

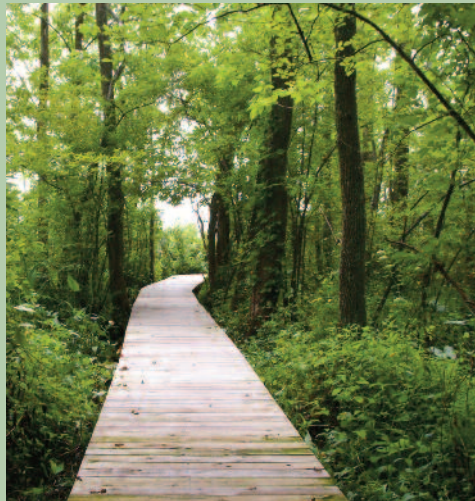
PARKS & RECREATION: 2010 AND BEYOND

A Plan for the Future of Parks and Recreation by the People of Prince George's County

Parks & Recreation
2010 AND BEYOND

VOLUME 1

**Needs and
Resource
Assessment**



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1. INTRODUCTION

In September 2008, the Prince George’s County Department of Parks and Recreation embarked on a community needs assessment and strategic planning project called **Parks & Recreation: 2010 and Beyond**. The purpose of the project is to identify Prince George's County's recreation programs, parks, trails, and open space needs – now and for the future.

This **Needs and Resource Assessment** summarizes key analysis and findings from the information gathering phase of the project and provides direction for future elements of the **Parks & Recreation: 2010 and Beyond** project including the **2040 Vision and Framework, 10-Year Strategic Plan**, and the **FY2010 to FY2013 Implementation Plan**.

2. PLANNING CONTEXT

This Planning Context section outlines the purpose of this report, organizational vision and mission statements, the regional context, and the planning process and timeline.

A. PURPOSE

The purpose of the **Parks & Recreation: 2010 and Beyond** project is to identify Prince George’s County’s recreation programs, parks, trails, and open space needs – now, and for the future. The project will provide a strategic focus for the provision of future parks and recreation services and facilities to meet the needs of a diverse and growing county. The needs assessment and corresponding strategic planning documents will provide a pro-active guide for staff and policy-makers to equitably plan for and provide parks and recreation facilities and services throughout the county.

It is important to note that the Department of Parks and Recreation in Prince George’s County is one of the largest, most highly sophisticated, and most award-winning agencies in the nation. The Department has a large amount of resources dedicated to planning, analysis, marketing, communications, and administration. This needs assessment builds on and further analyzes many issues identified in existing plans and anecdotally by staff, the public, and/or decision makers. With this in mind, the primary purposes of this current assessment are to:

- Engage the community and validate the anecdotal understandings.
- Update the findings and data for the current planning period.
- Fill in the gaps using new technologies and planning methodologies.
- Cull and compile the most important key themes and issues that should be strategically and proactively addressed over the next three, ten, and 30-year planning periods.

B. AGENCY VISION & MISSION STATEMENTS

The following vision and mission statements for The Maryland-National Capital Parks and Planning Commission (M-NCPPC) and Prince George's County Department of Parks and Recreation provide the foundation for this **Parks & Recreation: 2010 and Beyond** project. These vision and mission statements affirm the central role that the parks, recreation, open space, and trails system play in contributing to the quality of life of the community.



M-NCPPC Vision

The M-NCPPC vision is to be **“a leader in managing public resources and delivering quality customer-focused programs.”**

M-NCPPC Mission

The M-NCPPC mission is to “provide a framework for future development that will enhance livability for citizens and residents of the Montgomery and Prince George’s bi-county area” by:

- Managing physical growth.
- Providing stewardship of natural areas.
- Providing open space.
- Planning a variety of living environments.
- Offering leisure and recreational experiences.

Prince George’s County Department of Parks and Recreation Mission

The Department of Parks and Recreation mission is to **“provide in partnership with County citizens comprehensive park and recreation programs, facilities, and services in a safe and secure environment that respond to changing needs within our communities and preserve, enhance, and protect open spaces to enrich the quality of life for present and future generations.”**

Department Core Services

The Department of Parks and Recreation core services are to:

- Develop and maintain a comprehensive park system.
- Provide recreation programs and services.
- Preserve the environment and open space and conserve natural resources.

C. RELATED PLANNING EFFORTS

The **Parks & Recreation: 2010 and Beyond** project responds to, and builds on, the following M-NCPPC planning documents related to Prince George's County:

- *Prince George's County General Plan* (October 2002).
- *Parks and Recreation Marketing Manual* (2004).
- *Countywide Green Infrastructure Plan* (June 14, 2005).
- *Land Preservation, Parks, and Recreation Plan for Prince George's County* (2005).
- *Strategic Plan, Fiscal Years 2008-2010 Montgomery and Prince George's County* (December 2006).
- *Youth Action Plan* (March 2007).
- *The 2008 Senior, Age 55 and Better, Recreation and Interest Assessment Survey*.
- *Countywide Master Plan of Transportation* (Preliminary, December 2008).
- *Comprehensive Recreation Programming Plan: Montgomery Parks and Prince George's Parks and Recreation* (March 2009).

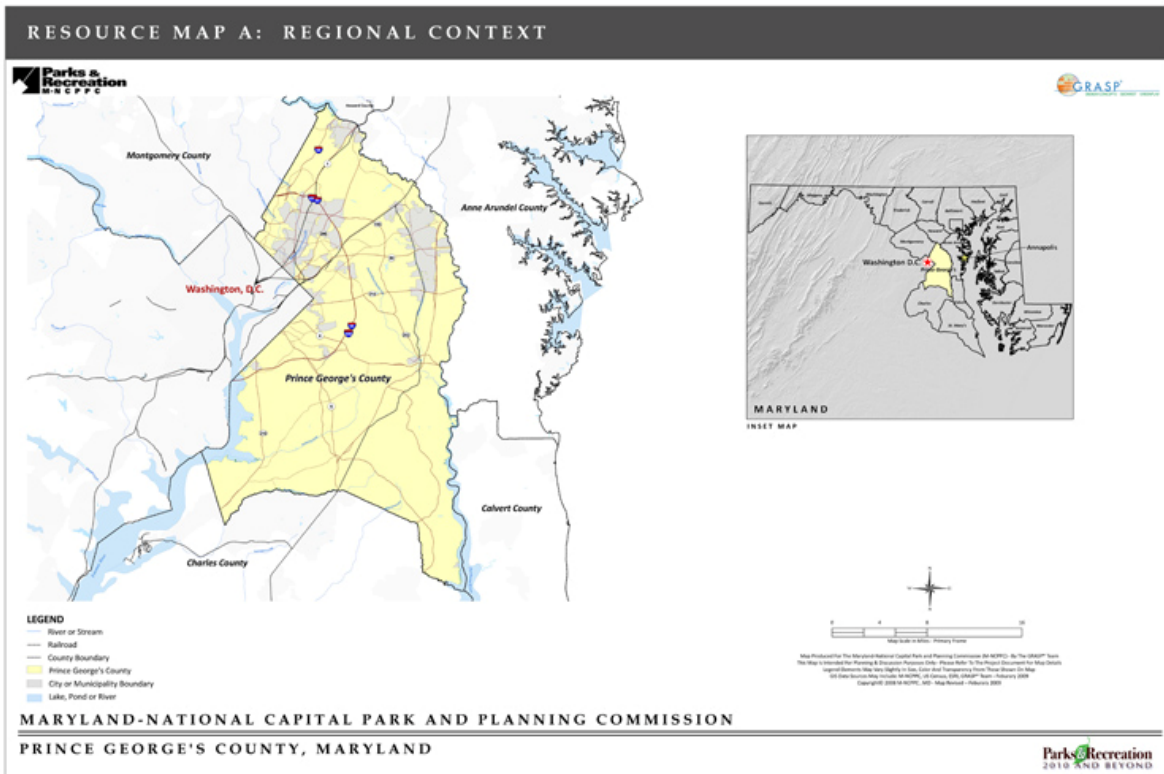
In addition, many Department of Parks and Recreation documents and studies were reviewed including the *Capital Improvement Plan*, program reports, and past community surveys. References to these plans and documents have been identified in relevant sections of this report.

D. REGIONAL CONTEXT

Prince George's County, Maryland, is located in the Baltimore/Washington corridor, bordering Washington D.C. and just 37 miles south of the Baltimore. The county's boundary is mostly defined by water – the Potomac River to the southeast, the Patuxent River along the entire eastern boundary, and Mattawoman Creek to the south. Stretching some 35 miles from northern tip to southern tip, the county area includes 487 square miles of land and 12 miles of water.

The growing population of close to 850,000 resides in 27 municipalities and unincorporated areas. The land inside the Capital Beltway is largely developed, while the area immediately outside the Beltway is experiencing rapid growth. The eastern part of the country is largely rural.

Situated on the divide between the Potomac and the Patuxent Rivers, the landscape is one of deciduous forests, urbanized areas, and agricultural lands. The headwaters of the Anacostia River can be found in the northern half of the county. A number of smaller stream valleys flow southward from the central axis of the county to the rivers along its edge. These valleys are the original impetus for the system of parks, open spaces, and trails that has been created and is managed by the Department of Parks and Recreation in Prince George's County.



E. PLANNING PROCESS & TIMELINE

This project has been guided by a project team made up of key staff and a Steering Committee of community leaders and stakeholders, along with input from an extensive public process. The project team and senior managers met with consultants from the GreenPlay team and provided input throughout the planning process. This collaborative effort fully utilizes the consultant's expertise and incorporates local knowledge and institutional history. The planning process and timeline follows.

PHASE I: INFORMATION GATHERING

September 2008-February 2009

Start-up

September 2008

- Began project.
- Refined project goals and work plan.

Community & Stakeholder Input Process

October 2008-February 2009

- Conducted public meetings and focus groups.
- Held staff focus groups and interviews.
- Received guidance from Steering Committee and staff project team.

Inventory and Assessment of Existing Facilities

November 2008-February 2009

- Conducted inventory and analysis of county parks, open space, trails, and facilities.

Program Analysis

November 2008-February 2009

- Conducted staff focus groups.
- Reviewed program issues identified through public process.

Statistically Valid Survey

December 2008-February 2009

- Mailed survey to random sample of county residents.
- In addition, provided open web-based survey.

Demographic and Trends Analysis

December 2008-February 2009

- Reviewed county demographics and population projections.
- Identified parks and recreation-related trends.

PHASE II: FINDINGS AND VISIONING

March-April 2009

Findings and Visioning Staff and Community Meetings

- Presented and validated key findings to staff and Steering Committee.
- Held six public meetings.
- Identified community goals and priorities.

This **Volume 1 - Needs & Resource Assessment** is a compilation of Phase I and II of the **Parks & Recreation: 2010 and Beyond** project, providing background research and analysis for **Volume 2 – 2040 Vision & Framework** and **10-Year Strategic Plan** and **Volume 3 – FY2010 to FY2013 Implementation Plan**.



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3. DEMOGRAPHICS, TRENDS, & COMMUNITY INPUT

Identification of community demographics, trends, and community needs provides the context to better understand future parks and recreation opportunities for the Department of Parks and Recreation in Prince George’s County. This chapter highlights key county demographic information, as well as national and local trends in parks and recreation services. Also included is a summary of community input, including a survey, related to the Department’s parks and recreation facilities and services. Collectively, this information provides a framework to understand the context, community needs, and future direction for the Department.

DEMOGRAPHIC PROFILE

1. Overview

The demographic diversity of residents in Prince George’s County presents planning opportunities and challenges. The county represents urban, suburban, and rural communities made up of a mix of residents diverse in age, income, and race. This demographic analysis identifies historical trends and projections in Prince George’s County compared to the United States as well as snapshots of sub-areas within the county. Population trends in the following analysis include:

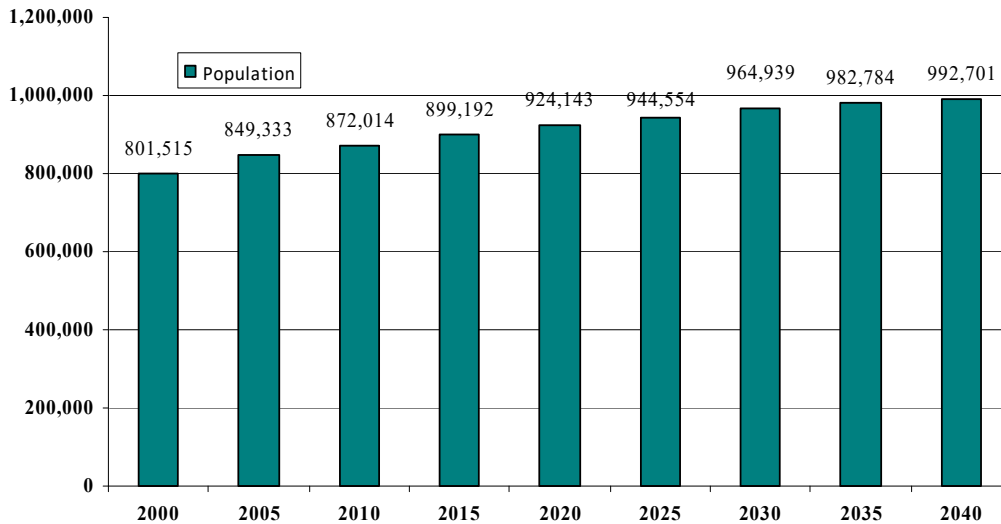
- Historical and projected populations
- Age distribution
- Median age
- Ethnicity
- Household income
- Median income
- Educational attainment
- Dwelling units
- Occupation

The primary service area for this analysis is Prince George’s County. US Census Public Use Microdata Areas (PUMAs) were used to create seven sub-areas within the county. For the purpose of this plan, the sub-areas are identified as Northeast, Northwest A, Northwest B, Central West, Central East, Southwest, and South.

Several sources were used to sufficiently represent historical, current, and future demographics. These sources include the US Census 2007 Community Survey, The Maryland-National Capital Park and Planning Commission, and ESRI Business Solutions.

Steady population growth is projected for Prince George’s County. According to M-NCPPC, the estimated 2005 county population is 849,333. The 2010 projected population is 872,014. As shown in **Table 4**, this is an eight percent increase since 2000. It is projected that the county will reach a population of 992,701 by 2040.

Figure 1: Population Trend in Prince George’s County



Source: US Census 2007 American Community Survey for 2000 population, and The Maryland-National Capital Park and Planning Commission for all other population estimates (April 2009)

2. Population, Age Ranges, and Family Information

As part of the population trend analysis it is important to understand the age distribution in Prince George’s County. The median age in the county is 35.1 years old. A comparison of the county and the United States is illustrated in **Figure 2**.

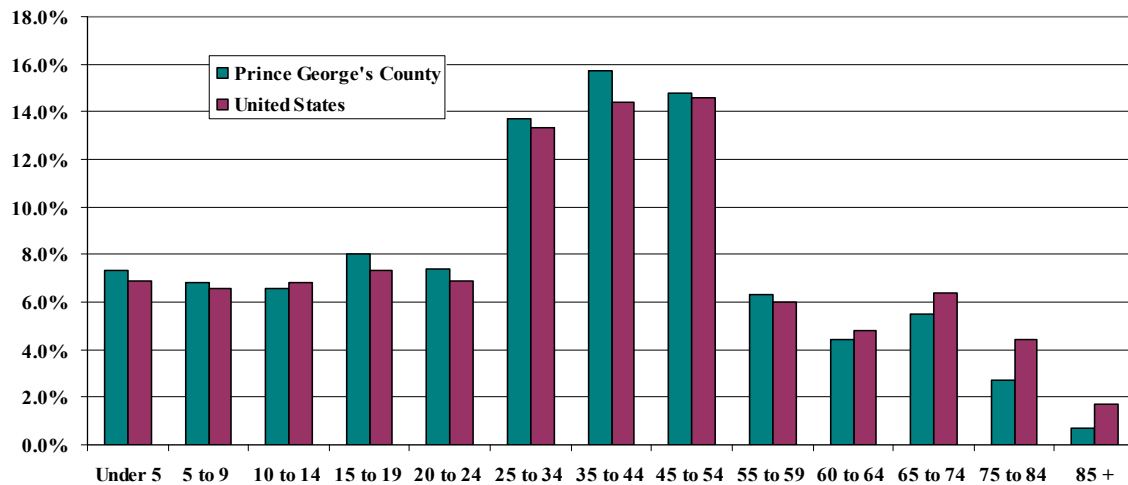
Age Distribution

The following age breakdown is used to separate the population into age-sensitive user groups.

- **Under 5 years:** This group represents users of preschool programs and facilities. As trails and open space users, this age group is often in strollers. These individuals are the future participants in youth activities. Prince George’s County population under five years of age is 7.3 percent.
- **5 to 14 years:** This group represents current youth program participants and makes up 13.4 percent of the county’s population.
- **15 to 24 years:** This group represents teen/young adult program participants moving out of the youth programs and into adult programs. Members of this age group are often seasonal employment seekers. In Prince George’s County, this group represents 15.4 percent of the population.
- **25 to 34 years:** This group represents 13.7 percent of the county population. They are potential adult program participants. Many in this age group are beginning long-term relationships and establishing families.
- **35 to 54 years:** This group represents users of a wide range of adult programming and park facilities. Their characteristics extend from having children using preschool and youth programs to becoming empty nesters. This is the largest age cohort in Prince George’s County. (15.7%)

- **55 to 64 years:** This group represents users of older adult programming exhibiting the characteristics of approaching retirement or already retired and typically enjoying grandchildren. **Figure 2** shows that 10.7 percent of the population in Prince George’s County are in this age cohort.
- **65 years plus:** Nationally, this group will be increasing dramatically. Current population projections suggest that this group will grow almost 70 percent in the next 13 years. Recreation centers, senior centers, and senior programs can be a significant link in the health care system. The total of the three age cohorts aged 65 and older in **Figure 2** below total 12.5 percent of the population in Prince George’s County.

Figure 2: Age Distribution Comparison

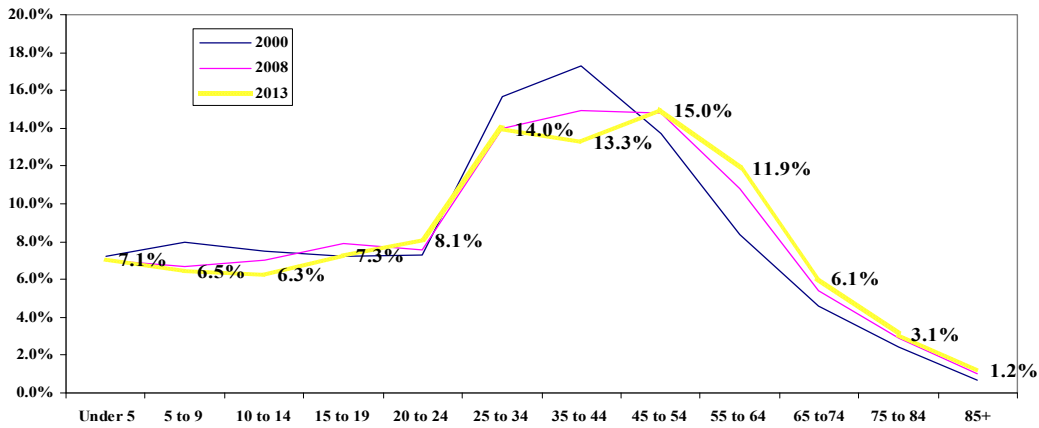


Source: US Census 2007 Community Survey

Prince George’s County when compared to the United States shows slight differences in age categories. Prince George’s County has a higher percentage of residents in the 55 to 59 and younger age cohorts, while the United States shows slightly higher percentage of people in the 60+ age cohorts.

A closer look at age distribution trends is shown in **Figure 3**. The data suggests an aging population within the county’s population, reflecting higher percentages in the 45 and older age categories by 2013. The shift is projected to continue in the next 30 years to illustrate higher numbers of older adults. This trend is similar to the trend in the United States.

Figure 3: Prince George’s County Population Trendline by Age, 2000-2013



Source: ESRI Business Information Solutions

Race

Statistics gathered from the US Census 2007 Community Survey provide the race breakdown for Prince George’s County and the United States. As shown in **Table 1**, there is a significant difference. The county shows a much higher percent of African American (63.6%) and a lower percentage of White (18%); while the Nation shows a much higher percentage of White (65.8%) and a lower percent of African American (12.2%). Distributions of all other races are similar for the county and the United States. Based on historical growth, by 2013 ESRI Business Solutions projects the county will continue to diversify by race. The following section, *Demographic Trends with Leisure Behavior Implications*, provides further detail of leisure needs in culturally diverse communities.

Table 1: Race Comparisons

	Prince George’s County	United States
White Alone	18%	65.8%
African American Alone	63.6%	12.2%
American Indian and Alaska Native Alone	0.2%	0.7%
Asian Alone or Pacific Islander Alone	3.7%	4.4%
Some Other Race Alone	0.3%	0.2%
Two or More Races	2.0%	1.6%
Hispanic/Latino Origin (Any Race)*	12.2%	15.1%

Source: US Census, 2007 American Community Survey*Persons of Hispanic Origin may be of any race. This number reflects the percentage of the total population.

Households

There are 297,614 households in Prince George’s County according to the US Census 2007 Community Survey. The average household size is 2.71, which is slightly higher than the National average of 2.61. Taking a closer look at school enrollment allows the county to identify the need for school-age youth programs. The youth population ages three years and older in school in **Table 2** shows a 35.3 percent of the school enrollment in Prince George’s County in elementary school.

Table 2: School Enrollment

Type	Percent
Nursery school, preschool	5.3%
Kindergarten	5.7%
Elementary School (grades 1-8)	35.3%
High School (grades 9-12)	20.7%
College or Graduate School	33%

Source: US Census, 2007 American Community Survey

Education

According to the US Census 2007 Community Survey, as shown in **Table 3**, Prince George’s County shows similar percentage breakdowns as the United States in educational attainment. The county has slightly higher numbers of residents that have attained bachelor’s degrees or higher education degrees.

Table 3: Educational Attainment – 25 Years and Older (2007)

Level of Education Attained	Prince George’s County	United States
Less than 9 th Grade	6.1%	6.5%
9 th -12 th Grade, No Diploma	7.5%	9.1%
High School Graduate	28.9%	30.1%
Some College, No Diploma	19.9%	19.5%
Associate Degree	6.8%	7.4%
Bachelor’s Degree	18.3%	17.4%
Master’s/Prof/Doctorate	12.4%	10.1%

Source: US Census, 2007 American Community Survey

Unemployment

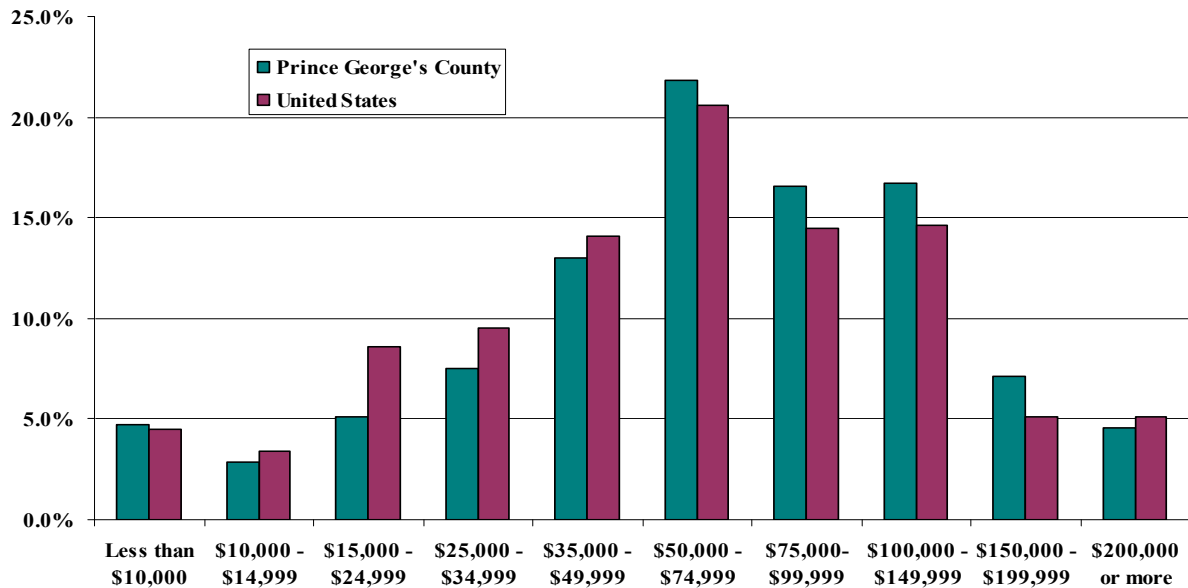
With a weakened economy and unemployment levels rising, it is important to look at trends nationwide and specific to Prince George’s County.

- As of January 2009, the Labor Department indicated unemployment rates increased in 47 states. The unemployment rate was 7.6 percent. More than 11.6 million people were actively looking for work.
- A report dated February 13, 2009 indicated unemployment in Prince George’s County experienced an upward trend in one year. In December 2007 unemployment was 3.7 percent and by December 2008 unemployment was 5.6 percent; an increase of 1.9 percent.

Household Income

The median household income in Prince George’s County is \$68,370. Comparisons between the United States and the county indicate that the national median household income is lower than the county. Median income for the United States is \$50,740. **Figure 4** shows a breakdown of household income in both Prince George’s County and the United States. The majority of household incomes in the county ranges from \$50,000 - \$149,999; with the highest range representation from \$50,000 - \$75,999.

Figure 4: Household Income



Source: US Census 2007 Community Survey

Population Forecasts

Although we can never know the future with certainty, it is helpful to make population estimates for planning purposes. **Table 4** contains population estimates and percentage change for Prince George’s County. Populations were provided by The Maryland – National Capital Park and Planning Commission. This information demonstrates that the highest growth rate in the county occurred between the years of 2000 – 2005. However, during the years of 2010 – 2020, the growth rate is projected to be strong and steady.

Table 4: Population projections and percent change- Prince George’s County

	Prince George’s County	% Change
2000	801,515	
2005	849,333	6.0%
2010	872,014	2.7%
2015	899,192	3.1%
2020	924,143	2.8%
2025	944,554	2.2%
2030	964,939	2.2%
2035	982,784	1.9%
2040	992,701	1.0%
	Change 2000-2040	23.9%

3. Sub-area Demographics

Due to the large size and high level of diversity for Prince George’s County, this plan includes important demographic features for **seven sub-areas**. US Census Public Use Microdata Areas (PUMAs) were used to create seven sub-areas that are identified as: Northwest, Northwest A, Northwest B, Central West, Central East, Southwest, and South. The following sub-area demographic information was compiled.

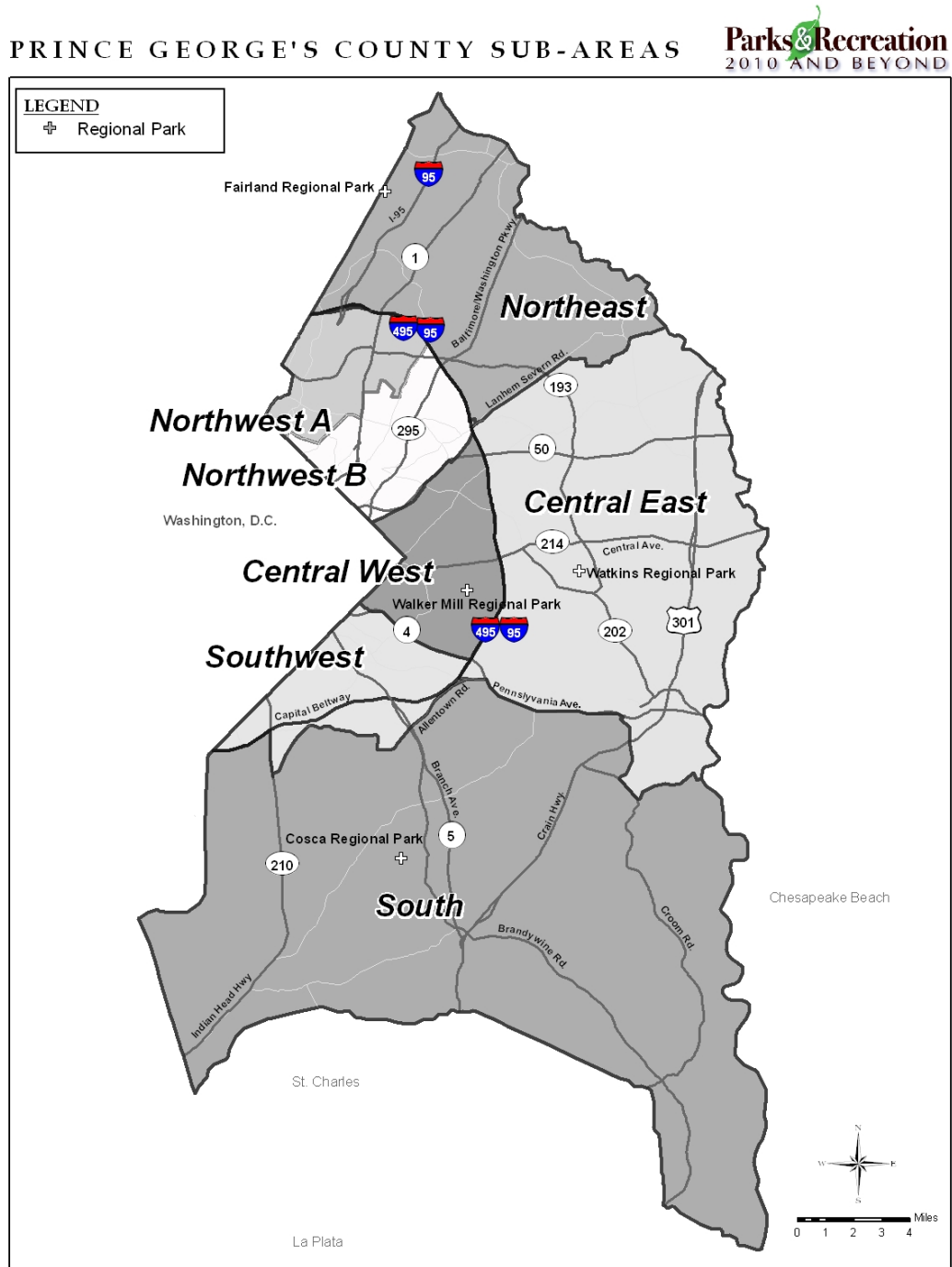
- Age Distribution
- Median Age
- Average Household Size
- Median Income
- Racial Composition

(For the purpose of the tables listed below, racial composition includes Hispanic and Latino origin. The federal government considers race and Hispanic origin to be two separate concepts. Hispanics may be of any race. This was done to illustrate origin as well as race.

Table 13 outlines race only.)

- Languages Spoken At Home

Figure 5: Prince George's County Sub-areas

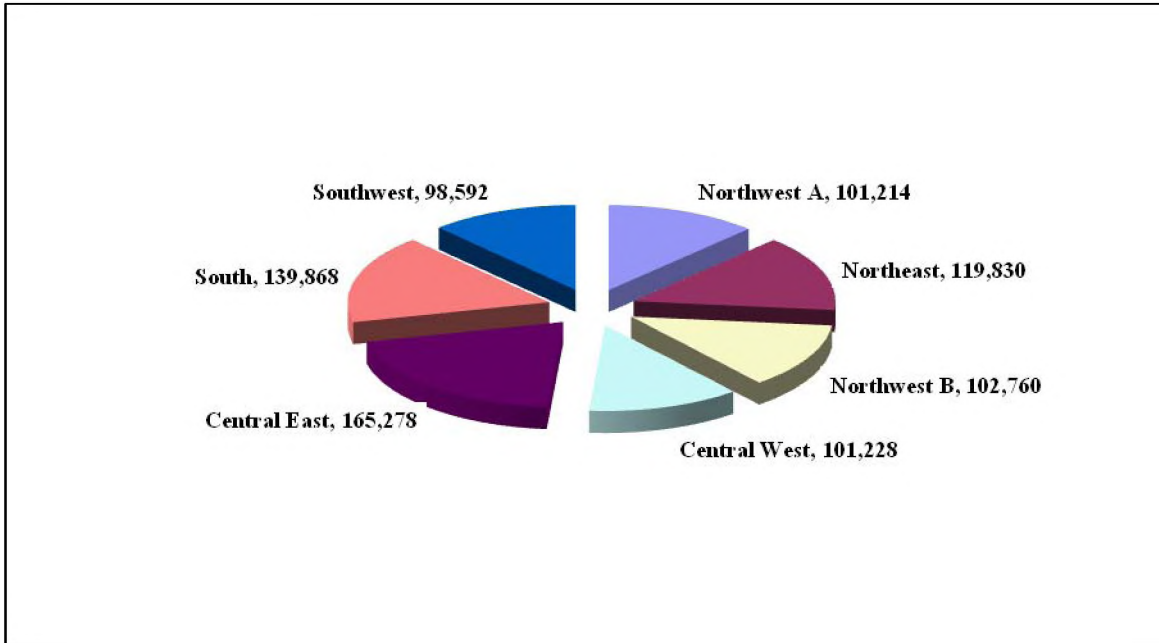


Maryland-National Capital Park and Planning Commission



According to the 2007 US Census Community Survey, the population distribution by sub-area identifies the Central East area as having the highest population (165,278) and the Southwest as having the lowest population (98,592) as shown in **Figure 6**.

Figure 6: 2007 Prince George’s County Sub-Area Populations



Source: US Census, 2007 Community Survey

According to population projects by M-NCPPC, the highest population growth from 2010 to 2040 is projected for the South sub-area (22.3%), followed by the Central East sub-area (18.3%). The lowest population growth for this time-period is projected for the Central West (2.9%) and the Northwest B (3.5%) sub-areas.

A closer look at these sub-area demographic comparisons follows.

Table 5: Summary of Prince George’s County Demographics by Sub-Area

Sub-Area (PUMA)	2007		Average			Racial Composition	
	Estimated Population	Total Households	Median Age	Household Size	Median Income		
Northwest A (1101)	101,214	31,874	27.4	2.77	\$52,075	White Black or African American Am. Indian/Alaska Native Asian Some other race	32.7% 35.0% .6% 6.4% 25.3%
Northeast (1102)	119,830	45,659	35.4	2.59	\$71,007	White Black or African American Am. Indian/Alaska Native Asian Some other race	33.6% 48.1% .5% 10.1% 9.5%
Northwest B (1103)	102,760	35,896	32.3	2.83	\$53,908	White Black or African American Am. Indian/Alaska Native Asian Some other race	31.9% 49.0% 10.0% .1% 9.5%
Central West (1104)	101,228	37,075	32.1	2.72	\$55,813	White Black or African American Am. Indian/Alaska Native Asian Some other race	4.6% 92.9% .4% .3% 2.4%
Central East (1105)	165,278	57,706	38.4	2.81	\$95,253	White Black or African American Am. Indian/Alaska Native Asian Some other race	25.0% 71.7% 1% 3.4% 2.2%
South (1106)	139,868	48,230	39.5	2.87	\$90,711	White Black or African American Am. Indian/Alaska Native Asian Some other race	23.1% 70.9% 1.6% 4.6% 3.5%
Southwest (1107)	98,592	41,174	36.5	2.39	\$54,857	White Black or African American Am. Indian/Alaska Native Asian Some other race	8.6% 89.1% .8% 2.1% 9.5%

Source: US Census 2007 Community Survey

Northwest A

Berwyn Heights, University Park, large portion of College Park, ½ Hyattsville, ½ Greenbelt, small section of Riverdale Park and Mt. Rainier.

The Northwest A sub-area population is estimated at 101,214. This area is part of the developed tier of the county. The **median age of 27.4 is the lowest** of the sub-areas in Prince George’s County. This may be due to the high number of college students in this area. Age distribution indicates that the three highest age cohorts in the Northwest A sub-area are between the ages of 15-34. They represent 47.4 percent of the population. There are few school-aged children as well as older adults in this sub-area. The racial composition is diverse. Notable is that **46.2 percent of residents speak some other language than English at home** in this sub-area. Of those, 28.4 percent speak Spanish at home. Of the residents in the Northwest A sub-area, 26.6 percent have attained a high school degree or equivalent, 33.3 percent of the residents have started college, while 15.5 percent have finished with a bachelor’s degree. 16.6 percent of the population in Northwest A has less than 9th grade education. The **median household income is \$52,075**, which is the **lowest of all sub-areas** in the county. **Table 6** summarizes the Northwest A sub-area.

Table 6: Northwest A, Selected Demographics

Northwest A		
2007 Estimated Population	101,214	
Total Households	31,874	
Median Age	27.4	
Average Household Size	2.77	
Median Income	\$52,075	
Racial Composition	White	25.4%
	Black or African American	33.4%
	Hispanic or Latino	31.9 %
	American Indian/Alaska Native	0.3 %
	Asian	6.2 %
	Some other race	0.3 %
	Two or more races	2.4%
Language Spoken at Home	English only	53.8%
	Spanish	28.4%
	Other Indo-European	7.9%
	Asian/Pacific Islander	4.2%
	Other	5.7%

Source: US Census 2007 Community Survey

Northwest B

Bladensburg; Brentwood; Colmar Manor; Cottage City; Edmonston; North Brentwood; Mount Rainier; large portions of College Park, Greenbelt, New Carrollton, Landover Hills and Cheverly; ½ Hyattsville; small portion of University Park.

The Northwest B sub-area population is currently estimated at 102,760. This area is in the developed tier of the county and has the second lowest number of households in the sub-area, 35,896. The median age is 32.3. This **sub-area represents a higher percentage of young families** and fewer Baby Boomers and older adults. Age distribution shows the highest population in the 35-44 year age group (15.7%), closely followed by the 25-34 year old age group (15.5%). The two together are approximately 31.2 percent of the residents in this sub-area. The under-five age group is 11 percent. The racial composition is diverse. **Hispanics or Latinos represent the greatest percent of the population in this sub-area** (47.1%). Of the residents in the Northwest B sub-area, **20.3 percent speak Spanish at home**. Educational attainment for residents in this area shows a high percent of high school graduates (30.3%), followed by those with some college but no degree (17.2%) and with a less than 9th grade education (13.9%). The **median household income is \$53,908, which is the second lowest** of all sub-areas in the county. **Table 7** summarizes the Northwest B sub-area.

Table 7: Northwest B, Selected Demographics

Northwest B		
2007 Estimated Population	102,760	
Total Households	35,896	
Median Age	32.3	
Average Household Size	2.83	
Median Income	\$53,908	
Racial Composition	White	30.4%
	Black or African American	17.9%
	Hispanic or Latino	47.1%
	Asian	2.6 %
	Some other race	.2 %
	Two or more races	1.9%
Language Spoken at Home	English only	70.2%
	Spanish	20.3%
	Other Indo-European	3.4%
	Asian/Pacific Islander	1.7%
	Other	4.5%

Source: US Census 2007 Community Survey

Northeast

Laurel, ½ Greenbelt, small portions of Bowie, College Park, and New Carrollton.

The 2007 estimated population is 119,830 in the Northeast sub-area. This is the third highest populated area in the county, with 45,659 households. The Northeast sub-area represents both a developing and rural part of the county. The median age is 35.4. Age distribution shows the three highest age cohorts are in the 25-54 age categories, representing 48 percent of the Northeast population. The remaining age cohorts are evenly distributed between 2.4 percent and 8.4 percent. The racial composition is mostly Black or African American (46.3%) followed by White (27.4%). Of the residents in the Northeast sub-area, 40.3 percent have attained bachelor's degrees or higher, 46.3 percent of residents have a high school degree and/or some college. The **median household income in this region is the third highest in the county, \$71,007**. Table 8 summarizes the Northeast sub-area.

Table 8: Northeast, Selected Demographics

Northeast		
2007 Estimated Population	119,830	
Total Households	45,659	
Median Age	35.4	
Average Household Size	2.59	
Median Income	\$71,007	
Racial Composition	White	27.4%
	Black or African American	46.3%
	Hispanic or Latino	14.9%
	American Indian/Alaska Native	.3 %
	Asian	9.1 %
	Some other race	.5 %
	Two or more races	1.6%
Language Spoken at Home	English only	69.1%
	Spanish	11.5%
	Other Indo-European	7.8%
	Asian/Pacific Islander	5.0%
	Other	6.5%

Source: US Census 2007 Community Survey

Central West

Capitol Heights; District Heights; Fairmount Heights; Seat Pleasant; ½ Glenarden; small portions of Cheverly and Landover Hills.

The 2007 estimated population is 101,228 in the Central West sub-area. This is the third lowest populated area in the county, with 37,075 households. The Central West sub-area represents part of the developed tier of the county. The median age is 32.1. **Age distribution shows slightly higher percentages of school-aged children**, representing 32.3 percent of the population in this sub-area. The age cohorts with the highest percentages are 25-34 (15.8%), 45-54 (13.9%), and 35-44 (12.9%). This area of the county will continue to see a need for early childhood programming and teen programs. The **racial composition is predominantly Black or African American (92.9%)** followed by White (4.6%). Of the residents in the Central West sub-area, 40.8 percent have attained a high school degree or higher. The next highest cohort for educational attainment is those residents with some college, no degree (23.8%). The **median household income is \$55,813, which ranks fourth in the county**. Table 9 summarizes the Central West sub-area.

Table 9: Central West Selected Demographics

Central West													
2007 Estimated Population	101,228												
Total Households	37,075												
Median Age	32.1												
Average Household Size	2.72												
Median Income	\$55,813												
Racial Composition	<table> <tr> <td>White</td> <td>4.6 %</td> </tr> <tr> <td>Black or African American</td> <td>92.9 %</td> </tr> <tr> <td>*Hispanic or Latino</td> <td>N</td> </tr> <tr> <td>American Indian/Alaska Native</td> <td>0.4 %</td> </tr> <tr> <td>Asian</td> <td>0.3%</td> </tr> <tr> <td>Some other race</td> <td>2.4%</td> </tr> </table>	White	4.6 %	Black or African American	92.9 %	*Hispanic or Latino	N	American Indian/Alaska Native	0.4 %	Asian	0.3%	Some other race	2.4%
White	4.6 %												
Black or African American	92.9 %												
*Hispanic or Latino	N												
American Indian/Alaska Native	0.4 %												
Asian	0.3%												
Some other race	2.4%												
*Language Spoken at Home	<i>*Data cannot be displayed because the number of sample cases is too small.</i>												

Source: US Census 2007 Community Survey

Central East

Upper Marlboro, large portion of Bowie, ½ Glendarden.

The Central East sub-area **population is the highest of all the sub-areas in the county, estimated at 165,278**. It is in the developing and rural part of the county. The Central East sub-area also has the highest number of households in the sub-area, 57,706. The **median age is 38.4, which is the second highest in the county**. Age distribution shows older residents with the greatest numbers in the 35-44 years (17.3%) followed by 45-54 years (17.3%). The remainder of the age cohorts, both younger and older, is distributed similarly. The racial composition shows the greatest percentage of residents is Black or African American (69%). **Educational attainment for residents in this area is high**. There are more residents with bachelors, graduate, or professional degrees (43.7%). There are very few residents with less than a 9th grade education (6%). **Median household income is \$95,253, which is the highest of all sub-areas** in the county. **Table 10** summarizes the Central East sub-area.

Table 10: Central East Selected Demographics

Central East		
2007 Estimated Population	165,278	
Total Households	57,706	
Median Age	38.4	
Average Household Size	2.81	
Median Income	\$95,253	
Racial Composition	White	21.7 %
	Black or African American	69.5%
	Hispanic or Latino	3.2 %
	American Indian/Alaska Native	0.3%
	Asian	2.5 %
	Some other race	0.4%
	Two or more races	2.4%
Language Spoken at Home	English only	87.6%
	Spanish	2.7%
	Other Indo-European	2.7%
	Asian/Pacific Islander	2.4%
	Other	4.5%

Source: US Census 2007 Community Survey

South

Eagle Harbor, small portion of Morningside

The 2007 estimated population for the South sub-area is 139,868. It is the **largest sub-area and the second highest population of the sub-areas** in the county. The South sub-area includes both the developing and rural tiers. The **median age is 39.5, which is the highest in the county**. The highest age representation in this sub-area is the 35-44 age cohort (17.3%) and the 45-54 year age cohort (16.6%). The racial composition represents a Black or African American majority (67.7%) followed by White (20%). Of the residents in the South sub-area, 52.7 percent have attained a high school degree with some college. Those individuals with bachelor’s degrees or higher represent 31.2 percent of the South sub-area. **Median household income is \$90,711, the second highest in the county**. **Table 11** summarizes the South sub-area.

Table 11: South Sub-area Selected Demographics

South															
2007 Estimated Population	139,868														
Total Households	48,230														
Median Age	39.5														
Average Household Size	2.87														
Median Income	\$90,711														
Racial Composition	<table> <tr> <td>White</td> <td>20.0%</td> </tr> <tr> <td>Black or African American</td> <td>67.7%</td> </tr> <tr> <td>Hispanic or Latino</td> <td>4.9%</td> </tr> <tr> <td>American Indian/Alaska Native</td> <td>0.3%</td> </tr> <tr> <td>Asian</td> <td>3.7%</td> </tr> <tr> <td>Some other race</td> <td>0.7%</td> </tr> <tr> <td>Two or more races</td> <td>3.1%</td> </tr> </table>	White	20.0%	Black or African American	67.7%	Hispanic or Latino	4.9%	American Indian/Alaska Native	0.3%	Asian	3.7%	Some other race	0.7%	Two or more races	3.1%
White	20.0%														
Black or African American	67.7%														
Hispanic or Latino	4.9%														
American Indian/Alaska Native	0.3%														
Asian	3.7%														
Some other race	0.7%														
Two or more races	3.1%														
Language Spoken at Home	<i> Data cannot be displayed because the number of sample cases is too small.</i>														

Source: US Census 2007 Community Survey

Southwest

Forest Heights, Morningside

The 2007 estimated **population for the Southwest sub-area is 98,592, the lowest of the seven sub-areas**, with 41,174 households (4th highest in the county). The Southwest sub-area is considered to be in the developed tier. **Median age is the third highest**, 36.5 in the Southwest sub-area. The highest percentage of age distribution falls in the 45-54 (16.3%) year olds, followed by 35-44 (14.8%). Age distribution shows there are 26.5 percent of the population 19 and under. The **racial composition is predominantly Black or African American (89.2%)**. Of the residents in the Southwest sub-area, 59.4 percent have attained a high school degree with some college. Those with bachelor's degrees or higher represent 20.2 percent of the Southwest sub-area. The median household income is \$54,857, fifth highest. **Table 12** summarizes the Southwest sub-area.

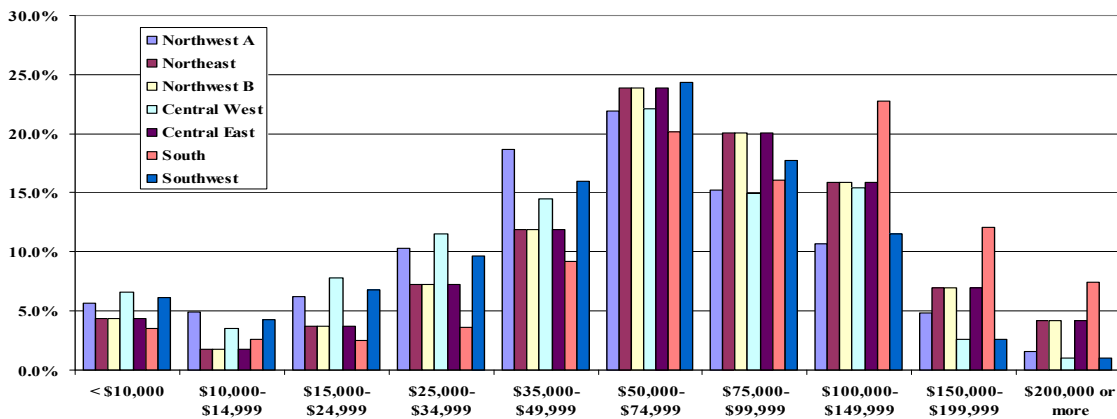
Table 12: Southwest Sub-area Selected Demographics

Southwest													
2007 Estimated Population	98,592												
Total Households	41,174												
Median Age	36.5												
Average Household Size	2.39												
Median Income	\$54,857												
Racial Composition	<table> <tr> <td>White</td> <td>7.8%</td> </tr> <tr> <td>Black or African American</td> <td>89.2%</td> </tr> <tr> <td>Hispanic or Latino</td> <td>2.2%</td> </tr> <tr> <td>American Indian/Alaska Native</td> <td>0.3%</td> </tr> <tr> <td>Asian</td> <td>1.9%</td> </tr> <tr> <td>Some other race</td> <td>0.7%</td> </tr> </table>	White	7.8%	Black or African American	89.2%	Hispanic or Latino	2.2%	American Indian/Alaska Native	0.3%	Asian	1.9%	Some other race	0.7%
White	7.8%												
Black or African American	89.2%												
Hispanic or Latino	2.2%												
American Indian/Alaska Native	0.3%												
Asian	1.9%												
Some other race	0.7%												
Language Spoken at Home	<i> Data cannot be displayed because the Number of sample cases is too small.</i>												

Household Income by Sub-area

Finally, an important aspect in planning parks and recreation offerings involves consideration of household income in communities. **Figure 7** compares household income by sub-area throughout Prince George’s County. Of the seven sub-areas, the **South sub-area shows the highest distribution of household income above the median income** in the county with 22.8 percent of residents earning between \$100,000-\$149,999 annually. Northwest A and Central West sub-areas show slightly higher percentages of residents earning in the lower income ranges; however, the median income for those sub-areas still falls in the \$50,000-\$74,999 range. The percentage of residents in these two sub-areas earning greater than \$74,999 is lower than the other five sub-areas. The other four sub-areas (Northeast, Northwest B, Central East, and Southwest) all show similar median household income patterns. However, the Southwest area illustrates greater percentages of households that earn less than \$100,000 annually.

Figure 7: Prince George’s County Household Income by Sub-area



Source: US Census 2007 Community Survey

Garden Apartments

According to analysis of the U.S. Census 2005-2007 Community Survey by M-NCPPC staff, approximately 164,400 residents live in low-rise, multi-family rental housing or garden apartments in Prince George’s County. Of the total amount of residents in garden apartments, at least 33 percent earn an annual income of less than \$20,000. Overall, there are more residents in garden apartments in the western sub-areas, bordering the District of Columbia. However, when ranking the number of garden apartments, Community Survey data shows the Northeast sub- area as having the second highest concentration of residents living in garden apartments (24,038). The South sub-area shows the least amount of garden apartments (3,873).

Areas with a greater concentration of garden apartments tend to reside in urban areas in the county (defined by the U.S. Census as those cities with populations greater than 50,000). Often the population is more transient and has lower income levels, higher numbers of foreign-born, and higher rates of unemployment and public assistance. Therefore, effective community outreach poses a challenge for recreation staff. Strategic outreach and creative program approaches should be explored to engage this population in Department programs and services.

4. Ethnic and Cultural Trends

Prince George's County

Prince George's County has a rich cultural make-up. Each sub-area in the county is unique. **Table 13** shows race distribution by individual sub-area. Across the board, Black or African Americans make up almost 50 percent or better of sub-area populations. Ethnic diversity is steadily growing to include many foreign-born residents. As shown in **Table 14**, the foreign-born population represented in some areas is more than others in Prince George's County. The US Census 2007 American Community Survey shows that **18.8 percent of county residents are foreign-born, with the highest percentages in the Northwest sub-areas**. Forty percent of the Northwest A sub-area is foreign born, which is the highest in the county, followed by Northwest B with 31.3 percent foreign-born residents.

Table 13: Race Alone by Sub-area

	Northwest A	Northeast	Northwest B	Central West	Central East	South	Southwest
White	32.4%	33.6%	31.9%	4.6%	25.0%	23.1%	8.6%
Black or African American	49.7%	48.1%	49.0%	92.9%	71.7%	70.9%	89.1%
American Indian and Alaska Native	0.8%	0.5%	1.0%	1.0%	1.0%	1.6%	0.8%
Asian	3.0%	10.1%	0.1%	3.0%	3.4%	4.6%	2.1%
Some other race	16.3%	9.5%	0%	2.4%	2.2%	3.5%	0%

Source: US Census 2007 Community Survey

Table 14: Foreign-Born Residents by Sub-area

	Northwest A	Northeast	Northwest B	Central West	Central East	South	Southwest
Native	60%	70.9%	68.9%	92.8%	85.6%	92.1%	93.5%
Foreign Born	40%	29.1%	31.3%	7.2%	14.4%	7.9%	6.5%

Source: US Census 2007 Community Survey

National Trends

Following are select national demographic trends representing a variety of ethnic communities.

- English as the first language at home will decrease as the United States becomes more multicultural. Fourteen percent (14%) of the United States population speaks a language other than English at home, with 54 percent of the non-English speaking population speaking Spanish. The number of people speaking other languages will undoubtedly increase in the United States due to immigration. *(Davis, B.)*
- In 2005, the percentage of those over five (5) years in age that spoke a language other than English in the home was 19.4 percent. Of the foreign-born population in the United States, the majority are from Latin America followed by Asia and Europe. *(U.S. Census)*

A recent study by the Pew Research Center cited the ranks of the 303 million Americans are projected to increase to 438 million by 2050 and that increase will be driven primarily by immigration, with the number of Hispanics estimated to triple. The Center's projections are based on detailed assumptions about births, deaths, and immigration levels. Other projections from this report include:

- If current trends continue, 82 percent of the increase will be immigrants arriving from 2005 to 2050 and their U.S.-born descendants.
- The 117 million people added during this time period will consist of 67 million immigrants and 50 million of their U.S. born children.
- Nearly one in five Americans (19%) will be an immigrant in 2050, compared with one in eight (12%) in 2005.
- By 2025, the immigrant, or foreign-born share of the population will surpass the peak migration exhibited during the last great wave of immigration a century ago.
- The impact of immigration has been compounded as the number of births for U.S. women dropped sharply and then leveled off.
- Hispanics will make up 29 percent of the U.S. population in 2050, compared with 14 percent in 2005.
- The non-Hispanic, white population will increase more slowly than other racial and ethnic groups; whites will become a minority (47%) by 2050.
- The nation's elderly population will more than double in size from 2005 through 2050, as the Baby Boomer generation enters the traditional retirement years.
- The number of working-age Americans and children will grow more slowly than the elderly population, and will shrink as a share of the total population.

Foreign-Born

- Less than three percent of the population, approximately eight million people, are foreign-born residents who have entered the country since 2000. Factors known about this group include: *(USA Today)*
 - Hispanics make up more than half of this population.
 - A larger percentage of these households (compared to average U.S. resident households) consist of married couples.



- Incomes are lower (25.6% families live below the poverty line compared to 10.2% of all Americans).
- Households are larger (3.6 vs. 2.6 people).
- Households are younger (27.6 years vs. 36.4 years median age).
- 89.5 percent speak a language other than English at home; 23.7 percent speak English “very well.”

African American

- According to the US Census 2007 American Community Survey, over 39 million people in the United States, or 13.1 percent of the population, are Black or African American.
- The African American population is the third fastest growing population in the United States.

Hispanic

- The Hispanic or Latino (of any race) population is over 45 million and is about 15.1 percent of the total population. *(US Census 2007 American Community Survey)*

Asian/Pacific Islander

- According to the US Census 4.4 percent of the United States population is Asian alone or Asian/Pacific Islander.
- Chinese Americans are the largest Asian group in the United States, followed by Filipino, Asian Indians, Vietnamese, Koreans, and Japanese.
- The number of people five years of age and older who speak Chinese at home was estimated in 2006 to be 2.5 million. After Spanish, Chinese is the most widely spoken non-English language in the country.

5. Demographic Trend Analysis Summary

In summary, key demographic trends to reference for future planning efforts for the Parks and Recreation Department in Prince George’s County include the following:

- Median age in Prince George’s County is 35.1 years of age.
- Currently the two largest age cohorts in Prince George’s County are 35-44 (15.7%) followed by 45-54 (14.8%), indicating that the age shift in the next 10 years and beyond will include higher percentages in the middle to older adult age range.
- Median household income is higher in Prince George’s County (\$68,270) than median income in the United States (\$50,740).
- Ethnicity in Prince George’s County indicates that African Americans make up 63.6 percent of residents in the county, followed by 18 percent White and 12.2 percent Hispanic/Latino.
- Population in Prince George’s County is projected to increase to 992,701 by the 2040.

B. RELEVANT PARKS AND RECREATION TRENDS

A challenge of parks and recreation departments is to continue to understand and respond to the changing characteristics of the individuals they serve. In this fast-paced society, it is important to stay



on top of current trends impacting parks and recreation. The following information highlights relevant local, regional, and national parks and recreational trends from various sources. The diverse demographic profile of Prince George's County was taken into consideration when compiling applicable trends. The county will see a continued need to focus on youth, teens, and young adults, with future population projections indicating the increasing need to serve Baby Boomers, who are steadily moving into retirement.

1. Maryland Health Trends

The United Health Foundation has ranked Maryland 26th in its 2008 State Health Rankings, up two rankings from 2007. The State's biggest strengths include:

- Ready access to primary care
- Lower percentage of children in poverty
- High immunization coverage
- Strong per capita public health funding

Some of the challenges the State faces include:

- High incidence of infectious disease
- High violent crime rate

2. Population-Based Programming Trends

General Population Trends

- In 2006, Americans spent about 8.5 hours a day watching television, using computers, listening to the radio, going to the movies or reading. Among adults, 97 million Internet users sought news online in 2006. (*Oregon TrendScan, Spring 2007*)
- According to the annual survey conducted by the University of Michigan and the C.S. Mott Children's Hospital, adults ranked childhood obesity as their #1 concern. This ranked above smoking and drug abuse. (*TrendScan, July 2008*)
- Sixteen percent of children (over 9 million) 6-19 years old are overweight or obese - a number that has tripled since 1980. (*Center For Disease Control and Prevention, CDC*)

Pre-School

Local parks and recreation agencies are finding great success in programming for the pre-school age child by responding to parent feedback and desires. The requests tend to center around opportunities to expose a child to a variety of activities to learn the child's interests and opportunities for interaction outside the child's own home. Popular requests include:

- Parent – tot activities starting at age 9 months are popular (swimming, gymnastics, cooking, music, art, story time, special one-time holiday classes such as Father's Day gift or card making).
- Daytime activities for "at home" parents.
- Evening parent-child activities for "working" parents.
- Activities for children from 24-36 months (art, music, story time).
- Tot sports for 4 to 5 year olds (soccer and T-ball).

Youth Programs

After School Programs

Previous research has demonstrated that participation in a variety of out-of-school time programs and activities offers needed support for youth and working families and benefits youth socially, emotionally, and academically. Due to the important nature of these opportunities for children, the Harvard Family Research Project conducted a study to determine who is attending these programs. Some of the more important findings from this study include the following.

- Youth from higher income families were more likely to participate in all types of out-of-school programs (i.e. before, after, and other out-of-school activities) than were children from lower income families.
- Youth from lower income families were more likely than youth from higher income families to participate in tutoring programs during the after school hours.
- Latino youth are under-represented. White youth are over-represented, and African American youth are somewhere in between the two groups. This held true across the broad range of out-of-school alternatives.
- African American youth were more likely than other user groups to participate in summer camp programs and in before and after school programs.
- Historically, these patterns of participation have remained fairly consistent since the 1990's.
- There is a closing in the gap related to family income and before and after school programming as the percentage of youth from lower income families has increased. (*Demographic Differences in Youth Out-of-School Time Participation, Harvard Family Research Project, March 2006*)

Other information related to after school programs:

- After-school programs have been proven to decrease juvenile crime and violence, reduce drug use, decrease smoking and alcohol abuse, and decrease teen pregnancy. Furthermore, research demonstrates, in comparison to unsupervised peers, children who participate in after school programs show improvement in standardized test scores and decreased absenteeism and tardiness. (*Vinluan, Monica Hobbs*)
- Top reasons kids say "No" to drugs (ages 9 – 17): Sports (30%), Hobbies (16%), Family and Friends (14%), Arts (12%), and Music (11%). (*White House Office of National Drug Control*).

- Over half of teens surveyed (54%) said they would not watch as much television if they had other things to do. The same number indicated they wished there were more community or neighborhood-based programs. Two-thirds said they would participate, if they were available. *(Penn, Schoen & Bertrand)*

Sports and Fitness

- According to the Sporting Goods Manufacturers Association (SGMA), seven of the 15 most popular activities for children are team sports. Organized, after-school activities, club sports, and programs targeted at school-aged children could help to fill the fitness void that is growing larger in United States schools.
- Specific offerings for kids' fitness are slowly increasing in health and fitness facilities. *(IDEA)*
- For youth seven to 11 years of age, bicycle riding has the highest number of participants.
- Age 11 is the peak age of participation for team sports; 72 percent of youth in that age group play at least one team sport. *(SGMA)*
- Tennis participation has increased by 31 percent since 2000. *(SGMA)*
- According to the NSGA (**Table 15**), in terms of overall youth participation in selected sports, skateboarding experienced the largest increases in participation from 1998-2007 at 75 percent, while snowboarding (39%), and tackle football (23%) increased by more than 20 percent. In-line skating experienced the largest decrease in participation at 60 percent, followed by softball (36%), alpine skiing (29%), and fishing (20%). Volleyball, basketball, and golf also experienced decreases of more than 15 percent in participation rates.
- Extreme sports remain a compelling pursuit for many active Americans. The five most popular extreme sports are inline skating, skateboarding, mountain biking, snowboarding, and paint ball.



Table 15: NSGA Youth Participation in Selected Activities and Percent Change 1998-2007

	Overall % Change 1998-2007	Age 7-11 % Change 1998-2007	Age 12-17 % Change 1998-2007
Total U.S.	9.3%	-2.3%	9.0%
Baseball	-12.0%	-15.7%	-32.5%
Basketball	-17.9%	-21.5%	-15.7%
Bicycle Riding	-14.1%	-29.9%	-16.9%
Bowling	8.5%	4.6%	12.5%
Fishing (Fresh water)	-20.2%	-37.5%	-24.0%
Football (Tackle)	-23.5%	19.1%	29.6%
Golf	-17.3%	-48.3%	-40.7%
Ice Hockey	-2.8%	-31.0%	-29.3%
In-line Skating	-60.4%	-66.7%	-50.9%
Mountain Biking (off road)	-13.8%	-38.5%	-23.0%
Skateboarding	75.3%	36.7%	85.1%
Skiing (alpine)	-28.5%	-2.7%	-34.9%
Snowboarding	39.3%	60.6%	-8.5%
Soccer	4.6%	-8.2%	-15.3%
Softball	-36.1%	-62.0%	-45.0%
Tennis	9.5%	20.1%	-6.4%
Volleyball	-18.7%	-23.3%	-20.1%

Older Adults

Approximately 70 percent of the current retired population entered retirement before the age of 65. These new retirees are younger and healthier. Many may feel an important need for part-time employment in recreation, for fun, socializing, and added fulfillment in their lives. This will only increase with Baby Boomer retirement.

The oldest Boomers turned 60 years old in 2006, and are about to retire in record numbers. These trends are important to recognize and may explain the changing national demands, from traditional low-cost services to more active programming for which many older residents are willing to pay.

The top three sports activities for persons 65 years and older in 2007 were exercise walking, exercising with equipment, and swimming. The majority (60%) of the most popular activities for seniors are fitness-related according to the Sporting Goods Manufacturers Association 2006 Edition of Sports Participation. There are more than 10 million people ages 55 years and older who exercise walk and more than 8 million who stretch and exercise with a treadmill.

With seniors getting into exercise, there is a growing trend towards specialized programs for older adults. These programs focus on the special needs of seniors like arthritis, osteoporosis, balance issues, flexibility, and better daily functioning.

According to AARP, 2008's latest trends for the older population include:

- Virtual Birding – View a photo gallery and name that bird's tune.
- Electronic games – Adults over 50 are enjoying Wii and other electronic games including golf, brain teasers, and other sports games.
- Incentive-based walking programs.
- Wellness seminars.

Programs and Services for People with Disabilities

More and more, activities are being adapted for people with physical and cognitive disabilities. Specialized programs and services have become increasingly popular in organizations providing



activities and events designed especially for people with disabilities. Such programs can include “gentle yoga,” social events such as dances and trips, working out with a partner, walking groups, participation in Special Olympics sports, development of independent living skills, and job readiness skills.

While designing other programs, efforts should be made to develop “universally” accessible services, allowing anyone who has an interest in participating the right to do so. A significant programming trend today is in the area of *inclusive recreation*, providing reasonable accommodation to any Department activity, park and/or facility providing leisure opportunities to people with physical or cognitive disabilities. Inclusion services are intended to comply with the Americans with Disabilities Act (federal mandate) and to provide an opportunity for those with and without disabilities participate alongside each other. Those with disabilities receive individualized resources or other support to enable them to participate as fully as possible. The demand for programs and services for people with disabilities is expected to increase in the immediate future, largely in part to the numbers of community members who have not sought services based upon limited availability. In addition, there has been a growing population of service men and women who have sustained injuries leaving them with disabilities and other emotional and physical challenges as a result of our Nation’s recent wars.

Recreation and Leisure in the City

“Urban parks are where vast numbers of persons are brought closely together, poor and rich, young and old...each individual adding by his mere presence to the pleasure of all others.” Frederick Law Olmsted, father of landscape architecture, 1870.

Following is a list of national recreation trends as it relates to urban living.

- Many of today’s children either live in neighborhoods that are unsafe or perceived unsafe. This perception contributes to parents’ preference to have their children stay in the house and watch television or play video games.
- There is an increase in juvenile crime across the country. Police have found that rises in violent crimes are due to more juveniles involved in armed robberies and assaults. In areas such as Minneapolis, Boston, Milwaukee, and Washington, police reports cite the surge in violence related to gang activity.
- *Recreation Management* cites urban facilities’ top 10 amenities planned to add the next three years. Those include:
 - Waterpark or splash play areas
 - Trails and open spaces
 - Park structures
 - Bleachers and seating
 - Playgrounds
 - Synthetic turf sports fields
 - Climbing walls
 - Concession areas
 - Fitness centers
 - Indoor sports courts
- Rooftop amenities such as community gardens, synthetic turf areas, and swimming pools are a trend at universities, recreation centers, office buildings, and condominium complexes.

- Fishing is coming back especially in urban areas. After almost ten years of decline, fishing is making a comeback according to the 2004 National Wildlife Service report that indicated the number of people holding fishing licenses increased by 500,000 people in this past year. According to survey information commissioned by the Recreational Boating and Fishing Foundation, 72% of all people who fish live in urban areas. The past few decades have included a focus on cleaning up urban rivers, which results in people tossing out their lines in urban spots. (*USA Today, September 2006*)
- Festivals and special events are emerging as a community-based tourism development as they add vitality and enhance the appeal of a destination for tourists. (*Getz, 1991*) The role of festivals in a community is to offer diverse cultural and recreational experiences to residents and visitors while providing strong economic impacts on a region. City festivals support the local economy by providing opportunities for sponsorship, visibility, and sales while also providing a mechanism for local non-profits to earn money and gain exposure.

Pet Ownership

Pet-friendly amenities are at the top of potential homebuyer’s lists. (*Inman*) Pets help to lower health care costs: people with pets actually make fewer doctor visits, especially for non-serious medical conditions. (*National Institute of Health Technology Assessment Workshop: Health Benefits of Pets, 2008*)

Across the country, the pet ownership trend is strong. APPA (American Pet Products Association) releases an annual pet ownership survey. The 2007-2008 survey indicates that 63 percent of U.S. households own a pet. This is an increase of seven percent since the survey was first conducted in 1988. The majority of pets are dogs.

Trends related to dogs include:

- Dog parks
- Dog clubs
- Dog programs in the park (e.g. fun runs, etc.)

The Department of Parks and Recreation in Prince George’s County operates three dog parks, with additional dog parks operated by other municipalities, including Greenbelt and Bowie. As the population in the county grows, it is anticipated that the demand for dog parks will grow as well, especially in more densely populated residential communities.



3. Activity-Based Programming Trends

General

People desire quality over quantity, for example, a first class experience in the form of excellent customer service, programs, and facilities. Recreation programs need to encompass a whole “experience,” as people look to add quality to the basic recreation activity with depth, self-fulfillment, and self-expression. This starts when you walk in the door or on the field with front line staff or instructors. Examples include a senior program that is comprehensive with seminars, fitness, and enrichment classes. For the Baby Boomer population, examples may include Tai Chi, yoga, cooking, group or individual fitness and wellness programs, hiking, and outdoor recreation. The younger adult population has similar interests to the Baby Boomer population, as well as rock climbing, indoor and outdoor group cycling, music, and language classes.

Additional programming trends include a shift from a long 6-8 week class session to a one or two day workshop. Drop-in programs are growing in popularity as well. There is an increasing demand for self-directed activities, with less reliance on instructors and more flexible scheduling.

Recreation Management magazine’s 2008 *State of the Industry Report* listed the top 10 program options most commonly planned for addition over the next three years includes:

- 1) Programs for active older adults
- 2) Day camps and summer camps
- 3) Nutrition and diet counseling
- 4) Educational programs
- 5) Holidays and other special events
- 6) Fitness programs
- 7) Environmental education
- 8) Sports tournaments and races
- 9) Mind-body balance
- 10) Individual sports activities

Aquatics

According to the National Sporting Goods Association, swimming ranked third in terms of participation in 2007 for participants seven years of age and older. Outdoor swimming pools are only open three months out of the year in many colder climates. There is an increasing trend towards



indoor leisure and therapeutic pools. Additional amenities like “spray pads” are becoming increasingly popular as well. In Boston, spray pools are popular in the summer months and are used for ice rinks in the winter months.

Sports and Health

Highlights from the National Sporting Goods Association participation survey (**Table 16**) include:

- Tennis participation led sports growth in 2007 at 18.7 percent.
- Exercise walking made the number one sports and recreation activity with 89.8 million participants. It grew 2.7 percent in 2007.
- Among fitness activities, only aerobic exercising, with 30.3 million participants in 2007, showed a significant decline (-9.9%). Some of the decline may have come from the inclusion of yoga in the survey for the first time. Yoga attracted 10.7 million participants in 2007.
- Other sports and recreation activities showing less than 5 percent growth in 2007 include skateboarding (4.2% to 10.1 million participants); in-line skating (2.1% to 10.7 million participants); weightlifting (0.9% to 33.2 million participants), and exercising with equipment (0.8% to 52.8 million participants).

Table 16: Top 10 Activities & Sports Measured by Participation Growth from 2006 to 2007

Activity	Total Participation In millions	Percent Change 2006 - 2007
Tennis	12.3	18.7%
Scooter Riding	10.6	11.4%
Target Shooting	20.9	9.7%
Boating (Motor/Power)	31.9	8.9%
Volleyball	12	8.7%
Target Shooting – airgun	6.6	7.9%
Running/jogging	30.4	5.5%
Bicycle Riding	37.4	5.0%
Skateboarding	10.1	4.2%
Exercise Walking	89.8	2.7%
<i>Source: National Sporting Goods Association Participated more than once, for persons seven (7) years and older.</i>		

Team Sports

- The typical age for participants in team sports ranges from 16 to 29 years. For males, the range is 18.2 to 29.3 years compared to 16.2 to 25.3 years for females. (NSGA)
- Overall participation in amateur softball has been declining since 2000. The number of adult Amateur Softball Association teams decreased three percent (3%) between 2004 and 2005. (2007 Statistical Abstract)
- Among team sports football, basketball, and baseball continue to grow but less traditional activities such as lacrosse, rugby, field hockey, and cheer leading are increasing as well. (SGMA)
- Futsal is the way the world plays indoor soccer, five on each team, with a hard surface. It is played on all the continents of the world in over 100 countries by more than 12 million players. As urban areas continue to develop and ball fields are more difficult to schedule, the United States Futsal Federation (founded in 1980) has noticed an upward trend in the sport. It is growing in popularity in urban areas. It is versatile and can be played during winter months in indoor courts. The 40,000-member base has a diverse spectrum of ethnic backgrounds, including African American, Asian, Latino/Hispanic, and Caucasian.
- Women playing team sports have also been on the increase. Females account for a significant number of softball participants: slow-pitch 47 percent and fast-pitch 75 percent. In court and grass volleyball, females represent the majority of participants and in beach volleyball they represent 46 percent of all players. (SGMA) Exercise walking, swimming, and exercising with equipment were ranked the highest by NSGA for 2007 Women's Participation (more than once) in Sports, ages seven and higher.

Racquet Sports

Badminton, racquetball, squash, table tennis, and tennis all demonstrate gains in participation. According to the Sporting Goods Manufacturer's Association in June of 2008, tennis participation had increased by 31 percent since 2000.

Extreme Sports

The five most popular extreme sports are inline skating, skateboarding, mountain biking, snowboarding, and paint ball. The following information is also true about extreme sports (trendScan, September 2008).

- Generation X (born 1965-1984) and Millennials (born 1985-2005) are most commonly drawn to extreme sports.
- Skateboarders include more than 3.8 million participants who skateboard 25+ days a year.
- Ultimate Frisbee is more popular than lacrosse, wrestling, beach volleyball, fast-pitch softball, rugby, field hockey, ice hockey, and roller hockey.
- Mountain Biking is an activity with rapid growth.
- Paintball has seen overall participation grow by more than 50 percent since 2000.

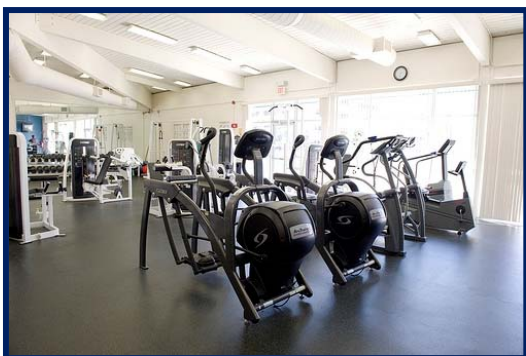
Fitness

There have been many changes in fitness programs since 1998. What clients wanted in 1998 is not necessarily what they want today.

- Fitness programs that have increased in popularity since 1998 include Pilates, stability/ball-based, personal training (two clients share), post-rehabilitation, kids-specific fitness, and sport-specific training.

- Declining programs since 1998 include dance, abdominals, health fairs, sports clinics, high-impact aerobics, mixed-impact aerobics, step aerobics, stress-management classes, weight-management classes, and low-impact aerobics. (*IDEA*)

The American College of Sports Medicine’s (ACSM’s) Health and Fitness Journal conducted a survey to determine trends that would help create a standard for health and fitness programming. **Table 17**



shows survey results that focus on trends in the commercial, corporate, clinical, and community health and fitness industry. The Worldwide Survey indicates the following shift in fitness trends between 2007 and 2008. These trends are important for the Department of Parks and Recreation to track in order to effectively respond to increased interest in and demand for health and fitness programming, as shown in the community survey.

Table 17: Worldwide Fitness Trends for 2007 and for 2008

2007	2008
1. exercise programs for children to fight childhood and adolescent obesity	1. educated and experienced fitness professionals
*2. special fitness programs for older adults fitness professionals	2. exercise programs for children to fight childhood and adolescent obesity
*2. educated and experienced fitness professionals	3. personal training
*2. functional fitness	4. strength training
*2. core training	5. core training
*2. strength training	6. special fitness programs for older adults
7. personal training	7. Pilates
8. mind/body exercise	8. functional fitness
9. exercise and weight loss	9. Swiss ball
10. outcome measurements	10. yoga
*11. sport-specific training	11. exercise and weight loss
*11. simple more accessible exercise	12. spinning® (indoor cycling)
*11. comprehensive health promotion programming at the worksite	13. sport-specific training
14. physician referrals to fitness professionals	14. balance training
*15. shorter more structured classes	15. group personal training
*15. reaching new markets	16. outcome measurements
*15. worker incentive programs	17. comprehensive health promotion programming at the worksite
*18. wellness coaching	18. reaching new markets
*18. group personal training	19. worker incentive programs
20. family programming	20. wellness coaching
<i>Source: Thompson, Ph.D., FACSM, FAACVPR, Walther R. ACSM's Health & Fitness Journal Vol 11/No. 6, "Worldwide Survey Reveals Fitness Trends for 2008"</i>	

* tied

4. Recreation Facility & Equipment Trends

The current national trend is toward a “one-stop” facility to serve all ages. Large, multi- purpose regional centers help increase cost recovery, promote retention, and encourage cross-use. Amenities that are becoming “typical” are:

- Multi-purpose, large regional centers (65,000 to 125,000+ sq. ft.) for all ages and abilities. This design saves on staff costs, encourages retention and participation, and saves on operating expenses due to economies of scale.
- Leisure and therapeutic pools.
- Weight and cardiovascular equipment.
- Interactive game rooms.
- Nature centers, outdoor recreation and education centers.
- Regional playgrounds for all ages of youth.
- Indoor walking tracks.
- Themed décor.
- Gymnasium space.
- Green design techniques and certifications such as Leadership in Energy and Environmental Design (LEED®). In a recent survey 52 percent of the recreation-industry survey respondents indicated they were willing to pay more for green design knowing it would reduce utility costs and reduce or eliminate the negative impact of buildings on the environment and occupants.

Recreation Management magazine stated in the June 2008, *State of the Industry Report* that the following list includes the most popular amenities planned for addition to recreation facilities.

- Bleachers and seating
- Climbing walls
- Playgrounds
- Park structures, such as shelters and restroom buildings
- Dog parks
- Fitness centers
- Splash play areas
- Trails and open spaces, such as gardens and natural areas
- Concession areas
- Classrooms and meeting rooms

5. Natural Environments, Parks, and Outdoor Recreation Trends

Parks - Economic and Health Benefits

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home, according to a 2002 survey of recent homebuyers conducted by the National Association of Home Builders and the National Association of Realtors.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people's health and mental outlook. U.S. Forest Service research indicates that when the economic benefits produced by trees are assessed, total value can be two to six times the cost for tree planting and care.
- "There's a direct link between a lack of exposure to nature and higher rates of attention-deficit disorder, obesity, and depression." (*Mainella*) In essence, parks and recreation agencies can and are becoming the "preferred provider" for offering this preventative healthcare.

The Trust for Public Land has published a report titled, "*The Benefits of Parks: Why America Needs More City Parks and Open Space.*" The report makes the following observations about the health, economic, environmental, and social benefits of parks and open space:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Outdoor Recreation and Wildlife

In April 2007, the National Recreation and Parks Association (NRPA) sent out a survey to member agencies in order to learn more about the programs and facilities that public park and recreation agencies provide to connect children and their families with nature. A summary of the results follow:

- Sixty-eight percent of public park and recreation agencies offer nature-based programming and 61 percent have nature-based facilities. More than 30 percent of public agencies offer no nature programming, and slightly less than 40 percent have no nature-based facilities.
- The most common programs include nature hikes, nature-oriented arts and crafts, fishing-related events, and nature-based education in cooperation with local schools.



- When asked to describe the elements that directly contribute to their most successful programs, agencies listed staff training as most important followed by program content and number of staff/staff training.
- When asked what resources would be needed most to expand programming, additional staff was most important followed by funding.
- Of the agencies that do not currently offer nature-based programming, 90 percent indicated that they want to in the future. Additional staff and funding were again the most important resources these agencies would need going forward.
- The most common facilities include nature parks/preserves, self-guided nature trails, outdoor classrooms, and nature centers.
- When asked to describe the elements that directly contribute to their most successful facilities, agencies listed funding as most important followed by presence of wildlife and community support.

General Outdoor Recreation

- More wildlife-related activity participants are between the ages 35 to 54 years than any other age category.
- Fifty percent of Americans regard outdoor activities as their main source of exercise. (*Outdoor Industry Foundation, OIA*)
- The top three active outdoor recreation activities in terms of participation are wildlife watching, bicycle-based, and trail-based. (*OIA*)
- With nearly two million horse owners in the United States, branded equestrian developments are popping up across the country. There are about 250 equestrian communities nationwide. Industry experts say the developments have strong similarities to golf-course developments in terms of approach and demographic draw.
- Forty-one percent of Equestrians are 45 or older.
- Equestrian industry's economic impact nationwide is \$39 billion.
- Equestrian retirement communities are emerging as a new trend.

No Child Left Inside

It is common for residents to contact parks and recreation departments when looking for outside leisure activities, and it is often the mission of parks departments to get more people outdoors. The No Child Left Inside Coalition is becoming a popular partnership for parks and recreation departments across the nation. It is a broad-based organization made up of more than 600 member groups, including environmental, educational, business, public health, outdoor recreation, and conservation groups. The Coalition's focus was the passage of the federal No Child Left Inside Act. This legislation authorizes new funding for states to provide high quality, environmental instruction. Funds support outdoor learning activities both at school and in non-formal environmental education centers, teacher training, and the creation of state environmental literacy plans. The Parks and Recreation Department currently offers interpretive and educational programming at nature centers and natural areas throughout the county.

6. Parks & Recreation Administration Trends

Park and Recreation professionals face many challenges including:

- Doing more with less, requiring partnership development.
- Partnering between non-profit and public forms of service.
- Increasing the quality and diversity of services.
- Moving toward a more business-like model while not competing with private sector.
- Increasing parks and open space versus decreasing ability to maintain it.
- Providing support for the socially and economically disadvantaged through programs in areas such as childcare, nutrition, etc.
- Increasing responsibility for measurement and evaluation. (*van der Smissen et al.*)

The trend in park and recreation management is toward outcome-based management, reflecting the effect on quality of life of those who participate or benefit from parks and recreation opportunities. Outcome-based management is useful in establishing the benefit to the community and to individuals. (*van der Smissen et al.*)

Level of subsidy for programs is declining and more “enterprise” activities are being developed, thereby allowing the subsidy to be used where deemed appropriate. Agencies across the United States are increasing revenue production and cost recovery. Agencies are hiring consultants for master planning, feasibility, strategic, and policy plans. Recreation programmers and administrators are being involved at the beginning of the planning process.

Information technology has allowed for tracking and reporting of park and recreation services and operations. Pricing is often determined by peak, off-peak, and off-season rates. More agencies are partnering with private, public, and non-profit groups. Organizations are often structured into service divisions for athletics, seniors, facilities, parks, planning, and the like rather than by geographic unit.

Municipal parks and recreation structures and delivery systems have changed and more alternative methods of delivering services are emerging. There is more contracting out of certain services, and cooperative agreements with non-profit groups and other public institutions. Newer partners include the health system, social services, justice, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies, and the increased willingness of other sectors to work together to address community issues. The relationship with health is vital in promoting wellness. The traditional relationship with education, the sharing of facilities through joint use agreements, is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

Listed below is a summary of administrative national trends:

- Level of subsidy for programs is lessening and more “enterprise” activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for tracking and reporting.
- Pricing is often done by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

7. Tourism and Entertainment Trends

More people are vacationing locally. A USA Today/Gallop Poll presented a bar graph that reflected behavioral changes caused by increases in gas prices. This poll reported the following:

- Thirty-seven percent of those surveyed canceled or cannot afford a trip.
- Twenty-four percent indicated they are taking a shorter vacation or staying closer to home.
- Twenty percent of those surveyed stated they were cutting down on the number of trips.
- The Travel Industry Association (TIA) and American Express reported what Americans actually do on vacation trips versus what they “want” to do. Some highlights from the report include the following. Traveling by car is still the top form of transportation for a vacation trip; however, at least one trip per year is by plane. Americans most often take a vacation trip with their spouse or significant other (62%). The most popular trip destinations are cities and urban areas (39%), followed by small towns and rural areas (26%), and ocean beaches (23%). The most popular activities are sightseeing (51%) and shopping (51%). (*Randall Travel Marketing*)
- While people are concerned about the weakened economy and as the cost to travel increases, “Staycations” are becoming popular. This is an opportunity for local parks and recreation departments.

