

A photograph of three children playing on a blue playground structure. One child is in the foreground, another is behind them, and a third is partially visible. They are all smiling and appear to be enjoying the activity. The background shows a clear blue sky and some trees with autumn foliage.

RECREATION & PARKS FOR ALL
**ACTIVATE
ATL**

**COMPREHENSIVE
PARKS +
RECREATION
MASTER PLAN**

Technical Advisory Committee (TAC)
Existing Conditions + Needs
Assessment Summary

October 14, 2020

WHAT WE ARE UP TO TODAY!

- **Introductions | 20 Minutes**
- **A Reminder of ActivateATL | 10 Minutes**
 - What, Why, How, and Who.
- **So, What? - What Have We Learned to Date? | 25 Minutes**
- **Break | 5 Minutes**
- **Your Thoughts? | 15 - 30 Minutes**
- **Reporting Out + Discussion | 15 - 30 Minutes**
- **Next Steps | 5 Minutes**

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

In 15 seconds:

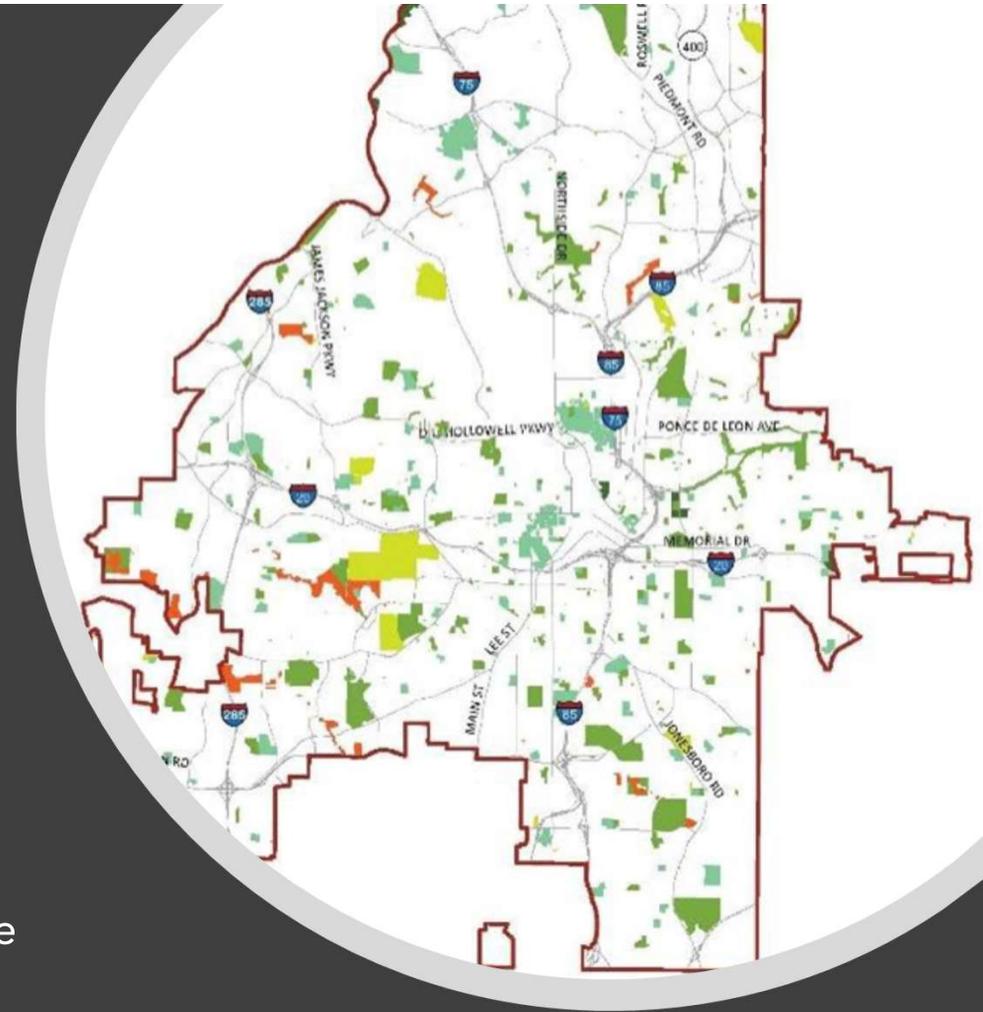
- Share your name + organization you represent
- Share how Parks and Recreation have helped you during COVID-19 Pandemic

ACTIVATEATL Video

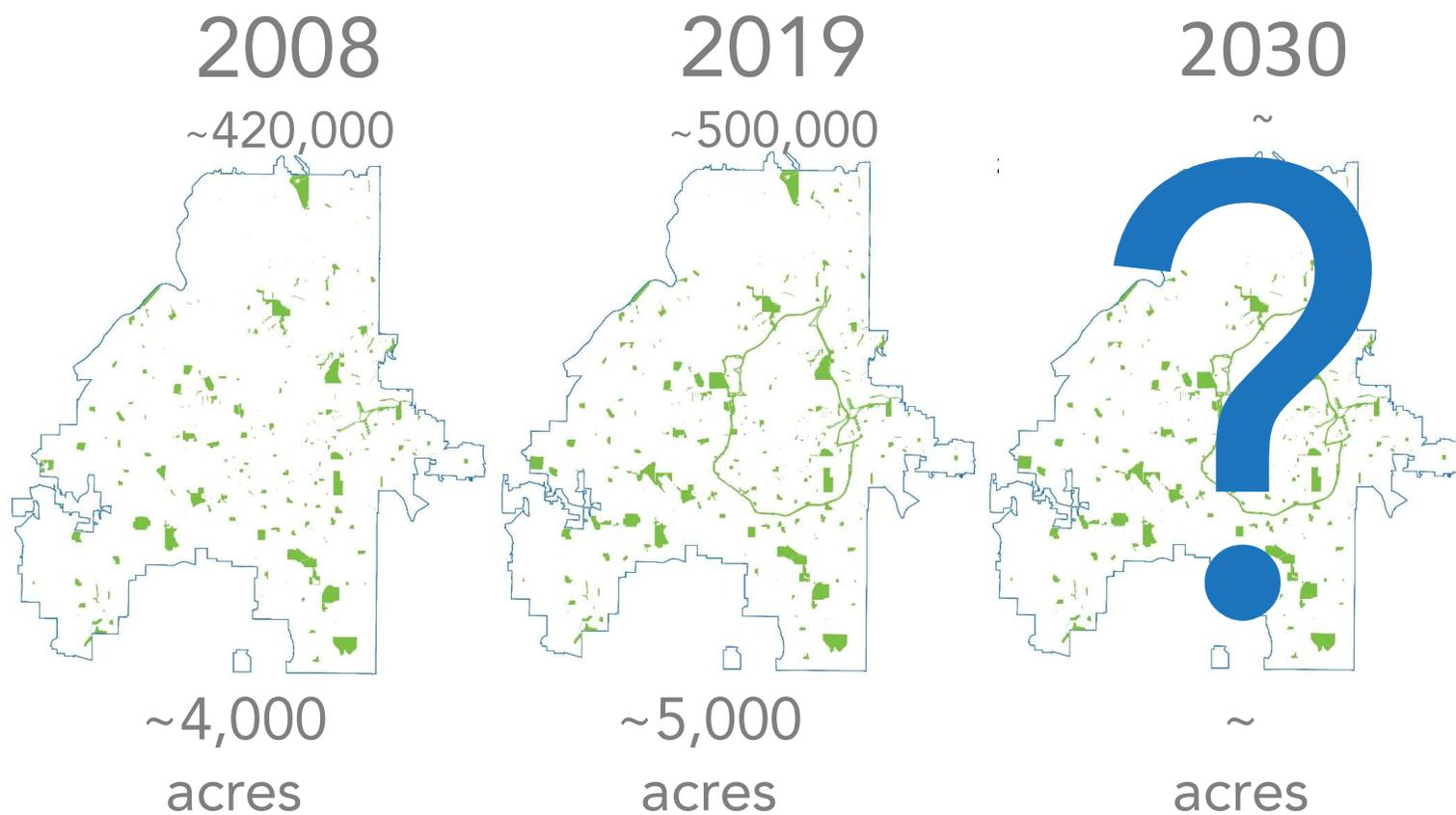
PARKS & RECREATION MASTER PLAN

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

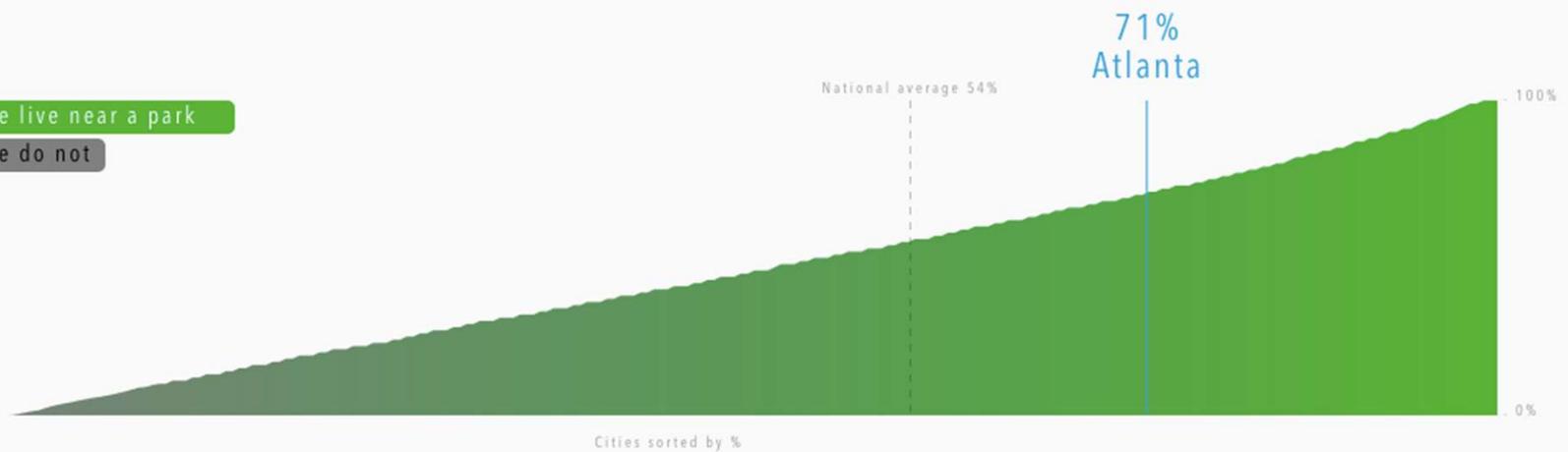
City profile

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

Our APPROACH



CONSENSUS BUILDING NEEDS + PRIORITIES → VISION STRATEGY

Qualitative Techniques

- Staff Interviews
- Advisory Committee Meetings
- Focus Group Interviews
- Online Surveys
- Social-Media Input
- Project Web-site
- Project App



