

2015 PRATTVILLE, ALABAMA
CAPITAL
IMPROVEMENT
PLAN
PARKS & RECREATION



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Special thanks to:

Mayor Bill Gillespie, Jr.

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1



INTRODUCTION AND EXECUTIVE SUMMARY

Section 1

Introduction and Executive Summary

Introduction

The purpose of this master plan is to evaluate the current system and submit recommendations in order to achieve a shared vision for meeting City of Prattville parks and recreation needs over the next ten years. This report is part of a Capital Improvement Plan for the City of Prattville. This plan will help guide future parks and recreation improvements in the community from 2015 to 2025.

The consulting firms for the Capital Improvement Plan, led by Sain Associates, includes Lose & Associates and Lord Aeck Sargent. Lose & Associates, Inc. is a multi-disciplinary design firm specializing in park and recreation planning and was responsible for the development of this report. The process included researching demographics, assessing current facilities and conducting public input meetings. This document serves as both a strategic plan and an action plan. It provides the city of Prattville with guidelines and strategies for future program planning efforts and capital improvement projects. In a later phase of the Capital Improvement Plan, Sain Associates and Lord Aeck Sargent will continue to refine the development of the greenway/blueway plan for the community as part of a bicycle and pedestrian plan.

The mission of the Prattville Parks & Recreation Department is “to provide safe and inviting parks, facilities, and playgrounds for the enjoyment of our citizens; to provide fun, athletic and recreational activities, classes and events, as well as hosting tournaments, which not only add to the quality of life of those who participate, but also have a positive economic impact on our community.” With this commitment in mind, the city chose to embark on a master plan process, which will guide the development of recreation and cultural facilities and services into the future.

Executive Summary

Currently, the Prattville Parks and Recreation Department recreational and cultural resources include 18 individual park properties, a community auditorium, historical theatre and a creek trail. The total acreage of the parks is approximately 320 acres.

The City of Prattville is the primary recreation provider; however, the Prattville YMCA plays an important role with three locations in the community. Other providers include the



Maxwell Air Force Base, churches and private schools. Residents also travel to Montgomery and surrounding communities to use their parks.

Community Profile

Prattville is approximately 32.85 square miles. As reported in the US Census 2014 estimates, Prattville has a total population of 35,317 residents, which averages 1,075 persons per square mile. Compared to the state average of 94.4 persons per square mile, this level of density is over ten times higher. Evaluating this information is important because, as the city's population increases, so will its density. Proper planning requires the city to take the necessary steps to ensure that sufficient parkland remains available to accommodate the population.

Overall, the population has increased steadily over the past ten years and, not surprisingly, researchers found that the 55 and over age group is growing the fastest. Our researchers also found that the predominantly Caucasian population has been gradually diversifying over the last two decades. Both of these trends are prevalent in other communities similar to Prattville and researchers see this following the national trend.

Another national trend occurring in the county, particularly in southern states, is the increasing rate of obesity. Collaborating with health organizations and other stakeholders can help to address these issues, but more work will be needed at the community level in order to better address this epidemic.

Public Input

The public input process included interviews, a stakeholder workshop, public meetings and an online survey, which provided insight on the department and park users. The online survey respondents included a mixture of both users and non-users, which is an important component of the overall response. While some had stronger desires for specific facilities over others, the general direction for future improvements was relatively parallel among the groups. The priorities were also consistent with the deficiencies noted during the planning team's analysis of the current parks and recreation system. In summary, the public input process brought forward consistent themes. Below highlights some of the insight gained during the process and opinions expressed by a majority of respondents:

Programs:

- Desire for a greater variety of programs and facilities
- River and water activities (kayaking and canoeing)
- Strong desire for youth archery
- Desire for outdoor fitness classes for adults
- Need for art and painting classes

Facilities:

- Downtown park improvements (renovate Doster Center, Pratt Park, improve creek trail, etc.)



- Civic center/auditorium (larger than Doster Center and including space for performing arts theatre, music rooms, classrooms, etc.)
- Provide new restroom buildings at parks
- Provide more paved trails and improved sidewalks that connect neighborhoods, schools and parks together
- Provide a new sports field complex to host tournaments (include playgrounds, walking trails, picnicking areas)

The majority of respondents and stakeholders realize that there are costs associated with these improvements; however, the Parks and Recreation Department will need to work hard to build support for funding. One of the best ways to build support is sharing the survey results, which provides a shared vision, for providing improvements that will benefit the entire community. In addition, Prattville Parks and Recreation Department should capitalize on the community's enthusiasm for parks, which was exhibited in the splash pad campaign.

Programming Assessments

An analysis of existing recreation programming is one of the basic components of this master plan. The department offers programs for all ages, from youth to senior citizens. A diversified program offering creates the opportunity to include citizens who may never have participated in recreation activities before.

Citizens and staff voiced their preference for programs throughout the public input process. Their desires for recreation programming were more broad than program-specific. The overall response was a desire for a greater variety of programs and facilities. Art classes, cooking classes, outdoor programming and special events ranked high among respondents. High Priority items include kayaking and canoeing on Autauga Creek, expanding and developing adult programs such as arts and cooking, cultural programs, and adventure trips. Other popular items included providing archery programs for youth, working with YMCA on youth swim teams, and developing new program activities such as zip lining and provide outdoor fitness programs.

In order to more effectively deliver programs and services, some administrative procedures need to be reviewed and changed, which includes addressing the department's role of only providing the facility with little to no reimbursement for use. The department also needs to increase partnerships and revisit or develop contracts and rental agreements. In addition, the department should track program participant satisfaction through user surveys or questionnaires completed at the end of each program.

Park Development Priorities

Individual site-based assessments and inventories were conducted by our planning team on all Prattville City Parks and Recreation facilities to determine their diversity, distribution patterns, maintenance practices, age, condition and compliance with accessibility requirements of the Americans with Disabilities Act (ADA). Our team also looked for design



Introduction and Executive Summary

characteristics that either reduced or increased maintenance requirements and park functions. Some of the common issues included lack of ADA accessibility, lack of building maintenance, sport fencing issues, lack of a unified signage system, drainage and erosion control, and vehicles driving on turf areas.

After completing site visits and inventories, recommendations were made based upon the National Recreation and Park Association's (NRPA) guidelines for service areas and community needs, staff responses, public input and national trends. Our team made recommendations for future park development patterns that will better serve citizens by providing improved access to parks and will reduce travel time for the staff that operates and maintains park facilities.

The planning team has prioritized the projects recommended throughout this master plan. For a list of priorities, refer to *Section 5: Facility Assessments* and for a more detailed phasing of these projects, including opinions of cost and the year in which they should be implemented, refer to *Section 6: Budget Analysis and Funding Options*. Recommendations in these sections include developing design standard documents such as standardizing signage for all parks; developing a prioritized capital plan and funding mechanism for implementation; determining the method of funding that will be used and take the necessary steps to put the funding in place; beginning redevelopment of all parks by removing unnecessary chain-link fences in parks; acquiring and developing recommended parks; and moving forward with improvements to address deferred maintenance and needed improvements.

Funding Options

In order to generate revenue to improve park maintenance and recreation programs offered in Prattville, researchers provided a question in the online survey that listed various amounts with “none” being an option. An overwhelming 74% would be willing to provide some type of financial support for improved park maintenance and recreation services. Next, researchers asked survey respondents to “indicate all options that you would support for increasing funding for parks.” The most popular answer was, “Sponsor more tournaments and special events that generate sales tax and hotel tax dollars” and “Build more facilities that generate revenue, such as a tournament facility.” The least favorite options were “Charge an annual park user fee per household.”

Currently, Prattville does not have adequate facilities for tournaments; however, the recommendations factored in the desire to attract visitors to the city and, thus, allow the city to begin to capture increased tax dollars. To achieve this goal, the city will have to approve a bond program to fund capital projects. Several sources of funding have been recommended to assist in retiring the bond debt. Refer to *Section 6: Budget Analysis and Funding Options* for a summary of funding options to consider including: increasing the millage rate, implementing regulatory tools for mandatory parkland and greenway rights-of-



way or easements in the zoning code, building on existing partnerships, and seeking grants and leveraging existing funds as potential matches.

When analyzing funding levels, Prattville is well behind the comparison cities in per capita spending. If the City of Prattville were able to spend at least \$100.00 per capita and match the lowest of the Alabama agencies analyzed in this study, it would significantly increase the budget per year. Though the amount would still be below the average spending of the benchmark cities, it would most certainly work toward the community's goal of increasing funding.

Transforming parks and recreation opportunities in Prattville will be a significant undertaking that will require increased funding. Benchmarking comparison clearly show that Prattville is not funding park operations at the level of cities that were noted as having high quality park systems. Prattville elected officials and citizens have expressed a goal of increasing tourism and tax revenues through investments in parks and recreation facilities. This study shows that the hotel room tax will fall well short of meeting the needs to achieve this goal. A much larger revenue source will be required.

While a variety of funding options have been outlined in this report, the one option that can truly transform parks and recreation facilities is a dedicated millage for parks. A dedicated millage could be used to retire the debt of a bond program that would allow major influx of funding for renovation and new park development. This would also allow for an increased operation budget, which is needed to improve maintenance of facilities and to increase programs offered throughout the year.

Prattville should begin with addressing the funding issues. It must change how parks receive funding compared to other city departments. Investments in parks must be viewed as a community investment not an afterthought or a luxury. Departmental staffing levels must be increased to properly maintain new park investments and to increase program opportunities. The department must become more engaged with the community and become more entrepreneurial. Partnerships need to be enhanced and balanced for all parties. Departmental operating and maintenance policies must be developed and followed and staff training and education opportunities must be increased. Community engagement, relating to parks and recreation needs, must continue after this plan is complete.



Executive Summary - Action Plan

Lose & Associates recommends the follow next steps to help the Prattville Parks and Recreation Department succeed in its mission “to provide safe and inviting parks, facilities, and playgrounds for the enjoyment of our citizens; to provide fun, athletic and recreational activities, classes and events, as well as hosting tournaments, which not only add to the quality of life of those who participate, but also have a positive economic impact on our community.”

Tier One Priorities (0-24 Months)

Priority	Action Item / Implementation Strategy	Complete
1.	Complete Parks & Recreation study	✓
2.	FUNDING: Develop and secure funding mechanisms for implementation (see 6.11-6.13)	
3.	SAFETY: Begin ADA accessibility improvements in all parks	
4.	SAFETY: Remove old playground equipment in all parks and bring all playgrounds into ADA and safety surface compliance.	
5.	SAFETY: Begin redevelopment of all parks by removing unnecessary chain-link fences in Bell Park and Spinner Park.	
6.	RESTROOMS: Develop plan to begin restroom replacements in all parks and at the stadium.	
7.	TRAILS & ECONOMIC DEVELOPMENT: Develop a greenway loop from Pratt Park around the cotton gin mill property. Build a safe portage around the dam. Brand/advertise the Prattville walking trail day-trip to interstate travelers.	
8.	STADIUM: Work with the school system and develop a long-range financial plan for renovation of the stadium. If a plan is not reached, begin measures such as charging for parking and other revenue generating solutions.	
9.	UPPER KINGSTON PARK: Irrigate all soccer fields at Upper Kingston and begin a turf management program to improve the playing surface of all fields. Provide ADA access to fields.	
10.	SAFETY: Restrict vehicles from driving in parks using the standard fencing (black post and chains). Provide warnings, then enforce by ticketing offenders.	
11.	PRATT PARK AND MAC GRAY: Develop a detailed master plan for Pratt Park and Mac Gray Park with a detailed opinion of costs.	
12.	NEW COMMUNITY PARK: Acquire land and develop a master plan for a new community park along Old Farm Lane/US 82 corridor with sports fields and a multi-purpose civic center.	
13.	DOSTER CENTER: Renovate Doster Community Center. Add more programming rooms and facilities for after-school and summer camp programs including a gym space.	
14.	PRATT PARK: Completely renovation Pratt Park swimming pool and build a new locker room complex. Consider adding a bubble over the pool to allow year round use. Renovate splash pad restrooms and replace the pavilion.	



15.	STANDARDS: Develop all recommended design standard documents including standardized signage. Begin installing signage at parks that do not have signs (such as Bell Park) and then replacing others.	
16.	PRACTICE FIELDS & MULTI-PURPOSE FIELDS: Identify practice field sites and construct multi-purpose practice fields throughout the city.	
17.	MULTI-PURPOSE SPACE: Develop a program and schematic design plans for a new multi-purpose civic center with rental space, programming rooms and a gymnasium.	

Tier Two Priorities (25-60 months)

Priority	Action Item / Implementation Strategy	Complete
1.	RESTROOMS: Complete restrooms replacements throughout the park system.	
2.	PARK RENOVATIONS: Begin and complete park renovations at North Highland, Newton, Stadium and Wilderness Park.	
3.	NEW COMMUNITY PARK: Begin and complete construction of new community park on Old Farm Lane/US 82 corridor.	
4.	SAFETY: Complete ADA and playground safety improvements throughout the parks.	
5.	TRAILS/GREENWAY: Continue to add greenway segments throughout the city.	
6.	PROPERTY ACQUISITION: Acquire property and begin developing a neighborhood park along Old Ridge Road.	

Tier Three Priorities (61-120 months)

Priority	Action Item / Implementation Strategy	Complete
1.	PARK RENOVATIONS: Continue park renovations per the capital plan (Bell Park, Jasmine, Spinners Park).	
2.	TRAILS/GREENWAY: Continue greenway development per the capital plan.	
3.	LAND ACQUISITION: Continue to acquire land for additional neighborhood and community parks on the west side.	
4.	DOWNTOWN PARK: Develop a downtown park with a large outdoor event space.	
5.	MARINA: Develop a marina facility study and pro forma.	
6.	Update CIP: Update Parks and Recreation Capital Plan.	



2



COMMUNITY PROFILE

Section 2 | Community Profile

Community Profile

The recreation needs and trends of a community are dependent on the preferences and way of life of its people. Preference and lifestyle are often dependent on age, gender, education and socio-economic status. Demographic research and public input generates data that allows us to anticipate public desires and predict the activities that will likely become most popular as a community's demographic profile changes. Although accurate data is available every ten years, demographic factors, such as age, are ever-changing. Age is likely the most influential aspect of recreation trends. For example, the child who is 10 years old when a plan is developed may be interested in team sports like baseball; however, at the end of the plan's timeframe, he has taken an interest in individual recreation activities like running and cycling. Knowledge of a community's age and its predicted changes are useful when a large percentage of the population will soon reach an age at which their recreation preferences are likely to change. This trend is now noticeable with the large number of baby-boomers who are reaching retirement age across the country.

To gain a better understanding of the park and recreational needs of Prattville, an updated community profile has been developed.

The demographic factors in this section include:

- Population Trends
- Population by Age
- Population by Gender
- Population by Race and Ethnicity
- Economic Trends
- Health Trends

This demographic data helps researchers identify and study the quantifiable subsets within the population. Researchers then use the demographic findings to compare with the results of the public input survey. If the demographics of survey respondents vary from the community profile, recommendations would adjust accordingly. For example, if the demographics data indicates that the community has a large population of senior men but few responded to the public input survey, the researcher would recommend additional



Community Profile

outreach to understand if the community is meeting this group's parks and recreation needs.

Serving the community's recreation needs is traditionally the central purpose of any parks and recreation department. Nevertheless, many recreation departments will remain with the status quo because of a lack in funding, little or no communication with residents, shortage of knowledge about its own community demographic, and an incomplete understanding of how that demographic profile can be used to anticipate the community's changing needs.

Departments often develop facilities based on the pressure of the moment, resulting in a disconnected assortment of facilities that typically meet the needs of one small sector of their community. For example, a department may feel pressure from parents of small children to provide more soccer fields. To meet this demand, the department may remove trees from its dwindling supply of green space in a remote, inconvenient location. This is the equivalent to putting a Band-Aid on a deep cut. Reactionary decisions like this come at a high cost to the community; funds are spent and open space resources are developed without fully understanding a community's needs. This could ultimately result in a poorly organized park system that residents find inconvenient or undesirable. The purpose of sharing this example is to illustrate that making long-term decisions guided by community demographics and population projections can result in well-planned and properly managed park facilities that anticipate a community's growing recreation needs *before* residents become dissatisfied.

Population Trends

When analyzing the change in population as reported in the US Census Bureau, Prattville's population is increasing in size along with the land area. Currently, Prattville has a population of 35,317 (US Census Bureau, 2014) and the community is 32.85 square miles in size (US Census Bureau, 2010). This averages 1,075.1 persons per square mile. Compared to the state average of 94.4 persons per square mile, this level of density is over ten times higher. Evaluating this information is important because, as the city's population increases, so will its density. Proper planning requires the city to take the necessary steps to ensure that sufficient parkland remains available to accommodate the population.

Over a ten-year period from 1990 to 2000, US Census Bureau data shows that the population increased by 19% as well as the land area. From 2000 to 2010, the population again increased by 28% and the land area by 27%. According to meeting minutes, Prattville City Council elected to place a moratorium on annexing in June 2011 (Dickerson, 2011). That temporary prohibition was lifted informally in July of 2015. The first annexation following the end to the moratorium came on July 7, 2015 and included the Avant Property of the Glennbrooke Subdivision, Plat 4A, to the east of Prattville (Dickerson, 2015). Nevertheless, the city is limited by the city of Millbrook to the east. Additional annexation could still occur to the west and south. During the recommendation process, planners kept



this research in mind as acquiring new park land will be necessary to meet the growing needs of Prattville.

Table 1.1: Prattville Population Size and Land Area

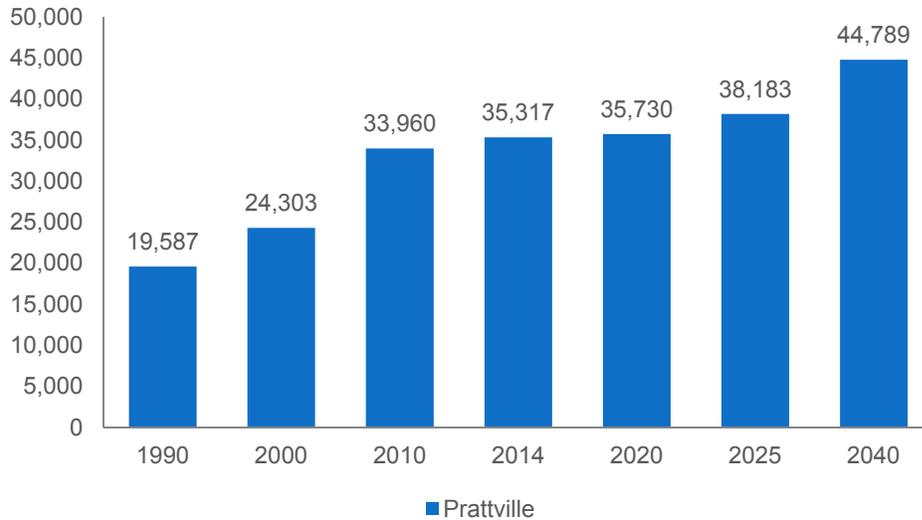
Prattville	1990	2000	% Change 1990 to 2000	2010	% Change 2000 to 2010	2014	% Change 2010 to 2014
Population	19,587	24,303	19%	33,960	28%	35,317	4%
Land (square miles)	18.4	23.91	23%	32.85	27%	32.85	0%

Next, researchers gathered information on future growth. The past data was gathered from the US Census Bureau and the future estimates are from projections based on past percentage rates. Population demographic trends today are typically county-specific. The City of Prattville straddles two counties in Alabama (Autauga and Elmore counties), making it difficult to evaluate. However, Prattville's population accounts for 55.2% of the residents in Autauga County, according to Montgomery, Alabama Metropolitan Planning Organization. Autauga County is expected to grow significantly over the next five to ten years; from 56,223 in 2015, to 60,715 in 2020, reaching 64,927 residents by 2025. Assuming that the constant share of Prattville's population between the two counties remains roughly the same (especially now that the city is no longer able to expand into Elmore County), one could assume that Prattville will continue to grow in a manner consistent with Autauga County's growth.

The constant share method was used for the population projections, which predicts that the city's population will remain a constant share of the population of its larger region, in this case Autauga County. All projection methods have their weaknesses; this method does not take into consideration the ability of cities to dramatically grow through annexation. Nevertheless, that weakness actually strengthens the argument as Prattville has resumed discussions of annexation of the counties. Studies from 1990 show that the Prattville percentages of Autauga and Elmore Counties, respectively, are 55.2% and 1.4%. Twenty years later in 2010, those percentages subtly evolved to 55.6% and 2.2%. Utilizing the constant share method of projection from Autauga County, Prattville could have a population of 38,183 or larger by 2025 (see Figure 1.1).

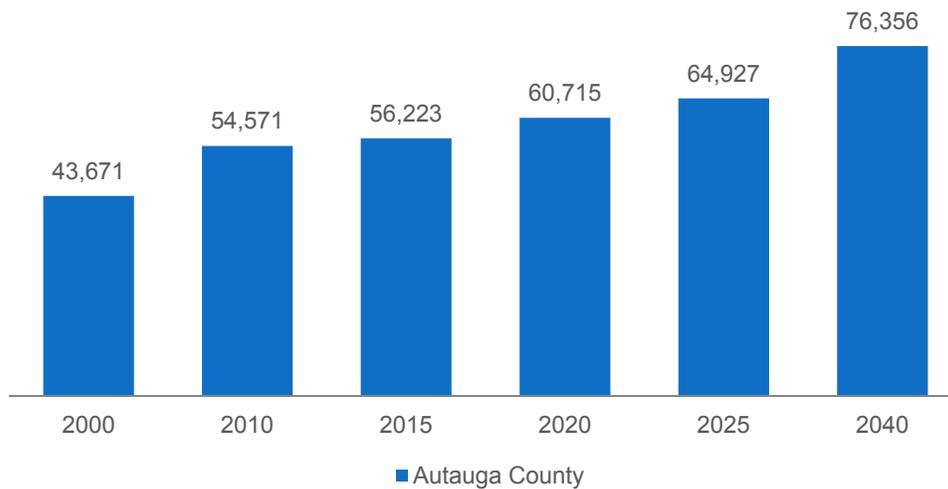


Figure 1.1: Population Trends - Prattville



Source: U.S. Census Bureau 1990-2014

Figure 1.2: Population Trends – Autauga County



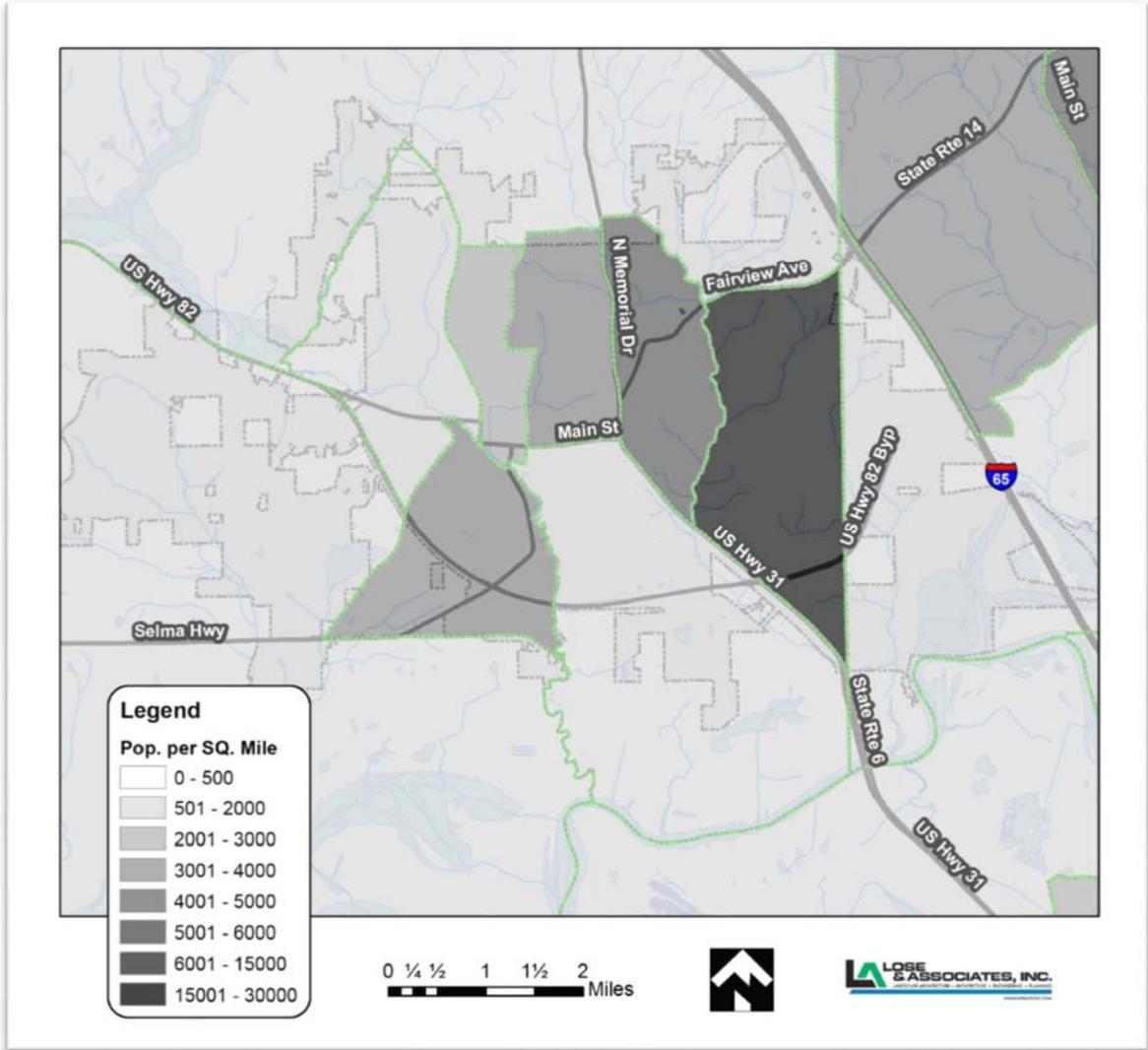
Source: Center for Business and Economic Research (CBER) -University of Alabama, 2014

*Disclaimer: Researchers' anticipated projections based on constant share methodology.



The map below illustrates the population density per census tract. The darker areas are higher in population density.

Figure 1.3: Population Density



Source: U.S. Census Bureau



Population by Age

Understanding the age of the population is a critical element to providing the proper amounts and varieties of recreational programming to all age groups. The majority of the population is comprised of adults age 35 to 44 (see Figure 1.4 *Population by Age 2000 and 2010*); however, all age groups shown in the chart have increased in the ten-year period.

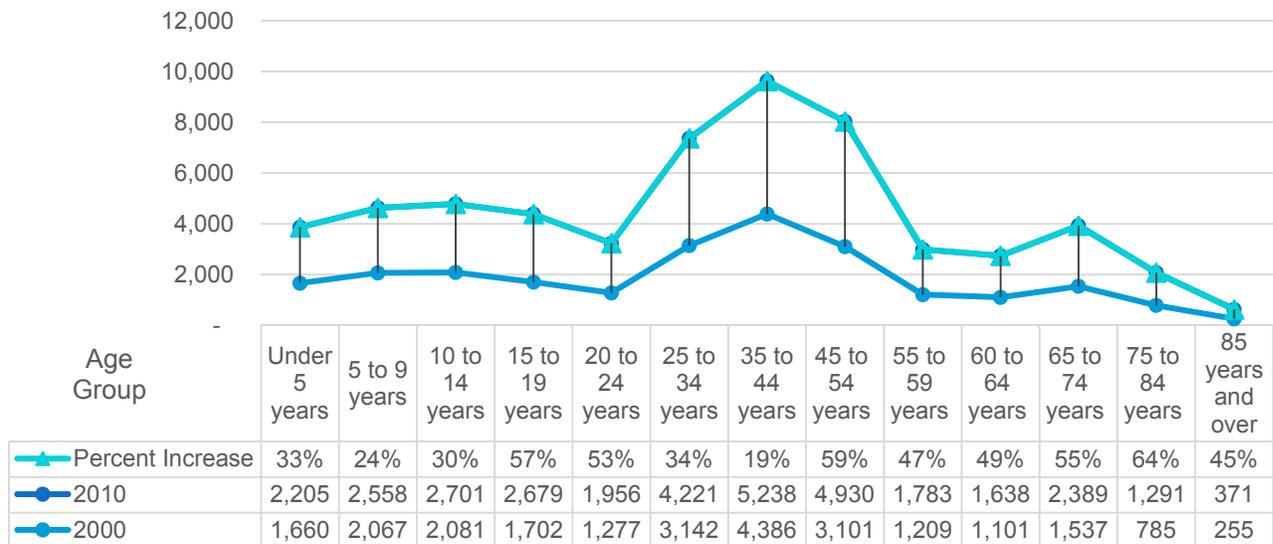
Table 1.2 shows the largest increase is in the seniors, or 65 years and over group, with a 57% increase from 2000 to 2010. More specifically, as shown in Figure 1.4, those aged 75 to 84 years have populated most rapidly at a 64% increase over a ten-year span. This increase in older adults follows the national trend as baby boomers are living longer.

Table 1.2: Population Change by Age 2000 and 2010

Population by Age	2000	2010	Change	2000-2010 % Change
Youth - Under 19 years	7,510	10,143	2,633	35%
Adults - 20 to 64 years	14,216	19,766	5,550	39%
Seniors - 65 years and over	2,577	4,051	1,474	57%

Source: US Census Bureau

Figure 1.4: Population by Age 2000 and 2010



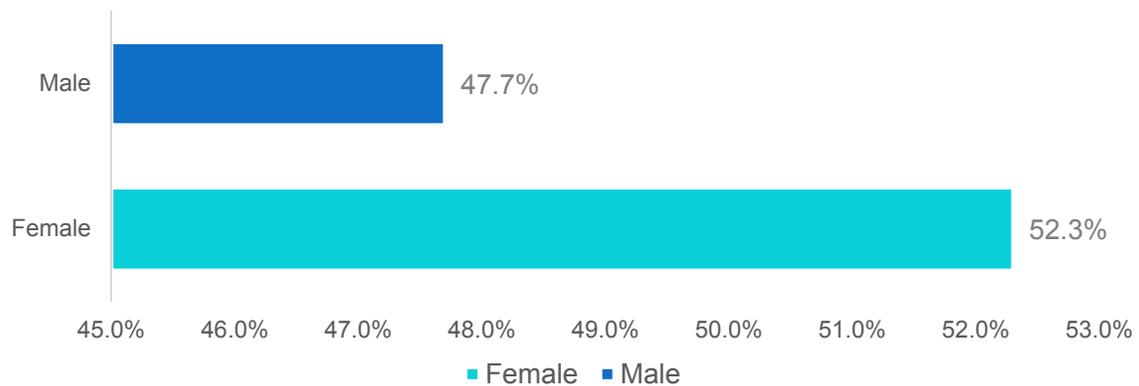
Source: US Census Bureau



Population by Gender

Next, researchers gathered information on the gender ratio in Prattville, which is 52% female to 48% male (see Figure 1.5). Prattville's data from the US Census Bureau is similar to the national trend when comparing data on gender and age groups, which is more males are born and then by middle age, females outnumber males.

Figure 1.5: Gender



Source: US Census Bureau

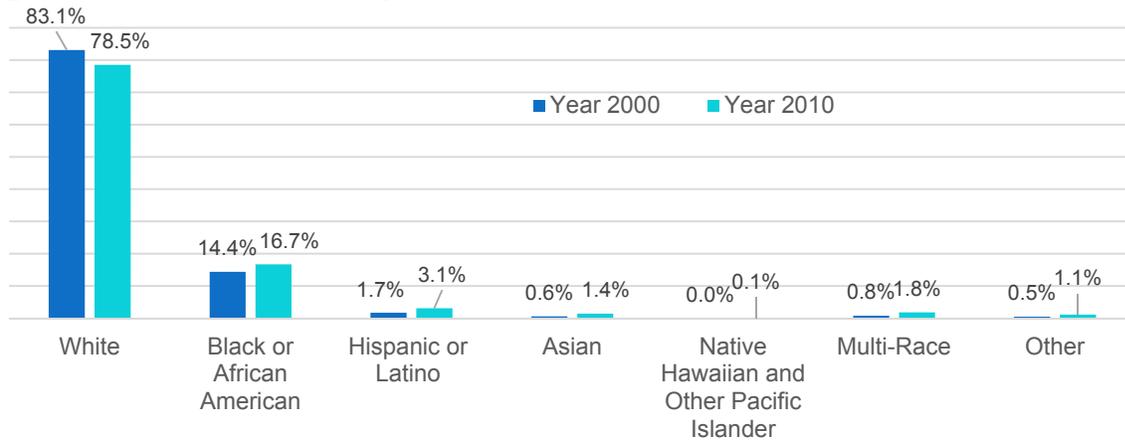
Population by Race and Ethnicity

An analysis of Prattville's race and ethnicity reveals a predominantly Caucasian population. According to the US Census Bureau, the population of Prattville was 83.1% White in 2000 and has decreased to 78.5% White a decade later, a greater than five percent drop. In comparison, we find the African American community increasing by almost 16% and the Hispanic or Latino population increasing by over 82%. These population trends are expected to continue over the life of the master plan, contributing to greater diversity in the population.



Community Profile

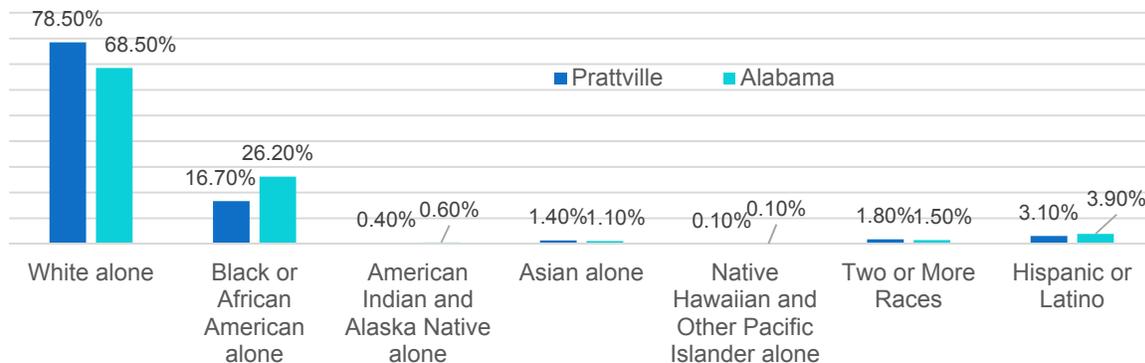
Figure 1.6: Race and Ethnicity in 2000 and 2010



Source: US Census Bureau

While preferences for park facilities and programs can be similar among all races and ethnicities, the Parks and Recreation Department should increase their outreach to minorities when they find little or no participation by these groups in programs and activities provided.

Figure 1.7: Prattville Comparison to the State of Alabama



Source: US Census Bureau



Economic Trends

In researching the economic profile of the community, the planning team reviewed the homeownership rate, median household income and the poverty rate. These numbers are important to compare to the state and national levels in order to understand if the city is lower or higher than average rates.

