



Deerfield Township, Ohio

Parks Master Plan Update



Preferred Plan Workshop- 11 October 2018



Workshop #3 Agenda

- Introductions & Project Overview
- Findings to Date
- Planning Session #1:
Community Park Needs
- Planning Session #2:
County Community & Neighborhood Park Needs
- Planning Session #3:
Open Space/Natural Area Needs
- Planning Session #4:
Establishing a Vision for Kingswood Park
- Workshop Summary / Discussion
- Next Steps



Workshop #3 Desired Outcomes

- List of New Programs & Facilities at Each Park
- Concepts for Siting New Facilities, Etc.
- Priorities for Connectivity – System Wide



Parks Master Plan Schedule

- Project Start Up- April 2018
- Existing Conditions
 - Focus Group Interviews
 - Site Inventory & Assessment
 - Demographic & Trends Analysis
 - Benchmarking
- Public Engagement
 - Citizen Steering Committee Meetings
 - Statistically Valid Community Survey
 - Community Workshops (4)
- Draft Parks Master Plan- December 2018
- Final Parks Master Plan- February 2019



Findings to Date

Workshops #1 Summary

Positives:

- Parks are clean, well maintained and provide great ballfields, amenities and offerings
- Program offerings are great (Snyder House, 5K Runs, Butterfly Walk, Shakespeare in the Park, etc.)
- Carter Park and Kingswood Park present unique opportunities

Negatives:

- Parks are scattered, logistics problem
- Need more access to the Little Miami River
- There are not many rentable facilities / shelters
- Parking is lacking at some parks
- Biking/Hiking trails need better maintenance



Workshop #2 Summary

- Need connections between parks (Paths)
- Deerfield farmer's market needs a permanent shelter
- How can the Fleckenstein Barn be used?
- Robert's Park needs parking and triangle improvements, etc.
- Restrooms are important at every park
- Kingswood needs:
 - Fishing allowed
 - Plant life identity markers
 - Dog Park
 - Cyclocross Trails
 - Benches around ponds
 - Blocking of Innovation Way during special events, etc.
 - Kingswood indoor space rental facility



2018 Deerfield Township Community Interest and Opinion Survey

PRESENTED BY



OCTOBER 11, 2018

Purpose

- **To objectively assess usage, satisfaction, and needs for a wide range of recreation facilities and programs**
- **To help determine priorities for the community as a part of the Township's efforts to plan the future of parks and recreation opportunities**
- **To identify opportunities for Deerfield Township to better serve the leisure and recreation needs of the community**

Methodology

- **Survey Description**
 - **Seven-page survey**
 - **1st survey conducted for the Township by ETC Institute**
- **Method of Administration**
 - **By mail, phone and online to randomly selected sample of households**
 - **Each survey took approximately 15-20 minutes to complete**
- **Sample Size Goal: 300**
 - **458 actually completed – 158 above the goal**
 - **Margin of error: +/- 4.6% at the 95% level of confidence**

Summary

- **Overall satisfaction with recreation services is high (74%)**
 - **Maintenance and number of parks**
 - **Quality and number of fields**
- **Biggest obstacle to usage is not knowing what is offered**
- **Most respondents (58%) would be supportive of the Township exploring the feasibility of a multi-purpose community building**

Summary

- **Amenity Priorities:**

- (1) Walking Trails
- (2) Biking Trails
- (3) Greenspaces and Natural Areas
- (4) Nature Center
- (5) Sledding Hills
- (6) Neighborhood Parks

- **Programming Priorities:**

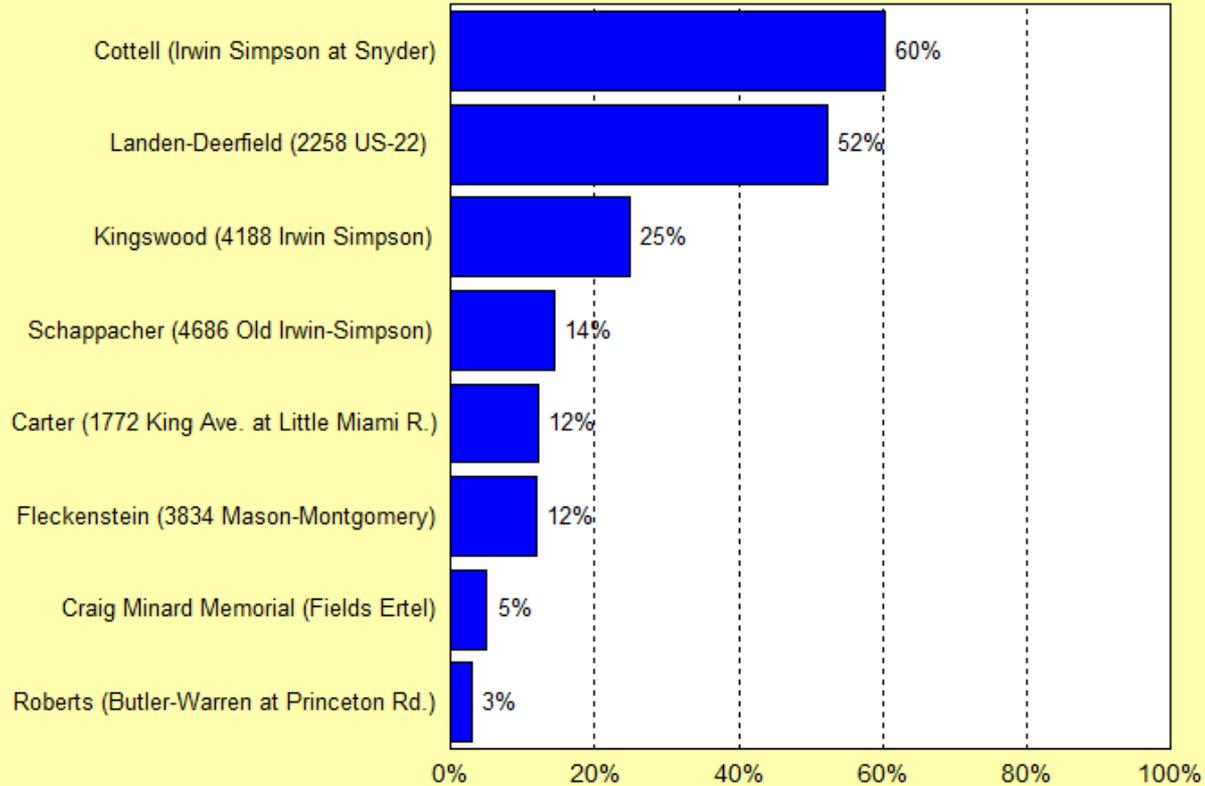
- (1) Nature Programs
- (2) Adult Fitness and Wellness Programs
- (3) Community Special Events
- (4) Family Programs
- (5) Senior Fitness and Wellness Programs

Topic 1:

Usage of Parks and Facilities

Q1. Deerfield Township Parks/Facilities Used by Respondent Households During the Past 12 Months

by percentage of respondents

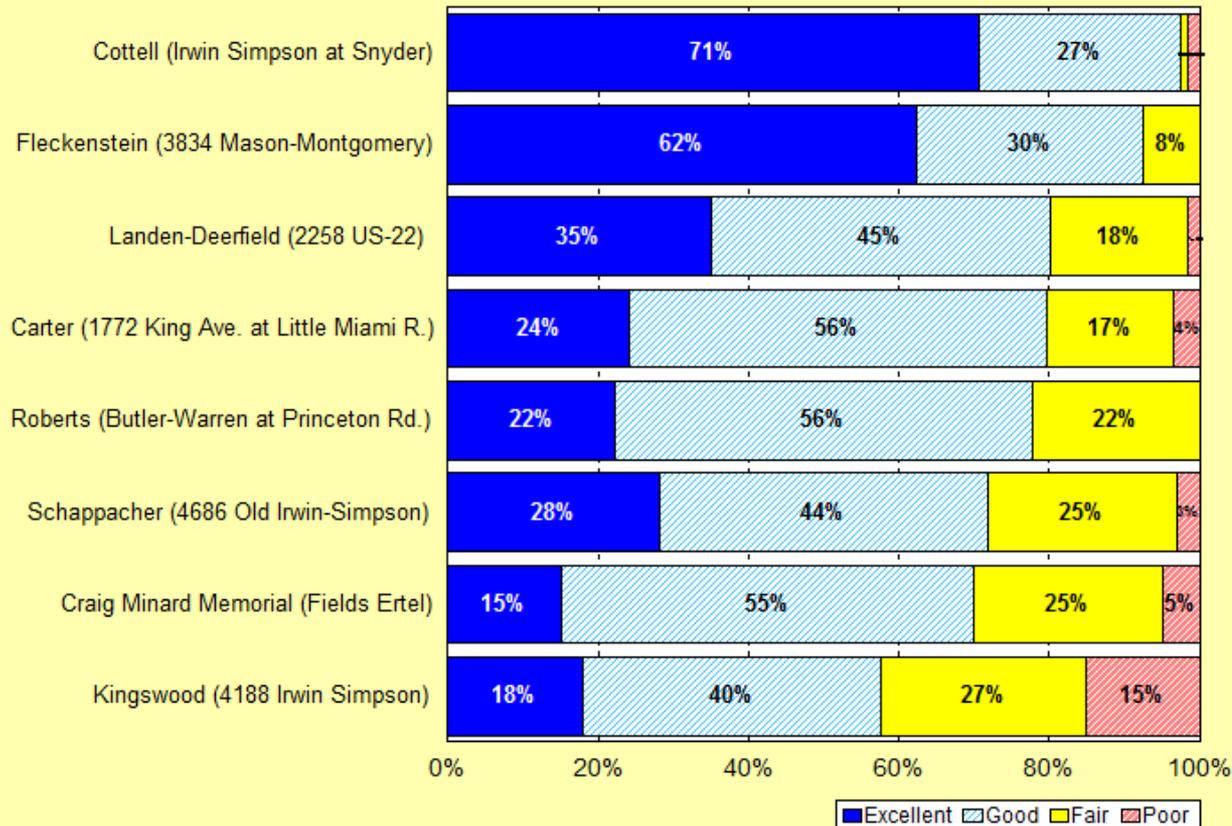


Source: ETC Institute (2018)

83% of Respondents have Used at Least One Facility During the Past 12 Months

Q1. Quality of the Condition of the Parks/Facilities

by percentage of respondents who answered "yes" to using the park/facility



Source: ETC Institute (2018)

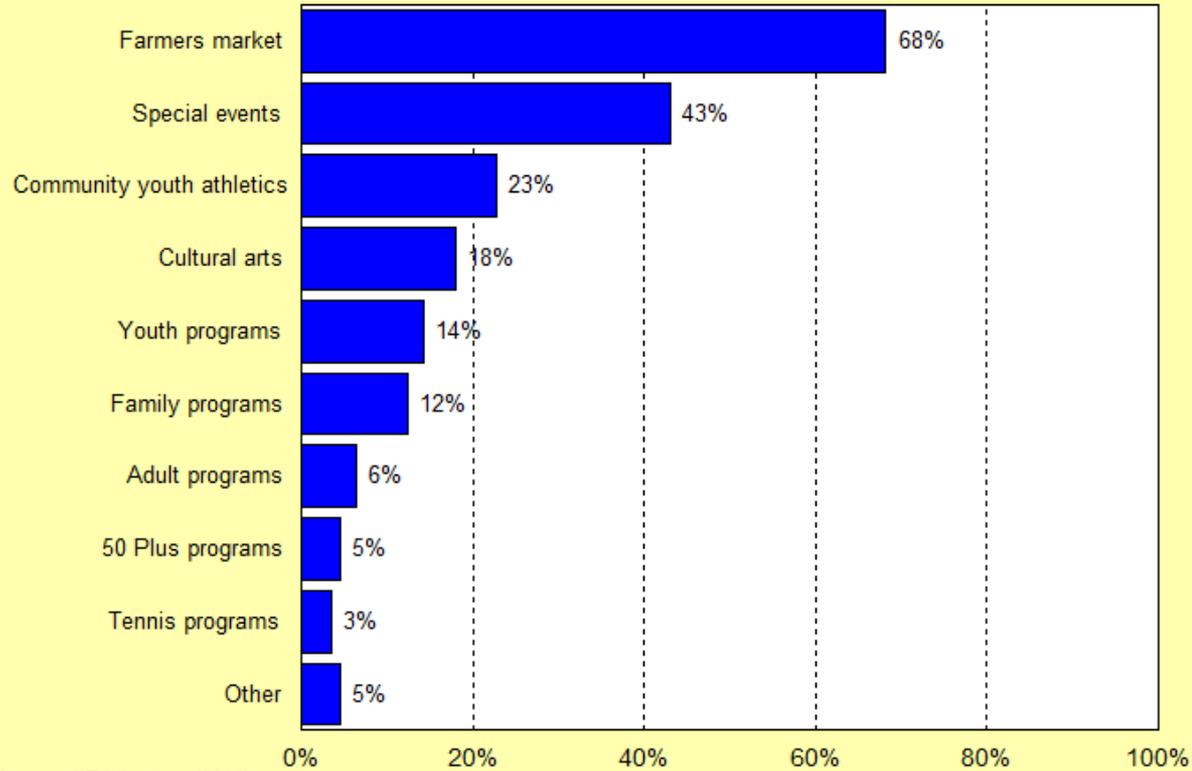
Overall, the Condition of Parks and Facilities is Very Good

