



PARKS AND RECREATION SYSTEM MASTER PLAN



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Full-service Consulting Practice

- Master Planning
- Strategic Planning
- Community Needs Assessment
- Operations, Maintenance and Organizational Development
- Financial Planning and Management
- Feasibility Studies and Business Planning
- Revenue & Partnership Development



- National, full-service management consulting and planning firm specializing in government and not-for-profit agencies
- Offices in Phoenix and Indianapolis
- Partnered with agencies in 45 states and 7 foreign countries through 1000+ projects
- Worked all over the US including for the last 25 years
- Over 400 master plans successfully implemented and driven over \$5 billion worth of capital investment

System Master Plan Process



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Welcome To Broward County



Welcome to the Parks and Recreation Master Plan website where YOU can share your input and help plan the future for parks and recreation in Broward County.

Together, let's build Better Parks for a Better Broward!

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Demographics Analysis

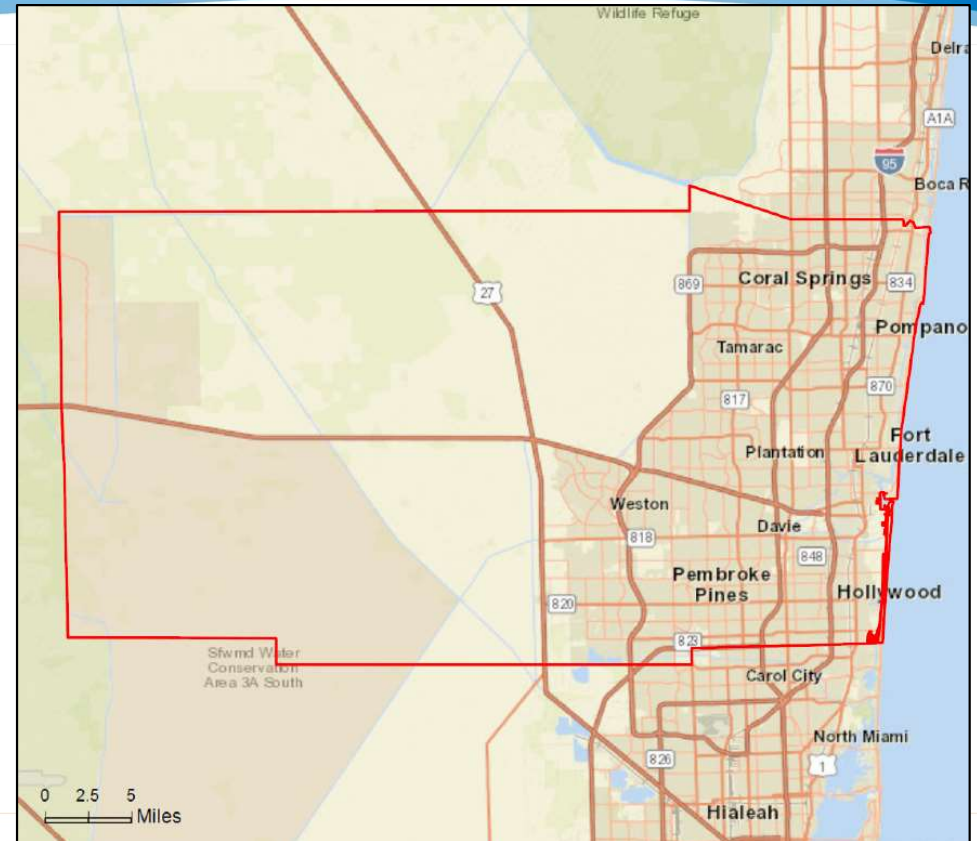


Broward County Parks
& Recreation Division



Site Map Boundaries

- Demographic Analysis is based on County Boundaries
- Data Source
 - Census 2010 Data
 - ESRI
 - Straight Line Regression



What is the estimated current population?