8. Recreation and Ethnicity Trends

In the article, “Recreation Across Ethnicity,” authors Christina M. Bell and Amy R. Hurd, Ph.D., CPRP suggest that people of different races often seek contrasting recreation opportunities. It is the job of leisure professionals and local government to offer diverse programming and adequate facilities so all individuals are given the chance to participate. In order to offer desirable and successful program opportunities it is important to understand the diverse ethnic trends in Prince George’s County.

African American

- African American youth are more likely to participate in summer camp programs and in before and after school programs. (*Harvard Family Research Project*)
- African Americans tend to favor outdoor team sports. (*Bell, Hurd*)
- More than 2 million African American children, ages five years and older, speak a language other than English at home. (*NEA, National Education Association*)
- Open spaces that serve a recreation function such as sporting-related facilities (e.g. baseball fields and paved trails) are preferred by African Americans when planning urban park land. (*NEA*)

Hispanic

- The Hispanic or Latino (of any race) population is over 45 million and is about 15.1 percent of the total population. (*US Census, 2007 American Community Survey*)
- Nature and family-oriented activities are on the rise with the Hispanic population. “Gathering type of activities” are preferred in the municipal recreation landscape verses organized activities. (*McChesney, Gerken, McDonald*)
- “Spending the day at the park is an enormously popular choice for Hispanic families, and park activities range from cookouts to softball and soccer games, to riding bikes or simply soaking up the sun and listening to music.” (*McChesney, Gerken, McDonald*)

9. Recreation and Culture Trends

- Those with incomes less than \$29,999 enjoy arts/craft fairs and festivals. Individuals with income levels between \$30,000 and \$74,999 enjoy art museums, galleries, arts/craft fairs, festivals, and historic sites. More than 50% of those with incomes over \$75,000 visit historic sites. (*2007 Statistical Abstract*)
- Attendance at traditional performing arts events has steadily increased between 2000 and 2004 for all categories except opera and symphony/orchestra. (*2007 Statistical Abstract*)
- Participation and interest in cultural arts activities in Prince George’s County is showing a steady decline according to M-NCPPC participation records and staff assessments.

10. Relevant Trends Analysis Summary

Key relevant trends reflective of Prince George’s County that are important to evaluate for future planning efforts include the following.

- The United Health Foundation has ranked Maryland 26th in its 2008 State Health Rankings. Nationally parks and recreation agencies are becoming the key providers of entry-level fitness and wellness activities as an adjunct provider for public health.
- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home, according to a 2002 survey of recent homebuyers conducted by the National Association of Home Builders and the National Association of Realtors.
- Fifty percent of Americans regard outdoor activities as their main source of exercise. (*Outdoor Industry Foundation, OIA*)
- Parks and recreation agencies are becoming more commonly identified as the primary after-school providers for youth. Participation in out-of-school activities and programs offer support for youth and working families, and benefit the youth socially, emotionally, and academically. After-school programs and camps also provide a safe-haven for youth and help decrease crime and delinquency.
- The top three sports activities for persons 65 years and older in 2007 were: exercise walking, exercising with equipment, and swimming.
- There is an increasing trend towards providing larger regional multi-purpose facilities rather than smaller neighborhood facilities for both economic and retention purposes.
- Indoor leisure and therapeutic pools are becoming more popular as aquatic features. Additional amenities like “spray pads” are becoming increasingly popular as well.

- Environmental education programs were listed at the top of the 10 programs parks and recreation departments are planning to add within the next three years. Participation in environmental programs offered by M-NCPPC in Prince George's County is growing.
- National trends in the delivery of parks and recreation systems reflect an increase in partnerships for service delivery.



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C. PUBLIC PROCESS OVERVIEW

The information gathering phase of the **Parks & Recreation: 2010 and Beyond** project included a **comprehensive process** to invite and obtain community, citizen, user, staff, stakeholder, and decision-maker input through **multiple outreach and engagement tools**. An detailed public relations and marketing plan developed jointly by M-NCPPC Public Affairs and Marketing staff and project consultants guided the public participation process.

The goals of the public participation process for the needs assessment were to:

- Gather relevant and meaningful information to inform decisions and recommendations.
- Provide all Prince George's County residents and stakeholders the opportunity to be involved in creating the plans and recommendations.

Below is a summary of the public participation process conducted through the planning process.

Ongoing Public Participation Tools

Purpose

To provide ongoing opportunities for public input and information about the **Parks & Recreation: 2010 and Beyond** project.

www.2010Beyond.com

A project website was developed to invite participation and provide project information.

Steering Committee

A Project Steering Committee was created with representatives of 22 diverse county organizations to provide community feedback and guidance to the project.

Ongoing Project Team Outreach

At all outreach forums and meetings, handouts were provided that included contact information for both in-house and consultant project managers, including phone and email contact information, along with encouragement that anyone with suggestions or comments to feel free to contact them.

Phase I: Information Gathering

October 2008 – February 2009

Purpose

To gain broad input from county residents and stakeholders on strengths, issues, and opportunities, and to obtain statistically valid input from residents (including **non-users** of the M-NCPPC parks and recreation system in Prince George's County).

Public Meetings

- Held three (3) public meetings in north, central, and south parts of the county in November 2008. A total of 100 community members participated in facilitated small group discussions. In addition, a number of agency staff and community decision makers attended these meetings.

- Distributed flyers, ran newspaper ad, sent out e-newsletter and e-mails, put out news releases, and sent mailings.
- Prepared and distributed summaries of input from each public meeting and posted on project website.
- Received positive evaluations from participants.
- Staff received facilitation training and engaged in public input in small group discussions.

External Focus Groups

- Held 27 focus groups gaining input from close to 300 stakeholders (as of February 28, 2009).
- Focus Groups included:
 - Environmental
 - Historical Resources
 - Arts and Culture
 - Sports Associations
 - Boys and Girls Club
 - Education
 - Faith-based groups
 - Alternative providers
 - Home Owners Associations
 - Teens
 - Seniors
 - Disabled community
 - Immigrant communities (e.g. Filipino, Latino, African, Caribbean etc.)
 - Governmental (municipalities, state, and federal)

Survey

Statistically-Valid Survey

A statistically valid survey was mailed to 14,000 randomly selected county households. Participants were given the option of completing a paper copy or responding online with a secure passcode. This survey tool provided input from a representative sample of residents as is the most reliable method to get input from non-users of the M-NCPPC parks and recreation system in Prince George’s County. Surveys were also available in Spanish.

Open Survey

A web-based survey was open to any interested county resident or stakeholder. The open survey provided a broad-based opportunity for anyone to give input – these results are not statistically-valid, but informational. The results from the open survey were tabulated separately.

Paper surveys were available upon request. Additional efforts were made to boost survey responses in targeted sub-areas of the county. M-NCPPC staff distributed over 1,400 paper surveys were to interested groups. Additionally, automated “robo” calls were made to 50,000 households targeting underrepresented county sub-areas to encourage participation in the survey.

Note: See **Appendix A** for additional information about the survey methodology and results and additional detail.

Internal Focus Groups

Members of the Project and Consulting Team met with a variety of internal staff representatives, including:

- Senior Management
- Public Affairs and Marketing
- Finance and Budget
- Information Technology
- Help Desk
- Planning (both M-NCPPC and Department of Parks and Recreation Planning staff)
- GIS staff
- All Divisional areas and supervisors
- Specific program areas
- Environmental and Natural Resources
- Park Police
- Maintenance

Key Stakeholder Interviews

- Specific individual staff, project team, and citizen members were contacted to more fully investigate any identified relevant issues.

Additional Outreach Efforts

- M-NCPPC staff conducted additional outreach to Recreation Councils, the Parks and Recreation Advisory Board, and a variety of community organizations and groups throughout the county.

Presentations to Elected Officials

- Provided project overview to Prince George's County Planning Board.

Phase 2: Findings & Visioning

March – April 2009

Purpose

To share findings from information gathering phase of project, validate accuracy, solicit input, and generate feedback on visioning and future improvements.

Staff and Key Stakeholder Meetings

Findings were presented to all appropriate staff and key internal stakeholders to validate accuracy and key issues, and help with categorizing key themes for visioning and recommendations.

Public Meetings

- Held six (6) public meetings to engage input from community members in different areas of the county.
- Emails were sent to all previous participants and to SMARTlink registrants and advertisements and flyers were broadly distributed.
- Meeting format – large group presentation of findings, followed by facilitated small group break-outs for visioning, prioritization activities, and suggestions.

Presentations to Elected Officials

- Made presentations to share key findings and gain input from the Prince George’s County Planning Board and County Council.

Phase 3: Recommendations/Draft Plan

May – October 2008

The following outreach strategies were part of the Recommendations and Draft Plan Phase of the project.

Purpose

To share draft recommendations based on findings, recommendations and final plans, and gain public and stakeholder input.

Staff and Key Stakeholder Meetings

Presented draft recommendations to all appropriate staff and key internal stakeholders for feedback and confirmation of accuracy, implementation potential, and broad acceptance.

Public Meetings

- Held four (4) public meetings to engage input from residents in different areas of the county.
- Sent e-mails to all previous participants and to SMARTlink registrants, and broadly distribute advertisements and flyers.
- Meeting format – facilitated open house.

Presentations to Elected Officials

- Made presentations to and gain input from the Prince George’s County Planning Board and County Council.



D. SURVEY HIGHLIGHTS

1. Parks and Recreation Needs Assessment Survey (2008/2009)

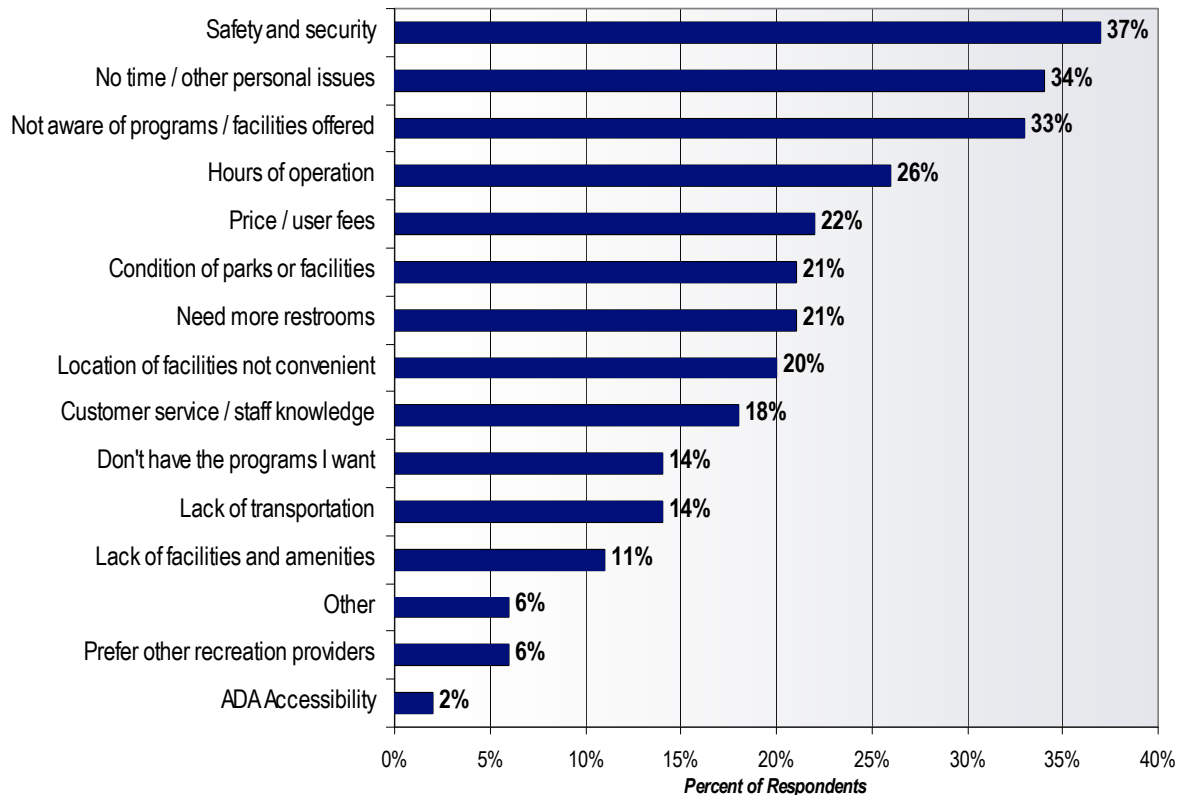
A statistically-valid survey was conducted as part of needs assessment for the **Parks & Recreation: 2010 and Beyond** project. The following summary is based on results from the randomly selected representative respondent sample of 628 county households. For a full survey report, see the **Appendix A**.

(Note: An open version of the online questionnaire was made available to all residents of the county, who could complete the questionnaire if they did not receive one by invitation in the mail. An additional 801 open-link surveys were completed resulting in a grand total of 1,429 completed surveys. As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from these questionnaires were analyzed separately.)

Reasons for Not Using M-NCPPC Facilities / Aspects Most in Need of Improvement

The top reasons for not using programs and facilities are **perception of safety, lack of time, and non-awareness**. The following table indicates the responses.

Question: If you do not use parks, facilities, services, or programs managed or offered in M-NCPPC, why not? If you do use the county’s parks, facilities, services, and programs, what is most in need of improvement?



Other Recreation Programs or Facilities Used

- Churches / houses of worship
- Parks outside the county
- Private or public schools
- Municipal, state, and national parks in the county
- Private health and fitness clubs
- Trails outside of the county

Ratings of Prince George's County Parks and Recreation Department

- Ratings scores are generally good but not necessarily great. Generally more 4's (and sometimes 3's) given than 5's (on the 1 to 5 scale). Customer service of M-NCPPC staff and maintenance of parks rate highest. Lowest rated aspects include restroom availability, quality of signage, connectivity of trails, trail maintenance, and number of trails available.

Most Important Indoor Facilities to Add / Expand / Improve

Top tier facilities:

- Designated space for youth and teen activities

Second tier facilities:

- Indoor walking / running track
- Designated space for senior / older adults
- Weight room and cardio fitness space
- Indoor pool for fitness swimming / competition
- Indoor leisure pool
- Fitness class space
- Indoor athletic fields
- Multi-purpose gymnasium space

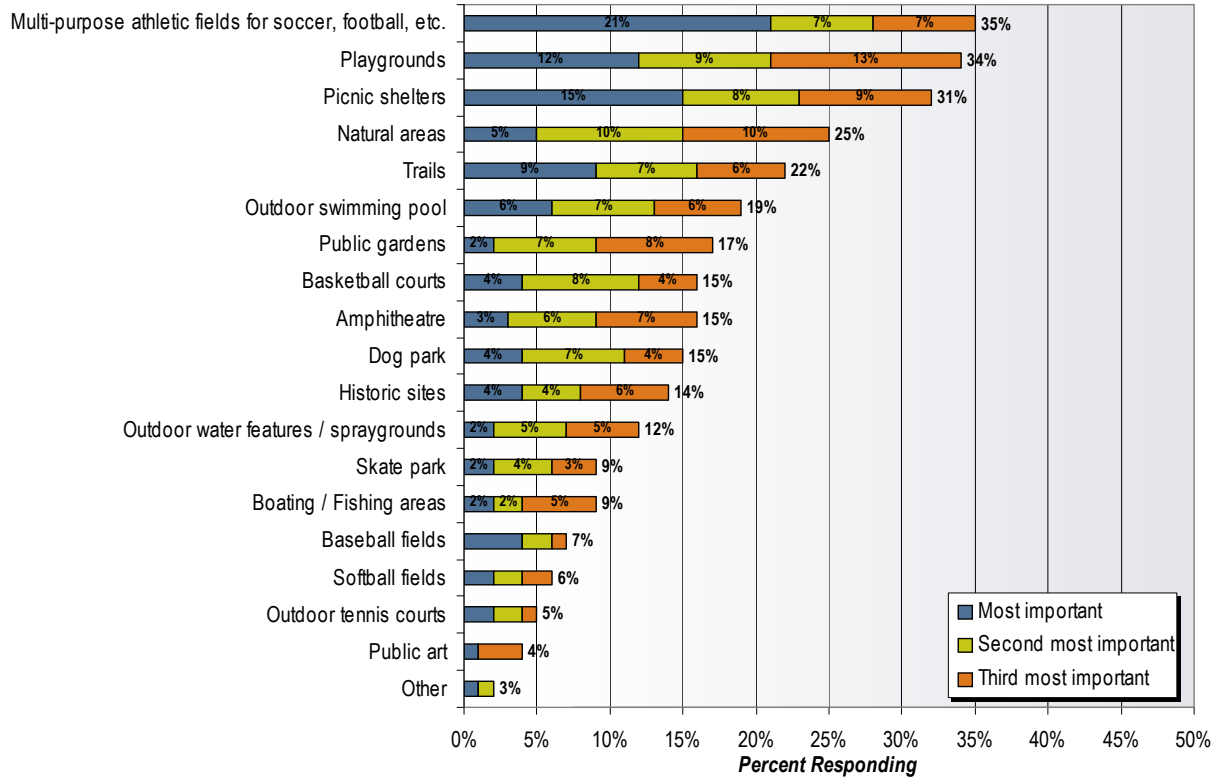
Third tier facilities:

- Community meeting rooms
- Arts and craft space
- Gymnastics facility
- Performing arts space

Most Important Outdoor Facilities to Add / Expand / Improve

Respondents were asked to indicate which three potential outdoor facilities and amenities were the three most important to them and their household. Multi-purpose athletic fields emerged as the top priority, with 21 percent of respondents listing it as their number one priority and 35 percent of respondents listing it as one of their top three priorities. Other top priorities to add, expand, or improve include playgrounds, picnic shelters, natural areas, and trails.

Most Important Outdoor Facilities



Trails Aspects

Highest Rated Aspects:

- Provide trail amenities, such as benches, trash containers, drinking fountains, dog pickup bag dispensers, signage, etc.
- Following closely is improvement of trail maintenance and trail connections.

Natural Areas

Highest Rated Aspects:

- Protect rivers, creeks, canal corridors, and wetlands (reduce flood potential).
- Minimize the impact of housing density and traffic.

Programs, Activities, and Special Events

Largest Amount of Need:

- Fitness and wellness programs
- Walking, biking, and hiking
- General skills education (computers, cooking, babysitting, etc.)
- Nature and environmental programs
- Cultural / arts programs
- Swimming programs/lessons

Second Tier:

- Children / youth activities
- History programs
- Community events and festivals
- Volunteer programs
- Day camp / playground programs
- Seniors / older adults

How Well Needs Are Being Met:

- Most average around “3” (or lower) on the 1 to 5 scale, where “1” means “none of your needs are being met” and 5 means “100% of your needs are being met.” A value of “3” would be “50%” of your needs are being met.

Highest Scores (for how well needs are being met):

- Athletic leagues for youth
- Day camp / playground programs
- Children / youth activities
- Walking, biking, and hiking
- Fitness and wellness programs
- The above five programs/activities were the only categories (out of 22 programs) where a higher percentage of respondents indicated their needs were being met in comparison to the percent that indicated their needs are not being met.

Lowest Scores (for how well needs are being met):

- Hunting programs
- Fishing programs
- Therapeutic recreation / inclusion services
- Golf programs
- Volunteer programs
- Tennis programs
- Pre-teen / teen activities
- General skills education
- After school programs
- Athletic leagues for adults



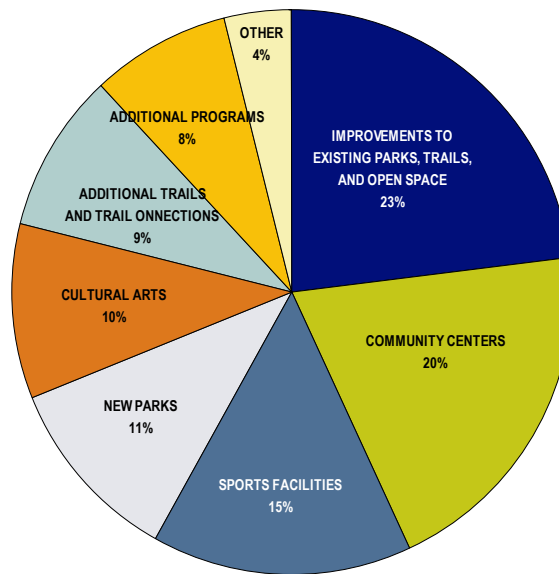
Communications

- Communications from M-NCPPC rate generally moderate—3.3 average score.
- The most widely used communication sources that respondents' currently utilize to get information about Department facilities and services are program guides (44%), at facility/program locations (41%), flyer or brochure (38%), and the internet/websites (34%). Other sources include word of mouth (29%), local newspapers (28%), through the schools (15%), e-mail (14%), TV (12%), and radio (11%).
- When asked how best to communicate, e-mail was mentioned the most (37% of respondents), followed by internet/websites (16%), program guides (12%), and flyers and brochures (11 %).

Financial Choices

- Approximately half (49%) feel current user fees charged are about right, 17 percent too much, and 2 percent too little.
- Asked how they would budget \$100 of county funds for new parks and recreation development or improvement projects, \$23 (or 23%) would go to improvements to existing parks, trails and open space, \$20 (or 20%) would go to community centers, \$15 to sports facilities, \$11 to new parks, \$10 to cultural arts, \$9 to additional trails and trail connections, and \$8 to additional programs.

Allocation of Department Funds



RRC Associates

Additional references to specific survey results are included in relevant sections of this plan.

2. 2008 Senior Survey

The 2008 Senior, Age 55 and Better, Recreation User and Interest Survey (May 2008) results identified the following findings.

- A majority (65%) of residents age 55 or older believe the programs, parks, facilities, and services in Prince George's County meet their recreation and leisure needs.
- However, half of residents age 55 or older have no idea what activities are offered for seniors by the Department of Parks and Recreation.
- Residents age 55 and over are far more likely to engage in recreational activities that are not pre-scheduled than to attend organized classes or activities. They were twice as likely to have visited a park to walk, picnic, or attend a concert or festival (40%) as to have attended activities for seniors (21%) at an M-NCPPC facility in the past year.
- The most popular classes for all age ranges of seniors are fitness programs like aerobics and water programs such as water aerobics.
- Most seniors seem to prefer to engage in activities with people of all ages rather than just with other seniors. This would indicate that separate senior centers would be less appealing than programs at community centers that include a more diverse representation of ages.
- About half of residents age 55 or 60 and a third of those age 60 to 64 are working full time and would like activities to be held after 6 p.m. or on weekends. Among those age 65 and older (84% of whom are retired), weekdays between 10 a.m. and 2 p.m. are more preferred.

E. SUMMARY OF COMMUNITY MEETINGS INPUT

1. Public Meetings

A series of three public meetings were held in November 2008 to get input from Prince George's County residents on the strengths, areas for improvement, and future opportunities for the programs, services, and facilities operated by the M-NCPPC. Approximately 100 community residents participated in the series of public meetings. Following is a summary of key themes from the small group discussions at these meetings. Full summaries of each meeting have been provided separately.

Strengths

- Diversity of facilities and programs (parks, cultural, natural areas, historical, etc.)
- Programs for all ages
- Well-maintained facilities
- Affordable (e.g. free youth ID's, programs)
- Well-distributed facilities
- A lot of facilities
- Preservation of local history and open spaces
- Marketing
- Stable funding
- Online registration
- Good communication and marketing
- Stream valley parks
- Staff

Opportunities for Improvement

General

- Increase safety (e.g. park patrols, lighting)
- Create opportunities for community input and involvement (e.g. stronger recreation councils or equivalent)
- Enhance marketing
- Improve customer service

Accessibility and Transportation

- Provide transportation to facilities (e.g. public transportation, shuttle, etc.)
- Trails - more trails, trail connectivity, safety, signage, maintenance
- Add sidewalks to and within parks

Facilities

- Continue to acquire and preserve natural areas
- Develop more destination facilities (e.g. Sports and Learning Center, parks with unique designs)
- Add and improve athletic field (all types, including lacrosse; consider artificial turf)
- Renovate aging facilities
- Add indoor spaces (as community grows)
- More indoor pools
- Add new facilities (e.g. skate parks, dog parks, etc.)
- Improve fitness centers
- Replace old playground equipment

Maintenance

- Improve management of natural areas and watersheds
- Ensure consistent maintenance

Programs and Scheduling

- Offer diverse program equitably in all three areas (i.e. more variety of programs needed in south part of county)
- Create more programs for girls
- Offer youth development programs for teens (e.g. holistic approach)
- Promote walking programs
- Provide unique programs (passport program, geo-caching, etc.)
- Offer adult classes
- Create family and intergenerational programs
- Hours of operation – open earlier and close later
- Improve scheduling and access to athletic fields (concerns about exclusive Boys & Girls Clubs use of fields)

Partnerships

- Increase volunteer opportunities (e.g. youth service, etc.)
- Increase partnerships and collaborations
 - Partner with schools (shared use of facilities)
 - School
 - Faith-based groups
 - Civic associations
 - Other recreation agencies (YMCA)
 - University of Maryland
 - Local, state, and federal government agencies (e.g. Department of Aging, etc.)
 - Businesses/sponsorships
 - Developers and homeowners associations

2. Focus Groups

Extensive outreach was made to gain input from many different community perspectives as part of **the Parks & Recreation: 2010 and Beyond**. Twenty-seven (27) focus groups with 281 community stakeholders were conducted from November 2008 through February 2009. Following is a summary of key issues and concerns raised from a variety of focus groups with community stakeholders. The themes identified from these focus groups echo many of those from the public meetings described earlier. Full summaries from each focus group have been compiled and provided separately.

Transportation

- Transportation and access to community centers and park and recreation events outside of neighborhoods. For people who lack transportation, access to services and facilities is a barrier. Seniors in particular expressed need for transportation.
- Increase trail connectivity.

Inclusion

- Ethnic groups want inclusion in Prince George’s County parks and recreation system to allow for more effectiveness in communicating and working with people of different cultural backgrounds.
- Create multi-cultural events to share food, arts, etc. of the various ethnic communities (such as Koreans, African Americans, Latinos, etc.) to include cooking demos, recipe sharing, dialogue, entertainment, etc.
- Limited staff experience and education in working with people with disabilities, behavior issues, and the emotionally disturbed.
- Lack of staff knowledge of sign language.
- Need to understand the cultures surrounding community centers to better integrate programs that meet their interests and needs.
- Create facilities that reflect the cultural mixture of the county.

Regional Equity

- Southern residents expressed the desire for more programs similar in range to those in the north. Also expressed an interest for more facilities and amenities.
- More variety of programming distributed evenly.

Programs

- Offer diverse programming.
- Provide youth development and educational programs (e.g. conflict resolution, tutoring, job training, cooking, social skills, etc.).
- Expand environmental education programs for public, youth, etc.
- Improve senior centers and offer more trips.
- Offer more family-oriented programming.
- Engage youth in arts through more youth geared performances, partner with youth groups, partner with schools to create exhibit and performance space, train teachers to use art in classrooms, and integrate art into more spaces.

Marketing and Communication

- Increase marketing and public awareness of services.
- Cross market between different types of facilities to increase tourism.
- Improve signage to facilities and historic sites.
- Improve the Program Guide to it is easier to read and navigate.
- Make information easier to find for special needs programs.
- Use local newspapers for marketing; coordinate marketing between county agencies; improve marketing strategies overall and to young people in particular.
- Expand and improve outreach to environmental/conservation groups for input/planning/ programs.
- Extend outreach by attending community meetings and visiting and talking to students at schools.
- Encourage other agency collaboration with M-NCPPC.
- Use community centers as information centers to find more government services.

Potential Partners

- Businesses near community centers and business leagues to help with mentoring, resources, summer jobs, etc.
- Faith-based groups
- Community groups
- Schools
- National Harbor
- University of Maryland
- Interest groups (e.g. historical, environmental, arts and culture, etc.)

Summary of Key Community Input Themes

Similar to the findings from the statistically-valid survey, the key themes for further improvement and analysis from the public meetings and focus groups appear to be:

- Improving perception of safety and security.
- Increasing marketing and communications efforts.
- Improving equity and distribution of programs and facilities, along with transportation and access capabilities.
- Offering diverse programs for all ages, ethnicities, and abilities.
- Partnering with schools, faith-based organizations, and other non-profit, for-profit and governmental agencies.



4. PROGRAM ANALYSIS

Recognized for their outstanding efforts in program design and development by organizations such as the National Recreation and Park Association Council on Accreditation for Parks and Recreation Agencies (CAPRA) and the Maryland Recreation and Parks Association, the Prince George’s County Department of Parks and Recreation has established itself as one of the leading agencies in recreation service provision in the United States. What follows is an overview of the programs and services offered by the Department, a summary of recent program participation trends, and a brief discussion of alternative recreation providers and key collaborations. The chapter concludes with an in-depth analysis of key program-related issues and opportunities as identified through the needs assessment and information gathering process.

A. RECREATION SERVICES OVERVIEW

The Department strives to offer a diverse recreation services menu that provides a variety of recreational opportunities to community members, regardless of age, ability, skill, or access limitations. The oversight and management of these services fall under the auspices of two of the three main divisions of the Department. These two functional areas are Facility Operations and Area Operations.

1. Facility Operations

Arts and Cultural Heritage Division

The Arts and Cultural Heritage Division manage a variety of cultural arts facilities to meet the needs and interests of the community. These facilities offer programs, classes, performances and exhibits to the public, artists, historians, performers, and county-based arts and historic organizations.

Facilities and services include:

- Abraham Hall
- Brentwood Arts Center
- Clarice Smith Performing Arts Center
- Harmony Hall Regional Center
- Montpelier Cultural Arts Center
- Prince George’s County Equestrian Center
- Publick Playhouse
- Show Place Arena
- Historic Property Rentals
- Performing Arts
 - Dance
 - Music
 - Theater
- Visual Arts

Natural and Historical Resources Division

The mission of the Natural and Historical Resource Division is to **“provide the public with professional natural and historical resource management services, interpretive programs, museums, parks, and special facilities in order to educate our community and encourage stewardship of the diverse natural resources and historical heritage of Prince George’s County.”**

Tours, exhibits, lectures, teas, special events, and programs are all available at many unique sites designed to instill an appreciation for wildlife and the environment, promote leadership, and increase knowledge of the county's magnificent natural resources. Several of these historic sites are also available for public rental. This division also staffs Park Rangers whose job it is to provide public safety, education and conservation services to county residents. Division facilities and services include:

- Three Nature Centers – Clearwater Nature Center, Watkins Nature Center, Mt. Ranier Nature/Recreation Center.
- Six Historic House Museums – Surratt, Darnall’s Chance, Marietta, Billingsley, Riversdale, and Montpelier.
- Other Historic Sites – Dorsey Chapel, Patuxent Rural Life Museums, Cherry Hill Cemetery, and Seabrook Historic Schoolhouse.
- College Park Airport.
- College Park Aviation Museum.
- 9,000 acres of marsh and woodlands as part of Patuxent River Park.
- Patuxent River 4-H Center.
- Natural Area Parks – Lake Artemesia, Suitland Bog, Cheltenham Wetlands Park, Bladensburg Waterfront Park.
- Interpretive tours and programs about natural and cultural history.
- Wildlife conservation projects.
- Archeology.
- Black History.
- Historic Property Maintenance.
- Park Ranger Program.

Sports, Health and Wellness Division

Traditionally, the focus of the Sports, Health and Wellness Division was on sports. Today, this division’s emphasis has evolved to focus not only on sports, but also on health and wellness activities. This division manages and operate the Sports and Learning Center and other specialized facilities in the county, as well many activities for all ages and abilities. Facilities and services include:

- Fairland Sports and Aquatics Complex
- Prince George’s County Sports and Learning Complex
- Prince George’s County Stadium
- Prince George’s County Trap and Skeet Center
- Golf Courses
- Ice Rinks
- Tennis Bubbles
- Adult/Youth Franchise
- Aquatics
- Leagues/Tournaments/Clinics

Maintenance and Development

The Maintenance and Development Division provides the maintenance services necessary to sustain the operations of the Department. Technical and skilled staff include plumbers, carpenters, landscapers, skilled laborers. The services provided through this division include:

- Building and Structure Maintenance
- Fleet Management
- Horticulture and Forestry
- Major Maintenance

2. Area Operations

Special Programs

The Special Programs Division manages a variety of specialized services for county residents. These include:

- Inclusion Services
- Kids' Care
- Senior Services
- Therapeutic Recreation
- Youth Services

Northern, Central and Southern Areas

These geographic area divisions oversee many community centers as well as recreation services to meet the needs of neighborhoods and county residents who reside in the northern portion of Prince George's County. These facilities and service include:

- Baden Community Center
- Beltsville Community Center
- Berwyn Heights Community Center
- Bladensburg Community Center
- Bowie Community Center
- Cedar Heights Community Center
- College Park Community Center and Youth Soccer Complex
- College Park Youth Services Center
- Columbia Park Elementary School Community Center
- Deerfield Run Elementary School Community Center
- Glassmanor Community Center
- Glenarden/Theresa Banks Complex Community Center
- Glenn Dale Community Center
- Good Luck Community Center
- Harmony Hall Regional Center
- Hillcrest Heights Community Center
- Huntington Community Center
- Indian Queen Recreation Center
- John E. Howard Community Center

- Kentland Community Center
- Kettering/Largo Community Center
- Lake Arbor Community Center
- Langley Park Community Center
- Marlow Heights Community Center
- North Brentwood Community Center
- Oakcrest Community Center
- Palmer Park Community Center
- Patuxent Community Center
- Peppermill Community Center
- Potomac Landing Elementary School Community Center
- Prince George's Plaza Community Center
- Rollingcrest-Chillum Community Center
- Seat Pleasant Activity Center
- South Bowie Community Center
- Stephen Decatur Community Center
- Suitland Community Center
- Temple Hills Community Center
- Tucker Road Community Center
- Upper Marlboro Community Center
- Vansville Community Center
- William Beanes Elementary School Community Center
- Community-based Programs
 - Aquatics
 - Day Camps and Playgrounds
 - Sports
 - Youth/Teens
 - Seniors
 - Special Events and Festivals
- Maintenance
 - Athletic Field Maintenance
 - Building Support
 - Playground Maintenance



B. SERVICE AND GAP ANALYSIS

As evidenced by the positive feedback collected in the community survey and through interviews, focus groups and public meetings, the communities served by the Department are satisfied with a vast majority of the recreation services provided by the agency. Additionally, opportunities exist for the Department to complement and enhance some service areas that are now seen as greater priorities due to dynamic social and economic changes.

Listed below are current services perceived to be most important in responding to today's identified community issues and problems from staff and community feedback.

- Access to neighborhood-based community centers and services
- Child Care
- Day Camps
- Xtreme Teens programs
- Health and wellness/fitness programs
- Outdoor and nature-based programs
- Therapeutic recreation services

Perceived gaps in service by population and interest area include the following:

By population

- Youth programming
- Teen programming
- Young and mid-aged adult programming
- Active older adult programming
- Hispanic and other ethnicity/racially diverse programming
- Southern region of Prince George's County

By interest area

- Aquatics
- Health and wellness
- Nature and outdoor recreation

C. PARTICIPATION TRENDS

According to data in the *2010-2012 Comprehensive Recreation Plan*, program registration increased 5,446 or 6 percent between FY 2004 and FY 2008. Most age categories have seen stable or increased registration since 2004, especially for teens and pre-teens (28% increase) and mixed age programs (38% increase). However, decline has occurred in registrations for young adult and adult programming (4% decrease) and family programming (58% decrease). Conversely, over the past two years, registration has declined 4,000 or 4 percent since a peak of 108,697 in 2006. The current rate of decline has been about 2,000 registrations each of the past two years. In addition, there has been a decrease in registrations for six or eight-week session. Furthermore, the Department anticipates a growing demand for therapeutic recreation programs.

Relative to program areas, the following data charts the approximate percentage increases and decreases in program registrations between FY 2004 and FY 2008. Only those program areas that have more than 500 registrations are listed.

Table 18: Program Participation Trends (2004-2008)

Aquatics - 13%	↑
Before and After Care - 14%	↑
Camps - 22%	↓
Crafts and Hobbies - 34%	↓
Day Camps - 10%	↑
Fitness - 2%	↑
Kids Care - 15%	↓
Lifestyle - 20%	↑
Martial Arts - no change	
Nature - 53%	↑
Performing Arts - 13%	↓
Seasonal and Community Events - 57%	↓
Sports - 3%	↑
People with Disabilities - 35%	↑
Trips - 39%	↓
Visual Arts - 7%	↓

The program participation trends listed above are based on SMARTlink reports. SMARTlink is the registration software program used in the Department. It has the ability to report participation data on all classes, programs, and activities that are offered through the software. There are activities such as some arts programs that are operated separate of SMARTlink. Those activity trends are not reflected in table above.

Most programming in Prince George’s County aligns with what is happening on a national level as mentioned in the Trends section (Chapter 3) of this document. Some participation trends however are unique to the county and provide insights into local demand for different program types.

- Programs for people with disabilities are on the increase in Prince George’s County. Nationally, these specialized programs and services have become increasingly popular in organizations providing inclusive recreation. It is anticipated that demand for these programs and services will increase in the future. This is due in part to the number of community members requiring special needs who have not sought services.
- Participation in fitness programs shows a two percent increase (from 2004-2008). This number should continue to increase as more people seek health benefits through prevention. On a national level, fitness trends show an increased number of youth participating in fitness and wellness activities, a promising trend that should have a positive impact on curbing childhood and adolescent obesity. Personal training and individualized sports training are also noteworthy trends.
- Sports reported a three percent increase. Since 2000, tennis participation has increased by 31 percent across the country. Participation in extreme sports is on the rise and should be considered for the Generation X population. Among team sports, football, basketball, and baseball continue to grow and less traditional activities such as lacrosse and futsal are increasing as well.
- Nature programs and activities showed a dramatic increase of 53 percent. It is noted in Chapter 3 that 50 percent of Americans regard outdoor activities as their main source of exercise. The No Child Left Inside Act as mentioned in the Trends section, has helped push the need to “unplug” and participate in nature-based programs. Now more than ever there is emphasis on getting people outdoors.
- Trips declined by 39 percent. A look at travel and tourism trends suggests that more people are staying local. This trend is fueled by higher gas prices and the economic downturn. It should be noted that trips tend to “out-price” themselves once overhead expenses are included in the cost to participants. This program offering should be further evaluated to determine what changes are needed to boost participation or if it should be continued.
- Community events show a significant decline in participation (57%). It is important to keep in mind that not all events are tracked through SMARTlink. Many events often do not require registration and therefore, participation numbers may not be well represented. National trends suggest fairs and festivals are increasing in popularity particularly in lower income areas. Festivals and events may also allow agencies to promote cultural diversity and performing arts. Attendance across the country at traditional performing arts events has steadily increased.

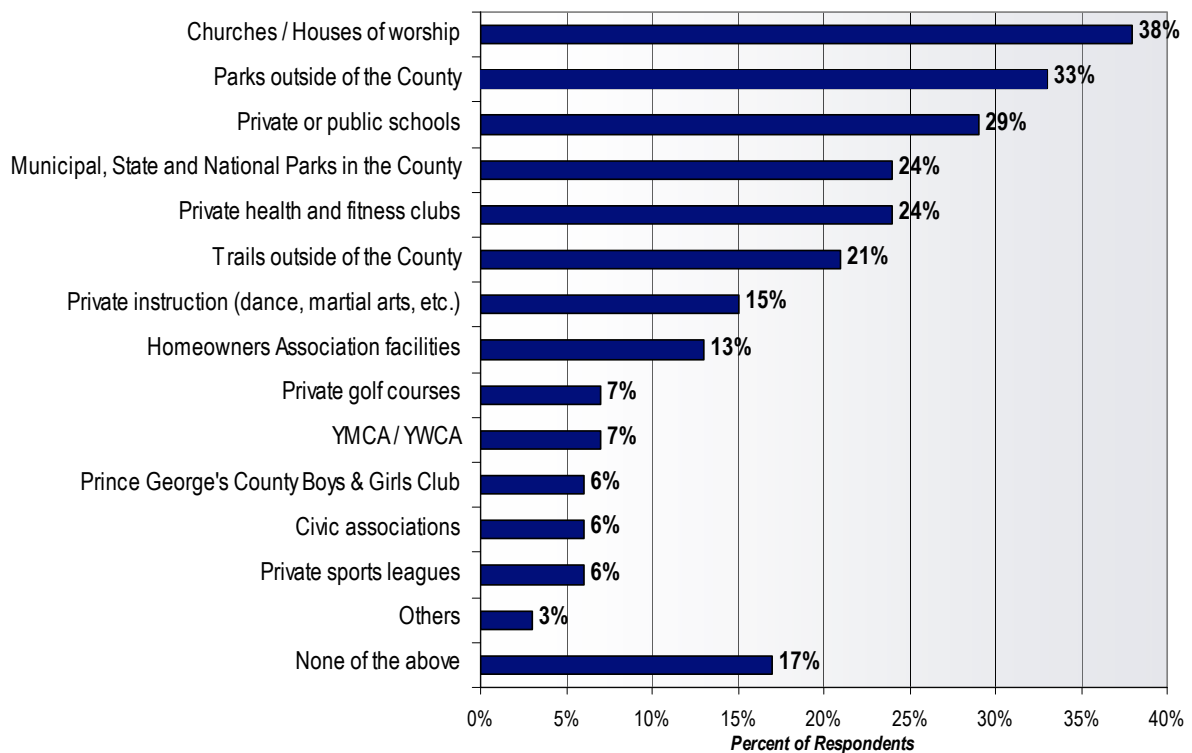


D. ALTERNATIVE PROVIDERS

County residents have at their disposal a multitude of recreation service providers. These alternative providers offer a breadth of recreation services including but not limited to youth sports, health and wellness activities, older adult services, aquatics activities and facilities, golf, natural resource provision, arts and culture, and community/recreation centers. These alternative providers include agencies and organizations representing the public, non-profit, and private sectors. (See *Chapter 5: Inventory and Level of Service Analysis* for additional information and analysis of key alternative providers included in the level of service analysis and mapping. In addition, **Appendix D** includes a compiled list of identified private and non-profit alternative providers in the county.)

When asked what other organizations survey respondents and their household members use for recreation facilities and programs, 38 percent indicated that they use churches / houses of worship, followed by parks outside of the county (33 percent) and private or public schools (29 percent). Other facilities used include municipal, state, and national parks in the county (24 percent), private health and fitness clubs (24 percent), and trails outside of the county 21 percent.

Figure 8: Other Recreation Facilities and Programs Used



The inherent benefits associated with collaborating (i.e., partnerships) with alternative providers are in the reduction or elimination of duplication of services, and the enhancement of the efficient use of resources. It is critical to the success of any collaboration that all agencies have like or similar missions. In the event they do not, collaborative efforts tend to fail. Collaborative efforts are typically based upon the premise that all organizations do not need to be the sole provider of services. Rather, they can play a role in service provision without contributing all the resources necessary to produce the service.

Examples of key county-wide alternative providers and current or potential collaborators include but are not limited to the following.

1. Faith-Based Organizations and Churches

Based on comparisons with planning done in other parts of the nation, in Prince George's County, faith-based organizations and churches provide a substantial amount of the recreation services for users, with 38 percent listing them as a provider of their recreation services. This points to the need for closer analysis of the sub-areas regarding the locations and amenities of these organizations. By definition, faith-based organizations are not open to the public at large, and therefore are not available to all residents, but their role can be a strong contributor to service provision, especially if they allow non-member use of their facilities. There are 17 large faith-based houses of worship mapped for reference in this analysis, with many of them having gyms and multi-purpose space. As they are not open to the public, they have not been included in Level of Service analysis in the following sections. However, they have been inventoried and mapped for the purposes of understanding the context within which overall service is being provided.

In addition, they can be important partners for the county, in that they often will allow partnered use of spaces, programs, transportation, and other resources in areas where there may be a more limited availability of such services. This is important information for consideration as the county looks to provide additional space and/or programming in the sub-areas.

In terms of marketing and communications, these organizations can be a strong conduit to their members, helping to quickly spread the word about programs and facility offerings to their members. They have been very valuable in notification and education related to the community engagement portion of this project. A complete list of all identified faith-based organizations has been provided separately.

2. Key Relevant Non-Profit Agencies

Prince George's County Boys and Girls Club

The purpose of the Prince George's County Boys & Girls Club is to promote the welfare of county youth and foster interest among residents of Prince George's County in their responsibility to these youth. Member clubs, at sites throughout Prince George's County, offer healthy leisure time activities that provide properly supervised athletic and guidance programs. These activities emphasize the principles of good sportsmanship, law observance, good citizenship, discipline, and cooperation.

Today, there are 33 member clubs in the county. Each neighborhood Boys & Girls Club is administered by local volunteers and looks to the parent organization for guidance and coordination. Over the years, the programs offered by the clubs and the number of members have grown. Today, the Club consists of approximately 18,000 members and more than 3,000 volunteers. The Prince George's County Boys & Girls Club offers a variety of programs including basketball, soccer, baseball, softball, cheerleading, track, and football for the youth of Prince George's County.

Prince George’s County YMCA

A full service childcare facility serving an average of 155 children per month, YMCA Prince George’s County offers comprehensive pre-school, before and after school, and camp programs. Thanks to a grant from the Maryland Department of Education and help from the Arc of Prince George’s County, the branch also is the only local facility to offer inclusive medical childcare.

The Arc of Prince George’s County

The Arc is the world’s largest grassroots organization committed to the welfare of people with developmental disabilities and their families and has led the county in establishing special education programs and developing opportunities for advancement and inclusion in the community. The Arc of Prince George’s County is one of nearly 1,000 Arc chapters nationwide. The Arc is a membership organization of approximately 600 members including people with developmental disabilities, their families and friends, the professionals who work with them, and other concerned citizens.

The Arc offers a lifetime of support, understanding, and opportunities for people with developmental disabilities and their families. Providing support through a variety of programs and services that match each person or family’s individual needs, The Arc ensures that people with developmental disabilities are given the skills, access, and information they need to fully participate as citizens in their communities.

3. Key Relevant Private Fitness Providers

There are numerous private fitness clubs in the county. Public recreation facilities often play the role of a feeder program to these more specialized private fitness clubs. Twenty-four percent (24%) of community survey respondents indicated that they use private health and fitness clubs. This number just happens to match the national average of users of private facilities. Following is a small sample of the types of larger private fitness centers in the county.

- Bally Total Fitness
- Gold’s Gym
- World Gym Fitness Centers (2)
- Sport Fit (2)

E. PARTNERSHIPS AND COLLABORATIONS

There are many examples of various types of public/private partnerships and collaborations throughout the Department. Following is a brief overview of some of these and a discussion of opportunities for enhanced strategic collaborations.

The Department manages a number of facility lease agreements and public/private partnerships. These agreements and partnerships include the Gardens Ice House at Fairland Regional Park; the College Park Tennis Academy Center, and the Paint Branch Golf Course at Paint Branch Stream Valley Park. Additionally, the Arts and Cultural Heritage Division has the following partnerships: Brentwood Arts Center, Hazelwood Resident Curatorship Program, the Bowie Performing Arts Center, and a Memorandum of Understanding with the University of Maryland for use of the Clarice Smith Performing Arts Center. These collaborative efforts are largely rooted in financial exchange for facility use and in some cases the feasibility and cost benefit of agreements has yet to be assessed.

The Natural and Historic Resources Division's 2007-08 annual report references the significant amount of individuals and groups who give of their time and contribute to this division's service efforts. Furthermore, there are many collaborative efforts with Prince George's County Schools, the historical society, Prince George's Community College, University of Maryland, and other state agencies. It is unclear what the reciprocal benefits of these current collaborative efforts are to the parties involved.

There are a vast number of potential collaborations available to the Department. These include enhancements of existing relationships as well as new efforts to mitigate duplicative efforts, and efficiently use county resources. Examples of opportunities to enhance or develop relationships might include:

- Prince George's County Boys and Girls Club
 - Regularly scheduled meetings between representatives from both organizations to provide consistent communication.
 - Cooperative youth coach recruitment and training efforts.
 - Coaches-in-training program for older participants.
 - Incentives for youth coaches.
 - Reciprocal marketing – all materials should reference both organizations.
 - BGC member contributions – youth volunteer service hours provided to the Department.

- Prince George's County Schools
 - Joint facility development – this can include not only indoor facilities but also multi-use fields.
 - Re-design and re-development of the current administrative agreement (1330) that addresses the use of school properties by the Department.
 - Development of a county-wide initiative including county-wide social service providers that addresses youth and teen issues, strategies to respond to and address these identified issues, what skills and technical abilities each organization can “bring to the table”, resource needs, and service design and development.
 - Discussions with both physical education and arts education faculty about the possibility of joint efforts to establish services for county youth that provide both physical education and arts education programming.

Additional potential service provider partners might include the University of Maryland, AARP, countywide faith-based organizations, private health clubs, the local health care community and others.

Faith-based groups were identified through the public process as potential partners. In addition to the community survey and public meetings, outreach was made to over 200 faith-based groups throughout Prince George's County as a part of the **Parks & Recreation: 2010 and Beyond** project. This outreach occurred through focus groups, phone calls, open survey participation, and email communications. Through this outreach effort, it was identified that most of the faith-based groups offer a small level of service, most often geared toward youth or fitness. The majority who provided services made use of a multipurpose room. Most often the larger the membership, the more likely they were to have additional facilities such as a gym.

As discussed in the preceding section, the Department has current relationships with many faith-based groups. For example, the Sports Division coordinates a number of adult and youth church softball and basketball leagues. The Department has an opportunity to further develop its relationship with the faith-based community. Outreach through expanded marketing efforts to inform the membership (many of whom are county residents) about Department facilities and services is one method to further explore. In the event the Department wishes to pursue collaborative efforts with the faith-based community, it will be important to establish a philosophy relative to the separation of church and state, and the use of public resources to support faith-based organizations.

F. KEY ISSUES AND OPPORTUNITIES

What follows is an overview of key issues and opportunities as observed and heard through community engagement, and review of Department resources and services. These issues and opportunities include not only current condition, but also introduce concepts that are intended to strengthen service provision methods in both the near and long-term.

Overall, the Department is well run and offers a wide variety of programs and facilities. It is important to keep this in mind and celebrate the vast opportunities that are provided, while continually pursuing the enhancements and improvements that can still be made. The following section highlights key points and themes relative to programming that have been identified for further consideration as the planning project moves forward.

1. Program Design and Development

- The Department, while offering a magnitude of diverse recreational services, has attempted to provide “something for everyone” and in the process, has stretched resources beyond capacity. Additionally, this has positioned the Department to be “all things to all people” and the expectation is that the Department will deliver any service the community wants.
- Service goals and objectives do not appear to be consistently established for Department services at operational and programming levels. Goals and objectives are critical to ensuring that a program, activity, or event is designed to address a community issue or problem, or that a service is developed in response to an articulated and validated community desire. Essentially, these answer “why” a service is offered. Service goals and objectives are typically established at the on-set of program planning to determine intent and success indicators. During and at the conclusion of a service, goals and objectives are measured to determine success and effectiveness (performance measures). The design and development of service goals and objectives is a universal expectation of the *2010-2012 Comprehensive Program Plan*.

- The Department has embarked upon a number of planning efforts including, but not limited to the *Land Preservation Plan*, the *Youth Action Plan*, both the 2004 and 2009 *Recreation Program Plans* and this effort, **Parks & Recreation: 2010 and Beyond**. Although there are references to each plan within each plan, there lacks an integrated effort during the design and development phases, and there are no clear, identifiable strategies relative to how each will impact or interact with each other. This lack of connectivity leaves questions about the value of each plan, and their usefulness in both the short and long-term. Although they have all been developed in response to a mandate or special interest (i.e., state requirement, council agenda, accreditation standard), the Department will be well-served to develop strategic methods for future planning that ensure connectivity and relevance.
- In a review of various Department plans, it is evident that there are not consistently utilized terms and universally accepted definitions used in planning documents. Specifically, the term goals, objectives, actions, and strategies are used in a variety of ways and have varying definitions based upon the document in which they are included. Consistency in definitions and standards for use are not clear.
- Performance measurement is now expected in an effort to evaluate and assess recreation services' effectiveness. It will be important as this expectation evolves to clarify what is expected to be measured and how these measurements will be utilized. These clarified expectations will assist in ensuring that an effective process is designed and developed, and that the end results can be used for decision making.
- The power and breadth of the data from the Department's registration software program that can be drawn upon and utilized by staff is untapped. Staff's use of data categories can assist program development and management with significant amounts of meaningful data (i.e., user profiles including gender and age; geographic data such as residence; and historic data such as how long a program has been offered and registration trends).
- Community members mentioned convenience as a reason for their disinterest in some Department services or their lack of participation. Specifically, extended programs that require intensive time commitments (e.g., eight-week programs that meet twice per week) are not popular due to family and other personal demands. A current behavioral trend relative to leisure behaviors is the declining interest in participating in longer-term commitments rather than shorter-term commitments. An example of this are decreased registrations for six or eight week sessions as opposed to interest in registering for two to three week sessions or one-day clinics or workshops. As people's time becomes more precious due to multiple demands, shorter-term sessions have become more appealing and therefore, more popular.
- The Department offers a vast array of diverse recreational services, many of which have long histories and records of success. These mainstay services continue to draw consistent attendance, and remain popular with the community. However, the Department also continues to offer many services that, according to many staff, have outlived their effectiveness and do not provide community benefit nor are they resource efficient. These services do not meet their "minimums" and have steadily declining registrations.

- Service evaluations are conducted in many areas; however, they do not appear to be consistently administered both in terms of frequency of distribution and universality. These participant evaluations are critical to Department decision-making as it relates to community interests, needs, participant satisfaction and quality of experience levels, and facility condition and staff preparedness.
- Additionally, staff's evaluation of services is not consistently completed. These evaluations can complement and affirm participant feedback, and may also assess the program design and development process, resource allocation, and other factors, giving additional support to decision making. Staff evaluations typically include program, activity and event description and details; objective review and analysis; participations, budget information including revenues and expenditures (consistently applied for each service), participant evaluation data; and future recommendations.

2. Financial Management

- Staff does not consistently determine the direct (and indirect) costs of each recreational service. By determining the direct and indirect costs for each service, including programs, activities and events, Department fees and charges can be established and assessed in an informed way and financial resources can be managed effectively. This will allow the Department the ability to articulate the true costs of providing services to the community.
- A subsidy allocation and cost recovery philosophy that reflects the values of the organization including community, staff, and leadership does not appear to universally exist. A philosophy that guides decisions relative to resource allocation is invaluable for making financial management decisions such as allocating subsidy and determining fair and equitable pricing of services. Currently, the Department is "living off of the existing fund balance". The fund balance is expected to meet expenditures within the next six years, which could leave the Department positioned to reduce services. Developing and adopting a subsidy and cost recovery philosophy will be important as the Department works to sustain services in both the short and long term. This is becoming even more important in the current economic climate.
- Pricing services can be done in a variety of ways, the most common based upon market tolerance, competitive pricing, and by arbitrary pricing. Many Department services have been priced based upon the latter and are determined by adding a flat rate or percentage on to the previous year's fee or charge. Due to the Department's strong financial condition and historically plentiful financial resources, staff has become accustomed to this method.
- Many recreation services exist that are offered free to the public. The interest of the Department to eliminate financial barriers providing complimentary, non-fee services is noble; however, the Department may wish to consider charging a fee for all recreational services in order to establish a value for users. Fees and charges do not require excessive charges, rather they simply establish value. Fees can be as minimal as one dollar or less for services that target low-income individuals or families. Psychological pricing suggests that "free" services are not viewed by users as quality services.

- In addition, there is a trend nationally for agencies to price offerings at their “real price,” and then to provide alternative programs such as objective and easily identified scholarship and discount programs to assist those with lower incomes. The idea is that programs should be priced to indicate their value to the community, and that those who can afford to pay, should, while never removing options for all community members to participate, regardless of income.

3. Community Center Operations and Management

- Many of the Department’s community centers have small, antiquated spaces including fitness and weight room areas that are in need of repair and renovation. There is recognition that some of these spaces are currently being updated and renovated and that there is an interest in ensuring that a preventative maintenance and equipment replacement schedule are developed and followed. The condition and small size of these spaces was referenced in the community survey and public meetings as one of the reasons they do not use Department facilities.
- Community opinion reflects dissatisfaction with the limited hours of operation at many of the community centers. For example, the community’s perception is that centers close at either 5 p.m. or 7 p.m. not allowing unsupervised youth and other community members who work into the evening hours the ability to utilize the centers or any of the services that are provided at these sites. Further, there was additional interest in having some centers open late into the evening and past midnight in some cases, for “teens on the streets” and for those who work traditional second shift hours (3 p.m. – 11 p.m.). These limited hours were also suggested as a reason why community members do not use Department facilities from resulting community survey data. This issue has been identified as a strategic objective in the 2010 Department budget.
- Some staff interviewed stated that there has been a decrease in drop-in attendance at community centers and a decrease in visitations of museums in recent years. They further suggested that many of the system’s parks are seeing fewer users. Although this is difficult to assess, it does bear mentioning.
- A conflict exists between the resource intensity of owning and managing many smaller, neighborhood centers or managing fewer large, regional centers. The benefits and drawbacks of each are vastly different and the philosophical differences are rooted in fiscal and social demands and issues. There exists potential for operational and capital resource reduction if fewer, regional centers are developed and operated, while there are concerns that if there are fewer neighborhood centers, social connectivity and access will be significantly impacted. Also, there was feedback that expressed interest in asking the questions, “Should we re-think what a community center should be? Can it be multi-faceted to include opportunities for multiple areas of parks and recreation?”



4. Addressing Community Needs/Outreach Efforts

- The Youth Action Plan is a documented effort to address the growing challenges county youth and teens face. It is grounded in community issues and problems as identified by county youth themselves, alternative providers and others representing the interests of youth and teens. It is a well-structured plan based upon research that takes an ambitious approach to leading initiatives to satisfy many of the challenges youth and teens face today. It also fully addresses interest in county-wide collaborative efforts to responsibly use resources. What is not evident is the current status of the action items in the plan as consistent and on-going efforts to measure effectiveness and track and record success will establish a baseline for future work in this service area.
- With the increase in Hispanic community members, customer service interface and reasonable access to services becomes an area of interest. Determining programming interests and the most effective methods and modes of communication are important if the Department is to broaden its reach to this growing population. Of particular note, a significant number of community members and staff mentioned that the local Hispanic population was one of the most underserved populations in the county. Outreach to engage other ethnic and immigrant communities is also needed, as identified through input from focus groups.
- There exists a disparity in recreation services between the southern part of the county and other areas. More services exist in the northern and central parts of the county and are based upon infrastructure availability and population density. Demographic trends suggest that the southern part of the county will experience the greatest growth in the next five to ten years.
- The countywide therapeutic recreation program provides a wide menu of services to people with cognitive and physical disabilities. Additionally, other program efforts that offer “universally” accessible services or *inclusive recreation* are provided. These services provide reasonable accommodation to any Department activity, park, and/or facility that offer leisure opportunities to people with disabilities. Inclusion services are intended to comply with the Americans with Disabilities Act (federal mandate) and to provide an opportunity for those with and without disabilities to participate alongside each other. Those with disabilities receive individualized resources or other support to enable them to participate as fully as possible. Demand for services for people with disabilities is expected to increase in the immediate future. This is largely due to the number of community members who have not previously sought such services based upon limited availability and by the vast numbers of service men and women who have sustained injuries, leaving them with disabilities and other emotional and physical challenges as a result of our nation’s recent wars. As an example, recent data from the Defense Department indicates that the number of U.S. troops who have suffered wartime brain injuries may be as high as 360,000, representing 20 percent of the roughly 1.8 million men and women who have served in Iraq and Afghanistan.

- With the increasing concerns over unhealthy habits, obesity trends, and other health concerns, there is a great interest in engaging youth in active recreation early in their development. Department staff suggested that there are a growing number of requests for active recreation for youth.
- Passion exists from both staff and community representatives about the significance of the arts for children, yet there appears to be less societal value placed on the arts. Arts programs in the schools have diminished due to limited resources. Staff has suggested that there are art teachers interested in collaborative efforts to re-instill arts education and other arts appreciation programs in school curriculum to expose children to the arts early in their lives. Additionally, with the tremendous resources that the Department has relative to both the performing as well as visual arts, internal collaborative opportunities exist to infuse arts into all community centers, broadening arts' reach to many county neighborhoods. These collaborative efforts may be critical to the sustainability of arts provision as financial support for the arts is dwindling. A recent example cited in USA Today (March 2, 2009 edition) suggests that lawmakers in the State of Maryland are considering reducing funding of the arts by 36 percent.
- Staff identified home schooled children as an increasingly significant population not only in terms of sheer numbers, but also because of the inherent demand they have for physical and social activity during their school day as they tend to be more isolated and less active during their school experience than children in traditional school settings. Opportunities exist for the Department to provide services during the school day for youth (contrary to tradition) and engage in outreach to educate and inform home-school families of services.
- The value of outreach in the county may be significant in broadening the reach of recreation and leisure to those who have limited access (i.e., physical, financial, language barriers). Enhancement of resources such as mobile recreation units can assist in this outreach. Additionally, outreach efforts that are based upon communicating with various cultures and ethnicities within the county can translate into responsive program development that counters traditional programming and better meets the needs of varying races and ethnicities. Community residents provided examples of programs they would have interest in including futsal/futbolito for Hispanic residents and Reggae or African nights for African American residents.
- A staff observation indicates that most of the county residents who require services are in the "have-not" category. There is the belief that these residents have the most need and will require significant resources to reach and serve.

- Significant feedback from all stakeholder groups included interest in many types of active recreational services for those in both the youth and teen age categories. More Kidscare, child care resources, and afterschool program opportunities as well as creative programs and services for teens were mentioned as not only important, but critical to community health and welfare. Further, it was noted that many of these children would require not only activities, but also transportation as their parents and guardians would likely be unable to get them to sites. “Cocooning”, the labeled trend that refers to the significant numbers of U.S. children staying inside during their recreation and leisure time - most often using technology - has contributed to the need to get youth and teens engaged in active, social opportunities. Further, community survey results suggest that the most important type of facility to add in the system is a designated space for youth and teen activities.
- According to demographic research and data there is and will continue to be an increase in the older adult population in Prince George’s County. These consistent increases will place more demand on services including activities and events for this population. The Department can expect to see demands include both passive as well as active pursuits. An assumption that can be made based upon the data is that a majority of older adults demanding services will range in age from 55 to 85 or older and will have varying interests, abilities, and skill levels. Therefore, there should be consideration given to re-visiting the idea of categorizing all “seniors” or older adults together by age when program planning. Senior services are entering an interesting stage in their life span - older, less active seniors seem to have conflicting interests compared with “new age” older adults who do not consider themselves “senior” and want more active options. Further, active older adults often work and they desire services after 4:30 p.m.
- The fee assistance program and process seems to be obscure to many staff. Further, staff expressed some reservation as to whether they believed the program is effective or as accessible as it could be (“e.g., is it reaching those who need to be reached?”). This concern is strengthened by data from the United Health Foundation that suggests the number of children in poverty increased from 7.6 percent to 11.6 percent (a 53% increase) in the State of Maryland over the past five years. Currently, the process includes completing an application that is available on the web and in the Department’s catalogue and dropping it off at any community/recreation center. Once the application is completed and submitted, designated staff review and may offer assistance based upon need. Fee awards vary and can be 20 percent, 50 percent, 70 percent and 90 percent of the total program fee. The application and award process aligns with Prince George’s County Public Schools’ fee assistance/reduced lunch program.
- Harmony Hall Regional Arts Center, Clarice Smith Performing Arts Center, Montpelier Arts Center and the Publick Playhouse are all, according to those staff interviewed, unable to provide the scope of services necessary to meet community interest. Community survey data suggests that performing arts facilities ranked in the third tier of facilities the community has an interest in the adding, expanding, or improving; however, the community ranked cultural arts programs among those with the largest need.

- Significant interest was expressed by all stakeholder groups that there must be emphasis placed on the development of more health and wellness activities for all populations. Supported by data from the United States Health Foundation suggesting that there are increasing health concerns in the state including a high incidence of infectious disease (37 cases per 100,000 population), and cardio-vascular death rates have increased (301.6 deaths per 100,000 overall; 365.2 deaths per 100,000 for blacks/African-Americans).
- Sports associations suggested that multi-purpose fields, baseball and softball fields and indoor gymnasiums were needed in all areas of the county. Opinions to the community survey question “Which outdoor facilities should be added, expanded or improved?” showed that multi-purpose sports fields ranked as a top priority. However, both baseball and softball fields ranked much lower in terms of priority. The latter is in conflict with interview responses received from those leading youth baseball and softball affiliated sports associations, suggesting these outdoor facilities were a priority as well. According to the National Sporting Goods Association’s statistics on youth sports participation, the overall decline in baseball participation between 1998 and 2007 was 12 percent nationwide, while softball participation declined more than 36 percent.
- Staff interviews surfaced some concern relative to a lack of a countywide focus by policymakers. These opinions suggested that these focused interests on nine council districts rather than on addressing overall county issues and problems contributes to silo thinking and a lack of a collaborative effort to manage resources for the good of the whole. This has placed some in a position to have to prioritize “navigating political terrain rather than keeping their eye on the ball.”

5. Staff Training and Development

- Concerns were expressed by staff that there is a growing need for more comprehensive and detailed staff training and education. This need is due to the limited knowledge that many staff have about not only professional program design, but also in the areas of: sociology; financial management and economics; customer service; diversity (racial, ethnic, ability, interest); and other less common topics that are having profound impacts on service provision. These staff preparedness issues may be related to community survey results that indicate that staff knowledge and service are a second tier reason that community members



do not use Department facilities/an area most in need of improvement (it is important to note; however, that customer service also rated fairly high in a subsequent questions). There does exist an internal “university” that is intended to address some of these deficiencies, but some emphasized that often those who most need it do not utilize it.

- During staff interviews, many long time staff expressed their opinion and concerns that there are some current staff who do not understand the difference between social service and entrepreneurial motives, and why a clear and resolute understanding of both is important today in public parks and recreation. The belief is that there are some staff who are uninformed about the core mission of public parks and recreation and how it has been altered due to today's social and economic conditions. There does not appear to be overall solid agreement or consensus related to cost recovery, resource allocation and/or other financial implications for services between staff, the Senior Management Team and/or the Planning Board.
- According to interviewed sports staff, and youth sports parents, spectators, coaches and officials, the levels of competition and aggression in youth sports programs have significantly increased in recent years. This has led to growing concerns and challenges from both a management perspective as well as from a parent perspective. Among these challenges are ensuring appropriate skills in conflict resolution among staff, volunteers and officials, volunteers and officials recruitment, and mitigating negative impact on youth participants.

6. Safety

- Concerns were articulated about public safety, particularly as it related to crime and gang activity in park areas adjacent to recreation/community centers. These concerns were accentuated in the results of the community survey, and were one of the top tier reasons why people do not use Department services. Additionally, it is important to note that according to the United Health Foundation's 2008 rankings, the rate of violent crime in the State of Maryland has risen to 642 offenses per 100,000 residents. The Department's park police are active in community education and have worked to curtail the public fears that exist. It should be noted that these safety concerns, whether real or perceived, do appear to affect the image of the Department and its services, and therefore, community interests in participation. Due to these concerns, the Safe Summer Program in the south service area was developed in five locations in 2008, and expanded throughout the Department's facilities in 2009. The program includes an internal collaborative effort with park police and rangers and has been noted (qualitatively) to be popular among residents, users, and staff.

7. Collaborations

- The Department provides significant resources to support the Prince George's County Boys and Girls Club. The Club, an independent non-profit organization (no affiliation to the national Boys and Girls Clubs of America), focuses on sports provision for youth ages 5-13. The Club does see itself as a critical provider of services for community youth, and has expectations of the Department that include field use priority. The Boys and Girls Club receives office space and administrative support resources for its Director, field use for its programs, and marketing for no exchange.

- There are some partnerships and collaborations that many staff perceive as being time consuming to manage; that are not fair and equitable to the Department in terms of reciprocal benefit, and that are with organizations whose missions, goals and objectives do not align with those of the Department.
- The Department currently has an administrative agreement with the Prince George’s County Public Schools (PGCPS) (Document #1330) and more than 30 separate operational agreements that guide operational decision making for individual school sites. This individualized approach has led to confusion and inconsistencies in program management, facility use expectations, and relationships. One updated and formalized Joint Use Agreement with the PGCPS can define the purpose behind the agreement, each party’s responsibilities, the uses provided to the other entities involved in the agreement as well as the value of the uses, and detailed operational terms.
- As identified in many focus group meetings, there is significant community interest in the formation of a “social service network.” The Department has already begun efforts to develop such a network at the Kentland Community Center. This noble effort can generate greater connectivity between parks and recreation services, schools, libraries and other service providers resulting in efficient and responsible use of community resources and enhanced communication between agencies and organizations whose missions are aligned.
- The continued viability of the Recreation Councils is of concern to the Department. Historically, these volunteer, geographic-based councils have played a strong advocacy and service delivery role for the Department. Membership and activity has been steadily declining. The purpose of these councils has shifted over the years and needs to be re-evaluated and defined.
- Innovation in volunteer management has led the Department to recruit and foster “episodic” volunteers in light of a diminished interest in long-term commitments. This effort is intended to appeal to community members’ altruism and generosity, while respecting and acknowledging that lifestyles seldom allow for extended commitments of time and energy. This issue is at the heart of major concerns in youth sports, Recreation Councils, and other areas whose services have historically been dependent on volunteer service. Another challenge is that many volunteer are students seeking to fulfill mandated community service hours who often lack the passion of true volunteers.
- According to the community survey, 38 percent of residents listed faith-based groups as a provider of their recreation services. The Department, through the Sports, Health, and Wellness Division, currently coordinates a number of adult and youth church softball and basketball leagues. The Department has an opportunity to further develop its relationship with the faith-based community, particularly in the area of expanded marketing efforts to inform the membership of Department facilities and services. Additionally, potential facility and program collaborations could be further explored, especially in underserved areas of the county. A philosophical decision relative to collaborations and resulting resource allocation and reciprocal benefit should be considered in light of the Department’s relationship with the faith-based community in Prince George’s County.

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5. INVENTORY AND LEVEL OF SERVICE ANALYSIS

This chapter provides an overview and analysis of the parks, recreation, trails, and open space system in Prince George's County. First, the inventory collection process and level of service methodology is described. Next, an overview of the inventory is provided, from both the Department of Parks and Recreation facilities as well as from key alternative providers. Finally, the service provided by the parks, recreation, trails, and open space system is analyzed.

A. INVENTORY

The range of densities within Prince George's County has been increasing as infill and population density occurs in some areas while others are being preserved in an undeveloped state. This is echoed in the increasing ethnic and demographic diversity found across the county. Serving such a diverse and dynamic geographic area is alone a challenge, and the Department of Parks and Recreation has raised the bar by setting a high standard for service and consistently meeting it over the years. In order to continue this achievement for **Parks & Recreation: 2010 and Beyond** project, it is important to gain a clear understanding of the nature of the service that is currently being provided to the residents of Prince George's County so that plans can be made to maintain the standards set by the Department in the years to come.

Inventory Overview and Methodology

Existing Infrastructure

The parks and recreation system can be thought of as an infrastructure that serves the health and well-being of people. This infrastructure is made up of parts that are combined in various ways to provide service. At the larger scale, a park, greenway, or indoor facility form the basic building blocks of the system. But each of these can be broken down as well into individual components, such as playing fields, interpretive features, or meeting rooms. For this project, a very complete and thorough database of amenities was developed related to the provision of parks and recreation facilities in Prince George's County. All of the individual components within the system were evaluated and recorded into the inventory dataset.

The inventory was conducted from November 2008 to January 2009. The inventory process for this project included two major provider groups: M-NCPPC, Department of Parks and Recreation, managed and owned properties, and alternative providers. Alternative providers include elementary and middle schools, homeowner associations (HOA's) recreation facilities, municipal indoor and outdoor recreational facilities, state and federal indoor and outdoor recreational facilities, Boys and Girls Club properties, and the indoor pool at Prince George's Community College.

The inventory process for M-NCPPC-maintained and owned facilities in Prince George’s County began with several meetings with staff and project managers. Due to the extensive amount of existing data on the park system, visiting every site was not necessary. Instead, GIS data for the system was compiled by the consulting team and provided to M-NCPPC planners who then verified and completed information on the park boundary, number and location of park components, and location of indoor facilities and indoor components. Included in this inventory and level of service (LOS) analysis are M-NCPPC parks and indoor facilities that are planned and funded through June 2009 and affect the level of service for the county. Also reflected in this inventory are undeveloped parks, including parks to be developed and parks that may not become developed.

Alternative provider inventory data was collected by several methods, including contacting relevant agencies, using GIS aerial photography and consulting directories, or as provided by M-NCPPC staff.

The purpose of the inventory was to get a complete and accurate picture as possible of the recreational opportunities available to the residents of Prince George’s County. Information was collected on the locations of indoor and outdoor facilities described above and included the location of the facilities and the components at each location. For the purposes of this inventory, components were generally described as amenities provided for the purpose of a recreational experience for visitors. This includes fields, courts, and other amenities used for organized activities, as well as open lawns, natural areas, and features that offer passive or non-programmed recreational experiences. The inventory also includes an assessment of the functionality of each component.

For each Department-owned site or facility, an assessment was also made of factors that enhance or detract from the functionality of the components. These are “comfort and convenience” elements, including the availability of adequate shade, seating, parking, restrooms, etc. The overall design and ambience of the site or facility was also assessed, including such things as good design, pleasing surroundings, etc.

The GRASP® Methodology

A methodology known as Composite-Values Level of Service Analysis was used to inventory and assess the level of service provided by the current park system. GreenPlay and Design Concepts co-created and trademarked a proprietary version of this type of analysis, called **Geo-referenced Amenities Standards Process (GRASP®)**. A detailed explanation of this methodology can be found in **Appendix B**.

In summary, each relevant component was located, counted, and assessed for the functionality of its primary intended use. A GRASP® score was assigned to the component as a measure of its functionality as follows:

- **Below Expectations (BE)** – The component does not meet the expectations of its intended primary function. Factors leading to this may include size, age, accessibility, or others. Each such component was given a **score of one (1)** in the inventory.

- **Meeting Expectations (ME)** – The component meets expectations for its intended function. Such components were given a **score of two (2)**.

- **Exceeding Expectations (EE)** – The component exceeds expectations, due to size, configuration, or unique qualities. Such components were given a **score of three (3)**.
- If the feature exists but is not useable because it is unsafe, obsolete, or dysfunctional, it may be listed in the feature description, and assigned a **score of zero (0)**.

Components were evaluated according to this scale from two perspectives. First, the value of the component in serving the immediate neighborhood, and second, its value to the entire community.

In some cases, components were counted cumulatively within a park or facility. In such cases the component was evaluated according to the *experiences* provided. For example, rather than recording each individual piece of art within a park, a single value was given for art *as an experience* within the park. This was also done for historical, cultural, and educational experiences offered within parks.

Next, amenities that relate to and enhance the component were evaluated. The setting for a component and the conditions around it affect how well it functions, so in addition to scoring the components, each **park site** or **indoor facility** was given a set of scores to rate its comfort and convenience to the user. This includes such things as the availability of restrooms, drinking water, shade, scenery, etc.

Lastly, the overall design and ambiance of the facility or park was recorded as a part of the inventory. Characteristics such as overall layout, attention to design, and functionality inform the design and ambiance score.

The assessment findings from each location were entered into a master inventory database/spreadsheet (See **Appendix C: Prince George’s County Park and Facility Inventory**). The database serves as a record of the inventory and was also used to perform the GRASP® analysis that follows.

B. INVENTORY DESCRIPTION

The Department of Parks and Recreation for Prince George’s County, M-NCPPC has over 25,000 acres of parkland, including over 8,000 acres of developed parkland, almost 8,000 acres in stream valley parkland, and over 7,000 in undeveloped parkland. According to the inventory conducted in 2008, this system includes 526 park locations (including stream valley parks and undeveloped) as well as 119 indoor facilities. Overall, the system has over 2,300 outdoor components and over 400 indoor components. The system is divided into three major recreational planning areas: Northern, Central and Southern. For the purpose of this study, seven sub-areas were used in the LOS analysis study were defined. These sub-areas are South, Southwest, Central West, Central East, Northwest A, Northwest B and Northeast.

The Department of Park and Recreation’s system is well maintained and features a wide variety of indoor and outdoor facilities. Based on the 2008 inventory, **Table 19** lists a summary of the Department’s indoor and outdoor facilities that are included in the LOS analysis.

Table 19: Department Inventory Summary

Facility	Quantity
Aquatic Facilities (including Sports & Learning Complex)	11
Athletic Complex (including Sports & Learning Complex)	3
Boxing Center	1
Community Centers	43
Community Parks	82
Community Center Parks	25
Community Park/Schools	11
Community Park School Center	4
Community Recreation Centers	8
Conservation/Natural Areas	16
Cultural Arts Centers	4
Equestrian Center	1
Golf Courses	4
Hiking/Biking Trails	90 miles
Blueway	99 miles
Historic Sites/Landmarks	23
Ice Rinks	3
Nature Centers	3
Neighborhood Mini Parks	21
Neighborhood Playgrounds	61
Neighborhood Parks	126
Neighborhood Park/Schools	31
Neighborhood Park School Center	1
Neighborhood Recreation Centers	14
Regional Parks	4
River Parks	4
Senior Centers	2
Sports & Learning Complex	1
Stadium	1
Stream Valley Parks	28
Tennis Bubble	3

1. M-NCPPC Outdoor Facility Descriptions

As noted above in the facility summary, there are several major types of outdoor facilities ranging from neighborhood parks to regional facilities, all of which offer a wide variety of outdoor components and amenities. Currently, M-NCPPC's park system in Prince George's County is made up of seven major types of parks including:

1. Neighborhood
2. Community
3. Regional
4. Countywide
5. Special Facilities
6. Natural Areas/Conservation Areas
7. Undeveloped Parks

Within these major park types there are several sub-types of parks. These sub-types are based on the naming convention used by the Department of Parks and Recreation in Prince George's County. The neighborhood level sub-types include:

1. Neighborhood Mini-Parks
2. Neighborhood Playgrounds
3. Neighborhood Parks
4. Neighborhood Park/Schools
5. Neighborhood Recreation Centers

Typically, a **Neighborhood Mini-Park** focuses on providing level of service to the immediate neighborhood or neighborhoods. **Neighborhood Mini Parks** on average include 2-3 components, with one component usually being a playground or a ballfield, basketball court or picnic grounds. On average, these parks are a half-acre in size. **Neighborhood Playgrounds** typically include an average of four (4) components including ballfields, basketball courts, tennis courts, and playgrounds. Neighborhood Playgrounds tend to be bigger than Neighborhood Mini-Parks and are on average three (3) acres in size. The next sub-type, Neighborhood Parks, include an average of six (6)



components and a combination of many of the following amenities: multi-use fields, shelter, tennis courts, ballfields, basketball courts, and playgrounds, as well as an occasional loop walk, picnic grounds, or a volleyball court. These parks are an average size of about 10 acres.

A **Neighborhood Park/School** is a neighborhood park adjacent to or connected to a school. Neighborhood Park/Schools tend to include more components than a Neighborhood Park, ranging from 6-11 components with the same types of components. However, these parks tend to be a little smaller with an average size of nine (9) acres. Lastly, **Neighborhood Recreation Centers** are parks that are adjacent to or contain a neighborhood recreation center. These parks tend to have the same number of components as a Neighborhood Park/School and are comparable in size.

The next major type of park, Community, focuses on providing service at a wider range at a community level. Community types include the following sub-types:

1. Community Park
2. Community Park/School
3. Community Center Park
4. Community Recreation Center

The first sub-type, **Community Park**, on average includes 10 components from ballfields to volleyball courts. A Community Park is on average 38 acres. **Community Park/Schools** are community parks that are adjacent to or connected to a school and on average are about 33 acres in size. There are fewer Community Park/Schools than Neighborhood Park/Schools. The next sub-type, **Community Center Park**, is a park that is adjacent to or includes a Community Center and on average includes 10 components and is an average of 20 acres. Lastly, a **Community Recreation Center** is a park that is adjacent to or includes a community recreation center and has an average size of 36 acres with 11 components.

Regional

Regional Parks

Regional level parks include stream valley parks, regional parks, and cultural art centers. M-NCPPC's system includes four regional parks, including Cosca Regional Park, Fairland Regional Park, Watkins Regional Park, and Walker Mill Regional Park. These parks focus on providing service to the surrounding community and regions of the county. These parks also include the most components of all the major types of parks.

Stream Valley Parks

Stream Valley Parks are long and expansive parcels of land varying from one acre to over 90 acres in size and can span several of the sub-areas used for this plan. The purpose of a stream valley park, such as the Anacostia River Stream Valley Park, is to preserve land, within Prince George's County floodplains. Stream valley parks are characteristically undeveloped; however, these parks typically contain smaller developed parks within them, such as neighborhood parks and community parks.

Countywide

At the county and regional-level there are fewer parks. However, these parks offer many unique recreational opportunities. The countywide level includes river parks, historic sites and landmarks, trails, and other facilities.

River Parks

There are two river parks, the Potomac River Park and the Patuxent River Park. The Patuxent River Park encompasses many amenities and includes other parks that are open to the public, such as Aquasco Farm and Cedar Haven Fishing Area.

Historic Sites, Museums, Landmarks, and Rental Sites

Many historic sites include indoor facilities; however, many have outdoor components such as gardens and interpretive walks. Refer to the indoor facility description for more detail.

Trail and Blueway Description

There are over 90 miles of hiking and biking trails within the Department’s park system. Several types of trails exist, including natural trails and paved trails. Some trails are included within the extent of parks and some meander through the stream valley parks or other greenways. Many of the trails can be found within regional parks as well. Major trails include the Anacostia Tributary Trail System, Hensen Creek Hiker/Biker Trail, W. B. & A. Recreational Trail, Paint Branch Trail, and the Northeast Branch Trail. The Patuxent Water Trail is a stretch of developed blueway that offers opportunities to paddle the river, access developed parks, and camp up and down the Patuxent River.

Special Facilities

Special facilities include aquatic facilities, ice rinks, golf courses, shooting centers, athletic complexes, equestrian centers, airports, marinas, and reclamation areas.

There are many unique opportunities within special facilities to be experienced in indoor or outdoor facilities, which are listed below.

