



GWINNETT COUNTY
BOARD OF COMMISSIONERS

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www.gwinnettcounty.com

Charlotte J. Nash, Chairman

Jace W. Brooks, District 1

Ben Ku, District 2

Tommy Hunter, District 3

Marlene M. Fosque, District 4

Official

Informal Briefing Minutes

Tuesday, September 1, 2020 – 10:30 AM

Present: Charlotte J. Nash, Jace Brooks, Marlene M. Fosque

Via teleconference: Ben Ku

Absent: Tommy Hunter

1. Community Services

Parks & Recreation Comprehensive Master Plan

Carlos Perez with Perez Planning + Design, LLC presented an update and preliminary long-range vision for the 2020 Parks & Recreation Master Plan. No official action taken.



2020 Parks & Recreation Master Plan

**Preliminary Long-Range Vision
Board of Commissioners Presentation
September 1, 2020**

Team



PEREZ PLANNING + DESIGN, LLC



EXUM ASSOCIATES, INC.



Agenda

- Purpose & Process
- Participants
- Findings
- Future Milestones





Purpose

- Facilities and programs
- Operations, management, and maintenance
- Natural and cultural resources
- Communication and marketing
- Long-term funding needs

Process



- Existing + Proposed Plans
- Demographics
- System Conditions
- Existing Conditions Summary Document

- Qualitative Analysis
- Quantitative Analysis
- Anecdotal Analysis
- Needs + Priorities Summary Document

- Long-Range Vision Workshop
- Capital + O&M Costs
- P&R Vision Summary Document

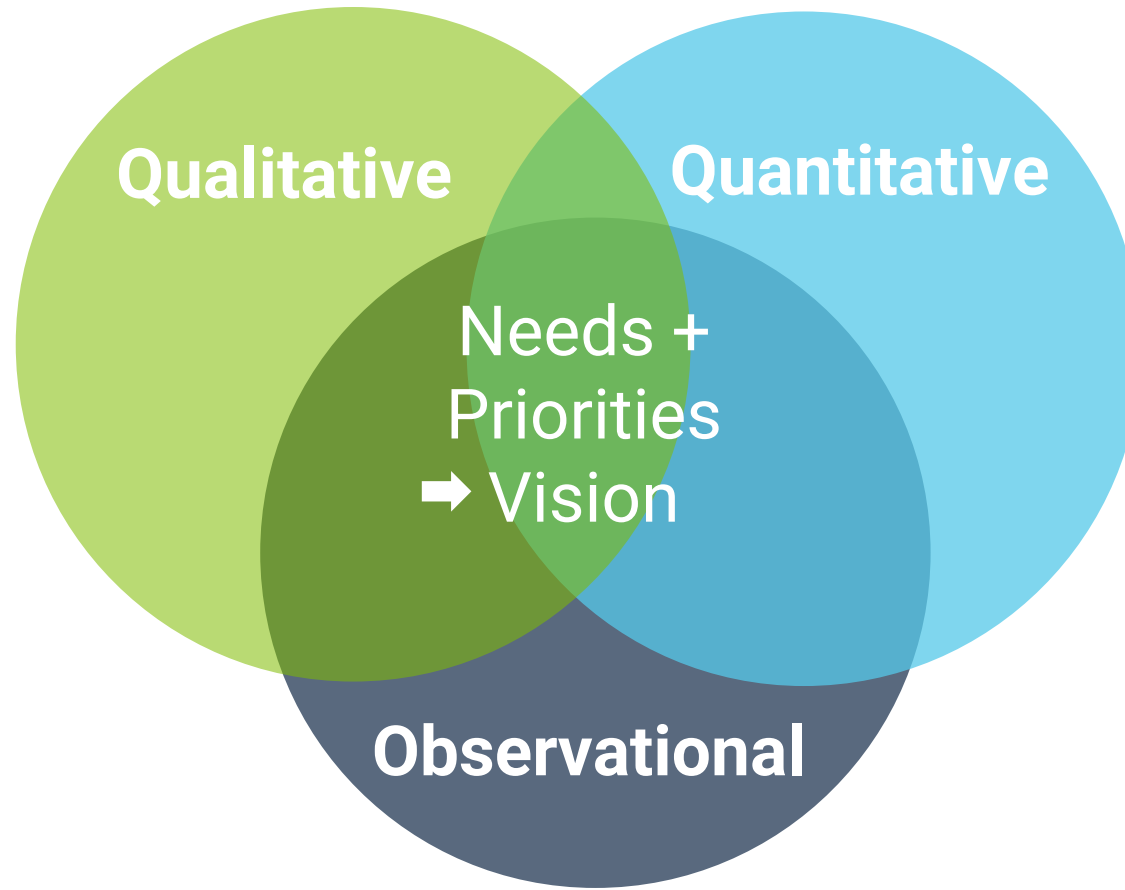
- Funding Alternatives
- Prioritization
- Implementation Strategy Summary Document

