



# Connecting Community Needs with Strategic Master Planning



Matt Earman, Parks and Recreation Director, City of Dublin  
Leon Younger, Owner/President, Pros Consulting



# Agenda

- What and why is a master plan?
- Plan process tasks and objectives
- Project timeline and communication
- Internal and public engagement
- Findings and recommendations
- **Tying the plan with city's vision and goals**
- Outcomes and implementation





# What is a Parks and Recreation Master Plan?

- A long-term strategic framework
- Guides the development, preservation, and enhancement of public parks, recreational facilities and programs
- Guides the maintenance operations, renovations and capital needs
- Ensures that community needs are met
- Supports future growth through thoughtful planning



# Why was the Initiation of a PRMP Important for Dublin?

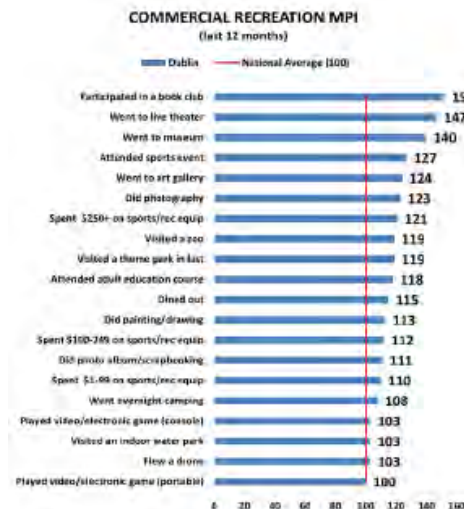
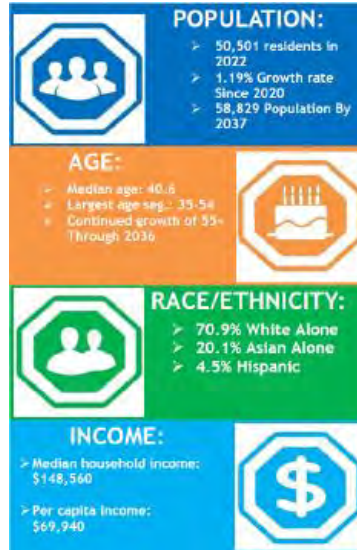
- Ten years since the last plan was adopted
- COVID
- Community demographic changes
- Philosophical changes in elected officials and stakeholders
- Dublin population and service area is rapidly growing
- Increased demand for high quality parks and recreation facilities
- Process aligns with City-wide vision for a sustainable, connected and resilient community





