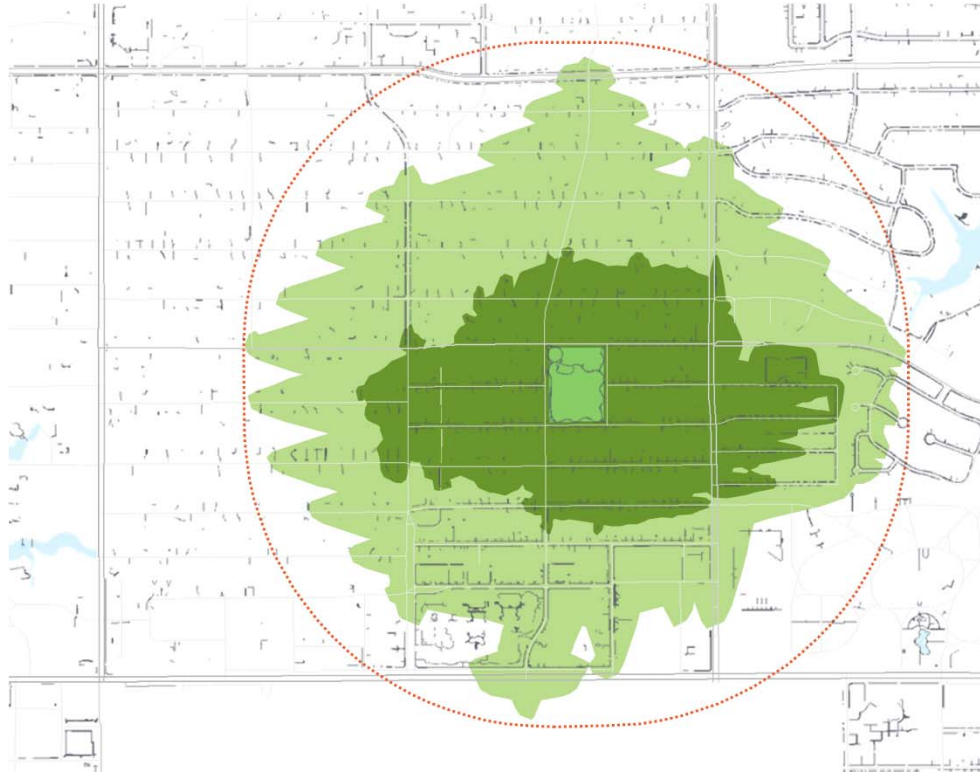


Seniors





# Analysis Phase Findings

## Park Access



 Park

 Half mile buffer  
as the crow flies

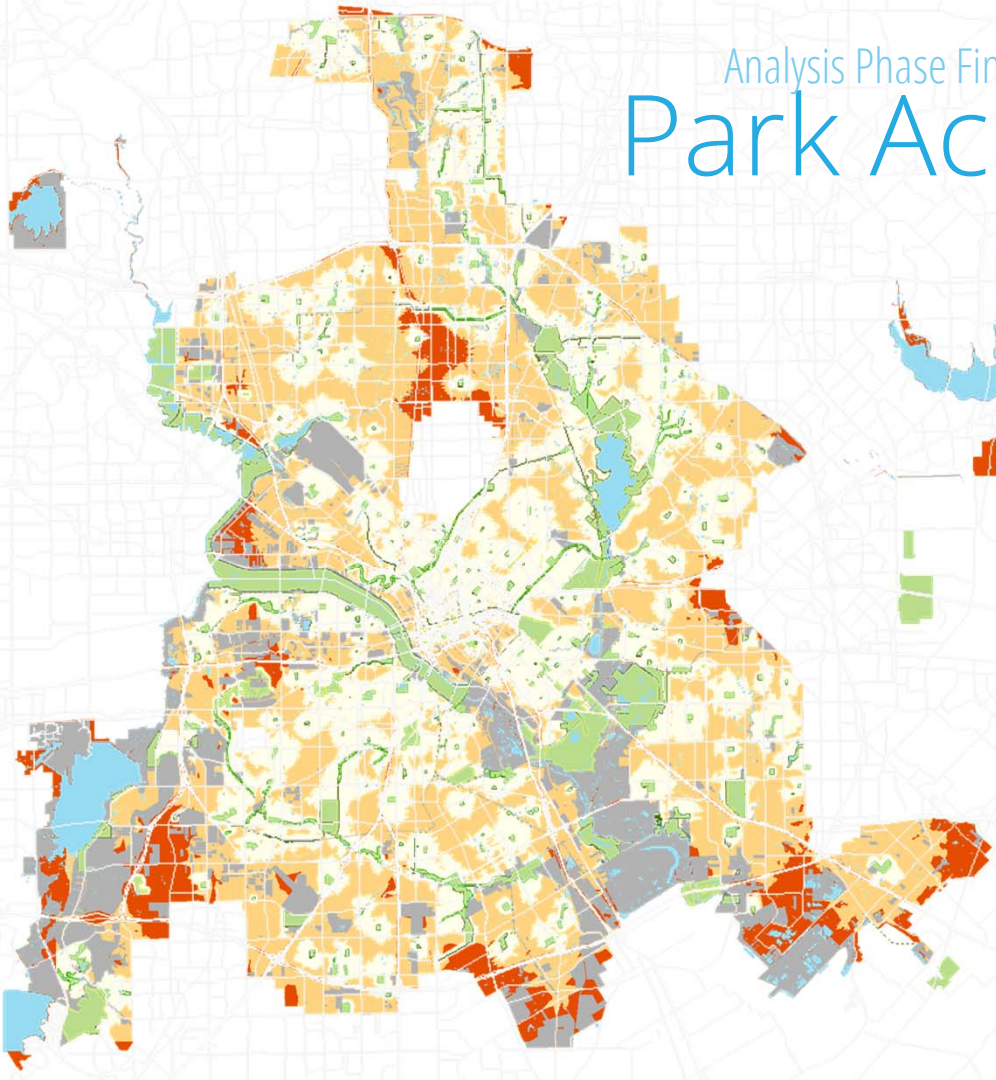
 Half mile buffer  
along roads

 Half mile max buffer  
along sidewalks



