• Introduction
• Review of Project Goals
• Review of Planning Process + Schedule
• Review of Findings
• Discussion
• Next Steps
• Completion of Visioning Survey
Position the City of Ormond Beach to build on the community’s unique parks and recreation assets

Identifying new opportunities

Prioritizing future improvements to align with the desired needs of citizens

Steer the future of the Leisure Services Department
Parks + Recreation Master Planning Process

1. Existing Conditions Analyses
2. Needs and Priorities Assessment
3. Long Range Vision
4. Implementation Plan
5. Final Plan + Adoption
City of Ormond Beach
Parks and Recreation Master Plan

Project Tasks

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Legend:
- Task Period
- Surveys
- Public Meetings
- Joint Advisory Board Meetings
- City Commission Workshops
- Staff/Stakeholder Visioning Workshops
- Adoption

<table>
<thead>
<tr>
<th>Task Period</th>
<th>Surveys</th>
<th>Public Meetings</th>
<th>Joint Advisory Board Meetings</th>
<th>City Commission Workshops</th>
<th>Staff/Stakeholder Visioning Workshops</th>
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<tr>
<td>3/31</td>
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Qualitative Techniques
• Advisory Committee Meetings
• Elected Official Interviews
• Virtual Public Meetings
• Focus Group Interviews
• Online Survey

Quantitative Techniques
• Statistically-Valid Survey
• Acreage Level-Of Service
• Access Level of Service
• Capacity Level of Services
• Quality Level of Services
• Benchmarking

Observational Techniques
• Park Site Evaluations | Population + Demographic Overview
1,100+ Participants

- Statistically Valid Survey – 402
- On-line Survey – 646
- Public Meeting – 78
- Joint Advisory Boards – 22
- Interviews/Focus Groups - 43
Statistically Valid Survey Demographics

**Age**

- 35-44 years: 15.4%
- 45-54 years: 20.7%
- 55-64 years: 20.7%
- 65 years or longer: 29.4%
- 18-34 years: 13.9%

**Time in Ormond Beach**

- 0-5 years: 17.0%
- 6-10 years: 7.1%
- 11-15 years: 10.2%
- 16-20 years: 22.6%
- 21-30 years: 30.8%
- 31 years or longer: 22.6%
On-line Survey Demographics

### Age

- **Under 18 years**: 0.9%
- **19-34 years**: 8.3%
- **35-44 years**: 24.1%
- **45-54 years**: 24.4%
- **55-64 years**: 19.8%
- **65 years or longer**: 22.4%

### Time in Ormond Beach

- **0-2 years**: 10.9%
- **3-5 years**: 12.4%
- **5-8 years**: 10.6%
- **More than 9 years**: 66.1%
• Introduction
• Review of Project Goals
• Review of Planning Process + Schedule
• Review of Findings
• Discussion
• Next Steps
• Completion of Visioning Survey
<table>
<thead>
<tr>
<th>NEEDS ASSESSMENT TECHNIQUE:</th>
<th>Statistically Valid Survey</th>
<th>On-line Survey</th>
<th>Level-of-Service Analysis + Benchmark</th>
<th>Public Meeting</th>
<th>Stakeholder Interviews</th>
<th>Focus Group Interviews</th>
<th>Joint Advisory Board</th>
<th>Park Site Evaluations</th>
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<tr>
<td>#1. Provide safe bicycle and pedestrian facilities in the City</td>
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<td>#3. Acquire land for preservation of greenspace, parks, and natural areas</td>
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<td>❌</td>
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<tr>
<td>#4. Continue renovation and improvements of Historical Centers</td>
<td>❌</td>
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<td>#5. Provide additional beachfront parking</td>
<td>❌</td>
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<tr>
<td>#6. Acquire more beachfront park land</td>
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<tr>
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<tr>
<td>#8. Develop a multi-purpose Indoor Community Recreation Center/Sports Center</td>
<td>❌</td>
<td>❌</td>
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<td>✔</td>
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<tr>
<td>#9. Develop community/civic/events center</td>
<td>❌</td>
<td>❌</td>
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<td>On-line Survey</td>
<td>Level-of-Service Analysis + Benchmark</td>
<td>Public Meeting</td>
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<td>#1. Walking and hiking nature trails</td>
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<td>#7. Outdoor stage/amphitheater</td>
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<td>Focus Group Interviews</td>
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<td>#1. Summer concerts</td>
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<td>0</td>
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</table>
Based on Stakeholder Input:

