BROWARD COUNTY FLORIDA

PARKS AND RECREATION SYSTEM MASTER PLAN

pros consulting INC

CHEN·MOORE &ASSOCIATES

ADAMS CONSULTING GROUP, INC. STRATEGIC BUSINESS SOLUTIONS

◈ Barth Associates

ETC INSTITUTE

CPZ Architects, Inc.

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

pros consulting INC.

- 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
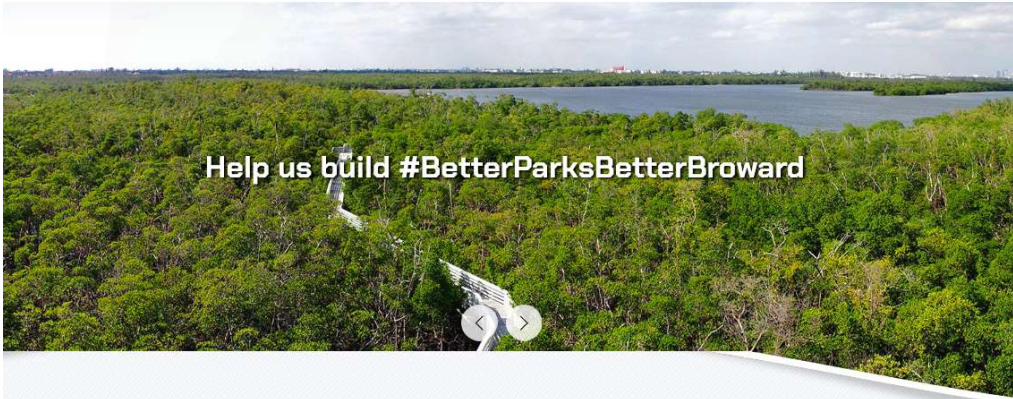
System Master Plan Process

Where Are We Today?

- Site and facility assessments
- Inventory analysis
- Greenways program review
- Environmental programs and services assessments
- Levels of services standards
- GIS Mapping

Where Are We Going Tomorrow?

- Community engagement needs analysis
- Statistically-valid survey
- Demographics & recreation trends analysis

How Do We Get There?

- Needs prioritization
- Capital development planning
- Operational review
- Financial planning
- Funding and Revenue planning
- Strategic action plan

Broward County Parks & Recreation Division

pros consulting INC.

Demographics Analysis

- **Demographic Analysis is based on County Boundaries**
- **Data Source**
  - Census 2010 Data
  - ESRI
  - Straight Line Regression
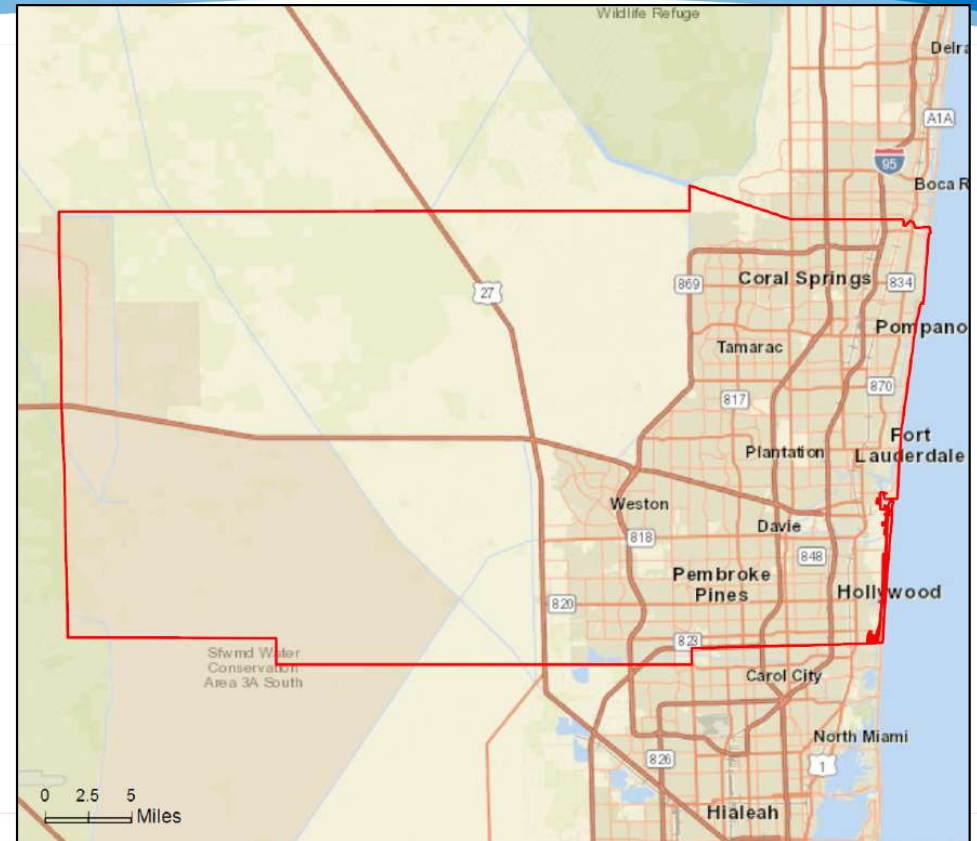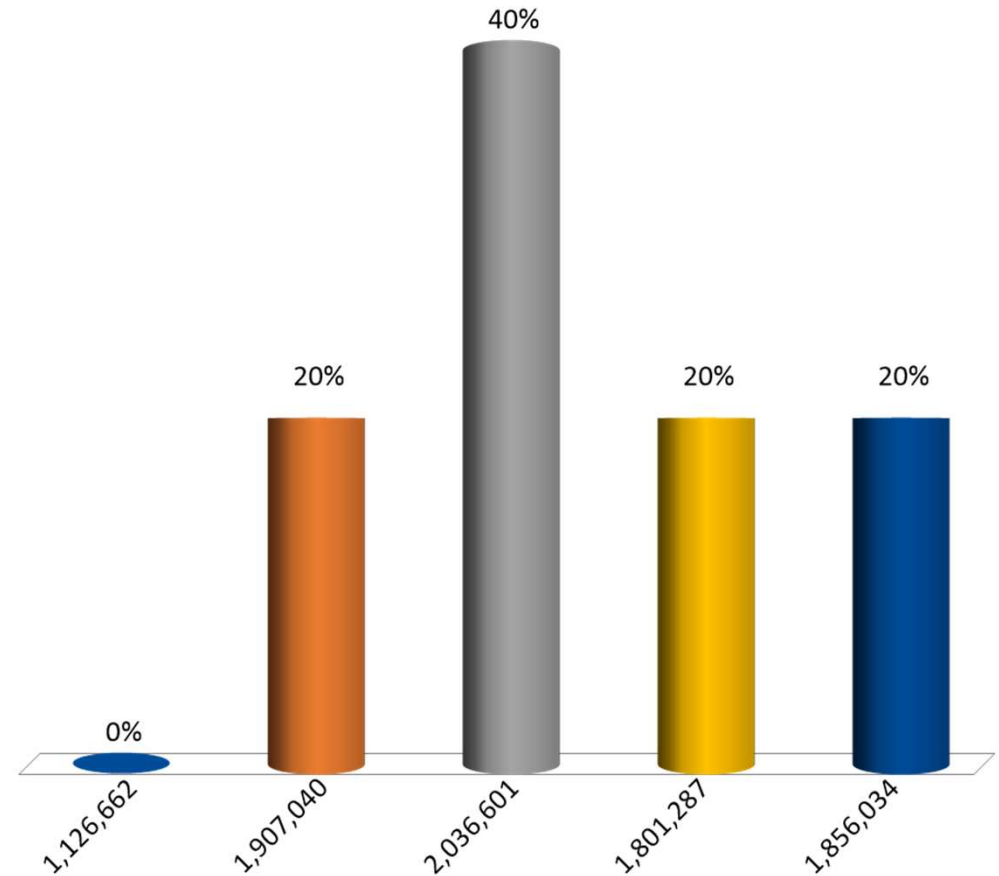
What is the estimated current population?

