



MARCO ISLAND

Parks & Recreation Master Plan

Parks and Recreation Master Plan

City Council Presentation
Context Analysis + Needs and Priorities
Findings Summary Presentation

July 2024

PEREZ PLANNING + DESIGN, LLC



Agenda

- Overview of Our Approach
- Overview of Summary Findings
- Next Steps

Our Approach

1 Context Analyses

2 Needs + Priorities Assessment

3 Long Range Vision

4 Implementation Strategy

5 Final Plan + Adoption

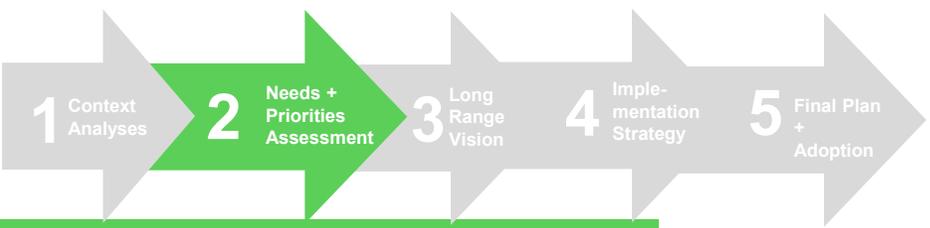
- Project Coordination
- Planning Context
- Demographic Context
- Park System Context
- Context Summary Document

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

- Long-Range Vision Workshop
- Capital + O&M Costs
- Parks and Recreation Vision Summary Document

- Funding Alternatives
- Prioritization
- Implementation Strategy Summary Document

- Draft Final Master Plan
- Final Master Plan



Needs + Priorities Assessment

Qualitative Techniques

- Project Steering Committee
- Elected Official Interviews
- Staff Interviews
- Focus Group Interview
- Special Events Input
- Public Meetings
- Intercept Interviews
- Online Survey



Quantitative Techniques

- Statistically-Valid Survey
- Acreage Level-Of Service
- Indoor Square Footage Level of Service
- Access Level of Service
- Capacity Level of Services
- Quality Level of Services
- Financial Level of Service
- Benchmarking

Observational Techniques

- Park Site Evaluations | National +Regional + Local Trends | Population + Demographic Overview