- College Park Airport
- Prince George’s Equestrian Center/The Show Place Arena
- Prince George’s Sports & Learning Complex
- Chesapeake Carousel at Watkins Regional Park
- Miniature Train at Watkins Regional Park

Additionally, there are many sports facilities within M-NCPPC’s park system in Prince George’s County, including:

- Fairland Sports and Aquatics Complex in Laurel
- Prince George’s Stadium in Bowie
- Prince George’s Equestrian Center/The Show Place in Upper Marlboro
- Prince George’s Sports & Learning Complex in Landover

Natural Areas/Conservation Areas

There are several conservation areas and natural areas throughout the County, which M-NCPPC owns and/or manages. These sites focus on preserving natural resources and include:

- Bladensburg Waterfront Park
- Cheltenham Conservation Area
- Dueling Creek Natural Area in Colmar Manor Park
- Lake Artemesia Conservation Area
- Patuxent River Park
- School House Pond in Upper Marlboro Park
- Suitland Bog Conservation Area

Undeveloped Parks

There are two types of noted undeveloped parks. The first type consists of undeveloped parks that will be developed in the future. A majority of the undeveloped parks in the M-NCPPC system in Prince George's County are found in the South sub-area. The other type of undeveloped park is parkland that is identified as not suitable for active recreation and should be considered as conservation/natural areas. **Table 20** summarizes the quantity of undeveloped parks considered as conservation/natural areas within each sub-area.

Table 20: Department Undeveloped Parks by Sub-area

Sub-area	Undeveloped – Conservation/Natural Area
South	8
Southwest	7
Central West	4
Central East	11
Northwest A	0
Northwest B	4
Northeast	6
Total	40

2. M-NCPPC Indoor Facility Description

Indoor facilities range from neighborhood recreation centers to regional facilities and offer a wide variety of indoor components and amenities. Currently, M-NCPPC's system in Prince George's County is made up of five major types of indoor facilities including:

1. Neighborhood
2. Community
3. Regional
4. Countywide
5. Special Facilities

Neighborhood

Neighborhood level facilities include Neighborhood Park/Schools and Neighborhood Recreation Centers. A Neighborhood Park/School commonly includes a gymnasium and a Neighborhood Recreation Center commonly includes kitchen and multi-purpose room.

Community

Community indoor facilities include Community Centers, Community Park/Schools, and Community Recreation Centers. Community Centers and Community Recreation Centers are freestanding buildings and Community Park/Schools are attached to schools. Community facilities at this level often include gymnasiums, meeting rooms, kitchens, multipurpose rooms, weight/fitness rooms, and pre-school rooms.

Regional

Regional facilities include the Fairland Athletic Center, the Prince George’s County Sports and Learning Center, and the proposed South County Sports & Technology Learning Center. Cultural arts centers, historic buildings, and rental centers also provide service to entire regions within the county.

Countywide

Countywide facilities include historic sites and landmarks and other unique facilities. There are many historic sites, museums, and rental sites that offer unique opportunities for interpretive and educational experiences, as well as events. Historic rental sites include:

- Adelphi Mill
- Snow Hill Manor
- Dorsey Chapel
- Newton White Mansion
- Oxon Hill Manor
- Prince George’s Ballroom

Historic sites and museums include:

- Abraham Hall
- College Park Airport
- College Park Aviation Museum
- Darnall’s Chance House Museum
- Montpelier Mansion
- Mount Calvert Historic and Archeological Park
- Northhampton Plantation Slave Quarters
- Patuxent Rural Life Museums
- Seabrook Schoolhouse
- Surratt House Museum

Special Facilities

Special facilities include aquatic facilities, ice rinks, golf courses, shooting centers, athletic complexes, equestrian centers, airports, marinas, and reclamation areas. Additionally, there are three (3) nature centers including Clearwater Nature Center, Mount Rainer Nature/Recreation Center, and Watkins Nature Center. These centers focus on exhibits, live animals, gardens, and other educational experiences to provide support for environmental education. Refer to the outdoor facility description for a list of sport and special facilities. Other indoor facilities include senior centers, tennis bubbles, and other indoor facilities used for meeting spaces and other indoor recreational opportunities.

Please note that in addition to this analysis, a more detailed study of indoor facilities available for programming was conducted with results provided separately as a staff resource document.

3. Alternative Providers Inventory Description

Alternative providers included in the inventory include schools, private parks (such as those owned by Home Owners Associations - HOAs), and private providers of recreation that offer services to the general public. In each case, the GRASP® scoring system is used and assumptions are made based on the typical condition and accessibility of the item. The information below describes the scoring system and explains the assumptions that were made to arrive at the GRASP® score. Note that these are somewhat altered from the standard GRASP® system described in **Appendix B** due to the nature of HOA facility use and availability.

GRASP® Scoring System

Component

Below expectations = 1

Meets expectations = 2

Exceeds expectations = 3

Comfort and convenience

Below expectations = 1.1

Meets expectations = 1.2

Exceeds expectations = 1.3

Design and Ambiance

Below expectations = 1

Meets expectations = 2

Exceeds expectations = 3

LOS Alternative Provider Description

Table 21 summarizes the alternative provider inventory included in the LOS analysis.

Table 21: Alternative Provider Inventory included in LOS

Provider	Indoor Facilities	Outdoor Facilities
Elementary Schools (ES)	NA	146-ES
Middle Schools (MS)		27-MS
HOA parks	NA	161
State/Federal	2	20
Boys & Girls Club	2 (1 in M-NCPPC inventory)	2 (1 in M-NCPPC inventory)
Prince George's Community College Indoor Pool	1	NA
Municipality	20	138

Note: In some cases, HOA's provide indoor facilities; however, these are generally smaller and not open to the general public, so were not included in the level of service analysis.

Schools

Schools are well distributed throughout the county. The South sub-area has the lowest concentration of schools.

Elementary Schools

For purposes of this study, it is assumed that each elementary school has three (3) components (playground, multi-purpose field, ballfield, etc.) and that like the parks in this study, the land on which it is located has a basic value. These three components and the parcel are assumed to be meeting the expectations (scores 2) of the community in the same way that park components meet expectations. The other parts of the GRASP[®] score relate to the comfort and design of the location, and are called modifiers. The aesthetic and recreational standards for schoolyards are typically different from those for parks, so modifiers at schools are generally assigned a value of below expectations (score 1) even if they meet the expectations of the school. The final component in the GRASP[®] score is the ownership modifier. This is a percentage that is applied to the score that relates to the general public's ability to access the facility. For schools it is assumed that the grounds are accessible for drop-in use roughly half of the time. The rest of the time the school is in session and therefore not available. This translates into the following formula for calculating the GRASP[®] score.

$$\begin{aligned} &(\text{Component number} + \text{Parcel}) \times \text{Component score} \times \text{Comfort} \times \text{Design} \times \text{ownership} = \text{GRASP}^{\circledR} \text{ score} \\ &(3 + 1) \times 2 \times 1.1 \times 1 \times 50\% = \mathbf{4.4} \end{aligned}$$

Middle Schools

In the same way that scores are assumed for elementary schools, scores are assumed for middle schools. The following formula was used to calculate the GRASP[®] score for middle schools.

$$\begin{aligned} &(\text{Component number} + \text{Parcel}) \times \text{Component score} \times \text{Comfort} \times \text{Design} \times \text{ownership} = \text{GRASP}^{\circledR} \text{ score} \\ &(2 + 1) \times 2 \times 1.1 \times 1 \times 50\% = \mathbf{3.3} \end{aligned}$$

High schools

High schools are not considered to be a contributing factor in park and recreation LOS because of their severely limited time availability and offerings to the drop-in user.

Home Owner Associations

In Prince George's County, homeowners associations' (HOA) park and recreation facilities are generally thought to provide the same LOS as parks that are owned by municipalities and their GRASP[®] score is calculated in the same way. HOA parks are distributed throughout the county and typically provide at least a playground and a shelter, as well as some open turf fields.

$$\begin{aligned} &(\text{Component number} + \text{Parcel}) \times \text{Component score} \times \text{Comfort} \times \text{Design} \times \text{ownership} = \text{GRASP}^{\circledR} \text{ score} \\ &(X + 1) \times 2 \times 1.2 \times 2 \times 100\% = \mathbf{\text{Total GRASP}^{\circledR} \text{ score}} \end{aligned}$$

When used in a per component basis, this formula yields a score of 4.8 for each HOA component and parcel when all are assumed to be meeting expectations.

$$(1) \times 2 \times 1.2 \times 2 \times 100\% = \mathbf{4.8, GRASP}^{\circledR} \text{ component score}$$

Federal and State

Listed below is a summary of the federal and state outdoor inventory. Component information was also collected on these facilities. Scoring for these facilities is approached the same as for HOA parks.

Table 22: Federal and State Parks and Recreation Facilities

Location	Owner
Fort Foote Park	Federal
Fort Washington Park	Federal
Greenbelt National Park	Federal
National Patuxent Wildlife Refuge	Federal
Oxon Cove Park	Federal
Piscataway National Park	Federal
Belt Wood HCF	State
Billingsley NRMA	State
Bowen WMA	State
Cedarville State Forest	State
Chaney NRMA	State
Croom NRMA	State
Full Mill Branch NRMA	State
Honey Branch NRMA	State
Merkle NRMA	State
Milltown Landing NRMA	State
Phillip Greenwell Property	State
Rosaryville SP	State
Spice Creek NRMA	State
Uhler NRMA	State

Indoor providers for the state and federal inventory include the Merkle NRMA Visitor Center and the National Patuxent Wildlife Refuge Visitor Center.

Other LOS Providers

Other private providers such as the Boys and Girls Club and Prince George’s Community College are generally thought to provide the same LOS as HOA parks and their GRASP® score is calculated in the same way.

$$(\text{Component number} + \text{Parcel}) \times \text{Component score} \times \text{Comfort} \times \text{Design} \times \text{Ownership} = \text{GRASP}^\circ \text{ score}$$

$$(? + 1) \times 2 \times 1.2 \times 2 \times 100\% = \text{Total GRASP}^\circ \text{ score}$$

When used in a per component basis, this formula yields a score of 4.8 for each HOA component and parcel when all are assumed to be meeting expectations.

$$(1) \times 2 \times 1.2 \times 2 \times 100\% = \mathbf{4.8}, \text{GRASP}^\circ \text{ component score}$$

Municipalities

There are 27 municipalities in Prince George’s County. Inventory information for municipality indoor and outdoor properties included component type and quantity. Several municipalities stand out as top providers, including City of Greenbelt and City of Bowie. On average, a municipality park is 12 acres in size. A majority of the parks tend to be about one acre in size. The components that were most common in these parks include ballfields, multi-purpose fields, basketball, and playgrounds. Many of the parks are also noted as natural areas.

Other

Additionally, there are 73 other alternative providers and 17 faith-based large houses of worship mapped for reference in this analysis. No GRASP® score was assigned to these facilities and they are not included in the computations for Levels of Service discussed below. However, they have been inventoried and mapped for the purposes of understanding the context within which overall service is being provided.

4. Resource Maps

Resource Maps have been created to provide context, location, and population information for the inventory. These maps do not include formulaic analysis but are helpful for comparison and identification. Larger 11” x 13” maps and GRASP® Perspectives can be found in **Appendix E: Maps and GRASP® Perspectives. Full size display maps and Perspectives (24” x 36) are provided for meetings and presentations.**

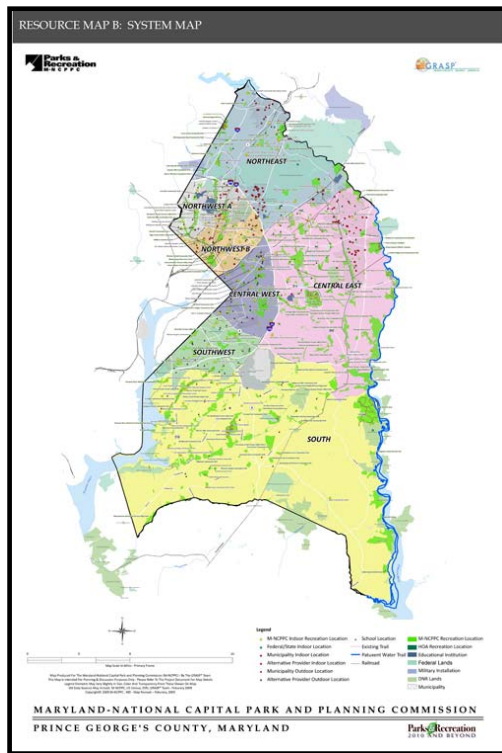
The following maps were prepared for this report and can be found in **Appendix E: Maps and GRASP® Perspectives.**

Map A:	Regional Context
Map B:	System Map
Map B1:	Northern System Map Enlargement
Map B2:	Central System Map Enlargement
Map B3:	Southern System Map Enlargement
Map C:	Population Density
Map D:	Maintenance Map (see Chapter 6 for discussion)
Map E:	Natural Resource Map

MAP A – Regional Context

This map, shown in Chapter 2.D and found in **Appendix E**, shows how the county is situated in the region.

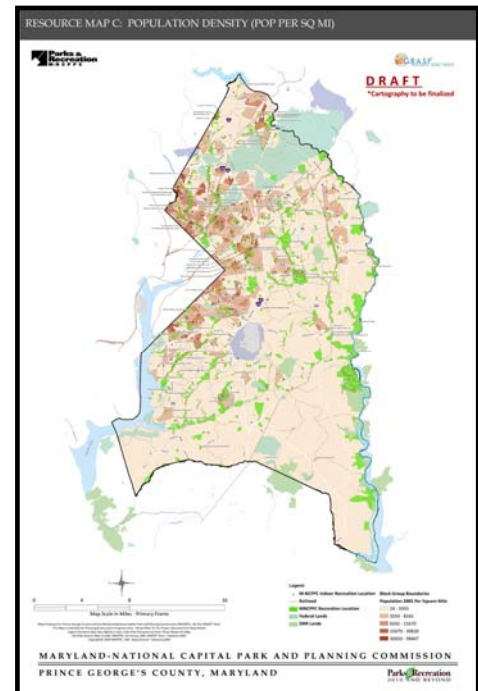
MAP B – SYSTEM MAP



Larger maps are located in Appendix E.

This map shows where existing parks, trails, and open spaces are located. All locations containing components with GRASP® scores in the dataset are shown on this map, including those owned by the Department, schools, homeowner’s associations, municipalities, Boys and Girls Club, Federal government, and the State of Maryland. In addition, some landmarks are shown for reference.

The map also shows the seven planning areas used for this study. These include Northeast, Northwest A, Northwest B, Central West, Central East, South, and Southwest. The enlarged maps also show locations of other providers that were not scored, such as churches.) The planning areas were used in this study to compare levels of service for various parts of the county.



Larger maps are located in Appendix E.

As the principal provider of parks, trails, open space, and recreational facilities in the county, Department owns and manages a large number of lands and facilities. The System Map shows where these are located and how they are distributed. In general, the Department is charged with managing and protecting the stream valleys, and this is evident on the System Map, where these lands appear in somewhat linear fashion along stream corridors. The System Map also shows the locations of facilities belonging to other providers, such as schools and churches. These tend to be clustered within the municipalities, where population centers occur.

MAP C: POPULATION DENSITY

Resource Map C: Population Density shows population densities per square mile across the county. Densities range from a high of 98,467 persons per square mile to as low as 24 persons per square mile. Highest densities occur in the North and Western parts of the county, adjacent to the District of Columbia. Densities are much lower in the Southern parts of the county, where little urbanization has occurred.

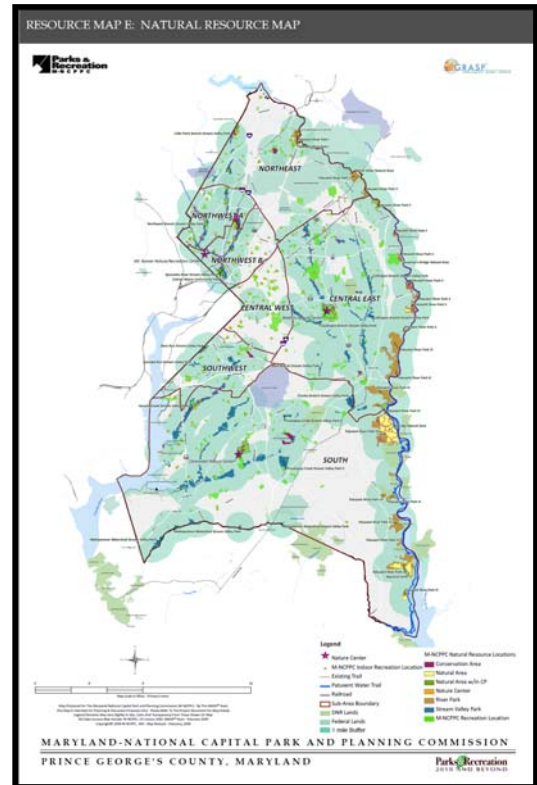
MAP D: MAINTENANCE MAP

This map is discussed in detail in Chapter 6.I.

MAP E: ACCESS TO NATURAL RESOURCE LOCATIONS

The shaded areas on the map represent locations within the county that lie within a one-mile radius of natural areas contained within the inventory dataset. The one mile radius was chosen as a point of reference. Traveling in a straight line, it takes a person approximately 20 minutes to walk one mile. At 20 miles per hour, a mile can be driven in three minutes. The intent of this map is to show the distribution of natural areas and proximity to them across the county. All natural areas were treated as being of equal value for this analysis, so there is no scoring or value assigned to the shaded areas.

The map shows that most of Northwest A has access to natural areas, while South has some large gaps. The other subareas fall somewhere in between.



Larger maps are located in Appendix E.

C. LEVEL OF SERVICE ANALYSIS

For this planning study, one tool that was utilized is the examination of Levels of Service (LOS). This tool allows for analysis of the inventory, quantity, location, distribution, and access to recreation components. Levels of Service (LOS) is typically defined in parks and recreation plans as the capacity of the system's components to meet the needs of the public. Two methods were used in this analysis. One method used a traditional capacities approach that compared quantity to population. The other analysis used a Composite-Values approach. GreenPlay and Design Concepts have developed and trademarked a specific approach called GRASP® (**Geo-Referenced Amenities Standards Process**). This method records quantity, quality, and location information regarding the components and through formulaic analysis and displays the information in both chart and map forms. A more detailed description of the history of GRASP® and its relationship to NRPA standards can be found in **Appendix B: GRASP® History and Methodology**.

1. GRASP® Level of Service Analysis and Mapping

GRASP® methodology is a unique way of looking at LOS because it considers not only the quantity and distribution of parks and facilities but also quality, comfort and convenience, and overall design and ambiance. It is also unique in that it applies to individual recreation *components* to create a component-based model for evaluating LOS.

After scoring each component as outlined in the inventory description, GIS software is used to create graphic representations that allow for easy visual and numerical analysis of the recreation system. Some of the representations show raw data collected through the inventory process or received from other sources. These are referred to as **Resource Maps**. Other representations emerge from the processing of data within the GIS using composite values analysis. These analyses can look at both general and specific aspects of the system. Each of these representations is called a **GRASP® Perspective**.

The following Perspectives were prepared for this report and can be found in **Appendix E: Maps and GRASP® Perspectives**. Larger Perspectives are provided for meeting and presentation purposes.

Perspective A: Neighborhood Access to All Components

Perspective B: Neighborhood Access to Indoor Facilities

Perspective C: Neighborhood Access to Arts, Heritage, and Historic Components

Perspective D: Neighborhood Access to Multi-Purpose Fields

Perspective E: Neighborhood Access to Trails and Blueway

Perspective E2: Trailshed Analysis

For each **GRASP® Perspective**, inventoried components had a GRASP® score applied to a service area, (or buffer), based on a radius from the component. The Neighborhood Composite Perspective applies the components’ qualitative score to both one mile and one third mile buffers. One-mile buffers represent a distance from which convenient access to the component can be achieved by normal means such as driving or bicycling. The one-third mile buffer shows the distance that a resident can reasonably walk in 10 minutes. Scores are doubled within the 1/3 mile buffer to reflect the added accessibility of walking, since almost anyone can reach the location on their own by walking, even if they don’t drive or ride a bicycle.

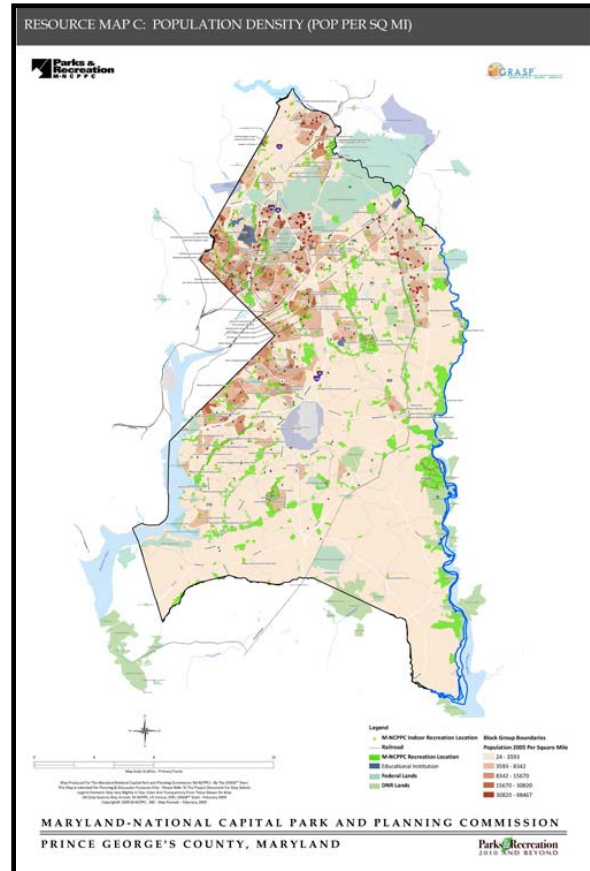
When buffers with associated scores are plotted on a map, a picture emerges that represents the cumulative LOS. Where buffers for multiple components overlap, a darker shade results and indicates locations that are “served” by a combination of more components and/or higher quality ones. In other words, **where there are darker shades, the level of service is higher** for that particular Perspective. It is important to

note that the shade overlaying any given point on the map represents the cumulative value offered by the surrounding park system to an individual situated in that specific location, rather than the service being provided by components at that location to the areas around it.

2. GRASP® Target Scores Analysis

For some of the GRASP® Perspectives, the buffers and associated scores are presented in two ways – with infinite tone ranges (orange) and in two tones based on **target values** (purple and yellow).

The **infinite tone map** for each Perspective shows the **GRASP®** buffers with a tone range that portrays the nuances of service that is being provided to the community. This makes it possible to see the differences in services provided by parks and individual components. The complete Perspective series is set to the same tone scale so the different Perspectives can be compared side-by-side.



Larger maps are located in Appendix E.

The **target scores** maps show **GRASP**® score ranges bracketed into categories that represent the following: No Service, Service Below Target Minimum Score or Service Above Target Minimum Score. Target scores represent the score that would be achieved if a determined set of components, along with the appropriate modifiers, were accessible from a given location. The combination of components is based on the set of needs being evaluated, and varies for each Perspective. Unless otherwise noted, the target score is appropriate for a typical developed suburban residential area. For this reason, it should not be implied that all parts of the county should attain this score. In some areas, no service or a level of service below the target score is completely appropriate.

Areas with yellow shading on the target values maps have at least some service (**GRASP**® score of greater than zero), but the service score is below the target. Areas with purple shading have service scores that meet or exceed the target value. Areas without shading have a service score of zero. Different target score breaks were used for each Perspective, depending on what is being measured. For this reason, these maps cannot be compared but are specific to each Perspective.

The Maps and Perspective section below reviews the Perspectives and highlights where higher and lower levels of service are being provided from a given set of components.

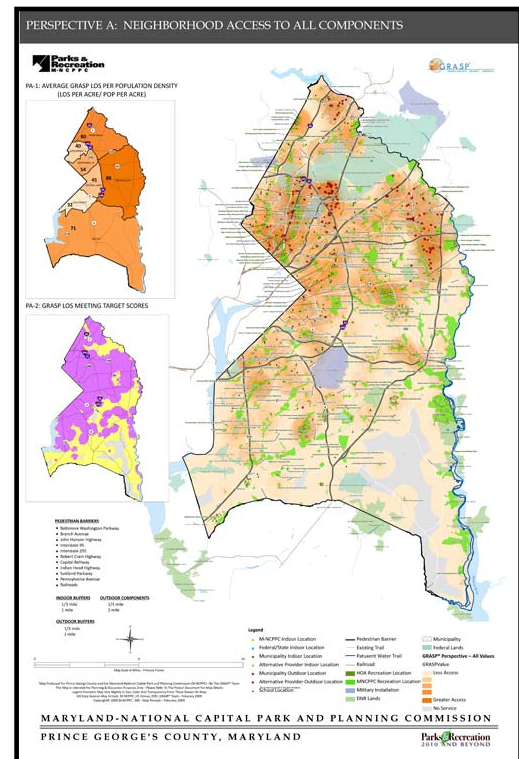
In addition to M-NCPPC properties in Prince George’s County, some alternative providers have been included in the Level of Service (LOS) computations as described earlier and the remaining providers are shown for reference. Alternative providers included in the LOS analysis include schools (elementary and middle), HOA parks, municipality facilities, state and federal facilities, and Boys and Girls Clubs and the indoor pool at Prince George’s Community College.

3. Perspectives for Levels of Service

Thumbnails of the target scores inset and excerpts from some of the maps and perspectives are shown here for convenience only – the reader should refer to the larger maps in **Appendix E** for complete information and clarity.

Perspective A: Neighborhood Access to All Components

This perspective shows the service available at a neighborhood level for all components. This includes all outdoor, indoor, active, passive, and other components. Service is measured based on a one-mile radius, with a higher value placed on the components that are available within walking distance, or 1/3 mile.



Larger maps are located in Appendix E.

This Perspective is a level of service analysis for the county, when all components in the database are considered. This includes indoor and outdoor components, trails, and open space. GRASP® scores for all M-NCPPC components were assigned to buffers as described above. Scores for homeowners association components were also used. Components at elementary and middle schools were included at a value of ½ their GRASP® score. In addition, a basic GRASP® score was assigned to each location where municipal, federal or state facilities were reported.

This Perspective shows higher levels of service in the northern parts of the county, and lower levels in the southern part. Gaps where no service is provided occur in some of the southern parts of the county as well. However, because population is lower in the south, this may not be as problematic as it would seem. (A series of additional tables and figures, Table A1 and Charts A1-3, analyzing Perspective A are found in **Appendix F.**)

Summary Table A – Neighborhood Access to All Components shows the statistics derived from *Perspective A – Neighborhood Access to All Components*. The table shows that for the 318,925 acres within Prince George’s County, 93 percent of individuals enjoy some level of service, meaning that the GRASP® score for those acres according to this Perspective is greater than zero.

All but one of the seven sub-areas has service coverage of 100 percent, meaning that all locations within those planning areas have at least some service. The remaining one, the **South sub-area, has a coverage of 85 percent**. This suggests that the South area should be looked at in more detail to determine whether or not this coverage shortfall is leaving gaps in service for existing residences, or if the gaps are occurring in undeveloped parts of the planning area, in which case there may be no need for additional coverage at this time.

The average GRASP® LOS score for all acres with service across the county is 169 points. This number represents the average GRASP® score for all of the area within the county where access to some facilities is provided. The scores range from a high of 444 points in Northwest B, to a low of 67 points in South. All but one of the planning areas has average scores above the countywide average of 169 points. The median score is held by Northeast at 230.

The inset for Perspective A (*Map PA-1: Average GRASP® LOS Per Population Density*) shows the average GRASP® score per acre within each of the seven sub-areas divided by the sub-area’s average population density per acre. This was done to normalize the LOS for population. When analyzed this way, the **highest LOS per population occurs in the Central East, and the lowest in the Southwest sub-area**. In general, LOS as a function of population density is higher in the outer parts of the county that are more rural and less populated. The number for the Central East is 2.3 times that of the Southwest. This differential is a result of a relatively high concentration of components and GRASP® values in the Central East compared to the population densities found there. The Southwest has lower densities, but also has lower GRASP® values in proportion to the density. It is inappropriate to say here what the “correct” value should be, or whether the values for all subareas should be the same. This information is simply provided to be used in conjunction with other findings to make recommendations for future actions.

Another way to look at LOS from this Perspective is shown on the inset map on **Perspective A, PA-2: GRASP® LOS Meeting Target Scores**. It shows where the cumulative LOS on Perspective A falls above or below the Target Minimum, as described earlier. The **target minimum score** for this Perspective is 67.2. This is **equivalent to access to at least four components and one greenway** with appropriate modifiers in place, although this score might be achieved in other ways that do not guarantee a certain mix of components. Whether or not the mix is appropriate for all areas is determined through other tools, including the public input process.

The **areas in yellow on the inset map indicate where service exists, but it falls below the target minimum**. These are areas of opportunity, because land and facilities are currently available to provide service, and relatively simple improvements to those lands and facilities may be enough to bring service up to the targets.

Purple areas on the inset map are those where scores are at or above the target. These areas are considered to have adequate levels of service, although this does not necessarily imply that the mix of features being offered is the one that residents currently desire. It may be that changes and/or improvements are needed within the purple-shaded areas to fit the specific mix of services to the needs and expectations of residents. Again, this is determined through the public process.

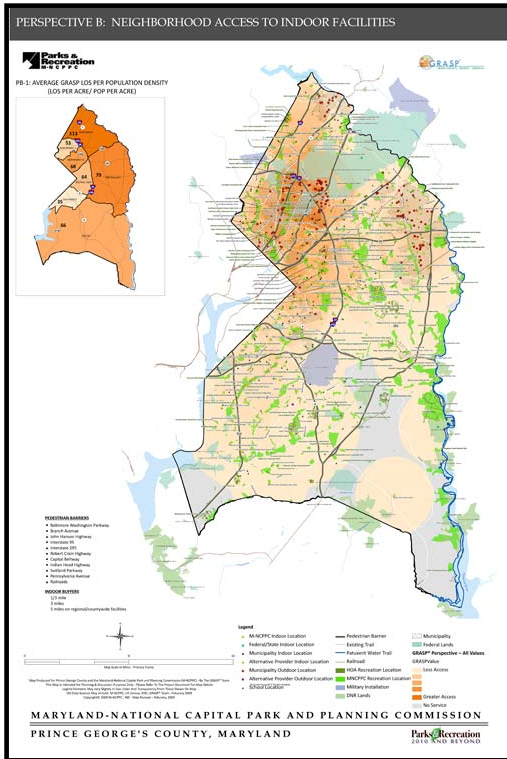
Another way to look at the service within each sub-area is to consider the total GRASP® value of all of the components within it, regardless of where they are located. **When this GRASP® number is divided by the population of the sub-area, in thousands, the result is called a GRASP® Index**. (The GRASP® Index for Neighborhood Access to All Components is shown in the Summary Table A.) In this analysis, **Central East and Northeast emerge with the highest values, and Southwest and Northwest A have the lowest**.

Finally, LOS should be looked at in conjunction with the availability of services from alternative providers. Areas may exist where LOS is low according to this analysis, but service from alternative providers offsets the need. Alternative providers are shown on the Perspective to allow for such assessments to occur. Before adding facilities or components in lower-scoring areas, the availability of alternative providers should be considered before specific recommendations are made.

Summary Table A provides a summary of the key numbers and statistics described above for Neighborhood Access to All Components.

Summary Table A: Neighborhood Access to All Components

Highest	Total Score	2007 Population	GRASP® Index	Avg LOS Per Acre Per Pop	%w/LOS	Avg LOS per Acre	Total Acres
Lowest							
Subarea							
Central East	5,735	165,278	35	88	100%	195	74,943
Central West	1,990	101,228	20	45	100%	299	15,212
Northeast	3,850	119,830	32	80	100%	230	41,062
Northwest A	1,701	101,214	17	40	100%	382	11,074
Northwest B	2,466	102,760	24	54	100%	444	12,584
South	2,982	139,868	21	71	85%	67	149,111
Southwest	1,434	98,592	15	32	100%	212	14,940
COUNTY	20,158	828,770	24		93%	169	318,926



Larger maps are located in Appendix E.

Perspective B: Neighborhood Access to Indoor Facilities

Indoor recreation components that provide both active and passive recreation opportunities are shown in this Perspective. Typical components used on this Perspective include gyms, fitness and meeting rooms, and other specialized facilities. Buffers and scoring are a bit different in this Perspective than in the others. The reason is to account for the fact that indoor facilities are typically distributed on a less-frequent basis than outdoor amenities. Indoor facilities tend to be fewer and farther apart than neighborhood parks, therefore people expect to travel a bit farther to access them. However, walkability is still given a premium. **Buffers used are three miles for all facilities, and five miles for certain regional facilities.** The score for the five-mile buffer is one-half the base score after all modifiers are accounted for. The score in the one-mile buffer is equal to 1.5 times the base score, and the 1/3-mile buffer represents 2.5 times the base score. These scores and buffers are used only on this perspective.

The GRASP® data shows that for the 318,925 acres within Prince George's County, **85 percent enjoy some level of service**, meaning that the GRASP® score for those acres according to this Perspective is greater than zero. A series of additional tables and figures, **Table B1 and Charts B1-3, analyzing Perspective B: Neighborhood Access to Indoor Facilities** are found in **Appendix F** and summarized in **Summary Table B** that follows. (Table B1 – Neighborhood Access to Indoor Facilities shows the statistics derived from Perspective B. Chart B1 shows a graph of total acres and acres with service for each subarea and the entire county. Chart B2 shows the percentage of the total county and each sub-area that these acres represent.)

All but two of the seven sub-areas have service coverage of 100 percent, meaning that all locations within those sub-areas have at least some service. One of **the remaining two, the Central East has a coverage of 99 percent, while the South area has coverage of 68 percent.** This suggests that the South area should be looked at in more detail to determine whether or not this coverage shortfall is leaving gaps in service for existing residences, or if the gaps are occurring in undeveloped parts of the planning area, in which case there may be no need for additional coverage at this time.

Chart B3 in **Appendix F** shows the average GRASP® LOS score for each acre that has service, both over the entire area, and by sub-area. The average score for all acres with service across the county is 204 points. This number represents the average GRASP® score for all of the area within the county where access to indoor facilities is provided. The scores range from a high of 557 points in Northwest B, to a low of 62 points in South. All but two sub-areas, South and Central East, have average scores above the countywide average of 204 points. The median score is held by Northeast at 326.

However, when the inset map for **Perspective B, PB-1: Average GRASP® LOS Per Population Density**, is considered, it is observed that **Northeast has the highest LOS for indoor centers at 113 points when density is factored in. Southwest has the lowest at 35 points.**

The scores indicate that if equity among all sub-areas is determined to be a goal for indoor service, then actions need to be taken to increase the quantity and quality of components within some sub-areas. However, because people typically expect to travel farther for indoor facilities, the distributed LOS as measured by this Perspective may not be as critical as the total availability of components and their total GRASP® value available to residents on a per-capita basis within each sub-area.

The GRASP® Indices for indoor components in each of the sub-areas show **Northeast sub-area has the highest values, and Southwest has the lowest.**

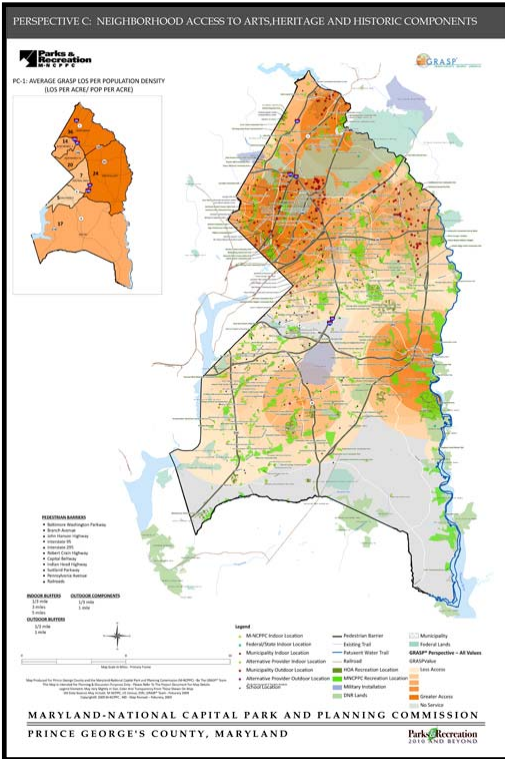
Summary Table B provides a summary of all of the numbers and statistics for indoor components described in this section.

Summary Table B: Indoor Components

Highest	Total Score	2007 Population	GRASP® Index	Avg LOS Per Acre Per Pop	%w/LOS	Avg LOS per Acre	Total Acres
Lowest Subarea							
Central East	512	165,278	3	79	99%	175	74,943
Central West	405	101,228	4	64	100%	428	15,212
Northeast	744	119,830	6	113	100%	326	41,062
Northwest A	319	101,214	3	53	100%	506	11,074
Northwest B	221	102,760	2	54	100%	557	12,584
South	282	139,868	2	66	68%	62	149,111
Southwest	188	98,592	2	35	100%	233	14,940
COUNTY	2,671	828,770	3		85%	204	318,926

Perspective C: Neighborhood Access to Arts, Heritage, and Historic Components

Perspective C portrays the LOS values for access to components relative to arts, heritage, and historic facilities. Components included in this analysis are those associated with any arts, heritage, or historic outdoor facility. Indoor buffers are 1/3 mile, 3 miles and 5 miles. The scores on the 5-mile buffers are decreased by half in order to avoid triple scoring.



Larger maps are located in Appendix E.

county and each sub-area.)

The average LOS GRASP® score for the entire county is 61 points. Northwest B has the highest score at 161, and South is the lowest with 16. The median score is held by Central East at 53 points. As with the Indoor scores, the distributed LOS as measured by this Perspective may not be as critical as the total availability of components on a per-capita basis.

The inset map for Perspective C, PC-1: Average GRASP® LOS Per Population Density, shows the LOS for Perspective C **when compared to population density**. Here, the **Northeast sub-area scores the highest, with Southwest scoring the lowest**.

When this GRASP® number is divided by the population of the sub-area, in thousands, the result is called a GRASP® Index. Central East and Northwest B have relatively high values in this analysis, while Southwest has a value of zero as shown in **Summary Table C** that follows.

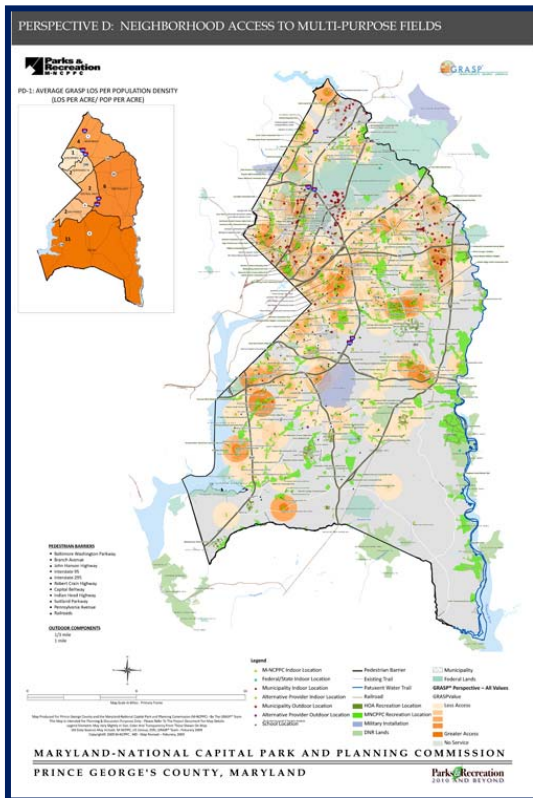
In this Perspective, **high level of service values occur in the northern part of the county**, with a second concentration of value located in the Upper Marlboro area in Central East.

Of the total area, 78 percent has service provided by arts, heritage, and historic components. Coverage is highest in the north, with the Northeast, Northwest A, and Northwest B sub-areas all having 100 percent coverage. Coverage in the central area is slightly lower, with Central East at 97 percent and Central West at 94 percent. Coverage in the South sub-area drops to 82 percent and in the Southwest it is 56 percent. (Additional charts are found in **Appendix F**. Table C1 – Neighborhood Access to Arts, Heritage, and Historic Components shows the statistics derived from this Perspective. Chart C1 shows a graph of total acres and acres with service for each sub-area and the entire county. Chart C2 shows the percentage of the total county and each sub-area that these acres represent. Chart C3 shows the average LOS scores for the entire

Summary Table C provides a summary of all of the numbers and statistics for indoor components described in this section.

Summary Table C: Arts, Heritage, and Historic Components

Highest	Total Score	2007 Population	GRASP® Index	Avg LOS Per Acre Per Pop	%w/LOS	Avg LOS per Acre	Total Acres
Lowest							
Subarea	Total Score	2007 Population	GRASP® Index	Avg LOS Per Acre Per Pop	%w/LOS	Avg LOS per Acre	Total Acres
Central East	70	165,278	0.43	24	97%	54	74,943
Central West	13	101,228	0.13	7	94%	46	15,212
Northeast	26	119,830	0.22	36	100%	103	41,062
Northwest A	5	101,214	0.05	14	100%	138	11,074
Northwest B	35	102,760	0.34	20	100%	161	12,584
South	15	139,868	0.11	17	82%	16	149,111
Southwest	0	98,592	0.00	5	56%	31	14,940
COUNTY	165	828,770	0.20		78%	61	318,926



Perspective D: Neighborhood Access to Multi-Purpose Fields

This Perspective shows the LOS for access to multi-purpose fields. These are fields suitable for organized play of soccer, lacrosse, and other field sports. The Perspective shows a **fairly well-distributed system of fields across the county, with the exception of the far southeast portion where there are no fields.**

Of the total area, 47 percent has service according to this analysis. **Coverage is highest in Northwest A, with 87 percent.** Central West is very close with 86 percent, and Northwest B has 82 percent. Southwest has coverage of 80 percent. **Coverage drops to 58 percent in Central East and 50 percent in Northeast.** Coverage in **South** is lowest at 27 percent. (See table and charts in **Appendix F**. Table D1 – Neighborhood Access to Multi-Purpose Fields shows the statistics derived from this Perspective. Chart D1 shows a graph of total acres and acres with service for each sub-area. Chart D2 shows the percentage of the total county and each sub-area that these acres represent.)

Larger maps are located in Appendix E.

Chart D3 in **Appendix F** shows the average LOS scores for the entire county and each sub-area. The average for the county is 12 points. Point levels for all of the planning areas fall within a range of 10 to 16 points, with Northeast and South at 10 points and Central West at 16 points. Northwest B and Southwest each have 15 points, while Northwest A and Central East each have 13.

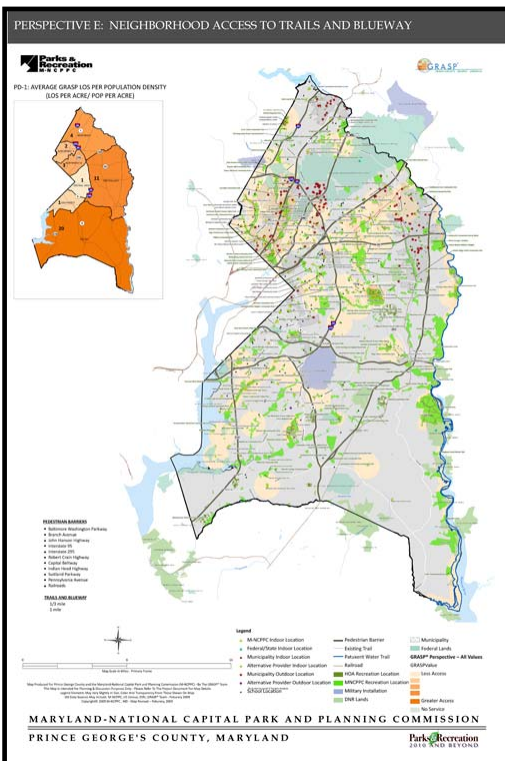
Interestingly, when the inset map for **Perspective D, PD-1: Average GRASP® LOS Per Population Density**, is considered, **Central West**, which scored the highest in average LOS per acre served **drops to a much lower value after population density is factored in. South**, which tied with Northeast for lowest average LOS score per acre served, now **has the highest value among all of the sub-areas.**

Another way to look at the service within each sub-area is to consider the total GRASP® value of all of the components within it. The GRASP® Index (GRASP® score divided by 1000 population) for Multi-Purpose Fields by sub-areas is shown in **Summary Table D**. Central East and South have relatively high values in this analysis, while Northwest A has a value of one.

Summary Table D provides a summary of all of the numbers and statistics for indoor components described in this section.

Summary Table D: Multi-Purpose Fields

Highest								
Lowest	Total	2007	GRASP®	Avg LOS		Avg LOS	Total	
Subarea	Score	Population	Index	Per Acre	%w/LOS	per Acre	Acres	
Central East	260	165,278	1.57	6	58%	13	74,943	
Central West	97	101,228	0.96	2	86%	16	15,212	
Northeast	104	119,830	0.87	4	50%	10	41,062	
Northwest A	58	101,214	0.57	1	87%	13	11,074	
Northwest B	70	102,760	0.68	2	82%	15	12,584	
South	168	139,868	1.20	11	27%	10	149,111	
Southwest	95	98,592	0.97	2	80%	15	14,940	
COUNTY	853	828,770	1.03		47%	12	318,926	



Perspective E: Neighborhood Access to Trails and Blueways

This Perspective shows relative access to the major trails and blueways within the county. For this Perspective, each trail was assigned a score according to its functionality as a recreational amenity, not necessarily as a transportation route.

GRASP® Scoring for Trails:

Some trails serve as independent parks or greenways, and are recreational destinations within themselves. Others serve as individual components within another park. For purposes of assigning scores, the former type of trail receives its own set of scores for modifiers and design and ambiance. Trails within other parks take on the modifiers and design and ambiance of the larger parks in which they reside. Trails are assumed to consist of three (3) components including one active component, one passive component, and the parcel itself.

Larger maps are located in Appendix E.

Most of the trails in the database for the county tend to be fragments located within particular sites, rather than connected segments of a larger network, with a few notable exceptions. For this reason, the shaded areas on this Perspective tend to be centered around individual sites, especially in the southern half of the county.

Of the total area, 30 percent has service according to this analysis. Coverage is highest in Northwest A, with 82 percent. Northwest B also enjoys a relatively high degree of coverage, at 76 percent. **South has the lowest coverage** at 19 percent. (The following additional charts are found in **Appendix F**. Table E1 – Neighborhood Access to Trails and Blueway shows the statistics derived from this Perspective. Chart E1 shows a graph of total acres and acres with service for each subarea. Chart E2 shows the percentage of the total county and each sub-area that these acres represent. Table E1 – Neighborhood Access to Trails and Blueway shows the statistics derived from this Perspective. Chart E1 shows a graph of total acres and acres with service for each subarea. Chart E2 shows the percentage of the total county and each sub-area that these acres represent.)

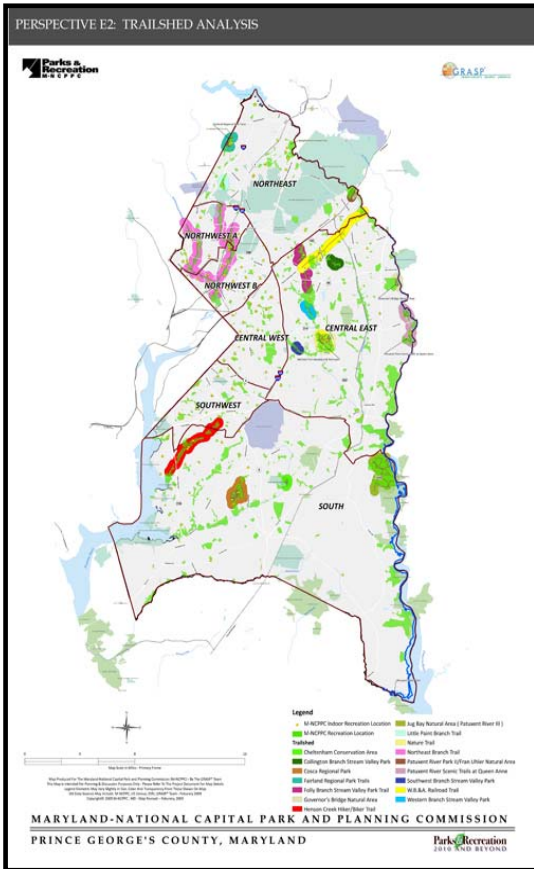
Chart E3 in **Appendix F** shows the average LOS scores for the entire county and each sub-area. The average for the county is 20 points. The score for South sub-area is equal to this, while three sub-areas exceed this amount and three fall below it. Central West has a score of seven points, and Southwest has nine, while Northeast has 11. Central East scores the highest at 25 points, Northwest A has 24, and Northwest B has 22.

The inset map for Perspective E, *PE-1: Average GRASP® LOS Per Population Density*, shows that **when the average LOS per acre is adjusted for population density, South sub-area emerges with the highest score, while Southwest and Central West have the lowest.** Northwest A and Northwest B, which have significant network trails located within them that have high average LOS per acre, drop to a relatively low LOS when population density is taken into consideration.

Summary Table E provides a summary of all of the numbers and values discussed above for Access to Trails and Blueways.

Summary Table E: Trails and Blueways

Highest	Total Score	2007 Population	GRASP® Index	Avg LOS Per Acre Per Pop	%w/ LOS	Avg LOS per Acre	Total Acres
Lowest							
Subarea							
Central East		165,278	3.20	11	38%	25	74,943
Central West		101,228	0.00	1	30%	7	15,212
Northeast		119,830	0.60	4	25%	11	41,062
Northwest A		101,214	0.57	2	82%	24	11,074
Northwest B		102,760	0.42	3	76%	22	12,584
South		139,868	0.62	20	19%	19	149,111
Southwest		98,592	0.15	1	26%	9	14,940
COUNTY		828,770			30%	20	318,926



Larger maps are located in Appendix E.

Perspective E-2: Trailshed Analysis

Perspective E – 2: Trailshed Analysis provides another way of looking at the service provided by trails. In this Perspective, the trails within the dataset are identified as individual networks or “**trailsheds.**” Each individual network is a set of continuously connected trails. This means that within an individual network, **all segments of trail are connected and any segment can be reached from another without leaving the network.** For Prince George’s County, 16 discreet trailsheds have been identified. In Perspective E-2, a 1/3 mile buffer has been applied to all segments of each network. The resulting area within this buffer is the trailshed for that network. The GIS data was queried to determine the number and types of facilities and components that fall within each trailshed. This provides an assessment of what facilities and components are accessible within a 1/3 mile distance of the trail, and therefore can be reached by way of the trails within the network without having to leave the trail, other than at the beginning and end of the journey. **Table E2 – Facility and Park Access by M-NCPPC’s Trail Network** provides a summary and comparison of the connectivity and service provided by each trail network.

The **Northeast Branch trail** is shown to provide a high degree of connectivity and access, far beyond that of the other networks. At the same time, the trailsheds within the Central East sub-area offer the potential for a high level of service if they were connected to each other. When two networks are connected, they become one network with a larger total service value.

Table E2: Trailshed Analysis

TRAILSHED	Community Park	Neighborhood Park	Open Space / Natural Area/ Stream Valley Park	School	Pool	Historic	Indoor Facility	Golf Course	Other	TOTAL	Components
Cheltenham Conservation Area**	1		2								2
Collington Brach Stream Valley Park**	1	1	1								6
Cosca Regional Park**	1	2	1			1	3				37
Fairland Regional Park Trails**	4		1		1		3	1	1		25
Folly Branch Stream Valley Park Trail**	1	5	1				1	1	5		22
Governor's Bridge Natural Area**	1		1						3		3
Henson Creek Hiker/Biker Trail**	4	2	1	2			3	1	1		41
Jug Bay Natural Area**			2						2		3
Little Paint Branch Trail**	1	1	1				1				18
Nature Trail**	2		2	1		1	3		3		59
Northeast Branch Trail**	19	46	8	9	3		15	1	4		308
Patuxent River Park II/ Fran Uhler Natural Area**	1		1						2		4
Patuxent River Scenic Trails at Queen Anne**	1					2		2	1		0
Southwest Branch Stream Valley Park**	1	2	1								2
WB & A Railroad Trail**	4	9	2	1	1	1	2		4		60
Western Branch Stream Valley Park**											

* Some facilities may fall within multiple trailsheds. Sums of facilities and components may exceed actual quantities.

** Name reflects the name of a major trail or type of trail in trailshed

4. Other Tools for Measuring Level of Service (LOS)

Besides the GRASP® Perspectives and associated LOS numbers, this assessment also uses capacities based analysis tools. One tool determines capacity by comparing GRASP® scoring to population, and the other tool models traditional methods of determining LOS by using straight quantity as compared to population.

Communitywide LOS

Table 23 shows numerical indices for LOS that account for both quantity and quality of components. The table shows the community GRASP® Index for each component, as well as the number of GRASP® points needed to maintain the current indices as the population grows.

Community Components GRASP® Index

The first part of the Community Components GRASP® Index shows the total GRASP® score for that component when all of the components in the dataset are included. During the inventory process, two sets of scores were assigned to each component, a Neighborhood score and a Community-wide score. The Community-wide scores are used to create this table.

Table 23: Community Components GRASP® Index

M-NCPPC, Prince George's County						
Projected Community Components GRASP® Index 2020 & 2040						
	Current Population	872,014	Projected Population 2020	924,143	Projected Population 2040	992,701
	Total GRASP® Community Score per component type	GRASP® score per 1000 population (GRASP® Index)	Total GRASP® score needed at projected population	Additional GRASP® score needed	Total GRASP® score needed at projected population	Additional GRASP® score needed
Aqua Feat, All Pools	122.6	0.14	130	7.3	6773	6643.1
Aqua Feat, Spray	1.1	0.00	1	0.1	61	59.6
Ballfield	1169.7	1.34	1239.6	69.9	64620.4	63380.8
Basketball	779.05	0.89	825.6	46.6	43038.8	42213.2
Disc Golf	10.8	0.01	11.4	0.6	596.6	585.2
Dog Park	16.4	0.02	17.4	1.0	906.0	888.6
Garden, Community	4.8	0.01	5.1	0.3	265.2	260.1
Golf	18.2	0.02	19.3	1.1	1005.5	986.2
Loop Walk	297.2	0.34	315.0	17.8	16418.9	16103.9
MP Field, all sizes	895.3	1.03	948.8	53.5	49461.1	48512.3
Multi-use Courts	15.8	0.02	16.7	0.9	872.9	856.1
Natural Area	125.6	0.14	133.1	7.5	6938.8	6805.7
Open Turf	65.6	0.08	69.5	3.9	3624.1	3554.6
Playground, all sizes	1145.4	1.31	1213.9	68.5	63277.9	62064.1
Public Art	82.2	0.09	87.1	4.9	4541.2	4454.0
Shelter, all sizes	917.7	1.05	972.6	54.9	50698.6	49726.0
Skate Parks	9.2	0.01	9.7	0.5	508.3	498.5
Tennis	1789	2.05	1895.9	106.9	98833.8	96937.8

The second column in the table shows the index that results when the GRASP® score is divided by the current population in thousands. This is the GRASP® Index for that component. The third column in the table shows the total GRASP® score that must exist to achieve the same GRASP® Index at the projected population 2020, and the fourth column shows the additional number of GRASP® points needed to achieve that score. The fifth and sixth columns show projections for the estimated population in 2040 and the additional number of points that will be needed above today's amount to maintain the current GRASP® Index at that population.

This information can be used to plan for future improvements to the parks and recreation infrastructure to accommodate growth. Because GRASP® scores are a blend of quantity and quality; it is possible to increase them by either adding components or improving the quality of existing ones. In most cases, a combination of the two will be recommended. Used in conjunction with the Capacities LOS Table, the best combination of quantity and quality can be determined for planning purposes. The GRASP® Indices also allow the community to benchmark its combined LOS for quality and quantity of service over time and measure its progress.

Capacities Level of Service

For some components, the quantity needed is proportional to the population that will be served by that component. This is a fairly easy calculation when components are programmed for use. The programming determines how many people will be using the facilities over a period of time. Sports fields and courts fall into this category. For other components, the ratio of components to the population may vary, depending upon the size or capacity of the component and the participation levels within the community for the activity served by the component. Skate parks and group picnic facilities fall into this category.

Table 23 shows the current capacities and projected needs for community components as the population grows. This table closely resembles a traditional LOS analysis and shows how the quantities of certain park and recreation components compare to population. For each component, the table shows the current quantity of that component on a “per-1000 persons” basis (referred to as the Capacity LOS) and the pro-rata number of persons in the community represented by each component. This kind of analysis can be used to show the capacity of the current inventory – in other words, how many people are potentially being served by park components. It can also be combined with the GRASP® Index to assure that the qualitative aspects of service are included in the planning process for the future. Just adding new components as the population grows will not be sufficient to maintain existing levels of service if the quality of existing ones is allowed to deteriorate, either through wear and tear or obsolescence. For example, the tables show that a total of 42 new tennis courts will be needed in addition to the 300 courts currently available county-wide to maintain current capacity ratios in the year 2040. But if the GRASP® score for the existing ones goes down in the meantime due to lack of maintenance, the GRASP® Index will fall, even though the capacity has been met.

It is important to note that capacities tables are simply one tool that can be used to make final recommendations and establish budgets. The tables assume that the current ratios are satisfying today's needs and that the same ratios will satisfy needs in the future. In reality, needs and desires change over time due to changes in demographics, recreational trends, and other factors. The numbers of facilities shown on this table may differ from the final recommendations due to availability of land, ability to upgrade existing facilities, and other factors.

Please note that a separate more detailed analysis of indoor spaces for programming functions was conducted, with results provided in a staff resource document.

Table 24: Capacities LOS for Large Active Recreational Components

Selected Active Components

	Ballfields	Dog Parks	Multipurpose Fields	Pools (Indoor & Out)	Playgrounds	Skateparks	Tennis Courts	Total Acres of Park Land
Total Number in Current M-NCPPC, Prince George's County Inventory	203	3	168	17	267	3	300	25,989
CURRENT LEVEL OF SERVICE (per 1000 population)								
<i>CURRENT POPULATION - YEAR 2010</i>	872,014							
Current Level of Service (Capacity)	0.233	0.003	0.193	0.019	0.306	0.003	0.344	29.803
Current Population per Component	4,296	290,671	5,191	51,295	3,266	290,671	2,907	33.55

5. Level of Service Key Findings

The findings from the GRASP® analysis show what the current levels of service are for a variety of parks and recreation needs. These include overall LOS provided by the system to all parts of the county, and specific LOS for particular needs such as indoor facilities, multi-purpose fields, etc. The analysis also allows for comparisons to be made in evaluating how equitably services are being provided across different parts of the county.

While the GRASP® methodology allows quantitative measurements to be made for levels of service, there are no established standards for what the resultant numbers should be. This is because every community is different. However, the **GRASP® values can be used in conjunction with other findings**, such as community surveys and public input, **to determine whether current LOS is meeting needs and expectations, then used as a benchmark for creating targets and measuring results in the future.**

In general, the **results of the LOS analysis indicate that there are inequities among the sub-areas within the county, particularly in the Southwest sub-area.** However, *the issue in Southwest appears to be a lack of components rather than locations for components.* The analysis indicates that the percentage of the areas with service coverage for Southwest is good, if not high, in most of the Perspectives. It is the LOS provided within the coverage area that appears to be low. This *indicates that if components can be added or upgraded within existing locations the service can be brought up to levels comparable to the other sub-areas.*

An interesting finding from the analysis is that while the Northwest A and Northwest B areas have the highest coverage percentage and LOS per acre served for trails, they have relatively low LOS when population density is taken into consideration. This may indicate a need for additional trails in those areas even though they currently seem to have more trails than some of the other sub-areas.

The value of **trail connectivity**, particularly in the Central East, is also indicated in the analysis. Connecting existing trailsheds in Central East to each other would greatly increase the value of those trails. If those trails could be connected to trails in the Northwest A and Northwest B, than an even greater value could be achieved for much of the northern half of the county.

Another factor to consider from the findings is that some of the components considered in the LOS analysis do not belong to the Department of Parks and Recreation. The quality or even continued existence of these components, such as those owned and managed by HOAs, is beyond the control of the Department. Should changes occur beyond the knowledge or control of the Department, levels of service will change accordingly.

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6. ADMINISTRATION AND MANAGEMENT ANALYSIS

This chapter provides an overview of the Department of Park and Recreation’s administrative and financial context. Included is an Organizational Overview, a Financial Analysis of the Department, and a discussion of various aspects of the Department including Public Relations, Technology, Planning and Development, Park Police, and Maintenance.

A. OVERVIEW OF ORGANIZATION

1. M-NCPPC

The Maryland-National Capital Park and Planning Commission was established in 1927 by the Maryland General Assembly as a bi-county regional agency to engage in “long range planning and park acquisition and development.” In 1930 the Capper-Cramton Act authorized Congress to grant one-third of the cost of acquiring park land along the major stream valleys extending into Maryland from the District of Columbia as tributaries of the Potomac and Anacostia Rivers. The stream valley park system is at the foundation of the park system in Prince George’s County.

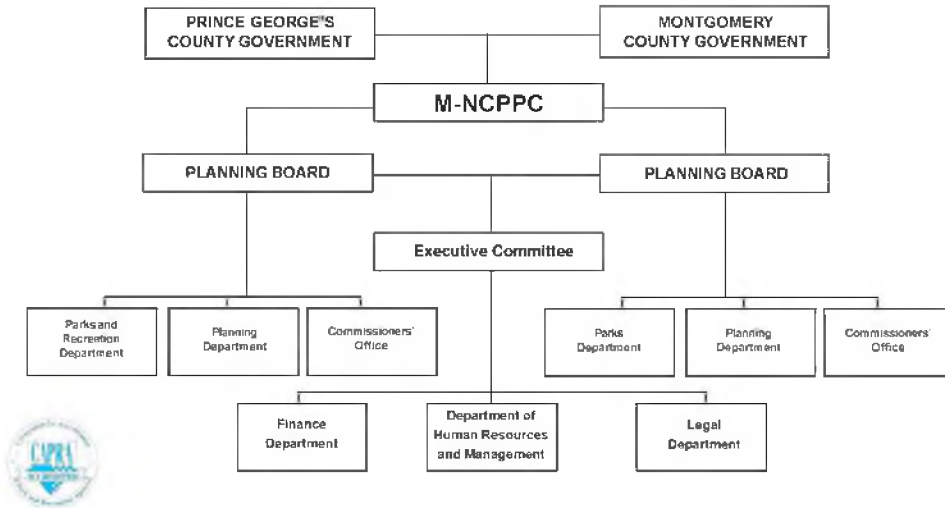
The agency is organized into seven departments as shown in **Figure 9**. Three departments provide central administrative services – Human Resources and Management, Finance, and Legal. There are four operating departments. In Prince George’s County, these are the Department of Parks and Recreation and a Planning Department; in Montgomery County, there is a Department of Parks and a Department of Planning.

The M-NCPPC has overall **Strategic Focus Areas**, which heavily influence the Parks and Recreation Department. They include the following.

- Mission-Driven Core Services
- Revenue Diversification
- Customer-Focused Programs
- Management and Employee Accountability
- Contemporary Technologies
- Prioritized Capital Improvement Program
- Performance Measurement



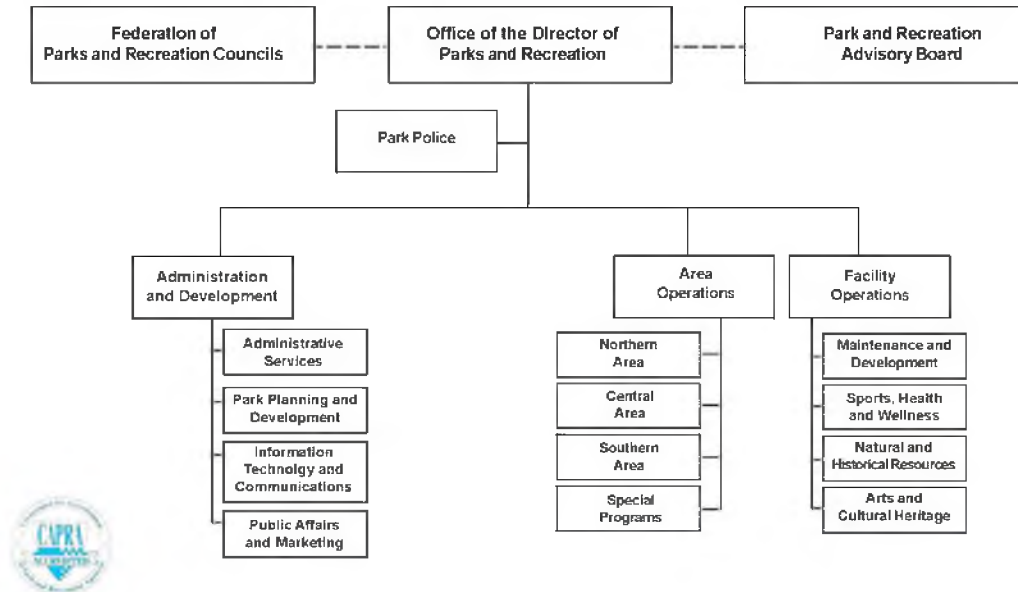
Figure 9: M-NCPPC Organizational Chart



2. Parks and Recreation Department Organizational Structure

The Department has three main functional areas: Administration and Development, Area Operations, and Facility Operations as shown in **Figure 10**.

Figure 10: Department of Parks and Recreation in Prince George’s County Organizational Chart



The organizational structure of Area Operations and Facility Operations is a hybrid approach to site-based and service-based management. With both approaches come inherent strengths and challenges. Site-based management tends to focus on customer service and responsiveness and can present difficulties relative to consistency in operations across a system. On the other hand, program-based management can provide consistent levels of service while not being as able to respond to customer concerns and issues quickly or responsively. The Department's current structure reflects both of these approaches. A current example of a hybrid that includes both site-based and service based management is aquatics management. Pools that are not associated or housed in a community center fall within Facility Operations in the Sports, Health and Wellness Division (service-based) while those pools that are located in a community center lie in Area Operations and are managed by center staff (site-based). An example of pure program-based management is in the Special Programs Division of Area Operations. Inclusive recreation programs, childcare and youth services are all managed by this division regardless of host site or location. Finally, examples of pure site-based management are the community centers in the Northern, Central and Southern areas within Area Operations. Each of these centers' staff is responsible for the operations and management of the services offered at their sites.

3. Departmental Core Services and Strategic Initiatives

The Department has completed numerous planning efforts and has identified the following as the Core Services:

- **Develop and maintain a comprehensive park system**
Maintain all parks, roads, grounds and structures, protect patron and property safety.
- **Provide recreation programs and services**
Provide sports, leagues, clinics, tournaments, camps, recreation classes, interpretative classes and leisure/recreation experiences.
- **Preserve the environment and open space, and conserve natural resources**

In 2008, the Department reorganized several of its divisional units to streamline services to improve efficiencies and services to the public. The following summarizes the reorganization:

- Transferred the Senior Center and Senior Programs from the three Area Operations Divisions to the Special Programs Division and developed a Seniors Program Unit.
- Transferred the Parks Permits Operations from the Sports, Health and Wellness Division to the Administrative Services Division/Help Desk to create a "one-stop shopping" information service for the public.
- Created an Aquatics Unit in the Sports, Health, and Wellness Division and placed oversight of most pools under the Division's management.
- Transferred the ice rinks, most pools, and tennis bubbles from the Area Operations divisions to the Sports, Health, and Wellness Division.
- Reorganized the turnkey and inter-center league youth sports programs from the three Area Operations Divisions to the Sports, Health, and Wellness Division to better coordinate youth sports services.
- Transferred Billingsley Manor from the Natural and Historical Resources Division to the Historic Rental Operations of the Arts and Cultural Heritage Division.

The Department has strong staff resources that focus attention on creating **Strategic Initiatives** each year as part of the budget planning process. The FY2010 Initiatives are listed here, as they do have implications on future strategic planning:

- Update the Comprehensive Recreation Programming Plan, which prioritizes the recreation programming initiatives for the next three to five years.
- Expand Community Arts Program by creating an intergenerational dance program at the new Brentwood Senior Center; expand Expressions Talk Up, Not Down program for the Hispanic community; implement Teen Mapping project and other teen art programs at the newly opened Brentwood Arts Center; and create an instructional youth steel drum program.
- Expand natural history and outdoor recreation for youth by partnering with community and faith-based groups. Develop community youth gardens and Xtreme Teen outdoor adventure outings.
- Celebrate the Centennial (1909-2009) of the College Park Airport, the world's oldest continuously operating airport by hosting an Air Fair and open house for the community.
- Develop standards and a tracking system for all maintenance requests that records time and material costs for request, work units and facility or park.
- Implement the countywide Health and Wellness program, which was developed with the county health department and other stakeholders in FY09.
- Develop and maintain a comprehensive park system.
- Maintain all parks, roads, grounds and structures, protect patron and property safety.
- Provide recreation programs and services.
- Provide sports, leagues, clinics, tournaments, camps, recreation classes, interpretative classes, and leisure/recreation experiences.
- Preserve the environment and open space, and conserve natural resources.
- Complete the CAPRA re-accreditation process and receive accreditation by meeting or exceeding all fundamental standards.
- Complete the **Parks & Recreation: 2010 and Beyond** (facility and services) needs assessment and develop a strategic approach to analyze and implement its recommendations.
- Fully develop and implement a Department recruitment program to continue efforts to fill vacant positions in a timely manner.
- Continue to grow and diversify the community outreach initiative to increase awareness of parks and recreation services with a focus on under-served and under-represented populations in the county.
- Develop and implement standardized customer service ratings for community centers.
- Continue to develop and implement industry best practices for security, voice/data network management, customer service, and support.
- Fully implement e-Builder Project Management System for all current CIP projects.
- Develop and implement strategy to increase effectiveness of the Park Planning and Development work through project and construction.
- Replace Park Police vehicles to ensure a modern and safe fleet.
- Assess maintenance, equipment replacement, and cosmetic enhancement needs throughout community centers.

- Develop countywide Safe Summer program. The program will operate for ten weeks, six days a week from 10:00 pm until midnight to provide county youth a safe, positive place for activities.
- Support the Youth Action Plan and recommendations through youth development strategies; increase internal and external education, marketing, and partnerships.
- Enhance County-wide services to seniors at the five Senior Centers and all facilities in collaboration with the Department of Family Services. This includes expanded operating hours and implementation of the “Seniors 60 and Better” services identified in the 2008 senior survey.
- Develop and implement comprehensive training curriculum for the Department’s therapeutic recreation and inclusion services.
- Launch and/or expand several large special events to include Juneteenth, Festival of Nations, Capitol Book fair and 2nd annual Barbeque Showdown.
- Continue to enhance and expand Hub services at Kentland Community Center.

4. Community Involvement and Volunteers

As indicated by the Department organizational chart in **Figure 10**, two formal advisory groups provide regular input to the Department: the Parks and Recreation Advisory Board and the Federation of Parks and Recreation Councils.

Parks and Recreation Advisory Board

Established in 1966, the Parks and Recreation Advisory Board (PRAB) consists of 11 county residents appointed by the Prince George’s County Executive and confirmed by the County Council. PRAB makes budgetary recommendations and provides advise on matters related to planning and conducting comprehensive park and recreation programs in the county.

Federation of Parks and Recreation Councils, Inc.

As an umbrella organization of the county’s park and recreation councils, the Federation is a forum for the exchange of information, ideas, and experiences related to local recreation programs, facilities, and policies.

The Department of Parks and Recreation Department in Prince George’s County offers many other opportunities for community involvement and volunteers. The Department program guide and website promote a variety of volunteer opportunities for groups and individuals in all areas of the organization.

Key community park and recreation councils and volunteer associations assist the Department:

Friends Groups

- Field of Firsts Foundation
- Friends of Montpelier
- Friends of Publick Playhouse, Inc.
- Park Police Volunteer Association
- Prince George’s County Boys & Girls Club, Inc.



- Prince George’s County Historical Society
- Riversdale Historical Society
- Society of Mareen Duval Descendants
- The Surratt Society
- Clearwater Nature Center Associates

Advisory Groups

- Equestrian Center Citizens Advisory Committee
- Harmony Hall Regional Center Advisory Committee
- Montpelier Arts Center Advisory Board
- The First Tee Golf Foundation

Recreation Councils/Associations

- Fifty-eight (58) different geographically based groups are listed
- Different levels of activity exist with some being more active and many less active or not currently functioning

5. Key Issues and Opportunities for Management

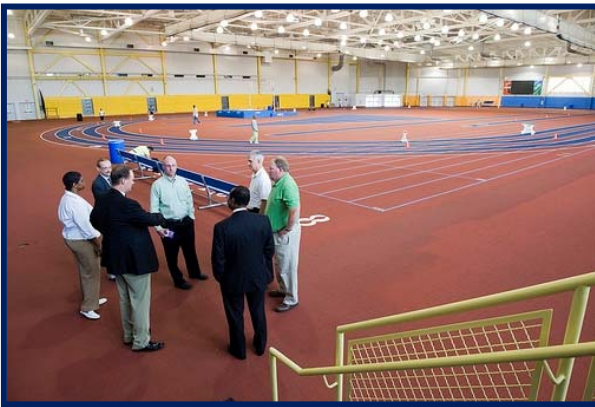
The Department of Parks and Recreation in Prince George’s County is one of the largest and most sophisticated agencies of this type in the nation, with 1,066 full-time career positions in FY2010 and thousands of part-time, seasonal, and contract positions. As a very large organization with elected decision makers, the key management issues are necessarily focused on:

- Control of process
- Standardization of information
- Equitable funding and resource allocation
- Maintaining quality and training
- Obtaining qualified personnel and staffing
- Education and training of staff
- Responding to the Board and political influences

The biggest challenge is promoting and achieving leadership within this naturally political and public climate. When the senior managers must be focused on control, process, and funding, often the basic values of why the organization exists (meeting the recreation and leisure needs of Prince Georgians through provision of programs, facilities, and services) can appear to be neglected. There is a perception that senior managers must spend more time being reactive in the political climate to policymakers and the public than they are in providing direction and assistance to their division chiefs and supervisors, who in turn sometimes struggle to be able to provide information, training, and direction to their operating, maintenance, programming, and front line staff. Management’s efforts to professionalize and standardize the agency can seem to crush the innovative spirit and passion that needs to thrive at the front line and programming levels of the organization. This has been identified as a challenge at the staff level, and through the public process.

Since the agency is so large, it is often seen as slow-moving, bureaucratic, and inflexible, with more emphasis on process, politics, and procedure than provision of services. The Department's upper management is sometimes accused of being non-responsive by the public and decision makers (the Board) and also being non-communicative to lower level staff. Most of this appears to be a function of time and communication constraints. Through interviews with staff at all levels and further exploration of the management culture, this perception does not appear to ring true in terms of management intent, but there is a challenge with the fact that it is perceived this way. As such, there are very tough management challenges, specifically for the senior management level (which are appointed positions), that trickle down to the next levels and throughout staff. This can result in a feeling of helplessness at some levels, with resultant finger-pointing, blaming, and/or apathy developing in parts of the culture throughout the organization.

The Department is doing an admirable job of trying to increase communication, training, and community engagement, but this challenge will continue to be a key issue, mostly due to the size of the organization. It must be continually addressed and understood by the senior management team and Planning Board, and communicated constantly to staff, volunteers, and the public. As noted previously, there was a reorganization that occurred in 2008, changing many of the divisions and responsibilities. At this time, while the organization is extremely complex and there is still some overlap of duties and responsibilities, it does not appear that additional reorganization would be a necessary solution. The efforts can focus on communication within and across the divisions as currently organized, with intent of nurturing collaboration and sharing of resources to be most effective as possible.



In addition, meaningful public participation is identified as a central principle in the General Plan for Prince George's County and is shared as a strong value of the Department of Parks and Recreation. A challenge is that with an organization so large and covering such a broad geographic area, it is very difficult to engage residents of each neighborhood and community. Currently there are many opportunities for county residents to get involved. The Department seeks to build on these opportunities. Innovative outreach to under-

served and under-represented groups was identified as a strategic initiative in FY 2010 to further deepen opportunities for involvement.

As another management challenge, recreation councils have a long history in the county and have provided valuable recreation services and programs. However, the historic role of the recreation councils in providing recreation programs has shifted to staff over the years. The leadership of many of the councils is aging and membership is dwindling. For these reasons, there is a need to re-evaluate and possibly reinvent the recreation councils to ensure they are effective and inclusive.

Partnerships and collaborations will continue to be key for the organization, not only to foster communication and community involvement, but also to help with coming funding constraints (addressed more fully in the next section). While there are many agreements with the schools, these need to be more comprehensively managed and standardized to enable better communications and expectations. There also are challenges with the other “informal” collaborations that are already occurring – specifically with the Boys’ and Girls’ Clubs, recreation councils, faith-based organizations, and other governmental, for-profit and non-profit organizations within the county.

Good relationships with the County Council, Planning Board, and Parks and Recreation Advisory Board are key to leadership of the agency. With such a large organization, the Department leaders sometimes struggle to have enough time with these key decision makers to create a trusting, positive, reciprocal relationship. Often the relationships become reactive, with Council and/or Board interaction occurring only for handling of community-identified problems, approvals during budget cycles, and at the end of planning efforts. In addition, the make-up of the County Council and Boards continually change with election and appointment cycles. The Department managers should proactively share information with policy makers to improve understanding of the agency and its daily functions. This should feature regular positive engagement and interaction among leaders and staff. A positive ongoing relationship will improve the ability of agency management and staff to work constructively with Board and Council leadership to address challenges as they arise. Strong decision-maker training formats and formalized regular meetings, interactions, and representative team assignments can help address the expectations and communication issues.

B. FINANCIAL OVERVIEW AND ANALYSIS

1. Overview

This assessment has been conducted in the first quarter of 2009, when the national economy is in severe recession, property values have fallen, unemployment is at a 25 year high, the stock markets have plunged, and most Americans are very frightened of the economic climate. Most residents are being very protective of their disposable incomes, and there is currently no hope for tax increases or funding referendums until the economy betters. That being said, due to the nature of the M-NCPPC funding structure based primarily on property taxes, the Department is faring far better overall than most agencies in the United States. There are funding reserves projected to hold over for the next six years, and the Department is not subject to the taxation and funding increase challenges that the Prince George’s County government has experienced. However, there are challenges looming, and the Department will be better prepared if they are recognized now and handled proactively rather than reactively.

The Department has two tax-supported operating funds, the Park Fund and the Recreation Fund. The Enterprise, Internal Service, Advanced Land Acquisition, and Special Revenue Fund budgets are handled separately. The total combined expenditure budget for the Department is **\$242,774,400** (excluding reserves).

For FY 2010, the budget was prepared under a “maintenance funding” scenario. The only significant increases included were:

- Funding for new programs and facilities that have been approved in previous budgets by the County Council
- Major maintenance
- Enhancements to Youth Services and Safe Summer programs
- Utilities, communication, and propane
- Bladensburg Waterfront Park dredging
- GASB 45 post-employment health benefits
- Active employees' retirement benefits
- Compensation adjustments

The budget represents funding for only those services and functions that implement the Department's mission and core services. To limit expenditure growth in the best manner possible, the Department took the following actions:

- Stayed within Prince George's County Spending Affordability Guidelines.
- Fully analyzed operations and re-organized several units within the Department.
- Included total salary lapse of \$4,782,800, which equals approximately 57 work years.
- Limited inflationary growth on general goods, services, and products.
- Continued to develop strategies to enhance future revenues and/or reduce expenditures in Enterprise Fund operations.

2. Operating Expenditures, Revenues, and Cost Recovery

Prince George's County Parks and Recreation has been in the enviable position of having sufficient funds for operations in recent years. Most agencies around the country are scrambling to keep budgets level during this economic crisis. Findings indicate that there is not a need for a strong focus on increasing revenues or possible subsidy reductions in at least the next few years, but it is important for all staff and decision makers to have a strong understanding and consensus on philosophy related to cost recovery and resource allocation. This process included an overview analysis of expenditures, revenues, and resultant cost recovery for the parks and recreation divisions (data available from staff and in the Annual Budget for Fiscal Year 2010). The department includes many subsidized divisions, including a targeted Enterprise Fund, which by its nature is expected to achieve at least 100 percent cost recovery. In recent years, this cost recovery level has not been achieved by the Enterprise Fund, and it is suggested that the budget structure be reevaluated in the coming years to reflect consensus on cost recovery expectations for the Enterprise Fund as well as other divisions.

Across the nation, cost recovery averages between five and forty percent for agencies that manage parks, recreation, open space, and trails. The average is usually lower for larger, older, urban systems, and higher for newer districts, suburban agencies, for those who rely primarily on sales taxes, and/or for those agencies focusing mostly on programming. Currently, the Department is within the range we would expect for this type of system. It is important to note, however, that cost recovery averages are increasing nationwide as agencies are experiencing huge challenges and reductions in tax collections due to the economic downturn. Agencies are then forced to choose between increasing fees and charges, reducing services, and/or diversifying funding sources through collaborations and alternative funding sources.

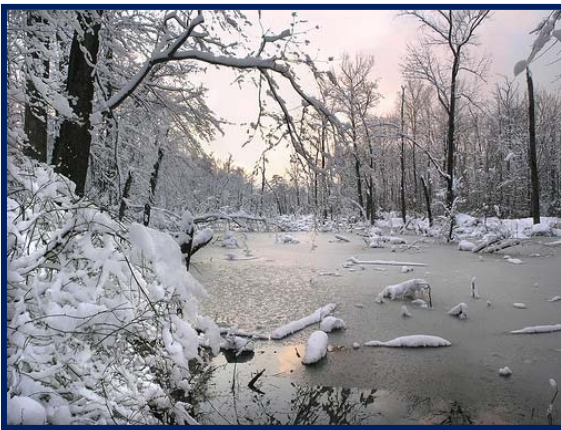
3. Key Issues & Opportunities

Successful outcomes relative to financial aspects in the past five years have included the perception overall that the Department has significant resources and uses them well to run first class programs that are popular among residents. The Department is able to offer many "quasi-social services" to youth and teens, and the agency is seen as a significant asset in the community. Challenges and weaknesses related to financial aspects can cause barriers to service provision.

Key findings related to financial management include:

- The Metropolitan District defines the taxing parameters and boundaries of service for the M-NCPPC Department of Parks and Recreation in Prince George's County. The M-NCPPC is limited to expending tax funds for those services within the District parameters, which does not include some parts of the southern county. The public is not always aware of this limitation and has expectations for equitable service throughout the county.
- Most operating staff have not been fully trained in activity-based costing, appropriate cost recovery goal setting, revenue enhancement, and/or resource allocation. The Department has been able to let this be a lower priority due to the fact that there has been ample funding, but this may become more of a problem in future years.
- Most staff does not know the true costs of program provision. There has been attention towards determining direct facility costs, but they efforts have not consistent.