On average, Prattville has a lower homeownership rate than both Autauga and Elmore County and slightly lower than the state. However, the median household income in Prattville is higher than the counties and state. The lower homeowner rate is likely due to the transient military population at Maxwell Air Force Base. When reviewing the poverty rate, we find that Prattville is lower than the counties and state average (see Table 1.3).

Income levels are of particular importance because they affect the community's ability to afford recreation programs and services. In communities with low-income levels, the government typically plays a major role in meeting citizens' recreation needs by providing funding to subsidize recreation programs. Program fees also have to be lower than those offered in communities that are more affluent in order to meet the needs of the lower-income citizens, and this affects the amount of revenue a department can self-generate to offset programming costs. As a whole, Prattville's income levels show little sign of hardship; however, lower homeownership means that there are less frequent visitors paying program fees to aid park maintenance and programs.

Table 1.3: Home Ownership Rate and Income

Home Ownership Rate and Income	City of Prattville	Autauga County	Elmore County	Alabama
Housing units, 2010	13,541	22,540	32,936	2,171,853
Homeownership rate, 2009-2013	69.2%	76.8	75.5%	69.7%
Housing units in multi-unit structures, percent, 2009-2013	16.2%	8.3%	8.1%	15.9%
Median value of owner-occupied housing units, 2009-2013	\$149,900	\$136,200	\$144,600	\$122,500



Community Profile

Per capita income in past 12 months (2013 dollars) 2009-2013	\$26,583	\$24,571	\$23,856	\$23,680
Median household income, 2009-2013	\$58,432	\$53,682	\$54,766	\$43,253
Persons below poverty level, percent, 2009-2013	10.8%	12.1%	13.4%	18.6%

Source: US Census Bureau

The homeownership rate and housing characteristics are closely linked to income because housing areas with higher income rates generally have more recreation amenities as part of the development. Areas that would benefit the most from parks and recreation opportunities often have fewer resources to pay for those amenities.

Health Trends

As part of the research, it is important to highlight the health issues related to inactivity. In general, people are less active than in the past and lead sedentary lifestyles. This inactivity has led to an obesity epidemic, which continues to grow with the most dramatic increases seen in the southern United States. This routine affects life expectancy and has economic impacts on direct medical spending. According to the Center for Disease Control (CDC), “an estimated annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars; the medical costs for people who are obese were \$1,429 higher than those of normal weight” (CDC 2015).

Sitting is the New Smoking

“For people who sit most of the day, their risk of heart attack is about the same as smoking.” ~ Martha Grogan, Cardiologist, Mayo Clinic

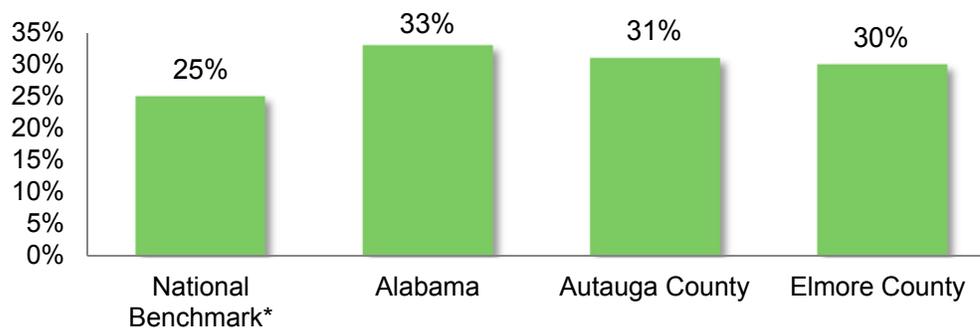
On average, the obesity rate is higher among middle age adults 40-59 years old than it is for adults under 39 or above 60 (Figure 1.8). Multi-use paths, trails, sidewalks and bike lanes provide citizens with an opportunity for exercise. Physical activity not only helps maintain a healthy weight, but it also benefits mental health, according to a report by the US Department of Health and Human Services, 1996. Research also reveals that commuters who walk or cycle more regularly have noticeable better mental health than those who



commute by car. (University of East Anglia (UEA) and the Centre for Diet and Activity Research (CEDAR), 2014)

With concerns growing nationally, it is important to look at the health statistics for Prattville. City officials as well as residents need to understand these risks because strong action at the community level is critical to addressing chronic disease trends. In researching risk factors, the planning team found data for Autauga County and Elmore County from County Health Ranking and Roadmaps.

Figure 1.8: Adult Obesity Rate



Source: www.countyhealthrankings.org

*Top U.S. Performers (90th percentile)

As shown in the Adult Obesity Rate Figure 1.8, the adult obesity rate is 31% in Autauga County. This rate is lower than the state of Alabama, but much higher than the national benchmark. This high rate is troubling. We know that people's environment has an enormous impact on their choices. Having more parks, recreation amenities, sidewalks, bike lanes and greenways can help to improve a community's overall health.

Summary

Given the military base in Prattville, the demographics are unique from other communities and tend to evolve more rapidly. The data revealed several interesting trends about the current and future status of the population. Research revealed an apparent growth in both population and land area simultaneously until the temporary moratorium on annexation was set in 2011. Now that the moratorium is cleared, researchers expect to see more of the same growth in the near future (US Census Bureau 2015).

Overall, the population has increased steadily over the past ten years and, not surprisingly, researchers found that the 65 and over age group is growing the fastest. Researchers also found that the predominantly Caucasian population has been gradually diversifying over the



Community Profile

last two decades. Both of these trends are prevalent in other communities similar to Prattville and researchers see this following the national trend.

Another national trend occurring in the County, particularly in southern states, is the increasing rate of obesity (CDC 2015). Collaborating with health organizations and other stakeholders can help to address these issues, but more work will be needed at the community level in order to better address this epidemic. Studies have speculated that obesity rates in low-income areas could be the result of limited opportunities for daily walking as well as access to good nutrition. Recognizing low-income areas that lack parks and/or access to parks is important. This master plan will help to identify opportunities to connect all residents to existing parks, as well as identify potential park space that could be used for activities, such as a community garden or fitness trail. The increased number of recreation options may also help to promote good health. The Parks and Recreation Department may also consider expanding their partnerships with health organizations, which can lead to improving the facilities, programs and the overall quality of life in Prattville.



3



Section 3

PUBLIC INPUT

Section 3

Public Input

Introduction

Public input is the critical component in developing a comprehensive plan for a parks and recreation department. The citizens are the participants and users of the parks system and recreation programs, and without strong support and usage by them, the parks system becomes ineffective. For the plan to be effective in improving service delivery and facilities, it must accurately reflect the facilities and programs most desired by the citizens of the community. The recommendations provided later in this master plan were driven by public input gathered through a variety of forums: input recorded in interviews, public meetings, focus group sessions with the steering committee, open houses, emails submitted to the city, and an online user survey of the residents of Prattville.

The public input process started with interviews that included meetings with the Parks Director, city department directors and elected officials, as well as individuals representing citizen groups. These interviews were necessary to develop an understanding of how the Parks and Recreation Department and city government function. They also served to develop an understanding of issues that exist within the community and the department itself. Interviews with elected officials provided the planning team with an overview of how the department staff interacts with elected officials and share information. The interviews also provided insight into their vision for long-term planning and administration of the department, as well as the priorities for the department as part of the overall city government.

City Interviews

Interviews with parks staff, public officials and city administrative staff were conducted June 9-10, 2015. These interviews explored administrative practices, contract maintenance duties, ongoing partnership agreements and factors related to funding and park usage. Interviews with Parks and Recreation Department staff revealed information about the daily operations of the department and provided insight into the opportunities and constraints of staff. These interviews also allowed elected officials the opportunity to share concerns over the current condition of the parks and what they felt were important projects to undertake.

Client Team Meetings

Lose & Associates staff met with representatives of the city of Prattville. The purpose of the



meeting was to review the scope of work for this plan and gather input on Prattville. The meeting was held on July 9, 2015, and began with a summary of the comprehensive planning process. A copy of the sign-in sheet of meeting attendees is in the appendix of this report.

Steering Committee Meeting

On the evening of July 9, 2015, a Steering Committee meeting, or gathering of stakeholders, was held. This meeting was a workshop with individuals from the community who represent a cross section of recreation and green space advocates in the city. The participants worked in small groups and then collectively to respond to a series of questions. After an introduction by Lose & Associates,



Inc., the group introduced themselves and split into four groups for the night's exercises. A copy of the sign-in sheet of meeting attendees is in the Appendix.

The Steering Committee outlined the critical issues, strengths and weaknesses of the Department and its facilities, and compiled a prioritized facilities wish list. According to the committee's input, the most critical issues are aging facilities and financial limitations. The committee believes Prattville has strong leadership and a great staff. They would like to have a civic center/auditorium that will accommodate the high school graduation and other events. They also recognize the significant assets of the historic downtown, Pratt Park area and Autauga Creek. The team and collective responses to the questions are provided below:

Discussion Group Topics:

1) What are the five most critical issues facing the Prattville Parks and Recreation Department?

TEAM 1

- Aging facilities
- Funding shortage
- Staffing shortage
- Community involvement
- Stronger partnerships



TEAM 2

- Upgrade of facilities
- Addition of new/reconstructed facilities
- Operation and maintenance, personnel and equipment
- Funding sources
- Competing interests

TEAM 3

- Need more practice space
- Funding (Phase 1 multi-sports complex)
- Overall funding
- Justification for multiplex – tournament (soccer, swimming, track, etc.)
- More playground space throughout
- More parks
- Age of parks/facilities – renovate
- Expand and define trails (Upper Kingston Park)
- Expand flexibility of multi-use space we have
- City pool funding/staffing
- Bike friendliness – push for more connectivity
- Bathroom renovations – most parks
- Not enough fields
- Not enough staff

TEAM 4

- Stable, adequate funding
- Master plan
- Additional neighborhood/pocket parks
- Creek trail enhancements
- Higher standard facilities, equipment, construction
- Enhancements at showcase locations e.g. Creekside Cooter's Pond, Pratt Park
- Walking trails
- Swimming pool upgrades
- Amphitheater
- Civic Center
- Health and safety
- Vandalism

TEAM 5

- Facilities and Funding
- Marketing and participation
- Long-range marketing



- Scope
- Personnel

2) Identify the strengths and weaknesses of the Prattville Parks and Recreation Department programs and facilities.

TEAM 1

Weaknesses

- Publicity
- Banquet facility
- Staff turnover
- Revenue makers
- Prioritizing
- Small staff
- Aging facilities
- Advertising

Strengths

- Staff
- Positive/attitude
- How much we have that other groups use
- Senior/active adult programs
- Multi-tasks
- Doing everything with nothing
- Variety of sports opportunities
- Variety of facilities
- Work on small budget
- Well-known amenities
- Passionate staff

TEAM 2

Weaknesses

- Publicity
- Banquet facility
- Staff turnover
- Revenue makers
- Prioritizing
- Small staff
- Aging facilities
- Advertising

Strengths

- Large amount of participation



- Affordable
- Lack of facilities
- Unified vision and plan
- Personnel
- Funding
- Stakeholders involvement [financial] and [time/effort]

TEAM 3

Weaknesses

- Not enough staff
- Not enough sidewalks
- Age of facilities , which equals a maintenance nightmare

Strengths

- Programs – a lot of child friendly programs and classes
- Broad range – YMCA and city parks and recreation complement each other (kids and adults)
- They do a tremendous amount with very little staff
- Enhancements to Pratt Park and creek walk have made this area very popular/successful

TEAM 4

Weaknesses

- Aging facilities
- Lack of funding
- Multi-use facility lacking indoor
- Limited staff
- Limited tennis and softball space

Strengths

- Unique attractions (creek, river, etc.)
- Sense of community, civic pride
- Dedicated sports venues
- Supportive city administration
- Progressive leadership
- Great public image
- Central location in state
- Diverse program portfolio
- Low cost fees/registration

TEAM 5

Weaknesses



- Selfish citizens
- Staffing
- Funding
- Security
- Equipment
- Maintenance

Strengths

- Community involvement
- Staffing
- Frugal
- Location of parks

3) If money and politics were not issues, what programs would you include in the ideal park system for Prattville Parks and Recreation Department? What facilities would you include?

Each team had a long list of programs and facilities, which the planning team summarized and posted on the wall. Next, we asked participants to vote for their favorites.

Facilities	Total Votes
Civic Center/Auditorium	25
Indoor Multi-Purpose Sports/Gym and Tournament Facility	20
Indoor Aquatic Center (Water Park)	17
Downtown Complex Improvements (Dosters Center, Pratt Park)	14
Marina	12
Sidewalk and Trails	11
Stadium Improvements	10
Restrooms at Parks	9
New East Prattville Park (30+ acres)	6
Track and Field	4
Skeet/Firing Range	3
Zip Line/Ropes Course	3
Bowling	1
Disc Golf Course	1
Rock Wall	1
RV Campground	1
ADA Improvements	0



Public Input

Bleachers @ Soccer Fields	0
Botanical Gardens	0
Roller Skating	0
Skate Park	0
Stadium (New)	0

Programs	Total Votes
River/Water Activities (Kayaking/Tubing)	24
Hiking/Biking	17
Tennis/Pickleball	16
Creekside Events	15
Events/Concerts/Movies	10
Boating	9
Disc Golf	7
Football	7
½ Marathon/Races	5
Archery	5
Kickball	5
Special Needs	5
Swimming/Swim Team	4
Science Programs	3
Wellness	3
Cheerleading	2
Volleyball	2
Equestrian	1
Rockwall	1
Soccer	1

4) Prioritize the lists of ideal programs and facilities identified in question 3. After the voting, we reviewed the top five facilities and programs.

Top Five Programs

1. River/water activities (kayaking/tubing)
2. Hiking/biking
3. Tennis/pickleball
4. Creek side Events
5. Events/concerts/movies in the park



Top Five Facilities

1. Civic Center/Auditorium
2. Indoor Multi-purpose Sports
3. Indoor aquatic Center (water park)
4. Downtown Complex improvements (Doster Center, Pratt Park)
5. Marina

The planning team utilized the information gathered from this meeting to create survey questions to see if the responses agree with the stakeholders. The information was also discussed at the open house and public meeting.

Public Meeting

A public meeting was held July 8, 2015 from 11 a.m. to 1 p.m. and from 6 p.m. to 8 p.m. at the Doster Community Center. The city developed a press release, with several media outlets promoting the flyer. The flyer was also circulated on social media outlets. Approximately 30 to 35 citizens attended the Open House. We had a wide variety of comments from various interest groups. A complete list of comments can be found in the appendix of this report.

Below are some comments from the Open House:

- Need more trails, sidewalks
- Need to upgrade Newton Park
- Need creek improvements (maps, build portage around dam)
- Need tennis complex, leagues for kids and adults
- Need soccer practice fields
- Need lacrosse fields
- Need improvements to all the restrooms
- Need more pool hours
- Need new girls' softball complex
- Need cricket fields (70 yards)
- Bring in tax revenue for city
- Do not bankrupt the city



Public Input

- Focus on improvement of facilities that are being utilized already. Do not build multi-million dollar facilities that will be used by extremely small portion of the community.

To kick-off the public meeting, the Mayor of Prattville spoke about the important role of planning and gathering input from residents. Next, the planning team explained the process and provided example images of a modern park system. The audience was given the opportunity to ask questions and provide written comments for consideration.



Below are some comments from the Public Meeting:

- *I agree that attracting and hosting tournaments could be a good idea but first I think that needs of all citizens should be met as the first goal. Don't build a house that you can't afford to maintain.*
- *Need bike trails (expand BMX area).*
- *Cooters Pond: add more activities to attract families. Build better access from US-82.*
- *Softball League: Newton Park has many issues including poor restrooms, vandalism, ADA compliance issues and safety (a car in the parking lot hit a child). Need girl's complex closer to boys for parents' convenience).*
- *Neighborhood Park: park land needed near Hwy 14 and Old Ridge Road. Maybe add disc golf there where section 8 housing was planned.*
- *Soccer: there are 500-700 kids playing and the fields are overcrowded (parking, field and restrooms improvements are needed).*
- *Lacrosse team: the sport is one of the fastest growing. Need more large multi-use fields to play it on.*
- *Land holdings*
- *Swimming*
- *A lot of improvements needed included ADA accessibility*
- *We have a strong YMCA; include all stakeholders when developing new facilities*
- *BMX – all volunteer group that maintains it. Looking for expansion area*
- *Discussion about facilities in other communities*
- *Military families in the community have a big impact on the local economy. They want to know about schools, parks and crime, in that order of importance.*

Survey Findings

A community survey was launched on July 20, 2015, and it closed on August 3, 2015. It was conducted by posting a web link on the city websites and through the use of social media. A total of 733 participants logged on to respond to the survey. For a population the size of Prattville, this amount gives researchers a confidence interval of 3.6 at a 95% confidence level. This interval and level is optimal and provides a 3.6+/- range when



analyzing results; meaning, for example, if 60% of the respondents said they support a particular facility expansion, we can be reasonably sure that if we asked the majority of the population, 56.4% to 63.6% would agree.

The survey questions assess the different types of programs that citizens are currently participating in and ones in which they show an interest. The survey results help the planning team to assess the priority for future facility development and types of improvements. They also provide insight into the community's desires for public recreation.

The following charts and graphs illustrate some of the survey results and responses. Additionally, some of the comments from respondents are included in this section. A complete copy of the survey is in the appendix of this report.

Program and Activity Participation

To find out what programs and activities respondents prefer and which ones they would like to participate in, researchers asked a series of questions that listed programs and activities typically offered by parks and recreation departments. The programs and activities were classified into four categories: Youth, Adult, Senior and Special Events/Classes. Participants were asked to place a check next to the programs and activities that they or their family members have participated in or for which they have an interest.

The first category is youth. Below are the top five youth sports in which respondents indicated they or their family members have participated. Baseball is the most common sport, followed by soccer and softball. The responses are similar to trends we have seen in other similar communities.

Top five youth sport activities:

Have participated in:

Youth Sports: Baseball League	207 responses
Youth Sports: Soccer League	160 responses
Youth Sports: Softball - Fast Pitch	116 responses
Youth Sports: Basketball League	97 responses
Youth Sports: Cheerleading	97 Responses
Youth Sports: Swim Team	84 Responses

When asked to identify the sport activities that they and their families would like to participate in from the same list, respondents revealed a strong desire for archery and swim team. Listed below are the five activities and the number of responses.



Would like to participate in:

Youth Sports: Archery	203 responses
Youth Sports: Swim Team	112 responses
Youth Sports: Skating/Skateboarding	105 responses
Youth Sports: Sports Camp	105 responses
Youth Sports: Flag Football	95 responses

In the analysis of the survey results for adult sports, the following programs and activities are the top five that respondents have participated in and ones in which they would like to be involved. We find a higher number of responses for activities that they would like to be a participant. The only overlapping program is fishing leagues.

Top five adult sport activities:

Have participated in:

Adult Sports: Softball Leagues	83 responses
Adult Sports: Kayaking/ Canoeing Classes	58 responses
Adult Sports: Baseball Leagues	41 responses
Adult Sports: Fishing Leagues/Tournaments	37 responses
Adult Sports: Community Theatre	30 responses

Would like to participate in:

Adult Sports: Kayaking/ Canoeing Classes	224 responses
Adult Sports: Outdoor Fitness Classes	156 responses
Adult Sports: Kickball Leagues	120 responses
Adult Sports: Fishing Leagues/Tournaments	118 responses
Adult Sports: Community Theatre	106 responses

When asked about what activities seniors have participated in, the responses are lower than the other groups, which is not surprising given that it targets a specific age group.

Top five senior activities:

Have participated in:

Senior Programs: Bingo	23 responses
Senior Programs: Aerobics Classes	22 responses
Senior Programs: Swimming (Water Aerobics)	21 responses
Senior Programs: Lunch at Gillespie Senior Center	20 responses
Senior Programs: Senior Trips	16 responses



Public Input

Through these questions, the survey results revealed that the majority of the senior respondents would like to continue activities such as bingo but they are also interested in cooking classes, aerobic classes, walking clubs, water aerobics and photography classes.

Would like to participate in:

Senior Programs: Cooking Classes	107 responses
Senior Programs: Aerobics Classes	106 responses (tied)
Senior Programs: Walking Club	106 responses (tied)
Senior Programs: Swimming (Water Aerobics)	103 responses
Senior Programs: Photography Classes	97 responses
Senior Programs: Bingo	96 responses

In order to find out what special events, classes and adventure activities that respondents have participated in and would like to participate in, we listed special events and classes. In analyzing the survey results, the following programs and activities are the top five that respondents and their families have participated in; for a complete list, see Figure 2.1.

Top five Special Events, Classes and Adventure Activities:

Have participated in:

5K Races/Triathlons	144 responses
Touch-a-Truck	118 responses
Canoeing/Kayaking	114 responses
Swimming Lessons	76 responses
Art Classes	61 responses

Would like to participate in:

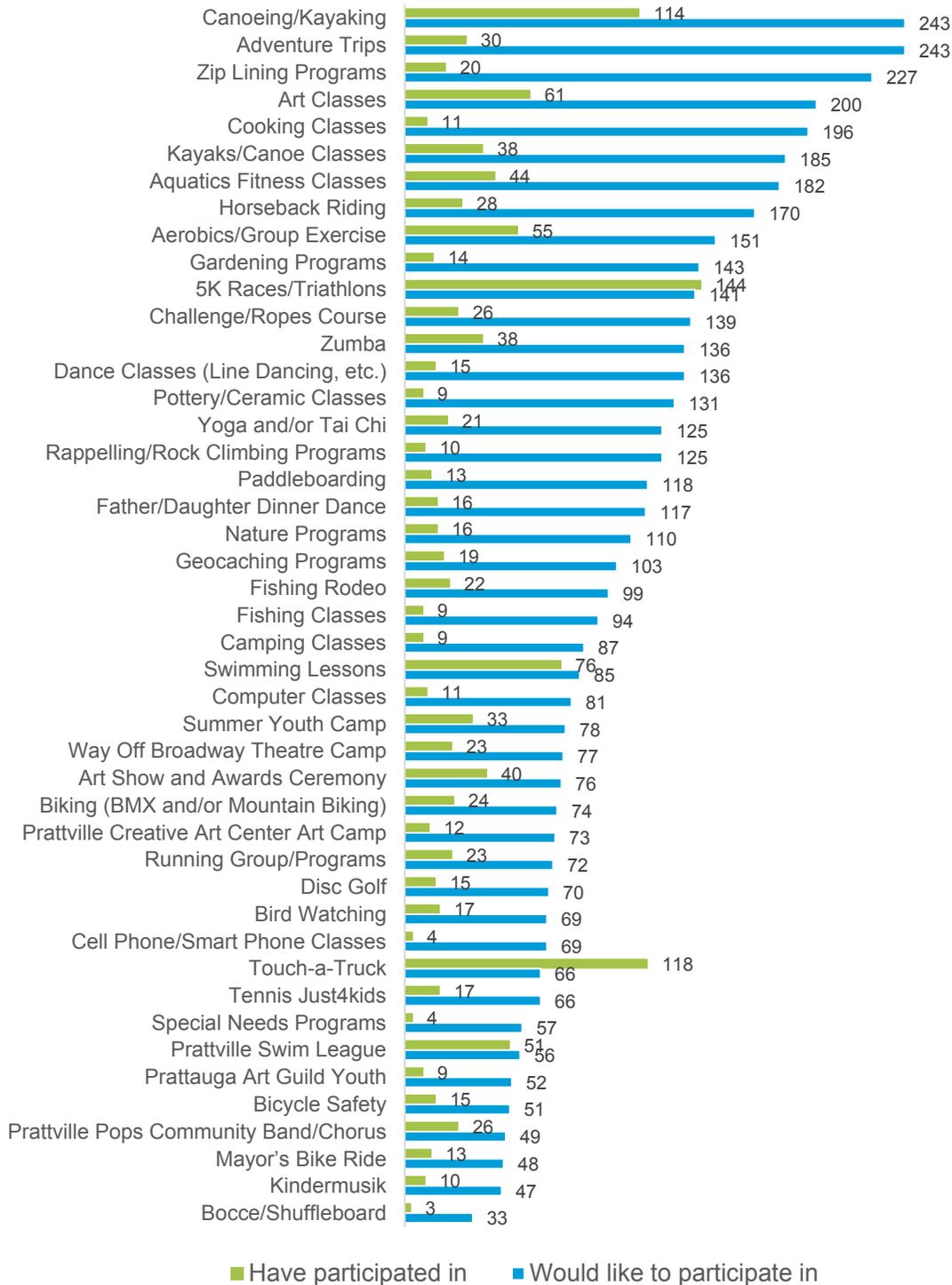
Canoeing/Kayaking	243 responses (tied)
Adventure Trips	243 responses (tied)
Zip Lining Programs	227 responses
Art Classes	200 responses
Cooking Classes	196 responses

When analyzing the response rates, we find that many have participated in 5K races and triathlons and it appears that they would like to continue. Other activities, such as Touch-A-Truck, did not have the same rate of support. The department might consider having this event every other year, or less often, and instead host an event such as a gardening program, father/daughter dance or a fishing rodeo for kids and adults.



Public Input

Figure 2.1: Please place a check next to the Special Events, Classes and Adventure Activities that you OR members of your family have and/or would like to participate in. (Note: blank answers will be counted as no participation and/or no interest.)

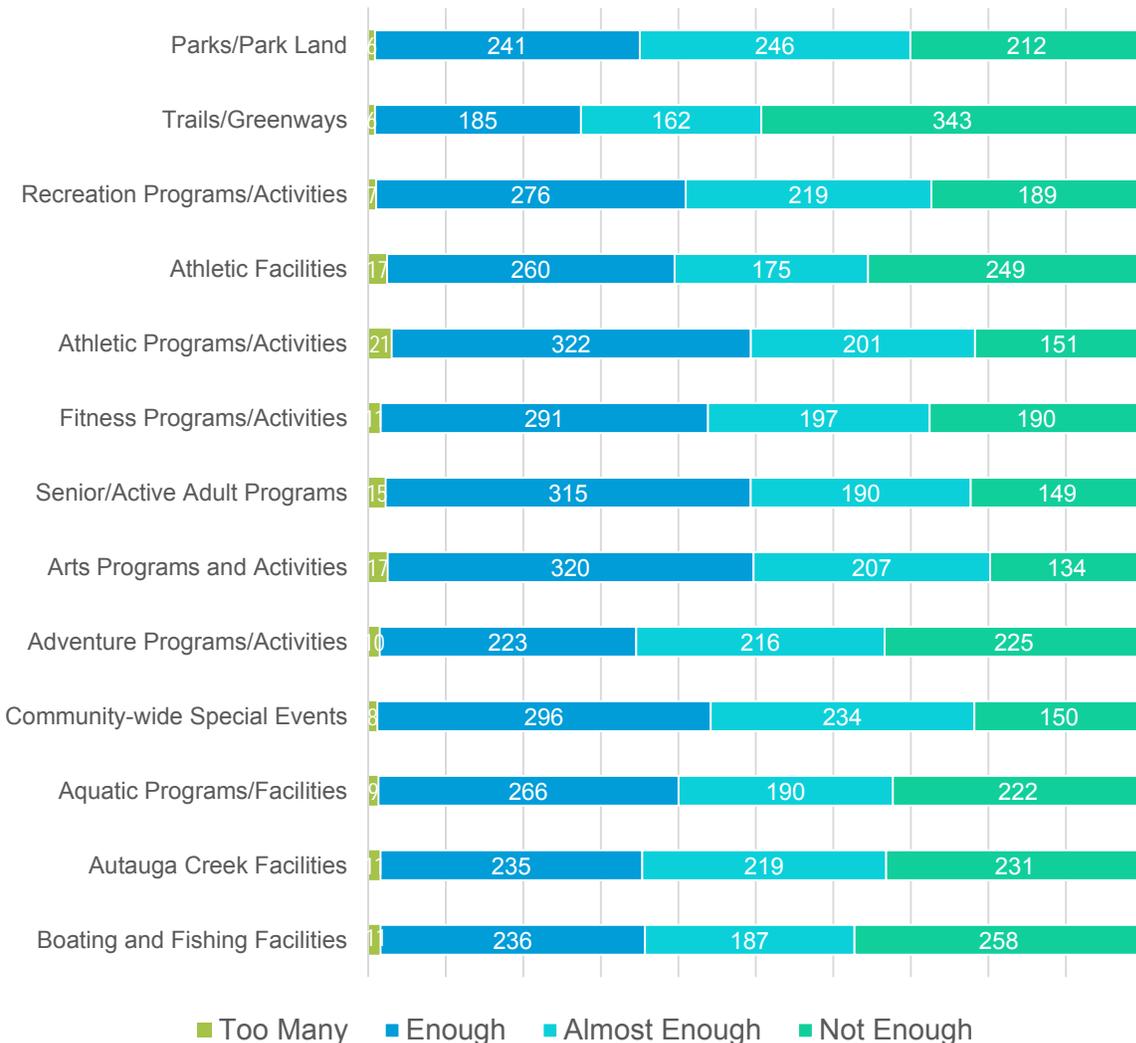


Park and Program Usage

By utilizing the survey, researchers are able to find out more about park and program usage in Prattville. In the next question, residents were asked, “Do you think the following facilities, programs and activities provided in Prattville are currently meeting the needs of the community? Please check appropriate response.” (See Figure 2.2).

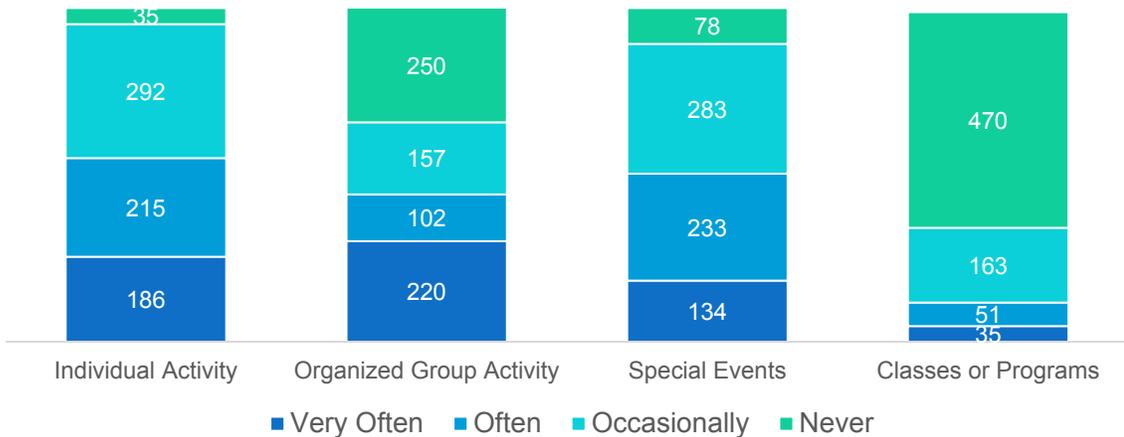
The majority of respondents indicated that there are “not enough” trails/greenways, boating and fishing facilities and athletic facilities. Extremely few respondents indicated that the Prattville Parks and Recreation provided “too many” of the items listed. In the “almost enough” category, we find the highest votes for parks/park land and community-wide special events.

Figure 2.2: Do you think the following facilities, programs and activities provided in Prattville are currently meeting the needs of the community? Please check appropriate response.



Next, we asked, “Using the list below, indicate how often you take part in the following parks and recreation programs.” We listed special events, individual activity, organized group activity, and classes or programs. Not surprisingly, many had not participated in the classes or programs; we found most individuals had participated in individual and special events activities.

Figure 2.3: Using the list below, indicate how often you take part in the following parks and recreation programs:



Below are the examples provided for each type of activity:

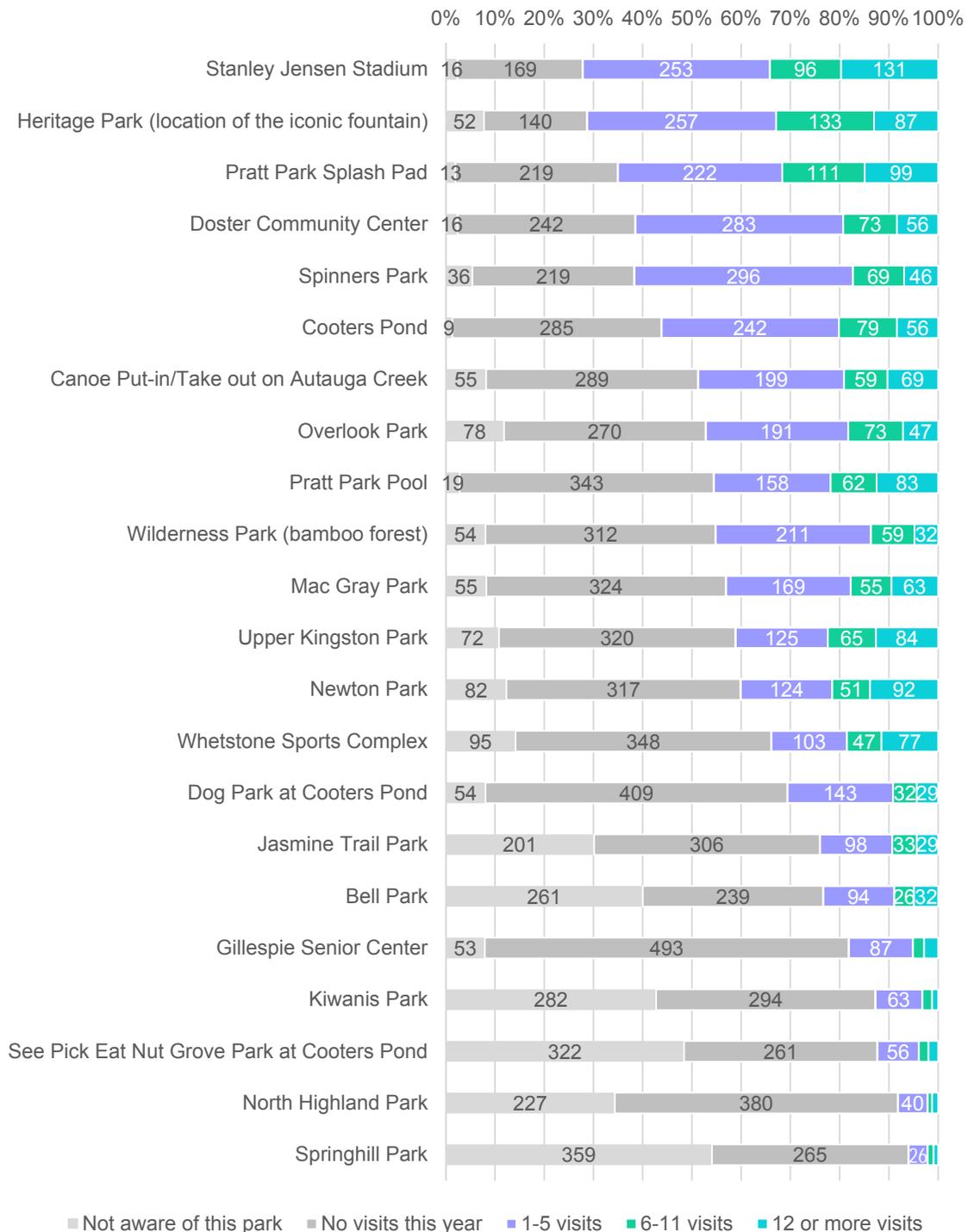
- **Individual Activity** - walking, bicycling, picnicking, fishing, bird watching and/or visiting a playground
- **Organized Group Activity** - soccer, baseball, football, tennis, volleyball, track and field, softball, cheerleading and/or swim league
- **Special Events** - Cardboard Boat Races, Touch-a-Truck, Independence Day Parade, music or movies in the park, festivals, 5K races, etc.
- **Classes or Programs** - Summer Camp, Art Camp, Theatre Camp, Kindermusik

Then, we requested, “For each of the parks listed below, please indicate how often you and /or members of your household have visited in the past year.” See Figure 2.4 for response data.