Topic 2:

Program Participation

Q10. Recreation Programs Participated in During the Past 12 Months

by percentage of respondents (multiple choices could be made)

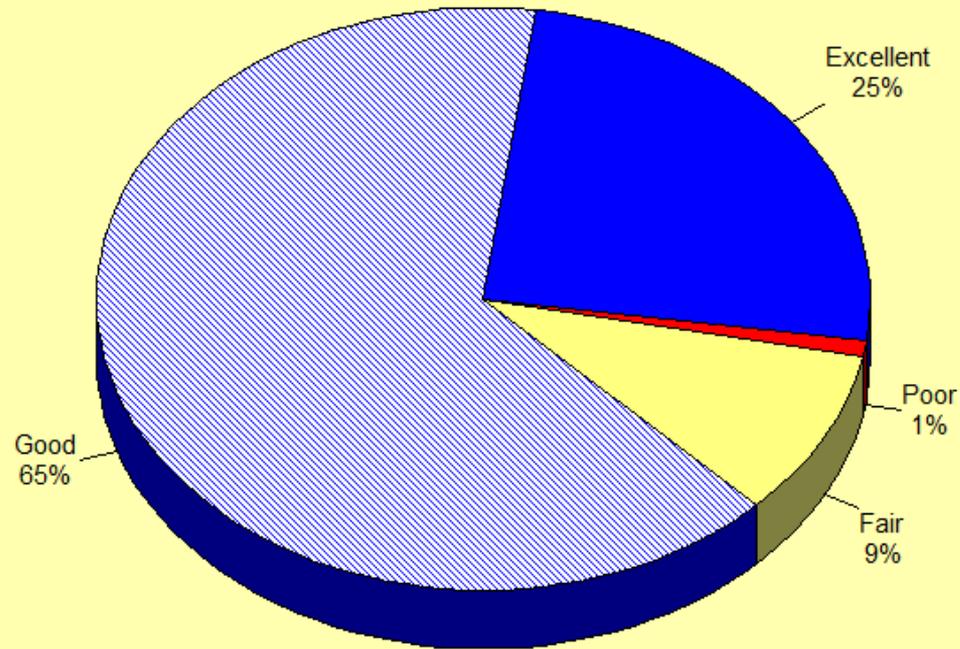


Source: ETC Institute (2018)

Farmers Markets and Special Events are Programs that Nearly Every Household Could Use Regardless of Age or Ability

Q10c. Quality of Recreation Programs/Activities

by percentage of respondents who participated in programs/activities



Source: ETC Institute (2018)

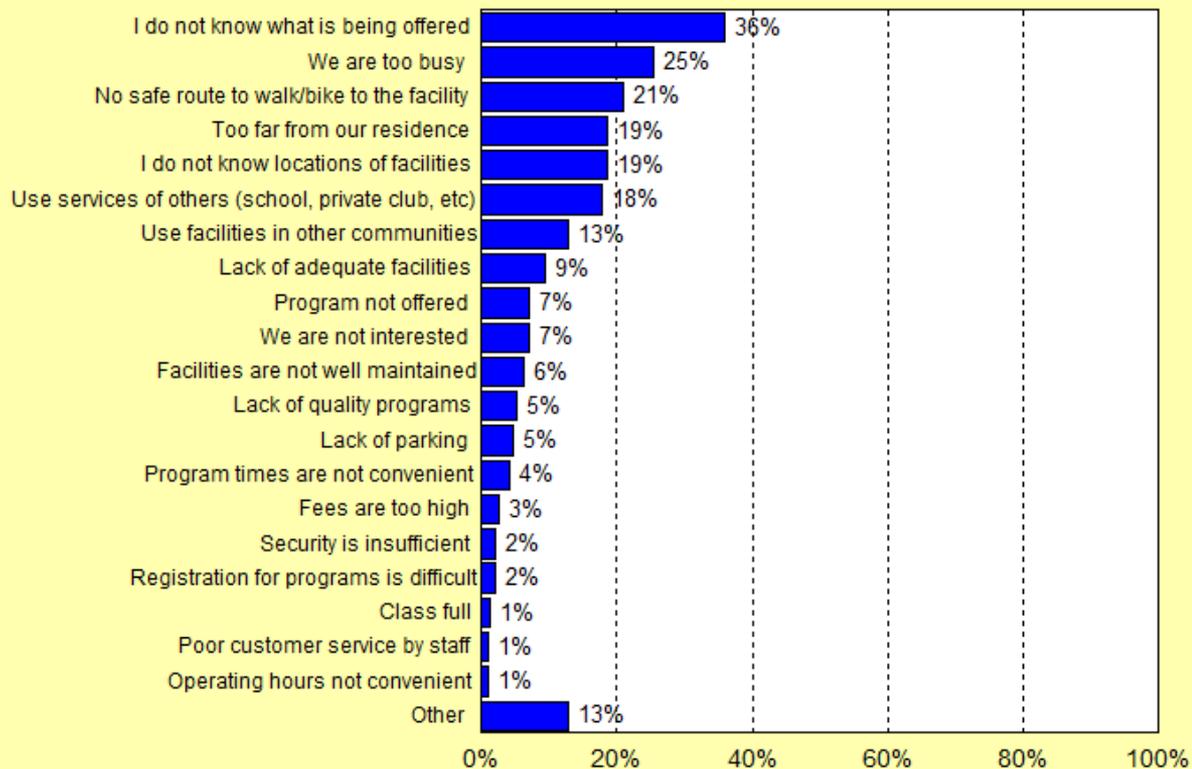
9 out of 10 Participants are Satisfied with Recreation Programs/Activities

Topic 3:

Barriers to Usage

Q5. Reasons Preventing the Use of Parks, Recreation Facilities, and/or Programs

by percentage of respondents (multiple choices could be made)

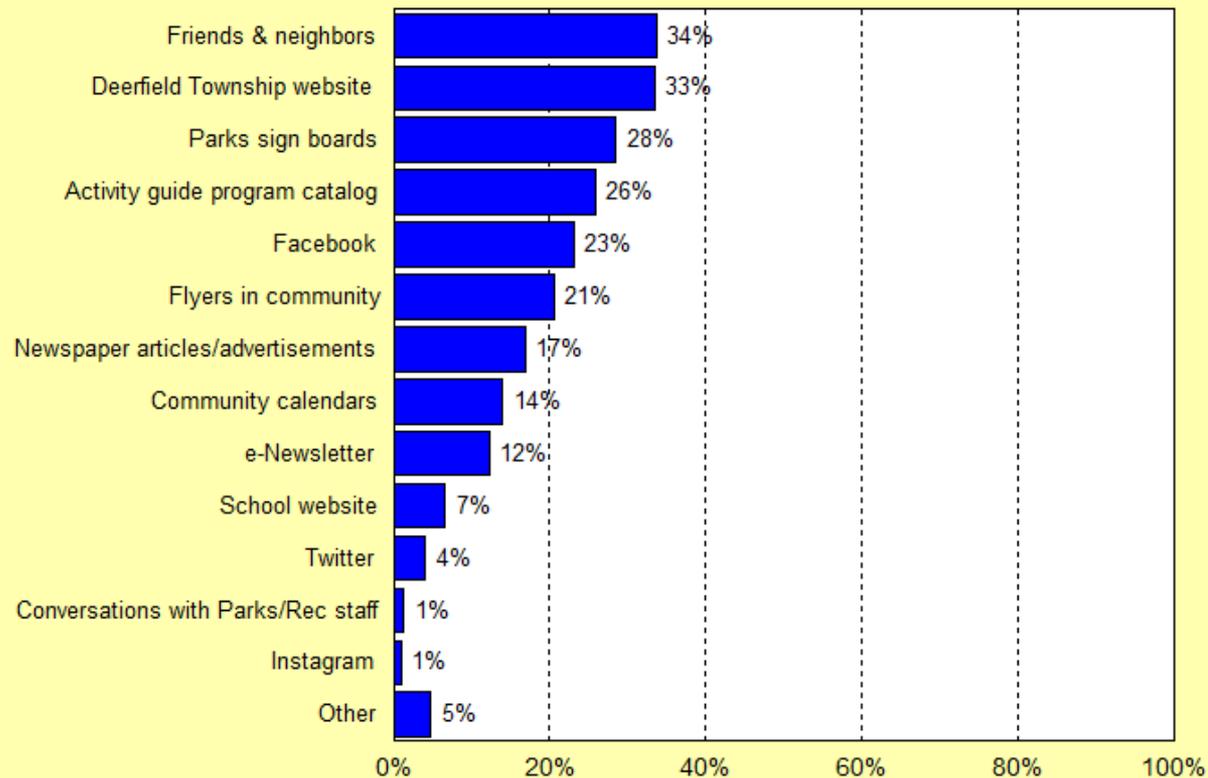


Source: ETC Institute (2018)

Number One Barrier to Usage is Not Knowing What is Offered (36%)

Q11. Sources Households Use to Learn About Parks & Recreation Programs and Activities

by percentage of respondents (multiple choices could be made)

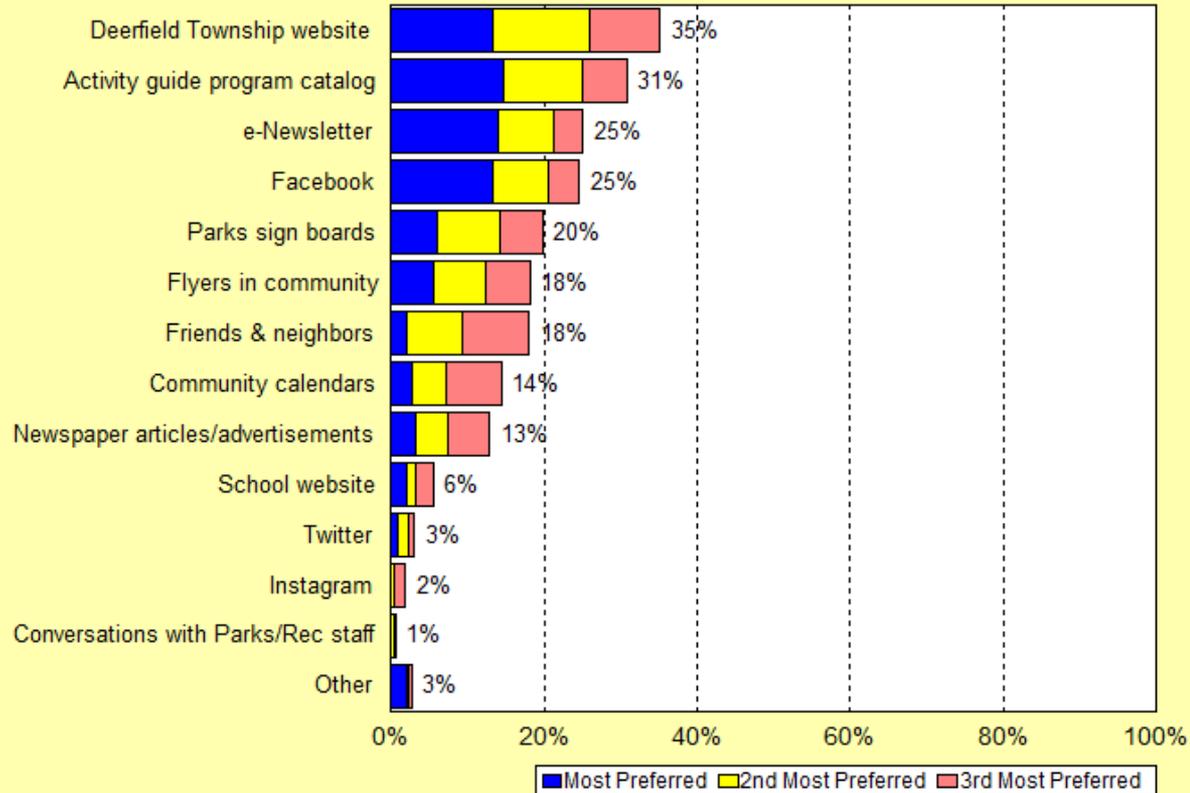


Source: ETC Institute (2018)