- There is not an identified intent to increase fees and charges in the near future. If funding becomes scarce or the fund balance is reduced, staff feels that the first steps would be to slow the CIP program or possibly reduce services as a stop gap measure.
- There is currently a funding reserve, but financial staff feels this will not be sufficient for future subsidy.
- There is not an identified consensus on an overall cost recovery/subsidy allocation philosophy or standardized methods for setting fees and charges. Currently the Department is approximately 90 percent subsidized (less than 10% cost recovery). This may not be a concern at this point, but consensus on a proactive strategy to address cost recovery goals, resource allocation, and appropriate pricing is needed.
- Financial staff believes that the divisions have slipped in their ability to identify and focus their attention on budget management. There is not consistent knowledge of divisional cost recovery expectations, and some divisions which have an expectation of higher cost recovery are not achieving those goals (like those in the Enterprise Fund), primarily due to the structure of what is included within that budget category, or declining interest in previously higher cost recovery activities.
- There is an understanding that in order to sustain the system beyond the next six years, there will most likely have to be adjustments.



C. PUBLIC RELATIONS AND MARKETING

1. Overview

The Department is fortunate to have a very strong Public Affairs and Marketing Division with 14 full-time staff, which plans and directs a comprehensive program for the Department. This is a relatively large staff for marketing and public affairs coordination. The budget for this office is 1.5% of the agency's expenditure budget. In private sector business, the average expenditures for marketing are often between 8-15% of the budget, and in public sector well-run agencies, often this range is set at a goal of 3-5%. In reality, it is not known what the total budget is for marketing activities for the Department, as many publications and printing costs are spread throughout the divisions. In recent years there has been a strong effort to centralize all marketing and communications to this office. The office also includes community outreach, grants management, and partnership coordination as well as volunteer management.

The Department created a comprehensive *Parks and Recreation Marketing Manual* in 2004, which details the goals and strategies of the program, an overview of marketing for parks and recreation, key national and local trends, an analysis of competitors and marketing techniques, along with desired marketing actions. This manual is intended to be a guide for all staff, and provides a very strong overview of the system. This manual is currently being updated in 2009.

The manual is one of the better marketing plans available for public agencies, and highlights five general focus areas for staff to consider, paraphrased as follows:

1. Everything that anyone does in the agency is "marketing."
2. There is no such thing as a general market, so there must be attention to segmentation.
3. Staff activities are part of direct marketing, and can be measured.
4. The Department should market affectively, not just cognitively, understanding that citizens use programs and spaces for the experiences and feelings, not just to gain knowledge or skill.
5. All staff must believe in relationship and retention marketing.

For purposes of this assessment, these focus areas are key to all future strategic actions, as they tie into most all of the other findings.

2. Key Issues & Opportunities – Public Affairs and Marketing

Summary of Strengths

- The Public Affairs and Marketing Division has strong capacity and quality - perceived as good as anyone in the country, with very good writers, good designers, community outreach expertise, and an increased focus on going out to the community.
- All publications are created and reviewed in house, so there is strong trust between staff and the Division related to production.
- The Division sends new residents packet for anyone who gets a deed change to reach new home owners, along with providing welcome packets to apartment managers and real estate agents.

- They create and publish *Your Guide* four times per year, which is mailed to everyone with SMARTlink accounts or who requests a free subscription. In Fall 2009 this included 241,000 mailed plus production of 96,000 additional copies for distribution at facilities.
- They produce an “E-newsletter” with 17,000 subscribers. These are sent weekly to previous users of SMARTlink who have active email as well as other interested parties and community leaders.
- Currently, staff is preparing to launch the *Community Outreach Toolkit* for Prince George’s County. This will be a great addition once it is available to staff.
- The Department also uses a variety of other marketing and distribution channels, including a strong website, press releases, flyers, electronic media, direct mail, coupons, and informational kiosks throughout the county.

Key Challenges

- Due to the nature of these support services, staff must work very quickly. There usually is not time for operations staff to react, so they may not have buy-in from staff. This is a function of sheer volume.
- There are challenges in responding as support for this very large Department, and also in getting this Division’s staff trained quickly enough. Many staff feel overworked and overwhelmed with balancing acting as support and implementing their own workplans.
- While much of the marketing is going towards email-based communications through the SMARTlink system, registration personnel often have a hard time getting emails from users.
- While materials are produced by this Division, distribution through centers and kiosks is the responsibility of operations and maintenance staff. This responsibility is not always clearly defined or monitored. For example, at several parks it was noted that information on the kiosks was outdated, sometimes by months. Park managers are responsible for trailheads and kiosks but as this is not a primary responsibility, they often do not get updated.
- Operating divisions need to take responsibility for updating field-based marketing materials and it needs to be part of someone’s job.
- Due to the geographic nature of the system, staff, and the public may only know what is happening in their neighborhood. It’s difficult to get out the word on other offerings.
- The Department is attempting to go more digital and use less paper. This can be a challenge and limit the audience for information distribution.
- Despite the popularity of social networking sites, the Division cannot use Myspace or Facebook on Department computers due to IT concerns. This limits the ability to reach youth audiences. They are using Myspace for Xtreme Teens programs only, and it does appear to be effective.
- There is a challenge in that many residents do not know what the M-NCPPC does. There is a need to determine mechanisms to increase awareness of M-NCPPC services.
- The Department used to send *Your Guide* to all households, and held it to 48 pages. In recent years, it has changed to a free subscription, with more pages per issue, for all SMARTlink users and anyone who asks, but if residents are not aware, it is difficult to let them know how to obtain the publication.
- Demographic shifts are happening so there is always a need to bring new people into system.

- Customer service management functions are informally tied in to marketing. The Department has selected a company to perform as “mystery shoppers” at least once a month for all facilities. There needs to be a determination as to how this information will be used by Department managers.
- With a focus on performance measurements, it is unclear as to which measurement will be most important for these functions, and how to measure them.
- Program staff have unlimited access to the data included in the SMARTlink program and therefore, they are able to manipulate program, class, and activity data once it is entered. This has caused some customer service issues in that registration staff may have communicated one thing to a registering customer to find later that a program detail such as start date or program location has been changed by the program’s coordinator or manager. The customer who may have pre-registered prior to the change being made is then unaware of the change, causing confusion. Greater controls and appropriate access are seemingly necessary to ensure that customer communication is stable and consistent, yet there is also a need for flexibility in the event staff needs to make necessary changes to program information.
- There are concerns about customers having trouble knowing how to navigate the Department’s size. If someone is new to the area, they do not know about the depth and breadth of services.
- A vast majority of community members who were interviewed mentioned that they did not receive or were not aware of some of the communication methods or information distribution used by the Department. Some did not seem to be aware of the Department’s website, did not have access to the site, and some mentioned that they did not receive the Department catalog. This aligns with the community response in the survey that residents do not use services because they are not informed.
- The Department, while offering a magnitude of prolific recreational services under the tagline, “Something for Everyone” runs the risk of stretching resources beyond capacity. Additionally, this has positioned the Department to be “all things to all people” and the expectation is that the Department will deliver any service the community wants. A review of the Department’s mission and focus areas would help guide strategic planning efforts and resource allocation.

D. DEPARTMENTAL RECOGNITION AND ACCREDITATION

Part of any good strategic planning process should acknowledge the strong accomplishments of the agency, and celebrate the successes. Aside from the strengths highlighted throughout this assessment, it is important to note that other agencies and associations have perceived the value that the Department brings.

The Maryland-National Capital Park and Planning Commission is an unprecedented five-time **National Gold Medal Award** winner for excellence in park and recreation management. The M-NCPPC's Department of Parks and Recreation in Prince George's County was honored to win the top national award in competition with park and recreation agencies throughout the United States most recently in 2003.

In addition, the Department of Parks and Recreation in Prince George's County and its staff have entered and won numerous other prestigious competitions.

Recent national awards:

- President's Council on Service and Civic Participation *Gold Unit Presidential Service Award* for Park Police Volunteer Association activities.
- *Association of American Museums Award* for College Park Aviation Museum publication
- National Institute for Automotive Excellence *Blue Seal of Excellence*.
- National Recreation and Parks Association *Excellence in Aquatics Awards*.
- National Association of County Information Officers *Excellent, Superior, Best of Category* and *Best in Class Awards* for special projects, brochures, photography and audiovisual production.
- National Recreation and Parks Association *Kudos Awards* for best overall communicator, and best short film promoting recreation, best website, best television public service announcement.
- National Recreation and Parks Association *Professional Award*.
- Amateur Softball Association *National Tournament Host Award*.
- National Association for Interpretation *Meritorious Service Award*.
- Sons of the American Revolution *Law Enforcement Commendation*
- March of Dimes *Run/Walk Award*.
- National Firefighters Association *National Softball Tournament Award*.

In addition to the awards, the Department is one of only 78 agencies in the United States to be accredited by the Commission for Accreditation of Park and Recreation Agencies (CAPRA). CAPRA, which is sponsored by the National Recreation and Parks Association, establishes national best practice standards for parks and recreation agencies. CAPRA accreditation is an indicator of an agency's overall quality of operation, management, and service to the community. The Department completed a five-year reaccreditation review in June 2009.

E. PROGRAM EVALUATION AND PERFORMANCE MEASUREMENT

One of the FY 2010 strategic focuses of the Department of Parks and Recreation in Prince George's County is related to performance measurements: "to promote greater efficiency, increase fiscal responsibility and meet customer and stakeholder expectation through a performance measurement system that reports and produces information to plan, monitor, evaluate, and adjust programs and services." The budget document identifies broad multi-year performance measures for each division.

As performance measurements are developed and refined for different areas of the organization, it will be important to clarify what is expected to be measured, and how these measurements will be utilized. These clarified expectations will assist in ensuring that an effective process is designed and developed and that the end results can be used for decision making and effective service delivery.



Service goals and objectives are not consistently established for Department services at operational and programming levels. Goals and objectives are critical to ensuring that a program, activity, or event is designed to address a community issue or problem, or that a service is developed in response to an articulated and validated community desire. Essentially, these answer “why” a service is offered. Service goals and objectives are typically established at the on-set of program planning to determine intent and success indicators. During and at the conclusion of a service, goals and objectives are measured to determine success and effectiveness (performance measures). The design and development of service goals and objectives is a universal expectation of the *2010-2012 Comprehensive Program Plan*.

Performance measurement is now expected in an effort to evaluate and assess recreation services’ effectiveness. It will be important that as this expectation evolves, it is clear what is expected to be measured, and how these measurements will be utilized. These clarified expectations will assist in ensuring that an effective process is designed and developed, and that the end results can be used for decision making.

F. TECHNOLOGY

The goal of the Information Technology and Communication Division (ITC) is to provide secure, reliable, and accurate information and communication systems while delivering first class customer support services to all internal and external clients. The division is implementing a “TrackIT” system for asset acquisition management, inventory administration, network auditing, and customer support request database management. Management of this system is within the Administrative Services Division.

Other technology issues include an ongoing need to have staff available more quickly when an issue arises. This has improved and the hope is the new “TrackIT” system will help.

The Department of Parks and Recreation in Prince George’s County utilizes an automated class registration program called SMARTlink. This program provides more uniform and convenient registration and has numerous report formats to allow the Department to better meet the needs of constituents. SMARTlink can also provide data on demographics to assist the Department in planning activities based on age, education, and interests.

The breadth of the data from the Department’s registration software program that can be drawn upon and utilized by staff is untapped. Additional staff training would allow staff to fully use the data reports to assist with program development and evaluation (i.e. user profiles including gender and age, geographic data such as residence, and historic data such as how long a program has been offered and registration trends).

The SMARTlink system to date has not positioned the Department to be able to keep up with community demand and customer service expectations. As noted in the Program Analysis Chapter 4, during the day camp registration process, approximately 6000 users are trying to access the system at any one time. As the system’s capacity is inappropriate for expected demand, it results in an inability to respond to the intensity of use.

The financial system technologies need to be enhanced to allow for better costing and year to year budget comparisons. The current systems do not allow Department staff to monitor program and service direct costs, indirect costs, or examine cost recovery goals and performance.

G. PLANNING AND DEVELOPMENT

1. Overview

The Park Planning and Development Division oversees park and facility planning. The Division is divided into six sections: Planning, Capital Improvement (CIP) and Special Projects, Acquisition and Subdivision Review, Landscape Architecture, Architecture, and Engineering (Contracts and Inspections).

One of the primary functions of the Park Planning and Development Division is the preparation of the Capital Improvement Program (CIP) and the planning, design, engineering, and construction management of those CIP projects.

2. County Growth Policy and Tools

The *Prince George's County General Plan* (2002) provides guidance for the future growth and development of the county while providing for environmental protection and preservation of important lands.

The goals outlined in the plan are:

- Encourage quality economic development
- Make efficient use of existing and proposed county infrastructure and investment
- Enhance quality and character of communities and neighborhoods
- Preserve rural, agricultural, and scenic areas
- Protect environmentally sensitive lands

The guiding principles in the plan are:

- Public health, safety, and welfare
- Sustainability
- Quality
- Meaningful public participation

The *General Plan* identifies three development patterns: Developed, Developing, and Rural Tiers. Twenty-six (26) Centers divided into three categories: Metropolitan, Regional, and Community. Additionally seven (7) Corridors are identified for more intensive development and redevelopment. The growth objective of the plan is that 33 percent of the county's residential growth over the next 25 years is to be located in the Developed Tier, 66 percent in the Developing Tier, and one percent in the Rural Tier.

One policy identified in the *General Plan* encourages the placement of new public facilities including recreation centers and urban parks within 26 identified Centers of medium to high intensity, mixed-use and pedestrian-oriented development.

The *Countywide Master Plan of Transportation Plan* (December 2008) and *Green Infrastructure Plan* support and supplement the General Plan as do various Sub-Region, Sector, and Master Plans.

The *Land Preservation, Parks and Recreation Plan for Prince George’s County* (2005) is a plan required by the State of Maryland. This plan identifies the standard of 35 acres of parkland per 1,000 residents in Prince George’s County: a minimum of 15 acres of M-NCPPC local parkland (or the equivalent of parks and recreation service) and 20 acres of regional, countywide, and special M-NCPPC parkland. The State of Maryland and the M-NCPPC are proud of their strong commitment to land preservation and public parkland.

3. Parkland Dedication, Fee in Lieu, and Recreation Facilities

Parkland Dedication

In addition to a variety of county plans that help guide the development of the parks and recreation system, the Prince George’s County Code addresses parkland dedication requirements for new residential developments.

The goal of parkland dedication is for new developments to contribute to the increased demand for parks and recreation services/facilities created by the development. The standards typically used for calculating land dedication requirements include: 1) parkland acres per 1,000 population or 2) percentage of land being subdivided. The key legal issue related to land dedication is “rough proportionality” between the development and demand for services/facilities caused by the development.

According to the Prince George’s County Code (Subtitle 24. Subdivisions) the amount of land in a residential subdivision to be dedicated is as follows.

Table 25: Parkland Dedication Amount

Dwelling units per net acre	Percent of Land to be Dedicated
1 to 4	5%
4 to 7.5	7.5%
7.5 to 12	10%
12 or more	15%

Specific exemptions identified include cluster, comprehensive design, and urban renewal provisions.

The code states “when land is shown for preservation as part of a stream valley park on an official master plan, such land may be dedicated or preserved in lieu of active recreation, provided that the Planning Board finds that there is a reasonable amount of active recreation in the general area...” (Sec. 24-1244). The code also specifies that on-site detention and/or retention ponds may be credited towards mandatory dedication if the Board determines that such areas will provide active or passive recreation.

The county has a high standard of 35 acres of parkland per 1,000 residents. However, the parkland dedication code only provides for a very small portion of this standard. Policy questions to consider are: should development contribute more toward county standards or should the county continue to subsidize new residential development park infrastructure?

Parkland dedication requirements work well for suburban developments, but are less applicable when applied to denser, urban environments where land availability is limited. The following other provisions – fee in lieu of parkland dedication or recreation facilities – in the County Code allow for some flexibility in the parkland dedication requirement.

Fee in Lieu of Parkland Dedication

Fees in lieu of land dedication are used when parkland location or quality is deemed not acceptable. Various approaches to calculate fees in lieu of land dedication include: 1) market value based on appraisal or 2) pre-determined cost per acres (which cannot exceed market value).

The Prince George’s County Code states that a fee in lieu of dedication may be required if dedication of parkland is “unsuitable or impractical due to size, topography, drainage, physical characteristics, or similar reasons, or if adequate open space has been acquired and is available to serve the subdivision.” (Sec. 24-135.5a) The fee in lieu is equal to five percent (5%) of the total new market value of land. The code stipulates that “the fee shall be paid prior to recording the subdivision and shall be used by the M-NCPPC to purchase or improve parkland for the benefit of the future residents.”

Currently, the fee in lieu of land dedication is not perceived by staff to be adequate. For example, for a subdivision on former agriculture land, the fee in lieu is based on the value of the agricultural land, a lower value than the new subdivided value. A national best practice is to base fees in lieu of land dedication on fair market land values of the subdivided land.

Additionally, the fee in lieu is based on the market value of five (5) percent of the subdivision and is not adjusted based on the density of the development, as is the parkland dedication amount. It would reason that the fee in lieu amount should be equivalent to parkland area (see **Table 25**) that would have been dedicated.

Recreational Facilities Option

The County Code also states “recreation facilities may be provided instead of land or fees in any residential zone” under the conditions that the facilities will be superior, or equivalent, to those that would have been provided under the provisions of the mandatory dedication and the facilities will be properly developed and maintained for future residents through covenants, etc.



The monetary value of recreational facilities to be provided in subdivisions is calculated using a formula of a standard value of facilities per population of 500 (a value of \$340,500 as of August 2008). The value is based on amenities including picnic area, sitting area, playgrounds, open play area, fitness trail, basketball court, and tennis court. However, there is flexibility in the components to be included in the park design based on community need.

There are many examples across the country of communities that require private residential developments to provide pocket parks or recreation facilities to serve its new residents. A common concern for private recreation facilities owned and maintained by homeowners associations (HOAs) is the long-term viability of that HOA to operate and maintain these facilities. These concerns have been expressed by planning staff and more study is needed to fully evaluate the long-term viability recreation facility portion of the Subdivision Code.

Key Issues

Across the county, there is also a growing recognition that new residential development should “pay its own way” or contribute to the parks and recreation facilities to meet the needs of new residents. To what degree should new residential developments be expected to contribute to Prince George’s County parkland standards? To what degree is the county willing to subsidize these standards?

With a parkland standard of 35 acres per 1000 population the parkland dedication ordinance only partially satisfies the standard and the expectation is that M-NCPPC will purchase additional parkland to meet the standard. Historically most of M-NCPPC’s parkland acquisition funding has come from a State of Maryland grant program called Program Open Space that channels real estate transfer tax revenues to local jurisdictions for park acquisition and development. With over 26,000 acres of parkland to serve a population of 850,000 the county is not that far from the standard countywide (32.7 acres per 1000). That being said, there are many areas, particularly inside the Beltway, that are well below the standard and that are already fully built. Attempts to acquire additional parkland in these areas will be marginally successful at best. Most of the Department of Parks and Recreation in Prince George’s County’s efforts have been to keep up with new growth outside the Beltway and acquire waterfront property on the Patuxent and Potomac Rivers for natural resource protection and public access.

Many communities require parkland dedication as well as park impact fees. Impact fees are payments required by local governments of new development to provide new or expanded public capital facilities required to serve that development. When based on a comprehensive plan and used in conjunction with a capital improvement plan, impact fees can be an effective tool to ensure adequate infrastructure to accommodate growth, according to the American Planning Association’s *Policy Guide on Impact Fees*. (<www.planning.org>)

Should the county require a park impact fee to contribute to the development of parks and recreation facilities to meet the demands of new residents? Many communities across the country require park impact fees to develop or improve the parkland that has been dedicated. In some cases they may instead require private developments to construct parks and recreation facilities to serve their community.

While Maryland does not have state enabling legislation for impact fees (27 states did as of 2008), many counties in Maryland have some form of impact fee. Montgomery County has an impact fee on new buildings and additions to commercial buildings to fund improvements in transportation and public school systems (two impact fees). Anne Arundel County has a development impact fee to fund public infrastructure such as schools, roads, and public safety facilities. Carroll County has an impact fee to offset the burden that new development creates on schools and parks – levied on all new residential units (townhouse, \$7,610; single family, \$6,836; mobile home, \$3,599; multi-family \$2,787).

4. Capital Project Planning

One of the primary functions of the Park Planning and Development Division is the preparation of the Capital Improvement Program (CIP) and the planning, design, engineering, and construction management of those CIP projects.

The CIP is a six-year program for park acquisition and development. Preparation of the CIP is based on staff assessment of need and community input from written requests, oral testimony, and public forums. Funding for the CIP is based primarily on proposed M-NCPPC bond sales, transfers to the CIP from the Park Fund (PAYGO), Maryland Program Open Space (POS) grants, and various other state and federal grants. About 10 percent of the CIP budget has come from POS grants since FY 1984. Federal funds, such as the Community Development Block Grants (CDBG), have contributed to major projects such as Kentland Community Center and Columbia Park Community Center.

A strategic initiative for FY 2010 is to implement e-Builder Project Management System for all current CIP projects. The division has also been working to add staff to streamline the contracting process for Capital Improvement Projects.

Planning and Development Division staff identified the need for clear standards and criteria to guide CIP decisions. Agreed upon level of service standards are desired to equitably plan for system improvements and expansion as the county population grows. In particular, Department staff has articulated an interest in creating standards related to indoor community and recreation facilities. In the absence of these standards it is difficult to ensure equity across the system.

5. Key Issues and Opportunities

In summary, the Department of Parks and Recreation in Prince George's County has a number of issues and opportunities to improve planning and development functions that include the following.

- Need for agreed-upon standards and criteria to guide Capital Improvement Program decisions (e.g. standards to create equity for indoor centers, etc.).
- Interest in a sustainable approach to building and maintaining facilities (e.g. capital and operating costs).
- Better communication and coordination of planning (e.g. within M-NCPPC, with local and state agencies).
- Improvements to parkland dedication system.
- Community expectations for equitable service in the county need to be reviewed in light of the M-NCPPC Metropolitan District taxing boundaries for parks and recreation service in Prince George's County, which is not consistent throughout the county. For example, a section of the southern part of the county is not included in the park taxing district.

H. PARK POLICE

1. Overview

The Park Police are charged with the responsibility for crime prevention; ensuring safety, security, and environment protection of the M-NCPPC's property; and safety for all park patrons. This is achieved by enforcing park rules and regulations; applications of state, criminal, and traffic codes; and conducting security checks through the maintenance of 24-hour patrols. There are four main areas of operation within the Park Police Division: Office of Division Chief, Field Operations, Investigative Operations, and Support Operations. In 2008, the Park Police received re-accreditation through the Commission on Accreditation for Law Enforcement Agencies.



Park Police recently added three-wheel (T-3s), front drive electric vehicles to their fleet to be used to patrol at special events, around the Hyattsville Metro, Northwest Branch, and Henson Creek hiker-biker trails, and at National Harbor. The T-3s add to park police patrols using cruisers, horses, motorcycles, and bicycles.

The Park Police is very active in the community and participates in 200 community events each year. A cornerstone of the Park Police philosophy is found in its Operation C.A.R.E. program, designed to work closely with the community in resolving issues of local concern. Other programs include the Cops Camp for Kids, DARE, Doing Something Right, and the Park Police Community Volunteer Academy.

Volunteers perform bicycle patrols on hiker/biker trails, fingerprint citizens for childcare clearances and employment purposes, provide information and traffic direction at large events and festivals, and perform other important tasks.

2. Key Issues & Opportunities

Safety and security was identified in the Community Survey as the top reason (37% of respondents) for not using parks, facilities, and programs offered by M-NCPPC in Prince George's County. However, it is interesting to note that according to customer responses to a Department online and brochure-based survey (as of January 2009), 91 percent of respondents indicated they felt safe both inside and outside of the facility.

A focus group with Park Police representatives identified a larger volume of calls for service and an increase in gang violence in the county. Staff felt they were in a reactive position and expressed an interest in employing more pro-active community policing practices such as attending community meetings in problem areas and being more visible through use of bike and mounted patrols.

It is important to continue to coordinate planning and community outreach efforts to improve safety. A comprehensive community policing approach towards addressing safety and crime issues is needed between Park Police, program and facility staff, program participants, and community groups. Opportunities exist to ensure strong collaboration including a strategic initiative for FY 2010 to create a success Safe Summer program by providing youth a safe positive place for activities through extended facilities hours (six days a week from 10 pm to midnight). Additionally, the recently established Park Police Community Services Unit for youth and community outreach programs demonstrates the Department's commitment to improving safety.

The *Public Safety Facilities Master Plan* (March 2008) for Prince George's County identified the need for Crime Prevention through Environmental Design (CPTED) goals, principles, and guidelines to be incorporated into the development review and permitting process. Additionally the plan recommended that the police play a more active role in planning and design issues. Coordinated planning within the Department of Parks and Recreation in Prince George's County as well as with other county agencies is needed for all crime prevention efforts.

I. MAINTENANCE

1. Overview

In the 1960's the Department of Parks and Recreation maintained its parks and facilities out of a single site on Calvert Road. Since then, additional sites have been added, and there are currently six primary locations for maintenance operations:

- Northern Area Maintenance Facility in the Northeast Sub-area.
- Glenridge Maintenance Facility in Northwest B.
- Central Area Maintenance Facility and Randall Farm in Central East.
- Bock Road Maintenance Facility and Cosca in South.

Randall Farm is now the largest location, with many activities originating from that location. This centralized approach seems to work well for maintenance staff, but some feel that the park system has grown large and spread out enough that it may be time to duplicate this model on a smaller scale, perhaps by consolidating some of the other locations.

Having a single primary location is efficient in some ways, but in others it creates inefficiencies. Randall is centrally located within the county, but not necessarily close to where parks and facilities are concentrated. The advantage of having things in a central location is that communications between maintenance personnel are easier than if people are scattered about. On the other hand, travel and response times to job sites can be lengthy, creating inefficiencies.

Under the current structure, Randall Farm is the central location for primary trades. The five remaining satellite sites report to Area Operations within the North, Central, and South areas, and call upon Randall Farm for services and equipment. The Prince George's County Sports & Learning Complex and the Equestrian Center maintenance staff report to the Director of their facility.

Some of the satellite sites, such as Bock Road and Glenridge, have limited space and cannot expand to meet growing needs.

2. Key Issues & Opportunities

When supervisors and other maintenance staff were asked to describe what is working well under the current system, the responses included:

- Consolidation into one maintenance yard, Randall Farms works well, and it is a large facility with room to expand; having this central location facilitates communication and coordination of projects.
- Decentralized with satellite sites that report to Area Operations provides responsiveness to the recreation function of the Department.
- Day-to-day work accomplished in the satellite sites and by Natural and Historical Resources Division (NRHD) at Patuxent – doing routine maintenance tasks such as trash pick-up, mowing works well; also the satellites do smaller maintenance tasks and preventative maintenance.

When asked what is not working well, the responses included:

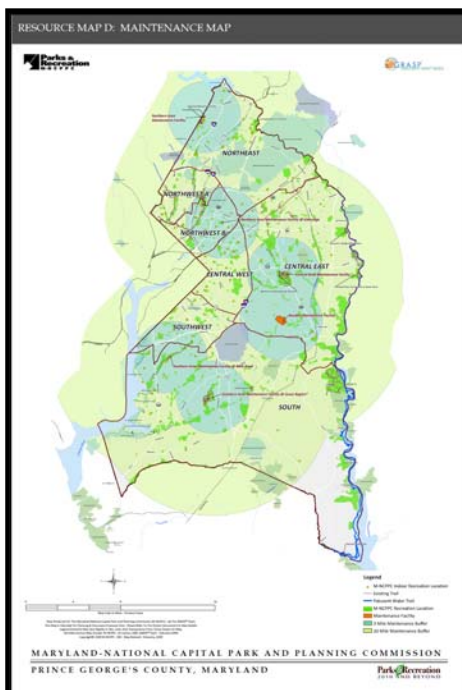
- Could have better methods of communication between satellites – tracking system of work orders, etc.
- Would be more efficient to have one maintenance yard in south region, i.e. one satellite location instead of two. However, this would likely require finding a new site, since neither of the existing sites is large enough to expand upon.

When asked what the key issues are that should be addressed as part of this planning process, answers included:

- How to handle planning for growth in operations.
- How to handle additional tasks from the county government – hard to plan for these. Currently they are supplementing county maintenance by mowing the county maintenance yard, plowing county roads, and helping with other county functions.
- Need clearly defined agreements with schools and other partners. Need to review and update agreements and formulate agreements where none (other than “handshake” agreements) exist. Establish a timeframe for review and revision of such agreements as needed.
- Need to track costs for additional county tasks to address budget creep issues.
- Look at consolidated reporting or improvements to existing structure. Current structure is operating but efficiency could be improved; may need some new boundaries for operations areas.
- Address the need for more staff to keep up ballfields (cannot aerate, overseed)-need to upgrade maintenance of fields.

Improvements mentioned for future and build-out include:

- Need an overall coordinated system-wide maintenance master plan. A detailed one, not just broad-brush. Also, develop maintenance standards – for example, two week mowing schedule for most areas, more frequent for ballfields.
- Upgrade maintenance tracking/computer program. Set performance measures and track progress.
- Enlarge maintenance shops.
- Keep satellites, but expand/enlarge and/or consolidate them.
- Plan for expansion of Randall Farm site.
- Some of functions/trades from Randall Farm could be put into satellite sites to improve efficiencies.
- Consider the option of partnering with municipalities to maintain properties
- Consider a model of smaller operations with take-home equipment (versus driving to maintenance yard) to improve efficiencies and lessen travel time.
- Eliminate satellite facilities and create a central one in south area to have fewer but more functional maintenance yards. However, it was mentioned that in the central area Watkins is outdated, and they would prefer more satellites, so perhaps it depends on the area.
- Park Police need more yards – maybe co-locate with them?
- Staffing issues – the budget supports more staff, but it’s difficult to get people at the salary scale that has been set.
- Address the expectation that we become more of a regional venture and need to do more regional events with more visibility.
- In perfect world every capital project would come with equipment replacement but it does not.



Larger maps are located in Appendix E.

- Address the need for more sports fields in north area. In Bowie and elsewhere, some fields are underutilized and still being permitted out. Each area could have artificial turf field (areas that can be lit) as a way to increase capacity.
- Sometimes lighting of fields get caught up in politics. Find ways to address this.
- Need to coordinate with the facilities assessment plan coming next year.

*Resource Map D (see **Appendix E**) shows where the current maintenance facilities are located, with radial travel distances for each one. Radii of three miles and ten miles have been plotted around each facility. The three mile distance represents conservatively the area that is within ten minutes travel time of the facility, and the ten mile radius represents from 20 to 30 minutes travel time.*

The map shows that with the exception of the far southeast tip, the entire county is within a 10-mile radius of one of the facilities. However, given the size of the county and the potential for congestion, the travel times from Randall Farm to some parts of the county are in excess of 30 minutes each way during busy periods.



7. SUMMARY OF KEY FOCUS AREAS FOR RECOMMENDATIONS

The Department of Parks and Recreation in Prince George’s County provides an impressive array of diverse facilities and program offerings and is recognized nationally as a parks and recreation leader. The Department embarked on the **Parks & Recreation: 2010 and Beyond** to build on this strong foundation and position the Department to meet the needs of county residents, now and into the future.

The information gathering and needs assessment phase of the project took place between October 2008 and February 2009 and included the following components: extensive community and stakeholder input, inventory and analysis of Department and key alternative provider facilities, program analysis, review of demographics and parks and recreation trends, integration with existing plans, and review of administration and management practices.

Following is a summary of focus areas and findings identified throughout the information gathering and needs assessment process. These focus areas for recommendations will guide future elements of the **Parks & Recreation: 2010 and Beyond** project – the 2040 Framework Plan and Strategic Plan. (The *Key Issues Identification Matrix* at the end of this chapter provides more detail on key issues identified throughout the findings and information gathering phase of the project.)

A. EQUITY AND LEVEL OF SERVICE STANDARDS

Community input and staff input identified the desire to equitably deliver parks and recreation services and facilities throughout the county. Clarifying standards, yet allowing for responsiveness to the diverse needs of different areas of the county, will assist with planning to equitably meet the needs of residents today and in the future. With unclear standards, the Department of Parks and Recreation in Prince George’s County is put in a reactive position. Developing level of service standards for indoor recreation facilities is one area of focus to position the Department to plan in a sustainable way for future needs. Furthermore, the land dedication requirements for new developments need to be re-evaluated to ensure that they are adequately meeting the park and recreation needs as the county grows.

The community survey provides valuable information on community priorities and can help guide Capital Improvement Program planning efforts. For example, the survey identified the following outdoor components as most important to add, expand, or improve: multi-use fields, picnic shelters, playgrounds, natural areas, and trails. Multi-purpose fields (quantity and quality) ranked as top priority for improvements in the survey and came up as a theme in many of the public meetings and focus groups as did trail connectivity and amenities. Indoor recreational amenities identified as important by survey respondents include: designated space for youth and teen activities, indoor walking tracks, designated space for seniors, weight rooms, and cardio fitness space.

Note: Since it was identified as a key issue, a more detailed analysis of indoor spaces has been provided separately as a staff resource document (with results included in the Vision and Strategic Planning documents).

B. STRATEGIC PROGRAMS

The community input confirmed a strong appreciation for the diverse program offerings of the Department of Parks and Recreation in Prince George's County and a desire to offer them equitably across the county. Furthermore, public input identified the importance of offering programs sensitive to the needs and interests of the ethnically diverse communities in the county.

Public input emphasized the need to offer accessible programs for school-aged children with strong support voiced for partnerships with schools.

The community survey results showed the largest amount of need in the following program areas:

- Fitness and wellness programs
- Walking, biking, and hiking
- General skills education (computers, cooking, babysitting, etc.)
- Nature and environmental programs
- Cultural / arts programs
- Swimming programs/lessons

This supports the need to continue to focus on programs in these areas, as well as supporting facilities. Of these programs, general skills education was high in unmet needs, suggesting an opportunity for the Department to expand offerings in this area. Comments from participants through the focus groups also expressed interest in general education classes, especially related to youth development and teens.

Through staff input and analysis by the consultant, the following organizational development improvements to improve management and service delivery were also identified: clarifying performance measures, financial management, and staff training and development (use of SMARTlink, program planning, customer service, etc.).

C. COMMUNITY RELATIONS AND COLLABORATIONS

A repeated theme from community input was the need to continue to get the word out about Department services and facilities. Survey participants indicated that electronic communication (email and websites) were the best way to reach them (14 percent currently get info by email, but 37 percent indicate that email is the best way to communicate). Creative communications and outreach to engage diverse ethnic groups, young people, and underserved groups was also identified as a need by staff and community members.

While the Department of Parks and Recreation in Prince George's County offers many ways for residents to get involved through volunteer activities, advisory boards, and recreation councils, staff and community input identified the need to continue and expand these efforts. In particular, there is a need to re-evaluate the recreation councils in order to enliven participation.

A strategic approach toward the development of collaborations and partnerships was identified as a need, including the partnership with the Boys and Girls Clubs for youth sports. Additionally, opportunities to expand collaborations with municipalities, faith-based groups, business, and civic associations were also identified.

D. TRANSPORTATION, ACCESS, AND PUBLIC SAFETY

Community members expressed various barriers to participation and access to Department parks and recreation facilities and services – transportation access and perceived safety issues. In terms of transportation, a majority of survey respondents currently use their car to get to facilities; however many expressed an interest in using alternative means of transportation – walking, biking, and using public transportation. Including accessible location criteria for new acquisitions (public transportation, walking, biking, and driving) should be considered. In addition, trail connectivity and amenities was identified as a key issue throughout the survey and public process. Special concern for access to facilities by youth and older adults was expressed.

Community concerns were also articulated about public safety, particularly as it related to crime and gang activity in park areas. According to the survey, the top reason for not using programs and facilities was perception of safety (37%). These safety concerns, whether real or perceived, do appear to affect the image of the Department and its services, and therefore, community interests in participation. Continued efforts to address community safety issues through programs and internal and external collaborations will be important.

E. FINANCIAL AND OPERATIONAL SUSTAINABILITY

There is no broad consensus or knowledge of a subsidy allocation and cost recovery philosophy that reflects the values of the organization including community, staff and leadership. A philosophy that guides decisions relative to resource allocation is invaluable for making financial management decisions such as allocating subsidy and determining fair and equitable pricing of services. Currently, the Department is “living off of the existing fund balance.” The fund balance is expected to meet expenditures within the next six years, which could leave the Department positioned to reduce services. Developing and adopting a subsidy and cost recovery philosophy will be important as the Department works to sustain services in both the short and long term.

Improving financial management through the tracking of program expenses and revenues will be important. Currently, the staff does not consistently determine the direct (and indirect) costs of each recreational service. By determining the direct and indirect costs for each service including programs, activities and events, fees and charges can be established and assessed in an informed way and financial resources can be managed effectively. This will allow the Department the ability to articulate the true costs of providing services to the community.

Pricing services can be done in a variety of ways – the most common being based upon market tolerance, competitive pricing, and by arbitrary pricing. Many Department services have been priced based upon the latter and are determined by adding a flat rate or percentage on to the previous year’s fee or charge. Due to the Department’s strong financial condition and plentiful financial resources staff has become accustomed to this method.

While the Department works to identify the operations and maintenance costs of new facilities, adequate funding to support the long-term operational costs of maintaining the system is essential for the financial health of the organization.

F. KEY ISSUES IDENTIFICATION MATRIX

Key issues were identified throughout the findings and information gathering phase of the project. The *Key Issues Identification Matrix* provides a summary of these issues identified from qualitative analysis (i.e. public meetings, focus groups, and staff interviews), quantitative analysis (i.e. statistically-valid survey and inventory and Level of Service analysis), and consultant professional expertise. This matrix provides focus areas for the next phase of the **Parks & Recreation: 2010 and Beyond** project – the development of recommendations to be included in *Volume 2: 2040 Vision and Framework and 10 Year Strategic Plan*.



Key Issues Identification Matrix - Prince George's County Department of Parks and Recreation						
2008-09 - Data Source	Qualitative Data			Quantitative Data		Best Practice
Rating Scale 0 - not applicable 1 - minor concern 2 - opportunity to improve 3 - key issue/priority	Public Meetings	Focus Groups	Staff Interviews	Statistically Valid Survey	Inventory & LOS (GRASP®) Analysis	Consultant Professional Expertise
Key Issue: Level of Service Standards						
LOS standards and appropriate distribution of indoor centers	2	3	3		3	3
Land dedication issues (fee in lieu, rec facilities)			3			3
Increase LOS in south and southwest		3			3	3
Acquire and preserve natural areas	2	2		2		2
Key Issue: Public Involvement						
Provide opportunities for involvement	2	2	3			2
Re-evaluate recreation councils	2		3			3
Promote volunteer opportunities (youth service, etc.)		2		2		2
Key Issue: Marketing and Communications						
Increase public awareness of services	2	2		2		2
Increase web-based communication		2		3		2
Cross market (e.g. tourism, etc.)		2				2
Outreach to underserved or underrepresented groups		3	3			2
Use of community centers as information/resource centers		2	2			2
Key Issue: Collaborations and Partnerships						
Expand school partnerships	3	3				3
Streamline school joint use agreement			3			2
Outreach to underserved groups		2	3			3
Improve collaborations with Boys & Girls Club, youth sports associations for field use	2	2				3
Key Issue: Transportation and Access						
Increase access and transportation opportunities (focus on kids and seniors)	3	3		2		2
Add sidewalks to and within parks		2				2
Increase trail connectivity	3	3		3	3	3
Key Issue: Programs and Activities						
General education and youth development programs	3	3		3		2
Diverse programs distributed throughout the county (including south area)	2	3		3		2
Afterschool programs youth (focus on at risk youth and teens)	3	3	2	3		3
Older adult activities		2		2		2
Maintain and expand fitness and wellness programs			2	3		3
Expand arts and culture programs (celebrate diversity)		2		2		2
Expand environmental education		2		2		2
Provide convenient hours of operation, length of sessions, drop-in	2	2		2		2
Reevaluate underperforming programs			2	2		3
Key Issue: Facilities to Add, Improve, or Expand						
Multi-use athletic fields (soccer, football)	2	3		3		3
Lighting of athletic fields	2		2			2
Playgrounds		2		3		2
Picnic shelters				3		2
Natural areas	2	2		3		2
Trails and connections	3	3		3		3
Additional facilities (outdoor swimming, public gardens, basketball, etc.)	2			2		2
Improve existing parks, trails, and open space	2	2		3		2
Fitness spaces	2	2		2		2
Renovate aging facilities	2			2		2
Spaces for teens	2			3		2
Spaces for seniors	2	2		3		2
Indoor tracks				3		2
Indoor pools	2			3		2
Key Issue: Maintenance						
Maintain what we have	2	2		2		3
Preventative maintenance (indoor centers, fitness equipment, etc.)			2	2		2
Ensure consistent maintenance across county	2					2
Improve management of natural areas and watersheds	2	2				2
Location and function maintenance shops			3		2	3
Key Issue: Staff and Organizational Development						
Financial management and long-term operational sustainability			3			3
Strategic program planning			2			3
Performance measurements			3			2
Lack of consensus on cost recovery expectations			3			3
Staff training (e.g. customer service, financial management, etc.)	2	2	2	2		2
Key Issue: Safety and Security						
Safety in parks (real or perceived)	3	3	2	3		2
Need for youth programs and facilities with focus on teens	3	3	2	3		3
Police visibility and problem-oriented policing			2			2
Better lighting in parks	2	2				2

Note: Key Issues Identification Matrix to be further developed in Vol. 2 2040 Vision and Framework Plan and 10-Year Strategic Plan

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APPENDIX A – NEEDS ASSESSMENT SURVEY INSTRUMENT AND RESULTS

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**THE MARYLAND – NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE’S COUNTY PARKS AND RECREATION NEEDS ASSESSMENT SURVEY 2008**

CURRENT PROGRAMS AND FACILITIES

1. **Approximately how many times in the last twelve months have you or members of your household (include all family members and guests) used the following recreation facilities and/or programs managed by M-NCPPC in Prince George’s County? (ENTER NUMBER OR 0 IF NONE) Then, please rate how important you feel each of these parks and recreation facilities is to the community, using a scale from 1 to 5, where 1 means “Not At All Important” and 5 means “Very Important.”**

	#TIMES USED	NOT AT ALL IMPORTANT				VERY IMPORTANT
Athletic fields	_____	1	2	3	4	5
Community centers	_____	1	2	3	4	5
Neighborhood and community parks	_____	1	2	3	4	5
Playgrounds	_____	1	2	3	4	5
Swimming pools	_____	1	2	3	4	5
Senior centers	_____	1	2	3	4	5
Arts centers	_____	1	2	3	4	5
Historic sites and museums	_____	1	2	3	4	5
Golf courses	_____	1	2	3	4	5
Gymnastics centers	_____	1	2	3	4	5
Ice rinks	_____	1	2	3	4	5
Tennis courts/tennis bubbles	_____	1	2	3	4	5
Natural area parks (unprogrammed open space)	_____	1	2	3	4	5
Nature centers	_____	1	2	3	4	5
Trails	_____	1	2	3	4	5
Waterfront parks	_____	1	2	3	4	5
Fairland Regional Park	_____	1	2	3	4	5
Walker Mill Regional Park	_____	1	2	3	4	5
Watkins Regional Park	_____	1	2	3	4	5
Cosca Regional Park	_____	1	2	3	4	5
Prince George’s Sports & Learning Complex	_____	1	2	3	4	5
Fairland Athletic Complex	_____	1	2	3	4	5
Prince George’s Equestrian Center/Show Place Arena	_____	1	2	3	4	5
Other: _____	_____	1	2	3	4	5

2. **Overall, how well do you think the parks, trails, recreation facilities, and programs provided in Prince George’s County are currently meeting the needs of the community? Please provide an answer for each choice whether you use the facility or not. (CIRCLE APPROPRIATE RESPONSE FOR EACH)**

	NOT AT ALL	NOT VERY MUCH	SOMEWHAT	MOSTLY	COMPLETELY	DON'T KNOW
Athletic fields	1	2	3	4	5	0
Community centers	1	2	3	4	5	0
Neighborhood and community parks	1	2	3	4	5	0
Playgrounds	1	2	3	4	5	0
Swimming pools	1	2	3	4	5	0
Senior centers	1	2	3	4	5	0
Arts centers	1	2	3	4	5	0
Historic sites and museums	1	2	3	4	5	0
Golf courses	1	2	3	4	5	0
Gymnastics centers	1	2	3	4	5	0
Ice rinks	1	2	3	4	5	0
Tennis courts/tennis bubbles	1	2	3	4	5	0
Natural area parks (unprogrammed open space)	1	2	3	4	5	0
Nature centers	1	2	3	4	5	0
Trails	1	2	3	4	5	0
Waterfront parks	1	2	3	4	5	0
Fairland Regional Park	1	2	3	4	5	0
Walker Mill Regional Park	1	2	3	4	5	0
Watkins Regional Park	1	2	3	4	5	0
Cosca Regional Park	1	2	3	4	5	0
Prince George’s Sports & Learning Complex	1	2	3	4	5	0
Fairland Athletic Complex	1	2	3	4	5	0
Prince George’s Equestrian Center/Show Place Arena	1	2	3	4	5	0
Other: _____	1	2	3	4	5	0

3. If you indicated 1, 2, or 3 for any of the facilities, services, and programs in Question #2, do you have any comments/suggestions for how these can be improved to better meet the needs of the community?

4. If you do not use parks, facilities, services, or programs managed or offered by M-NCPPC in Prince George's County, why not? If you do use the County's parks, facilities, services, and programs, what do you think is most in need of improvement? (CHECK ALL THAT APPLY)

- | | |
|---|--|
| 01) <input type="checkbox"/> Not aware of programs/facilities offered | 09) <input type="checkbox"/> Safety and security |
| 02) <input type="checkbox"/> Don't have the programs I want (such as:_____) | 10) <input type="checkbox"/> Location of facilities not convenient |
| 03) <input type="checkbox"/> Lack of transportation | 11) <input type="checkbox"/> Customer service / staff knowledge |
| 04) <input type="checkbox"/> No time / other personal issues | 12) <input type="checkbox"/> Price / user fees |
| 05) <input type="checkbox"/> Prefer other recreation providers | 13) <input type="checkbox"/> Hours of operation |
| 06) <input type="checkbox"/> Lack of facilities and amenities (such as:_____) | 14) <input type="checkbox"/> Need more restrooms |
| 07) <input type="checkbox"/> ADA accessibility (explain:_____) | 15) <input type="checkbox"/> Other:_____ |
| 08) <input type="checkbox"/> Condition of parks or facilities | |

5. What other recreation programs or facilities, if any, do you use? (CHECK ALL THAT APPLY)

- | | |
|--|---|
| 01) <input type="checkbox"/> Private or public schools | 09) <input type="checkbox"/> Parks outside of the County |
| 02) <input type="checkbox"/> Churches/houses of worship | 10) <input type="checkbox"/> Private sports leagues |
| 03) <input type="checkbox"/> YMCA/YWCA | 11) <input type="checkbox"/> Prince George's County Boys & Girls Club |
| 04) <input type="checkbox"/> Homeowners Associations facilities | 12) <input type="checkbox"/> Municipal, State, and National Parks in the County |
| 05) <input type="checkbox"/> Private health and fitness clubs | 13) <input type="checkbox"/> Civic associations |
| 06) <input type="checkbox"/> Private instruction (dance, martial arts, etc.) | 14) <input type="checkbox"/> Others_____ |
| 07) <input type="checkbox"/> Private golf courses | 15) <input type="checkbox"/> None of the above |
| 08) <input type="checkbox"/> Trails outside of the County | |

6. Please rate the following aspects of Prince George's County Parks and Recreation Department (M-NCPPC). Use a scale from 1 to 5, where 1 means "Poor" and 5 means "Excellent."

	POOR				EXCELLENT	DON'T KNOW
Customer service of M-NCPPC staff	1	2	3	4	5	0
Number of Community Centers	1	2	3	4	5	0
Quality of Community Centers	1	2	3	4	5	0
Maintenance of Community Centers	1	2	3	4	5	0
Variety of recreation programs offered (e.g., classes, festivals, etc.)	1	2	3	4	5	0
Quality of recreation programs offered	1	2	3	4	5	0
Number of parks	1	2	3	4	5	0
Quality of parks	1	2	3	4	5	0
Overall maintenance of parks M-NCPPC maintains	1	2	3	4	5	0
Number or amount of natural areas available	1	2	3	4	5	0
Number of trails available	1	2	3	4	5	0
Connectivity of trails	1	2	3	4	5	0
Trail maintenance (e.g., surface repair, weeds, etc.)	1	2	3	4	5	0
Restroom availability and maintenance	1	2	3	4	5	0
Quality of signage	1	2	3	4	5	0

7. Thinking in general about how you and other members of your immediate family spend your leisure time, how would you rate your or their interest in each of the following activities? For each activity, please indicate whether it is something you or members of your family 1 "Avoid," 2 "Could take or leave," 3 "Really enjoy but don't do as much as you would like," or 4 "Do on a regular basis."

	AVOID	TAKE OR LEAVE	REALLY ENJOY	DO ON REGULAR BASIS	DON'T KNOW
Going to museums	1	2	3	4	0
Attending the symphony	1	2	3	4	0
Attending the opera	1	2	3	4	0
Attending live theater productions (plays, musicals, dance performances)	1	2	3	4	0
Attending music concerts, other than the symphony	1	2	3	4	0
Attending live professional or semi-professional sporting events	1	2	3	4	0
Participating in indoor sports or exercise activities	1	2	3	4	0
Participating in outdoor sports or exercise activities	1	2	3	4	0
Participating in artistic or creative activities	1	2	3	4	0
Visiting historical sites	1	2	3	4	0
Attending community festivals	1	2	3	4	0
Traveling	1	2	3	4	0

FUTURE FACILITIES, AMENITIES, AND SERVICES TO INCLUDE

8. Following is a list of **INDOOR** recreation facilities that could be added, expanded, or improved in Prince George's County. Please tell us how important each one is to you. (CIRCLE APPROPRIATE RESPONSE FOR EACH)

	NOT AT ALL IMPORTANT				VERY IMPORTANT	DON'T KNOW
01) Community meeting rooms	1	2	3	4	5	0
02) Arts and craft space	1	2	3	4	5	0
03) Designated space for youth and teen activities	1	2	3	4	5	0
04) Designated space for seniors / older adults	1	2	3	4	5	0
05) Performing arts space	1	2	3	4	5	0
06) Multi-purpose gymnasium space	1	2	3	4	5	0
07) Indoor swimming pool with lap lanes for fitness swimming / competition	1	2	3	4	5	0
08) Indoor leisure pool	1	2	3	4	5	0
09) Gymnastics facility	1	2	3	4	5	0
10) Fitness class space	1	2	3	4	5	0
11) Weight room and cardio fitness space	1	2	3	4	5	0
12) Climbing wall	1	2	3	4	5	0
13) Indoor athletic fields (e.g., soccer, football, etc.)	1	2	3	4	5	0
14) Indoor tennis	1	2	3	4	5	0
15) Indoor racquetball	1	2	3	4	5	0
16) Indoor walking/running track	1	2	3	4	5	0
17) Ice rink	1	2	3	4	5	0
18) Other: _____	1	2	3	4	5	0

9. Please rank the three most important **INDOOR** facilities above. Insert one number (1-18) from the list in Question #8 above for highest priority, second most important, and third most important priority.

_____ Most important _____ Second most important _____ Third most important

10. Following is a list of **OUTDOOR** facilities that could be added, expanded or improved in Prince George's County. Please tell us how important each one is to you. (CIRCLE APPROPRIATE RESPONSE FOR EACH)

	NOT AT ALL IMPORTANT				VERY IMPORTANT	DON'T KNOW
01) Baseball fields	1	2	3	4	5	0
02) Softball fields	1	2	3	4	5	0
03) Multi-purpose athletic fields for soccer, football, etc.	1	2	3	4	5	0
04) Picnic shelters	1	2	3	4	5	0
05) Skate park	1	2	3	4	5	0
06) Trails	1	2	3	4	5	0
07) Natural areas	1	2	3	4	5	0
08) Outdoor tennis courts	1	2	3	4	5	0
09) Basketball courts	1	2	3	4	5	0
10) Outdoor swimming pool	1	2	3	4	5	0
11) Outdoor water features / spraygrounds	1	2	3	4	5	0
12) Amphitheatre	1	2	3	4	5	0
13) Dog park	1	2	3	4	5	0
14) Playgrounds	1	2	3	4	5	0
15) Historic sites	1	2	3	4	5	0
16) Public gardens	1	2	3	4	5	0
17) Public art	1	2	3	4	5	0
18) Boating/fishing access	1	2	3	4	5	0
19) Other: _____	1	2	3	4	5	0

11. Please rank the three most important **OUTDOOR** facilities above. Insert one number (1-19) from the list in Question #10 above for highest priority, second most important, and third most important priority.

_____ Most important _____ Second most important _____ Third most important

Any other indoor or outdoor facilities or amenities not on the lists that would be important to you and your family?

TRAILS AND NATURAL AREAS

12. With respect to **TRAILS** and **NATURAL AREAS**, how important are the following to you and members of your household? Use a scale from 1 to 5, where 1 means “Not At All Important” and 5 means “Very Important.”

TRAILS	NOT AT ALL IMPORTANT				VERY IMPORTANT	DON'T KNOW
	1	2	3	4	5	
Improve trail connections	1	2	3	4	5	0
Improve trail maintenance	1	2	3	4	5	0
Build more trails	1	2	3	4	5	0
Provide parking areas at trailheads	1	2	3	4	5	0
Provide other trail amenities (such as benches, trash containers, drinking fountains, dog pick-up bag dispensers, signage, etc.)	1	2	3	4	5	0
Other: _____	1	2	3	4	5	0
UNDEVELOPED OPEN SPACE/NATURAL AREAS						
Preserve wildlife habitat	1	2	3	4	5	0
Create wildlife viewing opportunities	1	2	3	4	5	0
Minimize the impact of housing density and traffic	1	2	3	4	5	0
Preserve cultural and historic land uses (e.g., farming)	1	2	3	4	5	0
Provide access for people to natural areas	1	2	3	4	5	0
Protect rivers, creeks, and wetlands (e.g., reduce flood potential)	1	2	3	4	5	0
Create buffers between adjacent communities	1	2	3	4	5	0
Other: _____	1	2	3	4	5	0

PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS

13. Please indicate if **YOU** or any member of your **HOUSEHOLD** has a need for any of the following recreation programs by circling ‘Y’ for YES or ‘N’ for NO next to the program listed. If YES, please rate the programs currently available in Prince George’s County on a 1-to-5 scale, where 1 means “NONE OF YOUR NEEDS ARE BEING MET” and 5 means “100% OF YOUR NEEDS ARE BEING MET.”

	HAVE NEED FOR THIS PROGRAM?		IF YES, YOU HAVE A NEED, HOW WELL ARE YOUR NEEDS BEING MET?				
	YES	NO	0% MET	25% MET	50% MET	75% MET	100% MET
01) Sports Leagues - Youth	Y	N	1	2	3	4	5
02) Sports Leagues - Adult	Y	N	1	2	3	4	5
03) Children / Youth activities	Y	N	1	2	3	4	5
04) Cultural / arts programs	Y	N	1	2	3	4	5
05) History programs	Y	N	1	2	3	4	5
06) Day camp / playground programs	Y	N	1	2	3	4	5
07) After school programs	Y	N	1	2	3	4	5
08) Nature and environmental programs	Y	N	1	2	3	4	5
09) Fitness and wellness programs	Y	N	1	2	3	4	5
10) Fishing programs	Y	N	1	2	3	4	5
11) Hunting programs	Y	N	1	2	3	4	5
12) General education, skills education (computer classes, cooking, babysitting, etc.)	Y	N	1	2	3	4	5
13) Golf programs	Y	N	1	2	3	4	5
14) Gymnastics programs	Y	N	1	2	3	4	5
15) Walking, biking and hiking	Y	N	1	2	3	4	5
16) Programs for seniors /older adults	Y	N	1	2	3	4	5
17) Community events and festivals (specify: _____)	Y	N	1	2	3	4	5
18) Therapeutic recreation/inclusion services	Y	N	1	2	3	4	5
19) Swimming programs / lessons	Y	N	1	2	3	4	5
20) Pre-teen / teen activities	Y	N	1	2	3	4	5
21) Tennis programs	Y	N	1	2	3	4	5
22) Volunteer programs	Y	N	1	2	3	4	5

14. Do you have any additional comments or suggestions that you would like to offer regarding the above programs provided in Prince George’s County?

15. In general, who in your household participates in recreation programs and/or utilizes parks and recreation facilities? (CHECK ALL THAT APPLY)

- | | |
|---|---|
| 1) <input type="checkbox"/> Children | 5) <input type="checkbox"/> Adults |
| 2) <input type="checkbox"/> Pre-teens (10-12 years) | 6) <input type="checkbox"/> Seniors (60+) |
| 3) <input type="checkbox"/> Teens | 7) <input type="checkbox"/> None of the above |
| 4) <input type="checkbox"/> Young adults | |

COMMUNICATION

16. a) How do you usually or currently receive information on parks, recreation facilities, services, and programs (whether run by Prince George's County Parks and Rec Dept. or not)?
b) Recognizing there is a cost to communicating with you, how can we best reach you? (CHECK ONE ONLY)

- | | <u>16a.</u> | <u>16b.</u> | |
|-----|--------------------------|--------------------------|---|
| 01) | <input type="checkbox"/> | <input type="checkbox"/> | At the recreation facilities/program location |
| 02) | <input type="checkbox"/> | <input type="checkbox"/> | Program guides |
| 03) | <input type="checkbox"/> | <input type="checkbox"/> | Internet/website |
| 04) | <input type="checkbox"/> | <input type="checkbox"/> | E-mail |
| 05) | <input type="checkbox"/> | <input type="checkbox"/> | Word of mouth |
| 06) | <input type="checkbox"/> | <input type="checkbox"/> | Local newspapers |
| 07) | <input type="checkbox"/> | <input type="checkbox"/> | Flyer or brochure |
| 08) | <input type="checkbox"/> | <input type="checkbox"/> | TV |
| 09) | <input type="checkbox"/> | <input type="checkbox"/> | Radio |
| 10) | <input type="checkbox"/> | <input type="checkbox"/> | Through the schools |
| 11) | <input type="checkbox"/> | <input type="checkbox"/> | Other: _____ |

17. Overall, how good a job is M-NCPPC doing in communicating with you about recreation facilities, parks, open space, trails, and programs?

- | <u>POOR</u> | | | | <u>EXCELLENT</u> |
|-------------|---|---|---|------------------|
| 1 | 2 | 3 | 4 | 5 |

TRANSPORTATION

18. a) How do you currently get to parks and recreation facilities and programs in Prince George's County? (CHECK ALL THAT APPLY)

b) How would you like to get to parks and recreation facilities in Prince George's County?

- | | <u>18a.</u> | <u>18b.</u> | |
|----|--------------------------|--------------------------|-----------------------------|
| 1) | <input type="checkbox"/> | <input type="checkbox"/> | Walking |
| 2) | <input type="checkbox"/> | <input type="checkbox"/> | Riding your bike |
| 3) | <input type="checkbox"/> | <input type="checkbox"/> | Using public transportation |
| 4) | <input type="checkbox"/> | <input type="checkbox"/> | Driving your car |

FINANCIAL CHOICES

19. M-NCPPC recreation programs are financially supported by taxes and user fees. What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services? Would you say the fees are:

- | | |
|---|--|
| 1) <input type="checkbox"/> Too little | 3) <input type="checkbox"/> Too much |
| 2) <input type="checkbox"/> About right | 4) <input type="checkbox"/> Don't know/uncertain |

20. The M-NCPPC is responsible for developing and managing a variety of park and recreation services and facilities. If you were responsible for budgeting \$100 of the County's funds for new parks and recreation development or improvement projects, how would you spend it? You may allocate the entire amount to a single item or distribute it, based on your personal priorities, to two or more items (in minimum \$5 increments).

- | | |
|--|----------|
| Community centers | \$ _____ |
| Cultural arts | \$ _____ |
| Sports facilities | \$ _____ |
| Additional trails and trail connections | \$ _____ |
| New parks | \$ _____ |
| Improvements to existing parks, trails, and open space | \$ _____ |
| Additional programs | \$ _____ |
| Other (please describe): _____ | \$ _____ |

TOTAL SHOULD EQUAL \$100.00

SUGGESTIONS

21. Do you have any additional comments or suggestions that you would like to offer regarding facilities, services, and programs provided in Prince George's County?

DEMOGRAPHIC QUESTIONS

Just a few more questions about yourself to assist in classifying your responses . . .

22. Please indicate your gender:
1) Male 2) Female
23. What is your age? _____
24. _____ Including yourself, how many people live in your household?
_____ How many members of your household are under age 18?
_____ How many members of your household are over age 55?
25. Which of these categories best applies to your household?
1) Single, no children
2) Single with children at home
3) Single, children no longer at home (empty nester)
4) Couple, no children
5) Couple with children at home
6) Couple, children no longer at home (empty nester)
7) Multi-family household
26. What is your home ZIP code? _____
27. How long have you lived in the area?
_____ years OR Check here if less than a year
28. Where is your home/property located (refer to map on back of cover letter for sub-area locations):
1) Northeast sub area 4) Central East
2) Northwest 5) Southwest
3) Central West 6) Southern
29. Most people think of themselves as belonging to a particular ethnic or racial group. Do you consider yourself to be:
1) Caucasian/white (not Hispanic)
2) African American/black
3) Hispanic/Latino
4) Asian or Asian American
5) Native American
6) Some other ethnic group: _____
30. Which of these categories best describes the total gross annual income of your household (before taxes)?
1) Less than \$25,000
2) \$25,000 but less than \$35,000
3) \$35,000 but less than \$50,000
4) \$50,000 but less than \$75,000
5) \$75,000 but less than \$100,000
6) \$100,000 but less than \$250,000
7) \$250,000 but less than \$500,000
8) \$500,000 or more
31. Where did you receive this survey today?

Thank you for taking the time to share your opinions.
Your input will be of value in helping us develop our parks and recreation plan.
If you have questions, please call 303-864-6957 or email 2010andbeyond@pgparks.com.

**THE MARYLAND-NATIONAL CAPITAL PARK AND
PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PARKS AND
RECREATION NEEDS ASSESSMENT SURVEY
2008/2009**

FINAL RESULTS
FEBRUARY 2009

PREPARED FOR:

GreenPlay LLC

The Maryland-National Capital Park and Planning Commission

PREPARED BY:



RRC Associates
4940 Pearl East Circle, Suite 103
Boulder, Colorado 80301
303/449-6558

INTRODUCTION / METHODOLOGY

The Needs Assessment Survey was conducted primarily through a mailback survey, and was supplemented with an online version of the survey (both the mailback and online surveys were also available in Spanish). To further increase participation, two additional outreach efforts were also conducted by telephone: one directed at non-respondents to the mail and web versions of the survey to encourage participation, and another “robo-call” mass telephone campaign aimed at encouraging participation in the open-link version of the web survey (discussed below). Outreach and data collection began in early December 2008 and continued through the end of February 2009.

In total, the mail survey was sent to 14,000 randomly selected households located in Prince George's County. The number of households selected was generally representative of the population distribution throughout the seven subareas or PUMA's (Public Use Microdata Areas) that comprise the County (note that the Northwest subarea, originally consisting of two areas, was combined into one subarea during the questionnaire development phase to simplify analysis of results). A link and individually assigned password (one per household) were also included in the mailed invitation, in order to allow recipients to complete the survey online, should they prefer.

The first outreach effort conducted by telephone contacted 425 of the non-respondents to the mail and web versions of the survey to encourage participation in the survey. The “robo-call” mass telephone campaign, designed to encourage participation in the open-link version of the web survey, successfully reached 37,140 households.

Completed surveys received from the random mailing totaled 628 out of a net estimated 13,354 delivered (approximately 646 surveys out of the 14,000 originally mailed were returned “undeliverable” due to invalid addresses and/or residents who have moved and no longer reside at a particular address). Based upon the total sample size of 628 responses received, overall results for this sample have a margin of error of approximately +/- 3.9 percentage points calculated for questions at 50% response¹. Also, note that the resultant database is weighted by age of respondent, ethnicity, and subarea population to ensure appropriate representation of County residents across different demographic cohorts in the overall sample.

The primary list source used for the mailing was a third party list purchased from Equifax, one of the three largest credit reporting agencies in the world. Use of the Equifax list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

Additionally, an open-link version of the online questionnaire was made available to all residents of the County, who could complete the questionnaire if they did not receive one by invitation in the mail. As noted above, the robo-call telephone campaign also directed residents to this survey. Additional, extensive outreach undertaken by the County (through numerous public meetings, focus groups, coverage in the local media, etc.) also encouraged participation in the survey. A total of 801 open-link surveys were completed, resulting in a grand total of 1,429 total

¹ For the sample size of 628, margin of error is +/- 3.9 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

completed surveys received. The distribution of total survey responses by subarea of the County is shown in the following table.

Table 1
Survey Responses by Subarea

		Total Number of Responses
Subarea	Northeast	235
	Northwest	278
	Central West	106
	Central East	295
	Southwest	93
	Southern	371
	Unknown	51
Total		1429

As responses to the open-link version of the questionnaire are “self-selected” and not a part of the randomly selected sample of residents, results from the open-link questionnaire are kept separate from the mail and invitation web versions of the survey for the overall countywide analysis. The discussion and graphic illustrations of results that immediately follow focus only on results from the randomly selected sample of residents. However, the summary and analysis of responses at the subarea level, included as a separate section of the report, combine the open-link responses with the randomly selected responses in order to increase sample sizes and informational content at this level of analysis. This segmentation of the results helps to further “explain” local opinions and provides additional insight to parks and recreation issues in the area. Data tables showing these segmentations are provided as an appendix section.

Additionally, several of the questions on the survey form allowed respondents to “write in” their response or comment. A complete set of the comments is provided as an appendix section.

Key findings from the study follow below.

RESPONDENT PROFILE

Based on current US Census data of the adult population (over 19 years old) for Prince George's County, the age profile of residents is distributed as follows (which is, in part, the basis for the weighting of the survey data): 30 percent are under 35 years old, 22 percent between 35 and 44 years, 21 percent between 45 and 54 years, 15 percent between 55 and 64 years, and 13 percent 65 years or over. Sixty-four percent are African American, 18 percent Caucasian, 12 percent Hispanic / Latino, and 4 percent Asian or Asian American.

At least forty-six percent of responding households have kids living at home (33 percent couples with children at home plus 13 percent single with children at home), plus another 8 percent who live in "multi-family" households. Fifteen percent are couples without kids, 16 percent are single without kids, and 15 percent are empty-nesters (couples and singles with kids no longer at home).

Respondents have lived in the area for an average of almost 15 years, with 10 years being the median. More than one-third of respondents (37 percent) have lived in the area for five years or less. The population distribution by subarea or PUMA (which is also a basis for the weighting of the survey data) is as follows: 23 percent in the Northwest subarea, 15 percent Northeast, 13 percent Central West, 19 percent Central East, 16 percent Southwest, and 14 percent in the Southern subarea.

In regards to household income, 26 percent of responding households have annual incomes of less than \$50,000, 43 percent between \$50,000 and \$100,000, and 31 percent greater than \$100,000.

Figure 1
Respondent Characteristics

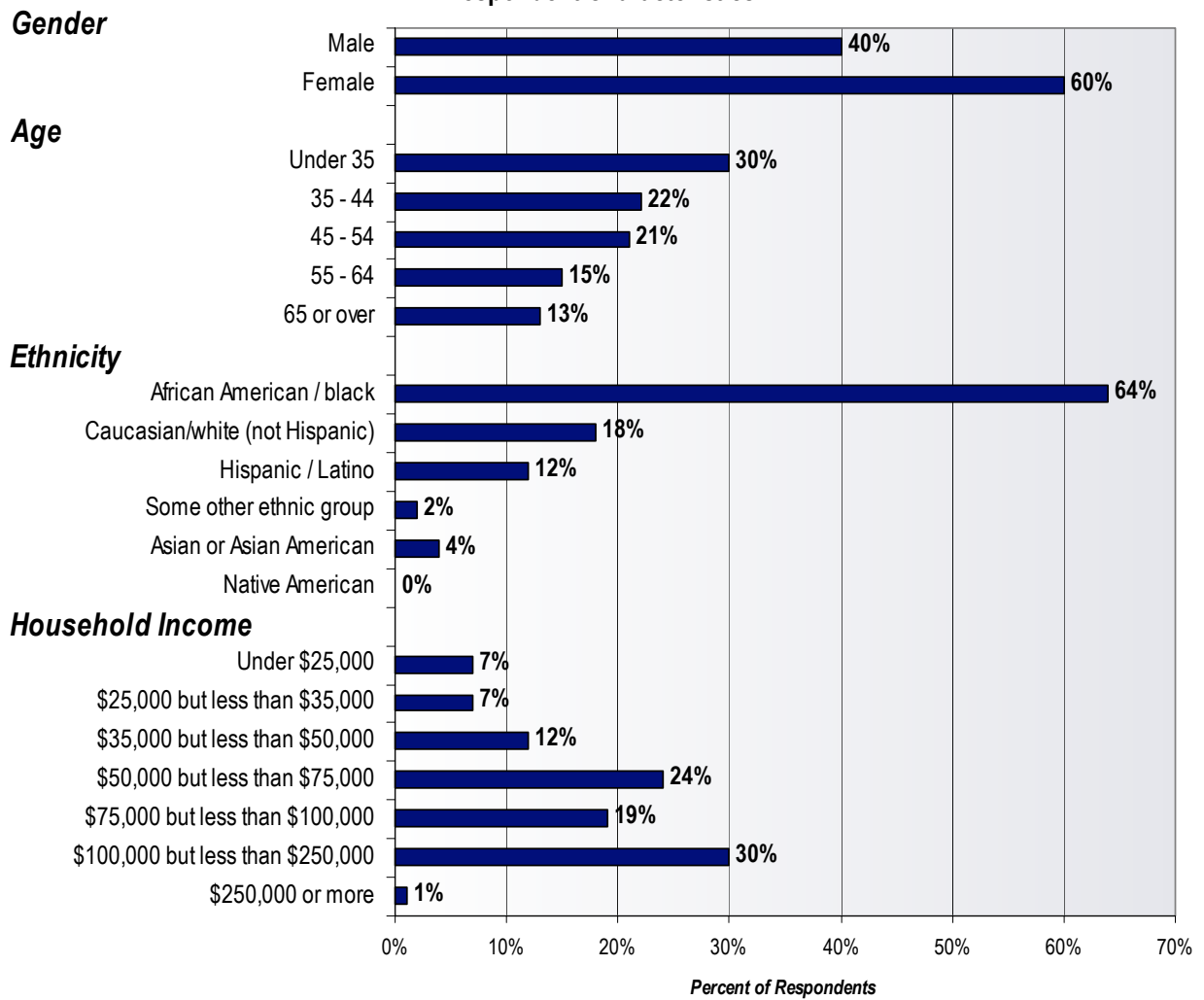
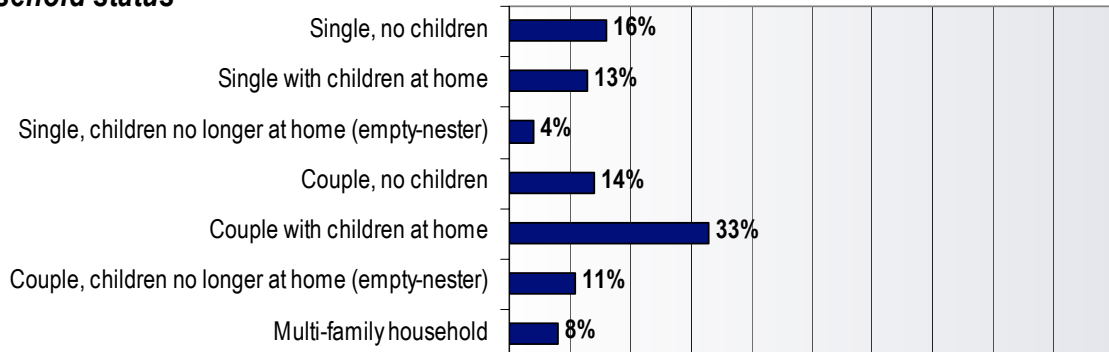
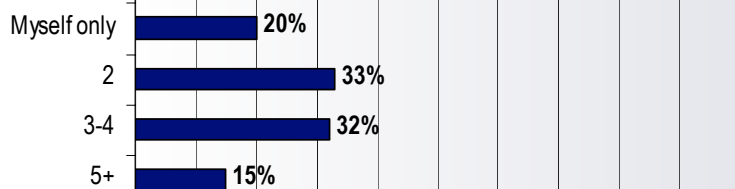


Figure 2
Respondent Characteristics

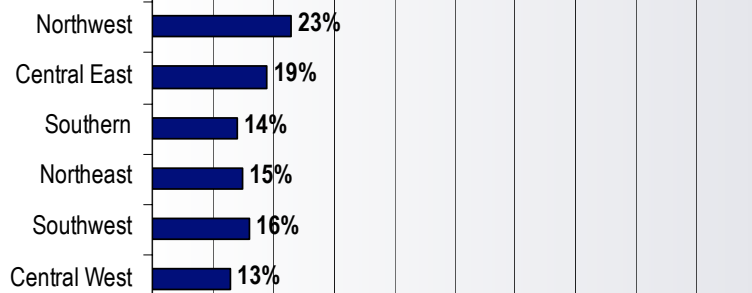
Household status



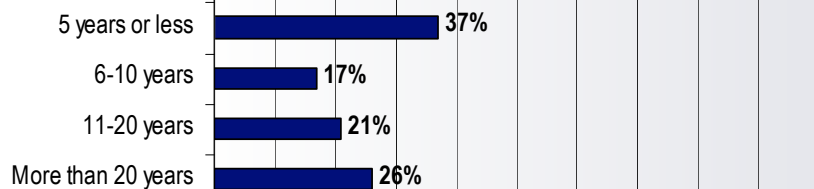
Number of people in household



Area live in Prince George's County



Length of time lived in Prince George's County



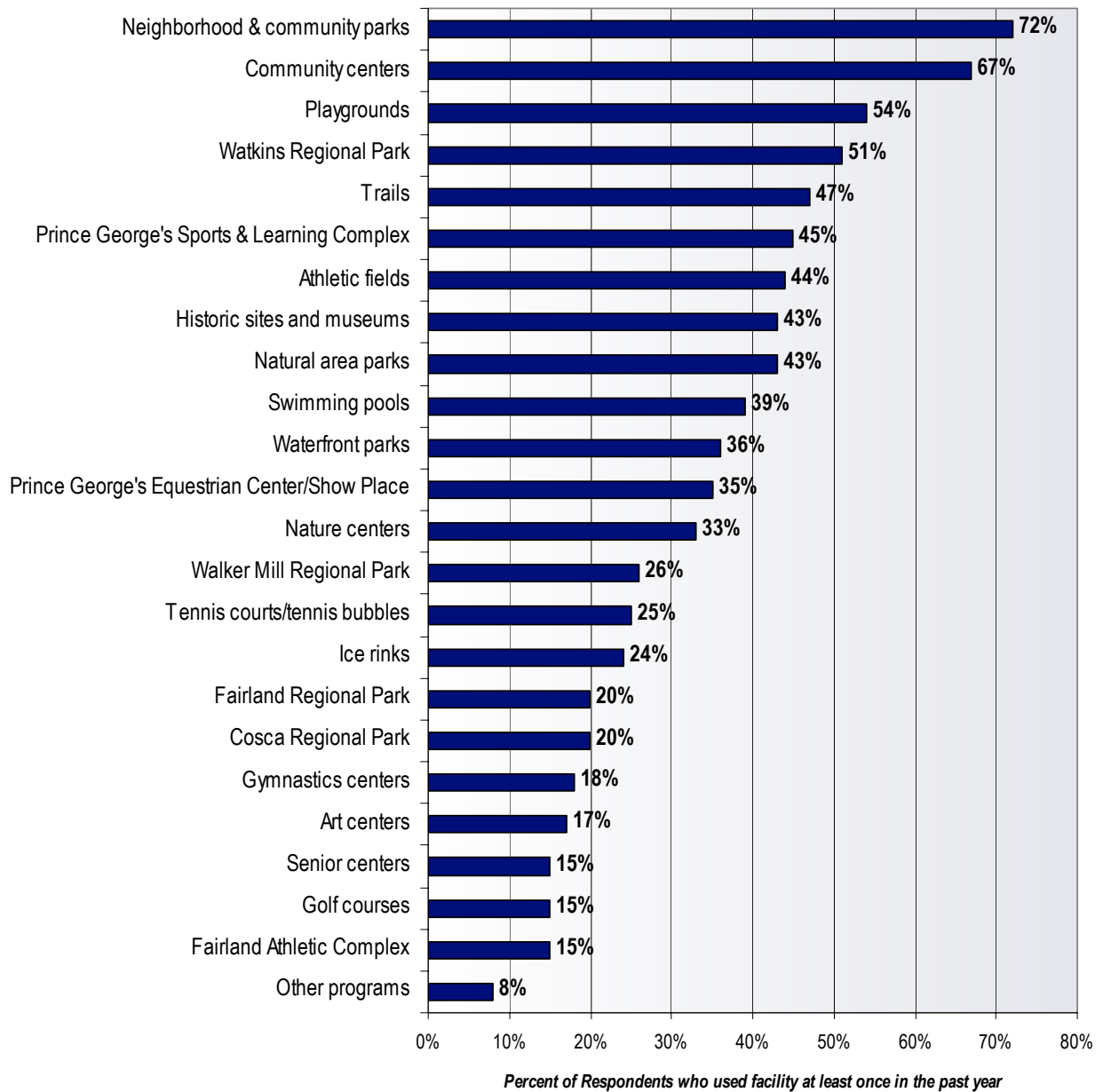
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Percent of Respondents

RESEARCH FINDINGS

Current Programs and Facilities

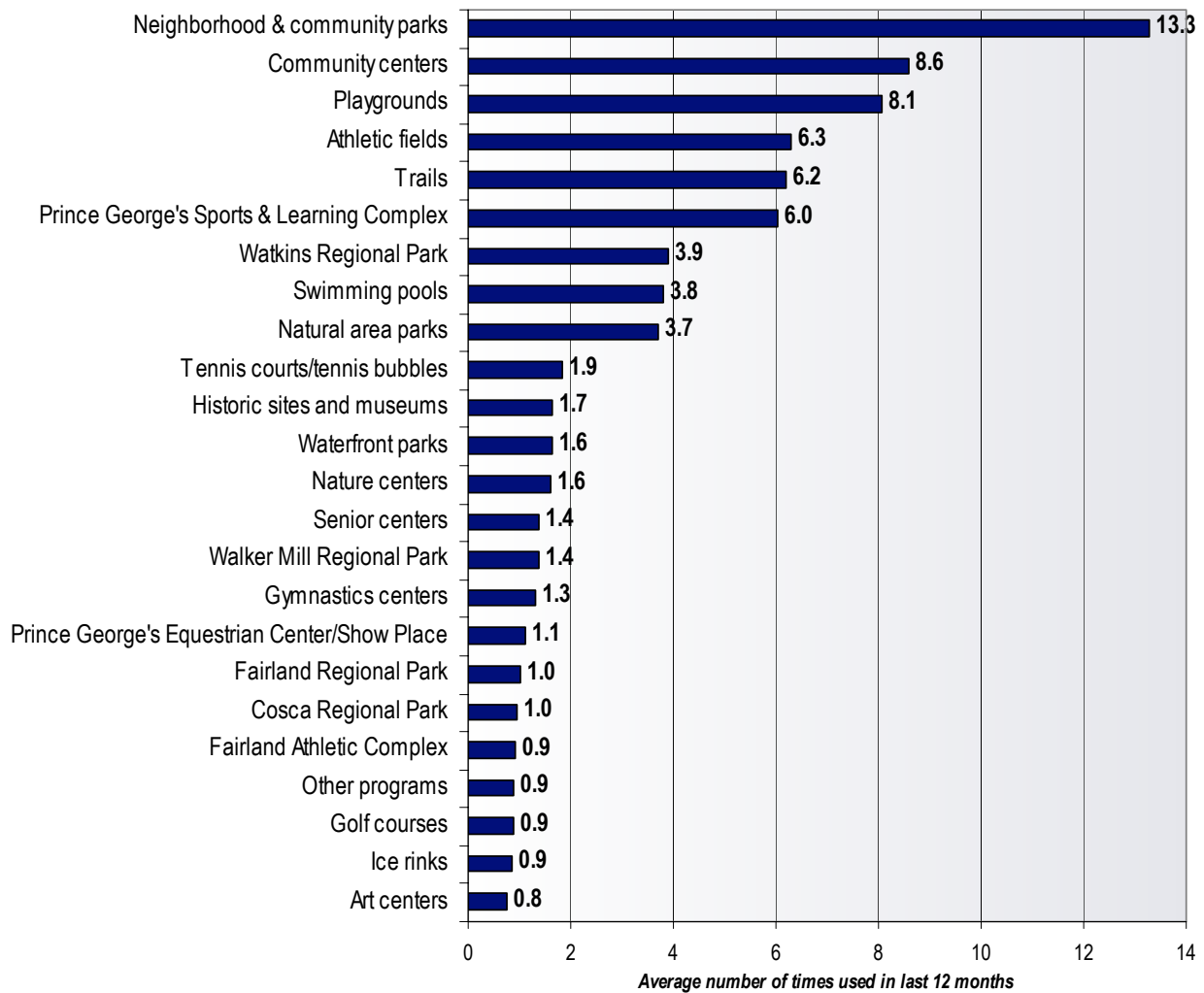
Usage levels. Among the facilities and amenities currently available in Prince George's County, neighborhood and community parks are used by the greatest proportion of respondents (72 percent of respondents have used a park at least once in the last 12 months), followed by community centers (67 percent of respondents), playgrounds (54 percent), and Watkins Regional Park (51 percent). Approximately 43-47 percent have used trails, Prince George's Sports & Learning Complex, athletic fields, historic sites and museums, and natural area parks. Approximately 33-39 percent have used swimming pools, waterfront parks, Prince George's Equestrian Center / Show Place Arena, and nature centers. Used by the fewest number of people are the Fairland Athletic Complex, golf courses, senior centers, art centers, and gymnastics centers (all by 15-18 percent).