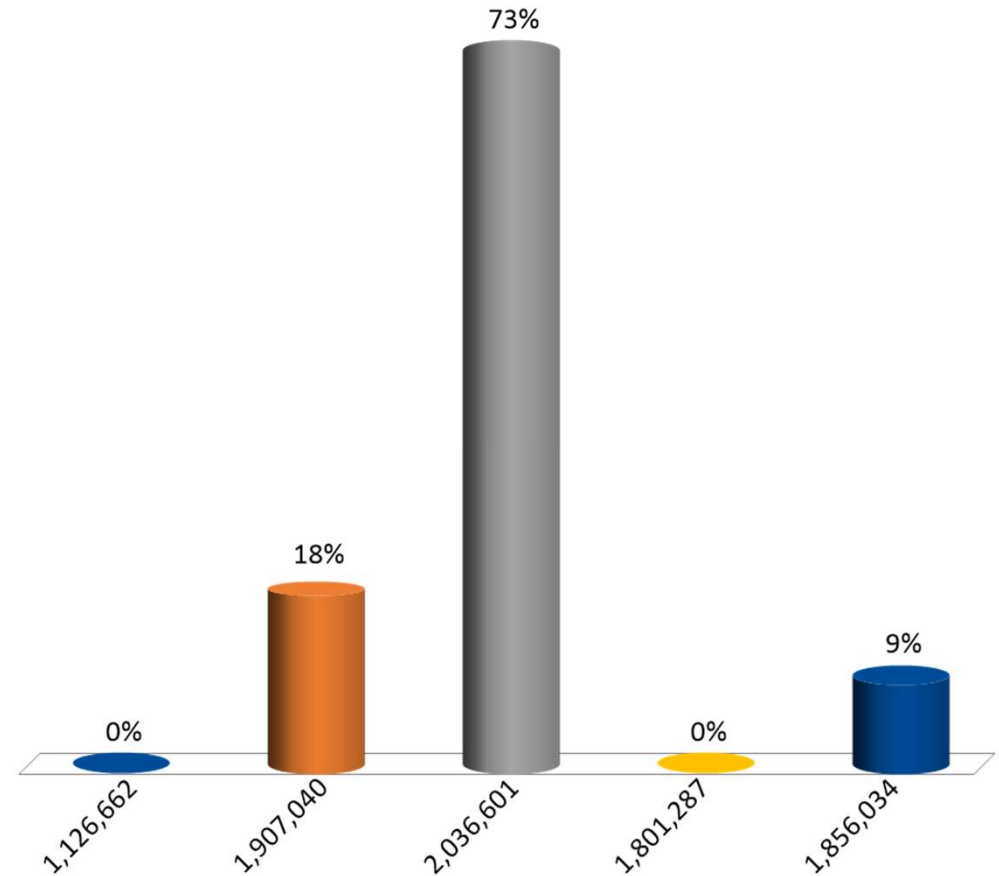
A. 1,126,662

✓ B. 1,907,040

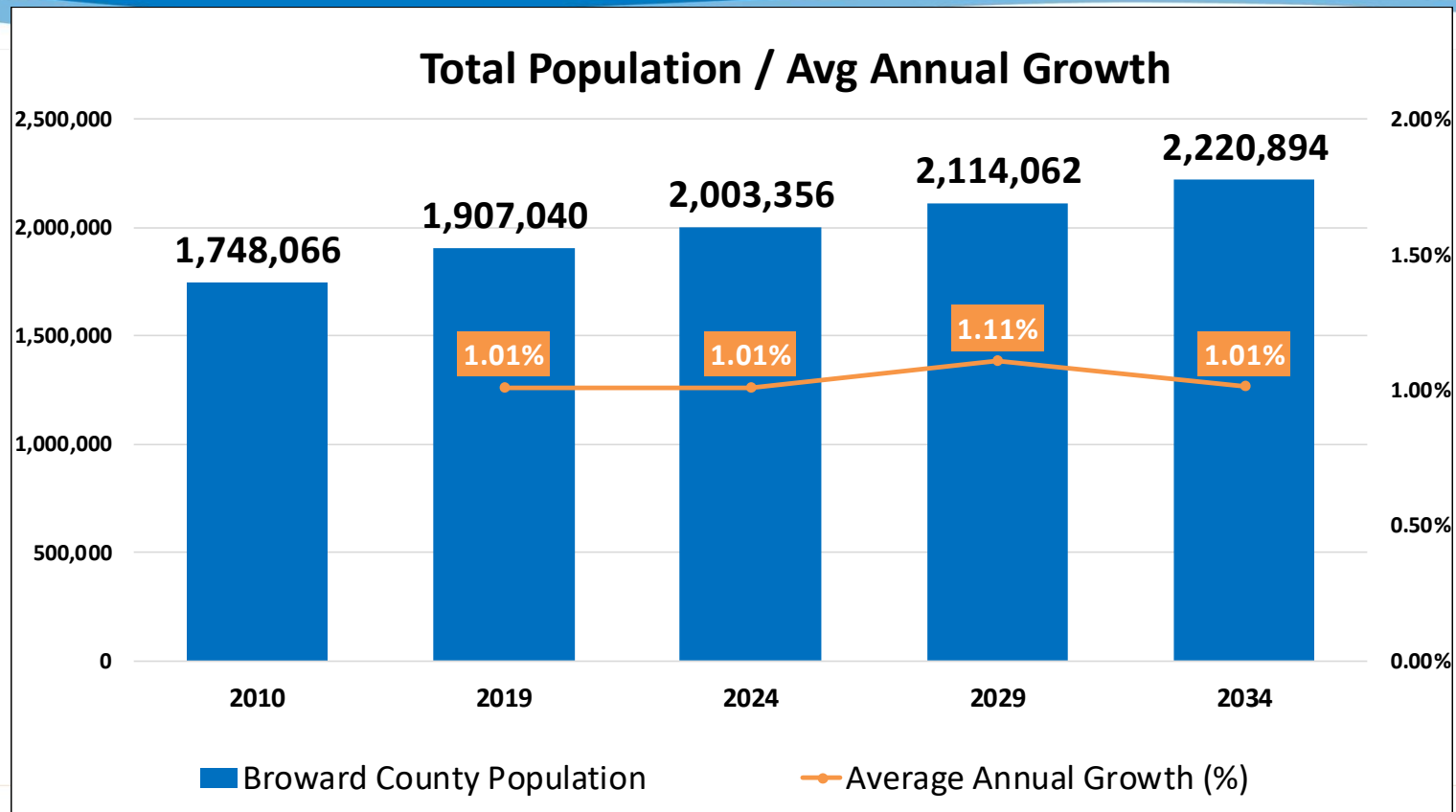
C. 2,036,601

D. 1,801,287

E. 1,856,034

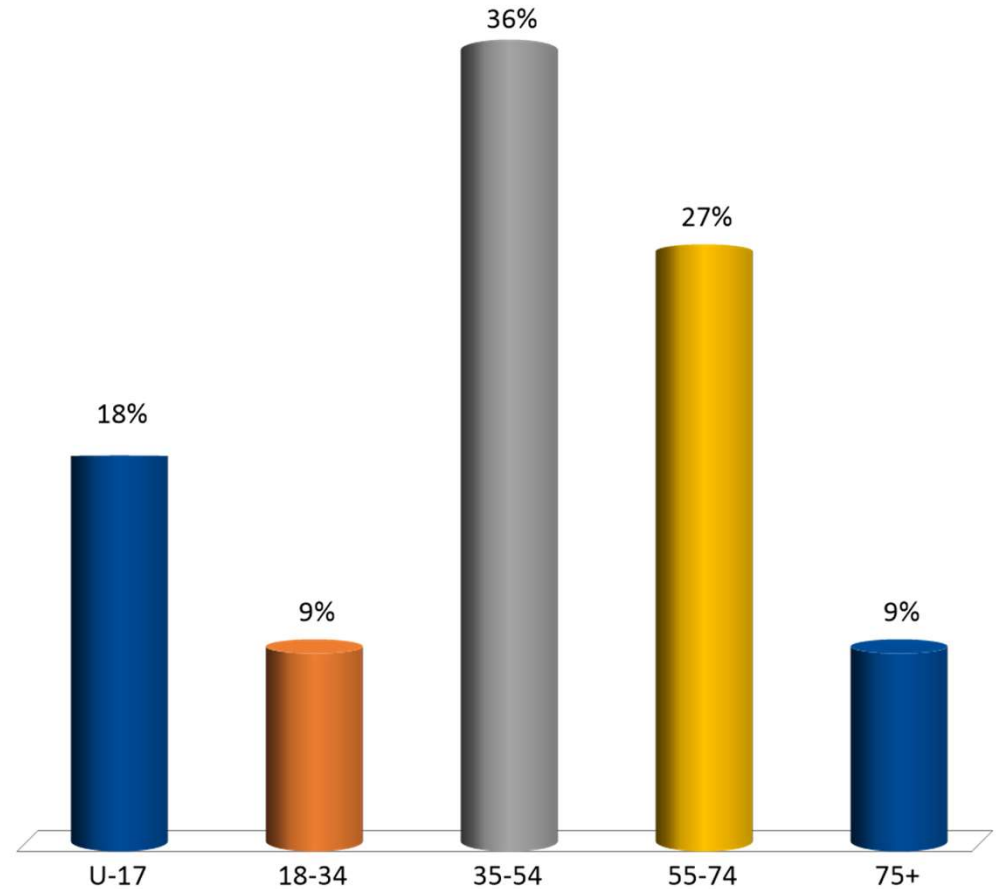


Population

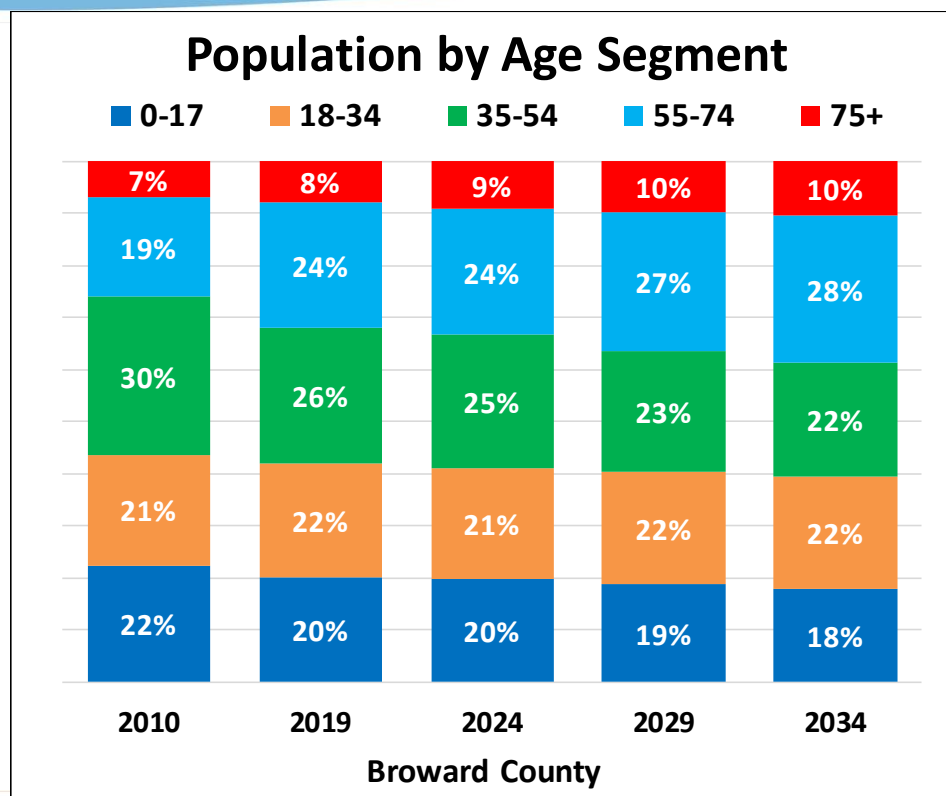


What is the largest age segment in Broward County?