Observational Techniques

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

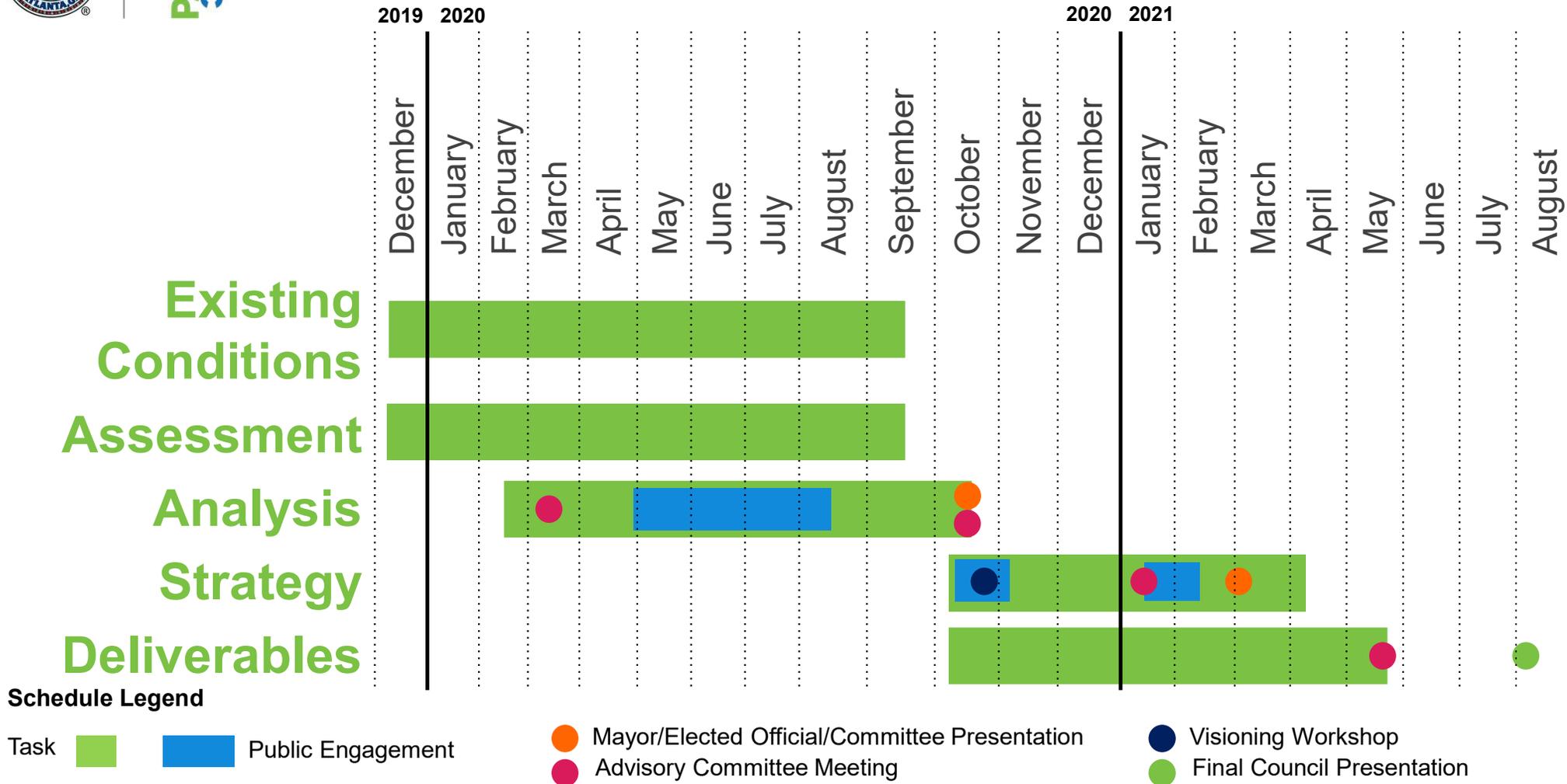
Quantitative Techniques

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



Project Scope + Schedule

Activate ATL: Recreation & Parks for All

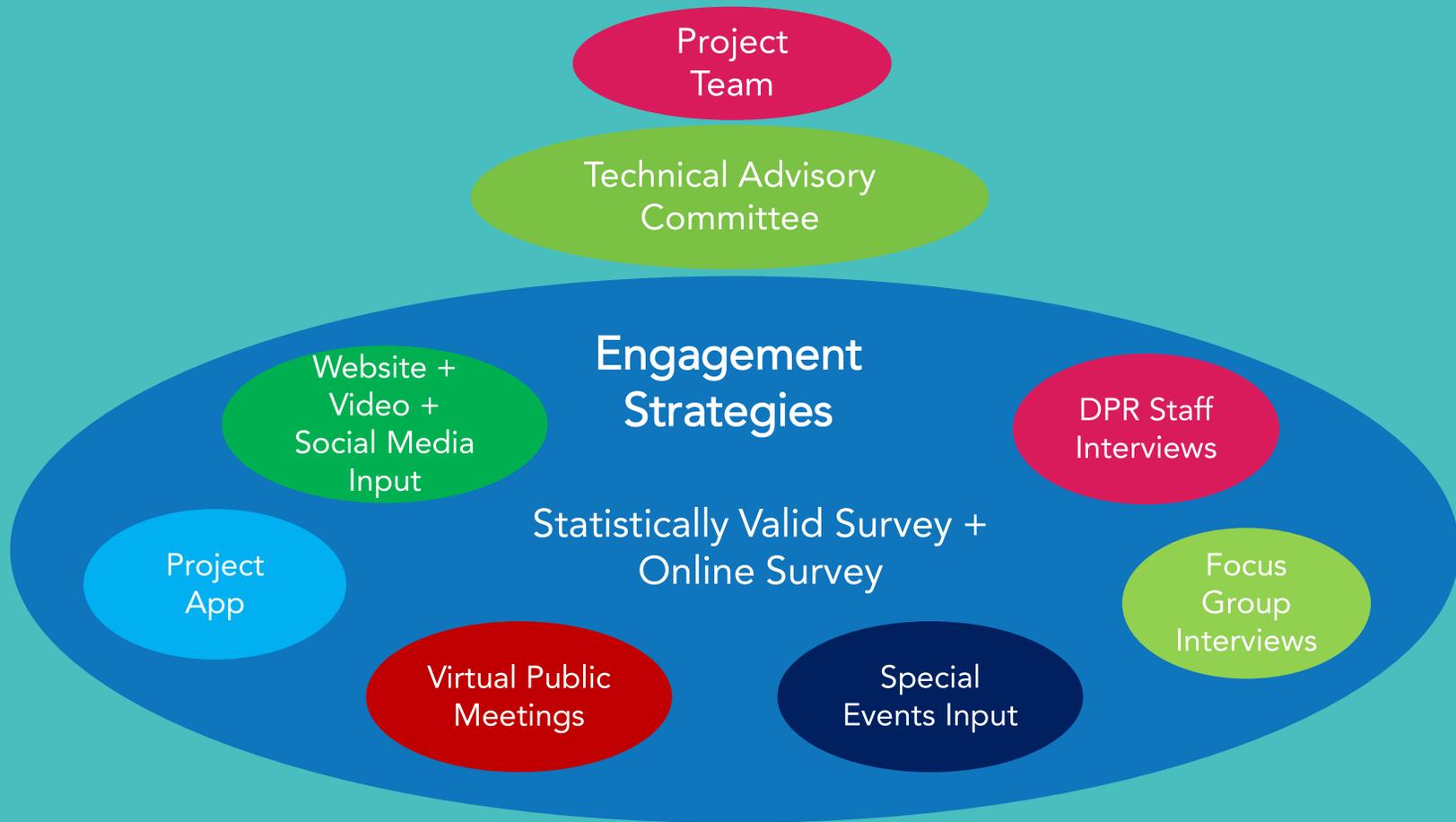




TECHNICAL ADVISORY COMMITTEE

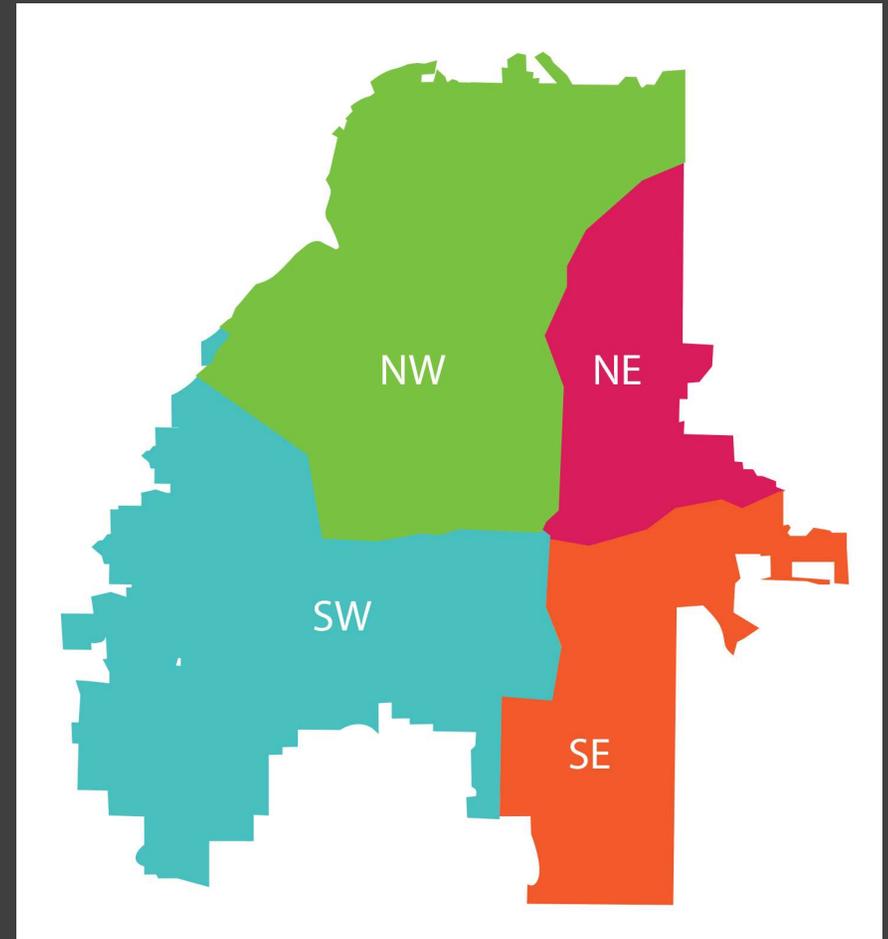
- You are partners – government and non-profit – that bring resources and capacity to the table and work in concert with DPR to achieve a Vision for One Atlanta.
- Provide input through meeting attendance, possible email, surveys, one-on-one interviews, and focus groups.

COMMUNITY ENGAGEMENT



STATISTICALLY VALID SURVEY (SVS)

- Mail-In | On-line Survey
- 95% Level of Confidence
- +/- 2.8% Margin of Error Citywide
- +/- 5.5% Margin of Error for 4 Quadrants

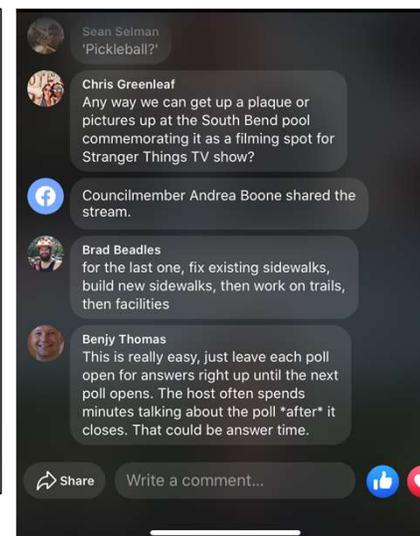


VIRTUAL PUBLIC MEETINGS



In one word, what is your favorite thing to do at your local park and/or recreation center?

dogpark dancing dance walk
picnic play dog hike floors run
sing relax hardwood great read
swimming birdwatching



RECREATION & PARKS FOR ALL

ACTIVATE ATL

BY THE NUMBERS

10,000+
Atlantans from
across all zip
codes



— 1,867 Survey Responses



— 12 Virtual Public Meetings



— 717 Virtual Public Meeting Attendees



— 5,328 Public Meeting Engagements



— 1,050 Mailing List Sign-Ups



— 27 Focus Groups



— 16 Community Member Videos



— 250 Lawn Signs in Parks



— 23,000 Postcards Mailed



— 100 Prize Winners (Stay Tuned!)

SO, WHAT? WHAT HAVE WE LEARNED TO DATE?

1. Atlantans love going to their parks (now more than ever).

2. Despite progress, the City continues to exhibit social and economic inequities, and achieving equity throughout the parks system continues to be a challenge

3. There is a need to make comprehensive, equitable improvements to the recreation and parks system:

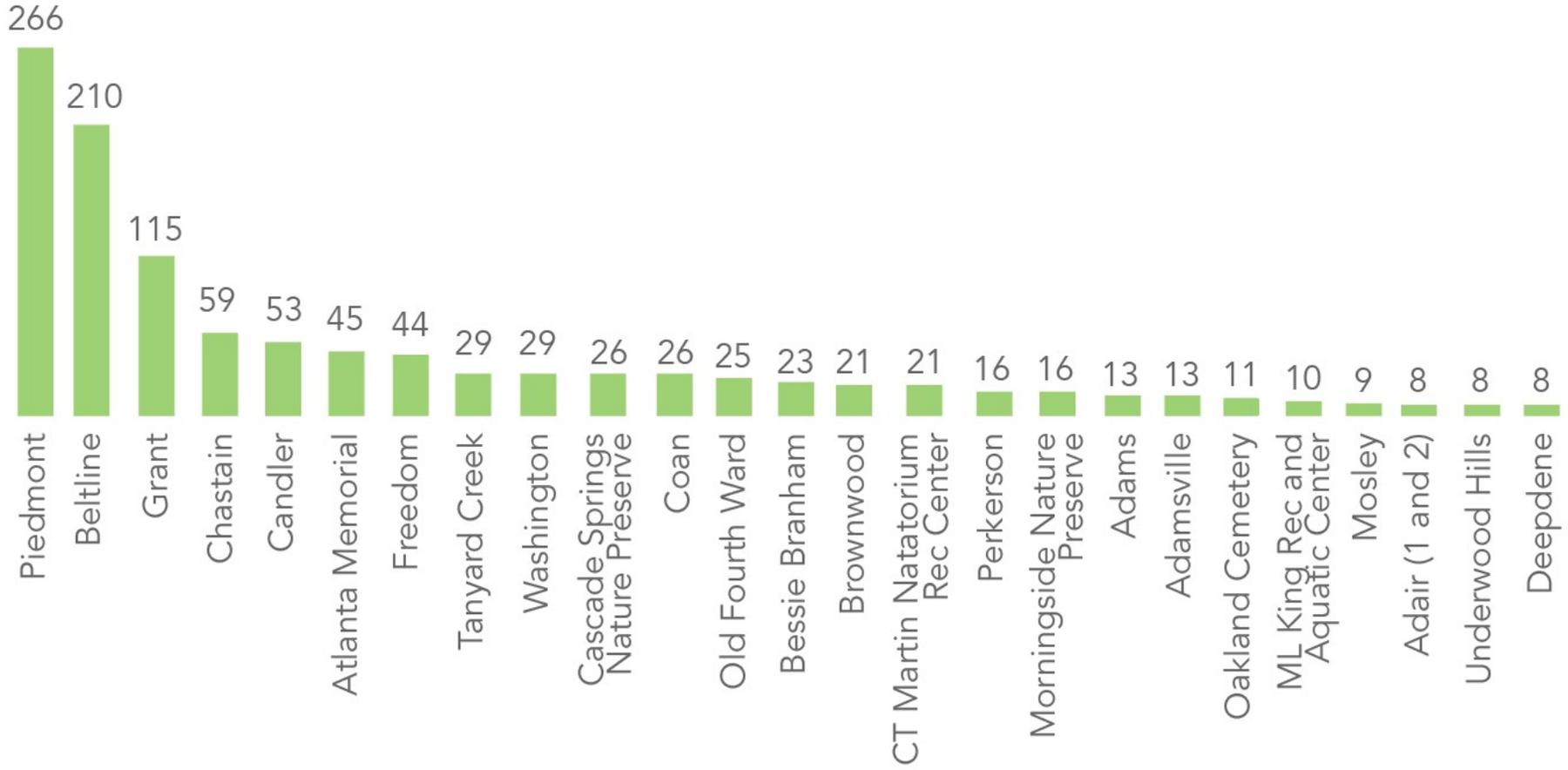
- I. Make comprehensive, equitable improvements based on community's needs identified through public input and data analysis:
 - i. There is a need to **Connect** the system by:
 1. Improving information sharing to reach more users
 2. Strengthening critical partnerships that create mutual benefits
 3. Creating physical connections through trails and greenways
 - ii. There is a need to **Expand** the system, adding new park land, facilities, programs, and partnerships to keep pace with growth
- II. There is a need to ensure DPR is **Fully Staffed and Adequately Funded**.
- III. There is a need to **Tell Our Story** - Sharing the impact of essential services and access to nature; "Why DPR matters!"

ATLANTANS USE PARKS (NOW MORE THAN EVER)

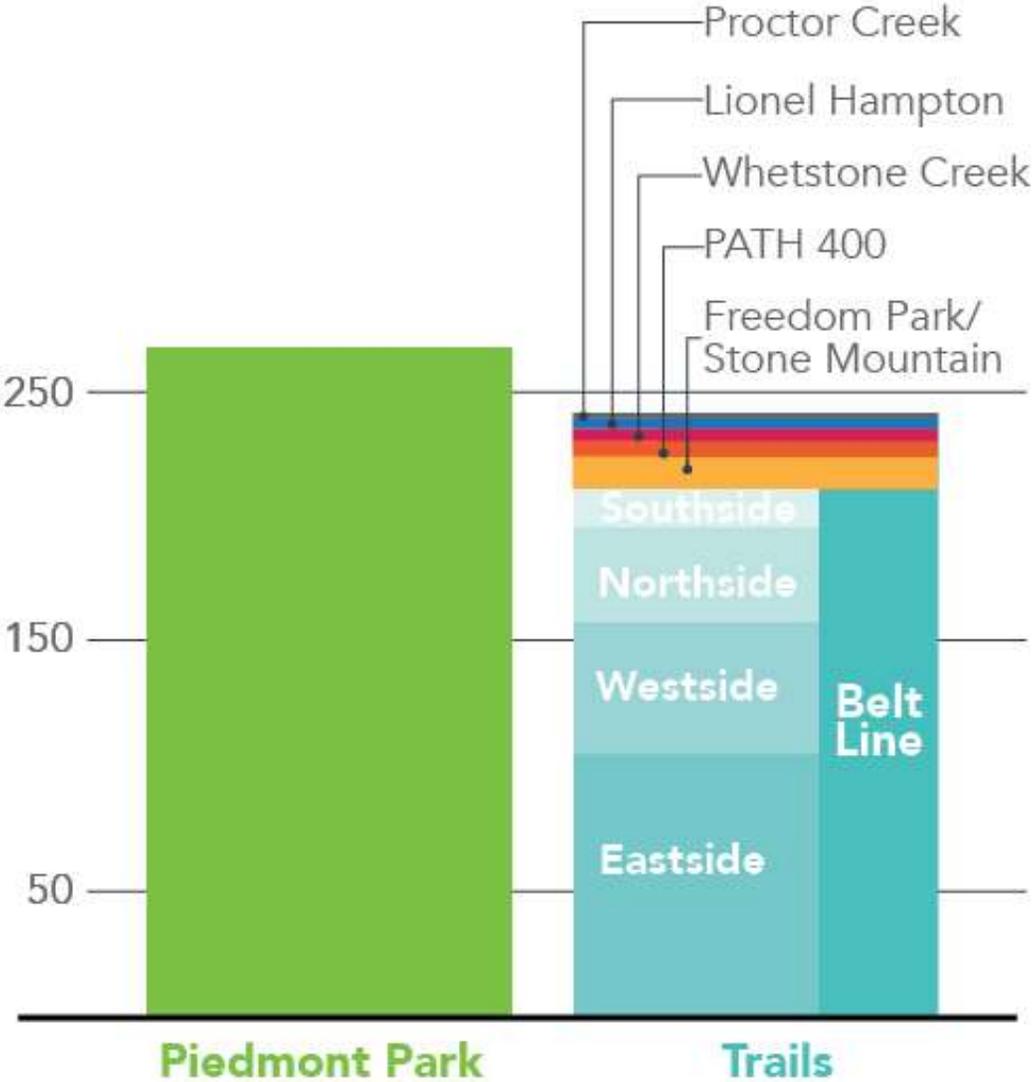


PARK POPULARITY

WHAT PARK/TRAIL/FACILITY DO YOU VISIT MOST OFTEN?