Public Input

Figure 2.4: For each of the parks listed below, please indicate how often you and or members of your household have visited in the past year.



Note: if a number on the bar is not listed, then it is under twenty.



Public Input

During the analysis, we combined 1-5 visits, 6-11 visits and 12 or more visits. The five parks with the most visits (combined) per the survey responses are below. Researchers were surprised at the high number for Spinners Park, which could be due to the Spinners Pumpkin Patch Arts and Crafts Show held each year at the park.

Stanley Jensen Stadium	480 responses
Heritage Park	477 responses
Pratt Park Splash Pad	432 responses
Doster Community Center	412 responses
Spinners Park	411 responses

The five parks with the highest “no visits” combined with “not aware of this park” per the survey responses are below.

Springhill Park	624 responses
North Highland Park	607 responses
See Pick Eat Nut Grove Park at Cooters Pond	583 responses
Kiwanis Park	576 responses
Gillespie Senior Center	546 responses

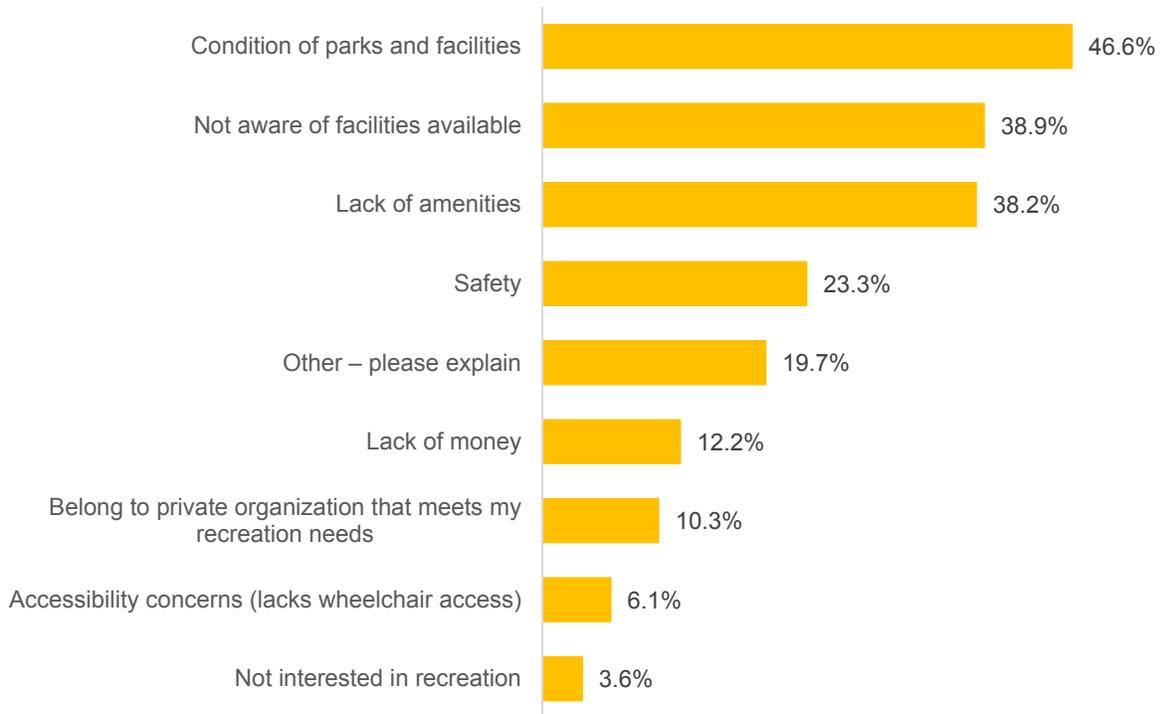
Springhill Park had the most “no visits” combined with “not aware of this park” response rate. This park has street frontage on two sides but no signage at the park, which could account for the high number of people who are not aware of the park. They may refer to it as the Boys and Girls Club park. During the park assessment, nefarious activities and vandalism was seen at both Springhill Park and North Highland Park, which could account for the scores. Researchers were not surprised at the Gillespie Senior Center score because it appeals to a specific age group. See Pick Eat Nut Grove Park also lacks signage and Kiwanis Park is in a remote location, which explains its low usage rate.

Barriers to Park Usage

The survey asked residents to indicate what prevents them and their families from using parks, facilities or trails. For this question, respondents could select multiple answers, which is why the percentages listed do not equal 100%. The most votes were given to “conditions of parks and facilities”. Researchers were surprised by this outcome because, in past surveys, respondents will usually select “other” and list “lack of time”. Visitors to Prattville parks could certainly increase if conditions are improved. Given the obesity rate in the community, it is a compelling reason to invest in the parks and facilities. (See Figure 2.5.)



Figure 2.5: Please indicate if any of the following prevents you and/or members of your household from using Prattville's parks, facilities or trails? Please check all that apply.



Under “Other – please explain,” we gathered 103 responses. Almost half of the responses were related to a lack of facility or the condition of a facility. Approximately a quarter of the responses noted lack of time, with the other comments mentioning safety concerns or other issues. Below are some of the comments:

- *The pool is never open to the public!!*
- *No fish in the pond for a child to catch*
- *Need more activities geared towards adults only for those of us without children*
- *Lack of bike/running sidewalks.*
- *We get to the parks as often as possible but have recently been disappointed in the condition of the Pratt Park play area and creek/pond. It always just seems filthy with garbage.*
- *Creek walk needs bathrooms*
- *Our baseball, softball, and football facilities are a joke...we play travel baseball all over the state and south. I have been in Prattville 45 years and its embarrassing.*
- *No water fountain at overlook and no shade at playground.*
- *There are no distance trails to run or bike on. Furthermore, the Prattville roads need street sweepers to make biking safer. There is one bike lane on Old Farm Road with no safe access on either entrance.*
- *Newton Park fields are ok but the park itself is very outdated. Need a new girls softball complex to host travel tournaments. It is the biggest growing sport. Prattville could make a lot of revenue by having a first class softball complex.*

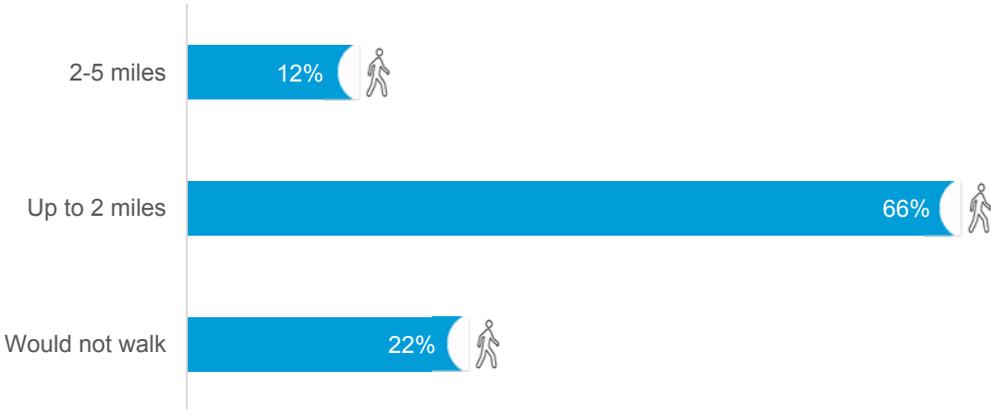


- *Bamboo forest was closed when we went, not enough shaded areas at Pratt Park, playground is too hot for my kids 3 and 7.*
- *There is a lot that could be done for UKP and the soccer fields. Wilderness Park could use some upgrades, as well.*
- *Other areas meet our expectations.*

Access to the Parks

As part of the survey, respondents were asked how far they would be willing to walk or bike to parks and recreation facilities. A total of 78% indicated they would walk up to two miles or 2-5 miles to reach parks and only 22% said they would not walk. The reason for those who selected that they would not walk could be influenced by perceptions of safety along the roadways or sidewalks, the distance of their homes from existing parks, and preference for automobile travel.

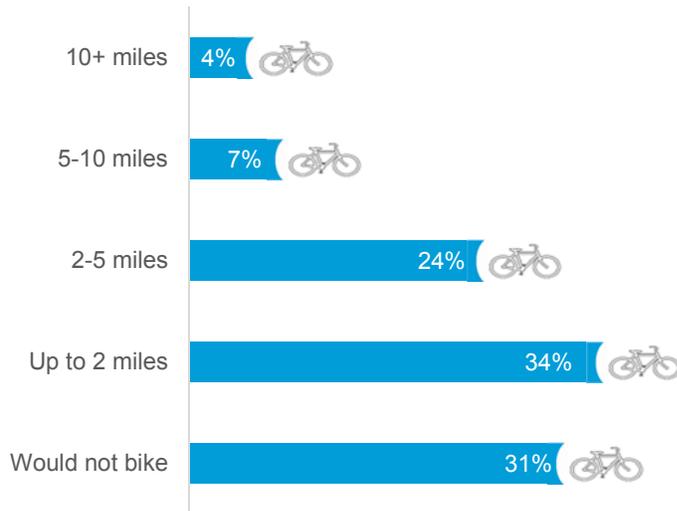
Figure 2.6: Walk



Biking had a higher percentage of respondents who would not bike (31%), which leaves 69% percent willing to bike. (See Figure 2.7: Bike).



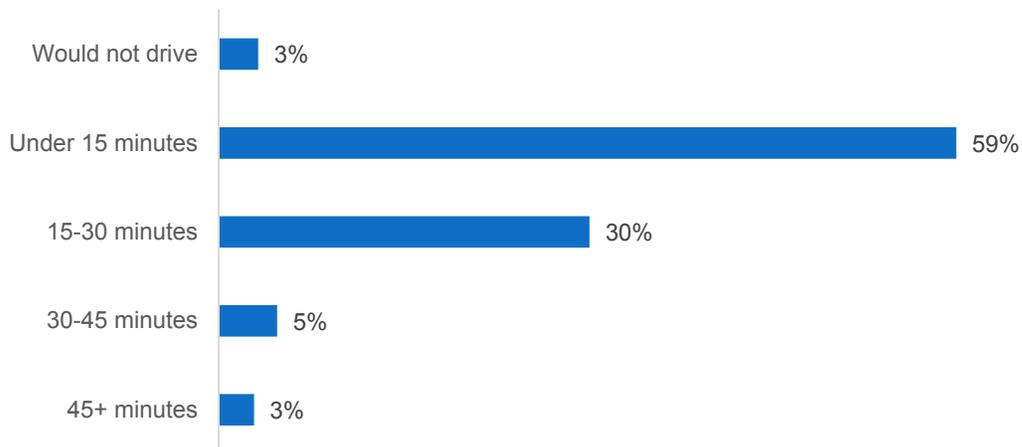
Figure 2.7: Bike



The results are encouraging that more than half of the respondents are willing to walk or bike to a park. Prattville will need to invest in safety improvements such as sidewalks, bike lanes and greenways and provide additional infrastructure such as bicycle racks at parks. With these improvements, Prattville could see an increase in alternative transportation and, perhaps, a reduction in obesity rates.

When asked about driving to parks, researchers found that most respondents prefer to drive under 15 minutes (See Figure 2.8). Compared to other communities, this is a high percentage that would like to drive under 15 minutes. The reason could be related the high number of commuters in the community not wanting to travel once they return home or on the weekend. No matter the reason, it is clear that the majority of respondents desire parks near their home. The next series of questions broaches these issues and provides some insight on travel habits.

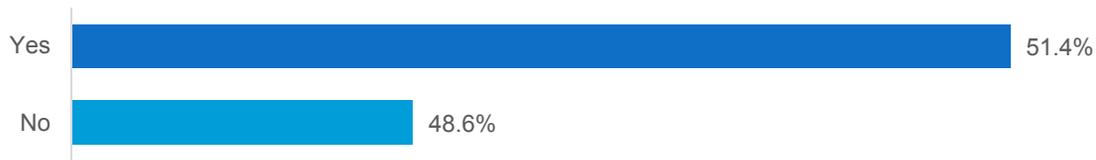
Figure 2.8: Drive



When asked why you would not walk or bike, respondents listed reasons; the majority were due to safety concerns. Other reasons included health issues, not owning a bike, the hot weather and the distances.

Next, researchers wanted to find out if respondents are traveling outside of Prattville for parks and recreation activities. The figure below indicates that the majority of respondents travel outside of Prattville to use parks and recreation facilities.

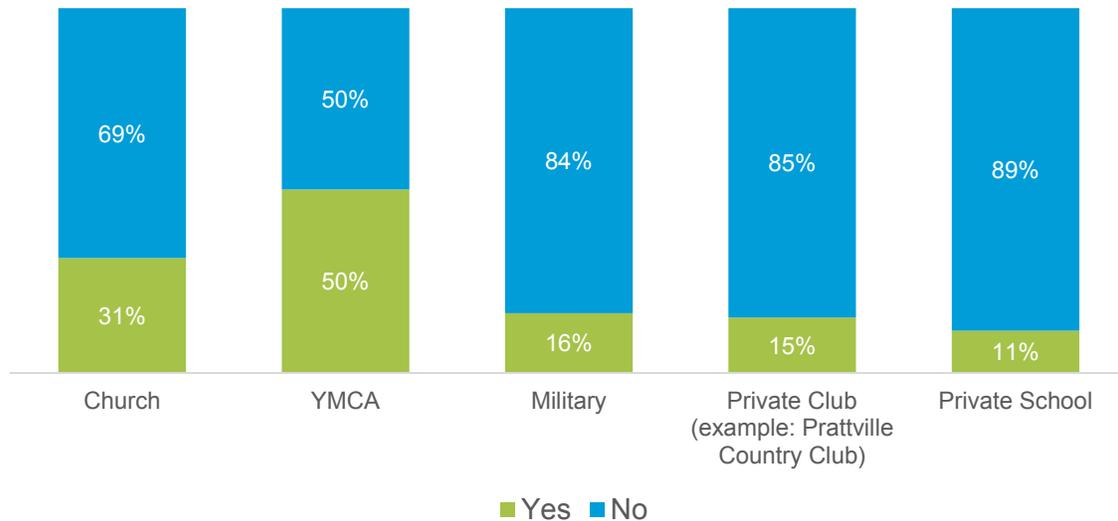
Figure 2.9: Do you travel outside Prattville to use parks and recreation facilities?



Respondents provided over 260 comments, giving researchers an idea which parks outside of Prattville were most popular. Roughly, 30% said Montgomery, which was one of the most common answers. Other places mentioned include Auburn, Wetumpka, Oak Mountain State Park and Lake Martin.

To find out what other providers of parks and recreation participants are using, we asked and found that many are using private clubs.

Figure 2.10: Do you use recreation facilities offered by a church or other private providers?



To understand why respondents use these other providers, we found that it is mostly because the other providers offer facilities not provided by Prattville or the facilities are better quality. (See Figure 2.11).



Figure 2.11: Factors that influence use of other facilities.

Under “Other (please specify)”, comments included safety concerns and childcare needs.



Below are a few other comments:

- *Their facilities are better supported by their cities, can offer more options.*
- *They are or have been convenient to family members' school or work and schedules.*
- *My teen with autism feels more welcome there and more comfortable.*
- *Safer environment. No unsupervised dogs, or dog doo-doo allowed.*
- *They offer activities at night. I work during the day.*
- *24 gym offered in Millbrook. Need yoga studio's in Prattville. Have to go to Montgomery.*
- *No gym to play basketball in*
- *The pool at the YMCA is nicer for the little kids especially, and we have a membership for gymnastics and swim lessons already. Also when it gets too hot to play outside they have an indoor play facility and basketball court the kids can play on. They offer childcare at the gym and more workout classes so that is a big draw to keep our membership with them as well. Lastly, I just feel better informed of the programs and schedules at the YMCA so it is easier to use them. We only use Maxwell facilities when my husband brings the kids to visit me at work.*
- *Our community has a strong YMCA that is a huge part of what Prattville is all about. They offer a wide range of programs and do an outstanding job in bringing people together and promoting good values.*
- *Have to be a member of the YMCA to play Streaks soccer since Prattville doesn't support travel soccer.*
- *Church offers ping-pong, volleyball, and softball as part of fellowship and it is free.*
- *Indoor areas due to seasonal weather. We participate in Cub Scouts (because the Prattville packs did not meet on a day convenient for us) and Taekwondo in Millbrook so we know a lot of Millbrook families and go to their facilities when there are events or friends get together.*

No gym to play basketball in

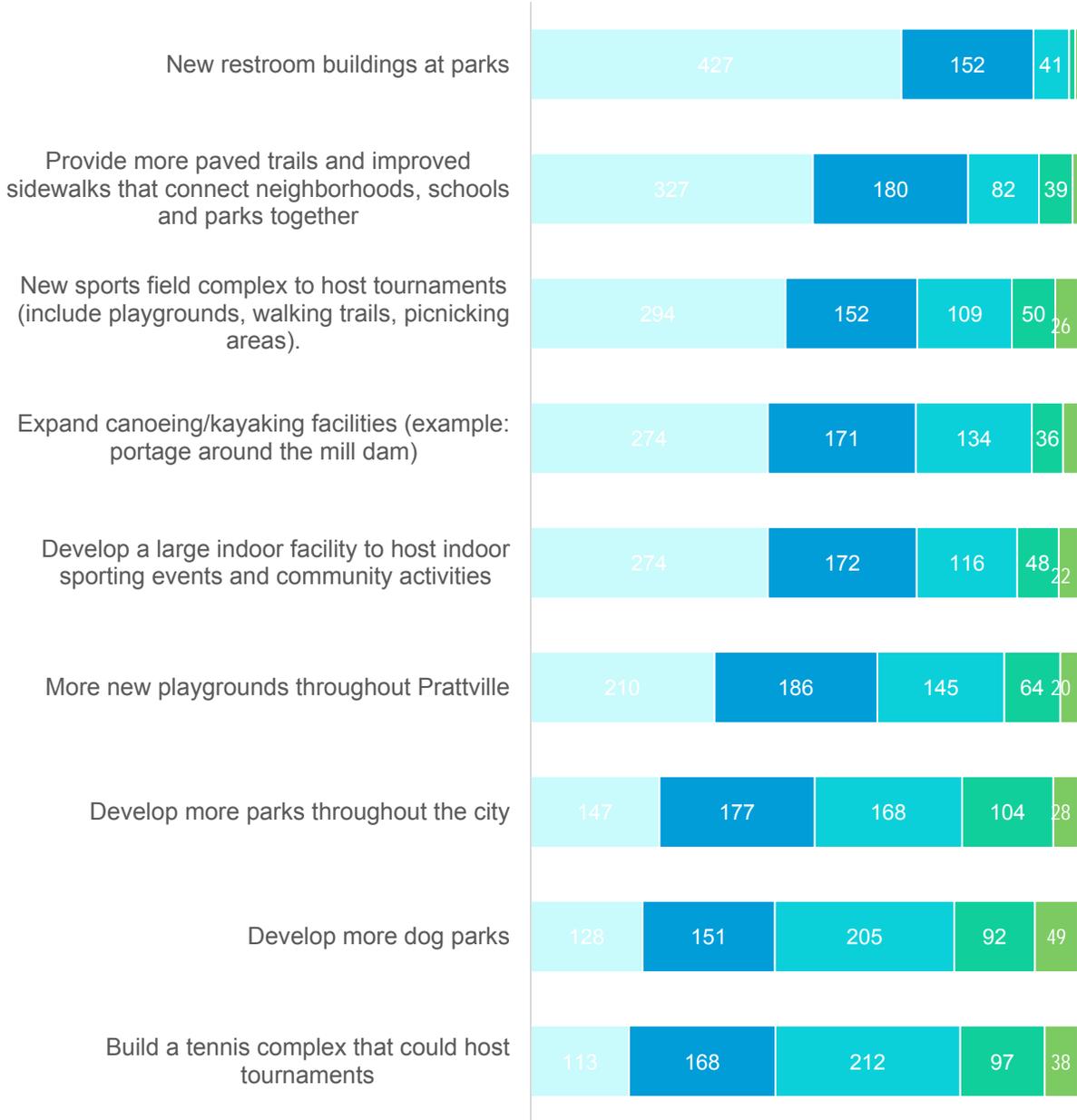
Military often offer more activities geared towards adults only and more variety



Facility Priorities

In order to get a better understanding of the facilities priorities, we asked respondents to help prioritize funding improvements (See Figure 2.12).

Figure 2.12: Listed below are some projects that Prattville may consider adding if funding is available. Please indicate what you feel is the level of need for each item.



■ Much Needed ■ Somewhat Needed ■ Uncertain ■ Probably Not Needed ■ Definitely Not Needed

Note: Amounts under twenty not shown.



Public Input

Below are the top five selected as “most needed”, the top five “somewhat” and “much needed” and top five “definitely not needed” items.

Top five most needed:

New restroom buildings at parks	427 responses
Provide more paved trails and improved sidewalks that connect neighborhoods, schools and parks together	327 responses
New sports field complex to host tournaments (include playgrounds, walking trails, picnicking areas)	294 responses
Develop a large indoor facility to host indoor sporting events and community activities	274 responses (tied)
Expand canoeing/kayaking facilities (example: portage around the mill dam)	274 responses (tied)
More new playgrounds throughout Prattville	210 responses

Top five somewhat AND much needed:

New restroom buildings at parks	579 responses
Provide more paved trails and improved sidewalks that connect neighborhoods, schools and parks together	507 responses
Develop a large indoor facility to host indoor sporting events and community activities	446 responses (tied)
New sports field complex to host tournaments (include playgrounds, walking trails, picnicking areas)	446 responses (tied)
Expand canoeing/kayaking facilities (example: portage around the mill dam)	445 responses
More new playgrounds throughout Prattville	396 responses



Top five definitely not needed:

Build a tennis complex that could host tournaments	49 responses
New sports field complex to host tournaments (include playgrounds, walking trails, picnicking areas)	38 responses
Expand canoeing/kayaking facilities (example: portage around the mill dam)	28 responses
Develop a large indoor facility to host indoor sporting events and community activities	26 responses
New restroom buildings at parks	22 responses

In reviewing answers for this question, it is clear that responders desire restroom improvements, which researchers heard at the public meetings too. They also support more paved trails and improved sidewalks and we find strong support for a new sports field complex. What is notable is the low amount of votes given to the top “definitely not needed” items. The “build a tennis complex that could host tournaments” option, which received the most “definitely not needed” votes, received only 49 votes out of 642 total. It appears that the majority of respondents were not against the improvements but Prattville Parks and Recreation will need to focus on explaining the benefits to the community if the city decides to move forward with improvements.

Next, researchers listed several large capital improvement projects that Prattville citizens have identified during our public input meetings. Below is the ranking based on respondents’ preference.

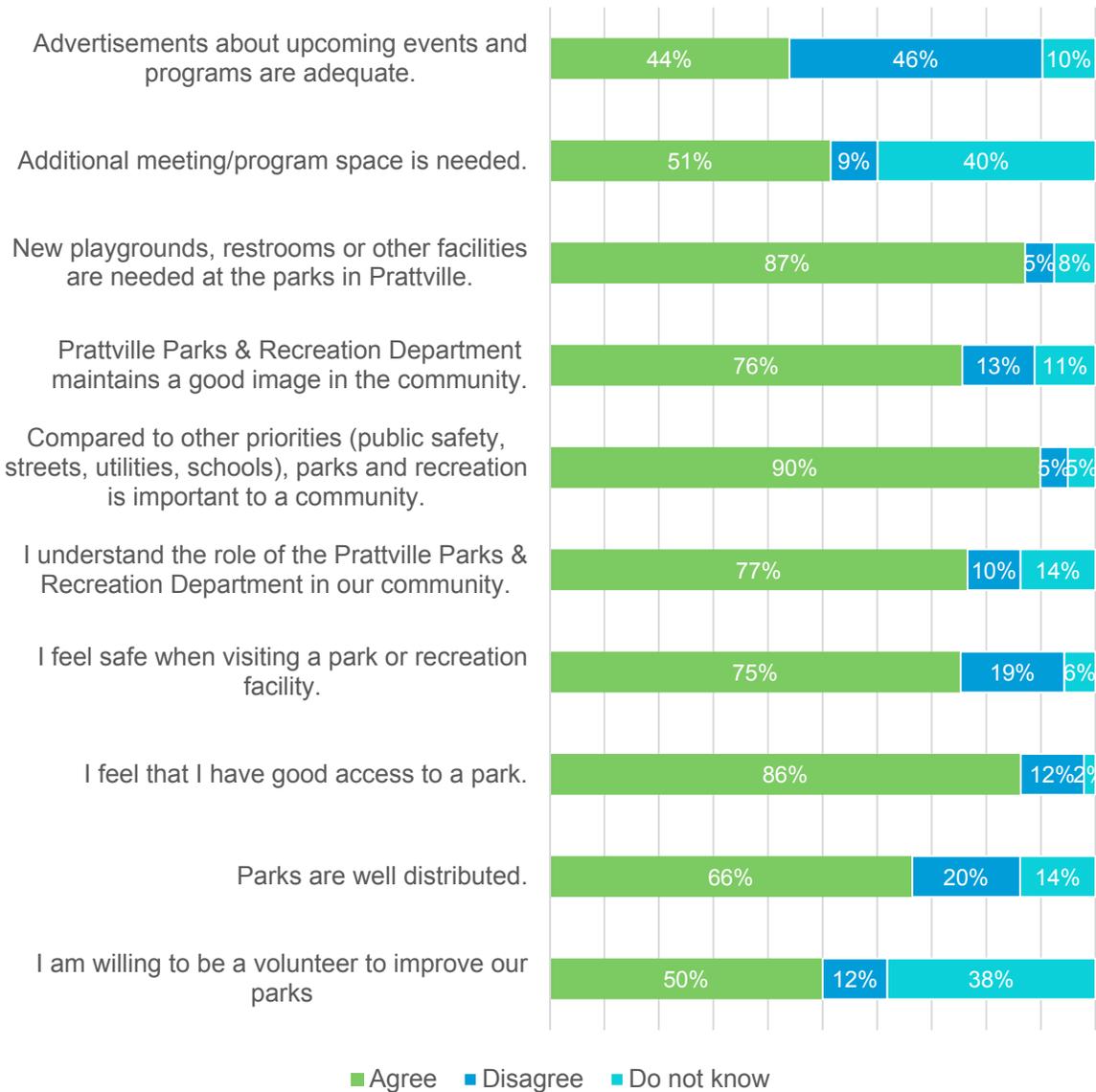
1. Downtown park improvements (renovate Doster Center, Pratt Park, improve creek trail, etc.)
2. Civic center/auditorium (larger than Doster Center and includes space for performing arts theatre, music rooms, etc.)
3. Indoor aquatic center (water park)
4. Indoor multi-purpose sports complex (track, gym, volleyball, basketball courts, meeting rooms, etc.)
5. Major renovations to Stanley Jensen Stadium (new restrooms, locker rooms, etc.)
6. Multi-purpose fields for soccer, lacrosse and other field sports
7. New girls softball complex
8. Marina and new restaurant at Cooters Pond
9. New tennis complex (for use by all age groups and to host



Performance and Priorities

To determine the general performance and perception of parks and recreation in Prattville, researchers listed a series of statements to find out if respondents agree, disagree or do not know. As found in the chart below, 86% of respondents feel they have good access to parks, but much less, 66%, say they are well distributed. We find that 77% understand the role of the Prattville Parks and Recreation Department in the community; however, only 44% say the advertisements about upcoming events and programs are adequate.

Figure 2.13: Please indicate if you agree, disagree or do not know about the following statements:



In order to get a better understanding of the facility priorities, we asked respondents to “please indicate if you agree, disagree or do not know about the following statements” (see Figure 2.13). The top five choices for “Agree” and “Disagree” are below.

The top five “Agree” choices were:

Compared to other priorities (public safety, streets, utilities, schools), parks and recreation is important to a community.	517 responses
New playgrounds, restrooms or other facilities are needed at the parks in Prattville.	507 responses
I feel that I have good access to a park.	498 responses
I understand the role of the Prattville Parks & Recreation Department in our community.	441 responses
I feel safe when visiting a park or recreation facility.	436 responses

The top five “Disagree” choices were:

Advertisements about upcoming events and programs are adequate.	268 responses
Parks are well distributed.	113 responses
I feel safe when visiting a park or recreation facility.	110 responses
Prattville Parks & Recreation Department maintains a good image in the community.	76 responses
I feel that I have good access to a park.	67 responses

Notably, 90% of the respondents to this question feel that a good parks and recreation system is just as important as schools, fire and police protection. As shown in Figure 2.13, this statement had the highest selection for “agree.” The second highest was support for new playgrounds, restrooms and other facilities in the parks.

90% feel a good parks and recreation system is just as important as schools, fire and police protection

Surprisingly, 50% of the respondents noted that they would be willing to volunteer to improve the parks. This rate is much higher than other communities where researchers have asked this question. The Department should strongly consider utilizing volunteers. See Section 4 for information on partnerships and structuring volunteer groups.



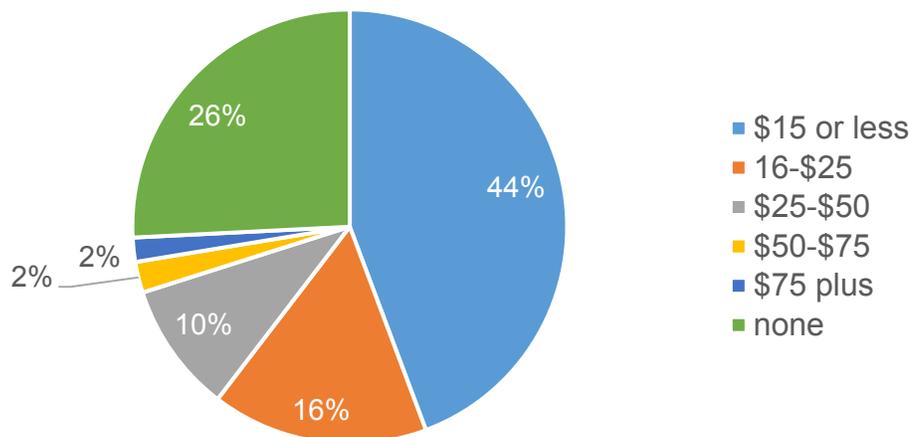
Funding

Many parks and recreation departments are seeing more of their budgets cut and tax payers resisting any increase to fees despite greater demands on the system. In our next set of questions, we asked respondents of Prattville about their willingness to contribute.

74% willing to provide some type of financial support

We asked, “How much would you be willing to spend per month per household to support improved park maintenance and recreation services?” We found that an overwhelming 74% would be willing to provide some type of financial support for improved park maintenance and recreation services. See Figure 2.14 for a breakdown of the categories.

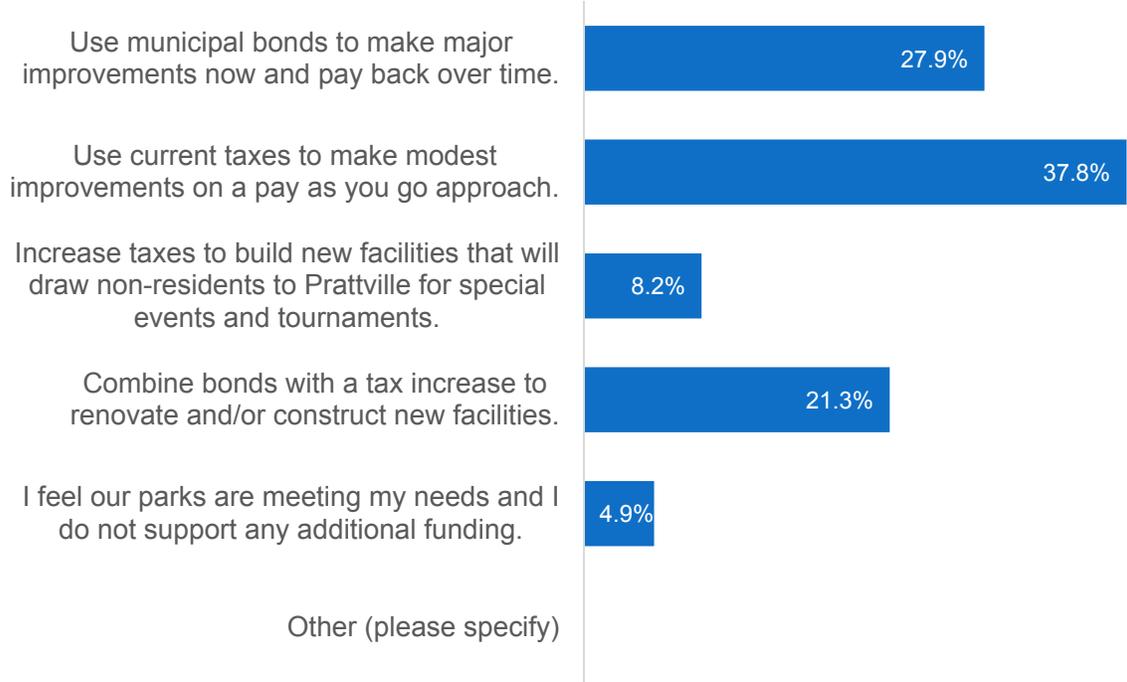
Figure 2.14: Willingness to Spend Per Month per Household



The following question asked respondents, “Which method of funding for building NEW park facility and making necessary renovations would you prefer?” Respondents were asked to indicate all funding options that they would support. The strongest support is for “Use current taxes to make modest improvements on a pay as you go approach” (37.8%) with “Use municipal bonds to make major improvements now and pay back over time” (27.9%) as the second choice, and “Combine bonds and taxes to renovate and/or construct new” as the third choice at (21.3%). The results reveal that the demand for improvements are significant. The most surprising result is that only 4.9% of the respondents feel that the parks are meeting their needs and they do not support any additional funding.



Figure 2.15: Which method of funding for building NEW park facility and making necessary renovations would you prefer?



When asked what other ideas that respondents had for generating revenue, we had 46 other comments. Several mentioned fundraising. We also had five strong comments preferring no new taxes. Below are some additional comments from respondents (Note: some answers were combined and/or paraphrased).

