



# Master Recreation Improvement Plan

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Special Committee on Parks  
Wednesday, February 8, 2023

# The Project Team

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Project Lead  
+ Project Management  
+ Parks Planning



Visioning



Public Engagement

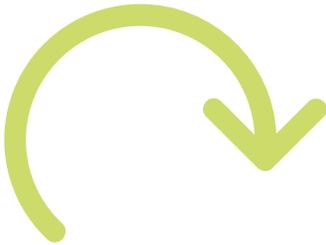


Statistically Valid Survey



# Purpose & Goals

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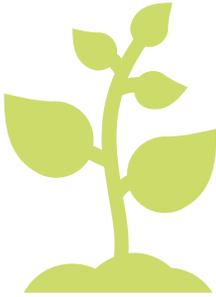
## **Update and Refresh**

Update and refresh the previous master recreation improvement plan



## **Blueprint for the Future**

Create a 10-year vision for a future parks system that responds to a growing community



## **Improve, Sustain, and Enhance**

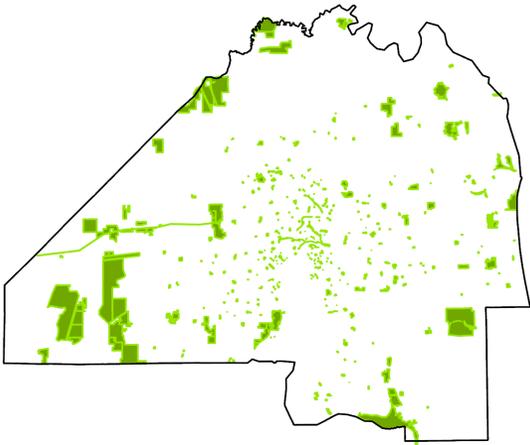
Improve, sustain, and enhance the quality of life in Jacksonville

# Parks & Recreation Master Plan

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**2013**

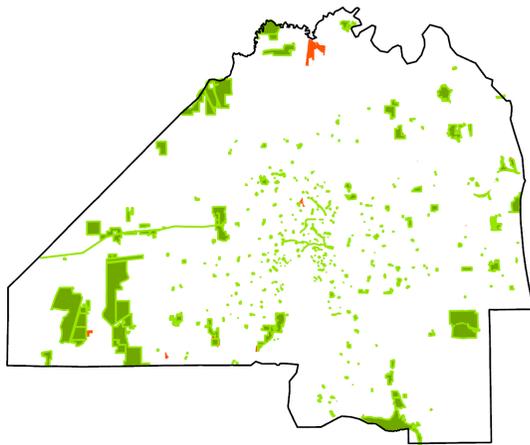
~850,000



26,000 acres

**2022**

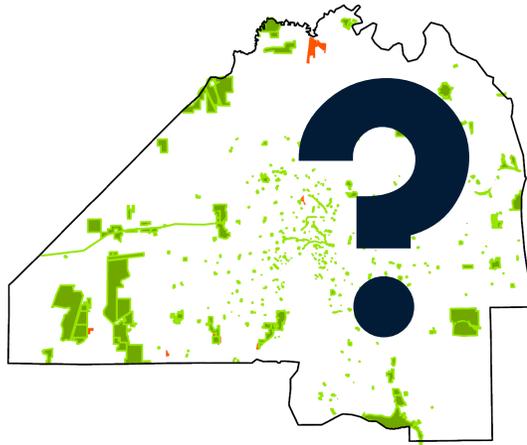
~990,000



36,831 acres

**2030**

~1,130,000



**City Park Facts**  
**405** City Parks  
**36,831** acres  
**2** oceanfront parks with camping  
**59** miles of paved trails  
**141** miles of unpaved trails  
**195** playgrounds  
**137** parks with courts