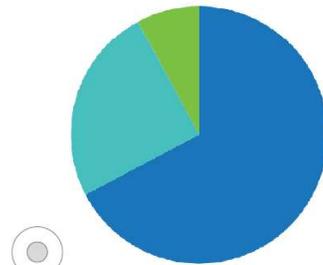


TRAILS ARE ALL THE RAGE!

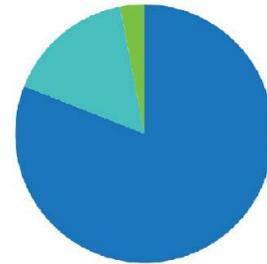


PERCEIVED VALUE OF PARKS & RECREATION

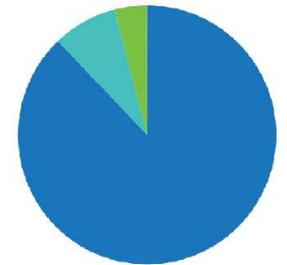
How has your perception of the value of parks and recreation increased since COVID-19?



68% Increased
Statistically Valid Survey



81% Increased
Online Survey



87% Increased
Live Polling

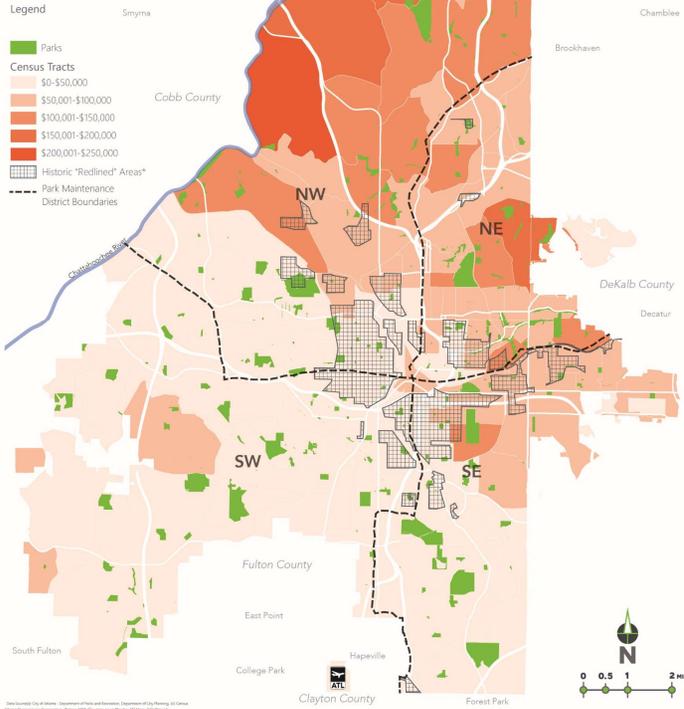
Increased or Greatly Increased

No Change

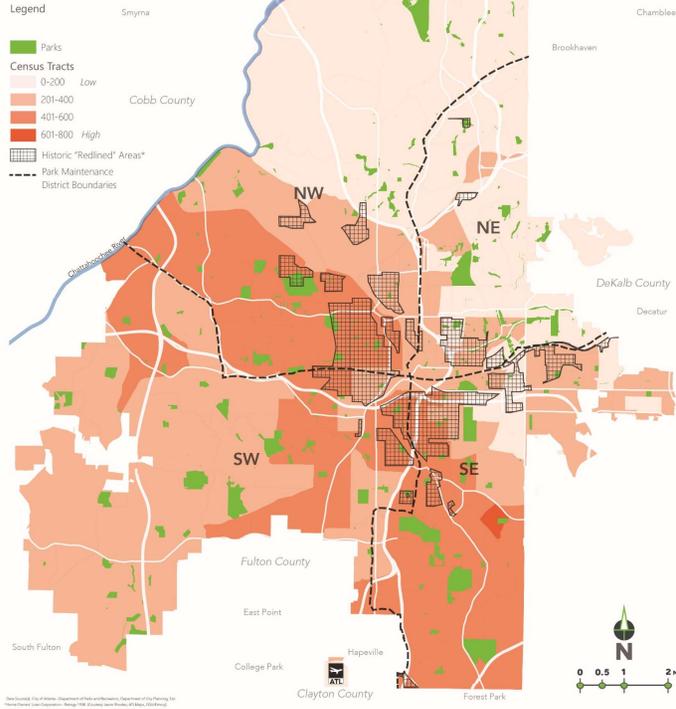
Decreased or Greatly Decreased

**DESPITE PROGRESS,
ACHIEVING EQUITY
CONTINUES TO BE
A CHALLENGE**

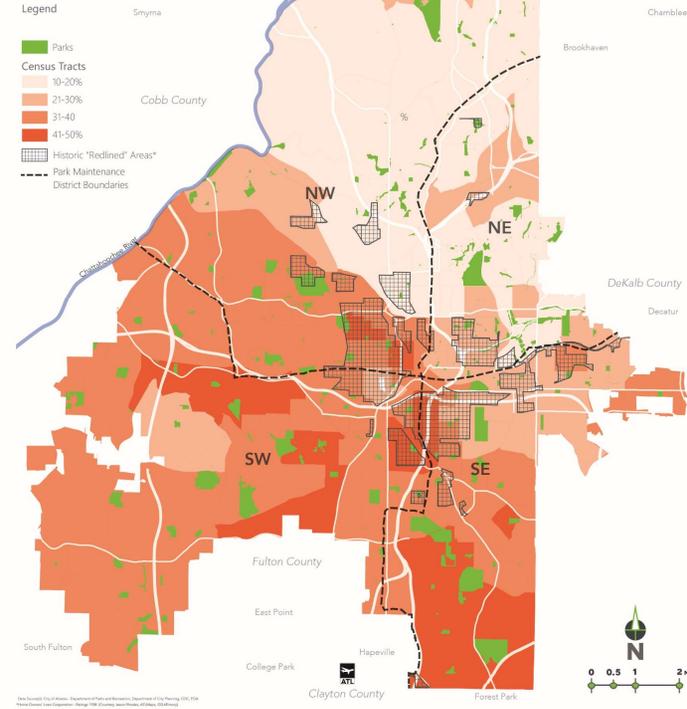
MHI



Crime



Obesity



Map provided by Atlanta Department of Parks and Recreation, Department of City Planning, GIS Center, and the Atlanta Office of Economic Development. Source: MHI (2010), Census Tracts, US Census Bureau (2010).

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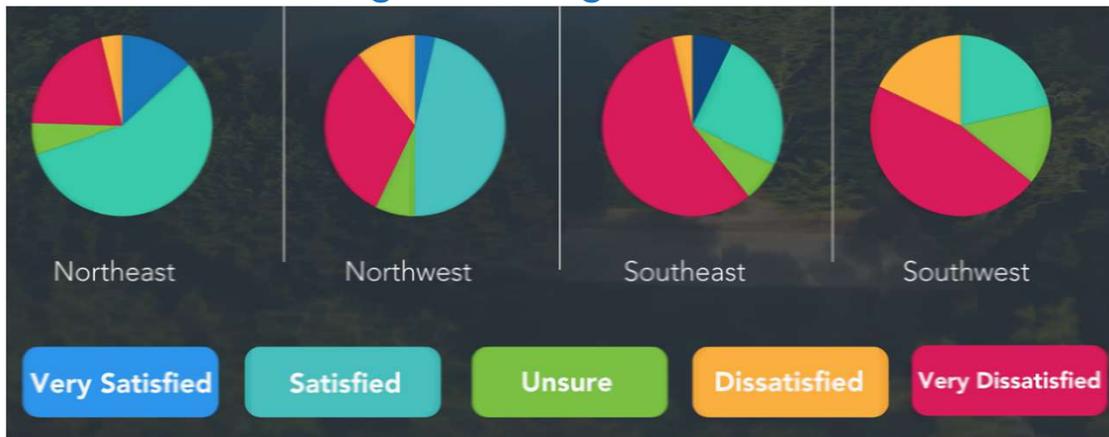
PARK RATINGS THROUGH AN EQUITY LENS

How would you rate the physical condition of Atlanta parks and amenities?

Statistically Valid Survey Results

	Northwest	Northeast	Southeast	Southwest
Excellent	19%	18%	12%	13%
Good	61%	65%	62%	62%
Fair	16%	15%	21%	23%
Poor	4%	1%	4%	2%

Virtual Public Meeting Live Polling



PARK QUALITY SITE EVALUATIONS

Legend

-  City Limits
-  Park Maintenance District Boundaries
-  Highways/Major Streets

Parks Quality Evaluation Legend

-  Parks Exceeding Expectations
-  Parks Above Expectations
-  Parks Meeting Expectations
-  Parks Below Expectations
-  Parks Exceedingly Below Expectations

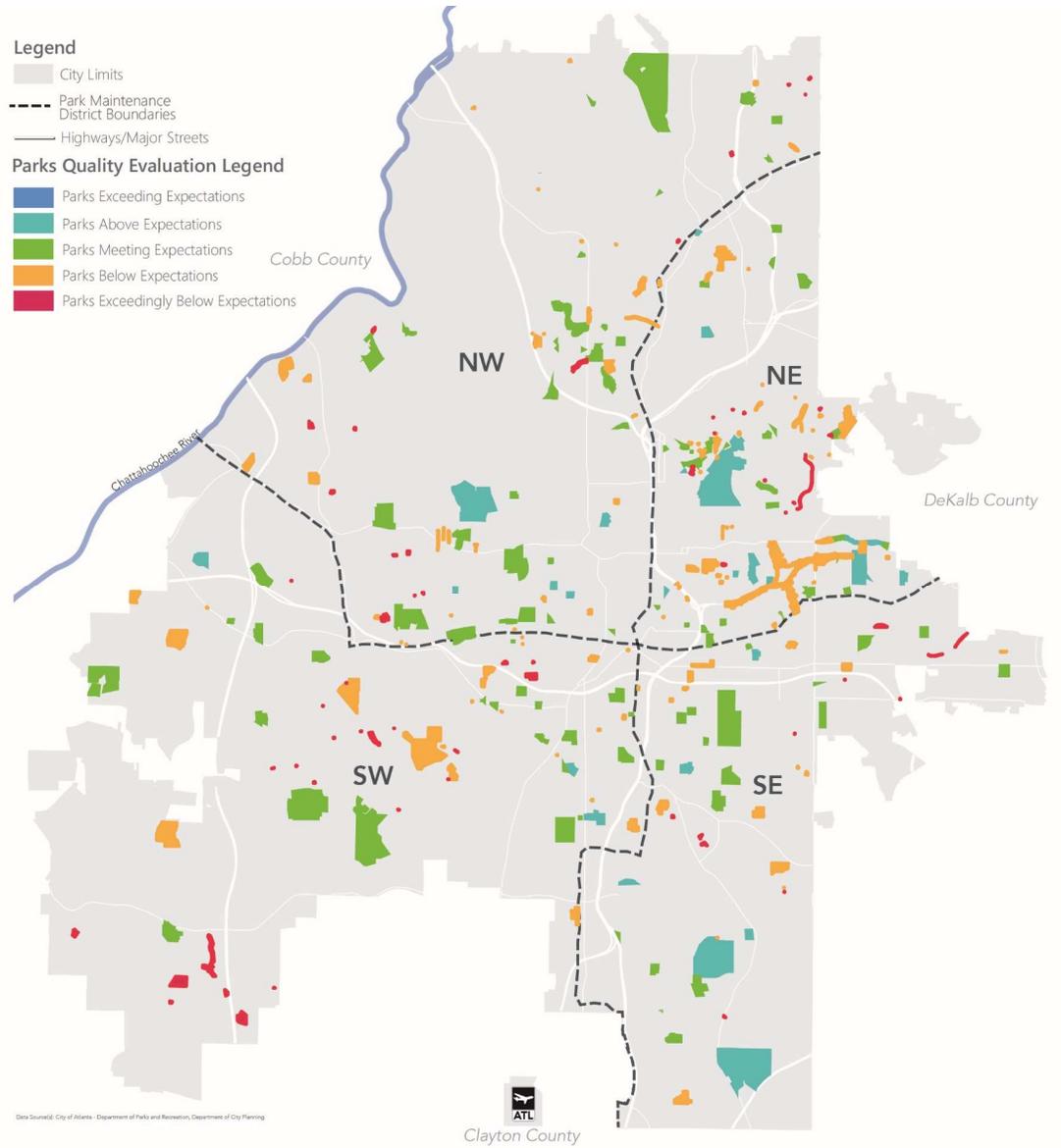


Legend

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Parks Quality Evaluation Legend

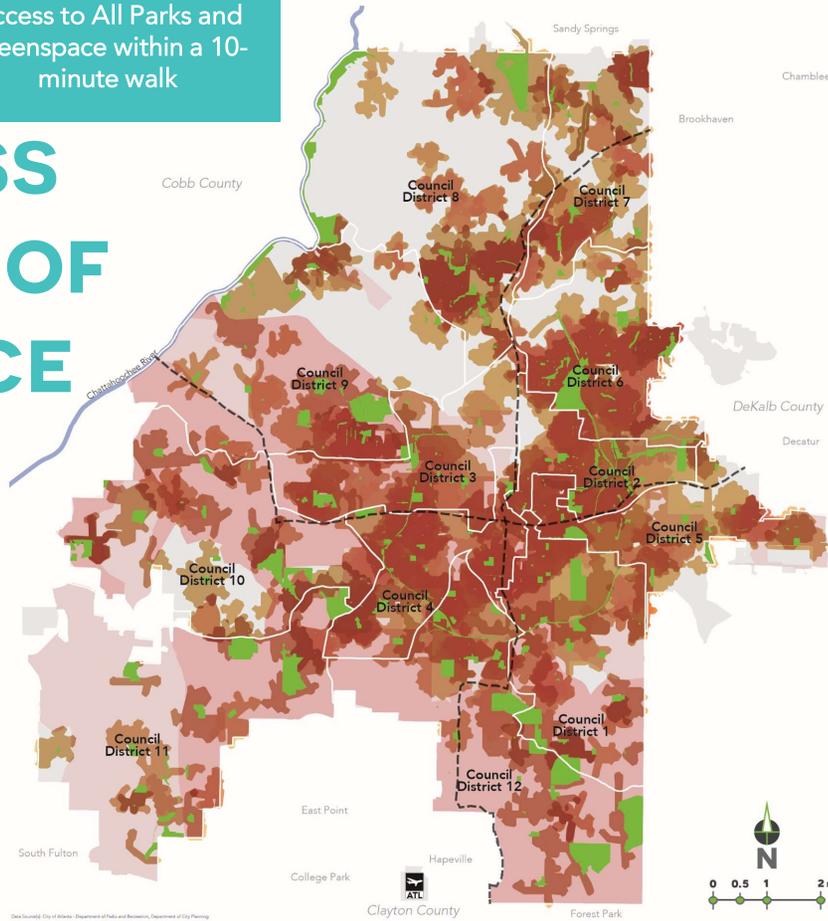
-  Parks Exceeding Expectations
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ACCESS LEVEL OF SERVICE



Access to All Parks and Greenspace within a 10-minute walk



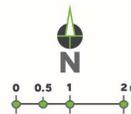
Data Source: City of Atlanta - Department of Parks and Recreation, Department of City Planning