# Project Tasks

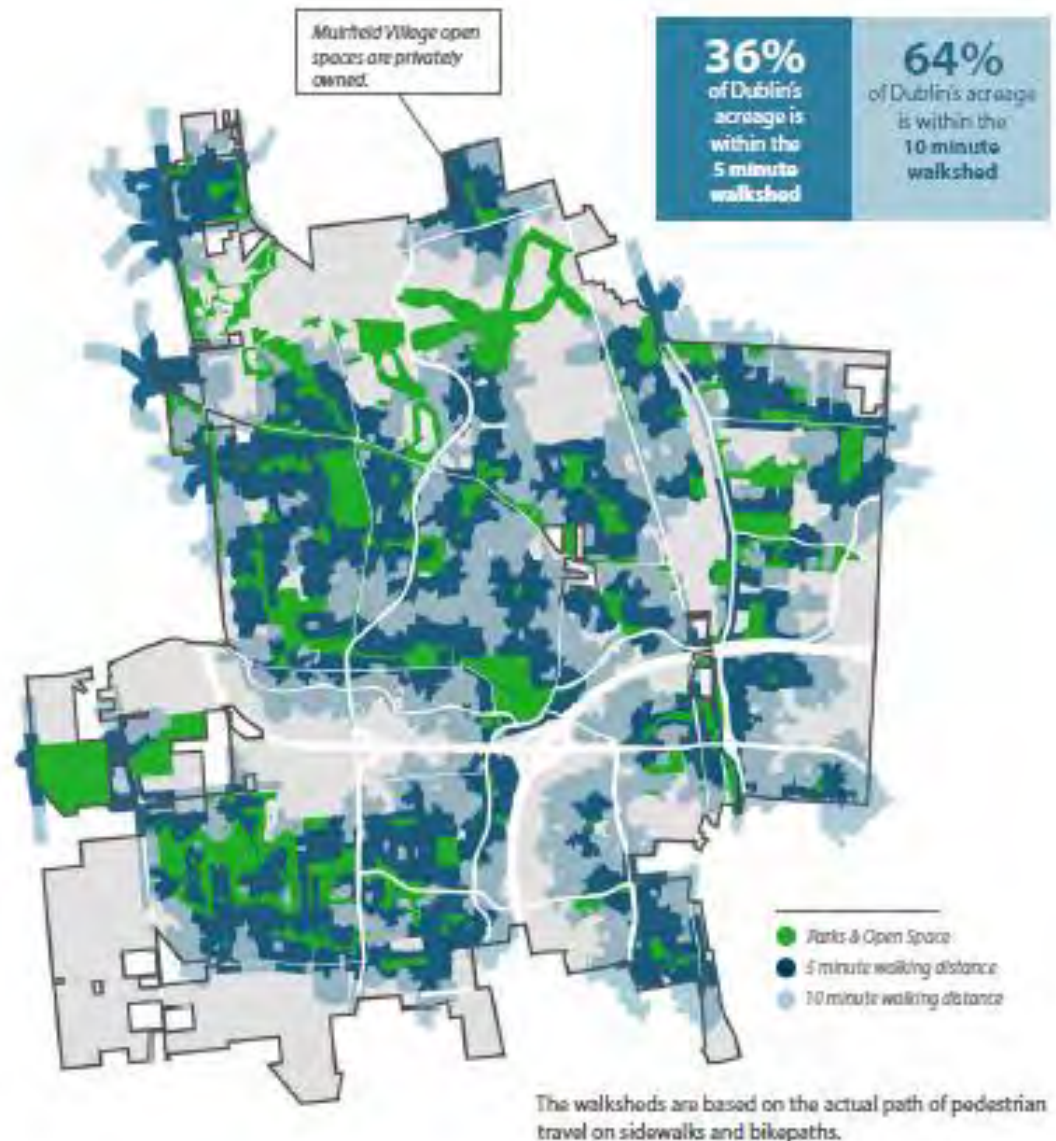
- Statistically-Valid Survey
- Online Survey
- Public Input Sessions
- Stakeholder Interviews
- Demographics and Trends
- Park and Facility Review
- Program and Services Assessment
- Level of Service Standards
- Needs Prioritization
- Review of Parks Operations
- Financial Analysis
- Capital Improvement Plan
- Frame out draft plan
- Focus group workshops
- Refine Recommendations
- Finalize the Plan



Agency	Population	Total Number of Parks	Residents per Park	Total Acres	Acres Developed / Maintained	Acres Not Maintained	Acres per 1,000 Residents
Roseville	146,875	79	1859	4745	n/a	n/a	32.31
Dublin	50,501	64	537	1522	1041	386	30.14
Westerville	39,190	34	1153	568	422	146	14.49
Lee's Summit	104,000	36	2889	1235	380	855	11.88
Carmel-Clay	99,757	20	4988	639	127	512	6.41

# Walkshed, Equity and Other Considerations

- 10-Minute walkshed analysis
- Understand the opportunities and resources residents have close to home
- Better understand the populations each park Serves
- Categorized by income, age and race/ethnicity
- Recommendations were developed to ensure equitable access and new programming opportunities