Word of Mouth and the Website are Primary Sources of Information

Q12. Most Preferred Sources to Learn About Parks & Recreation Programs and Activities

by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

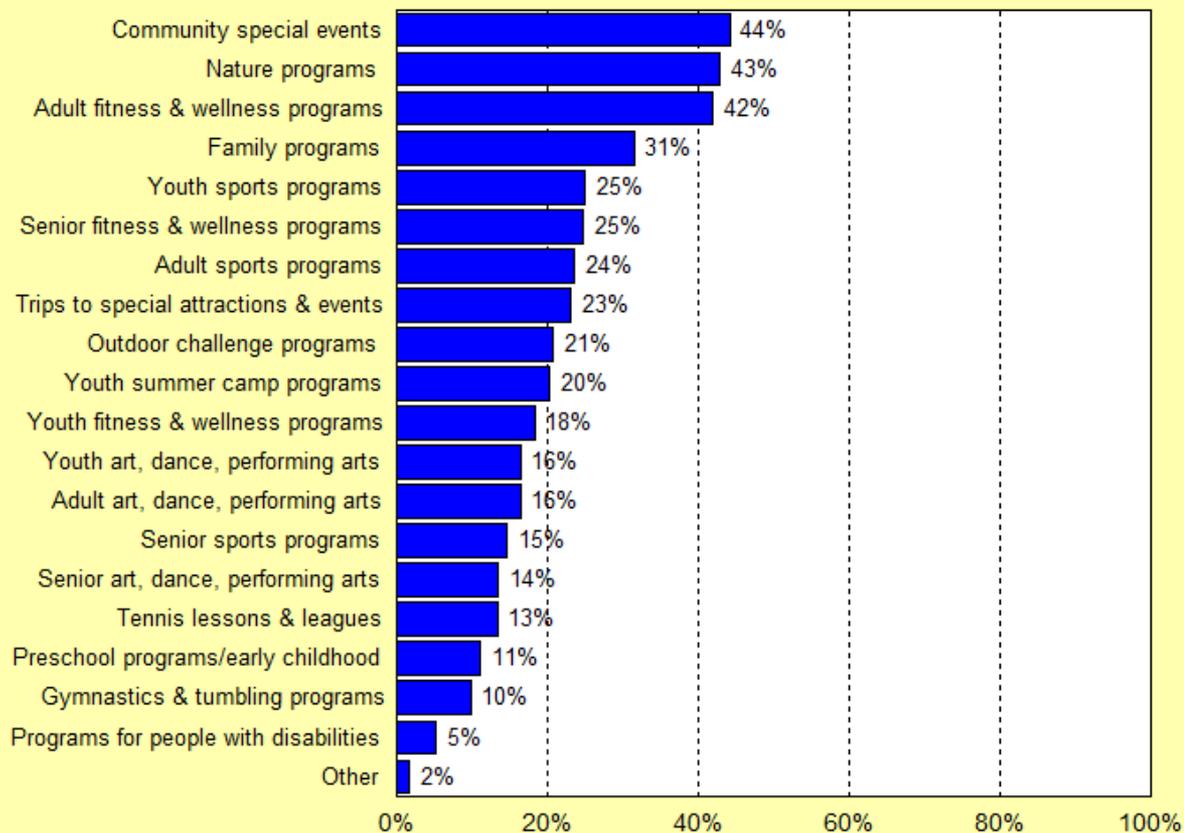
Current Sources and Preferred Sources are Closely Aligned – Availability of Information May be a Problem

Topic 4:

Unmet Needs and Priorities for Programs

Q13. Programs Respondent Households Have a Need For

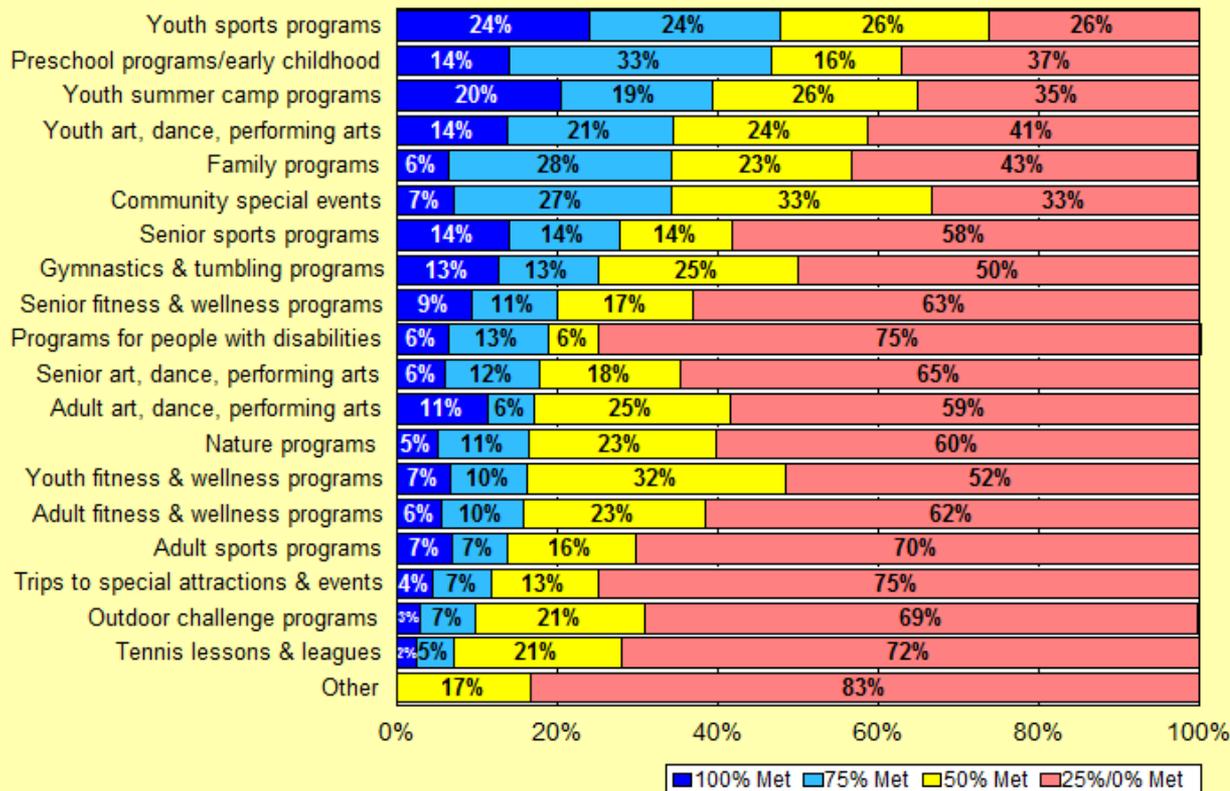
by percentage of respondents



Source: ETC Institute (2018)

Q13. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

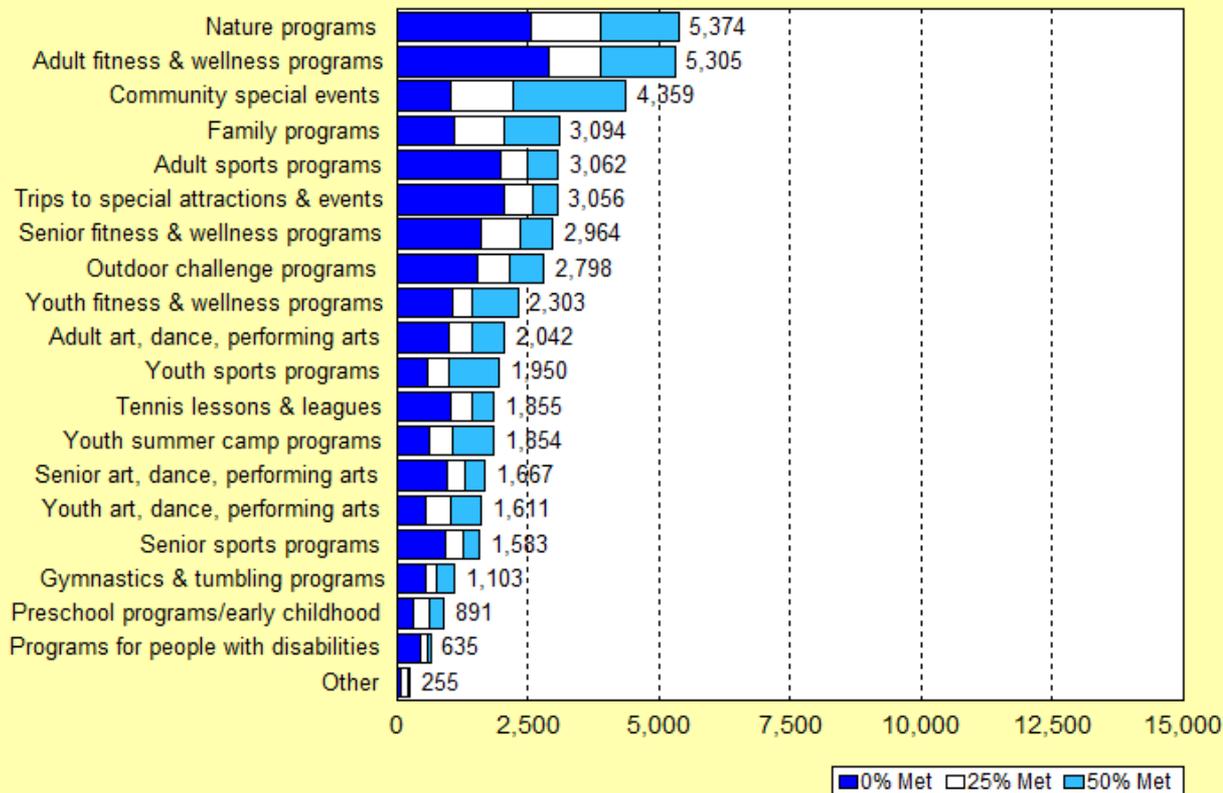
by percentage of respondents with a need for programs



Source: ETC Institute (2018)

Q13. Estimated Number of Households Whose Needs for Programs Are Being 50% Met or Less

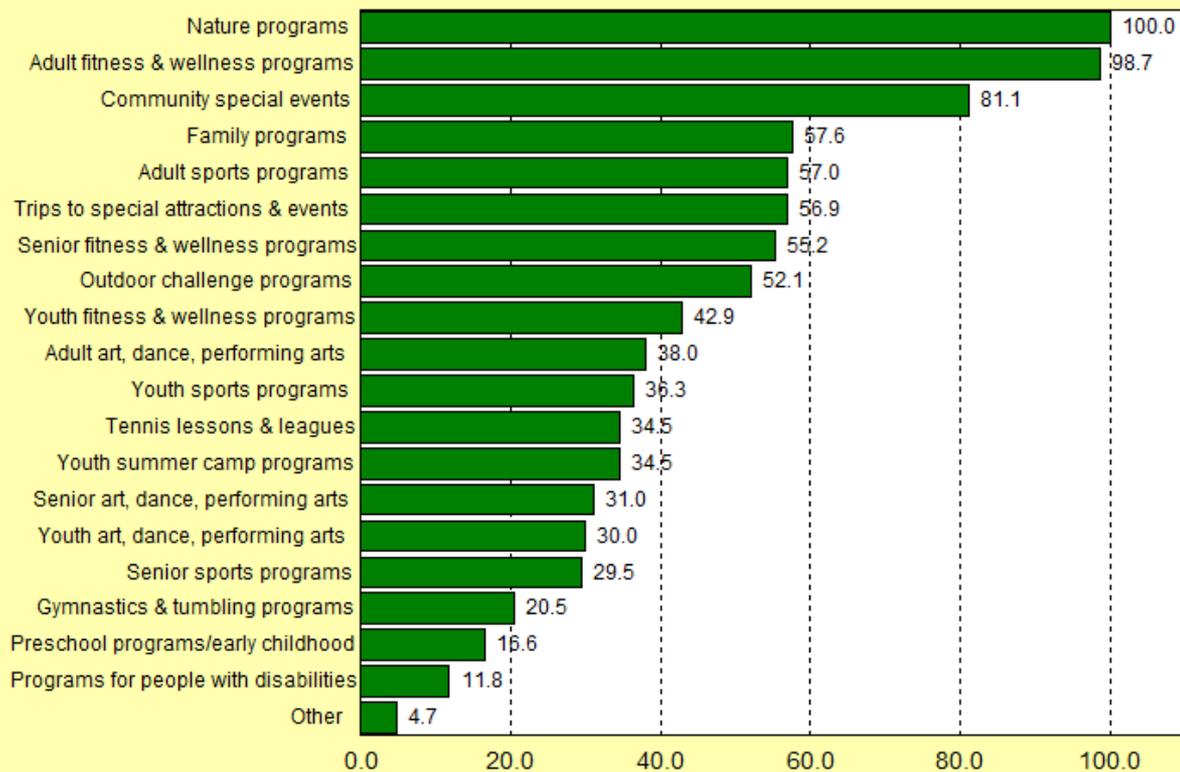
by number of households based on approximately 15,000 households in Deerfield Township, Ohio