A. 1,126,662

✓ B. 1,907,040

C. 2,036,601

D. 1,801,287

E. 1,856,034

Total Population / Avg Annual Growth

Broward County Population — Average Annual Growth (%)

2010: 1,748,066
2019: 1,907,040 — 1.01%
2024: 2,003,356 — 1.01%
2029: 2,114,062 — 1.11%
2034: 2,220,894 — 1.01%

Broward County Parks
& Recreation Division
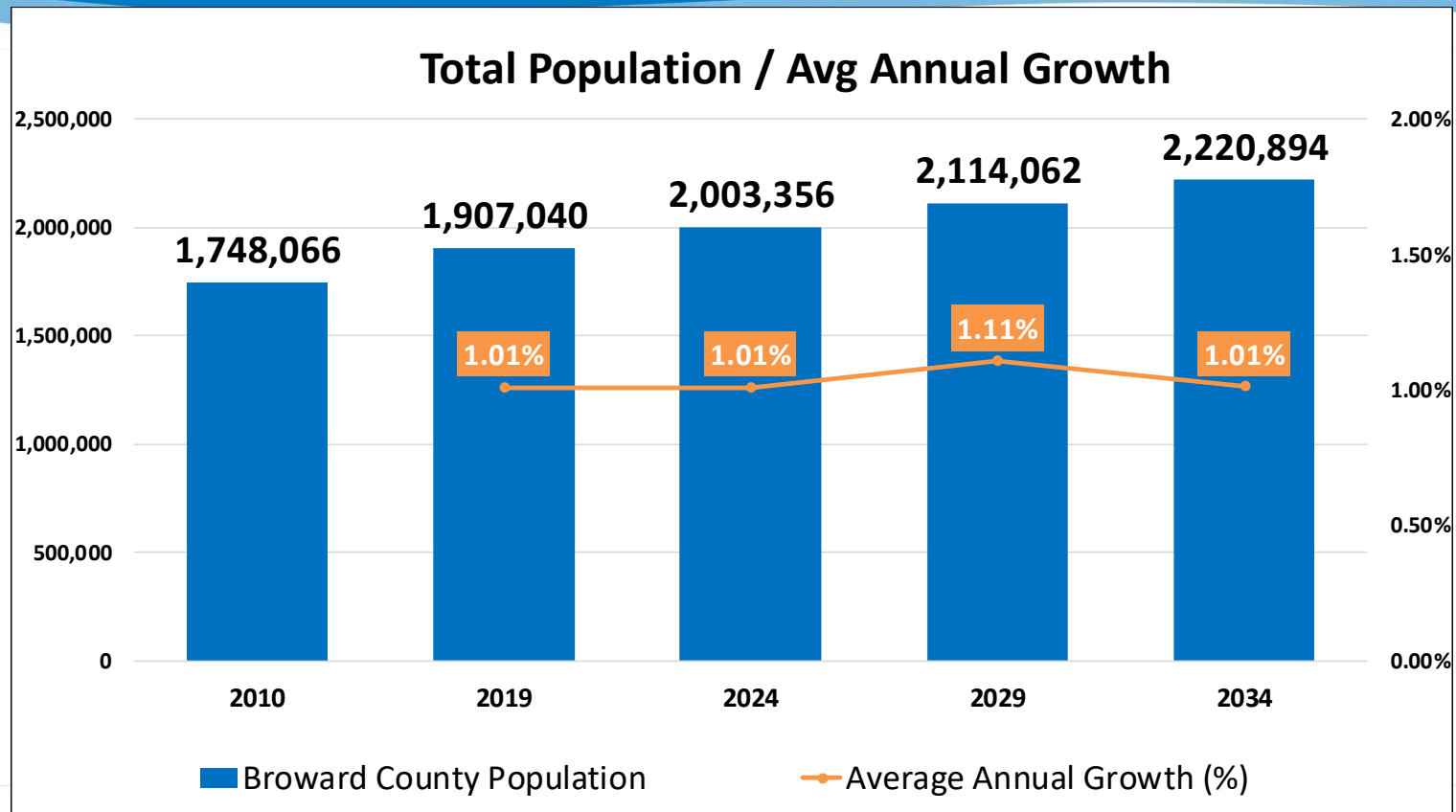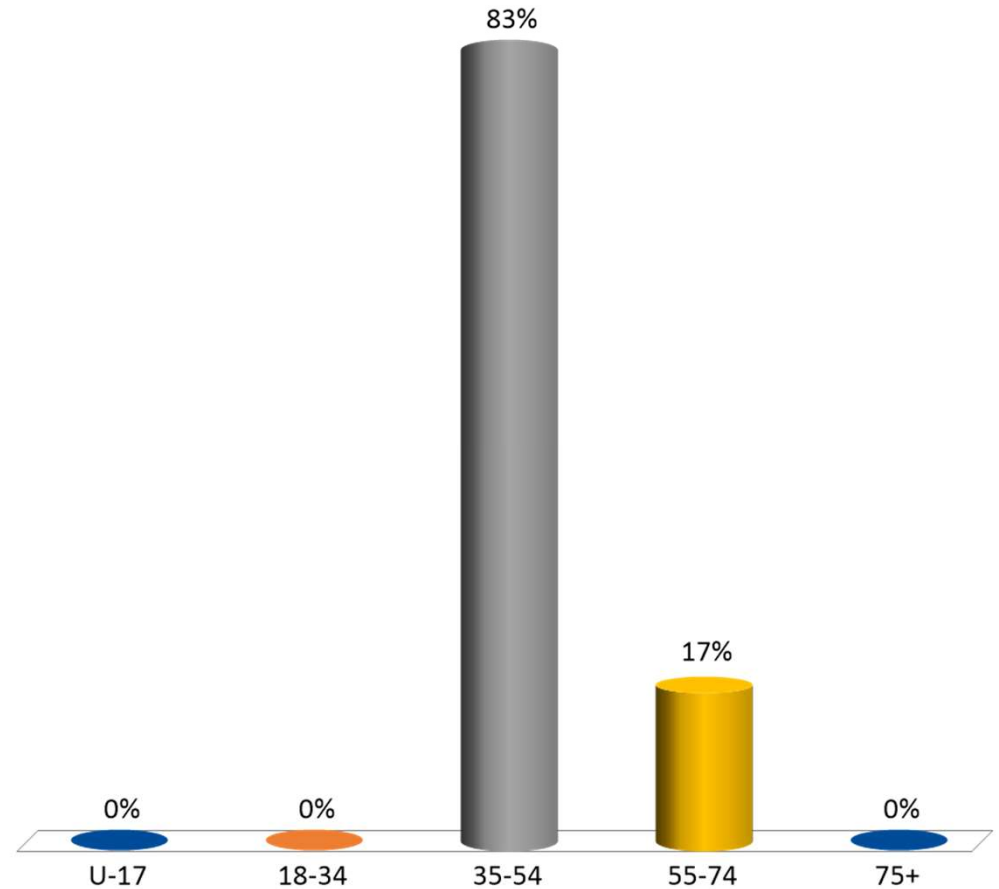
What is the largest age segment in Broward County?