- *Get businesses and organizations (and/or private individuals) to donate and sponsor improvements for their own economic benefit of making Prattville that much more desirable a place to live/visit/recreate. Tax cuts to companies that pay for AWESOME trails/parks/etc.*
- *Work to legalize gambling marijuana to bring a new stream of revenue not just into the city but also our state where it is much needed. Stop increasing taxes. We are already taxed to the bone. Our money is taxed before it gets to us and taxed when we spend it. Its crap.*
- *How about using the half of cent they took out a few years ago that they promised it would be short term tax.*
- *Add a lodging tax as in Decatur and other municipalities to fund (or offset costs) of parks projects that will ultimately encourage greater tourism. The more non-residents pay for improvements the less of a burden on area residents, but they receive the benefits!*
- *I think the safest option for the city is to use a modest tax increase and pay as you go, but for a severely low-income single mom of two, the taxes are already rough on me. For the betterment of the parks (especially Newton Park) I am okay with a modest tax increase.*
- *Special events fundraising*



Public Input

- *Prattville's revenue is the same as Opelika yet they have so much and we have nothing. Stop buying police cars and new city vehicles. The city employee is buying a better life while the citizen is stuck with junk.*
- *Try to raise money through donations from private citizens, or corporate sponsorship.*
- *Volunteers*

In order to generate revenue to improve park maintenance and recreation programs offered in Prattville, we asked respondents to “indicate all options that you would support for increasing funding for parks.” The most popular answer was, “Sponsor more tournaments and special events that generate sales tax and hotel tax dollars” and “Build more facilities that generate revenue, such as a tournament facility.” The least favorite options were “Charge an annual park user fee per household.”

Figure 2.16: In order to generate needed revenue to improve park facilities and recreation programs offered, please indicate all options that you would support for increasing funding for parks.



When asked what other ideas that respondents had for generating revenue, we had 26 other comments. Below are some additional comments from respondents (Note: some answers were combined and/or paraphrased).

- *If you charge higher fees, you will eliminate some users. With the obesity crisis in our state, we need everyone to be using these facilities so that is not a smart way to go.*
- *There should be a boat launch fee or portage fee for canoes. Resident fee less expensive than non-resident fee to upkeep the boat launches and Portage areas*
- *Library*



Public Input

- *Cannot pay a fee for facilities not close to our community*
- *Build sidewalks, bike paths, and crosswalks to areas such as High Point Town Center and downtown Prattville and spending would increase thus increasing sales tax.*
- *Put in camping at cooters pond... charge obviously and have volunteers who keep up with grounds and rental who get their camper spot for free*
- *Donation boxes*
- *Possibly a \$60/yr annual park user fee per household. In San Francisco area I visited a friend. They were given a key to use facilities in the city parks. Thought that was interesting. Some playgrounds were open to all, some used the key for only residents of the city to use.*
- *Open City Pool during summer more than Fri-Sun*
- *Lotto*
- *Charge for stadium use and police and medics overtime*
- *Lodging tax added to hotel fees.*
- *I checked the annual park user fee, but I'm not sure how that would work. Would you charge everyone in the city? How would you regulate it? Create park passes that have to be swiped to enter the park? And how much would the fee be?*
- *Have annual membership fees for certain facilities*
- *I would not mind a modest fee yearly to utilize and have access to any park in the Prattville area. Plus if there were fees to use them and a member card or such had to be shown if approached by a Prattville Parks warden (sorta like a game warden?) it would hopefully keep individuals away that would cause problems for families and park members.*
- *Not sure honestly*
- *To increase fees defeats the purpose. At this point, it would be difficult to charge more for something we do not have. We cannot play a softball tournament in Prattville because we do not have adequate facilities with suitable restrooms and working equipment. This is not a criticism of parks and rec staff but just a firsthand assessment of outdated and very old facilities.*
- *Involve the community in smaller projects such as repair of restrooms. Use things like a gofundme account and use volunteer labor.*
- *Tax*
- *Maybe an annual park user fee. Depending on the guidelines.*
- *Host travel ball tournaments sponsored by the city. Softball and baseball.*
- *I would consider an additional half-cent sales tax increase to be acceptable if the additional tax revenue was earmarked solely for parks and recreation or divided evenly between P&R and the local school district.*

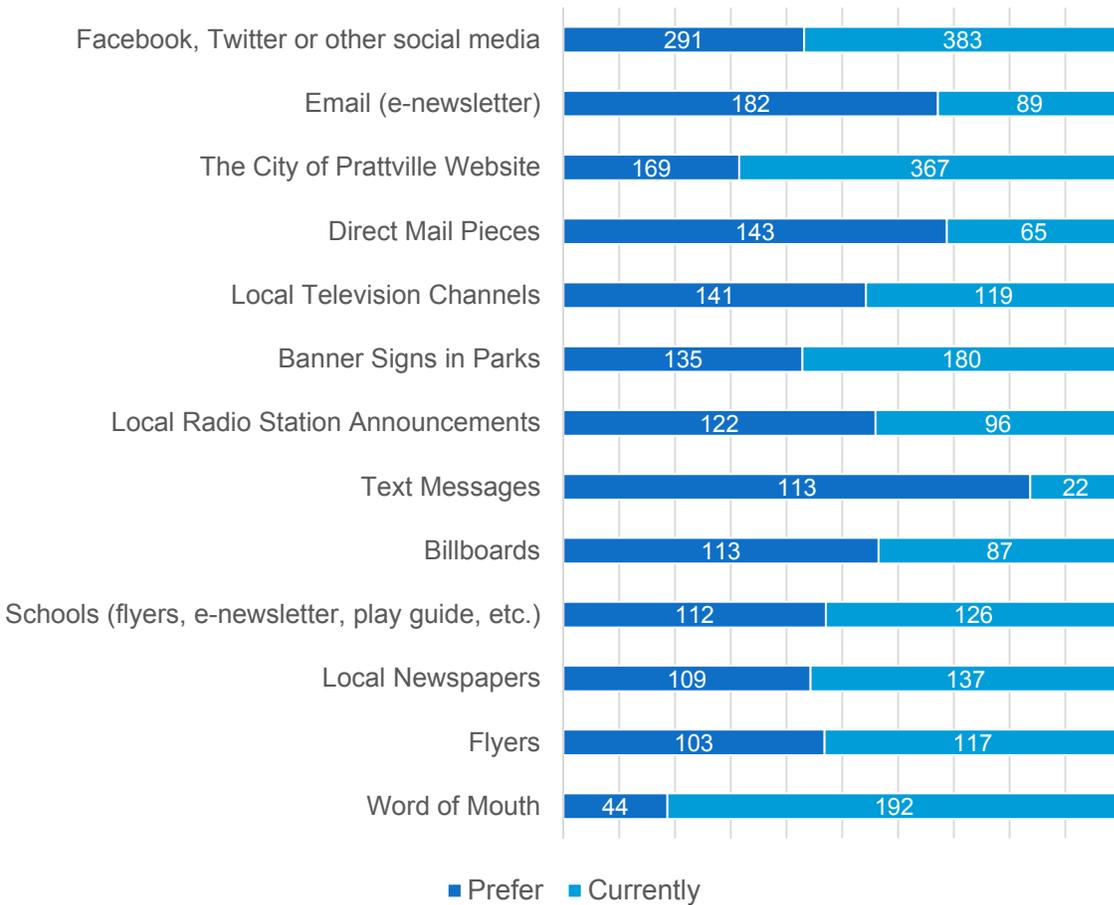
I would consider an additional half-cent sales tax increase to be acceptable if the additional tax revenue was earmarked solely for parks and recreation or divided evenly between P&R and the local school district



Marketing

To determine how individuals find out about upcoming activities, the survey asked respondents to indicate the most common method for obtaining information about Prattville’s recreation events and programs. The most common information dissemination method is through social media outlets, which is also the most common “preferred” method. (See Figure 2.17).

Figure 2.17: Please indicate which of the following ways you currently and prefer to get information about events and programs?



- *Our children are no longer in school, but "Schools" (flyers, newsletters) provided an excellent source of info. when they were.*
- *Would love to see all events on a calendar in one place on social media. Current calendars don't always cover everything, or the posting is later than I would like.*
- *Local library tells of upcoming events*
- *The City's Facebook page is the best, most up-to-date, easy to access I've EVER seen. It is fabulous.*
- *Good use of FREE social media, but not everyone is on Facebook*
- *Depends on the event*
- *Focus on email newsletters, save the earth.*

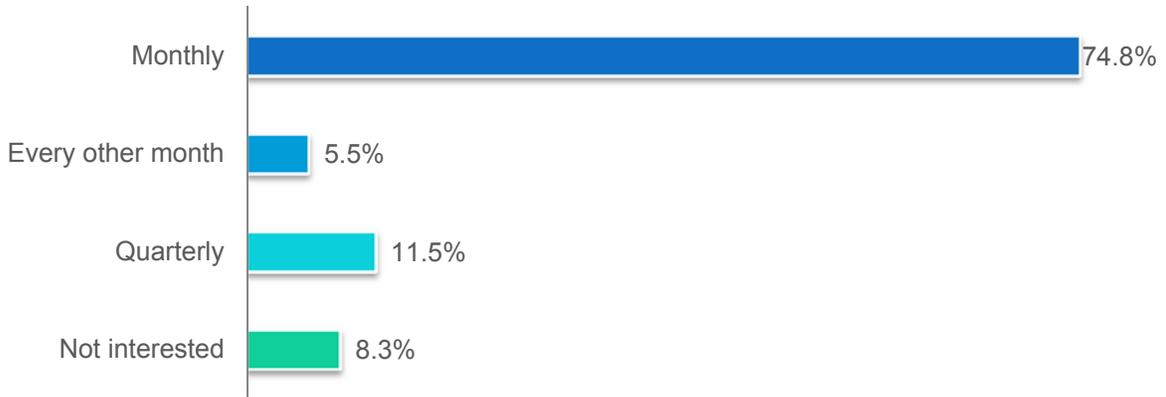


- *Whenever there is a City function, the local City sponsored groups should be included in all announcements at all gatherings. The Prattville Pops organization should be promoted as top priority over Huntingdon Pops promos at city events.*

While direct email did not score as high as social media, Prattville should continue sending direct emails and using newsletter services for marketing through email. Sign-up links should be marketed through the Prattville website and through other social media outlets. We asked how often newsletters should be sent and we found overwhelming support for a monthly newsletter. We even had a comment from a respondent that a weekly email is preferred. We believe that Prattville should continue to at least provide a monthly newsletter to keep users more informed. The city of Prattville should continue to have a sign-up link on the city’s website and an unsubscribe option on the newsletter itself. The newsletters are cost-effective and recipients can easily share information with friends, family, co-workers, etc.

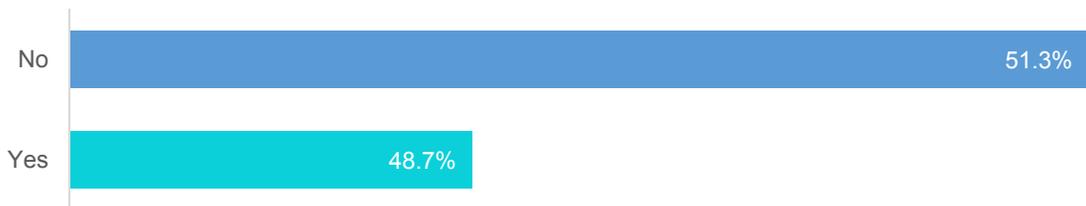
74.8% prefer a monthly newsletter

Figure 2.18: Do you prefer a monthly or quarterly newsletter?



We find that when asked if current marketing efforts by Prattville keeps you and your family informed on the recreation program opportunities that most individuals feel that they are not informed.

Figure 2.19: Do you feel current marketing efforts by Prattville Parks and Recreation Department keeps you and your family informed about recreation program opportunities?

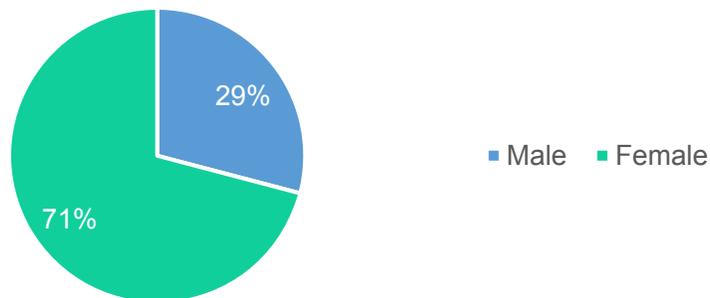


The team researchers found the website to be easy to use and up-to-date, with a few exceptions on facilities found at the parks. We found the calendar of events listed on the website helpful. Again, we suggest continuing the monthly email newsletter. The newsletter can help publicize upcoming events community-wide, and provide updates on park projects and volunteer opportunities at the parks.

Respondents' Demographics

The last section of the survey requested information about the respondents. While many of the questions are basic, the results provide insight on whether the survey reached a representative group of citizens when compared to census data. Overall, we find a similar demographic. However, we had a slightly higher number of females respond to the survey (See Figure 2.20). We find that females represented the majority of respondents in the surveys (71%). In comparison, the U.S. Census Bureau estimates approximately 52.3% of the population in Prattville is female.

Figure 2.20: Please indicate your gender.



Researchers found the majority of the respondents were in the 35-44 age group (36.3%), which is similar to census data. The census data also notes the median age is 36 years old.

Figure 2.21: Please indicate your age.

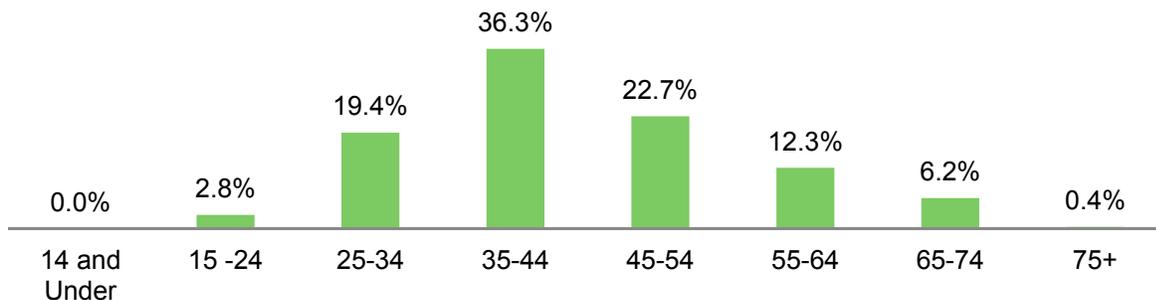


Figure 2.22 is a chart of the respondents' household types. The majority of respondents were couples with children (59.9%). Of those respondents that had children in their homes, most had children ages 5 to 11 (226 total). The next most common household for the respondents was couples with children ages 12 to 19 (207 total).

Figure 2.22: Which of the following best describes your household?

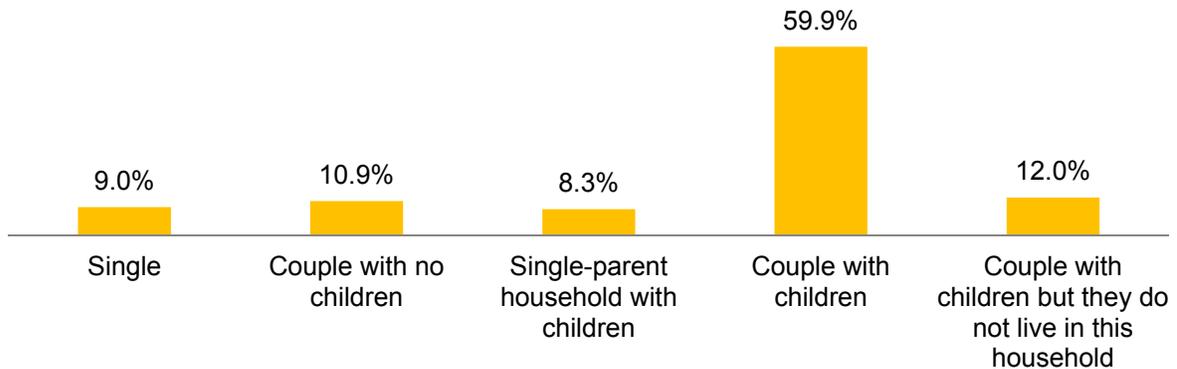
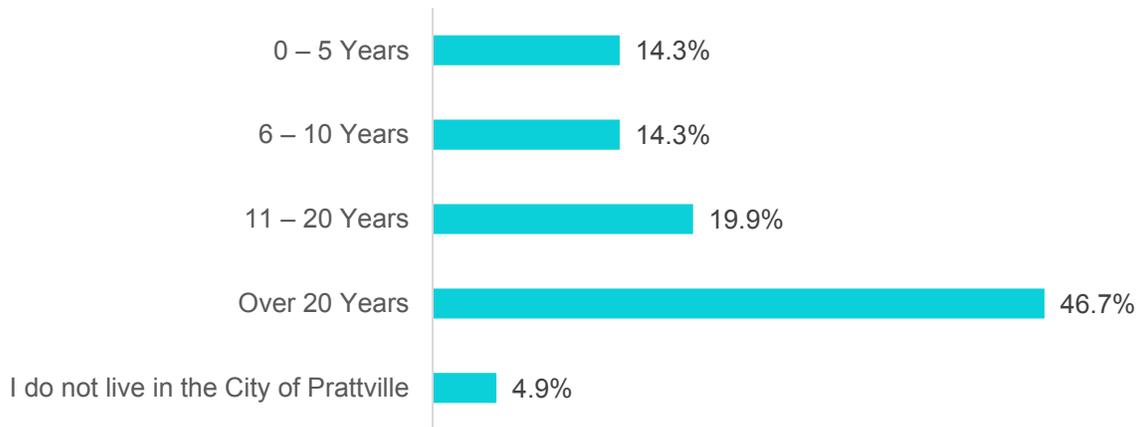


Figure 2.23 is a chart indicating how long respondents have lived in Prattville. The majority have lived in Prattville over 20 years (46.7%).

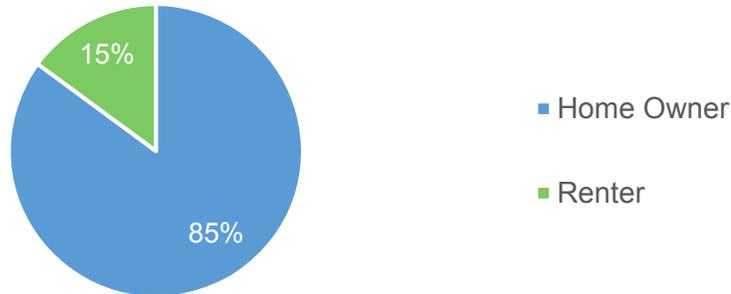
Figure 2.23: How long have you lived in Prattville?



To find out more information on the respondents' demographics, we asked about housing status. We found a higher home ownership rate among our survey respondents than in the community at large. The US Census Bureau reports that Homeownership rate, 2009-2013 was 69.2% in the city limits.



Figure 2.24: Please check your housing status



The last question in the survey asked, “Do you have any additional comments?” We had almost 186 responses. The most common phrases are compiled in a word cloud below. The larger the word, the more often it was used in the comments.



Overall, based on our experience with surveys in other communities, the comments from Prattville respondents have a positive attitude despite facing many challenges with funding and facilities. In order to encourage additional comments, we provided an open-ended response at the end of the survey. Please see the appendix for a complete list of the comments.



4



Section 4

PROGRAM AND PARTNERSHIP ANALYSIS

Section 4 | Program and Partnership Analysis

Programming is an important component of the success of any department. With a good balance of both athletic and non-athletic offerings, programming greatly benefits the people of the community by enhancing their overall health and quality of life. However, to truly function as a modern parks and recreation department, there has to be a strong commitment to recreation. Unlike most other government departments, park and recreation staff engage and interact with the people of the community at a more personal level on a daily basis. Programming gets people to interact with each other. Depending on the type of program, it can also promote teamwork and self-improvement. The City of Prattville Parks and Recreation Department is committed to promoting environmental awareness, while providing both optimum recreational facilities and exciting leisure opportunities for their diverse population. They encourage patrons to visit their parks and participate in those special events. At the end of the day, recreation plays an essential part in keeping our minds and bodies fit and active.

An analysis of recreational programming is one of the basic components of this master plan. A department should offer a myriad of programs for all ages, from youth to senior citizens. Offering a diversified program creates the opportunity to include citizens who may have never participated in recreational activities.

Community Programming Benefits

A well-rounded and diverse parks and recreation department provides many benefits to the community it serves. As discussed in the 1995 National Recreation and Park Association publication “Park, Recreation, Open Space and Greenway Guidelines,” the four categories of benefits are personal, economic, social, and environmental. Each benefit is consequential to the community and has specific rewards.

- **Personal Benefits** of a comprehensive delivery system include: a full and meaningful life, good health, stress management, self-esteem, positive self-image, a balanced life, achieving full potential, gaining life satisfaction, human development, positive lifestyle choices, and an improved quality of life.
- **Economic Benefits** include: preventive health care, a productive work force, big economic returns on small investments, business relocation and expansion, reduction in high cost vandalism and criminal activity, tourism growth, and environmental investments that pay for themselves.



- **Social Benefits** include: building strong communities while reducing alienation, loneliness, and anti-social behavior; promoting ethnic and cultural harmony; building strong families; increasing opportunity for community involvement, shared management, and ownership of resources; and, providing a foundation for community pride.
- **Environmental Benefits** include: environmental health, environmental protection and rehabilitation, environmental education, environmental investment increasing property values, and insurance for a continuing healthy environmental future.

Further NRPA studies have shown that parks and recreation have three principles that make them essential services to communities: economic value, health and environmental benefits, and social importance. Parks improve the local tax base and increase property values, in turn restoring initial investments. As previously mentioned, the contribution of parks and recreation to the health of children, adults, and seniors is clear; the sedentary lifestyle of the working and school-aged plagues the human race. Modern parks are a tangible reflection of the quality of life in a community. They can bring about a sense of pride for many members of society.

Prattville Parks and Recreation Department Programs

The Department provides a variety of programs and events. The Parks and Recreation Department organizes the Prattville Farmer's Market. In addition, they sponsor many community-wide special events:

Events:

- Independence Day Parade
- Lion's Club BBQ & Arts And Crafts
- Cardboard Boat Races
- Evening Program and Fireworks Display
- Labor Day BBQ
- Gigantic Flea Market
- Spinners Pumpkin Patch Festival
- Fall Concert Series

These special programs are offered in the City's parks and facilities and cover all age groups and abilities. The department utilizes its existing facilities, which range from a pool, sports fields, floating docks and water access points to neighborhood parks. Staffing levels and funding are low when compared to departments with more opportunities; however, with that said, the staff does an excellent job programming.

The department is able to deliver a variety of programs as a result of building partnerships with community groups, athletic associations, and contract instructors. The primary



programming facilities are the North Highland Center, the Doster Memorial Community Center, Gillespie Senior Center, Creative Arts Center and the Way Off Broadway Theater of Prattville. At these facilities, programs are offered throughout the year. In addition to indoor programming, there is a wide variety of sports programs and events based in streams and lakes in parks found throughout the city.

Athletic Programs

There are three primary providers of youth programs in the city. In addition to the parks and recreation department, the YMCA and a group of parent-run sports associations manage programs. A review of the program offerings for youth sports reveals some overlap in program space, but this is not viewed as a problem. The demand for field space is high and having multiple spaces provides some relief for this demand and provides citizens with choices in different types of programs.

Soccer, boy's baseball, girl's softball and football are all played at city park facilities, and the programs, with the exception of soccer, are organized by parent-run sports associations. Lacrosse, a new parent-run association, is having a difficult time finding field space. Feedback from other parent groups ranged from complaints of there not being enough fields for games and practice, to facilities being in too poor shape. Other concerns included the lack of proper handicap access at fields and swimming pool needing to be replaced. The need for better tournament quality fields was also raised.

A swim team is jointly sponsored by the parks and recreation department and the YMCA. During the summer months, they participate in the Alabama Recreation and Parks Association swimming program. The YMCA hosts the swim team in the fall and winter months at their facility. This is a good example of the City of Prattville and YMCA partnering to meet the needs of the community. Nonetheless, the condition of the swimming pool has prevented Prattville from being selected as the host site for state swim meets for many years.

The basic needs for youth programming are being met. Though, to build upon the bare necessities and expand beyond the current program offerings, more indoor space is needed. With a new gymnasium, the department could add volleyball leagues (for all ages), badminton leagues, indoor archery, and dodgeball leagues and expanded basketball programming, to mention just a few of the potential opportunities.

Youth and adult athletic programming alike, require more multipurpose field space. Youth programs are maximizing the use of existing field space. This leaves new adult programs, such as kickball, ultimate frisbee, flag football and cricket, with nowhere to conduct games.



Youth Programming

The department also offers a wide variety of youth programs that are not athletic-based. There are summer camps, art & theater programs (offered year-round), computer classes, dog obedience sessions, Kindermusic classes and “fun runs”. There are also many community special events that youth can participate in with their family. Expanding youth programs will be a challenge based on the current staffing levels and the lack of indoor programming space.

Adult Programming

Traditional adult programming is very limited. The primary reason is the lack of sport fields and gym space. The parks and recreation department does not run any adult sports leagues, other than adult softball. Both men’s and co-ed leagues are provided. The YMCA offers recreational men’s basketball during lunch and co-ed volleyball leagues, as well. An area of adult programming that is being managed well is the arts. Prattville is fortunate enough to have both a visual arts and performing arts facility. While both are small and in need of updating, they offer diverse programs and provide citizens with opportunities to participate in unique art classes and events. There is still a tremendous opportunity to expand adult programming, but it will call for new facility development.

Outdoor and Nature Programs

Outdoor programming opportunities include canoeing and kayaking on Autauga Creek. Paddlers begin their trip at the Creak Walk or Pratt Park and end at the County Road 4 take-out on Rueben Road. Most participants appear to provide their own equipment; however, Prattville has at least one outfitter, Prattville Paddlesports, who is operating at this time. Based on public input, there is significant community support for paddling on Autauga Creek. Currently, a non-profit group, Autauga Creek Improvement Committee (ACIC) is working to promote the creek. They have sponsored clean-up activities along the creek and created maps so visitors to the creek can learn where canoe/kayak put-in and take-out facilities are located. The city should continue to work with and support the ACIC’s outreach efforts and improve facilities along the creek. The development of a portage around the cotton gin mill dam in downtown is needed to expand paddling opportunities. The put-in also needs access to restrooms/locker rooms and other supporting facilities. Expansion and, of course, education on safety are important elements to increase the success of this community asset. According to the city’s website, a free canoe/kayak safety training class, taught by the Alabama Marine Police, was provided this summer. These classes and information on river safety should continue as use of the river increases.

Cooter’s Pond is a unique park located on the banks of the Alabama River. This park was originally developed by the United States Army Corps of Engineers (USACE) and ownership was later transferred to the city. Cooter’s Pond Park offers spectacular views



and a mixture of forested and open areas. The park has a nice boat ramp, floating docks, and is home to numerous fishing tournaments. It is also home to the only dog park in Prattville. This park could be home to many nature-based programs and would be an ideal location for a disc golf course. Developing some walking trails or bicycle trails would also expand the use of this park. A grant recently received by the city to provide a handicap access ramp to the floating docks will expand fishing and boating opportunities in the park.

Wilderness Park is a unique park that has a mature stand of giant bamboo. The only amenity at the park at this time is a primitive, gravel walking trail. A committee of outdoor programming staff should be formed to oversee the development of a master plan for this property that also includes a management plan. Programming opportunities abound at this park, but without a management plan it will continue to be less than fully-utilized.

Senior Programs

Senior programming activities are a substantial element to fair and complete planning. The Gillespie Senior Center is a busy facility on a daily basis. Some of the programs offered at the center are bingo, card games, board games, and daily meals. In addition, there are senior Olympics, silver sneakers, and water aerobics programs offered through the Gillespie Center. Senior trips are scheduled throughout the year; a wide variety of classes are also scheduled each week. The only factors limiting the expansion of programs at the senior center are staff related. The center only has one staff member, so programming after 5:00 PM (Central Standard Time) does not exist.

Therapeutic Recreation

The department currently does not offer organized therapeutic programs. The YMCA has recently started programming for special populations. They have developed a miracle field and now program sports activities, swimming lessons, and gymnastics for a special population. Based on the facilities found at the YMCA, this is an area of programming that the city may choose not to offer.

Desired Programs

As discussed in the public input section, we gathered information from interviews, stakeholder meetings and the online survey to determine citizens' desired programs. In all three, support for river activities including canoeing/kayaking classes ranked extremely high.

- For adults, we found a strong desire for more outdoor fitness classes, kickball leagues, fishing leagues/tournaments and community theater.
- For youth sports, we found a strong desire for more archery, swim team, skating/skateboarding, sports camp and flag football.



- For seniors, we found a strong desire for more cooking classes, aerobics classes, walking club, swimming/water aerobics and photography classes. Bingo, which is an activity that is currently provided, also made the top-five list.

The survey results also indicated a desire for adventure trips, zip-lining and art classes. In the stakeholders meeting, we heard strong support for more hiking and biking in the community along with more creek-side events and movies or concert events in the parks.

Partnerships

As previously stated, the primary partners who provide recreation programming in Prattville are the YMCA and parent-run athletic associations. Other more limited partner groups are the school system and the Autauga Creek Improvement Committee.

Swimming Pool Partnership

The current swim team partnership between the city and YMCA seems to be working for everyone and it should be continued. One partnering opportunity might be to try to host a state swim meet at the YMCA pool with the city as the host. A second opportunity would be for the parks and recreation department to provide a link on their webpage that connects to the special population programs offered at the YMCA. Sharing of sports fields would help all the sports programs offered in the city.

Stanley Jensen Stadium

The current partnership agreement between the city and school system is unbalanced; the biggest user of the stadium is the high school. The city is absorbing all the capital and cost required to keep the stadium functioning. A new agreement needs to be developed for the cost of maintenance and operation.

Sports Field Partnership

A partnership for practice field space is needed. Potential partners include the city, the YMCA and the school system. All three groups are major property owners and may have surplus lands that could be improved to become practice fields. Several makeshift practice fields have been developed on both city-owned and school property. These fields do not provide safe practice environments and have no support amenities. Joint development of practice fields is recommended.



Tournaments

The opportunity to attract more sports tournaments to the city would be enhanced by starting a sports council. The council should be made up of representatives from the city, the YMCA, existing parent-run sports association, hotel owners, representatives from local golf courses, school officials and chamber representatives. By pooling the resources of the entire community, the city will be in a better position to attract larger tournaments that demand more fields and indoor space. A large volleyball tournament could be held if the entire gymnasium space in town were made available for the tournament. The same is true for sports fields or tennis courts.

Sports Leagues

The parks and recreation department should work closely with the sports leagues to maximize field use, and to ensure proper procedures for background checks, coaching training activities, etc. are being required. This training and oversight is a standard practice among departments around the country and certifies the city is protected from undesirable activities and/or employees.

Corporate Sponsorship

The city should seek out large companies or corporations located in the Prattville area for corporate sponsorship in exchange for naming rights and other partnerships at the facility. While the benefits include the monetary stream and the partnering opportunities with the corporate community, having a for-profit company listed on a public facility will require careful consideration.

Naming rights became prominent in the 1990s, when larger sports venues and cultural spaces were named after a company or individual. Many examples of successful ventures are known today, like Dick's Sporting Goods Park in Denver (home of the Colorado Rapids soccer team), the American Airlines Arena in Miami (home of the Miami Heat NBA team), and the multi-purpose American Airlines Center in Dallas.

Source: *The Current State of Sports Facility Naming Rights*

Public naming rights have been growing due to tighter agency budgets. The attraction of public venues is the varied tiers of naming rights that can be allowed. In a large sports complex for example, agencies can solicit naming rights for the entire facility for a prescribed amount of money or tailor it towards naming a locker room within the facility for a lesser fee. Refer to Section 6: Opinions of Cost and Funding Options for additional information.



Alternative Providers

In addition to the Department's partnerships, there are a number of alternative recreation providers in the area including private and non-profit organizations. These providers include private instructional facilities (e.g., martial arts, dance, gymnastics, etc.), youth non-profits and the local school district. These include, but are not limited to the following:

- Boys and Girls Club
- Private Instructional Facilities (dance schools, martial arts, gymnastics, etc.)
- Private Fitness Clubs
- Local Churches
- Private Schools
- Neighborhood/Homeowners Associations
- Prattville Country Club
- Prattville YMCA
- Robert Trent Jones Golf Trail Facilities

Alternative Provider Recommendations

The department must work to communicate and collaborate with these alternative providers in order to avoid duplication of services. At the same time, the department does not want to limit opportunities by cutting services just because another provider also offers the program. Maintaining an inventory of these providers' facilities is important as they might be able to help with special events and tournaments that require facilities the City currently does not offer. The golf courses have a lot of potential if the city were to sponsor an annual amateur golf tournament or host a tournament for a PGA professional who works in the state at other golf courses.

Volunteers

Of the 733 respondents to the online survey, 274 said they are willing to volunteer services in the city of Prattville, in some manner. That is a terrific sign and significant support group. Every little bit of effort nudges these programs in the right direction and helps them pick up momentum. Utilize social media, e-newsletter, churches and schools to recruit volunteers. Provide a dedicated staff person to organize and oversee volunteers as well as collect waivers from volunteers.

Tips for creating a successful volunteer program include establishing a reoccurring event each quarter, month, week, etc. such as Trail Work Day on the first Saturday of the month. Provide when and where information along with why, such as trail clearing work session. Let volunteers know the skill level and what to bring, such as "level easy, involves raking leaves and clipping small branches. Bring gloves, clippers, rakes." Most importantly, make it fun and provide giveaways from sponsors such as free food, water, t-shirts, etc. Remember to thank volunteers and document their time.



Staffing Levels

Prattville Parks and Recreation Department staffing levels are another key issue to expanding existing programs and providing new programs in the future. As of now, there are twelve full-time, two part-time and 42 seasonal staff members. Hiring additional staff will be a high priority in the short and long-term future. In the short-term, the department needs to hire staff specifically for programming. Popular programs could be offered if more staff was available. Investments in staff, equipment and new facilities are necessary to make the department's programs even better and to reach more of the Prattville population. The investment would be returned by an increase in program revenues. The increased revenues can be used to offset the costs associated with expanded and/or new programs. The Director and senior staff should regularly evaluate their current program offerings to determine which programs should be eliminated, as well as which should grow and what new programs should be offered. The next step is to determine what is needed (i.e., equipment, facilities, funding, staff, etc.) in order to expand or offer the new programs.

Recommendations Summary

There is a desire for recreation programming to be more broad-based rather than program-specific. Citizens and staff often express a need for more outdoor, environmental education programs and more activities for all age groups and abilities. Many of these programs are dependent upon facility renovations and new facility development. Although facility recommendations are discussed in another section, it is important to note that the development of new facilities will increase the potential programs that can be offered.