Source: ETC Institute (2018)

Unmet Needs Rating for Recreation Programs

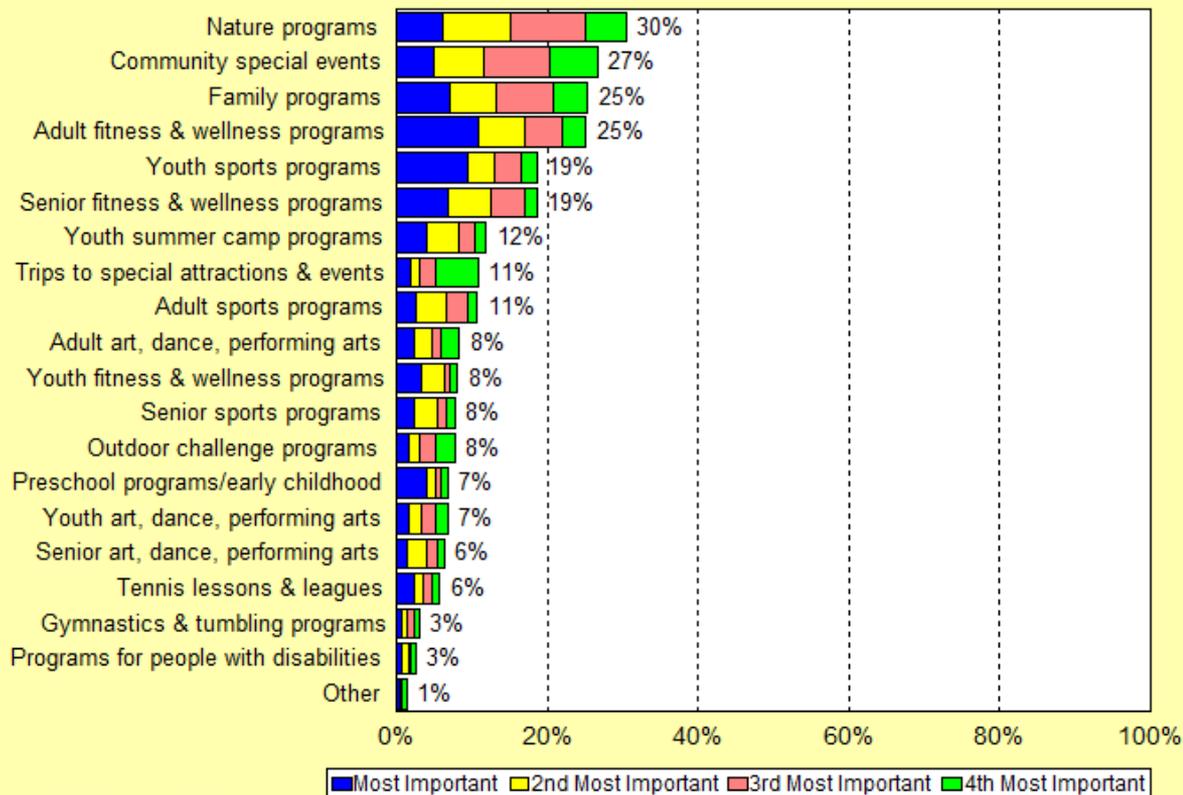
the rating for the item with the most unmet need=100
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2018)

Q14. Programs That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top four choices

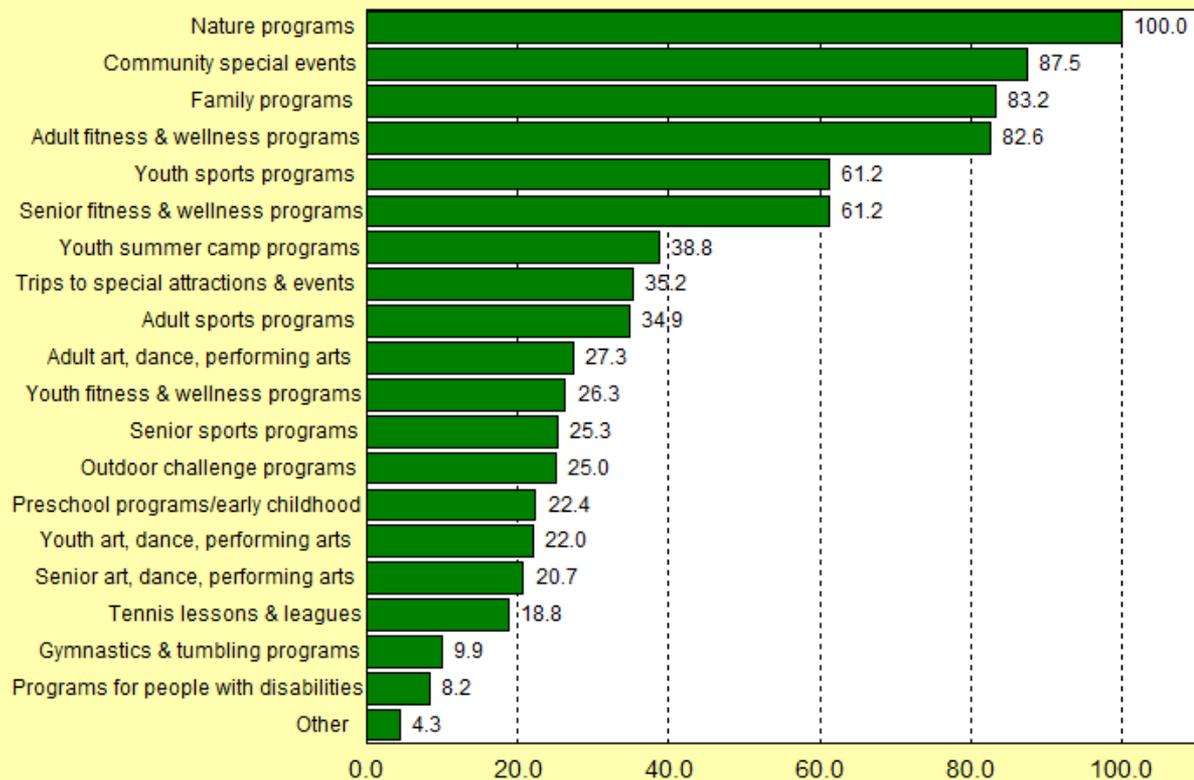


Source: ETC Institute (2018)

Importance Rating for Recreation Programs

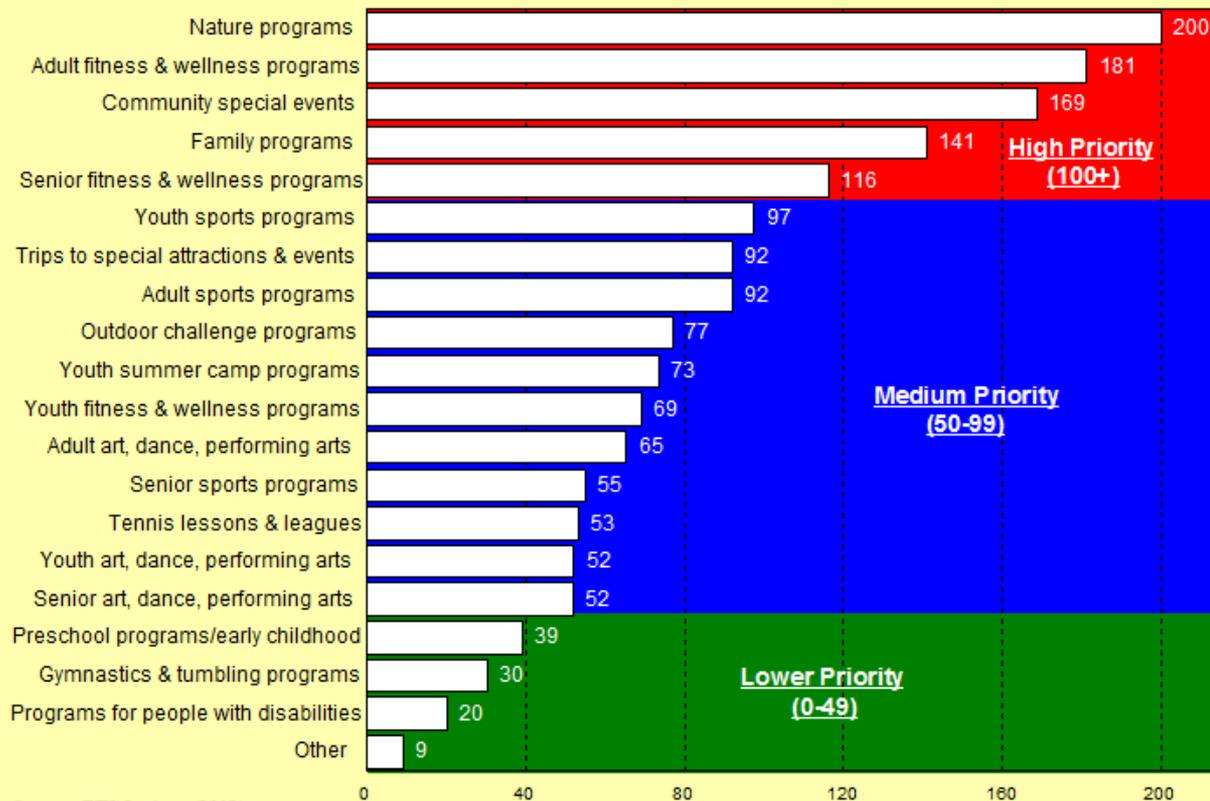
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating

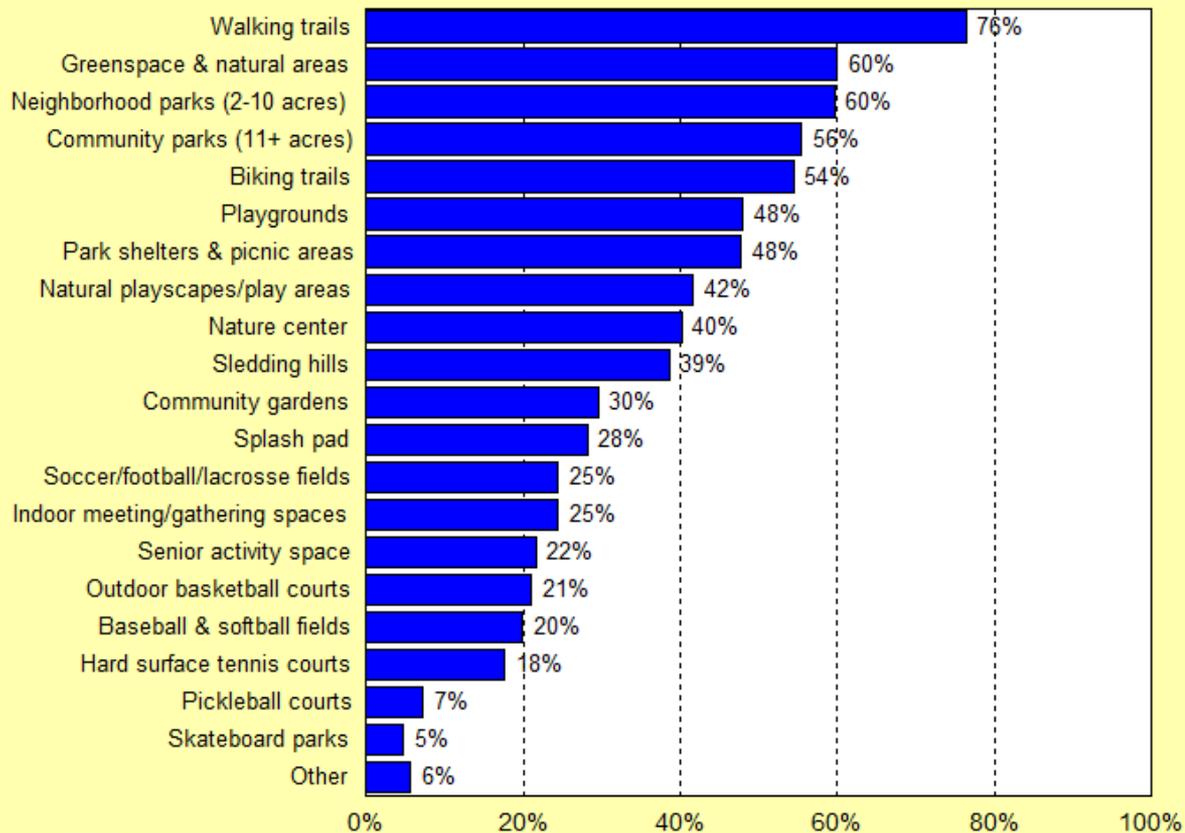


Source: ETC Institute (2018)