A. U-17

B. 18-34

✔ C. 35-54

D. 55-74

E. 75+

83%

17%

0%   0%   0%

U-17   18-34   35-54   55-74   75+

Population by Age Segment
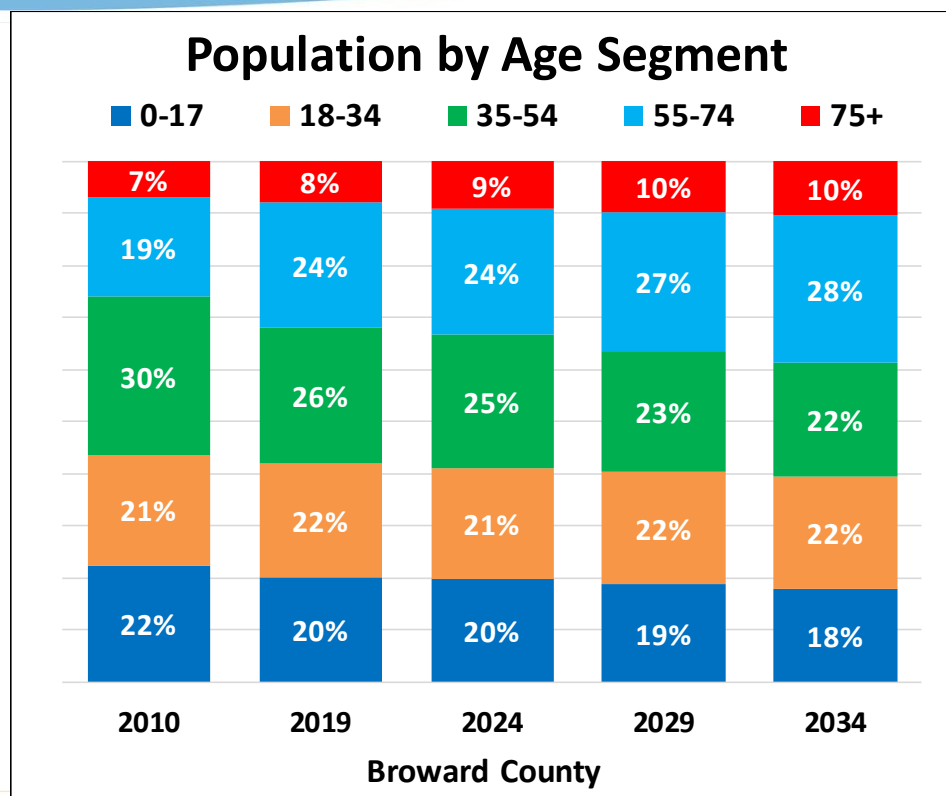
What percent of the population is Hispanic / Latino?

