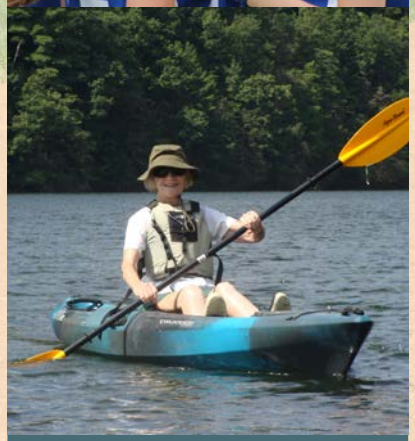
Montgomery County

Parks and Recreation

MASTER PLAN

2016



GO PLAY

montgomerycountyva.gov/parks

MONTGOMERY COUNTY · 1776 · 1976 · Virginia · Freedom Increases Responsibility

Cover: All photos courtesy of MCPR. McCoy Park by NRVRC staff.

Montgomery County
Parks and Recreation
Master Plan

A Vision for 2036

Prepared for Montgomery County by:
the New River Valley Regional Commission
2016

Funding for this plan was provided by:
Montgomery County
and
the Appalachian Regional Commission

Table of Contents

Executive Summary i

Chapter 1: Mission and Goals 1

Chapter 2: Existing Conditions 5

Chapter 3: Recreation Survey 19

Chapter 4: Analysis and Recommendations 23

Chapter 5: Implementation 47

Appendices 59

- Appendix A: Goals and Objectives 61
- Appendix B: Site Inventory and Assessment Checklist 63
- Appendix C: Recreation Survey 65
- Appendix D: Survey Summary 71
- Appendix E: Full Recommendations 104
- Appendix F: Recreation Land Acquisition Scoring Sheet 113

List of Figures and Tables

All pictures by New River Valley Regional Commission unless otherwise indicated

Figure 2.1 Age Distribution of Montgomery County 6

Figure 2.2 Montgomery County Landcover and Population Density 6

Figure 2.3 Projected Population Growth 2010-2040 7

Figure 2.4 Future Land Use Areas 9

Figure 2.5 Number of Recreation Programs Offered 13

Figure 2.6 MCPR Budget as a Percentage of the General Budget 15

Figure 3.1 Respondents' Place of Residence 20

Figure 3.2 Gender of Respondents 20

Figure 4.1 MCPR Organizational Structure 41

Figure 4.2 MCPR Operations Timeline 42

Table 2.1 Population Projections in Montgomery County 7

Table 2.2 Number of Recreation Facilities by Locality (2014) 10

Table 2.3 Persons per Recreation Facility (2014)..... 11

Table 2.4 Available Recreation Programs by Locality 12

Table 2.5 Full-Time Parks and Recreation Employees by Program 14

Table 2.6 MCPR Revenue 15

Table 2.7 Sources of Direct Revenue 16

Table 2.8 Revenue per Capita by Locality (2014)..... 16

Table 2.9 Revenue as Percentage of Total Parks and Recreation Budget (2014)..... 17

Table 4.1 General Analysis and Recommendations 24

Table 4.2 Eastern Montgomery Park Analysis and Recommendations 25

Table 4.3 Huckleberry Trail / Coal Mining Loop Analysis & Recommendations... 25

Table 4.4 McCoy Park Analysis and Recommendations 26

List of Figures and Tables

Table 4.5 Mid-County Park Analysis and Recommendations 27

Table 4.6 Frog Pond Swimming Pool Analysis and Recommendations 28

Table 4.7 Golden Hills Disc Golf Course Analysis and Recommendations 29

Table 4.8 Motor Mile Park Analysis and Recommendations 29

Table 4.9 Old Shawsville Elem. School Analysis and Recommendations 30

Table 4.10 Plum Creek Park Analysis and Recommendations 30

Table 4.11 Whitethorne River Park Boat Launch Analysis and Recommendations 31

Table 4.12 Mont. County Public Schools Analysis and Recommendations 32

Table 4.13 Future Facilities Analysis and Recommendations 32

Table 4.14 Programs Analysis and Recommendations 35

Table 4.15 Events Analysis and Recommendations 37

Table 4.16 Partnerships Analysis and Recommendations 39

Table 4.17 Equipment Analysis and Recommendations 40

Table 4.18 Dept. Structure and Operations Analysis and Recommendations 43

Table 4.19 Outreach and Marketing Analysis and Recommendations 44

Table 4.20 Maintenance Analysis and Recommendations 45

Table 4.21 Funding Analysis and Recommendations 45

Table 4.22 Land Acquisition and Donated Property Analysis and Recommendations 45

Table 5.1 Five-Year Priority Benchmarks 48

Table 5.2 Parks and Recreational Facilities Benchmarks 48

Table 5.3 Programs, Events and Partnerships Benchmarks 52

Table 5.4 Equipment Benchmarks 54

Table 5.5 Department Benchmarks 54

Table 5.6 Recreation Land Acquisition Criteria 57

MCPR OPERATIONS TIMELINE

Ongoing

- Active Adults
- Seasonal Classes
- Tours
- Seasonal Events
- Outdoor Recreation

Spring

- Baseball
- Softball
- T-ball

Summer

- Frog Pond

Fall

- Football
- Cheerleading

Winter

- Basketball

Executive Summary

The purpose of the Montgomery County Parks and Recreation Master Plan is to provide a vision for the Montgomery County Parks and Recreation Department for the next 20 years as well as insights into how the Department can accomplish this vision. This Plan will provide recommendations that focus future growth in areas where Montgomery County Parks and Recreation already excels or where services provided by the Blacksburg and Christiansburg Parks and Recreation Departments are not already meeting the need.

As the most populated county west of Charlottesville, Montgomery County has unique attributes, including being home to a major university (Virginia Tech) and two of the largest towns in the Commonwealth (Blacksburg and Christiansburg). Population projections predict the County will experience 35 percent growth by 2040.

With the input of the Montgomery County Parks and Recreation (MCPR) Commission and staff, the following mission statement was created for Montgomery County Parks and Recreation:

> **"To improve and promote a better quality of life by providing safe and positive recreational programs, facilities and opportunities for all citizens of Montgomery County."**

The population in Montgomery County is projected to increase almost 35% by 2040.

As part of the process to develop a Parks and Recreation Master Plan for Montgomery County, existing facilities and programs were inventoried and assessed. A citizen survey was also distributed to garner feedback from residents and users. Finally, local, state and national trends were taken into consideration, helping to ensure the relevance of each recommendation. County population and demographics, overall trends and previous examples of other parks and recreation master plans locally and nationally were all important factors taken into consideration.

Many of the recommendations within this Plan were derived directly from citizen input given through the recreation survey. The survey, which ran from August through October of 2015, gauged citizen use and satisfaction of each of the Department's programs and facilities, as well as existing and future needs. The County received a total of 358 survey responses, with the towns of Blacksburg and Christiansburg and the village of Riner having the largest representation. Many respondents praised the MCPR staff for its programs, specifically pointing out youth athletics, outdoor recreation and active adults.

Prior to the development of any recommendations, each of the County's parks and recreational assets were inventoried and reviewed. MCPR owns or maintains nine parks and trails and maintains several others that it uses in partnership with Montgomery County Public Schools. These nine parks and trails include:

- Old Shawsville Elementary School
- Coal Mining Heritage Park and Loop Trail
- Eastern Montgomery Park and Nature Trail
- Huckleberry Trail
- McCoy Park
- Motor Mile Park
- Mid-County Park, along with the Frog Pond Swimming Pool and Golden Hills Disc Golf Course and Nature Trail
- Plum Creek Park
- Whitethorne River Park Boat Launch (owned by DGIF)

The Department also runs recreation programs and events such as athletics, aquatics, tours, active adults, community programs and outdoor recreation. Outside of these programs, MCPR maintains regular and special events each year and partners with Montgomery County Public Schools, each of the Town's parks and recreation departments, Radford University, and Virginia Tech to provide even more recreational opportunities. Volunteers play a key role in filling coaching and park maintenance roles within the Department.

MCPR manages these facilities and programs with a staff of nine full-time employees and three part-time, year-round employees. Funding for the Department is provided through direct revenue from its programs and entry fees and from the County General Fund. The Parks and Recreation budget is around $830,000 annually, which represents approximately two percent of the County’s General Fund.

BASEBALL DIAMOND AT MOTOR MILE PARK

With the population of Montgomery County expected to exceed 127,000 by 2040, a growing and active population will increase the demand on current MCPR facilities, programs and staff. The County's Comprehensive Plan anticipates the expanding population will locate fairly evenly between the towns of Blacksburg and Christiansburg as well as the unincorporated county. It should be noted that the 30,000 students at Virginia Tech are included in this population count. Virginia Tech provides recreation activities on campus, so this population is therefore much less likely to participate in locality-sponsored parks and recreation.

With guidance from MCPR staff and the Parks and Recreation Commission, public input and the data gathered were analyzed to help develop the final Master Plan recommendations and benchmarks to evaluate progress. Special attention was paid to encouraging development in programs in which the County already excels or in new programs or facilities that would provide extra value or fill an unmet need.

The Master Plan addresses a broad scope of recommendations, allowing the County to work toward these action items over the next 20 years. Representing its most immediate goals, the Department has identified the following recommendations as its top six short-term priorities toward implementing the Master Plan over the next five years:

- Acquire property adjacent to the New River to create an outdoor river park
- Implement an equipment replacement plan
- Implement ADA improvements to current parks
- Acquire long-term lease for land to expand Old Shawsville Elementary site
- Expand athletics to include adult athletics
- Pursue the feasibility of a recreation center

1

Chapter 1: Mission and Goals

Both the mission statement and goals of MCPR were created to provide a framework for the future of the Department. These were created as a result of meetings between the MCPR Commission and staff in early 2015. They were presented to and accepted by staff and the Parks and Recreation Commission in June 2015.

MCPR BANNER AT AUBURN ELEMENTARY

MISSION

The Montgomery County Parks and Recreation staff and Advisory Commission created the following mission statement for the Department: **"to improve and promote a better quality of life by providing safe and positive recreational programs, facilities and opportunities for all citizens of Montgomery County."**

This mission statement is meant to address all users, regardless of age, race, gender or socio-economic status and address the services the Department provides for the community, either currently or in the future.

GOALS

The goals below were developed with the input of MCPR staff and Parks and Recreation Advisory Commission in 2015. For a full list of the Department's goals and objectives, please see Appendix A.

The goals were broken into three sections:

- Parks, Trails and Facilities;
- Programs, Events and Partnerships;
- Department Operations, Outreach and Marketing.

> "To improve and promote a better quality of life by providing safe and positive recreational programs, facilities and opportunities for all citizens of Montgomery County."
>
> - MCPR Mission Statement

The goals adopted by the Department staff and MCPR Commission are shown below:

MONTGOMERY COUNTY PARKS AND RECREATION GOALS

PARKS, TRAILS AND FACILITIES

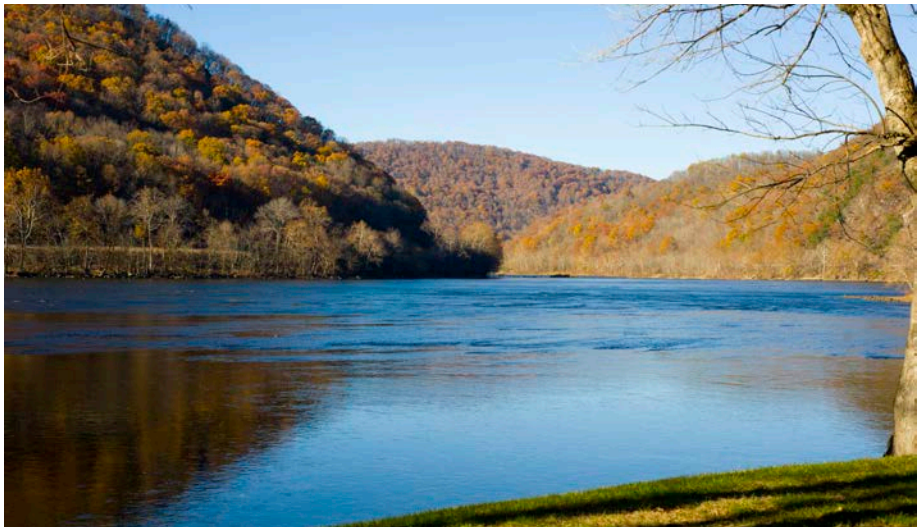
1. Maintain existing parks, trails and facilities while supporting newer parks, trails and facilities as the County grows
2. Ensure that parks, trails and facilities are accessible to a wide range of users

PROGRAMS, EVENTS AND EDUCATION

1. Continue to provide a tradition of excellence in the programs, events and educational opportunities for the citizens of Montgomery County
2. Promote new community programs, events and educational opportunities
3. Provide programs, events and educational opportunities for non-sport activities
4. Develop adult athletics programs

DEPARTMENT OPERATIONS, OUTREACH AND MARKETING

1. Strengthen staff and operational support
2. Increase Department visibility within the community
3. Expand transportation resources to include larger and more up-to-date vehicles
4. Identify grant funding and matching funding opportunities



Source: Virginia Tech

2

Chapter 2: Existing Conditions

Montgomery County is growing in age, population and density, and these trends will have a significant impact on recreation. As of 2014, Montgomery County Parks and Recreation serves the 31,454 residents within the unincorporated area of the County. In addition, the 65,790 residents who live within the towns of Blacksburg and Christiansburg also have access to MCPR parks, facilities and programs, for a total of 97,244 citizens. This number is predicted to grow to over 127,000 by 2040, an increase of nearly 35 percent.

This chapter contains two sections:

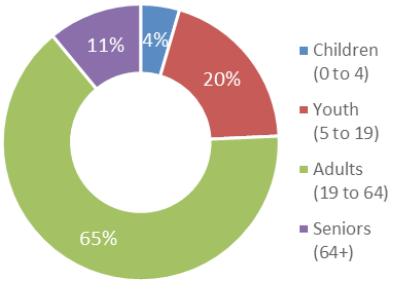
1. an overview of Montgomery County as a whole, including its geography, population and demographics; and
2. an overview of different trends and precedents related to parks and recreation

Population and Demographics

MONTGOMERY COUNTY

FIGURE 2.1

AGE DISTRIBUTION OF MONTGOMERY COUNTY (2014)



Montgomery County, located in the New River Valley region of southwest Virginia, is a growing community. In 2014 the County's total population was 97,244, an increase of three percent from 2010. The two Towns within the County, Blacksburg and Christiansburg, have robust town governments and individual parks and recreation departments. The majority of the population of the County lives within these towns (see Figure 2.2). Virginia Tech's student population accounts for over 56 percent of the Town of Blacksburg's population. It should be noted that since recreational activities are provided on campus, the student population represents approximately 30,000 residents who are unlikely to participate in locality-sponsored parks and recreation programs.

The County is 387.1 square miles, with 243.9 persons per square mile as of the 2010 Census. The state average is 202.6 persons per square mile.

Housing units and households are also increasing. In 2014 there were 39,217 housing units, compared to 38,569 housing units in 2010. From 2009-2013 there were 34,789 households, with an average of 2.44 persons per household, compared to 2.6 persons per household for the state. The median household income in the County is $45,543 and the average for the Commonwealth is $63,907.

FIGURE 2.2

MONTGOMERY COUNTY LANDCOVER AND POPULATION DENSITY

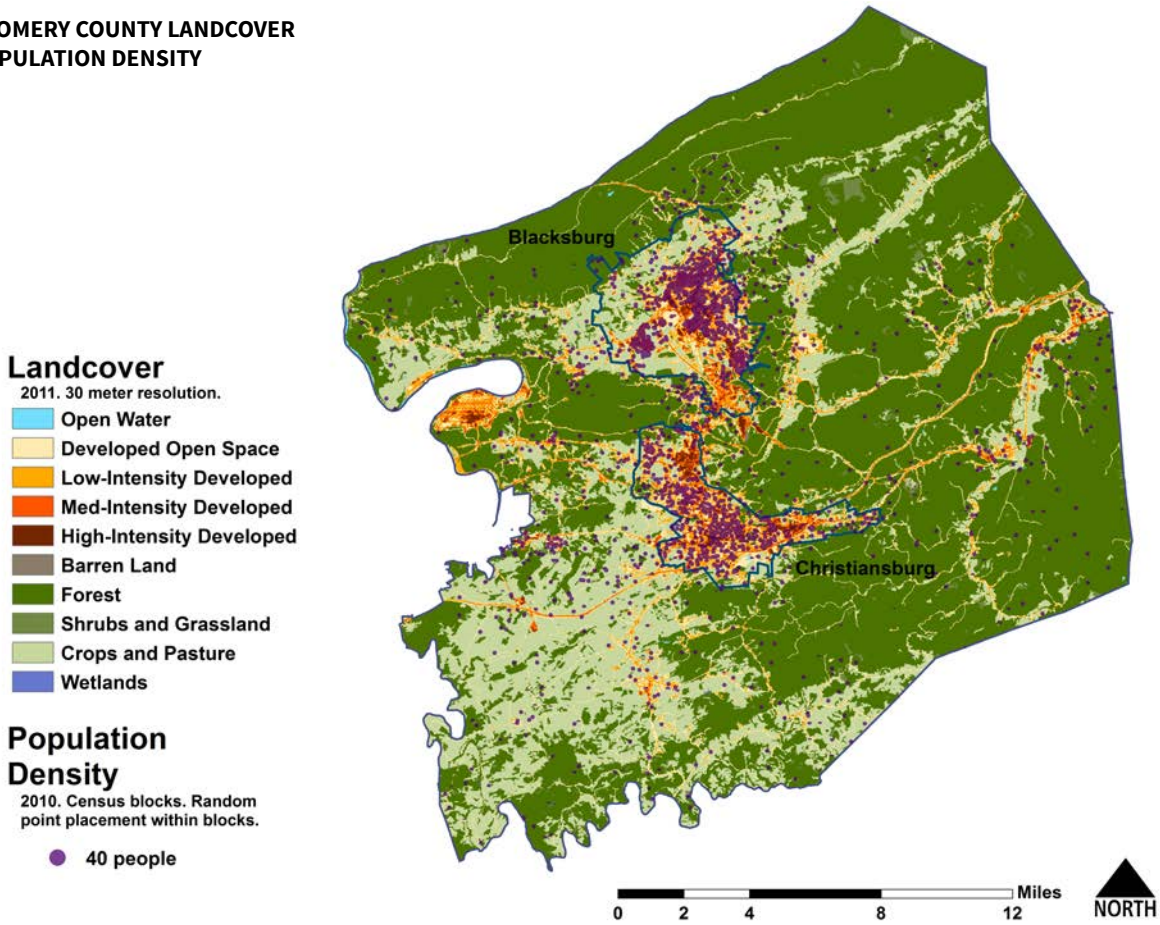
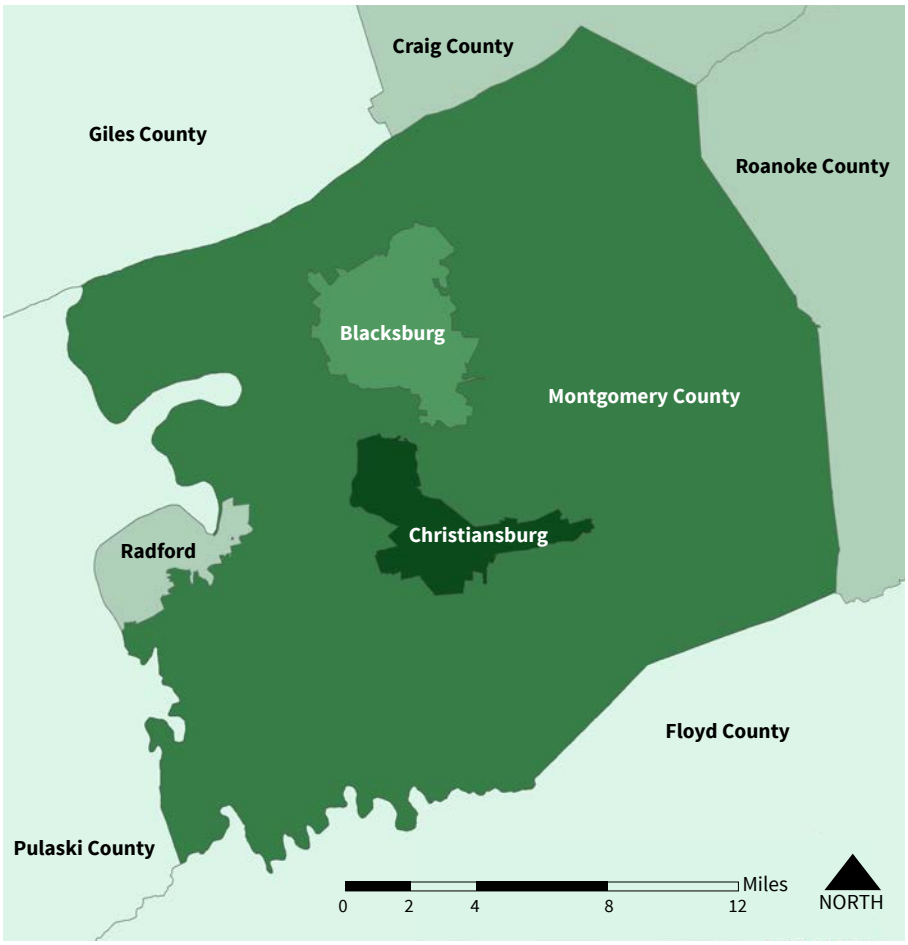


FIGURE 2.3

PROJECTED POPULATION GROWTH 2010-2040



30-Year Relative Growth by Locality

- 7% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%

Future Demographic Projections

Beginning with 2010 census data, the County's population is projected to increase by almost 35 percent, or 32,946 people by 2040. It is estimated that this growth will be distributed evenly between the towns of Blacksburg and Christiansburg and the unincorporated County. Figure 2.3 illustrates the relative growth for each locality.