- Adding a new gym/multi-purpose center/civic center;
- Provision of adequate pickleball facilities;
- Addition of a multi-purpose open space;
- Providing adequate recreation opportunities in West Ormond, including a community center and athletic fields; and
- Providing additional amenities in parks, restrooms in particular.
How did we identify these summary needs?
Projects Implemented Since Last Parks and Recreation Master Plan
2006-2020

$22 Million of Improvements
## Demographics Analysis

### Population Growth Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Ormond Beach</th>
<th>Volusia County</th>
<th>Florida</th>
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<tbody>
<tr>
<td>2010</td>
<td>38,137</td>
<td>494,593</td>
<td>18,801,310</td>
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<tr>
<td>Growth Rate 2010-2020</td>
<td>10%</td>
<td>12%</td>
<td>15%</td>
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<tr>
<td>2020</td>
<td>41,782</td>
<td>551,588</td>
<td>21,555,986</td>
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<tr>
<td>2025</td>
<td>45,604</td>
<td>573,800</td>
<td>23,130,870</td>
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<tr>
<td>2030</td>
<td>47,858</td>
<td>595,800</td>
<td>24,426,200</td>
</tr>
</tbody>
</table>

### Age

- **Ormond Beach**
  - Age 0-19: 16%
  - Age 20-39: 20%
  - Age 40-59: 22%
  - Median Age: 53.4

- **Volusia County**
  - Age 0-19: 7%
  - Age 20-39: 26%
  - Age 40-59: 25%
  - Median Age: 47.1

- **Florida**
  - Age 0-19: 9%
  - Age 20-39: 26%
  - Age 40-59: 31%
  - Median Age: 42.5
• 4 Evaluation Categories
• 30 Evaluation Subcategories
  • Proximity, Access, Linkages
  • Comfort and Image
  • Uses, Activities, and Sociability
  • Buildings and Architecture

LEGEND

<table>
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<tr>
<th>Quality Level</th>
<th>Score Range</th>
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<td>Needs Improvement</td>
<td>1.0-1.9</td>
</tr>
<tr>
<td></td>
<td>2.0-2.9</td>
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<tr>
<td>Meets Expectations</td>
<td>3.0-3.9</td>
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<tr>
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<td>4.0-4.9</td>
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<tr>
<td>Exceeding Expectations</td>
<td>5.0</td>
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</table>

Park System Average Score = 3.1
Parks That Scored Below Meeting Expectations

- Arroyo Fountain Park
- Arroyo Oaks Mini Park
- Division Avenue Passive Park
- Hospital Gardens Mini Park
- Huguenot Park
- Mainstreet Park
- Nova Road Passive Park – North and South
- Ormond Beach Lions Park
- Ormond Beach Middle School Park
- Ormond Beach Performing Arts Center
- Ormond Beach Senior Center
- Ormond Parkway Park
- Osceola Elementary School Park
- Plaza Gardens Park
- Rosewood Avenue Mini Park

Park Site Evaluations

- Santa Lucia Park
- South Old King Road Passive Park
- Ted Porter Park
- Vander Park
- Woodmere Park
Criteria that Scored Below Expectations

• Transit access
• Clarity of information and signage
• Protection from bad weather
• Branding
• Level of activity
• Marketing or promotional efforts for facility and activities
• Energy and sustainability
Park Site Evaluations

Strengths

• Cleanliness/overall quality of maintenance in indoor facilities
• Evidence of management and stewardship in indoor facilities
• Ability to supervise and manage indoor facilities
• Condition and effectiveness of equipment and operating systems
• Programming flexibility
Park Site Evaluations

Opportunities

• Transit access
• Clarity of information and signage
• Protection from bad weather
• Branding
• Level of activity
• Marketing or promotional efforts
• Energy and sustainability
Q1. Major Parks and Facilities, Operated by the City of Ormond Beach Parks Department, That Residents Visited During the Past Two Years (Including Prior to the COVID-19 Pandemic)

by percentage of respondents (multiple choices could be selected)