✔ A. 31%

B. 47%

C. 38%

D. 55%

E. 42%
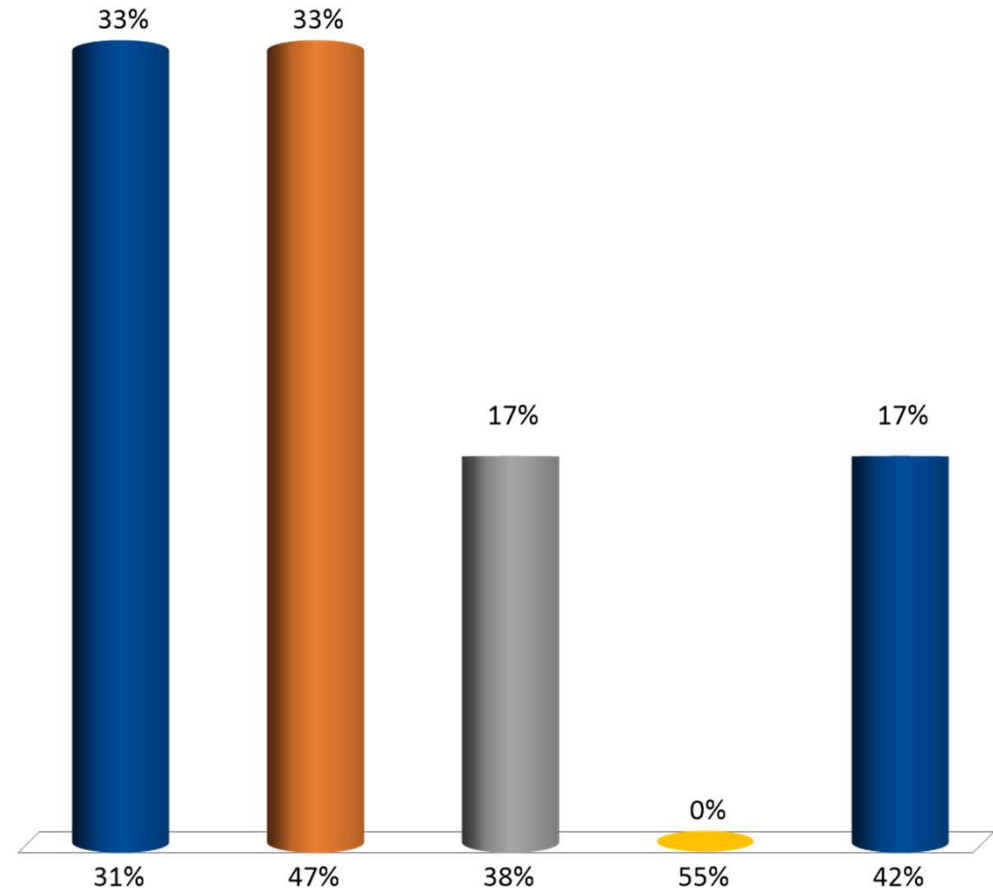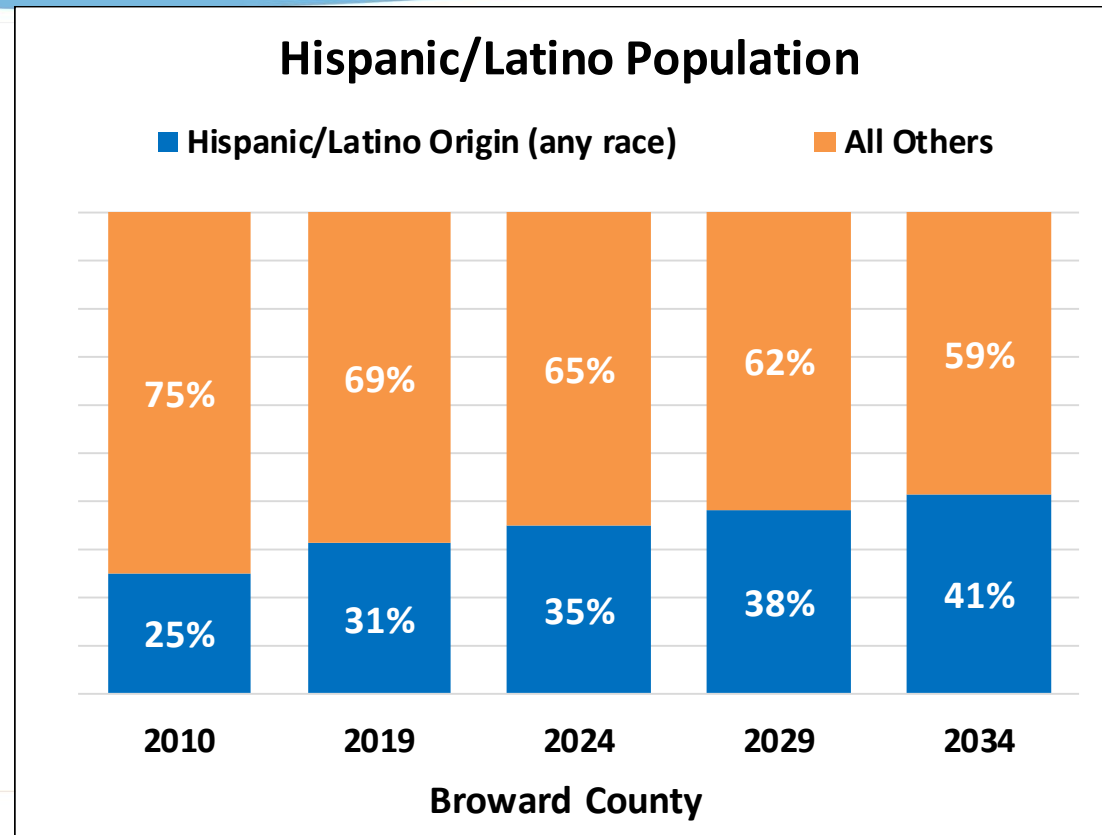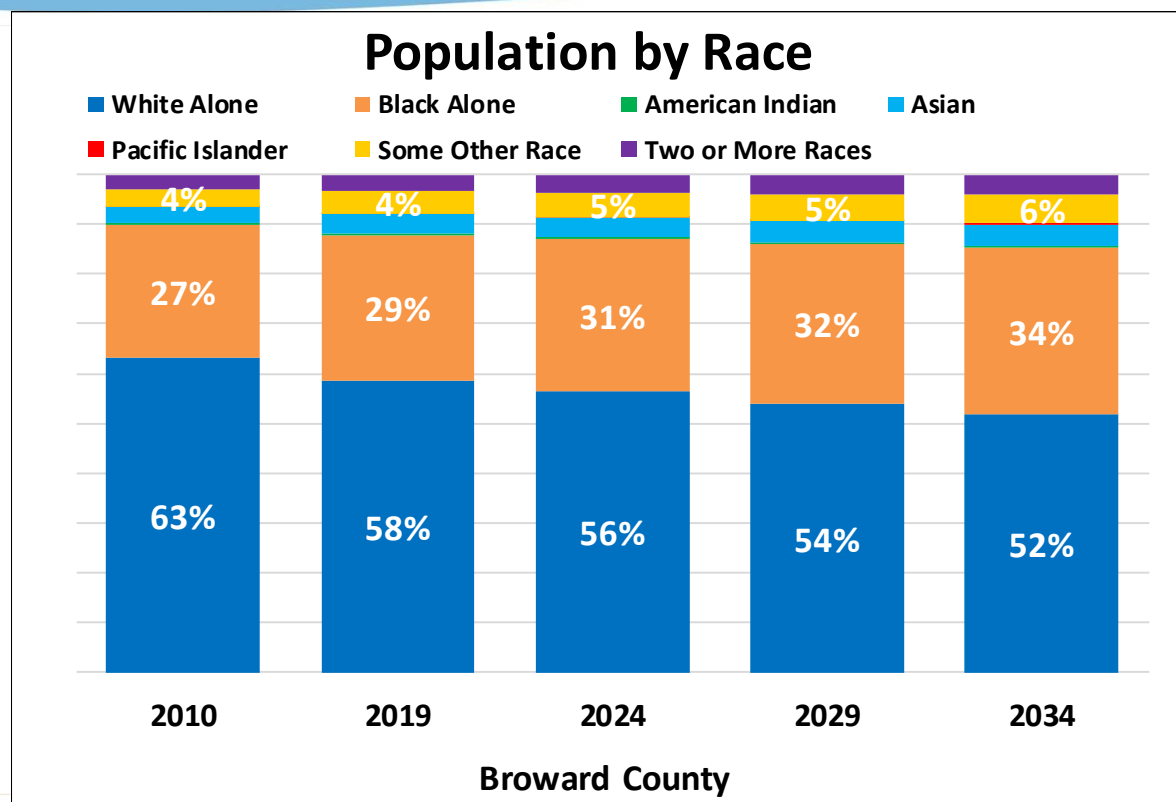
Population by Race

Broward County

Recreation Trends Analysis

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)

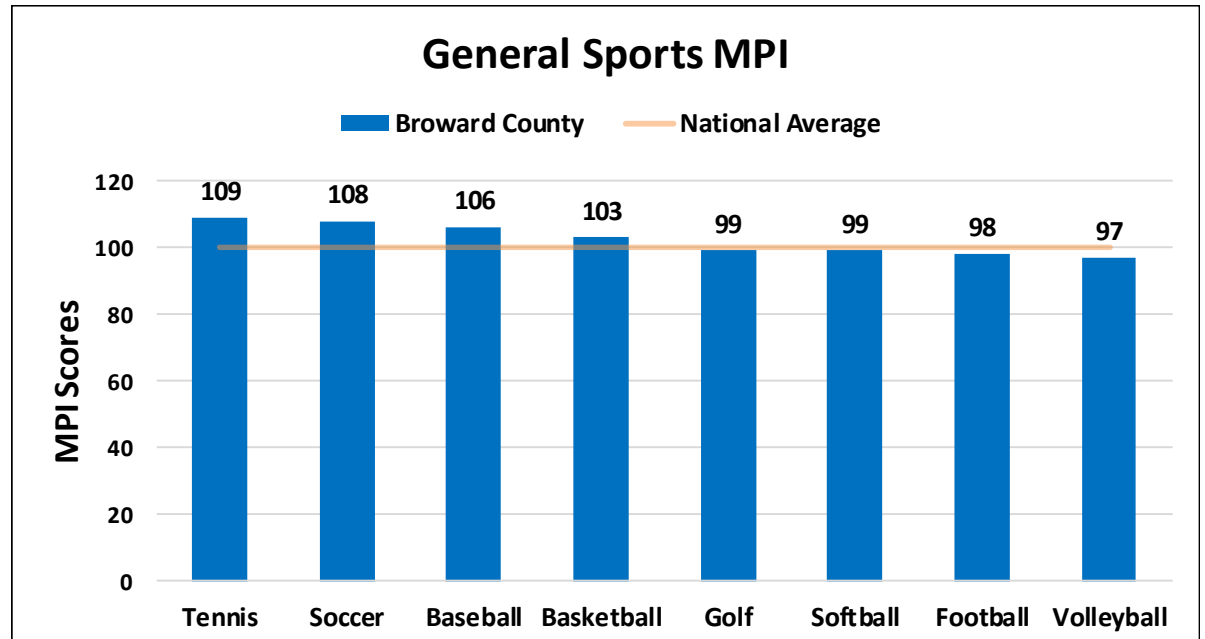| Activity	Participation Levels			% Change	
	2013	2017	2018	5-Year Trend	1-Year Trend
Hiking (Day)	34,378	44,900	47,860	39.2%	6.6%
Bicycling (Road)	40,888	38,866	39,041	-4.5%	0.5%
Fishing (Freshwater)	37,796	38,346	38,998	3.2%	1.7%
Camping (< 1/4 Mile of Vehicle/Home)	29,269	26,262	27,416	-6.3%	4.4%
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