Development of New Programs

High Priority:

- Cultivate creek side activities. Encourage outfitters by working with them on parking locations, shuttles, restroom/locker facilities, and other supporting infrastructure.
- Develop individual-based walking and running programs by utilizing existing walking trails and sidewalks.
- Expand and develop adult programs such as arts and cooking, cultural programs, and adventure trips.
- Provide archery programs for youth.
- Work with YMCA on youth swim teams.
- Implement new programs and events within the framework of existing facilities as well as future developments.

Medium Priority:

- Develop new program activities such as zip lining and provide outdoor fitness programs.
- Provide youth opportunities for skating/skateboarding
- Work with the YMCA to provide youth sports camps



Program and Partnership Analysis

In order to provide more effective delivery of programs and services, some administrative procedures need to be reviewed and changed:

- Evaluate factors involved in providing services directly, as opposed to being merely a facilitator. These factors include officials, utilities, maintenance, equipment, supervisory personnel, among others.
- Increase partnerships with the public, private schools, and allied providers to deliver a wider variety of programming to the community. Develop a use agreement.
- Revisit contracts and rental agreements to be used between the Department and the groups/associations that use city facilities. The agreement form should ensure a more equitable relationship for the City, including financial arrangements.
- Track program participant satisfaction through user surveys or questionnaires completed at the end of each program.



5



FACILITY ASSESSMENTS

Section 5 | Facility Assessments

Park Classifications and Service Criteria

In 1995, the National Recreation and Parks Association (NRPA) published *Park, Open Space, and Greenway Guidelines* by James D. Mertes, Ph.D., CLP, and James R. Hall, CLP. The book outlined a template for typical park classifications, numbers of acres a system should have and recommended service levels based on population. Strictly intended as a guideline, the book does not take into account the unique character of a community. Local trends and popularity of some activities often dictate a greater need for particular facilities. The guidelines outlined in *Park, Open Space, and Greenway Guidelines* serve as a good baseline for determining a minimum standard. These guidelines, along with the community needs assessment, community input and comparisons to similar communities were used to develop service standards for Prattville. For public park providers, the guidelines suggest, “A park system, at a minimum, should be composed of a core system of park lands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population” (Mertes, 1995).

Critical to the service delivery system of any department is the provision of the four basic park categories: mini parks, neighborhood parks, community parks and regional parks. Beyond these four basic park types are special-use parks, natural areas/preserves, greenways, school parks and private parks/recreation facilities. Each is classified differently based upon the types of amenities, size, service area and how access is gained to the facility.

Park Classification

- Mini Parks – Example in Prattville: North Highland Park
- Neighborhood Parks – Example in Prattville: Bell Park
- Community Parks – Example in Prattville: Pratt Park
- Regional Parks – Example in Prattville: Cooters Pond
- Special Use – Example in Prattville: Way Off Broadway Theatre
- Sports Park – Example in Prattville: Whetstone Sports Complex
- Natural Resource Area/Preserve – Example in Prattville: Canoe take-out on Autauga Creek
- Greenways – Example in Prattville: the Autauga Creek Trail
- School Park – Example in Prattville: none

Table 5.1 provides a definition of each classification along with information on size and service criteria.



Table 5.1: Park Classifications with Service Criteria

Classification	Description	Desirable Size	Location Criteria
Mini-Park	Small parks with limited activity that should provide seating, landscape and possibly a playground, community garden or other passive recreation activities	5 acres or less 	¼ mile radius
Neighborhood Park	Area for more intense recreational activities, such as playing field, larger playgrounds, shelters, trails, swimming pools, restrooms, etc.	5-20 acres 	½ mile radius
Community Park	All-inclusive facility for recreation users that provides a mix of active and passive activities and attract users of all ages, from sports fields to a community center	20-75 acres 	1-3 mile radius
Regional Park	Unique outdoor recreation area with various amenities, which may include boating, fishing, swimming, camping, but may also be a water park, etc.	50-250 acres 	Varies
Special-Use Park	Special-use parks are designed to meet the needs of a specific user group, such as an aquatic center, golf course, zoo or a museum.	Varies	Varies
Sports Park	Sports parks are parks that are dominated by athletic facilities.	Varies	Varies
Natural Resource Area/Preserve	Land with natural resources, historic landscapes, visual beauty, bio-diversity, etc.	Varies	Varies
Greenways	Linear corridors that loop and/or link to other amenities	 50 ft wide	½ mile radius along path
School Park	Typically, found at middle and high schools with youth athletic fields that support team sports	Varies	Varies

Table adapted from Mertes, J.D. and J.R. Hall. Park, Open Space, and Greenway Guidelines. Alexandria, VA: National Recreation and Park Associations, 1995.

See Table 5.2: Facility Matrix for level of service.



Level of Service

Evaluating the level of service helps determine whether a recreational delivery system is meeting the needs of the population it serves. The analysis begins with a review of the existing facilities and level of service offered by a community. Table 5.2: Facility Matrix summarizes the inventory of critical facilities operated by the Prattville Parks and Recreation Department. The facilities inventory reveals that the department owns 17 separate park properties with a total acreage of approximately 320 acres.

Once the existing facilities inventory was completed, the planning team compared the overall number and types of facilities to standards based on NRPA and other guidelines. The NRPA standards are taken from the 1995 publication, *Park, Open Space, and Greenway Guidelines*. The standards have not been updated in many years and do not provide guidance on newer types of facilities such as skate parks. For these reasons, the planning team has developed standards specific to Prattville. These guidelines enable the planning team to detect where Prattville has a surplus or deficiency in a particular type of facility or service. While these standards provide guidance on the quantity of facilities, they should not be used indiscriminately and without understanding facility quality, location and other factors.

To reveal the surpluses and deficits of each facility, the planning team compared the existing facilities in Prattville to the recommended level of service. The planning team performed this analysis for both years in which population data is available, 2013 and (estimated) 2020. The following summarizes the results of these comparisons:

2013: Prattville has a deficit in several types of facilities:

- *Acreage*
- *Tennis*
- *Volleyball (outdoor)*
- *Football*
- *Soccer/Multi-use*
- *Running Track*
- *Trail System (mile)*
- *Swim Pool/Aquatics*
- *Skate Park*

2013: Prattville has a surplus in four types of facilities:

- *Baseball*
- *Playgrounds*
- *Pavilions*
- *Community Center*

Based on a moderate increase of the population by year 2020, the system has a similar deficit/surplus result the year 2014 (See Table 5.3: Level of Service for City Park Facilities).



While standards are good for planning, in order to determine demand, actual scheduling of facilities should be used as well. For example, if current sports fields are programmed at full capacity and there is a deficiency based on the desired level of service, that is a strong indicator additional sports fields are needed. In our recommendations, we also use the community needs assessment and public input to determine what facilities should be included in a long-range capital plan and considering facility maintenance requirements.

Table 5.3: Level of Service for City Park Facilities

Park Facilities	Level of Service Standard*	2014 Population	Level of Service	Existing Number of Prattville Park Acres and Facilities	Deficit/Surplus	2020 Population	Level of Service	Deficit/Surplus
		33,960				35,730		
Acreage	10.5/1,000		371	320.0	-51		375	-55
Outdoor Basketball	1/10,000		4	4	0		4	0
Tennis	1/2,000		18	5	-13		18	-13
Volleyball (outdoor)	1/10,000		4	0	-4		4	-4
Baseball/Softball	1/2,500		14	15	1		14	1
Football	1/20,000		2	1	-1		2	-1
Soccer/Multi-Use	1/2,500		14	9	-5		14	-5
Running Track	1/20,000		2	0	-2		2	-2
Trail System (mile)	1/3,000*		12	3	-9		12	-9
Playground	1/5,000		7	10	3		7	3
Community Center	1/50,000		1	1	0		1	0
Picnic Pavilion	1/5,000		7	11	4		7	4
Swim Pool/Aquatics	1/20,000		2	1	-1		2	-1
Skate Park	1/100,000*		1	0	-1		1	-1

**Standards developed by Lose & Associates based on NRPA standards, our research and input from the City of Prattville client team*

Population Data Source 2013: U.S. Bureau of the Census

Population estimate for 2020: Researchers' constant share methodology as defined in Section 2.

Although the chart indicates a number of deficits within the city of Prattville facilities, the Prattville YMCA has three locations that has several of the facilities. (The existing number of facilities that changed are in bold). After combining the YMCA facilities with the city's existing number, the following deficits currently exist:



2013: Deficits when including YMCA facilities:

- Tennis (-10)
- Volleyball (-4)
- Running Track (-2)
- Trail System (-5 miles)
- Skate Park (-1)

Table 5.4: YMCA and City Park Facilities Level of Service

Community Standards for Park Facilities	Community Level of Service	2014 Population	Community Level of Service	YMCA and City Park Acres and Facilities	Deficit/Surpluses	2020 Population	Community Level of Service	Deficit/Surplus
		33,960				35,730		
Acreage	10.5/1,000		371	342.0	-29		375	-33
Outdoor Basketball	1/10,000		4	4	0		4	0
Tennis	1/2,000		18	8	-10		18	-10
Volleyball (outdoor)	1/10,000		4	0	-4		4	-4
Baseball/Softball	1/2,500		14	15	1		14	1
Football	1/20,000		2	2	0		2	0
Soccer/Multi-Use	1/2,500		14	19	5		14	5
Running Track	1/20,000		2	0	-2		2	-2
Trail System (mile)	1/3,000*		12	7	-5		12	-5
Playground	1/5,000		7	14	7		7	7
Community Center	1/50,000		1	1	0		1	0
Picnic Pavilion	1/5,000		7	14	7		7	7
Swim Pool/Aquatics ¹	1/20,000		2	5	3		2	3
Skate Park	1/100,000*		1	0	-1		1	-1

**Standards developed by Lose & Associates based on NRPA standards, our research and input from the city of Prattville client team*

Population Data Source 2013: U.S. Bureau of the Census

Population estimate for 2020: Researchers' constant share methodology as defined in Section 2.

By comparing the two charts, it is clear that the YMCA plays a significant role as a park and recreation provider in the community. It is also important to mention that the YMCA charges a monthly fee as well as a joining fee. A household of two adults and dependents costs \$53 a month with a \$75 joining fee according to their website. These fees help the YMCA provide and maintain high quality facilities. Financial assistance is also available to those who qualify.



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Park Locations and Gap Analysis

Existing Park Locations

Development patterns in Prattville reflect a historic core with new commercial development around the interstate and major corridors. The majority of new residential development has occurred in the northeastern and southwestern sections of the city. Figure 5.1 shows the existing park locations within Prattville and population density obtained from the US Census Bureau.

Figure 5.1: Existing Parks

Gap Analysis

A gap analysis is an assessment of the service areas related to parks and its facilities to determine if there are areas of a community that are underserved. It identifies gaps in the overall service standard for each park category. The service area analysis begins by classifying existing parks using the NRPA park classifications (See Table 5.1: Park Classifications with Service Criteria). All existing parks were classified based on use patterns as well as size and NRPA standards. Service areas for each category are provided on Figure 5.2: Gap Analysis. Population density is also shown to determine if park development patterns are adequately meeting the need of the community.

Figure 5.2: Gap Analysis

Prattville is served by a wide variety of parks and park facilities, ranging from small neighborhood parks to Cooters Pond, which is a regional park. The age of the parks varies widely as many of the parks have been developed over time as the city has grown. The highest concentration of parks is located in and around the historic downtown and to the north central section of the city. In this section of the city, there is overlapping service between service areas of both community and neighborhood parks. The next best served area is a half-mile to a mile north and south of the East Main corridor between Highway 31 and Interstate 65. This area contains neighborhood parks that were established along with the development of subdivisions in this part of the city.

Areas to the east along the interstate are some of the least served sections of the city. Recent commercial development including hotels near the interstate could create more potential park and greenway users in this area. When evaluating population density, researchers found a lack of parks along the McQueen Smith Road (County Road 75) corridor. While several apartment complexes along this major road provide their residents with some amenities, such as a clubhouse and pool, city parks open to the public are needed as growth continues along this corridor. Another part of the underserved community is the area to the west and extreme southwestern sections of the City where lower residential populations currently exist.



Throughout the community meetings held during the development of the *Prattville Comprehensive Plan* (adopted January 21, 2010) and in recent public meetings as part of this study, the citizens have voiced a strong desire for additional parks and linear parks or greenways that link parks together. A separate greenway and bicycle master plan will be developed following this parks and recreation study. However, in order to analyze the service are of the parks and greenways, some preliminary routes have been recommended by this study and are shown along with existing and proposed parks on Figure 5.3: Proposed Parks and Greenways. The following is a summary of the recommended parks and greenways along with a map showing the services areas. These service areas (in yellow, red and blue) graphically show how the proposed parks and greenways address gaps in services.

Figure 5.3: Proposed Parks and Greenways

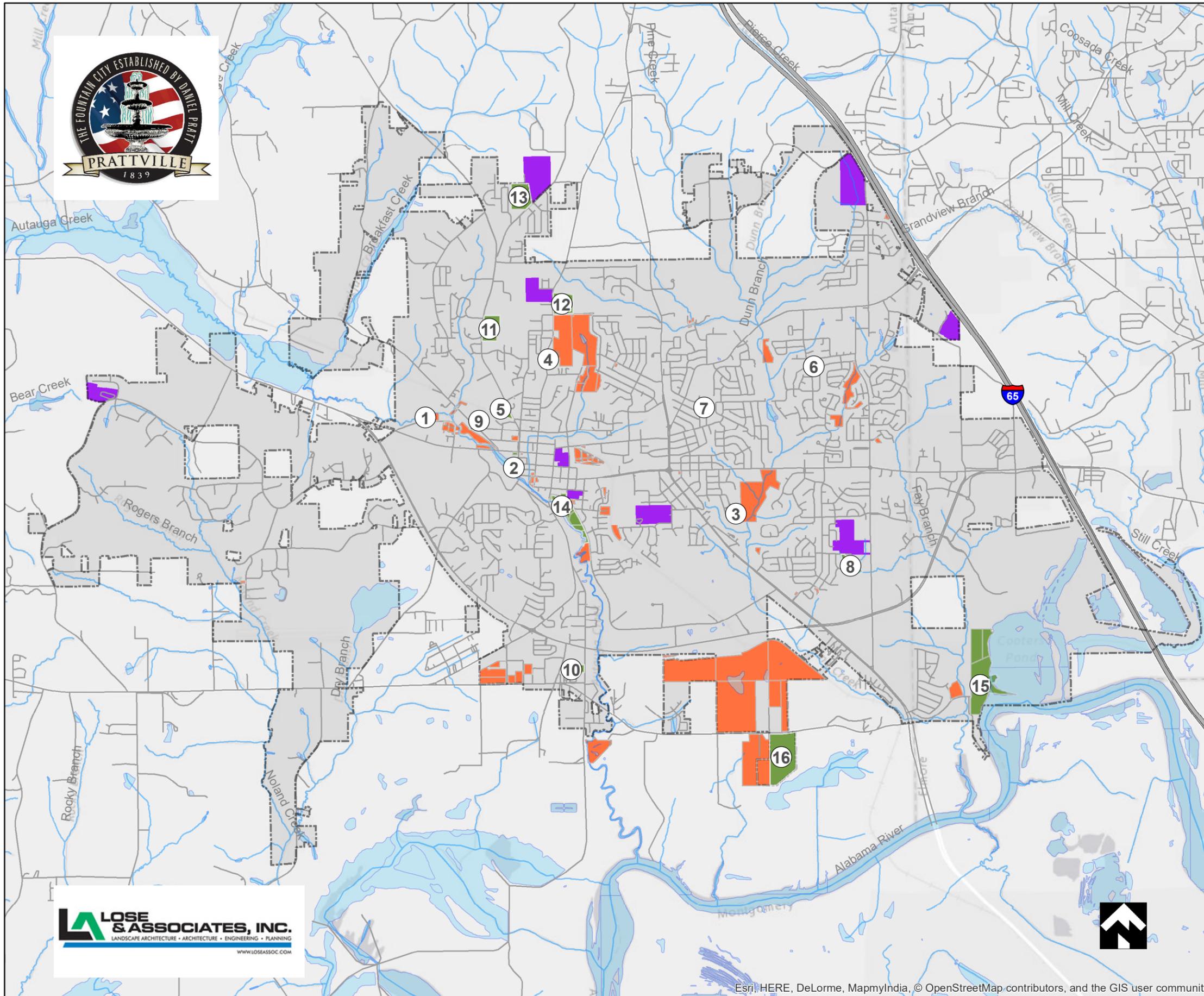
Figure 5.4: Proposed Parks and Greenways Service Area

Prattville is extremely fortunate to have a large number of creeks within the city and many of these creeks have wide floodplains, which have protected them from development. A quick assessment of these stream corridors reveals that many of the existing parks can be connected. In some of the proposed trail routes, the greenway will leave the creek corridor and go across upland farm property to make the connections. Other greenway corridors can follow major roadways and be developed inside existing right-of-ways or in newly acquired widened right-of-ways. Sidewalk and bicycle lanes will be needed in a few areas to complete the connections.

To provide improved access to parks, three new neighborhood parks and three new community parks are recommended. The neighborhood parks should be at least 10 acres in size and can function as greenway trailheads in addition to providing park amenities. The highest priority neighborhood park would be located in the northeast section of the city just north of the Highway 14 and Interstate 65 interchange. A community master planning process should be undertaken once a property is obtained by the city. The other two neighborhood parks are in areas with less development and would be a much lower priority.

To improve access to larger community parks, community parks are recommended on the east side of the city, between Highway 14 and East Main Street, on the new expansion of Old Farm Lane. There are several undeveloped parcels along this corridor. This park should feature a combination of sports fields, tennis courts, trails, and other traditional park amenities. A second community park is recommended for the west-central section of the city where new subdivisions are being developed. This community park should have more passive focus with a few active recreation amenities. A second dog park and walking trails should be developed at this park to preclude citizens on the western side of the city having to drive all the way to Cooters Pond.





**FIGURE 5.1
EXISTING PARKS**

LEGEND

- School Property
- City Parks
- City Owned Property
- ⋮ City Limits

MINI PARKS

1. Allenville Park- Undeveloped
2. Heritage Park
3. Kiwanis Park
4. North Highland Park

NEIGHBORHOOD PARKS

5. Bell Park
6. Jasmine Trail Park
7. Newton Park
8. Overlook Memorial Park
9. Spinners Park
10. Springhill Park
11. Wilderness Park

COMMUNITY PARKS

12. Mac Gray Park
13. Upper Kingston Park
14. Pratt Park
 - Stanley Jensen Stadium
 - Pratt Park Pool
 - Doster Memorial Comm. Ctr.
 - Gillespie Senior Ctr.

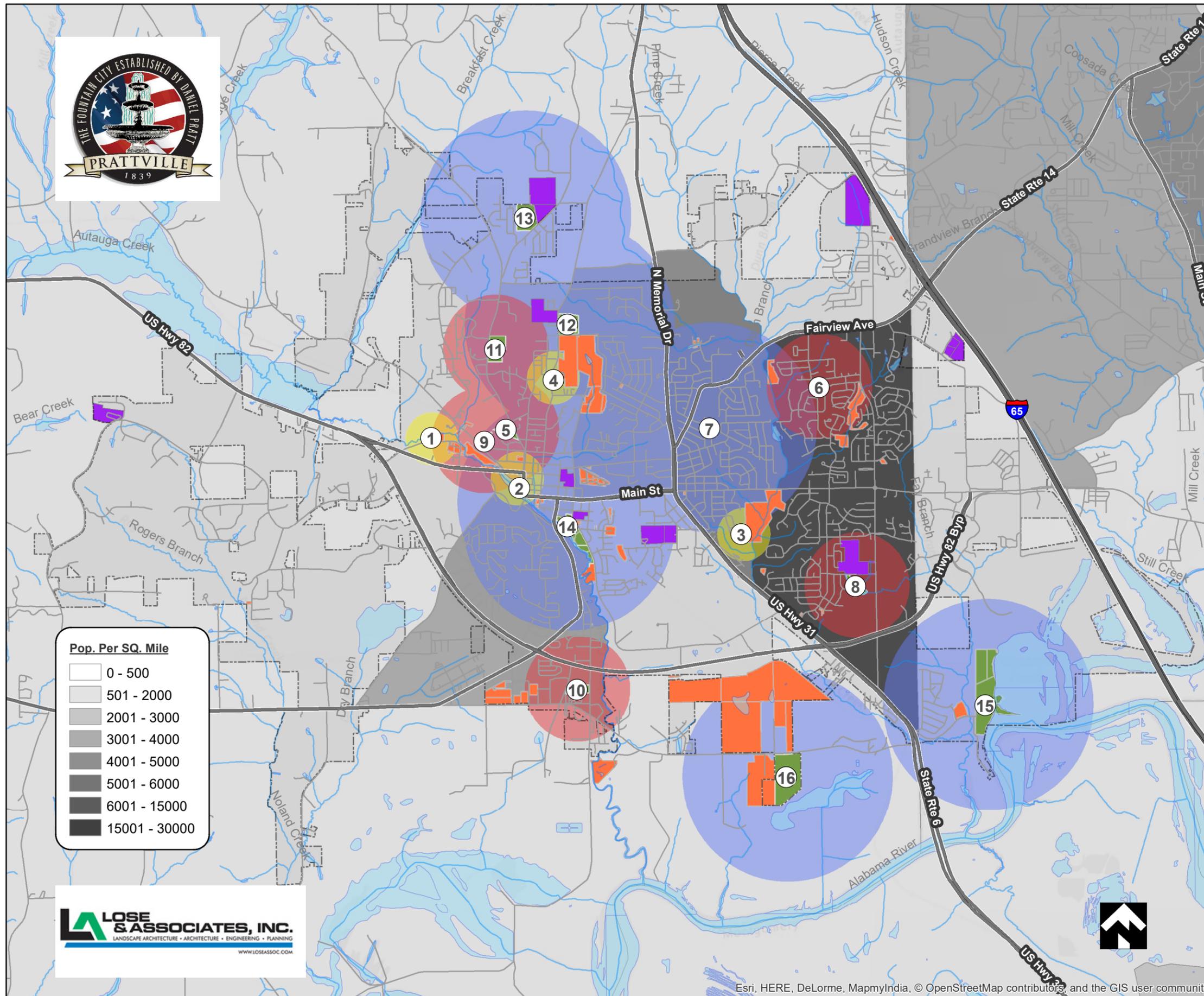
REGIONAL PARKS

15. Cooters Pond

SPORTS PARKS

16. Whetstone Sports Complex





**FIGURE 5.2
GAP ANALYSIS**

LEGEND

- School Property
- City Parks
- City Owned Property
- ▭ City Limits

1/4 M. MINI PARKS

1. Allenville Park- Undeveloped
2. Heritage Park
3. Kiwanis Park
4. North Highland Park

1/2 M. NEIGHBORHOOD PARKS

5. Bell Park
6. Jasmine Trail Park
7. Newton Park
8. Overlook Memorial Park
9. Spinners Park
10. Springhill Park
11. Wilderness Park

1 M. COMMUNITY PARKS

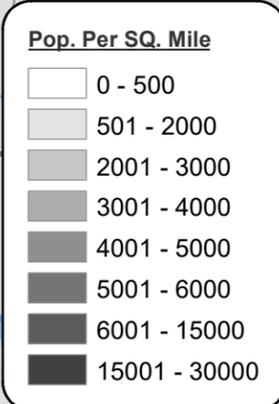
12. Mac Gray Park
13. Upper Kingston Park
14. Pratt Park
 - Stanley Jensen Stadium
 - Pratt Park Pool
 - Doster Memorial Comm. Ctr.
 - Gillespie Senior Ctr.

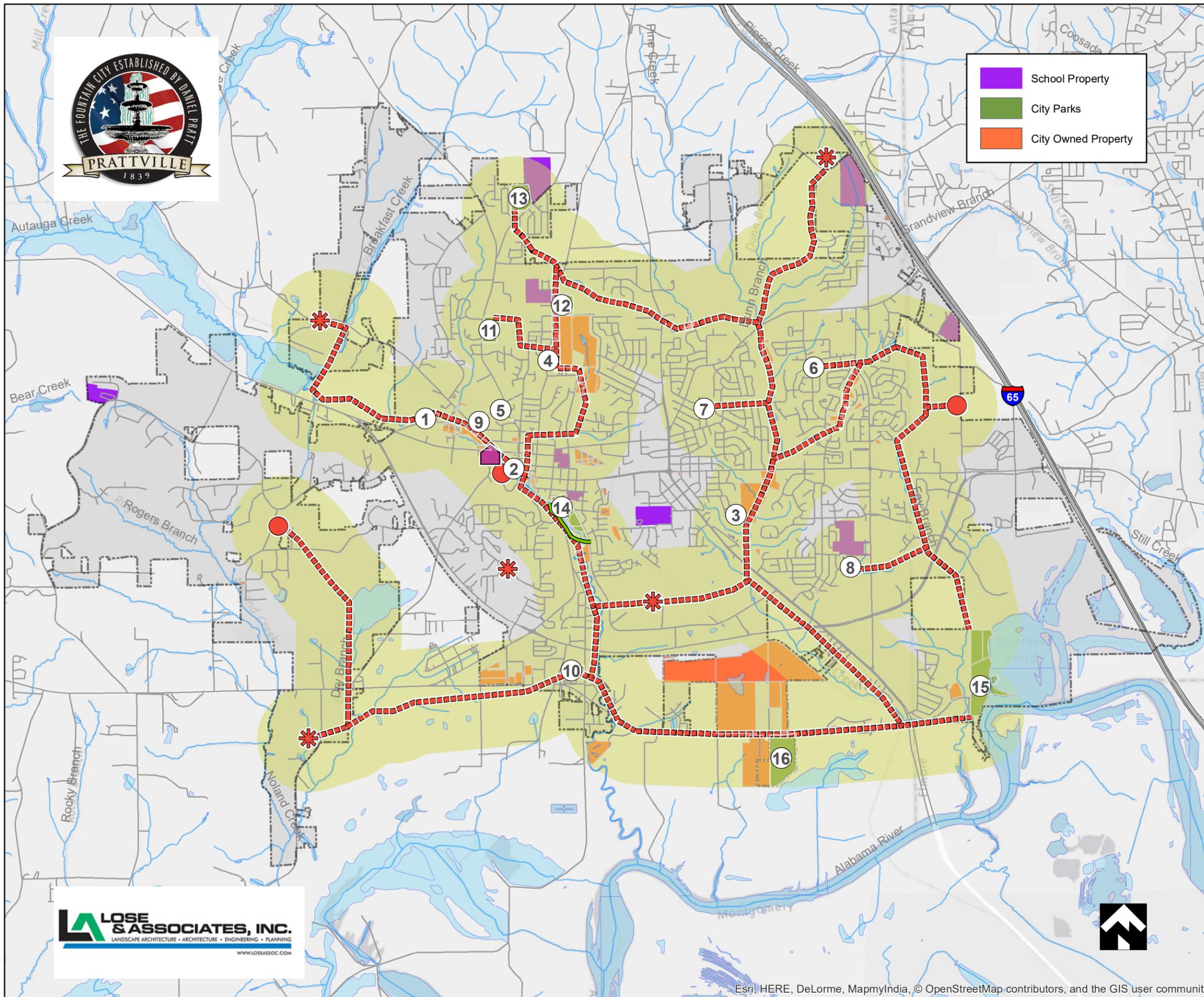
REGIONAL PARKS

15. Cooters Pond

SPORTS PARKS

16. Whetstone Sports Complex





**FIGURE 5.3
PROPOSED PARKS
AND GREENWAYS**

LEGEND

- Existing Greenway
- Proposed Community Center
- Proposed Community Parks
- Proposed Neighborhood Parks
- Proposed Greenway
- City Limits

1/2 M. GREENWAY SERVICE AREA

MINI PARKS

1. Allenville Park- Undeveloped
2. Heritage Park
3. Kiwanis Park
4. North Highland Park

NEIGHBORHOOD PARKS

5. Bell Park
6. Jasmine Trail Park
7. Newton Park
8. Overlook Memorial Park
9. Spinners Park
10. Springhill Park
11. Wilderness Park

COMMUNITY PARKS

12. Mac Gray Park
13. Upper Kingston Park
14. Pratt Park
 - Stanley Jensen Stadium
 - Pratt Park Pool
 - Doster Memorial Comm. Ctr.
 - Gillespie Senior Ctr.

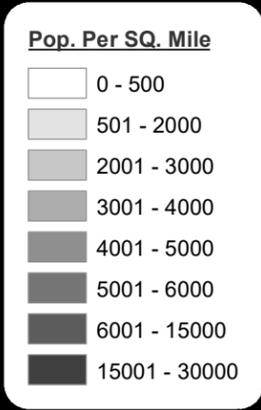
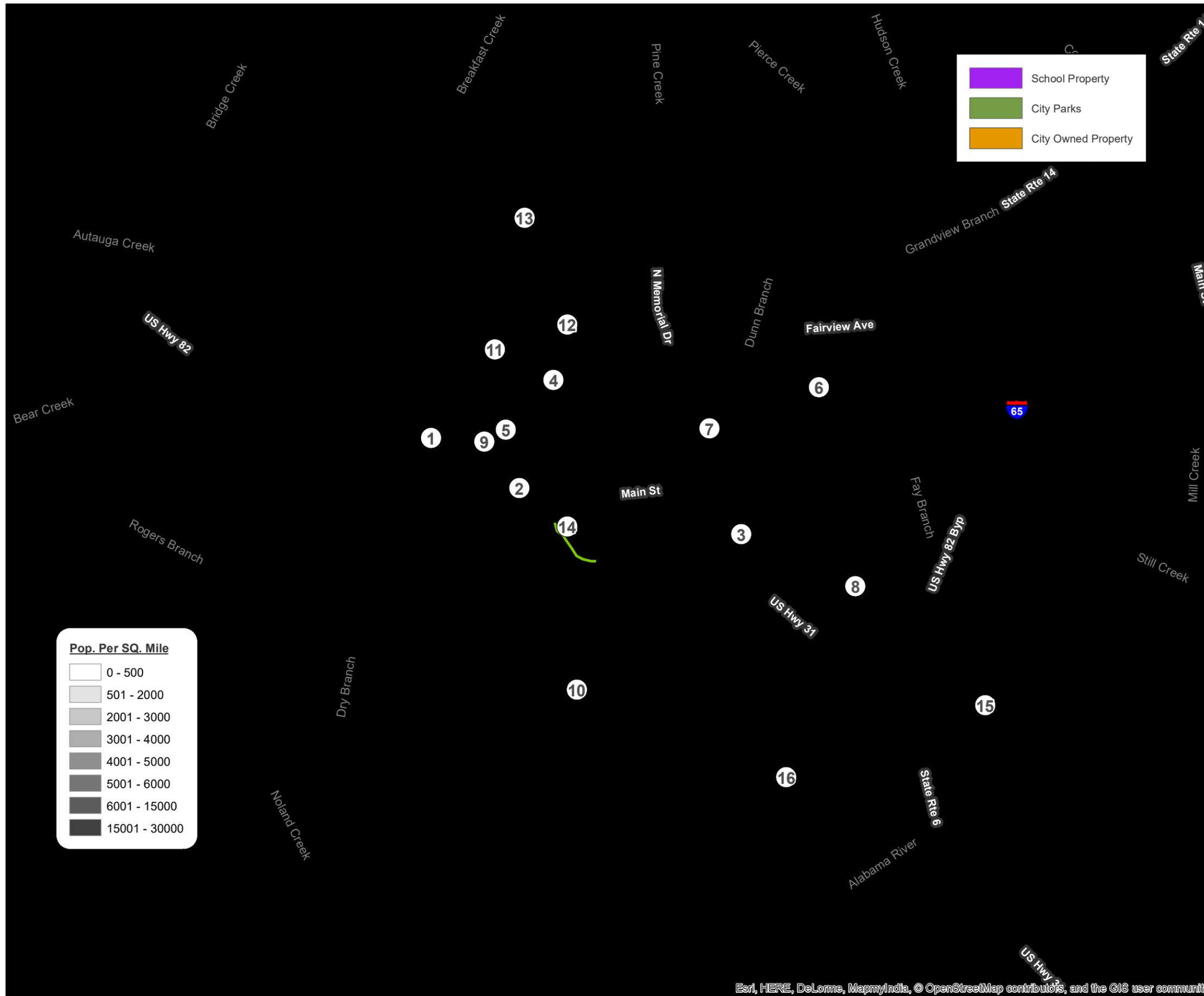
REGIONAL PARKS

15. Cooters Pond

SPORTS PARKS

16. Whetstone Sports Complex





**FIGURE 5.4
PROPOSED PARK AND
GREENWAY SERVICE AREA**

LEGEND

- Proposed Comm. Ctr.- 1
- Proposed Comm. Parks- 3
- Proposed Nghbrhd. Parks- 3
- Proposed Greenway
- Existing Greenway
- City Limits

1/2 M. GREENWAYS

1/4 M. MINI PARKS

1. Allenville Park- Undeveloped
2. Heritage Park
3. Kiwanis Park
4. North Highland Park

1/2 M. NEIGHBORHOOD PARKS

5. Bell Park
6. Jasmine Trail Park
7. Newton Park
8. Overlook Memorial Park
9. Spinners Park
10. Springhill Park
11. Wilderness Park

1 M. COMMUNITY PARKS

12. Mac Gray Park
13. Upper Kingston Park
14. Pratt Park
 - Stanley Jensen Stadium
 - Pratt Park Pool
 - Doster Memorial Comm. Ctr.
 - Gillespie Senior Ctr.

REGIONAL PARKS

15. Cooters Pond

SPORTS PARKS

16. Whetstone Sports Complex



The third new community park would be developed in the heart of downtown. At this park, a new community center could be developed to provide citizens with needed indoor programming and flex space. It also should provide a large outdoor gathering or amphitheater space for special events. This community park could also serve as destination facility that will help attract more activities to the historic downtown. It will be served by the existing Autauga Creek river walk, which can be expanded to provide a loop around the lake. Greenways developed along Autauga Creek will link this park to neighborhoods across the city.

With the development of these new parks, greenways and repurposing of some of the older parks and trails, the entire community will have much better access to recreation opportunities. For more information on specific suggestions, refer to the recommendations for each park later in this section.

Community Open Space Provisions

Other factors that can impact the delivery of parks and recreation services and the provision for greenways and open space in the community are the requirements associated with land development within a community. Across the country, we find a broad range of community zoning and open space standards. Some communities have strict requirements for funding park development, which range from setting aside land for public parks to paying fees that help construct parks. Several rapidly growing communities have charged park impact fees in an effort to keep pace with the growth, while others have used a less clear-cut approach and have negotiated with landholders and developers to acquire parkland.