# Analysis Phase Findings



## Park Access



-  Areas within walking distance of a park
-  Areas within driving, but not walking, distance
-  Areas not within walking or driving distance
-  Protected/ Restricted Use

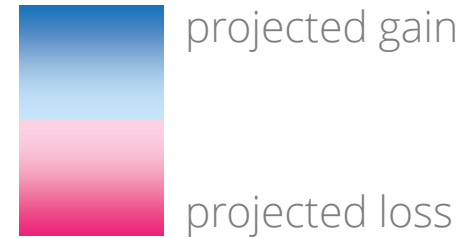
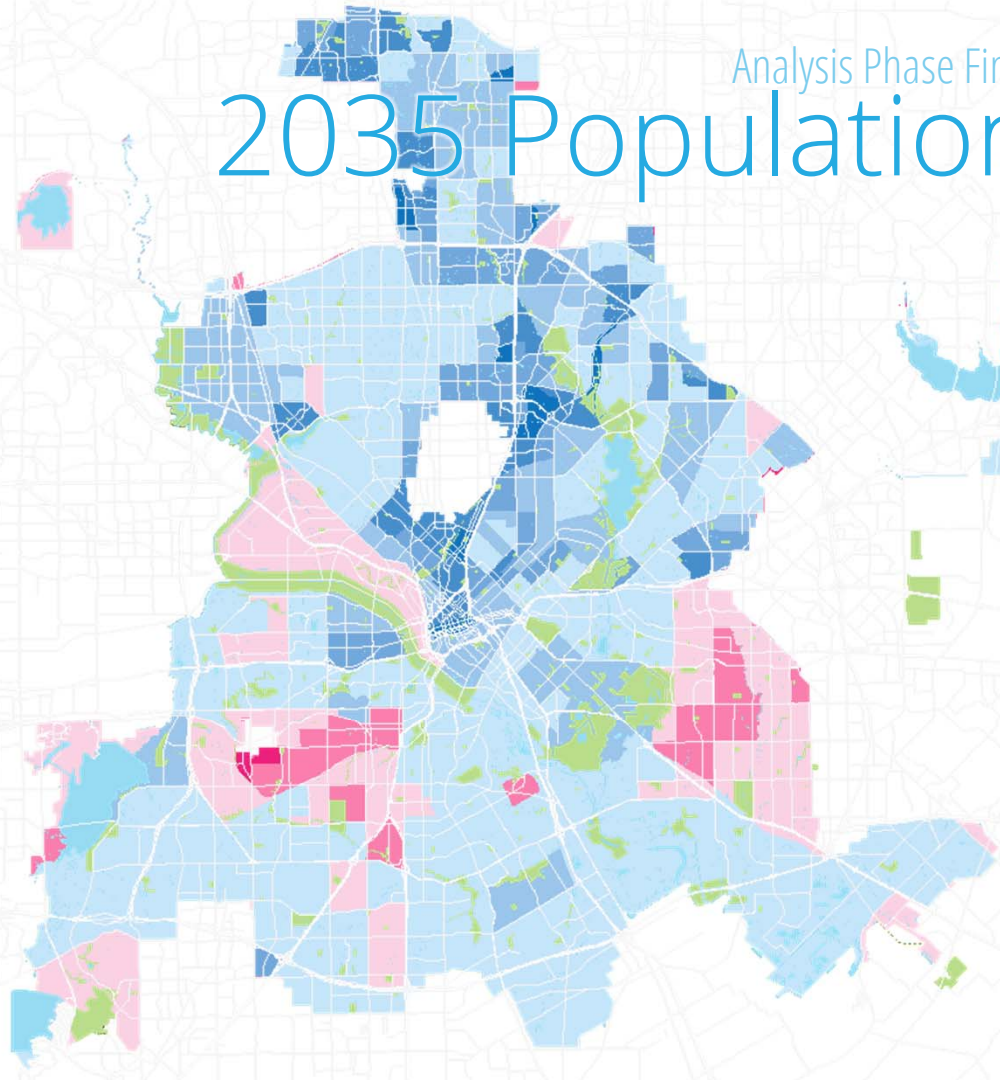
# Analysis Phase Findings