With increased population comes additional pressure on the facilities and programs MCPR currently operates as well as additional demand for new or expanded programs and resources.

This Plan will focus future growth in areas where Montgomery County Parks and Recreation already excels or where services provided by the Blacksburg and Christiansburg parks and recreation departments are not already meeting the need.

TABLE 2.1

POPULATION PROJECTIONS IN MONTGOMERY COUNTY

	2000	2010	2020	2030	2040
BLACKSBURG	39,848	42,695	46,614	50,608	54,602
CHRISTIANSBURG	17,005	21,533	24,606	28,172	31,737
UNINCORPORATED COUNTY	26,776	30,164	34,073	37,498	40,999
MONTGOMERY COUNTY (TOTAL)	83,629	94,392	105,293	116,278	127,338

Source: Weldon Cooper, US Census

Trends

NATIONAL AND STATE

In addition to the traditional roles performed by parks and recreation departments, national trends reported by the National Recreation and Park Association (NRPA) show that parks and recreation department responsibilities are also expanding to perform non-park management, such as organizing and leading educational programs, vocational training and environmental management.

Operationally, capital improvement needs are at an all-time high. Agencies are diversifying into more fee-based programs to secure funds for these improvements. Parks and recreation departments that create or manage tourism-generating facilities have a tremendous opportunity to expand revenues and services.

The role of parks and recreation departments is expanding to non-traditional activities.

The 2013 Virginia Outdoors Plan conducted a survey and held public meetings to identify priorities for the New River Valley:

1. Creating bikeable/walkable communities, learning opportunities and developing land in a way that promotes public health
2. Using technology, learning opportunities and partnerships to expand youth recreational opportunities
3. Continuing to develop trails
4. Developing more water access points
5. Protecting key viewsheds through land conservation

REGIONAL TRENDS

Recreation was addressed by the New River Valley Livability Initiative, completed in 2014. This three-year planning process identified four theme areas with associated goals and strategies for the region. These four themes and the relationship they have with recreation are detailed below.

1. *Enhancing Living and Working Environments*

    a. The region is aging. This means a diminishing workforce and tax base to provide services. Outdoor recreation is a key quality of life element that plays a large role in attracting and retaining new businesses and employees.

2. *Preserving Rural Heritage and Community Character*

    a. Areas conserved for recreational use will provide recreational and tourism opportunities far into the future. Long-term, localities with fewer conserved lands may struggle to serve the recreational needs of their citizens.

3. *Making the Business Environment More Productive and Resilient*

The changing recreation preferences of aging adults will have an impact on parks and recreation.

a. Recreation is playing an increasingly larger role in a locality's economic development viability. As a top quality of life feature, it is common for businesses to locate in areas that offer quality recreational opportunities.

4. *Building Healthy Communities*

a. While housing density in the region is expected to increase, most homes will be further than a quarter of a mile from the nearest recreational opportunity. Increasing access to these opportunities through trails, sidewalks and bike lanes will provide new recreational opportunities and increase community health.

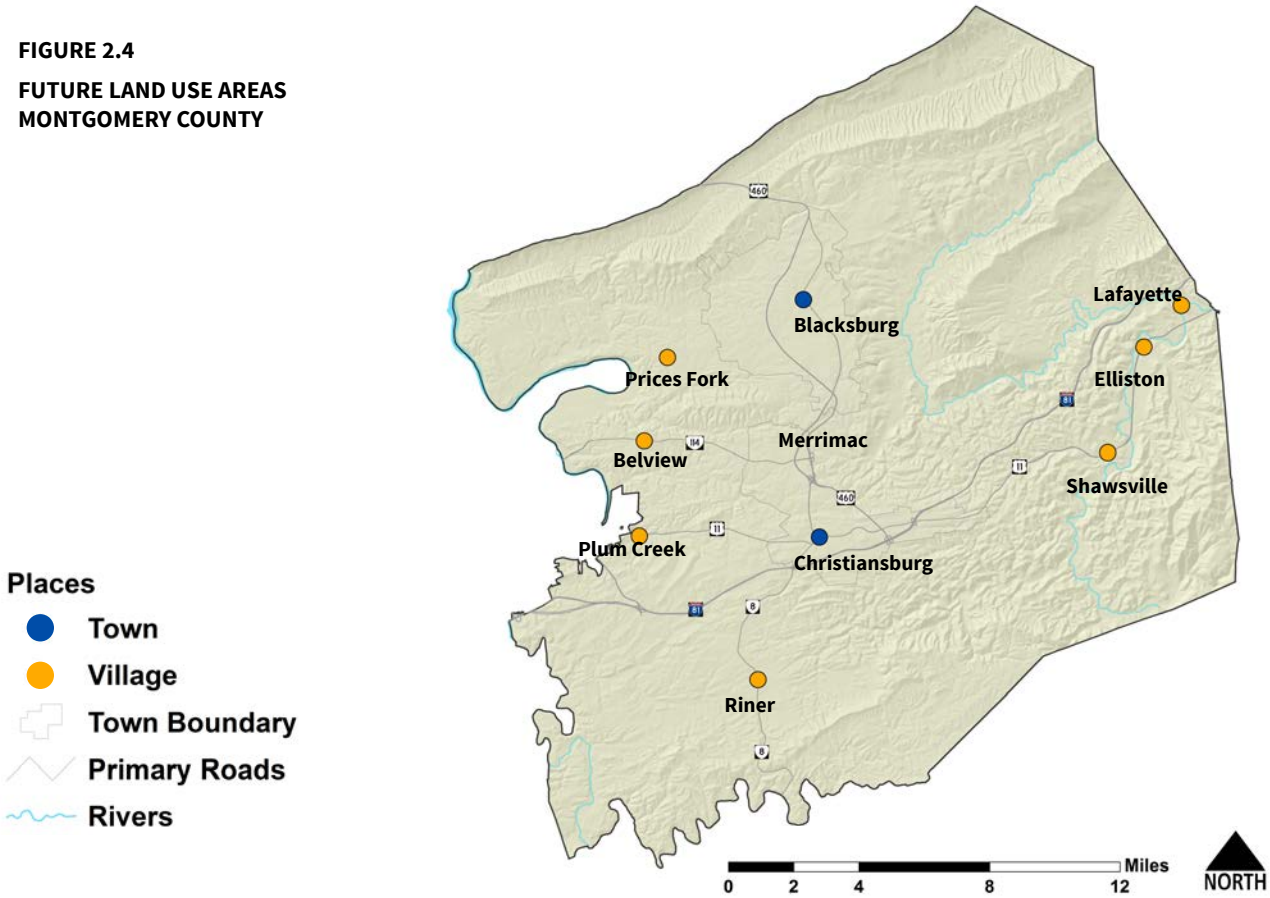
MONTGOMERY COUNTY

Recreation priorities, goals and land use policies were identified in the 2004 Montgomery County Comprehensive Plan, which includes directives to expand services, diversify park and recreational offerings and increase regional cooperation and collaboration.

Since two-thirds of the County's growth by 2040 is projected to occur within the towns of Blacksburg and Christiansburg, the remaining one-third of future population growth will occur within the unincorporated areas of the County. The County has identified, through its Village Plans, the areas in which to promote development. These seven villages include: Belview, Elliston, Lafayette, Plum Creek, Prices Fork, Riner and Shawsville (see Figure 2.4).

FIGURE 2.4

FUTURE LAND USE AREAS MONTGOMERY COUNTY



Map created by NRVRC. 2016. Sources: Google Maps; Montgomery Co.; U.S. Census Bureau; Virginia Information Technologies Agency.

Facilities and Programs Offered

Residents of Montgomery County have many opportunities for recreation. Table 2.2 shows facilities offered by each of the recreation departments in Montgomery County, but does not include privately operated facilities. Facilities such as football fields, indoor basketball courts, and baseball fields made available to the parks and recreation departments by Montgomery County Public Schools (MCPS) are included. The joint use of MCPS facilities represents a beneficial partnership for each of the departments.

TABLE 2.2

NUMBER OF RECREATION FACILITIES BY LOCALITY (2014)

Facility	Blacksburg	Christiansburg	MCPR	MCPS	Total
Playground	14	7	5	0	**26**
Rectangular field	5	1	0	5	**11**
Basketball court (outdoor)	4	4	1	9	**18**
Diamond field	3	2	6	0	**11**
Tennis court (outdoor)	7	0	0	0	**7**
Community/ recreation center	1	1	0	0	**2**
Swimming pool (outdoor)	0	0	1	0	**1**
Dog park	1	0	0	0	**1**
Tot lot	2	0	0	0	**2**
Fitness center	1	1	0	0	**2**
Community garden	0	1	0	0	**1**
Senior center	1	1	0	0	**2**
Performing/ visual arts/ community center	3	1	1	0	**5**
Golf courses (population per 9 holes)	1	0	0	0	**1**
Swimming pool (indoor)	1	1	0	0	**2**
Driving range	1	0	0	0	**1**
Nature/ interpretive center	1	0	0	0	**1**
Basketball (indoor)	2	4	0	3	**9**
Football	0	0	0	5	**5**

Note: the facilities counted do not take into account private club pools or membership only golf courses.

Source: Montgomery County, Town of Christiansburg, Town of Blacksburg

Table 2.3 below illustrates the number of Montgomery County citizens per recreational facility. The National Recreation and Park Association collects this data nationally, which is derived by dividing the population of a locality by the number of a certain type of facilities. By this measurement, having fewer persons per playground signifies that a locality has multiple playgrounds to serve its residents. The final column indicates whether the facilities offered by each of the parks and recreation departments fall above, below or on par with the national average. Some facilities are more appropriate to the area than others, and MCPR can use this table to aid in evaluating future facility expansion.

TABLE 2.3

PERSONS PER RECREATION FACILITY (2014)

Facility	Montgomery County Total Population per Facility	National	Compared to National Average
Playground	3,740	7,801	Above
Rectangular field	8,840	7,899	Average
Basketball court (outdoor)	5,402	15,123	Above
Diamond field	8,840	7,127	Average
Tennis court (outdoor)	13,892	7,686	Below
Community/ recreation center	48,622	35,092	Below
Swimming pool (outdoor)	97,244	46,439	Below
Dog park	97,244	84,331	Below
Tot lot	48,622	25,925	Below
Fitness center	48,622	61,474	Above
Community garden	97,244	61,752	Below
Senior center	48,622	84,087	Above
Performing/ visual arts/ community center	19,449	132,957	Above
Golf courses (population per 9 holes)	97,244	40,359	Below
Swimming pool (indoor)	48,622	61,598	Above
Driving range	97,244	141,582	Above
Nature/ interpretive center	97,244	196,013	Above
Basketball (indoor)	10,805	*	*
Football	19,449	*	*

Note: the facilities counted do not take into account private club pools, or membership only golf courses.

**National data was not collected for indoor basketball courts or football fields*

National Recreation and Park Association *Park and Recreation National Database Report*

Table 2.4 illustrates the programs currently being offered by each of the parks and recreation departments in Montgomery County. The column marked "National" represents the percentage of parks and recreation departments across the country who also provide the program.

While most programs are being offered by at least one locality, this chart shows several opportunities for program expansion, specifically environmental programs (which could be incorporated into existing outdoor recreation programming), tennis (which was identified in the recreation survey) and community gardens.

Two additional programs that over a third of parks and recreation departments offer are before- and after-school programs and preschool. This demonstrates the diversification of services into non-traditional roles that many departments are moving toward.

TABLE 2.4

AVAILABLE RECREATION PROGRAMS BY LOCALITY

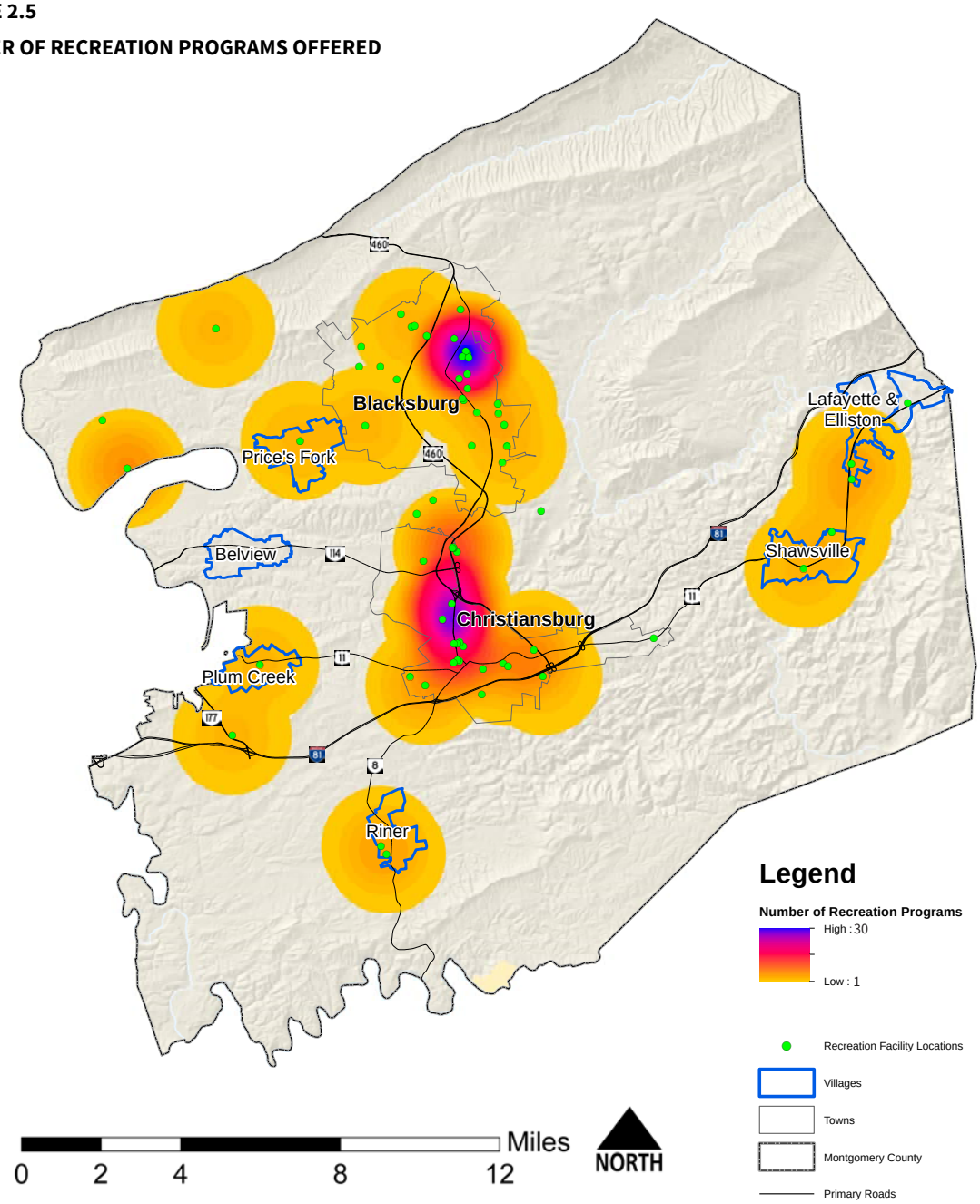
Program	Blacksburg	Christiansburg	MCPR	National
Organized team sports	x	x	x	88.3%
Fitness	x	x	x	87.1%
Health and wellness	x	x	x	87.0%
Visual arts and crafts	x	x		77.7%
Tennis	x			77.6%
Trips and tours	x	x	x	71.4%
Water safety	x	x	x	67.3%
Environmental				64.0%
Performing arts	x	x		62.3%
Martial arts	x	x	x	62.3%
Golf	x			52.8%
Major special events	x	x	x	84.2%
Summer camps	x		x	78.6%
Senior programs	x	x	x	76.6%
Special populations		x		62.9%
Teen		x		61.0%
Before- and after-school programs				43.4%
Community gardens				39.0%
Preschool				35.1%

Source: National Recreation and Park Association *Park and Recreation National Database Report*

To better understand the programs offered in the County, Figure 2.5 illustrates the concentration of programs offered per recreational facility. Higher concentrations of programs are depicted in red and purple. and buffers represent a three-mile radius. With the exception of Belview, MCPR has programs located in each of its villages.

FIGURE 2.5

NUMBER OF RECREATION PROGRAMS OFFERED



MCPR currently employs nine full-time employees. Fractional numbers in Table 2.5 below represent full-time employees who may have multiple roles split over several program areas. It should be noted that both towns operate recreation centers and aquatic centers, which require more staffing. As the County's population grows and MCPR expands existing programs or adds additional ones, the County will need to consider expanding staffing to meet the needs and desires of residents.

TABLE 2.5

FULL-TIME PARKS AND RECREATION EMPLOYEES BY PROGRAM

Program	Blacksburg	Christiansburg	MCPR
Administration	4.00	4.00	2.00
Aquatic	3.00	13.00	0.33
Athletics	1.00	2.00	2.00
Community	0.50	1.00	0.67
Outdoor	0.50	0.00	0.33
Outdoor Facilities	0.00	2.00	2.33
Senior	1.00	0.5	0.67
Special Population	0.50	0.50	0.00
Community/ Recreation Center	2.00	3.00	0.00
Building Maintenance	0.00	2.00	0.00
Special	0.00	0.00	0.33
Summer	0.00	0.00	0.33
Golf	3.00	0.00	0.00
Teen	0.50	0.00	0.00
Total	**16.00**	**28.00**	**9.00**

Source: Montgomery County, Town of Blacksburg, Town of Christiansburg

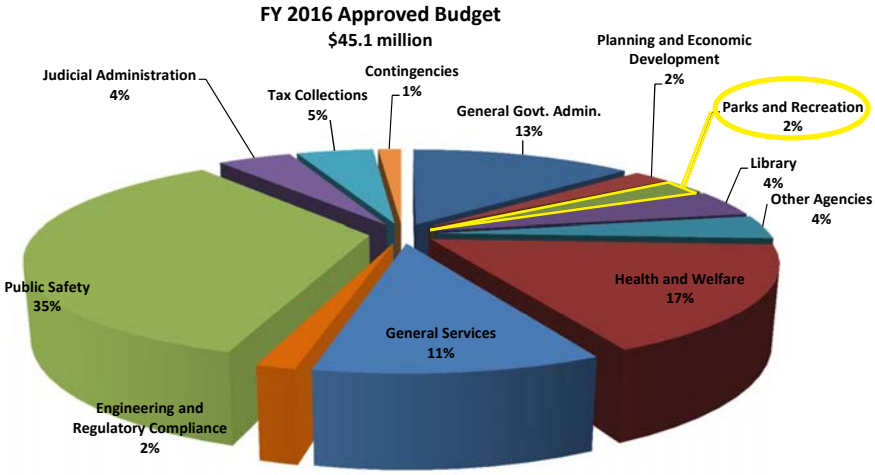
Funding

The Department's annual budget is comprised of the General Fund and revenue generated by its programs and entry fees. Currently the Department seeks little to no annual funding through fundraising or grants.

From 2011 to 2015, MCPR's budget comprised two percent of the County's General Fund. This represents approximately $830,000 annually.

FIGURE 2.6

MCPR BUDGET AS A PERCENTAGE OF THE GENERAL FUND



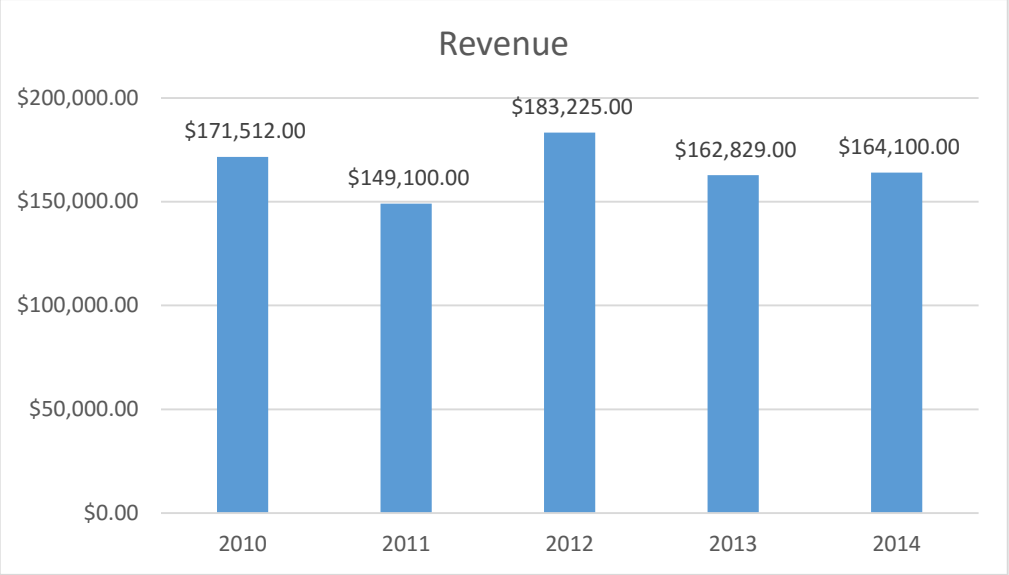
Source: Montgomery County

Revenue

Revenue is the amount of money generated as a result of fees paid for programs, classes, entry fees and concessions. Revenue can also be used as a performance measure for a department. As illustrated in Table 2.6 below, even through the recession, revenues for MCPR have fared well, averaging $166,153 from 2010 to 2014. Table 2.8 on page 16 illustrates how these revenues equate per capita.