- A. U-17
- B. 18-34
- ✓ C. 35-54
- D. 55-74
- E. 75+



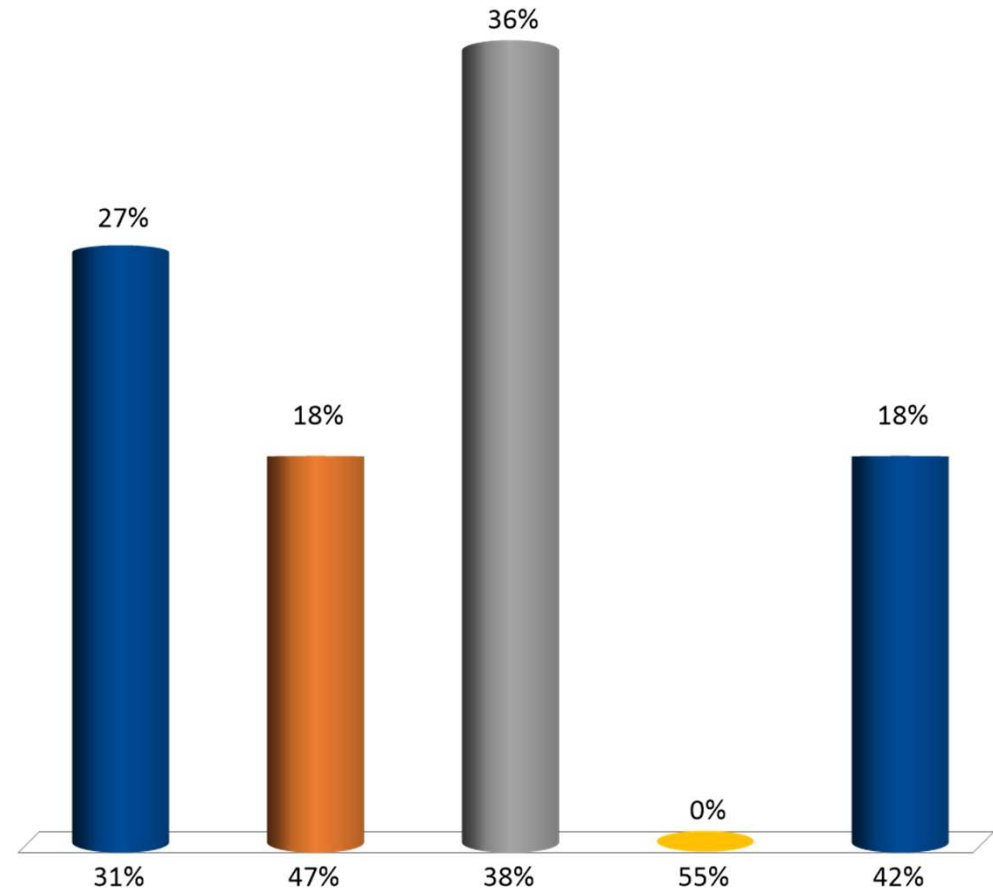
Age Segments



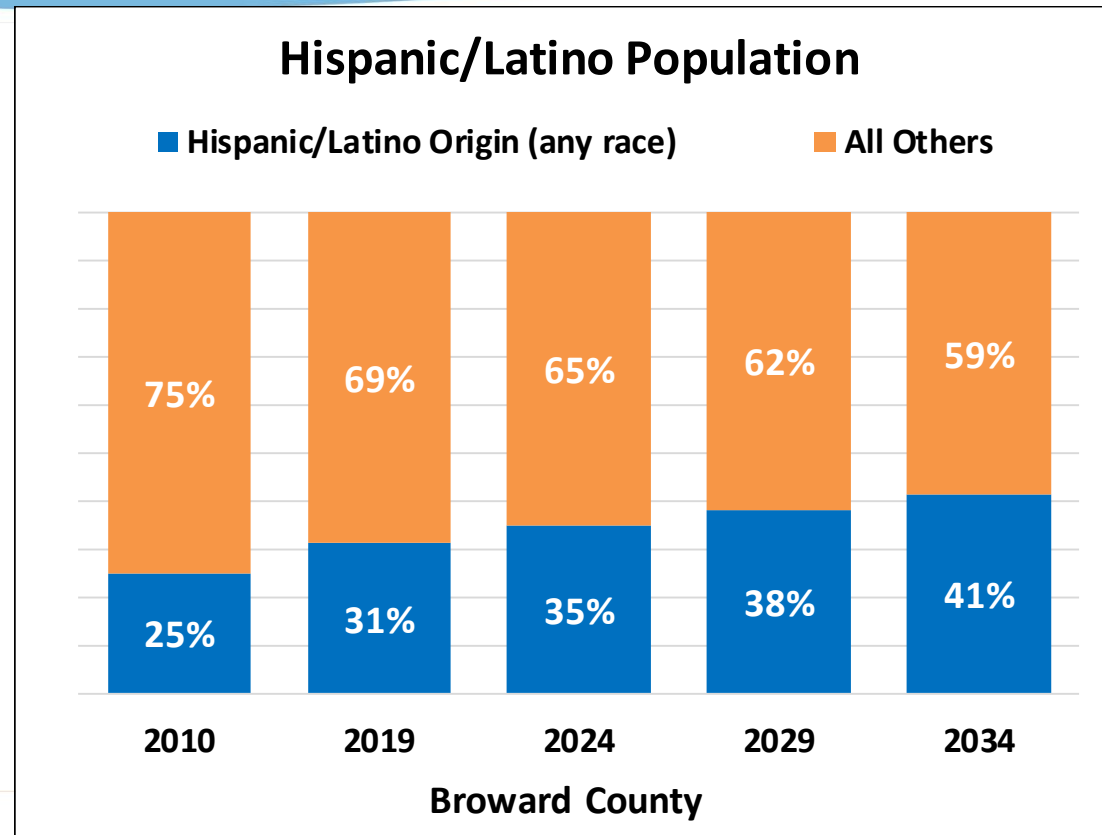
What percent of the population is Hispanic / Latino?

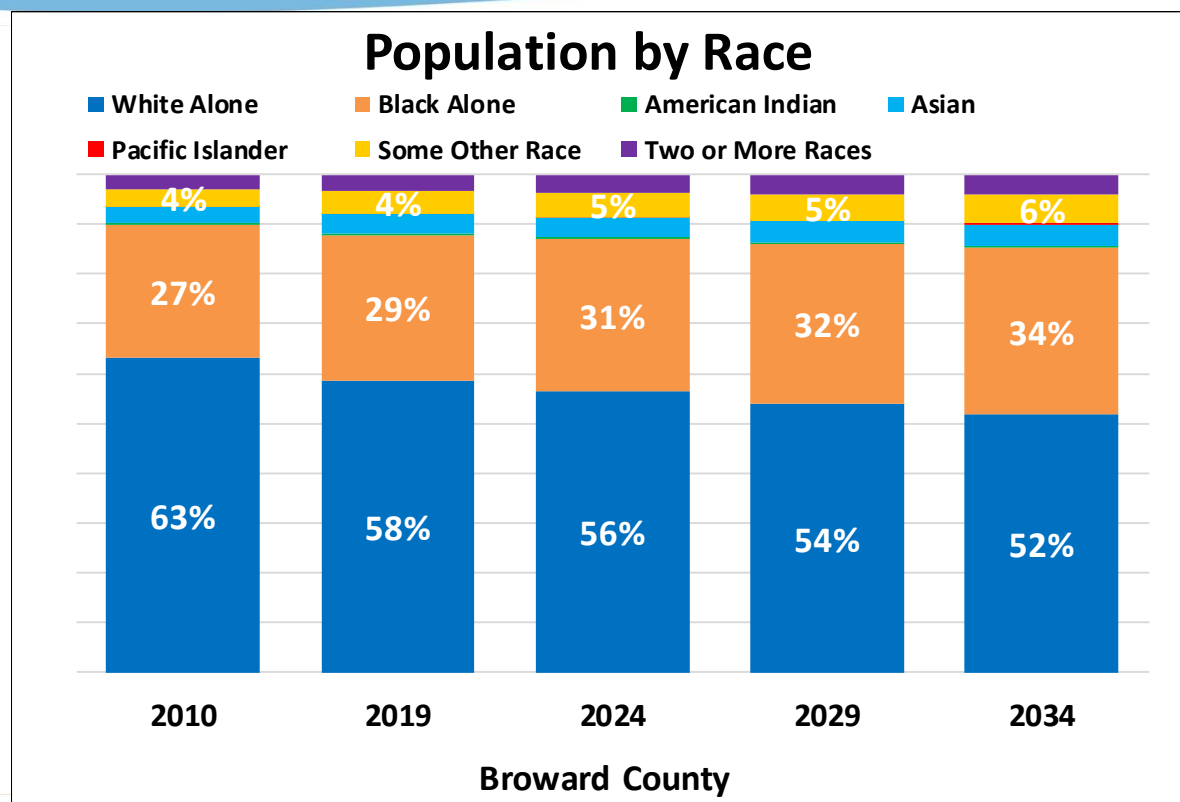


- A. 31%
- B. 47%
- C. 38%
- D. 55%
- E. 42%



Ethnicity-Hispanic/Latino





Recreation Trends Analysis



Broward County Parks
& Recreation Division



National Trends

General Sports

Five-Year Increase:

1. Roller Hockey
2. Rugby
3. Baseball
4. Cheerleading
5. Football (Flag)

One-Year Increase:

1. Pickleball
2. Basketball
3. Baseball
4. Softball (Slow Pitch)
5. Tennis

Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Golf (9 or 18-Hole Course)	24,720	23,829	N/A	N/A	N/A
Basketball	23,669	23,401	24,225	2.3%	3.5%
Tennis	17,678	17,683	17,841	0.9%	0.9%
Baseball	13,284	15,642	15,877	19.5%	1.5%
Soccer (Outdoor)	12,726	11,924	11,405	-10.4%	-4.4%
Softball (Slow Pitch)	6,868	7,283	7,386	7.5%	1.4%
Football, Flag	5,610	6,551	6,572	17.1%	0.3%
Badminton	7,150	6,430	6,337	-11.4%	-1.4%
Volleyball (Court)	6,433	6,317	6,317	-1.8%	0.0%
Football, Touch	7,140	5,629	5,517	-22.7%	-2.0%
Soccer (Indoor)	4,803	5,399	5,233	9.0%	-3.1%
Football, Tackle	6,165	5,224	5,157	-16.4%	-1.3%
Volleyball (Sand/Beach)	4,769	4,947	4,770	0.0%	-3.6%
Gymnastics	4,972	4,805	4,770	-4.1%	-0.7%
Track and Field	4,071	4,161	4,143	1.8%	-0.4%
Cheerleading	3,235	3,816	3,841	18.7%	0.7%
Racquetball	3,824	3,526	3,480	-9.0%	-1.3%
Pickleball	N/A	3,132	3,301	N/A	5.4%
Ultimate Frisbee	5,077	3,126	2,710	-46.6%	-13.3%
Ice Hockey	2,393	2,544	2,447	2.3%	-3.8%
Softball (Fast Pitch)	2,498	2,309	2,303	-7.8%	-0.3%
Lacrosse	1,813	2,171	2,098	15.7%	-3.4%
Wrestling	1,829	1,896	1,908	4.3%	0.6%
Roller Hockey	1,298	1,834	1,734	33.6%	-5.5%
Rugby	1,183	1,621	1,560	31.9%	-3.8%
Squash	1,414	1,492	1,285	-9.1%	-13.9%
Boxing for Competition	1,134	1,368	1,310	15.5%	-4.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend: Large Increase (greater than 25%) Moderate Increase (0% to 25%) Moderate Decrease (0% to -25%) Large Decrease (less than -25%)					

National Trends

General Fitness

Five-Year Increase:

1. Trail Running
2. Aerobics (High Impact)
3. Barre
4. Stair Climbing Machine
5. Yoga

One-Year Increase:

1. Trail Running
2. Yoga
3. Elliptical Motion Trainer
4. Barre
5. Cardio Kickboxing

Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Fitness Walking	117,351	110,805	111,101	-5.3%	0.3%
Treadmill	48,166	52,966	53,737	11.6%	1.5%
Free Weights (Dumbbells/Hand Weights)	58,267	52,217	51,291	-12.0%	-1.8%
Running/Jogging	54,188	50,770	49,459	-8.7%	-2.6%
Stationary Cycling (Recumbent/Upright)	35,247	36,035	36,668	4.0%	1.8%
Weight/Resistant Machines	36,267	36,291	36,372	0.3%	0.2%
Elliptical Motion Trainer	30,410	32,283	33,238	9.3%	3.0%
Yoga	24,310	27,354	28,745	18.2%	5.1%
Free Weights (Barbells)	25,641	27,444	27,834	8.6%	1.4%
Bodyweight Exercise	N/A	24,454	24,183	N/A	-1.1%
Dance, Step, & Choreographed Exercise	N/A	22,616	22,391	N/A	-1.0%
Aerobics (High Impact)	17,323	21,476	21,611	24.8%	0.6%
Stair Climbing Machine	12,642	14,948	15,025	18.8%	0.5%
Cross-Training Style Workout	N/A	13,622	13,338	N/A	-2.1%
Trail Running	6,792	9,149	10,010	47.4%	9.4%
Stationary Cycling (Group)	8,309	9,409	9,434	13.5%	0.3%
Pilates Training	8,069	9,047	9,084	12.6%	0.4%
Cardio Kickboxing	6,311	6,693	6,838	8.4%	2.2%
Boot Camp Style Cross-Training	6,911	6,651	6,695	-3.1%	0.7%
Martial Arts	5,314	5,838	5,821	9.5%	-0.3%
Boxing for Fitness	5,251	5,157	5,166	-1.6%	0.2%
Tai Chi	3,469	3,787	3,761	8.4%	-0.7%
Barre	2,901	3,436	3,532	21.8%	2.8%
Triathlon (Traditional/Road)	2,262	2,162	2,168	-4.2%	0.3%
Triathlon (Non-Traditional/Off Road)	1,390	1,878	1,589	14.3%	-15.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend: Large Increase (greater than 25%) Moderate Increase (0% to 25%) Moderate Decrease (0% to -25%) Large Decrease (less than -25%)					

National Trends

Outdoor / Adventure

Five-Year Increase:

1. Bicycling (BMX)
2. Hiking (Day)
3. Fishing (Fly)
4. Backpacking Overnight
5. Camping (Recreational Vehicle)

One-Year Increase:

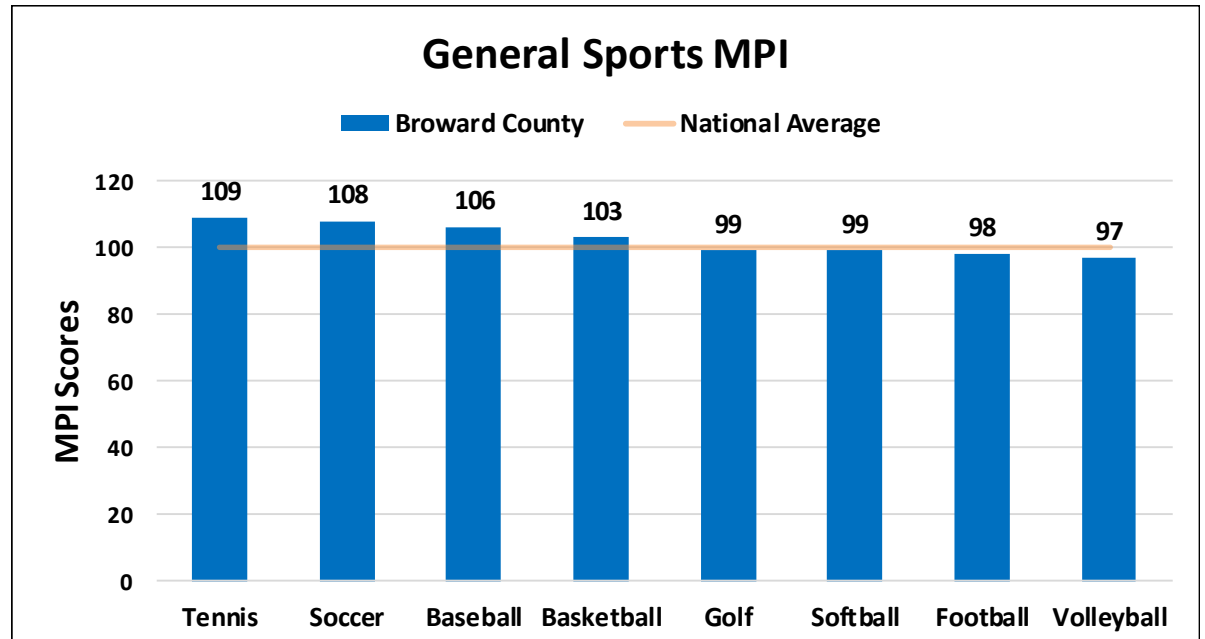
1. Hiking (Day)
2. Camping
3. (<1/4 Mile of Vehicle/Home)
4. Fishing (Fly)
5. Skateboarding
6. Fishing (Freshwater)

Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Hiking (Day)	34,378	44,900	47,860	39.2%	6.6%
Bicycling (Road)	40,888	38,866	39,041	-4.5%	0.5%
Fishing (Freshwater)	37,796	38,346	38,998	3.2%	1.7%
Camping (< 1/4 Mile of Vehicle/Home)	29,269	26,262	27,416	-6.3%	4.4%
Camping (Recreational Vehicle)	14,556	16,159	15,980	9.8%	-1.1%
Fishing (Saltwater)	11,790	13,062	12,830	8.8%	-1.8%
Birdwatching (>1/4 mile of Vehicle/Home)	14,152	12,296	12,344	-12.8%	0.4%
Backpacking Overnight	9,069	10,975	10,540	16.2%	-4.0%
Bicycling (Mountain)	8,542	8,609	8,690	1.7%	0.9%
Archery	7,647	7,769	7,654	0.1%	-1.5%
Fishing (Fly)	5,878	6,791	6,939	18.1%	2.2%
Skateboarding	6,350	6,382	6,500	2.4%	1.8%
Roller Skating, In-Line	6,129	5,268	5,040	-17.8%	-4.3%
Bicycling (BMX)	2,168	3,413	3,439	58.6%	0.8%
Climbing (Traditional/Ice/Mountaineering)	2,319	2,527	2,541	9.6%	0.6%
Adventure Racing	2,095	2,529	2,215	5.7%	-12.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:		Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)

Market Potential Index General Sports

Top MPI:

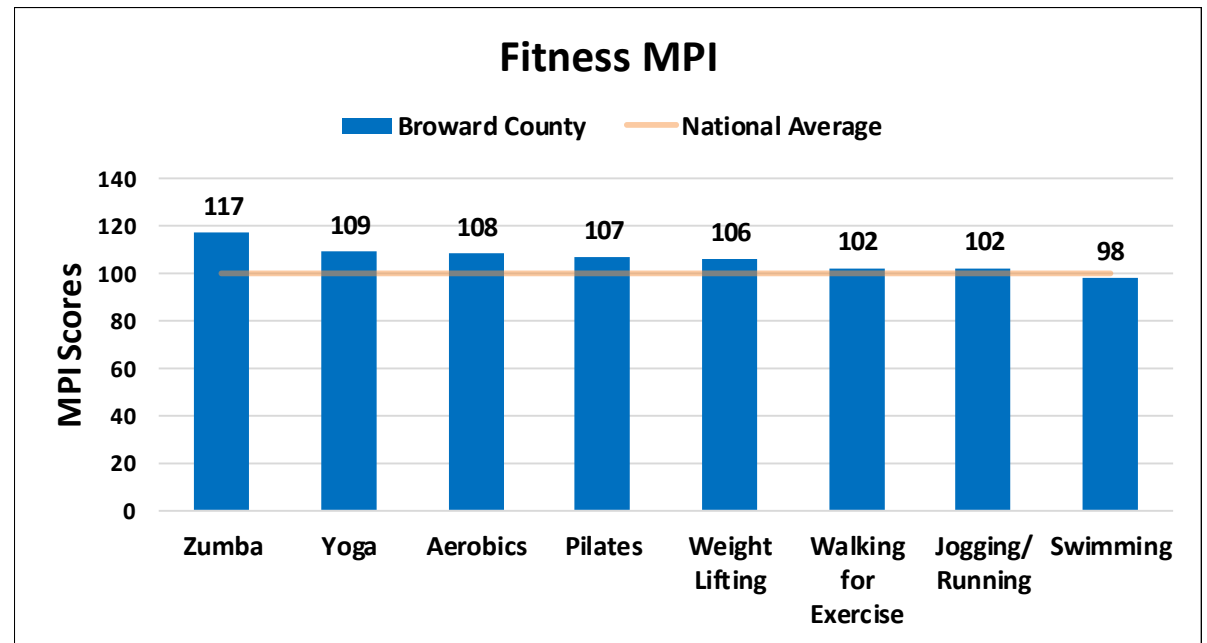
1. Tennis – 109
2. Soccer – 108
3. Baseball – 106



Market Potential Index Fitness

Top MPI:

1. Zumba – 117
2. Yoga – 109
3. Aerobics – 108

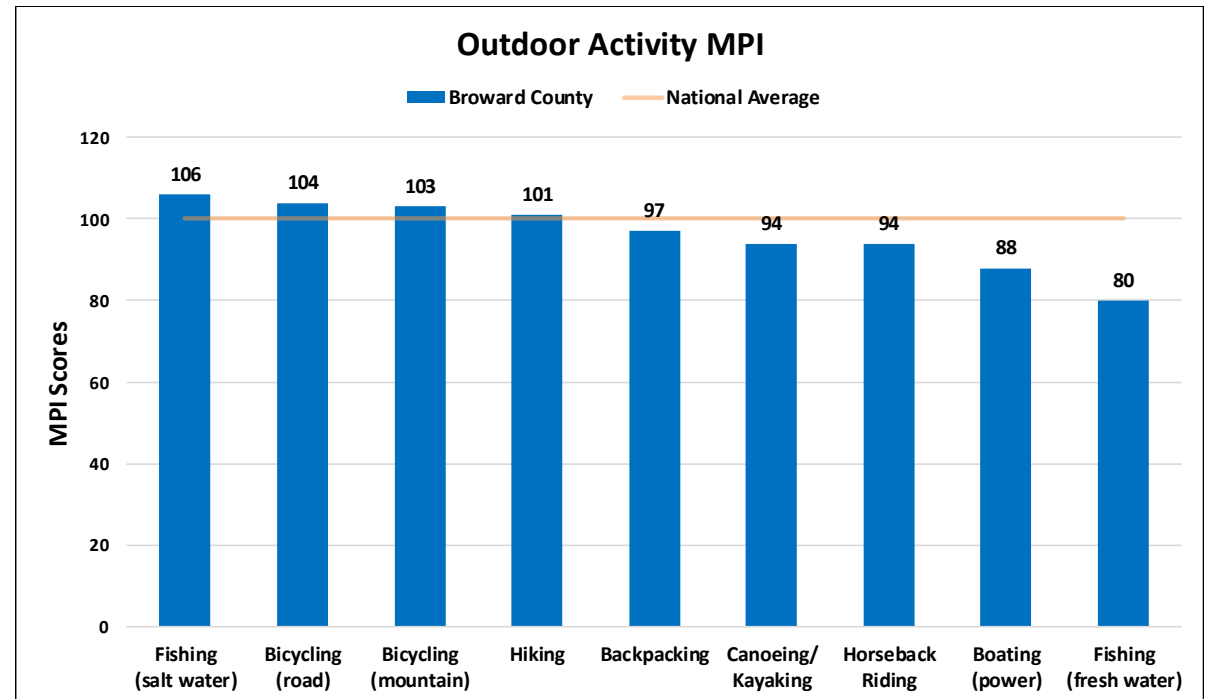


Market Potential Index

Outdoor Activity

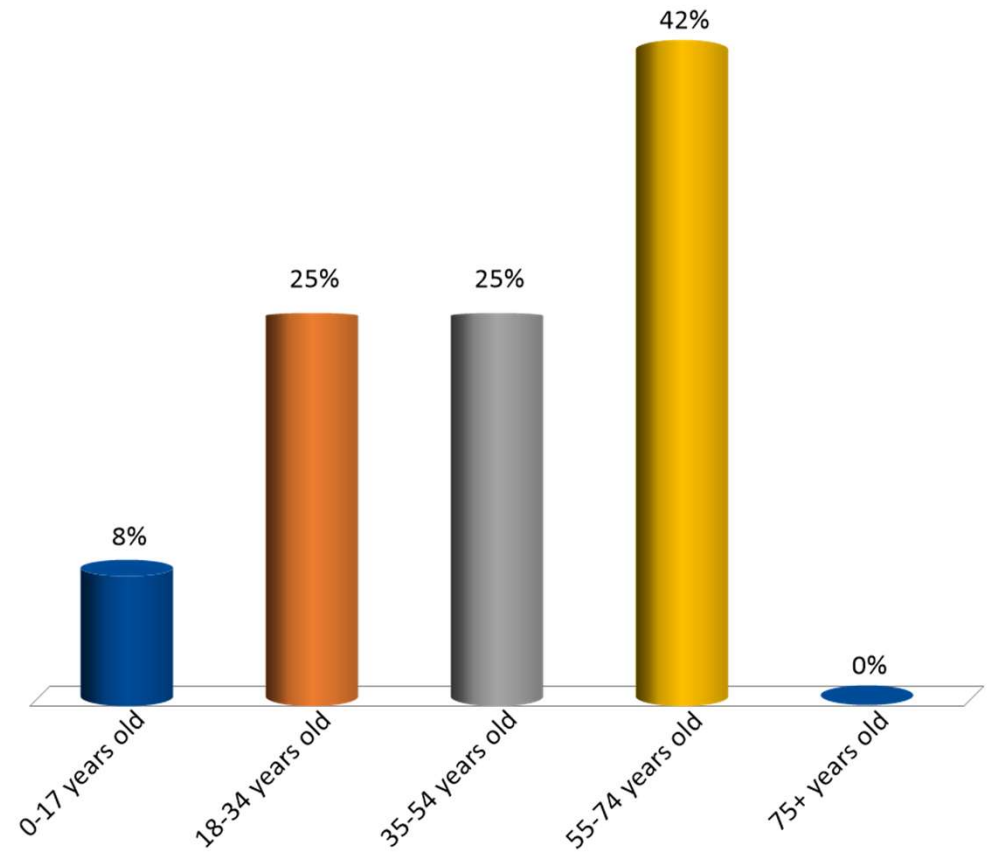
Top MPI:

1. Salt Water Fishing – 106
2. Bicycling – 104
3. Mountain Biking – 103



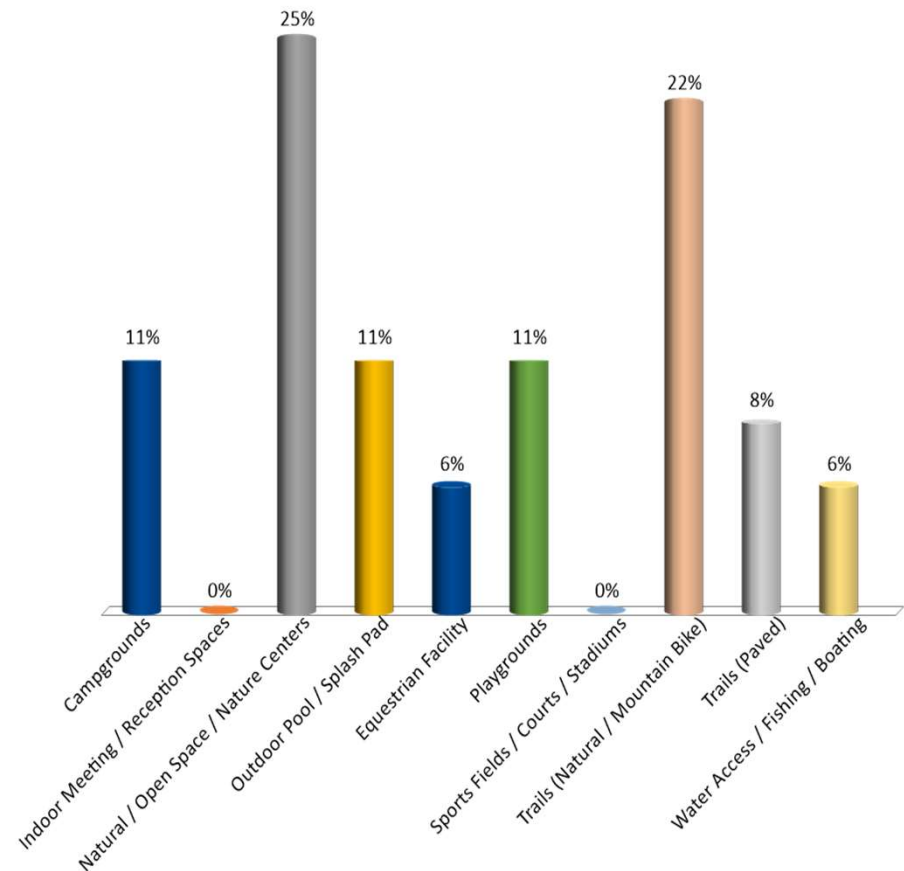
What Is Your Age Group?

- A. 0-17 years old
- B. 18-34 years old
- C. 35-54 years old
- D. 55-74 years old
- E. 75+ years old



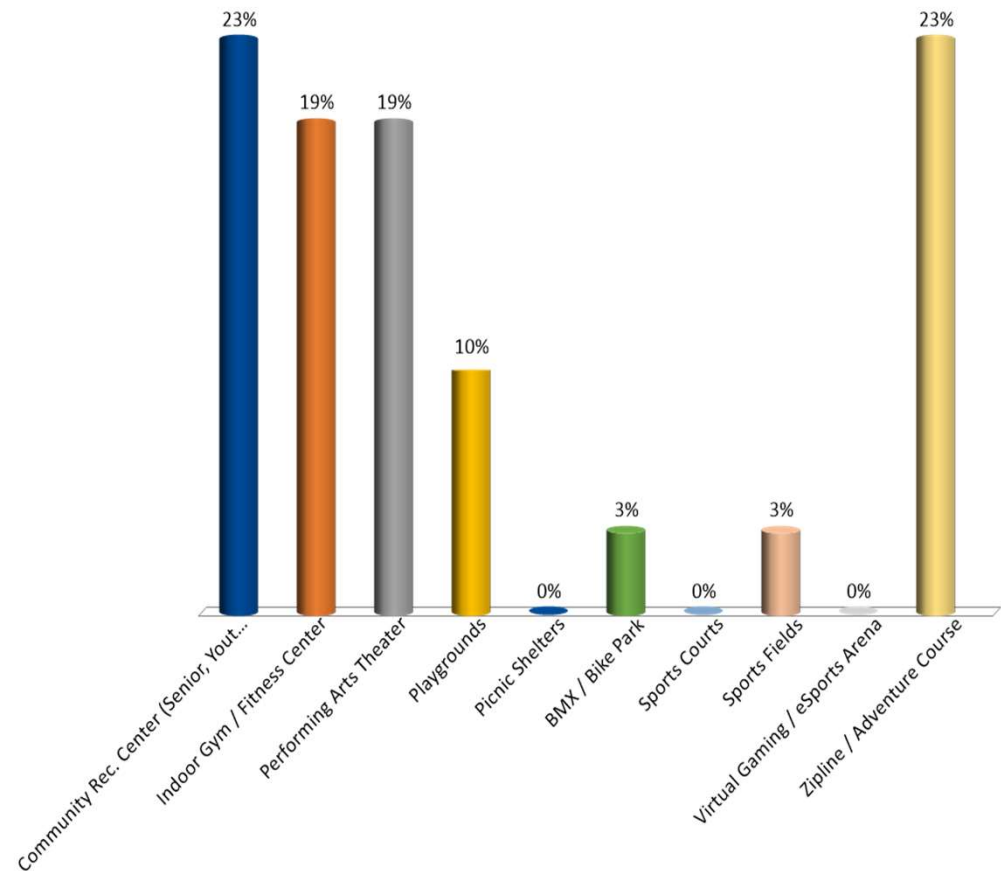
What top Three Existing Facilities / Amenities Do you Want the County to Provide More of?