## Park Access

		2014		2035	
	Areas within walking distance of a park	583,236	45%	740,239	45%
	Areas within driving, but not walking, distance	472,627	37%	607,959	37%

Analysis Phase Findings

# 2035 Population Projections

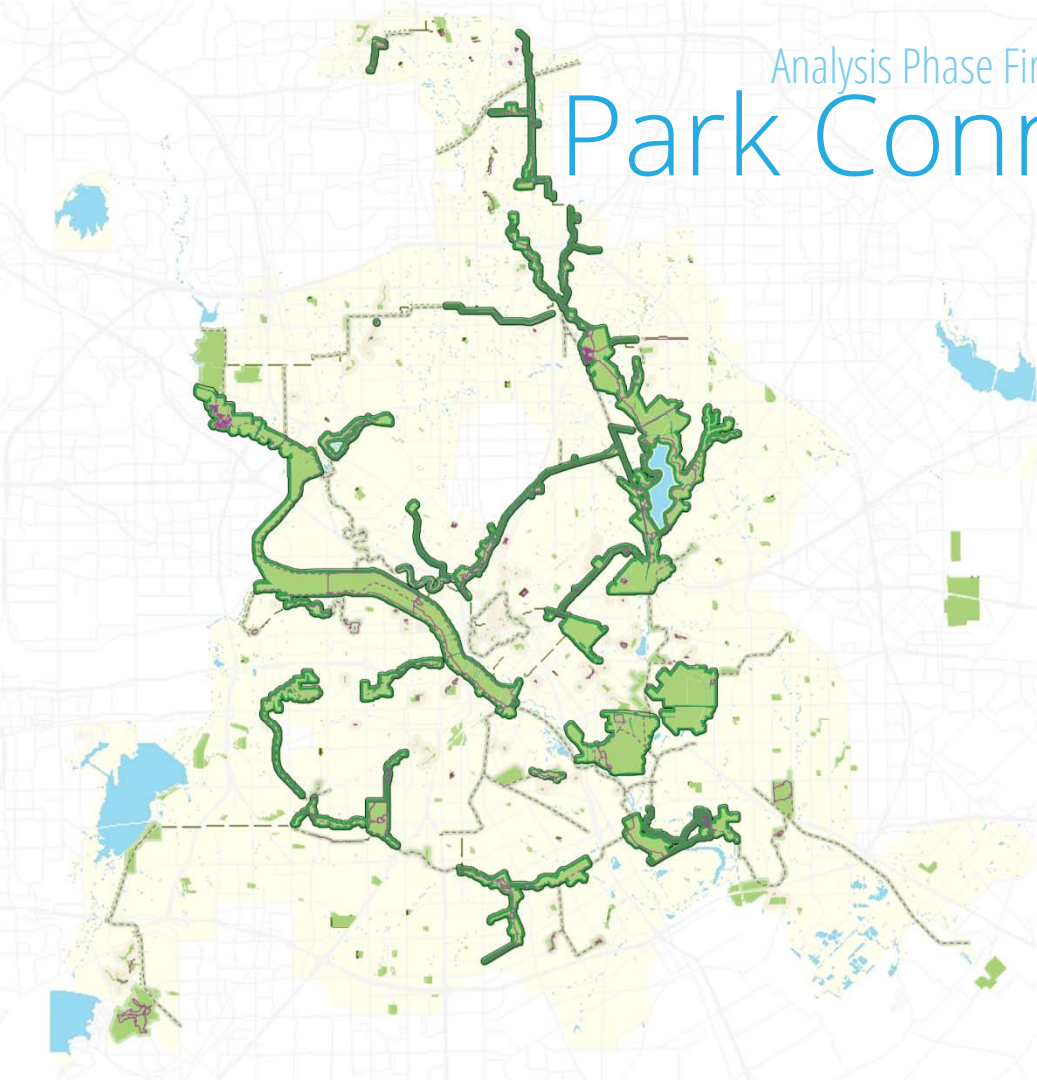






Analysis Phase Findings

# Park Connectivity



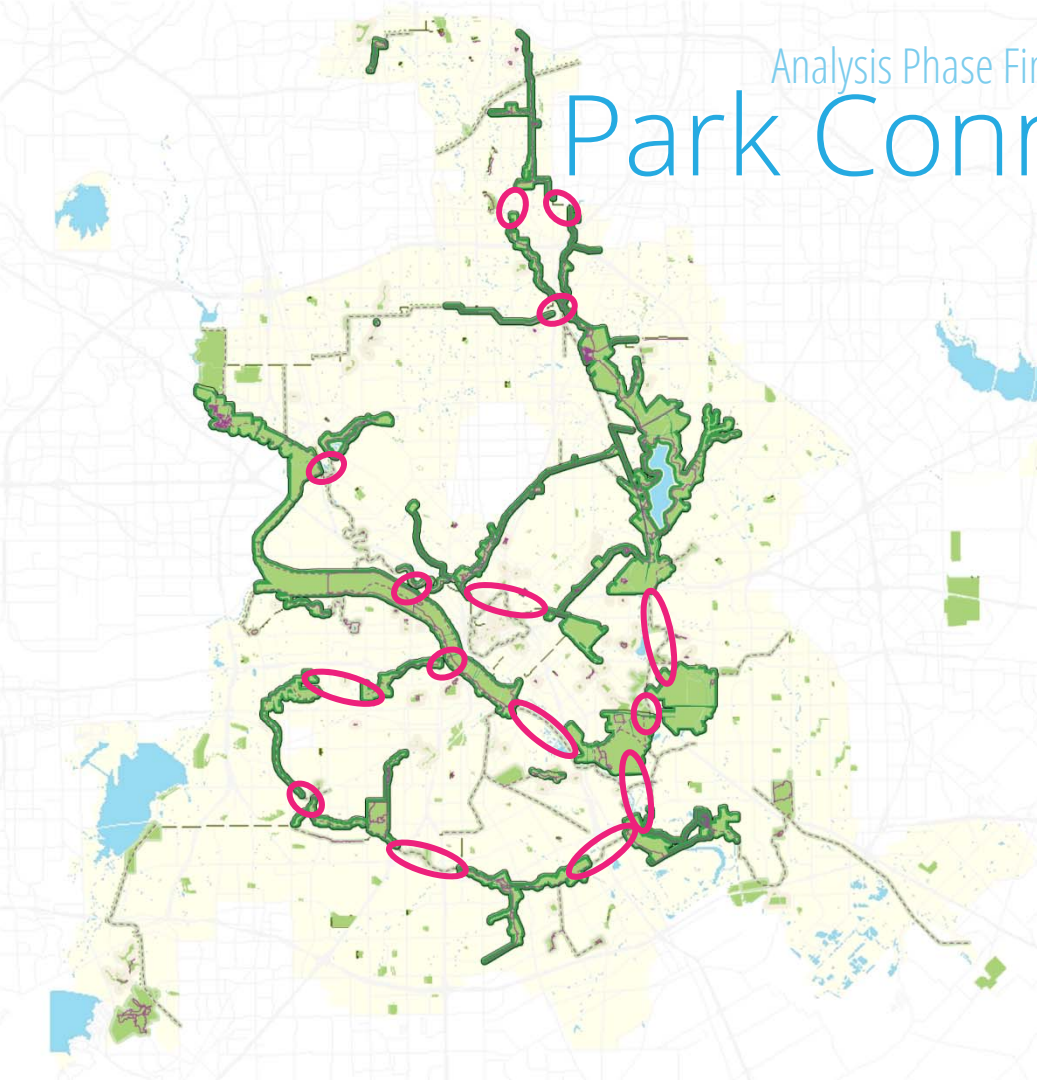
# Park Connectivity







-  Parks
