City of
Gainesville
Parks, Recreation, and Cultural Affairs Needs Assessment Update
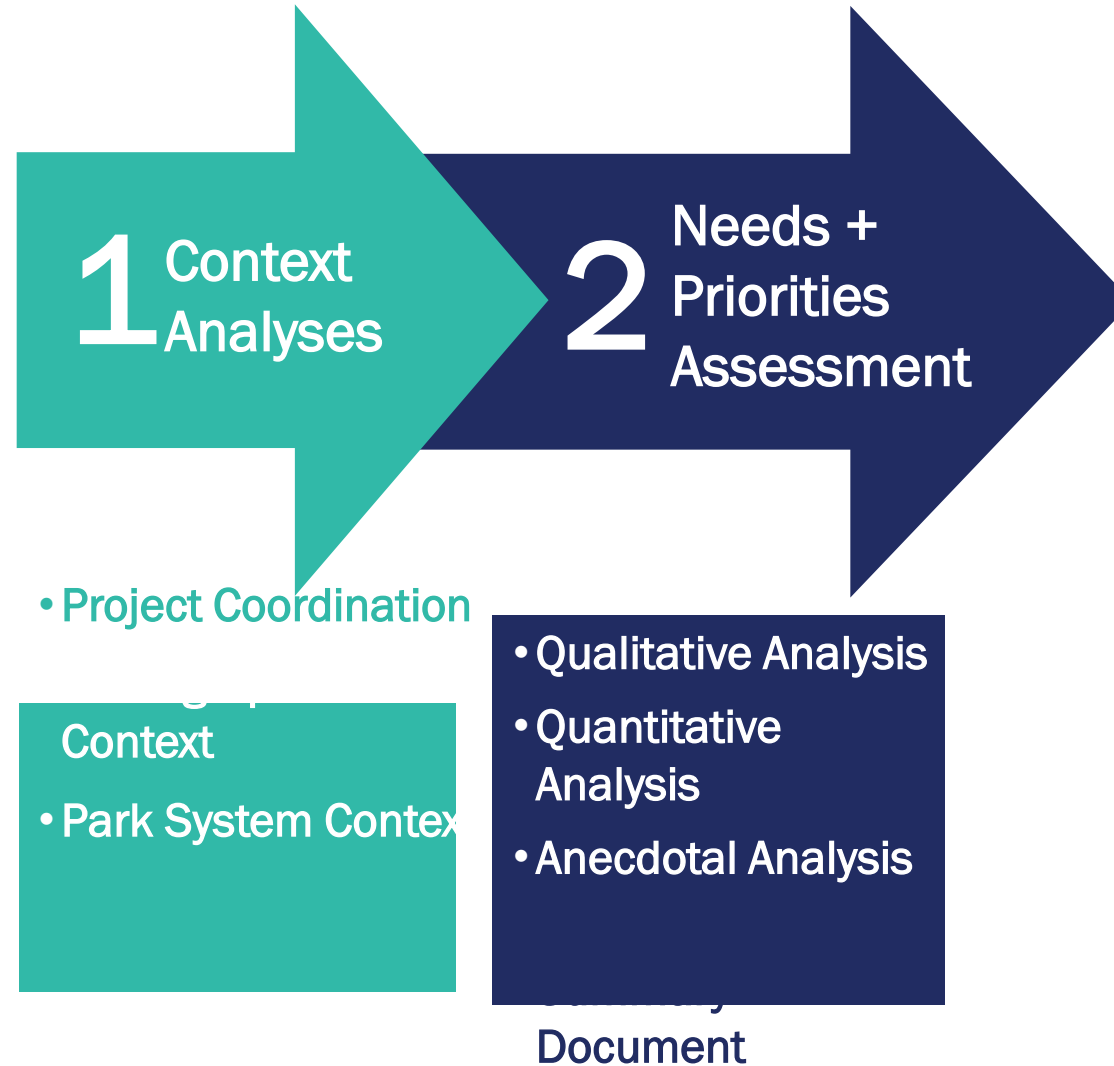
DRAFT Findings Presentation

Barth Associates
PUBLIC REALM PLANNING, DESIGN, AND FACILITATION

What We Are Up To Today

- Introductions
- Purpose
- Overview of Our Approach, Process, and Schedule
- Overview of Findings
- Discussion
- Next Steps

Purpose

- Update elements of the 2012 City of Gainesville Parks, Recreation, and Cultural Affairs Master Plan

- Ensure a more equitable distribution and quality of services, programs, and facilities

- Ensure a tracking process that is simple and effective

Our Approach

1 Context Analyses

2 Needs + Priorities Assessment

- Project Coordination
- ...g...p...
  Context
- Park System Context

- Qualitative Analysis
- Quantitative Analysis
- Anecdotal Analysis

...Summary
Document

Needs + Priorities Assessment

Qualitative Techniques

- City Manager/ Mayor/ Elected Official Input
- Community Meetings (7)
- Focus Group Interviews (16)
- Online Survey

Qualitative — Quantitative — Observational

Needs + Priorities

Quantitative Techniques

- Statistically-Valid Survey
- Quality Level of Services
- Financial Level of Service
- Benchmarking

Observational Techniques

- Park Site Evaluations | Population + Demographic Overview

Public Engagement Highlights

7 Public Meetings

16 One-on-One/ Focus Group Interviews

2 Languages
• English
• Spanish

950+ Statistically Valid / Online Survey Responses

20,500+ Question Responses

What We Are Up To Today

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- Overview of Our Approach, Process, and Schedule
- **Overview of Findings**
- **Discussion**
- Next Steps

High-Priority Facility/ Amenity + Program/ Activity
Needs Summary Methodology

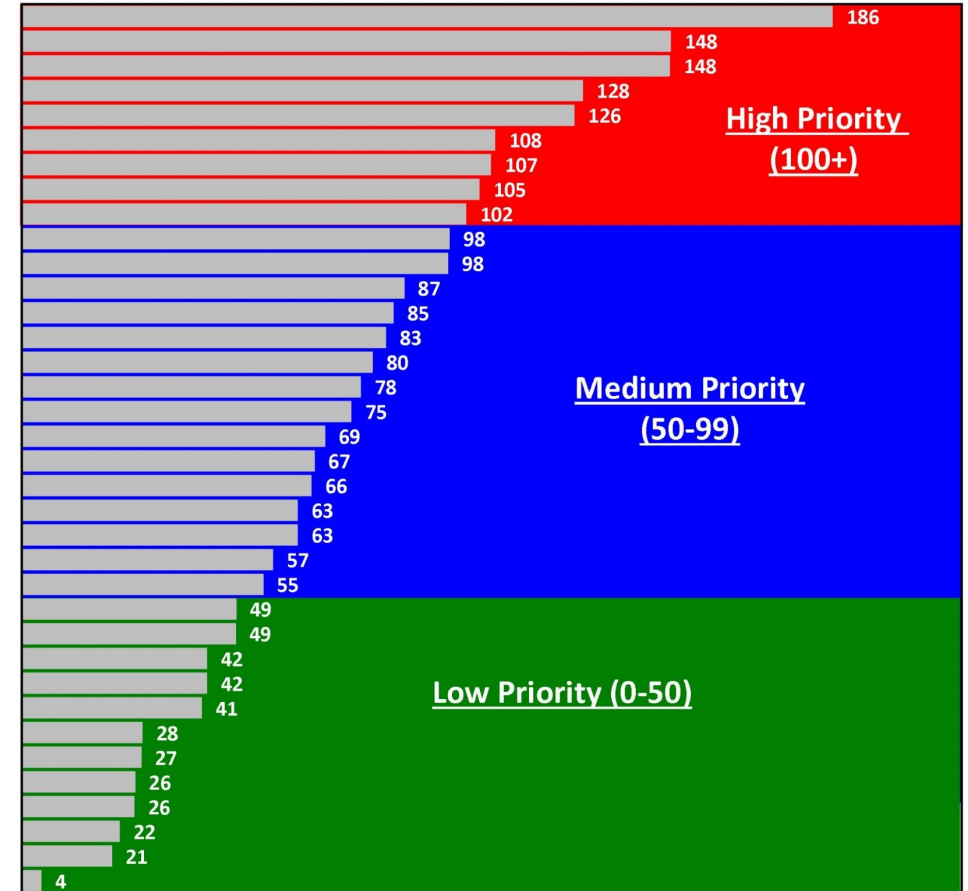**Statistically Valid Survey Priority Investment Ranking Questions:**

Is this (Facility/Amenity and Program/ Activity) important to you?

- Yes or No?

If "Yes", how well are your needs met?