TABLE 2.6

MCPR REVENUE



Source: Montgomery County

Historically, entry and program fees have comprised 80 percent of revenue for most parks and recreation departments. However, within the past few years, facility entry fees have decreased, with departments diversifying toward multiple sources of revenue. Table 2.7 shows a comparison between the sources of direct revenue nationally and those of MCPR.

TABLE 2.7

SOURCES OF DIRECT REVENUE

Sources of Direct Revenue	National (2014)	MCPR (2010-2014)
Programs and class fees and charges	43%	53%
Facility entry fees/membership	21%	44%
Facility rentals	15%	1%
Other (Fundraising, Scholarship, Recovered Costs, etc.)	12%	2%
Facility, property or ROW leases	3%	0%
Concessions, resale items	5%	0%

Source: National Recreation and Parks Association; Montgomery County

Table 2.8 reflects direct revenue generated by parks and recreation departments within Montgomery County from non-general fund sources. Departments who operate or rent out facilities (such as recreation centers, aquatic centers, pools, etc.) have a greater opportunity for fee-based revenue. MCPR generates the majority of its revenue from youth athletics, Frog Pond admissions and other community programs.

MCPR falls below the national average of $11.08 per capita in revenues, which presents an opportunity for the Department to assess other sources of revenue or consider incremental increases in current fees.

TABLE 2.8

REVENUE PER CAPITA BY LOCALITY (2014)

Revenue Per Capita	Population	Non General Fund Revenue	Revenue per Capita
Blacksburg	43,985	$718,300.00	$16.33
Christiansburg	21,805	$1,003,550.00	$46.02
Unincorporated County	31,454	$164,100.00	$5.22
Montgomery County Total	97,244	$1,885,950.00	$19.39
National Average	-	-	$11.08

Source: National Recreation and Parks Association; Weldon Cooper Center; Montgomery County; Town of Blacksburg; Town of Christiansburg

Currently, 17 percent of MCPR's overall budget comes from revenues, compared to 22.9 percent and 33.5 percent for the towns of Christiansburg and Blacksburg respectively (see Table 2.9). As mentioned regarding Table 2.8, higher revenue rates for the two towns are probably attributed to the recreation and aquatic centers each town operates and reflects the dynamic of three parks and recreation departments within one county. However there are many opportunities MCPR can explore for diversifying and increasing its revenue while providing unique recreational programs and facilities for residents.

TABLE 2.9

REVENUE AS PERCENTAGE OF TOTAL PARKS AND RECREATION BUDGET (2014)

Revenue and Total Recreation Budget (2014)	Recreation Related Revenue	Total Recreation Budget	Percentage
Blacksburg	$718,300.00	$2,141,738.00	33.5%
Christiansburg	$1,003,550.00	$4,390,190.00	22.9%
MCPR	$164,100.00	$967,912.00	17.0 %
Montgomery County Total	$1,885,950.00	$7,499,840.00	25.1%

Source: Montgomery County, Town of Blacksburg, Town of Christiansburg

Cost Recovery

Cost recovery is a measure for how much revenue a parks and recreation department generates compared to its operating costs. Total operating costs in FY14 were approximately $920,643. In 2014, MCPR recovered 17.8% of operating costs primarily through program and facility entry fees. Nationally, similarly sized parks and recreation departments have a cost recovery of 26.7%.

3

Chapter 3: Recreation Survey

The Montgomery County Parks and Recreation Department developed a survey for Montgomery County citizens which was available both online and in hard copy. The survey was promoted on MCPR's social media platforms, printed signs were also placed around the County and at athletic events. Citizens were asked to evaluate the Department in several key areas: athletic facilities, parks and recreational facilities, programs, events, capital improvements and marketing and outreach. Respondents were also asked about their participation level, satisfaction and future recreational needs.

Trends in survey responses were incorporated into the recommendations found in this Plan. A copy of the survey and full survey results can be found in Appendix C and D.

Survey Demographics

The County received 358 responses to the survey, with 23 percent of respondents reporting to be from Christiansburg, 21 percent from Blacksburg, 15 percent from Riner, nine percent from Elliston, seven percent from Shawsville, two percent from other parts of Montgomery County, 11 percent from outside Montgomery County and 12 percent who did not answer.

FIGURE 3.1

RESPONDENTS PLACE OF RESIDENCE

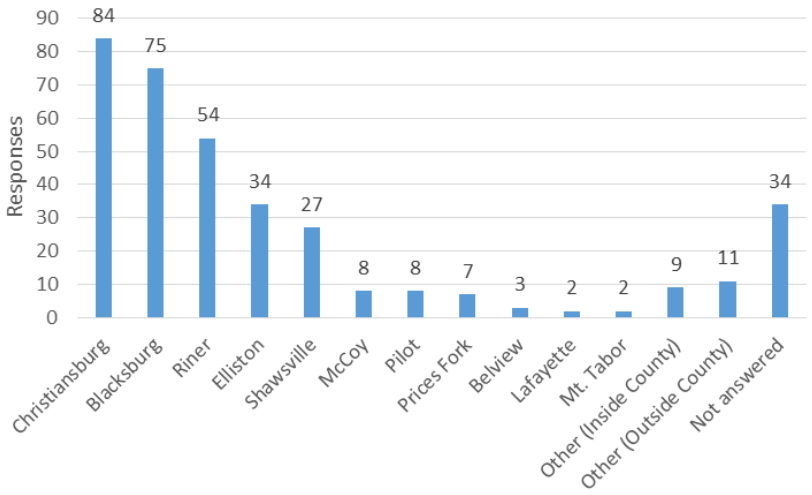
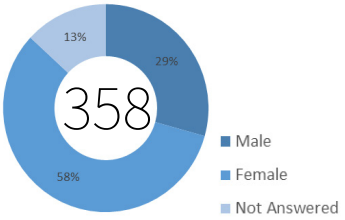


FIGURE 3.2

GENDER OF RESPONDENTS



Facilities, Programs, and Events

Survey respondents reported that, of the athletic and parks and recreational facilities, most frequented the Huckleberry Trail and the Frog Pond. Fewer people use Plum Creek Park, Golden Hills Golf Course and McCoy Park. Overall, respondents claimed to have used one or more MCPR facilities 1-20 times within the past year.

Most respondents reported participating in youth athletics and outdoor recreation activities. Fewer people participated in the active adult (50+) activities. Overall, respondents claimed to have participated at least 1-5 times in one or more MCPR programs within the past year. Most citizens claimed to have attended Montgomery County Heritage Day and the Sandlot Nights.

USERS ON THE HUCKLEBERRY TRAIL AND THE FROG POND SWIMMING POOL

43 percent of people reported using the Frog Pond and 50 percent have used the Huckleberry Trail.

Most respondents were satisfied with the facilities and programs from MCPR.

Citizen Satisfaction

Most respondents were satisfied or very satisfied with the athletic facilities, parks and programs that MCPR offered, but were interested in the County offering more.

Future Growth

Respondents reported interest in a recreation center, more baseball fields, an outdoor recreation/river park, new or improved neighborhood trails, an amphitheater, more playgrounds and a splash pad.

The majority of respondents expressed interest in more outdoor recreation programs, youth athletics, exercise classes and adult athletic programs. In regard to events, many expressed interest in more music-related events or a concert series.

Capital Improvement Projects

Respondents were asked to choose one major capital improvement or facility that the County should begin to prioritize as a long-term goal. The three highest ranked responses were equally rated and included a sports complex, a community center/gym and an outdoor river park with camping facilities. Respondents reported they would be willing to travel an average of 25 minutes to this new facility, which is approximately a 10-15 mile drive. The majority of the respondents said they would pay for this facility through donations, user fees or a bond.

Respondents would like to pursue either a sports complex, a community center or an outdoor river park with camping.

Department Outreach

Montgomery County citizens are keeping in touch with MCPR. Respondents were asked to choose which sources of communication they used to connected to MCPR and each choice received high response rates. MCPR currently handles outreach through social media, printed brochures, the County website, email and word of mouth.

CLOCKWISE L-R: A COMMUNITY CENTER; AN OUTDOOR RIVER PARK WITH CAMPING; A SPORTS COMPLEX

4

Chapter 4: Analysis and Recommendations

This section inventories the facilities, programming, and departmental structure of the Montgomery County Parks and Recreation Department to evaluate existing conditions and provide recommendations for MCPR. Recommendations within this section were based on the following:

1. feedback from the recreation survey,
2. priorities identified by the MCPR Commission, staff and County administration,
3. local, state,and national trends in parks and recreation

Parks and Facilities

The Montgomery County Parks and Recreation (MCPR) Department owns or operates five parks, three of which have walking trails; a disc golf course; a boat launch; athletic fields at the former Shawsville Elementary school; a section of a regional trail and Montgomery County's only public outdoor swimming pool. Additionally, the County maintains a relationship with Montgomery County Public Schools (MCPS) to use several of its facilities for athletic programs.

Overall, Montgomery County citizens are satisfied with the parks and facilities offered in the County. However, this Plan will focus on some of the areas in which MCPR can better serve County residents, strengthen the areas in which it already provides a unique service and anticipate future needs. When assessing its parks and facilities, MCPR should focus on: *connectivity, accessibility* and *wayfinding*.

Connectivity: Connecting parks and recreation facilities to the greater community is a challenge in large geographic areas like Montgomery County and requires resources and coordination beyond what exists in any single department. However, the County can focus efforts of connectivity in the villages and to the towns in order to serve the largest number of citizens.

Accessibility: After assessing each park and facility MCPR owns or uses, the need for several accessibility modifications was identified. The County has selected accessibility as a high priority for each of its parks.

Wayfinding: While each of MCPR's parks and facilities have signs, most do not have a map of the park or any orienting signage for wayfinding. Adding this kind of signage would increase the usability of each facility and help orient users.

TABLE 4.1

GENERAL ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Most parks and facilities are not linked to a greater trail, sidewalk or transit system	Improve connectivity through creation/link of trail network, connecting to local sidewalk infrastructure or linking to local transit system
Most parks lack orientation, contextual and informational signage that would help the user know where all of the park features are located	Add signage to each park that would orient and inform each user about each park's features
National parks and recreation standards suggest every park have water fountain access	Add water fountains to any parks that may be lacking one

Eastern Montgomery Park

Eastern Montgomery Park is located off of Route 11 in Elliston. With over 10 acres, the park includes a playground, benches, a nature trail, a large picnic shelter with electricity, two public grills, restroom access and designated parking. Currently, the large field adjacent to the park is home to the Montgomery County Model Airplane Club. The site also offers access to the Pug Wells Nature Trail, which links the park to the South Fork of the Roanoke River blueway and a canoe and kayak boat launch.

TABLE 4.2

EASTERN MONTGOMERY PARK ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Wayfinding trail signage is lacking, so users are not drawn to use the trail	Add simple wayfinding signage to inform users about the presence and purpose of the trail and blueway access point

Huckleberry Trail and Coal Mining Heritage Park/Loop Trail

The Huckleberry Trail is a 12-mile regional trail that connects the County, Town of Christiansburg, Town of Blacksburg and the Jefferson National Forest. This regional asset gives MCPR many opportunities to link the greater community to other MCPR facilities. The County owns and maintains the portion of the trail not located in either of the towns, about two miles in length, including trail signage, a parking lot and a spur that connects the Huckleberry Trail to the Coal Mining Heritage Park/Loop Trail.

The Coal Mining Heritage Park/Loop Trail is a biking/hiking historical trail straddling the Huckleberry Trail. It is approximately 30 acres and includes informational signage highlighting the coal mining history of this area. Users can access this park from the Huckleberry Trail or by parking at a lot off of Merrimac Road.

TABLE 4.3

HUCKLEBERRY TRAIL AND COAL MINING HERITAGE PARK AND LOOP TRAIL ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
MCPR should capitalize on several connectivity opportunities off of the Huckleberry Trail	Coordinate with County and Town of Christiansburg to connect to a greater trail network and link Huckleberry Trail to Mid-County Park
Connection to Lewis Gale Montgomery Hospital is incomplete	Work with landowners, Town of Christiansburg and Lewis Gale Montgomery Hospital to plan and complete connection to hospital
Safety concerns are present for users of trail at night	Investigate the installation of safety phones and lighting along trail

BOARDWALK ON THE HUCKLEBERRY TRAIL

McCoy Park

McCoy Park is a five-acre park located on McCoy Road next to the McCoy fire station. It is the only park owned and operated by MCPR within the McCoy and Prices Fork area of the County. The park includes a baseball/ softball diamond, spectator seating, storage facilities, a shelter with picnic tables, communal grill, a walking trail, lighting, a playground and a parking area. The park's location next to the fire station increases safety around the park and reduces vandalism.

TABLE 4.4

MCCOY PARK ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Park users are unable to use the shelter past dusk and are not able to bring any equipment or devices that require electricity	Provide lighting and electrical outlets to the picnic shelter

MID-COUNTY PARK

At 110 acres, Mid-County is the largest park operated by Montgomery County Parks and Recreation. Mid-County Park includes the Activities Center, the Frog Pond Swimming Pool, Golden Hills Disc Golf Course, a playground, hiking trails and picnic shelters. A two-mile nature trail system connects these facilities. Other features at Mid-County include two picnic pavilions with public grills, restrooms, a playground with benches and a basketball court. Parking is provided in front of the Activities Center and Frog Pond Swimming Pool.

Being the largest asset within the Department, MCPR may need to investigate providing additional access to Mid-County by public transit or a greater trail network. With the Huckleberry Trail just over a mile away, and with a pedestrian bridge already in place over Highway 460, a path connecting the Mid-County to the Huckleberry Trail should be explored.

Activities Center

The Activities Center is a two-level building which includes a large television and audio-visual equipment, refrigerator, wash basin, microwave, storage for tables and chairs and restroom facilities.

Many County schools use the facility when visiting the Frog Pond during field trips. Currently, MCPR does not rent this building out to the general public.

TABLE 4.5

MID-COUNTY PARK ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
There is infrastructure and opportunity to connect to a greater trail network, such as the Huckleberry Trail	Consider creating connectivity between the Huckleberry Trail and Mid-County Park
The Activities Center does not have a full-service kitchen, many electrical outlets or a drinking fountain for users. There is no internet connectivity	Consider adding a full-service kitchen, additional outlets and a drinking fountain to the Activities Center. Investigate if internet should be offered
Playground equipment is starting to show wear	Replace playground equipment according to the equipment replacement plan
Portions of the facility are less accessible for those with mobility impairments	Improve handicap accessibility through grading or paving to restrooms, shelters and benches
There are opportunities to connect other County assets to Mid-County Park; many survey respondents requested more pet activities	Consider creating connectivity between Mid-County and the Montgomery County Animal Care and Adoption Center
Fencing around the baseball fields at Mid-County is in disrepair	Replace or remove fencing around former baseball fields
Due to safety concerns, the baseball fields at Mid-County are not in use	Explore Brownfield grants to reclaim the baseball fields for recreational use

SHELTER AND PLAYGROUND AT MID-COUNTY PARK

Frog Pond Swimming Pool

The Frog Pond swimming pool is the only public outdoor swimming pool within the County and features a 128,000 gallon swimming pool, four slides, a water drop, sprays and covered picnic areas. The pool is well maintained, with a regular maintenance schedule. There is a designated children's pool, concessions for pool patrons (contracted out to third-party vendors) and the facility can accommodate up to 100 persons. There are drinking fountains, public and employee restrooms and an office. Parking is located in front of the building with overflow space if needed. The site is handicap accessible.

TABLE 4.6

FROG POND SWIMMING POOL ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Transit does not currently have a scheduled stop at the Frog Pond	Coordinate with Blacksburg Transit to explore the feasibility of a future transit stop at the Frog Pond
The pool and its water features are in good condition, but require capital investment in order to stay maintained	Replace and maintain pool and water features according to the equipment replacement plan

Golden Hills Disc Golf Course

Golden Hills Disc Golf Course, the only 37-hole disc golf course in the region, is located within Mid-County Park. This is a popular area for college-age users and has quick access to the Frog Pond and other facilities of Mid-County Park. The course is free to play and includes benches, trails, picnic shelters and a parking lot. The course is mostly wooded, with hilly terrain that has caused some erosion issues on and around the course. Lack of visibility into the picnic shelter from the parking lot has created safety concerns. In addition, the grade of the path down to the shelter is too steep to be handicap accessible.

PLAYGROUND AT MID-COUNTY PARK

TABLE 4.7

GOLDEN HILLS DISC GOLF COURSE ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Trails and surrounding areas are showing signs of erosion, potentially making it more difficult to maneuver the course	Regrade and add elements to stabilize steep slopes
Side of picnic shelter is causing sightline issues from those looking into the shelter from the road or parking lot	Retrofit shelter to open up enclosed side and increase visibility from road
There is no signage directing to other Mid-County facilities	Add wayfinding signage to direct users to other Mid-County facilities
Access from parking lot to picnic shelter has a steep incline and steps that are not ADA compliant	Decrease grade of descent into picnic shelter

Motor Mile Park

Motor Mile Park is located off State Road 177 on the site of the former Bethel Elementary School. The site is just over five acres and includes a baseball/softball diamond, dugouts, batting cages, spectator seating, lighting, restrooms, storage, a soccer field, picnic shelter, public grill, a playground and a gravel parking lot. Currently, there are few residences around the park, so connectivity to the park is limited.

TABLE 4.8

MOTOR MILE PARK ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Access to shelters, restrooms, benches, parking and tables are inhibited by steps, changes in grading, and rough terrain	Improve access to restroom, shelters and tables through leveling or paving
No electricity in picnic shelter for lighting or other uses	Provide lighting and electric outlets to picnic shelter

Old Shawsville Elementary School

MCPR recently acquired the former Shawsville Elementary School property in Elliston, which it uses extensively for athletics. Currently, the site has two baseball/softball fields, batting cages, an informal soccer field and portable restrooms. The former school building was recently torn down, and the Department has future plans of expanding the recreational programs at this site. Frequent flooding of the site results in extra field maintenance, an issue the County must consider should the park be expanded.

TABLE 4.9

OLD SHAWSVILLE ELEMENTARY SCHOOL BALLFIELDS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Property ownership and location provides an opportunity to MCPR for a sports park or sports complex	Conduct master plan and feasibility study to investigate a sports complex and whether surrounding land owners would donate, sell or accept a long-term lease to expand park. Include flood mitigation in study

OLD SHAWSVILLE ELEMENTARY SCHOOL

Plum Creek Park

Plum Creek Park is an eight-acre park located on the western border of Montgomery County along Route 11. Facilities include a baseball/softball diamond, batting cages, dugouts, spectator seating, restrooms, a walking trail, a picnic shelter, communal grills, a playground and parking. The park is used by local residents and, occasionally, by public safety officers for canine training in the evenings. This is one of the few parks with a walking path around the perimeter.

TABLE 4.10

PLUM CREEK PARK ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Access to restrooms/drinking fountain/picnic shelter goes over rough terrain	Improve access to restrooms/drinking fountain/picnic shelter through leveling or paving
Grade going from parking lot to baseball diamond is at over an 8 percent incline	Create an accessible pathway or ramp with railings from parking lot to baseball diamond
There is no lighting at the ballfield for nighttime use	Install field lighting and connect to stronger power supply
There is no lighting at picnic shelter	Install lighting and electric outlets at picnic shelter

PLUM CREEK PARK

Whitethorne River Park Boat Launch

Whitethorne River Park Boat Launch is a 1.5 acre riverfront boat launch near McCoy. Although owned by the Virginia Department of Game and Inland Fisheries (DGIF), the County's General Services Department maintains the property. Due to DGIF regulation and preference, there are few if any amenities at the site outside of the grassy area, boat ramp and parking. Because of this, the County has very little control over the site.

TABLE 4.11

WHITETHORNE RIVER PARK BOAT LAUNCH ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
DGIF owns the property at Whitethorne, leaving MCPR with little control over the site	Maintain positive working relationship with DGIF and continue to explore the possibility of adding any further programming to the site

Montgomery County Public Schools

MCPR has an longstanding relationship with Montgomery County Public Schools (MCPS) to share the use and maintenance of some of the school's athletic facilities. While MCPS owns these properties, MCPR maintains them during its program season (except indoor facilities) and provides portable bathrooms.

These shared facilities would benefit from improved signage that identifies the area as also being maintained by MCPR. This would help elevate the presence of the Department and improve wayfinding for users.

A regular dialogue about the ongoing use of these facilities would be beneficial so that both MCPR and MCPS clearly discuss expectations, assess the previous year and make modifications for the future.

TABLE 4.12

MONTGOMERY COUNTY PUBLIC SCHOOLS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
There is a lack of identification for joint-use fields	Add signage with MCPR and MCPS logos and facility information
There are some areas that need to become more accessible	Coordinate with MCPS on future plans to improve accessibility to each joint-use site
Eastern Montgomery Elementary School has ample room to add additional programming which could be used by the community	Coordinate with MCPS on improvements to future publicly accessible facilities, such as walking tracks and picnic shelters

Future Facilities

In the recreation survey, respondents identified three capital projects they would like to see in the community: a sports complex, a community center or gym and an outdoor river park. Feasibility, placement, construction costs and operating costs for these potential facilities would need to be examined individually and are not included in this Master Plan.