Figure 3
Current Usage of M-NCPPC Facilities and Programs
Percent using at least once in last 12 months



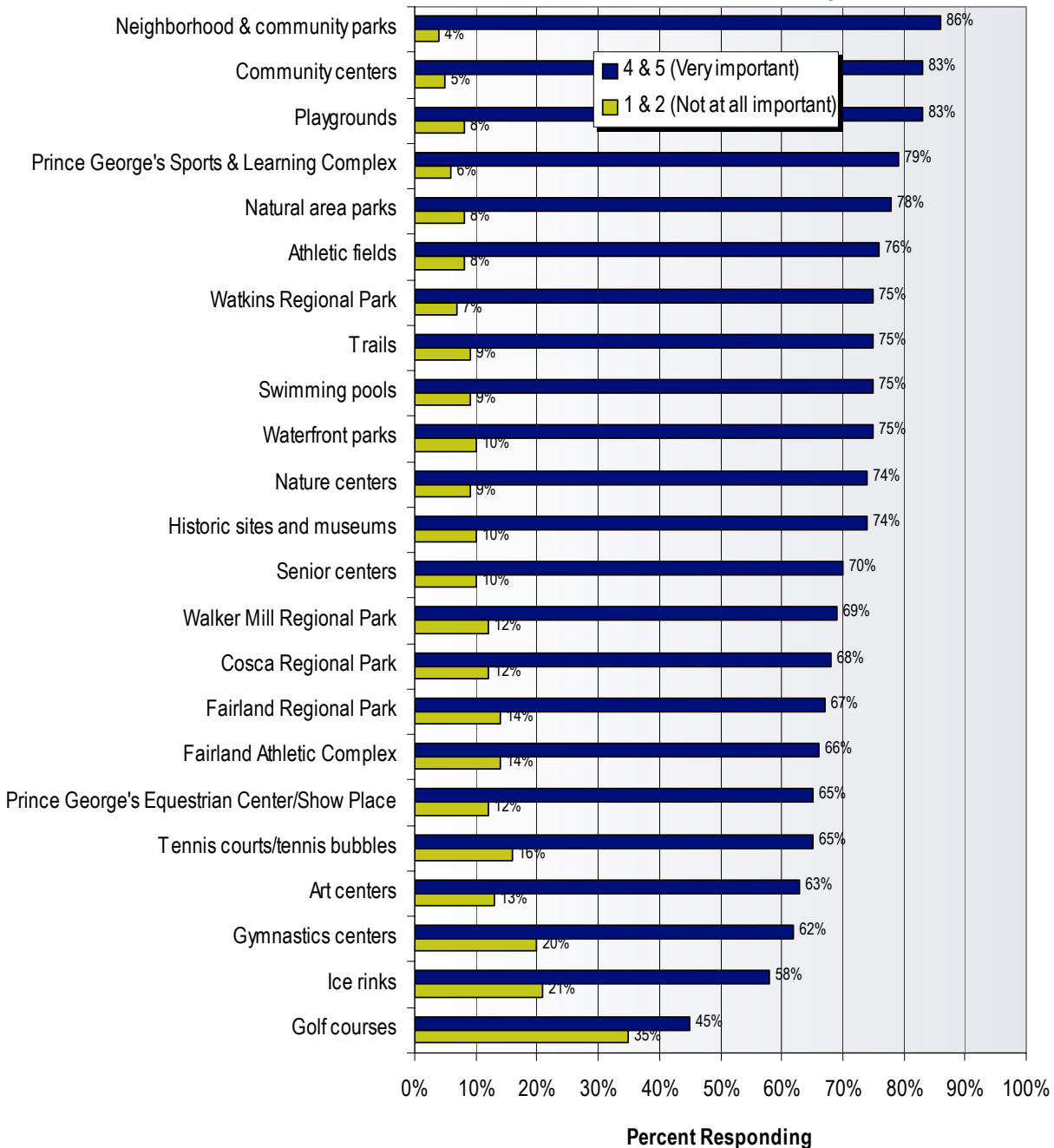
When asked about their frequency of use, respondents indicated the highest number of average uses per year to neighborhood and community parks (13.3 times per year, or a little over once per month), followed by community centers (8.6 times per year), playgrounds (8.1 times), athletic fields (6.3 times), trails (6.2 time), and Prince George’s Sports & Learning Complex (6.0 times). Watkins Regional Park (3.9 times), swimming pools (3.8 times), and natural area parks (3.7 times) were also used relatively frequently throughout the year.

Figure 4
Current Usage of M-NCPPC Facilities and Programs
Average number of visits in last 12 months



Importance to the community. Respondents were then asked to indicate how important each of these parks and recreation amenities are to the community. While the majority of facilities and amenities are rated as being relatively important to the community, neighborhood and community parks, community centers, and playgrounds were rated the highest (83–86 percent of respondents rated these facilities as “very important,” a 4 or 5 on a 5-point scale). Rated lowest in importance were golf courses (45 percent very important, with 35 percent ratings of not important, a 1 or 2 on a 5-point scale). Also considered less important are ice rinks (21 percent not important), gymnastics centers (20 percent), and tennis courts/tennis bubbles (16 percent).

Figure 5
Importance of parks and recreation facilities to the community

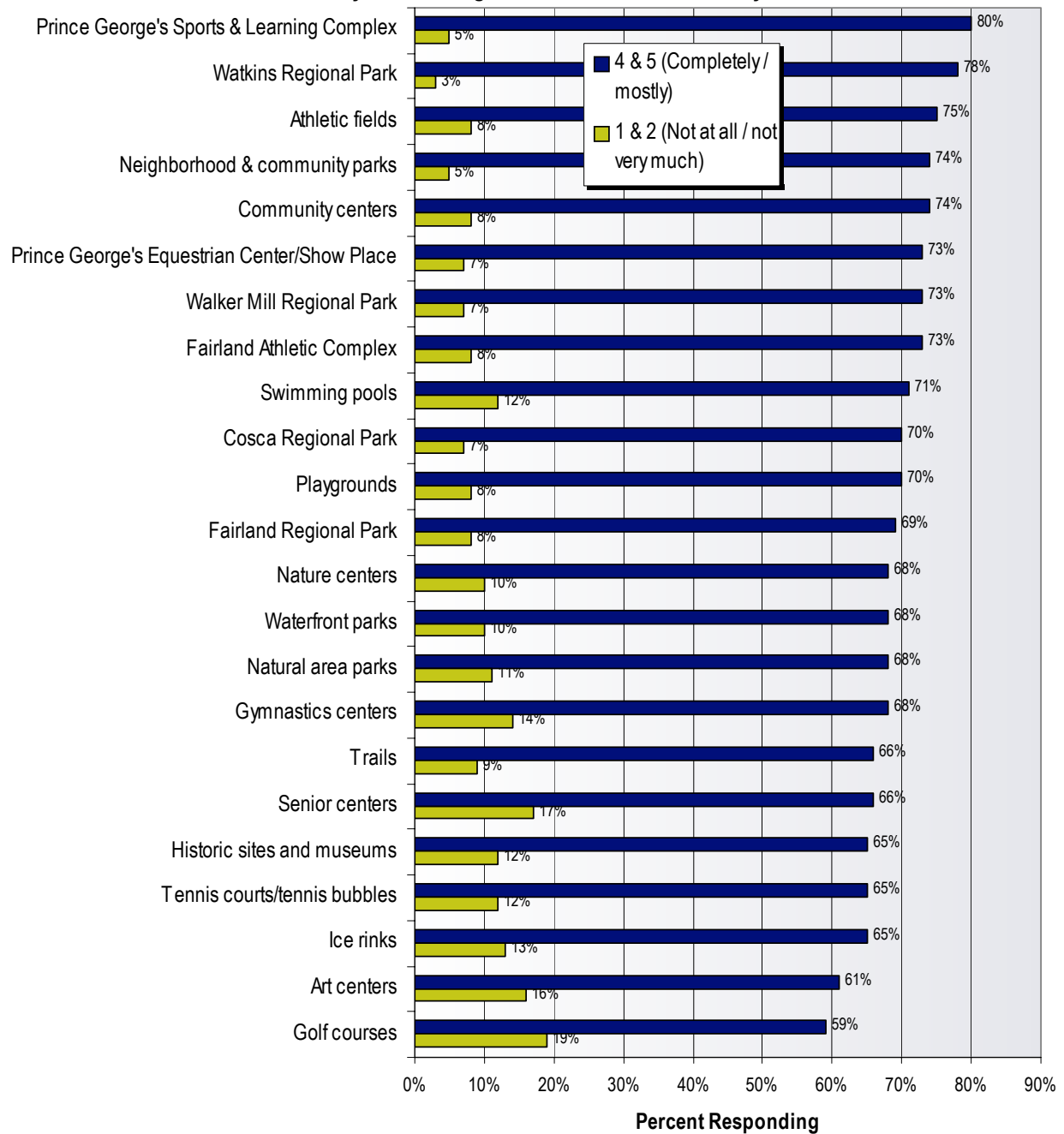


How well are parks, trails, recreation facilities, and programs currently meeting the needs of the community? Overall, most parks, facilities, and amenities available in Prince George's County received relatively positive satisfaction ratings. Similar to the frequency of use of current facilities, respondents indicated that the following facilities meet the needs of the community the most:

- ◆ Prince George's Sports & Learning Complex
- ◆ Watkins Regional Park
- ◆ Athletic fields
- ◆ Neighborhood & community parks
- ◆ Community centers
- ◆ Prince George's Equestrian Center / Show Place Arena
- ◆ Walker Mill Regional Park
- ◆ Fairland Athletic Complex

Although less important to the community as a whole, golf courses received 19 percent response that needs were not being met very much or at all (ratings of 1 or 2). Next was senior centers (17 percent needs not being met), art centers (16 percent), gymnastic centers (14 percent), and then ice rinks, tennis courts/tennis bubbles, historic sites and museums, and swimming pools (all with 12-13 percent response of needs not being met).

Figure 6
How well do you think the parks, trails, recreation facilities, and programs provided in Prince George's County are meeting the needs of the community?



Importance-Performance Matrix. It is also instructive to compare and plot the importance scores against the performance scores in an “importance-performance” matrix. As illustrated in Figure 7, all of the facilities and services listed in the survey fell into the “high importance / low unmet need” quadrant (based on a 5-point scale, dividing the quadrants by the scale’s mid-point of “3”), with golf courses trending the closest to the lowest importance but also highest unmet need. Golf courses are relatively unimportant to the community as a whole, but for those who use such facilities, they are very important.

It is also helpful to look at a smaller scale representation of the same data in order to determine more detailed positions of each amenity in comparison to each other (see Figure 8 for a detailed view of the dotted area indicated below in Figure 7). Note that many of the same facilities listed previously as meeting the needs of the community are also considered the most important to the community (neighborhood and community parks, community centers, playgrounds, and Prince George’s Sports & Learning Complex). As also previously identified, art centers, tennis facilities, gymnastics centers, ice rinks, and golf courses, while considered less important to the community as a whole, are not meeting the needs for many respondents.

Figure 7
Importance/Satisfaction Matrix

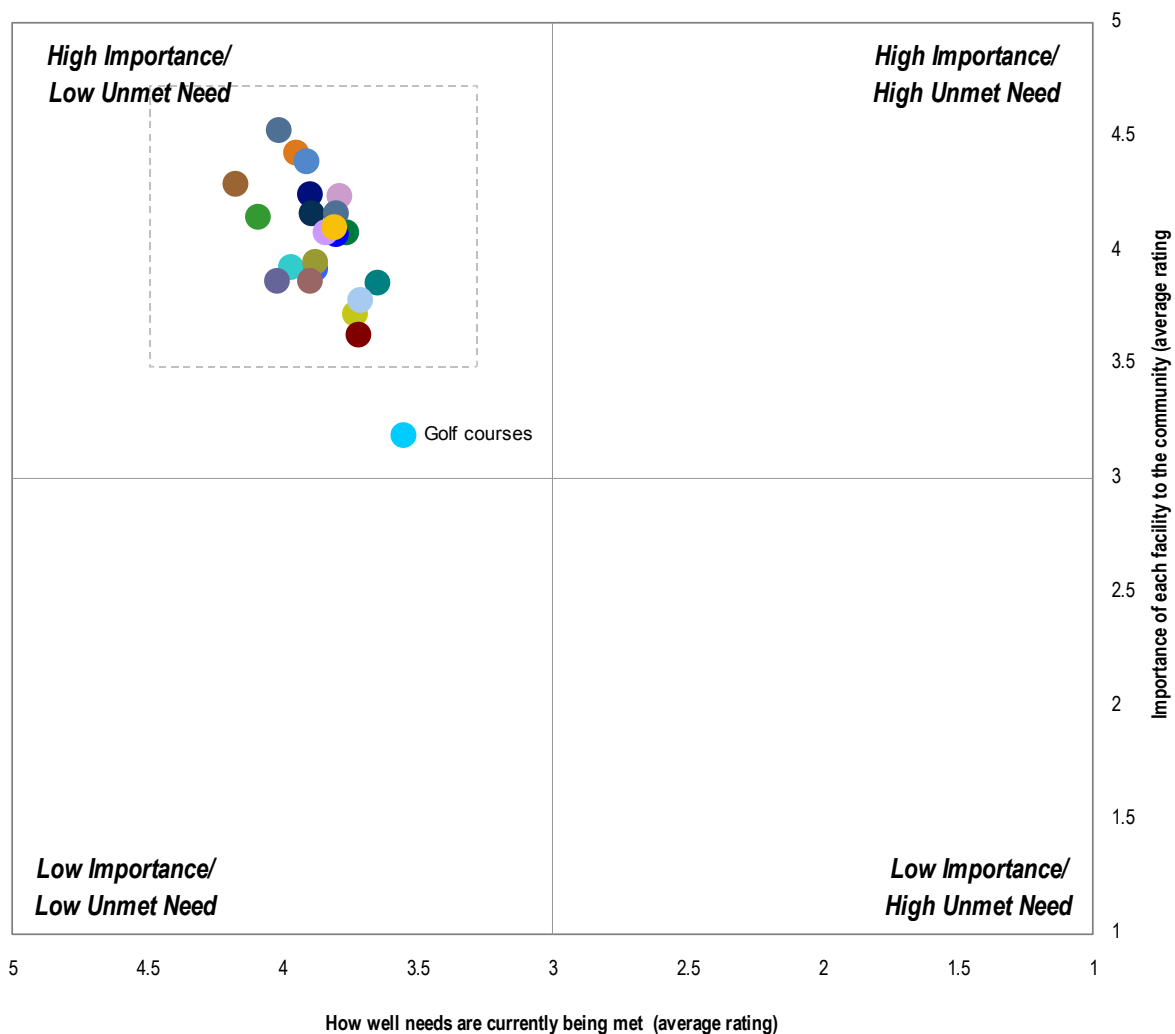
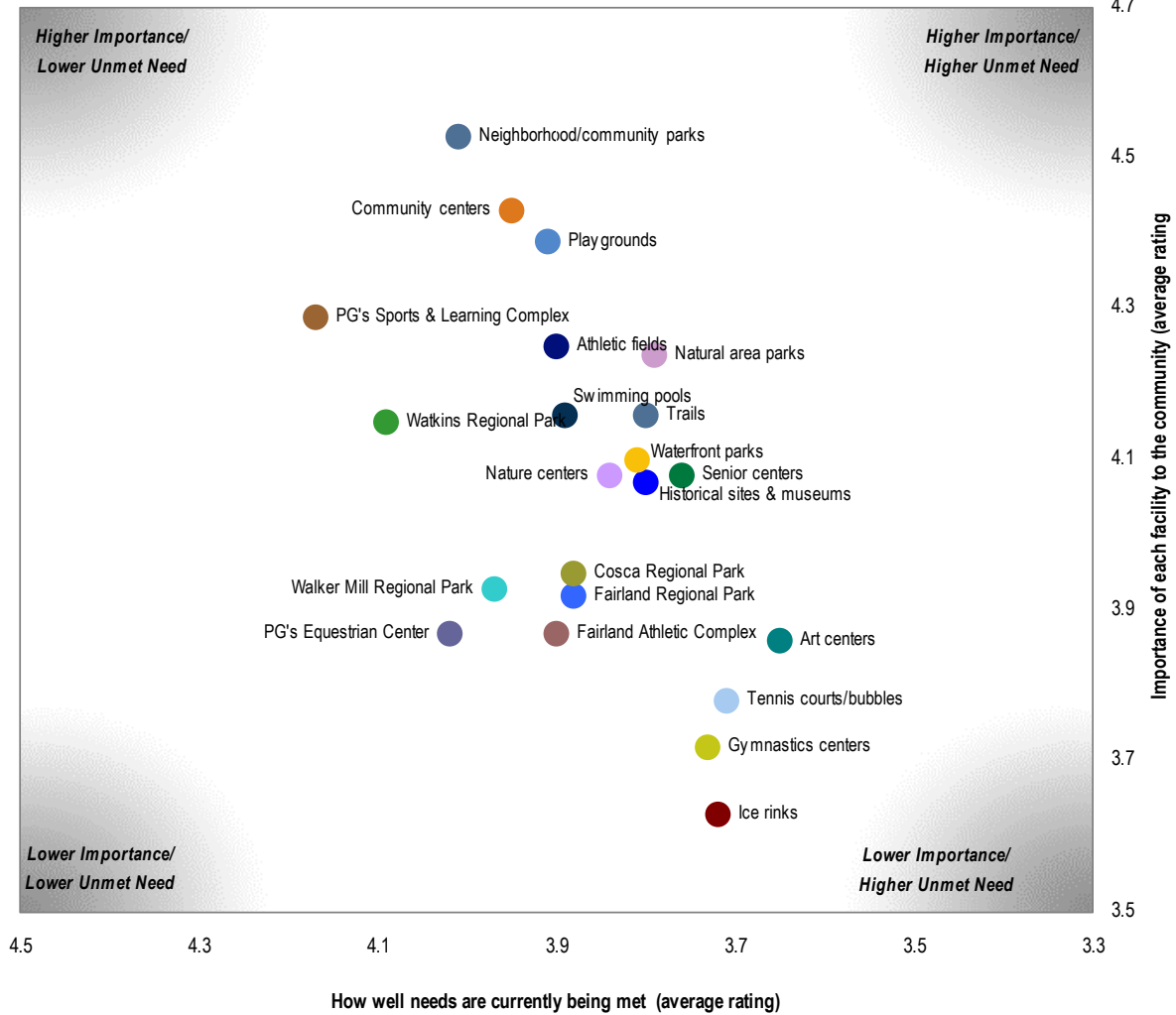


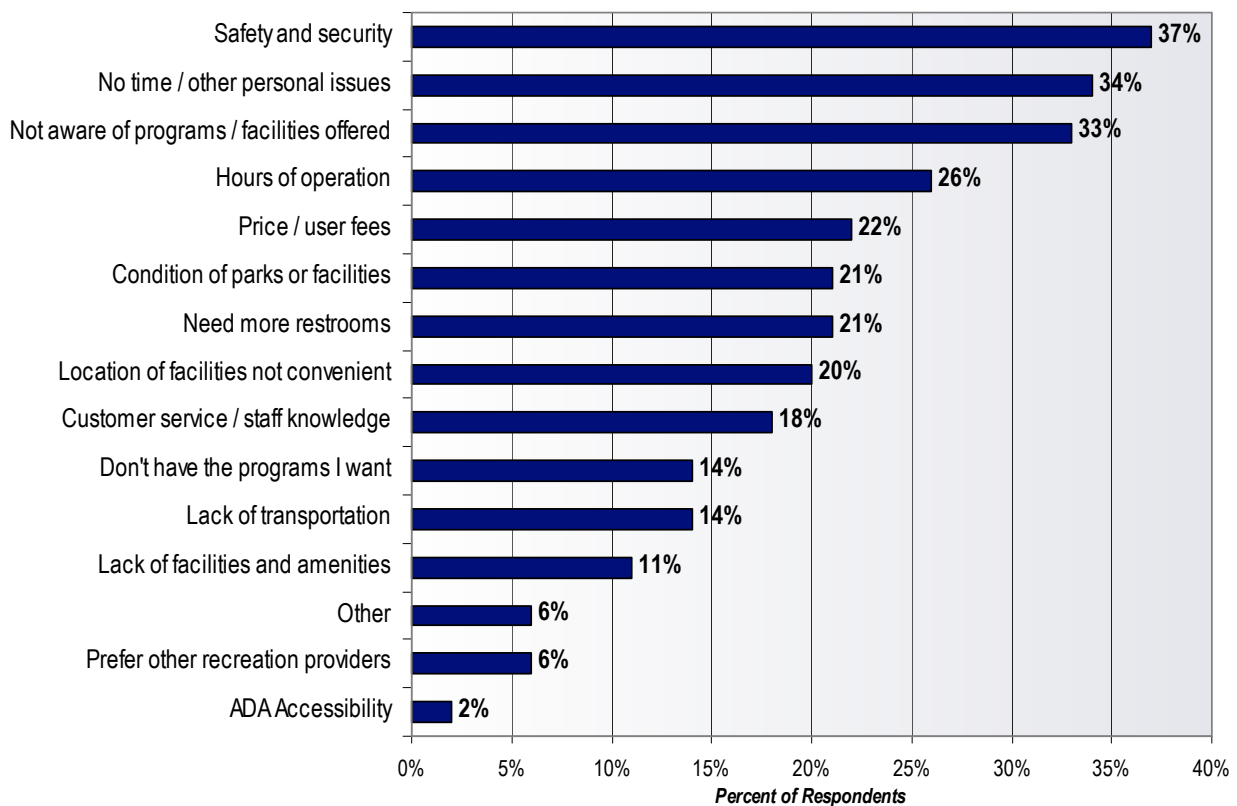
Figure 8
Importance/Satisfaction Matrix



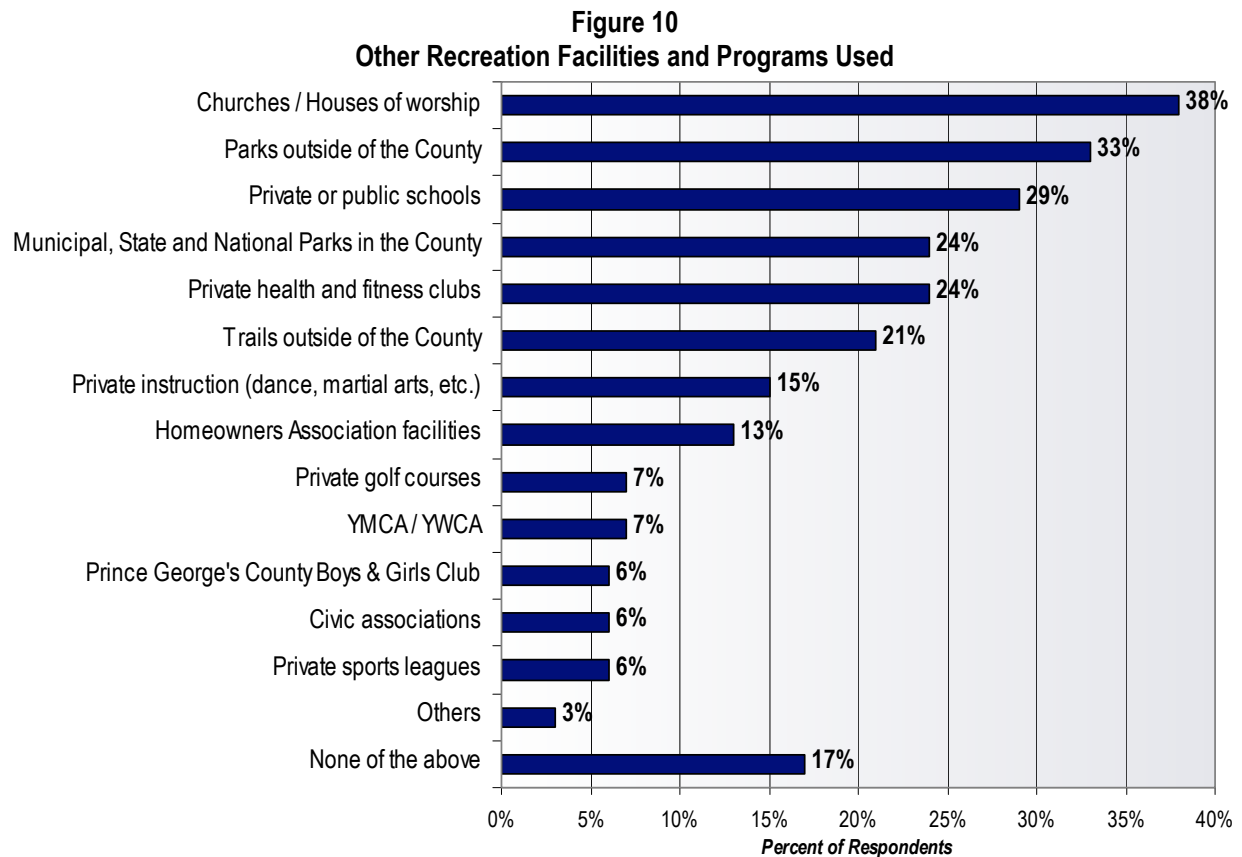
If you do not use M-NCPPC parks, facilities, services, or programs, why not? If you do, what is most in need of improvement? When asked why they do not use M-NCPPC parks, facilities, services, or programs or what they think is most in need of improvement, respondents indicated safety and security most often (37 percent), especially in the Central West and Southwest subareas. Following closely is no time / personal issues (34 percent) and lack of awareness of programs/facilities offered (33 percent of respondents).

A second tier of reasons include hours of operation (26 percent), price / user fees (22 percent), condition of parks or facilities (21 percent), need for more restrooms (21 percent), location of facilities not convenient (20 percent), and customer service / staff knowledge (18 percent).

Figure 9
If you do not use parks, facilities, services, or programs managed or offered in M-NCPPC, why not?
If you do use the County's parks, facilities, services, and programs, what is most in need of improvement?



Other recreation facilities used. When asked what other organizations respondents and their household members use for recreation facilities and programs, 38 percent of respondents indicated that they use churches / houses of worship, followed by parks outside of the County (33 percent) and private or public schools (29 percent). Other facilities used include municipal, state, and national parks in the County (24 percent), private health and fitness clubs (24 percent), and trails outside of the County 21 percent.



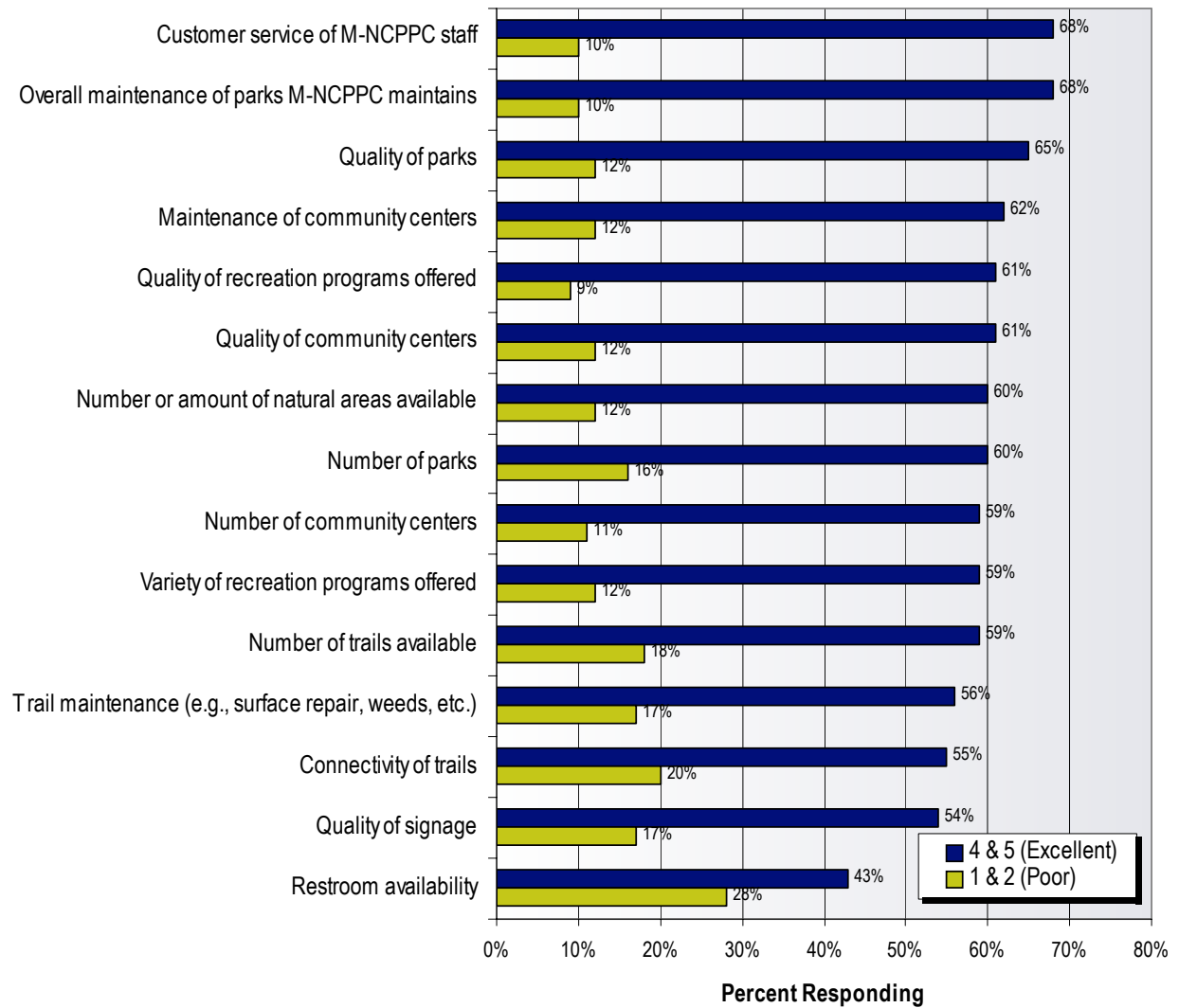
Current Ratings of Prince George's County Parks and Recreation Department (M-NCPPC).

Respondents were asked to rate a variety of aspects of the Parks and Recreation department overall in Prince George's County, such as maintenance, customer service, and quality of facilities and programs provided in the County. Overall, rating scores were very good but not necessarily great—there are generally more 4's (and sometimes 3's) given than ratings of 5 on the 1 to 5 scale. Ratings of 4 and 5 generally average around 60 percent for most categories (with some slightly higher and some slightly lower), while rating scores of 1 and 2 tend to cluster in the 10 to 12 percent range (with a few categories closer to 17-20 percent, and restroom availability at 28 percent ratings of 1 or 2).

Customer service of M-NCPPC staff and overall maintenance of parks rate the highest (68 percent of respondents rated these aspects as a 4 or 5 "Excellent" on a 5-point scale). Next is "quality of parks" (65 percent), "maintenance of community centers" (62 percent), "quality of recreation programs offered" (61 percent), "quality of community centers" (61 percent), "number or amount of natural areas available" (60 percent), "number of parks" (60 percent), "number of community centers" (59 percent), and "variety of recreation programs offered" (59 percent).

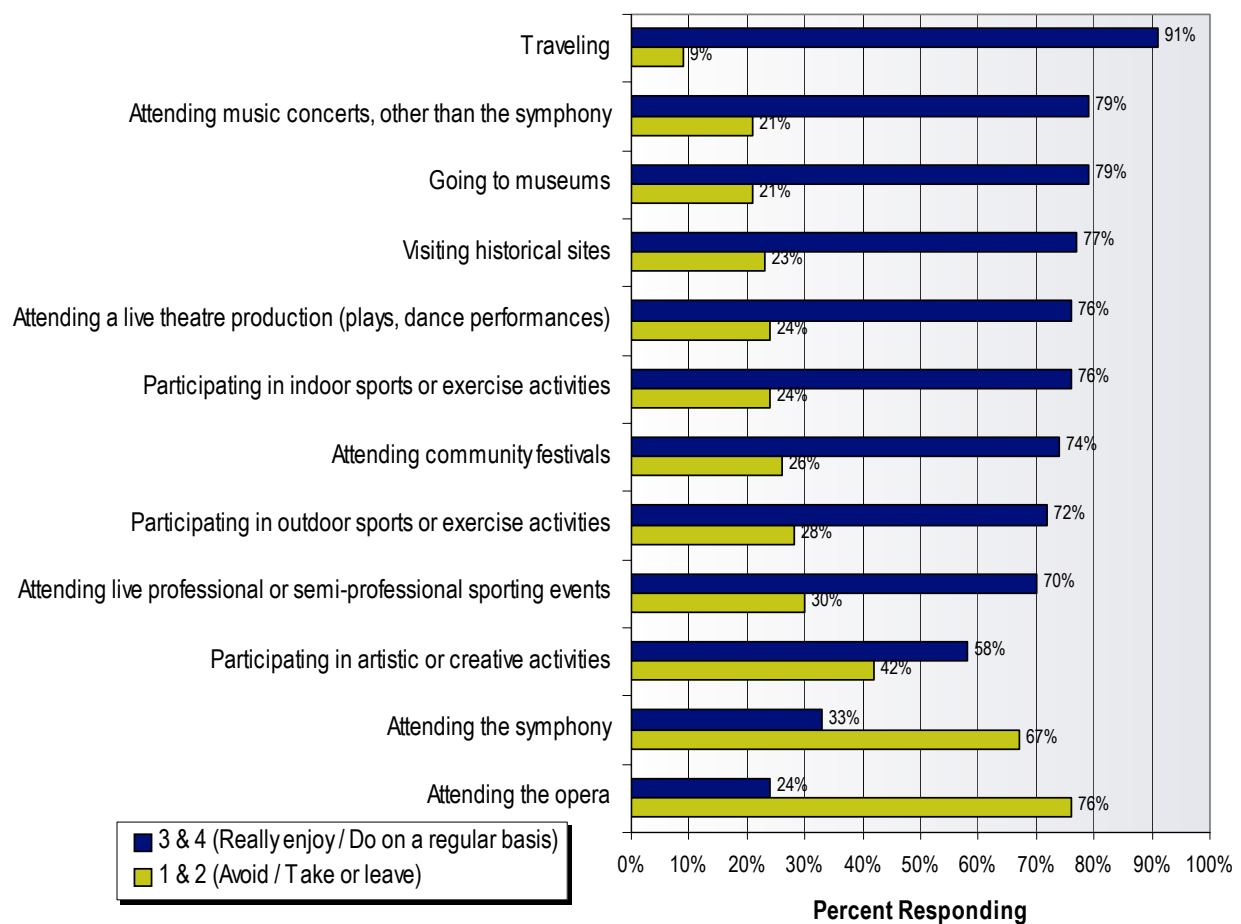
As noted, rated lowest was "restroom availability" (28 percent of respondents indicated it was a 1 or 2 "Poor" on a 5-point scale), followed by "connectivity of trails" (20 percent), "number of trails available" (18 percent), "quality of signage" (17 percent), and "trail maintenance" (17 percent). While "number of parks" received a fairly high level of positive response (discussed above), 16 percent also rated this aspect as a 1 or 2 on the 5-point scale.

Figure 11
Overall ratings of Prince George's County Parks and Recreation Department (M-NCPPC)



General Activity / Leisure Time Interests. Respondents were asked to indicate their level of interest in a variety of general activity and leisure time pursuits (see figure below). Traveling clearly has the greatest widespread interest (91 percent “really enjoy” or “do on a regular basis”). Next is attending music concerts (other than the symphony—79 percent) and going to museums (also 79 percent). Visiting historical sites (77 percent), attending live theatre productions (76 percent), participating in indoor sports or exercise activities (76 percent), attending community festivals (74 percent), participating in outdoor sports or exercise activities (72 percent), and attending live professional or semi-professional sporting events (70 percent) also have a large amount of interest. Of least interest is attending the opera (76 percent “avoid” or could “take or leave” it), attending the symphony (67 percent avoid / take or leave it), and participating in artistic or creative activities (42 percent avoid / take or leave it).

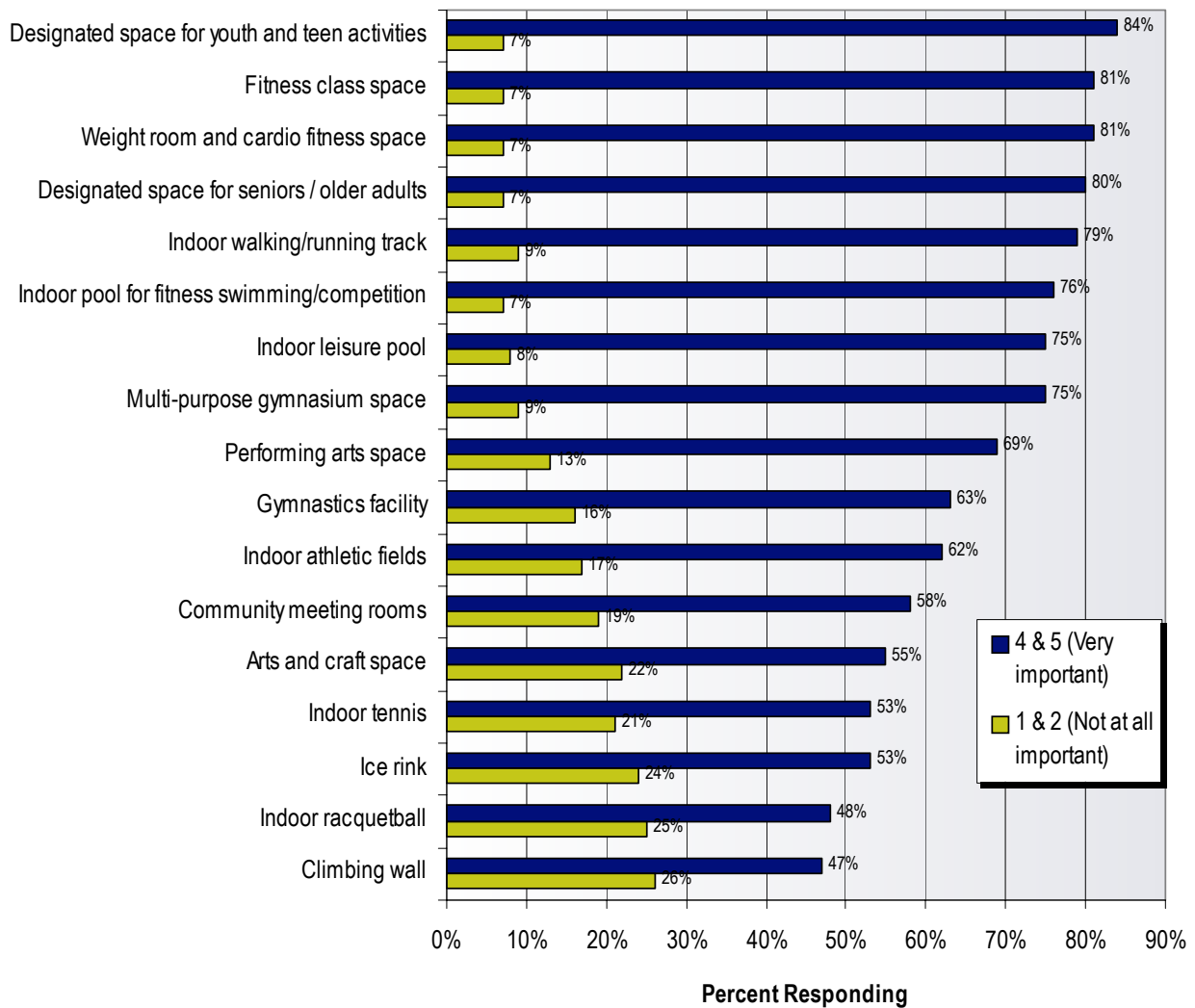
Figure 12
Interest in overall activities



Future Recreation Facilities, Amenities, and Services

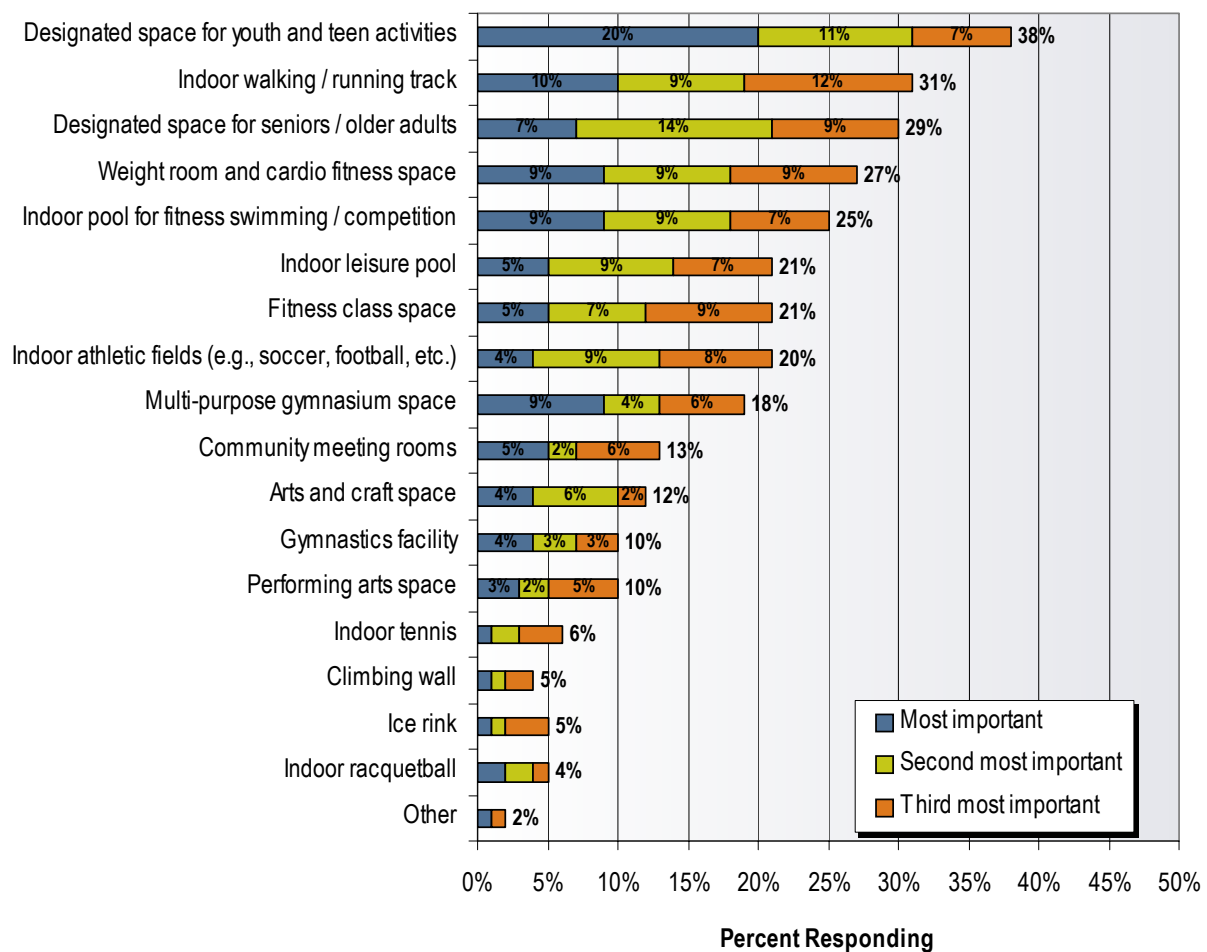
Importance of adding, expanding, or improving indoor recreation facilities. The survey provided a list of indoor facilities/amenities that could be added, expanded, or improved in Prince George’s County and asked respondents how important each one is to them. The results show that respondents feel designated space for youth and teen activities would be the most important (84 percent of respondents indicated it as “very important,” a 4 or 5 on a 5-point scale), followed by fitness class space (81 percent), weight room and cardio fitness space (81 percent), designated space for seniors / older adults (80 percent), and indoor walking / running track (79 percent). Indoor pool for fitness swimming / competition, indoor leisure pool, and multi-purpose gymnasium space also rate relatively important (75-76 percent of respondents indicating they are “very important”). As shown in the following figure, amenities such as climbing wall, indoor racquetball, ice rink, indoor tennis, and arts and craft space were rated among the least important.

Figure 13
Importance of indoor facilities that could be added, expanded, or improved in Prince George’s County



Respondents were also asked to indicate which of the potential facilities and amenities were the three most important to them and their household. This provides the opportunity to not only see what amenities are important to respondents, but also to get an idea of how the same amenities are viewed in relation to each other, allowing priorities to become more evident. As indicated below, designated space for youth and teen activities remained the top priority (20 percent of respondents indicating that it is their top choice and 38 percent indicating that it is one of their top three priorities). Indoor walking / running track emerged as a second priority (10 percent top choice and 31 percent one of the top three priorities), followed by designated space for seniors / older adults (29 percent indicating it as one of the top three), weight room and cardio fitness space (27 percent), and indoor pool for fitness swimming / competition (25 percent). Next is indoor leisure pool (21 percent), fitness class space (21 percent), indoor athletic fields (20 percent), and multi-purpose gymnasium space (18 percent). A third tier of facilities includes community meeting rooms (13 percent), arts and crafts space (12 percent), gymnastics facility (10 percent), and performing arts space (10 percent).

Figure 14
Most important needs for indoor facilities
(Top 3 most important)



Importance of adding, expanding, or improving outdoor recreation facilities. The survey also provided a list of outdoor facilities/amenities that could be added, expanded, or improved in Prince George's County. The results show that respondents feel picnic shelters, playgrounds, natural areas, and trails are the most important to add, expand, or improve (rating between 76 and 81 percent "very important" on the 1 to 5 scale). Outdoor swimming pool, historic sites, multi-purpose athletic fields for soccer, football, etc., and public gardens are also relatively important (all with 68 to 72 percent of respondents indicating they are "very important"). Next is basketball courts, outdoor water features / spraygrounds, and amphitheatre (all with 62 to 65 percent "very important" ratings). Dog park clearly rated the least important (37 percent ratings of "not at all important" vs. 41 percent "very important"). (See Figure 15)

As done with the indoor facilities, respondents were also asked to indicate which of the potential outdoor facilities and amenities were the three most important to them and their household. Multi-purpose athletic fields emerged as the top priority, with 21 percent of respondents listing it as their number one priority and 35 percent of respondents listing it as one of their top three priorities. Next were playgrounds (12 percent number one priority / 34 percent one of top three priorities) and picnic shelters (15 percent number one priority / 31 percent one of top three). Twenty-five percent of respondents listed natural areas as one of their top three priorities, with trails following closely at 22 percent. Other top priorities for outdoor facilities/amenities include outdoor swimming pool (19 percent), public gardens (17 percent), basketball courts (15 percent), amphitheatre (15 percent), dog park (15 percent), historic sites (14 percent), and outdoor water features / spraygrounds (12 percent). Note that while the dog park rated lowest in the importance ratings (discussed above), it ranks higher in the list of top three priorities (those who have a need for such a facility consider it very important). (See Figure 16)

Figure 15
Importance of outdoor recreation facilities that could be added, expanded, or improved in Prince George's County

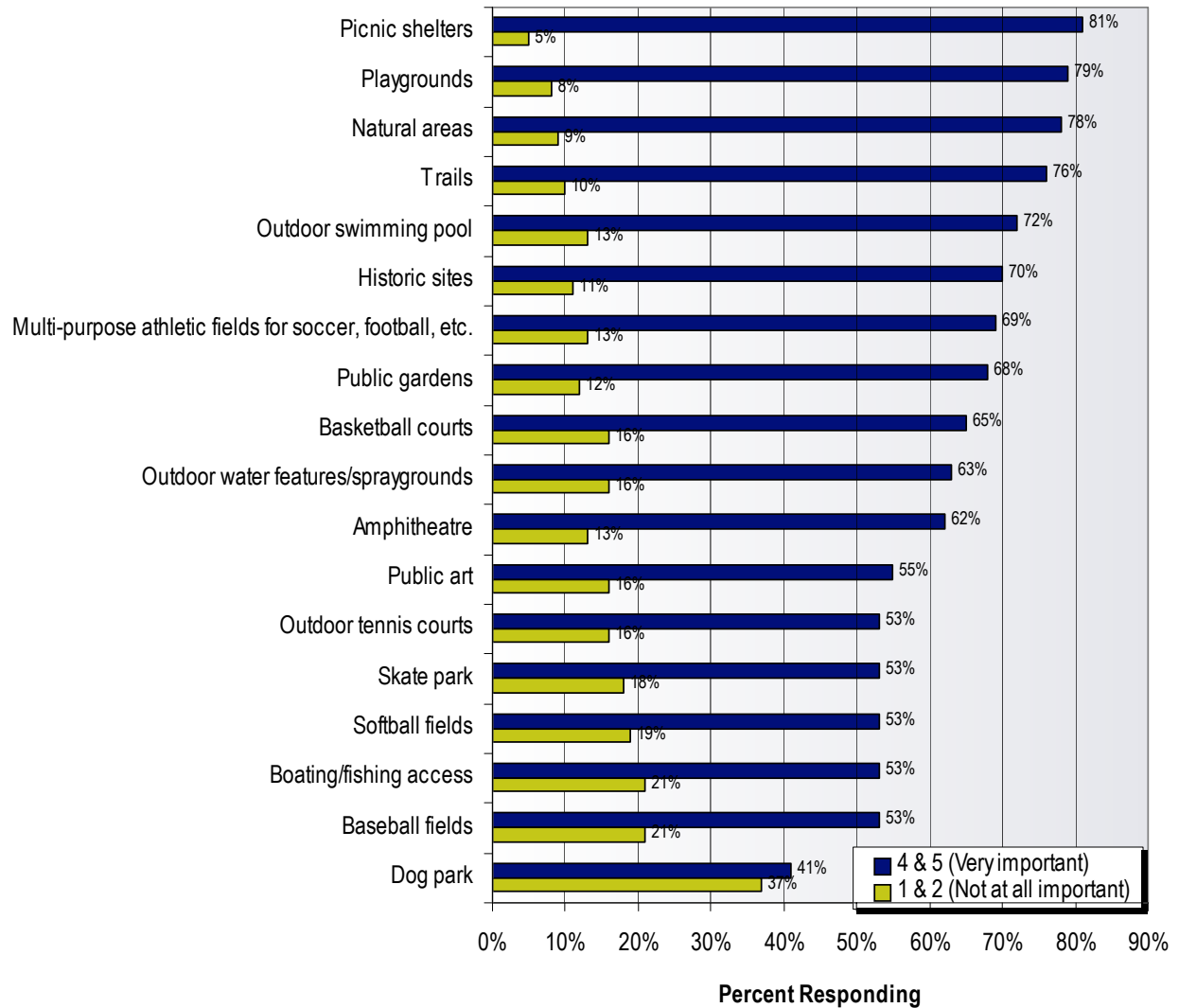
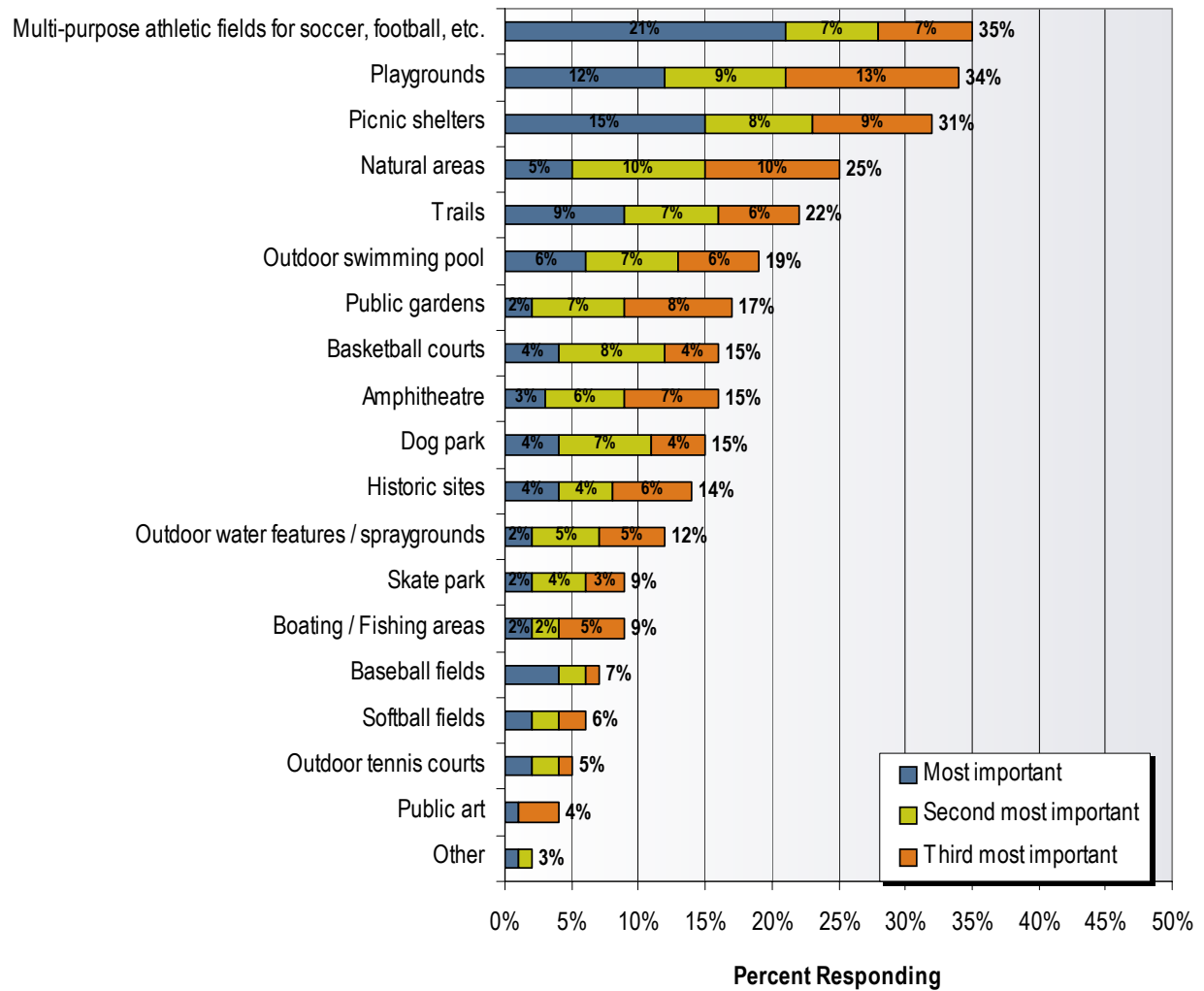


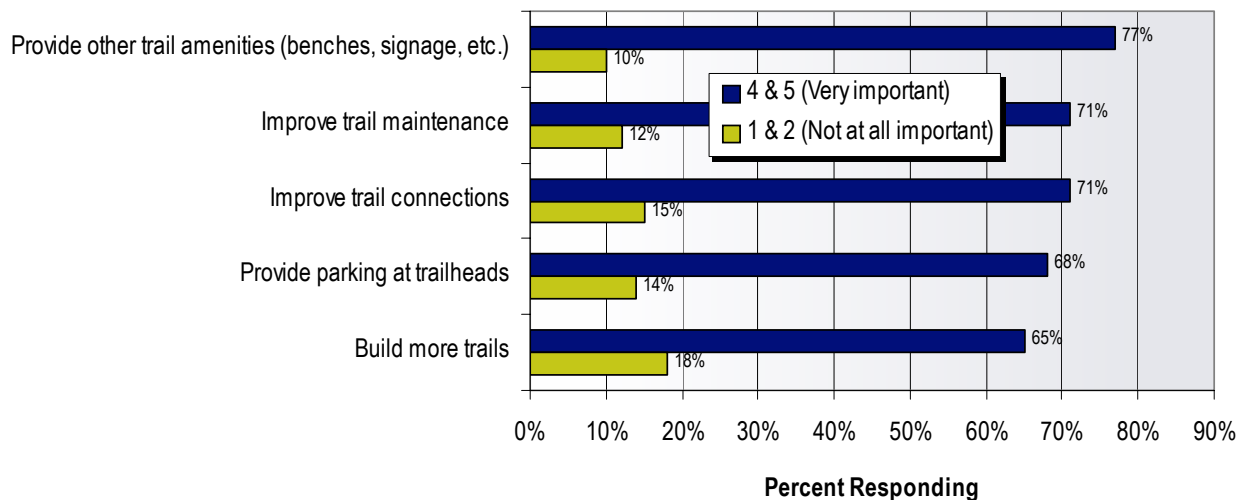
Figure 16
Most important outdoor facilities to be added, expanded, or improved
(Top 3 most important)



Trails and Natural Areas

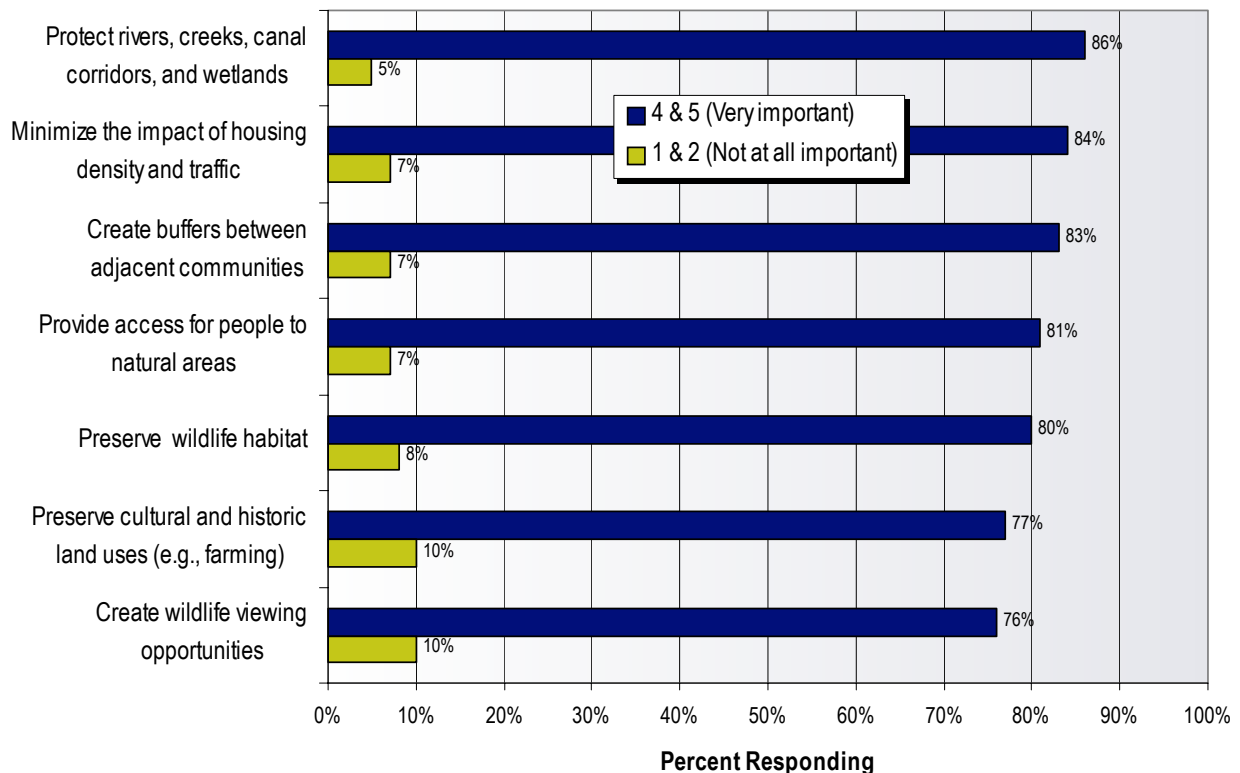
Trails. Respondents were asked to indicate how important various aspects of trail improvements are to them and their household. All five categories were relatively important to the respondents overall. “Provide trail amenities (such as benches, trash containers, drinking fountains, dog pick-up bag dispensers, signage, etc.)” was most important to respondents (77 percent of respondents rating it as a 4 or 5 “very important” on a 5-point scale). Following closely is “improve trail maintenance” (71 percent) and “improve trail connections” (71 percent).

Figure 17
With respect to trails, how important are the following to you and members of your household?



Natural Areas. Respondents were also asked to indicate what they think are the most important functions of undeveloped open space / natural areas. As shown in the following figure, “protect rivers, creeks, canal corridors, and wetlands (reduce flood potential)” was rated the highest (86 percent of respondents indicating it as a 4 or 5 “very important” on a 5-point scale), followed by “minimize the impact of housing density and traffic” (84 percent), “create buffers between adjacent communities” (83 percent), “provide access for people to natural areas” (81 percent), and “preserve wildlife habitat” (80 percent).

Figure 18
With respect to undeveloped open space / natural areas,
how important are the following to you and members of your household?

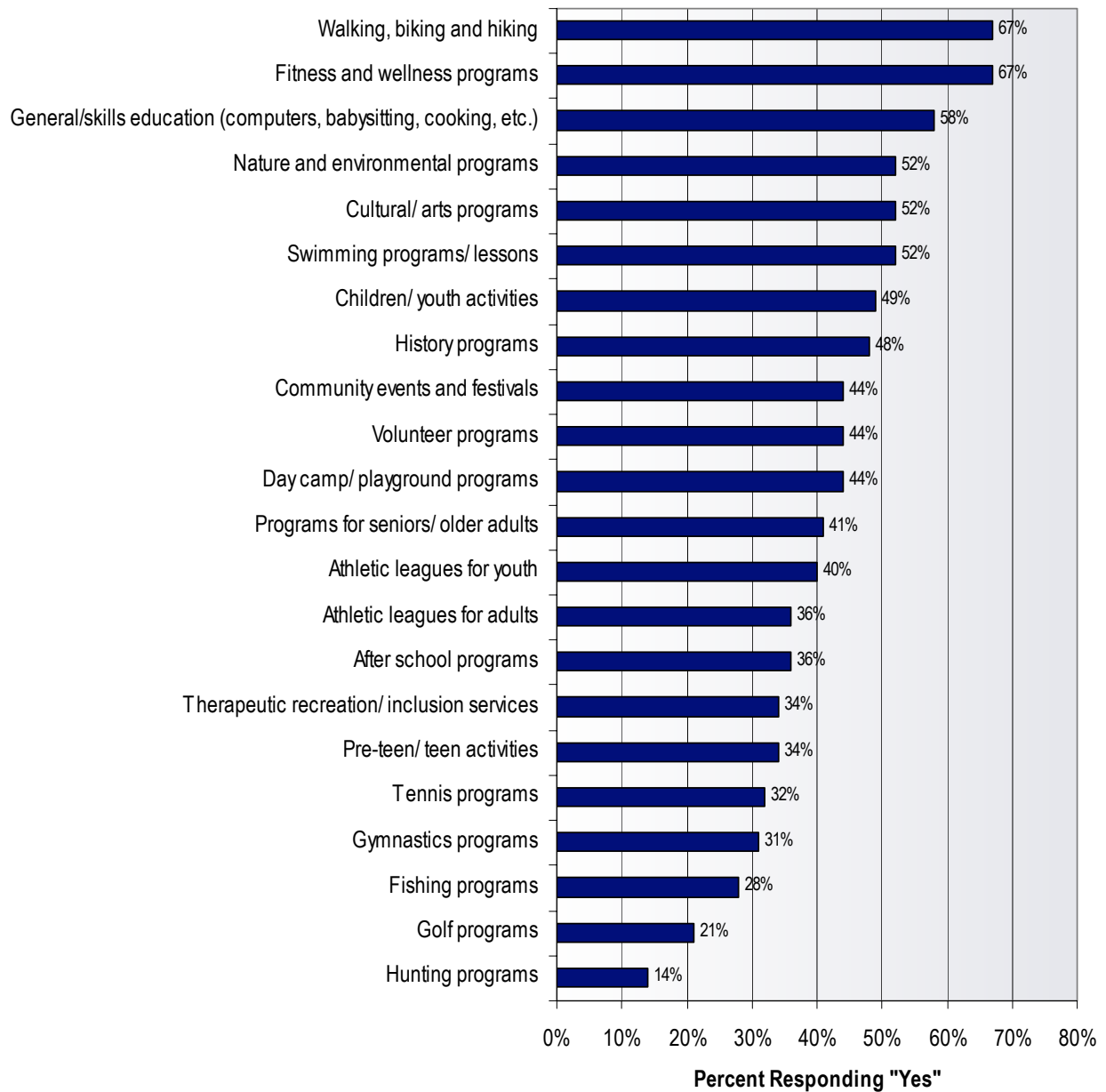


Programs, Activities, and Special Events

Programs and Activities. The survey listed a variety of programs, activities, and special events and asked respondents to indicate for which ones their household has a need. Then, of the programs for which they have a need, respondents were asked to rate how well those programs currently available in Prince George's County are meeting their needs, using a 1 to 5 scale where 1 means "none of your needs are being met" and 5 means "100% of your needs are being met."

As shown in the following figure, the programs and activities with the largest amount of need include walking, biking, and hiking (67 percent of households have a need) and fitness and wellness programs (also 67 percent). Next is general skills education (computers, cooking, babysitting, etc.) with 58 percent, followed by nature and environmental programs, cultural / arts programs, and swimming programs / lessons (all with 52 percent response). After these top six responses, next is children / youth activities (49 percent), history programs (48 percent), community events and festivals (44 percent), volunteer programs (44 percent), and day camp / playground programs (44 percent).

Figure 19
Does your household have a need for the following programs?



Of the respondents who indicated a need for each of these programs or activities, the level at which their need is being met is rated relatively low for most programs. Most rating scores average around “3” (or lower) on the 1 to 5 scale, where 1 means “none of your needs are being met,” 5 means “100% of your needs are being met,” and a value of “3” would be “50% of your needs are being met.”

Rated the highest were athletic leagues for youth and day camp / playground programs (both with average scores of 3.3 on the 1 to 5 scale). Next are children / youth activities (3.2), walking, biking, hiking (3.1), and fitness and wellness programs (3.0). These five programs/activities were the only categories where a higher percentage of respondents indicated their needs were being met in comparison to the percent that indicated their needs are not being met, as shown in the figure below.

After these five programs/activities came community events and festivals (3.0), programs for seniors / older adults (3.0), and gymnastics programs (3.0). Among the programs/activities with the lowest scores were hunting programs, fishing programs, therapeutic recreation / inclusion services, golf programs, volunteer programs, tennis programs, pre-teen / teen activities, general skills education, after school programs, and athletic leagues for adults (all scoring 2.2 to 2.8).

Figure 20
Of the programs your household has a need for, how well are your needs currently being met?

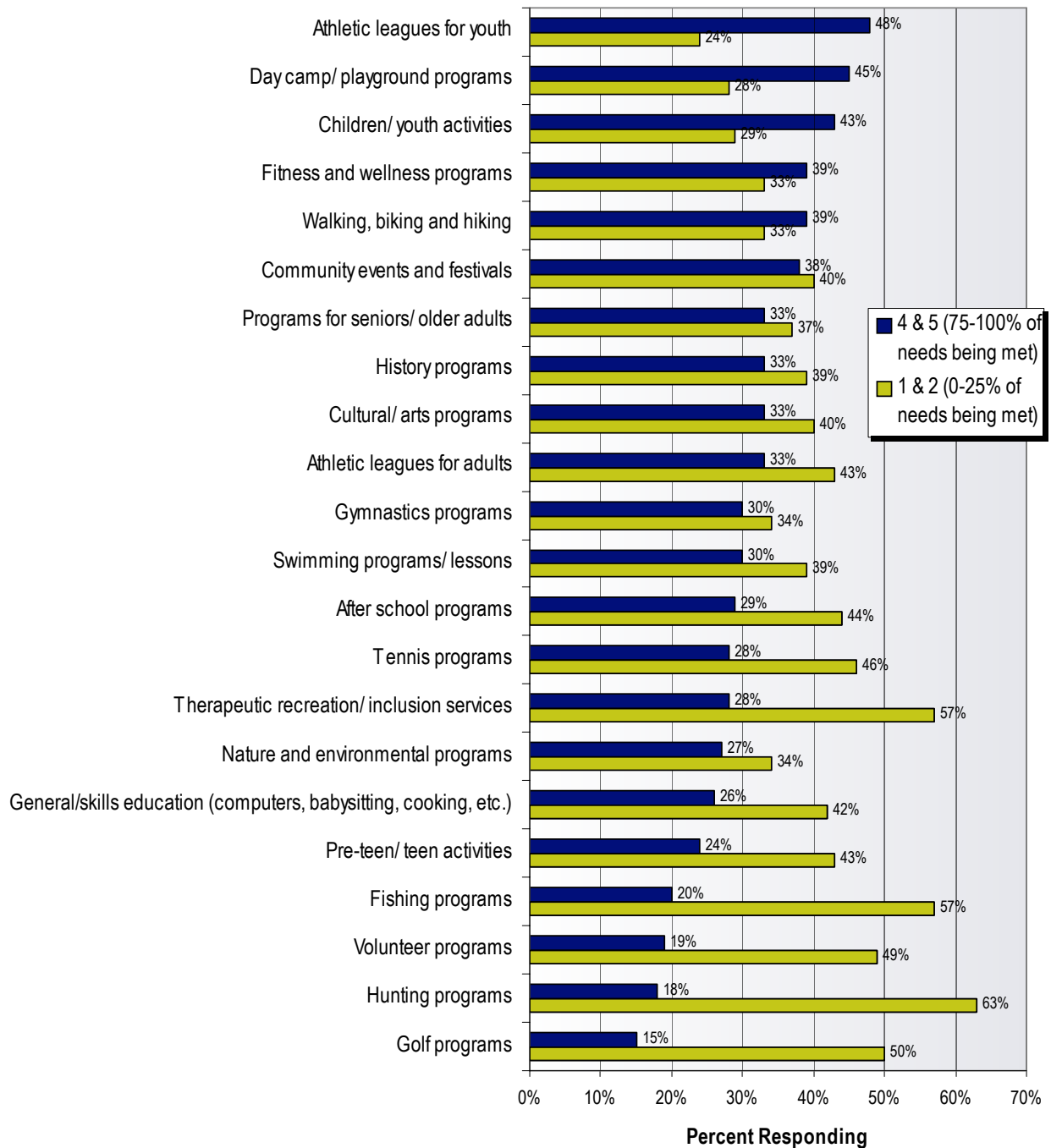
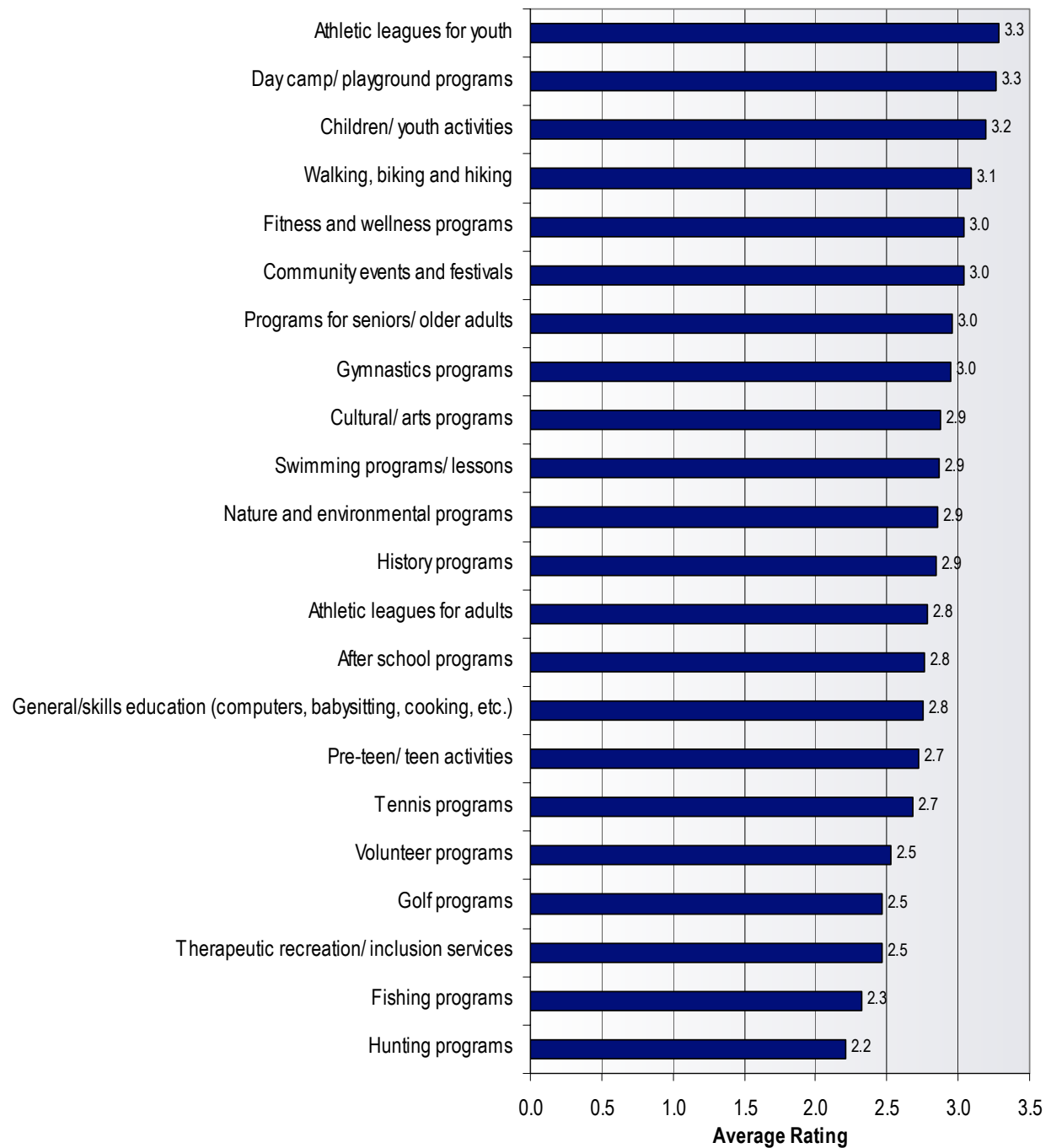


Figure 21

Of the programs your household has a need for, how well are your needs currently being met?

Average Rating (1="0% of needs being met"; 2="25% of needs being met"; 3="50% of needs being met"; 4="75% of needs being met"; 5="100% of needs being met")

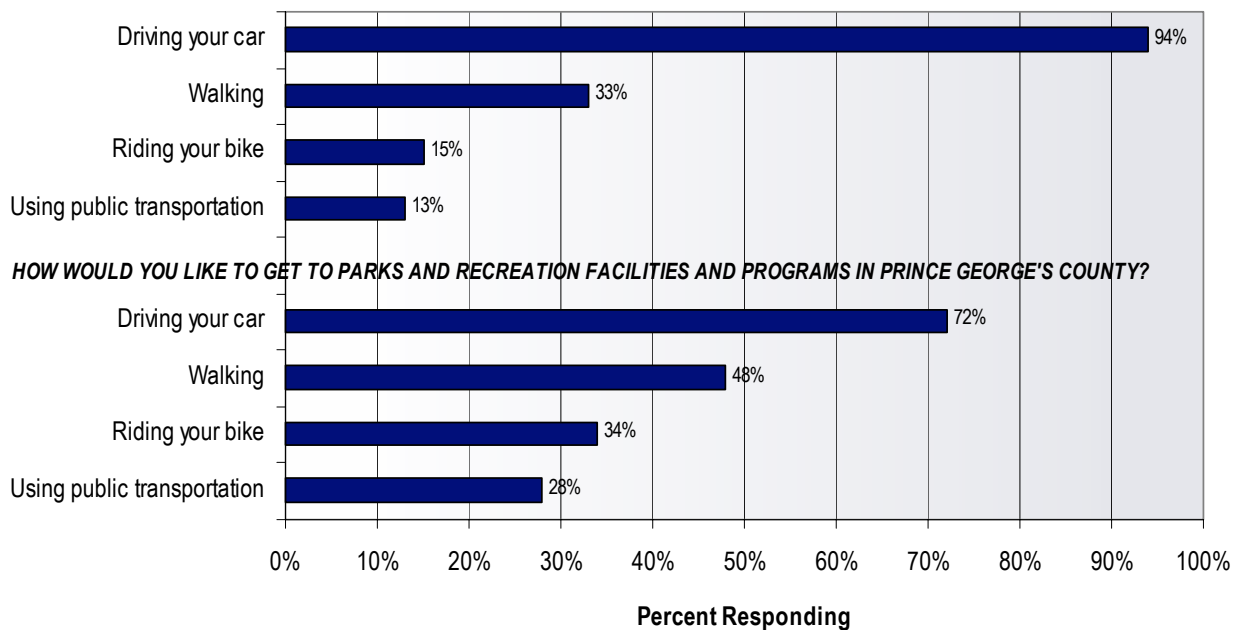


Transportation and Communication

Transportation. Although the majority of respondents currently use their car to get to parks and recreation facilities and programs in Prince George's County (94 percent) and while many would still prefer to use their cars in the future (74 percent), many also show interest in alternative means of transportation than what is currently used. In addition to driving, 33 percent also currently walk to parks and recreation facilities/programs, but 48 percent would prefer to walk. Only 15 percent currently ride their bikes to parks and recreation facilities/programs, but 34 percent would prefer to ride their bikes. Thirteen percent currently use public transportation to get to parks and recreation facilities/programs, but 28 percent would prefer to use public transportation.

Figure 22
Transportation

HOW DO YOU CURRENTLY GET TO PARKS AND RECREATION FACILITIES AND PROGRAMS IN PRINCE GEORGE'S COUNTY?

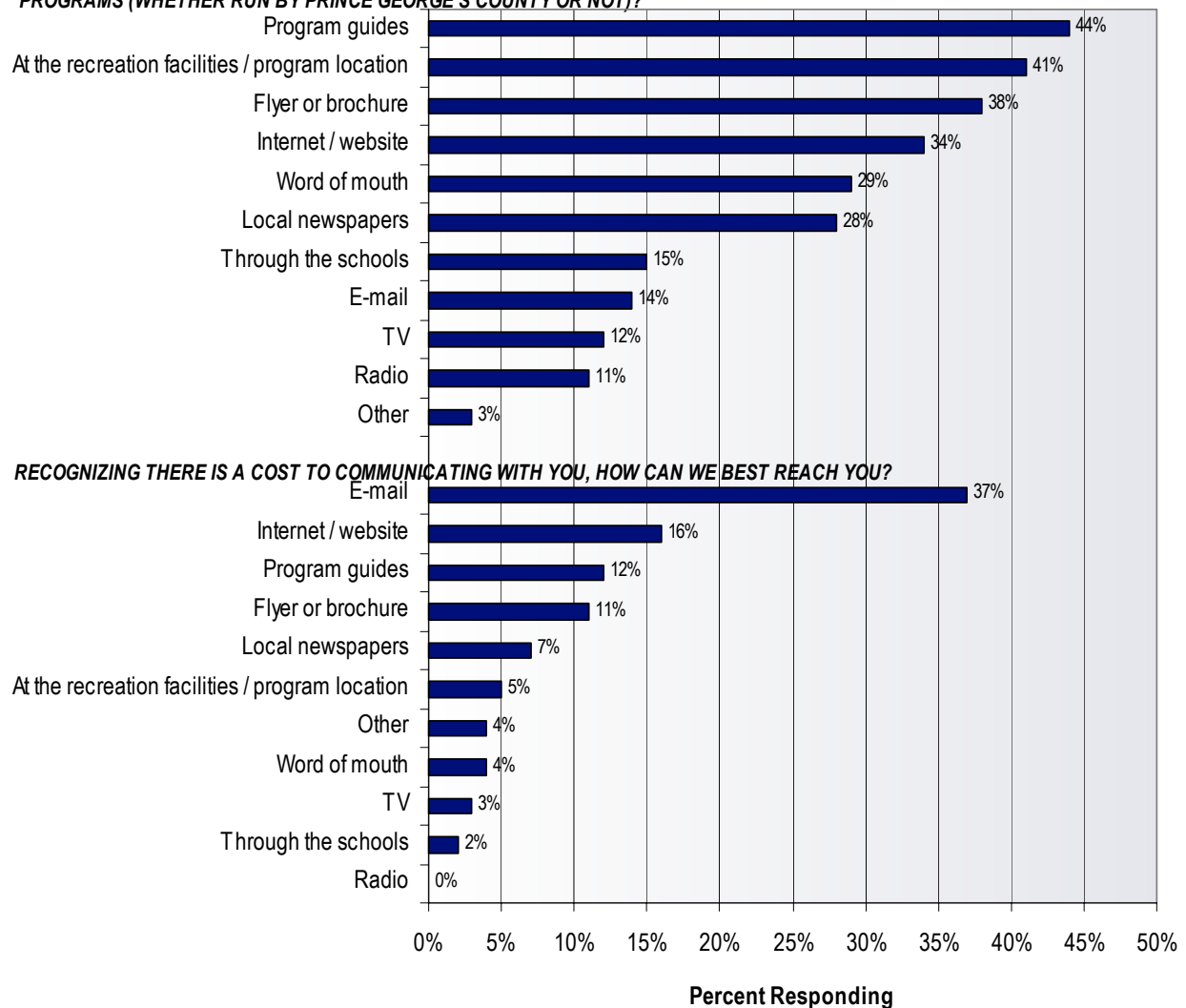


Communication. The most widely used sources that respondents' currently utilize to get information on parks, recreation facilities, services, and programs (whether run by Prince George's County Parks and Recreation Department or not) are program guides (44 percent), at the recreation facilities / program location (41 percent), flyer or brochure (38 percent), and the internet / websites (34 percent). Other sources of information include word of mouth (29 percent), local newspapers (28 percent), through the schools (15 percent), email (14 percent), TV (12 percent), and radio (11 percent).

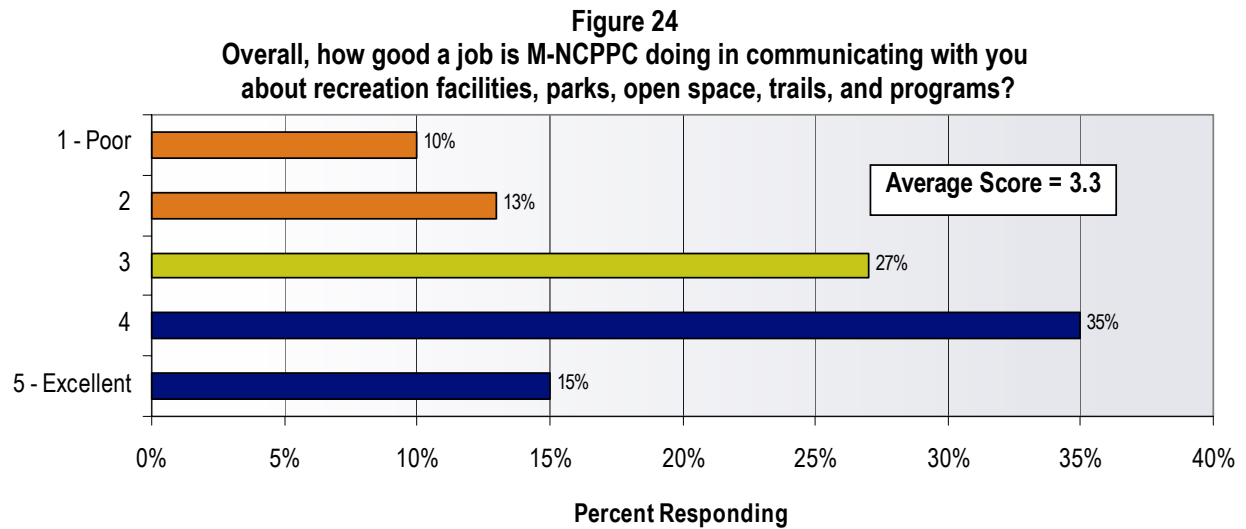
When asked how the County can best communicate with them, e-mail was mentioned the most (by 37 percent of respondents), followed by internet / websites (16 percent), program guides (12 percent), and flyers or brochures (11 percent). Compared to the proportion currently receiving information through e-mail, the relatively large proportion of residents who would like to get their information through e-mail is notable, and poses a potential opportunity for the County to explore improvements in future communications.