Legend

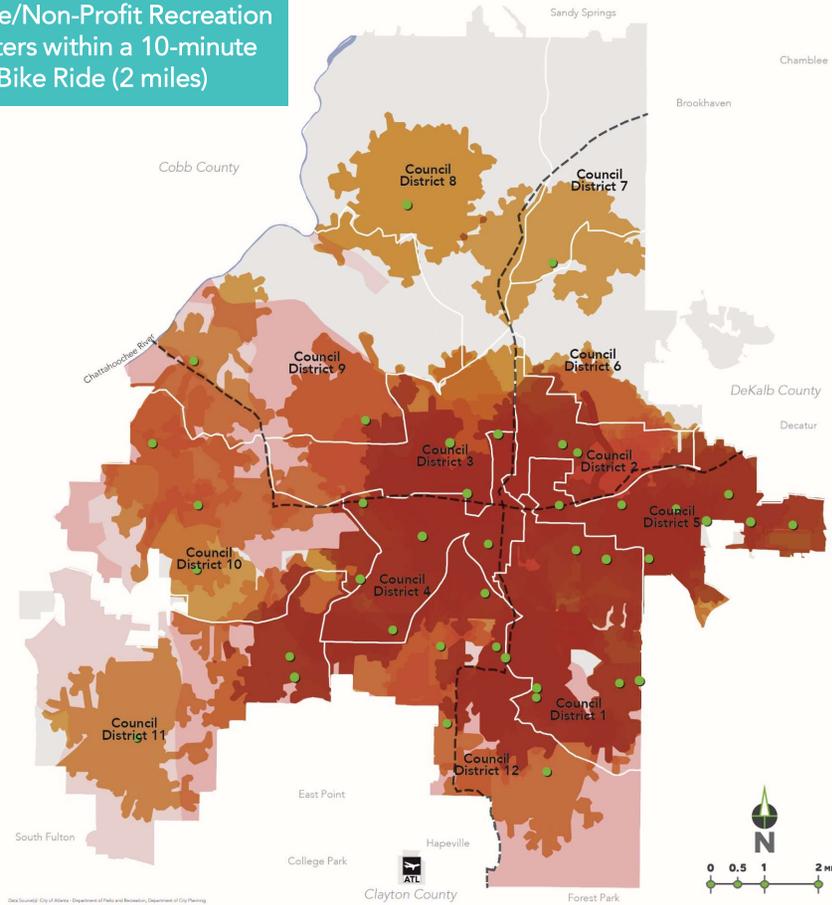
- City Limits
- Parks and Greenspaces
- Medium-High Socially Vulnerable Area
- Highest Socially Vulnerable Area
- Council District
- Bodies of Water
- Park Maintenance District Boundaries
- Hartsfield-Jackson Atlanta International Airport

Access Level of Service for All Parks and Greenspaces

- 1/2 Mile Walking Shed
- Degree of Park Access High
- Adequate



Access to Public and Private/Non-Profit Recreation Centers within a 10-minute Bike Ride (2 miles)



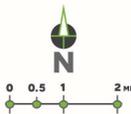
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Legend

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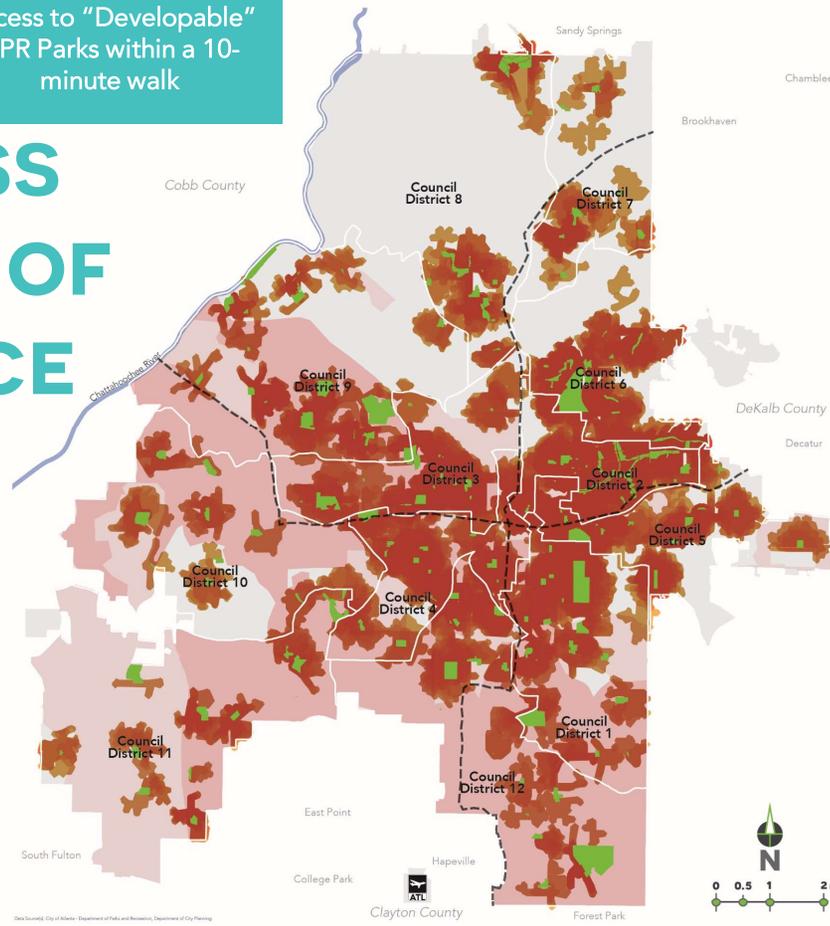
Access Level of Service for Public and Private/Non-Profit Indoor Recreation Centers

- 2 Mile Walking Shed
- Degree of Park Access High
- Adequate



ACCESS LEVEL OF SERVICE

Access to "Developable"
DPR Parks within a 10-
minute walk



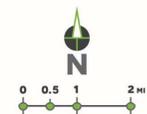
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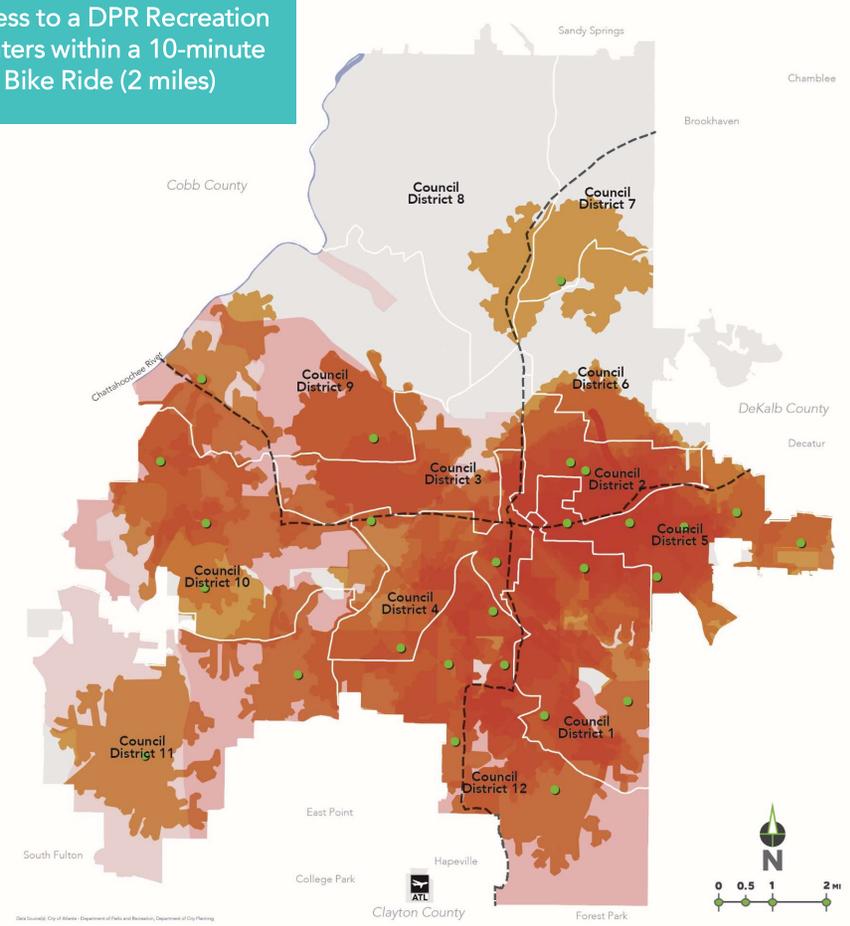
- City Limits
- Parks
- Medium-High Socially Vulnerable Area
- Highest Socially Vulnerable Area
- Park Maintenance District Boundaries
- Bodies of Water
- Council District
- ATL Hartsfield-Jackson Atlanta International Airport

Access Level of Service for DPR Parks

- 1/2 Mile Walking Shed
- Degree of Park Access High
- Adequate



Access to a DPR Recreation
Centers within a 10-minute
Bike Ride (2 miles)



(Data Source): City of Atlanta - Department of Parks and Recreation, Department of City Planning

Legend

- City Limits
- Parks
- Medium-High Socially Vulnerable Area
- Highest Socially Vulnerable Area
- Park Maintenance District Boundaries
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- Council District
- ATL Hartsfield-Jackson Atlanta International Airport

Access Level of Service for Public Indoor Recreation Centers

- 2 Mile Walking Shed
- Degree of Park Access High
- Adequate



DPR Public Capital Spending the Past 10 Years **Excluding Additional Geographic Specific Signature Projects**

NE Maintenance District:

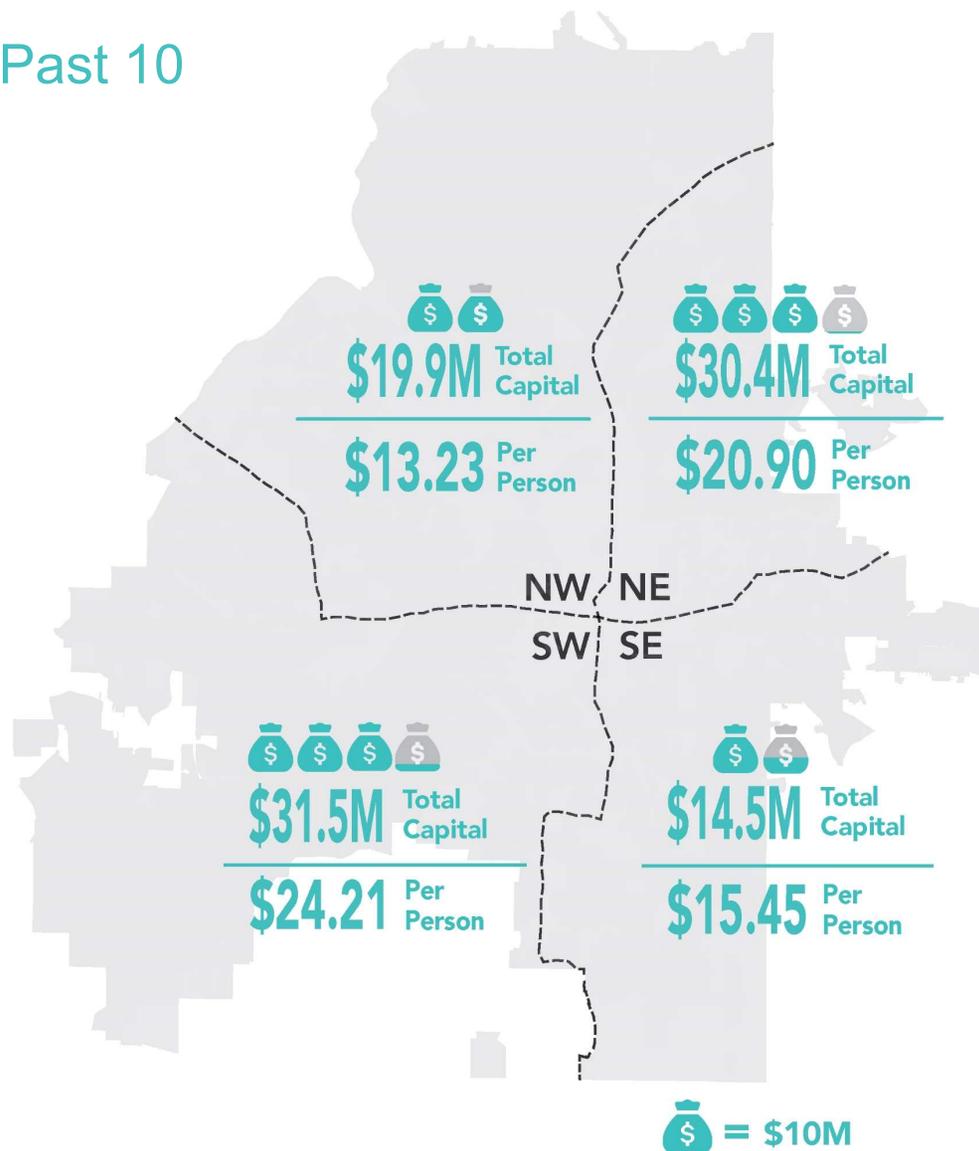
- MLK Recreation and Aquatic Center: \$24.8M

NW Maintenance District :

- Westside Park - \$44M
- Cook Park - \$38.4M

Southeast Maintenance District:

- Gateway at Grant Park - \$48M





ATL
PARKS
& REC



**I. THERE IS A NEED TO
MAKE
COMPREHENSIVE,
EQUITABLE
IMPROVEMENTS TO THE
SYSTEM**

PUBLIC SUPPORT FOR IMPROVEMENTS



90%

of Statistically Valid Survey respondents were Very Supportive and Somewhat Supportive of improving and upgrading existing parks and outdoor recreation facilities.

77% were **VERY Supportive**



Atlanta Households Most Important Action to Improve the City's Recreation and Park System

63%

#1 Choice | Most Important Action

Upgrades + Improvements

- 1 Improving, enhancing, upgrading & renovating existing parks & outdoor recreation facilities to meet resident needs.
- 2 Developing new trails, facilities, lighting, sidewalks, benches, shelters with connectivity (58% selected as #1)
- 3 Acquiring land for preservation of natural areas for public access (43% selected as #1 most important action)

Source: Statistically Valid Survey

HOW WOULD YOU SPEND \$100?