**Topic 5:
Unmet Needs and Priorities for
Amenities**

Q6. Amenities Respondent Households Have a Need For

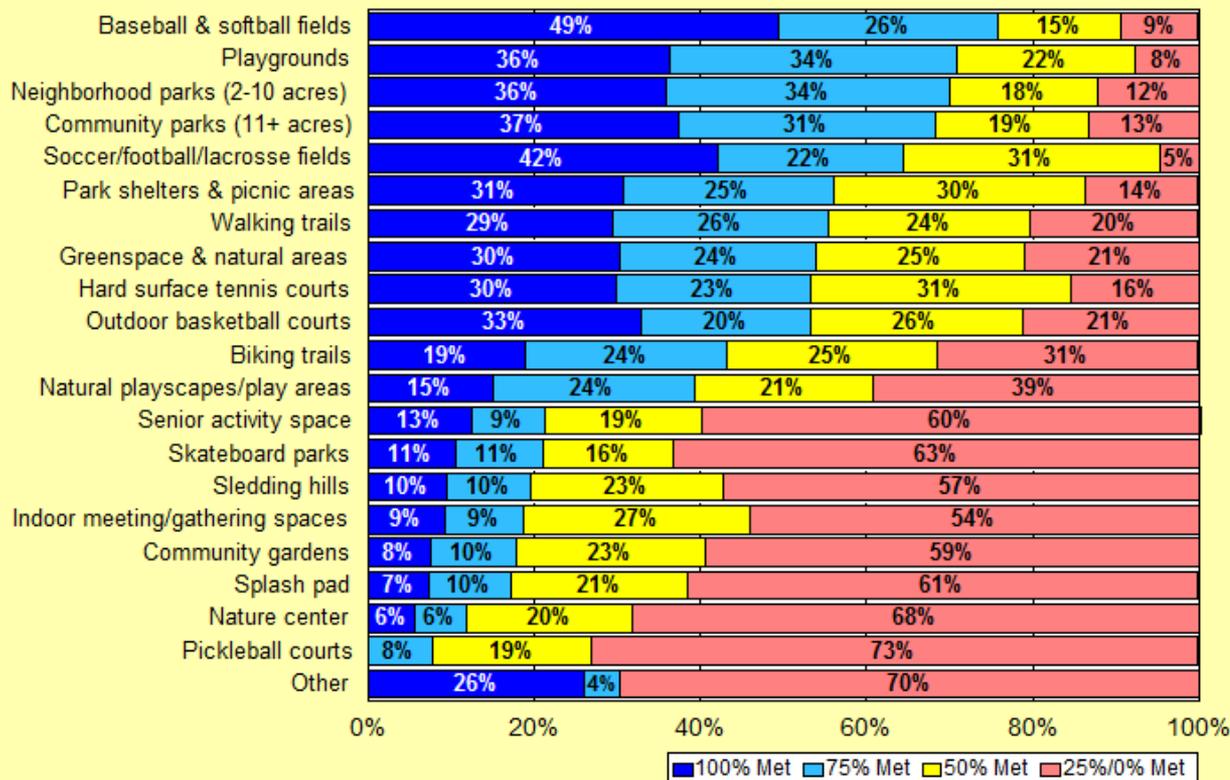
by percentage of respondents



Source: ETC Institute (2018)

Q6. How Well Parks and Recreation Amenities Meet the Needs of Respondent Households

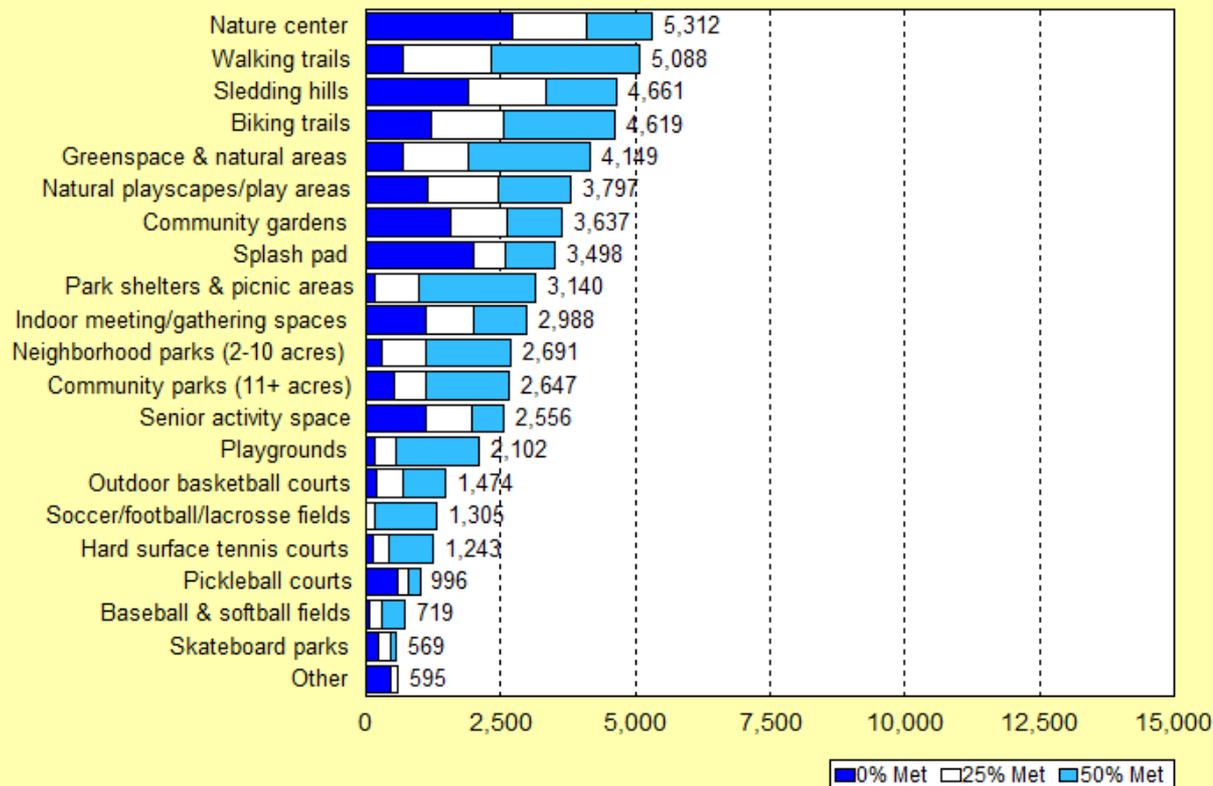
by percentage of respondents with a need for amenities



Source: ETC Institute (2018)

Q6. Estimated Number of Households Whose Needs for Amenities Are Being 50% Met or Less

by number of households based on approximately 15,000 households in Deerfield Township, Ohio

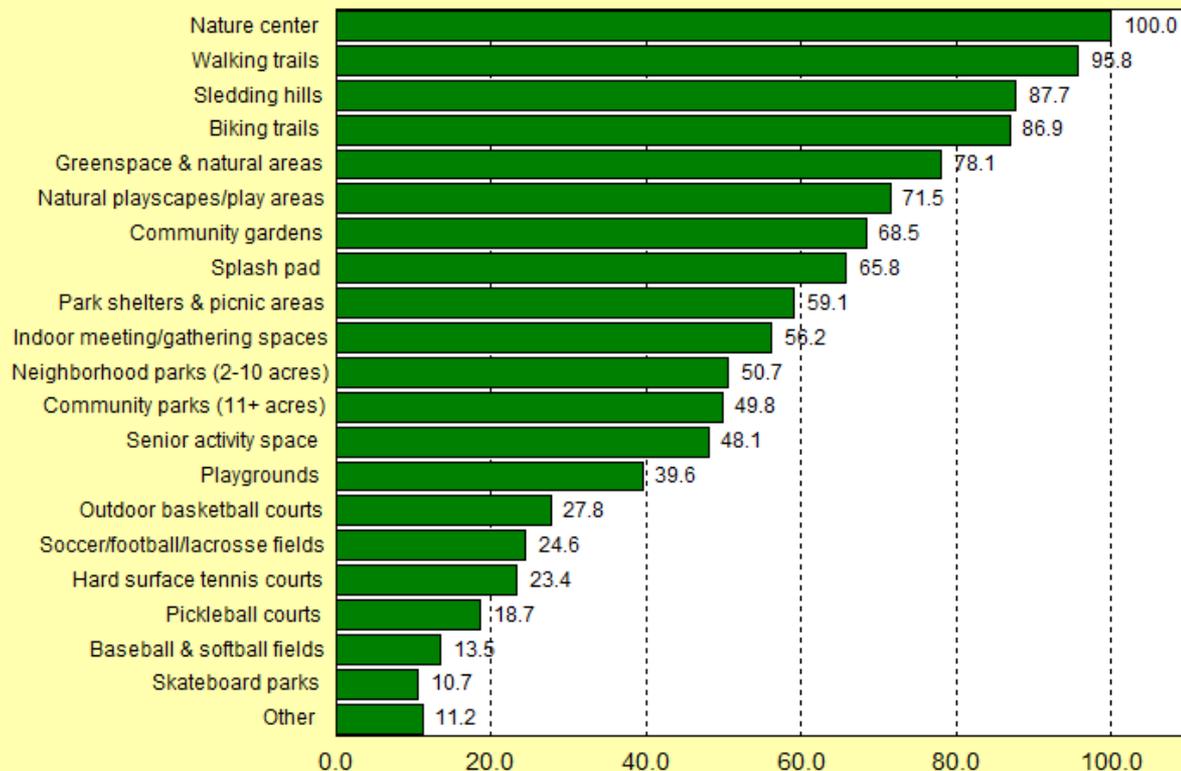


Source: ETC Institute (2018)

Unmet Needs Rating for Recreation Amenities

the rating for the item with the most unmet need=100

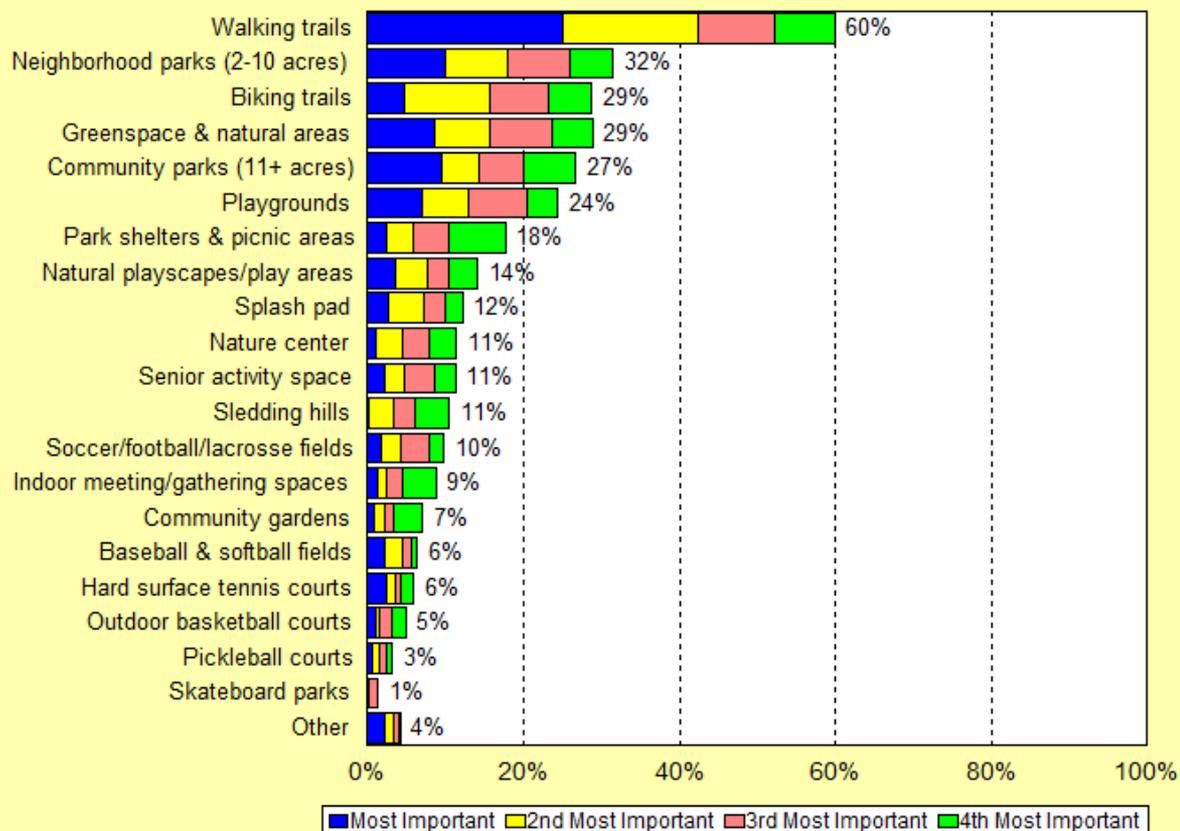
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2018)