- Andy Romano Beachfront: 71.1%
- Rockefeller Gardens: 66.7%
- The Casements & the Environmental Discovery Center: 57.5%
- Fortunato Park: 49.0%
- Cassen Park: 41.0%
- Central Park III-Hand Ave: 39.8%
- Nova Community Park: 38.8%
- Central Park IV-Division Ave: 38.3%
- Memorial Gardens: 36.6%
- Central Park I-Fleming Ave: 35.8%
- Bailey Riverbridge Gardens: 35.3%
- Central Park II-Hammock Ln: 32.8%
- Sanchez Park: 29.9%
- Birthplace of Speed Park: 29.4%
- Ames Park: 29.1%
- Performing Arts Center: 27.4%
- Airport Sports Complex: 25.1%
- Riverbend Nature Park: 20.9%
- Riviera Park: 19.2%
- South Ormond Neighborhood Park: 13.2%
Q7. On average, how often have you and members of your household visited parks and recreation facilities in the City of Ormond Beach in the past two years, including before the COVID-19 pandemic?

by percentage of respondents (excluding not provided responses)

- Almost daily: 18.6%
- A few times per year: 15.8%
- At least once per week: 39.7%
- At least once per month: 19.6%
- We haven't visited parks: 6.3%
Q8. Overall, how satisfied are you with the parks and recreation facilities provided by the City of Ormond Beach Parks Department?

by percentage of respondents (excluding don’t know responses)

- Very satisfied: 40.2%
- Satisfied: 43.3%
- Neutral: 12.8%
- Dissatisfied: 2.6%
- Very dissatisfied: 1.0%
Q10. Programs, Offered in the City of Ormond Beach, That Households Have Participated in Over the Last Five Years

by percentage of respondents (multiple choices could be selected)

- Special events: 40.5%
- Community events: 34.1%
- Fitness: 32.6%
- Theatre/performing arts: 31.1%
- Youth sports: 24.6%
- Senior programs: 12.4%
- Aquatics: 10.4%
- Tennis: 9.0%
- Painting: 5.2%
- Pickleball: 5.2%
- Martial arts: 1.5%
Q13. How satisfied are you with the programs offered by the City of Ormond Beach?

by percentage of respondents (excluding *not provided* responses)

- Very satisfied: 21.2%
- Satisfied: 39.0%
- Neutral: 24.4%
- Dissatisfied (2.5%)
- Very dissatisfied (1.0%)
- Have not used City of Ormond Beach programs (11.8%)
Q15. Reasons That Prevent Households From Using the Parks and Recreation Facilities Offered by the City of Ormond Beach More Often

by percentage of respondents (multiple choices could be selected)

- I do not know where parks are located: 14.7%
- Parks/facilities are too far from our residence: 14.7%
- Lack of parking: 12.2%
- I do not feel safe at parks/facilities: 9.7%
- Parks do not contain facilities or amenities that are appropriate for my family & me: 9.5%
- I use private facilities: 9.2%
- Parks are not easily accessible by walking, biking, or driving: 7.0%
- I use facilities offered by surrounding communities: 6.0%
- Parks are not easily accessible to the disabled: 4.2%
- Park operating hours are not convenient: 3.7%
- Other communities offer recreation facilities that are closer to my home or are higher quality: 3.5%
- Facilities are not well maintained: 3.0%
- Lack of transportation: 1.5%
Q17. If you had a budget of $100 for services provided by the City of Ormond Beach Leisure Services Department, how would you allocate the funds among the categories of funding listed below? by percentage of respondents

- Acquiring more park land: $17.02
- Improvements/maintenance of existing parks & recreation facilities: $15.84
- Development of new indoor recreation centers: $9.16
- Development of new walking & biking facilities: $14.28
- Improvements/maintenance of existing walking & biking facilities: $10.70
- Additional recreation activities, classes, & events: $11.85
- Development of new parks & recreation facilities: $11.67
Top Priorities for Investment for Recreation Facilities & Amenities

Based on the Priority Investment Rating (PIR)