\$32.56 | Improvements

\$30.30 | Development

\$18.91 | Acquire New

\$18.15 | Other



TOP 5 FACTORS DISCOURAGING USE



Parks/facilities are not well maintained



Lack of free available drinking water or fountains are turned off in summer months



Feel that park facilities are unsafe to use



Lack of Parking



Facilities outdated & need improvements



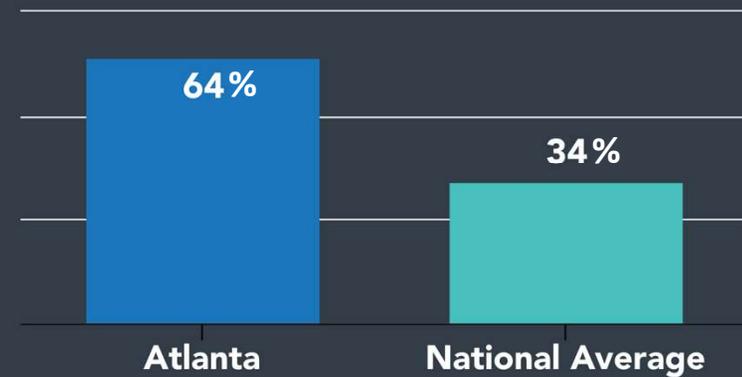
I.I. THERE IS A NEED TO CONNECT THE SYSTEM

Connect residents to information about the system and the opportunities available to them

LACK OF AWARENESS

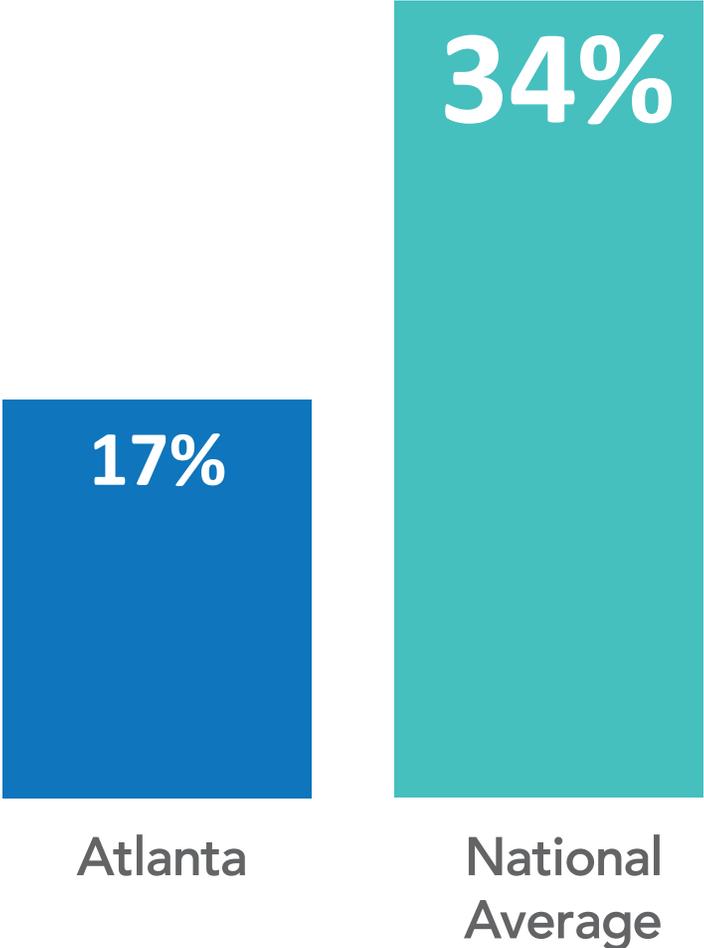


Lack of Awareness

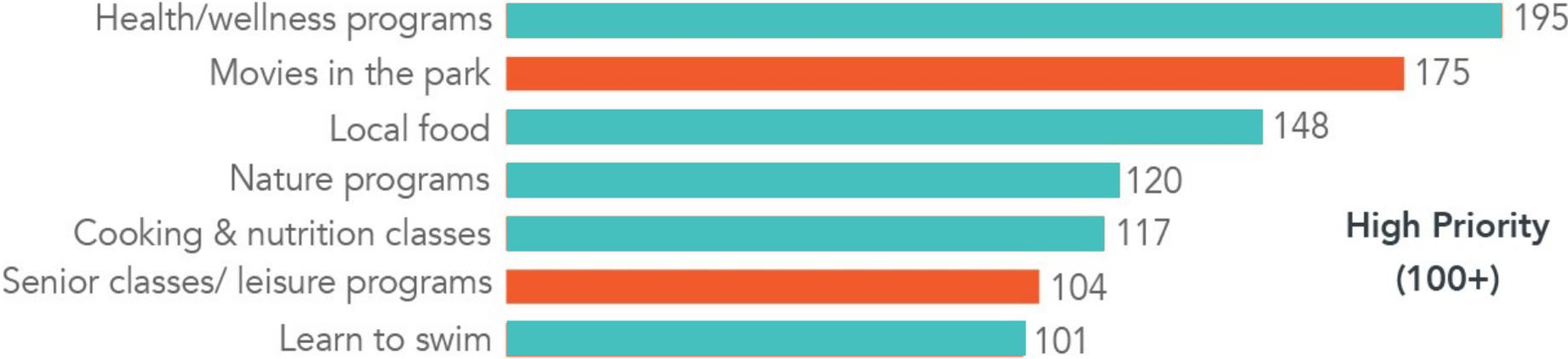


64% of Statistically Valid Survey respondents don't know what DPR offers
(nearly double the national average)

PROGRAM USE DURING THE LAST 12 MONTHS



TOP PRIORITY PROGRAMS & ACTIVITIES



TOP PRIORITY FACILITIES & AMENITIES



KEY PARTNERSHIPS

Some of DPR's many partnerships



Examples of partnership areas include:

- Programming and Events
- Tree Planting/Forest management
- Local Food
- Water quality/Stormwater

And many, many others.

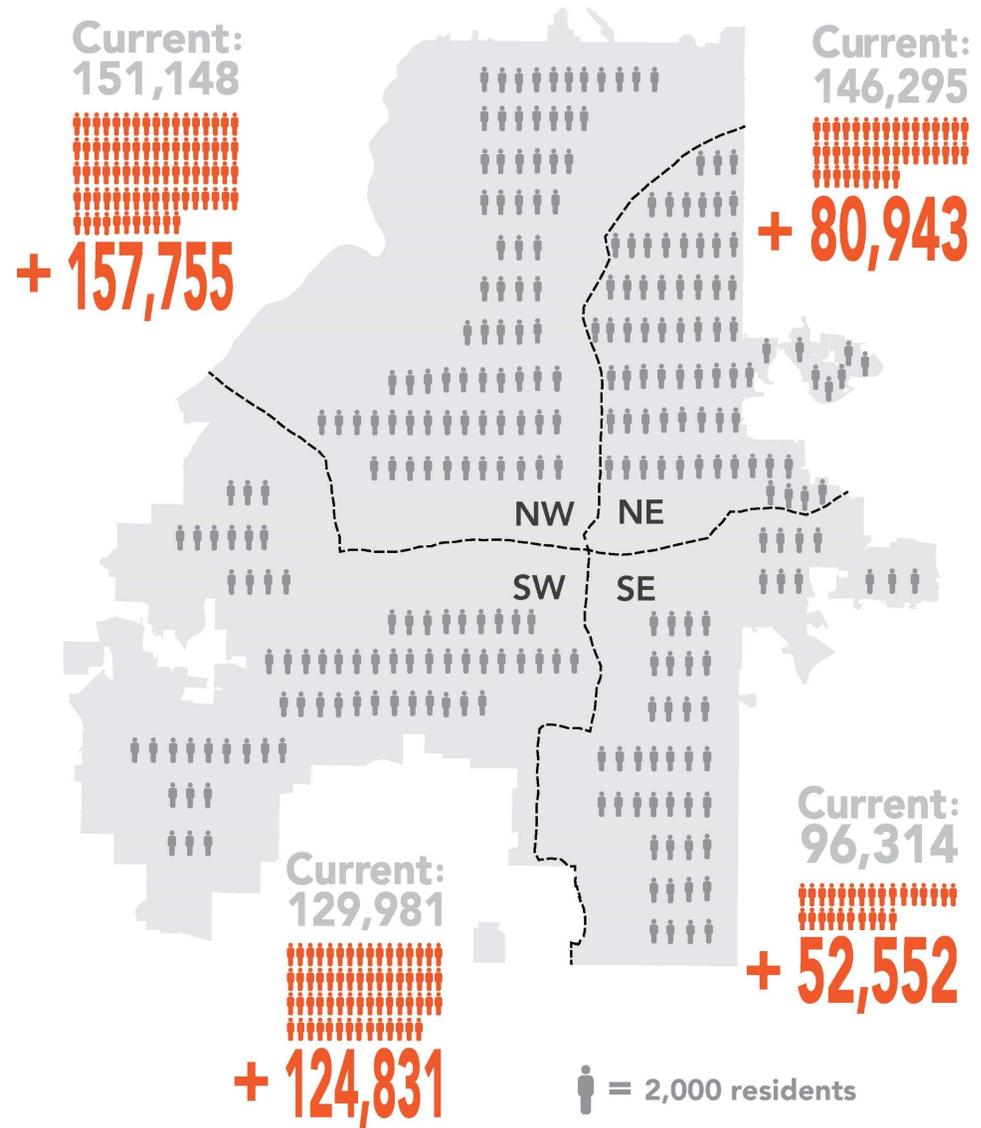
PARTNERSHIPS

I.II.

THERE IS A NEED TO EXPAND THE SYSTEM

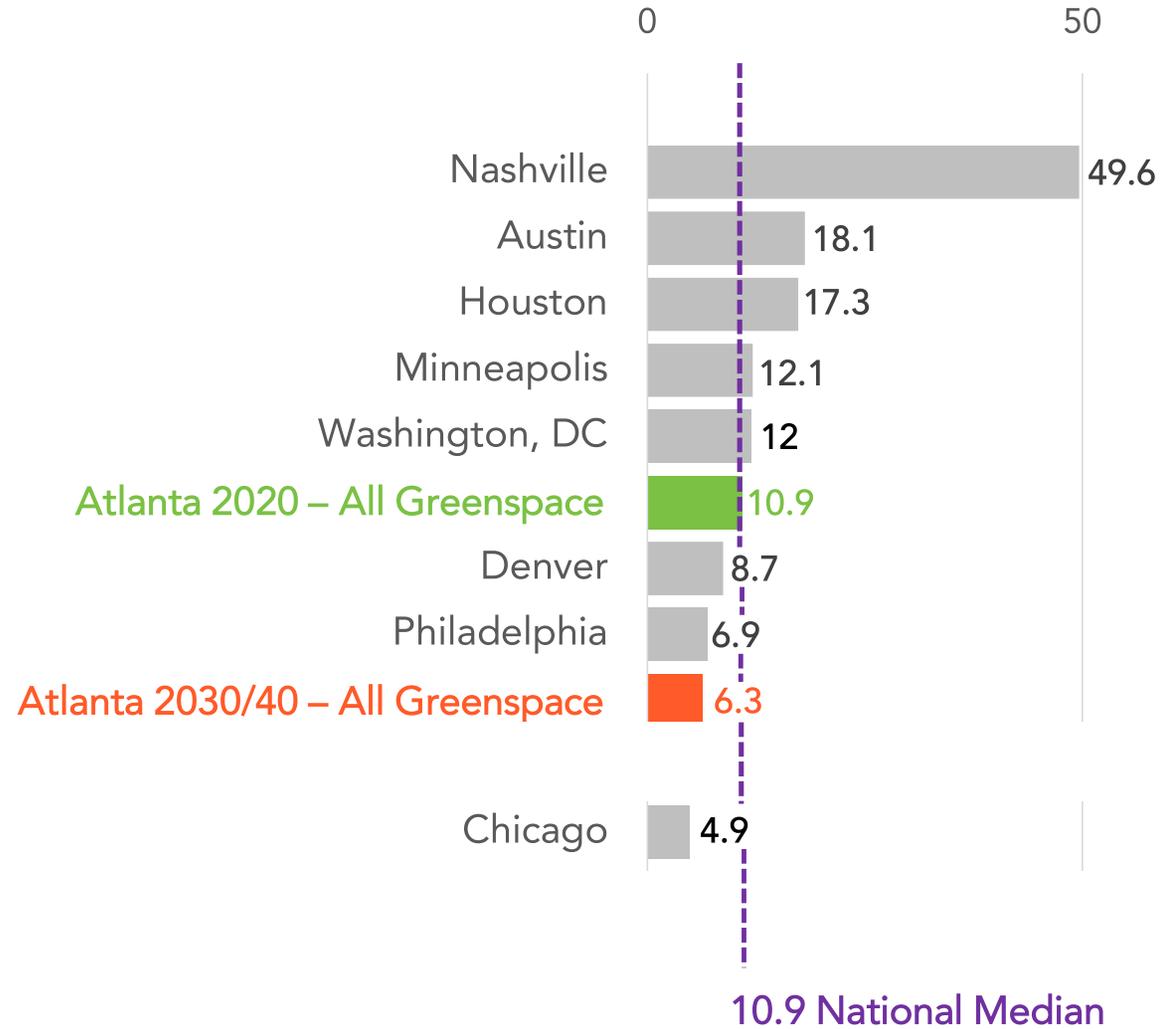
Over the next 10 to 20 years, the City of Atlanta is projected to grow by over 400,000 residents.

POPULATION GROWTH BY MAINTENANCE DISTRICT



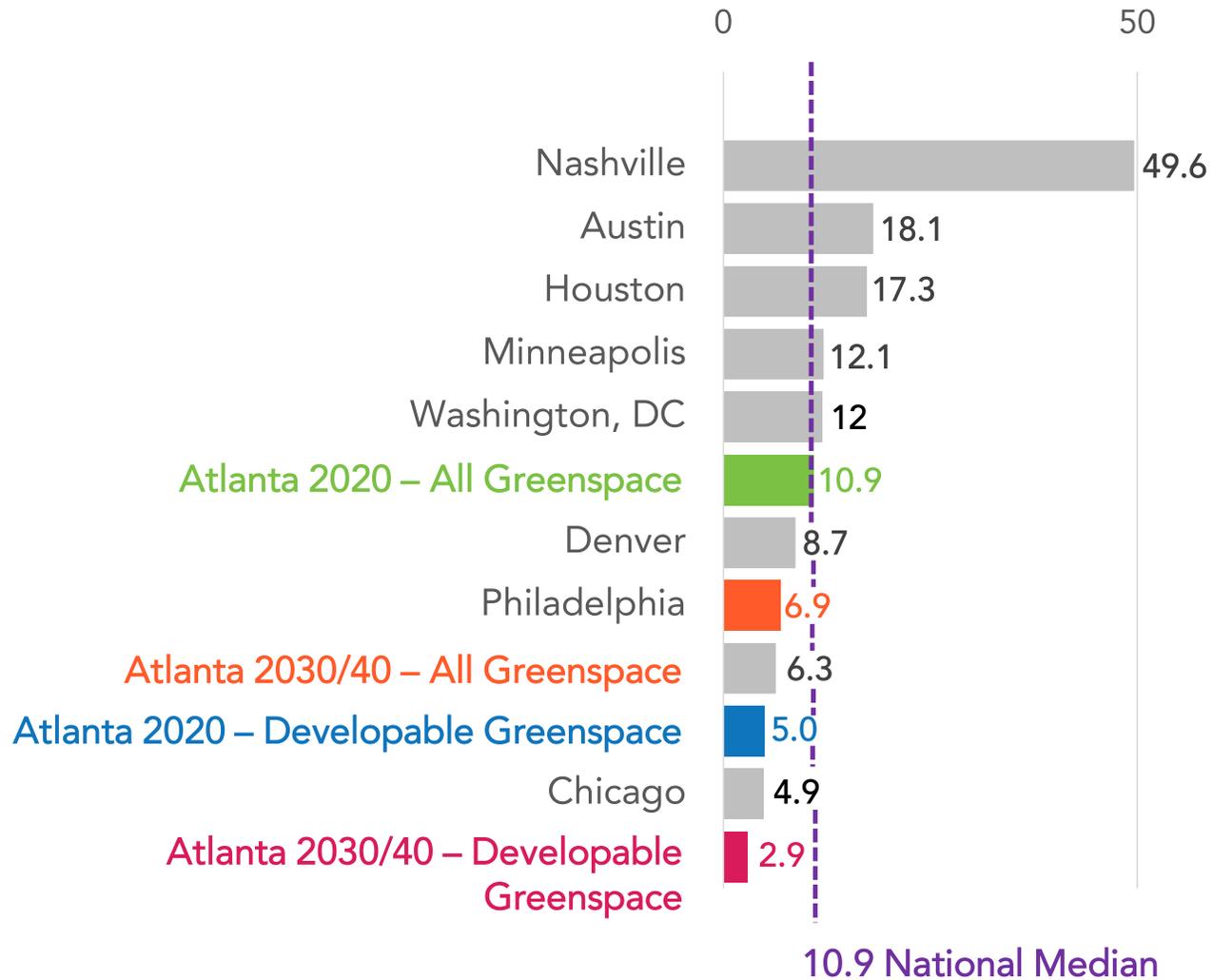
As Atlanta's population continues to grow, the City's ratio of parks and recreation facilities-to-residents will continue to drop below national targets, if no park land is added.