- Draft Master Plan
- Final Master Plan

CONSENSUS BUILDING NEEDS + PRIORITIES → LONG-RANGE VISION

Qualitative Techniques

- Staff Interviews
- Virtual Steering Committee Meetings
- Public Input



Quantitative Techniques

- Statistically-Valid Survey
- Level-Of Service Review
- Benchmarking

Observational Techniques

- Site Evaluations | Trends | Demographic Overview

Participants

- Multilingual Engagement
- Digital Interactions
- Impact
 - 1,600 online surveys
 - 26,000 social media responses
 - 6,000 opinion dots



Findings



- Appreciation for the “Gwinnett Standard” system
- Constant positioning of parks and recreation as an essential service
- Heighten marketing engagement and community collaboration
- Enhance convenience and accessibility
- Protect, preserve, and provide access to natural and cultural resources
- Prioritize facility, amenity, program, and activity investments



A “Gwinnett Standard” System

- Relative to peers, meeting or exceeding expectations
- Strong asset management
- High-level of staff response
- Strong coordination with other departments and divisions
- Strong programming approach



Parks & Recreation are Essential Services

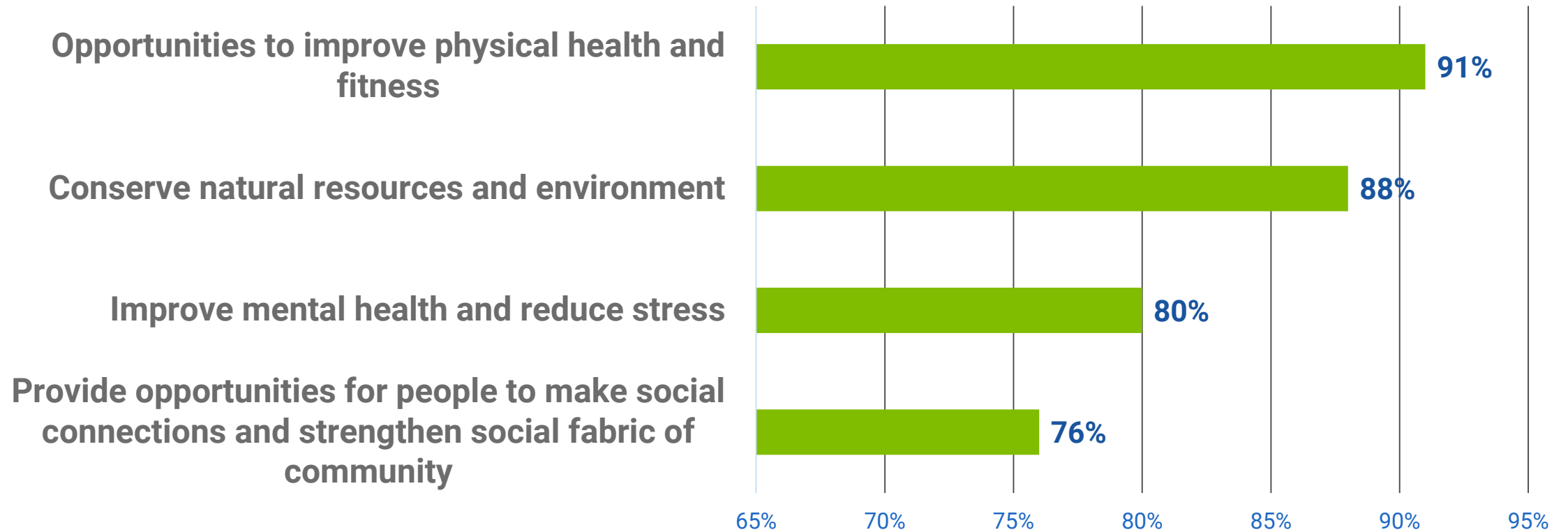


COVID-19 Response

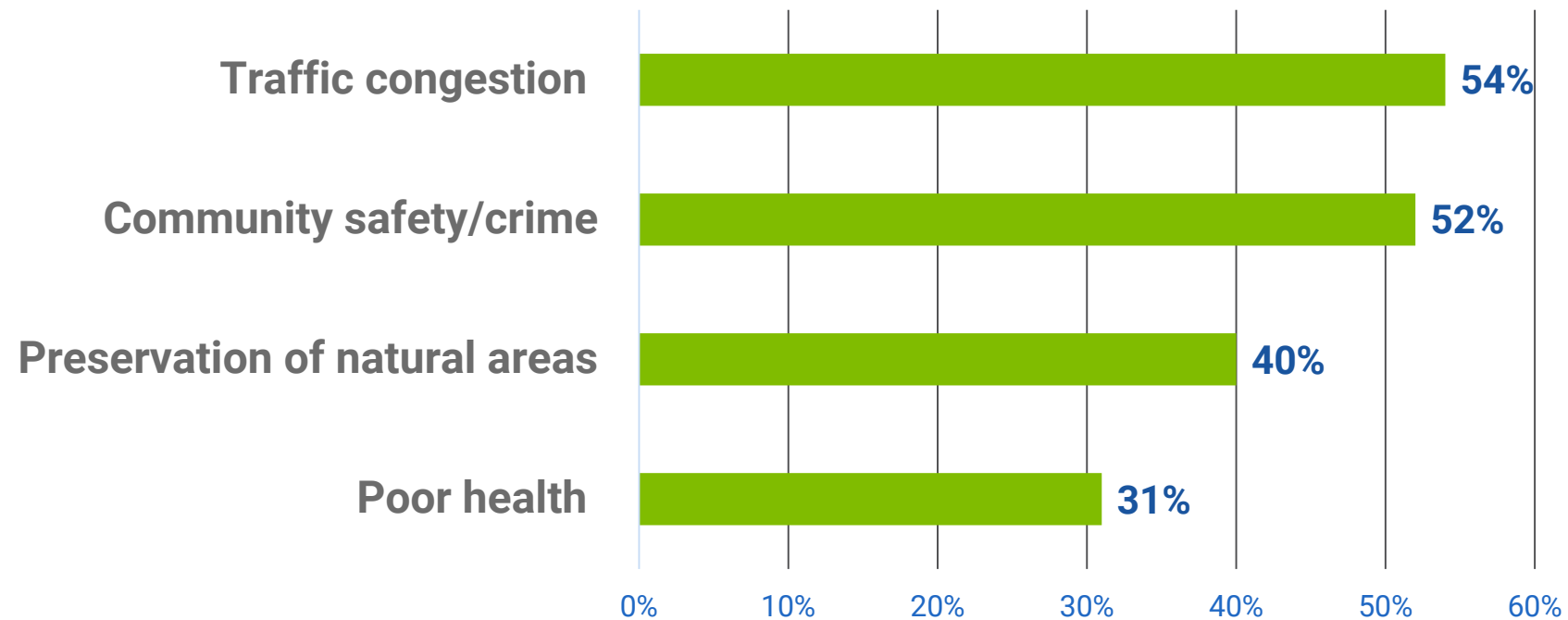
- 388,105 Summer Meals
 - 3,017 Volunteers
 - 710 Emergency Senior Meals
- 798,270 lb.
Transported/Distributed
- 909 Summer Campers