- Fully Met
- Mostly Met
- Partly Met
- Not Met

Which (Facility/Amenity and Program/ Activity) are most important to you? (Top 4 Choices)

High Priority (100+): 186, 148, 148, 128, 126, 108, 107, 105, 102

Medium Priority (50-99): 98, 98, 87, 85, 83, 80, 78, 75, 69, 67, 66, 63, 63, 57, 55

Low Priority (0-50): 49, 49, 42, 42, 41, 28, 27, 26, 26, 22, 21, 4

High-Priority Facility/ Amenity Needs | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Focus Group Interviews	6. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY FACILITIES/AMENITIES:						
Walking, jogging, and nature trails	●	●	●	●	●	n/a
Farmers' market	●	●		●		n/a
Bicycle/Walking/Multipurpose trails	●	●	●	●	●	n/a
Kayak and canoe launches	●	●		●		n/a
Small neighborhood parks	●	●	●	●	●	●
Nature center	●		●	●		●

Additional Needs:

- Stand alone Pickleball Courts

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NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Focus Group Interviews	6. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY PROGRAMS/ACTIVITIES:						
Nature programs/environmental education	●	●	●	●	●	n/a
Enrichment classes (sewing, cooking, etc.)	●	●		●		
Adult fitness classes	●	●	●	●	●	
Community special events	●	●	●	●		
Adult art, music, dance, or theater	●	●		●		
Senior adult programs	●	●				
Adult water fitness programs	●	●	●			
Volunteer opportunities	●	●		●		
Community gardening	●	●		●		
History programs	●	●			●	
Programs for pets and owners	●					

Top-Priority Ways to Address Inequalities | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Focus Group Interviews	6. Level-of-Service Analysis + Benchmarks
TOP PRIORITY WAYS THE DEPARTMENT CAN HELP ADDRESS RACIAL, GENDER, AND AGE INEQUITIES						
Provide a broad spectrum of programs, activity, facilities, and equipment for residents of all ages, races, genders, and abilities to explore.	●		●	●	●	
Provide programs and activities that are free, low cost, market rate, or include scholarships.	●	●	●	●	●	n/a
Provide high quality parks, facilities, and equipment throughout the City.	●		●	●	●	

Top-Priority Actions | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Focus Group Interviews	6. Level-of-Service Analysis + Benchmarks
TOP PRIORITY ACTIONS						
Increase safety and security measures in parks (e.g., Increase lighting, security cameras, call boxes, park rangers, onsite staff).	●	●	●	●	●	
Develop parks for unorganized and free play/ general community recreation access and that are not permitted for organized sports.	●	●		●		n/a
Develop a significant park with a variety of active and passive outdoor activities in each quadrant of the city (e.g., SW, SE, NE, NW).	●	●	●	●		

Additional Comments:

- Depot Park is the Gold Standard in the City – need to provide a comparable space in each Quadrant of the City

Areas of Community Concern | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Focus Group Interviews	6. Level-of-Service Analysis + Benchmarks
TOP PRIORITY COMMUNITY CONCERNS						
Community safety/ crime/ violence	⬤	⬤	⬤	⬤	⬤	n/a

Other Citywide Social, Economic, and Environmental Areas of Concern

- Equity
- Broad opportunity for programming in parks
- Affordable housing
- Community trust
- High quality jobs
- Intergovernmental coordination
- Unhoused population

2024-949F

NEEDS ASSESSMENT TECHNIQUE:	Statistically Valid Survey	On-line Survey
Improvements/ maintenance of existing parks, pools, sports, cultural, and recreation facilities	$30.54	$23.44
Acquisition of new park land and open space	$18.69	$18.20
Acquisition and development of walking and biking trails	$17.99	$18.20
Improve cultural program facilities	$9.57	$14.47
Develop new cultural program facilities	$8.05	$12.97
Construction of new sports fields	$7.89	$12.72
Other	$7.27	$0.00

SUMMARY FINDINGS CONTEXT

2024-949F

Health Care Access Topic | Outcome 3

"All residents will have access to quality park space, facilities, recreation programs, and environmentally significant open space"

1. Consider the quantity, quality, and accessibility of existing parks in a neighborhood when prioritizing funding for the construction and maintenance of parks and amenities

2. Purchase additional lands or use City-owned property for new park development

3. Offer varied and affordable park programs for residents of all identities, and increase awareness of available programs and amenities

4. Incentivize private developers to contribute to park development

5. Establish open space and trail systems throughout the City, with a focus on locations where they are less accessible

6. Work with the Urban Forestry Management Plan + CRA to plant shade trees and street trees in neighborhoods that lack tree coverage

7. Conduct inclusive engagement that invites neighbors to participate in decision-making over parks

8. Update parks standards to consider user-centric indicators (e.g., satisfaction levels, parks access) to ensure that parks meet residents' needs
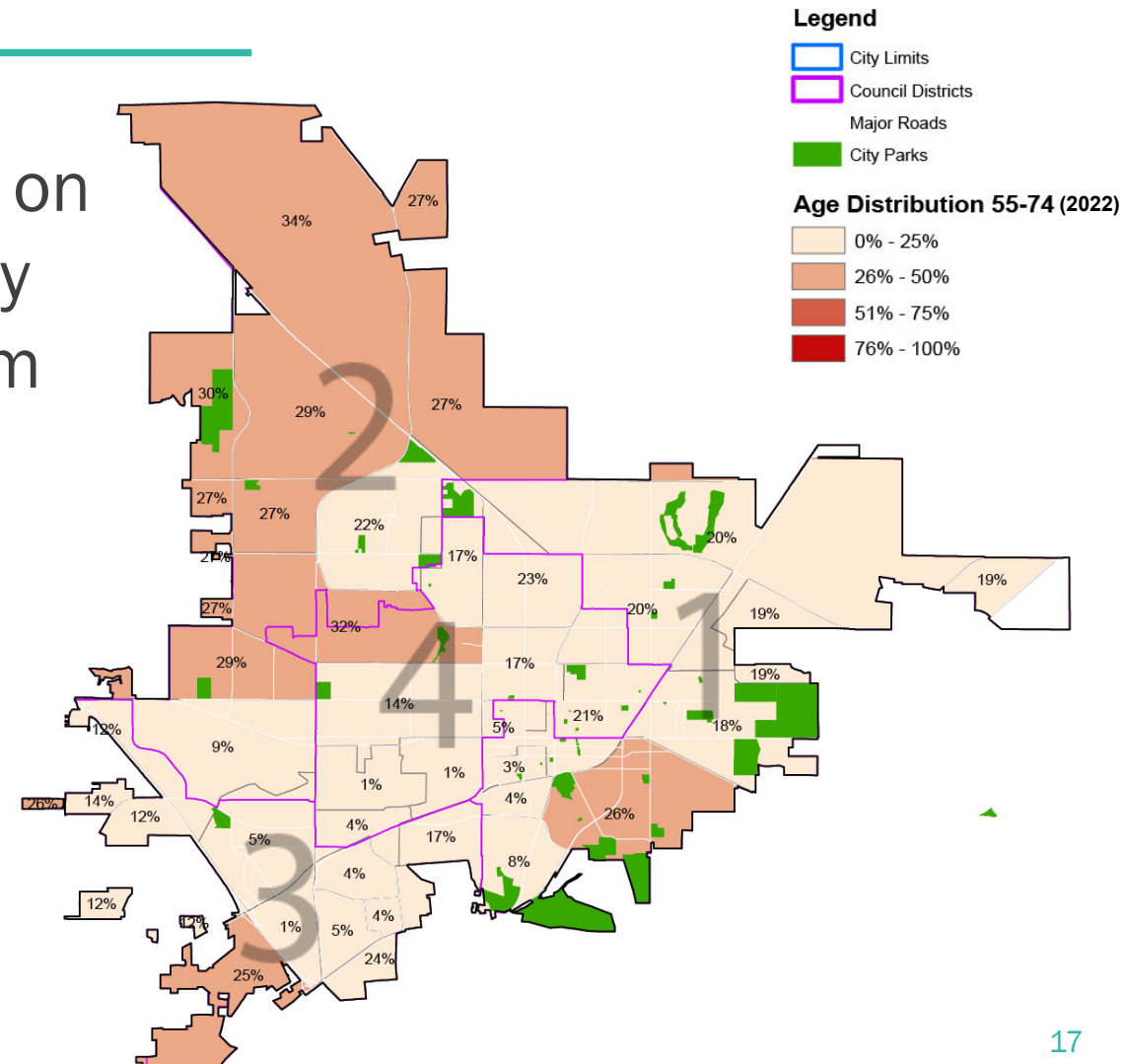
Gainesville in 2032 | Demographic Context

Findings:

- **Population Growth:**
  Stable/ Decrease (-300)

- **Age Distribution:**
  1 in 5 persons = -19
  1 in 2.3 persons = 20-34

  Relevance:
  1 in 5 persons = 55+
  Multi-purpose, multi-generational spaces and activities

Relevance:

Opportunity to "catch up" focus on addressing equity across the system

Legend
- City Limits
- Council Districts
- Major Roads
- City Parks

Age Distribution 55-74 (2022)
- 0% - 25%
- 26% - 50%
- 51% - 75%
- 76% - 100%

Gainesville in 2032 | Demographic Context

Findings:

- **Race and Ethnicity:**

  1 in 2 people = BIPOC

- **M. Household Income:**

  1 in 3 Households = +$100K

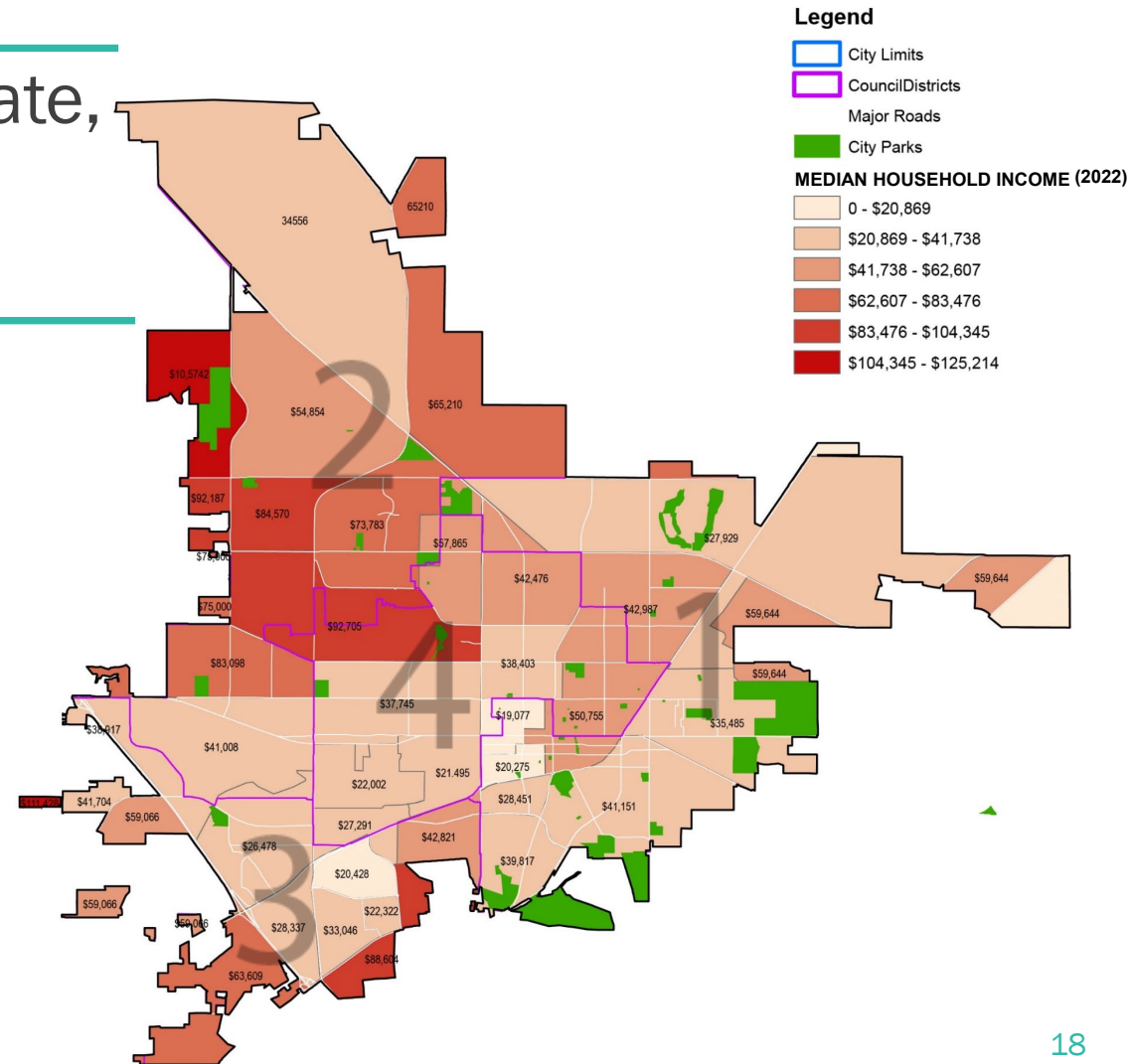 1 in 3 Households = -$50K

Relevance:

Programs that cater to a diverse range of incomes.

Relevance:
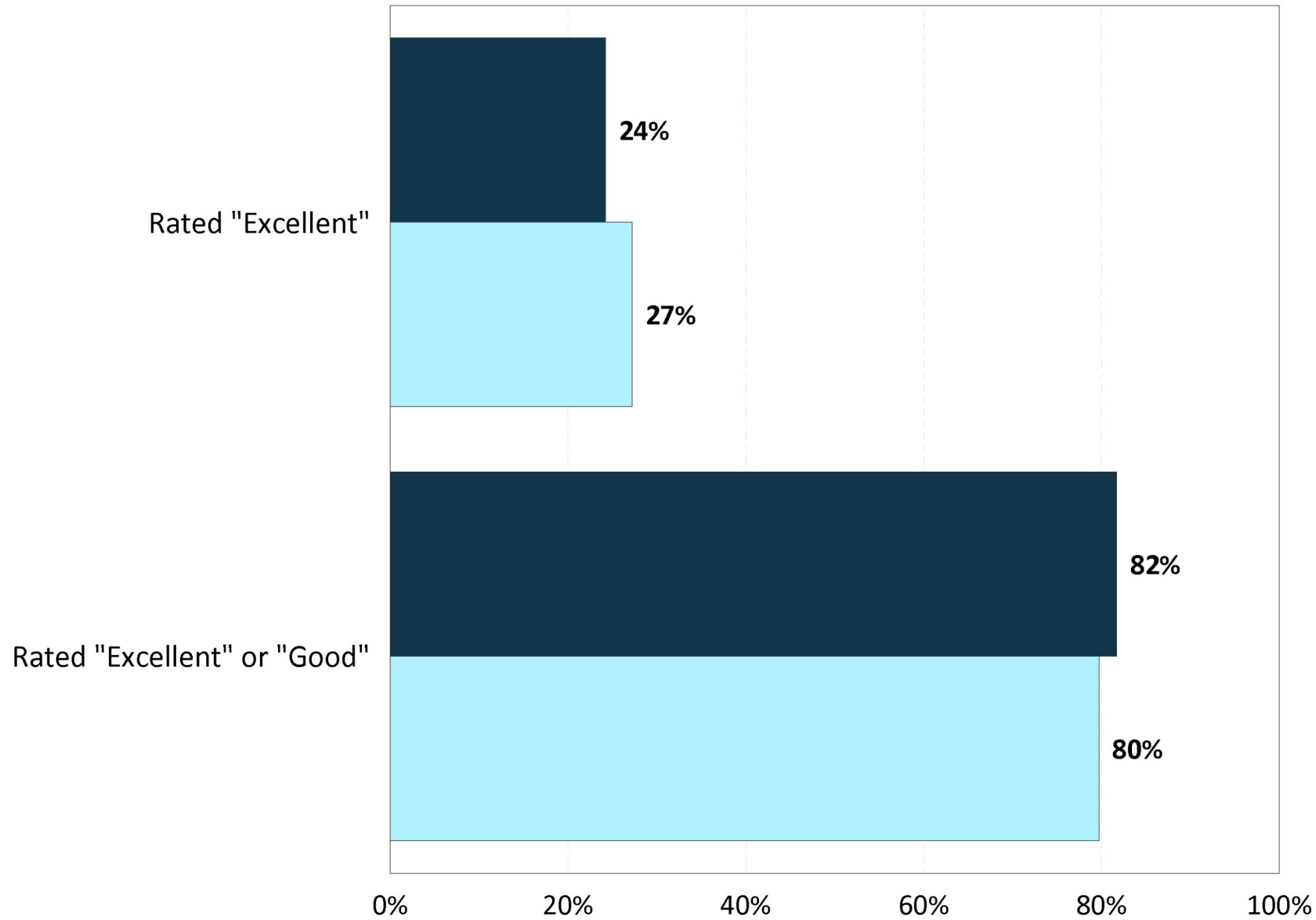
Educate, celebrate, and strengthen diversity

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2024-949F

City of Gainesville (2022) **National Average**

Rated "Excellent"
- 24%
- 27%

Rated "Excellent" or "Good"
- 82%
- 80%

0%   20%   40%   60%   80%   100%

Use and Quality of Recreation Programs | Needs Summary

■ City of Gainesville (2022) □ National Average

	City of Gainesville (2022)	National Average
Have participated in programs	39%	32%
Rated programs as "Excellent"	39%	23%
Rated programs as either "Excellent" or "Good"	89%	79%

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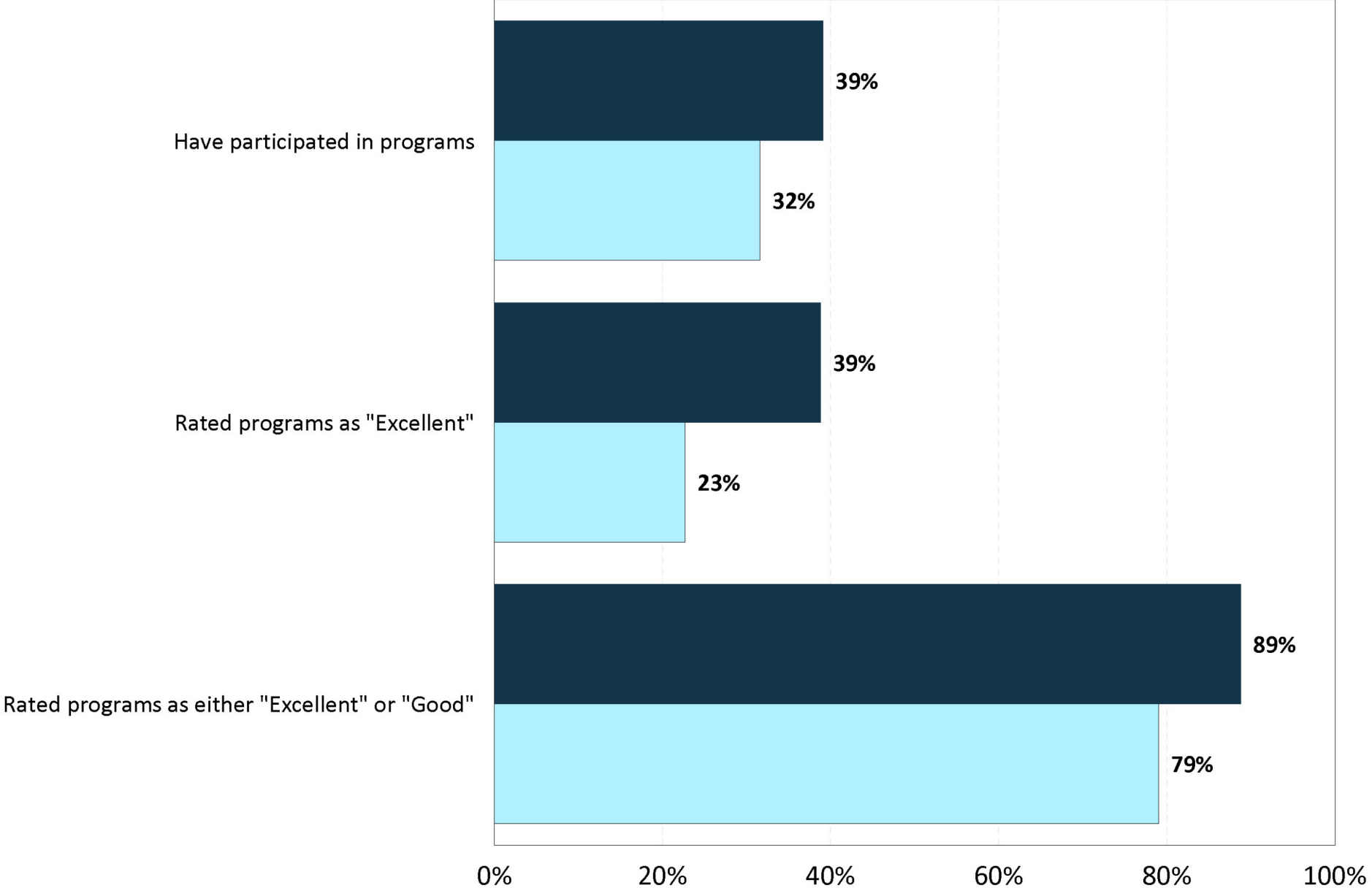
Barriers to Use | Needs Summary