# Objectives of the Master Planning Process

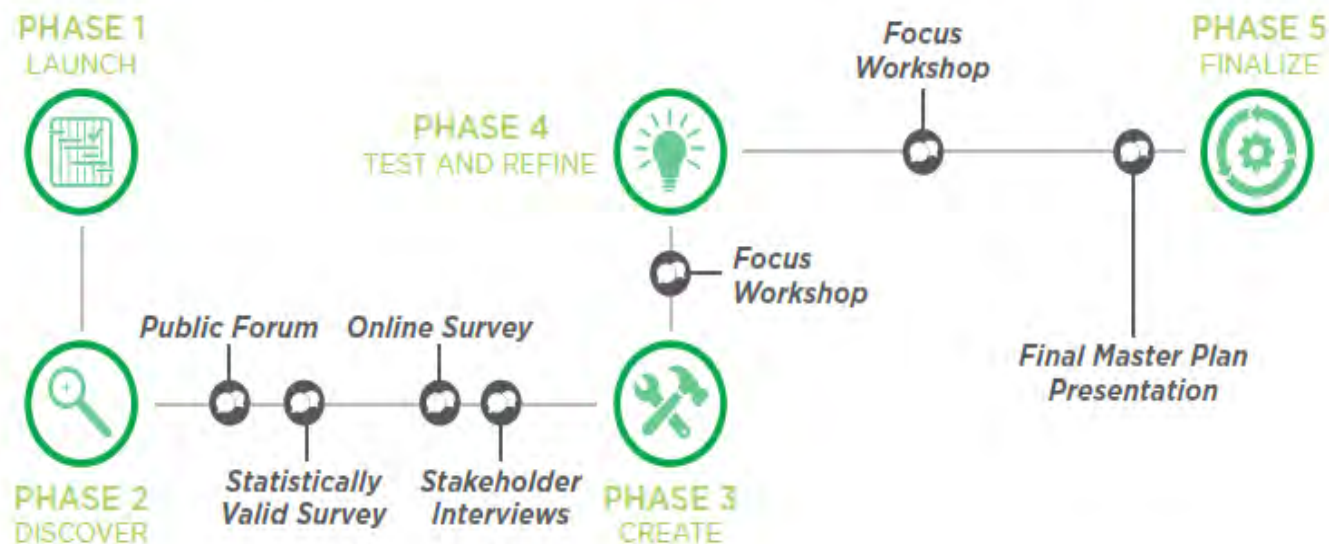
- Ensure Implementation of Best Practices (CAPRA)
- Align Priorities with the Entire Community
  - Residents/public meetings
  - Focus groups (culture, age, program participants, facility members, etc.
  - Businesses
  - Community stakeholders ( School District(s), HDBA, Downtown Alliance,
  - Historical Society, Visit Dublin, etc.)
  - City Council/Boards/Commissions
  - City staff
- Manage Special Interest Groups
- Educate, Empower and Justify
  - Recommendations and decision-making
  - Budgeting/Investments
  - Priority Setting
- Ensure Outcomes Meet Community Needs
  - Align with and support agency-wide established goals
  - Complement other studies and agency plans



# Project Timeline & Engagement

## TIMELINE & ENGAGEMENT

The process included data collection, public input, field assessments, review of existing conditions, market research, and open dialogue with local leadership and key stakeholders. The overall planning process followed a path, as illustrated below:



### PUBLIC MEETINGS

PUBLIC FORUM #1

**55**

PARTICIPANTS

STATISTICAL  
SURVEY

**521**

RESPONSES

ONLINE SURVEY

**237**

RESPONSES

### INTERVIEWS

STAKEHOLDERS  
FOCUS GROUPS



# Preliminary Recommendations – Key Focus Areas

<b>FOCUS FOR PARK LAND:</b>	Acquire and develop new parkland, and maximize the value of each park type currently in the system to reach the full recreation value associated with its design.
<b>FOCUS FOR RECREATION FACILITIES:</b>	Enhance parks and recreation facilities through new or improved program services to maximize the community's investment in its parks and recreation facilities and enhance their impact on the quality of life for Dublin residents.
<b>FOCUS FOR PROGRAM SERVICES:</b>	Activate parks and recreation facilities through program services to maximize the community's investments made in these facilities and enhance their value and impact on the quality of life for living in Dublin.
<b>FOCUS FOR PARK AND RECREATION OPERATIONS:</b>	Provide industry-leading and innovative services for parks and recreation operations to deliver an exciting and high-quality experience for Dublin residents.
<b>FOCUS FOR FINANCING:</b>	Expand the funding options available to the Parks and Recreation Department to fund the community's desire for a world class parks and recreation system that meets or exceeds the community's vision for Dublin.