General Sports MPI

Broward County — **National Average**

Tennis	Soccer	Baseball	Basketball	Golf	Softball	Football	Volleyball
109	108	106	103	99	99	98	97

MPI Scores (y-axis: 0, 20, 40, 60, 80, 100, 120)

Market Potential Index
Fitness

Top MPI:

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

Fitness MPI

Legend: ■ Broward County — National Average

Category	MPI Score
Zumba	117
Yoga	109
Aerobics	108
Pilates	107
Weight Lifting	106
Walking for Exercise	102
Jogging/ Running	102
Swimming	98

Y-axis: MPI Scores (0–140)
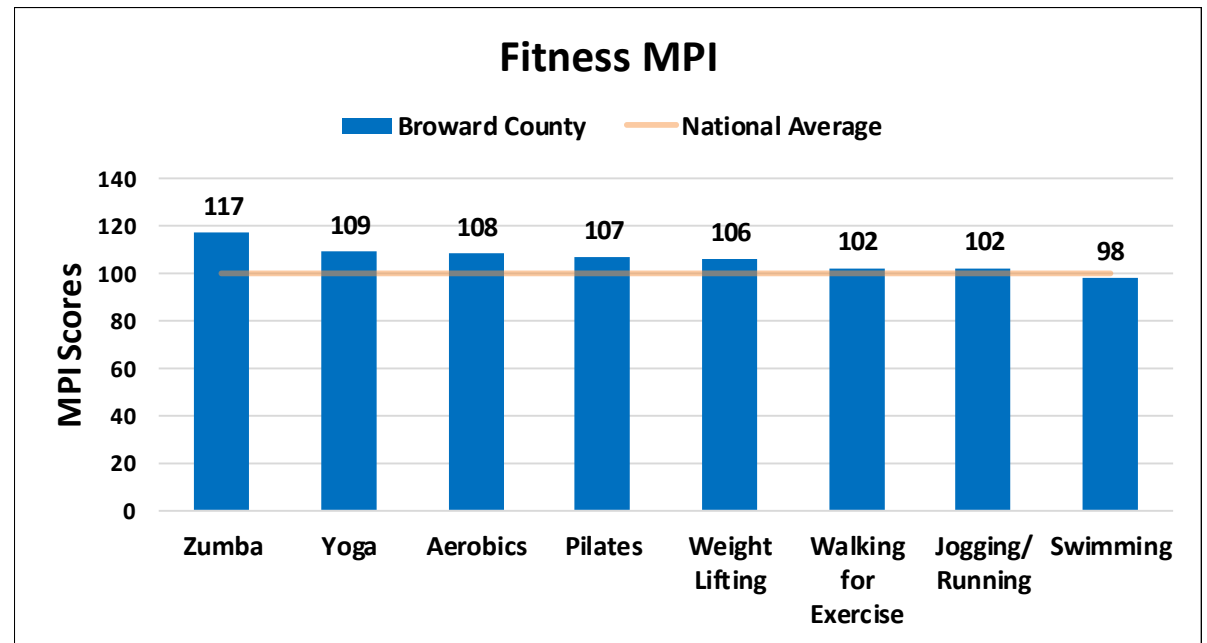
Market Potential Index
Outdoor Activity

Top MPI:

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

Outdoor Activity MPI

■ Broward County   ── National Average
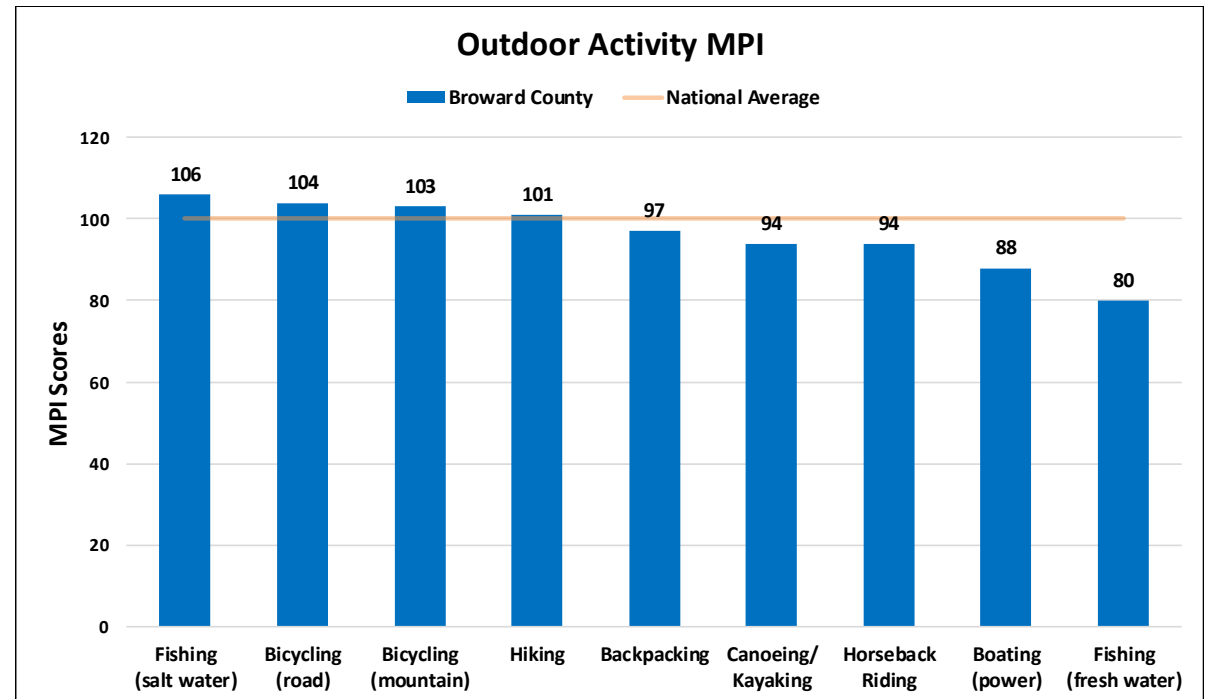
What Is Your Age Group?