Park Acres per 1,000 residents

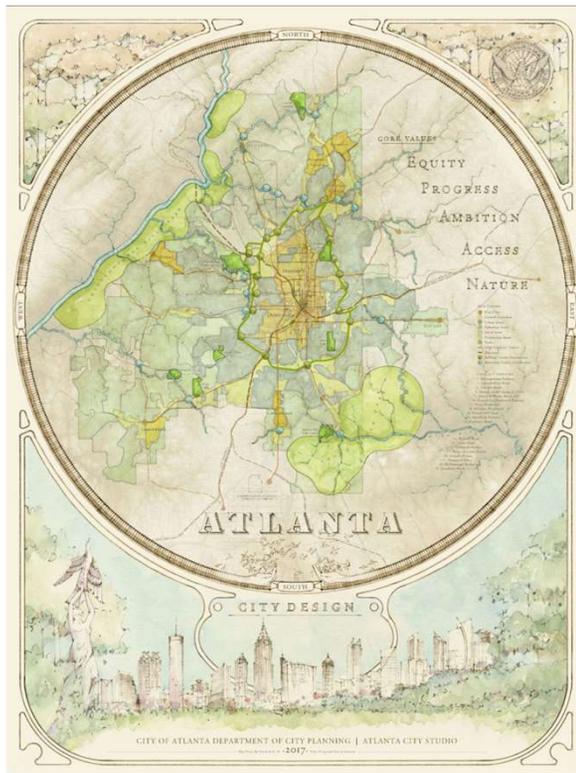


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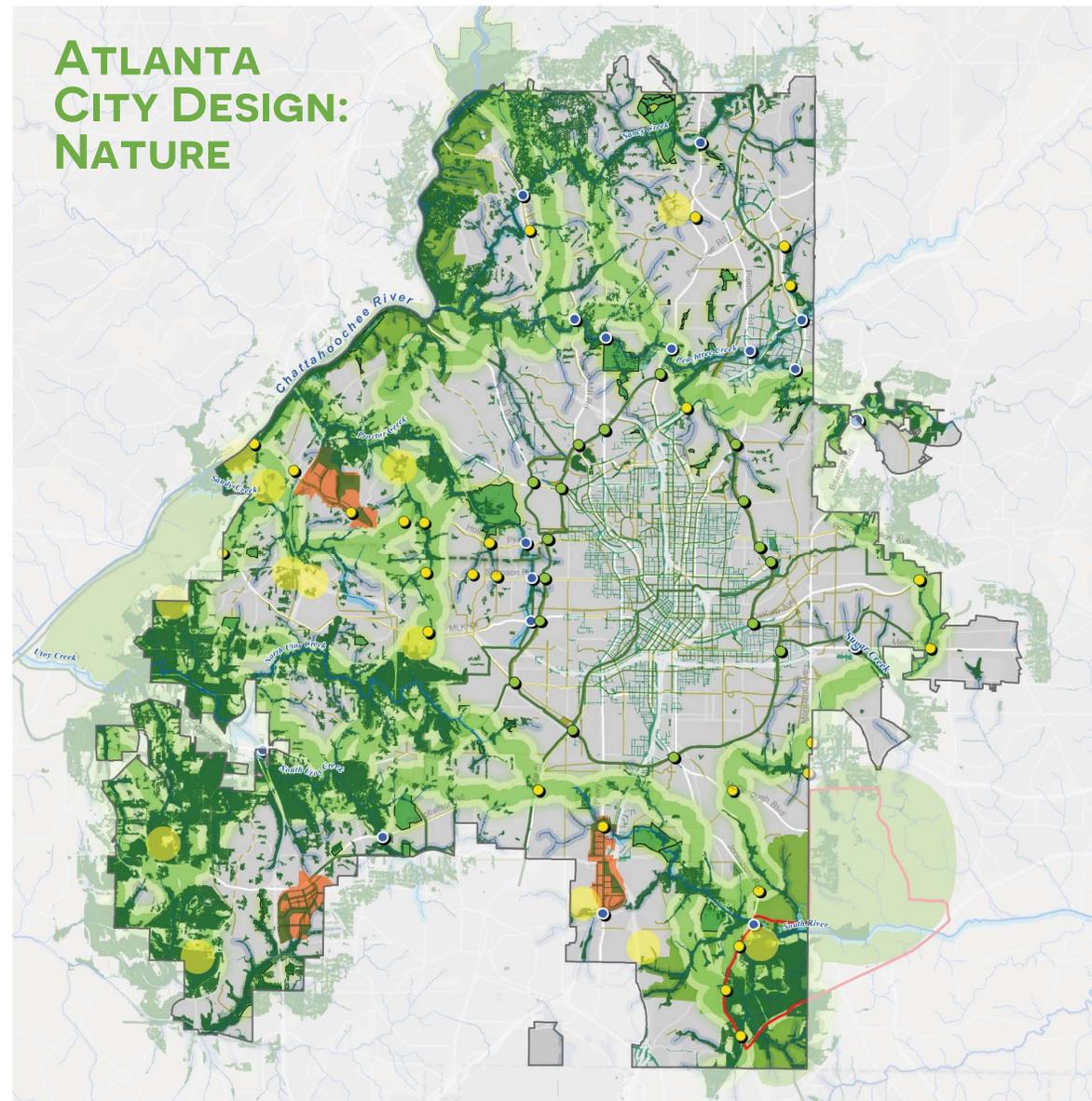
Park Acres per 1,000 residents



ATLANTA CITY DESIGN

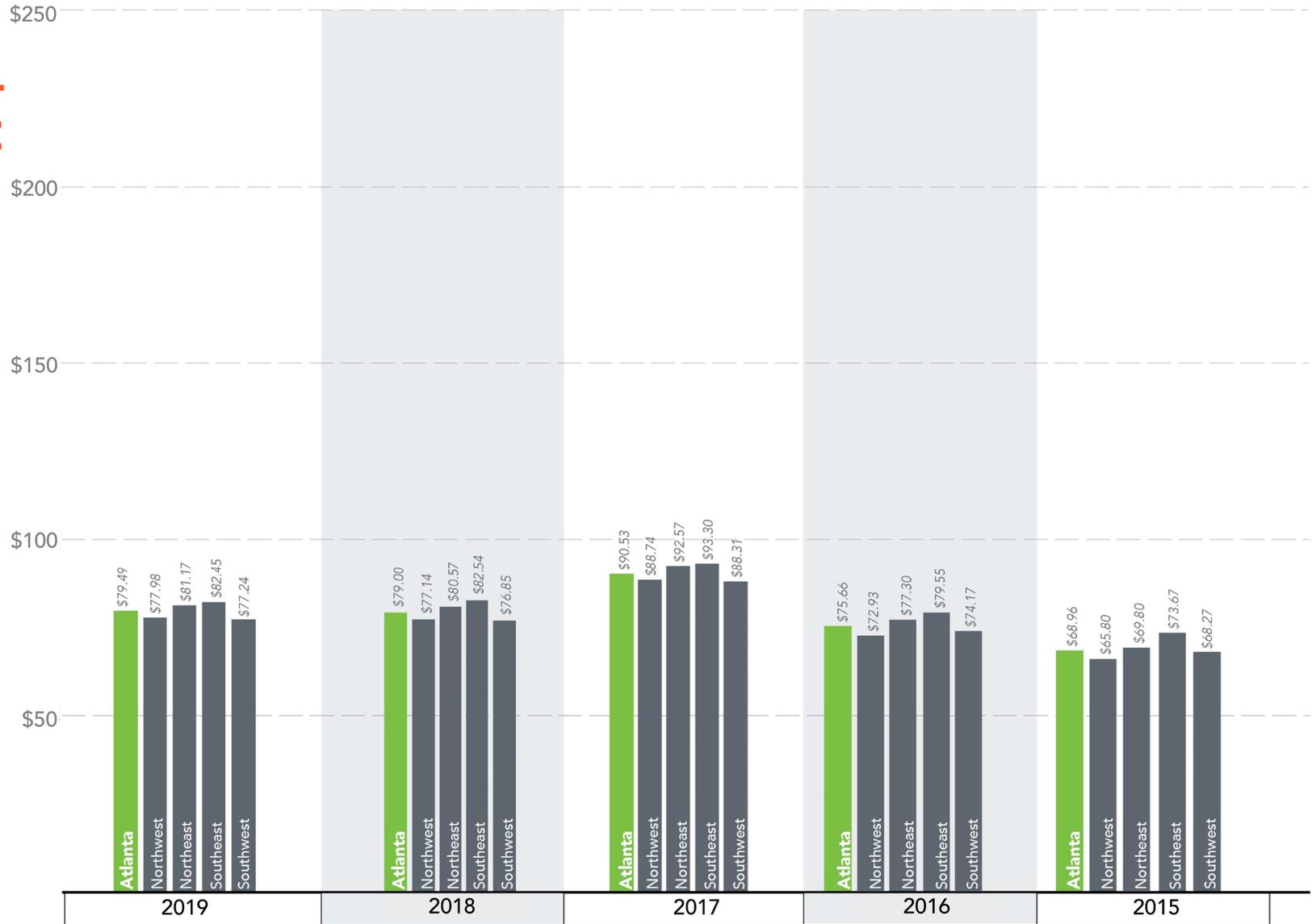


ATL
PARKS
& REC



**II. THERE IS A NEED
TO ENSURE
ADEQUATE
FUNDING AND
FULL STAFFING**

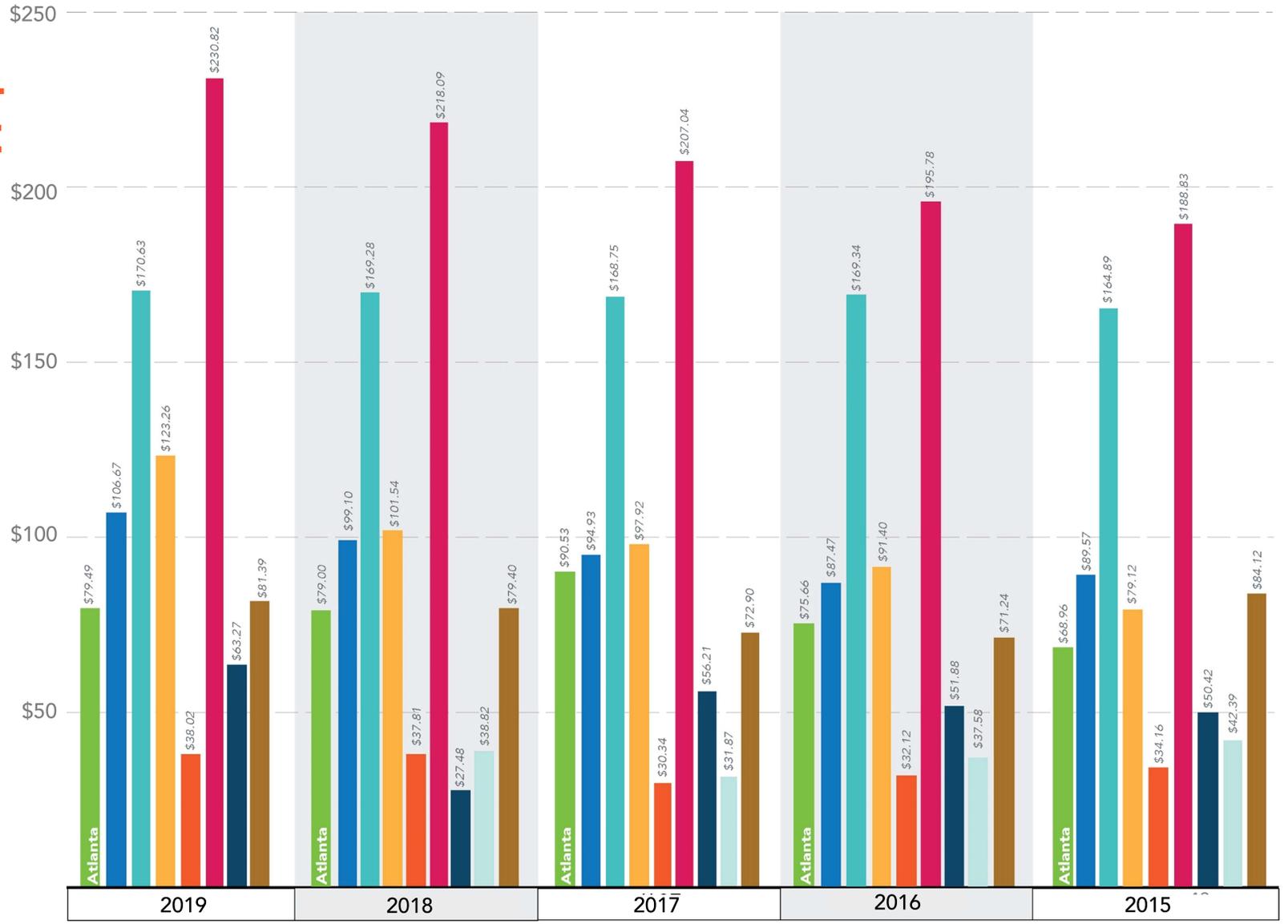
OPERATIONS & MAINTENANCE SPENDING PER RESIDENT (DPR)



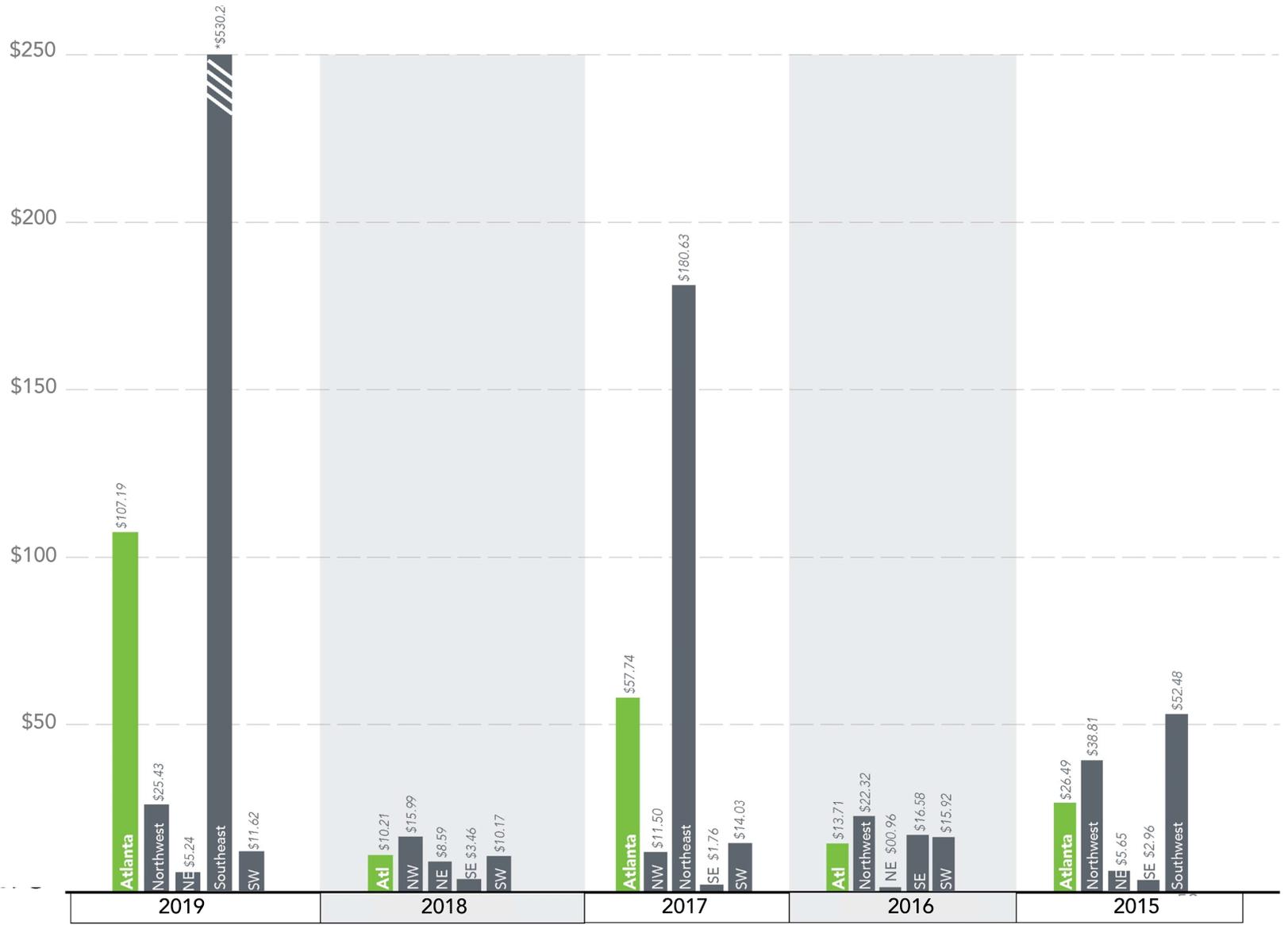
OPERATIONS & MAINTENANCE SPENDING PER RESIDENT (DPR)