- Walking & hiking nature trails: 185.6
- Off-beach parking: 170.5
- Beachfront park: 161.3
- Natural areas/nature parks: 153.6
- Paved multi-purpose trails: 149.8
- Public Wi-Fi: 119.7
- Outdoor stage/amphitheater: 108.5
- Dog parks: 105.8
- Fitness center/spa: 87.4
- Golf course: 84.2
- Outdoor pool/aquatics: 83.4
- Indoor pool: 82.9
- Performing arts facility: 81.8
- Community gardens: 79.3
- Picnic shelters/areas: 74.3
- Outdoor exercise stations: 68.9
- Power outlets: 66.8
- Senior center: 64.5
- Rental for private events: 59.0
- Children’s playgrounds: 58.4
- Spraygrounds/splash pads: 53.6
- Children’s indoor play area: 50.7
- Pickleball courts: 49.9
- Community/recreation/civic center: 48.9
- ADA accessibility: 45.5
- Disc golf course: 42.6
- EV charging stations: 37.6
- Multi-purpose fields: 36.8
- Indoor gymnasium/game courts: 36.4
- Volleyball courts: 27.6
- Tennis courts: 27.1
- Outdoor basketball courts: 22.7
- Soccer fields: 22.0
- Baseball/softball fields: 17.1
- Skateboarding area: 17.0
- Football fields: 7.1

High Priority (100+)

Medium Priority (50-99)

Low Priority (0-49)
Top Priorities for Investment for Recreation Programs & Activities

Based on the Priority Investment Rating (PIR)

- **Summer concerts**: 200.0
- **Adult fitness/wellness**: 153.2
- **Community events**: 126.4
- **Nature programs**: 123.2
- ** Performing arts programs**: 103.2 (High Priority (100+))
- **Water fitness programs**: 85.0
- **Senior programs**: 83.3
- **Arts/crafts programs**: 79.9
- **Adult sports programs**: 74.8
- **Circuit exercise programs**: 55.5 (Medium Priority (50-99))
- **Youth summer camps**: 43.0
- **Youth sports programs**: 41.7
- **Youth art/dance/performing arts classes**: 32.9
- **Youth learn to swim programs**: 30.9
- **Before & after school programs**: 30.3
- **Teen programs**: 28.6
- **Youth fitness & wellness programs**: 27.1
- **Martial arts programs**: 23.9
- **Special populations programs**: 16.3
- **eSports**: 6.8 (Low Priority (0-49))
Q25. Residents’ Level of Support for Actions the City Could Take to Improve the Parks and Recreation System

by percentage of respondents, using a 4-point scale, where 4 means very supportive and 1 means not supportive

- Provide safe bicycle & pedestrian facilities throughout City including multi-purpose paths & safe crosswalks: 61% Very Supportive, 20% Somewhat Supportive, 14% Not Sure, 4% Not Supportive
- Upgrade existing parks: 51% Very Supportive, 28% Somewhat Supportive, 18% Not Sure, 4% Not Supportive
- Acquire land for preservation of greenspace, parks, & natural areas: 55% Very Supportive, 20% Somewhat Supportive, 19% Not Sure, 6% Not Supportive
- Continue renovation & improvements of Historical Centers: 39% Very Supportive, 32% Somewhat Supportive, 23% Not Sure, 6% Not Supportive
- Provide additional beachfront parking: 49% Very Supportive, 22% Somewhat Supportive, 21% Not Sure, 9% Not Supportive
- Acquire more beachfront park land: 47% Very Supportive, 21% Somewhat Supportive, 22% Not Sure, 10% Not Supportive
- Continue renovation & improvements of Performing Arts & Cultural Centers: 32% Very Supportive, 34% Somewhat Supportive, 27% Not Sure, 7% Not Supportive
- Develop a Multi-Purpose Indoor Community Recreation/Sports Center: 22% Very Supportive, 25% Somewhat Supportive, 39% Not Sure, 14% Not Supportive
- Develop a Community/Civic/Events Center: 20% Very Supportive, 27% Somewhat Supportive, 42% Not Sure, 12% Not Supportive
- Develop an indoor kid play area, similar to a Discover Zone: 19% Very Supportive, 20% Somewhat Supportive, 43% Not Sure, 19% Not Supportive
- Develop an indoor eSports Arena: 6% Very Supportive, 13% Somewhat Supportive, 49% Not Sure, 33% Not Supportive
Q24. What amount would you be willing to pay yearly to fund the types of parks, recreation facilities, and programs that are most important to you and your household?