Public Engagement Highlights

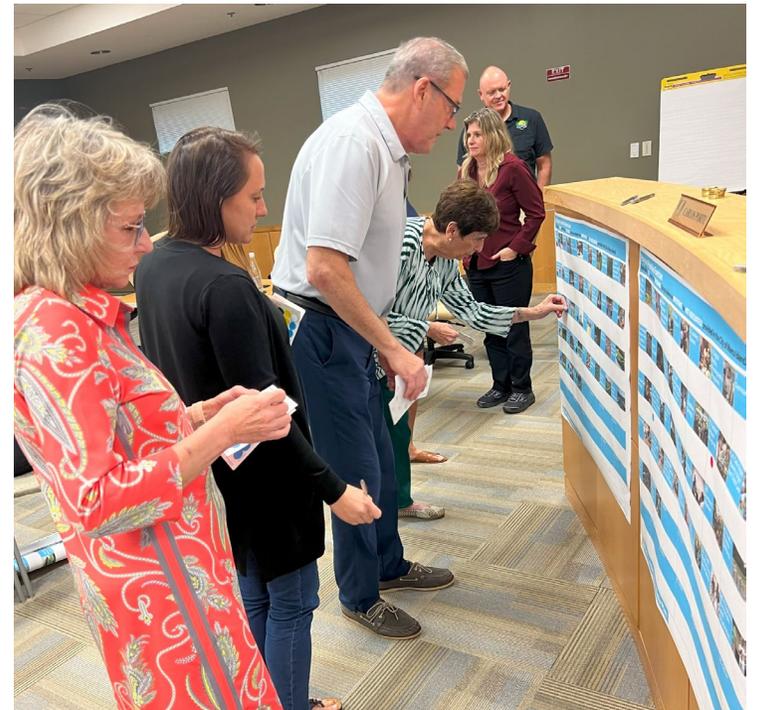


1,100+
Process Participants

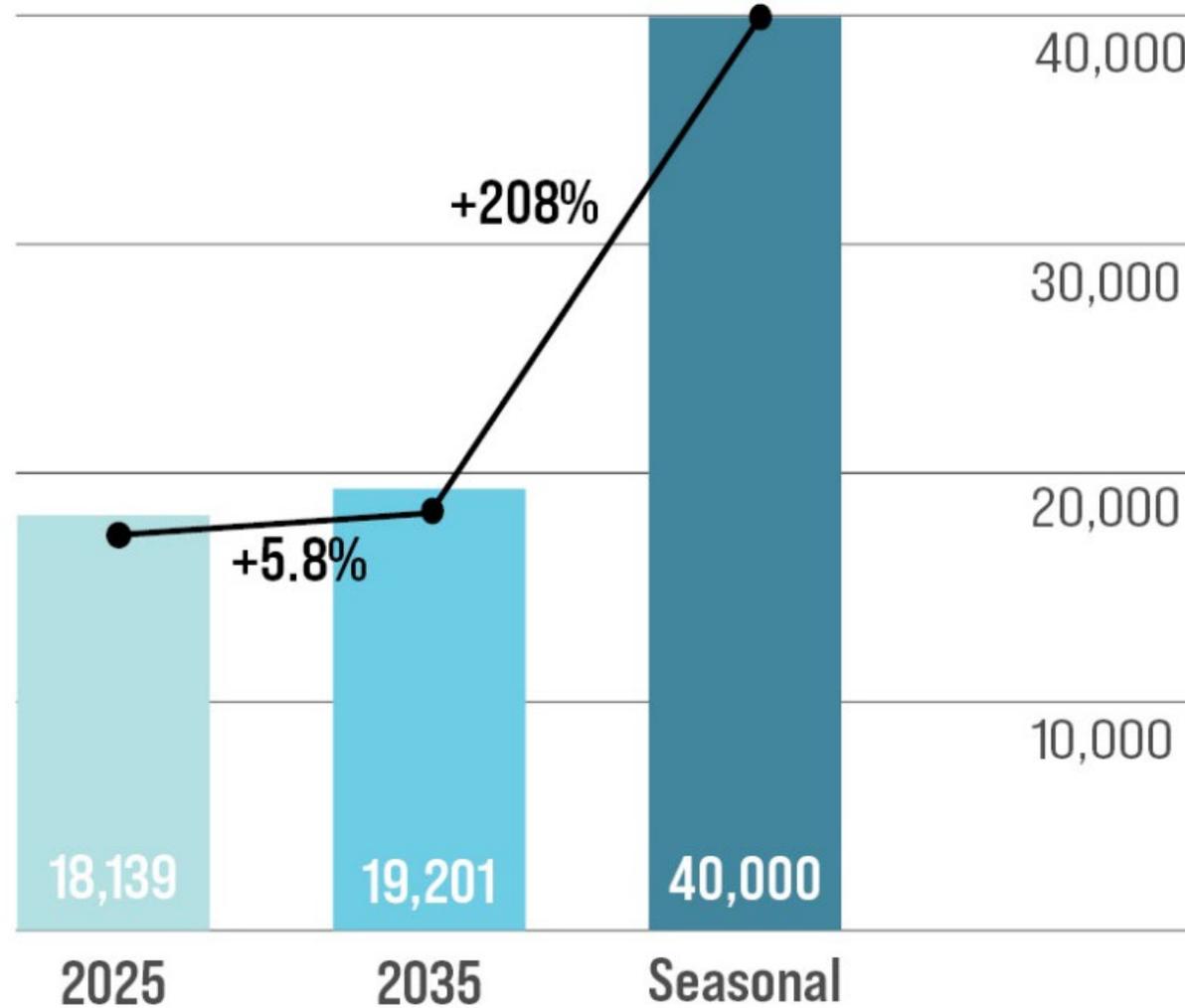


18,600+
Question Responses

11 Engagement Opportunities



Demographic Context - Population



High-Priority Facility/ Amenity + Program/ Activity Needs Summary Methodology

Statistically Valid Survey Priority Investment Ranking Questions:

**Is this (Facility/Amenity and Program/ Activity)
important to you?**

- Yes or No?

If “Yes”, how well are your needs met?