Open space requirements are beneficial in offsetting the impact of new development on the park system. Many communities have established detailed requirements that look at the total recreational needs of a community, other than those that can be met on site by each individual development. Prattville's existing regulations do not include any mandatory open space requirements or regulatory fees to promote the development of new parks. The city should look at adopting open space provisions that apply to new development similar to those of other cities. In the municipal code, the city could require a park dedication with an option to pay a fee, in lieu of dedicating the land. The open space dedication takes into account the facilities that would normally be found in both neighborhood and community parks. This dedication is conducted by keeping an inventory of current facilities on an annual basis and developing level of service ratio on a per capita basis. The better ordinances seek to balance the dedication of land that is provided in the community where the development is occurring, or at the nearest community park that will actually serve the development. In a city like Prattville, a fee in-lieu-of arrangement would be a beneficial alternative to address the impact of new development. The money collected could then be used to upgrade or add facilities at one of the existing community parks to meet sport field needs and programming space. The Town of Collierville, Tennessee, has an effective ordinance for both parkland and greenways tied to new development that would be a good example to review if the city decides to pursue



Facility Assessment

parkland dedication requirements. Another city with a good regulatory process is Fayetteville, Arkansas. These fees have helped both of these cities develop extensive greenway systems and new parks.



General Park Condition, Assessments and Recommendations

Although specific needs vary between parks, issues found to be consistent throughout Prattville's system were revealed following the completion of evaluations on each of the city's park sites. The parks conditions varied widely with Pratt Park being one of the better maintained parks, and North Highland Park and Spinners Park being two of the oldest parks in most need of renovation. Newton Park, which serves as the girls' softball complex, is in need of total replacement. Common condition issues are listed below followed by individual park assessments. Within each review, items may be listed in good, fair or poor condition. In "good" condition means either items are new or require little maintenance or repairs. Items listed in "fair" condition are still functional, but require maintenance to ensure their use throughout the life of the master plan. Items listed in "poor" condition will require replacement during the span of this master plan. Keep in mind that many of the issues below are commonly found in most parks around the country.

Americans with Disabilities Act Requirements

The United States Access Board is responsible for development of the ADA Accessibility Guidelines (ADAAG) access requirements of all buildings and facilities. Parks fall under these requirements and unobstructed access routes of 36" wide are required for all facilities within a park. For the most part, Prattville parks do not meet these requirements. There are some facilities in the parks that are connected by sidewalks or pathways to the parking lot but within these parks there are many items that are not connected. Bringing all parks into compliance with the ADAAG requirements should be a high priority for the city.

Some of the common access issues are listed below.

- Many of the restrooms doors swing in the wrong direction and do not provide a clear 36" pathway into the restrooms.
- Many of the restroom stalls are too small.
- Hard surface pathways are not provided from handicap parking spaces to fields and other facilities.
- Many of the restroom fixtures and paper towel dispensers are not installed at the proper height to meet ADA requirements.
- Restroom lights did not operate properly.
- Pavilions, benches and picnic tables were not connected by paved walkways.
- Many parks lack ramps to provide the required ADA access route to facilities.
- Lack of marked handicap seating areas at ball fields.
- Pathways exceed the maximum allowable slope of 5% without providing landings every 30 feet as required by ADA.



In the assessment of each park in this chapter, many of the non-compliance issues are identified; however not all items are listed. It is important that a more detailed analysis be conducted of each park and immediate measures be taken to bring the parks into compliance. Researchers recommend ADA training for management employees to help them better understand the federal requirements. Additionally, researchers recommend having an ADA event coordinator on staff, who can provide information about accommodation, participation, advanced ticketing and seating for parks and for city-sponsored events.

Playground Surfacing

The mulch material used in the playgrounds does not appear to meet the required playground safety standards for mulched playground surfaces. The mulch appears to be pine nuggets and playground mulch should be an engineered blend with specific sized chips. The depth of the mulch must also vary based on the height of the playground equipment to meet required fall zone standards. The mulch should be inspected and maintained on a daily basis to prevent hazards from occurring particularly under swings. As playgrounds are added to the system and older equipment is updated, researchers recommend using poured-in-place rubber surfacing. While it has a high initial cost, it has a lower maintenance cost and eliminates the need for annual material costs required with a wood chip surface.

At least one member of the park staff should maintain a playground safety certification (Certified Playground Safety Inspector, CPSI) to monitor playground conditions.

Playground Equipment

Playground equipment throughout the park system ranges from new equipment to equipment that is over 20 years old. Most of the playground equipment regardless of age was in good condition. In many of the parks, individual play structures are placed in mulched areas independent from other equipment. The result of the individual equipment placement is increased turf maintenance to edge all the timbers that retain the mulch. Strong consideration should be given to consolidating play equipment into large groupings of equipment with a proper edging system and mulch that meets playground safety standards.

Playground Edging

Most of the playgrounds in the parks have timber edging to retain the mulch. Many of the timbers are in poor condition and they are not ADA compliant. These timbers should be replaced with an edging material that is more durable and that creates less maintenance and provides ADA access.

Electrical Hazards

Throughout the park systems, there are electrical components that are damaged, unprotected and installed at locations that create potential hazards for park users. In some



locations, it appears that old or unused electrical devices have not been removed from the parks when they are no longer being used. Outlets should be replaced with tamper resistant receptacles and have covers.

Electrical devices, other than outlets to be used by the public, should be installed in secure locations and/or at a minimum height of 10' above grade.

Building Maintenance

During the park assessments, researchers noted many issues with the conditions of buildings throughout the park system.

Condition issues that were common throughout include:

- Roofs that need to be replaced
- Buildings that need to be painted
- Buildings with rotted wood that needs to be replaced
- Building with damaged walls that need to be repaired
- Restroom buildings that need to be torn down and replaced
- Damaged brick that needs to be repaired
- Floor surfaces that need to be repaired
- Restrooms fixtures that need to be replaced
- Buildings that are not connected to a paved pathway

Sport Field Chain-Link Fencing

Throughout the parks and particularly at the older parks, there is old chain-link fencing around sports fields that are no longer used as game facilities. All of this fencing is in poor condition and should be removed from the parks as the fencing is creating safety hazards and is unsightly.

Fencing at ball fields, which is still in use, is also in disrepair. Common fencing issues include the following:

- Line poles that are separated from the end cap where they are joined to post
- Damaged backstops
- Missing bottom rails
- Fencing that is curling up at the ground
- Gates with no latches

Sports Field Lighting

Most of the light poles for sports lighting in the parks are wooden poles. Many of these poles are old and in need of replacement. At some of the older sports fields that are used for practice, the poles are creating safety hazards due to their condition. Strong consideration should be given as to which practice fields will be lit and at those locations new poles should be installed. At older fields that will not be lit, the poles should be removed along with the electrical service to the poles.



Turf Maintenance

The level of turf maintenance varies widely throughout the park system. Most of the sports fields used for games have high quality turf. Outside of the game fields, the turf ranges from fair to poor quality. Many areas with heavy shade have no grass at all. A better turf management program should be developed and implemented throughout the park system.

Court Surfacing

The best court surfaces are found at Newton Park. The poorest courts are at North Highland Park. While Newton Park is better, the courts are developing cracks and holding water in numerous locations. These issues will require significant repairs the next time the courts are resurfaced. The courts at North Highland and the associated walls are in poor condition and replacement should be considered for these courts.

Site Improvements and Facility Standards

Many site improvements elements in the parks, such as site furnishings, sidewalks and signage, are in disrepair and in need of replacement. A common element in the parks is the presence of older picnic tables and benches that need to be removed from the parks. Other parks have concrete stairs and sidewalks that need to be replaced. Many of the pavilions are in need of repairs. Many bleacher sets are not properly secured and are missing end caps.

When designing improvements and developing future parks, Prattville parks would benefit from an overall unified look that can be achieved through the use of standard signage, site furnishings, and architectural materials. A standard signage and site furnishings palette would create a consistent look and ease maintenance coordination. A unified site furnishings package, including commercial-grade trash receptacles, tables and benches, standardized fencing materials, water fountains, street and security light fixtures, internal park signage and other common site equipment, should be established. The basis for creating a strong park facility image is the utilization of design guidelines and standards that allow a visitor to identify a park immediately by the elements that are present there. Development of a set of facility design standards is highly recommended.

Signage

A signage program is needed throughout the park system. This program will help to identify different facilities within the parks, direct users within larger parks and provide other valuable information in a consistent style. Regulatory signs, rules signs, etc. have been placed over many years as the parks have developed. A signage program should evaluate the existing signs, placement and resolve any potentially conflicting information.

Directional signage, entry/identification signage and signs within parks are critical elements. Directional signs locating parks should be placed along major thoroughfares to alert potential



users to the presence of a park in the vicinity. Park sign programs can be implemented into an existing community-wide wayfinding programs or as an independent program.

Many of the park entry/identification signs are in bad condition, and in some cases, they do not exist. The wooden signage is at the end of its life cycle and needs replacing throughout the parks. Within the parks, there is also a major deficiency in signage. The larger parks should have wayfinding maps and directional signs near parking areas to guide users to individual park facilities. Consistency in signage styles and materials should also be applied to the parks' internal signage. This helps reinforce a park's identity as a Prattville facility, and reduces maintenance costs by standardizing the equipment and materials used to install and maintain the signs.

Researchers recommend developing standard signage types for park entry/identification signs (large and small), directional and informational signs, and interpretive and regulatory signs. Providing a standard style of signage for every type of sign in the park will help strengthen the identity of the department's park system.

Drainage and Erosion Control

Many of the parks have drainage and erosion control issues, which are creating maintenance issues and are distracting from the visual appearance of the parks. In some locations, ditches lack headwalls and there is erosion occurring at the entrance and exit of the pipes. Other problem areas are sloping embankments in the parks and damage to turf where maintenance crews and/or others are driving in the parks.

Fencing Standard

From visiting the parks and discussing with city staff, researchers know there is an issue with unauthorized vehicles driving throughout the parks. While there are various solutions, such as boulders, rounded wood bollards, etc., the planning team recommends establishing a standard method using the black posts and chain found at the Farmers Market at the Grove. The black posts harken back to the city's iconic cast iron fountain and help visitors identify city parks. The fencing provides a relatively low cost solution but staff still may need assistance from law enforcement to address this systemic issue at the parks.



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Park Development Priorities

The planning team has prioritized the projects recommended throughout this master plan. For a detailed phasing of these projects, including opinions of cost and the year in which they should be implemented (Refer to Section 6: Budget Analysis and Funding Options).

Tier One Priorities

Tier One Priorities are the actions that should be taken and the park projects that should be funded in the next 24 months. Many of the projects listed in Tier One are additional studies on existing facilities that are needed to determine which existing facilities should be renovated and which one should be removed.

- Develop a prioritized capital plan and funding mechanism for implementation.
- Determine the method of funding that will be used and take the necessary steps to put the funding in place.
- Secure funding for capital plan.
- Begin ADA improvements throughout the parks and begin replacements.
- Remove old playground equipment in all parks and bring all playgrounds into ADA and safety surface compliance.
- Begin redevelopment of all parks by removing unnecessary chain-link fences in parks.
- Irrigate all soccer fields and begin a turf management program to improve the playing surface of the fields.
- Develop a redevelopment master plan for Mac Gray, North Highland, Newton and Pratt Park.
- Acquire a new community park property along the Old Farm Lane/US 82 corridor.
- Develop a master plan for a new community park with sports fields and a multi-purpose civic center along the Old Farm Lane/US 82 corridor.
- Renovate Doster Community Center. Add more programming rooms and facilities for after-school and summer camp programs including a gym space.
- Do a complete renovation of Pratt Park swimming pool and build a new locker room complex. Consider adding a bubble over the pool to allow year round use.
- Develop a greenway loop from Pratt Park around the cotton gin mill property.
- Develop all recommended design standard documents including standardized signage for all parks. Develop a program and schematic design plans for a new multi-purpose civic center with rental space, programming rooms and a gymnasium.
- Develop a master plan for a new community park along Old Ridge Road.
- Develop plan to begin restroom replacements in the parks and at the stadium.
- Work with the school system and develop a long-range plan for renovation of the stadium.



- Identify practice field sites and construct multi-purpose practice fields throughout the city.
- Develop a marina feasibility study for Cooters Pond.

Tier Two Priorities

Tier Two Priorities are projects to be completed in months 25-60 following adoption of this master plan. Begin redevelopment of parks per the capital plan.

- Continue restrooms replacements throughout the park system.
- Begin construction of new community park on the Old Farm Lane/US 82 corridor.
- Begin park renovations at Cooters Pond, Pratt Park, North Highland, Mac Gray and Newton Park.
- Continue ADA and playground safety improvements throughout the parks.
- Continue to add greenway segments throughout the city.
- Acquire property and begin developing a neighborhood park along Old Ridge Road.
- Complete stadium renovations.

Tier Three Priorities

Tier Three Priorities are projects to be completed in months 61-120 following adoption of this master plan.

- Continue park renovations per the capital plan.
- Continue greenway development per the capital plan.
- Continue to acquire land for additional neighborhood and community parks.
- Update Parks and Recreation Capital Plan.



6



OPINIONS OF PROBABLE COST & FUNDING OPTIONS

Section 6 | Budget Analysis and Funding Options

Budget Analysis

It is often difficult for a community to determine if the level of funding they are providing to operate a parks and recreation department is consistent with other communities around the state or the country. Often communities recognize that some other departments have higher quality facilities or offer more programs, but without direct spending comparison a community may not be able to determine if it's funding alone that sets the communities apart. Prattville should find these spending variances by looking at other communities, and drawing direct comparisons in terms of per capita spending, and spending as a portion of the total City budget.

During the interview process and public input process of this planning effort, several communities in the state were identified as high performing departments that should be used as benchmark communities. In addition, we have compared Prattville to the last two winners of the National Recreation and Parks Association Gold Medal Award as the best parks and recreation agency in the country. Benchmark communities are as follows:

Table 6.1: Population by Community

Community	Population 2014
Prattville, AL	35,317
Cullman, AL	15,145
Dothan, AL	68,409
Opelika, AL	29,171
Auburn, AL	60,258
Westerville, OH	37,667
Kettering, OH	55,705

Source: US Census Bureau Quickfacts 2014 Estimates

A review of the population reveals that Cullman, Alabama is the smallest of the comparison cities and that Dothan, Alabama is the largest. Westerville, Ohio is the closest in population size to Prattville with just over 2,000 more residents. Prattville, while smaller than Westerville, has substantially larger total city budget of \$46,123,900 compared to \$32,496,400. On a per capita basis, Prattville is spending \$1,306 per resident for all city services, while Westerville is spending \$865. This per capita spending comparison



illustrates a higher cost of services in Prattville, but what is more important to this study is the per capita spending on parks and recreation directly.

Spending as Percentage of Total Budget

Table 6.2 compares the fiscal year 2014 or fiscal year 2015 operating budgets from the benchmark communities. The fiscal year 2015 operating budget for the parks and recreation department in Prattville, along with maintenance personnel from other divisions that assist the parks and recreation department, is \$1,350,000. A comparison to the funding levels of the benchmark communities reveals that total spending for parks and recreation in Prattville is significantly lower. Westerville, which has the closest population to Prattville spends almost four times as much on parks and recreation than Prattville, yet its total per capita spending per resident for all city services is much lower than Prattville. Cullman, with a population half the size of Prattville, is spending two times as much on parks and recreation.

While total funding shows some big difference from community to community, what is more important is to look at funding for parks and recreation as a percentage of the total city budget. As the table illustrates, Prattville has the lowest percentage of funding for parks and recreation of all the cities. Auburn, which has the lowest of all the comparison cities, has almost double the percentage of dedicated park funding when compared to Prattville.

Table 6.2: Percentage of Total Budget

City	Total spending on parks	Total budget	% of total budget
Prattville, AL	\$1,350,000	\$46,123,900	2.9%
Cullman, AL	\$6,500,000*	\$31,924,788*	20.4%
Dothan, AL	\$7,196,984	\$84,009,353	8.5%
Opelika, AL	\$6,280,096	\$48,901,960	12.8%
Auburn, AL	\$5,576,556	\$113,555,449	4.9%
Westerville, OH	\$5,139,340	\$32,496,400	15.8%
Kettering, OH	\$10,333,300	\$67,047,410	15.4%

Source: Financial statements from corresponding city's official website. Note: 3.5 million from fundraising, fees and other sources.

The average spending level for the six comparison communities is 13%, which is over 4 times the level of funding in Prattville. These funding levels clearly illustrate the need for higher funding levels for parks and recreation facilities in Prattville, if the quality of facilities and programs is to improve. Dothan and Cullman were both mentioned in the Steering Committee workshop as communities that have high-level facilities and programs. They are both funding their parks and recreation programs at a much higher level, and this allows them to offer many tournament facilities that bring visitors to their cities and provides citizens with a wide variety of quality facilities. Opelika has the highest funding level of the in-state cities and it is not far behind the two gold medal winning cities. Clearly if Prattville



wants to have one of the top agencies in the state or country, a larger percentage of the total budget or new funding sources will have to be dedicated to parks.

Per Capita Spending

The per capita expense for parks and recreation is a standard benchmark statistic for comparing and analyzing the level of a community’s investment in parks and recreation. In the community survey, 74% of the respondents indicated that they would be willing to provide some type of financial support for improved park maintenance and recreation services, with only 26% unwilling to provide any support.

In looking at per capita spending found in Table 6.3, we see Prattville is lagging well behind the comparison cities. Auburn, which is spending just under \$100.00 per capita, is the lowest of the Alabama agencies at \$92.54. If Prattville were to spend \$100.00 per capita, it would increase the budget to over 3.5 million per year. This amount would still be below the average spending of the benchmark cities, which is set at an average per capita spending of \$151.11.

Table 6.3: Per Capita Spending

City	Per Capita Spending
Prattville, AL	\$38.23
Cullman, AL	\$171.67
Dothan, AL	\$105.21
Opelika, AL	\$215.29
Auburn, AL	\$92.54
Westerville, OH	\$136.44
Kettering, OH	\$185.50

Source: US Census Bureau Quickfacts 2014 estimates and financial statements from corresponding city's official website.

Another comparison we can draw on is the database maintained by the National Recreation and Parks Association known as the Park and Recreation Operating Ratio and Geographic Information System (PRORAGIS). In its most recent publication, PRORAGIS reported a median operation expense per capita of \$77.00 for the 500 recreation agencies that have submitted data. If Prattville were to increase funding to this national average, it would increase the budget to just over 2.7 million per year.

Self-Generated Revenue

Parks and recreation departments around the country continue to adapt to changing funding levels for the general fund. Many agencies across the country generate a large portion of their operating budgets through fees and charges. While revenues collected by



cities for parks and recreation services are not typically applied directly to the parks and recreation budget, they are viewed as an offset to the cost of operating the department. Table 6.4 shows the sources and percentages of direct revenue generated as profiled and compiled in PRORAGIS.

Table 6.4 Parks and Recreation Direct Sources of Revenue

Sources of Direct Revenue	% of Total
Programs and class fees and charges	44.49%
Facility entry fees/memberships	22.59%
Facility rentals	16.15%
Other	9.9%
Concessions, resale items	4.83%
Facility or property leases	1.97%
Sale of real property	0.06%

Source: NRPA PRORAGIS 2014 National Database Report, Page 9

Although not included in the PRORAGIS database, sponsorships for teams, programs and facilities (naming rights), and grants are also important revenue sources that should not be excluded in the Revenue Recovery Rate calculation.

Notice that facility rentals are the third highest revenue generator. Currently, the Doster Memorial Community Center is the primary rental facility in the department. Rental rates have not been raised in many years at the center in part because the condition of the center is poor. The center is nearly 40 years old and if it is to be the primary revenue generator for the department it needs to be modernized and brought up to a much higher standard.

The stadium is another potential source for revenue generation. Each time a group uses the city-owned stadium, city crews must clean and prepare the stadium. Water, sewer and electricity cost are incurred. The city should establish a fee schedule that is based on actual cost and charge each group appropriately. These fees can then be used to help offset the cost of maintaining and operating the stadium.

All high-performing recreation agencies have a good mix of revenue generating facilities. These include community centers, sports complexes, aquatic and wellness centers, pavilions and other programming space. As of now, Prattville lacks indoor programming space that would allow for a wider variety of programs and events, which would generate revenue for the department.



Funding Opportunities

Generating funding to make improvement to the infrastructure of a parks and recreation department is always one of the challenges. During the Steering Committee workshop, the committee discussed potential funding sources to make improvements to existing parks, and to develop new facilities. Below is a list of the funding methods discussed:

- Naming rights
- Increased program and rental fees
- Grants
- Increase dedicated general funds going to parks
- Dedicated general funds going to parks
- Impact Fees
- Partnerships
- Increase property tax
- Bonds
- Conduct more revenue generating programs and tournaments
- Increase ad valorem tied to specific capital investments

This list illustrates that there are many funding tools available to the city. Going forward the city will have to use a combination of these tools to improve the delivery of recreation services and opportunities in Prattville. Due to the age of many of the facilities, it will take millions of dollars in new funding to renovate or replace them. The need for all new parks to serve underserved areas of the city will also take millions of dollars to complete new projects. Additional discussion on funding is provided on the following pages.

Traditional Primary Funding Methods

General Obligation Bonds

General obligation bonds are funds that are borrowed at a low interest rate that allow communities to complete large capital projects and then repay the debt over a long period of time. The value of this approach is that projects are built and used by the community over the payback period rather than having to wait many years to save the money to fund the new facility or increase the property tax rate in order to cover costs to build the new facility. If new funding would be needed to cover the debt service on a bond, then the city could do a small millage increase and use the new funds to cover bond payments. A one mill increase of the property tax in Prattville would generate approximately \$350,000. This funding can be combined with other funding, such as the new hotel tax to retire the bond. Interest rates are historically low at this time, so a bond program would be a good choice to fund larger projects.



User Fees

User fees assessed by parks and recreation agencies are wide and variable. Fees can be charged for facility maintenance and added to program registrations or for park access that is charged on a daily or annual basis. Other user fees include memberships to special facilities and centers, and program fees charged for instructional programs. The combination of these fees can be a major revenue generator for the city.

Program user fees are a collection of entry fees and program registrations. Funds collected are primarily used to offset operating expenses to provide services to Prattville citizens. Current program fees and revenue generation have not been a major focus for the department. As the transition of the department continues, this should be viewed differently. In interviews and the Steering Committee workshop, it was noted that fees for programs and rentals are too low. The department should evaluate all fees and development of a fees and charges policy that is updated every year based on true cost services. Several examples of how fees could impact funding for new development are provided below.

Non-Resident Fees

Currently, non-resident fees are not being charged by the city. Non-resident fees are charged to facility users who do not reside within the city limits of a community. An example would be charging a non-resident fee at a swimming pool. Residents pay a set fee, and non-residents pay a higher fee. Moving forward, the city should assess facilities and programs and determine at which ones it would be best to charge non-resident fees. Facilities that require higher levels of maintenance, such as dog parks, pools and sports fields are the type of facilities where non-resident fees should be charged. The same would apply to rental fees for all facilities.

Dedicated Millage

As stated in the general obligation bond discussion, the combination of a millage and borrowed funds would allow the funding of large projects quickly. A dedicated millage could be earmarked for repayment of a city bond program that includes park projects. As the city looks at roads and other community needs, it is clear that a bond program backed by dedicated millage is the most feasible alternative. By dedicating a millage for recreation, the city would create a dedicated funding source and know from year to year what funds would be available for debt service and operations of the Parks and Recreation Department.

The city has one of the lowest property tax rates in the state and has not had a property tax increase for a number of years. Based on the large funding needs of the city, this is by far the most feasible means of funding projects to update many aged facilities.



Regulatory Funding or Development Sources

Many city governments employ regulatory means to aid the development of parks and greenways across the country. In the case of parks, land set aside, or a fee in lieu of land set aside, is common and would provide either needed park land or funds for acquisition of park land. As discussed in *Section 5: Facility Assessment, Community Open Space Provisions* (page 5.9), a mandatory park land dedication or fee in lieu of dedication is recommended to be added to the Prattville Zoning Code, in order to gain more public park land to offset the impacts of residential development in the city.

Right-of-Way or Greenway Easement Dedication

Another missing tool in Prattville is mandatory right-of-way (R.O.W) dedication for multi-use greenway development outside of the roadway system. As new developments are planned along proposed greenways in Prattville, there is no provision for the mandatory dedication of right-of-ways or greenway easements for the multi-use greenways recommended in this master plan and subsequent master plans. These non-road routes are equally important to the development of a comprehensive greenway system; therefore, the mandatory dedication of R.O.W. or easements should be explored by the city's planning staff. While this will not aid in building greenways in previously developed sections of the City, additional funding will be needed to complete a city-wide greenway system.

Lodging, Car Rentals and Liquor Excise Taxes

Many communities nationally are incorporating lodging taxes to pay for many tourism related programs, including parks and recreation improvements. Jurisdictions have implemented or are considering instituting a lodging tax to fund future capital improvements that may lead to increased tourism and overnight stays.

Prattville recently passed a \$1.50 per room night hotel tax that is dedicated to funding capital projects in the parks. As of April 2015, the tax had generated approximately \$464,294 in funds. The room tax is averaging approximately \$20,000.00 per month or \$240,000 annually. These funds can be used to help retire a general obligation bond.

Prattville also assessed excise taxes on beer, wine and liquor. Many communities have raised these taxes or set aside a portion of these taxes to go to the operations and development of parks and recreation facilities. It is recommended that the city review these excise taxes and compare them to other nearby communities to see if the current taxes are in the norm or if they are low. If they are low they could be raised and increases in revenue set aside to fund park development.

Just like the liquor tax, many communities charge a tax on rental cars and other rentals. A comparison with nearby communities should be done to see how the Prattville rental tax



compares with other communities. If it is below the norm it can be raised and the new revenue can be dedicated to park development.

A common element of all these fees is that they are paid by residents and non-residents alike. Based on the location of Prattville and the number of non-residents that shop and use local businesses, a combination of these taxes could generate a significant amount of money for park capital projects.

Alternative Funding Sources

Partnerships

Prattville is fortunate to have many highly organized and active volunteer groups who use the park system. These include athletic associations, community garden groups and civic clubs. The city and the local YMCA have a long history of partnership with the swim team and other activities. The city has maintained the stadium for years and allows the school system to use it for games. Whenever possible it is good to partner with these groups to maximize tax dollars and to minimize duplication of services.

The key for partnerships is that they are fair and equitable for all parties. Many park agencies allow schools, YMCAs or other similar groups to use park facilities. Often there is some type of reciprocal agreement where the parks department receives a payment or is allowed to use the other party's facilities to host programs or events. Many basketball programs are solely dependent on school gymnasiums.

Joint development of new facilities is also a common practice. At least once, on an annual basis, it would be good to reach out to your partner organizations and discuss long term facility needs.

"Buy-A-Foot" Programs

"Buy-A-Foot" programs have been successful in raising funds and awareness for trail and greenway projects across the country. Under local initiatives, citizens are encouraged to purchase one linear foot of the greenway by donating the cost of construction. An excellent example of a successful endeavor is the High Point (North Carolina) Greenway "Buy-A-Foot" campaign, in which linear greenway "feet" were sold at a cost of \$25 per foot. Those who donated were given a greenway T-shirt and a certificate. This project provided an estimated \$5,000 in funds.

Fundraising

Local fundraising is a mechanism that has worked effectively in communities across the country. Although a strong local effort is involved, this mechanism typically generates a vast amount of support and publicity. Local businesses, organizations and private individuals can pledge funding over a specific period of time.



In most communities, a recreation and parks advisory board plays an active role in fundraising for their department. Prattville should strongly consider organizing a parks board. The parks board and its members should play a vital role in providing guidance, expertise, advocacy, political support, fundraising efforts and representation of the agency's constituents. One of the primary responsibilities of a board is to assist in the development, acquisition and management of department resources.

Board members can be more proactive by initiating a variety of fundraising tasks, such as collaborating with groups to send direct mail letters, promoting sponsorship of programs and naming rights, seeking in-kind donations, hosting special events (e.g., golf tournaments, fundraiser dinners, events to honor volunteers, silent auctions and themed socials) and soliciting charitable donations of money and lands.

Corporate Sponsorship/Naming Rights

As mentioned in *Section 4: Programming and Partnership Analysis*, we recommend that the city seek corporate sponsorship and naming rights in order to increase revenue.

An alternate source for naming rights might be to approach a family or individual with known recreation interests or accomplishments that could make a major donation to the project in return for the facility being named in their honor. This approach has been successfully executed in cities similar to Prattville.

A sponsorship program for park and trail amenities allows smaller donations to be received from both individuals and businesses. The program must be well planned and organized, with design standards and associated costs established for each amenity. Project elements that may be funded can include wayside exhibits, benches, trash receptacles, entry signage and picnic areas. Usually, plaques recognizing the individual contributors are placed on the constructed amenities or at a prominent entry point.

Exclusive Beverage Rights

Many communities leverage the right to be the sole beverage supplier to a city or to the parks and recreation department by soliciting annual payments for soft drink suppliers. These sole supplier agreements usually cover a five-year period to allow the supplier to make a good return on their investment. Some of these agreements also include advertising rights, including supplying scoreboards for recreation fields and facilities.



Grants

Transportation Alternatives Program (TAP)

Transportation Grants/MAP-21, the Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), was signed into law by President Obama on July 6, 2012. Funding surface transportation programs at over \$105 billion for fiscal years 2013 and 2014, MAP-21 is the first long-term highway authorization enacted since 2005. MAP-21 establishes a new program to provide for a variety of alternative transportation projects, including many that were previously eligible activities under separately funded programs. MAP-21 replaces the funding from pre-MAP-21 programs, including Transportation Enhancements, Recreational Trails, Safe Routes to School, and several other discretionary programs, wrapping them all into a single funding source.

Administered by the Alabama Department of Transportation (ALDOT), the Transportation Alternatives Program provides funds for various transportation projects, including greenways. Potentially, Prattville can fund portions of the greenway system through annual application to ALDOT for enhancement funds. These grants are comprised of 80% federal and 20% local funding; thus, for every \$1.00 invested by the county or city, you receive \$4.00 in grant funds. Source: <http://www.adph.org/srts>

Community Development Block Grants

Although this program specifically funds housing, public facilities, economic development and community projects, recreation could be a minor component of the project seeking grant funding. Funds can be used for streetscape, riverfront development and parking; all these projects could support recreation activities. Another way the funds might be used could be the construction of a mini-park on land purchased by a housing project that services primarily low to moderate income families. The program is administered in Alabama by the Alabama Department of Economic and Community Affairs (ADECA). Source: www.adeca.alabama.gov/CDBG/default.aspx

Environmental Education Grants

This program is sponsored by the EPA's Environmental Education Division (EED), Office of Children's Health Protection and Environmental Education. It supports environmental education projects that enhance the public's awareness, knowledge and skills to help people make informed decisions that positively affect environmental quality. The EPA awards grants each year based on funding appropriated by Congress. Annual funding for the program ranges between \$2 and \$3.5 million.

Source: <http://www2.epa.gov/education/environmental-education-ee-grants>

Land and Water Conservation Fund

Since the mid-1960s, the Land and Water Conservation Fund (LWCF) program has provided funds for outdoor recreation acquisition and development. However, over the last few years, funding has been extremely limited. In Alabama, the Alabama Department of



Economic and Community Affairs oversees the fund and has a state-side 50/50 match program, which has been used to build and repair parks, provide trails, picnic areas, etc. Congress is responsible for setting the funding level each year. Should the state receive funds from the federal government, this would be another good source of funding for the City. Source and more information can be found at Alabama Department of Economic and Community Affairs: <http://adeca.alabama.gov/Divisions/ced/Recreation/Pages/default.aspx>

Recreational Trails Program (RTP)

This program was initiated through the TEA-21 legislation. Funds are awarded for the construction of trails and support facilities. Emphasis is on the construction of multi-use trails such as biking, hiking, equestrian, motorized, etc. In Alabama, administration of this program is handled by staff of the Alabama Department of Economic and Community Affairs. Their webpage is: www.adeca.state.al.us/C16/Recreational%20Trails/default.aspx

Private Grants

Local governments throughout the country are seeking funding for outdoor recreation projects from private philanthropic organizations, foundations and corporations. One private grant example is the American Greenways Kodak Awards Program. This program, administered by The Conservation Fund, provides grants of \$500 to \$2500 to local greenways projects. The purpose of the grants is to stimulate the planning, design and development of greenways. Information can be found at www.conservationfund.org.

Moving Forward With Funding

The planning team has identified approximately \$42,000,000 dollars in deferred maintenance and new facility cost. These costs are detailed in the ten-year spending summary (Refer to Table 6.5). This chart provides cost for renovation needs at existing parks, development of greenways and new parks. Costs that are not included are land acquisition for new parks and the cost of a new multipurpose community center. When these costs are added, the total park capital plan will exceed \$50,000,000. This amount would require dedicated funding of approximately \$5,000,000 on an annual basis.

Transforming parks and recreation opportunities in Prattville will be a significant undertaking that will require increased funding. Benchmarking comparison clearly shows that Prattville is not funding park operations at the level of the cities that were noted as having high-quality park systems. Prattville elected officials and citizens have expressed a goal of increasing tourism and tax revenues through investments in parks and recreation facilities. This study shows that the hotel room tax will fall well short of meeting the needs to achieve this goal. A much larger revenue source will be required.

In order to truly transform parks and recreation facilities, a combination of funding will be needed, which includes redirecting existing general funds to parks, creating a dedicated millage for parks, securing grant funds and private funding. The combination of these



funding sources should be used to retire the debt of a bond program that would allow major influx of funding for renovation and new park development. This would also allow for an increased operation budget, which is needed to improve maintenance of facilities and to increase programs offered throughout the year.

Funding Strategy

Going forward the city needs to increase funding for parks above the current level of 2.9% of the total budget in order to address deferred maintenance issues in existing parks and to build new facilities that will generate revenue and attract visitors to the city. The ten year spending plan has identified just over \$30,000,000 in funding needs for Tier 1 and Tier 2 projects. In addition to capital cost, there would be soft cost of approximately \$3,000,000 for design and engineering fees. Funding of this level can best be addressed by obtaining a long term bond. Bond interest rates are near historic lows so borrowing money now is wise investment for the city and it will greatly improve recreation opportunities for the citizens of Prattville. Outlined below is a funding strategy that will increase annual spending for parks to approximately \$3,200,000 per year or 6.9% of the total city budget.

- Reallocated \$1,000,000 of current general funds for bond debt service
- Dedicate a 2 mill increase for bond debt service (approx. \$600,000)
- Utilize existing hotel tax for bond debt service (250,000)
- Operational funding a \$1,350,000 annually

The funding available for debt service on bonds will total \$1,850,000 of which \$1,000,000 would be from a millage increase. The balance of the funds are existing revenue sources and the hotel tax is primarily paid by tourist. These fund would retire a 20 year bond of approximately \$26,500,000. This leaves a funding shortfall of \$6,500,000. There are approximately \$500,000 in hotel taxes that have already been collected that can be applied to capital projects. It is recommended that the city ask the school system to cost share stadium renovations in the amount of \$1,000,000. The balance of funds should be collected using grants and private funds raised through naming rights at park facilities throughout the park system. This would result in \$33,000,000 dollars available to fund the capital program.

Return on Investment in Parks

An investment in the park system will have many benefits beyond just providing improved recreation opportunities for the city. By developing improved tournament sports facilities, the city should see an increase in revenue from the hotel tax and an increase in self-generated revenue from concession sales, gate receipts, program fees and rentals. These increases in revenue can then be used to help offset the additional operational at new facilities. The city should also see a reduction in maintenance cost as outdated facilities are replaced with new facilities. Improved parks can also be an important tool in attracting new residents and businesses. Improved parks should attract more use and get people outdoors and active, which has proven health benefits.