- $12 - $60: 69.50%
- $61 - $120: 41.90%
- Not Willing: 21.40%
- $121 - $180: 18.50%
- $181 - $240: 12%
- $241+: 7.50%
Q2. Please select the major parks and recreation facilities operated by the City of Ormond Beach Parks Department that you and other members of your household have visited during the past two years, including before the COVID-19 pandemic.
Q8. On average, how often have you and members of your household visited parks and recreation facilities in the City of Ormond Beach in the past two years, including before the COVID-19 pandemic?

- **At least once per week**: 44.0%
- **Almost daily**: 32.6%
- **At least once per month**: 16.9%
- **A few times per year**: 6.6%
- **We haven’t visited parks**: 0.0%
Q9. Overall, how satisfied are you with the parks and recreation facilities provided by the City of Ormond Beach Parks Department?
Q11. Please CHECK ALL the programs offered in the City of Ormond Beach that you and other members of your household have participated in over the last FIVE years.

- Community Events: 62.3%
- Fitness: 47.7%
- Youth Sports: 38.0%
- Theatre/Performing Arts: 36.7%
- Tennis: 17.4%
- Other (please specify): 15.4%
- Aquatics: 13.9%
- Pickleball: 11.8%
- Senior Programs: 11.0%
- Painting: 10.5%
- Martial Arts: 3.9%
- E-sports: 0.5%
Q14. How satisfied are you with the programs offered by the City of Ormond Beach?

- Very dissatisfied: 0.7%
- Dissatisfied: 4.9%
- Haven’t used City of Ormond Beach programs: 8.2%
- Neutral: 18.3%
- Satisfied: 27.2%
- Very satisfied: 40.6%
Q16. Please CHECK ALL the reasons that prevent you or other members of your household from using the parks and recreation facilities of the City of Ormond MORE OFTEN.

- No issues using parks and recreation facilities: 39.0%
- Parks/facilities are too far from our residence: 16.6%
- Other (please specify): 16.4%
- I do not know where parks are located: 14.9%
- Location far from my home: 12.9%
- Lack of parking: 12.4%
- Facilities are not well maintained: 11.4%
- I do not feel safe at parks/facilities: 10.2%
- Parks do not contain facilities or amenities that are appropriate for my family and me: 9.4%
- I use private facilities: 7.7%
- Other communities offer recreation facilities that are closer to my home or are higher quality: 7.2%
- Parks are not easily accessible by walking, biking, or driving: 7.2%
- I use facilities offered by surrounding communities: 6.2%
- Park operating hours are not convenient: 3.7%
- Parks are not easily accessible to the disabled: 1.2%
- Lack of transportation: 1.2%
Q18. If you had a budget of $100 for services provided by the City of Ormond Beach Leisure Services Department, how would you allocate the funds among the categories listed below?

- Development of new parks and recreation facilities
- Development of new walking and biking facilities
- Development of new indoor recreation centers
- Improvements/maintenance of existing parks and recreation facilities
- Improvements/maintenance of existing walking and biking facilities
- Improvements/maintenance of existing indoor recreation centers
- Additional recreation activities, classes, and events
- Acquiring more park land
- Other:
Q20. Please indicate if you or any member of your household NEED MORE of the type of parks and recreation facilities listed below.
Q21. Please indicate if you or any member of your household NEED MORE of the type of parks and recreation programs listed below.
Q28. Please indicate the ACTIONS you would be VERY SUPPORTIVE, SOMewhat SUPPORTIVE, NOT SURE, or NOT SUPPORTIVE of each action.