TABLE 4.13

FUTURE FACILITIES ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Respondents of the recreation survey identified three facilities they would like in the future	Conduct a study to determine the feasibility and placement of future MCPR facilities
Survey results indicate a strong desire for a recreation center for County residents	Initiate conversations with Blacksburg and Christiansburg Parks and Recreation departments to pursue a cost-sharing agreement to allow County residents access to each town's recreation centers for more affordable rates

EASTERN MONTGOMERY ELEMENTARY SCHOOL

Programs, Events and Partnerships

The programs, classes and activities that Montgomery County Parks and Recreation offer are the mainstay of the Department and serve thousands of citizens annually. According to survey results, athletics, outdoor recreation and activities offered at the Frog Pond were the most well-attended programs. User fees from these programs, particularly youth athletics, are a significant source of revenue for the Department.

PROGRAMS

Montgomery County Parks and Recreation offers programs and activities for County residents in the areas of Athletics, Aquatics, Active Adults, Outdoor Recreation and Community Programs. These offerings vary seasonally and are promoted to residents three times a year through printed brochures and the Department's website.

BASEBALL GAME AT MOTOR MILE PARK

Source: MCPR

Athletics (Eastern Montgomery, Prices Fork, Auburn)

Montgomery County Parks and Recreation offers youth athletics for pre-K, elementary and middle school age children. The Department focuses on the Auburn, Eastern Montgomery and Price's Fork sections of the County and provides the following athletic programs:

- Basketball
- Baseball
- Softball
- Football
- Cheerleading
- Fall Baseball/ Softball

Tours and Active Adults

Montgomery County Parks and Recreation offers a wide variety of programs and activities for residents 50 years old or older. Some of these programs are offered in partnership with the parks and recreation departments in Blacksburg and Christiansburg, and some take place outside the region.

- Travel
- Recreation
- Events
- Wellness and Education
- Senior Games
- Mountain Trekkers Hiking Club

Aquatics

MCPR owns and operates the Frog Pond swimming pool, an outdoor pool facility located at Mid-County Park between the towns of Christiansburg and Blacksburg. The pool is open from Memorial Day until Labor Day.

In addition to general pool access, the Frog Pond offers the following programs:

- *Swimming Lessons*: Swimming lessons are offered when the Frog Pond is open during the summer months. Dates, times and prices vary each summer. All lessons are Red Cross structured and cater to children 1-8 years old.
- *Frog Hoppers Summer Camp*: This camp allows children grades 1 through 6 to experience education and recreation at the same time. It involves small group learning activities such as arts, crafts, nature activities, hikes, sports and games. The camp is led by counselors and also includes a weekly swim lesson.
- *Pool Parties*: The Frog Pond swimming pool is available on weekend evenings for private party rentals. The pool can accommodate groups from 20-100 people per party.

FROG POND SWIMMING POOL

Community Programs

All of MCPR's community program descriptions can be found in the Department's brochure, which is printed three times a year and varies by season and class availability. These programs offer a diverse schedule of education/recreation-based activities. Program cost to participants ranges from free to $50 and activities generally fall into one of the following categories:

- Art
- Dance
- Holiday-theme
- Food-related
- Craft
- Financial
- Music

Outdoor Recreation

Per the FY16 Montgomery County Budget, outdoor recreation programs "provide diverse programming based on adventure, conservation, environmental education and experiential education for a wide selection of the population with a high adventure sports focus. Montgomery

County was one of the first municipal parks and recreation departments to offer outdoor recreation programs for its citizens in southwest Virginia and continues to be a driving force in the municipal parks and recreation outdoor industry" (Montgomery County Budget FY 16, pg. 215). Programs and activities are listed below:

- Kayaking
- Rafting
- Winter Sports
- Rock Climbing
- Boating
- Biking
- Zipline
- Races
- Paddle Fishing Tournament
- Disc Golf

CANOEING AND SWIMMING ON THE NEW RIVER

Source: Virginia Tech

TABLE 4.14

PROGRAMS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Program attendance, especially through youth athletics, is the most popular MCPR offering for citizens, as well as an income-generating activity. Continuing to grow these activities will ensure the long-term sustainability of the Department	Develop, support and expand youth athletic programs by increasing number of teams and recruiting new volunteers
Many survey respondents expressed a desire for more outdoor activities	Explore interest in an outdoor day camp for youth
Survey respondents ranked exercise classes as a high priority for development or expansion	Develop, support and expand exercise classes by finding a long-term location to host classes
MCPR adds new classes/programs each season and should allow citizens to guide the selection process	Choose class offerings based upon the input of participants
The County does not currently provide adult athletics, but many citizens expressed interest in participating	Identify field locations suitable for adult athletics

ROWDY DAWG MOUNTAIN BIKE RACE

Source: MCPR

EVENTS

While not usually revenue-generating, most of MCPR's events are coordinated in partnership with other agencies or organizations and typically generate a lot of public interest. MCPR should regularly review its event offerings to ensure the time and money required to plan these events doesn't take away from the more integral programs it offers.

MCPR hosts a number of events each year for Montgomery County citizens. The most popular events are described below:

Courtyard Concert: Co-sponsored by and located at Meadowbrook Library, the Courtyard Concert is held annually in the summer. This free event features a musical guest and ice cream.

Mother's Day Celebration: Co-sponsored by the Montgomery Floyd Regional Library and MCPR, this annual celebration is hosted at the Meadowbrook Library and is an afternoon dedicated to making moms feel honored and loved. The event also features activities and door prizes.

Montgomery County Heritage Day: To benefit the Montgomery Museum, MCPR co-sponsors Heritage Day, an event that highlights the history of the County and increases awareness and understanding of local history and culture.

Parks and Recreation Night: In partnership with Radford University and Virginia Tech athletics and the Salem Red Sox, Montgomery County Parks and Recreation participants are invited out to Parks and Rec Night, which highlights the Parks and Recreation Department and gives recognition to the current recreation league teams.

Rowdy Dawg: An annual mountain bike race which began in 1988, the Rowdy Dawg, held on the bike trails surrounding Pandapas Pond, is famous for its tough and grueling race course and draws racers from all over the east coast. The race offers several difficulty levels and typically draws a large and diverse group of participants.

Sandlot Night: MCPR hosts two Sandlot Nights a year for youth athletics football and cheerleading. During a designated high school football game at both Eastern Montgomery High and Auburn High, all recreation league football players and cheerleaders receive free admission when in uniform and are recognized during halftime.

Summer Movie Series: On select Friday nights throughout the summer, MCPR hosts a series of free family movies shown at the Frog Pond. Concessions are provided by a third-party contractor and movies begin at dusk.

Easter Egg Hunt: Annual Easter Egg hunts are held in the Auburn and Eastern Montgomery areas for children ages 1-12. Over 1,000 eggs are hidden, and children are able to take photographs with the Easter Bunny.

TABLE 4.15

EVENTS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
To further capitalize on the success of events like "Rock the Pond" concert series and the availability of the pool during evening hours, staff would like to expand the event into a festival, adding games and dining opportunities	Develop a Frog Pond Festival with music, food trucks and games
Well-attended events are excellent venues to promote other MCPR activities	Capitalize on Sandlot Night, Montgomery County Heritage Day and Summer Movie Series by promoting other programs and activities at these events
There was high demand in the citizen survey for more outdoor concerts	Expand outdoor concert offerings
Pet-related events were ranked highly in the citizen survey	Develop pet-friendly and pet-oriented events in partnership with the Montgomery County Animal Care and Adoption Center

PARTNERSHIPS

MCPR does an excellent job of leveraging resources and creating partnerships that expand the services offered to Montgomery County residents. Many times MCPR relies on these partnerships to provide a program or facility to which the Department otherwise has no access. This is a great no-cost benefit to the Department, but does require an extra level of coordination and leaves the Department without ultimate control.

Aside from the facilities owned by the Department, MCPR partners with Montgomery County Public Schools to provide ballfield or basketball court facilities for its athletics programs at the following locations:

- Auburn Elementary School
- Eastern Montgomery Elementary
- Eastern Montgomery High School

MCPR partners with local universities, Radford University and Virginia Tech, to host events or games for its youth athletic programs. The two universities offer free tickets to select men's and women's basketball games for MCPR participants.

MCPR also partners with both Christiansburg and Blacksburg Parks and Recreation departments in order to better serve the residents of the County. The three departments will occasionally co-sponsor events or programs together.

These partnerships help to expand the offerings of the Department, provide mutual benefits to all parties and strengthen the ties of parks and recreation related entities in the region.

MCPR DAY WITH RADFORD UNIVERSITY

Source: MCPR

Volunteers

TABLE 4.16

PARTNERSHIPS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Existing partnerships with other organizations have provided expanded facilities and opportunities for parks and recreation participants beyond what MCPR offers	Maintain and expand partnerships with Montgomery County Public Schools to continue providing athletic space for youth athletics and expand into offerings for adult athletics
	Maintain and expand partnership with local universities Virginia Tech and Radford University to provide athletic opportunities for MCPR users
	Partner with Town of Christiansburg and Town of Blacksburg Parks and Recreation Departments on programs or events that are beyond the capacity of just one department
	Maintain and expand relationship with Dick's Sporting Goods to sponsor and promote MCPR
	Partner with Montgomery County Animal Care and Adoption Center to create connectivity to Mid-County Park and host dog-related events
	Seek partnerships with other organizations or non-profits to expand upon recreational services or facilities not already provided by MCPR

MCPR's volunteer base is integral to their operations. Currently, citizens may volunteer in the roles of youth athletic coaches and referees/umpires for athletic events. Potential volunteers must fill out an application form and before approval, a background check is completed for each volunteer. The Department's Athletic Coordinators keep a running database of past volunteers, which varies seasonally.

Equipment

Athletic and Outdoor Equipment

MCPR maintains a large inventory of equipment for its athletic and outdoor programs. Most of the smaller equipment items are in good repair, but have short useful lives and need to be replaced regularly. Larger items should be replaced on a predetermined schedule, in order to plan for these expenditures within the annual budget.

Vehicles

MCPR owns and operates nine vehicles to support its facilities, programs and maintenance. Many vehicles are purchased used and are in need of repair. Program directors, maintenance leaders and other staff drive these vehicles. Increased use, especially from programs such as the Active Adult and Senior Tours programs, will increase the need for replacement. Participants in the recreation survey identified a desire for a small bus specifically for MCPR use.

Maintenance Equipment

Since MCPR maintains its facilities internally (except turf management, which is maintained by Montgomery County General Services), it is also responsible for the equipment to support the maintenance of these facilities. Most of this equipment such as pressure washers, weed eaters and chainsaws will be maintained and replaced through operating funds from the Department. However, large items, such as the Department's side-by-side all-terrain vehicle, which is used for trail and field maintenance, will need to be replaced within the next 20 years.

TABLE 4.17

EQUIPMENT ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Athletic, outdoor and maintenance equipment are generally in good repair, but no structured replacement plan exists	Create an equipment replacement plan which anticipates in advance the useful life and replacement costs of all MCPR equipment
Survey feedback and staff interviews indicate the need for a small bus to run active adult programs and tours	Explore the feasibility of adding a small bus to the MCPR fleet
Most of MCPR's vehicles are older vehicles with significant mileage	Plan a staggered approach for vehicle replacement to keep costs manageable

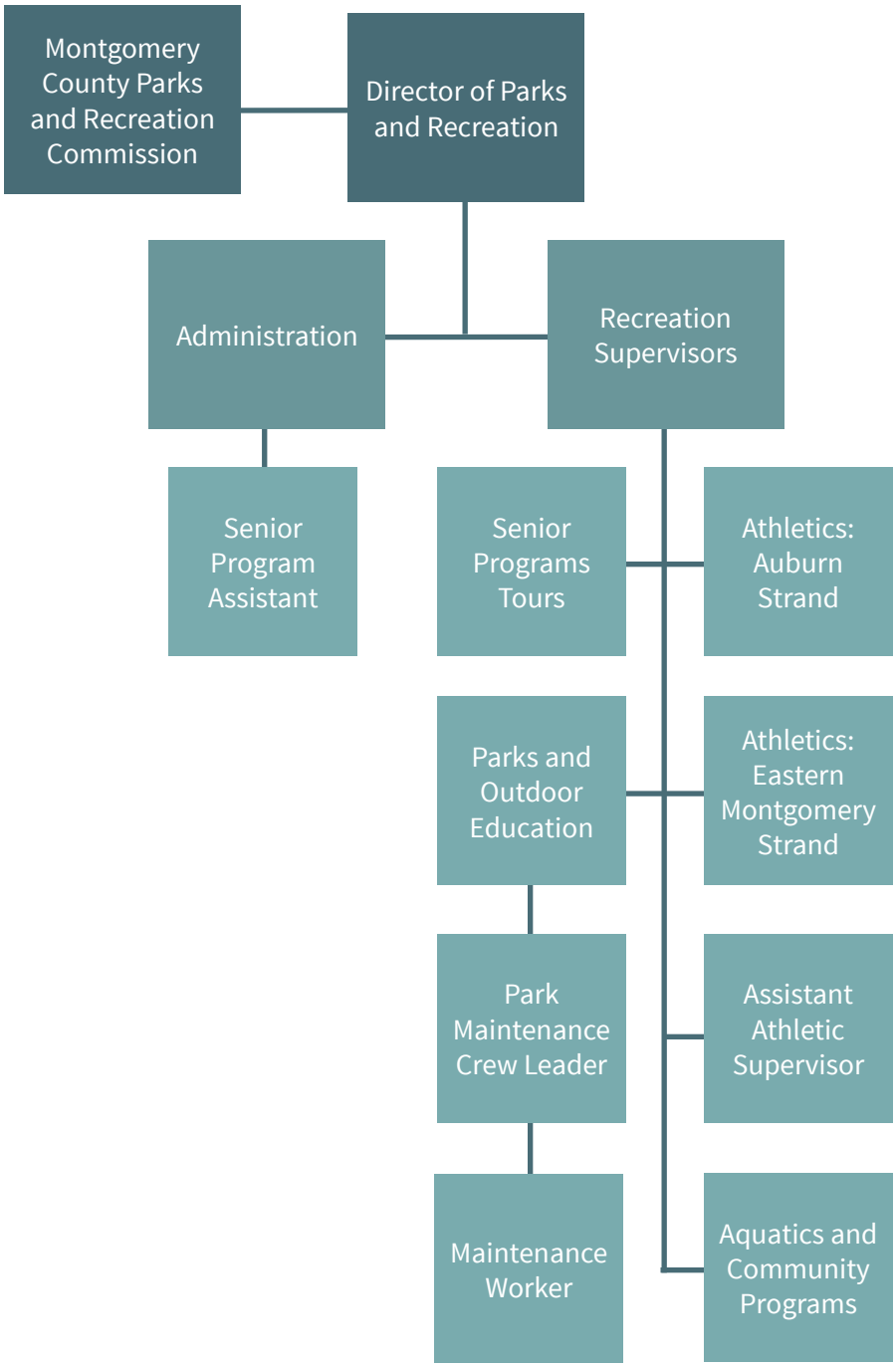
Structure and Operations

The organizational structure of the Department has evolved over time, but the current organizational chart is reflected below. Currently, MCPR has nine full-time equivalent employees, one part-time assistant athletics supervisor and two part-time maintenance employees. Part-time seasonal maintenance employees are employed as needed.

The Parks and Recreation Commission, an 11-member advisory board made up of a representative from each of the seven County districts, two at-large members and liasons from the Planning Commission and Board of Supervisors. The MCPR Commission meets monthly to provide oversight and input to the Department.

FIGURE 4.1

MCPR ORGANIZATIONAL STRUCTURE



The MCPR office is housed in a suite within the Montgomery County Government Center, located at 755 Roanoke Street in the Town of Christiansburg. The Department's offices are open to the public during regular working hours, however, much of the programmatic schedule for Parks and Recreation occurs during evenings and weekends, based on the seasonal nature of its programming.

FIGURE 4.2

MCPR OPERATIONS TIMELINE

All photos source: MCPR

Much of the implementation of this Plan will result from efforts of the MCPR staff. Based on current trends and in-person staff interviews, the following recommendations will continue to support progress within the Department.

TABLE 4.18

DEPARTMENT STRUCTURE AND OPERATIONS ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
The Master Plan gives a 20-year vision for the Department, but annual and other shorter-term goals must be created in order to see progress.	Hold an annual staff retreat for team-building, short-term goal setting and evaluation
MCPR should have an organized system for cataloging existing programs and facilities and planning for future growth	Create a county-wide GIS map database of existing and proposed parks, facilities, open space and trails.
Accreditation can bring recognition, assure quality and promote improvement	Consider pursuing national accreditation through the National Recreation and Parks Association

Outreach and Marketing

MCPR employs several marketing and outreach methods to engage and inform the community about news and updates:

Social Media: MCPR has both a Twitter account and several Facebook pages (General Department, Frog Pond and Athletics) that are updated several times a month. This marketing and outreach method alerts the most technology-savvy users with real-time updates, reminders and links.

Website: The MCPR website is a subsection of the Montgomery County website and is located at www.montgomerycountyva.gov/parks. The site is fairly static and connects users to summary pages of the following programs: athletics, adult and youth education, aquatics, parks and facilities, outdoor activities and active adults. Users are directed to an online version of the Department's seasonal brochure and links to various registration and reservation forms. The site also displays recent Twitter postings.

Brochures: Brochures are printed three times a year with programs, classes and activities that change seasonally. Hundreds of brochures are printed and placed in well-trafficked locations throughout the County.

Word of Mouth: The relationships MCPR staff have cultivated with parks and recreation users are a vital outreach and marketing method for the Department. Many of the programs MCPR offers are promoted through recommendations from its current users .

TABLE 4.19

OUTREACH AND MARKETING ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
Accessing the Parks and Recreation website is cumbersome and the website address is lengthy	Develop a standalone website that is updated frequently and provides easily accessible resources to residents
Creating more of a presence for MCPR among County staff will show value for the Department and build relationships among staff	Develop an annual parks and recreation sponsored event in-house to engage the rest of the County staff, get them active and accomplish team-building
Creating more of a presence within the community will promote the Department and encourage more users to participate in MCPR programs	Sponsor a social media photo contest for citizens who use MCPR facilities and programs. Award prizes for winners. Use images for further marketing
Using multiple branding messages and logos can confuse residents, especially when the parks and recreation departments of Montgomery, Blacksburg and Christiansburg are commonly confused	Transition to one consistent branding logo: Go Play!
The Department should have regularly-scheduled and consistent means of soliciting feedback from its participants	Create an annual citizen satisfaction survey to monitor improvement in areas of parks, facilities and programs
The current MCPR offices are very difficult for the public to find and there are no on-site options for community programs and classes	Consider relocating MCPR offices for more presence in the community and access to space to host certain classes and programs

GO PLAY
montgomerycountyva.gov/parks

Maintenance

MCPR employs two full-time employees and two seasonal employees as its maintenance staff. Maintenance staff is in charge of upkeep for the recreational facilities, parks, restrooms, pool and trails the County owns or operates. This includes maintaining the County portion of the Huckleberry Trail, general trail maintenance, athletic field maintenance and facility repair. The County's General Services Department handles the mowing for all the grass fields at each park. The maintenance staff has a storage office and uses the two maintenance trucks MCPR owns. The sites that are currently easiest to maintain are Eastern Montgomery Park and McCoy Park. Old Shawsville Elementary School and Mid-County Park require the most maintenance. Overall, the parks and facilities of MCPR are well maintained, however, office space for the maintenance department near Mid-County park is limited and has reached its storage capacity.

TABLE 4.20

MAINTENANCE ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
More office and storage space is needed for the maintenance department	Explore options for expanded office and storage space

Funding

Funding for MCPR has gradually increased over the last 10 years, but has remained two percent of the overall County budget. Currently the Department generates 17% of its budget in program revenue; the Town of Christiansburg and the Town of Blacksburg Parks and Recreation departments generate 22.9 percent and 33.5 percent in program revenue respectively. Parks and recreation departments have also incorporated grantmaking as an additional source of revenue.

TABLE 4.21

FUNDING ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
There are several grant programs that could assist in programmatic or capital projects within the Department	Consider identifying several grants annually that could assist in expanding a new program/capital improvement or supporting an existing one.
Trends show departments are generating a higher percentage of their budget through fee-based programs	Consider increasing the number of fee-based programming offered by MCPR. Evaluate periodic fee increases for existing programs

Land Acquisition and Donated Property

Montgomery County currently does not have a method to evaluate donated properties for recreational use. Page 57 provides further information regarding a potential method for such an evaluation.

TABLE 4.22

LAND ACQUISITION AND DONATED PROPERTY ANALYSIS AND RECOMMENDATIONS

Analysis	Recommendation
The County would benefit from a method to evaluate a property's suitability for recreational use	Develop evaluation standards and associated criteria to evaluate a property based on an objective scoring matrix
	Prior to property review, establish a selection committee and update evaluation criteria

5

Chapter 5: Implementation

In order to accomplish these recommendations within the next 20 years, three areas need to be addressed:

1. measurements of success,
2. funding, and
3. structural changes

Measurements of success will be addressed through a list of benchmarks for each recommendation. Benchmarks are indicators as to whether a recommendation has succeeded or is completed. These benchmarks will highlight key participants, a general cost based on 2015 dollars and the timeframe for completion. MCPR staff, County administration, the MCPR Commission and the Board of Supervisors can use these benchmarks to measure the performance of the Department over time. Funding will be addressed on page 56. Structural changes will need to be made at the discretion of the MCPR Department Director, Montgomery County Administration, and the Board of Supervisors as the County prioritizes further program development and future capitol improvements.