# THE TRUST FOR PUBLIC LAND

**TPL Park Score 2022 Rank:**

**81 out of 100**

Based on acreage,  
investment, amenities,  
& access

## AT-A-GLANCE (including city, state, & federal lands)

### Park Land

Park acreage: 84,333 acres

People served per park acre: 93

Median park size: 5.6 acres

Park land as % of city area: 18.0%

### Spending

Spending per resident: \$138.78

### Amenities

Basketball Hoops per 10,000: 8

Dog Parks per 100,000 Residents: 17

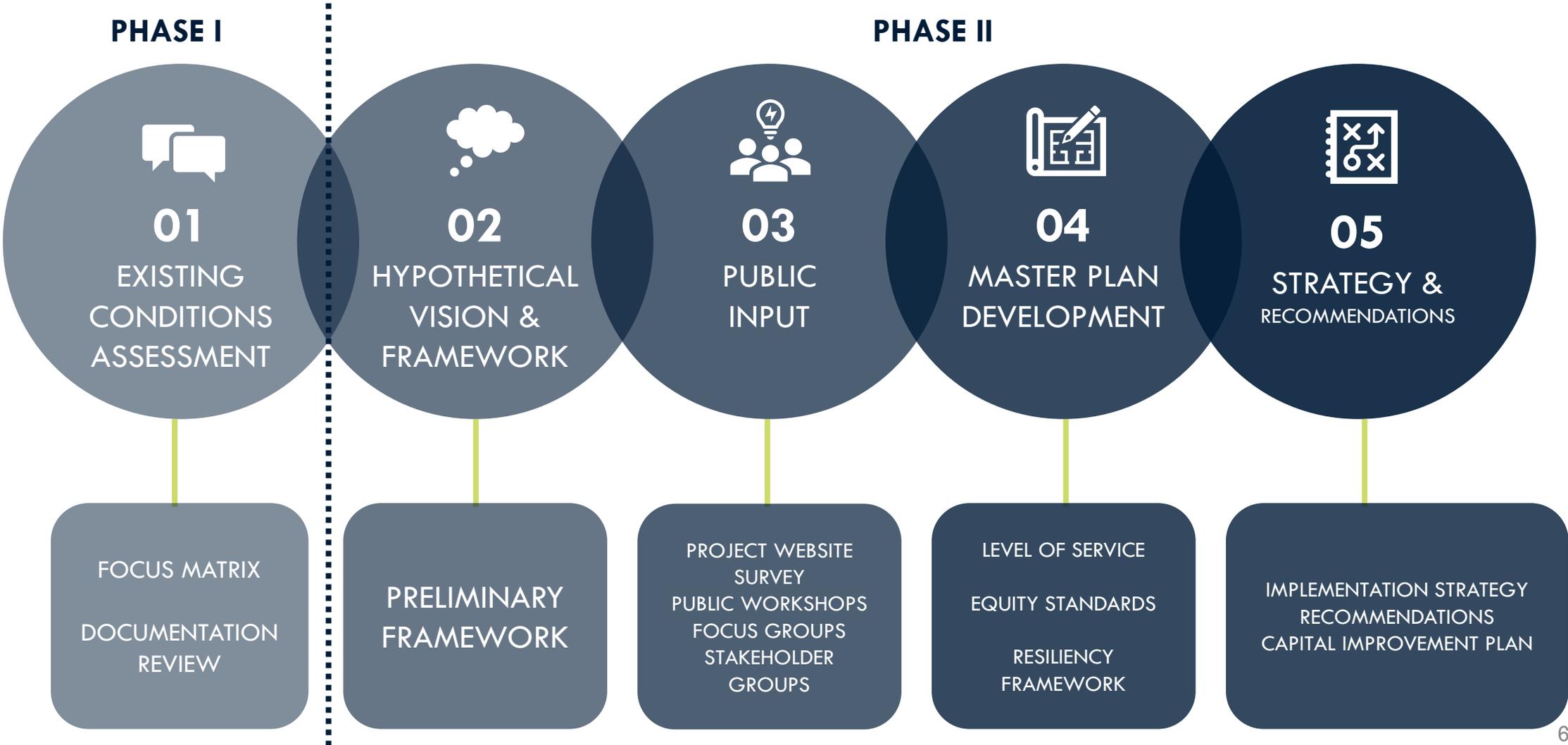
Playgrounds per 10,000: 33

Recreation / Senior Centers per 20,000 Residents: 1.4

Restrooms per 10,000: 2.7

Splashpads per 100,000 Residents: 1.7

# Process

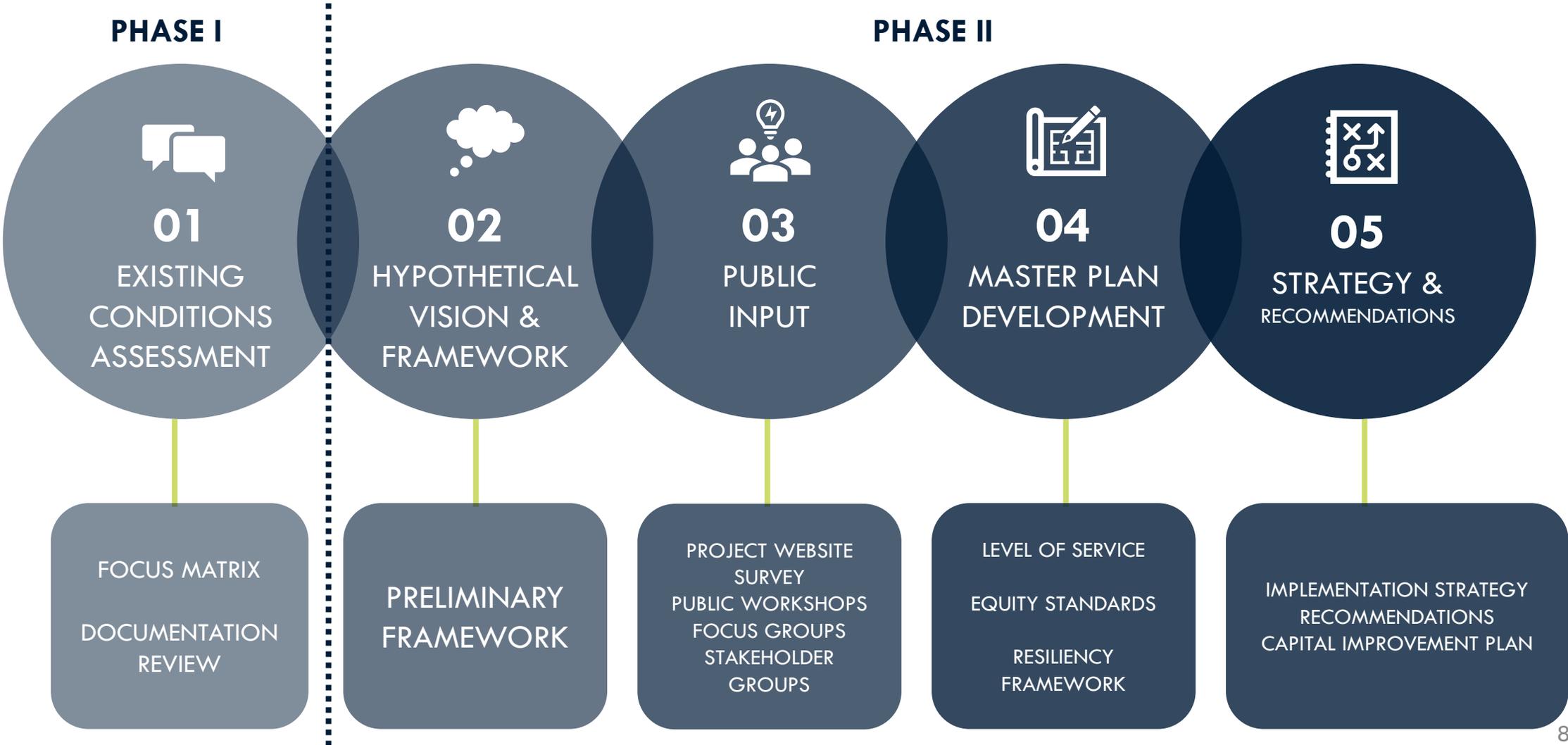


# FOCUS Matrix

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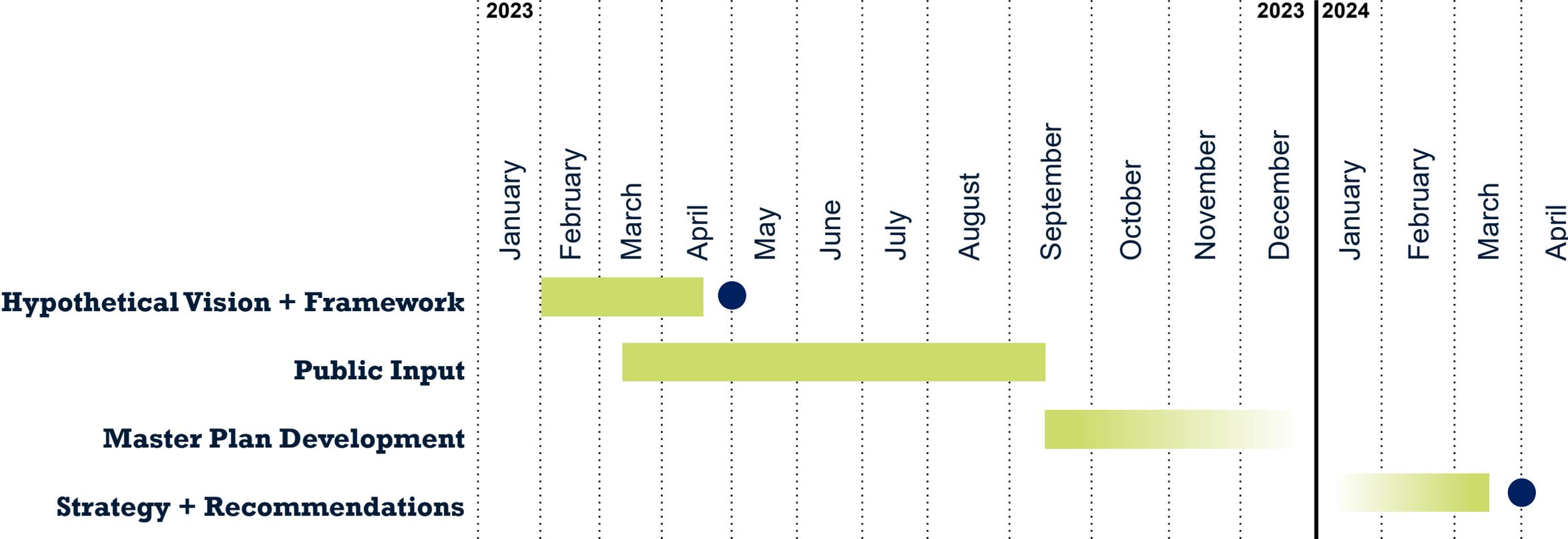
- **F**uture **O**ppportunity **C**ontinuous **U**pgrade **S**trategy
- Initially developed by PRG & DPRE staff during 2003 Master Recreation Improvement Plan update
- **Functions:**
  - Identify and prioritize specific capital improvements in parks prioritize renovation of existing parks and development of new parks
- **Components:**