- Fully Met
- Mostly Met
- Partly Met
- Not Met

**Which (Facility/Amenity and Program/ Activity)
are most important to you? (Top 4 Choices)**

High-Priority Facility/ Amenity Needs | Summary Findings

<div style="display: flex; align-items: center; gap: 10px;"> ● Identified as a Top Priority Need ● Identified is a Need </div> NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. City Leadership Interviews	5. Focus Group Interviews	6. Public Meeting	7. Special Events
HIGH PRIORITY FACILITIES/AMENITIES:							
Natural parks for local wildlife	●	●	●			●	●
Paved multi-purpose trails	●	●	●	●	●	●	●
Public beach access	●	●					●
Shelters, shade structures, & picnic areas	●	●	●	●	●	●	●
Pickleball courts	●	●	●	●			●
Boating access (motorized)	●	●				●	●
Bandshell/event area	●	●	●	●	●		●
Indoor fitness centers	●	●					●
Food truck park space	●	●	●				●
Food concessions	●	●	●				●
Boating access (non-motorized)	●	●		●		●	●
Restrooms at existing parks	●	●	●			●	●
Community gardens	●	●	●				●

High-Priority Programs/ Service Needs | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. City Leadership Interviews	5. Focus Group Interviews	6. Public Meeting	7. Special Events
HIGH PRIORITY PROGRAMS/ACTIVITIES:							
Community special events	●	●	●	●	●		●
Adult fitness/wellness/dance	●	●	●			●	●
Outdoor dining	●	●				●	●
Community programming	●	●	●	●	●		
Farmers market	●	●	●				●
Nature/environmental education	●	●		●		●	●
Education lecture series	●	●				●	
Cooking classes	●	●					●

- Identified as a Top Priority Need
- Identified is a Need

High-Priority Benefits | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. Public Meeting
BENEFITS OF RECREATION SPACES				
Recreation & athletics	●	●	●	●
Community character	●	●	●	●
Neighborhood/community open space for social interaction & play	●	●	●	●
Conservation of natural areas	●	●	●	●

- Identified as a Top Priority Need
- Identified is a Need

Allocation of \$100 for Capital Improvements | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. Public Meeting
FUNDING ALLOCATION FOR FACILITY/CAPITAL IMPROVEMENTS:				
Development of new walking & biking facilities	\$21.48	\$16.09	\$11.11	\$11.11
Improvements/maintenance of existing parks & recreation facilities	\$19.53	\$15.59	\$27.78	\$27.78
Improvements/maintenance of existing walking & biking facilities	\$14.39	\$12.13	\$9.26	\$9.26
Acquire new park land	\$12.82	\$15.10	\$14.81	\$14.81
Development of new/additional parks facilities in existing parks	\$10.15	\$17.33	\$20.37	\$20.37
Other	\$8.25	\$1.98	\$9.26	\$9.26
Improvements/maintenance of existing indoor recreation centers	\$7.15	\$9.90	\$7.41	\$7.41
Development of new indoor recreation centers	\$6.23	\$11.88		



Allocation of \$100 for Programs/ Operations | Summary Findings

NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. Public Meeting
FUNDING ALLOCATION FOR PROGRAMS/OPERATIONS:				
Additional community-wide special events	\$26.13		\$15.38	\$11.17
Increase staff to improve maintenance of parks & facilities	\$13.04	\$15.45	\$13.46	\$12.85
Additional senior recreation programs and/or classes (excluding athletics)	\$11.98	\$14.55	\$21.15	\$18.44
Additional adult recreation programs and/or classes (excluding athletics)	\$11.71	\$15.15	\$7.69	\$11.73
Additional youth recreation programs and/or classes (excluding athletics)	\$8.20	\$11.82	\$5.77	\$6.15
Additional youth athletic programs/leagues	\$8.03	\$11.21	\$9.62	\$5.59
Additional adult athletic programs/leagues	\$7.80	\$19.39		\$12.29
Other	\$7.21	\$1.82	\$21.15	\$15.08
Increase frequency of programs/classes and/or extended hours of programming	\$5.89	\$10.61	\$5.77	\$6.70