Q7. Amenities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices

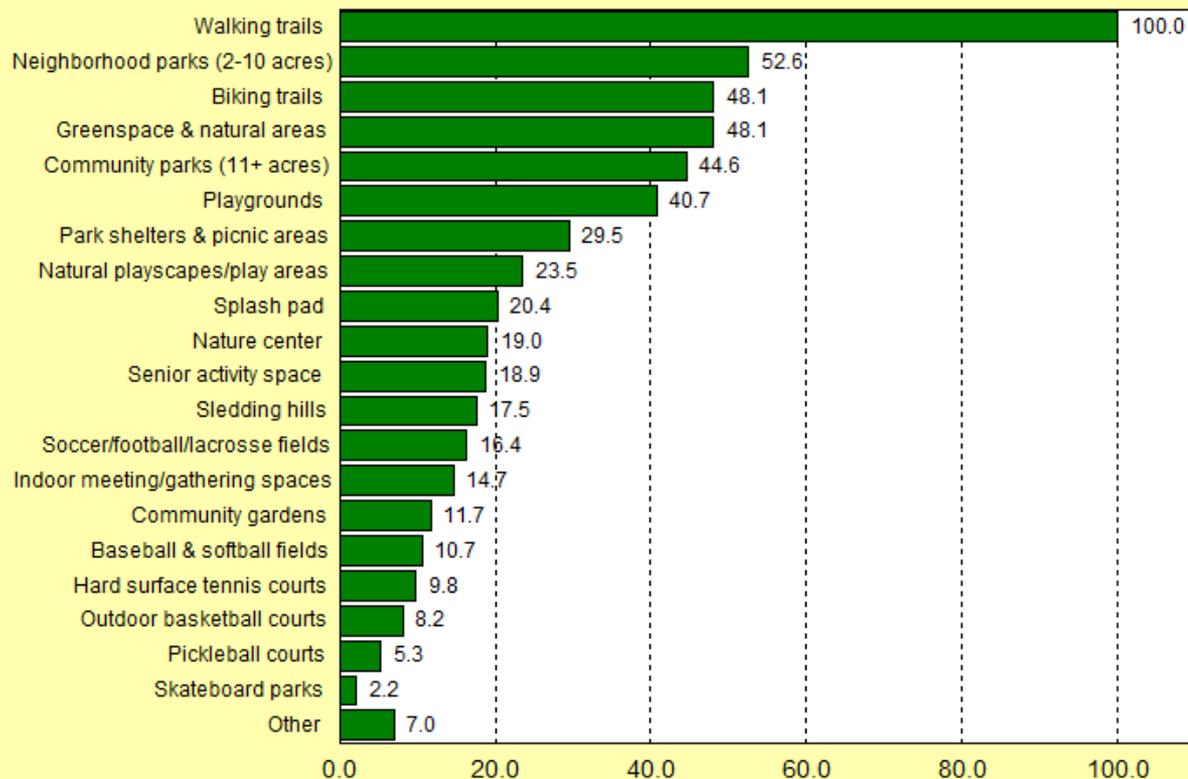


Source: ETC Institute (2018)

Importance Rating for Recreation Amenities

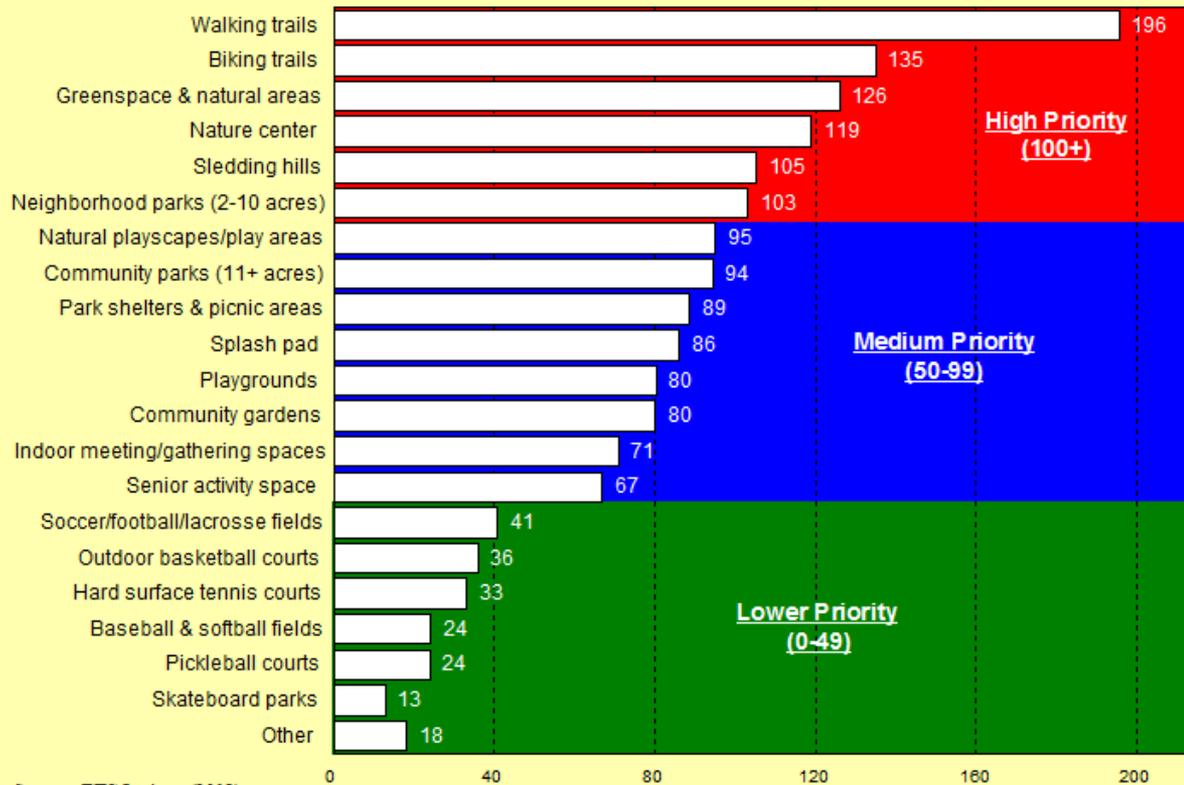
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

Top Priorities for Investment for Recreation Amenities Based on the Priority Investment Rating



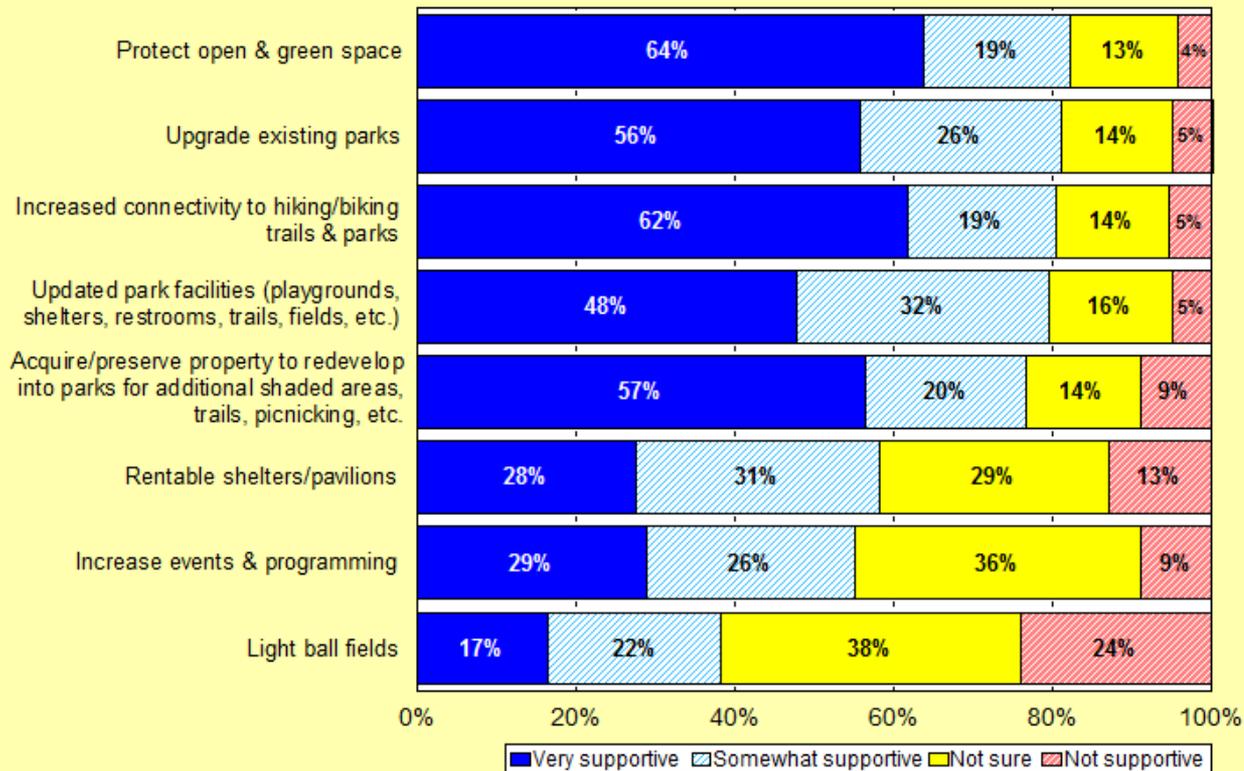
Source: ETC Institute (2018)

Topic 6:

Improvement Priorities

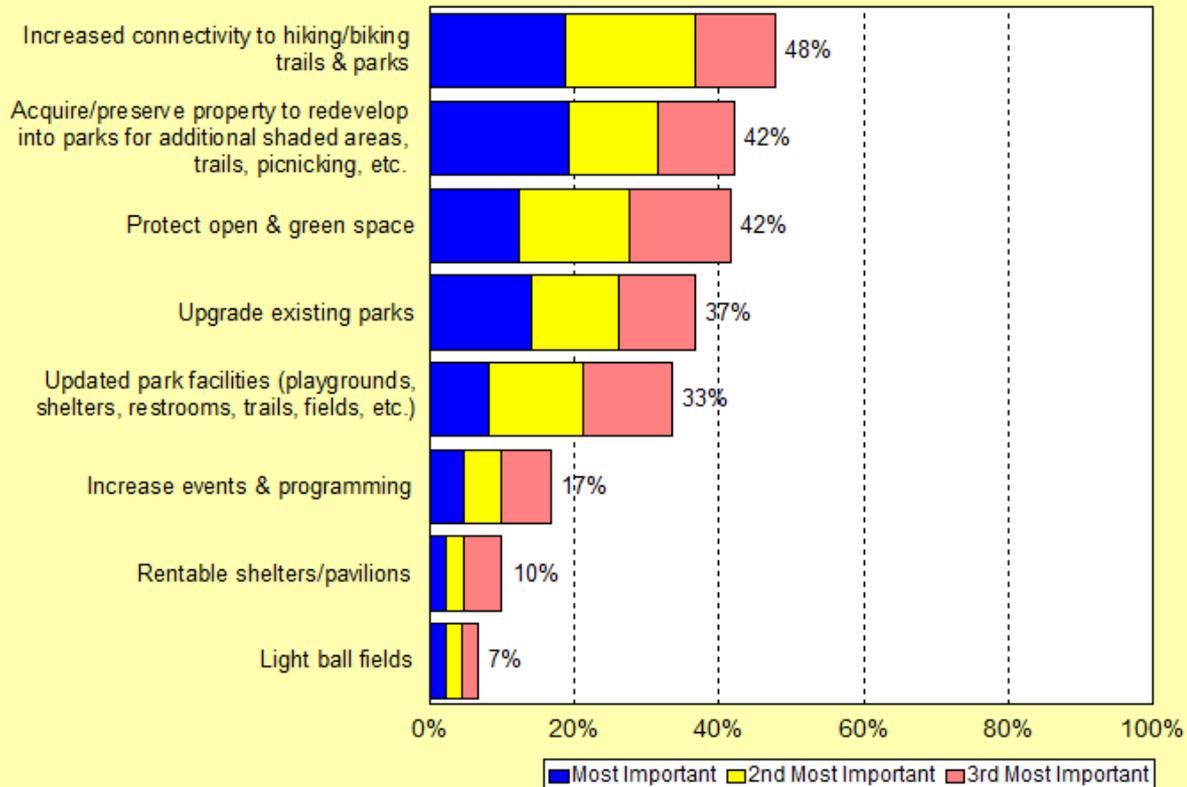
Q8. Actions Deerfield Township Could Take to Improve the Parks and Recreation System

by percentage of respondents with a need for facilities (excluding "not provided" responses)