■ City of Gainesville (2022) □ National Average

Barrier	City of Gainesville (2022)	National Average
I do not know what is being offered	29%	33%
I do not know location of facilities	23%	13%
We are too busy	20%	28%
I do not know locations of parks	20%	18%
Too far from residence	19%	12%
Lack of parking	13%	7%
I use services of other agencies	13%	9%
Security is insufficient	12%	10%
Facilities are not well maintained	12%	9%
Facility operating hours are not convenient	9%	8%
Parks are not well maintained	8%	6%
Lack of quality programs	8%	9%

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General Site Evaluations |
Park System Context

- **6 General Evaluation Categories**
  - Access
  - Comfort
  - Use
  - Buildings
  - NRPA Pillars
  - Condition
- **35 Sub-categories**

Park System Average Score = 3.0

General Site Evaluations |
Park System Context

- Subcategories that are "Fair" and above

  - Overall aesthetics

  - Feeling of safety

  - Maintenance (Interior/ Exterior)

  - Stewardship (Interior/Exterior)

  - Supervision ability

  - Condition of operating System

  - Mixes of uses

  - Level of activity

  - Sense of pride

  - Program flexibility

  - Current organized programming

Buildings

  - Images and aesthetics

  - Connections to parks

  - Interior layout

  - Interior finishes

  - Function dimensions

  - Structural integrity

  - Building enclosures

  - Buildings systems

  - Energy and sustainability

Unity Park

General Site Evaluations |

Park System Context

- Subcategories that are below "Fair"
  - Visibility
  - Ease in walking
  - Transit access
  - Clarity of information/ signage
  - ADA compliance
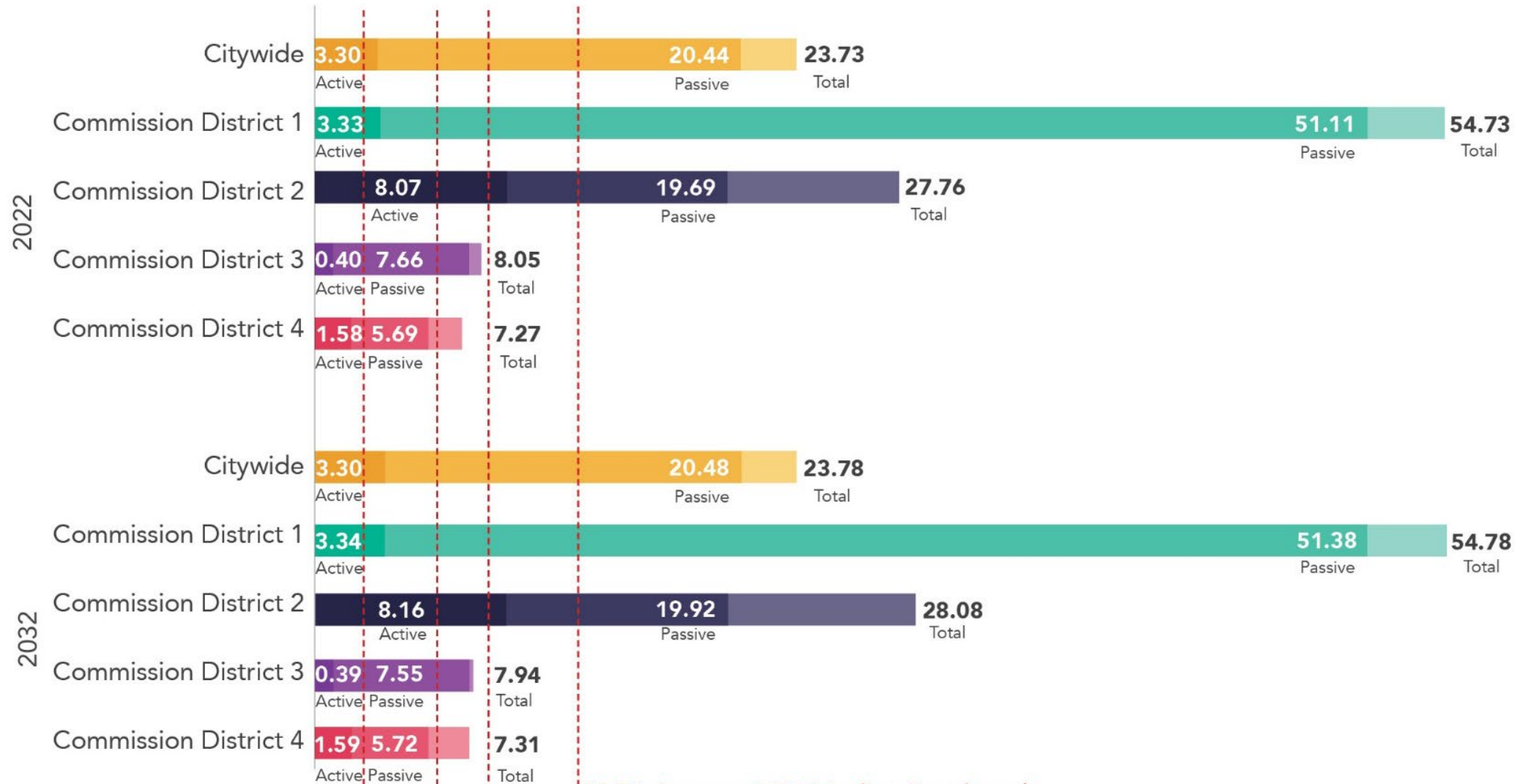 - Lighting
  - Branding
  - Marketing

Level-of-Service (LOS) Analysis | Needs Assessment

- Acreage LOS

- Access LOS

- Indoor Square Footage LOS

- Facilities LOS

- Capital Funding LOS

2022

	Active	Passive	Total
Citywide	3.30	20.44	23.73
Commission District 1	3.33	51.11	54.73
Commission District 2	8.07	19.69	27.76
Commission District 3	0.40	7.66	8.05
Commission District 4	1.58	5.69	7.27

2032

|	Active	Passive	Total
Citywide	3.30	20.48	23.78
Commission District 1	3.34	51.38	54.78
Commission District 2	8.16	19.92	28.08
Commission District 3	0.39	7.55	7.94
Commission District 4	1.59	5.72	7.31