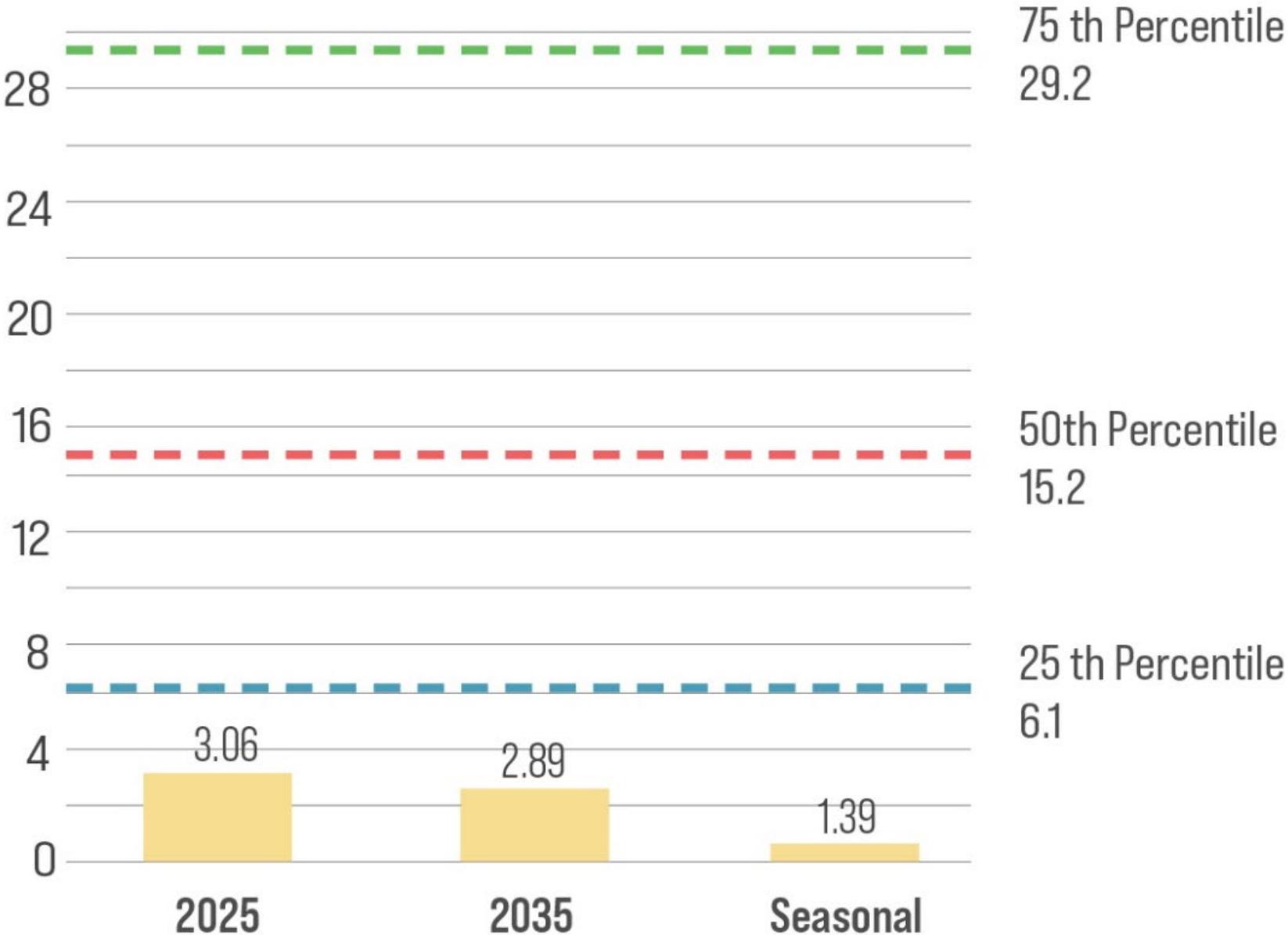


Willingness to Pay Additional Taxes for Parks | Summary Findings

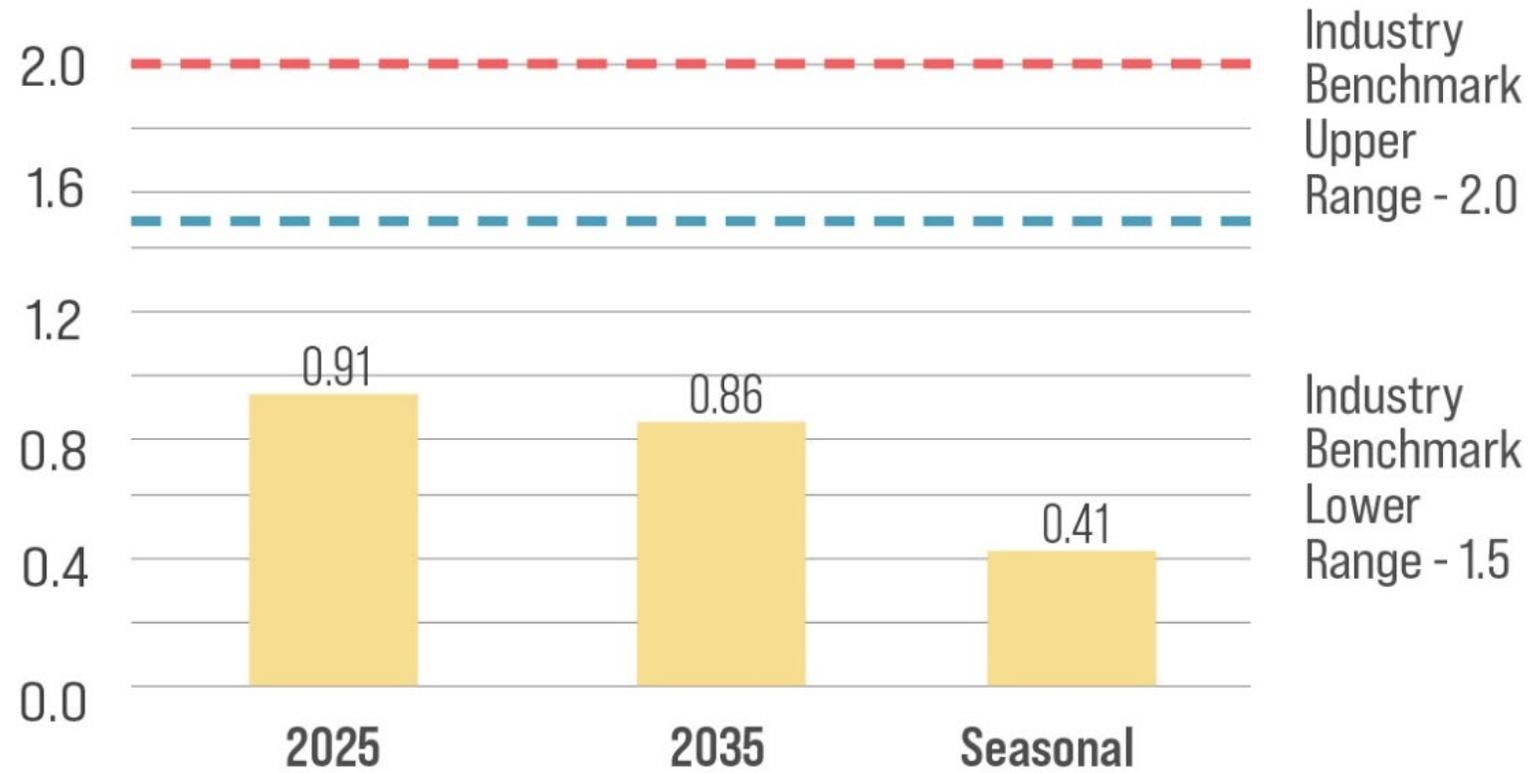
NEEDS ASSESSMENT TECHNIQUE:	1. Statistically Valid Survey	2. Online Survey	3. PRAC	4. Public Meeting	5. Special Events
WILLINGNESS TO PAY ADDITIONAL ANNUAL TAXES FOR PARKS AND RECREATION					
\$10-\$25 per year	66%	81%	100%	64%	84%
\$26-\$50 per year	59%	74%	100%	59%	71%
\$51-\$75 per year	55%	65%	100%	55%	69%
\$76-\$100 per year	50%	59%	100%	36%	67%
\$101-\$200 per year	33%	39%	100%	36%	56%
\$200+ per year	16%	22%		27%	38%
I'm not willing to pay additional taxes				36%	16%



Acres Level of Service | Summary Findings



Indoor SF Level of Service | Summary Findings



Funding/ Staffing LOS | Summary Findings

NRPA Agency Performance Review Compared to Marco Island (Population 18,139)				
2024 NRPA Agency Performance Measure	Lower Quartile	Median	Upper Quartile	Marco Island
NRPA Annual Operating Expenditures	1.5M	4.3M	12.9M	1.4M
Operating Expenditure per Capita	\$48.14	\$91.50	\$170.50	\$74.71
Agency FTEs	14.3	37.3	115.0	12.5
FTEs per 10,000 Residents	3.9	8.1	14.3	6.9
Operating Revenues per Capita	\$5.06	\$17.19	\$65.37	\$22.18