+ BENCHMARKS

- Austin, TX
- Chicago, IL
- Denver, CO
- Houston, TX
- Minneapolis, MN
- Nashville, TN
- Philadelphia, PA
- Washington, DC

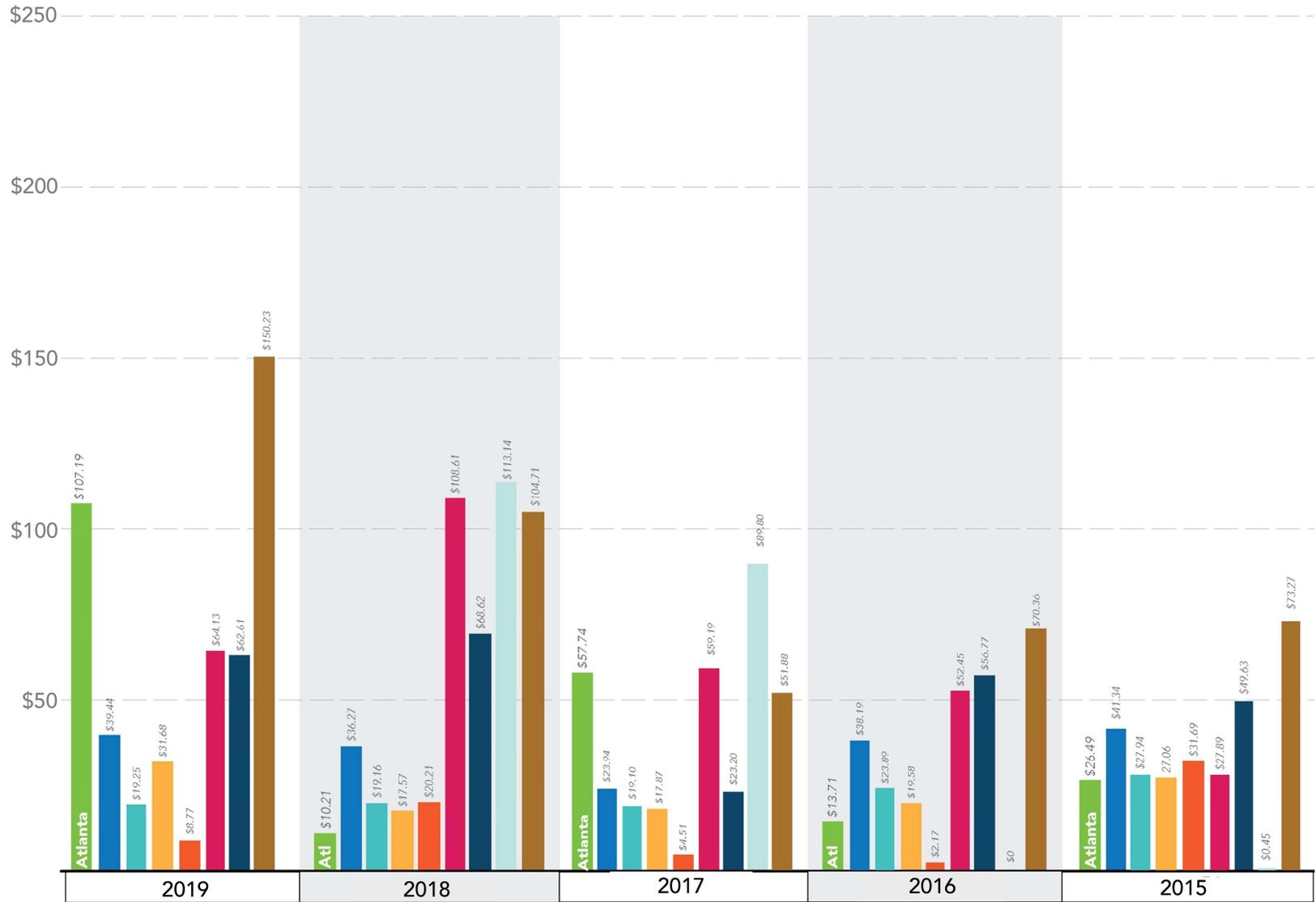


CAPITAL SPENDING PER RESIDENT (DPR)



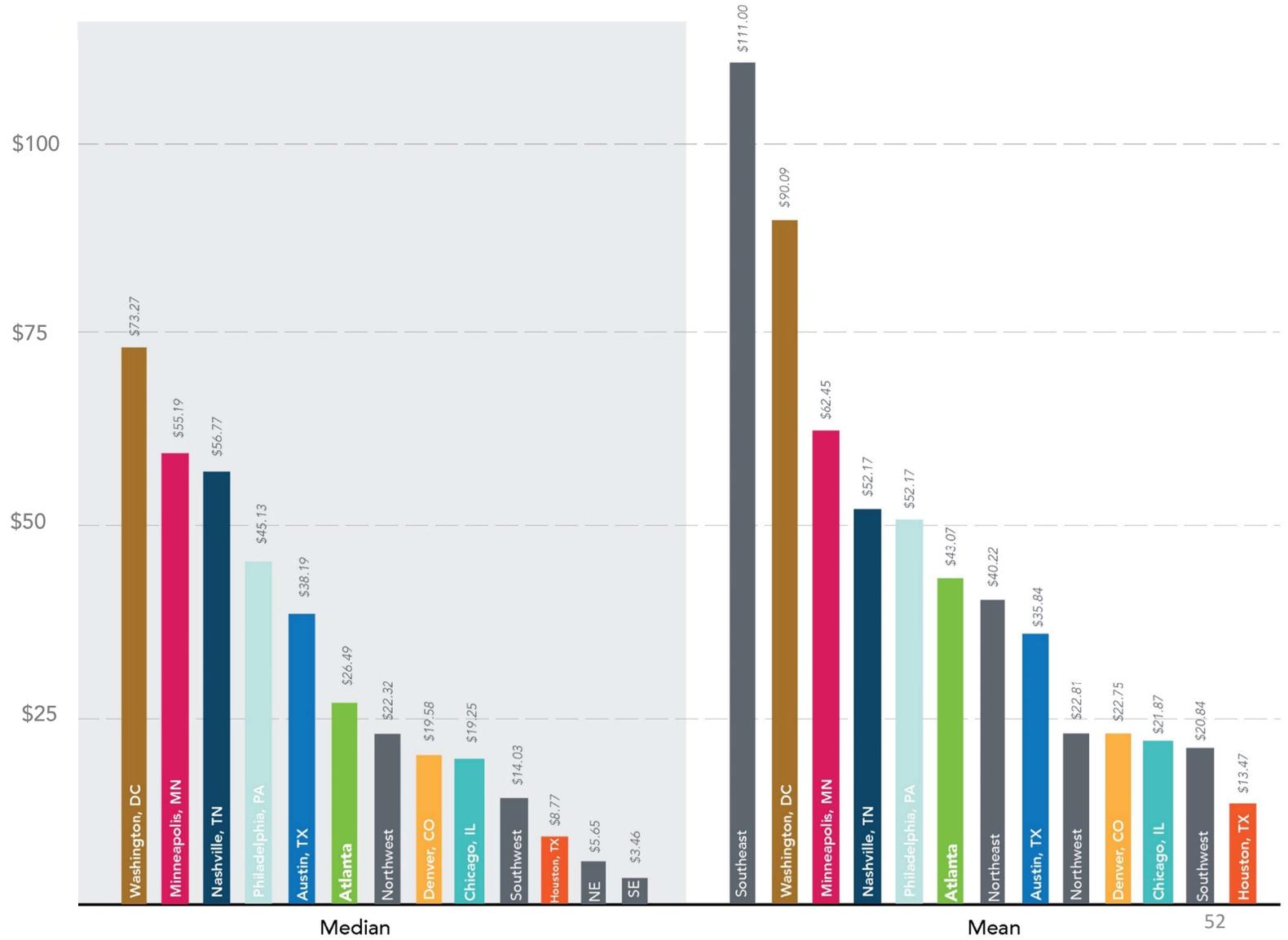
CAPITAL SPENDING PER RESIDENT (DPR) + BENCHMARKS

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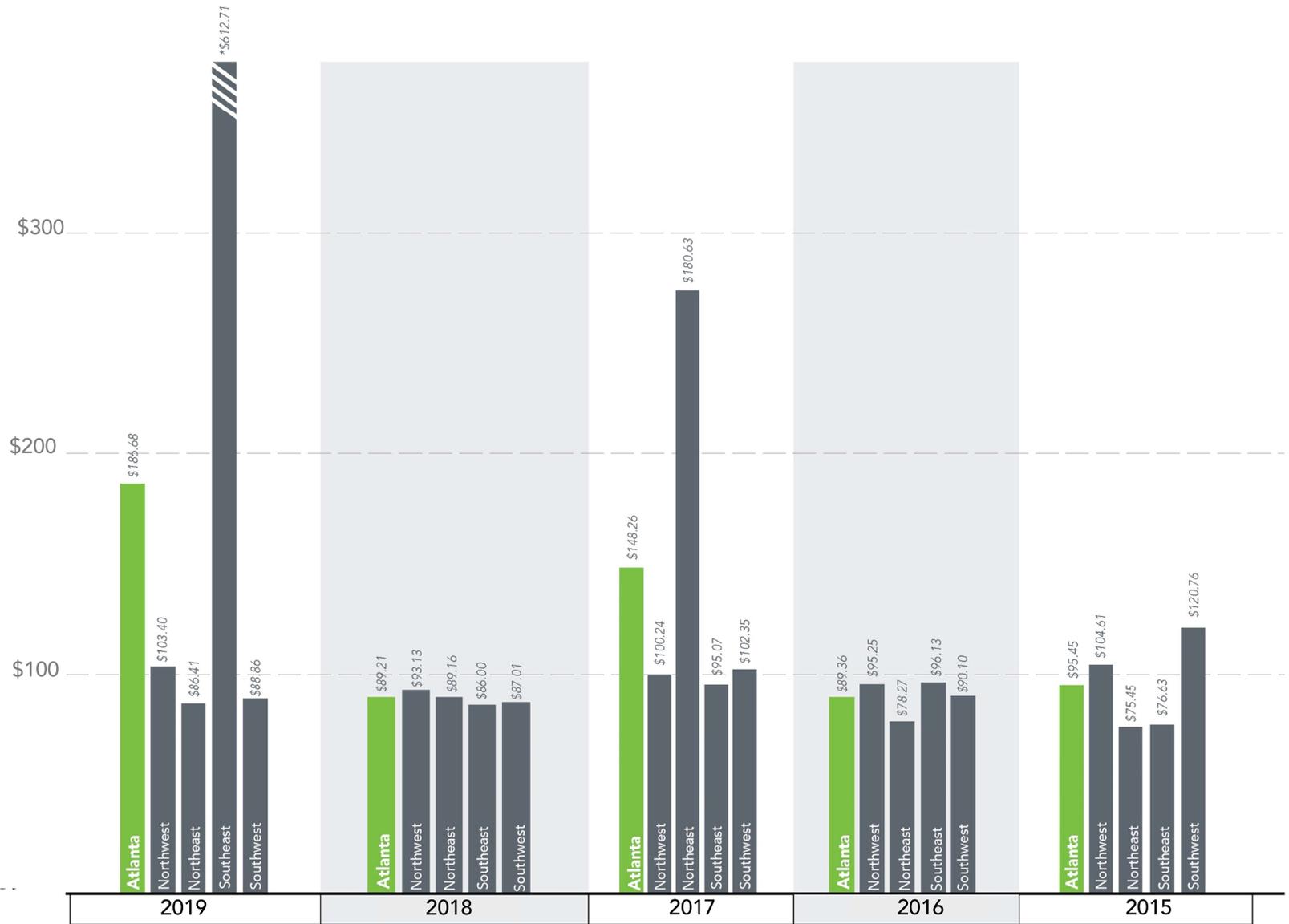


CAPITAL SPENDING PER RESIDENT (DPR) + BENCHMARKS 5-YEAR AVERAGES

- Austin, TX
- Chicago, IL
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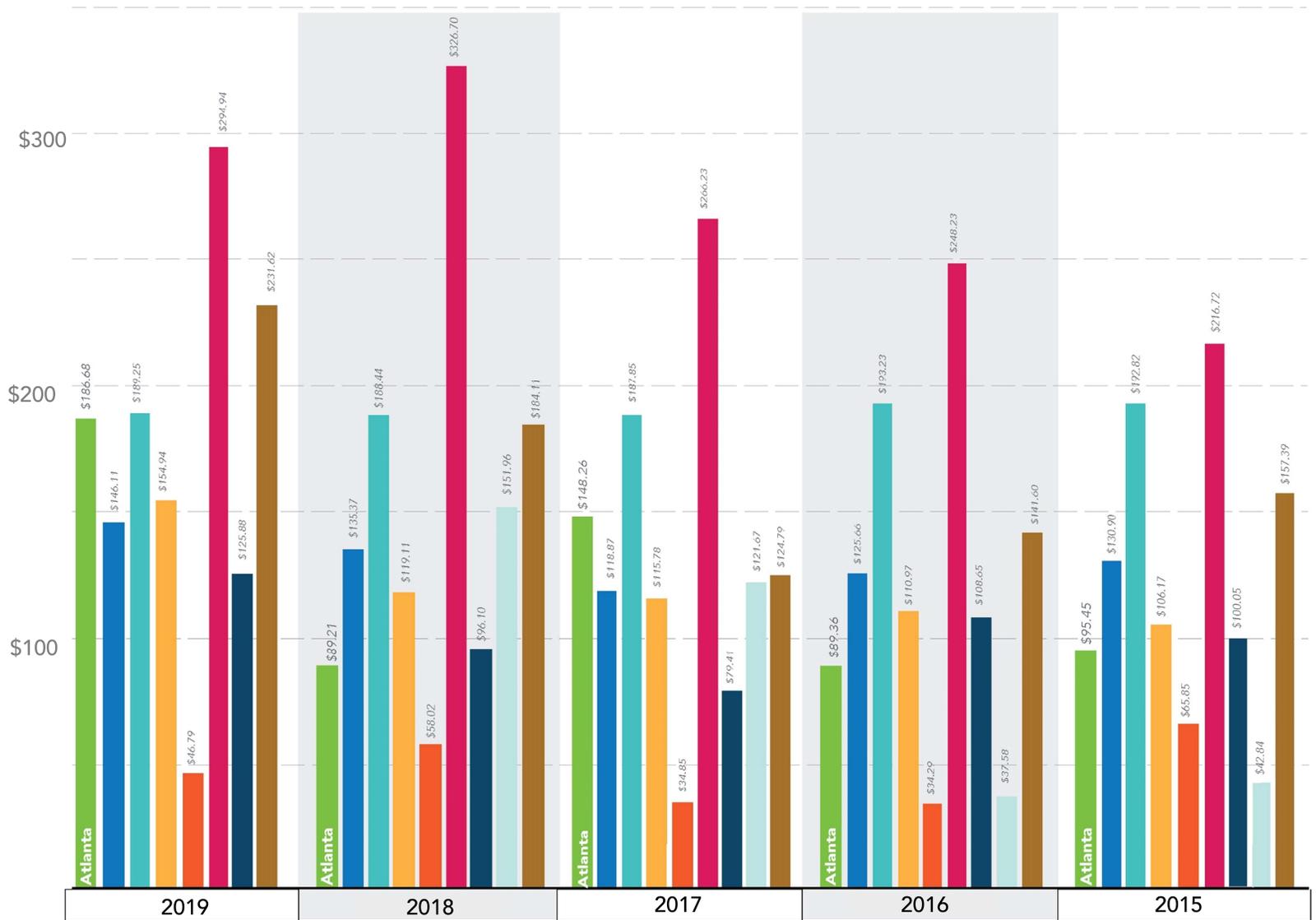