Q9. Most Important Actions that Deerfield Township Could Take to Improve the Parks and Recreation System

by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

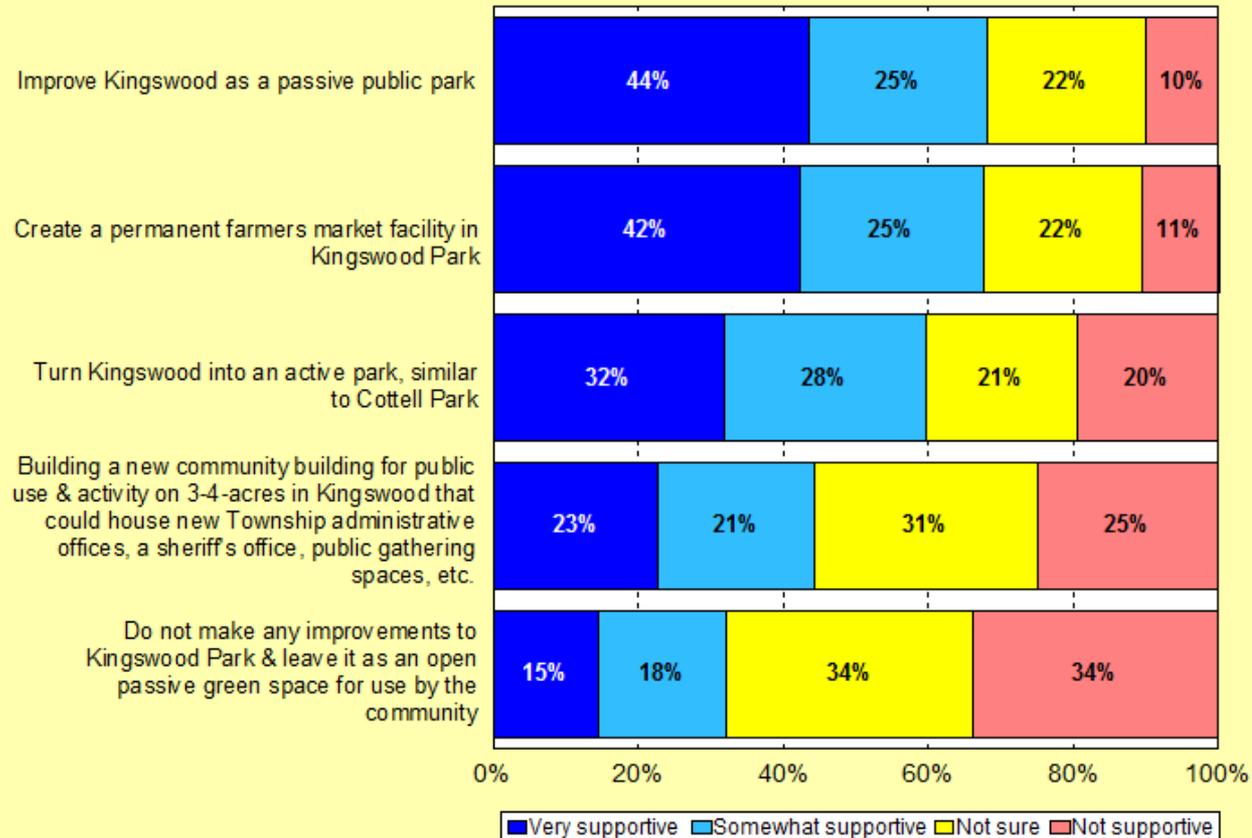
Most Important Actions are Aligned with Actions Respondents Would Most Support

Topic 6:

Kingswood

Q18. Level of Support for Potential Options for Kingswood

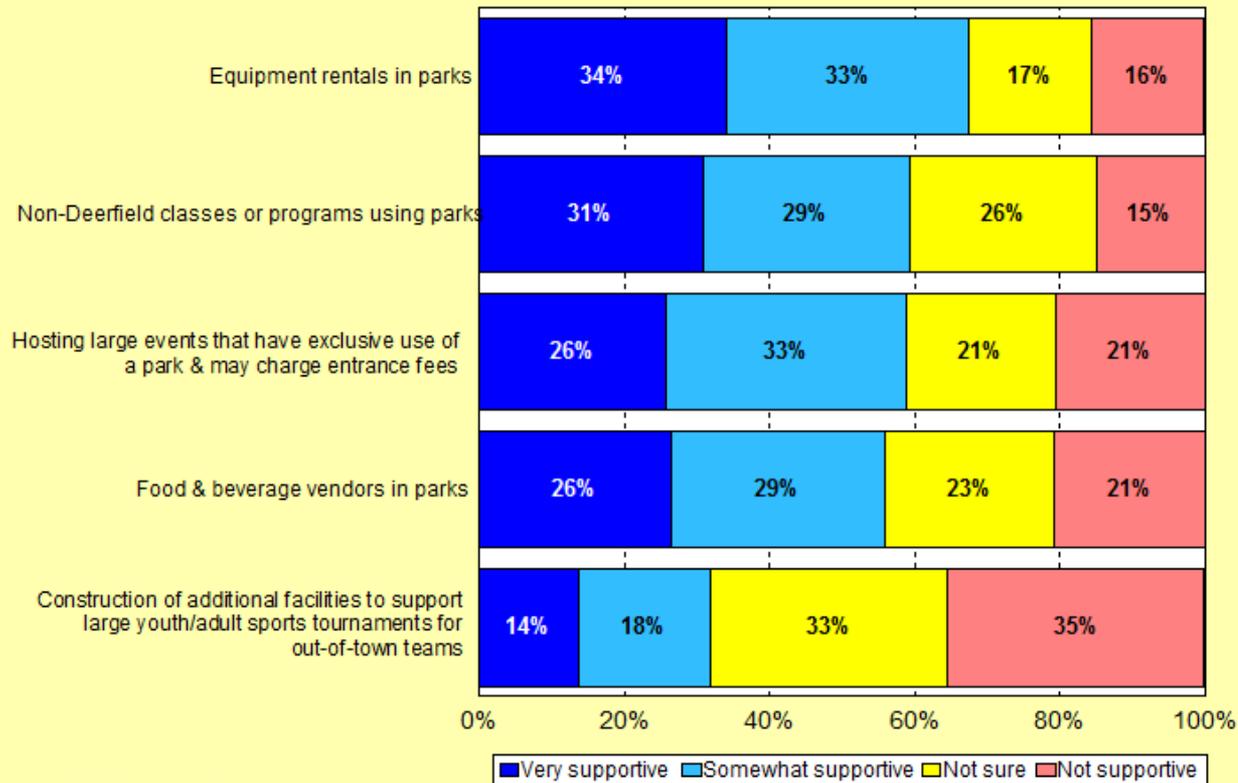
by percentage of respondents



Source: ETC Institute (2018)

Q19. Level of Support for Actions Taken at Kingswood that Would Generate Revenue

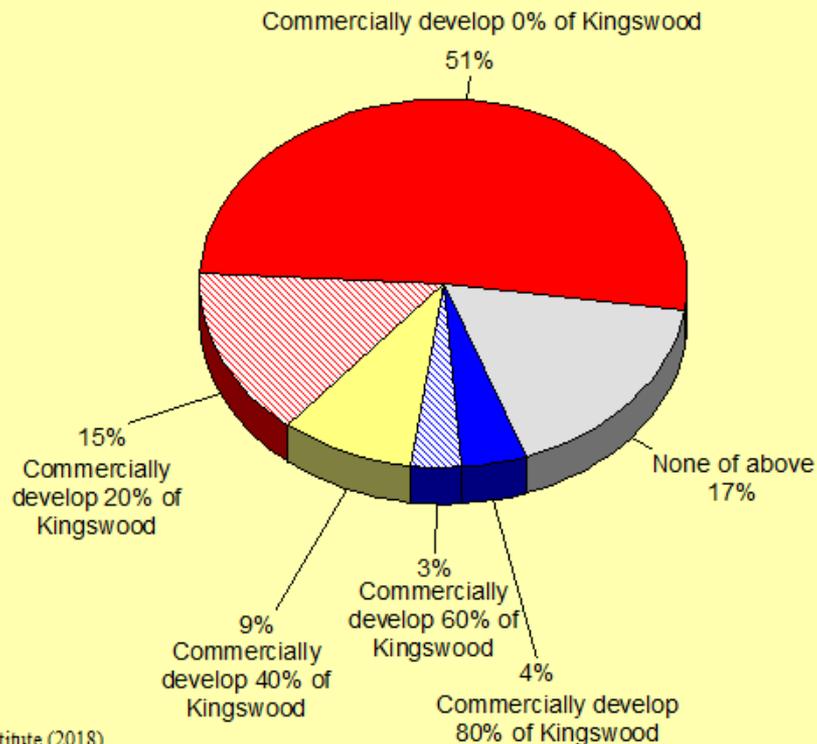
by percentage of respondents



Source: ETC Institute (2018)

Q20. Should a portion of the debt-free Kingswood property be sold or leased for commercial development, which of the following commercial development options would you most favor?

by percentage of respondents

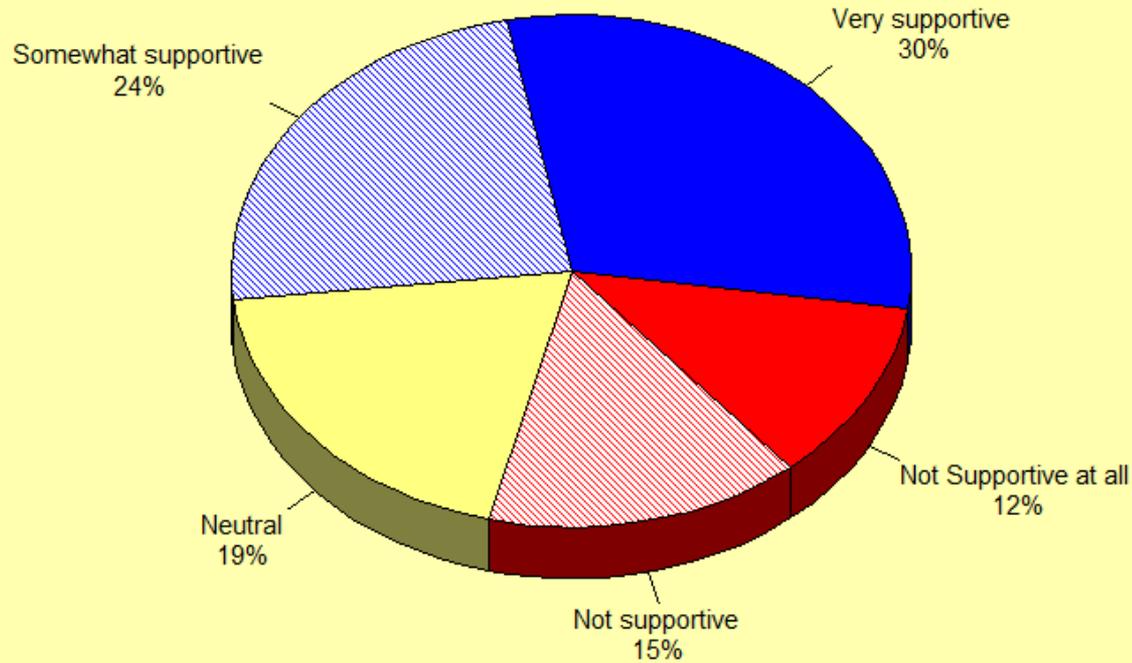


Source: ETC Institute (2018)

Additional Findings

Q21. How supportive you would be of changing the current renewable parks tax levy to a permanent parks tax levy?