FIGURE 6.5: TEN YEAR SPENDING PLAN

	TIER 1		TIER 2			TIER 3					TOTAL
EXISTING PARK RENOVATIONS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Allenville Rd											\$0
Bell Park	\$100,000					\$200,000					\$300,000
Cooters Pond Phase 1	\$250,000										\$250,000
Cotters Pond Phase 2	TBD										TBD
Heritage Park											\$0
Jasmine Trail Park		\$100,000				\$150,000					\$250,000
Kiwanis Park	TBD										TBD
Mac Gray Park Phase 1	\$250,000										\$250,000
Mac Gray Park Phase 2	TBD										TBD
Newton Park			\$1,000,000								\$1,000,000
North Highland Park			\$1,000,000								\$1,000,000
Overlook Memorial Park		\$100,000									\$100,000
Pratt Park		\$1,250,000									\$1,250,000
Pratt Park Pool		\$1,500,000									\$1,500,000
Spinners Park	\$200,000					\$200,000					\$400,000
Springhill Park	\$250,000										\$250,000
Stanley Jensen Stadium			\$1,000,000								\$1,000,000
Upper Kingston Park	\$250,000								\$250,000		\$500,000
Whetstone Sports Complex	\$250,000										\$250,000
Wilderness Park			\$200,000								\$200,000
Existing Parks Renovation Totals	\$1,550,000	\$2,950,000	\$3,200,000	\$0	\$0	\$550,000	\$0	\$0	\$250,000	\$0	\$8,500,000
COMMUNITY CENTERS											\$0
Doster Memorial Community Center	\$1,500,000										\$1,500,000
Gillespie Senior Center		\$100,000									\$100,000
Cultural Arts Building (Theatre and offices)			\$500,000					\$1,000,000			\$1,500,000
Creative Arts Center (Art Gallery and offices)	\$100,000										\$100,000
Community Centers Renovation Totals	\$1,600,000	\$100,000	\$500,000	\$0	\$0	\$0	\$0	\$1,000,000	\$0	\$0	\$3,200,000
NEW FACILITIES											
Park Land Acquisition	TBD										TBD
New Community Park Old Farm Lane		\$10,000,000									\$10,000,000
New Community Park West Prattville						\$2,000,000					\$2,000,000
New Multi-purpose Civic Center Phase 1		\$6,000,000									TBD
New Mill Lake Park						\$1,000,000					\$1,000,000
New Neighborhood Park Old Ridge Road				\$1,000,000			\$1,000,000				\$2,000,000
New Neighborhood Park West Prattville						\$1,000,000				\$100,000	\$1,100,000
Greenway development	\$1,000,000		\$1,000,000		\$1,000,000		\$1,000,000		\$1,000,000		\$5,000,000
New Facilities Totals	\$1,000,000	\$16,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$4,000,000	\$2,000,000	\$0	\$1,000,000	\$100,000	\$27,100,000
GENERAL DESIGN STANDARDS & STUDIES											
Sign Standards	\$40,000										\$40,000
Design Standards	\$60,000										\$60,000
Marina Facility Master Plan and Proforma						\$75,000					\$75,000
Community Centers Master Plan and Proforma	\$85,000										\$85,000
Park Redevelopment Master Plans	\$100,000										\$100,000
GENERAL PARK DESIGN TOTAL	\$285,000	\$0	\$0	\$0	\$0	\$75,000	\$0	\$0	\$0	\$0	\$360,000
YEARLY TOTAL	\$4,435,000	\$19,050,000	\$4,700,000	\$1,000,000	\$1,000,000	\$4,625,000	\$2,000,000	\$1,000,000	\$1,250,000	\$100,000	\$39,160,000

Tier 1 and Tier 2 TOTAL \$30,185,000
 Tier 3 TOTAL \$8,975,000
 TOTAL \$39,160,000

Existing and Miscellaneous Funding Sources \$6,500,000 (500k existing hotel tax, 1,000,000 from schools, 4,500,000 grants and naming rights)

\$39,160,000

Total Funds Needed for Tier 1 and 2 Only \$23,685,000
 Design and Engineering Fees \$3,000,000
 Total Cost \$26,685,000

Ten Year Average Spending \$2,668,500
 Per Capita (35,317) Spending 2016-17 \$125.58

Per Household (12,366) Spending 2016-17 \$358.64
 Monthly Spending Per Household \$29.89

*Funding is subject to annual budget allocation by Mayor and Council, potential bond issuance, and the availability of funding from federal and state grants.

7

Section 7



APPENDIX

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Survey Questions

Prattville Park & Recreation Survey

Dear Resident:

Welcome to the Prattville Parks and Recreation Survey. In an effort to improve services and guide the future development of programs and facilities, Prattville is conducting a strategic parks and recreation master plan. A major component of this process is extensive public input, which includes this community survey.

Your participation in this survey is crucial in determining the future direction and goals of our community's parks and recreation. Even if you do not currently participate in any park programs or utilize the park system in any way, your survey answers will still be important. Thank you for your time and valuable input.

Sincerely,
 City of Prattville
 Parks and Recreation Department

1. Using the list below, indicate how often you take part in the following parks and recreation programs:

	Very Often	Often	Occasionally	Never
Individual Activity - walking, bicycling, picnicking, fishing, bird watching and/or visiting a playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organized Group Activity - soccer, baseball, football, tennis, volleyball, track and field, softball, cheerleading and/or swim league	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Events - Cardboard Boat Races, Touch-a-Truck, Independence Day Parade, music or movies in the park, festivals, 5K races, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classes or Programs - Summer Camp, Art Camp, Theatre Camp, Kindermusik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Prattville Park & Recreation Survey				
2. Do you think the following facilities, programs and activities provided in Prattville are currently meeting the needs of the community? Please check appropriate response.				
	Not Enough	Almost Enough	Enough	Too Many
Parks/Park Land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails/Greenways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation Programs/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic Programs/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Programs/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Senior/Active Adult Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts Programs and Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure Programs/Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community-wide Special Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aquatic Programs/Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Autauga Creek Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boating and Fishing Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Prattville Park & Recreation Survey					
3. For each of the facilities listed below, please indicate how often you and or members of your household have visited in the past year.					
	1-5 visits	6-11 visits	12 or more visits	No visits this year	Not aware of this park
Bell Park	<input type="radio"/>				
Canoe Put-in/Take out on Autauga Creek	<input type="radio"/>				
Cooters Pond	<input type="radio"/>				
Dog Park at Cooters Pond	<input type="radio"/>				
Heritage Park (location of the iconic fountain)	<input type="radio"/>				
Jasmine Trail Park	<input type="radio"/>				
Kiwanis Park	<input type="radio"/>				
Mac Gray Park	<input type="radio"/>				
Newton Park	<input type="radio"/>				
North Highland Park	<input type="radio"/>				
Overlook Park	<input type="radio"/>				
Pratt Park Pool	<input type="radio"/>				
Pratt Park Splash Pad	<input type="radio"/>				
See Pick Eat Nut Grove Park at Cooters Pond	<input type="radio"/>				
Spinners Park	<input type="radio"/>				
Springhill Park	<input type="radio"/>				
Stanley Jensen Stadium	<input type="radio"/>				
Upper Kingston Park	<input type="radio"/>				
Whetstone Sports Complex	<input type="radio"/>				
Wilderness Park (bamboo forest)	<input type="radio"/>				
Gillespie Senior Center	<input type="radio"/>				
Doster Community Center	<input type="radio"/>				



Prattville Park & Recreation Survey

4. Please indicate if any of the following prevents you and/or members of your household from using Prattville's parks, facilities or trails? Please check all that apply.

Not interested in recreation
 Belong to private organization that meets my recreation needs
 Lack of money
 Lack of amenities
 Not aware of facilities available
 Safety
 Accessibility concerns (lacks wheelchair access)
 Condition of parks and facilities
 Other – please explain

5. Listed below are some projects that Prattville may consider adding if funding is available. Please indicate what you feel is the level of need for each item.

	Much Needed	Somewhat Needed	Uncertain	Probably Not Needed	Definitely Not Needed
Develop a large indoor facility to host indoor sporting events and community activities	<input type="radio"/>				
Provide more paved trails and improved sidewalks that connect neighborhoods, schools and parks together	<input type="radio"/>				
New sports field complex to host tournaments (include playgrounds, walking trails, picnicking areas).	<input type="radio"/>				
Build a tennis complex that could host tournaments	<input type="radio"/>				
Develop more parks throughout the city	<input type="radio"/>				
New restroom buildings at parks	<input type="radio"/>				
More new playgrounds throughout Prattville	<input type="radio"/>				
Develop more dog parks	<input type="radio"/>				
Expand canoeing/kayaking facilities (example: portage around the mill dam)	<input type="radio"/>				



Prattville Park & Recreation Survey

6. Listed below are several large capital improvement projects that Prattville citizens have identified during our public input meetings. Please rank the following facility projects in order of preference.

- Downtown park improvements (renovate Doster Center, Pratt Park, improve creek trail, etc.)
- Civic center/auditorium (larger than Doster Center and includes space for performing arts theatre, music rooms, etc.)
- Indoor multi-purpose sports complex (track, gym, volleyball, basketball courts, meeting rooms, etc.)
- Indoor aquatic center (water park)
- New girls softball complex
- Multi-purpose fields for soccer, lacrosse and other field sports
- New tennis complex (for use by all age groups and to host tournaments)
- Major renovations to Stanley Jensen Stadium (new restrooms, locker rooms, etc.)
- Marina and new restaurant at Cooters Pond



Prattville Park & Recreation Survey

7. Please place a check next to the Youth and Adult Sports that you OR members of your family have and/or would like to participate in. (Note: blank answers will be counted as no participation and/or no interest).

	Have participated in	Would like to participate in
1. Youth Sports: Archery	<input type="checkbox"/>	<input type="checkbox"/>
2. Youth Sports: Baseball League	<input type="checkbox"/>	<input type="checkbox"/>
3. Youth Sports: Basketball League	<input type="checkbox"/>	<input type="checkbox"/>
4. Youth Sports: BMX	<input type="checkbox"/>	<input type="checkbox"/>
5. Youth Sports: Cheerleading	<input type="checkbox"/>	<input type="checkbox"/>
6. Youth Sports: Disc Golf League	<input type="checkbox"/>	<input type="checkbox"/>
7. Youth Sports: Flag Football	<input type="checkbox"/>	<input type="checkbox"/>
8. Youth Sports: Lacrosse League	<input type="checkbox"/>	<input type="checkbox"/>
9. Youth Sports: Skating/Skateboarding	<input type="checkbox"/>	<input type="checkbox"/>
10. Youth Sports: Soccer League	<input type="checkbox"/>	<input type="checkbox"/>
11. Youth Sports: Softball - Fast Pitch	<input type="checkbox"/>	<input type="checkbox"/>
12. Youth Sports: Special Needs League	<input type="checkbox"/>	<input type="checkbox"/>
13. Youth Sports: Sports Camp	<input type="checkbox"/>	<input type="checkbox"/>
14. Youth Sports: Swim Team	<input type="checkbox"/>	<input type="checkbox"/>
15. Youth Sports: Tackle Football	<input type="checkbox"/>	<input type="checkbox"/>
16. Youth Sports: Tennis Programs	<input type="checkbox"/>	<input type="checkbox"/>
17. Youth Sports: Track Team	<input type="checkbox"/>	<input type="checkbox"/>
18. Youth Sports: Travel Team(s)	<input type="checkbox"/>	<input type="checkbox"/>
19. Youth Sports: Volleyball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
20. Adult Sports: Baseball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
21. Adult Sports: Basketball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
22. Adult Sports: Community Theatre	<input type="checkbox"/>	<input type="checkbox"/>
23. Adult Sports: Cricket Leagues	<input type="checkbox"/>	<input type="checkbox"/>
24. Adult Sports: Disc Golf Leagues	<input type="checkbox"/>	<input type="checkbox"/>
25. Adult Sports: Fishing Leagues/Tournaments	<input type="checkbox"/>	<input type="checkbox"/>
26. Adult Sports: Flag Football Leagues	<input type="checkbox"/>	<input type="checkbox"/>
27. Adult Sports: Kayaking/ Canoeing Classes	<input type="checkbox"/>	<input type="checkbox"/>
28. Adult Sports: Kickball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
29. Adult Sports: Outdoor Fitness Classes	<input type="checkbox"/>	<input type="checkbox"/>
30. Adult Sports: Soccer Leagues	<input type="checkbox"/>	<input type="checkbox"/>



Prattville Park & Recreation Survey		
31. Adult Sports: Softball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
32. Adult Sports: Special Needs Leagues	<input type="checkbox"/>	<input type="checkbox"/>
33. Adult Sports: Swim Team	<input type="checkbox"/>	<input type="checkbox"/>
34. Adult Sports: Tennis Leagues	<input type="checkbox"/>	<input type="checkbox"/>
35. Adult Sports: Ultimate Frisbee	<input type="checkbox"/>	<input type="checkbox"/>
36. Adult Sports: Under 50 Basketball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
37. Adult Sports: Volleyball Leagues	<input type="checkbox"/>	<input type="checkbox"/>
<p>8. Please place a check next to the Senior Programs (55+) that you OR members of your family have and/or would like to participate in. (Note: blank answers will be counted as no participation and/or no interest).</p>		
	Have participated in	Would like to participate in
38. Senior Programs: Aerobics Classes	<input type="checkbox"/>	<input type="checkbox"/>
39. Senior Programs: Archery Classes/Team	<input type="checkbox"/>	<input type="checkbox"/>
40. Senior Programs: Bingo	<input type="checkbox"/>	<input type="checkbox"/>
41. Senior Programs: Bowling	<input type="checkbox"/>	<input type="checkbox"/>
42. Senior Programs: Card Games (Bridge, Pinochle, etc)	<input type="checkbox"/>	<input type="checkbox"/>
43. Senior Programs: Card Tournaments	<input type="checkbox"/>	<input type="checkbox"/>
44. Senior Programs: Computer Classes	<input type="checkbox"/>	<input type="checkbox"/>
45. Senior Programs: Cooking Classes	<input type="checkbox"/>	<input type="checkbox"/>
46. Senior Programs: Dance Classes (Line Dancing)	<input type="checkbox"/>	<input type="checkbox"/>
47. Senior Programs: Fishing Classes	<input type="checkbox"/>	<input type="checkbox"/>
48. Senior Programs: Game Day & Brunch	<input type="checkbox"/>	<input type="checkbox"/>
49. Senior Programs: Gardening	<input type="checkbox"/>	<input type="checkbox"/>
50. Senior Programs: Golf Tournaments	<input type="checkbox"/>	<input type="checkbox"/>
51. Senior Programs: Health/Fitness Classes (Silver Sneakers)	<input type="checkbox"/>	<input type="checkbox"/>
52. Senior Programs: iPhone/mobile phone Classes	<input type="checkbox"/>	<input type="checkbox"/>
53. Senior Programs: Lunch at Gillespie Senior Center	<input type="checkbox"/>	<input type="checkbox"/>
54. Senior Programs: Nature Programs	<input type="checkbox"/>	<input type="checkbox"/>
55. Senior Programs: Photography Classes	<input type="checkbox"/>	<input type="checkbox"/>
56. Senior Programs: Pottery/Ceramic Classes	<input type="checkbox"/>	<input type="checkbox"/>
57. Senior Programs: Quilting or Tatting	<input type="checkbox"/>	<input type="checkbox"/>
58. Senior Programs: Running Club	<input type="checkbox"/>	<input type="checkbox"/>
59. Senior Programs: Senior Trips	<input type="checkbox"/>	<input type="checkbox"/>
60. Senior Programs: Shuffle Board Leagues	<input type="checkbox"/>	<input type="checkbox"/>



Prattville Park & Recreation Survey		
61. Senior Programs: Swimming (Water Aerobics)	<input type="checkbox"/>	<input type="checkbox"/>
62. Senior Programs: Walking Club	<input type="checkbox"/>	<input type="checkbox"/>
9. Please place a check next to the Special Events, Classes and Adventure Activities that you OR members of your family have and/or would like to participate in. (Note: blank answers will be counted as no participation and/or no interest.)		
	Have participated in	Would like to participate in
63. 5K Races/Triathlons	<input type="checkbox"/>	<input type="checkbox"/>
64. Adventure Trips	<input type="checkbox"/>	<input type="checkbox"/>
65. Aerobics/Group Exercise	<input type="checkbox"/>	<input type="checkbox"/>
66. Aquatics Fitness Classes	<input type="checkbox"/>	<input type="checkbox"/>
67. Art Classes	<input type="checkbox"/>	<input type="checkbox"/>
68. Art Show and Awards Ceremony	<input type="checkbox"/>	<input type="checkbox"/>
69. Bicycle Safety	<input type="checkbox"/>	<input type="checkbox"/>
70. Biking (BMX and/or Mountain Biking)	<input type="checkbox"/>	<input type="checkbox"/>
71. Bird Watching	<input type="checkbox"/>	<input type="checkbox"/>
72. Bocce/Shuffleboard	<input type="checkbox"/>	<input type="checkbox"/>
73. Camping Classes	<input type="checkbox"/>	<input type="checkbox"/>
74. Canoeing/Kayaking	<input type="checkbox"/>	<input type="checkbox"/>
75. Cell Phone/Smart Phone Classes	<input type="checkbox"/>	<input type="checkbox"/>
76. Challenge/Ropes Course	<input type="checkbox"/>	<input type="checkbox"/>
77. Computer Classes	<input type="checkbox"/>	<input type="checkbox"/>
78. Cooking Classes	<input type="checkbox"/>	<input type="checkbox"/>
79. Dance Classes (Line Dancing, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
80. Disc Golf	<input type="checkbox"/>	<input type="checkbox"/>
81. Father/Daughter Dinner Dance	<input type="checkbox"/>	<input type="checkbox"/>
82. Fishing Classes	<input type="checkbox"/>	<input type="checkbox"/>
83. Fishing Rodeo	<input type="checkbox"/>	<input type="checkbox"/>
84. Gardening Programs	<input type="checkbox"/>	<input type="checkbox"/>
85. Geocaching Programs	<input type="checkbox"/>	<input type="checkbox"/>
86. Horseback Riding	<input type="checkbox"/>	<input type="checkbox"/>
87. Kayaks/Canoe Classes	<input type="checkbox"/>	<input type="checkbox"/>
88. Kindermusik	<input type="checkbox"/>	<input type="checkbox"/>
89. Mayor's Bike Ride	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>



Prattville Park & Recreation Survey			
90. Nature Programs	<input type="checkbox"/>		<input type="checkbox"/>
91. Paddleboarding	<input type="checkbox"/>		<input type="checkbox"/>
92. Pottery/Ceramic Classes	<input type="checkbox"/>		<input type="checkbox"/>
93. Prattauga Art Guild Youth	<input type="checkbox"/>		<input type="checkbox"/>
94. Prattville Creative Art Center Art Camp	<input type="checkbox"/>		<input type="checkbox"/>
95. Prattville Pops Community Band/Chorus	<input type="checkbox"/>		<input type="checkbox"/>
96. Prattville Swim League	<input type="checkbox"/>		<input type="checkbox"/>
97. Rappelling/Rock Climbing Programs	<input type="checkbox"/>		<input type="checkbox"/>
98. Running Group/Programs	<input type="checkbox"/>		<input type="checkbox"/>
99. Special Needs Programs	<input type="checkbox"/>		<input type="checkbox"/>
100. Summer Youth Camp	<input type="checkbox"/>		<input type="checkbox"/>
101. Swimming Lessons	<input type="checkbox"/>		<input type="checkbox"/>
102. Tennis Just4kids	<input type="checkbox"/>		<input type="checkbox"/>
103. Touch-a-Truck	<input type="checkbox"/>		<input type="checkbox"/>
104. Way Off Broadway Theatre Camp	<input type="checkbox"/>		<input type="checkbox"/>
105. Yoga and/or Tai Chi	<input type="checkbox"/>		<input type="checkbox"/>
106. Zip Lining Programs	<input type="checkbox"/>		<input type="checkbox"/>
107. Zumba	<input type="checkbox"/>		<input type="checkbox"/>
10. Please indicate if you agree, disagree or do not know about the following statements:			
	Agree	Disagree	Do not know
Advertisements about upcoming events and programs are adequate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional meeting/program space is needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New playgrounds, restrooms or other facilities are needed at the parks in Prattville.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prattville Parks & Recreation Department maintains a good image in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to other priorities (public safety, streets, utilities, schools), parks and recreation is important to a community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand the role of the Prattville Parks & Recreation Department in our community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe when visiting a park or recreation facility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have good access to a park.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parks are well distributed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to be a volunteer to improve our parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Prattville Park & Recreation Survey

***11. How far would you be willing to walk, drive or ride a bicycle to parks and recreation facilities if safe multi-use trails, sidewalks or bicycle lanes were provided throughout the city?**

	Walk	Drive	Ride a Bike
Check ONE choice per drop-down menu	<input type="text"/>	<input type="text"/>	<input type="text"/>

If you would not walk or bicycle, why?

12. Do you travel outside of Prattville to use parks and recreation facilities?

Yes

No

If so, where?

13. Do you use recreation facilities offered by a church or other private providers?

	Yes	No
Church	<input type="radio"/>	<input type="radio"/>
YMCA	<input type="radio"/>	<input type="radio"/>
Military	<input type="radio"/>	<input type="radio"/>
Private Club (example: Prattville Country Club)	<input type="radio"/>	<input type="radio"/>
Private School	<input type="radio"/>	<input type="radio"/>

14. If you answered yes above, please check the factors that influence your decision to use these other facilities:

	Yes	No
They are closer to my residence	<input type="radio"/>	<input type="radio"/>
They offer facilities that are not available through Prattville Parks & Recreation Dept.	<input type="radio"/>	<input type="radio"/>
They offer programs/classes that are not available through Prattville Parks & Recreation Dept.	<input type="radio"/>	<input type="radio"/>
They offer better quality facilities	<input type="radio"/>	<input type="radio"/>

Other (please specify)



Prattville Park & Recreation Survey

15. Which method of funding for building NEW park facility and making necessary renovations would you prefer?

- Use municipal bonds to make major improvements now and pay back over time.
- Use current taxes to make modest improvements on a pay as you go approach.
- Increase taxes to build new facilities that will draw non-residents to Prattville for special events and tournaments.
- Combine bonds with a tax increase to renovate and/or construct new facilities.
- I feel our parks are meeting my needs and I do not support any additional funding.

Other (please specify)

16. In order to generate needed revenue to improve existing park facilities and recreation programs offered, please indicate all options that you would support for increasing funding for parks.

- Increase rental fees for park facilities
- Increase program user fees
- Charge non-city residents higher fees
- Require an impact fee for new developments in the city
- Build more facilities that generate revenue, such as a tournament facility
- Sponsor tournaments and special events that generate sales tax and hotel tax dollars
- Charge an annual park user fee per household

Other (please specify)

17. How much would you be willing to spend per month per household to support improved park maintenance and recreation services? (Check ONE)

- \$15 or less
- 16-\$25
- \$25-\$50
- \$50-\$75
- \$75 plus
- none

18. Do you feel current marketing efforts by Prattville Recreation Department keeps you and your family informed about recreation program opportunities?

- Yes
- No



Prattville Park & Recreation Survey

19. Please indicate which of the following ways you currently and prefer to get information about events and programs?

	Currently	Prefer
The City of Prattville Website	<input type="checkbox"/>	<input type="checkbox"/>
Flyers	<input type="checkbox"/>	<input type="checkbox"/>
Direct Mail Pieces	<input type="checkbox"/>	<input type="checkbox"/>
Banner Signs in Parks	<input type="checkbox"/>	<input type="checkbox"/>
Local Newspapers	<input type="checkbox"/>	<input type="checkbox"/>
Local Television Channels	<input type="checkbox"/>	<input type="checkbox"/>
Local Radio Station Announcements	<input type="checkbox"/>	<input type="checkbox"/>
Facebook, Twitter or other social media	<input type="checkbox"/>	<input type="checkbox"/>
Schools (flyers, e-newsletter, play guide, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Email (e-newsletter)	<input type="checkbox"/>	<input type="checkbox"/>
Text Messages	<input type="checkbox"/>	<input type="checkbox"/>
Word of Mouth	<input type="checkbox"/>	<input type="checkbox"/>
Billboards	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="text"/>	

20. How often would you like to receive a Prattville Parks and Recreation newsletter via email to inform you and your family about upcoming programs and special events?

Monthly
 Every other month
 Quarterly
 Not interested

21. How long have you lived in Prattville?

0 – 5 Years
 6 – 10 Years
 11 – 20 Years
 Over 20 Years
 I do not live in the City of Prattville

22. Please indicate your age.

14 and Under
 35-44
 65-74
 15 -24
 45-54
 75+
 25-34
 55-64



Prattville Park & Recreation Survey

23. Please indicate your gender.

- Male Female

24. Which of the following best describes your household?

- Single
 Couple with no children
 Single-parent household with children
 Couple with children
 Couple with children but they do not live in this household

25. If you have children at home, how many children do you have in each of the following age groups?

	Under 5 years of age	5 to 11 years of age	12 to 19 years of age	20+
*	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

26. Please check your housing status.

- Home Owner Renter

27. If you would like to receive email updates from the Prattville Parks & Recreation Department in the future, please feel free to provide your email address.

28. Do you have any additional comments regarding Prattville parks and recreation?



Open-ended comments from the survey

- *I'm glad Prattville is taking the time to get comments from citizens. However, I am worried that nothing will be done about the results. Prattville needs more facilities that will attract people to come to our town. The new developments on Hwy. 14 lack parks and the downtown area is under-utilized. Even just basic walking/running trails and playgrounds would be great additions.*
- *Please support the Fountain City BMX track. I am new to the sport and think the track could be better with help from the city of Prattville.*
- *Please consider replacing the benches at Jasmine Trail Park. I challenge you to try and sit on one of those uncomfortable benches for more than 10 minutes! Also they are hard to clean. They are covered in mildew and sap. I brought a scrub pad and Clorox Clean Up and that wouldn't clean them.*
- *Need to seriously revamp all parks. You can't walk anywhere without Tri over tree roots or stepping in duck crap. Bathrooms are awful and they are boring.*
- *I'm wary of the ways that the city of Prattville is expanding, along with the rate of that expansion..... Please keep in mind that the reason we are having such a large influx of new residents is because they are all fleeing the crime in Montgomery and because they like the down home feeling that Prattville can deliver.... If you keep expanding and modernizing everything, then you are going to wipe away the character of our humble little town...*
- *Regarding teens; having a variety of recreation options may help give them a place to go and possibly help them stay clear of trouble.*
- *Support for Fountain City BMX track would be appreciated. It is a sport that welcomes people from 1-99 years old!*
- *I believe that the city of prattville took a huge loss in letting Drew Peterson go. He has a degree in parks and recreation and would be able to implement a lot of good strategy's to help our city. I have seen the department take a down turn with word of mouth and also it has people question safety. Example: We have had our children in swim lesson ever since I remember until this year because last year the facilities were not run with a standard that I saw to be safe. When not seeing much of a change this year we went with a private swim lesson instead. To be a preferred community I am seeing some of the departments declining instead of raising the bar. Would love to see this improve. Our community is an awesome community with great people and values. I would love to see it thrive and grow! Change is going to happen I can see a lot but think personally a convention center would be our best option!*
- *I love the people I have met at Parks and Recreation - so helpful and informative. Would love to see continued cross-networking (?) with other city groups (ie historical society..) a monthly newsletter would help with planning for things we are interested in.*
- *The park at Jasmine Trail is nice for walking and playing in the grassy area...but the play ground is not safe and my grands do not have fun on it. Need old fashion swings, etc.*
- *The public library should be added to the city's planned improvements. They offer great programs and resources but the building is old and too small. During the summer reading program there is standing room only and no parking. They need a renovation or a new building.*
- *Parks and Recs offer great programs, just need to know about them. Often times, I don't hear about something until the event has already taken place. If you offer something that can compete with what the Y offers, I would be happy to cancel my membership and pay the city for the same types of programs.*
- *Maintaining the facilities is key for people be able to use them properly*
- *Put bike paths down McQueen Smith and a means for crossing Hwy 14 safely so families living in the Old Ridge section (that is growing) won't feel as though we are not wanted. Putting a car dealership and heavily traveled roads there cut us off from the city.*
- *I have traveled to Dothan, Opelieka, Auburn, Wetumpka and Montgomery (AUM). It would be nice if the "preferred community" had facilities closer to the quality of these. My household is big on soccer. Until the last 4 months our fields have been a hazard with holes, wet spots, bare spots and sand spurs that stick the kids when they fall. I am pleased to see the sprinklers fixed on fields 2 and the field adj to snack shack. A little water has made them lush.*



Appendix

- *Please build more wide sidewalks like the new one between Hwy 14 and Cobbs Ford Rd, Old Farm Lane. We live in Hollybrook and if there were sidewalks and crosswalks across Hwy 14 and Old Farm Lane we would walk and ride bikes to High Point Town Center and Legends Pky. We once parked and walked the length of it. We drive out to Swayback just to get a nice walk in and change scenery. Would be nice to walk to a different area within our city for a change of pace and enjoy a nice refreshment or evening meal then return to our neighborhood. We are stranded in our neighborhoods. Our egress confined to our automobiles for safety reasons.*
- *More wheelchair access is a must. I am in a wheelchair, and my kids are active in community athletics and there are several areas that wheelchair access is very difficult for me. Also, we love water related activities (creek, river, etc.) but wheelchair access is very limited, especially to get to the water at the creek.*
- *I'm not sure what can really be done about this but my biggest issue with the Parks are unsupervised children. I've seen parents drop off children under the age of 5 and drive off. These are never the well-behaved children. Also, frequently in Overlook Park there are older kids (13-16 years old) that hang out and act like maniacs- running over the little children, cursing, couples going into the bathrooms to do who knows what, etc. When this happens, most moms just pack up the kids and leave. I wish there was something we could do to curb this behavior.*
- *nope*
- *I think Prattville parks and rec does a great job, but would love for Prattville to offer more walking and biking trails. We love kayaking and there are opportunities to improve on the creek also. I think we could encourage fitness by adding these things.*
- *Bike and hiking trails. Canoe/kayak portage. Supports and opportunities for teens/adults with Autism AND their Families (whose ability to participate is severely restricted because of Autism in the family).*
- *Perhaps the grass cutting crew at jasmine trail park could stop playing by doing "donuts" around the trees with the riding mower when they should be cutting grass. It looks like dirt bike trails right now and I'm sure its destroying the city lawn equipment too.*
- *The splash pad flooring needs some repair.*
- *My hope is that the city will work with other groups in Prattville to determine the best place to spend the money that is available and not try to compete with other viable programs already in place.*
- *would live to see a new aquatics, track etc... Facility like the Crossplex in Bessemer/Birmingham.*
- *How about developing an air show at Prattville airport?*
- *Good job but always room for improvement. A better multi use facility with a theater for performing arts would be nice.*
- *Thanks for having this survey. We do need a little help, but prudence is also key. Do like the idea of getting emails for upcoming events and such. Just please don't put me on donation request lists since, well, I'm in between jobs right now and I would just delete those type emails anyway. I've lived both in or out (mainly in) Prattville since I was 7 years old. This town's my home and I do care about our community and believe the arts and Prattville Parks & Recreations do play an extremely important role to the esprit de core of our community.*
- *First, most of the bathrooms at any park in Prattville are gross and not kept up. Second, Newton park is a sad excuse for a softball complex. It could be used as practice fields, but a new softball park is need specifically for girls fast pitch travel teams and tournaments. The sport is growing in interest and I know so many teams willing to play in Prattville if there was a park for it. It would certainly bring revenue into the community.*
- *Prattville needs larger outside aquatic center!*
- *You need to give the girls some new facilities instead of ALWAYS giving them the boys' hand me downs.*
- *I really hope that Newton Park Girls Softball Fields gets Major Improvement!!!!!!*
- *Reopen the pool during the week*
- *The Parks and Recreation Crew are doing an outstanding job. Prattville looks beautiful. Each time I ride downtown and walk through the Parks it is Beautiful!*
- *Need yoga studio's and more cross-fit studios. Need sidewalks in older neighborhoods. A running track in a shady park area would be nice.*



Appendix

- *travel with granddaughters on Prattville swim team and Prattville is severely lacking in its swim facilities.*
- *I think the social media updates are great. Love that you care enough to post about lost furbabies. Would like to see more programs for stay-at-home spouses w/o kids at home. Programs maybe like you offer Seniors. Would be nice to get a quarterly listing off all current activities offered in advance so one can plan ahead to participate in things.*
- *I wish parents/guardians would be allowed to shut the gate to the splash pad while in use so as to discourage our littlest children to try to make a run for it. Yes, I'm watching my kids but as any other mother watching her kids at a busy splash pad (or anywhere) will say, it's hard watching multiple kids and every little bit helps ;)*
- *"Not sure how this could be handled, but we know several parents who feel uncomfortable at times taking their children to the Pratt Park playground. Because there are multiple ways to get in and out and the way the playground is set up, it can be challenging to keep up with more than one child. That park also tends to attract some shady looking people. The trail behind the splash pad also has some people that can make women feel uncomfortable.*

- *If a new pool or aquatic center is not possible, I would love to at least see some better bathrooms at the city pool. Keeping toilet tissue in the bathrooms might be a good start. "*
- *The bathrooms at the park are not well maintained which is the biggest thing that keeps us from going to them (taking a toddler to the bathroom at Pratt Park is horrible!). Also, a lot of cities are charging to use their splash pad and charge more for non-residents (it ranges from \$1-\$5 so nothing outrageous). I think it would really help with the crowding and maintenance at the Splash Pad, and I really believe a lot of people would be fine with paying a small fee. I do sometimes feel unsafe at Pratt Park- there are a lot of teenagers that hang out there and smoke and run all over the playground where it makes it hard for the kids to even play. That is why we prefer Overlook Park, but the playground there is small, and the kids get bored easily.*
- *I would like to see air available to blow up floats etc at the creek where the access locations are. Even if we had to pay .25 cents to use it. Sometimes its a little tricky to carry 4-5 floats already inflated.*
- *need benches in parks to stop and rest on (senior citizen)*
- *good system in place - good park & rec management team in place - facilities are getting old and out dated - Doster has served a purpose, but need new facility*
- *While we do not have any children at home we do have 7 grand kids - 5 live in Prattville and 2 that visit about 6 times a year.*
- *Coordinate future plans and programs with Prattville Public Library to serve a wider audience and to enhance activities.*
- *I think the Prattville Public Library is a wonderful resource. However the building is too small. It should be expanded or moved to a different location. During the summer reading program there is standing room only.*
- *we need a multi-sports complex to host tournaments and generate revenue*
- *Would love to see a disc golf course in Prattville.*
- *An adult outdoor fitness gym would be great. Overlook park is a great destination.*
- *The current director is doing a great job but need a added staff. Also need to look at developing area above Highpoint/Lowe's as a possible civic center/sports arena site . Might increase in more development development for in that area. Don't like name for Jasmin East poplar park. Suggest rename Patriot park. Need a small Pavillion there to enjoy it more. Very spartan. Finally any way to maximize use of pratt gin mill to use as a site to expand recreation program. Rec center, education center for community, etc. If we do SOMETHING with, then maybe this too will increase interest for other buyers ... before it falls down.*
- *I noticed that there were no questions regarding the City's Library. I believe for many in the community the library is their form of recreation. I think the city should consider finding a way to improve the library because many in the community would benefit. It would also help attract families to the area.*
- *Need a sportplex with a water park to generate monies and family fun.*