# Park Land Focus

Key Focus Area Goal	Strategies
<b>Park Land Focus: Acquire and develop new parkland, and maximize the value of each park type currently in the system to reach the full recreation value associated with its design.</b>	Increase traditional and non-traditional sports fields and hardcourts to meet demand and within the city.
	Determine highest and best use of undeveloped land including leasing park ground to an adventure entertainment venue as a livery or sports entertainment concessionaire within a site that can provide city residents with access to activities and/or equipment rental for recreation.
	Update existing parks site master plans in the system that have not had any enhancements in the last 25 years.
	Research the development of an Arboretum in one of the key parks as a major attraction to the city developed jointly with the city and an Arboretum Friends Foundation (similar to Overland Park Kansas. Gardens could include a Japanese Garden, Woodland Garden, Children's Garden, Xeriscape Garden, Herb Gardens, Rose Garden, Iris Garden
	Complete the hard surface trail system in the city as outlined in the parks master plan and explore theming and sponsorship of trails such as the (i.e., cultural trail, heart-healthy trail, mothers trail, Scioto River Trail etc.)
	Land acquisition to improve 10-minute walk



# Recreation Facilities Focus

Key Focus Area Goal	Strategies
<b>Recreation Facilities Focus:</b> <b>Enhance parks and recreation facilities through new or improved program services to maximize the community's investment in its parks and recreation facilities and enhance their impact on the quality of life for Dublin residents.</b>	Conduct feasibility studies of new recreation facilities (Outdoor adventure, fieldhouse, performing arts, aquatics, and arboretum) within the park system that meet local needs and draw in visitors to the City.
	Develop business plans for revenue producing facilities that also draw in visitors to the city for recreation purposes.
	Refresh the Dublin Community Recreation Center with new interior elements to improve visitor experiences.

# Program Services Focus

Key Focus Area Goal	Strategies
<b>Program Services Focus: Activate parks and recreation facilities through program services to maximize the community's investments made in these facilities and enhance their value and impact on the quality of life for living in Dublin.</b>	Revise the existing recreation program plan including all core program areas and ancillary services in the recreation center and aquatics facilities to maximize use of existing facilities and reach residents who are not currently using the Departments parks, facilities, and programs.
	Use Program Plan and program priority investment rating (PIR) to inform updates to existing parks and facilities, making spaces as multi-functional in design, as possible.
	Continue to assess the Core Program Areas to identify opportunities and address declining programs and events.



# Parks and Recreation Operations Focus

Key Focus Area Goal	Strategies
<b>Park and Recreation Operations Focus: Provide industry-leading and innovative services for parks and recreation operations to deliver an exciting high-quality experience for Dublin residents.</b>	Research and implement the development of smart parks and facilities by integrating advancing technology.
	Conduct an assessment to determine the cost of service to operate and maintain the system.
	Maintain an acceptable lifecycle replacement program for all park assets and amenities that demonstrates a high quality of life in Dublin.
	Work with Communications and Marketing team to create a specific Parks and Recreation Services marketing strategy including the components and strategies identified in this report.