Cost Legend: $ = hundreds of dollars or less; $$ = thousands of dollars; $$$ = tens of thousands of dollars or more

Recommendations related to Five-Year Priority Benchmarks will be highlighted =

Table 5.1 Five-Year Priority Benchmarks

Name of Program Area	Recommendations	Participants	Cost	Timeline	
				Term	Years
High Priority Benchmarks	Acquire river park land for creation of an outdoor river park	MCPR, Montgomery County, private landholder	$$$	Short-term to long-term	2016-2020; 2020-2036
	Implement an equipment replacement plan	MCPR, Montgomery County;	$	Short-term	2016-2020
	Implement ADA improvements to current parks	MCPR	$-$$	Short-term	2016-2020
	Acquire long-term lease for land to expand Old Shawsville Elementary site	MCPR, Montgomery County, private landholder	$$$	Short-term to long-term	2016-2020; 2020-2036
	Expand athletics to include adult athletics	MCPR	$$	Short-term to long-term	2016-2020; 2020-2036
	Pursue the feasibility of a recreation center	MCPR, Montgomery County, Blacksburg P&R, Christiansburg P&R	$$$	Short-term to long-term	2016-2020; 2020-2036

Table 5.2 Parks and Recreational Facilities Benchmarks

Name of Facility	Recommendations	Participants	Cost	Timeline	
				Term	Year
General Facilities	Improve connectivity through creation of trail network, connecting to existing sidewalks or linking to local transit system	MCPR, Montgomery County, Town of Christiansburg, Blacksburg Transit, private property holders	$-$$	Long-term	2020-2036
	Add water fountains to any parks that lack one	MCPR	$	Short-term	2016-2020

Name of Facility	Recommendations	Participants	Cost	Timeline	
				Term	Year
General Facilities (cont'd)	Add signage to each park that would orient and inform each user about each park's features	MCPR, Montgomery County, MCPS	$	Short-term to long-term	2016-2020; 2020-2036
Eastern Montgomery Park	Add simple wayfinding signage to inform users about the presence and purpose of the trail and blueway access	MCPR	$	Short-term	2016-2020
Huckleberry Trail and Coal Mining Heritage Park and Loop Trail	Coordinate with County and Town of Christiansburg to connect to a greater trail network and link the Huckleberry Trail to Mid-County Park	MCPR, Montgomery County	$	Short-term to long-term	2016-2020; 2020-2036
	Work with landowners, Town of Christiansburg and Lewis Gale Montgomery Hospital to plan and complete connection to hospital	MCPR, Montgomery County, VDOT, private property owners	$$$	Short-term to long-term	2016-2020; 2020-2036
	Investigate the installation of safety phones and lighting along trail	MCPR, Montgomery County communications company	$	Short-term	2016-2020
McCoy Park	Provide lighting and electric outlets to the picnic shelter	MCPR, Montgomery County, AEP	$$	Long-term	2020-2036
Mid-County Park	Consider creating connectivity between the Huckleberry Trail and Mid-County Park	MCPR, Montgomery County, VDOT, Town of Christiansburg, private property owners	$$$	Long-term	2020-2035
	Consider adding a full-service kitchen, additional outlets and a drinking fountain to the Activities Center. Investigate if internet should be offered	MCPR, Montgomery County	$$$	Long-term	2020-2036
	Replace playground equipment as per equipment replacement plan	MCPR	$$$	Short-term	2016-2020

Name of Facility	Recommendations	Participants	Cost	Timeline	
				Term	Year
Mid-County Park (cont'd)	Improve handicap accessibility through grading or paving to restrooms, shelters and benches	MCPR	$	Short-term	2016-2020
	Consider creating connectivity between Mid-County Park and the Montgomery County Animal Care and Adoption Center	MCPR, Montgomery County	$$	Short-term	2016-2020
	Replace or remove fencing around former baseball fields	MCPR, Montgomery County	$$-$$$	Short-term to long-term	2016-2020; 2020-2036
	Explore Brownfield grants to reclaim the baseball fields for recreational use	MCPR, EPA, other	$	Short-term to long-term	2016-2020; 2020-2036
Mid-County: Frog Pond Swimming Pool	Coordinate with Blacksburg Transit to explore the feasibility of a future transit stop at the Frog Pond	MCPR, Blacksburg Transit	$	Long-term	2020-2036
	Replace and maintain pool and water features according to the equipment replacement plan	MCPR	$	Short-term	2016-2020
Mid-County: Golden Hills Disc Golf Course	Regrade and add elements to stall or divert erosion	MCPR	$$	Short-term	2020
	Retrofit shelter to open up enclosed side and increase visibility from road	MCPR, Montgomery County	$$	Short-term to long-term	2016-2020; 2020-2036
	Add signage to direct users to other Mid-County facilities	MCPR	$	Short-term	2016-2020
	Decrease grade of descent into picnic shelter	MCPR	$	Short-term to long-term	2016-2020; 2020-2035
Motor Mile Park	Install lighting and electric outlets to picnic shelter	MCPR, Montgomery County, AEP	$$$	Short-term to long-term	2016-2020; 2020-2036
	Improve access to restroom, shelters and tables through leveling or paving	MCPR	$	Short-term	2016-2020

Name of Facility	Recommendations	Participants	Cost	Timeline	
				Term	Year
Old Shawsville Elementary School Ballfields	Conduct master plan and feasibility study to investigate a sports complex and if surrounding land owners would donate, sell or accept a long-term lease to expand park. Include flood mitigation in study	MCPR, Montgomery County	$$	Short-term to long-term	2016-2020; 2020-2036
Plum Creek Park	Improve access to restrooms/ drinking fountain/picnic shelter through leveling or paving	MCPR	$	Short-term	2016-2020
	Create an accessible pathway or ramp with railings from parking lot to baseball diamond	MCPR	$	Short-term	2016-2020
	Install field lighting and connect to stronger power supply	MCPR, Montgomery County, AEP	$$$	Long-term	2020-2036
	Install lighting and electric outlets at picnic shelter	MCPR, Montgomery County, AEP	$$$	Long-term	2020-2036
Whitethorne River Park Boat Launch	Maintain positive working relationship with DGIF and continue to explore the possibility of adding any further programming to the site	MCPR, Montgomery County, DGIF	S	Long-term	2020-2035
Montgomery County Public Schools	Add signage with MCPR and MCPS logos and facility information	MCPR, MCPS	$$	Short-term	2016-2020
	Coordinate with MCPS on future plans to improve accessibility to each joint-use site	MCPR, MCPS	$	Long-term	2020-2036
	Coordinate with MCPS on improvements to certain sites, such as adding walking tracks or picnic shelters	MCPR, Montgomery County, MCPS	$-$$$	Long-term	2020-2036
Future Facilities	Conduct a study to determine the feasibility and placement of future MCPR facilities	MCPR, Montgomery County	$$	Short-term	2016-2020

Name of Facility	Recommendations	Participants	Cost	Timeline	
				Term	Year
Future Facilities (cont'd)	Initiate conversations with Blacksburg and Christiansburg Parks and Recreation departments to pursue a cost-sharing agreement that would allow County residents to access each town's recreation centers for more affordable rates	MCPR, Montgomery County, Blacksburg Parks and Recreation, Christiansburg Parks and Recreation	SSS	Short-term	2016-2020

Table 5.3 Programs, Events and Partnerships Benchmarks

Name of Program, Event or Partnership	Recommendations	Participants	Cost	Timeline	
				Term	Year
Programs	Develop, support and expand youth athletic programs through increasing number of teams and recruiting new volunteers	MCPR, Montgomery County, others	$$	Short-term	2016-2020
	Explore interest in an outdoor day camp for youth	MCPR	$	Short-term	2016-2020
	Develop, support and expand exercise classes by finding a long-term location to host classes	MCPR, volunteers	$$$	Short-term to long-term	2016-2020; 2020-2036
	Choose class offerings based upon the input of participants	MCPR	$	Short-term	2016-2020
	Identify field locations suitable for adult athletics	MCPR	$	Short-term to long-term	2016-2020; 2020-2036
Events	Develop Frog Pond Festival	MCPR	$$	Short-term	2016-2020
	Capitalize on Sandlot Night, Montgomery County Heritage Day and Summer Movie Series by promoting other programs and activities at these events	MCPR	$	Short-term	2016-2020
	Develop more outdoor concert offerings	MCPR, musicians	$	Short-term	2016-2020

Name of Program, Event or Partnership	Recommendations	Participants	Cost	Timeline	
				Term	Year
Events (cont'd)	Develop pet-friendly and pet-oriented events in partnership with the Montgomery County Animal Care and Adoption Center	MCPR, Montgomery County	$$	Short-term	2016-2020
Partnerships	Maintain and expand partnerships with Montgomery County Public Schools to continue providing athletic space for youth athletics and expand into offerings for adult athletics	MCPR, RU	$	Short-term	2016-2020
	Maintain and expand partnership with local universities Virginia Tech and Radford University to provide athletic opportunities for MCPR users	MCPR, RU, Virginia Tech	$	Short-term	2016-2020
	Partner with Town of Christiansburg and Town of Blacksburg Parks and Recreation Departments on programs or events that are beyond the capacity of a single department	MCPR, Town of Blacksburg Parks and Recreation, Town of Christiansburg Parks and Recreation	$	Short-term	2016-2020
	Maintain and expand relationship with Dick's Sporting Goods to sponsor and promote MCPR	MCPR, Dick's Sporting Goods	$	Short-term	2016-2020
	Partner with Montgomery County Animal Care and Adoption Center to create connectivity to Mid-County Park and host pet-related events	MCPR, Montgomery Animal Shelter	S	Short-term	2016-2020
	Seek partnerships with other organizations or non-profits to expand upon recreational services or facilities not already provided by MCPR	MCPR	S	Short-term to long-term	2016-2020; 2020-2036

Table 5.4 Equipment Benchmarks

Name of Program Area	Recommendations	Participants	Cost	Timeline	
				Term	Years
Equipment	Create an equipment replacement plan which anticipates in advance the useful and replacement costs of all MCPR equipment	MCPR, Montgomery County	$$	Short-term to long-term	2016-2020; 2020-2036
	Explore the feasibility of adding a small bus to the MCPR fleet	MCPR, Montgomery County	$$$	Short-term to long-term	2016-2020; 2020-2036
	Plan a staggered approach for vehicle replacement to keep costs manageable	MCPR, Montgomery County	$$$	Short-term to long-term	2016-2020; 2020-2036

Table 5.5 Department Benchmarks

Name of Program	Recommendation	Participants	Cost	Timeline	
				Term	Year
Structure and Operations	Hold an annual staff retreat for team-building, short-term goal-setting and evaluation	MCPR	$$	Annual	2016, etc.
	Create a county-wide GIS map database of existing and proposed parks, facilities, open space and trails	MCPR, Montgomery County	$	Short-term	2016-2020
	Consider pursuing national accreditation through the National Recreation and Parks Association	MCPR, NRPA	$$	Long-term	2020-2036
Outreach and Marketing	Develop a standalone website that is updated frequently and provides easily accessible resources to residents	MCPR, Montgomery County, outside firm	$$	Short-term	2016-2020
	Review advertising strategies for events	MCPR	$	Short-term	2016-2020
	Develop and hold an annual P&R sponsored event in-house to engage County staff to become active and accomplish team-building	MCPR, Montgomery County	$$	Short-term	2016-2020

Name of Program	Recommendation	Participants	Cost	Timeline	
				Term	Year
Outreach and Marketing (cont'd)	Sponsor a social media campaign for users of MCPR facilities and programs. Award prizes for winner. Use images for further marketing	MCPR	$$	Short-term	2016-2020
	Transition to one consistent branding logo: Go Play!	MCPR, Montgomery County	$$	Short-term	2016-2020
	Create an annual citizen satisfaction survey to monitor improvement in areas of parks, facilities and programs	MCPR	$$	Annual	2016, etc.
	Consider relocating MCPR offices for more presence in the community and access to space to host certain classes and programs	MCPR, Montgomery County	$$$	Long-term	2020-2036
Maintenance	Explore options for expanded office and storage space for maintenance	MCPR, Montgomery County	$$	Short-term	2016-2020
Funding	Consider identifying several grants annually that could assist in expanding a new program/capital improvement or supporting an existing one	MCPR	$	Short-term	2016, etc.
	Consider increasing the number of fee-based programs offered by MCPR. Evaluate periodic fee increases for existing programs	MCPR	$	Short-term	2016-2020
Land Acquisition and Donated Property	Develop evaluation standards and associated criteria to evaluate a property based on an objective scoring matrix	MCPR, Montgomery County	$	Short-term	2016
	Prior to property review, establish a selection committee and update evaluation criteria	MCPR, Montgomery County	$	As needed	Ongoing

Funding

When implementing almost any plan, funding plays a large role in which strategies are feasible to complete. Successful implementation of this Master Plan will require the Department to seek all available revenue sources and partnership opportunities. In addition to the General Funds and user fees that currently comprise Montgomery County Parks and Recreation's annual budget, there are other sources of funds available for parks and recreation, with grant funding being a source MCPR is not currently taking advantage of.

Several potential grant funding sources are listed below, and MCPR should continue to research other options as well.

EPA Brownfield Grants: The Environmental Protection Agency offers two grants that could benefit the site of the former baseball fields at Mid-County Park. First a Brownfields Assessment Grant, which provides funds to inventory, characterize, assess and conduct planning (including cleanup planning) and community involvement related to brownfield sites; and secondly, a Brownfields Cleanup Grant, which provides funds to conduct the actual cleanup of the brownfield site. More information about these two grant programs can be found on the EPA's website at http://www.epa.gov/brownfields/types-brownfields-grant-funding.

National Recreation and Park Association: This site has a Grant and Fundraising Resources page that MCPR can monitor for upcoming grant opportunities. More information can be found at: http://www.nrpa.org/Grant-Fundraising-Resources/.

Department of Conservation and Recreation (DCR): DCR has several recreation-oriented grants, including the Land and Water Conservation Fund, the Virginia Recreational Trails Program and the Virginia Land Conservation Foundation. More information on these programs can be found at http://www.dcr.virginia.gov/recreational-planning/grants.

Grants.gov: This site has a searchable database based on various criteria. MCPR could keep up to date with various grant opportunities with a monthly search.

The Grant Helpers: This site has a Parks and Recreation Grant Opportunities page with information regarding upcoming grant opportunities. MCPR can also sign up for the free Watch List in order to be notified when applicable grants are available.

http://www.thegranthelpers.com/municipal-grants/parks---recreation-grants.

Appalachian Regional Commission: This state program, administered by the Virginia Department of Housing and Community Development, has a strong focus on economic development and improved quality of life. While not a direct source of parks and recreation funding, there could be some collaborative projects involving Montgomery County Parks and Recreation that could show a strong tie to ARC goal areas. http://www.dhcd.virginia.gov/index.php/community-partnerships-dhcd/downtown-revitalization/appalachian-regional-commission-arc.html.

Recreation Land Acquisition Considerations

The Montgomery County Code of Ordinances provides the County the right or special use of lands for recreational purposes within districts and overlays. Some zoning districts and overlays require an open space element. The County is also approached regularly with land donations, yet has no criteria for determining which lands would be best suited for parks and recreational uses.

The six standards of evaluation below will allow the County to objectively evaluate current facilities, future purchases and potential land donations to the County for either passive or active recreational purposes. Appendix F includes score sheets for both types, and further defines the criteria supporting these standards.

TABLE 5.6

RECREATION LAND ACQUISITION CRITERIA

Standards of Evaluation	***Description***	
	Active Recreation	*Passive Recreation*
Proximity	Parcels immediately adjacent to road and trail networks, utilities and residential areas would receive priority consideration. Access and linkage is crucial to making a park successful to the maximum number of people.	Same as active recreation description, except access to utilities is less critical.
Land Suitability	Relatively flat topography, with permeable soils designed to minimize erosion is most preferable.	Suitable land depends on use of parcel. Many lands deemed unsuitable for active recreation may be suitable for passive recreation.
Area	Minimum of three acres, five or more acres preferable. Ideal parcel shape is square or rectangular.	No minimum area or shaped required. Best area dependent on use.
Organizational Capacity	Maintenance of parcel should minimally impact Department operational budget and staff time, or create enough revenue to support the addition of staff.	Maintenance of parcel should minimally impact Department operational budget and staff time.
Vision	Parcels most desirable are those accessible to persons of all abilities and those that fit a need identified within the MCPR Master Plan or Montgomery County Comprehensive Plan.	Parcels most desirable are those accessible to persons of all abilities and those that fit a need identified within the MCPR Master Plan or Montgomery County Comprehensive Plan.
Parking	Sufficient and convenient parking with minimal impact on surrounding residential areas.	Sufficient and convenient parking with minimal impact on surrounding residential areas.

Appendix

Appendix A - Goals and Objectives
Appendix B - Site Inventory and Assessment Checklist
Appendix C – Recreation Survey
Appendix D – Survey Results
Appendix E – Full Recommendations
Appendix F - Recreation Land Acquisition Scoring Sheets

APPENDIX A:

MONTGOMERY COUNTY PARKS AND RECREATION MASTER PLAN

APRIL 9, 2015

GOALS AND OBJECTIVES

Mission statement:

1. To improve and promote a better quality of life through providing safe and positive recreational programs, facilities, and opportunities for all citizens of Montgomery County.

Goals and Objectives

Parks, Trails, and Facilities

1. *Maintain existing parks, trails, and facilities while supporting newer parks, trails, and facilities as the county grows*
    a. Develop three regional community centers in Prices Fork, Auburn/ Riner, and Eastern Montgomery County that have an open meeting space that can be used for gathering, fitness classes, and a small kitchen. These would have hardwood floors, and could also act as senior centers.
    b. Develop new river access points, staging areas, and parks
    c. Obtain or purchase property in Riner and Eastern Montgomery for full size baseball fields
    d. Dog park to be created next to animal shelter and tie into Mid County Park
    e. New park with amphitheater that can be used for summer movie series
    f. Site new parks away from areas that are hazardous to public health (or look into Brownfield grants)
    g. Identify strategy to address condemned ball fields at Mid County
2. *Ensure that parks, trails, and facilities are accessible to a wide range of users*
    a. Existing parks are easily accessible for car, bike, and walking
    b. Trail network within the region links park system together, and with other regional parks and trails
    c. Parks, Trails, and Facilities are ADA compliant

Programs, Events, and Education

1. *Continue to provide a tradition of excellence in the programs, events, and educational opportunities to the citizens of Montgomery County*
    a. Take advantage of outdoor amenities
    b. Continue to build upon senior programs, events, and educational opportunities
        i. Senior Olympics
        ii. Tours
        iii. Candy Bar Bingo
2. *Build upon the collaboration and partnerships with other recreational opportunities within the region*
    a. Montgomery County Public Schools
    b. Other recreation departments
    c. Universities and Colleges

3. *Promote new community programs, events, and educational opportunities*
    a. *Festivals*
    b. Nutrition and fitness
    c. Free programs
4. *Provide programs, events, and educational opportunities for non-sport activities*
    a. Art, science, and cultural activities
    b. Social gaming
5. *Develop adult sports program*
    a. Providing quality sports fields and facilities (see Parks, Trails, and Facilities)

<u>Department Operations, Outreach, and Marketing</u>

1. *Strengthen staff and operational support*
    a. More full time staff
    b. Increased budget to support competitive staff salaries and operations
2. *Increase department visibility within the community*
    a. Enhance marketing of programs/ facilities
        i. Increased budget for mailers and advertisements
        ii. Identify other methods and ways to communicate programs/ facilities
    b. Develop Mont. Co. Parks and Rec. brand
    c. Continue to develop online presence
        i. Search engine optimization
        ii. Up to date social media
3. *Expand transportation options to include larger and more up to date vehicles*
    a. 25 passenger bus
4. *Identify grantfunding and matching funding opportunities*
    a. CIP
    b. NPS Rivers, Trails, and Conservation Assistance
    c. Land and Water Conservation Fund
    d. Virginia Recreational Trails Program
    e. Virginia Land Conservation Foundation

APPENDIX B:

MONTGOMERY COUNTY PARKS AND RECREATION MASTER PLAN

Site Inventory and Assessment Checklist

- ☐ Are there benches and tables?
  - Easily accessible for all people
  - Well maintained?
  - Located in safe areas?
  - Located on the periphery?
  - Plantings behind them for security?
- ☐ Are there trees and plantings?
  - Different types?
  - What are there function?
    - Aesthetics
    - Security
    - Wind break
    - Privacy
- ☐ Are there pathways?
  - Are they paved?
  - Well maintained?
  - 6' wide
  - Less than 8% incline?
- ☐ Is the site accessible?
  - Connects to major road?
  - Connects to sidewalk/ trail system?
  - Connects to bus system?
  - Connects to bike routes?
  - Ramps?
    - Non slip?
    - Less than 8% incline?
  - Handrails?
- ☐ Are there facilities?
  - Restrooms?
    - Well maintained?
    - Well lit?
    - Entrances on same side of building?
    - Accessible for all?
  - Trash and garbage containers?
    - Well maintained?
    - Placed near high traffic/ use areas?
    - Secured?
    - Accessible for all?