Important Initiatives Gwinnett Parks & Recreation Should Achieve

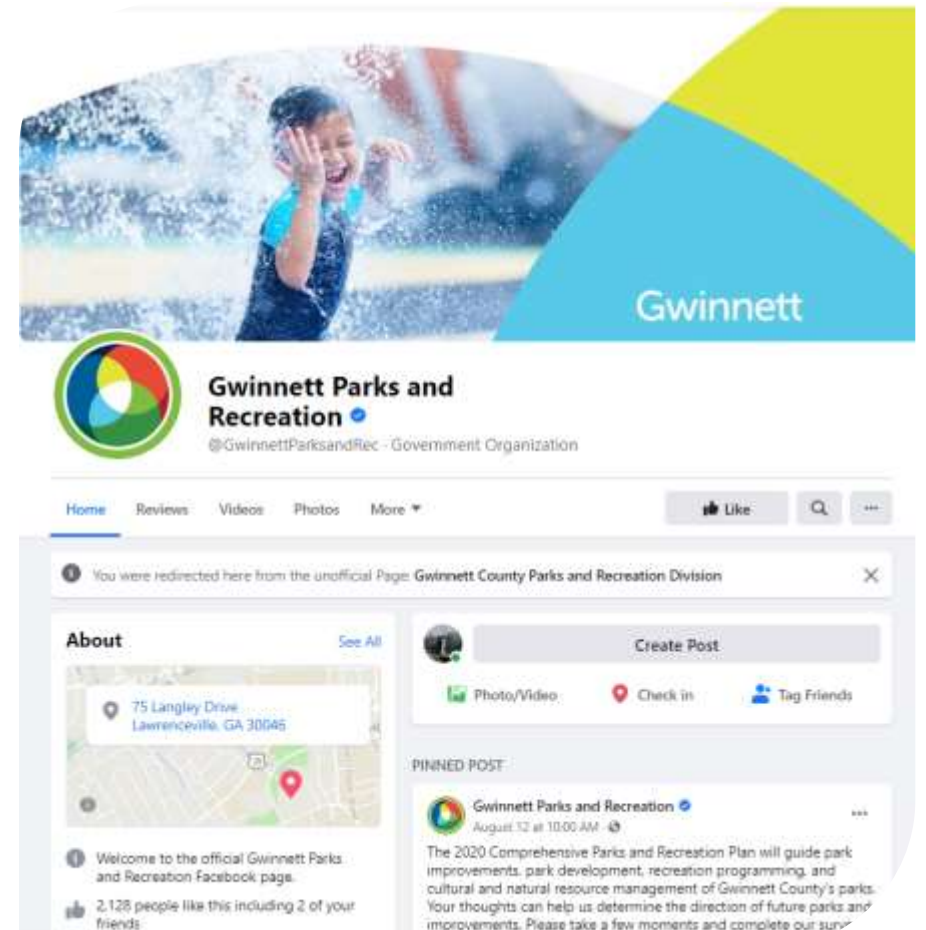
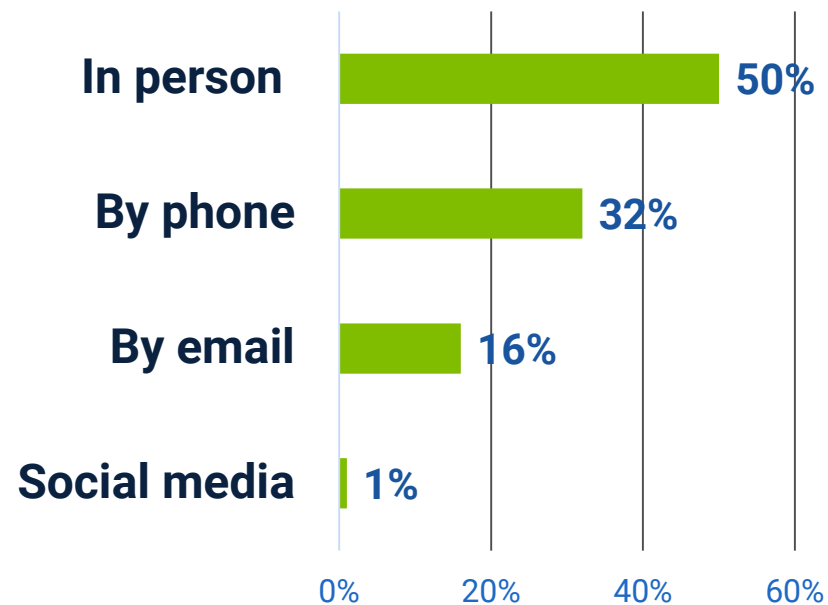