A. 0-17 years old

B. 18-34 years old

C. 35-54 years old

D. 55-74 years old

E. 75+ years old

63%

13%   13%   13%

0%

0-17 years old   18-34 years old   35-54 years old   55-74 years old   75+ years old
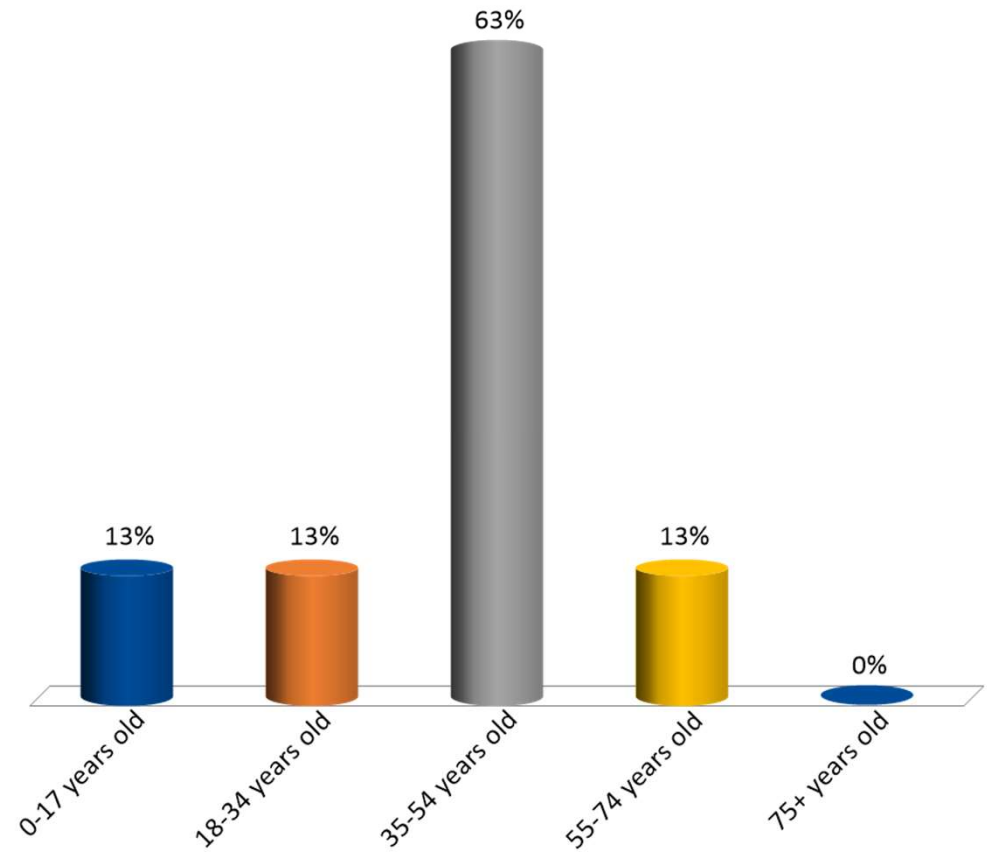
What Top Three Existing Facilities / Amenities Do You Want The County To Provide More Of?

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
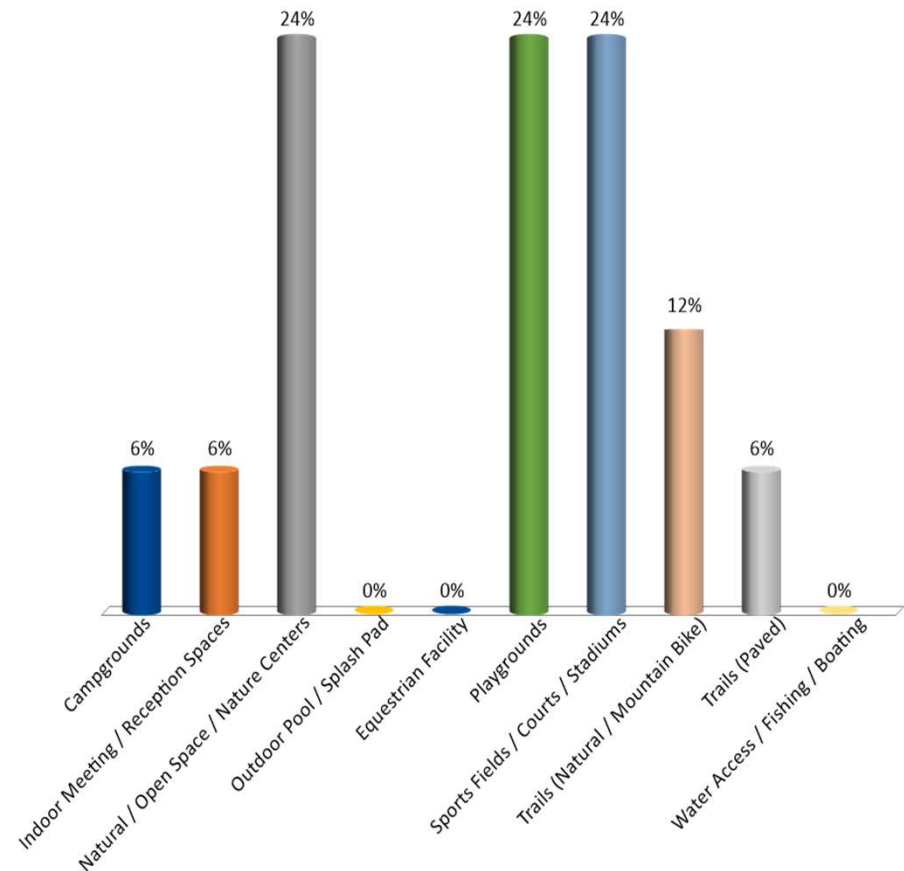
What Top Three new Facilities / Amenities Do You Want The County To Provide More Of?

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
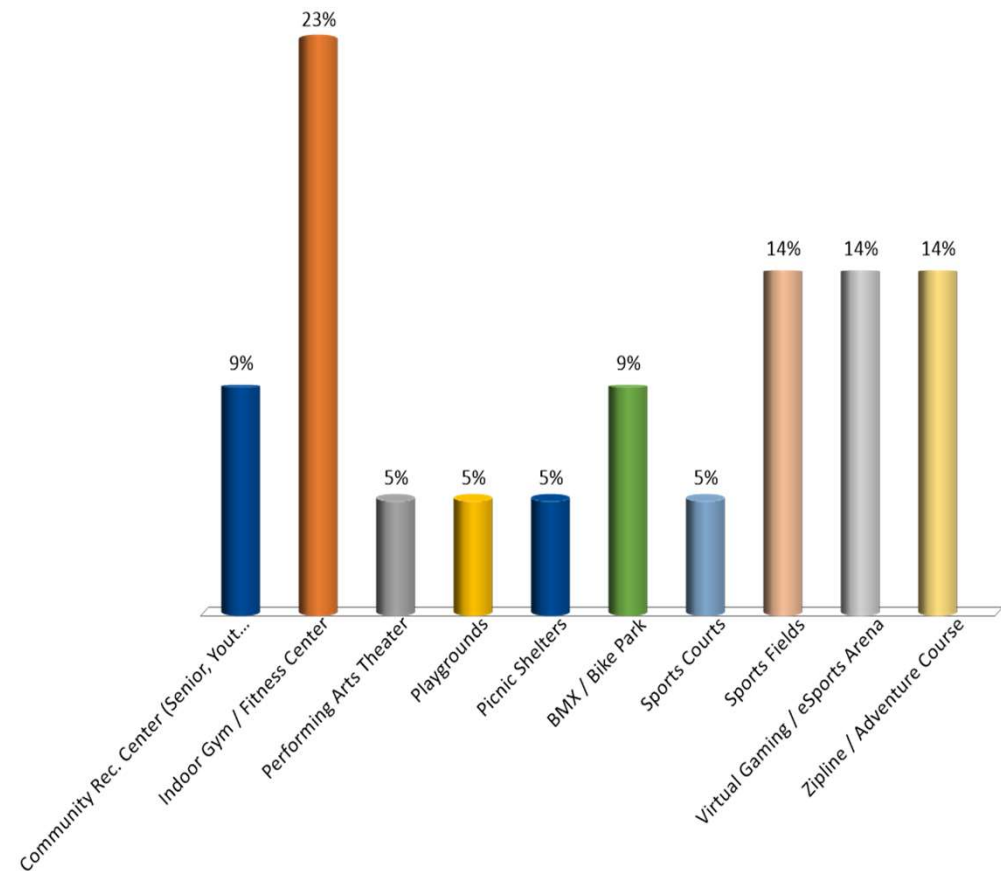
What Three Program Areas Do you Participate in the Most?