**Figure 23
Communications**

HOW DO YOU USUALLY OR CURRENTLY RECEIVE INFORMATION ON PARKS, RECREATION FACILITIES, SERVICES, AND PROGRAMS (WHETHER RUN BY PRINCE GEORGE'S COUNTY OR NOT)?



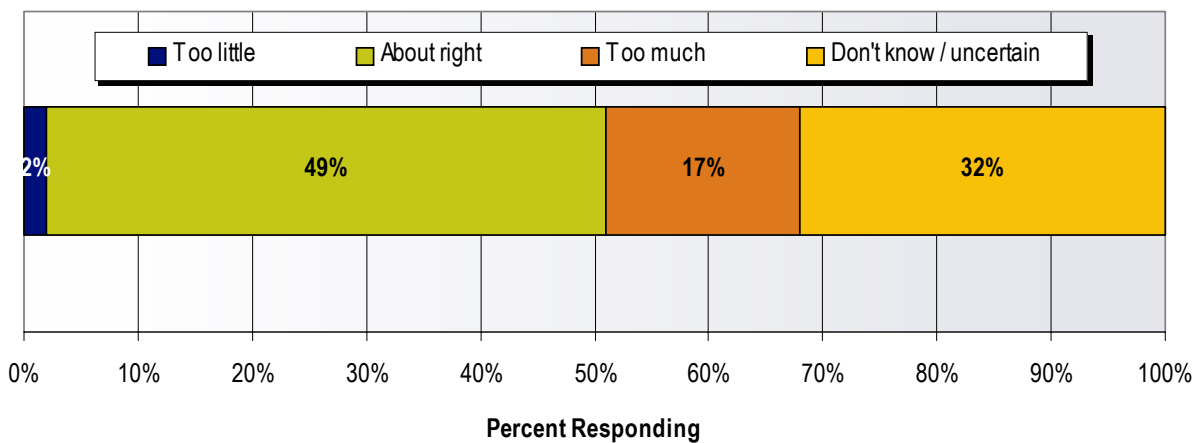
Respondents were asked to rate how good of a job M-NCPPC does in communicating with them about information on recreation facilities, parks, open space, trails, and programs. Overall, the average rating was 3.3 (on a 5-point scale), with 27 percent of respondents rating it as a “3,” 35 percent rating it as a “4,” and 15 percent rating it as a “5 – Excellent.”



Financial Choices

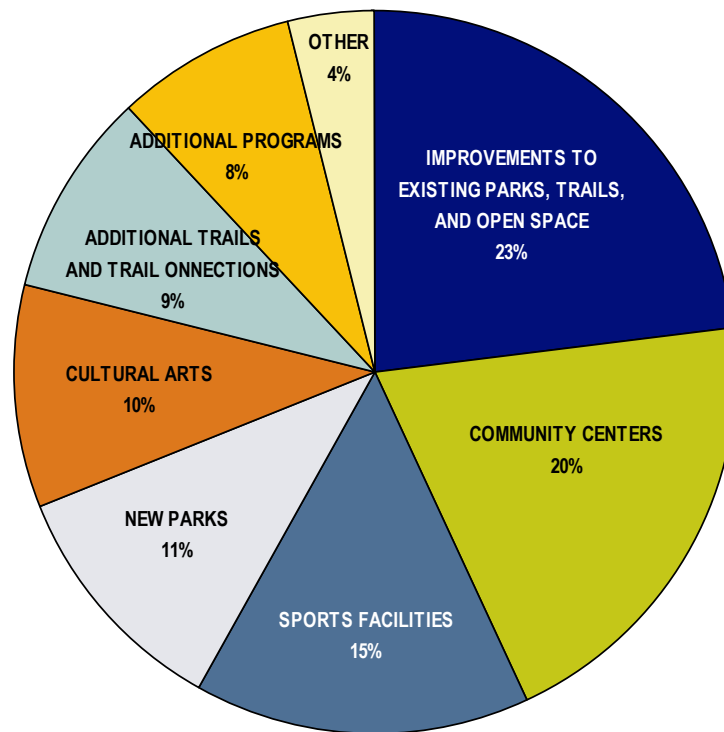
It was explained in the survey that “M-NCPPC recreation programs are financially supported by taxes and user fees.” Respondents were then asked what their opinion is concerning the amount of money currently charged for user fees by M-NCPPC for Prince George’s County recreation programs and services. Overall, about half of respondents (49 percent) indicated that the amount being charged is “about right,” while 17 percent feel that it is “too much,” and only 2 percent feel that it is “too little.” There is a high percentage of respondents who are also unsure about how much is currently being charged (32 percent).

Figure 25
Opinion concerning the current user fees charged by M-NCPPC for Prince George’s County recreation programs and services



Priorities for budgeting department funds. As another broad measure of resident priorities, it was explained in the survey that “the M-NCPPC is responsible for developing and managing a variety of park and recreation services and facilities. If you were responsible for budgeting \$100 of the County’s funds for new parks and recreation development or improvement projects, how would you spend it?” As illustrated in the following figure, residents distributed the greatest share to improvements to existing parks, trails, and open space (\$23 or 23% of their total \$100 allocation) and to community centers (\$20). Allocations to other categories include sports facilities (\$15), new parks (\$11), cultural arts (\$10), additional trails and trail connections (\$9), and additional programs (\$8). Included in the “other” category (\$4) were a number of written-in suggestions, including security, dog park, art program, music, theatre, dance, lighting on walking tracks, senior centers, pools, local museums, and playground equipment and upkeep.

Figure 26
Allocation of department funds



Respondent Comments

To further probe satisfaction and desires of what is currently available in Prince George's County, respondents were asked in an open-ended question if they had any comments or suggestions regarding facilities, services, and programs provided in the County. A number of suggestions were offered that ranged from more general feedback about what is currently offered throughout the area to more specific suggestions and desires for programs, facilities, and parks for certain users (age groups, individual interests, etc.) or specific areas of the County. In general, comments from the open-link survey sample of respondents tended to track with those provided by the randomly selected sample of respondents. The more specific suggestions can be found in the full set of comments in the appendix, but some general themes are summarized below.

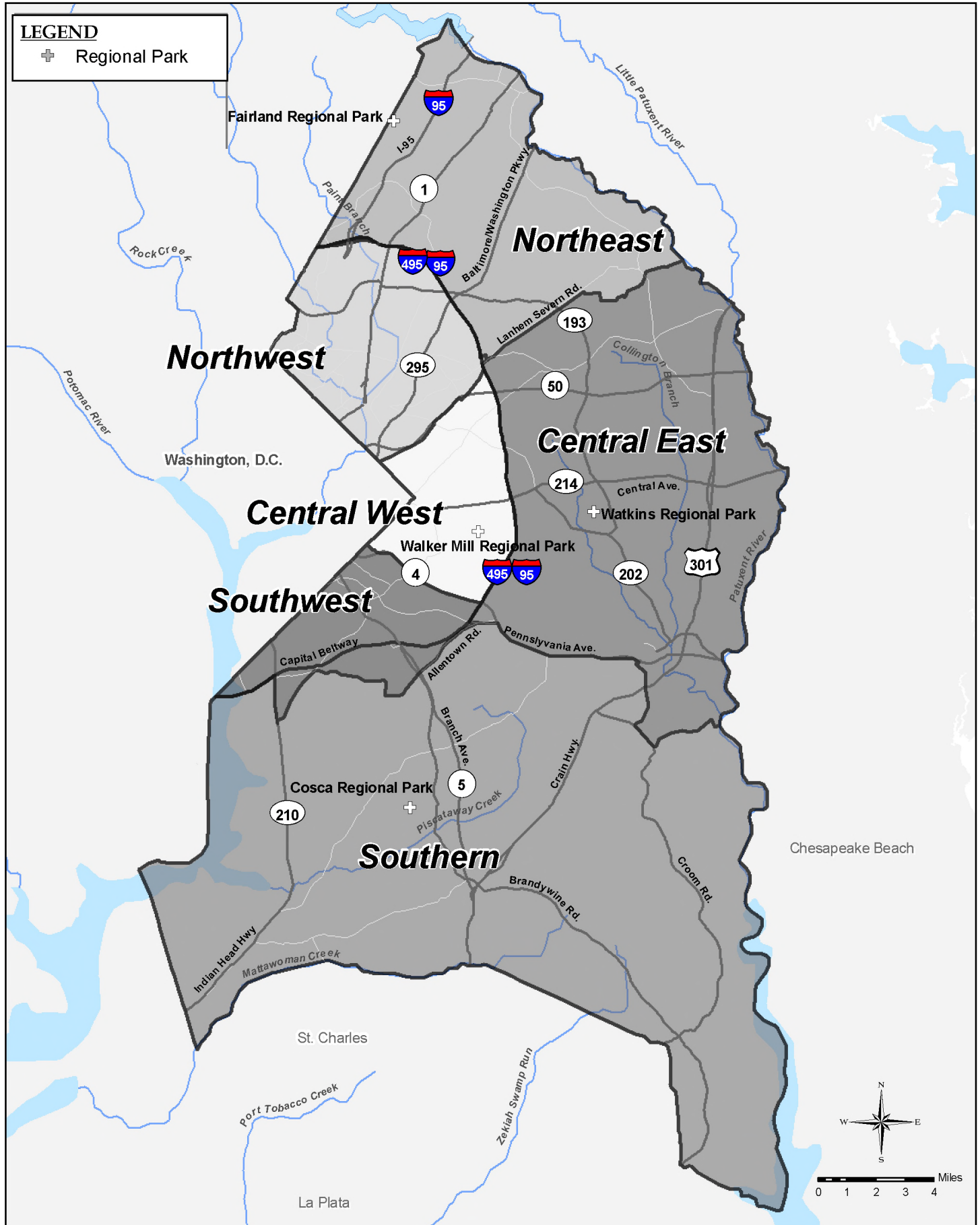
Overall, safety and security at facilities, parks, and on trails emerged as a significant consideration from the open-ended comments. Some respondents indicated a desire for better lighting and layout of trails and parks in order to increase the feeling of security, as well as increased surveillance and monitoring at the facilities. Along the same lines, there was the desire for improved maintenance and upkeep of the existing facilities and parks to increase safety and usability.

Another aspect that was evident in the comments was the need for increased and improved advertising and communication about what facilities, parks, trails, and programs are available in the County. Suggestions included updating the website, offering more information via email and the Internet, and providing maps of the parks and trails available in the area.

A wide variety of comments were also offered regarding the programs currently available in the County. Many respondents indicated a desire for additional youth, teen, adult, and/or senior programs, depending on their own personal needs. For more detailed information about what types of programs are specifically desired and for which age groups, please refer to the full set of comments in the appendix.

A sampling of comments is listed below:

Better advertising - I barely know of events and activities
Better advertising of programs via email internet website
Better maintenance of our current facilities and hire qualified instructors
Better safety in parks and facilities
I cannot stress enough how the teens and young adults need access to facilities for after school and summer programs - volunteer and pay. Also for seniors to have a healthy life style.
I would like more fitness centers and more affordable options, more trails, better trails, provide shade around trails, ponds and activities such as paddle boats, canoes, etc.
Keep facilities well maintained, continue a variety of programming
Maintain and clean parks and lake area
Maintenance and security at facilities would be a priority
Make sure there's ample parking with lots of light and great security
My largest concern is information about the programs, guides for trails and parks, etc. I think the park indoor and outdoor services make quality of life much better and are extremely important.
Need better advertising and communication about what is available in the system, perhaps more event alerts
Repair more outdated facilities. Danger prone. Provide security and guide to participants.



Subarea Analysis

As a general comment, most of the overriding themes and findings at the County level discussed in previous sections of the report tend to be consistent across the six subarea regions analyzed. Variations exist in the percentage response for the priorities from subarea to subarea, but for the most part, the top priorities tend to be the same in each of the subareas, just in different rank order. Specific unique characteristics of each subarea are summarized below.

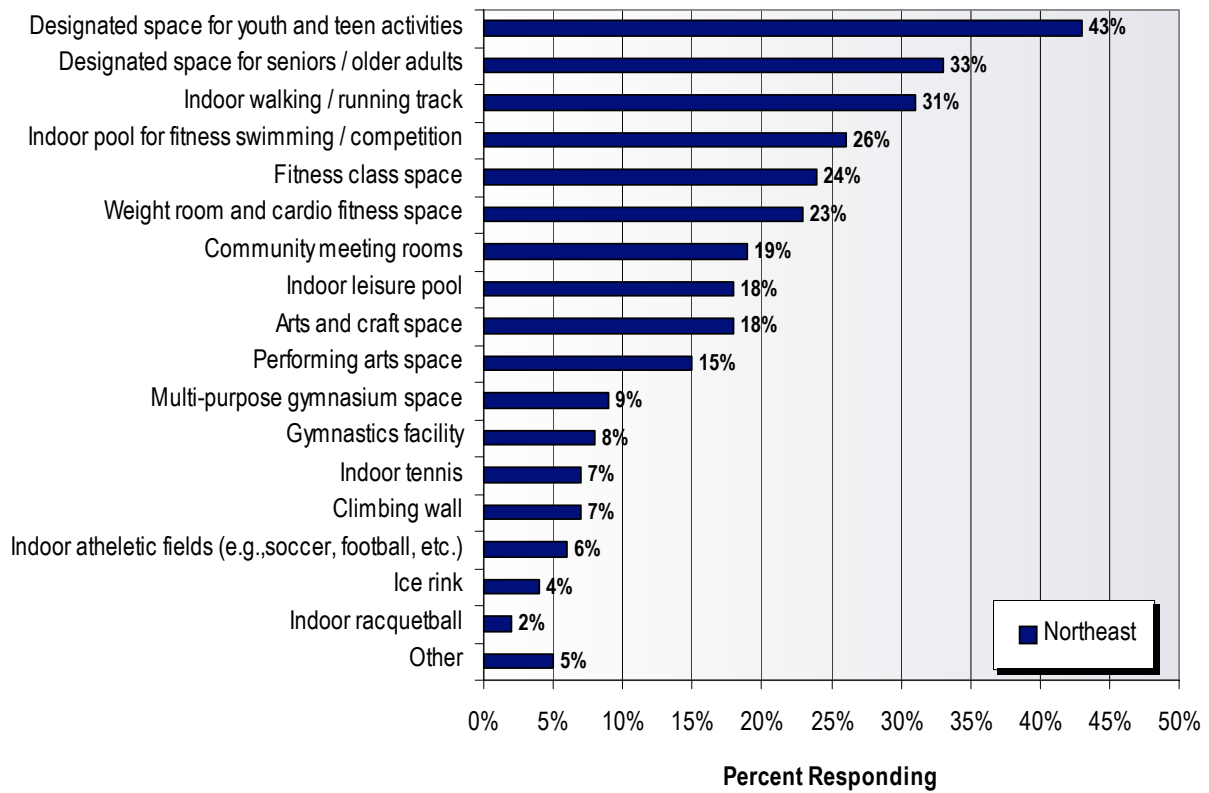
Northeast. Along with the Northwest subarea, the Northeast is distinguished by its frequent use of trails and natural areas within the County, as well as municipal, state, and national parks within the County. Residents of the Northeast subarea are also frequent users of parks and trails outside of the County. Likewise, natural areas and trails are considered the most important priorities for future outdoor improvements in Prince George's County. After natural areas and trails in priority come multi-purpose athletic fields, playgrounds, and picnic shelters.

In terms of indoor facilities, designated space for youth and teen activities is clearly the most important (the strongest response of any subarea), followed by designated space for seniors / older adults, an indoor walking / running track, and an indoor pool for fitness swimming and competition.

In terms of programs, greatest need is indicated for walking, biking, and hiking, fitness and wellness programs, nature and environmental programs, cultural / arts programs, and history programs.

Similar to the overall County level analysis, the majority of residents in the Northeast consider the current users fees charged to be about right (53 percent).

Figure 27
Most important needs for indoor facilities



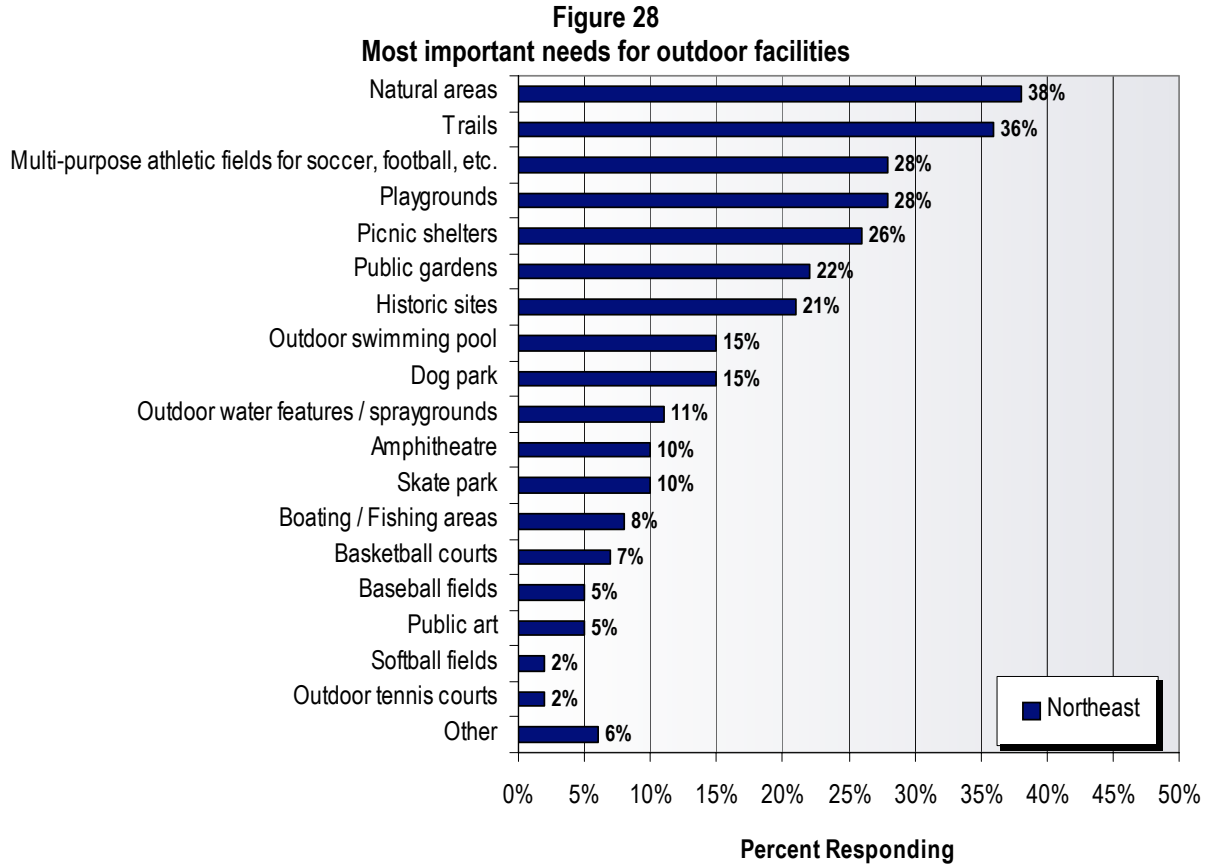


Figure 29
Does your household have a need for the following programs?

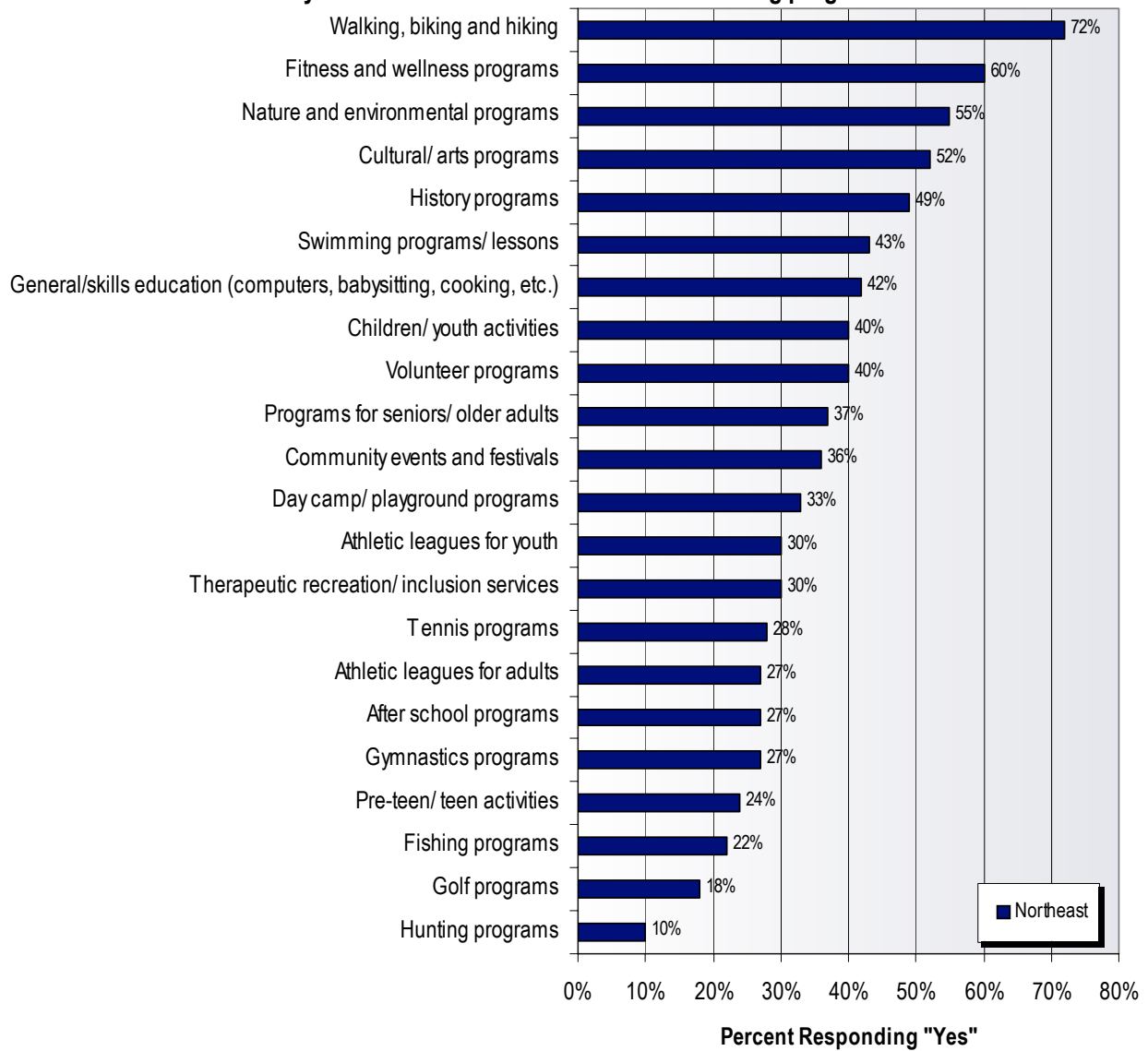


Figure 30
Of the programs your household has a need for, how well are your needs currently being met?

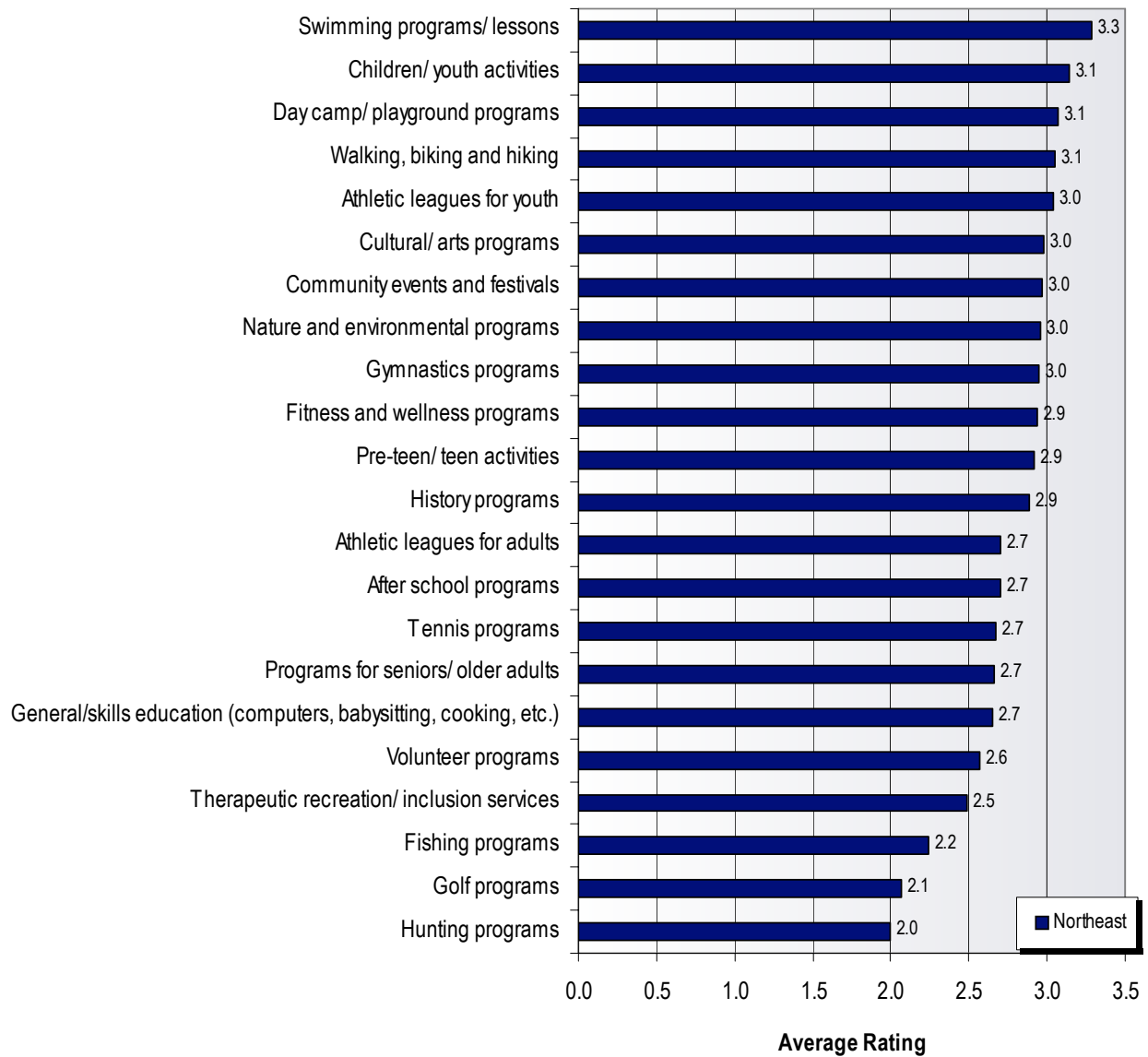
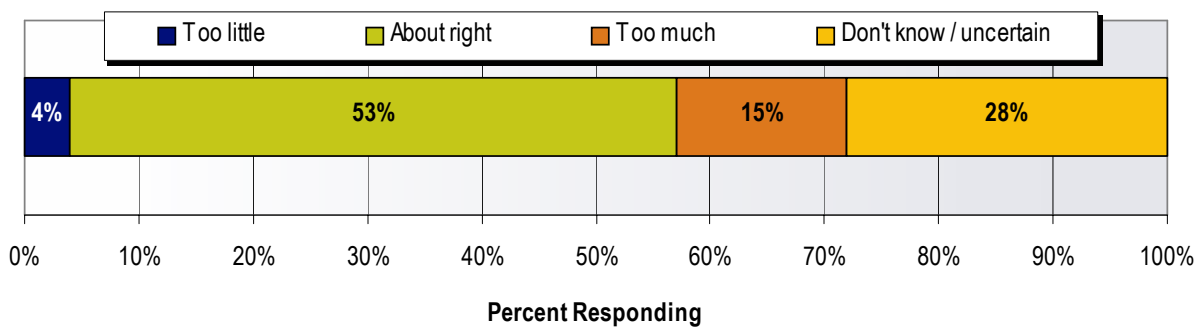


Figure 31
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



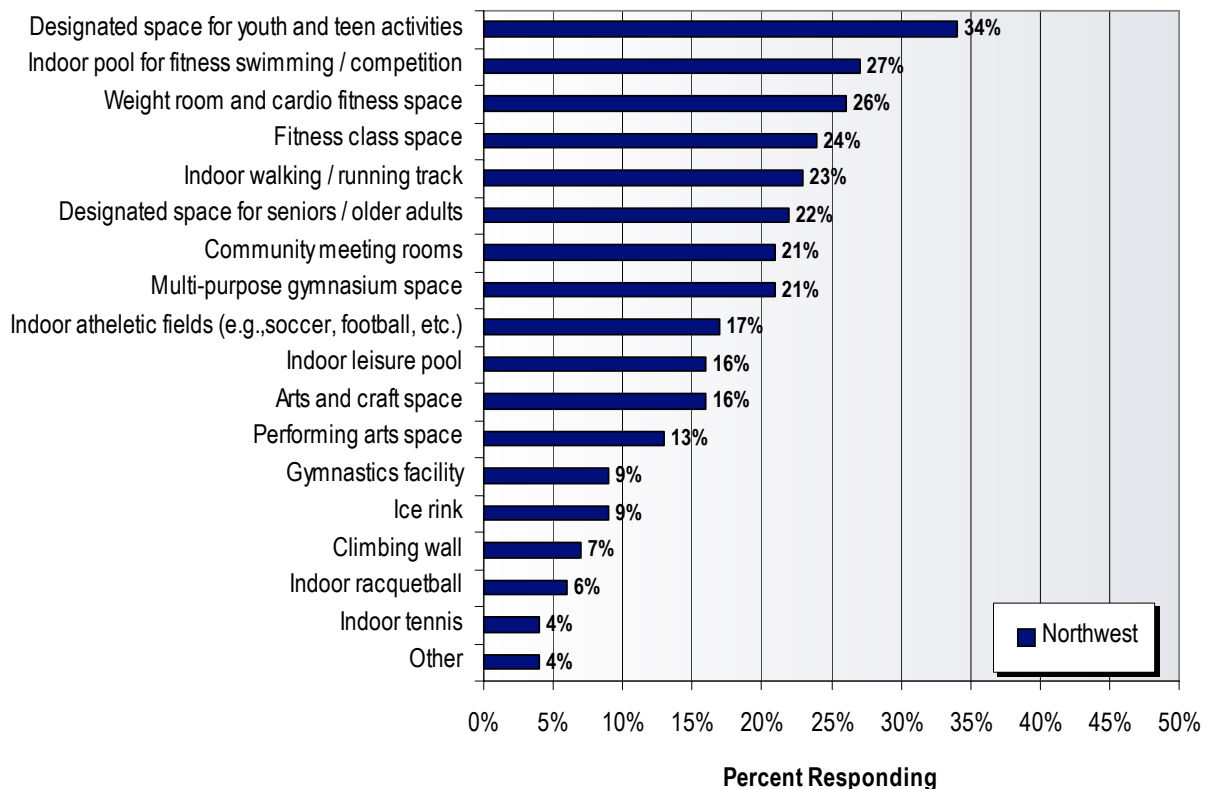
Northwest. Along with the Northeast subarea, the Northwest is also distinguished by its frequent use of trails and natural areas within the County, as well as municipal, state, and national parks within the County. Residents of the Northwest subarea are also frequent users of parks and trails outside of the County. Likewise, natural areas and trails are considered the most important priorities for future outdoor improvements in Prince George's County (the strongest response of any subarea). After natural areas and trails in priority come multi-purpose athletic fields, playgrounds, and public gardens. Picnic shelters, however, were mentioned less in the Northwest subarea as compared to any other region.

In terms of indoor facilities, designated space for youth and teen activities was also the most important (although not the extent as mentioned in other subareas), followed by an indoor pool for fitness swimming and competition, weight room and cardio fitness space, fitness class space, an indoor walking / running track, and designated space for seniors / older adults.

In terms of programs, greatest need is also indicated for walking, biking, and hiking, fitness and wellness programs, nature and environmental programs, cultural / arts programs, and history programs.

Similar to the overall County level analysis, the majority of residents in the Northwest consider the current users fees charged to be about right (53 percent). The Northwest subarea also had the smallest percentage of respondents who said user fees are too much (only 10 percent).

Figure 32
Most important needs for indoor facilities



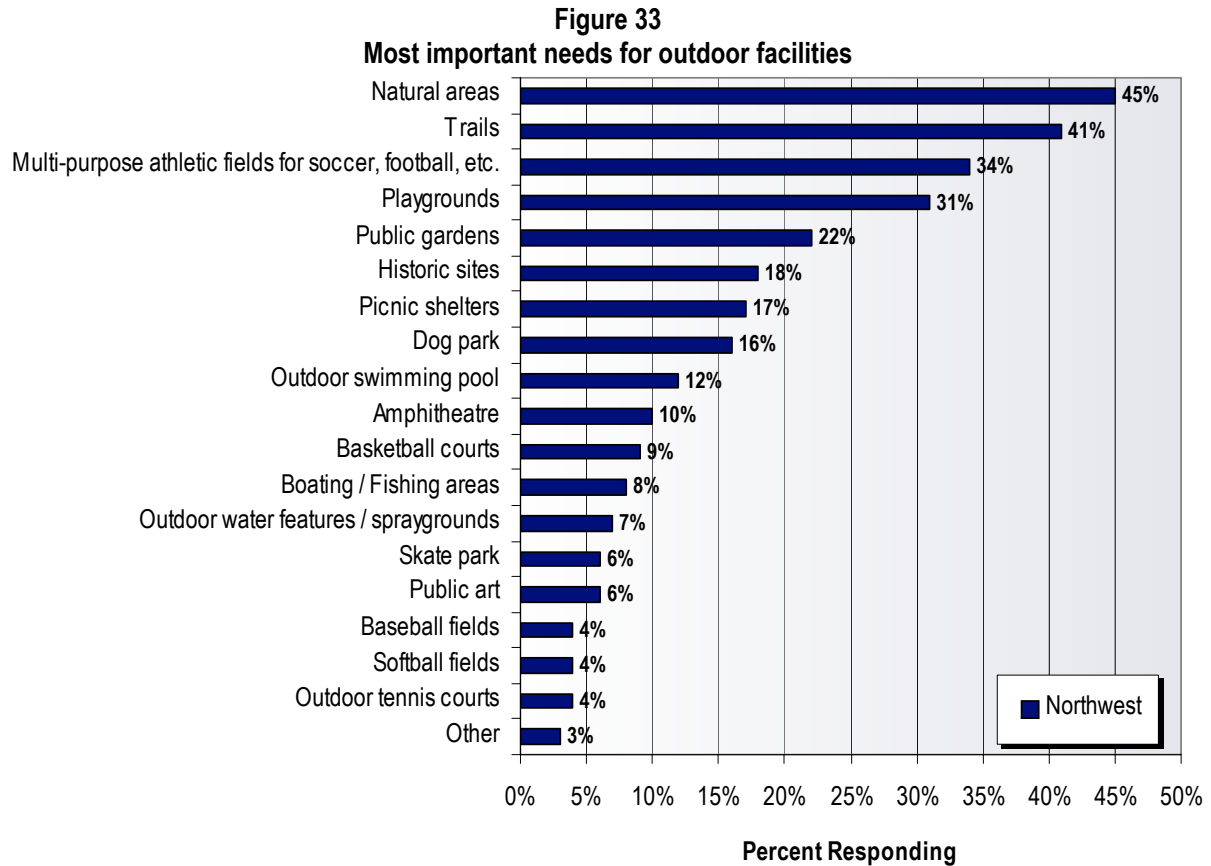


Figure 34
Does your household have a need for the following programs?

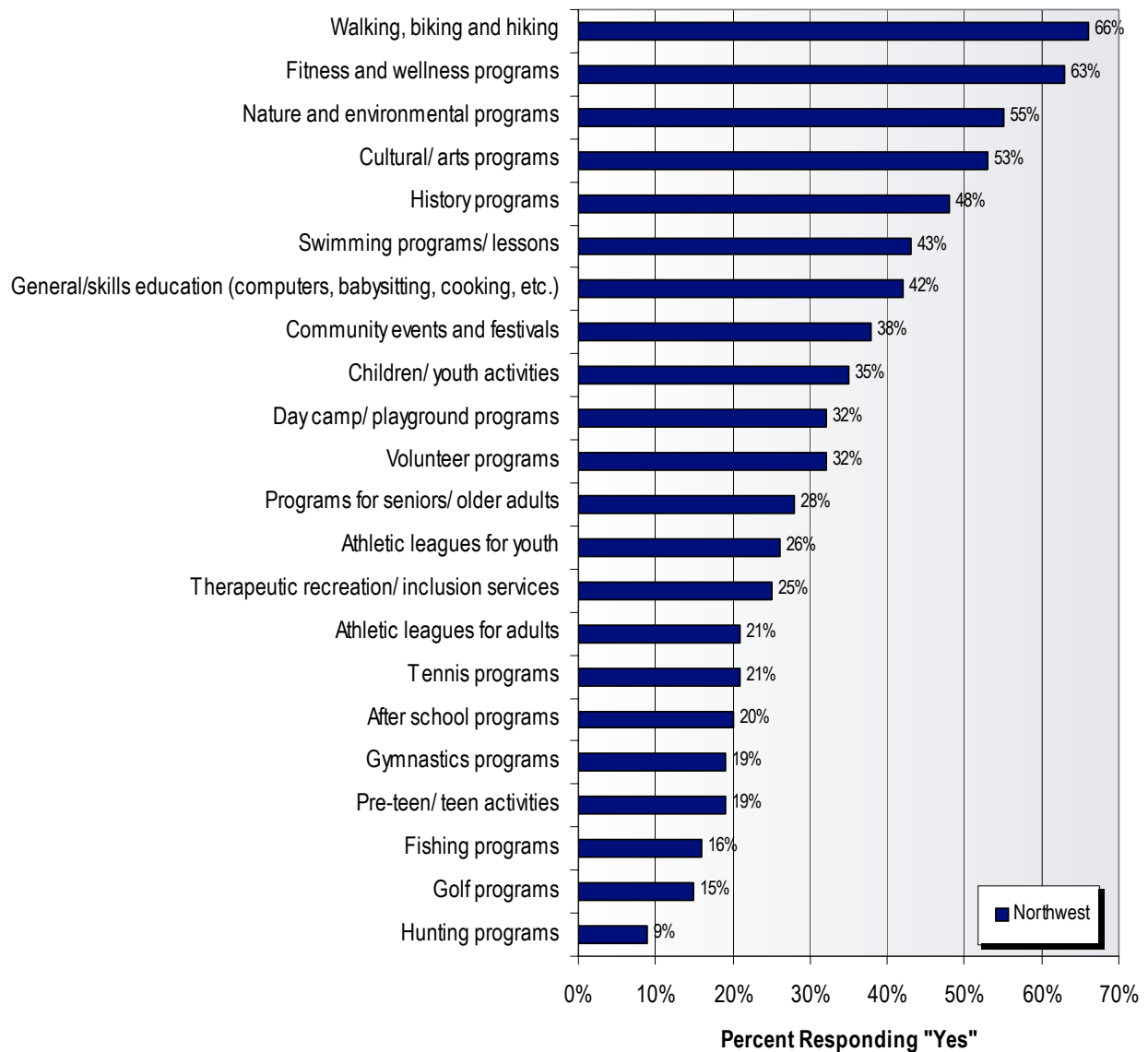


Figure 35
Of the programs your household has a need for, how well are your needs currently being met?

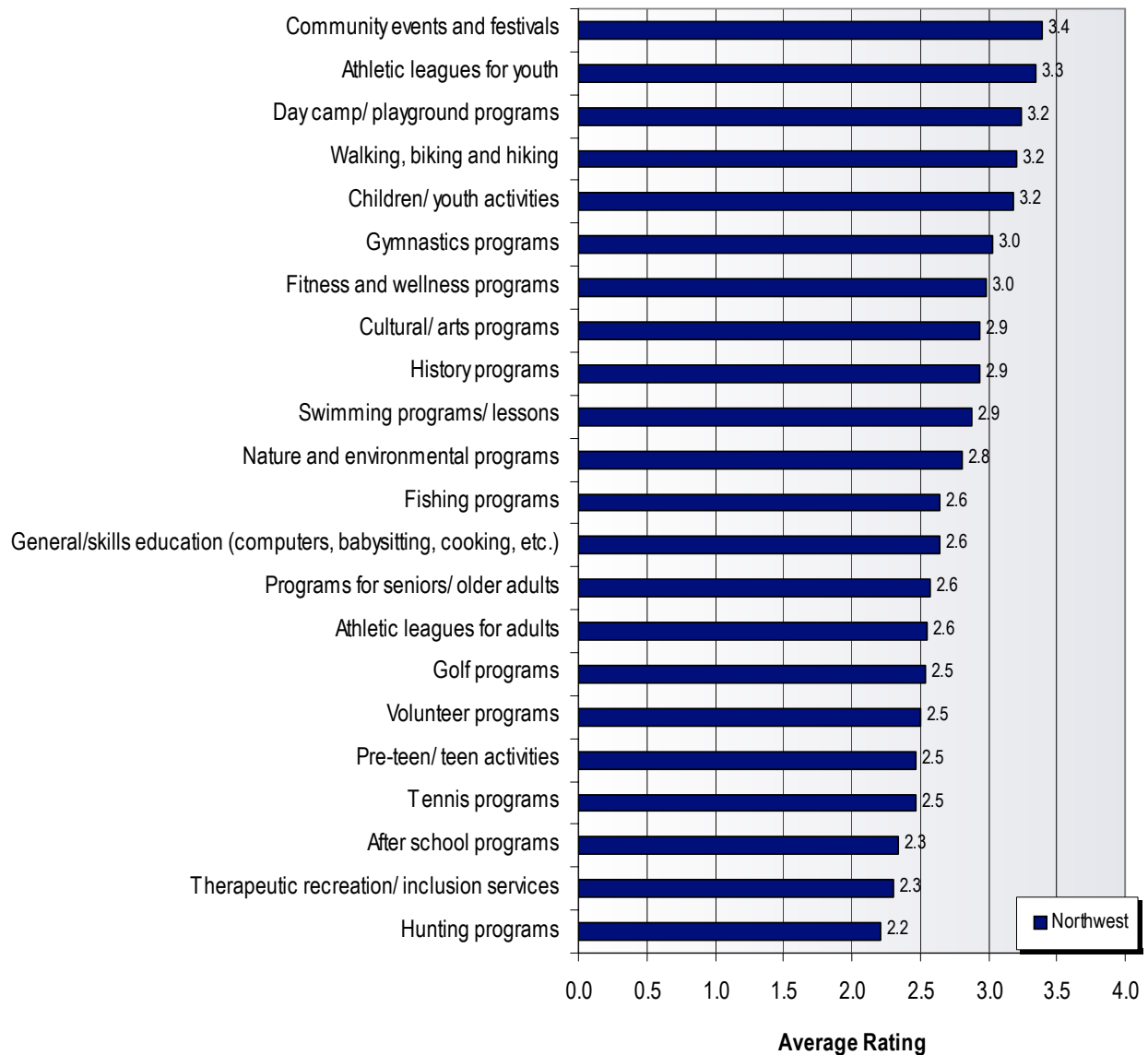
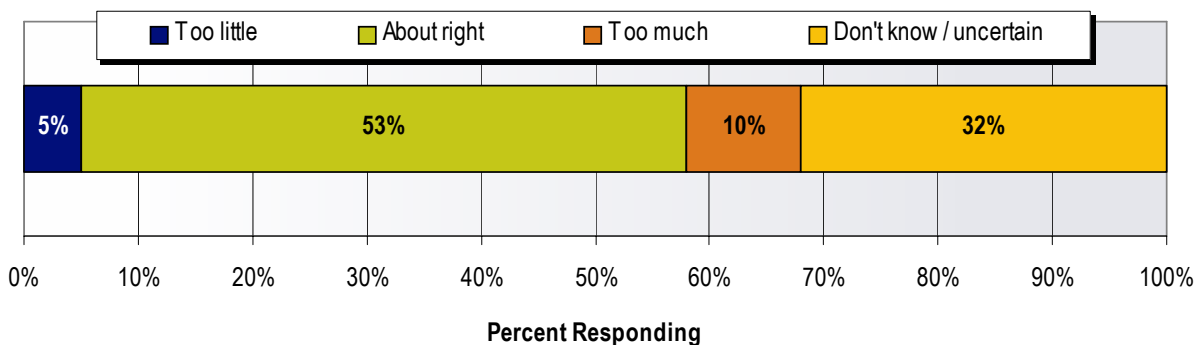


Figure 36
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



Central West. Along with the Southwest subarea, the Central West subarea had the largest percentage of respondents who expressed concerns over safety and security as a reason for not using M-NCPPC facilities in Prince George's County (46 percent). Price and user fees was also a more frequent issue here (28 percent), as was lack of transportation to reach County facilities (24 percent). Residents of the Central West region are the most likely of any region to use private health and fitness clubs as alternative providers (31 percent).

In terms of priorities for indoor facilities, designated space for youth and teen activities was also the most important, followed by indoor walking / running track (the strongest response of any subarea), an indoor pool for fitness swimming and competition (also the strongest response of any subarea), designated space for seniors / older adults, and weight room and cardio fitness space.

In terms of priorities for outdoor facilities, picnic shelters were clearly the most important priority identified (45 percent), mentioned more frequently, by far, than any other subarea. After picnic shelters come multi-purpose athletic fields, playgrounds, natural areas, trails, and basketball courts (21 percent—the strongest response of any region for basketball courts).

In terms of programs, greatest need is indicated for fitness and wellness programs (one of the strongest responses), walking, biking, and hiking, general skills education (one of the strongest), swimming programs / lessons (the strongest of any subarea), children / youth activities (the strongest), and then nature and environmental programs.

Similar to the overall County level analysis, the majority of residents in the Central West consider the current users fees charged to be about right (51 percent); however, it also has one of the largest number of respondents who consider user fees to be too much (19 percent).

Figure 37
Most important needs for indoor facilities

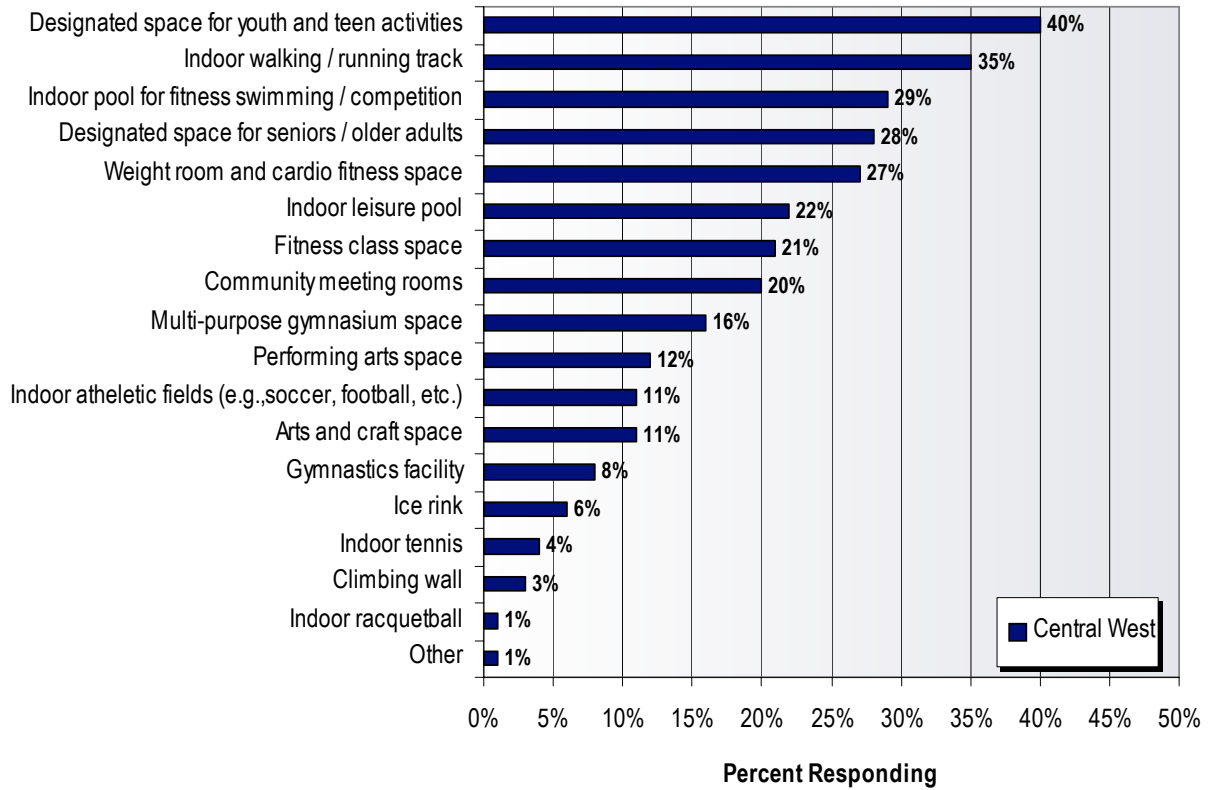


Figure 38
Most important needs for outdoor facilities

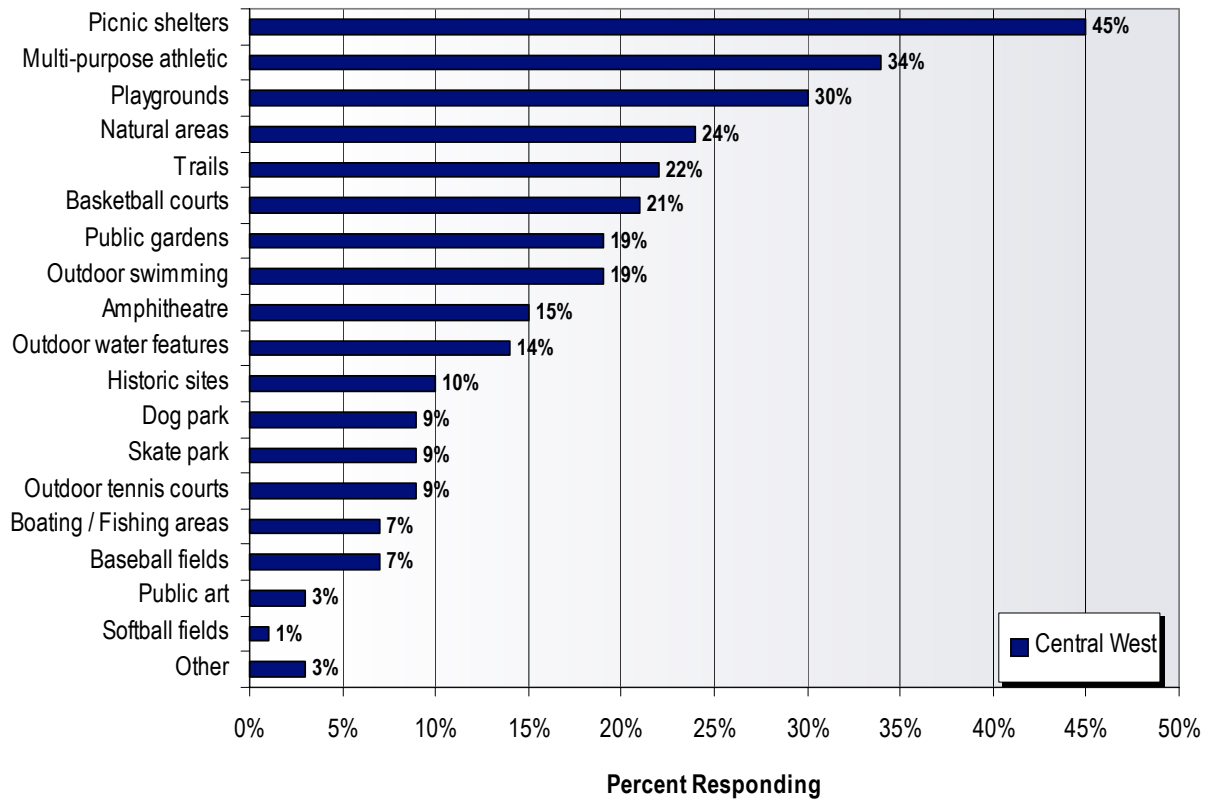


Figure 39
Does your household have a need for the following programs?

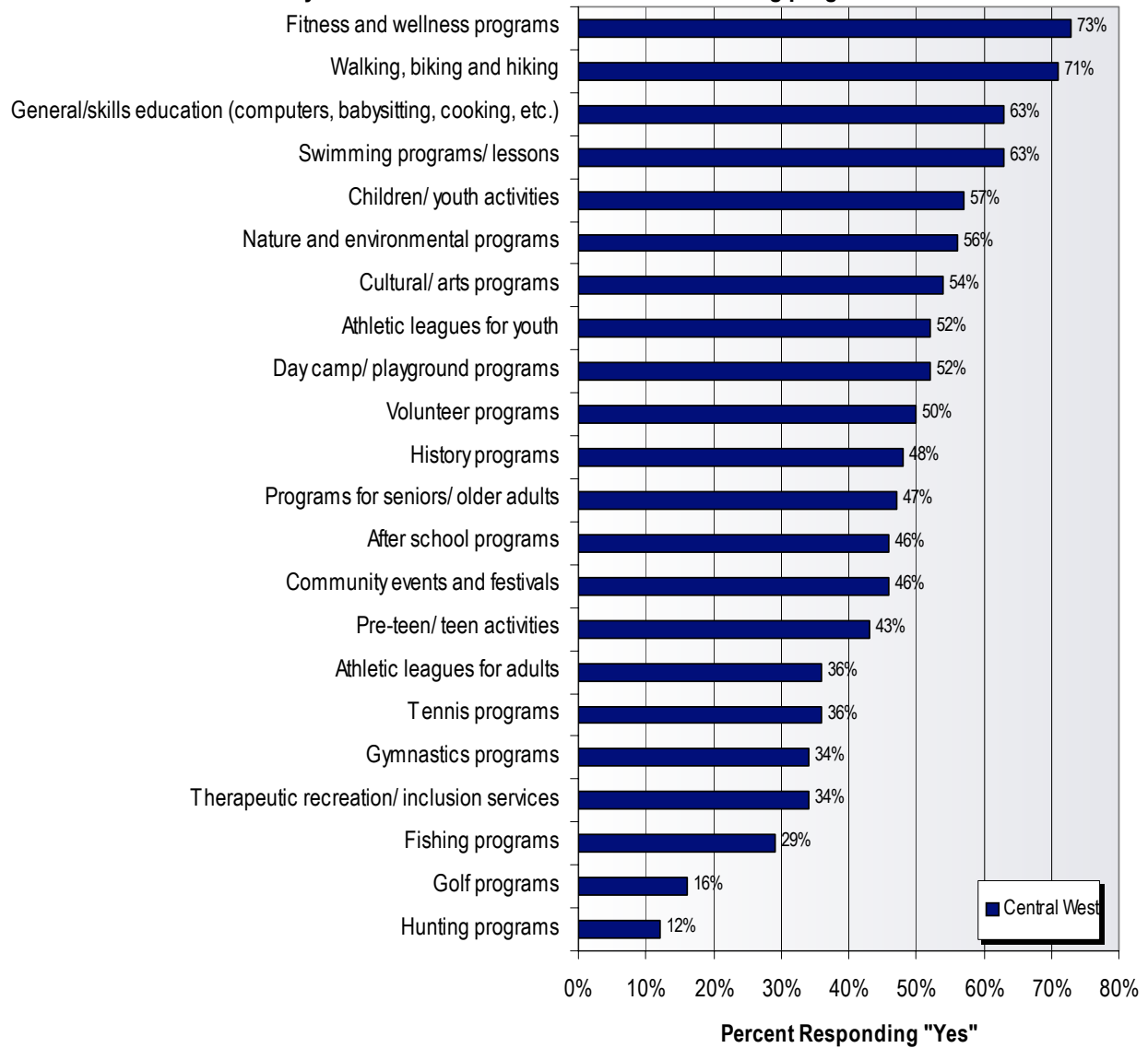


Figure 40
Of the programs your household has a need for, how well are your needs currently being met?

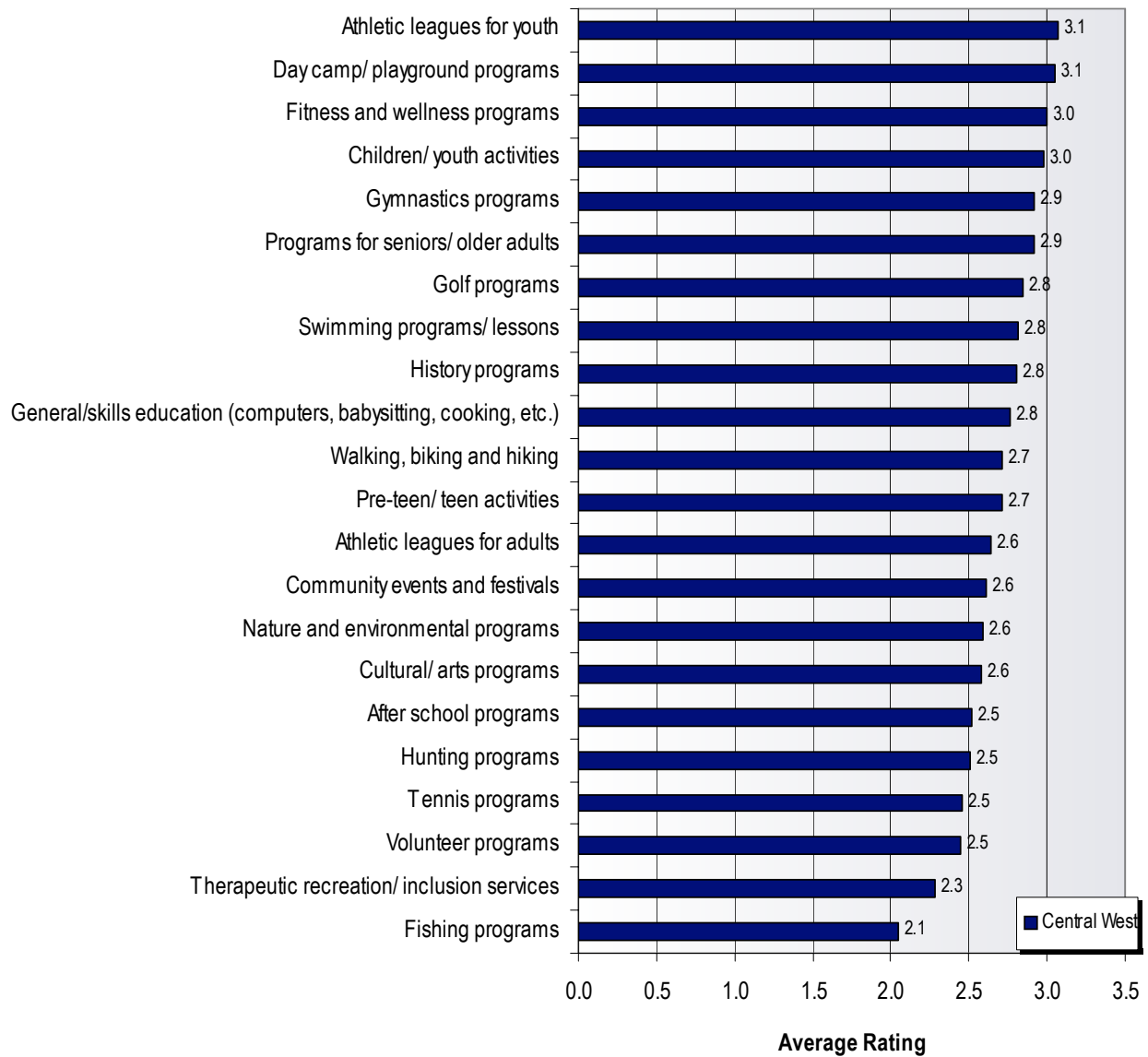
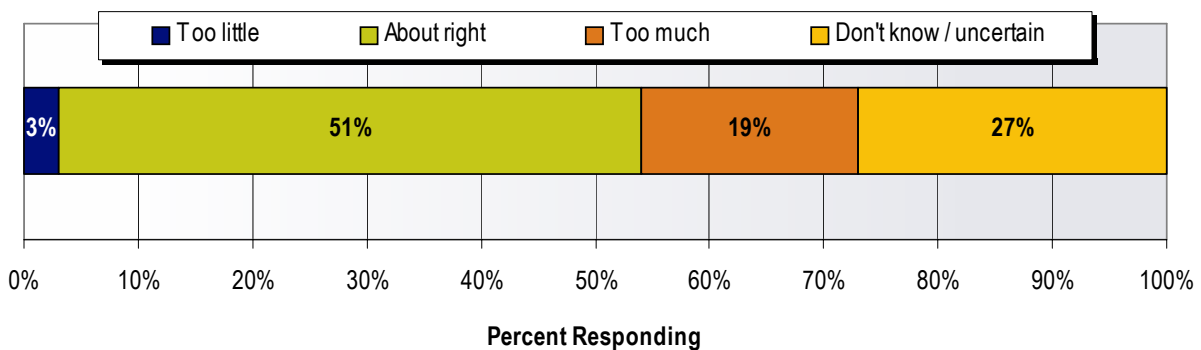


Figure 41
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



Central East. Along with the Southern subarea, the Central East subarea is characterized by the largest number of respondents who use churches / houses of worship as alternative providers (44 percent), with use of private or public school facilities also quite high (38 percent). As a general comment, the Central East also tends to be the most indicative or closely aligned with overall findings discussed at the County level, with fewer deviations from overall patterns tending to exist.

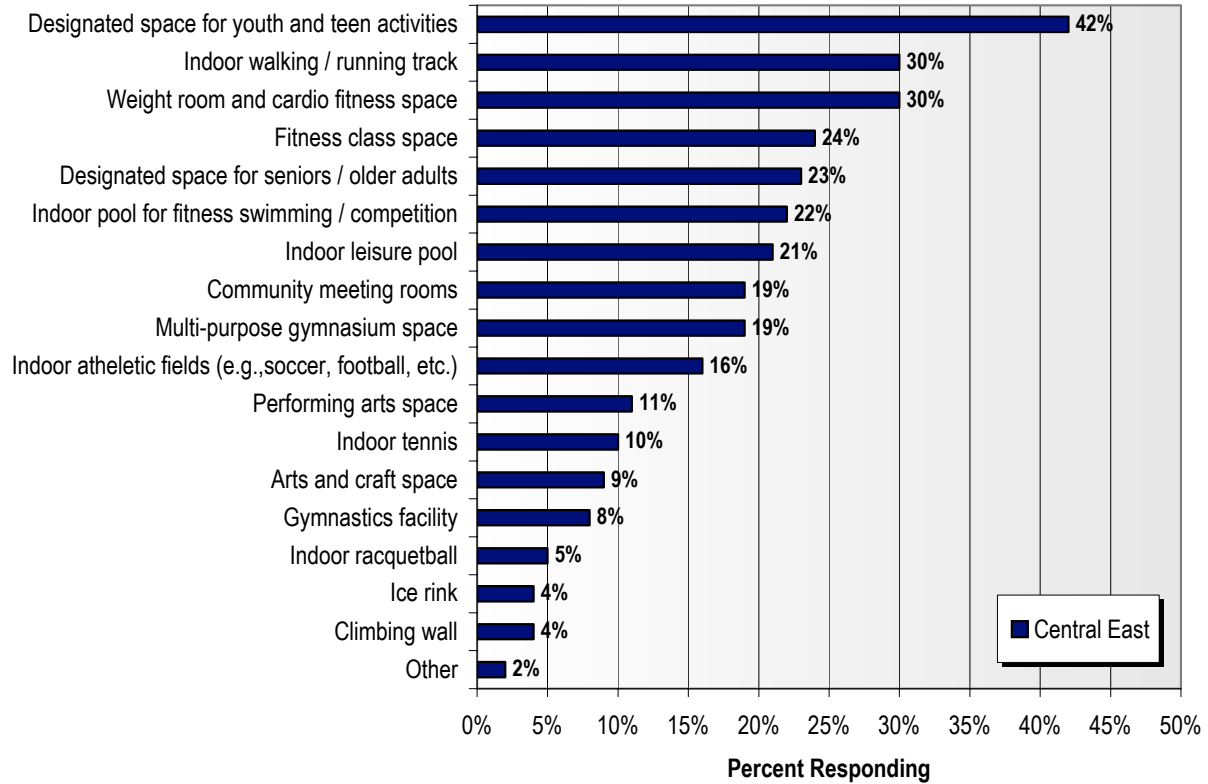
One exception to this observation, however, is the apparent much greater use of M-NCPPC athletic fields (10.2 times in last 12 months) and community centers (16.5 times) compared to other subareas. Likewise, multi-purpose athletic fields is mentioned just slightly more often than any other subarea as the most important priority for future outdoor improvements (36 percent), just behind picnic shelters at 37 percent. After picnic shelters and fields come playgrounds, an outdoor amphitheatre (along with the Southwest subarea, more than any other region), natural areas, trails, and an outdoor swimming pool. Although farther down the list of priorities, it should also be noted that a skate park also has moderate support in the Central East subarea as compared to the other subareas (16 percent).

In terms of priorities for indoor facilities, designated space for youth and teen activities was also the most important here, followed by indoor walking / running track, weight room and cardio fitness space, fitness class space, designated space for seniors / older adults, and an indoor pool for fitness swimming and competition.

In terms of programs, greatest need is indicated for fitness and wellness programs, walking, biking, and hiking, cultural / arts programs (strongest of any subarea), swimming programs / lessons, children / youth activities, and general skills education.

Similar to the overall County level analysis, the majority of residents in the Central East consider the current users fees charged to be about right (57 percent—one of the strongest levels); however, it also has one of the largest number of respondents who consider user fees to be too much (19 percent).

Figure 42
Most important needs for indoor facilities



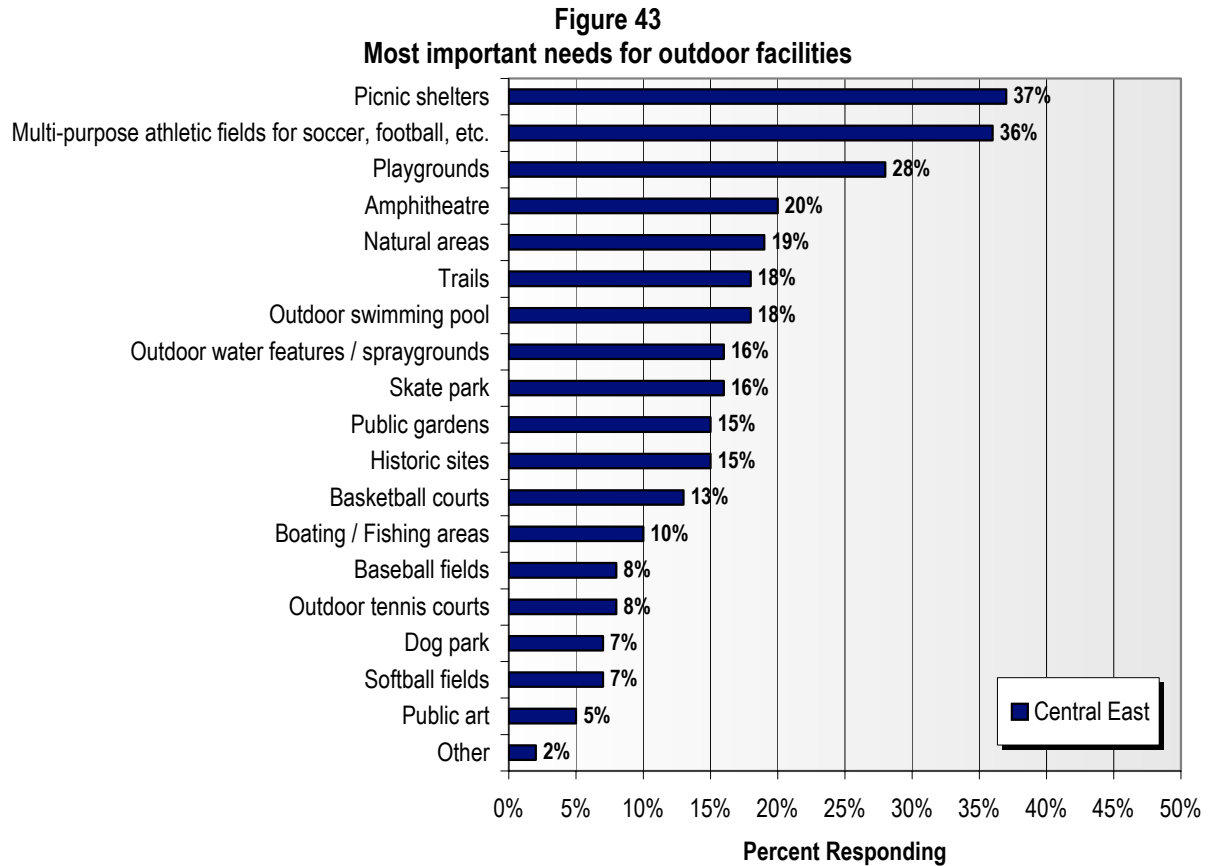


Figure 44
Does your household have a need for the following programs?

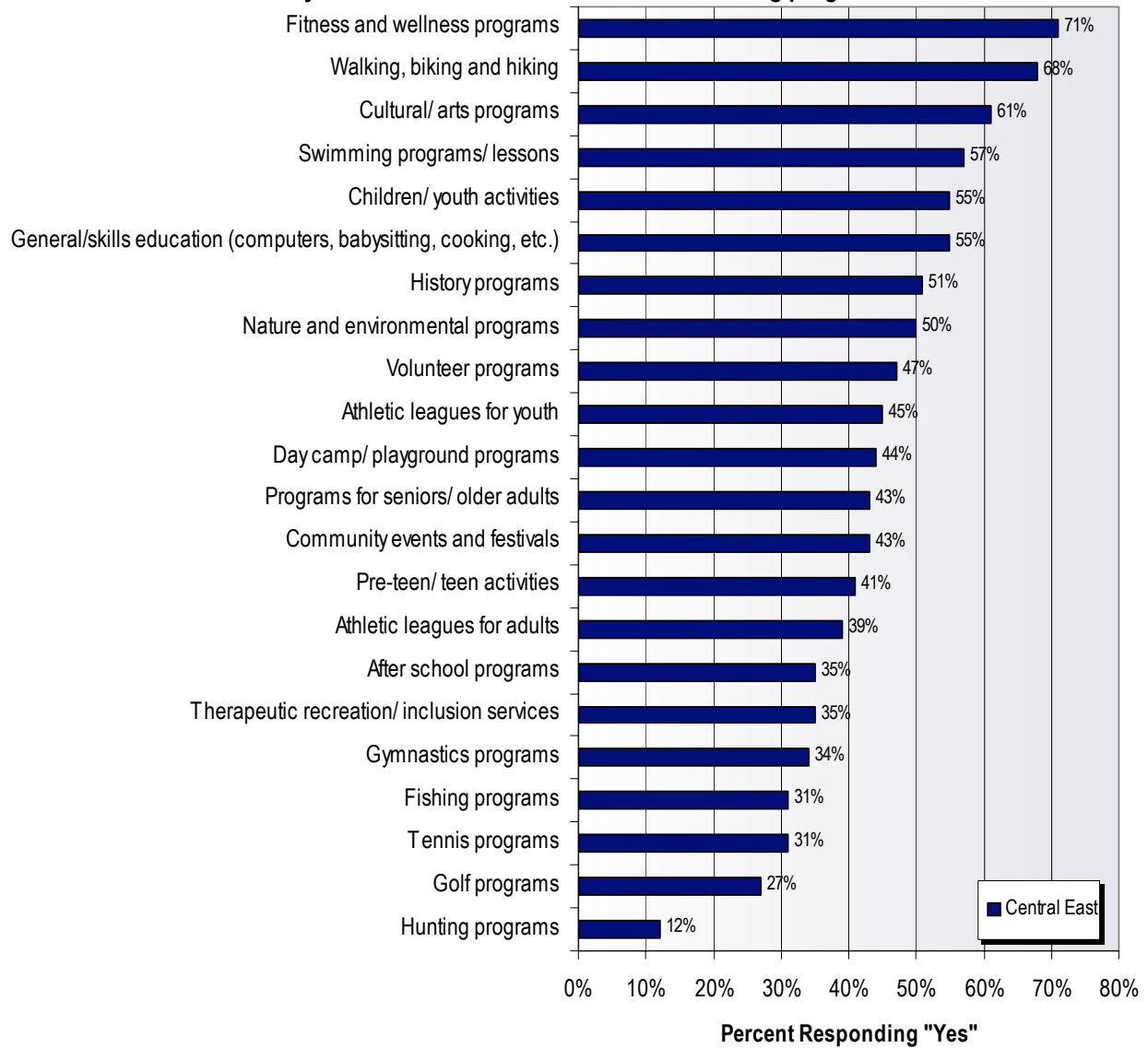


Figure 45
Of the programs your household has a need for, how well are your needs currently being met?

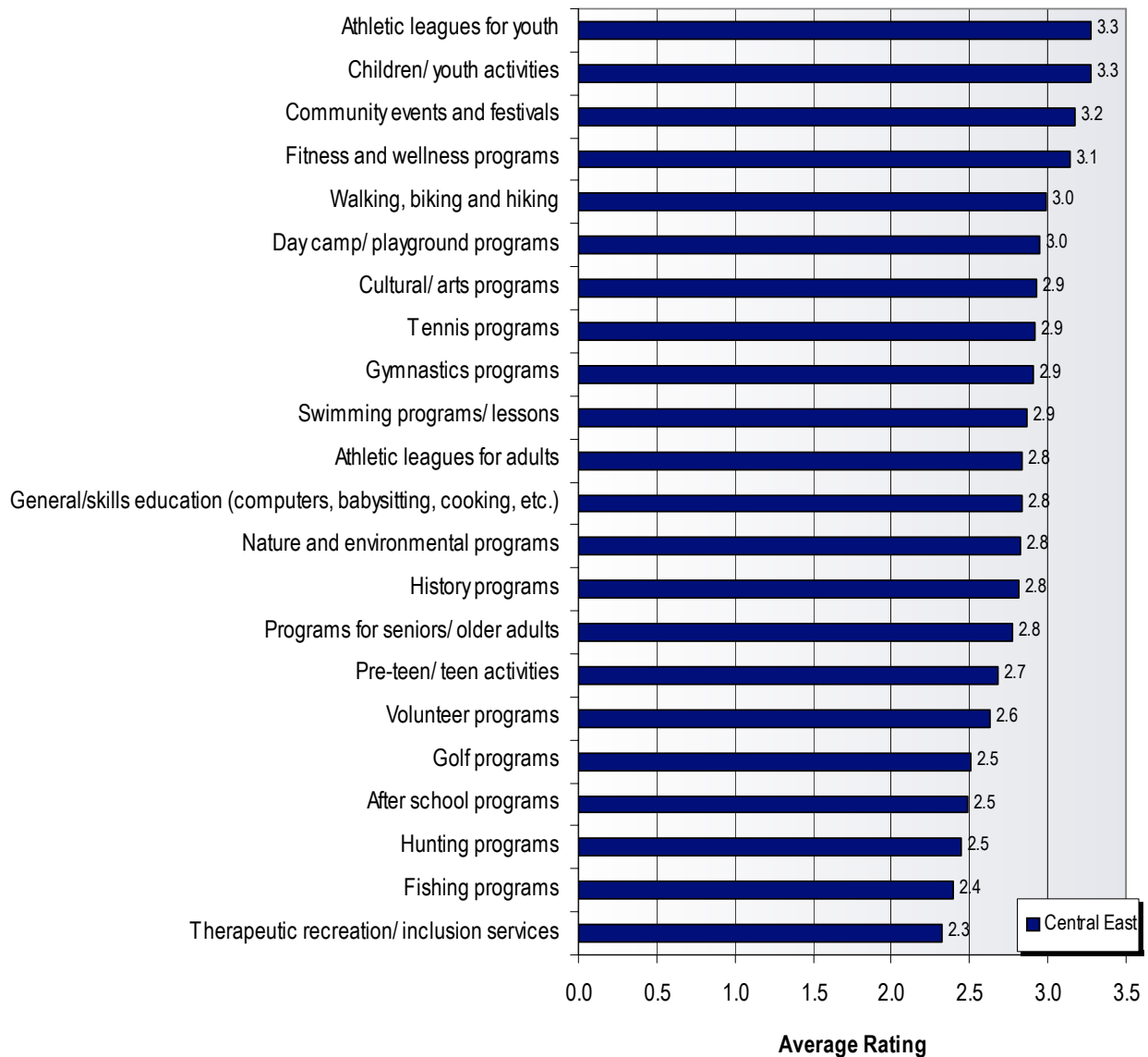
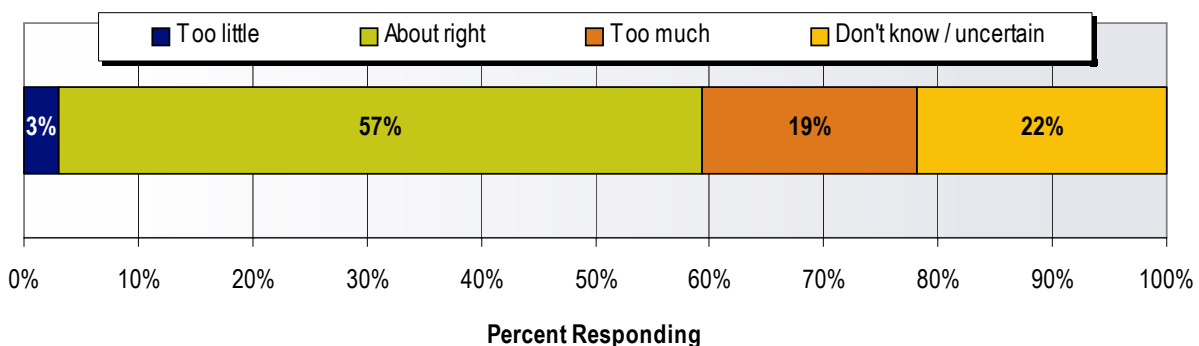


Figure 46
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



Southwest. Along with the Central West region (as discussed), the Southwest subarea had the largest percentage of respondents who expressed concerns over safety and security as a reason for not using M-NCPPC facilities in Prince George's County (47 percent). Price and user fees was also a more frequent issue here (30 percent—most of any region), as was a whole host of other reasons for not using M-NCPPC facilities, including not aware of programs / facilities offered (34 percent), condition of parks and facilities (33 percent), location of facilities not convenient (32 percent), the need for more restrooms (29 percent), hours of operation (26 percent), customer service / staff knowledge (25 percent), and lack of facilities and amenities (22 percent).

Use of both church and school owned facilities is also quite prevalent in the Southwest, although not quite to the extent as in the Central East and Southern subareas.

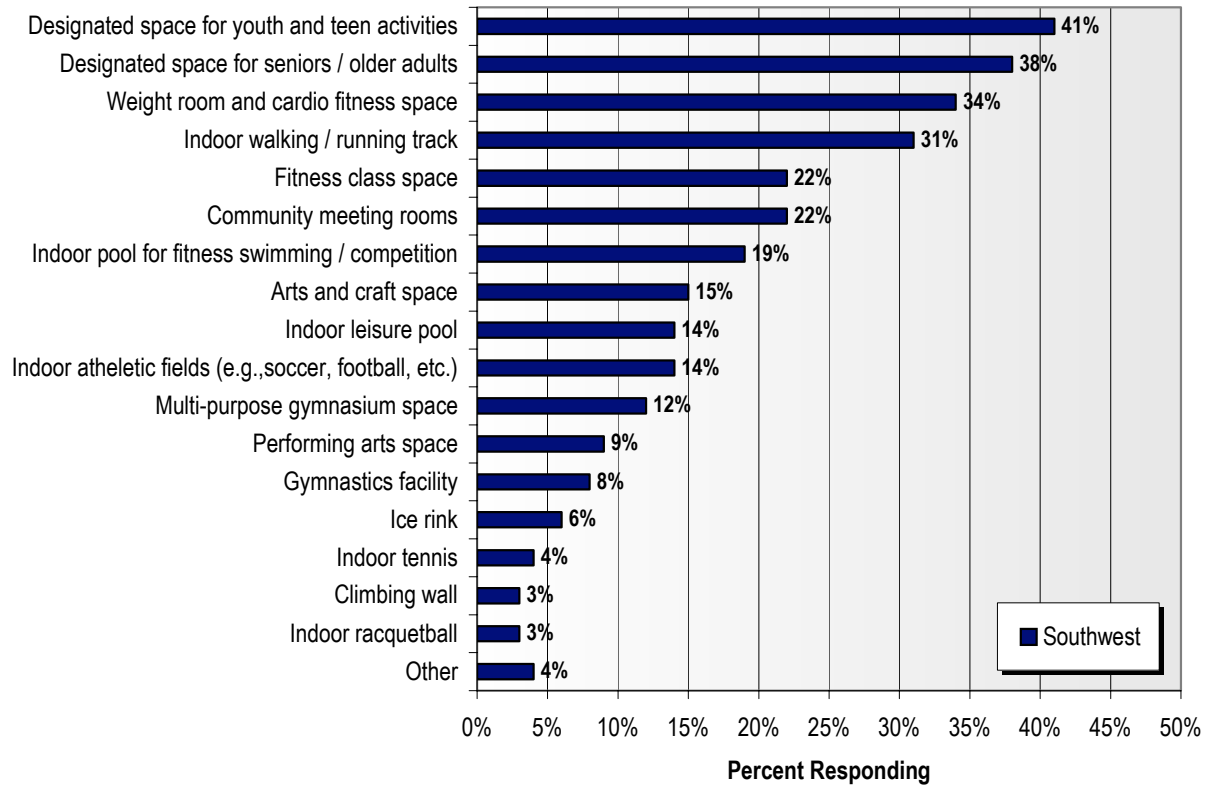
In terms of priorities for indoor facilities, designated space for youth and teen activities was also the most important here, followed by designated space for seniors / older adults (the strongest of any subarea), weight room and cardio fitness space (also the strongest of any subarea), an indoor walking / running track, and then fitness class space and community meeting rooms.

In terms of priorities for outdoor facilities, picnic shelters were the most important priority identified, followed by playgrounds, public gardens (26 percent—the strongest of any subarea), multi-purpose athletic fields (22 percent—the smallest percentage of any subarea), an outdoor amphitheatre (21 percent—the strongest), and a dog park (21 percent—also the strongest). Although farther down the list of priorities, it should also be noted that a skate park also has moderate support in the Southwest subarea as compared to the other subareas (15 percent).

In terms of programs, greatest need is indicated for fitness and wellness programs, general skills education (the strongest of any subarea), walking, biking, and hiking, nature and environmental programs (strongest of any subarea), cultural / arts programs, and then programs for seniors / older adults (the most any subarea). It is also worth noting that the Southwest also indicated more need for volunteer programs than any other subarea (54 percent).

While the majority of residents in the Southwest consider the current users fees charged to be about right (48 percent), it also has the largest number of respondents of any subarea who consider user fees to be too much (22 percent).

