



# Parks, Recreation, and Culture Needs Assessment and Facilities Plan

**Public Meeting  
Presentation  
November 14, 2015**

**GREENPLAY** LLC

*The Leading Edge In Parks, Recreation  
And Open Space Consulting*

**RHODESIDE & HARWELL**

**RRC**  
ASSOCIATES<sup>SM</sup>

# Agenda

- What we've heard
- Your input
- Questions & answers



# Focus Group Summary

## Length of Manassas Residence

48 participants in 3 - Focus Groups

< 5 years – 10%

5-9 years – 13%

10-19 years – 27%

20+ years – 37%

Not a resident but support or use programs – 13%

# Strengths

- Freedom Center
- Doing something with nothing
- Decent park maintenance
- Trail system
- Boys and Girls Club partnership\*
- VRE – Virginia Railway Express
- History/HMI\*
- Proximity to DC
- Small Town feel/sense of community\*\*
- Central core to city
- Green space
- Pool
- Museum
- Proximity to Battlefield
- Regional Airport
- Neighborhood Parks
- Colleges: GMU, NOVA
- Younger Demographic trend
- People / Culture
- Diversity of Parks\*\*
- Urban Forest / Trees
- Good use of volunteers
- Staff very flexible, cooperative, accessible and responsive \*\*\*\*\*

# Strengths

- Festivals \*\*
- Work very closely with other service providers\*\*
- Cultural aspect of events: ethnically diverse \*
- City Leadership seeks citizen input\*
- Neighborhood Services excellent job of engaging the community and developing partnerships
- Fiscally responsible \*
- Downtown businesses committed to cultural vibe
- Feeling of safety, police presence, community policing
- Center for the Arts, Museum, Harris Pavilion, Historic Manassas\*
- Availability of outdoor facilities, access to public spaces
- Availability of information
- Protected the lake
- Access to transportation regionally (Train/Omni Bus)

# Areas of Improvement

- Trail connectivity\*\*
- Bike routes\*
- Wayfinding and Signage \*\*\*
- Knowing what assets are available\*
- Full utilization of baseball fields, maintenance\*
- Implement plans developed
- Presence of programs / lack of programs\*\*
- Lack of promotions
- Bedroom community
- No central place to go for programs / fragmented / unified message / branding
- Website more inclusive
- Lack of a department\*\*
- Outreach to the Hispanic population
- Lack of connectivity: neighborhood, trails, bikeways
- No adult education classes / enrichment programs
- Leverage travel sports programs
- Baldwin School repurpose, playground
- Field and Court availability
- Lack of open play spaces
- No large community gathering space

# Areas of Improvement

- No community recreation center
- Community interaction with Boys and Girls Club
- Wayfinding / mapping \*\*
- Tell the story
- Eyes on the parks, use reduces crime/homeless
- No library
- Annaburg Manor (possible community center)
- Parking
- No recreation programs\*
- Outdated Amenities
- Connectivity, not pedestrian friendly \*\*
- Citizens can't use school facilities after school hours \*\*
- Walkability, bikeability \*\*
- Marketing, communication, awareness, no daily paper \*\*\*
- Services and resources for seniors, disabled \*
- Transportation

# Areas of Improvement

- Cost Recovery
- Maintenance under staffed
- Haven't kept up with changing demographics
- Need to promote the things we do
- Branding
- P&R not recognized for their economic impact to the city
- Need a collaborative effort, coordinate other service providers
- Don't conduct events in parks
- Passive utilization of parks
- Consider multiuse of facilities
- Lack of rectangle fields
- Disconnect of Schools and City
- Safety and security
- Quality of athletics (drainage, )
- Low cost of field usage
- Available indoor space for activities



# Overall Quality of Current Services Offered

Average Rating

2.64



**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Additional Programs or Services

- Recreational classes – fitness, yoga, bike maintenance, enrichment\*\*
- Trips, day and weekend \*\*
- Tennis lessons
- After-school program\*
- Community gardening\*
- More unique programming/events – Color Run\*\*\*
- Opportunities for teens / Summer employment / Volunteer opportunities
- Pavilion programming
- Runs\*\*\*
- Special Events: Haunted Trail
- Trips\*
- Recreation Sports programs
- Leadership/Volunteering/Youth Civic Engagement\*\*\*\*
- Adult Enrichments Classes
- Outdoor Recreation Programming / Scouting
- Language programming
- Summer Camps \*
- After school programming / Elementary Schools as Neighborhood Centers
- Marketing / Communication
- Partnership
- Relationship with school and school facilities

# Overall Maintenance of Existing Parks, Recreation and Cultural Facilities

Average Rating

3.5

**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Improvements To Existing Facilities

- Lights on rectangular fields
- Improve track at Dean / Dean Park upgrades / Master Plan
- Transition Stonewall into a leisure style facility
- Level baseball complex and start over
- Boys and Girls Club
- Expansion of museum, add library
- Signage / Wayfinding \*\*\* / mapping
- Grounds at GMBL
- Speed up Liberia Project
- Connect trails/bikeways/Winter's Branch Trail / Connectivity
- Stonewall Park fields
- Accessibility / new and current
- Preservation of Historic sites
- Improvement to existing restroom facilities / new facilities
- Athletic field turf
- Landscaping / beds

# Underserved Portions Of Community

- Young professionals without kids
- Kids \*\*
- Seniors\*
- Hispanic / non-whites
- Special needs
- Seniors (transportation)
- Georgetown South (aquatics specifically)



# New Facilities/Amenities

- Expanded adult recreational facilities \*
- Community garden\*\*
- Bike lanes / pathways\*\*\* / fitness trail
- Trails – paved and dirt – Dean to Wellington
- Second pool – Gateway Boulevard
- Dog park \*\*\*
- Disc golf
- Outdoor music venue
- Rectangle fields\*\*
- Restrooms
- Library
- Fire pit
- Community Center\*\*
- Community Facility at Liberia Plantation / Annaburg Manor / event center
- Splashpad\*\*
- Miracle Ballfield
- Trees / shade
- Technology

# Overall Quality of Customer Service

## Average Rating

3.9



**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Seeking Community Feedback

## Average Rating

2.75



**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor



# Financial Support

- Current set-up is appropriate but the City could better leverage alternative resources and partnerships



# Key Potential Partners

- Kiwanis
- Lions Club
- Rotary
- Large employers
- GMBL \*
- Youth serving organizations
- Boys and Girls Club
- GMU / NOVA
- Business Community
- Chamber
- VRE
- Metro / Omni Link
- NPS
- Manassas Mall
- American Red Cross
- Environmental / Preservation Groups
- Cooperative Extension
- PWC Library
- Old Town Business Association
- Regional Airport
- Faith-based Organizations\*\*
- Schools\*\*
- Police / Fire & Rescue

# Key Issues / Values

- Physical activity among kids\*
- Attractive place to live – keeping people here
- Historical Relevance
- Youth Civic Engagement
- Civics in general
- Cultural respect
- Manassas as a destination
- Active recreation
- Environmental awareness / sustainability



# Top Priorities

- Baseball and Softball
- Bike routes \*\*
- Walkability, connectivity\*\* - neighborhood to neighborhood
- Bike racks
- Do something with the Planning process / recommendations
- Community center\*\* or smaller neighborhood centers / Library
- Programming
- Leveraging relationship GMBL
- Maintenance\*
- Wayfinding
- Outreach to Hispanic Community \*\*
- Community Service
- Keep up with trends



# Thank You For Your Time!



**RHODESIDE & HARWELL**



## Questions?

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