- A. Campgrounds
- B. Indoor Meeting / Reception Spaces
- C. Natural / Open Space / Nature Centers
- D. Outdoor Pool / Splash Pad
- E. Equestrian Facility
- F. Playgrounds
- G. Sports Fields / Courts / Stadiums
- H. Trails (Natural / Mountain Bike)
- I. Trails (Paved)
- J. Water Access / Fishing / Boating



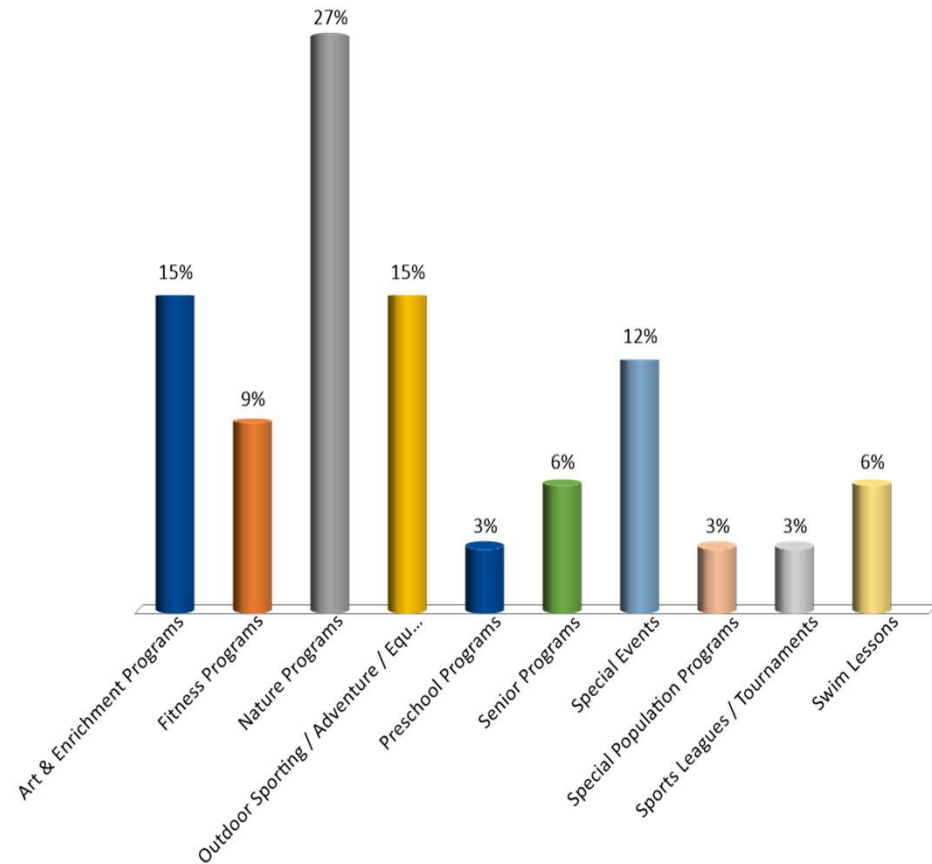
What top Three new Facilities / Amenities Do you Want the County to Provide More of?

- A. Community Rec. Center (Senior, Youth)
- B. Indoor Gym / Fitness Center
- C. Performing Arts Theater
- D. Playgrounds
- E. Picnic Shelters
- F. BMX / Bike Park
- G. Sports Courts
- H. Sports Fields
- I. Virtual Gaming / eSports Arena
- J. Zipline / Adventure Course



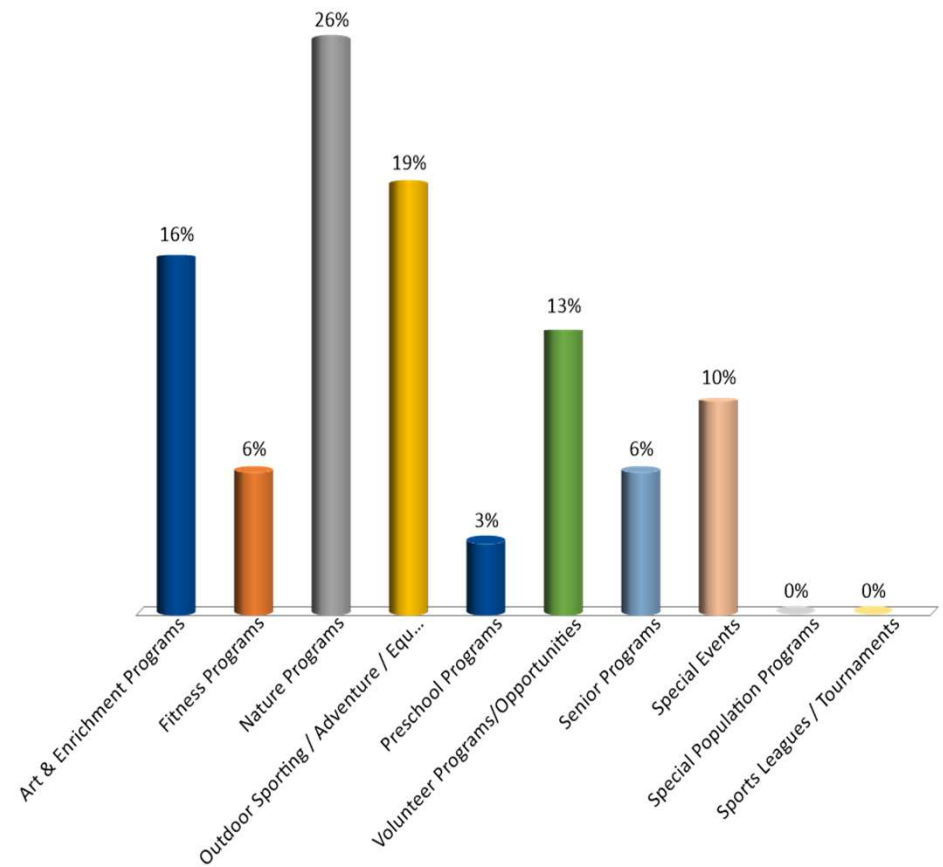
What Three Program Areas Do you Participate in the Most?

- A. Art & Enrichment Programs
- B. Fitness Programs
- C. Nature Programs
- D. Outdoor Sporting / Adventure / Equestrian
- E. Preschool Programs
- F. Senior Programs
- G. Special Events
- H. Special Population Programs
- I. Sports Leagues / Tournaments
- J. Swim Lessons



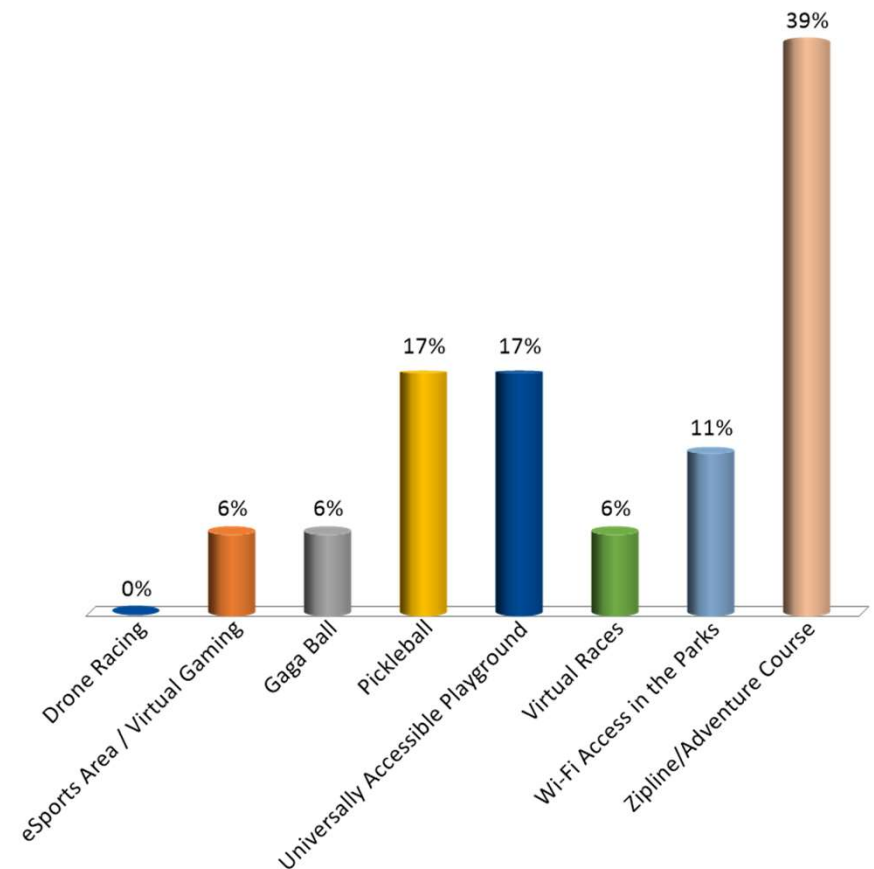
What Three Program Areas Do you Want the County to Provide More of?