- Drinking fountains?
    - Well maintained/ functional?
    - Well lit?
    - Placed near high traffic/ use areas?
    - Accessible for all?
- Picnic Areas?
    - Covered?
    - Near parking?
    - Well maintained?
    - Electricity?
    - Accessible for all?

☐ Are there playgrounds?

- Young children areas?
    - Three foot fence to dissuade dogs and other animals from entering?
    - Benches overlooking play area?
    - Water fountain nearby?
    - Functional play equipment
    - Near picnic areas?
- School age children
    - Natural play areas?
    - Water fountain nearby?
    - Benches near play area?
    - Functional play equipment?
- Teenagers
    - Hangout area near park entrance
        - Seating for 5 to 7 people?
        - Good visual connection between passersby and hangout area?
        - Near parking lot?
    - Few small, private areas in park for small groups?

☐ Are there game courts or ball fields?

- Is there seating or gradual sloping towards courts or game fields for spectators?
- Are they anchored around the periphery of the park?
- Near drinking fountains?
- Away from buildings or trees?
- Near equipment storage areas?

☐ Evidence of vandalism?

☐ Is the park fenced?

- Well maintained?

☐ Is there signage in the park?

parksrec
montgomerycountyva.gov/parks

APPENDIX C:

MONTGOMERY COUNTY PARKS AND RECREATIOIN SURVEY

The following survey is part of creating a Master Plan for the Montgomery County Parks and Recreation (MCPR) Department. MCPR provides a variety of parks, recreational facilities, programs, and events for residents of all ages in Montgomery County, Virginia.

This survey will help guide how MCPR should move forward over the next 20 years. The survey is broken down into seven parts: **athletic facilities**, **parks and facilities**, **programs**, **events**, **capital improvements**, **outreach**, and **background information**. We appreciate you taking your time in helping us determine how MCPR should address the growing need of parks and recreation within the County. The survey should take 6 minutes, has 29 questions, and is completely anonymous. For more information, please visit www.nrvpdc.org/montcoparksrec , or call 540-639-9313, and ask for Jennifer or Michael.

ATHLETIC FACILITIES

1. **Within the last year, which of Montgomery County Parks and Recreation's (MCPR) athletic facilities have you used? (select all that apply)**

   - ☐ Motor Mile Sports Park
   - ☐ Plum Creek Park
   - ☐ Former Shawsville Elementary School ball fields
   - ☐ Other_____
   - ☐ None

2. **Within the last year, how frequently have you used one or more of MCPR's athletic facilities?**

   ☐ 1-20 times ☐ 20-50 times ☐ 50+ times ☐ Not at all

3. **On a scale of 1 to 5, with 1 being lowest and 5 being highest, please rate your satisfaction with the quality of MCPR's existing athletic facilities:**

1	2	3	4	5
Least Satisfied		Neutral		Most Satisfied

4. **Are there any types of athletic facilities that you wish MCPR would develop or expand? (select all that apply)**

   - ☐ Basketball courts
   - ☐ Football fields
   - ☐ Baseball/softball fields for children and teens
   - ☐ Baseball/ softball fields for adults
   - ☐ Recreation Center
   - ☐ Soccer fields
   - ☐ Tennis courts
   - ☐ Other_____
   - ☐ None

PARKS AND RECREATIONAL FACILITIES

5. Within the last year, which of MCPR's parks or recreational facilities have you used? (select all that apply)

- ☐ Coal Miner's Heritage Trail
- ☐ East Montgomery Park
- ☐ Frog Pond Swimming Pool
- ☐ Golden Hills Disc Golf Course
- ☐ Huckleberry Trail (from NRV Mall to Blacksburg)
- ☐ McCoy Park
- ☐ Mid County Park
- ☐ Whitethorne Boat Launch
- ☐ Other_____
- ☐ None

6. Within the last year, how frequently have you used one or more of MCPR's parks or recreational facilities?

☐ 1-20 times ☐ 20-50 times ☐ 50+ times ☐ Not at all

7. On a scale of 1 to 5, with 1 being lowest and 5 being highest, please rate your satisfaction with the quality of MCPR's existing parks and recreational facilities:

1	2	3	4	5
Least Satisfied		Neutral		Most Satisfied

8. Are there any types of parks or recreational facilities that you wish MCPR would develop? (select all that apply)

- ☐ Amphitheater
- ☐ Boat launch
- ☐ More playgrounds
- ☐ Outdoor recreation park
- ☐ Community center
- ☐ Splash pad
- ☐ Neighborhood trails
- ☐ Other_____
- ☐ None

PROGRAMS

9. Within the last year, in which of the following programs have you participated? (select all that apply)

- ☐ Active adult activities (50+)
- ☐ Programs/activities at the Frog Pond Swimming Pool
- ☐ Educational activities and classes (art, safety, health)
- ☐ Outdoor recreation activities
- ☐ Trips and tours
- ☐ Youth athletics
- ☐ Other_____

10. How frequently have you participated in one or more of the MCPR programs?

☐ 1-5 times ☐ 10-20 times ☐ 30+ times

☐ 5-10 times ☐ 20-30 times ☐ Not at all

2

11. On a scale of 1 to 5, with 1 being lowest and 5 being highest, please rate your satisfaction with the quality of MCPR's existing programs:

1	2	3	4	5
Least Satisfied		Neutral		Most Satisfied

12. Are there any types of programs that you wish MCPR would develop or expand? (select all that apply)

- ☐ Adult athletics
- ☐ Youth athletics
- ☐ Outdoor recreation activities
- ☐ Day camps
- ☐ Exercise classes
- ☐ Youth educational classes
- ☐ Active adult activities
- ☐ Adult educational classes
- ☐ Other_____
- ☐ None

13. In regards to outdoor recreation activities, are there any types of activities that you would like to develop or expand? (select all that apply)

- ☐ River sports
- ☐ Rock climbing
- ☐ Blue way water trails
- ☐ Walking trails
- ☐ Dog walking trails
- ☐ Mountain bike trails or parks
- ☐ Connect regional trails (e.g.. Huckleberry to New River Trail)
- ☐ Other_____
- ☐ None

EVENTS

MCPR is proud to sponsor different events each year. Events include a concert series, sports meet, festivals and more.

14. Have you ever attended an event sponsored by MCPR?

☐ YES ☐ NO ☐ Not sure

15. If "YES," which event did you attend? (select all that apply)

- ☐ Disc Golf Tournament
- ☐ Mother's Day Celebration
- ☐ Montgomery County Heritage Day
- ☐ Courtyard Concert
- ☐ Sandlot Night
- ☐ Parks and Recreation Night @RU
- ☐ Summer Movie Series
- ☐ Fur Festival
- ☐ Concerts at the Pool
- ☐ Other_____
- ☐ Did not attend

3

16. **Are there any additional types of events that you would like to see developed by MCPR?**

_____

_____

_____

CAPITAL IMPROVEMENTS

As Montgomery County continues to grow in population, it may be desirable to expand the facilities that MCPR currently offers. However, if MCPR does expand its facilities, it will incur significant cost that will need to be supported by the citizens of the County. The following questions relate to, but are not limited to, some possible examples of capital improvements that the County could consider.

17. **Of the following amenities, please select one (1) that you feel MCPR should prioritize as a long-term capital improvement goal?**

- ☐ Sports complex
- ☐ Community center/ gym
- ☐ Outdoor river park with camping facilities
- ☐ Community trail expansion
- ☐ Other_____ _____
- ☐ None

18. **If a new amenity is developed within Montgomery County, how many minutes would you be willing to travel to attend this new amenity?**

_____ minutes

19. **If MCPR plans to develop a new, large amenity, this amenity will incur significant cost, both to develop and to maintain. Please select how you would prefer Montgomery County residents to pay for this future MCPR amenity? (select all that apply)**

- ☐ Bond (long term loan)
- ☐ Donation
- ☐ Property tax increase
- ☐ User fees
- ☐ Other_____
- ☐ Do not support

OUTREACH

20. **How do you stay in touch with news and updates from MCPR? (select all that apply)**

- ☐ Brochure
- ☐ Email
- ☐ School flyers
- ☐ Social media (Facebook, Twitter, Youtube)
- ☐ Website
- ☐ Word of Mouth
- ☐ Other_____
- ☐ I do not stay in touch with MCPR

4

21. **OPTIONAL: We would love for you to stay connected with MCPR. If you would like to stay in touch with us in regards to upcoming events, program offerings, news, and updates, please provide your email address below. Your email will only be used for updates from MCPR, and will not be shared with any other entity.**

_____

BACKGROUND QUESTIONS

22. **Please select the area that best describes where you live:**

- ☐ Belview
- ☐ Blacksburg
- ☐ Christiansburg
- ☐ Elliston
- ☐ Lafayette
- ☐ McCoy
- ☐ Mt. Tabor
- ☐ Pilot
- ☐ Prices Fork
- ☐ Riner
- ☐ Shawsville
- ☐ Other: _____

23. **Are you a college student?**

- ☐ YES
- ☐ NO

24. **What is your age?**

- ☐ 12-17
- ☐ 18-30
- ☐ 31-40
- ☐ 41-49
- ☐ 50+

25. **Do you have any children/ dependents that use MCPR parks, facilities, or programs?**

- ☐ YES
- ☐ NO

26. **What are their ages? (select all that apply)**

- ☐ 0-4
- ☐ 5-11
- ☐ 12-18
- ☐ None

27. **How many children/ dependents do you have?**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+
- ☐ None

28. **Please specify your ethnicity.**

- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Native American or American Indian
- ☐ Asian/ Pacific Islander
- ☐ Other
- ☐ Prefer not to answer

29. **What is your gender?**

- ☐ Male
- ☐ Female

5

THANK YOU FOR YOUR PARTICIPATION!

If there is anything else you would like us to know about MCPR parks, facilities, or programs, please let us know in the space below. Thanks again!

_____

_____

_____

_____

_____

_____

_____

_____

6

APPENDIX D

MONTGOMERY COUNTY PARKS AND RECREATION MASTER PLAN 2015

Montgomery County Recreation Survey Summary

11 November 2015

The Montgomery County Community Recreation Survey was held from August through October 2015, and included online and in person surveys. New River Valley Regional Commission (NRVRC) staff developed the survey based on feedback from Montgomery County Parks and Recreation (MCPR) staff, the MCPR Commission, and County administration. NRVRC and MCPR staff administered the survey in person at sports and athletic events, along with other community events during this time period. Signs were created and distributed throughout the County advertising the survey, and were placed in public spaces, retail centers, schools, and on County property. The survey was distributed online through the County's website, emailed to participants on the MCPR listserv, and posted on social media.

Ending in October, the survey was open for 87 days, with a total of 358 surveys collected. 220 surveys were taken online, and 138 were taken in person for an average of over 4 surveys per day. Response rate varied per question. With 94,412 persons living in Montgomery County, according to the 2010 census, the margin of error for this survey is ± 5.17%, with a 95% confidence level. See attachment for more details.

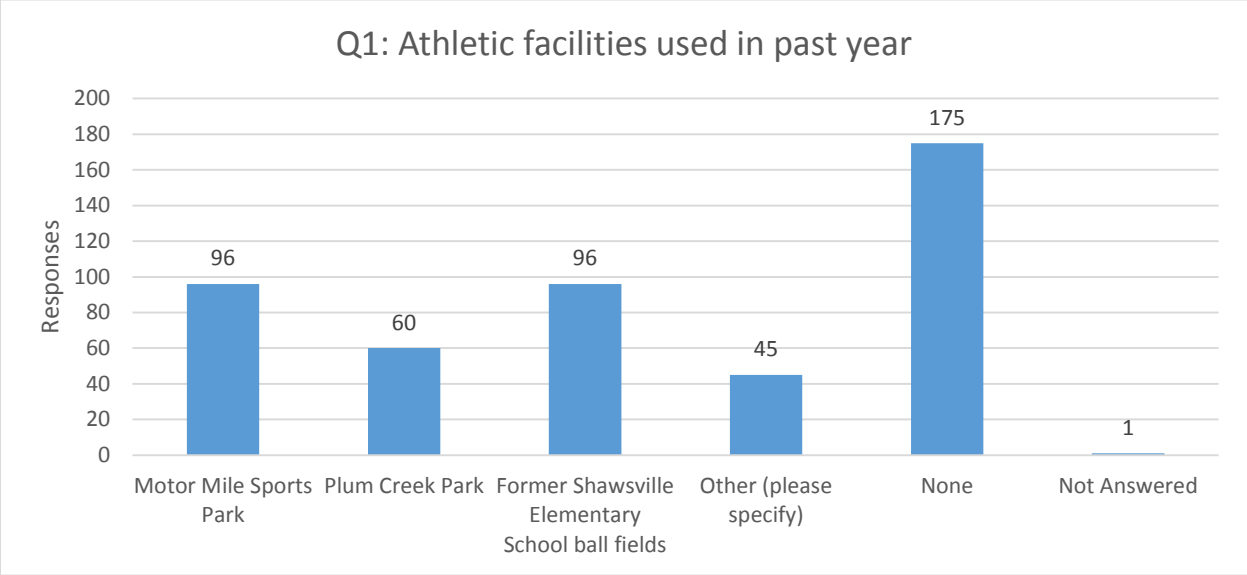
The survey was broken down into seven sections: athletic facilities, parks and recreational facilities, programs, events, capital improvements, outreach, and background information, for a total of 30 questions.

Some clarification should be noted:

- In the online survey, if a question was answered in the negative ("YES/NO" answered questions), then the follow up questions pertaining to the original question were not asked of the survey taker. Those who took the survey in person tended to answer more questions, because the survey did not instruct them to skip those that did not pertain to them.
- In Question 15, the option "Courtyard Concert" only appeared in the written survey. This was not by design, but was omitted from the online survey in error. This means that there were no responses selecting "Courtyard Concert" from the online survey.
- In both the online and written survey, it was requested of the survey taker to only select one amenity. Many survey takers selected more than one. Rather than sifting through and selecting only one amenity for each of these surveys, all selections were counted.
- Question 21 is an optional question that asks for the email address from each respondents. Since this summary report is a public document, the actual results have been omitted in order to preserve respondent privacy.

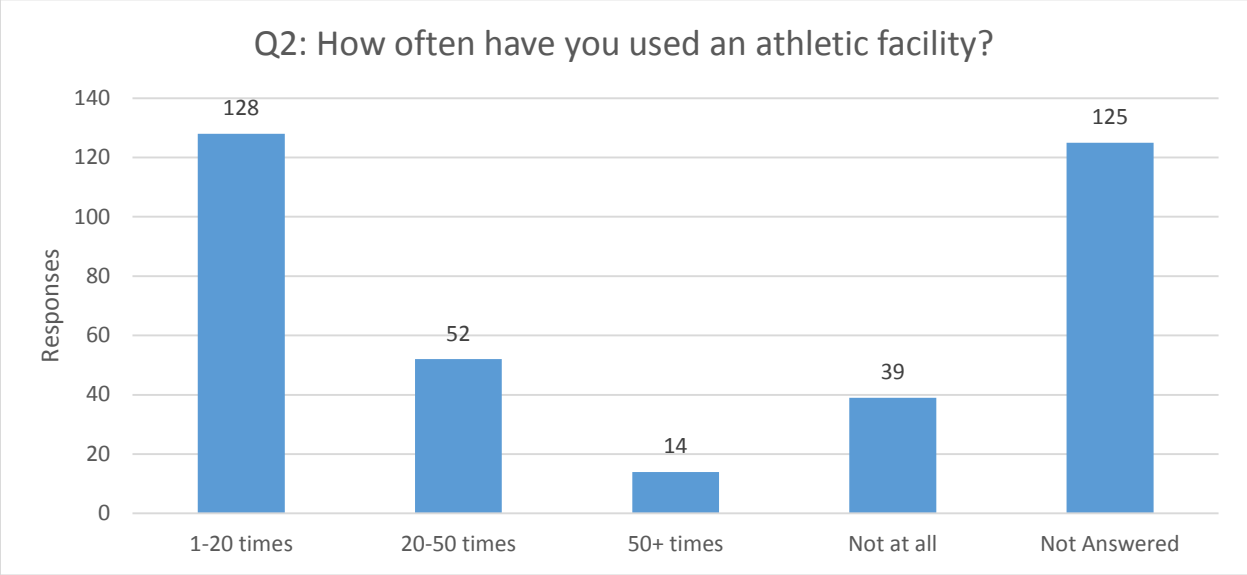
The following will be a breakdown of the results from each questions.

1. ***Within the last year, which of Montgomery County Parks and Recreation's (MCPR) athletic facilities have you used? (select all that apply)***

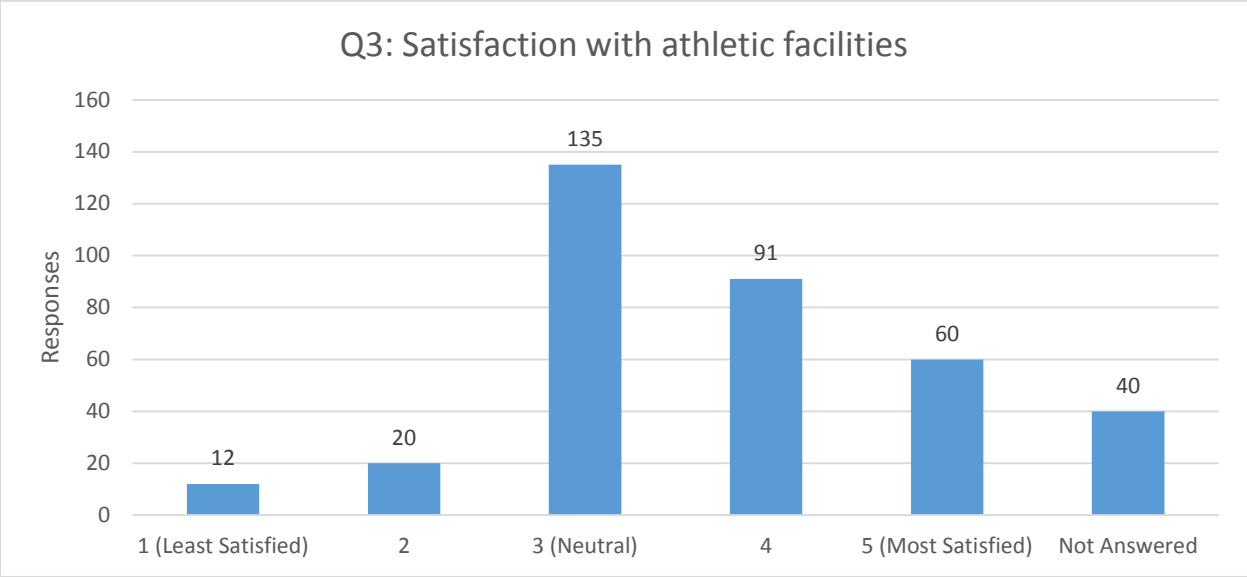


Other facilities specified: "Baseball Fields", Auburn Elementary School, Auburn Middle School field (x3), Auburn High School (x3), Blacksburg High School, Christiansburg Frisbee Park, Christiansburg Recreation Center, Depot Park, Eastern Montgomery Elementary School field and gym, Eastern Montgomery High School, Eastern Montgomery Park, Frog Pond (x7), Harkrader Sports Complex, Hucklberry Trail, Huckleberry Trail (x2), Montgomery Farms outside Blacksburg, Shawsville Middle School football field (x4), softball fields in Blacksburg, Tennis Courts at Old Shawsville Middle School, the track at Old Blacksburg, and the Vicker Switch Ball Park.

