

Parks and Recreation Master Plan City Council Briefing September 11, 2019







GreenPlay Team Approach & Specialized Experience

- **✓** Experienced and curious consultants
- ✓ Understand parks and recreation role in extraordinary places
- ✓ Bring best practices from national work
- ✓ Understand ever-changing community dynamics
- ✓ Customized approach with national and regional experience
- ✓ Consultants who have been on your side of the table
- ✓ Believe building relationships with staff and stakeholders is key to a successful plan

Our Winning Formula

Personalized Service

+ Achievement of Goals

Great Relationships

We understand what it takes to both create and implement



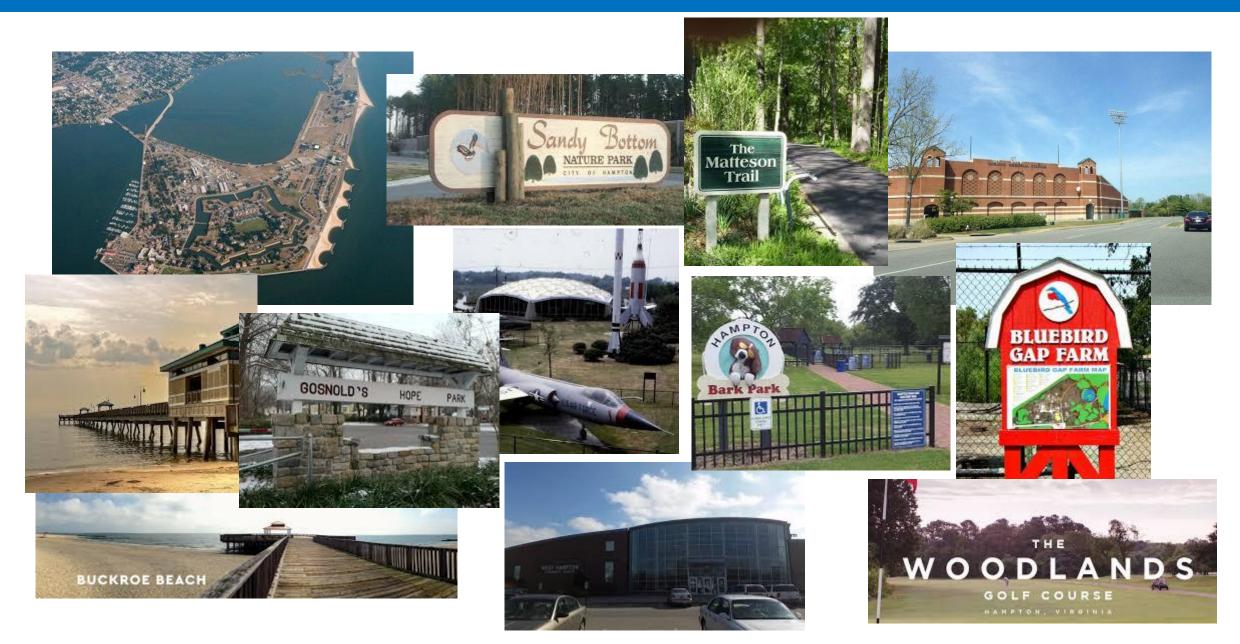
Your Vision for the Master Plan

Parks and Recreation Master Plan

- Realistic
- Aspirational
- Redevelop
- Reuse
- Reimagine
- Repurpose



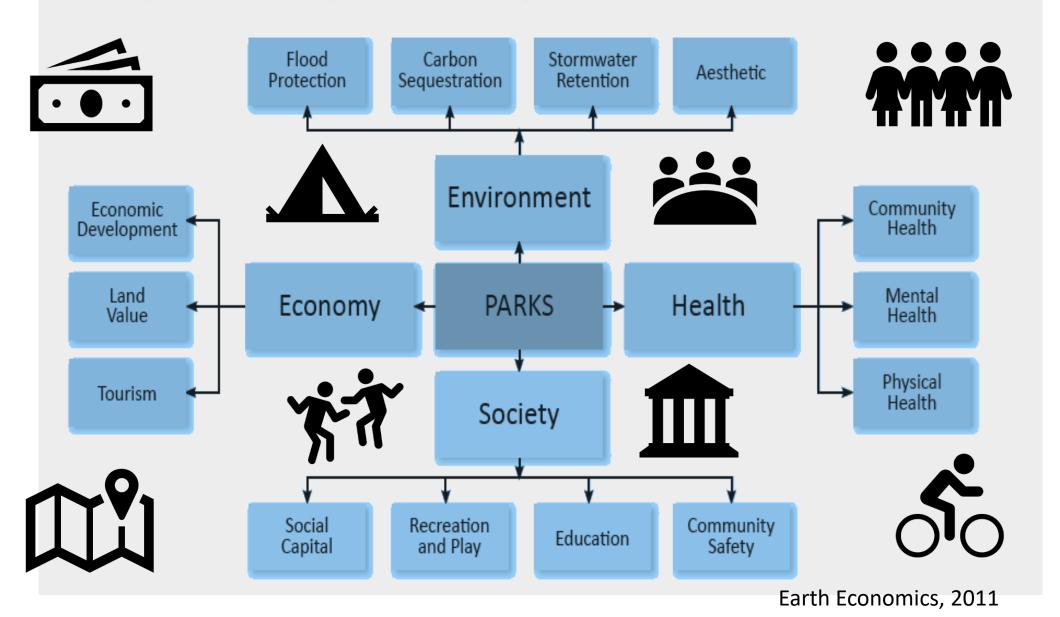
Hampton has so much to offer!