12.30 Acreage LOS Median Benchmark

8.80 Total Acreage LOS City of Gainesville Target

6.00 Acreage LOS Local Nature/ Conservation Acreage LOS City of Gainesville Target

2.80 Acreage LOS Neighborhood and Community Park Acreage LOS City of Gainesville Target

Access Level-of-Service Analysis | Needs Assessment

10-Minute Walk Park Access
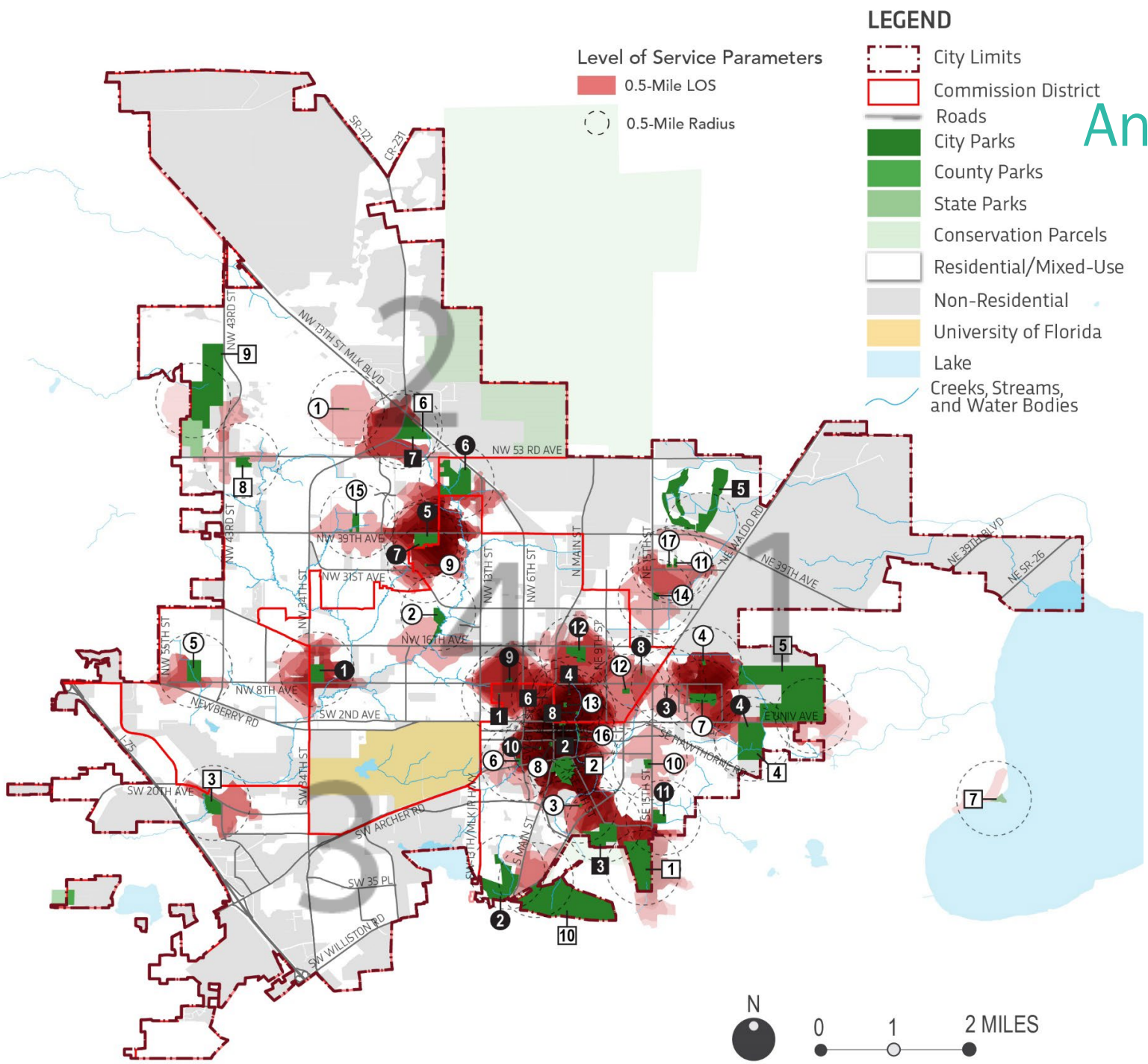
Area	% of Total Population with Access	% of African American Population with Access	% of Latin X Population with Access
CW	21%	32%	17%
D1	43%	46%	38%
D2	18%	34%	19%
D3	3%	5%	4%
D4	21%	30%	20%

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Access Level-of-Service Analysis | Needs Assessment

Community Parks

	Area	% of Total Population with Access	% of African American Population with Access	% of Latin X Population with Access
2-Mile Access LOS	CW	73%	72%	69%
	D1	81%	77%	82%
	D2	79%	86%	77%
	D3	39%	40%	40%
	D4	95%	94%	95%
3-Mile Access LOS	CW	86%	84%	82%
	D1	86%	85%	86%
	D2	92%	93%	88%
	D3	66%	67%	66%
	D4	100%	100%	100%

LEGEND

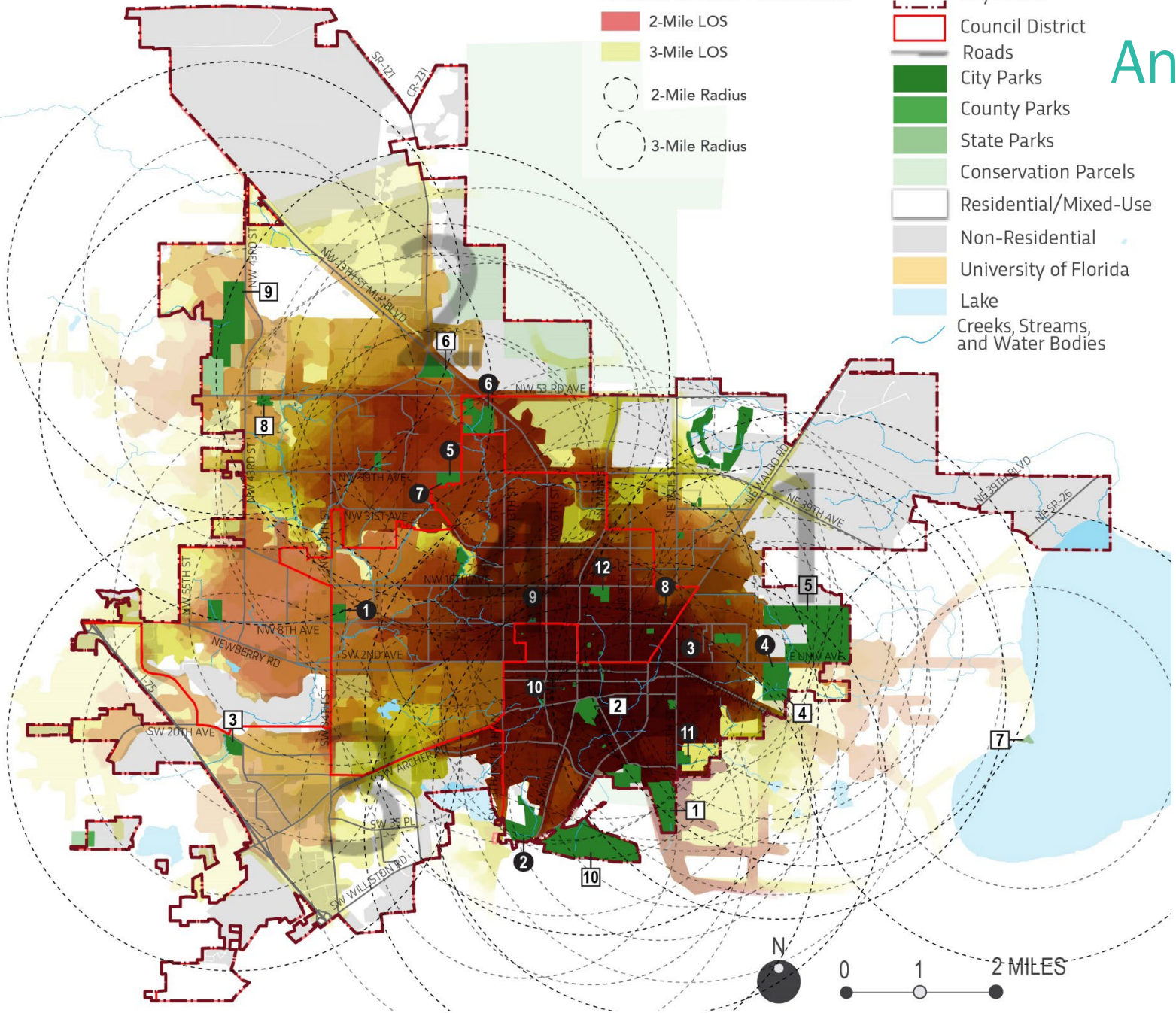**Level of Service Parameters**
- 2-Mile LOS
- 3-Mile LOS
- 2-Mile Radius
- 3-Mile Radius

- City Limits
- Council District
- Roads
- City Parks
- County Parks
- State Parks
- Conservation Parcels
- Residential/Mixed-Use
- Non-Residential
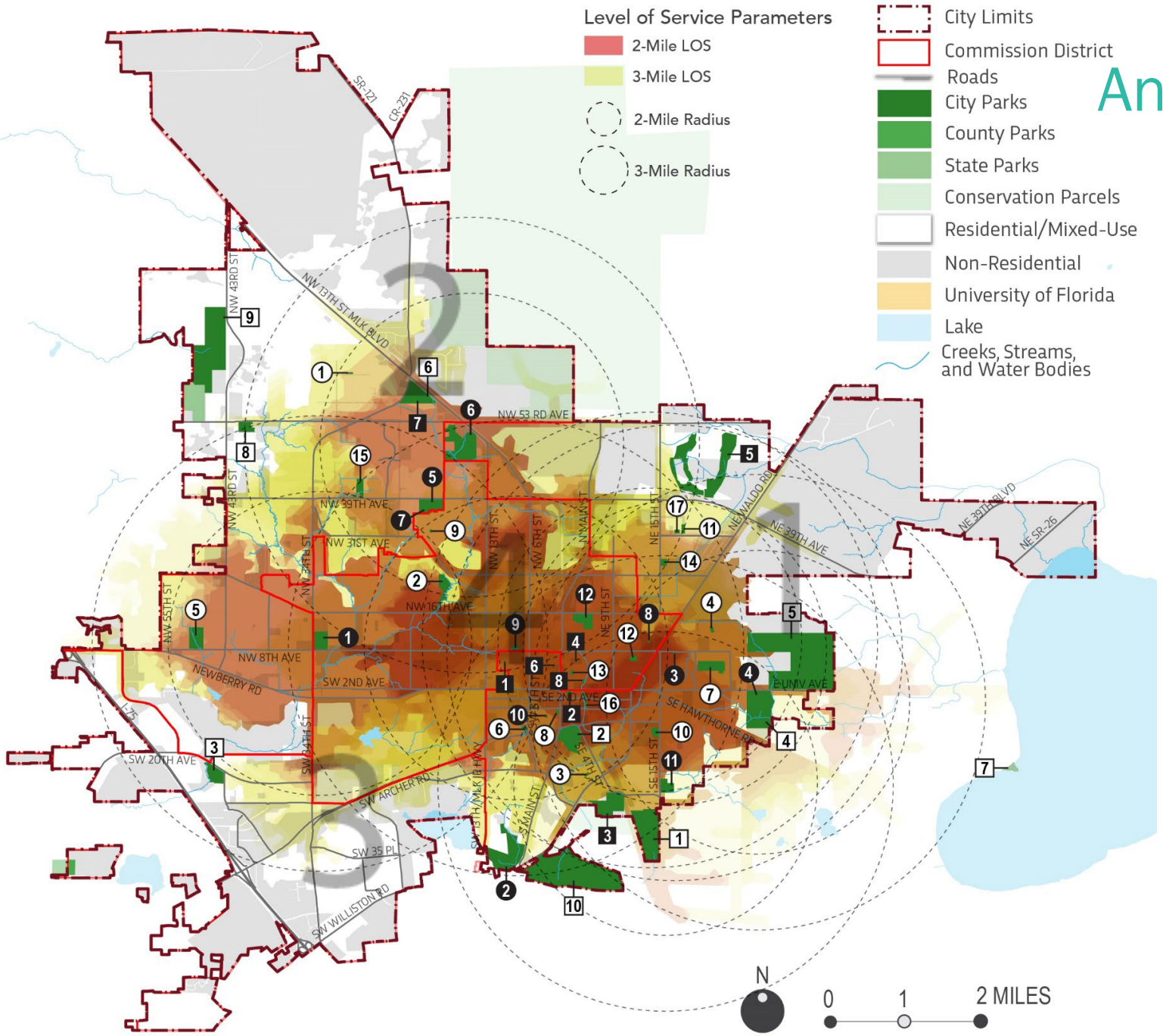- University of Florida
- Lake
- Creeks, Streams, and Water Bodies