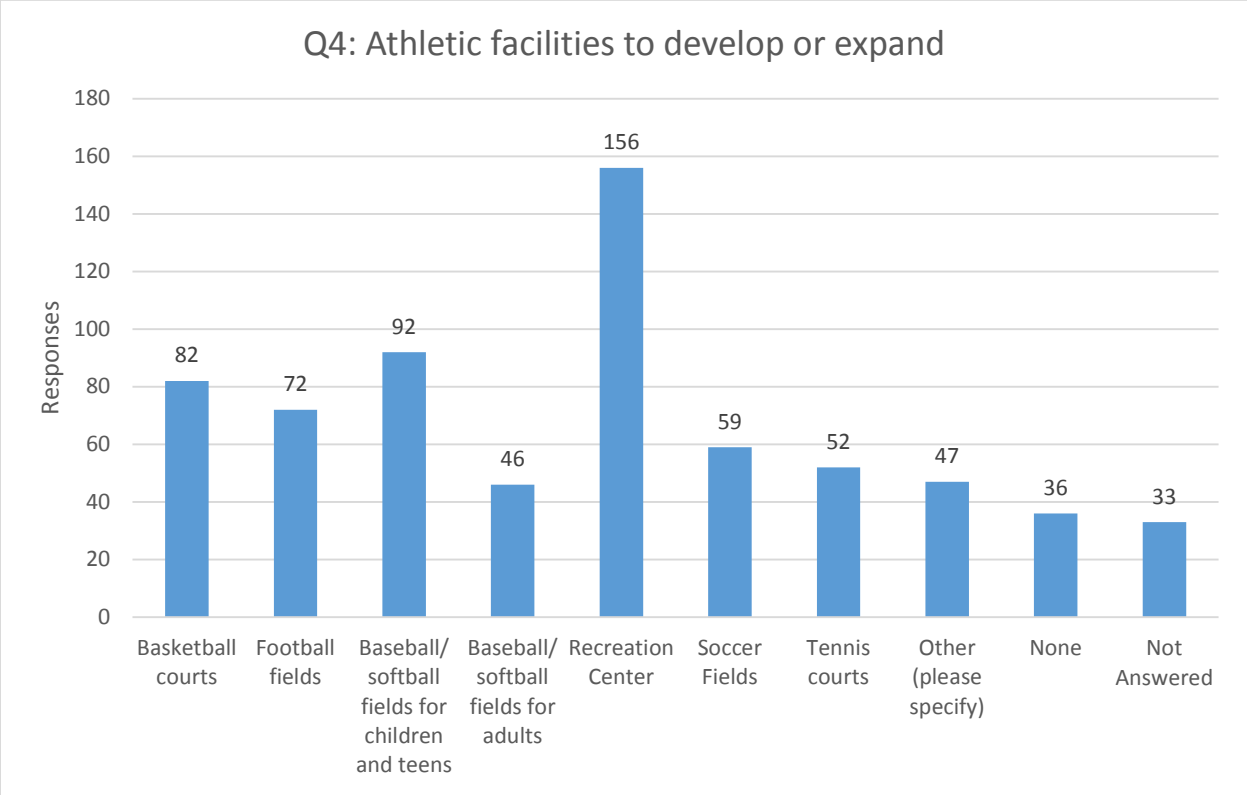
2. ***Within the last year, how frequently have you used one or more of MCPR's athletic facilities?***



3. Please rate your satisfaction with the quality of MCPR's existing athletic facilities



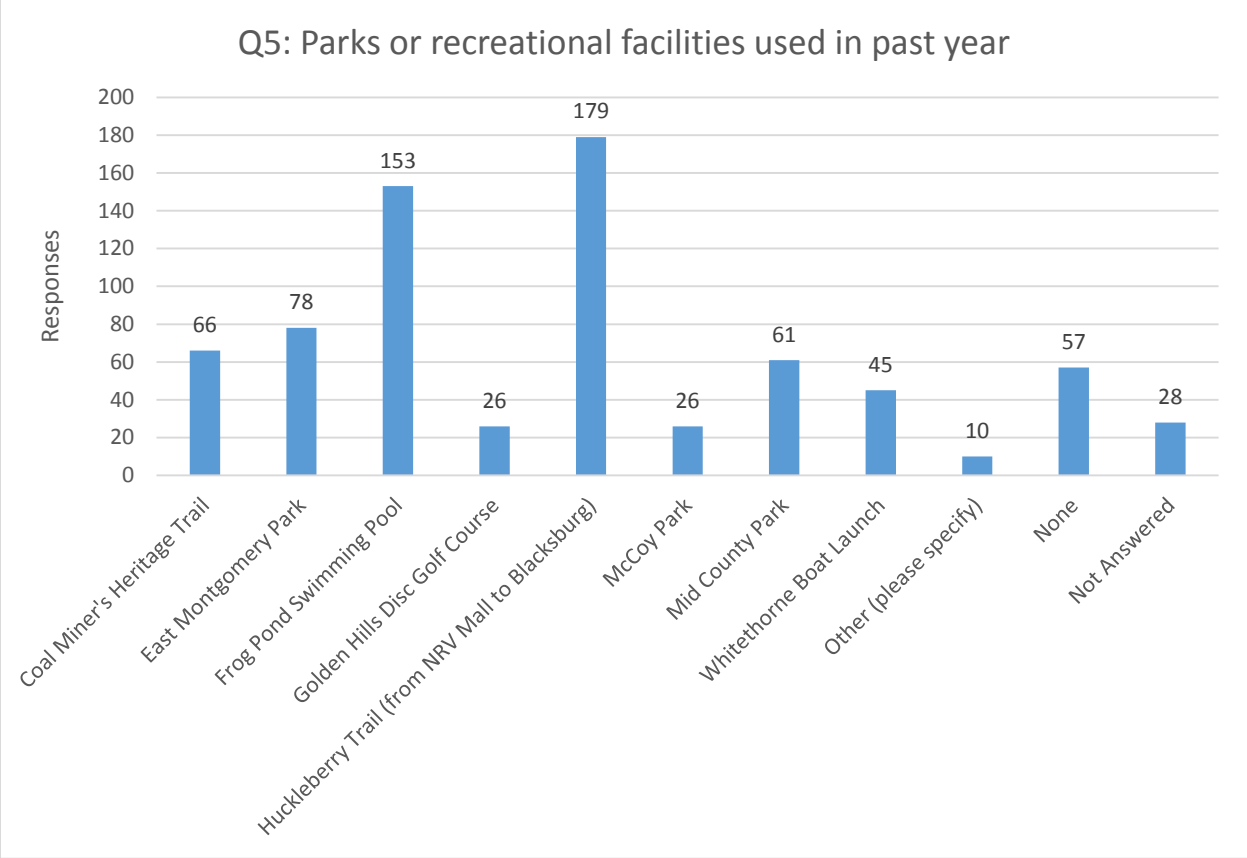
4. Are there any types of athletic facilities that you wish MCPR would develop or expand? (select all that apply)



Other facilities specified: access to Little River, aquatic center, badminton courts, bike trails, bocce ball courts, buy out Waldron Wellness center to make cheaper, children's playground, dog park/trails (x2),

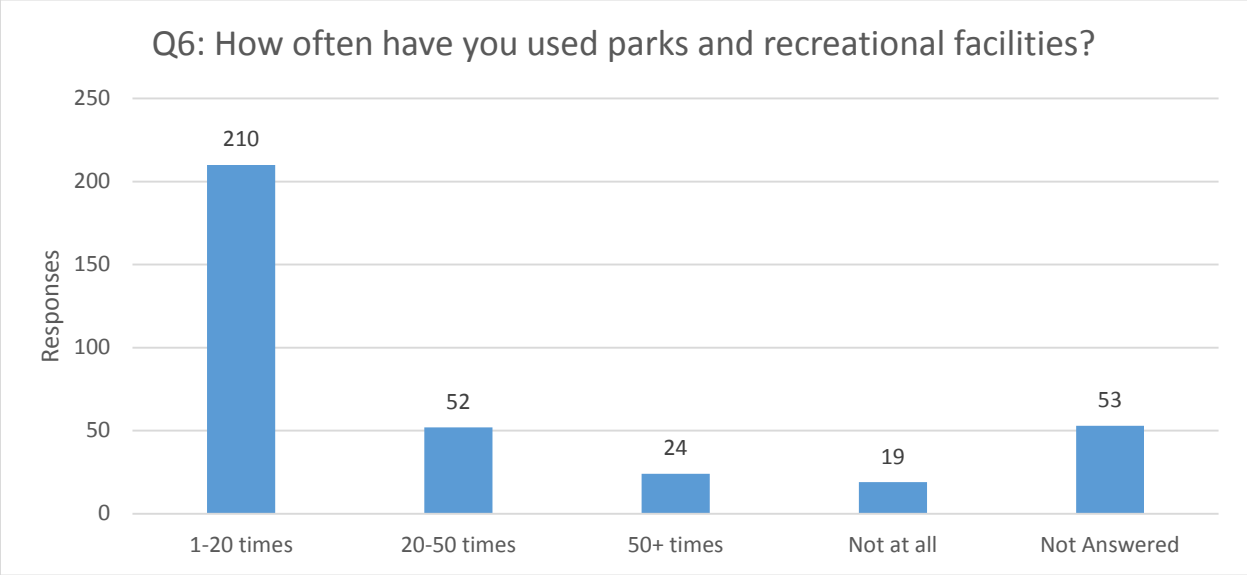
enhanced ADA facilities, handball courts, hiking/walking trails (x2), ice skating/roller skating, indoor exercise facility, indoor public recreational pool (x3), indoor/outdoor track (x3), lacrosse fields (x2), larger swimming pool, mountain bike course, mountain bike trails, need a park in Riner, outdoor public pool (x6), outdoor swimming pool with lap lanes, parkour facility, pickle ball courts, recreation center (x2), recreation center in Shawsville, recreational park for biking and walking, running trails, shuffleboard facility, sports complex, Ultimate Frisbee park, updated workout equipment, volleyball courts, and walking trail stations.

5. ***Within the last year, which of MCPR's <u>parks or recreational facilities</u> have you used? (select all that apply)***

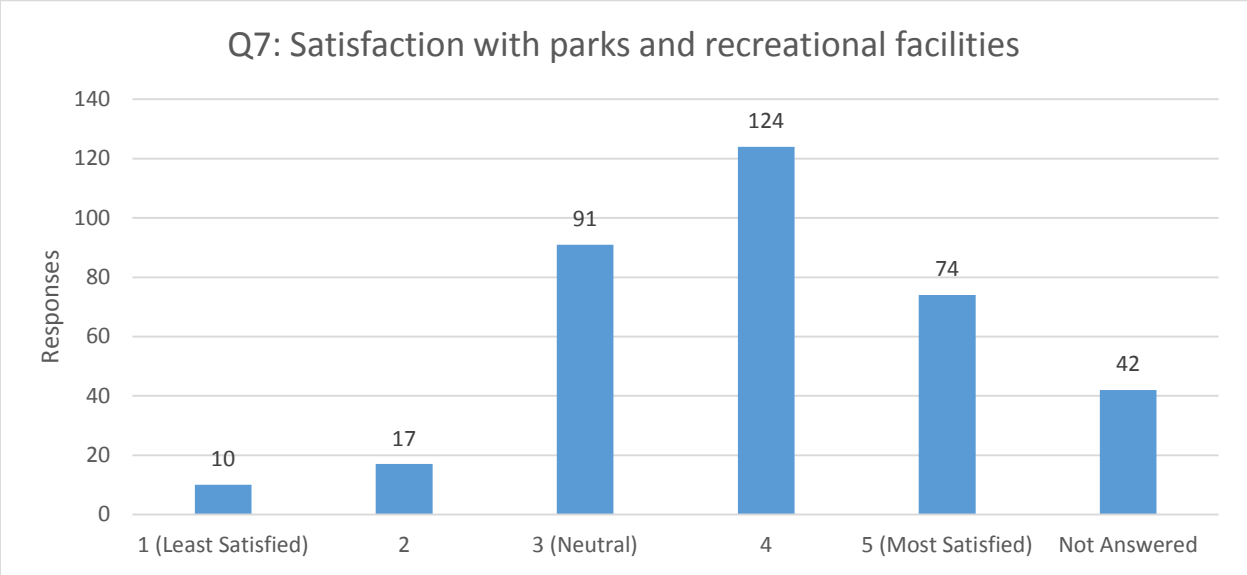


<u>Other parks and recreational facilities specified</u>: Auburn School fields, Christiansburg Aging Center, Elliston Flying Field, "expand the Frog Pond", Gateway Trail to Pandapas Pond, indoor pool, Motor Mile Sports Park, outdoor pool, park in Riner area, and Plum Creek Park.

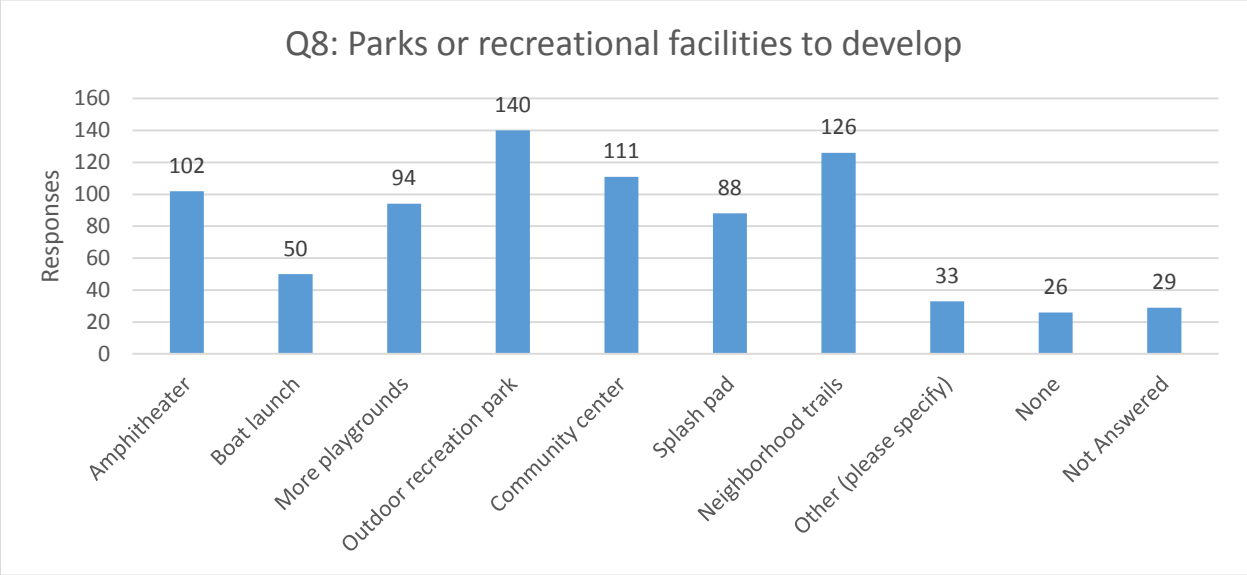
6. ***Within the last year, how frequently have you used one or more of MCPR's <u>parks or recreational facilities</u>?***



7. ***Please rate your satisfaction with the quality of MCPR's existing <u>parks and recreational facilities</u>***

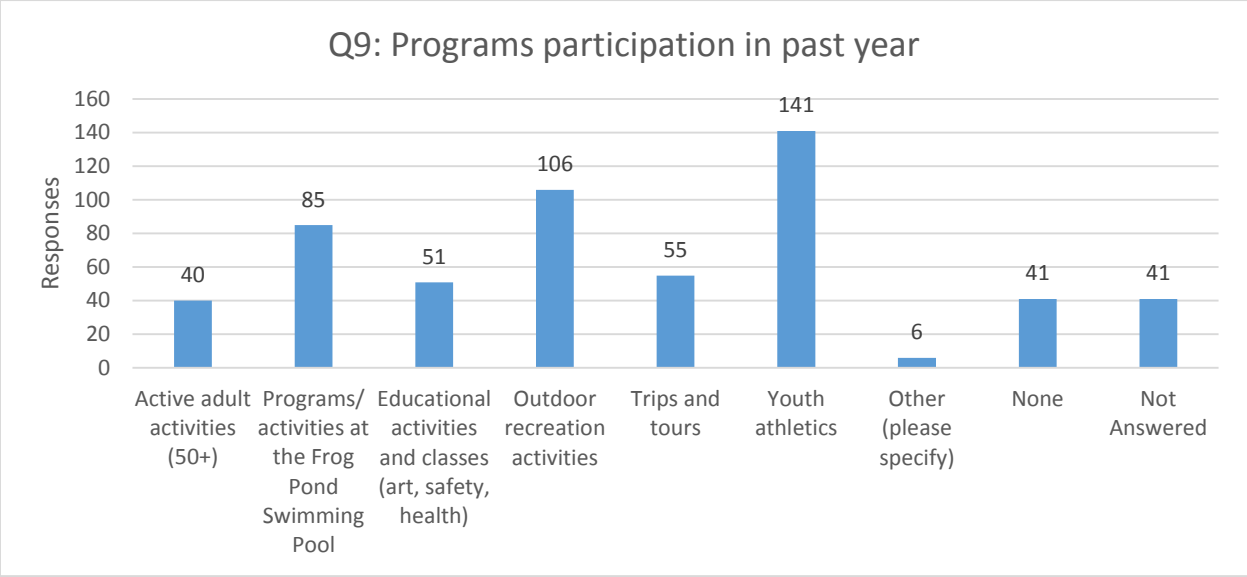


8. ***Are there any types of <u>parks or recreational facilities</u> that you wish MCPR would develop? (select all that apply)***



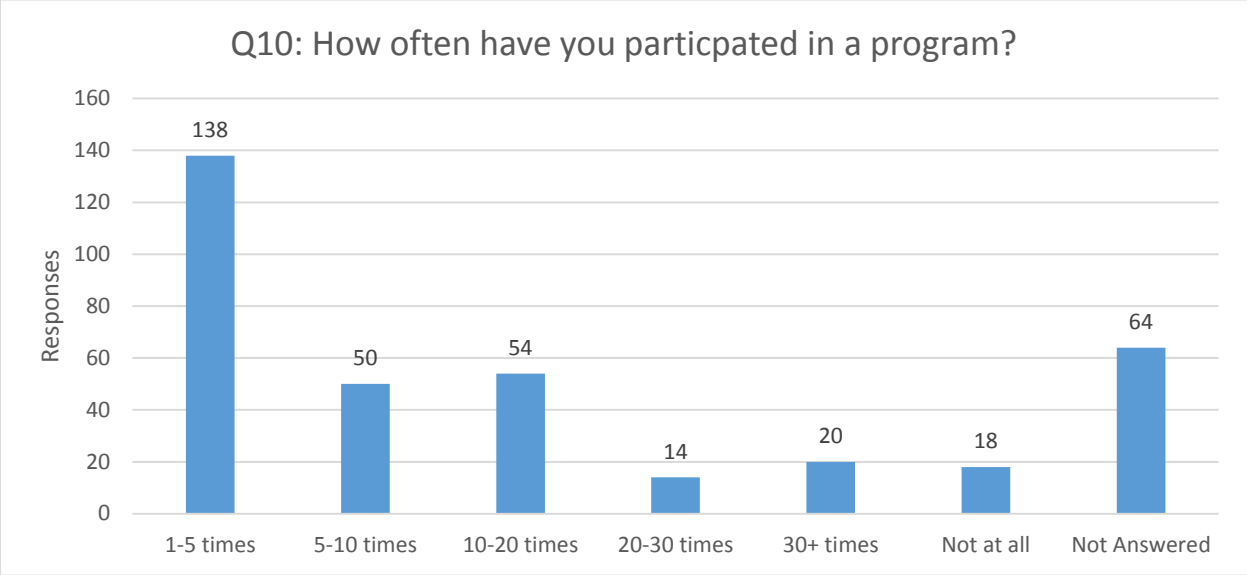
<u>Other parks or recreational facilities specified</u>: "Don't forget about the Riner side!", "Lazy river", "think outside the box", ADA access for trails, affordable outdoor pool, another outdoor pool with lap lanes (x6), baseball fields with lights, bike trails (x2), BMX bike path in Heritage Park, build bridge over Heritage Park stream, dog park (x7), exercise center, football fields outside of high schools, indoor pool, indoor track, join all trails together, maze, model airplane area in Heritage Park, mountain bike course, outdoor pool in Blacksburg, parkour facility, parks in Shawsville/ Elliston, playgrounds, skate park, trails in Prices Fork, and water park.

9. ***Within the last year, which of the following <u>programs</u> have you participated in? (select all that apply)***

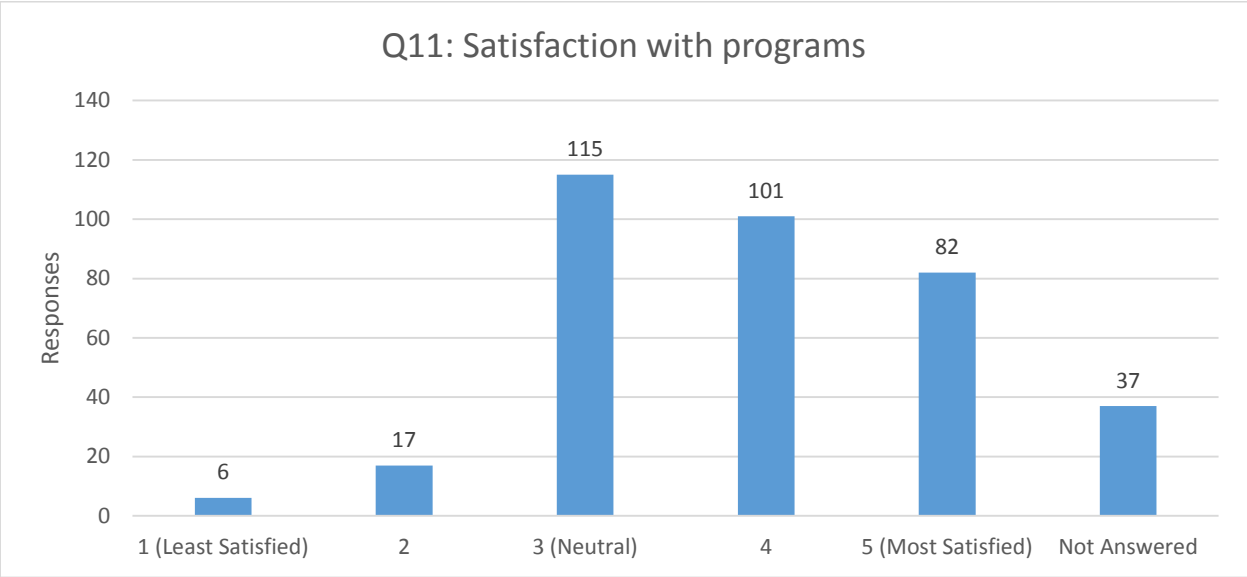


Other programs specified: fundraiser for animal shelter and exercise class at Christiansburg Recreation Center

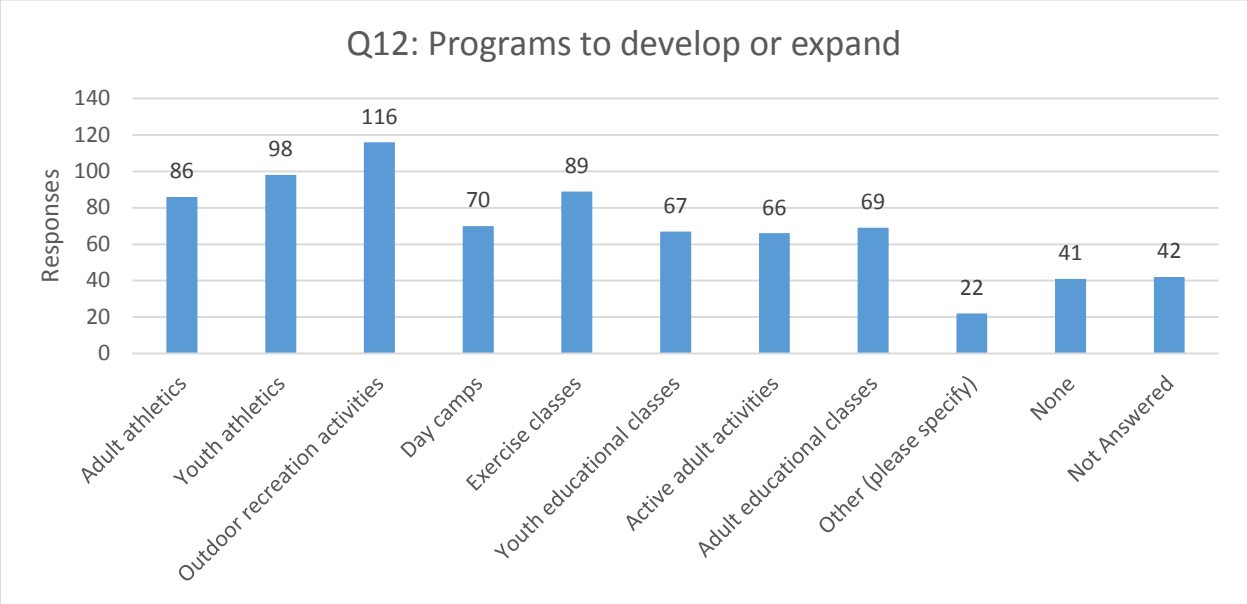
10. How frequently have you participated in one or more of the MCPR programs?