-  Existing trails
-  Planned trails
-  Connected park/trail clusters



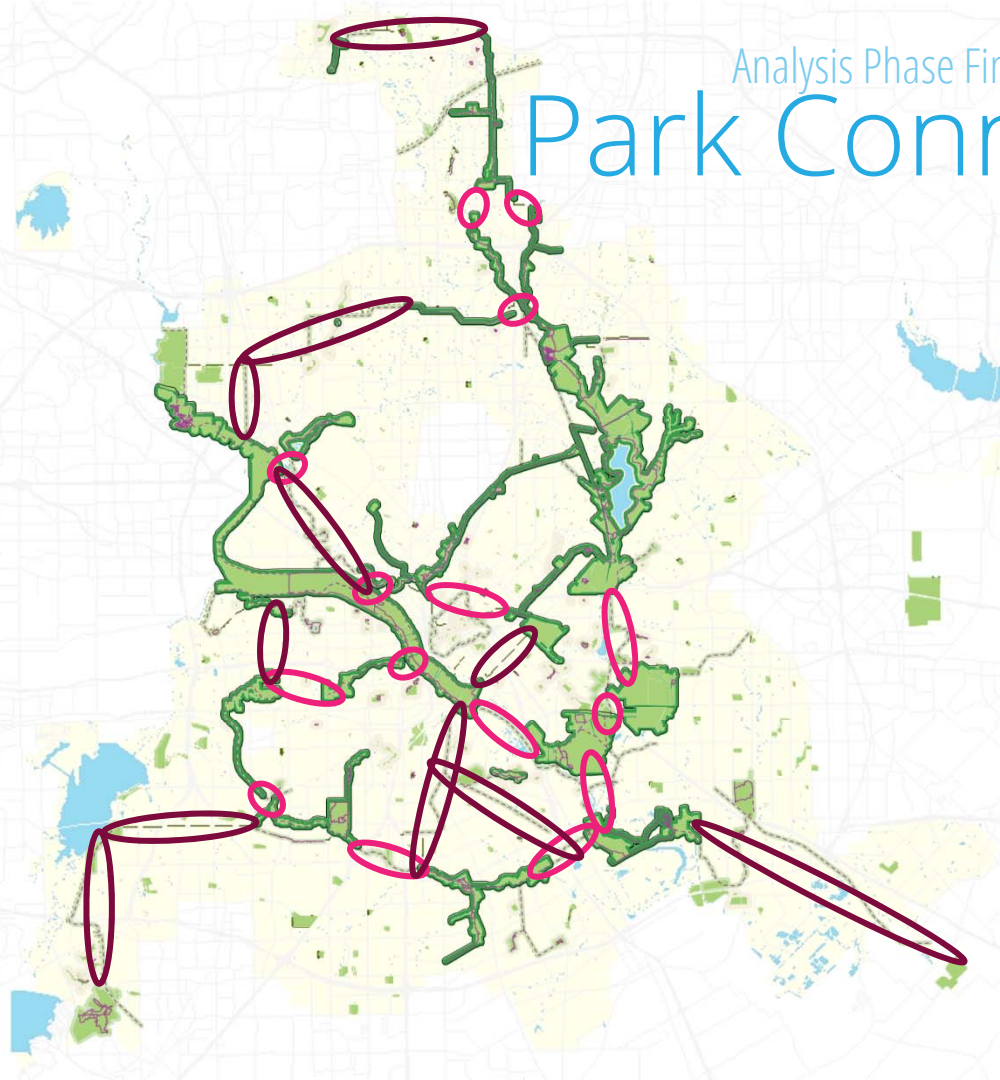
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# Core Program Areas