Appendix

- *The lib needs new facilities and better funding. They service a lot of people and are often short handed. The building is old and falling apart.*
- *Get this survey out to the community! So many ways to involve the community in this decision and probably come up with several new ideas for funding.*
- *I think the Prattville High School Football program gets a free pass on paying their fair share*
- *n/a*
- *Library should have been included in survey. The library is great. Parks and Rec could incorporate the library in computer classes.*
- *No additional comments.*
- *If a community center is built, some part of it should include a library attached to it. Several cities are now doing this type of thing.*
- *I think City of Prattville should use any funds available whether through bonds or taxes to build a complex with all city recreation and buildings together to include the library especially.*
- *Would love to see more done at Cooters pond.*
- *More running and biking trails connecting parts of the city and or parks*
- *We desperately need to build a multi recreational facility to house major events like tournaments, state swim meets, etc. We also need to cater to our young adults (25-34) and their recreational needs. Right now the city only provides softball, and that's like church league. I would love to swim year round in a lap pool and on a team. I do not want to join the Y.*
- *I support a strong community and Parks and Recreation. I would like to see more collaboration between the city and the YMCA.*
- *I would like to see more use of Cooter's Pond and better security. It has great potential but remoteness concerns people at times.*
- *overlook needs a water fountain and some shade at the playground. maybe another pavilion.*
- *Obviously, based on my answers, I think a new softball complex should be built. I feel it should be targeted for girls fastpitch softball since it is experiencing tremendous growth. It should be built to be able to host huge travel ball tournaments. Prattville would make its money back and then some quickly if done right. Sales tax and lodging tax would benefit. However, if you build a park/complex for a sport other than softball, do it right. By that I mean make it to where it can host large tournaments and bring in non residents to generate tax revenue in addition to Prattville residents getting to use the facility. Thanks for providing this survey. Stoney Trammell*
- *I think Parks and Recreation does a good job of caring for the city's properties.*
- *The girls softball fields are horrible. They are deteriorating and are becoming a safety issue for walking and parking. If they were allowed to play at Whetstone, which is closer to the interstate then more people would have time to come see.the games,.buy snacks and generate revenue. All of the other cities have nice fields for their girls and are able to host tournaments that bring in a lot of business to the local area. We have some amazing girls playing on our team, as a matter of fact our 12u just took 1st in the USSA World Series with their coach Wade Akers. Imagine how much they would be able to do on better fields. I'm sure many teams would be willing to come challenge them in a tournament if only we had the facilities. We lose girls every year to Montgomery and travel ball because of better facilities. It's time the girls in this city were recognized as equals in their sports to their male counterparts.*
- *The Splash Pad should be better monitored so that grown teenagers aren't overtaking it and keeping younger kids from being able to play safely. Restrooms at Splash Pad / Playground are also terrible. The playground is excellent!*
- *Given the current conditions of the facilities, I would recommend a general sweep of all venues to ensure they are all in keeping with Preferred standards (i.e. no peeling paint, weeds abated, fences in good repair). Then look at revenue generation via tournaments or activities that can utilize current venues. Check bid specs to see what current events require and look into building facilities that will accommodate several in one location. T.E.A.M.s conference has a Bid Bowl you can peruse to glean ideas. Right now, however, the parks and facilities need to match the image Deven Peek and his crew have created downtown. If every venue in Prattville gave *that* impression, you would be turning away events right and left!*
- *Prattville Community Chorus was not listed under activities available--why not?*



Appendix

- *Newton park is 2 blocks away from me, but with the softball crowds it's pretty much useless to my toddler. Even in the off season the "playground" is minimal and not really designed for younger kids to be entertained.*
- *I love my beautiful city Prattville. I appreciate all the hard work of the Parks and Recreation. I know too many times their "behind the scenes" work goes unnoticed. Thank you!!!*
- *Soccer program is weak here. Shcoked at how low participation is here, and poor field conditions. This town offers little in visual arts, especially since there are no arts in school system.*
- *I think our city does a great job of keeping our parks up, and they always feel safe (with the exception of Spinner's Park later in the day/evening, but that's the neighborhood around it, not the city's fault). Our parks and downtown are something to be proud of!*
- *N/A*
- *I just want to go somewhere fun and safe with my son, and not have to worry about it being overcrowded and all mashed in together. Also, somewhere to take him on days that aren't good for being outside.*
- *I think we have a wonderful parks and recreation department. I think that things can always be improved. I am so excited that we are organizing a master plan to improve our city.*
- *Something must be done to keep unescorted teens and troublemakers from loitering in the parks. I have had to call the police at Newton twice due to fighting and language and there have been many more times that I felt uncomfortable and left. The same is true along the creek. Behind city hall is usually ok, but as you get down toward the stadium and the well the clientele, if you will, make me uncomfortable with their language and behavior. As long as that's the case I will not go there or allow my children.*
- *I love the Autauga Creek area but it would be so much nicer if you had tables and covered pavilions within the sight of the creek iin various places along the walking trail part running parallel to the creek to just have a picnic with family or friends and enjoy the creek. I'd like to see the area where every one swims behind the pond at Doster Park expanded and made the deep parts wider , because although I allow our granddaughters to jump from the man made areas up in the trees I feel the pool area below needs to be widened there to prevent anyone from jumping wrong and landing in shallow water and hurting themselves. I love the natural tree cover but it would be nice to have areas intertwined with it to sit and view everything going on in the water for us older adiuults. Thanks!*
- *Stanley - Jensen stadiums condition is deplorable ! My father dressed in that field house in the 60's. While the improvement of the parking lot looks nice, it's only window dressing. The dressing rooms , restrooms, and concession stands need real work. Like the old saying goes , "you can put lipstick on a pig , but it's still a pig !*
- **NEED AN ARCHERY PARK !!!!!!!!!!! THERE ARE KIDS WHO DO NOT PARTICIPATE IN CONTACT SPORTS. ARCHERY IS A LIFE-LONG ACTIVITY !**
- *I believe we should provide fewer high quality facilities as opposed to mumerous, widespread facilities. Walking and bike trails would be nice. The only one I'm aware of is Uooer Kingston.*
- *Yes. I believe Prattville Parks & Recreation should have more involvement in the youth baseball and football programs offered. Currently, there is lack of oversight for the board of directors for each of these programs, along with a lack of transparency. I believe if the City were to have control over youth sports, money raised by these activities would then be able to be placed back into facility maintenance, which in turn would benefit both the citizens of Prattville as well as the budget for the city.*
- *Love the things Prattville has done and looking forward to more in the future.*
- *Girls facilities are extremely disappointing as compared to the boys facility. The girls cannot expand and other teams will not travel to Prattville for tournaments due to the inadequate facilities. After families traveled during all stars the other teams did not travel to Prattville - extremely disappointing/embarassing.*
- *have lived here for 52 years and have played softball and my daughter has played fastpitch and me slowpitch.Have been all over the state and other places and I fill we could raise money for the city with a new sports complex. Thanks for doing this survey*



Appendix

- *I would love to see some mountain bike trails. Somewhere near the creek would be great. Also some bike lanes around town.*
- *Prattville is about as perfect a city as anyone could ask to live in! We just need to keep it that way! Keep the young people here or coming back home after college. It is so important to offer something for every age category- as you so well know. Thanks for doing just that!*
- *"Please fix the splash pad rubber base. Sad that it's already coming apart when the pad is so new. I think ADECA gave us that grant and said this is a ""new and improved"" thing we're trying -- I think they need to come back and fix it for us.*
- *Nice job on renovating the Child's Place Playground! Those rubber walk ways really needed it too."*
- *Girls Softball needs to be one of the priorities.*
- *I would like to see MAJOR improvements to Stanley-Jensen Stadium. It is quite embarrassing to have visiting teams come and play at the facility. I also think the city should tap the school board for additional funds or charge the teams that use the facility.*
- *Renovation of the Stanley-Jensen Stadium and the surrounding area must be Priority #1. The locker rooms and restroom facilities have not been changed since they were built in 1961.*
- *This was a good idea. A bit long though.*
- *I have lived here for 60 plus years and under this term the Parks and Rec programs are the worst run that I can remember*
- *I would like it if they start putting up sidewalks in all neighborhoods so the walkers and bikers don't feel like they are going to be run over by cars.*
- *I have already posted in previous questions but would also like to see better parking at SJS & more shade at splash pad & maybe clear out area around creek by stadium but most definitely bigger better park for girls maybe picnic area at ball field several covered areas near each field centrally located concession stand organized & better parking & better communication with public events*
- *We moved here 10 years ago from GA. We LOVE Prattville and plan to retire here. We would LOVE to see downtown and the Mill/creek walk improved. It seems like the people who own the buildings should be willing to update them so they won't remain empty.*
- *Keep up the good work! :)*
- *I would like to see the creek used more and for the kids. I think above the dam would be a great place for a park and swimming area*
- *Cooters pond is a gold mine if the city would make some major improvements. Like a developed campground*
- *"Prattville Park creek needs dredging bad.*
- *Pool buildings need replacing.*
- *Would really like to see some sort of mountain bike trail access. There is no good facility within 30 minutes drive, making off-road riding next to impossible in the area (unless you want to face a land owner telling you to get off their property,) Please help."*
- *I was advised to voice that I would like sidewalks in Camellia Estates, especially Camellia Drive.*
- *we are so happy that it looks like we are moving forward for improvements. We have traveled for many years to towns all over ALABAMA for travel ball. Prattville is an awesome place and WE need to be hosting these tournaments. Prattville is known for families and sports so we need the facilities to back that up! We really hope this is the start of some major improvements for our amazing community!*
- *Thank you for the clean parks and all the hard work that goes into maintaining them.*
- *A public firing range, a senior/rehab park with this style of equipment, an adult wiffle ball league, an adult kickball league these are a few ideas that would be great and fun. Also as for funding, it would depend on the project and what it could bring to the city.*
- *I think Prattville could really benefit by updating our facilities to be able to bring in tournaments. Cities surrounding us are bringing in a lot of people every weekend and we are missing out by not having adequate facilities.*
- *Great job guys, I love what you do for Prattville!*
- *Expand the hiking trails!*



Appendix

- *The only improvements I've ever seen from Prattville is the purchasing of cars for prattville employees. why does the doster center need new vechiles? what has been done for the kids. the splash pad is torn up. the pool is a disgrace. the soccer fields are akin to cow pastures. the baseball field is in a dump. the stadium is worn out. the playing turf is gone. it's a worn out field. prattville has become a worn out town.*
- *Roll Tide*
- *I feel as if something more needs to be done to keep the rif-raf away from the parks. Not sure of the solution but it is part of the reason that I am hesitant to take my kids to the creek or pratt park*
- *I would like to see an indoor AND/OR outdoor shooting range available to the general public in Prattville. I currently travel to Montgomery for this.*
- *We need a new baseball complex it would generate more money through visitors to our city. We also need a new girls softball complex.*
- *This survey is way too long!!!!*
- *As I previously stated the girls softball field needs to be redone. It is a horrible facility. Our girls deserve the same as what the boys recieve.*
- *Better soccer fields would generate money through hosting tournaments for local, state and district.*
- *PP&R are doing a great job, keep up the good work and let's grow!*
- *I would prefer to fix existing sites, rather than adding new sites that will also require care and upkeep*
- *More security needed at the well on Doster Road at Autauga Creek*
- *Please put more seating, shade and toys for infants for splash pad. It isba desprate need. I would take my olderbtwo more if i didnt have to sit in the sun wih a infant who doesnt care to be sprayd*
- *A new football stadium is needed. It should be moved from the downtown area. Events being held there now leave the area too congested and make for dangerous situations.*
- *Will be moving from Montgomery soon ... moving to Prattville area ... looking forward to improvements in youth activities*
- *The park on Jasmine goes unused. It has no parking and therefore is only accesible for a handful of citizens. The playground equipment is only for older children (it is designed for 10+), there are no picnic tables or benches. The walking trail is gravel so you can not walk it pushing a stroller or riding a bike. This is a very wasted space in a prime location. Parks like Spinners park are unsafe. The 2 times we tried going, we saw drug deals. You never see kids at this park. Overlook and Pratt park are safe and have good playground equipment, but no shade in this unbearable heat. Millbrook park has wonderful shade trees, and incorporates the creek nicely in the design.*
- *We need a shooting range please*
- *Too many to write here. Mainly hire persons with these specialized degrees and pay them a wage that they can actually afford to live here and participate.*
- *Upper Kingston Park needs a better playground and something other than just soccer fields.*
- *Softball complex needed*
- *Think we let a great resource go when we lost Drew Peterson he was a great asset to the parks and rec dept. there was a noticeable decline in staff training after he left at the pool and the soccer fields hate we let him get hired away to another city think the mayor failed us on that one!*
- *I am a Montgomery resident, but Montgomery parks that are safe are on the opposite side of town. My family also just prefers going to Prattville for things. I am a single mother of four children, so we don't have money to do much and spend a lot of time at the park when the weather is cool enough. Prattville parks are our choice any day.*
- *Cullman County has an exceptional Aquatics and Wellness center that would be a great asset to our city. It is something that is worth checking into.*
- *We travel all over Alabama to play softball. Prattville could really use and succeed with a complex to meet the needs of central Alabama teams. Rather spend my money here.*
- *I love that this is important to the city and that you are looking to the people to help decide the directions to go.*
- *need to have running trails/sidewalks that are safe from drivers that don't understand runners have road rights too!!*



Appendix

- *I lived in Prattville for 28 yrs, raised 3 children there, I now have 5 grandchildren in the area. Granddaughters that play softball, and it would be really nice if they could have a nice complex like the boys do.*
- *I don't want to see the City go into debt to improve services. Save up and pay as you go. Partner with businesses where possible to do things. If interested in a marina at Cooters pond, find a business interested in it and make it worth their while to open it. Support private businesses that may want to build conference centers or meeting areas. Don't compete with the local gyms and other fitness providers but expand bike trails and keep up the creek area for people to come and enjoy.*
- *Please keep Pratt Park the wonderful place it is for downtown and keep the pool open longer after school starts. I have 8 grandchildren here who use our parks.*
- *Build a multipurpose tournament facility. I think Prattville is overlooking a huge opportunity.*
- *Teenagers need to be kept OFF the playground at Pratt Park. They ruin the fun for the smaller children and run all over them with their foolishness running around and knocking smaller children down. This is a main reason I do not take my children to that park anymore.*
- *Would LOVE trees for shade in the playground at overlook*
- *We need a shooting range open to shoot on weekends or evenings.*
- *It would be great if there were even a small park on the east side of town close to Kohl's*
- *We would really, really enjoy sidewalks!!!*
- *Newton Park is under water AGAIN. Please replace. This place needs to be tennis courts.*
- *I know I have read about a new field at McGray park, any idea of when this is gonna take place?*
- *Good job! Thank you!*
- *A climbing wall and zipline down by the creek*
- *Please get the city of Prattville a respectable girls softball field. Ours floods, the fields are horrible, we have no side walks for handicap accessibility and there is never enough parking at Newton Park.*
- *It would be amazing if we could have a place to hold our High School Graduation in Prattville. Instead of giving our money to the city of Montgomery. To hold Prattville High School Graduation at the ASU Acadome. Why don't we do it at the Stadium anymore?*
- *Newton park needs some major up dates, The city could be making more money holding softball tournament and charging for parking, or just holding tournaments, can't make money just sitting there.*
- *My children and grandchildren have benefitted greatly from your programs. Thank you!*
- *We live in the hot south, we need an indoor swimming aquatic center that can be used year round!!! Pools close too soon !*
- *Good work! I am happy that is concern is being addressed. Could money come from grants that are encouraging healthy communities?*
- *Autauga Creek has a lot of potential. I kayaked down for the first time this past weekend. Very nice!*
- *I would feel more comfortable at our parks if there was a patrolman on foot patrolling the park. I know that the police drive by, but not everything is seen from the street (especially on the creekwalk). Just someone who can make his presence known with a badge and a walkie-talkie...maybe a retired policeman looking to make a little extra money. Someone to get the teenagers off of baby slides, shady people off of the creekwalk, and rowdy people to simmer down.*
- *You are doing a great job and I love online soccer reg! Way to go!!*
- *Prattville definitely needs more green spaces and a larger indoor facility for community events and they need to do a better job advertising local events.*
- *The city has neglected the sports facilities for too long. We spend a lot of money in other cities because prattville has nothing to offer. You have a swim team that has not lost a district title in over 15 years and finished top 3 in the state yet has an awful pool. We can't even host a quality swim meet because of the pool. Soccer players have left to play in Montgomery in alarming numbers. Parks and Recreation needs someone with an athletic background to lead. A family friend of those in charge doesn't cut it.*
- *I love living in Prattville and all it does for the community!*



Appendix

- *Travel baseball*
- *I'm a sales rep. In montgomery. Some hear bits of what we have but are basically unaware.*
- *Parks & Rec is not ready to manage a new complex. The grass at Upper Kingston has been replaced repeatedly and it always DIES. Why spend \$\$\$ on new facilities if you can't take care/or don't care about what you have? I would like to keep my money.*
- *A girls softball complex is needed. The current facility floods, fields are in poor condition, one one concession stand that is not centrally located, facilities outdated, horrible lighting, little parking, and only 1 batting cage. Many Prattville like residents play in other counties because of facilities. This was my first year and was extremely disappointed in the facilities.*
- *please at least repaint the bathrooms at pratt park as there are ugly words carved in the stalls and my children are learning to read. I would also like more shade/pavilions close to the splash pad since the large one is always booked every weekend.*
- *Is it possible for baseball teams to practice at the Whetstone Baseball complex or for the PJHS baseball team to practice at the softball fields across the street if they are not being used at that time by other teams?I do not know what goes into all of that but it seems like more field sharing could go on to make sure that all teams have a good place to practice as much as possible. Baseball players can practice on softball fields or vice versa since the fields really belong to residents who play all sports not just baseball or softball specifically or whatever sport. So many of the younger little league baseball players often have to practice on fields that are muddy, far away from everything in town and not really suitable for play. Thanks*
- *New Combined Softball and Baseball Complex is much needed, to keep multiple kid families all in one place. Plus you can host tournaments weekly to help generate tons of revenue for the city through hotels,food,gas, etc...We are way behind in the fastest growing sport of Fast Pitch Softball... We may be winning state tournaments but it would be nice to win them at home and make money at the same time...*
- *I would love to see the addition of a disc golf course somewhere in Prattville. After AUM ruined theirs by building over a majority of the course, me and my father travel to Birmingham to play there. It can also be a revenue generator for the city by hosting city sponsored tournaments, and it is a great way to get exercise for a relatively low cost (around \$30 to get a few discs to play with). I would be glad to pitch in by helping clear grounds and installing the chain baskets.*
- *They're all good, solid programs. But the city should focus on managing more important financial issues first -- i.e., public safety (police, fire), road maintenance, and emergency planning.*
- *More people are leaving prattville to play baseball and softball due to the facilities we have. It is beyond being dressed up.. I am 47 years old and i played at bell park..*
- *Prattville parks have always been nice. And I believe mayor Gillespie is the best mayor we could ask for. He listens to the people, and that's all it takes to make a great city. The parks are just a small bonus. I'm not much on spectator sports, but I have lived here my 36 years. And enjoy the parks. Creek needs a few small touches.*
- *"Would love to have a place to fish from the banks without boats pulling in/out constantly.*
- *Public gun range would be great.*
- *Need more security at cooters pond, cameras maybe. It's widely known you stand a great chance of your vehicle being broken into at cooters pond "*
- *Prattville parks and recreation should provide us a cost free band hall in which to practice. The Prattville Junior High parking lot is unpaved and dangerous to park in. It is not lit, paved, or given a sidewalk to get from their cars to the band hall door. Pops members have to walk in the dark over an eroded, muddy, and swampy parking area. Since the majority of the Pops musicians over over 40+ years old, falling is a major concern. Please pave and provided a sidewalk to the end of the parking lane where the Pops have to walk over and park on.*
- *One revenue stream I didn't think about would be to seek a corporate sponsor for EACH park. That company would donate a certain level of funding to help pay for maintenence and upgrades, and in turn, they would be recognized as the sponsor on a large sign at the primary entrance.*
- *There are no parks currently in the outlying areas of Prattville. Prattville has annexed areas but has neglected to provide any parks to these areas.*



Appendix

- *I am not in the Prattville city limits, but I have a Prattville address. I think Prattville Parks and recreation are doing a great job.*
- *Thank you for asking my opinion!*
- *Thank you for making this a priority AND involving the citizens.*
- *Just don't raise taxes!*
- *You do a great job in the city & it is wonderful that you take the initiative to make improvements & reach out to the citizens for input.*
- *We desperately need a new football stadium and a civic center*
- *I would love to have a walking/biking trail in Prattville.*



Example Open Space Dedication Ordinance

Town Of Collierville, Tennessee

Subdivision Regulations. Town Of Collierville, Tennessee. Effective September 12, 2013. Article III, Section 4 - Open Space, Parkland Dedication, and Easements. (pg. III-3 -11)

Accessed < <http://collierville.com/images/stories/staffreports/2013/Master%20Copy-%20Subdivision%20Regulations%20effective%2009-12-13%20Final.pdf>

SECTION 4 – OPEN SPACE, PARKLAND DEDICATION, AND EASEMENTS

No single aspect of subdivision design contributes more to the attractiveness and value of a subdivision development than the effective use of open space. The provision of open space and easements, preferably designed for multiple uses, is an essential consideration in the planning and design of both residential and non-residential subdivisions.

A. Conformity to Land Use Plans

When a park, greenbelt trail, playground or access to water frontage, shown on an official land use map or plan adopted by the Town of Collierville, is located wholly or partially within the proposed subdivision, the Planning Commission may require the reservation of needed open space within the tract being subdivided, which shall be indicated on the final plat; however, such reservation shall not exceed twenty-five (25) percent of the gross area of said tract.

B. Open Space for Control of Storm Water Runoff

Where necessary, design of permanent and temporary storm water management and control features, including but not limited to detention, retention and siltation control basins, shall be an integral part of subdivision design. Such designs shall consider opportunities to create open space and landscaped areas, which include open water areas for storm water management as well as other purposes. Such designs shall also identify and consider dual/multiple uses, such as public neighborhood parks and playgrounds or private use recreational areas. Features to



be considered for use include fountains and other aeration methods to reduce water stagnation in basins.

C. Easements for Open Channel Drainage

Open channels and associated appurtenances, natural or constructed, may be designated as a “drainage feature” by the Town Engineer during the subdivision review process. Such features so designated may be required to be within a public easement of a width sufficient to accommodate major runoff events. Such easements shall also provide adequate width for operation of construction and maintenance activities and equipment, erosion control, insect control, landscaping, and operation and maintenance of any water level flow control structures. All such easements shall be located within common areas of the subdivision and not on private property. These areas may be maintained by the Homeowner or Property Owners' Association, as applicable. If no such association exists, the lot owner(s) shall maintain such facilities. Exceptions from this requirement must be approved by the Town Engineer.

D. Easements for Utilities

Utility easements include, but are not limited to, easements for the installation and maintenance of communications (such as telephone, electronic, television, cable and similar communications, information and data facilities), drainage (such as public and/or private storm water conveyance and management), and wastewater, potable water, natural gas and electric power facilities.

Except where alleys are permitted for the purpose, utility easements with a minimum width of five (5) feet shall be provided along all rear lot lines. Utility easements with a minimum width of five (5) feet shall be provided along all front lot lines. Where required to permit efficient layout of utilities or to provide access to rear lot lines, utility easements not less than five (5) feet in width shall be provided along side lot lines. Where deemed necessary, the Planning Commission may require utility easements greater than five (5) feet in width. The Planning Commission may narrow the width of the easement and/or eliminate specific yards from the easement requirement within subdivisions with an average lot size of approximately 6,000 square feet or less provided that each utility with an interest in the easement provides written approval prior to the Planning Commission's consideration of the request. Unless approved by the Planning Commission, no landscape plantings except for lawn grasses and other appropriate ground cover vegetation shall be permitted within a required utility easement. Planting restrictions within utility easements shall be noted on the Final Plat.

E. Landscaped Buffers and Screens

Open space shall be designated within platted tracts or lots for fences and vegetative screening, landscaping as provided in approved landscape plates, and other landscaped areas as required by the Collierville Zoning Ordinance, Collierville Design Guidelines, and by these Subdivision Regulations. The design



3. Homeowner or Property Owners' Association
 If common open space and the like is to be deeded to a Homeowners' or Property Owners' Association, then the applicant shall provide for and establish a property owners association, which shall comply with the following standards.
- a. The association shall own and maintain common open space and related facilities.
 - b. The association shall not be dissolved, nor shall it dispose of any common open space or facilities, by sale or otherwise, except to an organization conceived and established to own and maintain same and related facilities, and the conditions of a transfer shall conform to the approved plat.
 - c. The association shall be established before property is sold.
 - d. Association membership shall be mandatory for each property owner and successive owner.
 - e. The association shall be responsible for maintenance and taxes for the common open space and related facilities.
 - f. Property owners shall pay their pro rata share of the cost and assessments levied by the association shall be a lien on the property.
 - g. The association shall be able to adjust assessments in order to meet changing needs.
4. Private Ownership
 If common open space is to be privately owned, then it shall have noted on the plat of subdivision as to restrictions noted on the plat of subdivision as to the portions of those specific lots that:
- a. Provide the open space, including any approved structures or other improvements, shall be maintained and preserved;
 - b. Run with the land in perpetuity; and
 - c. Indicate that the Town and owners of land in the development have a right to enforce the deed restrictions.
5. Maintenance of Open Space
 The Homeowners' Association, Property Owners' Association, or private owner(s), as applicable, shall, at their expense, be responsible for



maintenance of the common open space. If, for any reason, the common open space is not adequately maintained, the Town shall have the right, but not the obligation, to enter upon and maintain the common open space. The expense incurred by the Town in such regard shall be divided by the number of parcels or lots within the development that have a right of enjoyment of said common open space and the resulting figure shall be owed to the Town by each parcel or lot owner. Said sum shall be secured by a lien upon each of the parcels or lots shown within said development and such sum shall be due and payable at the next due date of Town taxes assessed to a parcel or lot. Such sum may be collected and the lien enforced as provided by law.

H. General Design Standards for Open Space Areas

In addition to applicable provisions of the Collierville Design Guidelines, land proposed as formal or informal open space shall meet the following design standards:

1. Location

Where relevant and appropriate, open space shall be located so as to be readily accessible and useable by residents or users of the development. To the maximum extent practical, a portion of the open space should provide focal points for the development.

2. Access

Formal and informal open space areas shall have at least one direct access to a public right-of-way or approved private street.

3. Configuration

a. The lands shall be compact and contiguous unless the land is used as a continuation of or link to an existing or planned adjacent open space resource or where specific natural or topographic features require a different configuration.

b. Where open areas, trails, parks, or other open space resources are planned or exist adjacent to development, the open space shall, to the maximum extent practicable, be located to adjoin, extend, and enlarge the presently existing trail, park, or other open area land.

4. Orientation of Adjacent Lots and Buildings

Lots and buildings adjacent to formal open space areas shall be oriented toward the open space area.

I. Preservation of Open Space

Once an area has been designated as a greenbelt, landscaped area, buffer, screen or other permanent open space, whether for public or private use, it shall not be encroached upon by any building, structure or parking area, except as specifically



approved by the Planning Commission, and such shall be so noted on the Final Plat of the Subdivision.

J. Mandatory Parkland Dedication

1. General

In all residential developments within all residential zoning districts or Planned Unit Developments, the Planning Commission and the Board of Mayor and Aldermen (“Board”) shall require dedication to the Town, free and clear of all liens and encumbrances, land to be used exclusively as parkland in the amounts set forth below, or at the Town’s option, a payment in lieu of dedication according to the formula and in the manner as set forth below, or at the Town’s option, a combination of dedication and payment. Provision for such dedication and/or payment shall be included in the design plans submitted to the Planning Commission for preliminary approval of such residential development. A copy of the design plans submitted for preliminary approval shall be furnished to the Parks, Recreation and Cultural Arts Department and the Parks, Recreation and Cultural Arts Advisory Board prior to the time such plans are submitted to the Planning Commission. The Parks, Recreation and Cultural Arts Advisory Board shall be given the opportunity to recommend either acceptance of the dedication or payment or a combination thereof. In no event, however, shall the Parks, Recreation and Cultural Arts Advisory Board delay the review process for the proposed development, and the Parks, Recreation and Cultural Arts Advisory Board shall be deemed to have waived its opportunities for such recommendation if recommendation is not received by the Planning Commission prior to the date scheduled for preliminary approval of the residential development unless consented to by the applicant.

2. Dedication

Each design plan submitted for preliminary approval of a new residential subdivision shall provide that a part thereof shall be used exclusively as parkland, subject to the provisions of this Ordinance.

The amount of land required for dedication shall be determined by the following formula:

REQUIRED PARKLAND DEDICATION:

$.0315 \times L$

$.0315 =$ Parkland Ratio of 10.5 acres per 1,000 people and current census rate of average persons per household (pph) in Collierville (3.0)

$1,000 \text{ population} / 3.0 \text{ (pph)} = 333 \text{ lots or dwelling units}$

$10.5 \text{ acres} / 333 \text{ lots or dwelling units} = .0315$



L = Number of lots or dwelling units

The term “dwelling unit” shall mean any building or portion thereof providing complete permanent facilities for living, sleeping, cooking, eating, and sanitation designed for or used as living quarters, but not including a tent, seasonal quarters, travel trailer, or rooms in a hotel or motel. For the purpose of this ordinance, every unit in a multi-family development, including but not limited to apartments, townhouses, or other multi-family dwellings shall be considered as a separate unit for the purposes of calculating fees or other requirements hereunder.

3. Payment in Lieu of Dedication

Should the Town determine that the proposed dedication or a portion thereof is unsuitable for use as parkland for reasons including but not limited to size, shape, topography, subsoils, accessibility, location, utility, or compatibility with the Comprehensive Park Master Plan formulated by the Parks, Recreation and Cultural Arts Department, the Town shall require the developer to pay to the Town prior to execution of the Development Contract an amount representing the value of the proposed dedication. The value of the land proposed for dedication shall be established by resolution by the Board of Mayor and Alderman.

If the total lots in the development are five or less and in the opinion of the Town a total parkland cash equivalent will produce a payment of less than one thousand dollars (\$1,000.00), the developer shall pay one hundred dollars (\$100.00) per lot under these regulations.

Any such payments to the Town must be made immediately upon execution of the Development Contract and prior to the commencement of any construction and shall be deposited in a special account segregated from the general funds of the Town. Such funds shall be used for the purchase of parkland, development of park facilities and/or renovation of existing park facilities as set forth on the Comprehensive Park Master Plan. In the event of a delay for any reason that results in an extension of the Development Contract, the Board of Mayor and Aldermen may modify the parkland dedication requirements of a particular project to reflect any changes in public need that have occurred since the original agreement was executed.

4. Credit for Private Recreational Space

As an alternative to the requirements of Sections 2 and 3 above, a proposed development may be submitted with private recreational space meeting the requirements set forth in 2 above.

Where private open space for park and recreational purposes is provided in a proposed subdivision and such space is to be privately owned and



maintained by the future residents of the subdivision, such areas may be credited against the requirement of dedication for the park or payment in lieu thereof, provided the Town of Collierville finds it is in the public interest to do so, and that the following standards are met:

- a. That yards, court areas, setbacks and other open areas required by the Zoning Ordinance or Subdivision Regulations shall not be included in the computation of such private open space;
- b. That the private ownership and maintenance of the open space is adequately provided for by written agreement;
- c. That the use of the private open space is restricted for parks and recreational purposes by recorded covenants which run with the land in favor of the future owners of property within the tract and which cannot be defeated or eliminated without the consent of the Town of Collierville;
- d. That the proposed private open space is reasonably adaptable for use for park and recreational purposes, taking into consideration such factors as size, shape, topography, geology, access and location of the private open space land; and
- e. That facilities proposed for the open space are in substantial accordance with the provisions of the recreational element of the Comprehensive Park Master Plan and are approved by the Town of Collierville.

5. Planned Residential Developments

In planned residential developments, open space required in the computation of density shall not be used for required parkland dedication purposes regardless of the lot (unit) sizes in the development. Parkland dedication for the purposes of an increase in density may not be credited against required parkland dedication.

SECTION 5 – BLOCKS AND LOT LAYOUT

A. Blocks

Block configuration within a subdivision is essentially determined by the street layout; hence, it must provide safe and sufficient vehicular and pedestrian circulation.

1. Maximum Block Perimeter and Block Face Length

The maximum perimeter of all blocks and the maximum length of any block in residential or mixed-use districts, as measured from the centerline of the public or private street system, excluding alleys, surrounding a



Appendix

block or along a block face, shall be consistent with the dimensions set forth below (Tables III-1 and III-2) except in cases where environmental or topographic constraints exist or the property has an irregular shape.

TABLE III-1: MAXIMUM BLOCK PERIMETER & BLOCK FACE LENGTH IN CONVENTIONAL RESIDENTIAL DISTRICTS		
Average lot size on block	Maximum Block Perimeter (ft.)	Maximum Block Face (ft.)
> 1 ac.	N/A	N/A
1 ac - 25,001 sq. ft.	10,000	1,500
25,000- 12,600 sq. ft.	3,300	1,200
< 12,600 sq. ft.	2,700	800

TABLE III-2: MAXIMUM BLOCK PERIMETER & BLOCK FACE LENGTH IN MIXED-USE DISTRICTS		
Location	Maximum Block Perimeter (ft.)	Maximum Block Face (ft.)
Mixed-Use Development or District	2,000	600

2. Block Width
Blocks shall be wide enough to allow two (2) rows of lots, except where double frontage or open space is provided or required, or where prevented by topography or other physical conditions of the side. In such cases, the Planning Commission may permit a single row of lots.

3. Internal Mid-Block Pedestrian Access
Where a block face exceeds 600 feet in a residential or mixed-use district with an average lot size of less than one (1) acre, a minimum eight-foot (8') pedestrian access easement may be required through the block at or near the mid-point of the block. The easement shall be held in common ownership and a Homeowners'/ Property Owners' Association or similar mechanism shall be established for maintenance of the area.

4. Pedestrian Access
A pedestrian access easement a minimum of eight (8) feet in width may be required to traverse blocks where deemed essential to provide access to institutional and community service uses or to retail and personal service uses. The easement shall be held in common ownership and a Homeowners'/ Property Owners' Association or similar mechanism shall be established for maintenance of the area.