Figure 47
Most important needs for indoor facilities



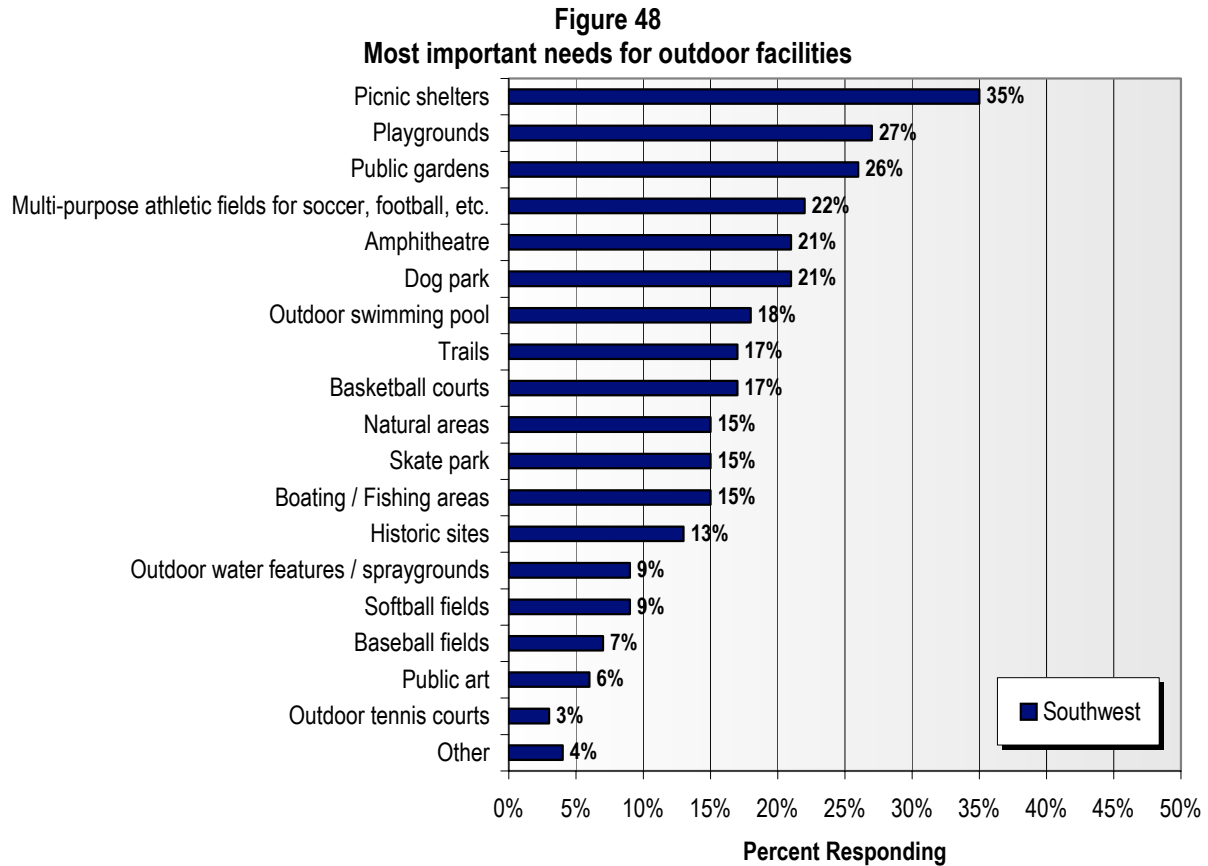


Figure 49
Does your household have a need for the following programs?

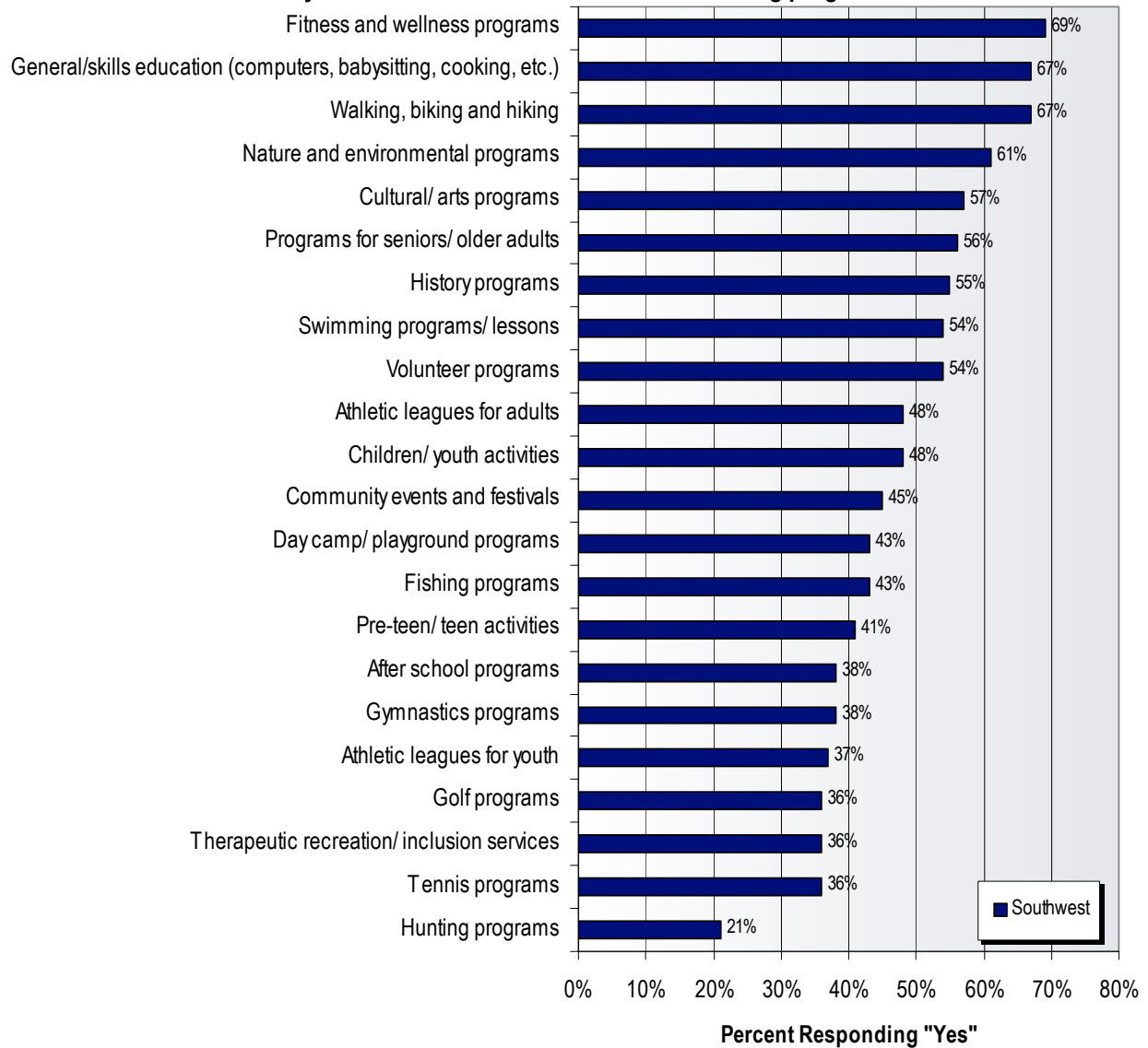


Figure 50
Of the programs your household has a need for, how well are your needs currently being met?

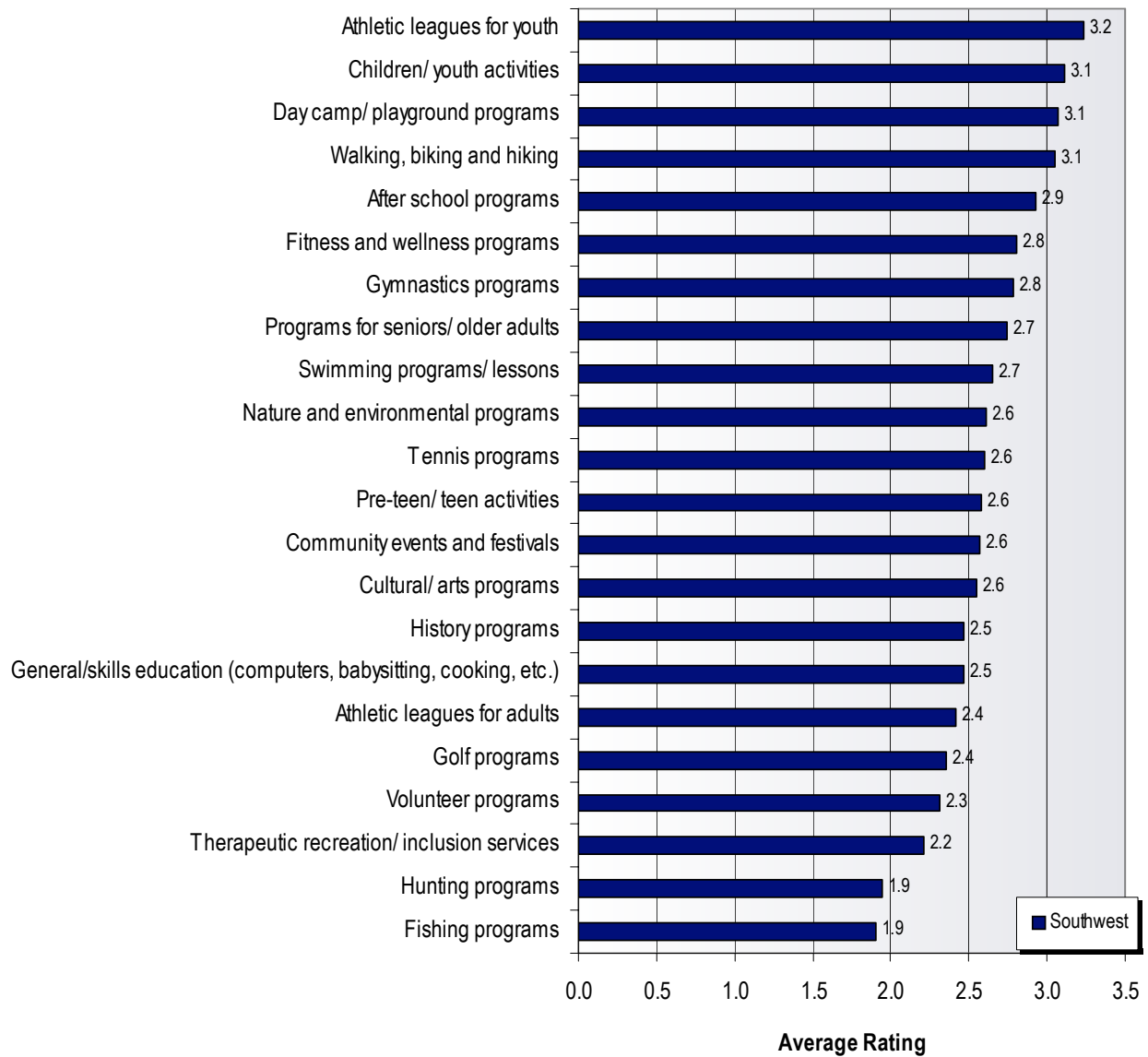
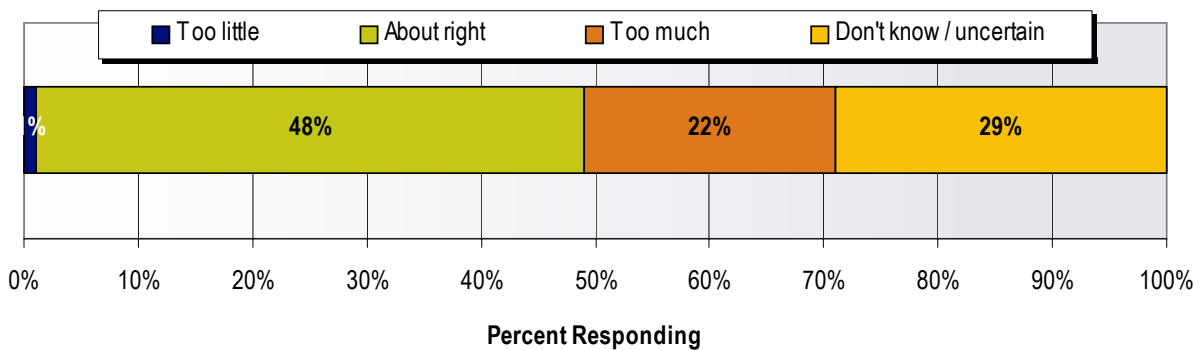


Figure 51
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



Southern. Along with the Central East subarea, the Southern subarea is characterized by the largest number of respondents who use churches / houses of worship as alternative providers (47 percent), with use of private or public school facilities also quite high (37 percent). At the same time, the Southern subarea is also characterized by relatively frequent use of M-NCPPC athletic fields (9.0 times in last 12 months) and community centers (12.2 times) compared to the other subareas. In turn, multi-purpose athletic fields is mentioned most often as the most important priority for future outdoor improvements (34 percent), followed by picnic shelters at 32 percent. After fields and picnic shelters come playgrounds, trails, and natural area (not unlike the priorities of the other subareas). A third tier of priorities include an outdoor swimming pool, historic sites, and an outdoor amphitheatre.

In terms of priorities for indoor facilities, designated space for youth and teen activities was also the most important here, followed by indoor walking / running track, weight room and cardio fitness space, an indoor pool for fitness swimming and competition, fitness class space, designated space for seniors / older adults, and community meeting rooms.

In terms of programs, greatest need is indicated for fitness and wellness programs (74 percent—most of any subarea), walking, biking, and hiking, cultural / arts programs, swimming programs / lessons, general skills education, history programs, and nature and environmental programs.

Similar to the overall County level analysis, the majority of residents in the Southern subarea consider the current users fees charged to be about right—59 percent—the strongest level of any subarea.

Of further note regarding the Southern subarea is the general sense expressed by residents in the open-ended comments that the South County area has not been met with appropriate increased services relative to the population growth in that area, nor when compared to the amount of facilities that exist in the northern part of the County. Indeed, responses to the question of why you do not use M-NCPPC facilities in Prince George's County focus more so on issues of location of facilities not convenient (32 percent—most of any subarea along with the Southwest), condition of parks and facilities (33 percent—most of any subarea along with the Southwest), don't have the programs I want (21 percent—most of any subarea), and lack of facilities and amenities (20 percent—most of any subarea along with the Southwest). Some of the comments provided by respondents to these issues are summarized below:

The growth in population in South County has not been met with appropriate increased services. Our tax dollars do not seem to be invested "fairly" to our area in amenities or services.

South County seems to be the neglected step child.

Swimming pool needed in southern area besides Allentown.

Arts center needed in central or southern area.

Please consider a southern Prince George's dog park.

Expedition of the southern area tech/rec. center.

Please propose the artificial turf Soccer Field for southern Prince George' County- along MD210.

Need trails—this would represent a great interconnection of trails and a good investment for southern county citizens while helping attract affluence to the region.

Central and Southern county facilities are not as prevalent nor as evenly dispersed as those in the northern county areas.

Harmony Hall's offerings used to be much more expansive & served all ages of the community. While their offerings have declined in attractiveness to most, other large facilities have been built or expanded in other parts of the County, such as the PG Sports Center, while there is not even a basketball court in any nearby facility in South County, much less a public pool.

KinderMusic classes are not available in southern MD. T-ball, basketball programs always overcrowded.

No variety in programs available. Must go to Montgomery or Charles County for some sports.

More facilities, services, and programs needed in the Southern area.

Figure 52
Most important needs for indoor facilities

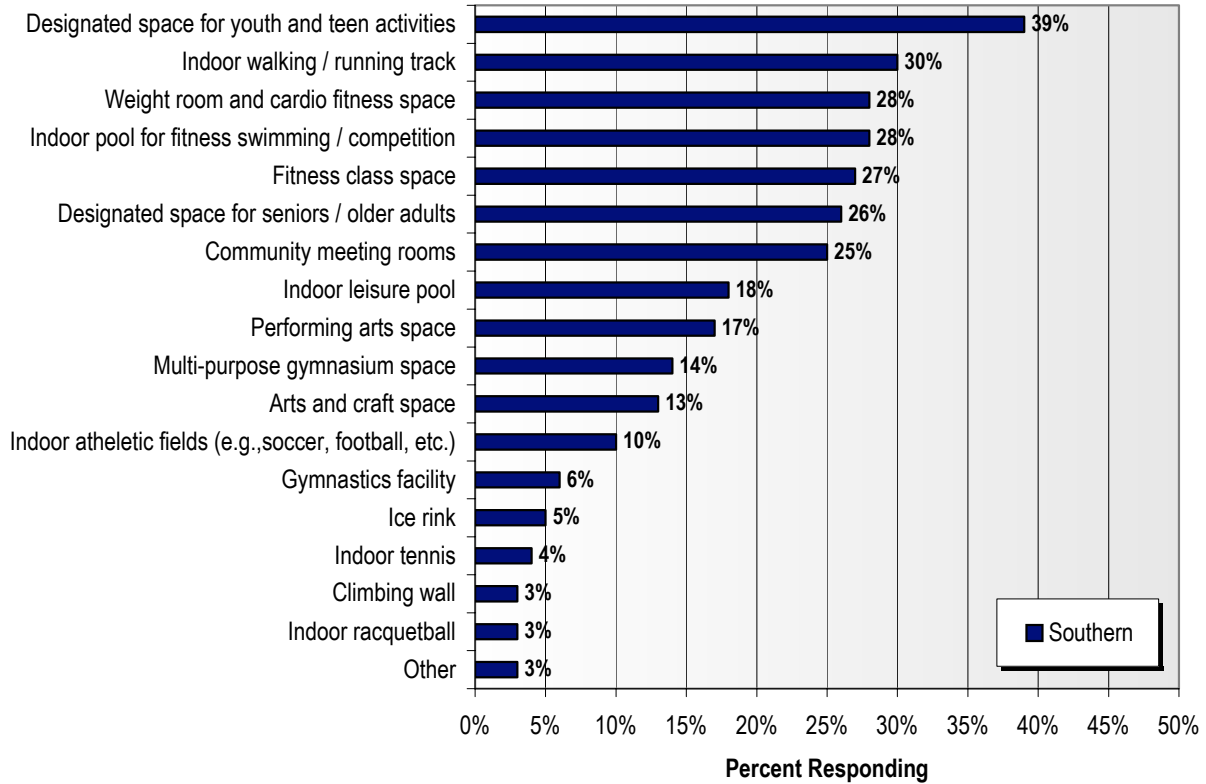


Figure 53

Most important needs for outdoor facilities

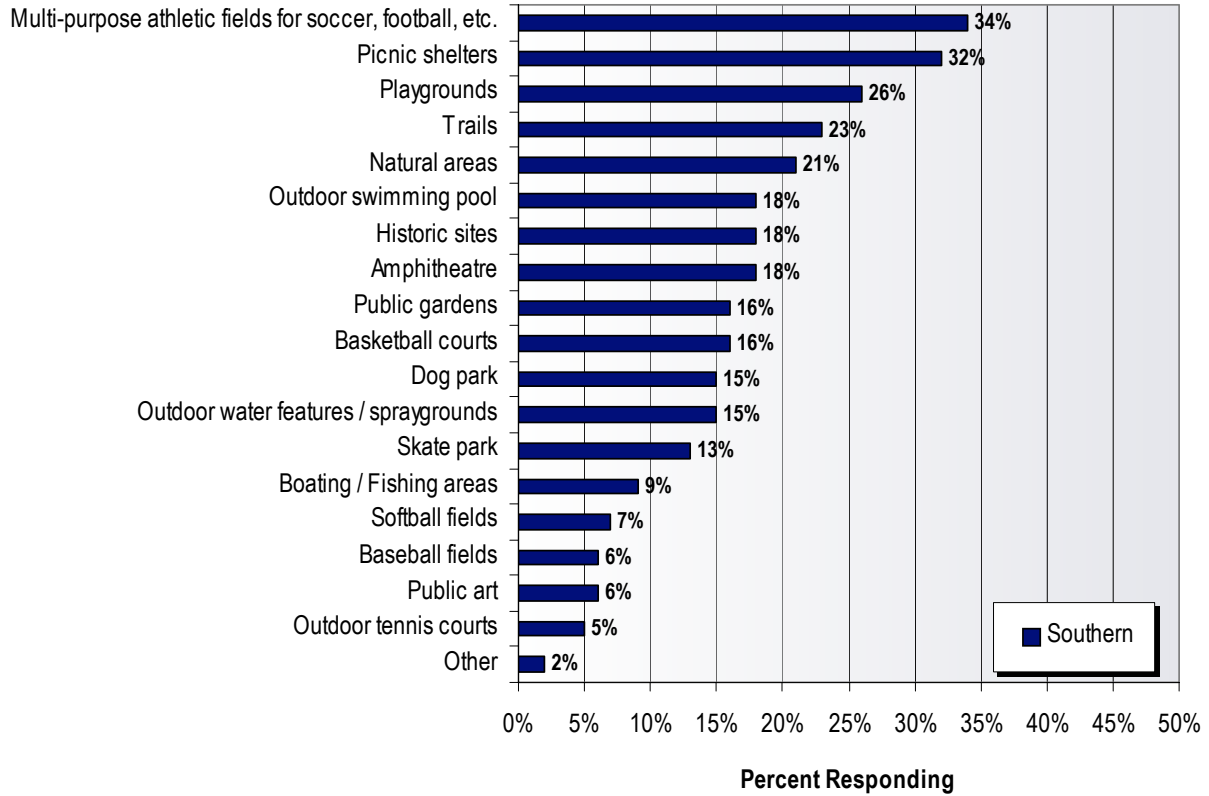


Figure 54
Does your household have a need for the following programs?

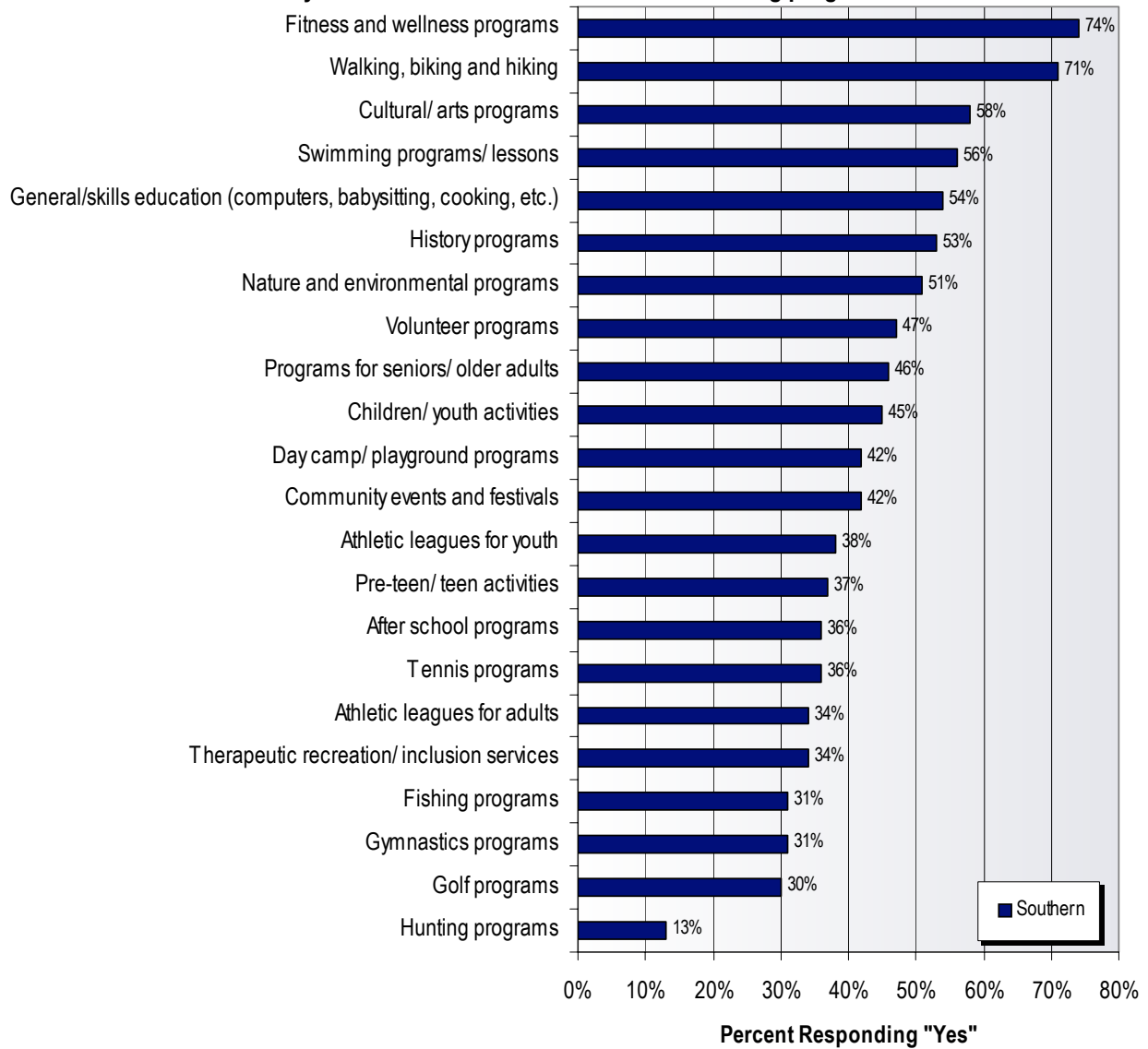


Figure 55
Of the programs your household has a need for, how well are your needs currently being met?

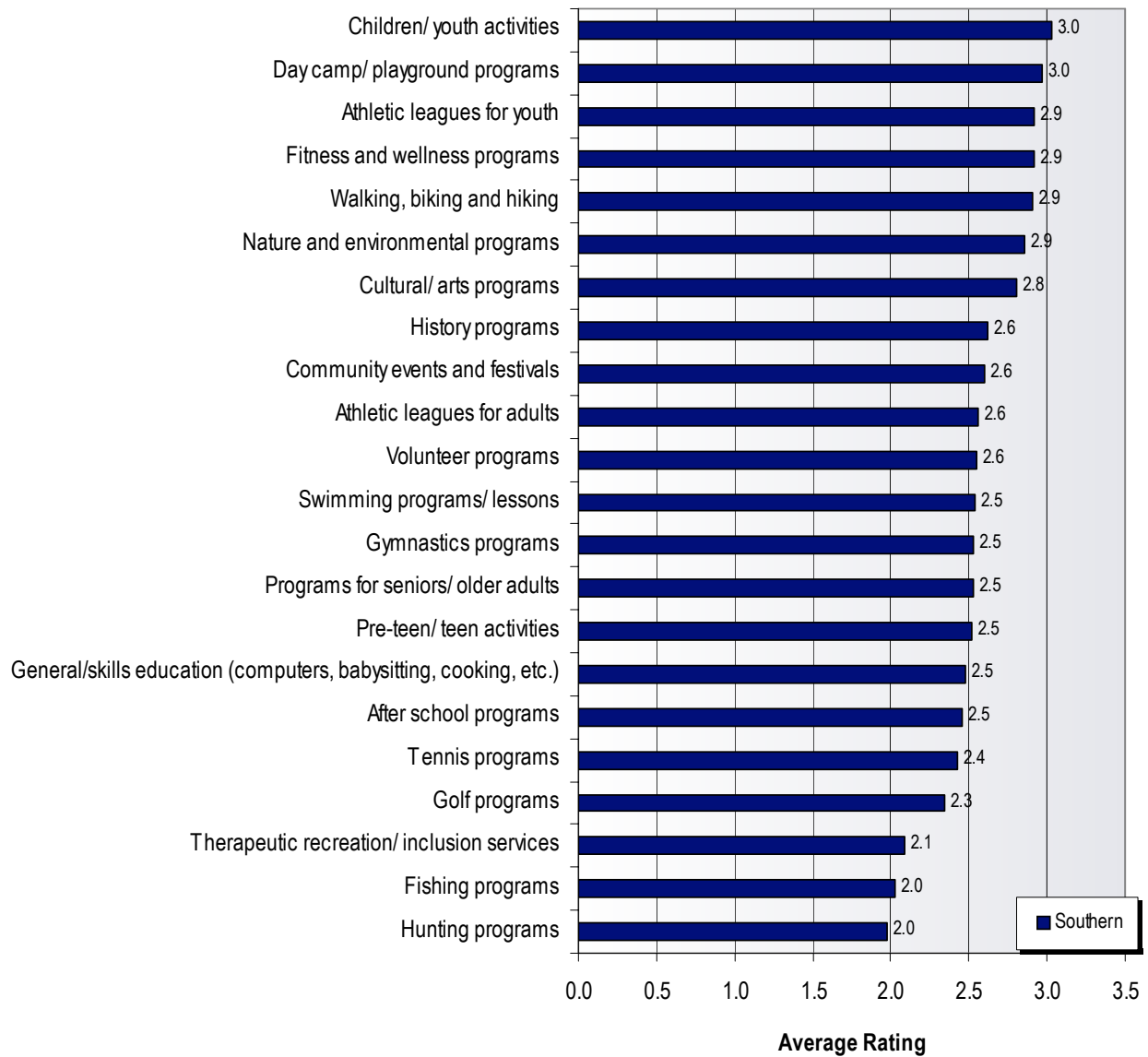
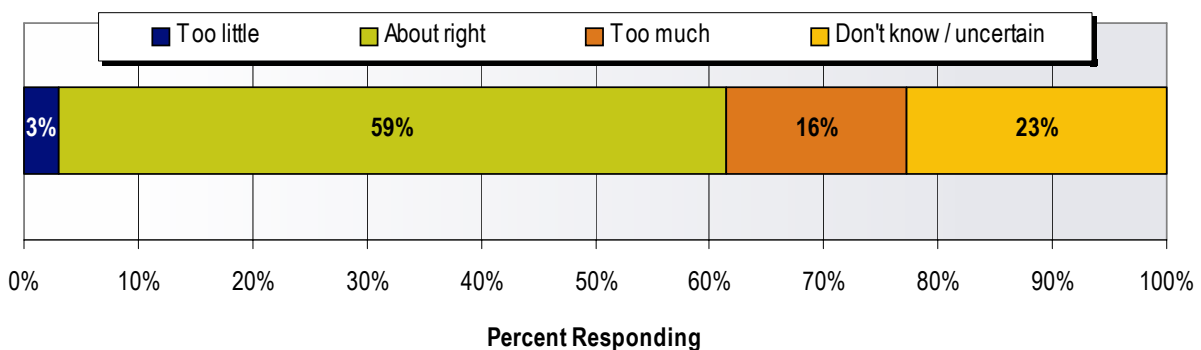


Figure 56
What is your opinion concerning the current user fees charged by M-NCPPC for Prince George's County recreation programs and services?



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APPENDIX B –GRASP® HISTORY AND LEVEL OF SERVICE METHODOLOGY

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GRASP® History and Level of Service Methodology



A. Level of Service Analysis

Analysis of the existing parks, open space, trails, and recreation systems are often conducted in order to assess how the systems are serving the public. A Level of Service (LOS) has been typically defined in parks and recreation master plans as the capacity of the various components and facilities that make up the system to meet the needs of the public. This is often expressed in terms of the size or quantity of a given facility per unit of population.

Brief History of Level of Service Analysis

In order to help standardize parks and recreation planning, universities, agencies and parks and recreation professionals have long been looking for ways to benchmark and provide “national standards” for measurements including: how much acreage, how many ballfields, pools, playgrounds, etc., a community *should* have. As examples, in 1906 the fledgling “Playground Association of America” called for playground space equal to 30 square feet per child. In the 1970’s and early 1980’s, the first detailed published works on these topics began emerging (Gold, 1973, Lancaster, 1983). In time “rule of thumb” **capacity** ratios emerged with 10 acres of parklands per thousand population becoming the most widely accepted standard application. Other normative guides also have been cited as “traditional standards,” but have been less widely accepted. In 1983, Roger Lancaster compiled a book called, “Recreation, Park and Open Space Standards and Guidelines,” that was published by the National Park and Recreation Association (NRPA). In this publication, Mr. Lancaster centered on a recommendation “that a park system, at minimum, be composed of a core system of parklands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population” (Lancaster, 1983, p. 56). The guidelines went further to make recommendations regarding an appropriate mix of park types, sizes, service areas, and acreages, and standards regarding the number of available recreational facilities per thousand population. While the book was published by NRPA and the table of standards became widely known as “the NRPA standards,” for Level of Service Analysis, **it is important to note that these standards were never formally adopted for use by NRPA.**

Since that time, various publications have updated and expanded upon possible “standards,” several of which have also been published by NRPA. Many of these publications did benchmarking and other normative research to determine what an “average LOS” should be. It is important to note that NRPA and the prestigious American Academy for Park and Recreation Administration, as organizations, have focused in recent years on accreditation standards for agencies, which are less directed towards outputs, outcomes and performance, and more on planning, organizational structure, and management processes. The following table gives some of the more commonly and historically used “capacity standards.”

Common Historically-Referenced LOS Capacity “Standards”

Activity/ Facility	Recommended Space Requirements	Service Radius and Location Notes	Number of Units per Population
Baseball Official	3.0 to 3.85 acre minimum	¼ to ½ mile Unlighted part of neighborhood complex; lighted fields part of community complex	1 per 5,000; lighted 1 per 30,000
Little League	1.2 acre minimum		
Basketball Youth	2,400 – 3,036 vs.	¼ to ½ mile Usually in school, recreation center or church facility; safe walking or bike access; outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings	1 per 5,000
High school	5,040 – 7,280 s.f.		
Football	Minimum 1.5 acres	15 – 30 minute travel time Usually part of sports complex in community park or adjacent to school	1 per 20,000
Soccer	1.7 to 2.1 acres	1 to 2 miles Youth soccer on smaller fields adjacent to larger soccer fields or neighborhood parks	1 per 10,000
Softball	1.5 to 2.0 acres	¼ to ½ mile May also be used for youth baseball	1 per 5,000 (if also used for youth baseball)
Swimming Pools	Varies on size of pool & amenities; usually ½ to 2- acre site	15 – 30 minutes travel time Pools for general community use should be planned for teaching, competitive & recreational purposes with enough depth (3.4m) to accommodate 1m to 3m diving boards; located in community park or school site	1 per 20,000 (pools should accommodate 3% to 5% of total population at a time)
Tennis	Minimum of 7,200 s.f. single court area (2 acres per complex	¼ to ½ mile Best in groups of 2 to 4 courts; located in neighborhood community park or near school site	1 court per 2,000
Volleyball	Minimum 4,000 s.f.	½ to 1 mile Usually in school, recreation center or church facility; safe walking or bike access; outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings	1 court per 5,000
Total land Acreage		Various types of parks - mini, neighborhood, community, regional, conservation, etc.	10 acres per 1,000

Sources:

David N. Ammons, *Municipal Benchmarks - Assessing Local Performance and Establishing Community Standards*, 2nd Ed., 2002

Roger A. Lancaster (Ed.), *Recreation, Park and Open Space Standards and Guidelines* (Alexandria, VA: National Recreation and Park Association, 1983), pp. 56-57.

James D. Mertes and James R. Hall, *Park, Recreation, Open Space and Greenways Guidelines*, (Alexandria, VA: National Recreation and Park Association, 1996), pp. 94-103.

In conducting planning work, it is important to realize that the above standards can be valuable when referenced as “norms” for capacity, but not necessarily as the target standards for which a community should strive. Each community is different and there are many varying factors, which are not addressed by the standards above. For example:

- Does “developed acreage” include golf courses? What about indoor and passive facilities?
- What are the standards for skateparks? Ice Arenas? Public Art? Etc.?
- What if it is an urban land-locked community? What if it is a small town surrounded by open Federal lands?
- What about quality and condition? What if there are a lot of ballfields, but they haven’t been maintained in the last ten years?
- And many other questions....

B. GRASP® Composite-Values Level of Service Analysis

In order to address these and other relevant questions, a new methodology for determining Level of Service was developed. It is called a **Composite-Values Methodology** and has been applied in many communities across the nation since 2001, to provide a better way of measuring and portraying the service provided by parks and recreation systems. Primary research and development for this methodology was conducted jointly by GreenPlay, LLC, a management consulting firm for parks, open space and related agencies, Design Concepts, a landscape architecture and planning firm, and Geowest, a spatial information management firm. While Composite-Values Methodology can be utilized by anyone, the proprietary trademarked name for the composite-values methodology **process** that these three firms use is called **GRASP® (Geo-Referenced Amenities Standards Process)**. The **GRASP®** methodology for analysis is proprietary, but the software used is common and typical for most agencies, and the data and information collected is owned and can be updated and managed by the agency for ongoing usage.

For this methodology, capacity is only part of the LOS equation. Other factors are brought into consideration, including *quality, condition, location, comfort, convenience, and ambience*. To create a GRASP® inventory and analysis, parks, trails, recreation, open space and any other relevant amenities and properties being studied are looked at as part of an overall infrastructure for a community made up of various components, such as playgrounds, multi-purpose fields, passive areas, etc. The methodology inventories characteristics that are part of the context and setting of a component. They are not characteristics of the component itself, but when they exist in proximity to a component they enhance the value of the component.

The characteristics of components include:

- Quality** – The service provided by anything, whether it is a playground, soccer field, or swimming pool is determined in part by its quality. A playground with a variety of features, such as climbers, slides, and swings provides a higher degree of service than one with nothing but an old teeter-totter and some “monkey-bars.”
- Condition** – The condition of a component within the park system also affects the amount of service it provides. A playground in disrepair with unsafe equipment does not offer the same service as one in good condition. Similarly, a soccer field with a smooth surface of well-maintained grass certainly offers a higher degree of service than one that is full of weeds, ruts, and other hazards.
- Location** – To receive service from something, you need to be able to get to it. Therefore, service is dependent upon proximity and access. All components are geographically located using GPS coordinates and GIS software.
- Comfort** – The service provided by a component is increased by having amenities. For example, outdoor components are often enhanced by attributes such as shade, seating, and a restroom nearby. Comfort enhances the experience of using a component.
- Convenience** – Convenience encourages people to use a component, which increased the amount of service that it offers. Easy access and the availability of trash receptacles, bike rack, or nearby parking are examples of conveniences that enhance the service provided by a component.
- Ambience** – Simple observation will prove that people are drawn to places that “feel” good. This includes a sense of safety and security, as well as pleasant surroundings, attractive views, and a sense of place. For example, a well-designed park is preferable to a poorly-designed one, and this enhances the degree of service provided by the components within it.

Capacity is still part of the LOS analysis and the quantity of each component is recorded as well. By combining and analyzing the composite values of each component, it is possible to measure the service provided by a parks and recreation system from a variety of perspectives and for any given location. Typically, this begins with a decision on “**relevant components**” for the analysis, collection of an accurate inventory of those components, analysis and then the results are presented in a series of maps and tables that make up the **GRASP**[®] analysis of the study area.

Data for Analysis and Making Justifiable Decisions

All of the data generated from the GRASP[®] evaluation is compiled into an electronic database that is then available and owned by the agency for use in a variety of ways. The database can help keep track of facilities and programs, and can be used to schedule services, maintenance, and the replacement of components. In addition to determining LOS, it can be used to project long-term capital and life-cycle costing needs. All portions of the information are in standard available software and can be produced in a variety of ways for future planning or sharing with the public.

It is important to note that the GRASP[®] methodology provides not only accurate LOS and facility inventory information, but also works with and integrates with other tools to help agencies make decisions. It is relatively easy to maintain, update, and creates easily understood graphic depictions (analysis maps and/or “Perspectives”) of issues. **Combined with a needs assessment, public and staff involvement, program and financial assessment, GRASP[®] allows an agency to defensibly make recommendations on priorities for ongoing resource allocation along with capital and operational funding.**

C. Inventory Data Collection Process

A detailed inventory of relevant components for the project is conducted. The inventory locates and catalogues all of the relevant components for the project, and evaluates each one as to how well it was serving its intended function within the system. The planning team first prepares a preliminary list of existing components using aerial photography and the community’s Geographic Information System (GIS) information. Components identified in the aerial photo are given GIS points and names according to the GRASP[®] list of standard components.

Next, as needed, field visits are conducted by the consulting and project team staff to confirm the preliminary data and collect additional information. Additionally, indoor facilities are scored and for the purposes of this study, each relevant space is considered a component and is scored based on its intended function. During the inventory evaluations, any missing relevant components are added to the data set, and each component is evaluated as to how well it meets expectations for its intended function. The following inventory information is collected:

- Component type and location
- Evaluation of component condition
- Evaluation of comfort and convenience features
- Evaluation of park design and ambience
- Site photos and general comments

After the inventory is completed, the project team completes a final review and approval for accuracy.

D. Standardized Process for Scoring Components

Component Scoring

The approved inventory is the basis for the creation of values used in the GRASP[®] analysis. Each component received a functional score that is related to the quality, condition, and ability of the space to meet operational and programming needs.

The range of scores for each component is as follows:

- **Below Expectations (BE)** – The component does not meet the expectations of its intended primary function. Factors leading to this may include size, age, accessibility, or others. Each such component is given a score of **1** in the inventory.
- **Meeting Expectations (ME)** – The component meets expectations for its intended function. Such components are given scores of **2**.

- **Exceeding Expectations (EE)** – The component exceeds expectations, due to size, configuration, or unique qualities. Such components are given scores of **3**.
- If the feature exists but is not useable because it is unsafe, obsolete, or dysfunctional, it may be listed in the feature description and assigned a **score of zero (0)**.

If a feature is used for multiple functions, such as a softball field that is also used for T-Ball or youth soccer games, it is scored only once under the description that best fits the use that for which the component was designed.

Neighborhood and Community Scoring

Components are evaluated from two perspectives: first, the value of the component in serving the immediate neighborhood, and second, its value to the entire community.

Neighborhood Score

Each component is evaluated from the perspective of a resident that lives nearby. High scoring components are easily accessible to pedestrians in the neighborhood, are attractive for short and frequent visits, and are unobtrusive to the surrounding neighborhood. Components that do not have a high neighborhood score may not be located within walking distance of residents, may have “nuisance features” such as sports lighting, or may draw large crowds for which parking is not provided.

Community Score

Additionally each component is evaluated from the perspective of residents in the community as a whole. High scoring components in this category may be unique components within the parks and recreation system, have a broad draw from throughout the community, have the capacity and associated facilities for community-wide events, or are located in areas that are accessible only by car.

Indoor Components

Indoor components are generally thought to be accessible to the entire community, partially because it is often not financially feasible to provide indoor facilities at a walking distance from every distance from each residence. Additionally indoor facilities often provide programs and facilities that are geared to the community as a whole, or in larger communities, are intended for a region of the community. For these reasons, unless a detailed indoor analysis is completed, indoor facilities are given only one score.

Modifiers (Comfort and Convenience Features) Scoring

Outdoor Modifiers

Besides standard components, this inventory also evaluates features that provide comfort and convenience to the users. These are things that a user might not go to the parks specifically to use, but are things that enhance the users’ experience by making it a nicer place to be and include: drinking fountains, seating, BBQ grills, dog stations, security lighting, bike parking, restrooms, shade, connections to trails, park access, parking, picnic tables, and seasonal and ornamental plantings. These features are scored as listed above with the 1-3 system. In this case it is not important to get a count of the number or size of these components; instead the score should reflect the ability of the item to serve the park.

Indoor Modifiers

For indoor facilities the comfort and convenience features change slightly to reflect the characteristics of the building. Building modifier categories include: site access, setting aesthetics, building entry function, building entry aesthetics, overall building condition, entry desk, office space, overall storage, and restrooms and/or locker rooms.

Activity and Sports Lighting

This modifier accounts for lighting that allows for component use in the evening/night hours and is applied to the quantity of the component as it affectively expands the capacity of the component. This modifier does not apply to security lighting.

Shade

Like Activity and Sports lighting, shade can be added to outdoor components to extend use beyond normal hours or seasons.

Design & Ambience Scoring

Using the same rating system that is used for components and modifiers, the quality of Design and Ambience is scored. Good design not only makes a place look nice, it makes it feel safe and pleasant, and encourages people to visit more often and stay longer.

Trails Scoring

Trails can be scored as independent parks or greenways or as individual components within another park. The former type of trail receives its own set of scores for modifiers and design and ambience. The trail in the latter situation takes on the modifiers and design and ambience of the larger park in which it resides. Multi-use trails are assumed to consist of three (3) components including one active component, one passive component, and the parcel itself. Because traveling the length of any given trail is time consuming, trail information is often collected with the aid of staff.

Ownership Modifier

This modifier is generally weighted with a percentage that is applied to the GRASP[®] score after other modifiers have been applied. It accounts for access and control of components that are provided by alternative providers. For example, in most cases components that are owned and managed by schools are given a 50 percent weighted ownership modifier, which halves the GRASP[®] score to account for the limited access that the neighborhood has to school facilities (it's only open to the public outside of school hours).

E. Calculating GRASP[®] Functional Scores

Once the components are inventoried and scored, calculations can be made for any combination of components to derive average scores, scores per combinations of various components, scores per sub-areas, etc., depending on the key issues being studied and objectives for the project. These are very helpful for analyzing area comparisons and setting of target scores for component service and agency target standards.

For example, a total composite GRASP[®] score for each individual component is determined by using the following formula:

$$(\text{total component score}) \times (\text{adjusted modifier score}) \times (\text{design and ambiance score}) \times (\text{ownership modifier}) = \text{Composite GRASP}^{\circledR} \text{ Score}$$

These individual scores can be additively combined in various ways to examine service from various subsets of the agency's system.

F. GRASP[®] Perspectives and Target Scores

GRASP[®] scores are often used to create analysis maps, called **Perspectives**, to show the cumulative level of service available to a resident at any given location in the community service area. The scores provided blended quantitative values based on the number and quality of opportunities to enjoy an experience (or level of service) that exist in a reasonable proximity to the given location. Tables and charts are created along with the Perspectives to help provide quantitative and graphic analysis tools.

If a philosophy is adopted wherein the goal is to provide some minimum combination of opportunities to every residence, a GRASP[®] score can be calculated that represents this minimum. These scores can be used to create standards for the agency to maintain a measurable level of service over time. A variety of Perspectives are created to analyze and depict the communities LOS through a variety of combinations and composites, depending on the key issues being studied.

Typical and Standard GRASP[®] Perspectives

Often Perspectives are created that analyze the actual level of service being obtained as compared to a "standard" target.

Neighborhood Composite

This Perspective depicts service from a neighborhood point of view. The target for analysis is that each resident will have access within 1/3 mile of their home to 4 recreation components and one recreational trail. Further expanded, the goal is to offer a selection of active and passive recreation opportunities (indoor or outdoor) to every residence, along with access to a recreational trail of which components, modifiers, and design and ambiance are meeting expectations.

Walkability (same as Neighborhood Composite but with only 1/3 mile buffers)

The idea for this target score and Perspective is that each resident will have access within 1/3 mile of their home to 4 recreation components and one recreational trail.

Perspectives showing Neighborhood LOS for one component

The target here is that each resident will have access within 1/3 mile of their home to the selected component of which the component, modifiers, and design and ambiance are meeting expectations.

Active (or Passive) Components

This target evaluates if each resident will have access within 1/3 mile of their home to three active (or passive) components. Further expanded, the goal is to offer at least three components, which equates to roughly half of the components provided in the minimum neighborhood composite scenario. These components can be either indoor or outdoor and will be provided within walking distance to every residence and have scores that meet expectations.

Note: Aside from meeting this goal, the mix of components also needs to be considered. For example, a home that is within 1/3 mile of four tennis courts and no other amenities would meet the basic numeric standard, but not the intent of the standard. Based on this, it is recommended that the target be to provide the minimum score to as many homes as possible, but also to exceed the minimum by some factor whenever possible.

G. GRASP® Project Technical Standards for GIS Data

The GRASP® Team utilizes the most up to date computer hardware and software to produce and enhance project-based GIS data. The following technical details are standard with all GRASP® Team projects.

- All GRASP® Team GIS workstations employ Microsoft® Windows® operating systems. All project files conform to PC-based architecture and extension naming standards.
- The GRASP® Team employs ESRI® ArcGIS™ 9.x for all GIS applications. Final project GIS data is submitted to the client in Microsoft® Access™-based Geodatabase (*.mdb) Feature Class format and/or Shapefile (*.shp/*.dbf/*.shx) format. ArcMap™ Layer files (*.lyr) are submitted to ease client replication of all project map legend formats. The GRASP® Team will not resubmit original client source data that has not undergone enhancement.
- All final GIS datasets (deliverables) are submitted to the client using the geographic coordinate system(s) from the original client source data. The GRASP® team will assign a coordinate system that is most appropriate for the client location if the client does not require a predetermined standard coordinate system. Most GRASP® project data is submitted in State Plane Coordinates (Feet) with a NAD83/NAD83 HARN datum.
- The GRASP® Team employs Trimble® GPS units for all (spatial) field data collection. All data is collected with sub-foot and/or sub-meter accuracy when possible. All GPS data is post processed with Trimble® Pathfinder Office® software. All GPS data will be submitted to client as an ESRI®-based Geodatabase Feature Class or Shapefile.
- All GRASP® Perspectives and Resource Maps (deliverables) are submitted to the client in standard PDF and JPEG formats. The project PDFs are high resolution, print-ready files for scalable print operations. Most project map-based PDFs are 300dpi, 36"x24" images. The project JPEGs are lower resolution digital presentation-ready files for insertion into Microsoft® Office® productivity suite applications – MS Word®, MS Power Point®, etc. Most project map-based JPEGs are 300dpi 4x6" images.

H. Project Deliverables and Future Use

All information and deliverables described above are transmitted “as-is” to fulfill specific tasks identified in the scope of services for this contract. While these may be useful for other purposes, no warranties or other assurances are made that the deliverables are ready for such use.

The database can be modified to add, change, or delete information as needed by personnel trained in use of these standard software applications. For example, if new parks or facilities are constructed, the components of these may be added to the database to keep it current. The database may also be queried in a variety of ways to produce tables, charts, or reports for use in operations, management, and planning or other agency tasks. Such modification, updating, reformatting, or other preparation for use in other purposes is the sole responsibility of the client.

Similarly, the database information can be used to prepare a variety of maps and analysis perspectives using GIS software. Such use by the client is beyond the scope of this contract, and no warranties or assurances are made that the deliverables are ready or intended for such future use. If desired, the GRASP[®] Team can make such modifications, and/or prepare additional or updated maps or Perspectives upon request for a negotiated fee.

APPENDIX C – DEPARTMENT OF PARKS AND RECREATION INVENTORY

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Appendix C

Inventory of Indoor Recreational Facilities - M-NCPPC, Department of Parks and Recreation-Prince George's County, Maryland

Location	Total Of QUANTITY	Arts and Crafts	Auditorium/Theater	Childcare/Preschool	Classroom	Fitness/Dance	Food - Café/Concessions	Food - Full Service	Food - Vending	Food - Vending	Food- Full Service	Food- Vending	Food-Vending	Gallery	Gymnasium	Indoor Ice	Indoor, Track	Interpretive Space	Kitchen - Commercial	Kitchen - Kitchenette	Lobby/Entryway	Misc. Room	Multi-purpose	Other	Patio/outdoor seating	Playschool	Pool, Lap	Pool, Leisure	Pool, Therapy	Racquetball	Rental	Retail/Pro-Shop	Specialty Services	Specialty Training	Tennis, Indoor	Weight/Cardio Equipment		
Abraham Hall Historic Site	1																						1															
Accokeek East Community Park Center	1																						1															
Adelphi Manor Community Rec. Center	2																			1			1															
Adelphi Mill Historic Site	3																			1			2															
Adelphi Neighborhood Park/School	1																						1															
Allentown Aquatic and Fitness Center	5																									1	1		2								1	
Ardmore Neighborhood Rec. Center	2																			1			1															
Baden Community Center	2														1								1															
Beltsville Community Center	9	1		1				1						1					1	1			2														1	
Beltsville Laurel Senior Activity Center	9	1	1			1													1	1			4															
Berwyn Heights Community Center	4							1						1								1															1	
Billingsley Manor Historic Site	8																	2	1				2	1	1						1							
Birchwood City Community Rec. Center	2																		1				1															
Bladensburg Community Center	9	1		1		1		1						1					1	1			1														1	
Bladensburg Waterfront Park Visitor Center	1																						1															
Bowie Community Center	7					1								1					1				3														1	
Bradbury Community Rec. Center	1																						1															
Brooke Road Neighborhood Rec. Center	2																		1				1															
Cedar Heights Community Center Park	2					1								1																								
Clearwater Nature Center	3													1									2															
College Park Aviation Museum	6																	1		1			1		1							1	1					
College Park Community Center	10			2		1							1	1					1	1			2														1	
Columbia Park Community Center	4							1						1								1	1															
Cosca Tennis Bubble	4																																				4	
Darnall's Chance Historic Site	3																		1				2															
Deerfield Run Community Center	7							1						1					1	1			2														1	
Dorsey Chapel Historic Site	1																	1																				
East Pines Neighborhood Recreation Center	2																		1				1															
Edmonston Neighborhood Recreation Center	2																		1				1															
Ellen E. Linson Aquatic Center	6							1															5															
Fairland Aquatic Center	9						1	1													1		2		1	1	1	1										
Fairland Athletic Center	16					1		1											1	2			1							2					1	6	1	

Appendix C
Inventory of Indoor Recreational Facilities - M-NCPPC, Department of Parks and Recreation-Prince George's County, Maryland

Location	Total Of QUANTITY	Arts and Crafts	Auditorium/Theater	Childcare/Preschool	Classroom	Fitness/Dance	Food - Café/Concessions	Food - Full Service	Food - Vending	Food - Vending	Food- Full Service	Food- Vending	Food- Vending	Gallery	Gymnasium	Indoor Ice	Indoor, Track	Interpretive Space	Kitchen - Commercial	Kitchen - Kitchenette	Lobby/Entryway	Misc. Room	Multi-purpose	Other	Patio/outdoor seating	Playschool	Pool, Lap	Pool, Leisure	Pool, Therapy	Racquetball	Rental	Retail/Pro-Shop	Specialty Services	Specialty Training	Tennis, Indoor	Weight/Cardio Equipment		
Fort Foote Neighborhood Recreation Center	1																						1															
Fort Washington Forest Neighborhood Park/School	7	1													1								4														1	
Gardens Ice House	13					1	1			1						4						2	2								1						1	
Glassmanor Community Center	4														1					1			1														1	
Glenarden Community Center Park	5														1					1			2														1	
Glenn Dale Aquatic Center	1						1																															
Glenn Dale Community Center Park	8	1		1	1										1					1			2		1													
Good Luck Community Center	6								1						1					1			2														1	
Green Meadows Community Rec. Center	3																			1	1		1															
Hamilton Aquatic Center	1																						1															
Harmony Hall Regional Center	9	1			1																		6														1	
Harmony Hall Arts	7		1											3						1			1	1														
Hazelwood Historic Site	1																						1															
Herbert W. Wells Ice Skating Center	9								1							1							6								1							
Hillcrest Heights Community Center	5														1								3															1
Huntington Community Center	12																	1	1				9															1
Indian Queen Recreation Center	1														1																							
J. Franklyn Bourne Aquatic Center	1																					1																
Jesse J. Warr, Jr. Neighborhood Rec. Center	1																					1																
John E. Howard Community Center Park	4														1					1			2															
Kentland Community Center	9								1														6															
Kentland Neighborhood Rec. Center	2																						1															
Lake Arbor Community Park School Center	8	1			2										1								3															1
Lane Manor Aquatic Center	1																					1																
Lane Manor Community Rec. Center	2																			1			1															
Langley Park Community Center	11	1	1					1		1											1		5															1
Langley Park Senior Activity Center	1																						1															
Lincoln Vista Community Park Center	1																						1															
Lynnaln Neighborhood Rec. Center	1																						1															
Marietta Manor Historic Site	1																															1						
Marlow Heights Recreation Center	1																					1																

Appendix C

Inventory of Indoor Recreational Facilities - M-NCPPC, Department of Parks and Recreation-Prince George's County, Maryland

Location	Total Of QUANTITY	Arts and Crafts	Auditorium/Theater	Childcare/Preschool	Classroom	Fitness/Dance	Food - Café/Concessions	Food - Full Service	Food - Vending	Food - Vending	Food- Full Service	Food- Vending	Food- Vending	Gallery	Gymnasium	Indoor Ice	Indoor, Track	Interpretive Space	Kitchen - Commercial	Kitchen - Kitchenette	Lobby/Entryway	Misc. Room	Multi-purpose	Other	Patio/outdoor seating	Playschool	Pool, Lap	Pool, Leisure	Pool, Therapy	Racquetball	Rental	Retail/Pro-Shop	Specialty Services	Specialty Training	Tennis, Indoor	Weight/Cardio Equipment			
Marlow Heights Community Center Park	5														1								3													1			
Millwood Neighborhood Rec. Center	2																			1			1																
Montpelier Arts Center	13	3							1					3						1			3	1						1									
Montpelier Historic Site	5																	1		1	1		2																
Montpelier School Community Center	1														1																								
Mt. Rainier Nature/Recreation Center	5																	1		1	1		1	1															
Newton White Mansion	4																		1		1		1							1									
North Barnaby Aquatic Center	1																					1																	
North Brentwood Community Center	7								1						1					1			3														1		
North Forestville Neighborhood Park School Center	1														1																								
Oakcrest Community Center	9	1													1					1			5														1		
Oakcrest Neighborhood Rec. Center	2																			1			1																
Oxon Hill Manor Historic Site	7																		1				6																
Palmer Park Community Center Park	5														1								4																
Parklawn Community Rec. Center	2																			1			1																
Patuxent Community Center	1														1																								
Peppermill Village Community Center Park	4														1								2															1	
Perrywood/Kettering Community Park School Center	7	1		1											1					1			2															1	
Potomac Landing Community Center	1														1																								
Prince George's Ballroom	5																		1		1		1	1						1									
Prince George's Plaza Community Center	8					1					1				1					1	1		2															1	
Prince George's Sports and Learning Complex	11			1		1	1								1		1			1			1			1	1						1					1	
Publick Playhouse for the Performing Arts	5		1				1							1																	1								
Riverdale Community Rec. Center	1																						1																
Riversdale Historic Site	3																																		1				
Riversdale Historic Site Visitor Center	1																																						
Rollingcrest Aquatic Center	6								1																2		1	1	1										
Rollingcrest-Chillum Community Center	10	1		1		1	1								2					1	1		1															1	
Seabrook Neighborhood Rec. Center	2																			1			1																
Seat Pleasant Activity Center	6					1									1							1	3																

Appendix C
Inventory of Indoor Recreational Facilities - M-NCPPC, Department of Parks and Recreation-Prince George's County, Maryland

Location	Total Of QUANTITY	Arts and Crafts	Auditorium/Theater	Childcare/Preschool	Classroom	Fitness/Dance	Food - Café/Concessions	Food - Full Service	Food - Vending	Food - Vending	Food - Full Service	Food - Vending	Food - Vending	Gallery	Gymnasium	Indoor Ice	Indoor, Track	Interpretive Space	Kitchen - Commercial	Kitchen - Kitchenette	Lobby/Entryway	Misc. Room	Multi-purpose	Other	Patio/outdoor seating	Playschool	Pool, Lap	Pool, Leisure	Pool, Therapy	Racquetball	Rental	Retail/Pro-Shop	Specialty Services	Specialty Training	Tennis, Indoor	Weight/Cardio Equipment		
Showplace Arena at Prince George's Equestrian Center	9						1	1	1										1	1			2	1	1													
Snow Hill Manor Historic Site	4																	1	1					1	1													
South Bowie Community Center Park	8					2									1					1			3														1	
South Clinton Community Center	1																						1															
Southern Regional Tech/Rec Complex	7	1													2								3														1	
Stephen Decatur Community Center Park	3														1								1														1	
Stormwater Mgmt Bldg Fairland Regional Park	2																			1			1															
Sugar Ray Leonard Boxing Center	3																																				3	
Suitland Community Park School Center	5					1									1								2														1	
Suitland Road Community Room	1																						1															
Surratt House Historic Site	4																						3								1							
T. Howard Duckett Community Rec. Center	3																				1		2															
Temple Hills Community Center Park	4					1									1								1														1	
Theresa Banks Aquatic Center	1																									1												
Tucker Road Community Center Park	3														1								1														1	
Tucker Road Ice Skating Center	4						1									1							1															
Upper Marlboro Community Center	4					1									1								2															
Vansville Neighborhood Rec. Center	3																			1			2															
Vera Cope Weinbach Neighborhood Recreation Center	1																						1															
Watkins Nature Center	7	1																2	1				2									1						
Watkins Tennis Bubble	5																																			5		
West Lanham Hills Neighborhood Park	2																			1			1															
Westphalia School Community Center	1														1																							
William Beanes Community Center	1														1																							
Woodlawn Neighborhood Rec. Center	2																			1			1															
Vansville School Community Center	7				2				1						1								1															1
Grand Total	516	15	5	8	2	20	8	1	17	1	1	1	1	8	44	6	1	13	6	45	26	9	182	3	10	1	5	4	2	4	5	7	3	1	15	36		

Note: This inventory includes facilities owned and operated by M-NCPPC. The Department of Parks and Recreation in Prince George's County also manages three senior activity centers owned by the County government: Evelyn Cole, Gwendolyn Britt, and the Camp Springs Senior Activity Centers.

APPENDIX D – ALTERNATIVE PROVIDERS

(Not included in the level of service analysis and mapping, but provided for reference.)

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MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Alternative Providers for Prince George's County - DRAFT						
Provider Name	Street Address	City	State	Zip Code	Type of Facility	Recreation Services Provided (outdoor, indoor, swimming, etc.)
The Arc of Prince George's County	1401 McCormick Drive	Largo	MD	20774	non-profit	
Active Cultures Theatre	4411 Underwood Street	University Park	MD	20782	arts and culture	
Anacostia Trails Heritage Area	7612 Old Muirkirk Road	Beltsville	MD	20705	arts and culture	
Art & Learning Center (Stamp Student Union University of Maryland)	80107 Stamp Student Union	College Park	MD	20742	arts and culture	
Arts and Cultural Center of Indonesia	512 Brighthead Rd	Landover	MD	20785	arts and culture	
Ballet and Cultural Dance Center	7009 Varnum Street	Landover Hills	MD	20784	arts and culture	
BG Records (Lionel & Leslie)	6004 Princess Garden Pkwy	Lanham	MD	20706	arts and culture	
Blue Sky Puppet Theatre Inc.	4301 Van Buren St.	University Park	MD	20782	arts and culture	
Bowie Community Theatre	199 White Marsh Park Dr.	Bowie	MD	20715	arts and culture	
Bowie Knights of Harmony	4006 Woodrow Lane	Bowie	MD	20715	arts and culture	
Cambodian American Heritage, Inc.	12911 Canoe Court	Ft. Washington	MD	20744	arts and culture	
Cheverly Day, Inc.	6401 Forest Road	Cheverly	MD	20785	arts and culture	
Clarice Smith Center	University of Maryland	College Park	MD	20742-1625	arts and culture	
College Park Arts Exchange	5500 Baltimore Ave	Hyattsville	MD	20781	arts and culture	
Creative Writing Alliance, Inc	9039 Cogress Place	Hyattsville	MD	20785	arts and culture	
Cultural Academy for Excellence, Inc	11305 Chantilly Lan	Mitchellville	MD	20721	arts and culture	
Culture Works, Inc.	7816 Cryden Way	Forestville	MD	20747	arts and culture	
Dance Makers, Inc.	9901 Busnesse Pky, Suite I	Lanham	MD	20706	arts and culture	
David C. Driskell Center Univer. of MD	2114 Tawes Fine Arts Bldg	College Park	MD	20742	arts and culture	
Davies Concert Series	7400 Temple Hill Road	Camp Springs	MD	20748	arts and culture	
DC Glassworks	5346 46th Ave	Hyattsville	MD	20781	arts and culture	
Divine Dance Institute	505 Hampton Park Blvd R	Capitol Heights	MD	20743	arts and culture	
Earth Center for the Arts	3118 Powder Mill Rd	Adelphi	MD	20783	arts and culture	
Fort Washington Community Chorus	9801 Livingston Road	Fort Washington	MD	20744	arts and culture	
Friends Community School (College Park)	5901 Westchester Park Drive	College Park	MD	20740	arts and culture	
Friends of New Deal Café Arts	121 Lastner Lane	Greenbelt	MD	20770	arts and culture	
Friends of New Deal Café Arts	121 Lastner Ln	Greenbelt	MD	20770	arts and culture	
GATEWAY- (CDC)	4102 Webster Street	North Brentwood	MD	20722	arts and culture	
Goddard Space Flight Center Photo Club	13108 Idlewild St	Bowie	MD	20715	arts and culture	
Greenbelt Access Television	15 Crescent Road	Greenbelt	MD	20722	arts and culture	
Greenbelt Association for the Visual Arts	121 Lastner Lane	Greenbelt	MD	20770	arts and culture	
Greenbelt Association for the Visual Arts	121 Lastner Ln	Greenbelt	MD	20770	arts and culture	
Greenbelt Community Center	15 Crescent Road	Greenbelt	MD	20770	arts and culture	
Greenbelt Community Center Studio Artists	15 Crescent Rd	Greenbelt	MD	20770	arts and culture	
Greenbelt Cultural Arts Center	123 Centerway	Greenbelt	MD	20768	arts and culture	
Guild of Bowie Artists	11906 Progress Ln	Mitchellville	MD	20721	arts and culture	
Halau O Aulahi	4309 Holmehurst Way West	Bowie	MD	20720	arts and culture	
Hard Bargain Players	2001 Bryan Point Rd	Accokeek	MD	20607	arts and culture	
Hurston/Wright Foundation	6525 Belcrest Road, Suite 531	Hyattsville	MD	20782	arts and culture	
Hyattsville Community Artist Assoc	4004 Oliver St	Hyattsville	MD	20782	arts and culture	

MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Alternative Providers for Prince George's County - DRAFT						
Provider Name	Street Address	City	State	Zip Code	Type of Facility	Recreation Services Provided (outdoor, indoor, swimming, etc.)
Improv Arts, Inc.	6003 44 th Avenue	Hyattsville	MD	20781	arts and culture	
Jayamangala	7307 Goddard Drive	Lanham	MD	20706	arts and culture	
Latin American Folk Institute	3800 A 34 th Street	Lanham	MD	20706	arts and culture	
Laurel Art Guild	8704 Royal Ridge Ln	Laurel	MD	20708	arts and culture	
Laurel Mill Playhouse	508 Main Street	Laurel	MD	20707	arts and culture	
Maryland Choral Society	13227 Park Lane	Fort Washington	MD	20744	arts and culture	
Melvin Deal	104 Norair Ave	Landover	MD	20785	arts and culture	
Mental Health Assc.	3902 Madison St	Hyattsville	MD	20781	arts and culture	
Metropolitan Ebony Theatre	301 Largo Road	Largo	MD	20744	arts and culture	
Mitchellville Comm. School of the Arts	3501 Moylan Drive	Bowie	MD	20715	arts and culture	
Monday Painters	7008 College Park Heights Dr	Hyattsville,	MD	20782	arts and culture	
Mt. Airy Mansion T/A The Rosaryville Conservancy, Inc.	8714 Rosaryville Road	Upper Marlboro	MD	20772	arts and culture	
MTC Art Studio, Inc.	11102 Navigators Court	Fort Washington	MD	20744	arts and culture	
National Ballet, Inc.	15701 Alameda Drive	Bowie	MD	20716	arts and culture	
New Dimension Singers	6006 37 th Avenue	Hyattsville	MD	20782	arts and culture	
Nicaraguan Cultural Alliance	3502 Varnum Street	Brentwood	MD	20722	arts and culture	
Old Perish	4711 Knox Road	College Park	MD	20740	arts and culture	
Olu Yemisi & Company Dancers	631 Silver Spring Avenue	Silver Spring	MD	20910	arts and culture	
Ottley Music School	6525 Belcrest Rd., Suite G-20	Hyattsville	MD	20782	arts and culture	
Patuxent Art League	13801 Belle Chase Blvd., Apt. 411	Laurel	MD	20707	arts and culture	
Philippine Amer. Cultural Society	245 Panorama Dr.	Oxon Hill	MD	20745	arts and culture	
Piano Adventure School of Music	1835 University Blvd., Suite 320	Hyattsville	MD	20783	arts and culture	
Potters for Peace	3406 Varnum St.	Brentwood	MD	20722	arts and culture	
Prince George's Choral Society	11001 Winsford Avenue	Upper Marlboro	MD	20774	arts and culture	
Prince George's Comm. College (Art Dept.)	301 Largo Road	Largo	MD	20775	arts and culture	
Prince George's Community College	301 Largo Road	Largo	MD	20774	arts and culture	
Prince George's Little Theatre	6016 Princess Garden Parkway	New Carrollton	MD	20784	arts and culture	
Prince George's Summer Teen Theatre	3505 Madonna Lane	Bowie	MD	20715	arts and culture	
Prince George's Co. Arts Alliance	10700 Brooke's Reserve	Upper Marlboro	MD	20772	arts and culture	
Quest: Arts for Everyone	7414 Newburg Drive	Lanham	MD	20706	arts and culture	
Somapa Thai Dance Company	8532 Geren Rd	Silver Spring	MD	20901	arts and culture	
Southern Comforters	13112 Oval Ln	Bowie	MD	20715	arts and culture	
Southern Maryland Art League	9131 Allentown Rd	Ft Washington	MD	20744	arts and culture	
Suitland High School	5200 Silver Hill Road	Forestville	MD	20747	arts and culture	
Tantallon Community Players	12301-Firth of Tae Dr	Fort Washington	MD	20744	arts and culture	
The 7 th Step Hand Dance Academy	5006 Megan Drive	Clinton	MD	20735	arts and culture	
The Playground	6003 44th Ave.	Hyattsville	MD	20781	arts and culture	
Union Gallery	1220 Stamp Student Union	College Park	MD	20742	arts and culture	
University Park Artists Assoc	4313 Tuckerman St	University Park	MD	20782	arts and culture	

MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION



Alternative Providers for Prince George's County - DRAFT						
Provider Name	Street Address	City	State	Zip Code	Type of Facility	Recreation Services Provided (outdoor, indoor, swimming, etc.)
University Park Elementary School PTA	4315 Underwood Street	University Park	MD	20782	arts and culture	
Vitrum Studios	6824 Industrial Dr Studio 105	Beltsville	MD	20705	arts and culture	
World Arts Focus	3806 34 th Street	Mount Rainier	MD	20712	arts and culture	
Yogi Bansuri	9039 Sligo Creek Pkwy #1515	Silver Spring	MD	20901	arts and culture	
Prince George's Community College	301 Largo Rd	Largo	MD	20774	government	indoor swim and fitness classes
Prince George's County Police Athletic League	7600 Barlowe Road	Landover	MD	20785	government	Basketball, Chess, Dance
Prince George's County Police Explorers	7600 Barlowe Road	Landover	MD	20785	government	Limited Police Training, Competitions
Abundant Life Ministries	5533 Livingston Rd	Oxon Hill	MD	20745	non-profit	fitness classes
Antioch Baptist Church	9107 Pine View Ln - 7	Clinton	MD	20735	non-profit	fitness classes, sports leagues
Catholic Youth Org (CYO)	145 Taylor St. NE	Washing	DC	20017	non-profit	sports leagues
Ebenezer AME	7707 Allentown Rd	Ft. Wash	MD	20744	non-profit	fitness classes, sports programs
Joe's Movement Emporium	3309 Bunker Hill Rd	Mt. Rainer	MD	20712	non-profit	dance classes and camps
Mt. Enon Church	9832 Piscataway Rd	Clinton	MD	20735	non-profit	fitness classes, sports leagues
Reid Temple	11400 Glenn Dale Blvd	Glenn Dale	MD	20769	non-profit	fitness classes, sports programs
YMCA	3501 Moylan Dr	Bowie	MD	20715	non-profit	child care and camps
YMCA	10709 Indian Head Hwy	Ft. Wash	MD	20744	non-profit	fitness classes, sports
YMCA Prince George's County Program Center	3501 Moylan Drive	Bowie	MD	20715	non-profit	
24 Hour World Gym	6000 Laurel Bowie Rd	Bowie	MD	20715	private	indoor fitness
Any Time Fitness	9130 Piscataway Rd	Clinton	MD	20735	private	fitness
Bally Total Fitness	3500 E. West Hwy. Office	Hyattsville	MD	20782	private	
Capital Sports Complex	6417 Marlboro Pike	Distr. Hgts	MD	20747	private	indoor- fitness, youth leagues, camps, clinics
Gold's Gym - Bowie	12510 Fairwood Pkwy	Bowie	MD	20720	private	fitness, children's fit classes
Gold's Gym- Greenbelt	6222 Greenbelt Rd	Greenbelt	MD	20770	private	fitness, b-ball court, child care
Gold's Gym- Laurel	3541 Fort Meade Rd	Laurel	MD	20724	private	fitness, child care
Lanham Martial Arts Academy	8809 Annapolis Rd	Lanham	MD	20706	private	martial arts and fitness classes
Lloyd Irvins Fit & Lrning Ctr	6333 Old Branch Ave	Clinton	MD	20735	private	fitness, children's fit classes
Prince George's Comm. Pool	3301 Buchanan St	Hyattsville	MD	20781	private	outdoor swimming
Sport Fit Bowie	100 Whitemarsh Park Dr	Bowie	MD	20715	private	indoor- fitness, camps, swim, tennis; outdoor-swim, tennis
Sport Fit Laurel Racquet	204 Fort Meade Rd	Laurel	MD	20707	private	indoor racquetball and fitness classes
Sport Fit Laurel Swim	314 Marshall Ave	Laurel	MD	20707	private	indoor swim and fitness classes
Wellness For Life Fitness Ctr	13800 Old Gunpowder Rd	Laurel	MD	20707	private	indoor - fitness
World Gym Fitness	860 Largo Center Drive	Upper Marlboro	MD	20774	private	health, fitness and athletic clubs
World Gym Fitness	15201 Marlboro Pike	Upper Marlboro	MD	20772	private	health, fitness and athletic clubs

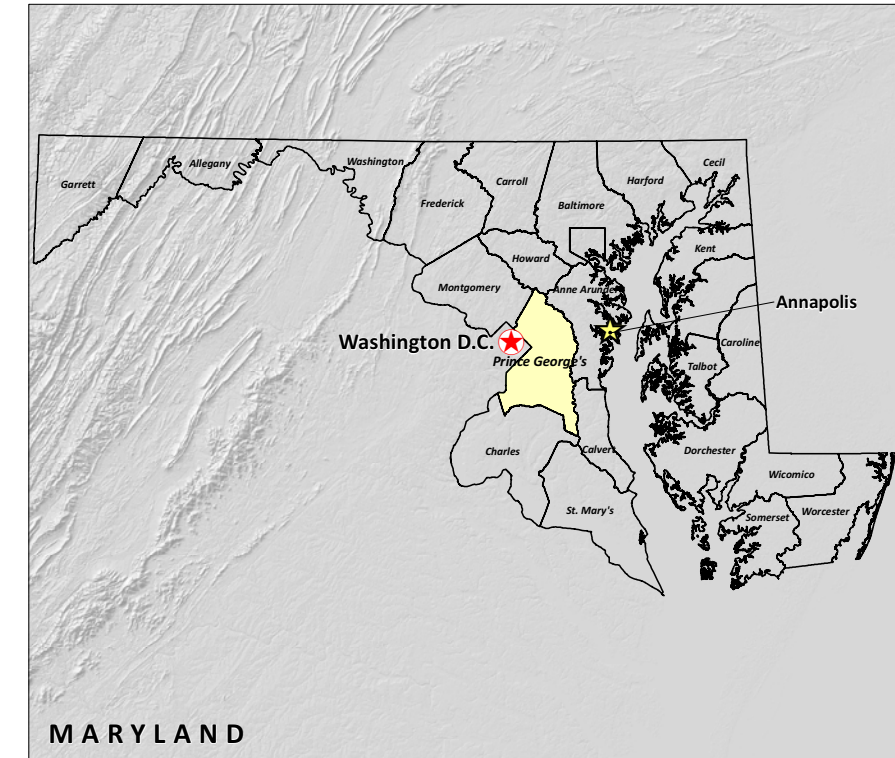
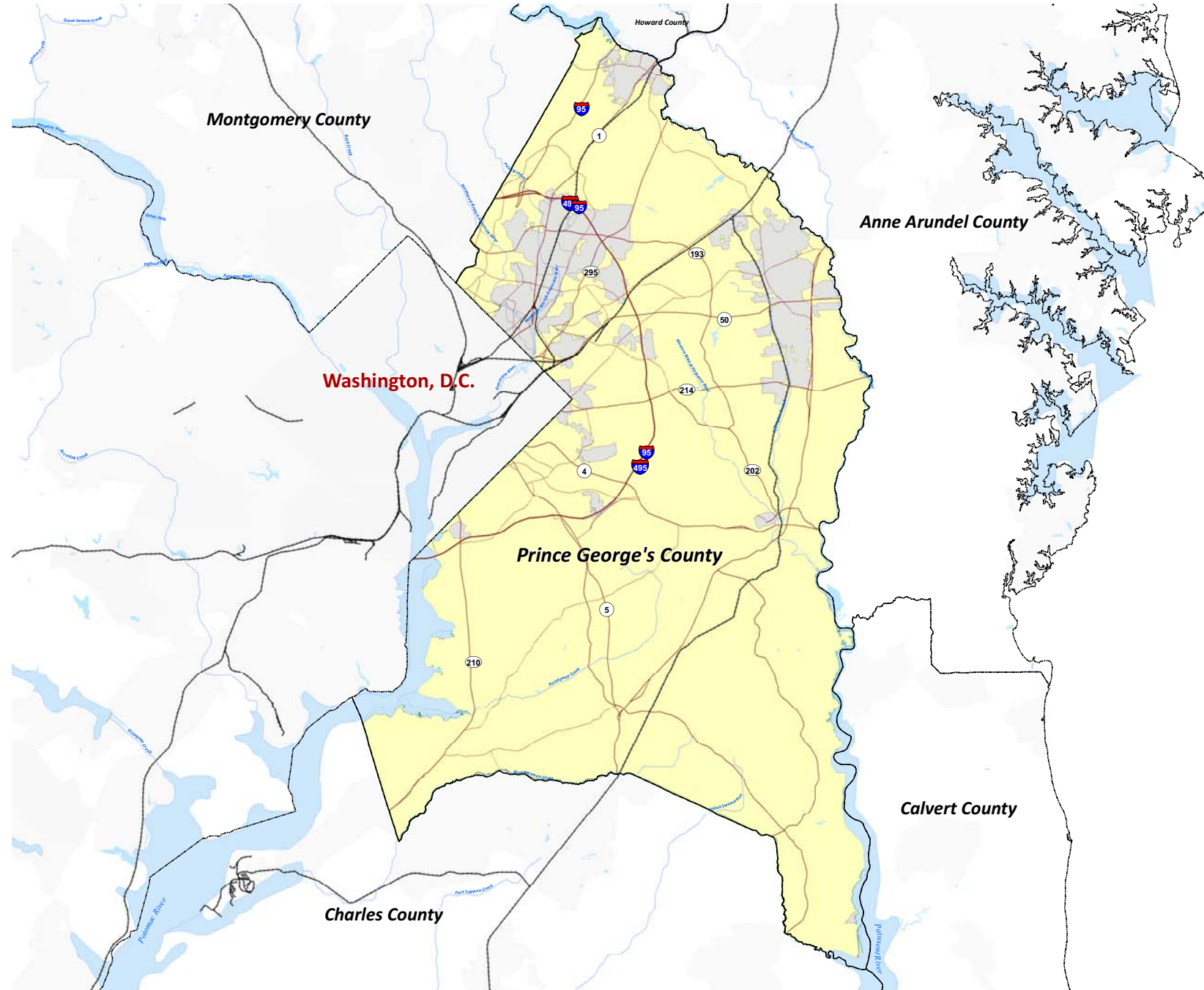
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APPENDIX E – MAPS AND GRASP® PERSPECTIVES

Map A:	Regional Context
Map B:	System Map
Map B1:	Northern System Map Enlargement
Map B2:	Central System Map Enlargement
Map B3:	Southern System Map Enlargement
Map C:	Population Density
Map D:	Maintenance Map
Map E:	Natural Resource Map
Perspective A:	Neighborhood Access to All Components
Perspective B:	Neighborhood Access to Indoor Facilities
Perspective C:	Neighborhood Access to Arts, Heritage, and Historic Components
Perspective D:	Neighborhood Access to Multi-Purpose Fields
Perspective E:	Neighborhood Access to Trails and Blueway
Perspective E2:	Trailshed Analysis

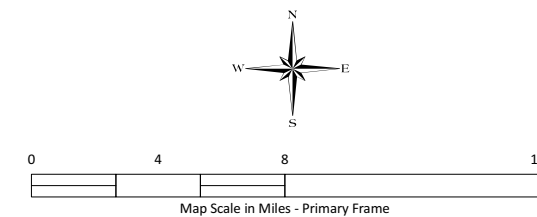
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RESOURCE MAP A: REGIONAL CONTEXT



LEGEND

- River or Stream
- Railroad
- County Boundary
- Prince George's County
- City or Municipality Boundary
- Lake, Pond or River



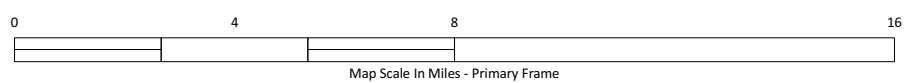
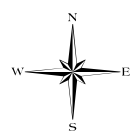
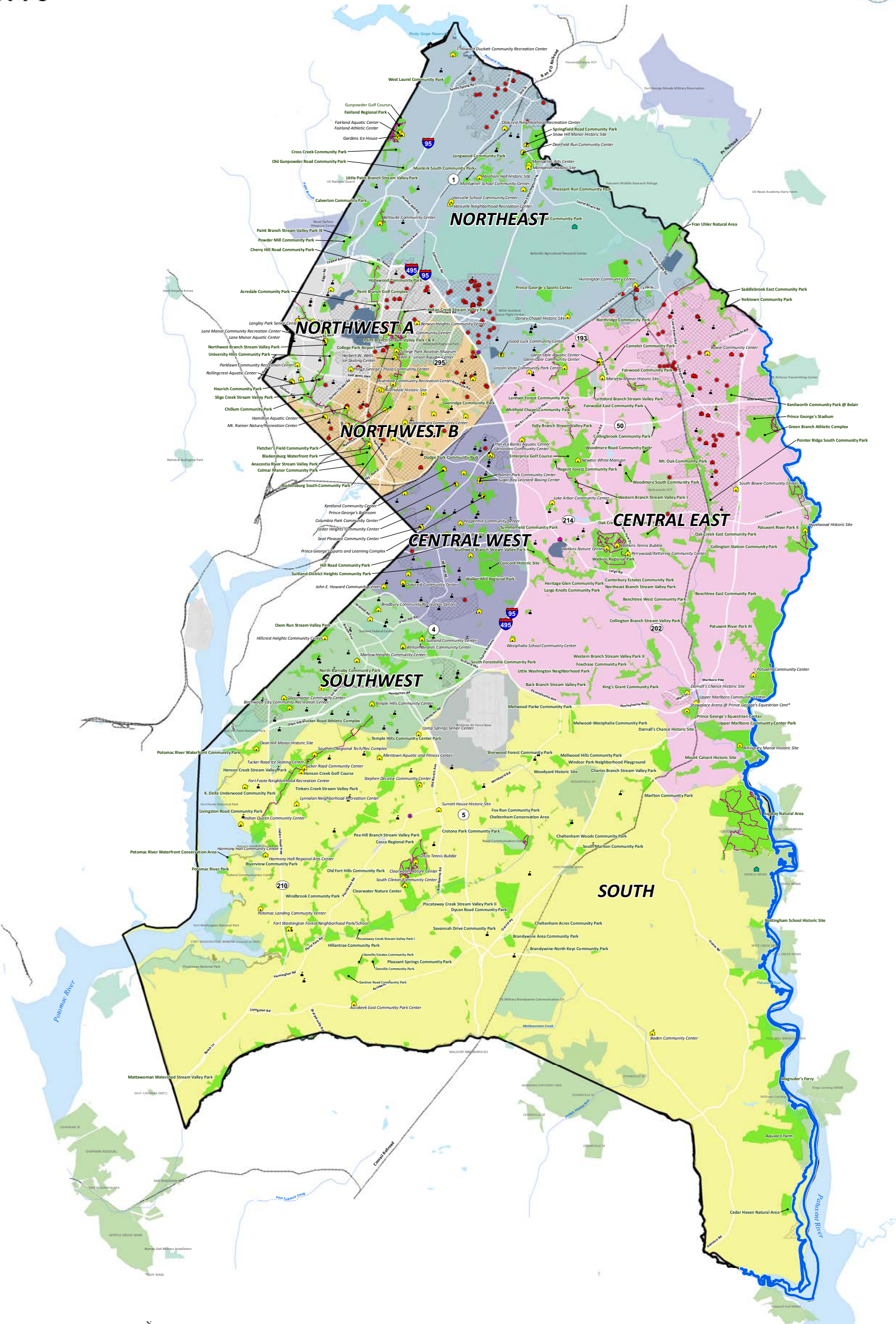
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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY, MARYLAND