  - Continuous Upgrade Matrix
  - Future Opportunities Matrix
  - Social Equity Matrix (new for 2023 MRIP Update)
  - Resiliency Matrix (new for 2023 MRIP Update)

# Process



# Schedule

## PHASE II



# Public Involvement Plan

## 1. Goal and Objectives of Public Involvement Plan

- a) Engagement
- b) Inclusion
- c) Education
- d) Dialogue
- e) Collaboration
- f) Ownership

# Public Involvement Plan

## 2. Public Involvement Approach – (March - six months)

### a) Public Outreach Platform (**Feb. - duration**)

- Project brand/logo
- Website
- Email contact lists
- Email campaign strategy
- Social media and ad strategy
- Traditional media outreach and advertising (radio, print, canvassing, etc.)

### b) Project Website (**Feb - ongoing**)

- Project information
- Contact list sign up
- Upcoming outreach events
- Host online engagement
- House project information

### c) Survey - (**Feb. 28**)

- Statistically-valid survey that will be mailed to approximately 10,000 random households across the 14 Council Districts in the city.
- Online “**open-link**” **survey** that will allow any resident who was not reached via random sampling to share their feedback. City communication channels (website, social media, press releases, postings at facilities, etc.) are typically used to promote the open link surveys



# Public Involvement Plan

## 2. Public Involvement Approach – (Feb. - July)

### d) Visioning Public Workshops and Focus Groups (**March 1 – June 1**)

- Council District Town Hall Meetings
- Six CPAC meetings
- Special Committee on Parks
- Four in-person workshops for four municipalities in Duval
- Three virtual open public workshops

### e) Focus Group Meetings and Stakeholders (**March 1 – June 20**)

- Coord with COJ for 10 participants (TAC, SAG)
- 10 hybrid/in-person TAC/SAG meetings
- Five stakeholder meetings with partners (TBD)

### f) Findings and Guiding Principles Workshops (**June 20 – August 1**)

- a) Guiding Principles tested – six regular CPAC meetings
- b) Special Committee on Parks
- c) Posted on website

# In Closing

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Thank you for joining us here today!

A great Recreation Improvement Plan will be great for the City of Jacksonville.... but it cannot happen without you!