- Provide safe bicycle and pedestrian facilities throughout the City...
  - Very Supportive: 76.0%
  - Somewhat Supportive: 15.8%
  - Not Sure: 2.6%
  - Not Supportive: 5.6%

- Acquire land for the preservation of greenspace, parks, and natural areas
  - Very Supportive: 71.8%
  - Somewhat Supportive: 19.8%
  - Not Sure: 5.5%
  - Not Supportive: 2.9%

- Upgrade existing parks
  - Very Supportive: 60.0%
  - Somewhat Supportive: 33.8%
  - Not Sure: 5.0%

- Acquire more beachfront park land
  - Very Supportive: 49.3%
  - Somewhat Supportive: 23.3%
  - Not Sure: 14.2%
  - Not Supportive: 13.3%

- Continue renovation and improvements of Historical Centers
  - Very Supportive: 45.0%
  - Somewhat Supportive: 35.7%
  - Not Sure: 12.0%
  - Not Supportive: 7.3%

- Provide additional beachfront parking
  - Very Supportive: 43.1%
  - Somewhat Supportive: 29.0%
  - Not Sure: 14.7%
  - Not Supportive: 13.2%

- Develop a Multi-Purpose Indoor Community Recreation/Sports Center
  - Very Supportive: 35.1%
  - Somewhat Supportive: 31.0%
  - Not Sure: 21.8%
  - Not Supportive: 12.1%

- Continue renovation and improvements of Performing Arts and Cultural...
  - Very Supportive: 32.2%
  - Somewhat Supportive: 44.2%
  - Not Sure: 17.3%
  - Not Supportive: 6.4%

- Develop a Community/Civic/Events Center
  - Very Supportive: 31.5%
  - Somewhat Supportive: 31.5%
  - Not Sure: 25.2%
  - Not Supportive: 11.9%

- Develop an indoor kid play area, similar to a Discover Zone
  - Very Supportive: 24.4%
  - Somewhat Supportive: 31.6%
  - Not Sure: 26.2%
  - Not Supportive: 17.8%

- Develop an indoor E-Sports Arena
  - Very Supportive: 11.0%
  - Somewhat Supportive: 19.2%
  - Not Sure: 31.4%
  - Not Supportive: 38.4%
Q24. What amount would you be willing to pay yearly to fund the types of parks, recreation facilities, and programs that are most important to you and your household?

- $12 - $60: 85.0%
- $61 - $120: 65.0%
- $121 - $180: 35.0%
- $181 - $240: 22.0%
- Not Willing: 15.0%
- $241+: 15.0%
Acreage Level of Service

City of Ormond Beach Parks (2020) 14.4
City of Ormond Beach Parks (2025) 13.7
City of Ormond Beach Parks (2030) 13.1
City of Ormond Beach+Volusia County Parks (2020) 16.5
City of Ormond Beach+Volusia County Parks (2025) 15.7
City of Ormond Beach+Volusia County Parks (2030) 14.9
NRPA Benchmark Lower Quartile 8.6
NRPA Benchmark Median 13.2
NRPA Benchmark Upper Quartile 27.8

City of Ormond Beach Comprehensive Plan Target 13.0 Acreage LOS
Indoor Square Footage Level of Service

City
- 2020: 1.86
- 2025: 1.77
- 2030: 1.68

City + County
- 2020: 1.89
- 2025: 1.80
- 2030: 1.71
Facilities Level of Service | NRPA Benchmarks

Potential Need Due to Limited Number of City Facilities:
- Senior Centers
- Nature Centers
- Gyms
- Diamond fields: baseball - youth
- Diamond fields: softball fields - youth
- Playgrounds (by 2030)
- Dog park (currently managed by the YMCA)
- Tot lots
- Skate park

Potential Need Due to Lack of City Facilities:
- Stadiums
- Arenas
- Golf Course (18-Holes)
- Rectangular fields: multi-purpose synthetic
- Swimming pools (outdoor only), provided by YMCA
Facilities Level of Service | NRPA Benchmarks

Potential Need Due to Limited Number of City + County Facilities:

- Senior Centers
- Nature Centers
- Gyms
- Diamond fields: baseball - youth
- Diamond fields: softball fields – youth
- Dog park (currently managed by the YMCA)
- Tot lots
- Skate park

Potential Need Due to Lack of City + County Facilities:

- Stadiums
- Arenas
- Golf Course (18-Holes)
- Rectangular fields: multi-purpose synthetic
- Swimming pools (outdoor only), provided by YMCA
<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Central East Region LOS x/1,000 residents (2025)</th>
<th># City Facilities</th>
<th>City (Need) / Surplus to Meet Central East Region LOS by 2020</th>
<th>City (Need) / Surplus to Meet Central East Region LOS by 2025</th>
<th>City (Need) / Surplus to Meet Central East Region LOS by 2030</th>
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<tbody>
<tr>
<td>Saltwater Beach Activities (Linear Feet of Beach)</td>
<td>34.14</td>
<td>19,113</td>
<td>18,257</td>
<td>18,213</td>
<td>18,168</td>
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<tr>
<td>Saltwater Non-Boat Fishing (Linear Feet of Pier)</td>
<td>38.56</td>
<td>2,040</td>
<td>1,702</td>
<td>1,684</td>
<td>1,666</td>
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<td>Saltwater Boat Ramp Lanes</td>
<td>0.11</td>
<td>3</td>
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<td>Freshwater Boat Ramps</td>
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<td>Paved Trails (Biking)</td>
<td>0.091</td>
<td>2</td>
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<td>Baseball/Softball fields</td>
<td>1.33</td>
<td>14</td>
<td>7</td>
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<tr>
<td>Football fields</td>
<td>0.53</td>
<td>3</td>
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<tr>
<td>Soccer fields</td>
<td>0.25</td>
<td>12</td>
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<tr>
<td>Basketball courts</td>
<td>1.23</td>
<td>10</td>
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<tr>
<td>Tennis courts</td>
<td>1.19</td>
<td>21</td>
<td>15</td>
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<td>14</td>
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<tr>
<td>Outdoor swimming pools</td>
<td>0.043</td>
<td>0</td>
<td>(1)</td>
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</tr>
</tbody>
</table>
Public Meeting

Facilities that are important but not adequately provided.
Public Meeting

Programs that are important but not adequately provided.
Public Meeting

Willingness to pay additional taxes to fund the type of parks, recreation facilities, and programs that are most important to participant’s household

- Very Willing: 39%
- Willing: 36%
- Neutral: 12%
- Not Willing: 11%
- Not at all Willing: 3%
Joint Advisory Board Meeting

Facilities that are important but not adequately provided.
Programs that are important but not adequately provided.
Joint Advisory Board Meeting

Willingness to pay additional taxes to fund the type of parks, recreation facilities, and programs that are most important to participant’s household

- Very Willing: 48%
- Willing: 43%
- Neutral: 5%
- Not Willing: 0%
- Not at all Willing: 5%
Upgrading sports facilities and adding a new gym;
Keeping up with recreation trends, including provision of adequate pickleball facilities;
Addition of a multi-purpose open space;
Adding “another” Andy Romano Beachfront Park;
Saving green space;
Specific park improvements, including:
  - Granada Bridge enhancement and expanding “four corners” to include coffee, snack stand;
  - Water taxis to Cassen Park/restaurants;
Providing adequate recreation opportunities in West Ormond, including a community center; and
Overall, improving public safety, health, and quality of life through the parks and recreation system.
Joint Advisory Board Member Interviews

- Need for improvements to and maintenance of existing parks and facilities to ensure high quality experiences. Ormond Beach Sports Complex was noted in particular to have drainage issues on the fields and be in need of stadium improvements (4);
- Parks and recreation facilities in West Ormond (2);
- Improve the performing arts center (2);
- A gymnasium/multi-purpose indoor center (2);
- A civic center/place for formal events (2);
- Safe bicycle paths/trails through city (2);
- Additional amenities in parks - restrooms in particular (2);
- Expansion of Cassen Park, possibly with a restaurant (2); and
- Pickleball courts (2).
More connected walking, biking, and multi-use trails (7);

Improved safety (improvement of pedestrian crosswalks, widening trails, lighting) (3);

Improved marketing/communication to make people aware of current programming/facilities (3);