After School

Fine Arts

Sports

Events

Camps

Special Interest

Aquatics

Therapeutic

Health & Fitness

Recreation

Core programs are:

- Major types of programs offered
- Offered most of the year
- Where most of the funding and staff are directed
- Offerings across skill levels

# Management / Operations Analysis

- Facilities are in fair to good condition
- Several rec facilities did not receive recent bond funding for needed repairs, updates, or expansions
- Many facilities operate according to a facility-centric rather than a system-level approach
- Inconsistent maintenance standards for facilities
- Cross-promotion between facilities and with contractors is inconsistent and leads to competition



# Financial Management Analysis

- Design of centers could encourage cost recovery
- Foundations and friends group roles are limited and have growth potential
- Expanded earned income opportunities exist for many centers
- Need to increase awareness of service costs and program/facility budgets
- Cost recovery should factor in establishing fees
- Need more consistent methods for calculating revenue, expenditures, and cost recovery



# Who We've Heard From

- Community Members
- City Council Members
- Park and Recreation Board Members
- Department Staff (Across Hierarchy)
- Friends Groups
- Sports Leagues
- Athletic Associations
- Dallas County

# Community Input

## Survey

October 28–  
December 14

95% confidence  
±3.2% error

Available in English  
and Spanish

## Public Meetings 1

Held August 5–7

Gathered input

- Campbell Green
- Janie C. Turner
- Kiest
- Grauwyler
- Harry Stone

## Public Meetings 2

Held February 4–5

Reported on  
analysis

- MLK
- Fretz
- Pleasant Oaks
- Nash Davis

## MindMixer

Available following  
Public Meetings 1  
through Public  
Meetings 2

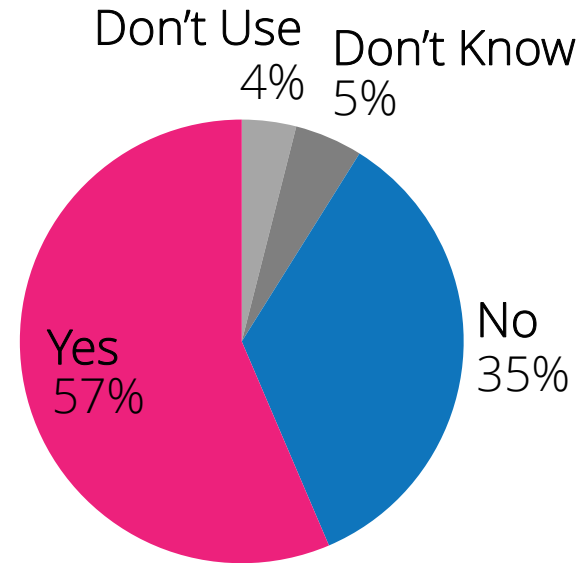
Replicated questions  
asked during Public  
Meetings 1