Access Level-of-Service Analysis | Needs Assessment

2024-949F

Recreation Centers

LEGEND
- City Limits
- Commission District
- Roads
- City Parks
- County Parks
- State Parks
- Conservation Parcels
- Residential/Mixed-Use
- Non-Residential
- University of Florida
- Lake
- Creeks, Streams, and Water Bodies

Level of Service Parameters
- 2-Mile LOS
- 3-Mile LOS
- 2-Mile Radius
- 3-Mile Radius

	Area	% of Total Population with Access	% of African American Population with Access	% of Latin X Population with Access
2-Mile Access LOS	CW	50%	55%	44%
	D1	71%	72%	68%
	D2	48%	54%	49%
	D3	3%	4%	3%
	D4	83%	83%	82%
3-Mile Access LOS	CW	71%	74%	66%
	D1	86%	85%	85%
	D2	67%	76%	66%
	D3	32%	33%	33%
	D4	100%	100%	100%

Indoor Square Footage Level-of-Service Analysis | Needs Assessment

2022

- Citywide — 2.00
- Commission District 1 — 3.96
- Commission District 2 — 0.48
- Commission District 3 — 0.0
- Commission District 4 — 1.34

2032

- Citywide — 2.00
- Commission District 1 — 3.98
- Commission District 2 — 0.49
- Commission District 3 — 0.0
- Commission District 4 — 1.35
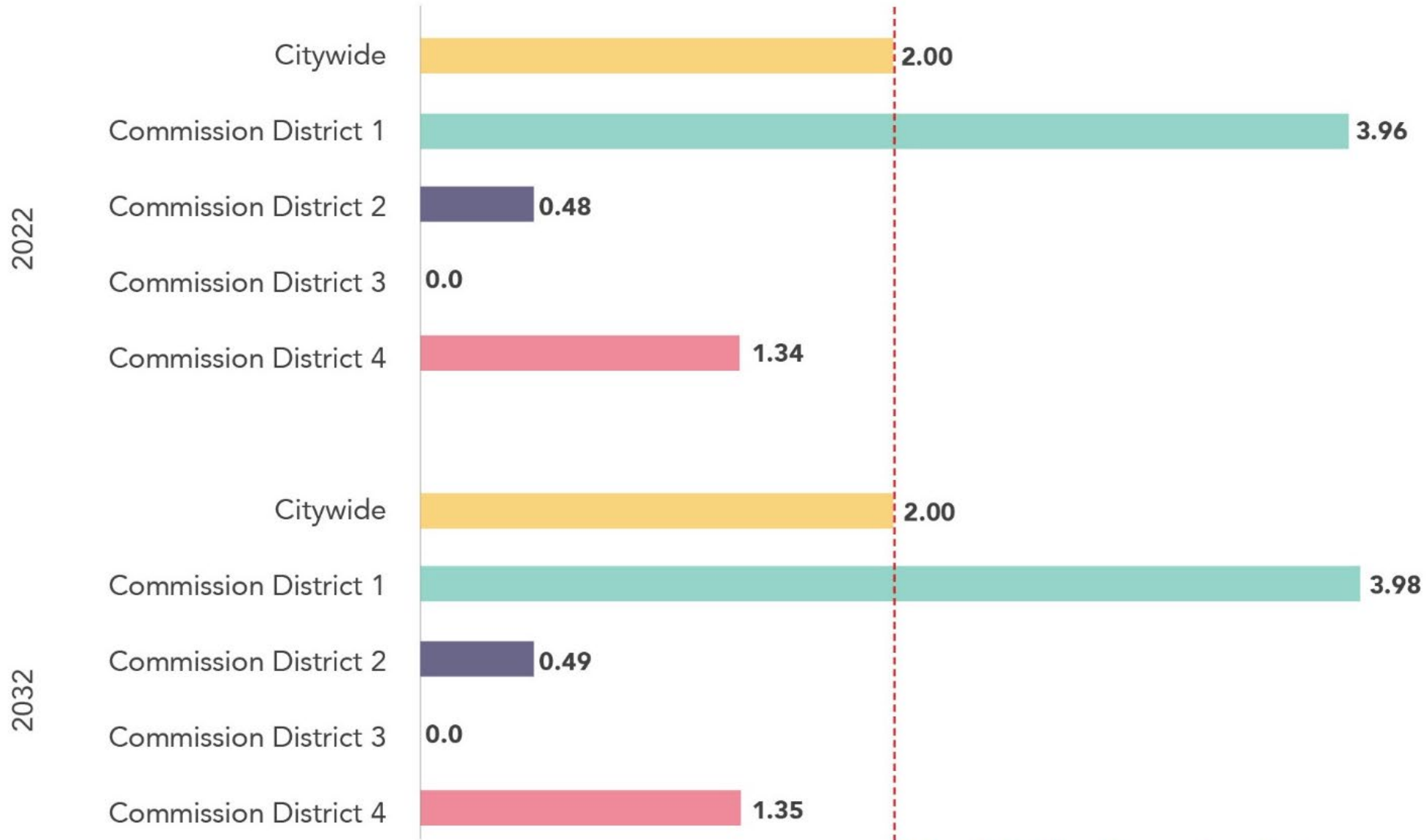
2.0 sq.ft. Indoor Recreation Center Space LOS Industry Benchmark

Facilities Level-of-Service Analysis | Needs Assessment

- Teen Center (-2)
- Stadium (-1)
- Playground (-9)
- Basketball Courts (-1)
- Multiuse Courts (-6)
- Youth Baseball Fields (-11)
- Adult Baseball Fields (-1)
- Youth Softball Fields (-17)
- Adult Softball Fields (-14)
- Multipurpose Fields (-10)
- Football Field (-3)
- Adult Soccer Field (-16)
- Youth Soccer Field (-22)
- Multi-purpose Synthetic Field (-3)
- 18-Hole Golf Course (-2)

- Aquatics Center (-2)
- Indoor Competitive Pool (50m) (-2)
- Indoor Competitive Pool (25m) (-2)
- Indoor Separated Diving Well (-2)
- Splash Pad/ Spraygrounds (-9)
- Tennis Courts (Outdoor) (-4)
- Pickleball (Outdoor) (-6)
- Pickleball (Indoor) (-9)
- Multi-Use Tennis/Pickleball (Indoor) (-8)
- Racquetball (Outdoor) (-4)
- Racquetball (Indoor) (-2)

Funding Level-of-Service Analysis | Needs Assessment
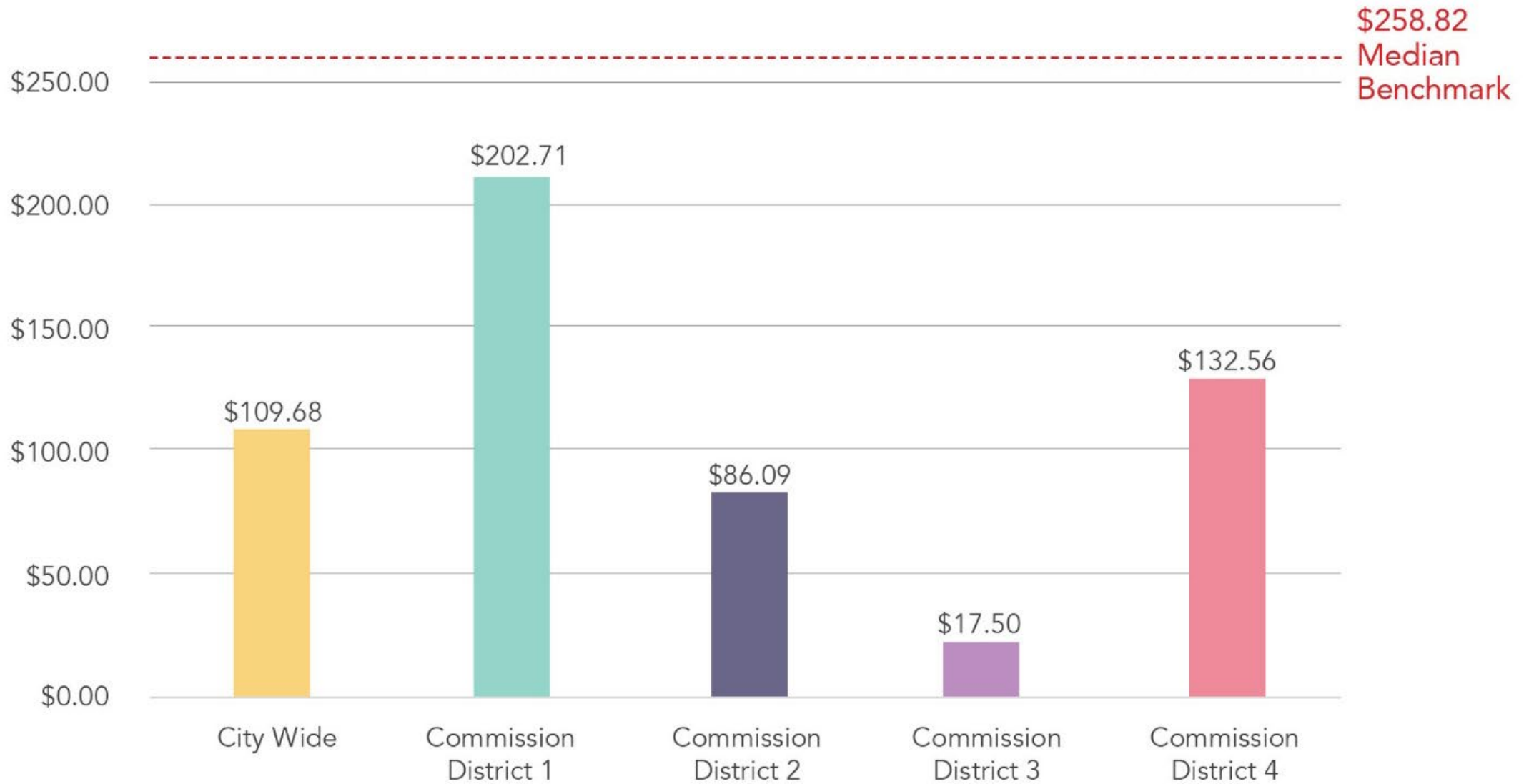
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Commission District 1