RESOURCE MAP B: SYSTEM MAP



- Legend**
- M-NCPPC Indoor Recreation Location
 - Federal/State Indoor Location
 - Municipality Indoor Location
 - Alternative Provider Indoor Location
 - Municipality Outdoor Location
 - Alternative Provider Outdoor Location
 - School Location
 - Existing Trail
 - Patuxent Water Trail
 - Railroad
 - M-NCPPC Recreation Location
 - HOA Recreation Location
 - Educational Institution
 - Federal Lands
 - Military Installation
 - DNR Lands
 - Municipality

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RESOURCE MAP B1: NORTHERN SYSTEM MAP ENLARGEMENT

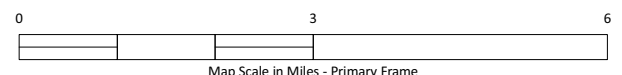
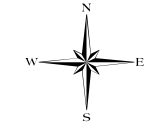


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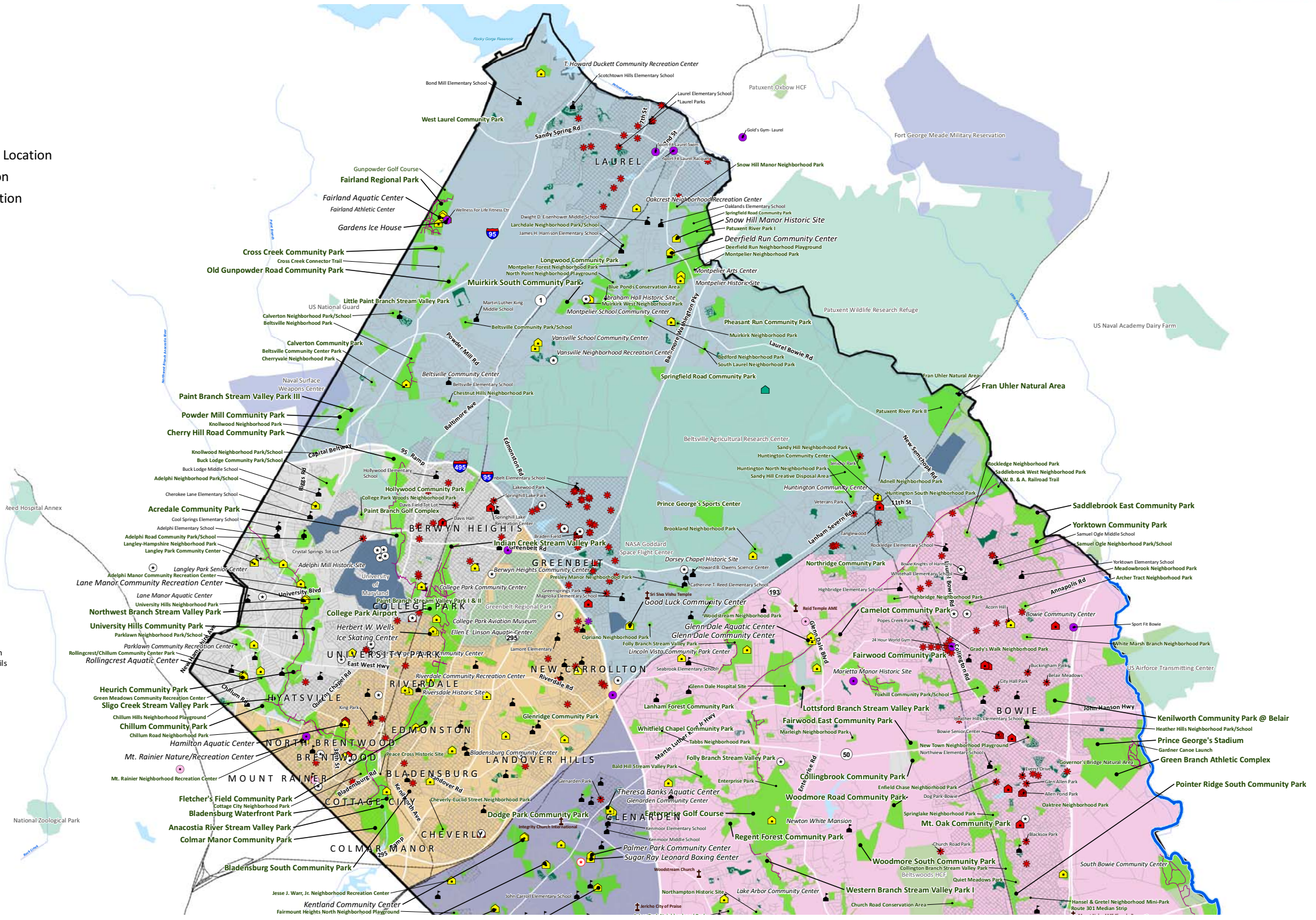
Alternative Providers*

*not included in Level of Service analysis

- Arts and Culture
- Government
- Non-Profit
- Private
- † Faith-Based Location
- 🏠 M-NCPPC Indoor Recreation Location
- 🏠 Federal/State Indoor Location
- 🌳 Municipality Outdoor Location
- 🏠 Municipality Indoor Location
- 🌳 Alternative Provider Outdoor Location
- 🏠 Alternative Provider Indoor Location
- 🎓 School Location
- Existing Trail
- Patuxent Water Trail
- Railroad
- 🌳 M-NCPPC Recreation Location
- 🏠 Educational Institution
- 🏠 HOA Recreation Location
- 🏠 Military Installation
- 🌳 DNR Lands
- 🌳 Federal Lands
- 🏠 Municipality
- 🏠 Central East
- 🏠 Central West
- 🏠 Northeast
- 🏠 Northwest A
- 🏠 Northwest B
- 🏠 South
- 🏠 Southwest



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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY, MARYLAND



RESOURCE MAP B2: CENTRAL SYSTEM MAP ENLARGEMENT

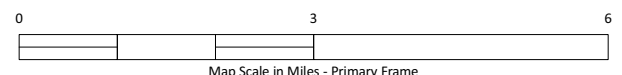
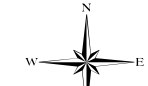


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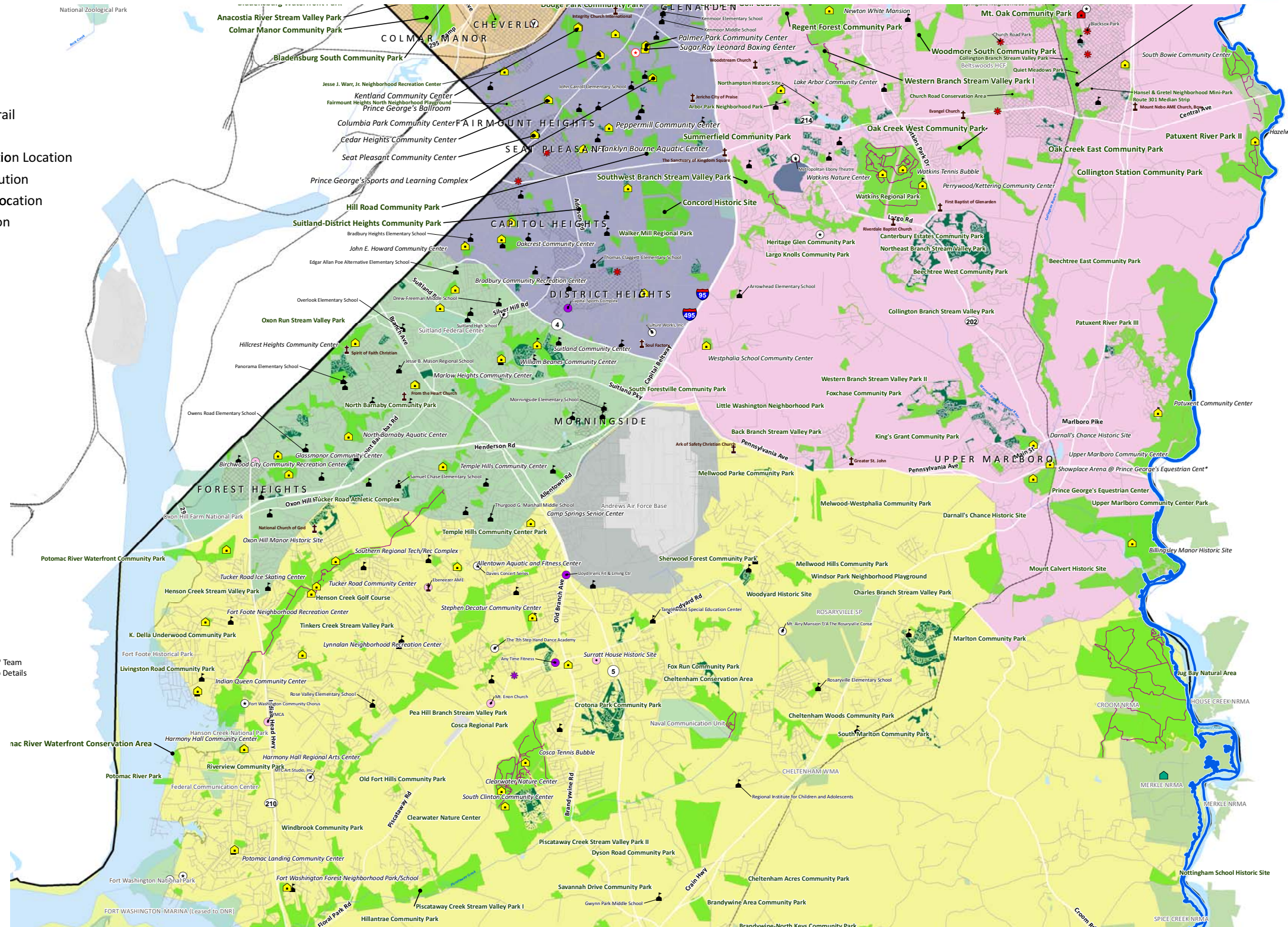
Alternative Providers*

*not included in Level of Service analysis

- Arts and Culture
- Government
- Non-Profit
- Private
- † Faith-Based Location
- 🏠 M-NCPPC Indoor Recreation Location
- 🏠 Federal/State Indoor Location
- 🌳 Municipality Outdoor Location
- 🏠 Municipality Indoor Location
- 🌳 Alternative Provider Outdoor Location
- 🏠 Alternative Provider Indoor Location
- 🎓 School Location
- Existing Trail
- Patuxent Water Trail
- Railroad
- 🌳 M-NCPPC Recreation Location
- 🏠 Educational Institution
- 🏠 HOA Recreation Location
- 🏠 Military Installation
- 🌳 DNR Lands
- 🌳 Federal Lands
- 🏠 Municipality
- 🏠 Central East
- 🏠 Central West
- 🏠 Northeast
- 🏠 Northwest A
- 🏠 Northwest B
- 🏠 South
- 🏠 Southwest



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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY, MARYLAND



RESOURCE MAP B3: SOUTHERN SYSTEM MAP ENLARGEMENT



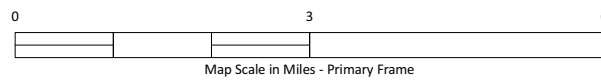
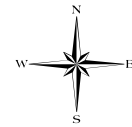
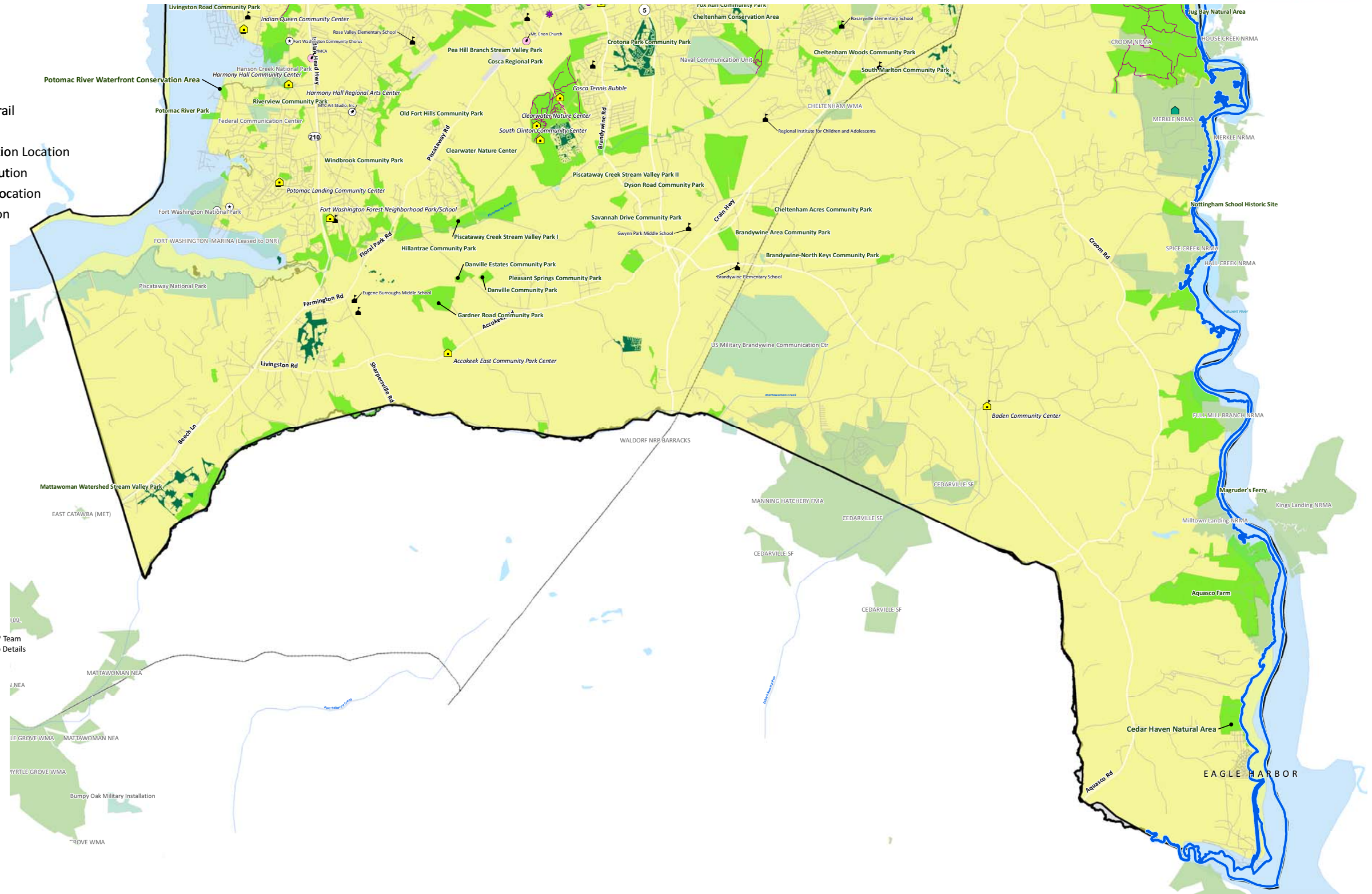
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Alternative Providers*

*not included in Level of Service analysis

- Arts and Culture
- Government
- Non-Profit
- Private
- † Faith-Based Location
- 🏠 M-NCPPC Indoor Recreation Location
- 🏠 Federal/State Indoor Location
- 🌳 Municipality Outdoor Location
- 🏠 Municipality Indoor Location
- 🌳 Alternative Provider Outdoor Location
- 🏠 Alternative Provider Indoor Location
- 🎓 School Location

- Existing Trail
- Patuxent Water Trail
- Railroad
- 🌳 M-NCPPC Recreation Location
- 🏠 Educational Institution
- 🏠 HOA Recreation Location
- 🏠 Military Installation
- 🌳 DNR Lands
- 🌳 Federal Lands
- 🏠 Municipality
- 🏠 Central East
- 🏠 Central West
- 🏠 Northeast
- 🏠 Northwest A
- 🏠 Northwest B
- 🏠 South
- 🏠 Southwest



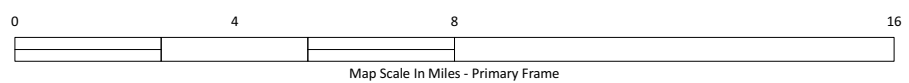
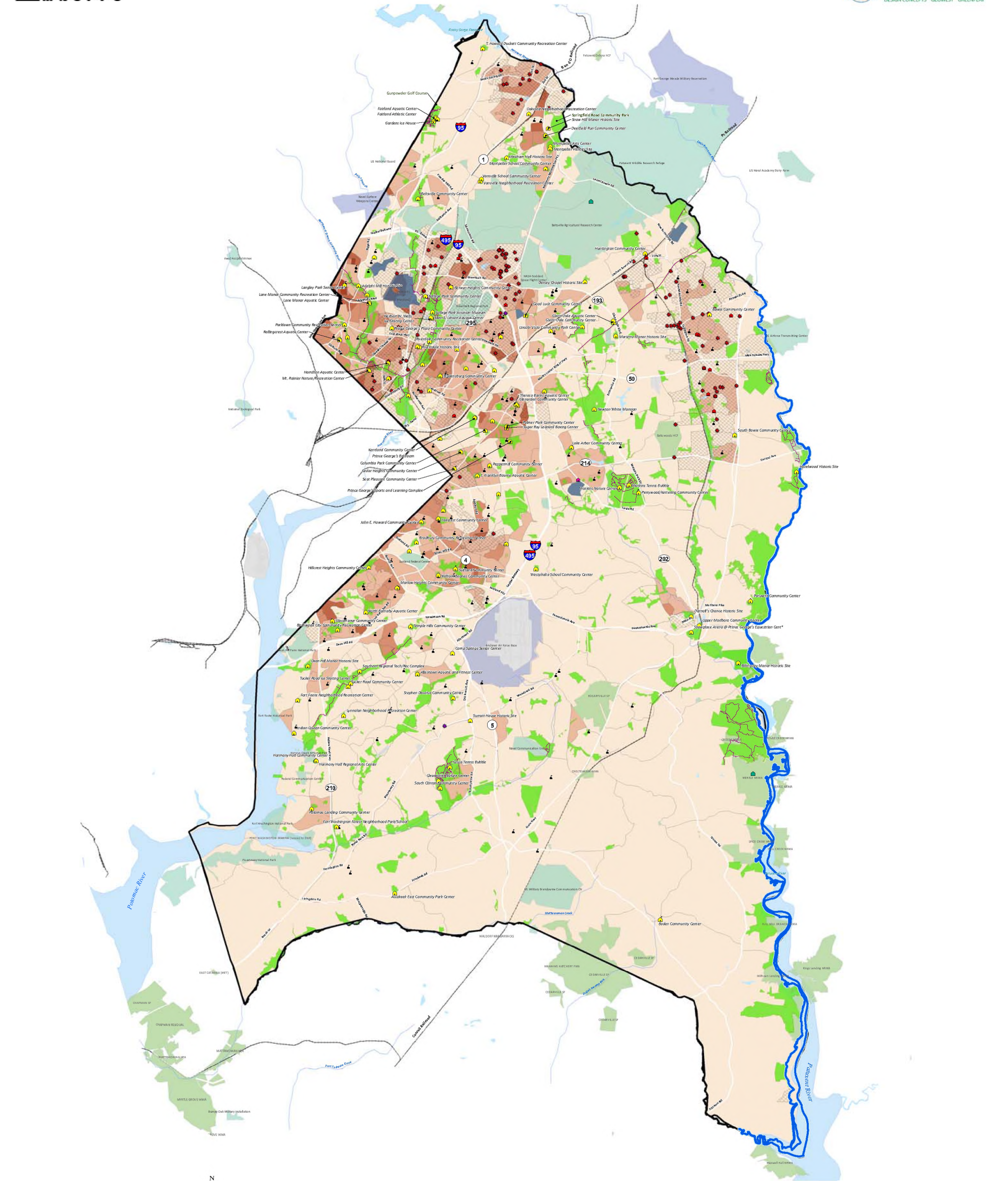
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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY, MARYLAND



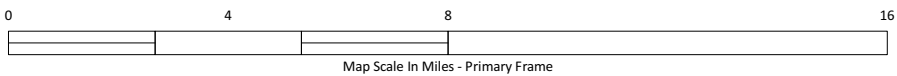
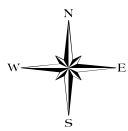
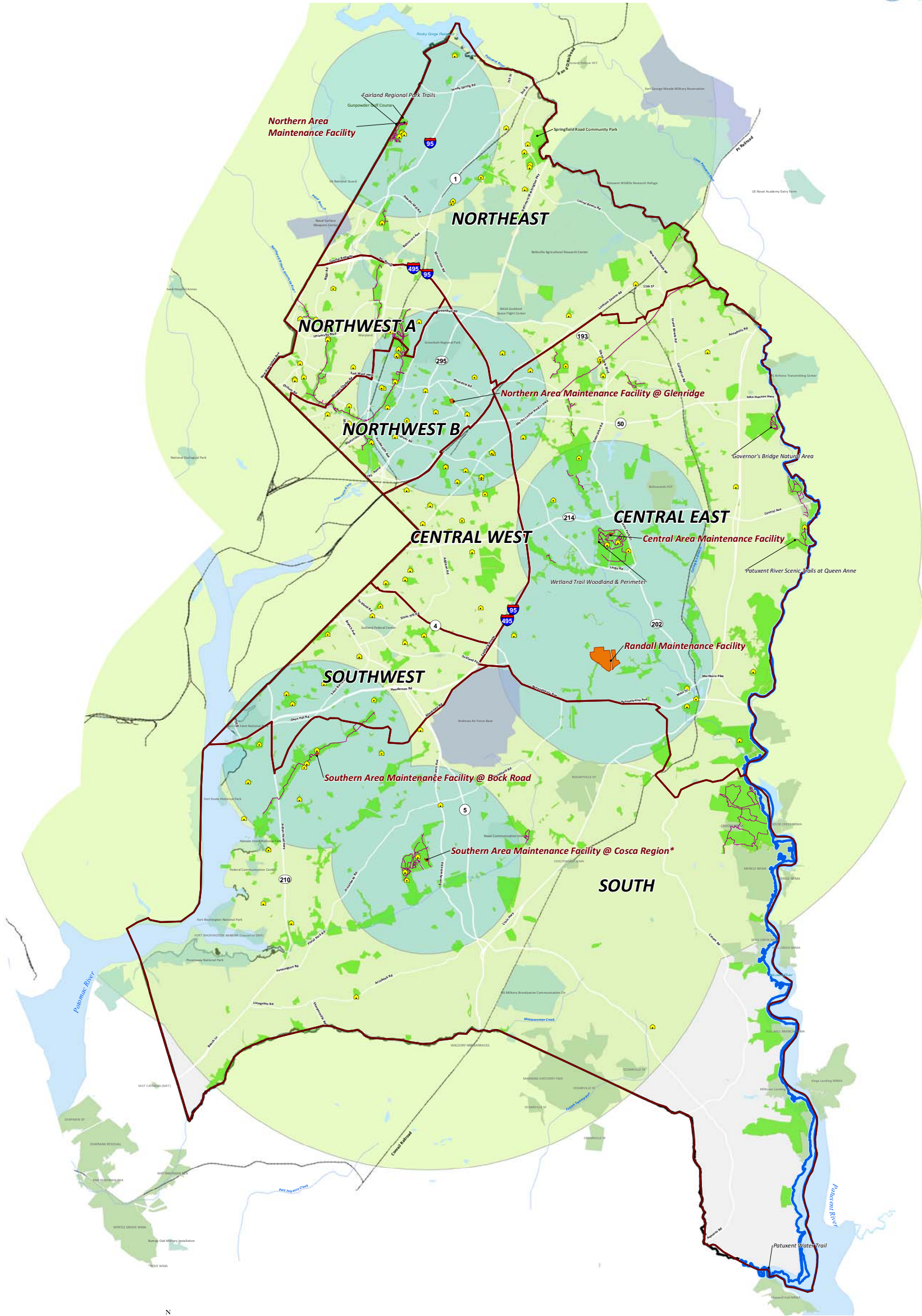
RESOURCE MAP C: POPULATION DENSITY (POP PER SQ MI)



- Legend**
- M-NCPPC Indoor Recreation Location
 - M-NCPPC Recreation Location
 - Educational Institution
 - Federal Lands
 - DNR Lands
 - Railroad
 - Block Group Boundaries
 - Population 2005 Per Square Mile 24 - 3593
 - 3593 - 8342
 - 8342 - 15670
 - 15670 - 30820
 - 30820 - 98467

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RESOURCE MAP D: MAINTENANCE MAP



Legend

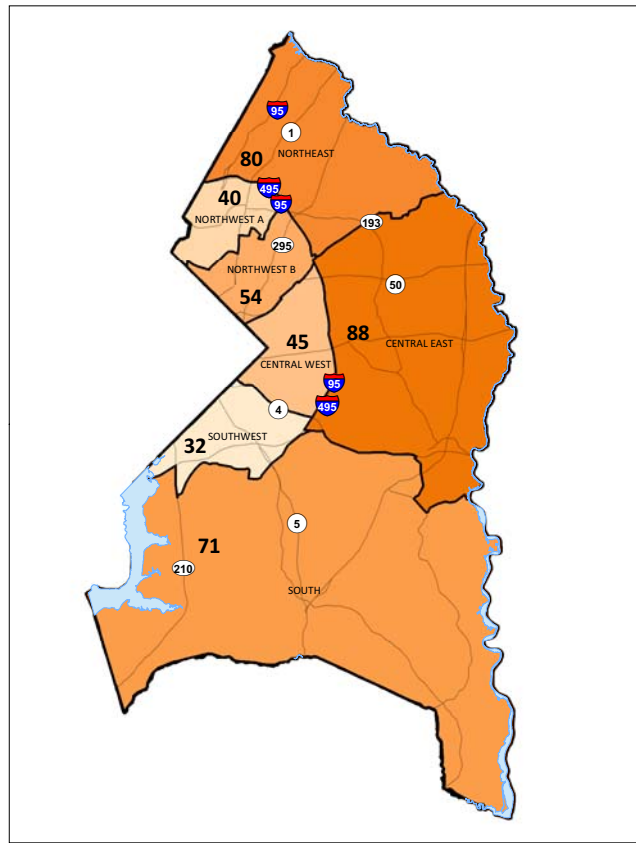
- M-NCPPC Indoor Recreation Location
- Existing Trail
- Patuxent Water Trail
- M-NCPPC Recreation Location
- Maintenance Facility
- 3 Mile Maintenance Buffer
- 10 Mile Maintenance Buffer

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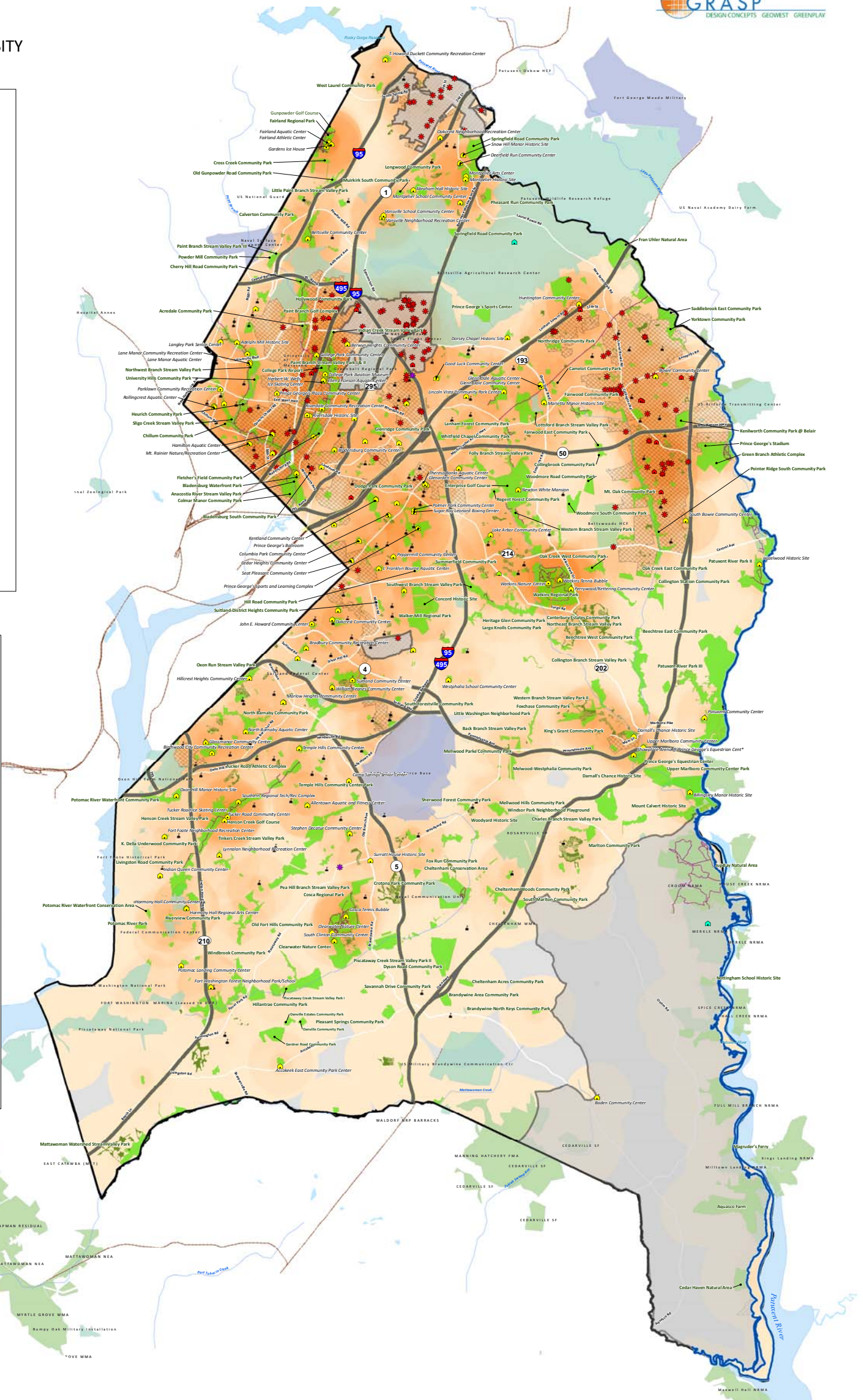
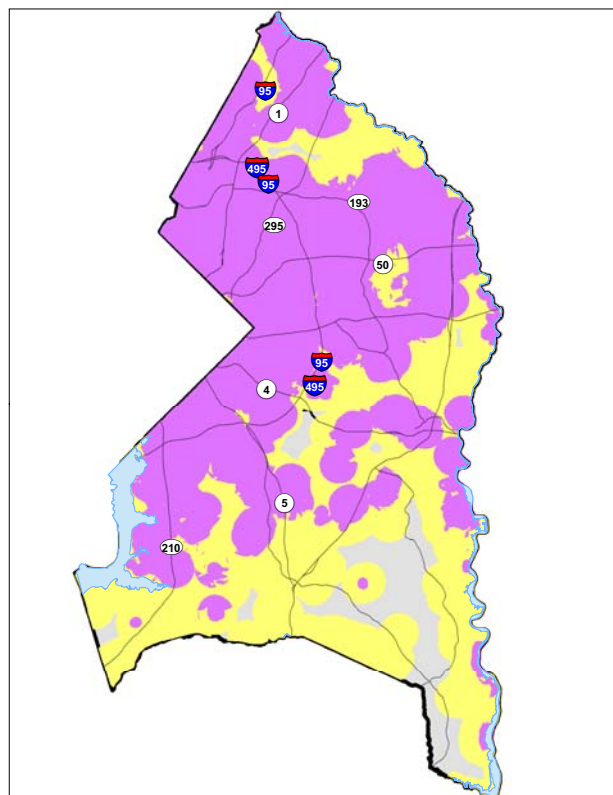
PERSPECTIVE A: NEIGHBORHOOD ACCESS TO ALL COMPONENTS



PA-1: AVERAGE GRASP LOS PER POPULATION DENSITY
(LOS PER ACRE/ POP PER ACRE)



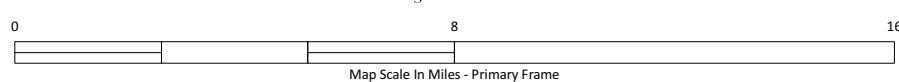
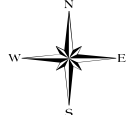
PA-2: GRASP LOS MEETING TARGET SCORES



- PEDESTRIAN BARRIERS**
- Baltimore Washington Parkway
 - Branch Avenue
 - John Hanson Highway
 - Interstate 95
 - Interstate 295
 - Robert Crain Highway
 - Capital Beltway
 - Indian Head Highway
 - Suitland Parkway
 - Pennsylvania Avenue
 - Railroads

- | | |
|-----------------------|---------------------------|
| INDOOR BUFFERS | OUTDOOR COMPONENTS |
| 1/3 mile | 1/3 mile |
| 1 mile | 1 mile |

- | | |
|------------------------|---------------------------|
| OUTDOOR BUFFERS | TRAILS AND BLUEWAY |
| 1/3 mile | 1/3 mile |
| 1 mile | 1 mile |



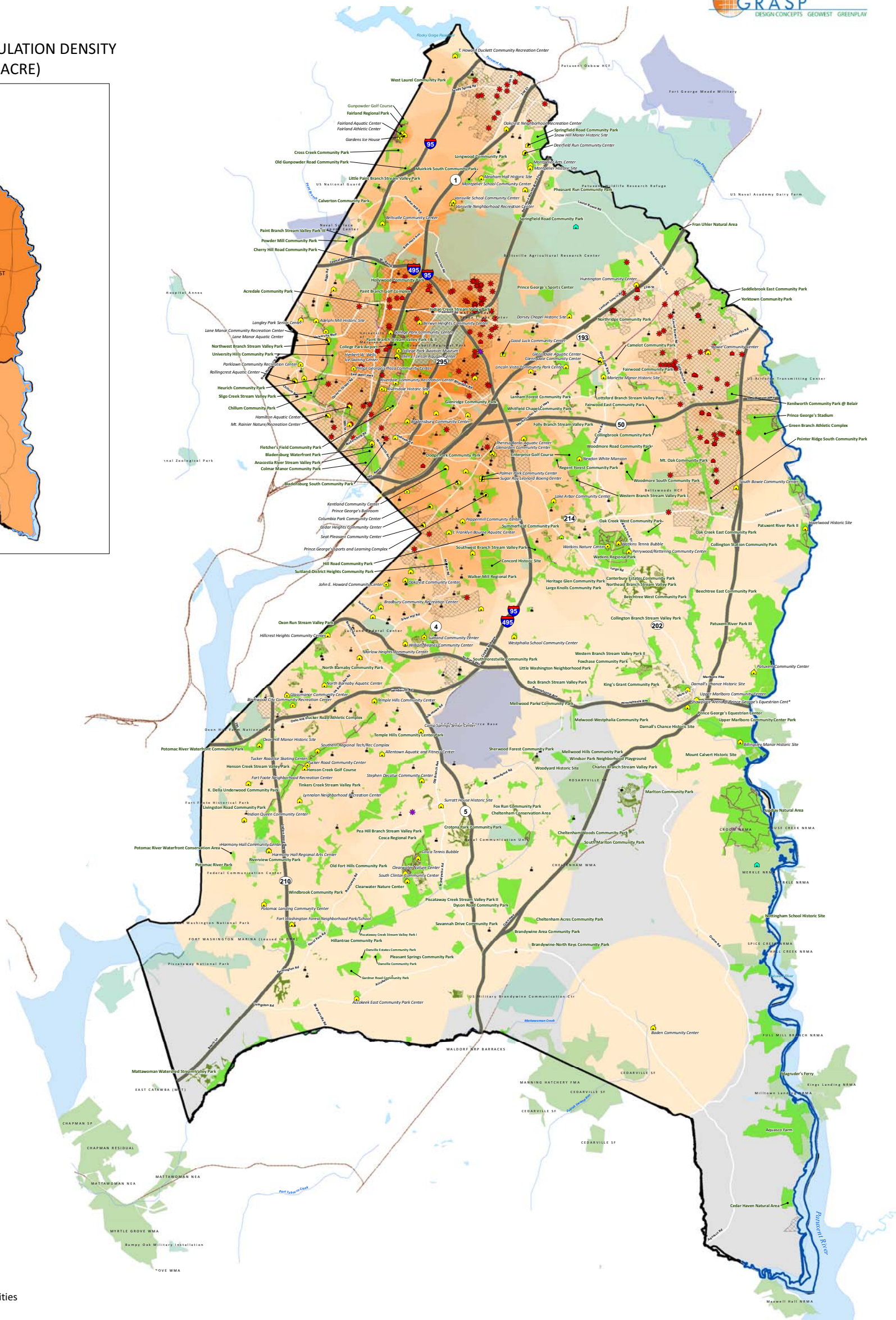
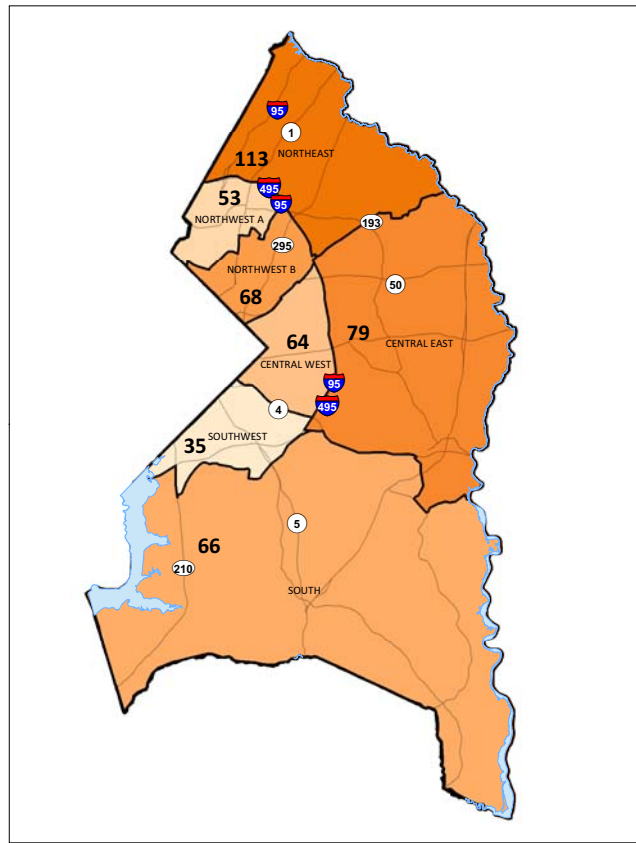
- Legend**
- M-NCPPC Indoor Location
 - Federal/State Indoor Location
 - Municipality Indoor Location
 - Alternative Provider Indoor Location
 - Municipality Outdoor Location
 - Alternative Provider Outdoor Location
 - School Location
 - HOA Recreation Location
 - MNCPPC Recreation Location
 - Military Installation
 - DNR Lands
 - Pedestrian Barrier
 - Existing Trail
 - Patuxent Water Trail
 - Railroad
 - Municipality
 - Federal Lands
 - Metropolitan District (No Park Tax)
- GRASP® Perspective – All Values**
- GRASP Value
- Less Access
 - Greater Access
 - No Service

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PERSPECTIVE B: NEIGHBORHOOD ACCESS TO INDOOR FACILITIES



PB-1: AVERAGE GRASP LOS PER POPULATION DENSITY
(LOS PER ACRE/ POP PER ACRE)

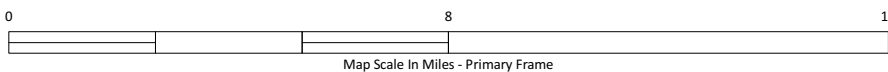
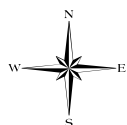


PEDESTRIAN BARRIERS

- Baltimore Washington Parkway
- Branch Avenue
- John Hanson Highway
- Interstate 95
- Interstate 295
- Robert Crain Highway
- Capital Beltway
- Indian Head Highway
- Suitland Parkway
- Pennsylvania Avenue
- Railroads

INDOOR BUFFERS

- 1/3 mile
- 3 miles
- 5 miles on regional/countywide facilities



Legend

- M-NCPPC Indoor Location
- Federal/State Indoor Location
- Municipality Indoor Location
- Alternative Provider Indoor Location
- Municipality Outdoor Location
- Alternative Provider Outdoor Location
- School Location
- HOA Recreation Location
- MNCPPC Recreation Location
- Military Installation
- DNR Lands
- Pedestrian Barrier
- Existing Trail
- Patuxent Water Trail
- Railroad
- Municipality
- Federal Lands
- GRASP® Perspective – All Values
- GRASPValue
- Less Access
- Greater Access
- No Service

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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

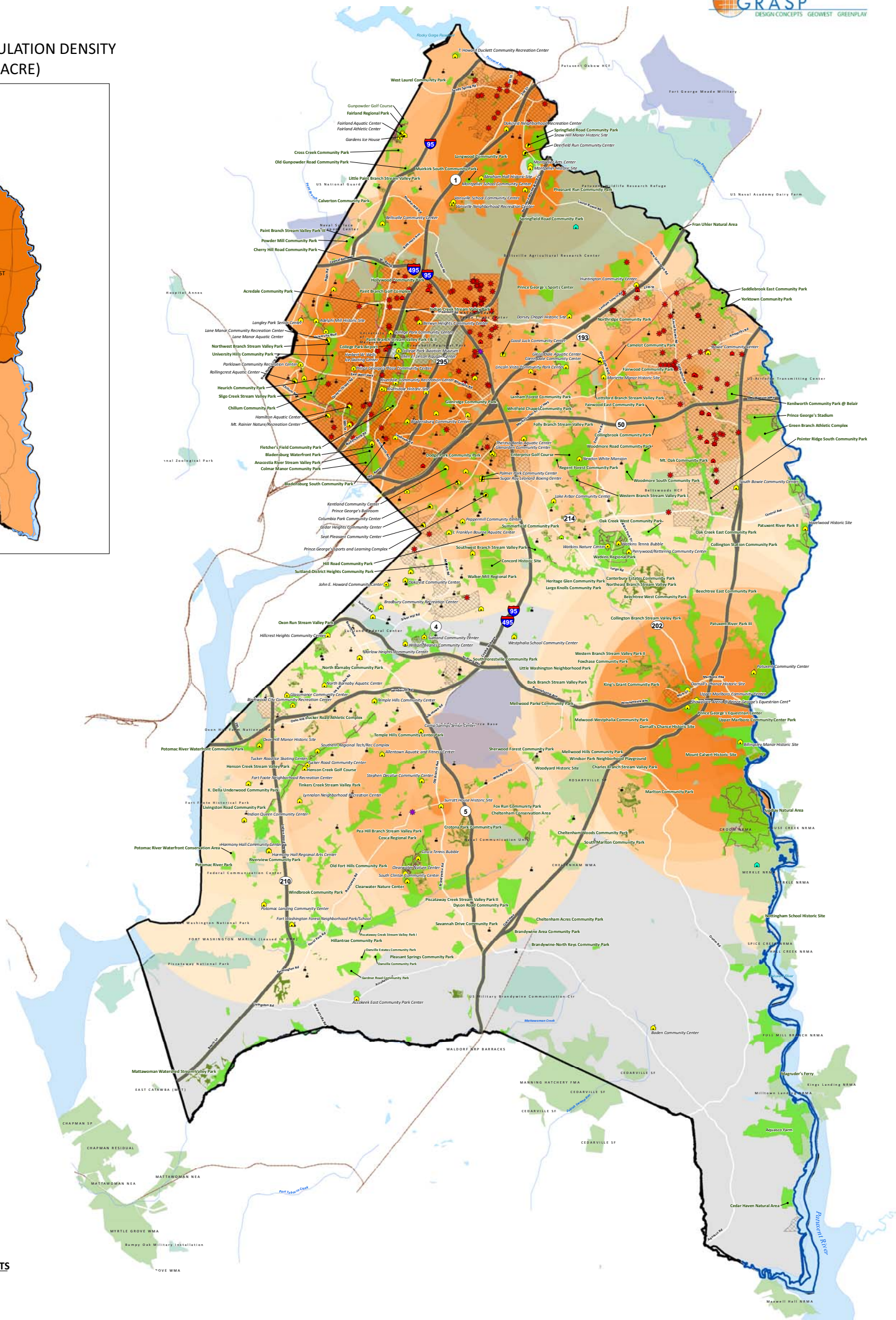
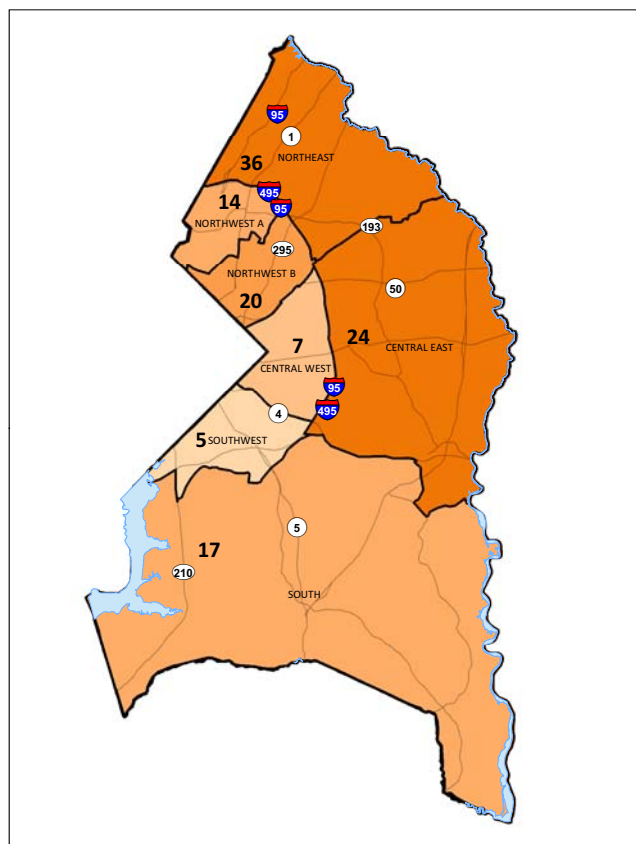
PRINCE GEORGE'S COUNTY, MARYLAND



PERSPECTIVE C: NEIGHBORHOOD ACCESS TO ARTS, HERITAGE AND HISTORIC COMPONENTS



PC-1: AVERAGE GRASP LOS PER POPULATION DENSITY
(LOS PER ACRE/ POP PER ACRE)



PEDESTRIAN BARRIERS

- Baltimore Washington Parkway
- Branch Avenue
- John Hanson Highway
- Interstate 95
- Interstate 295
- Robert Crain Highway
- Capital Beltway
- Indian Head Highway
- Suitland Parkway
- Pennsylvania Avenue
- Railroads

INDOOR BUFFERS

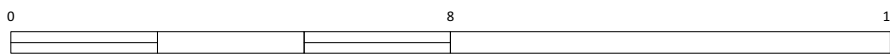
- 1/3 mile
- 3 miles
- 5 miles

OUTDOOR COMPONENTS

- 1/3 mile
- 1 mile

OUTDOOR BUFFERS

- 1/3 mile
- 1 mile



Map Scale in Miles - Primary Frame

Legend

- M-NCPPC Indoor Location
- Federal/State Indoor Location
- Municipality Indoor Location
- Alternative Provider Indoor Location
- Municipality Outdoor Location
- Alternative Provider Outdoor Location
- Included in Level of Service Analysis
- School Location
- Pedestrian Barrier
- Existing Trail
- Patuxent Water Trail
- Railroad
- HOA Recreation Location
- MNCPPC Recreation Location
- Military Installation
- DNR Lands
- Municipality
- Federal Lands
- GRASP® Perspective - All Values
- GRASPValue
- Less Access
- Greater Access
- No Service

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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

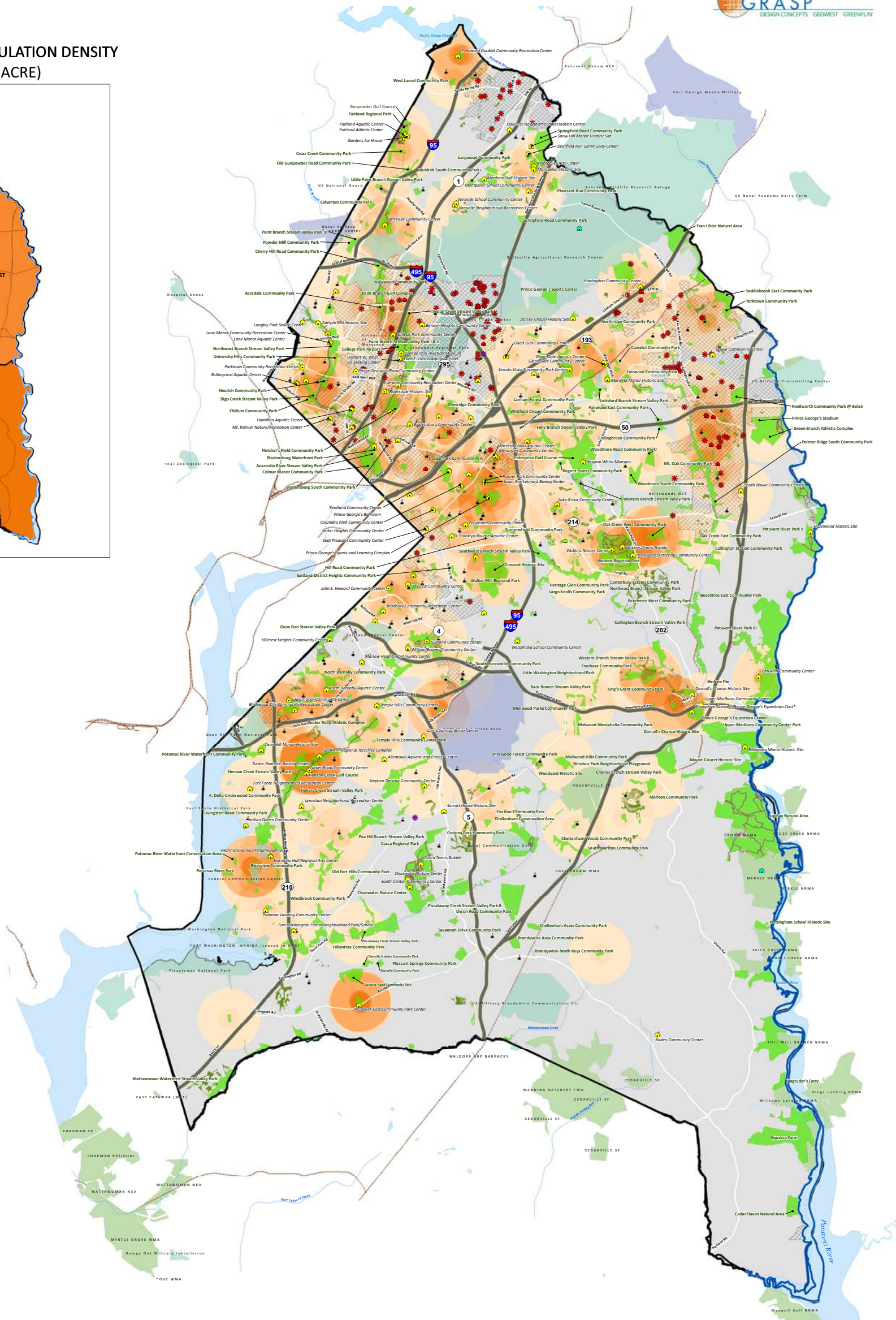
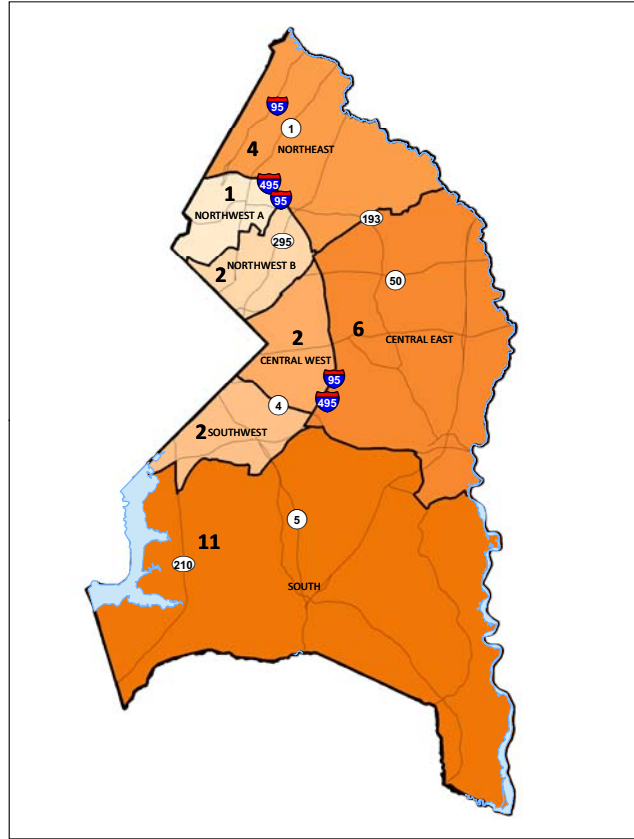
PRINCE GEORGE'S COUNTY, MARYLAND



PERSPECTIVE D: NEIGHBORHOOD ACCESS TO MULTI-PURPOSE FIELDS

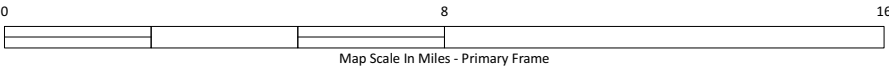
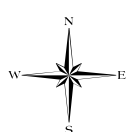


PD-1: AVERAGE GRASP LOS PER POPULATION DENSITY
(LOS PER ACRE/ POP PER ACRE)



- PEDESTRIAN BARRIERS**
- Baltimore Washington Parkway
 - Branch Avenue
 - John Hanson Highway
 - Interstate 95
 - Interstate 295
 - Robert Crain Highway
 - Capital Beltway
 - Indian Head Highway
 - Suitland Parkway
 - Pennsylvania Avenue
 - Railroads

OUTDOOR COMPONENTS
1/3 mile
1 mile



Legend

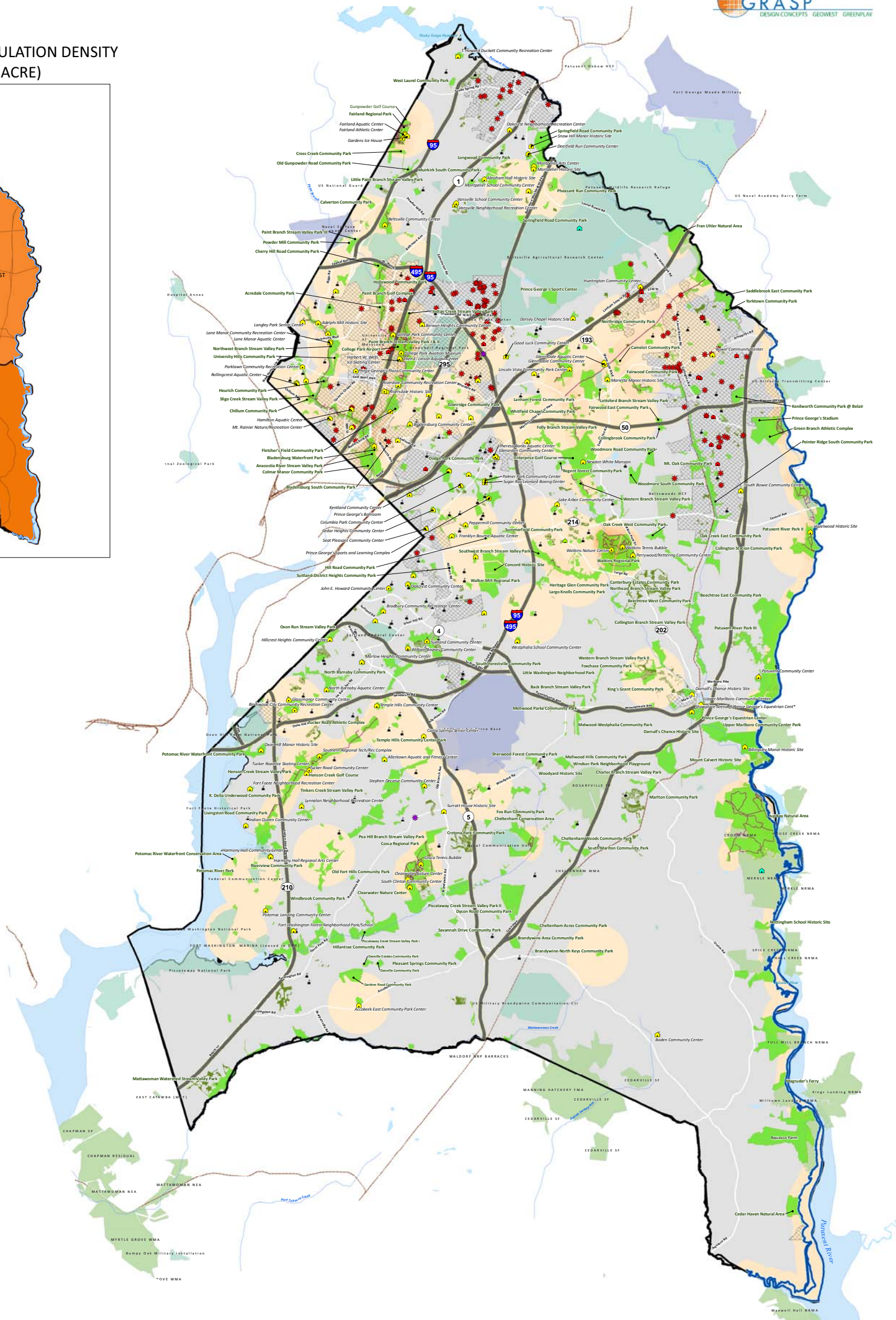
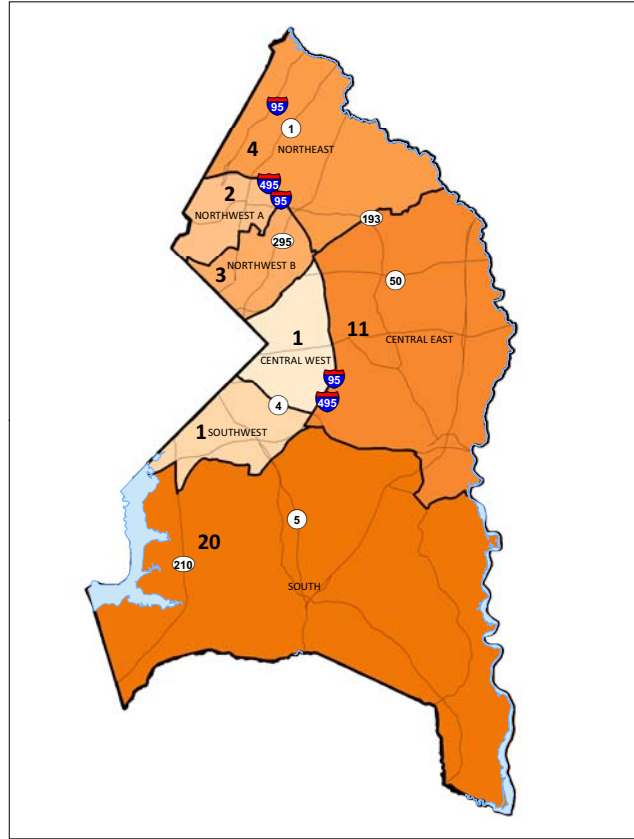
M-NCPPC Indoor Location	Pedestrian Barrier	Municipality
Federal/State Indoor Location	Existing Trail	Federal Lands
Municipality Indoor Location	Patuxent Water Trail	GRASP® Perspective – All Values
Alternative Provider Indoor Location	Railroad	GRASPValue
Municipality Outdoor Location	HOA Recreation Location	Less Access
Alternative Provider Outdoor Location	MNCPPC Recreation Location	Greater Access
School Location	Military Installation	No Service
	DNR Lands	

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PERSPECTIVE E: NEIGHBORHOOD ACCESS TO TRAILS AND BLUEWAY

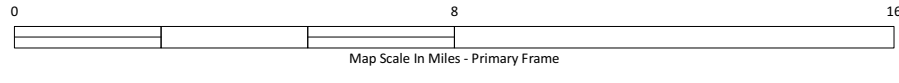
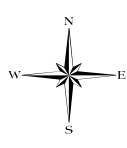


PD-1: AVERAGE GRASP LOS PER POPULATION DENSITY
(LOS PER ACRE/ POP PER ACRE)



- PEDESTRIAN BARRIERS**
- Baltimore Washington Parkway
 - Branch Avenue
 - John Hanson Highway
 - Interstate 95
 - Interstate 295
 - Robert Crain Highway
 - Capital Beltway
 - Indian Head Highway
 - Suitland Parkway
 - Pennsylvania Avenue
 - Railroads

TRAILS AND BLUEWAY
1/3 mile
1 mile



Legend

M-NCPPC Indoor Location	Pedestrian Barrier	Municipality
Federal/State Indoor Location	Existing Trail	Federal Lands
Municipality Indoor Location	Patuxent Water Trail	GRASP® Perspective – All Values
Alternative Provider Indoor Location	Railroad	GRASPValue
Municipality Outdoor Location	HOA Recreation Location	Less Access
Alternative Provider Outdoor Location	MNCPPC Recreation Location	Greater Access
School Location	Military Installation	No Service
	DNR Lands	

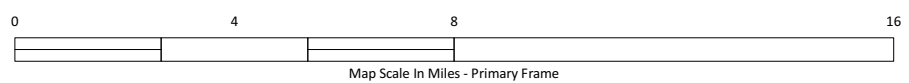
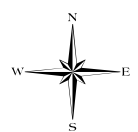
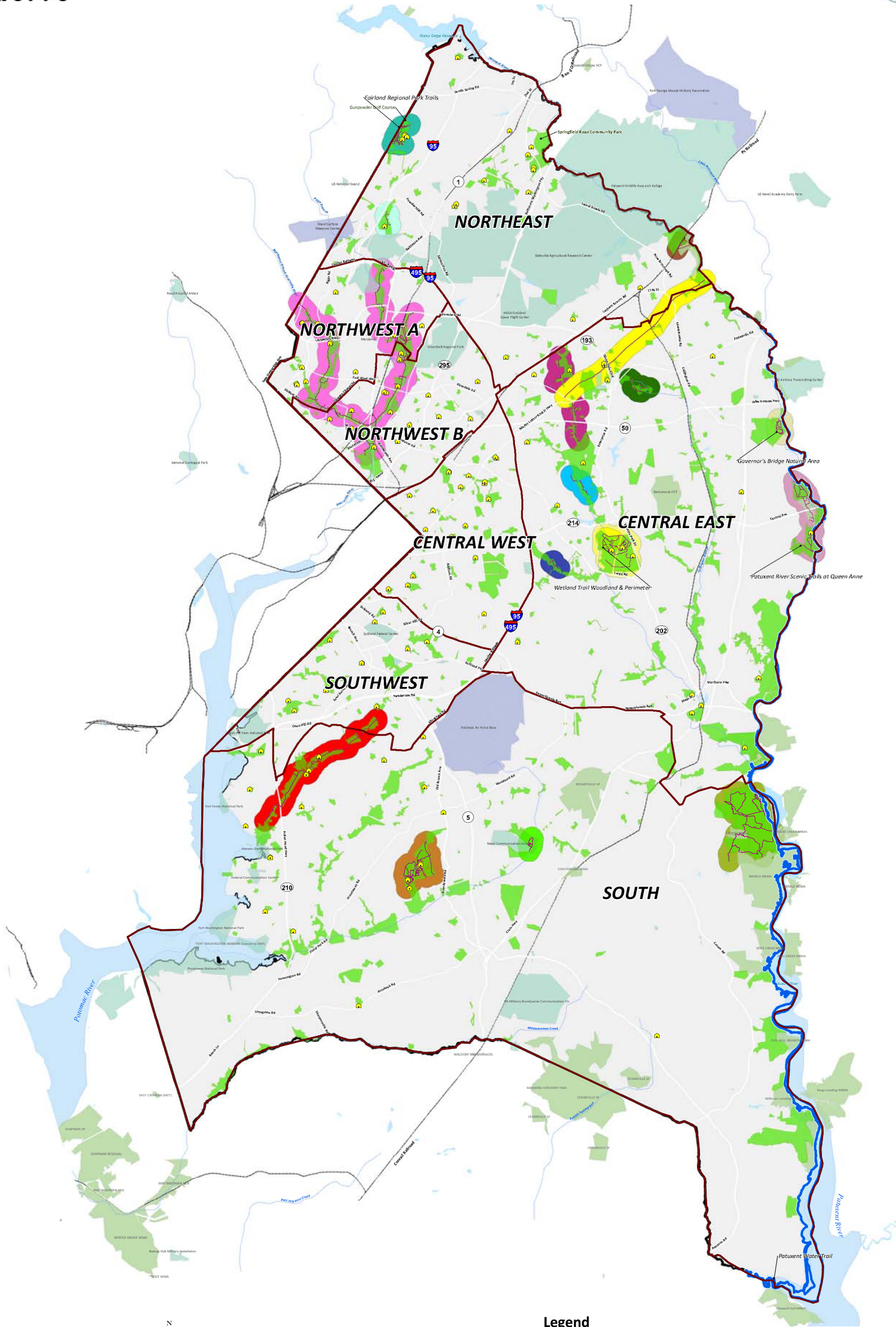
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MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY, MARYLAND



PERSPECTIVE E2: TRAILSHED ANALYSIS



- Legend**
- M-NCPPC Indoor Recreation Location
 - M-NCPPC Recreation Location
 - Trailshed**
 - Cheltenham Conservation Area
 - Collington Branch Stream Valley Park
 - Cosca Regional Park
 - Fairland Regional Park Trails
 - Folly Branch Stream Valley Park Trail
 - Governor's Bridge Natural Area
 - Henson Creek Hiker/Biker Trail
 - Jug Bay Natural Area (Patuxent River III)
 - Little Paint Branch Trail
 - Nature Trail
 - Northeast Branch Trail
 - Patuxent River Park II/Fran Uhler Natural Area
 - Patuxent River Scenic Trails at Queen Anne
 - Southwest Branch Stream Valley Park
 - W.B.&A. Railroad Trail
 - Western Branch Stream Valley Park

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APPENDIX F – GRASP[®] LEVEL OF SERVICE CHARTS

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Perspective A: Neighborhood Access to All Components Table and Charts

Table A1- Neighborhood Access to All Facilities (Composite LOS)

ZONE	Total Acres	Acres With LOS	Percent of Area With LOS	Average LOS Per Acre Served	Acres W/O LOS
EntireArea	318926	296283	93%	169	22643.1
Northeast	41062	41062	100%	229	0.1
Northwest A	11074	11074	100%	382	0.0
Northwest B	12584	12584	100%	444	0.1
Central West	15212	15212	100%	299	0.0
Central East	74942	74683	100%	195	259.2
South	149111	126727	85%	67	22383.7
Southwest	14940	14940	100%	212	0.0

Chart A1 - Access to All Components - Acres Served

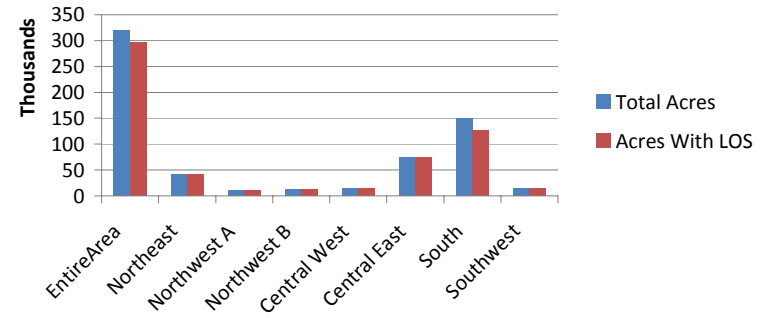


Chart A2 - Access to All Components - Percent of Area With LOS

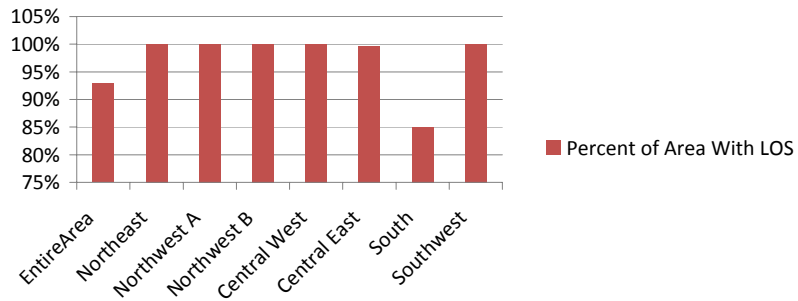
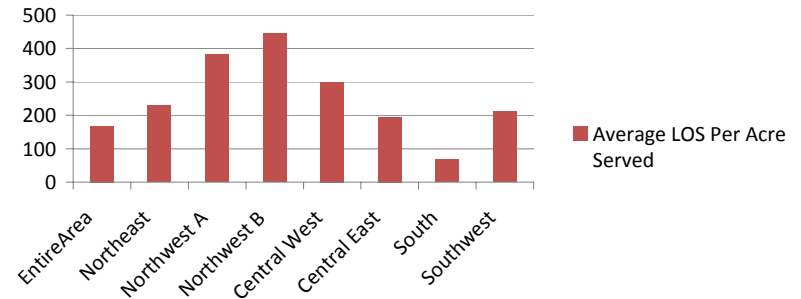


Chart A3 - Access to All Components - Average LOS Per Acre Served



Perspective B: Neighborhood Access to Indoor Facilities Table and Charts

Table B1 - Neighborhood Access To Indoor Facilities

ZONE	Total Acres	Acres With LOS	Percent of Area With LOS	Average LOS Per Acre Served	Acres W/O LOS
EntireArea	318,925	271,368	85%	204	47,558
Northeast	41,593	41,593	100%	326	0
Northwest A	10,542	10,542	100%	506	0
Northwest B	12,584	12,584	100%	557	0
Central West	15,212	15,212	100%	428	0
Central East	74,943	74,505	99%	175	438
South	149,111	101,991	68%	62	47,120
Southwest	14,941	14,941	100%	233	0

Chart B1- Access to Indoor Facilities - Acres Served

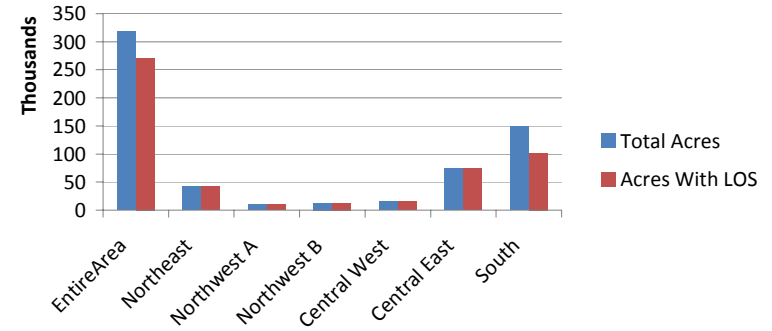


Chart B2 - Access to Indoor Facilities - Percent of Area With LOS

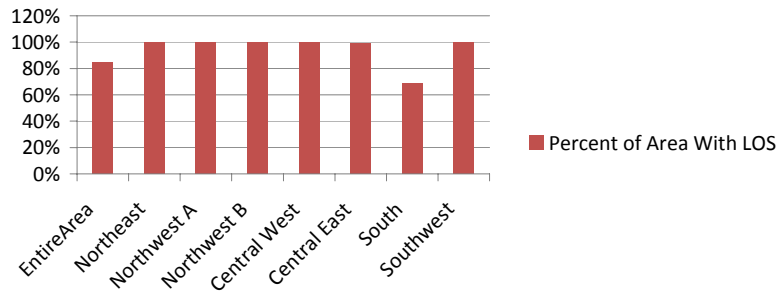
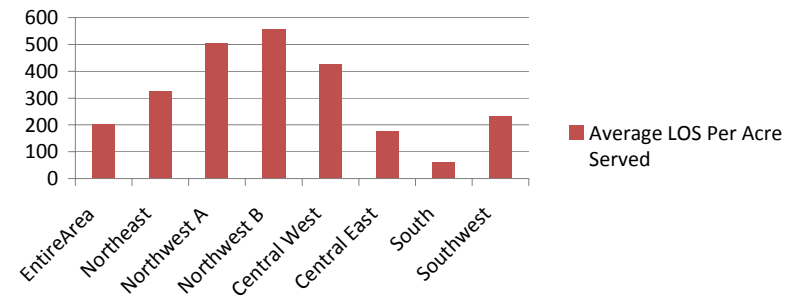


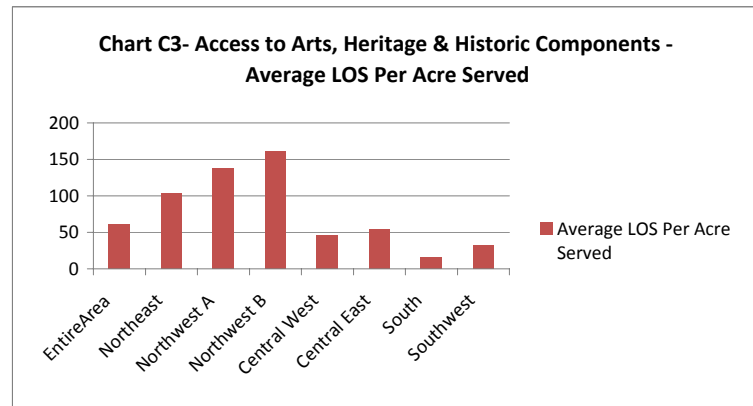
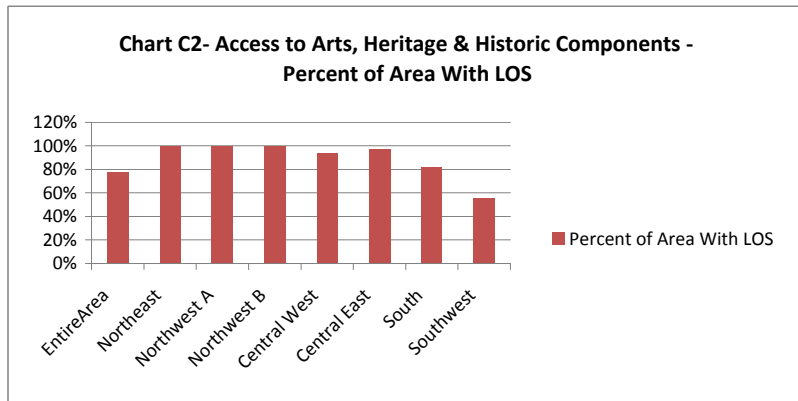
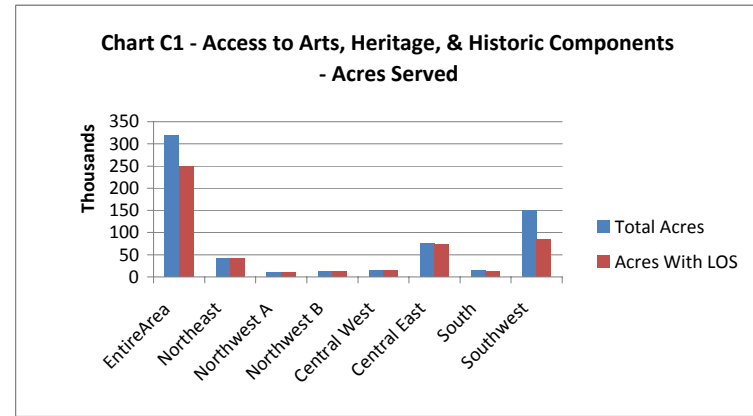
Chart B3- Access to Indoor Facilities - Average LOS Per Acre Served



Perspective C: Neighborhood Access to Arts, Heritage, and Historic Components Table and Charts

Table C1 - Neighborhood Access To Arts, Heritage, & Historic Components

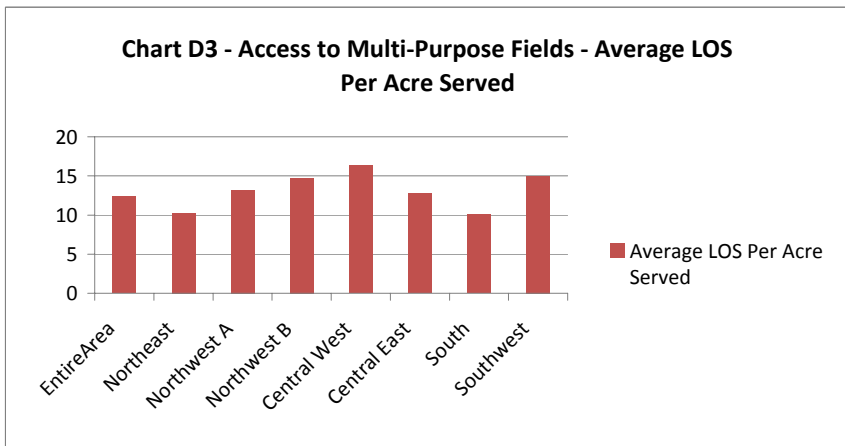
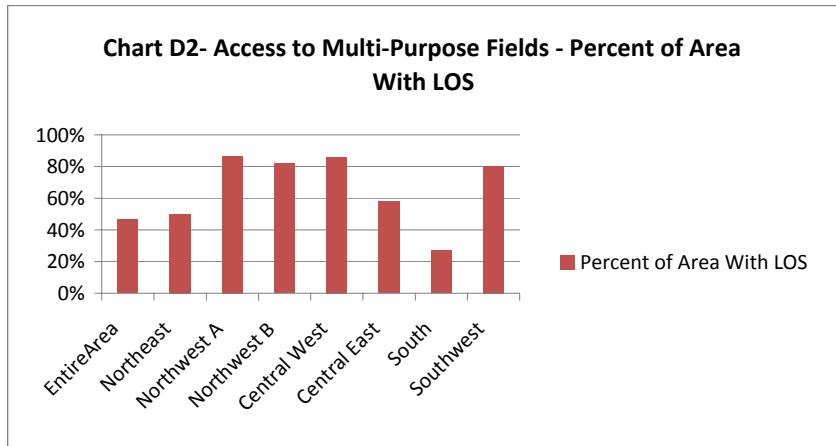
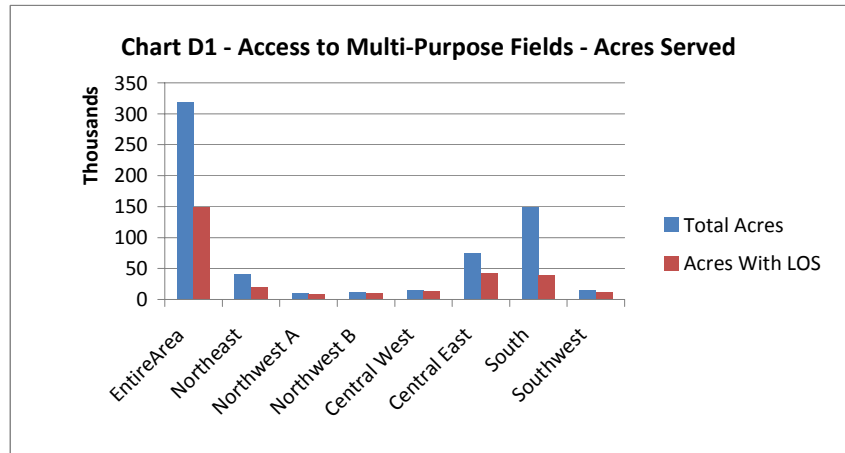
ZONE	Total Acres	Acres With LOS	Percent of Area With LOS	Average LOS Per Acre Served	Acres W/O LOS
EntireArea	318,925	247,947	78%	61	70,979
Northeast	41,593	41,593	100%	103	0
Northwest A	10,542	10,542	100%	138	0
Northwest B	12,584	12,584	100%	161	0
Central West	15,212	14,263	94%	46	949
Central East	74,943	73,031	97%	53	1,912
South	14,941	12,230	82%	16	2,711
Southwest	149,111	83,704	56%	31	65,407



Perspective D: Neighborhood Access to Multi-Purpose Fields Table and Charts

Table D1 - Neighborhood Access To Multi-Purpose Fields

ZONE	Total Acres	Acres With LOS	Percent of Area With LOS	Average LOS Per Acre Served	Acres W/O LOS
EntireArea	318,925	148,910	47%	12	170,015
Northeast	41,593	20,742	50%	10	20,851
Northwest A	10,542	9,142	87%	13	1,400
Northwest B	12,584	10,297	82%	15	2,287
Central West	15,212	13,078	86%	16	2,134
Central East	74,943	43,403	58%	13	31,540
South	149,111	40,265	27%	10	108,846
Southwest	14,941	11,982	80%	15	2,958



Perspective E: Neighborhood Access to Trails and Blueway Table and Charts

Table E1 - Neighborhood Access To Trails and Blueway

ZONE	Total Acres	Acres With LOS	Percent of Area With LOS	Average LOS Per Acre Served	Acres W/O LOS
EntireArea	318,925	94,617	30%	19	224,308
Northeast	41,593	10,570	25%	11	31,023
Northwest A	10,542	8,685	82%	24	1,857
Northwest B	12,584	9,560	76%	22	3,024
Central West	15,212	4,585	30%	7	10,627
Central East	74,943	28,786	38%	25	46,158
South	149,111	28,548	19%	19	120,563
Southwest	14,941	3,884	26%	9	11,057