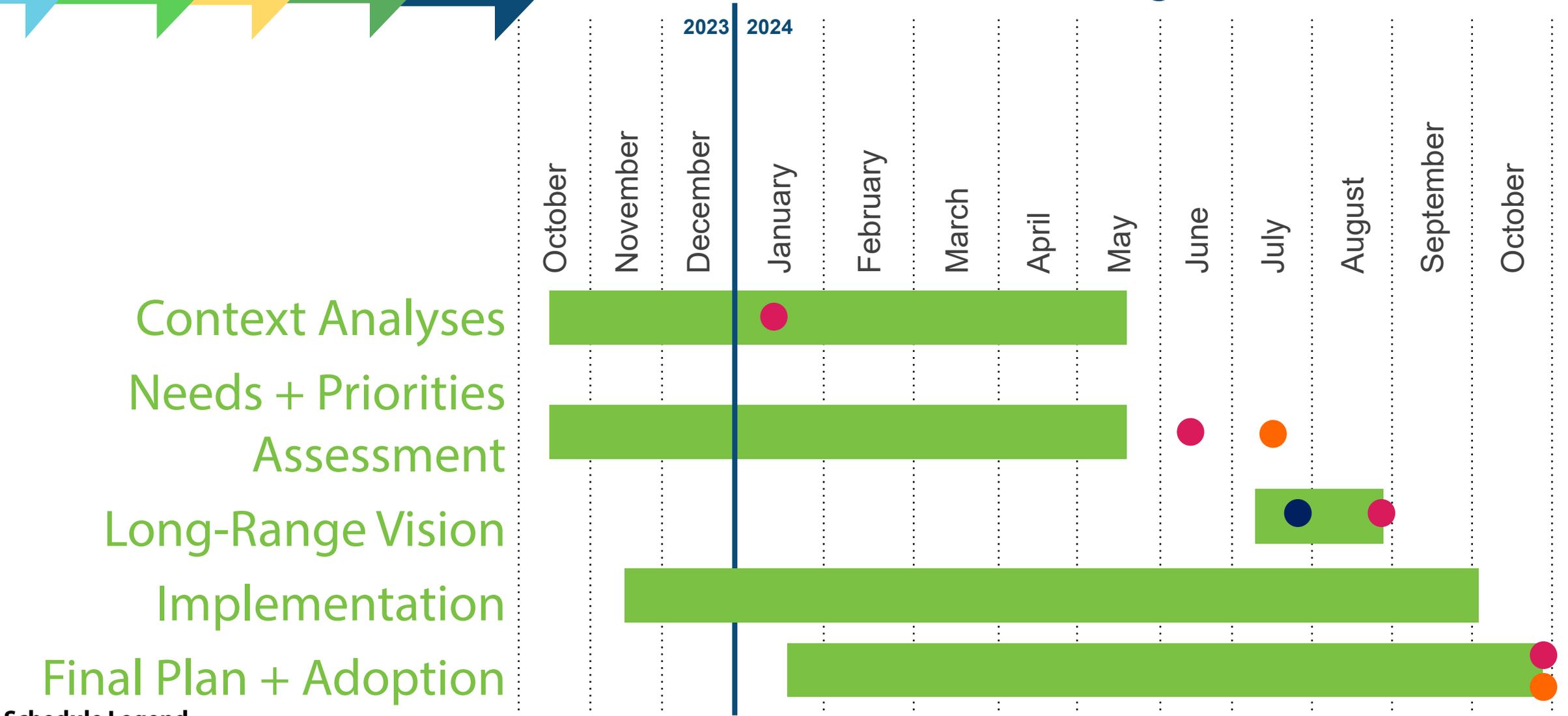
Funding/ Staffing LOS | Summary Findings

NRPA Agency Performance Review Compared to Marco Island (Seasonal Population ~ 40,000)				
2024 NRPA Agency Performance Measure	Lower Quartile	Median	Upper Quartile	Marco Island
NRPA Annual Operating Expenditures	4.4M	10.9M	26.5M	1.4M
Operating Expenditure per Capita	\$79.09	\$122.84	\$220.50	\$35.00
Agency FTEs	42.1	95.8	204.9	12.5
FTEs per 10,000 Residents	6.3	10.7	18.2	0.3
Operating Revenues per Capita	\$11.13	\$28.72	\$73.68	\$10.06

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- Overview of Our Approach
- Overview of Summary Findings
- Next Steps

Project Schedule



Schedule Legend

- Task
- Steering Committee Meeting
- Council Presentation
- Visioning Workshop



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