- A. Art & Enrichment Programs
- B. Fitness Programs
- C. Nature Programs
- D. Outdoor Sporting / Adventure / Equestrian
- E. Preschool Programs
- F. Volunteer Programs/Opportunities
- G. Senior Programs
- H. Special Events
- I. Special Population Programs
- J. Sports Leagues / Tournaments



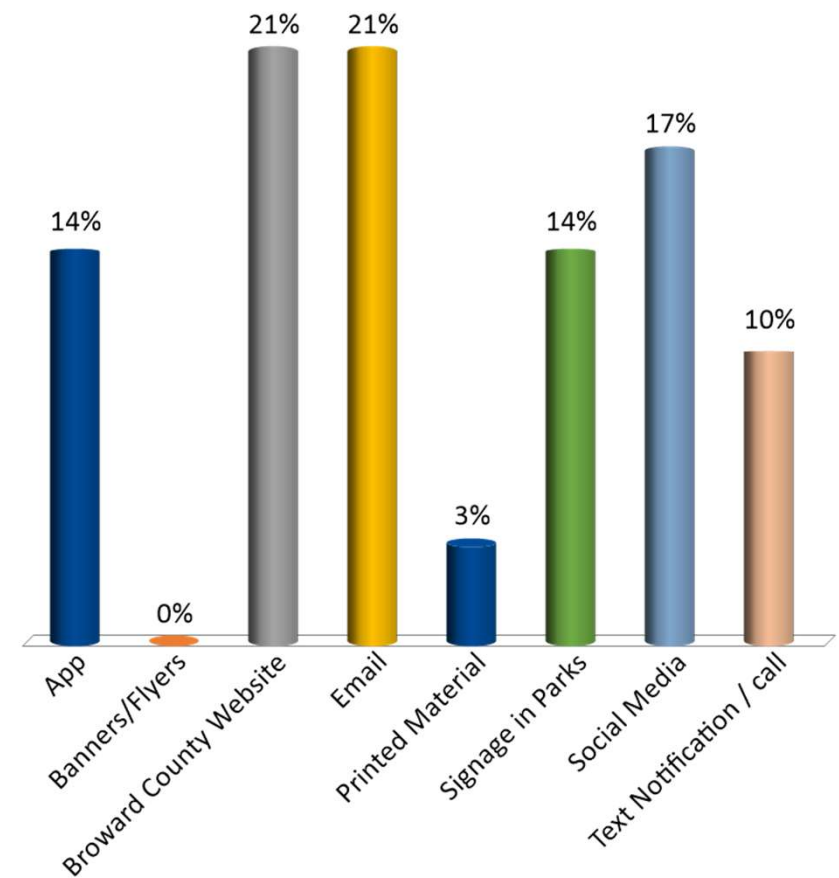
Which Three Innovative Offerings Do you Want the County to Provide?

- A. Drone Racing
- B. eSports Area / Virtual Gaming
- C. Gaga Ball
- D. Pickleball
- E. Universally Accessible Playground
- F. Virtual Races
- G. Wi-Fi Access in the Parks
- H. Zipline/Adventure Course



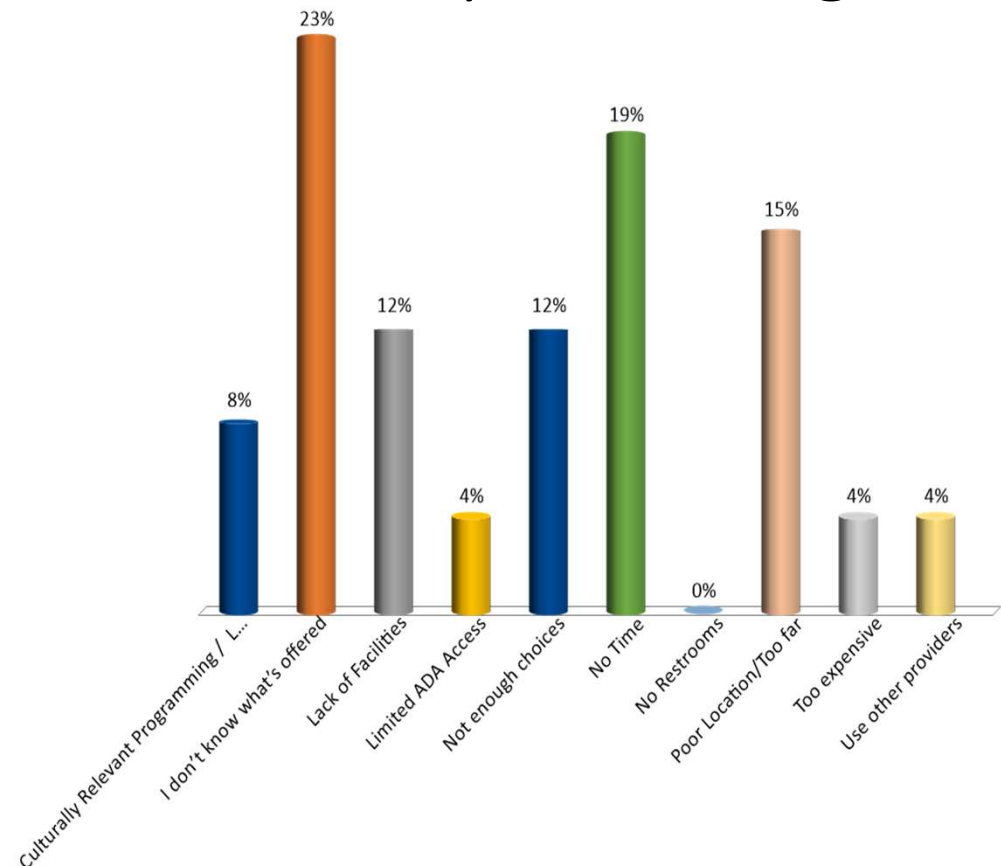
What Are Your top Three Preferred Means of Communication From the County?

- A. App
- B. Banners/Flyers
- C. Broward County Website
- D. Email
- E. Printed Material
- F. Signage in Parks
- G. Social Media
- H. Text Notification / call



What Are the top Three Barriers That Prevent you From Participating More in the County's Offerings?

- A. Culturally Relevant Programming / Language Barrier
- B. I don't know what's offered
- C. Lack of Facilities
- D. Limited ADA Access
- E. Not enough choices
- F. No Time
- G. No Restrooms
- H. Poor Location/Too far
- I. Too expensive
- J. Use other providers



STRENGTHS

OPPORTUNITIES

TOP PRIORITIES

Next Steps

NEXT STEPS

- Statistically-Valid Survey
- Online Survey
- Community Pop-Up Outreach
- Evaluation of Division Infrastructure
- Greenways Program
- Update Division Inventory
- Park Classifications and Level of Service Standards
- Equity Mapping

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Together, let's build Better Parks for a Better Broward!

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THANK YOU



Architects, Inc.