Top Four Most Important County Challenges to Households



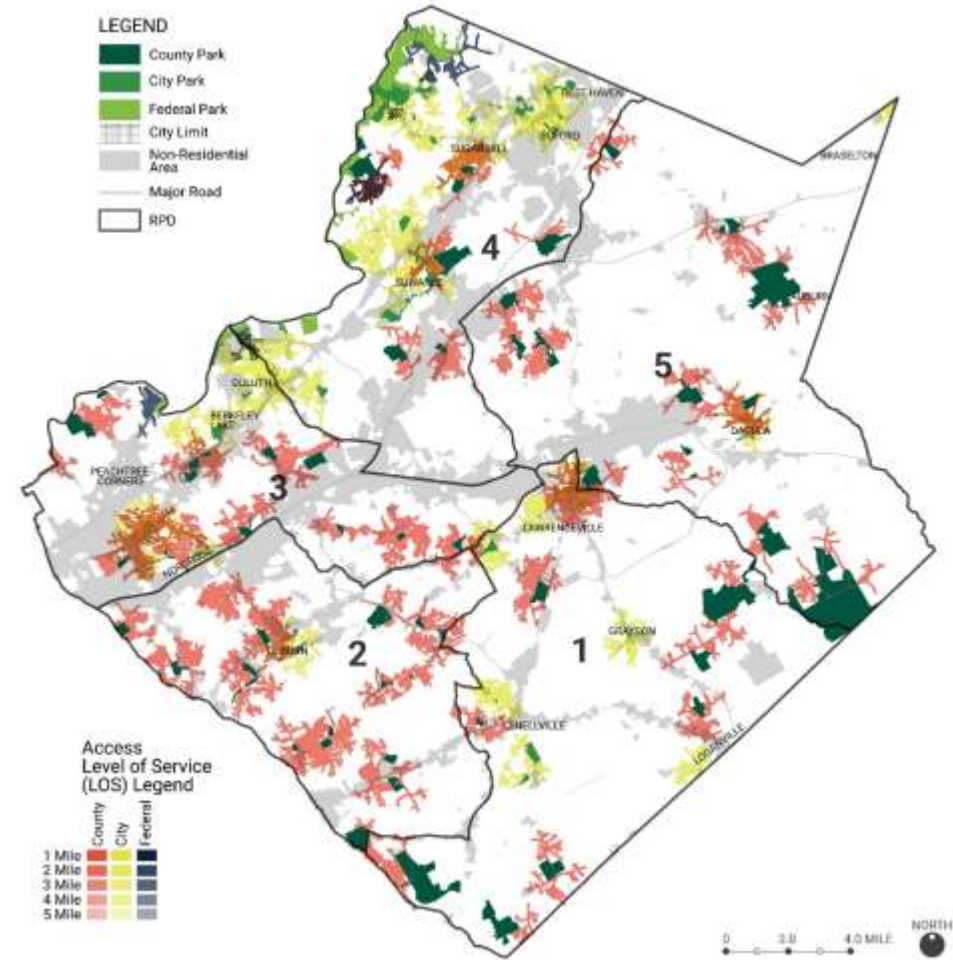
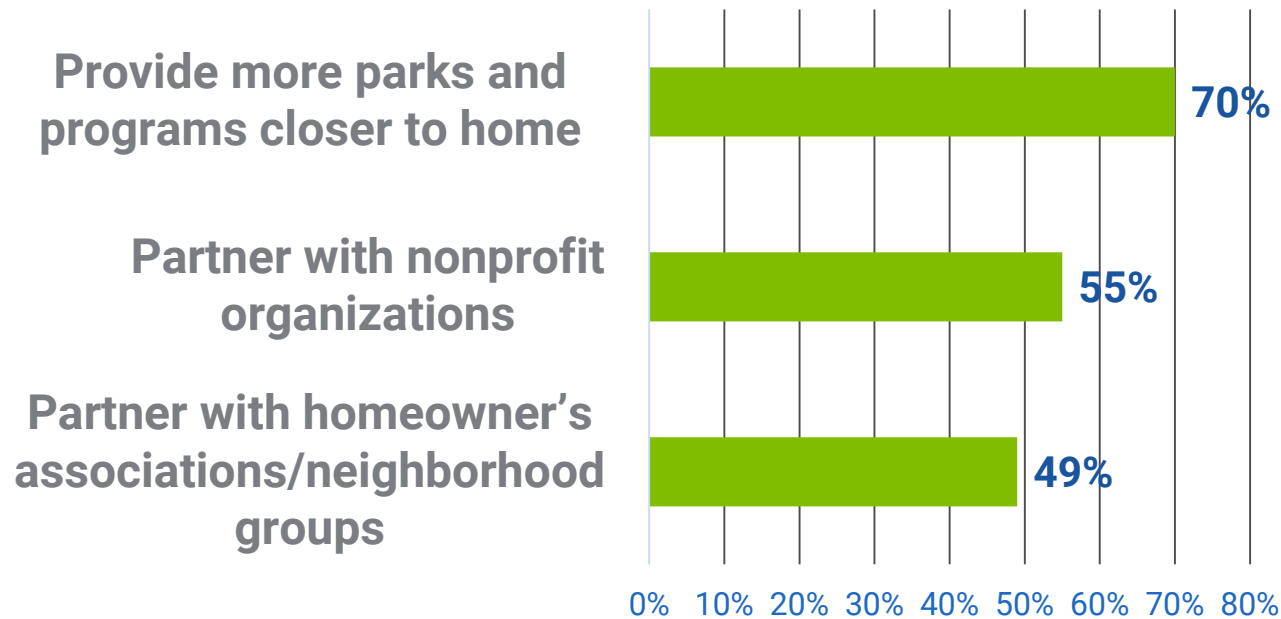
Heighten Marketing Engagement & Collaboration