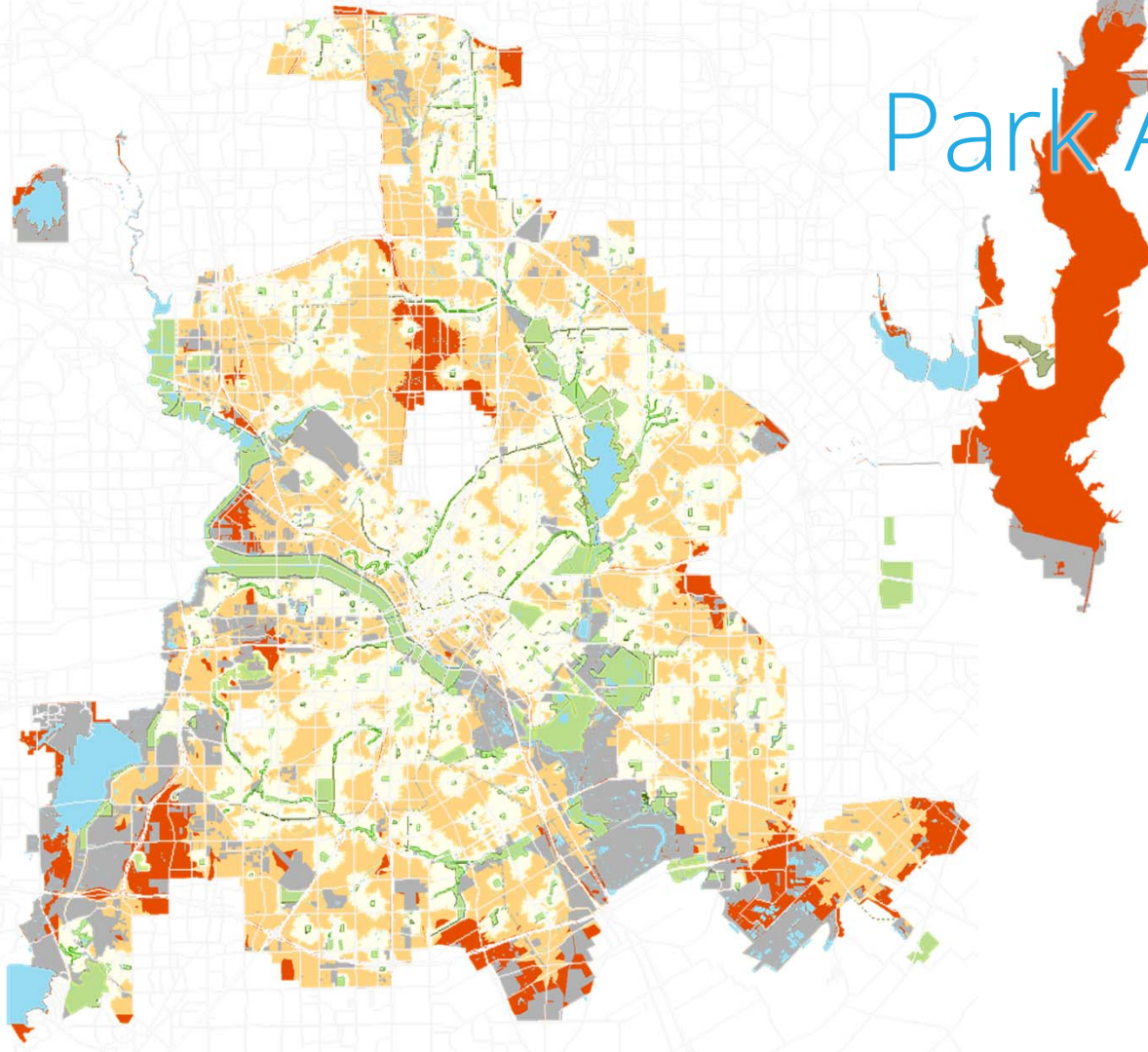


# What We've Heard

Do you feel there are adequate parks and green space within walking distance of your home?