Hampton's future is looking bright!

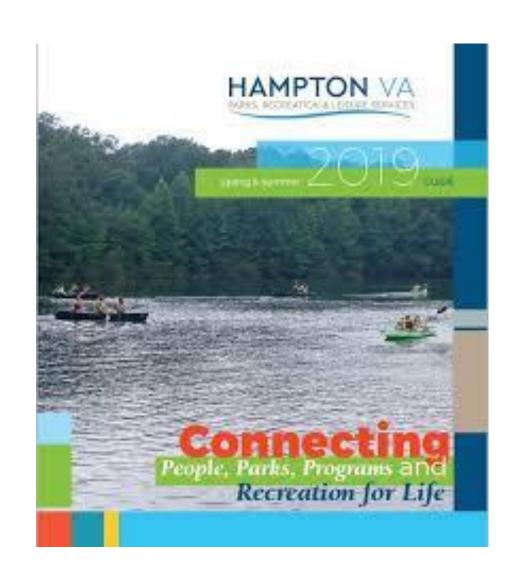


Park System Benefits provided to People



Master Plan Process/Schedule

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□Strategic Kick-off: Goals and Vision
□Community Engagement – August 2019
   □Focus Groups
   □Public Presentation
□Inventory – August 2019
□Level of Service Analysis – September 2019
□Survey – October 2019
□Findings Presentation
   □Community Workshop #1 – December 2019
   □Community Workshop #2 – January 2020
□Visioning Workshop – January 2020
□ Draft Recommendations Presentation - TBD
□Draft & Final Plan Presentation - TBD
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GreenPlay
Believes in
the Power of
Community
Input











POWER OF ENGAGEMENT

INCLUSIVE

all ages
all abilities
all stakeholders
all interests
all ideas
all voices

COLLABORATIVE

public meetings
stakeholder meetings
1-1 interviews
advisory groups
focus/user groups
formal presentations