- Communication with Gwinnett Parks & Recreation Staff



Enhance Convenience & Accessibility

Top 3 Methods to Provide Parks Services



Protect, Preserve, and Provide Access to Natural and Cultural Resources

84%

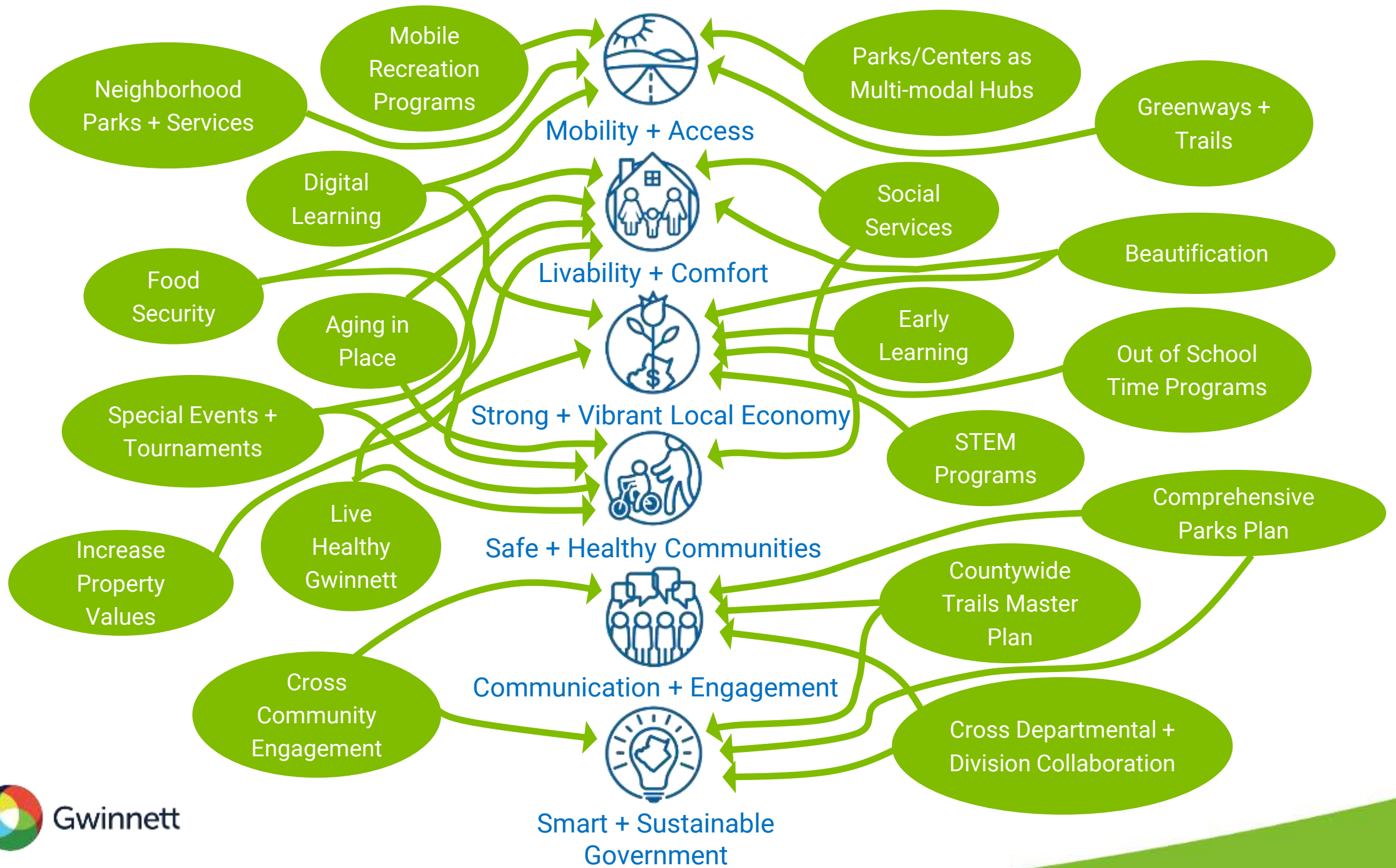
of respondents believe it is **important for the county to **protect natural areas and cultural resources.****

Prioritize Facility | Amenity Investments

Facilities Amenities	County	RPD 1	RPD 2	RPD 3	RPD 4	RPD 5
Paved Multi-Purpose Trails/Sidewalks	167	162	150	168	168	161
Conservation Areas/Natural Preserves	132	117	140	119	123	120
Unpaved Walking/Hiking Trails	123	97	144	120	120	115
Community Gardens/Food Forests	123	122	114	129	99	105
Indoor Pools	123	132	83	110	127	115
Senior Centers	112	96	102	131	90	107
Dog Parks	109	95	89	109	117	106
Greenway/Trail Systems	109	85	104	85	95	121
Outdoor Exercise Stations (Trails)	105	120	95	67	83	111
Amphitheater	100	92	87	85	81	109
Interactive Fountains/Water Features	93	80	90	84	69	106
Historic Sites	92	87	83	67	86	98
Fishing	91	82	80	72	74	109