Increase in accessible natural areas (2); and

Greater accessibility - in terms of transit to facilities (1) and for people with disabilities (1).
<table>
<thead>
<tr>
<th>NEEDS ASSESSMENT TECHNIQUE:</th>
<th>Statistically Valid Survey</th>
<th>On-line Survey</th>
<th>Level-of-Service Analysis + Benchmark</th>
<th>Public Meeting</th>
<th>Stakeholder Interviews</th>
<th>Focus Group Interviews</th>
<th>Joint Advisory Board</th>
<th>Park Site Evaluations</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1. Provide safe bicycle and pedestrian facilities in the City</td>
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<td>#2. Upgrade existing parks including athletic fields</td>
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<td>#3. Acquire land for preservation of greenspace, parks, and natural areas</td>
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<td>#4. Continue renovation and improvements of Historical Centers</td>
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<td>#5. Provide additional beachfront parking</td>
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<td>#6. Acquire more beachfront park land</td>
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<td>#7. Continue renovation and improvements of Performing Arts &amp; Cultural Centers</td>
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<tr>
<td>#8. Develop a multi-purpose Indoor Community Recreation Center/Sports Center</td>
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<td>#9. Develop community/civic/events center</td>
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</table>
## Summary Findings | High Priority Facilities

<table>
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<tr>
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<th>Park Site Evaluations</th>
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</thead>
<tbody>
<tr>
<td>#1. Walking and hiking nature trails</td>
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<td>#2. Off-beaching parking</td>
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<td>#3. Beachfront Parks</td>
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<td>#4. Natural areas/Nature Parks</td>
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<td>#5. Paved multi-purpose tails</td>
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<td>#6. Public Wi-fi</td>
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<td>#7. Outdoor stage/amphitheater</td>
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<td>#8 Dog Park</td>
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</table>
### Summary Findings | High Priority Programs

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<tbody>
<tr>
<td>#1. Summer concerts</td>
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<td>#2. Adult fitness/wellness</td>
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<td>#3. Community events</td>
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<td>#4. Nature programs</td>
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<td>#5. Performing arts programs</td>
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</table>
• Introduction
• Review of Project Goals
• Review of Planning Process + Schedule
• Review of Findings
• Discussion
• Next Steps
• Completion of Visioning Survey
City of Ormond Beach
Parks and Recreation Master Plan

<table>
<thead>
<tr>
<th>Project Tasks</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tr>
<td>Phase 1: Context Analysis</td>
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<tr>
<td>Phase 2: Needs + Priorities Assessment</td>
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<td>Phase 3: Visioning</td>
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<td>Phase 4: Implementation</td>
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<tr>
<td>Phase 5: Final Report + Adoption</td>
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</table>

**Legend**
- Task Period
- Surveys
- Public Meetings
- Joint Advisory Board Meetings
- City Commission Workshops
- Staff/Stakeholder Visioning Workshops
- Adoption

**Phase 2: Needs + Priorities Assessment**
- 3/31
- 4/1

**Phase 4: Implementation**
- 8/17
- 8/18
- 10/6

**Phase 5: Final Report + Adoption**
- 12/8
- 1/18
- 2/15
Where do you need Public Wi-Fi the most? We heard from many of you that you would like to have Wi-Fi in the City’s parks! Great! We are curious, from the list of parks below, please select the top 3 parks that you would like to see Wi-Fi installed. Please share any additional comments that you might have to better understand your Wi-Fi preferences.

Answered: 222  Skipped: 28

1. Andy Roman Beachfront Park - 40.99%
2. Nova Community Center - 29.73%
3. The Cresenta - 28.38%
4. Rockefeller Gardens - 27.93%
5. Ormond Beach Sports Complex - 27.40%
6. Central Park - 24.77%
7. Fortunato Park - 19.37%
8. Ormond Beach Senior Center - 18.47%
9. The Environments... - 17.32%
10. South Ormond Neighborhood... - 11.06%
11. Ormond Beach Performing A... - 10.69%
12. Ormond Memorial... - 8.56%
13. Amos Park - 0.21%

https://www.surveymonkey.com/r/OBParksLifeVision
Project Website

- Go to the City’s Website: www.ormondbeach.org
- Select Departments
- Select Leisure Services
- Look for **Parks and Recreation Master Plan** in left side of the webpage
Parks and Recreation Master Plan

Existing Conditions + Needs Assessment Findings
Joint Advisory Board Presentation August 17, 2021