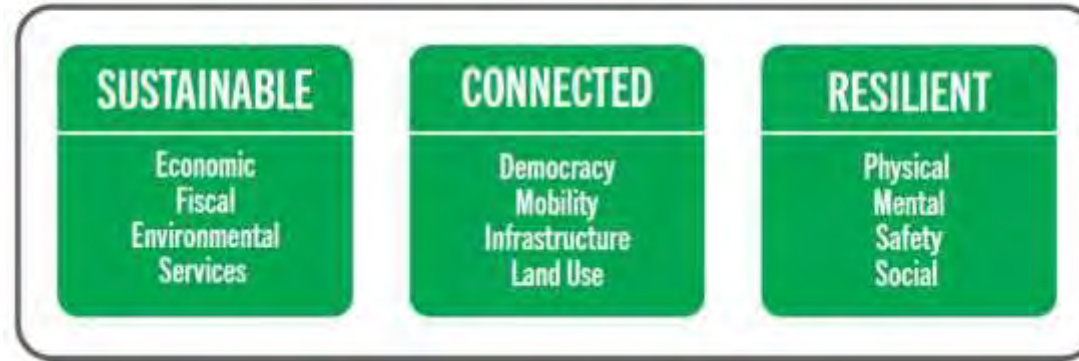
# Financial Focus

Key Focus Area Goal	Strategies
<b>Financing Focus: Expand the funding options available to the Parks and Recreation Department to fund the community's desire for a world class parks and recreation system that meets or exceeds the community's vision for Dublin.</b>	Research and identify new dedicated funding options for development or enhancement of parks, recreation facilities and program services.
	Develop diversified funding strategies and allocate funding for the development and operations of new facilities to keep the investments sustainable over the full lifecycle and beyond.
	Develop implementation of financial direction across divisions and services to achieve identified outcomes.
	Update the Departments pricing policy and partnership policy for revenue producing facilities to maximize fairness across all groups using parks, recreation facilities and program services across the system.



# Foundational Framework

**"Dublin, Ohio is the Most Sustainable, Connected and Resilient Global City of Choice"**



## Dublin Parks and Recreation Strategic Framework

Dublin Parks and Recreation Strategic Framework											
Sustainable				Connected				Resilient			
Economic	Fiscal	Environment	Services	Democracy	Mobility	Infrastructure	Land Use	Physical	Mental	Safety	Social
1.1a	1.2b	1.2e/f	1.1b	1.4a-e	1.5a/b/e	1.6b/d	1.1c-e	1.1a-c	2.1c	4.1d	1.2a/d
2.1a/b	1.5c/d	1.3a-d	2.1a/b	3.1g		2.2a-c	1.2a/c	1.2a	2.3a-e		2.1c
2.2a-c	1.7b	1.6c	2.3a-e	4.4a-g		2.3a-e	1.6a	1.5a-e	3.1c		2.3a-e
3.1a	2.1a/b	2.3a-e	3.1a-d/f/h/i			4.1a-d/f/g	1.7a/c	2.1a/b/d			3.1a-c/f/i
5.3c-f/h	2.2a-c	3.2a-d	3.2a-d				2.1a	2.3a-e			4.1a-c
	3.1e		3.3a/b/f				2.3a-e	3.1a/b			5.2a-e
	3.3c-e		4.1a-g/i								
	4.1e-h		4.2a-e								
	4.2a-c/f/g		4.3a-d								
	4.3a-d										
	5.1a-f										
	5.2a-e										
	5.3a/b/g										

# Key Projects Implementation Status Summary

## PRMP Strategies Completed or in Progress:

- Updating the master plan for Riverside Crossing Park
- Updating the DCRC renovation master plan with new interior elements
- Revising and adding new recreational program offerings
- Updating the pricing policy for recreation programs and services
- Land acquisitions to accommodate additional parks and recreation elements to accommodate community needs and regional tourism opportunities
- Researching the priority elements that complement the use of indoor/outdoor athletic fields to accommodate community needs and regional tourism opportunities
- Designing and determining the preferred location for additional pickleball courts
- Amberleigh Park kayak launch renovations
- Identify new dedicated funding options for development or enhancement of parks, recreation facilities and program services – public-private partnerships, naming rights, corporate sponsorship, concessionaire licenses, etc.

# Questions and Discussion





# Session Evaluation

Thank you for your feedback!



Scan Me!