High-Priority Facility/ Amenity + Program/ Activity
Needs Summary Methodology

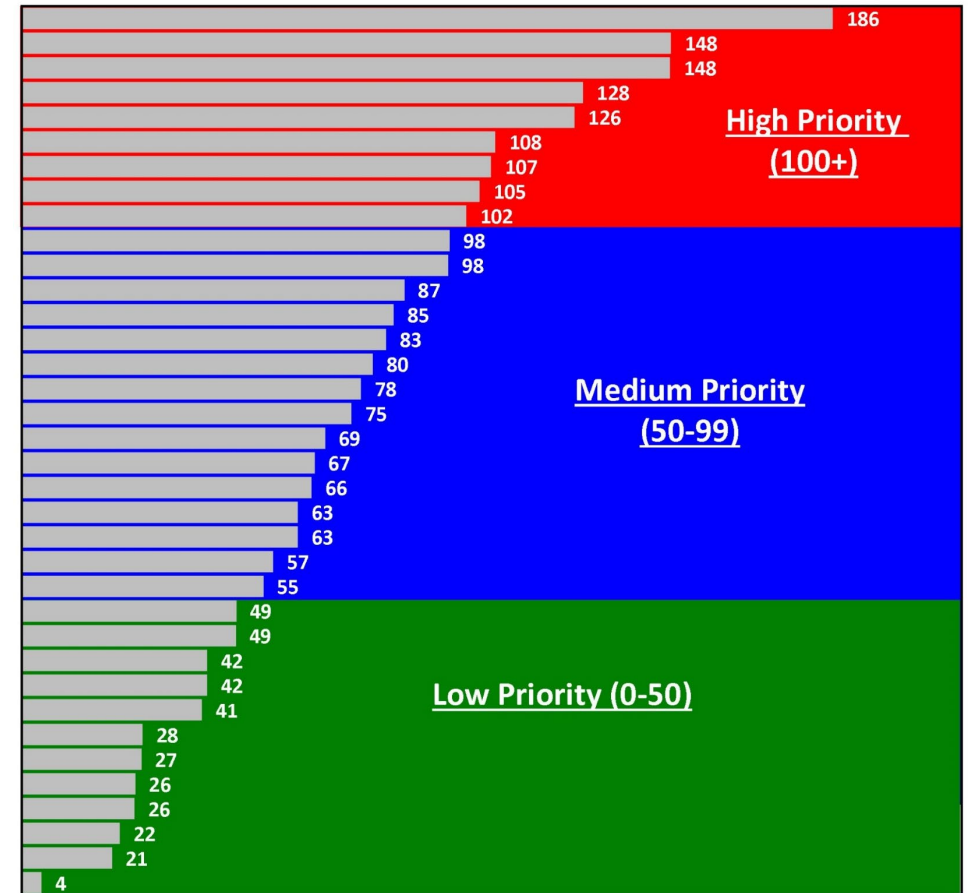**Statistically Valid Survey Priority Investment Ranking Questions:**

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Medium Priority (50-99): 98, 98, 87, 85, 83, 80, 78, 75, 69, 67, 66, 63, 63, 57, 55

Low Priority (0-50): 49, 49, 42, 42, 41, 28, 27, 26, 26, 22, 21, 4

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High-Priority Facility/ Amenity Needs - Commission District 1 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY FACILITIES/AMENITIES:					
Walking, jogging, and nature trails	●	●	●	●	n/a
Farmers' market	●	●		●	n/a
Bicycle/Walking/Multipurpose trails	●	●	●	●	n/a
Kayak and canoe launches	●				n/a
Nature center	●			●	
Community gardens	●			●	

2024-949F

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY PROGRAMS/ACTIVITIES:					
Enrichment classes (sewing, cooking, etc.)	●	●		●	
Adult fitness classes	●	●		●	
Nature programs/environmental education	●	●			
Adult art, music, dance, or theater	●	●	●	●	
Adult water fitness programs	●	●		●	
Community special events	●	●		●	
Senior adult programs	●	●			
Community gardening	●	●		●	
Volunteer opportunities	●	●		●	
Youth art, music, dance, or theater classes	●	●	●	●	

n/a

Commission District 2

High-Priority Facility/ Amenity + Program/ Activity
Needs Summary Methodology

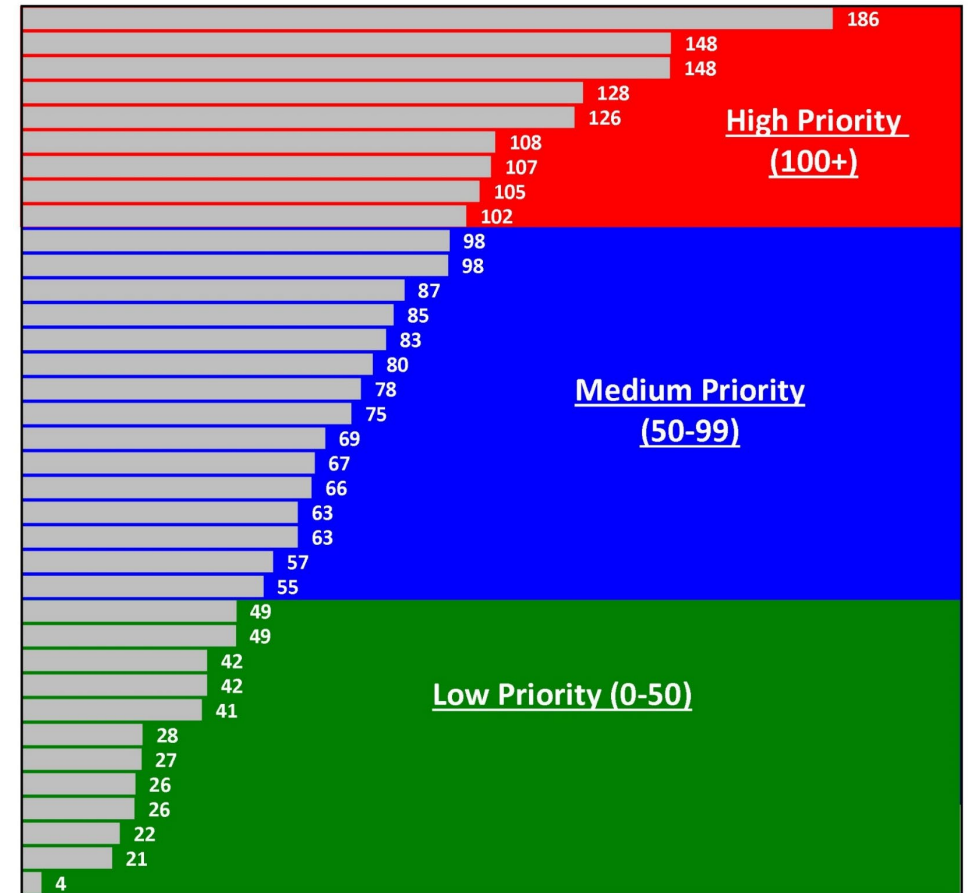**Statistically Valid Survey Priority Investment Ranking Questions:**

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• Mostly Met

• Partly Met

• Not Met

Which (Facility/Amenity and Program/ Activity) are most important to you? (Top 4 Choices)

High Priority (100+)

186
148
148
128
126
108
107
105
102

Medium Priority (50-99)

98
98
87
85
83
80
78
75
69
67
66
63
63
57
55

Low Priority (0-50)

49
49
42
42
41
28
27
26
26
22
21
4

High-Priority Facility/ Amenity Needs - Commission District 2 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY FACILITIES/AMENITIES:					
Walking, jogging, and nature trails	●	●		●	n/a
Farmers' market	●	●		●	n/a
Bicycle/Walking/Multipurpose trails	●	●		●	n/a
Kayak and canoe launches	●	●		●	n/a
Dog Parks	●				
Nature centers	●	●		●	●
Small Neighborhood Parks	●	●		●	