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
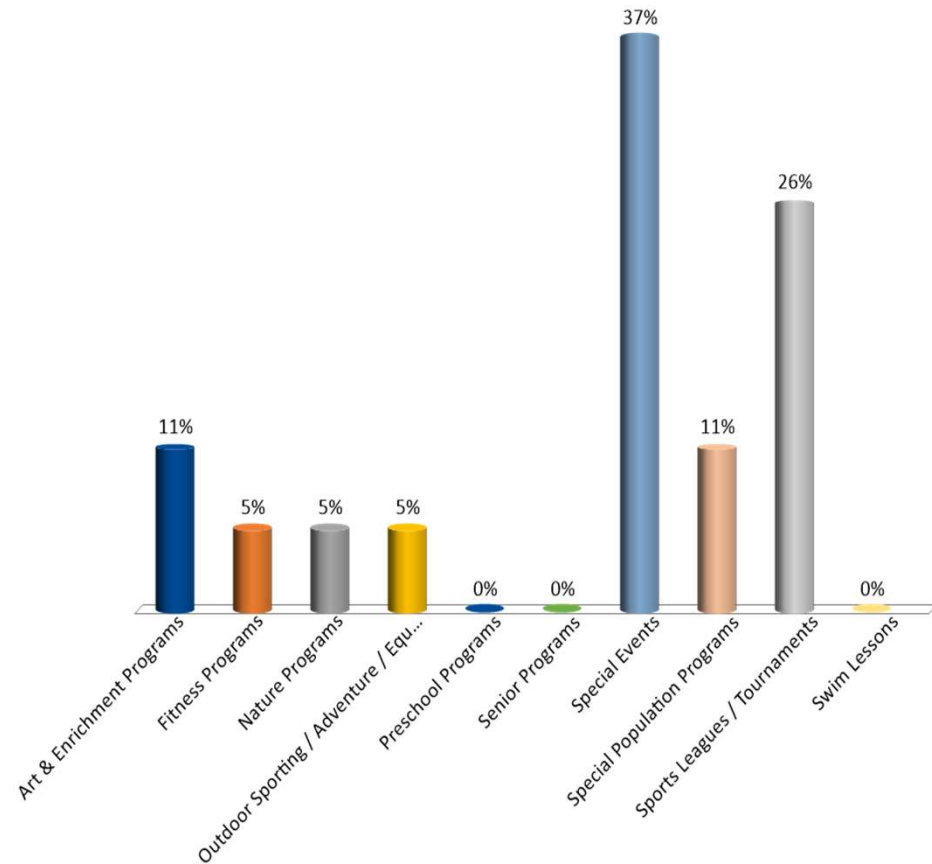
What Three Program Areas Do You Want The County To Provide More Of?

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
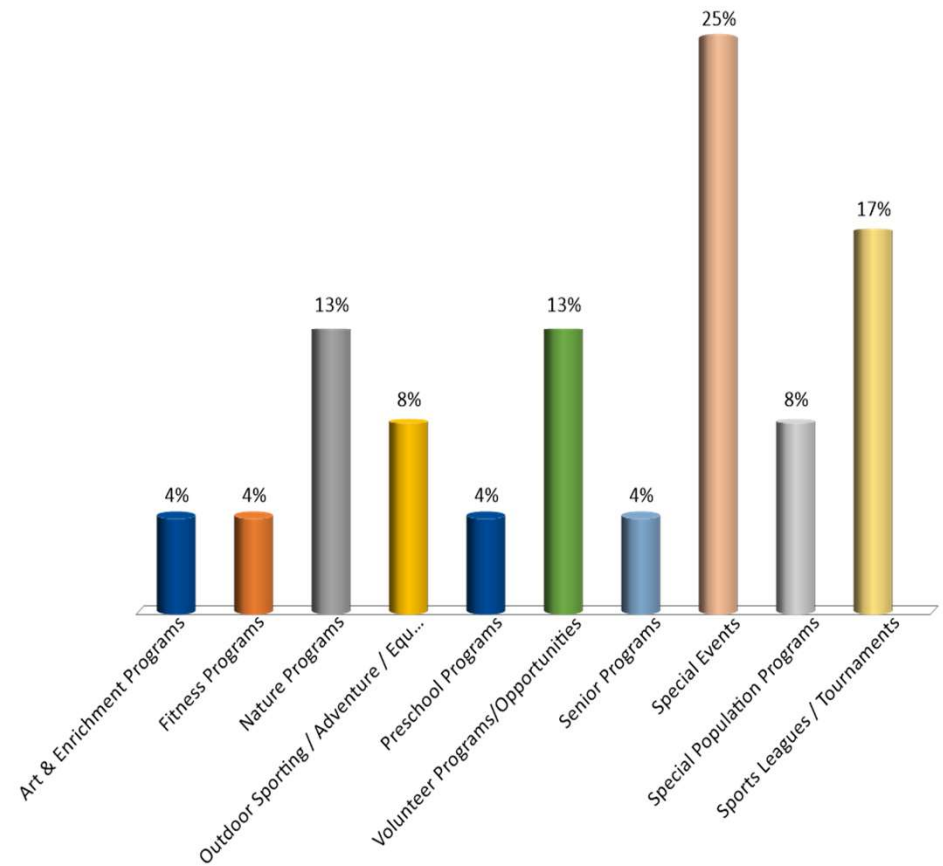
Which Three Innovative Offerings Do You Want The County To Provide?

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
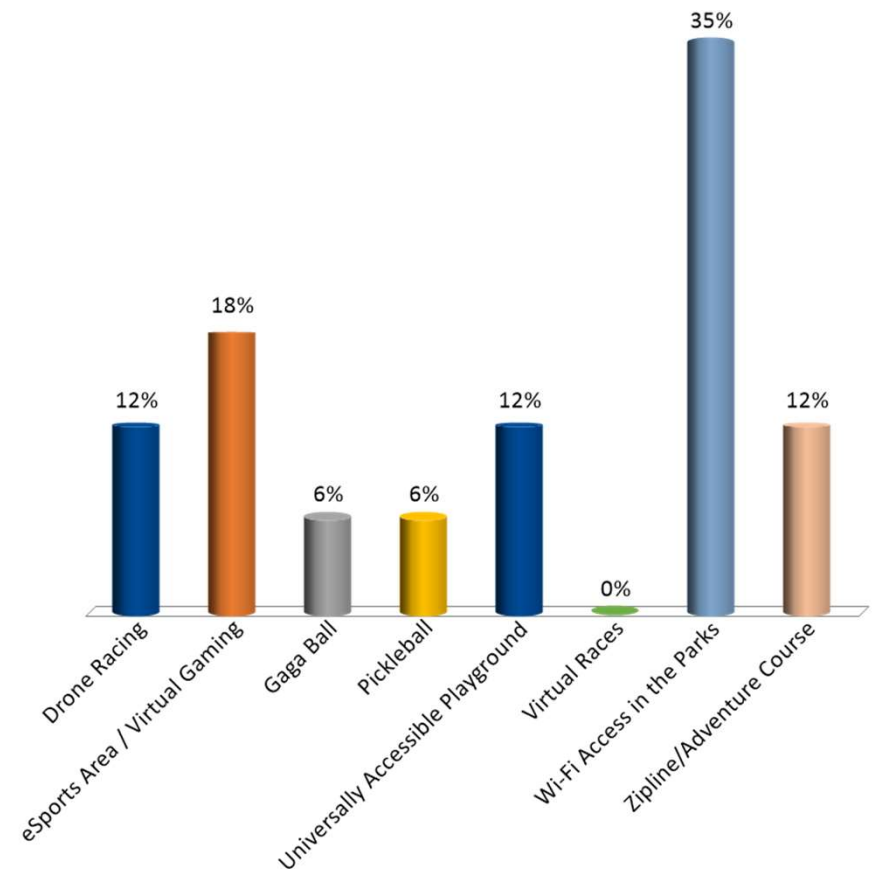
What Are Your Top Three Preferred Means Of Communication From The County?