by percentage of respondents

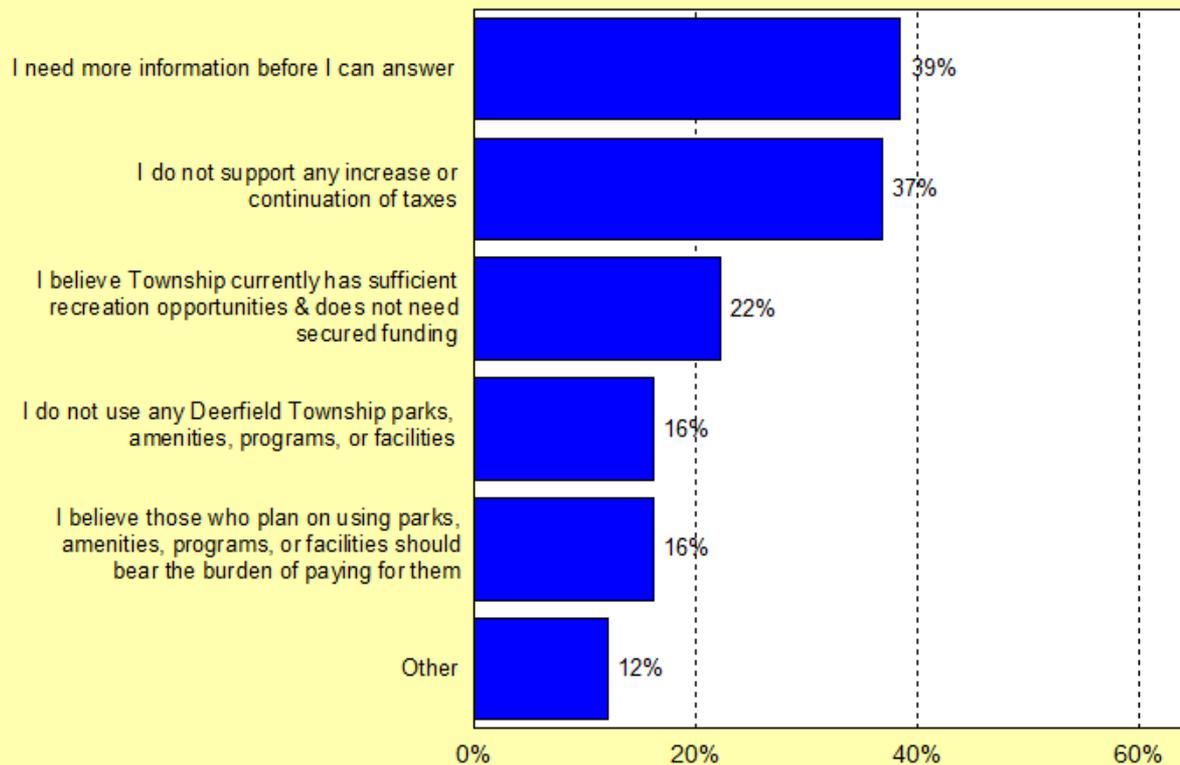


Source: ETC Institute (2018)

54% are in Support of Changing the Current Renewable Parks Tax Levy to Permanent Parks Tax Levy

Q21a. Reason Why Household is Not Supportive of Changing the Parks Tax Levy

by percentage of respondents that are not in support of a change in the parks tax levy



Source: ETC Institute (2018)

Questions?

Benchmark Overview

| Agency | State | Population | Jurisdiction Size (Sq. Mi.) | Population per Sq. Mi. | NRPA Gold Medal Winner (Year) | CAPRA Accredited (Year) |
|------------------------------|-------|------------|-----------------------------|------------------------|-------------------------------|-------------------------|
| Centerville - Washington Twp | OH | 58,500 | 31.20 | 1,875 | Finalist (2018) | No |
| Anderson | OH | 43,550 | 31.20 | 1,396 | No | No |
| Fairfield | OH | 42,647 | 21.10 | 2,021 | No | Yes (2014) |
| Deerfield Twp | OH | 39,312 | 16.80 | 2,340 | No | No |
| Orange Twp | OH | 26,000 | 22.80 | 1,140 | No | No |

Park Acreage

| Agency | Population | Total Park Sites | Total Acres Owned or Managed | Acres of Ballfield Managed | Ballfield Acres as % of Total | Total Acres per 1,000 Residents |
|---|------------|------------------|------------------------------|----------------------------|-------------------------------|---------------------------------|
| Fairfield | 42,647 | 35 | 812 | - | 0% | 19.04 |
| Centerville - Washington Twp | 58,500 | 50 | 1,050 | 100 | 10% | 17.95 |
| Deerfield Twp | 39,312 | 10 | 469 | 11 | 2% | 11.92 |
| Anderson | 43,550 | 8 | 411 | - | 0% | 9.43 |
| Orange Twp | 26,000 | 8 | 112 | 24 | 21% | 4.31 |
| <i>NRPA Median for Agencies Serving 20K-50K Residents = 9.6 Acres per 1,000 Residents</i> | | | | | | |

Indoor Recreation Activities

| Agency | Population | Total Sq. Ft. Indoor Rec Facilities | Sq. Ft. per Resident |
|------------------------------|------------|-------------------------------------|----------------------|
| Fairfield | 42,647 | 79,500 | 1.86 |
| Anderson | 43,550 | 46,000 | 1.06 |
| Centerville - Washington Twp | 58,500 | 36,300 | 0.62 |
| Deerfield Twp | 39,312 | - | - |

National Best Practice = 1.5-2.0 Square Feet of Indoor Space per Resident

Note: Orange Twp indoor recreation square footage was not available at time of study.

Full-Time Equivalents (FTEs)

| Agency | Population | Total FTEs | FTEs per 10,000 Residents |
|---|------------|------------|---------------------------|
| Fairfield | 42,647 | 55.0 | 12.9 |
| Anderson | 43,550 | 33.1 | 7.6 |
| Centerville - Washington Twp | 58,500 | 36.6 | 6.3 |
| Deerfield Twp | 39,312 | 8.2 | 2.1 |
| Orange Twp | 26,000 | 3.2 | 1.2 |
| <i>NRPA Median for Agencies Serving 20K-50K Residents = 8.9 FTEs per 10,000 Residents</i> | | | |

Operating Budget

| Agency | Total Operating Budget | Personnel as % of Budget | Contracted Maint Services as % of Budget |
|------------------------------|------------------------|--------------------------|--|
| Centerville - Washington Twp | \$ 5,931,683 | 37% | 1% |
| Fairfield | \$ 4,527,393 | 61% | 2% |
| Anderson | \$ 3,563,036 | 55% | n/a |
| Deerfield Twp | \$ 1,199,619 | 55% | 5% |
| Orange Twp | \$ 758,456 | n/a | 8% |

NRPA Median for Agencies Serving 20K-50K Residents = Personnel is 54.8% of Operating Budget

Operating Expense per Resident

| Agency | Population | Total Operating Expense | Operating Expense per Resident |
|------------------------------|------------|-------------------------|--------------------------------|
| Fairfield | 42,647 | \$ 4,527,393 | \$ 106.16 |
| Centerville - Washington Twp | 58,500 | \$ 5,931,683 | \$ 101.40 |
| Anderson | 43,550 | \$ 3,563,036 | \$ 81.81 |
| Deerfield Twp | 39,312 | \$ 1,199,619 | \$ 30.52 |
| Orange Twp | 26,000 | \$ 758,456 | \$ 29.17 |

NRPA Median for Agencies Serving 20K-50K Residents = \$86.60 Operating Expense per Resident

Non-Tax Revenue

| Agency | Population | Total Non-Tax Revenue | Revenue per Resident |
|------------------------------|------------|-----------------------|----------------------|
| Fairfield | 42,647 | \$ 2,161,815 | \$ 50.69 |
| Anderson | 43,550 | \$ 1,466,580 | \$ 33.68 |
| Centerville - Washington Twp | 58,500 | \$ 1,847,370 | \$ 31.58 |
| Orange Twp | 26,000 | \$ 371,226 | \$ 14.28 |
| Deerfield Twp | 39,312 | \$ 79,559 | \$ 2.02 |

NRPA Median for Agencies Serving 20K-50K Residents = \$24.36 Revenue per Resident

Cost Recovery

| Agency | Total Non-Tax Revenue | Total Operating Expense | Operational Cost Recovery |
|---|-----------------------|-------------------------|---------------------------|
| Orange Twp | \$ 371,226 | \$ 758,456 | 49% |
| Fairfield | \$ 2,161,815 | \$ 4,527,393 | 48% |
| Anderson | \$ 1,466,580 | \$ 3,563,036 | 41% |
| Centerville - Washington Twp | \$ 1,847,370 | \$ 5,931,683 | 31% |
| Deerfield Twp | \$ 79,559 | \$ 1,199,619 | 7% |
| <i>NRPA Median for Agencies Serving 20K-50K Residents = 30% Cost Recovery</i> | | | |

Summary of Preliminary Findings

Positive Takeaways:

- Highest population density among peers
- Strong acres per 1,000 residents
- Personnel costs as % of budget is inline with best practice
- Areas for improvement
- Lack of indoor rec space
- FTEs per 10,000 residents suggests we are understaffed
- Low spending on parks and rec per capita
- Earned income is very low which is limiting revenue per resident and cost recovery level

Next Steps: follow up with peer agencies on missing figures
(i.e. participation, budget breakdowns, programs, etc.)

Planning Session #1

Individual Community Park Needs

Planning Session #2

County Community & Neighborhood Park Needs

Planning Session #3

Individual Open Space / Natural Area Needs

Planning Session #4

Establishing a Vision for Kingswood Park



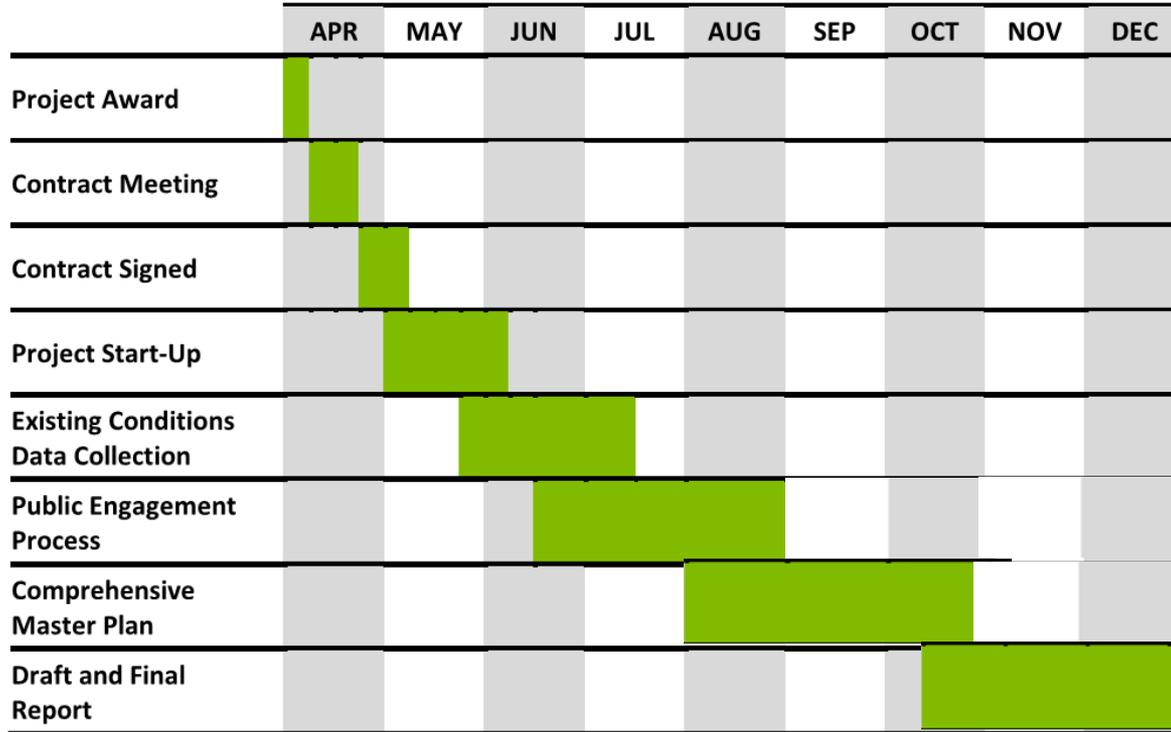
Thank you for your time!

www.plandeerfieldparks.com



Schedule

Project Schedule



Key Milestones

- Community Workshop #1 – June 27
- **Community Workshop #2 – September 5**
- Community Workshop #3 – October 11
- Community Workshop #4 – November 28
- Presentation to Board of Trustees – January 15