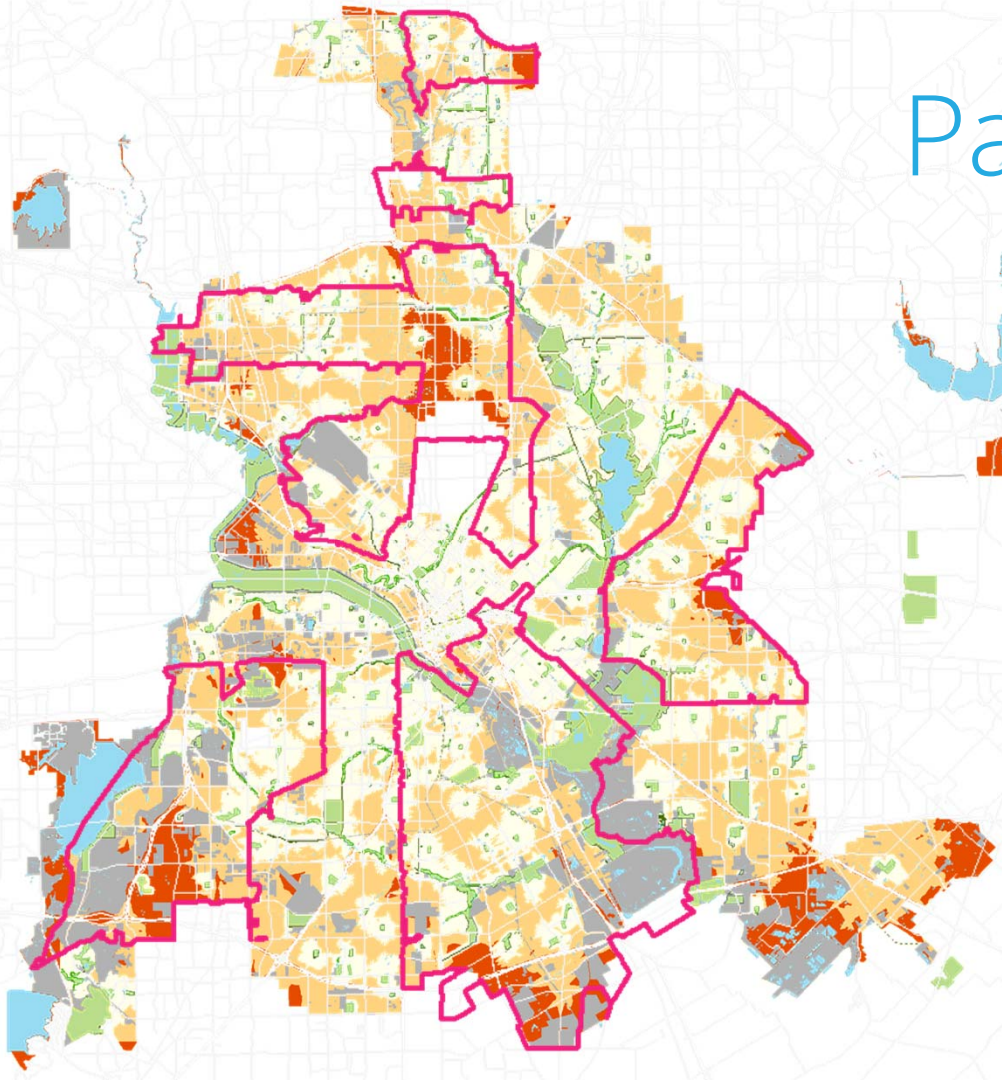


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-  Areas not within walking or driving distance
-  Protected/ Restricted Use<sub>24</sub>

# SDOC

*Primarily Internal*

*Primarily External*



*Positive*



Strengths

Opportunities

*Negative*

Deficiencies

Constraints



# Strengths



- Recreation plays an important role in the community.
- Youth and senior programming is strong.
- Leadership and staff have a track record of achieving goals, as evidenced by Renaissance Plan accomplishments.
- Major spine trails (Katy, White Rock, Great Trinity Forest) are well used and connect several parks.



# Deficiencies



- There is no unified marketing and communication strategy.
- There is a perceived inequity in the quality of facilities north and south of the Trinity River.
- High use areas such as trails have limited amenities to enhance user comfort.

# Opportunities



- Partnering with DISD could improve parkland accessibility and enhance rec. facilities at schools.
- The Trinity River corridor has large inherent potential for parks and recreation.
- Parks and trails have space to accommodate vendors, concessions, and rentals that could encourage people to spend more time using those resources and generate additional revenue.

# Constraints



- Some residents who would use parks/rec. facilities do not have access to transportation to get there.
- The responsibility for building trails is split among Park & Recreation, Trinity Watershed Management, Public Works, and Dallas County.
- There is no sufficient or sustained funding stream for park maintenance.
- DPARD competes with sports organizations, schools, churches, and non-profits for various programs.