Prioritize Program | Activity Investments

Programs Activities	County	RPD 1	RPD 2	RPD 3	RPD 4	RPD 5
Adult Fitness/Wellness	200	200	200	200	200	200
Senior Leisure	90	80	89	96	75	111
Nature	84	83	80	74	96	89
Community Special Events	66	70	53	62	73	72
Water Fitness	66	63	69	52	70	73
Art Programs	64	64	47	55	74	79
Senior Clubs	64	56	62	66	63	76
Adult Education	59	62	56	57	44	71
Digital Media/Photography	57	50	57	50	51	77
Lap Swimming	53	61	49	44	57	54
Adult Performing Arts/Dance	53	50	44	61	51	62
Adult Learn to Swim	53	85	45	54	45	26
Educational Lecture Series	53	60	55	45	40	59
Teen Programs	53	54	47	54	60	50
STEAM	52	58	50	38	53	59
Volunteering	49	50	51	54	49	45
Language Classes	49	54	50	44	54	42
Youth Fitness/Wellness	43	49	33	28	52	48





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

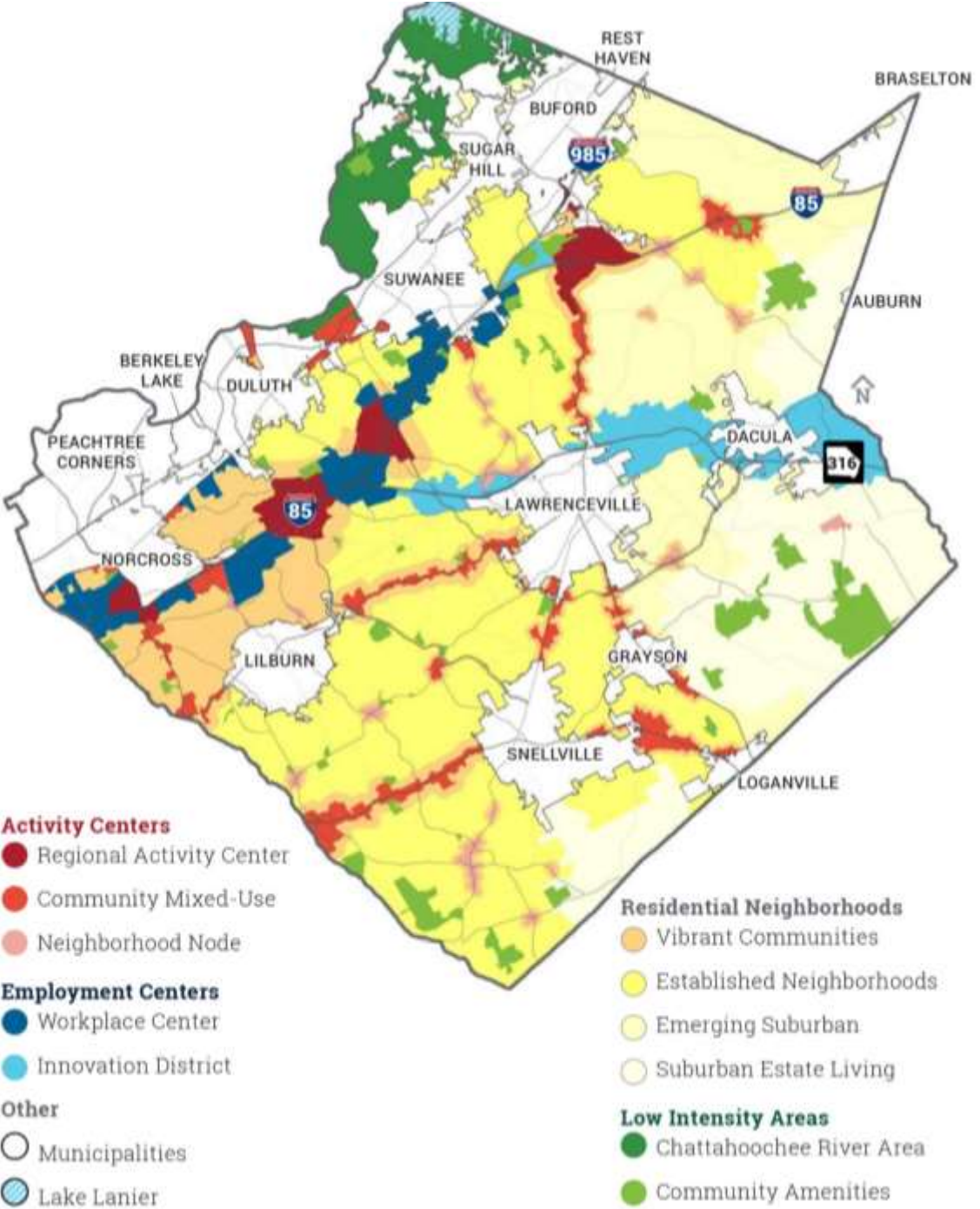
15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS

Influences | Future Development Map



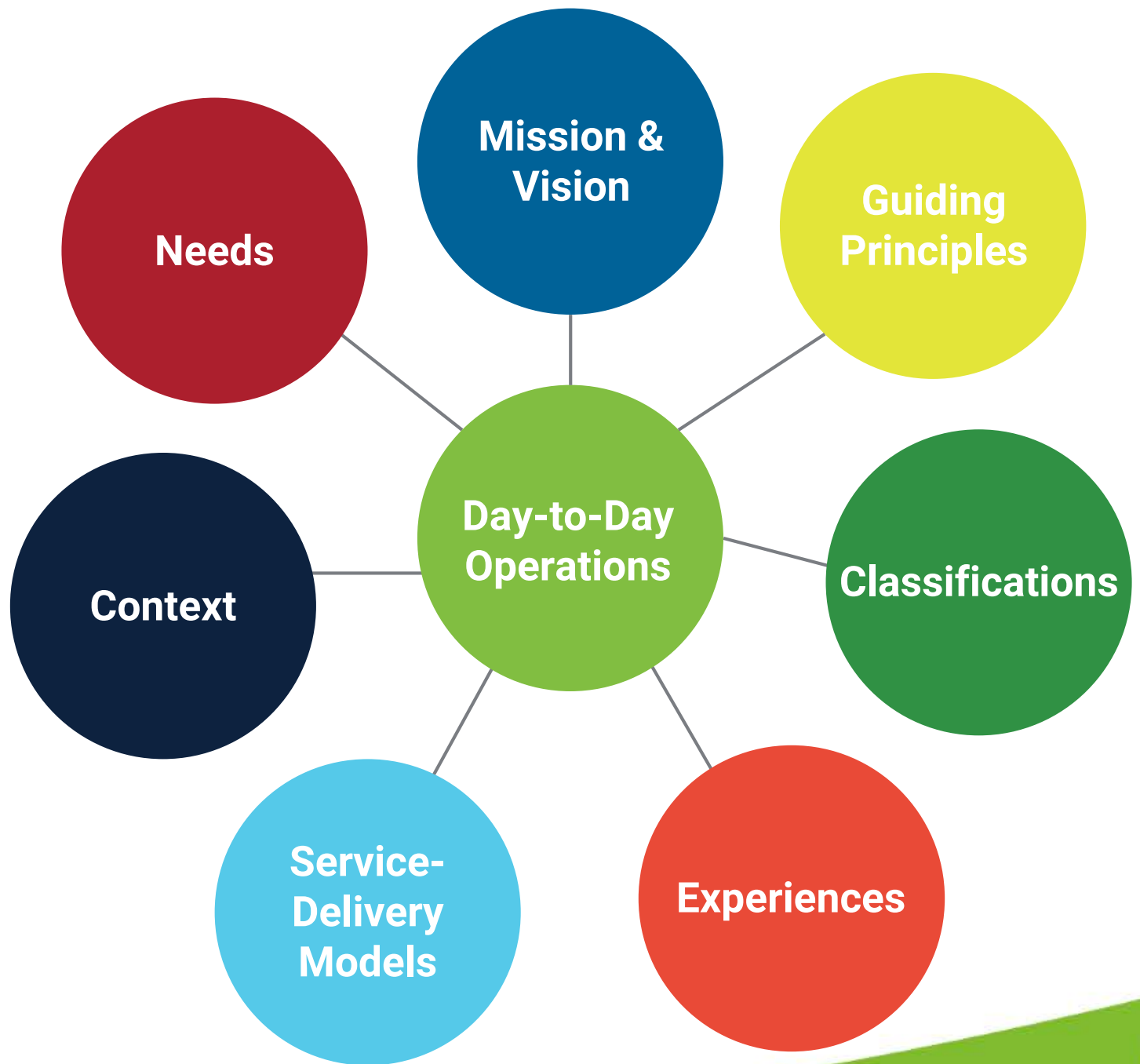
Influences I Future Development Patterns



Parks and Open Space



Decision Making Framework



Next Steps

- Steering Committee Vision Workshop
- Steering Committee Prioritization Workshop – October 1
- Recreation Authority Board Prioritization Workshop – October 8
- Board of Commissioners Final Presentation – December 1

Questions