INFORMATIVE

project website
social media
newsletters
door hangers
press releases

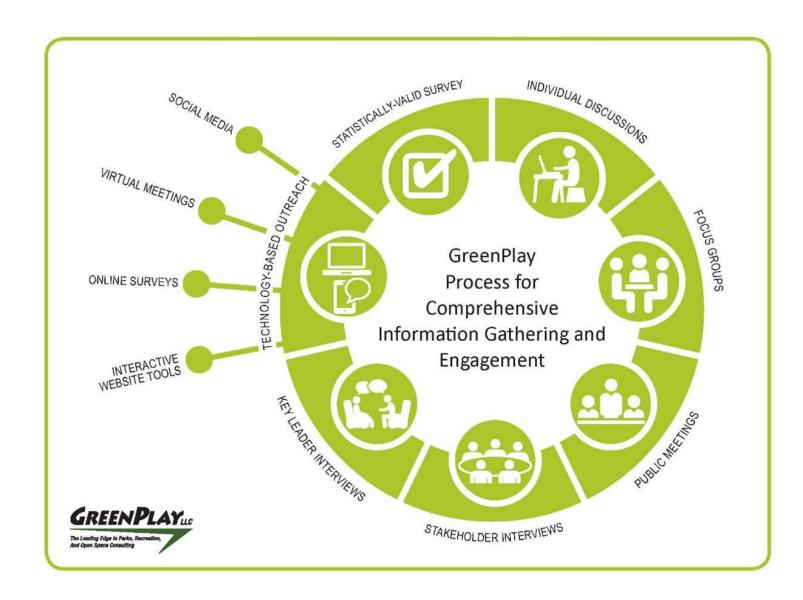
FUN

site tours
walk/roll/bus tours
tactical urbanism
pop up events
farmers markets

EASY

online maps/comments
survey instruments
24 hour access
virtual meetings
multi-lingual
family -friendly

Information Gathering Summary



Public Engagement

- Staff SWOT (14)
- Focus Groups 6 (44)
- Leadership Interviews 5
- Public Workshop (79)

Random Mailed Survey

- Being Developed
- Mailed the end of September

Open Link Survey

Launched early October

Focus Group Priorities

- Creating Amazing Spaces
- Address deferred maintenance
- Address personnel service levels
- Take care of what we have
- Aquatic Center
- Plan to maintain new amenities
- Work with Resilient Hampton
- Sustainability
- Regain status as a leading, innovating Department
- Water activities/connections
- Green, Clean and Safe

- Connectivity: Bike/Walk
- Communication/marketing
- Proper funding
- Adventure/Outdoor Recreation
- Darling Stadium needs to be the "crown jewel"
- Need to focus on trees
- Maintenance and update of playgrounds
- Water quality
- Reduced mowing / conservation
- Pickleball

Focus Group Recurring Themes

- Maintain what we have
- Connect to the water
- Create Amazing Spaces
- Connectivity: Walking/Biking
- Sustainability
- Communication/Marketing
- Wayfinding
- Aquatics Center
- Reimagine/Repurpose existing parks/spaces
- Nontraditional Sports/Activities
- Adventure/Outdoor Recreation
- Resources: Funding/Staffing

















Next Steps

Strategic Master Planning Process



Strategic Kick-Off

- Critical Success Factors
- Key focus areas
- Meeting schedule
- Identification of Key Stakeholders
- Gathering of All Relevant Documents
- Briefing with Decision Makers





4 Stages of Public Engagement

Information Gathering

- Needs Assessment
 - · Staff
 - Stakeholders
 - Public Meetings
- Focus groups
- Interviews
- Surveys
- · Online engagement
- Inventory
- All Assets
- All Program Locations
- · Other Providers
- Level of Service Analysis
 - GIS component-based mapping
 - Quality, Quantity, Functionality
- Community Profile
 - Historical & Planning Context
 - Demographics
- Trends

Findings & Visioning

Presentation/Feedback Sessions

- Staff
- Stakeholders
- Decision Makers
- What We Have Discovered
- Key Issues Matrix
- Key Ideas and Themes for Improvement
- Analysis
- Programming
- Operations
- Maintenance
- Marketing & Communications
- · Financial Resources



Draft Recommendations

- Summary Findings
- Strategies
- Long-Term Vision
- Short-Term Action
- Implications
- Financial
- Operational
- Maintenance
- Recommendations
- Action Plan
- Tasks
- TimingCosts
- · Review & Revisions



Final Plan

- Review
 - Staff
 Public
- Public
- · Decision Maker
- Distribute/Post



Implementation

- Action Plan
- Annual Review



Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and 20 year strategic vision. Other elements and tools are added as needed for a community-specific plan.

Thank You For Your Time & Consideration!







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