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
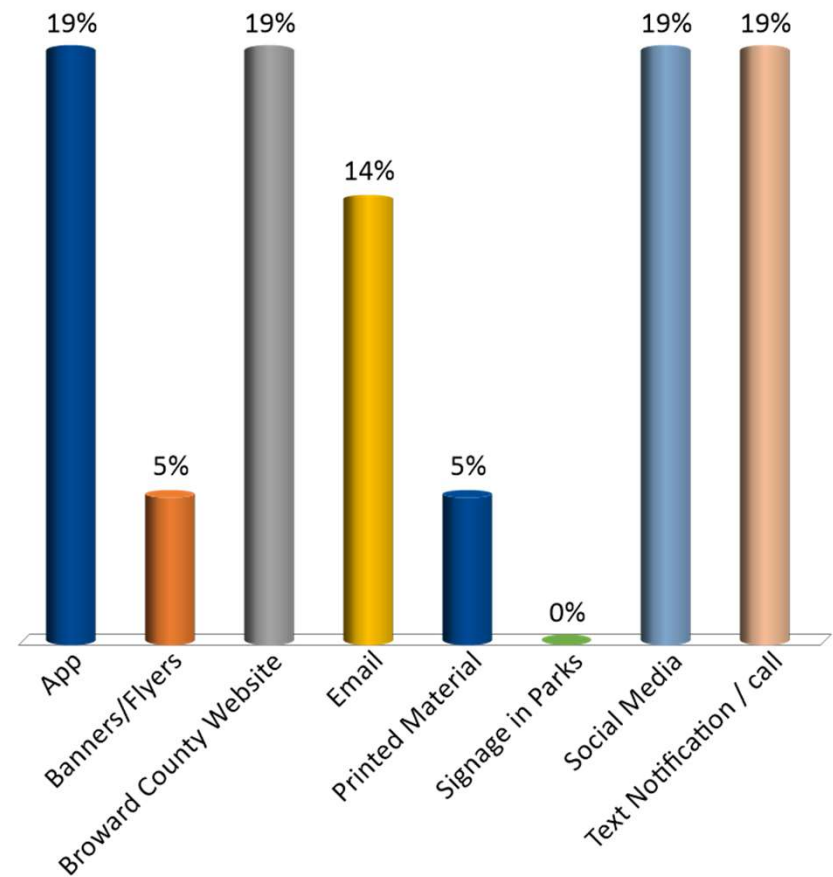
What Are The Top Three Barriers That Prevent You From Participating More In The County's Offerings?

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
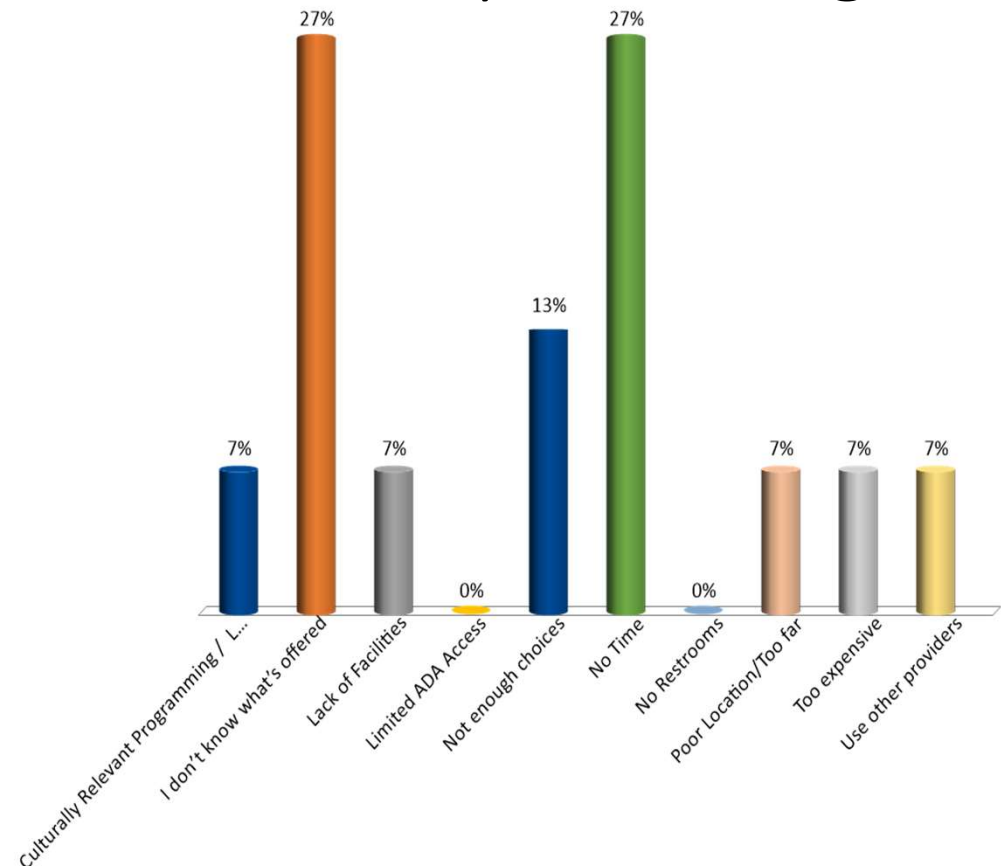
STRENGTHS

OPPORTUNITIES

TOP PRIORITIES

Next Steps

NEXT STEPS
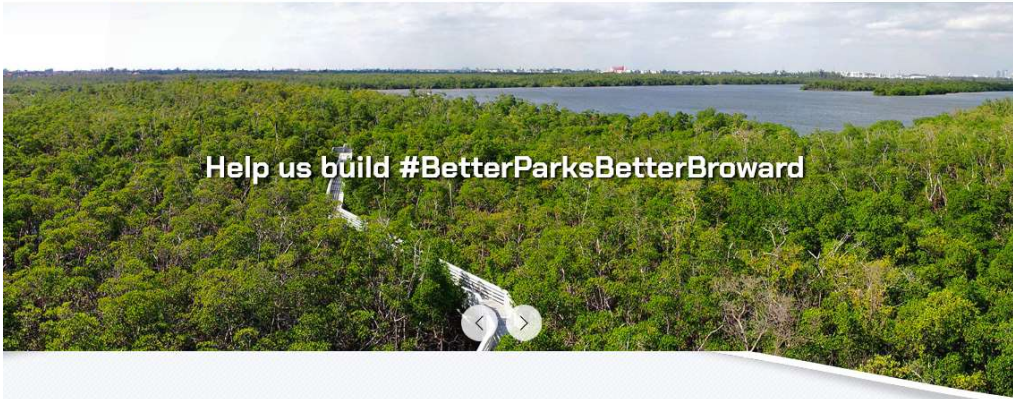
- Statistically-Valid Survey

- Online Survey

- Community Pop-Up Outreach

- Evaluation of Division Infrastructure

- Greenways Program

- Update Division Inventory

- Park Classifications and Level of Service Standards

- Equity Mapping