TOTAL SPENDING PER RESIDENT (DPR)



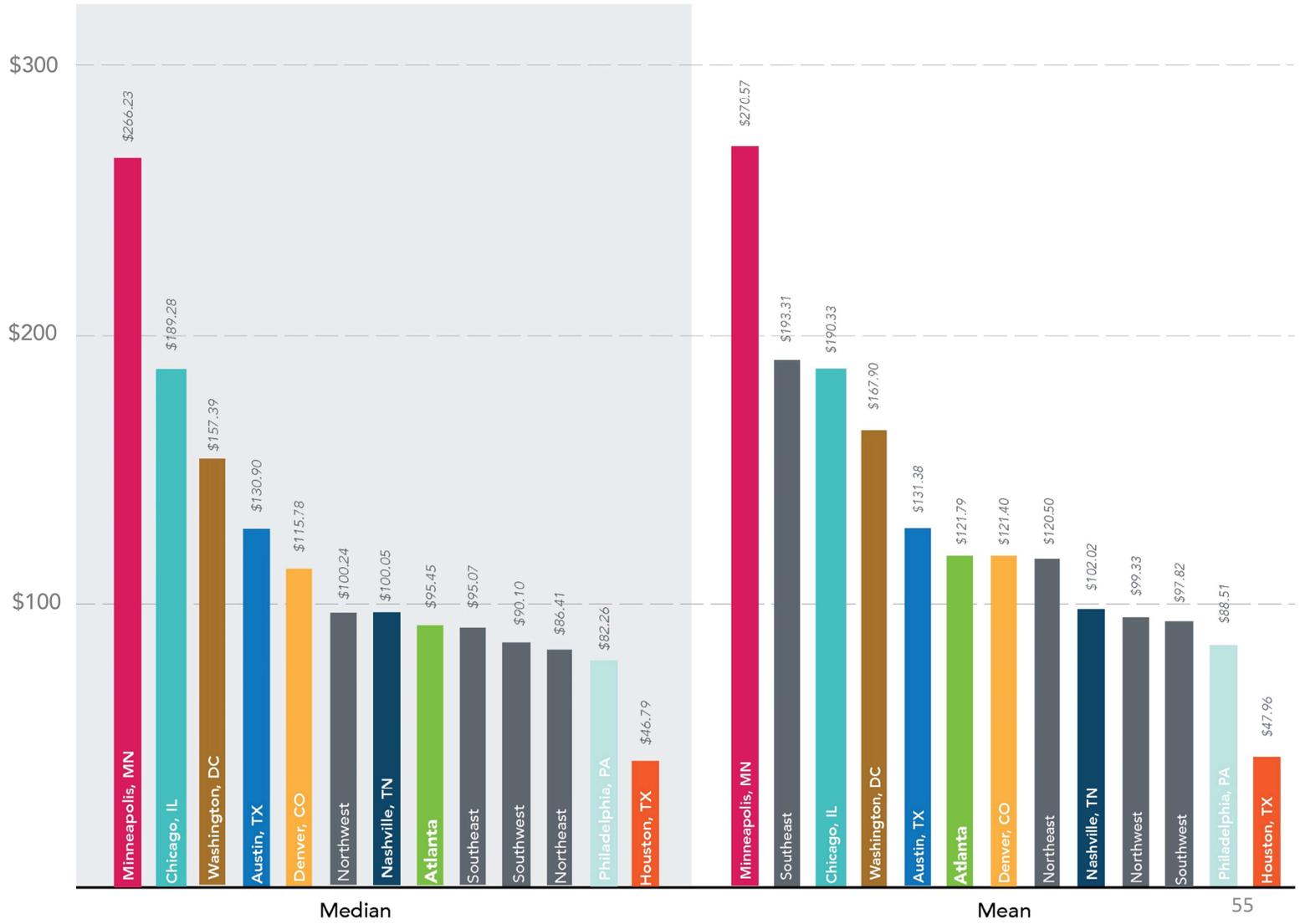
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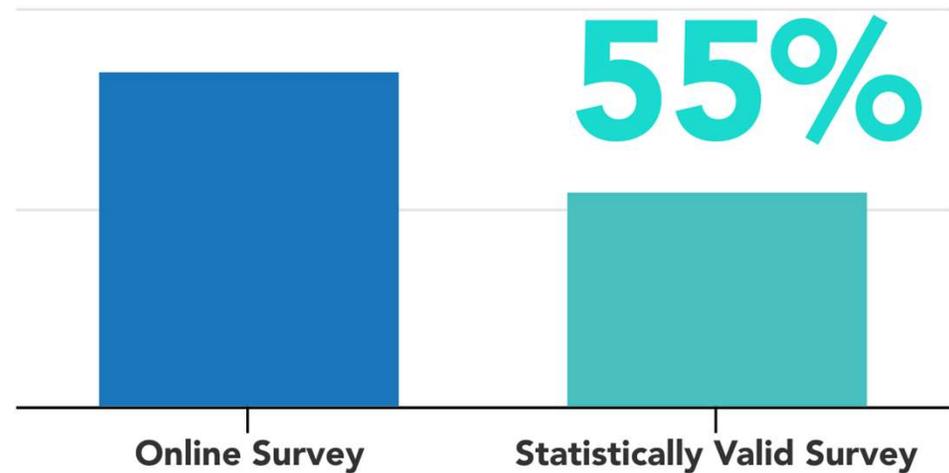
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PUBLIC SUPPORT FOR INCREASED FUNDING

Atlantans Want Increased Funding for Recreation & Parks

85%



III. THERE IS A NEED TO TELL OUR STORY

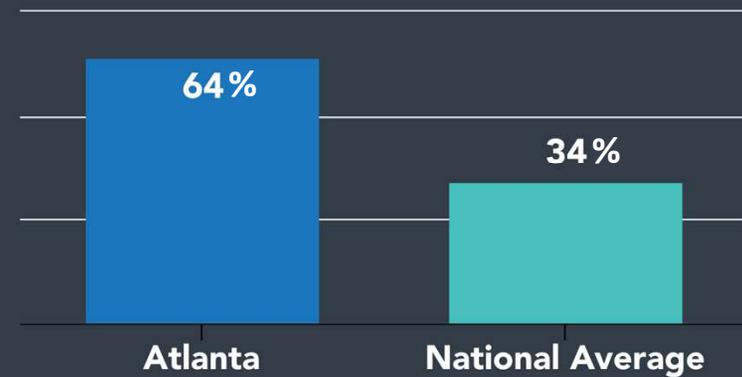


**ATL
PARKS
& REC**

LACK OF AWARENESS

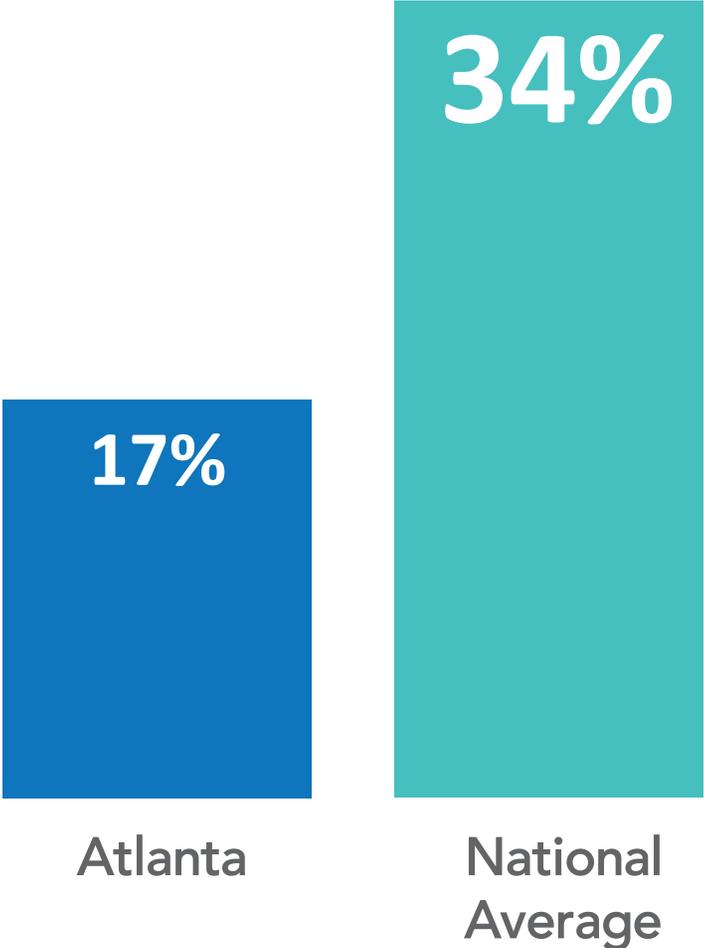


Awareness



64% of Statistically Valid Survey respondents don't know what DPR offers
(nearly double the national average)

PROGRAM USE DURING THE LAST 12 MONTHS





CITY OF ATLANTA

DEPARTMENT OF PARKS AND RECREATION

FREE
HOT GRAB AND GO MEALS
MONDAY-FRIDAY 4:00PM-6:00PM
AGES 5-18

The City of Atlanta's Grab and Go Meal Program is available at participating Center of Hope locations:

Adams Park Recreation Center	Rev. James Orange Recreation Center
Arthur Langford Recreation Center	Peachtree Hills Recreation Center
Bessie Branham Recreation Center	Rosel Fann Recreation Center
CT Martin Recreation Center	William Walker Recreation Center
Dunbar Recreation	Thomasville Recreation Center

Sign up for **FREE** at your local recreation center!

For more information contact:
Deneen Jordan at djordan@atlantaga.gov
404-546-6775

Participants must adhere to the CDC recommendations
Wear a mask/ adhere to social distancing guidelines.





**HISTORICAL
PRECEDENT**

TOP CITY CHALLENGES



STATISTICALLY VALID SURVEY



ONLINE SURVEY



FOCUS GROUPS



9% of focus group participants said affordable housing

SO, WHAT DID WE LEARN AGAIN?

1. Atlantans love going to their parks (now more than ever).

2. Despite progress, the City continues to exhibit social and economic inequities, and achieving equity throughout the parks system continues to be a challenge

3. There is a need to make comprehensive, equitable improvements to the recreation and parks system:

- I. Make comprehensive, equitable improvements based on community's needs identified through public input and data analysis:
 - i. There is a need to **Connect** the system by:
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 - ii. There is a need to **Expand** the system, adding new park land, facilities, programs, and partnerships to keep pace with growth
- II. There is a need to ensure DPR is **Fully Staffed and Adequately Funded**.
- III. There is a need to **Tell Our Story** - Sharing the impact of essential services and access to nature; "Why DPR matters!"

Our APPROACH



5

Minute Break

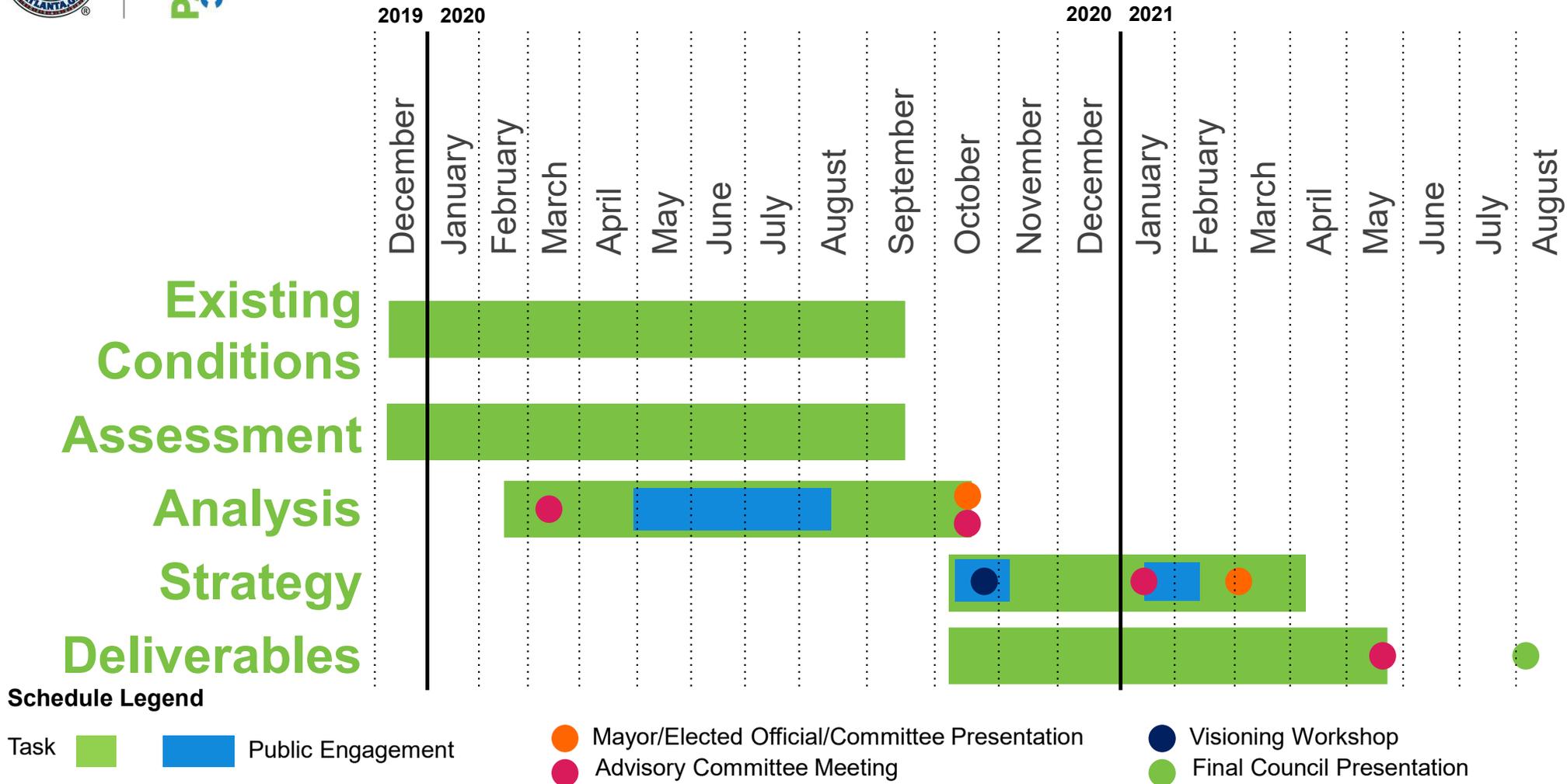
Q

- Based on What We've Learned to Date through ActivateATL, what priorities should the Visioning Phase address?
- How can these priorities help with what you, your Department, or Organization, are currently working on?



Project Scope + Schedule

Activate ATL: Recreation & Parks for All



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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A photograph of three children playing on a blue playground structure. One child is in the foreground, another is behind them, and a third is partially visible. They are all smiling and appear to be enjoying the activity. The background shows a clear blue sky and some trees with autumn foliage.

RECREATION & PARKS FOR ALL
**ACTIVATE
ATL**

**COMPREHENSIVE
PARKS +
RECREATION
MASTER PLAN**

Technical Advisory Committee (TAC)
Existing Conditions + Needs
Assessment Summary

October 14, 2020