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High-Priority Program/Activity Needs – Commission District 2 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY PROGRAMS/ACTIVITIES:					
Nature programs/environmental education	●	●		●	
Senior adult programs	●	●		●	
Enrichment classes (sewing, cooking, etc.)	●	●		●	
Adult fitness classes	●	●	●	●	
Community special events	●	●		●	
Adult art, music, dance, or theater	●	●		●	n/a
History programs	●	●		●	
Adult water fitness programs	●	●			
Volunteer opportunities	●			●	
Programs for pets and owners	●			●	
Fishing and boating programs	●	●			

Commission District 3

High-Priority Facility/ Amenity + Program/ Activity
Needs Summary Methodology

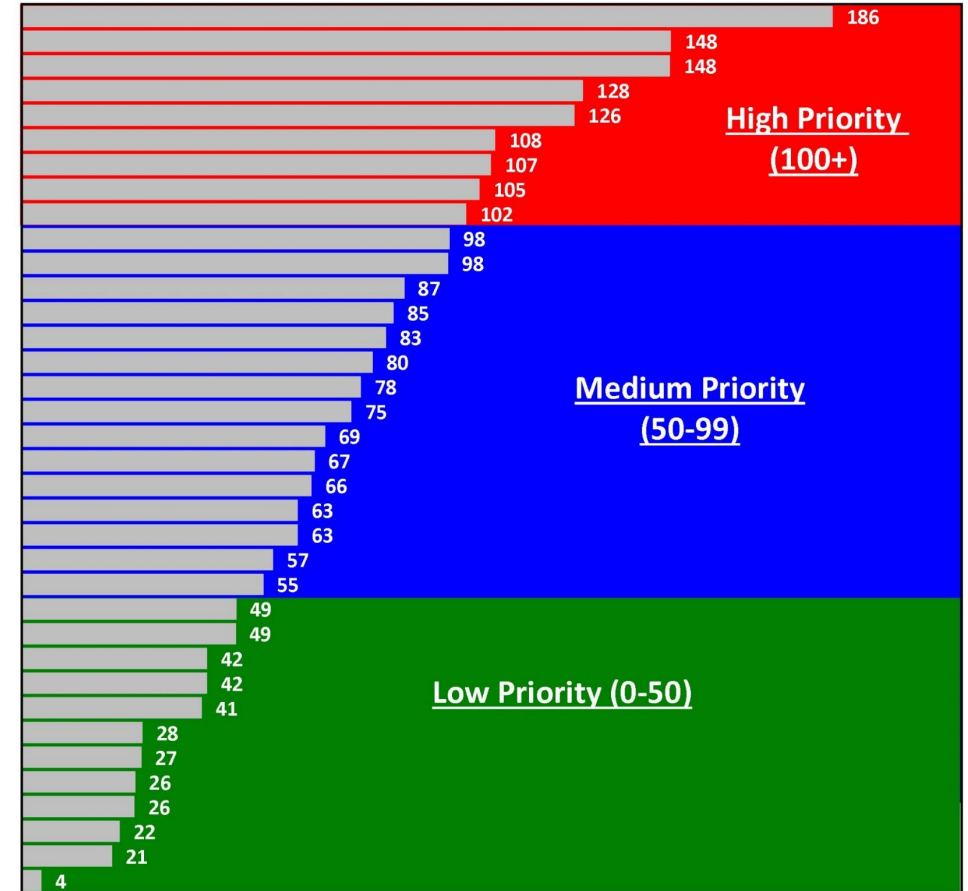**Statistically Valid Survey Priority Investment Ranking Questions:**

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- Not Met

Which (Facility/Amenity and Program/ Activity) are most important to you? (Top 4 Choices)

Chart showing priority investment rankings:

High Priority (100+): 186, 148, 148, 128, 126, 108, 107, 105, 102

Medium Priority (50-99): 98, 98, 87, 85, 83, 80, 78, 75, 69, 67, 66, 63, 63, 57, 55

Low Priority (0-50): 49, 49, 42, 42, 41, 28, 27, 26, 26, 22, 21, 4

High-Priority Facility/ Amenity Needs - Commission District 3 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY FACILITIES/AMENITIES:					
Walking, jogging, and nature trails	●	●		●	n/a
Farmers' market	●			●	n/a
Small neighborhood parks	●	●		●	●
Nature center	●	●		●	●
Bicycle/Walking/Multipurpose trails	●	●		●	n/a
Community gardens	●			●	
Fishing piers	●	●			n/a

High-Priority Program/Activity Needs – Commission District 3 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY PROGRAMS/ACTIVITIES:					
Nature programs/environmental education	●	●		●	
Adult fitness classes	●	●		●	
Volunteer opportunities	●	●		●	
Community special events	●	●			
Enrichment classes (sewing, cooking, etc.)	●	●		●	n/a
Adult art, music, dance, or theater	●	●		●	
Programs for pets and owners	●	●		●	
Adult water fitness programs	●	●			
Community gardening	●	●		●	

Commission District 4

High-Priority Facility/ Amenity + Program/ Activity Needs Summary Methodology

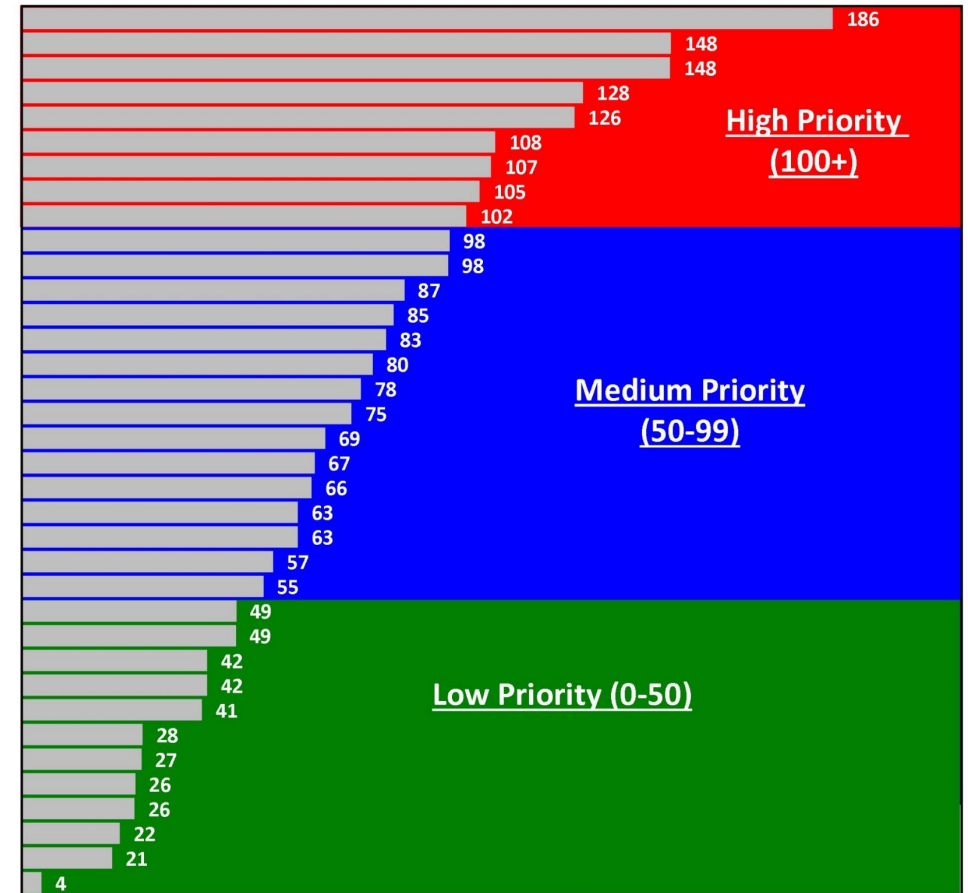**Statistically Valid Survey Priority Investment Ranking Questions:**

Is this (Facility/Amenity and Program/ Activity) important to you?

- Yes or No?

If "Yes", how well are your needs met?

- Fully Met

- Mostly Met

- Partly Met

- Not Met

Which (Facility/Amenity and Program/ Activity) are most important to you? (Top 4 Choices)

High Priority (100+): 186, 148, 148, 128, 126, 108, 107, 105, 102

Medium Priority (50-99): 98, 98, 87, 85, 83, 80, 78, 75, 69, 67, 66, 63, 63, 57, 55

Low Priority (0-50): 49, 49, 42, 42, 41, 28, 27, 26, 26, 22, 21, 4

High-Priority Facility/ Amenity Needs - Commission District 4 | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY FACILITIES/AMENITIES:					
Walking, jogging, and nature trails	⬤	⬤	⬤	⬤	n/a
Farmers' market	⬤	⬤			n/a
Bicycle/Walking/Multipurpose trails	⬤	⬤	⬤	⬤	n/a
Small neighborhood parks	⬤	⬤	⬤		⬤
Kayak and canoe launches	⬤	⬤		⬤	n/a

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. On-line Survey	3. City Leadership Interviews	4. Public Meeting	5. Level-of-Service Analysis + Benchmarks
HIGH PRIORITY PROGRAMS/ACTIVITIES:					
Nature programs/environmental education	●	●			n/a
Adult art, music, dance, or theater	●	●	●	●	
Community special events	●	●	●	●	
Enrichment classes (sewing, cooking, etc.)	●	●		●	
Adult fitness classes	●	●		●	
Senior adult programs	●	●		●	
Community gardening	●	●		●	
History programs	●	●		●	