11. Please rate your satisfaction with the quality of MCPR's existing programs

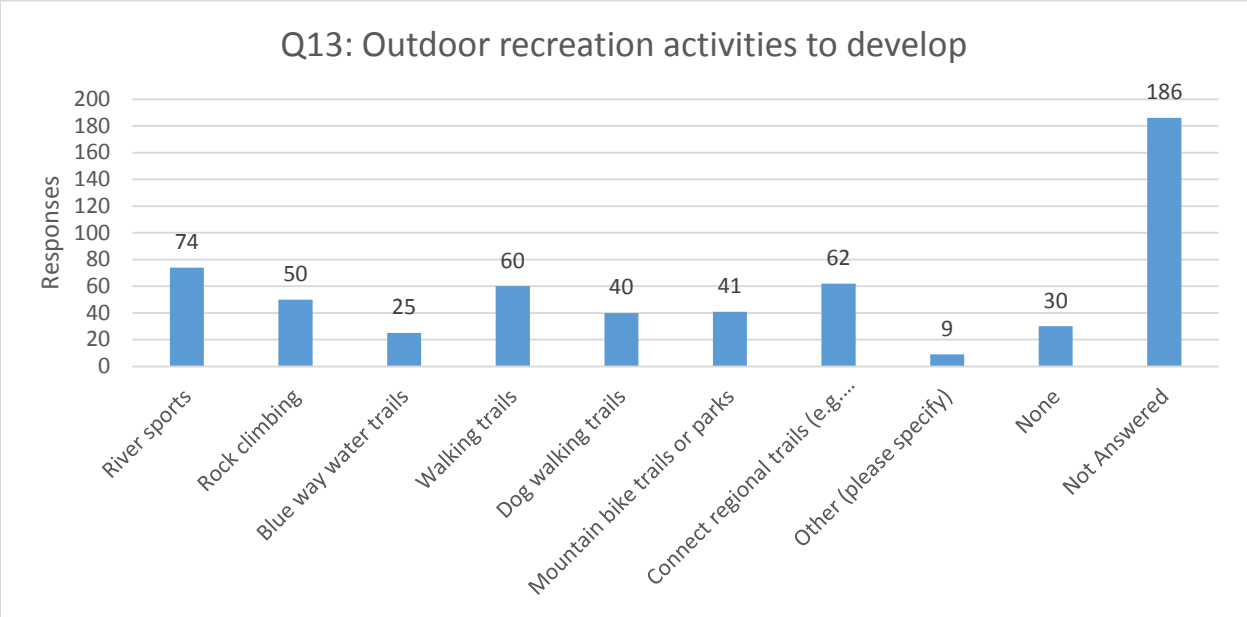


12. Are there any types of <u>programs</u> that you wish MCPR would develop or expand? (select all that apply)



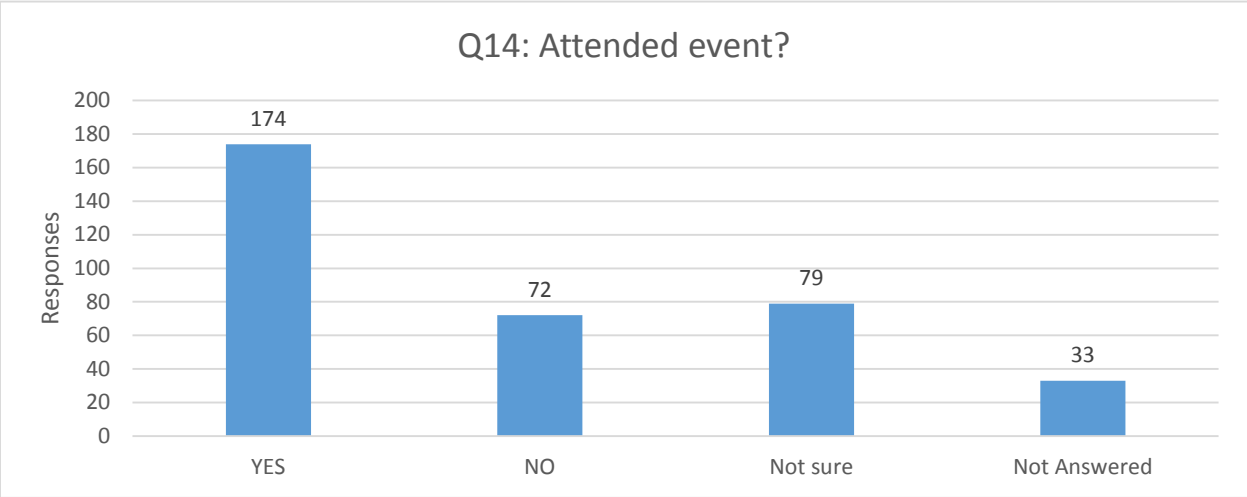
<u>Other programs specified</u>: art, bike rides, cooking lessons, dogs and pets, exercise classes early in the morning before work, gun safety classes, jazzercize, lunch & dinner outings, more classes for 8-16 year olds, pre-K sports, trips for adults during weekend, Ultimate Frisbee for kids, youth conditioning focusing on agility and fundamentals, and youth wrestling.

13. In regards to <u>outdoor recreation activities</u> are there any types of activities that you would like to develop or expand? (select all that apply)

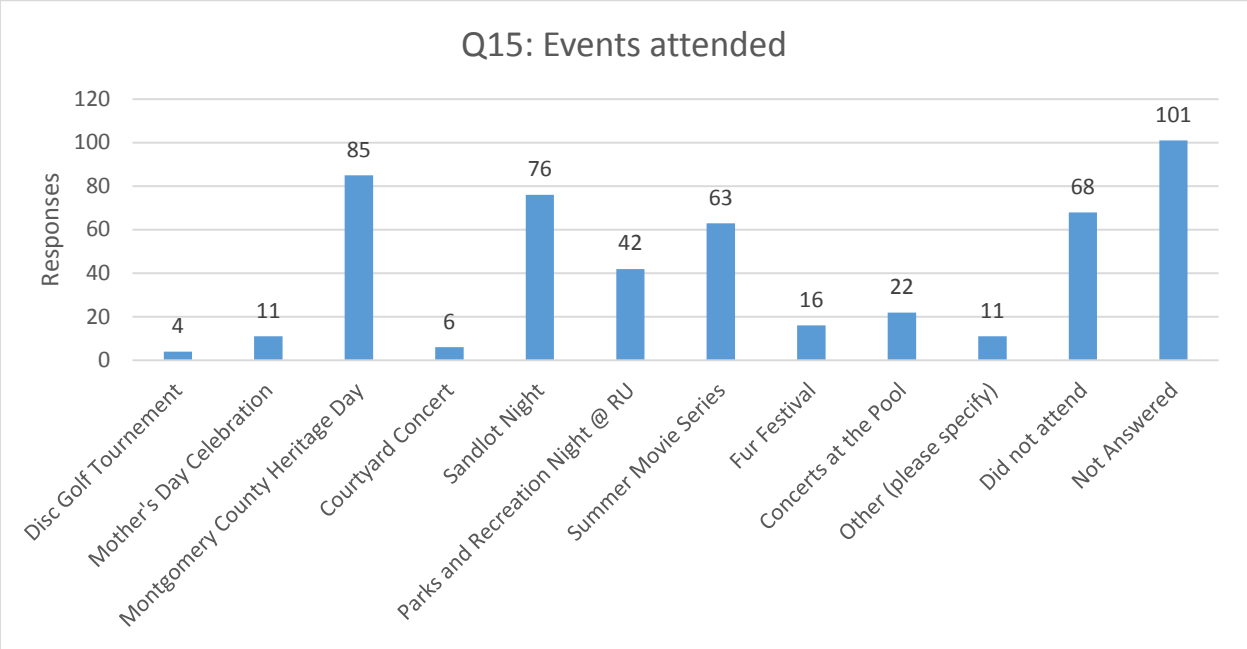


<u>Other outdoor recreation opportunities specified</u>: 4 Wheeler, connect to Newport, dogs and pets, more sit on top kayaking, “paddle boats, playground, fishing, etc.”, and skating.

14. Have you ever attended an event sponsored by MCPR?

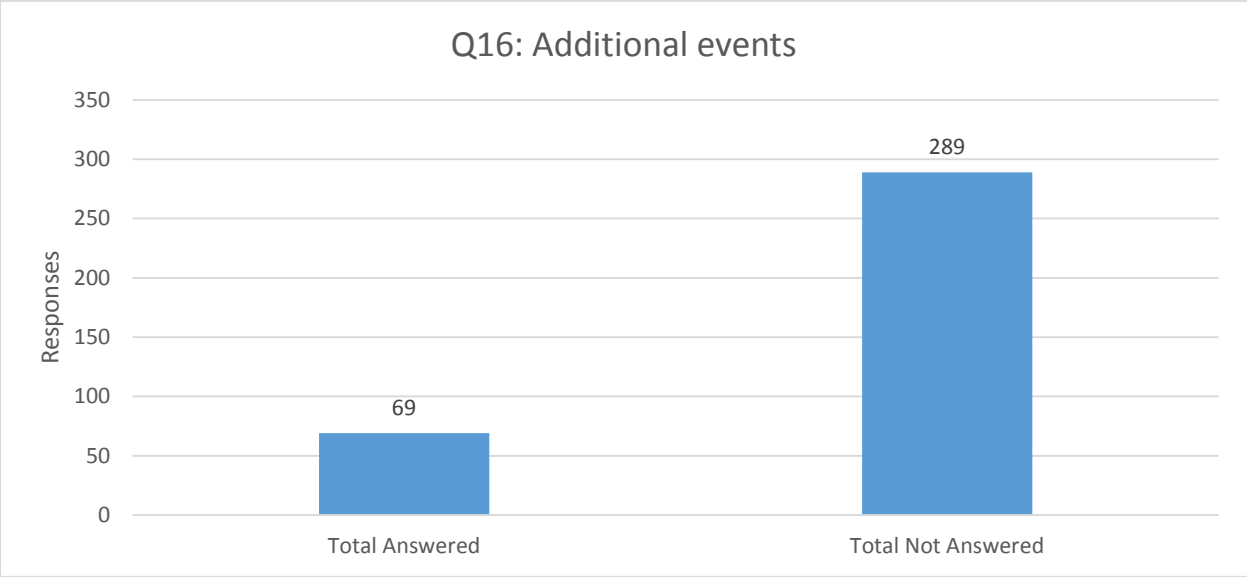


15. *Which event did you attend? (select all that apply)*



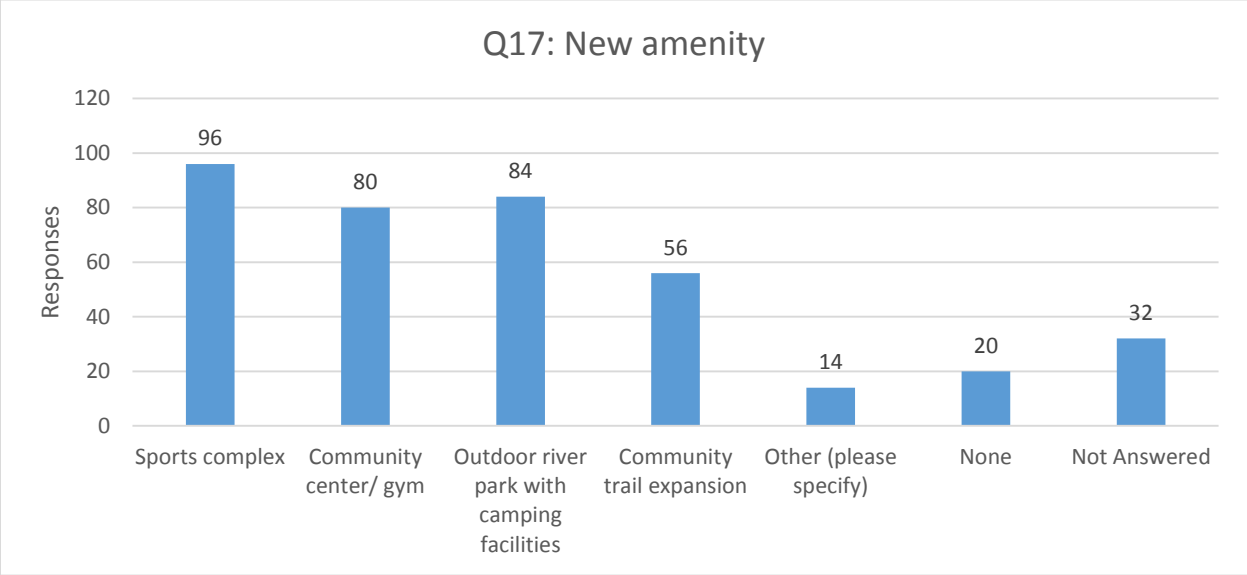
Other events specified: Brush Mountain Breakdown, Easter Egg Hunt (x2), Hungry Mother Park, July 4th, Kiwanis Festival, Rowdy Dog, Stepping Out, and a trip to concert in Roanoke.

16. Are there any additional types of <u>events</u> that you would like to see developed by MCPR?



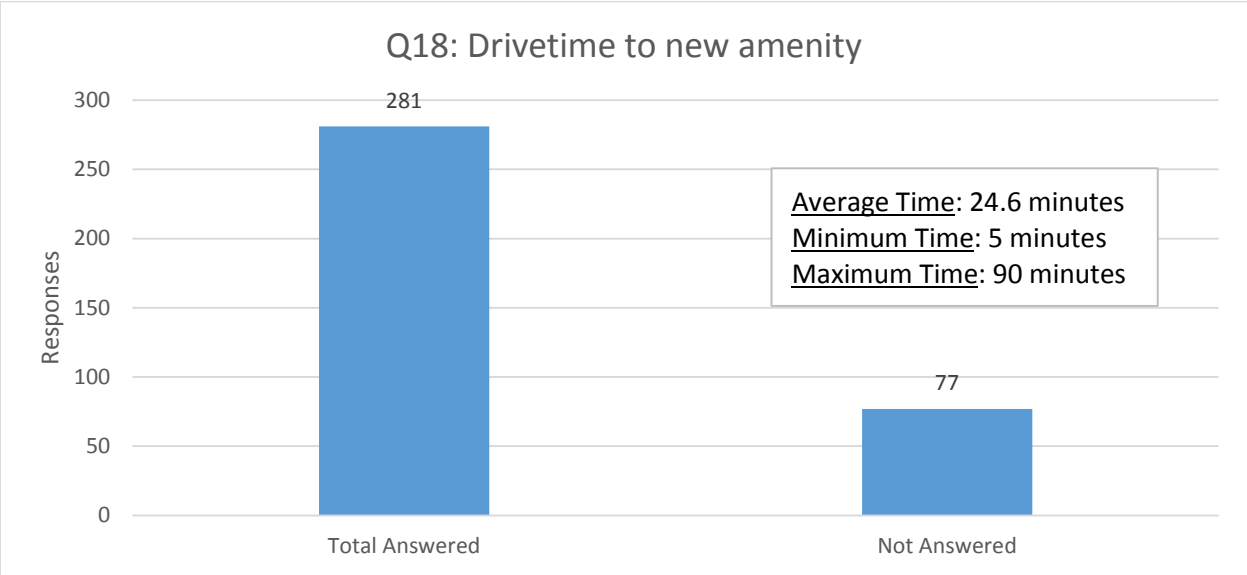
<u>Additional events desired</u>: concert series in Summer at an amphitheater, featuring local artists, “after 5” (x6); arts and crafts vendor festival; bake sale and cake walk; baseball tournaments for kids; better advertisement; boat ramps; canoe/kayak in moonlight; car show; cheerleading camp; day trips; dogs, pets, and wildlife; Earth Day tree planting; exercise classes for mom and child; exercise events; festivals; Fur Festival (x2); Halloween Trunk-o-Treat at high school or rec Ctr.; healthcare information and options for retirees and seniors in the NRV; Homesteading fair - Back to basics; Hosting baseball tournaments after establishing a tournament style complex; kids bike safety days; Lacrosse in Shawsville; more coordination between the town recreation; more dates for all activities; mountain bike race; movies/films for free in Summer (x2); orienteering; outdoor recreation events; parkour; parks in Elliston/Shawsville area; pet-friendly, like the former dog swim at Frog Pond; recreation center in Elliston/Shawsville area; senior trips; soccer fields and events (x2); soccer in Shawsville; soccer team; soccer team in Shawsville, I would even coach it to help; sports complex in the Auburn area...; STEM - camping events, more variety would be nice; swimming pool; swimming team; tennis courts/tennis lessons for youth and adults; things with Radford University; tiny House workshops. Simple living stuff; Touch a Truck; track league; water sports and trails; water/lake facilities - paddle boats, fishing, picnic facilities/pavilions; women's football league; wrestling team; and youth sports camps.

17. Of the following amenities, please select one (1) that you feel MCPR should prioritize as a long-term capital improvement goal

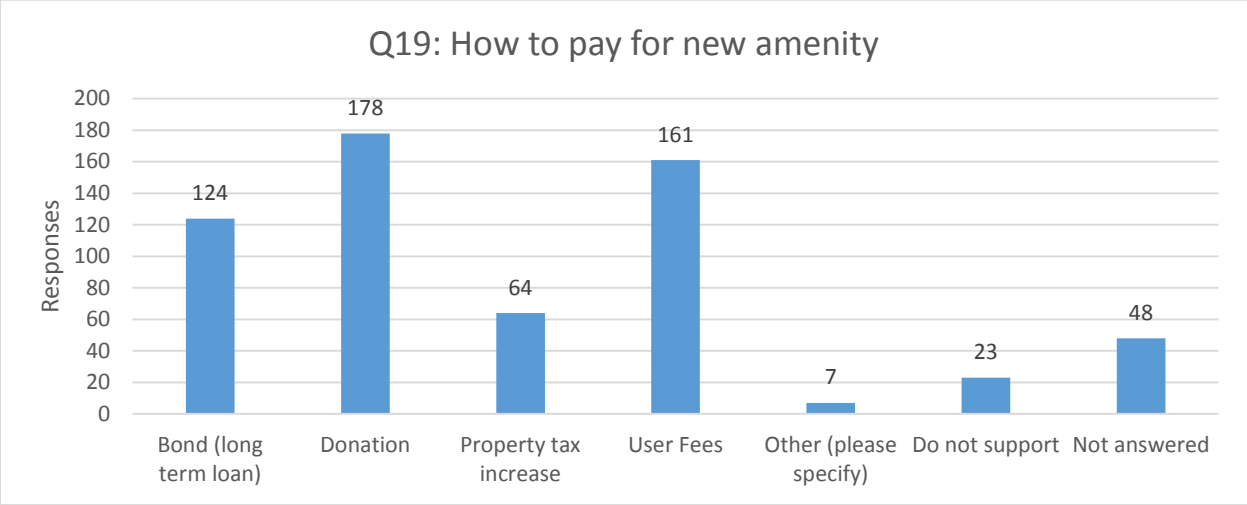


Other amenities specified: aquatic center; basketball and gym; dog park (x3); gym; indoor auditorium for concerts and plays; more bathrooms at facilities/on trails; new, more comfortable vans for senior adult travel; outdoor swimming pool with lap lanes (x2); park in the Eastern Montgomery area; park on the Riner side of the county; splash pad; and tennis courts.

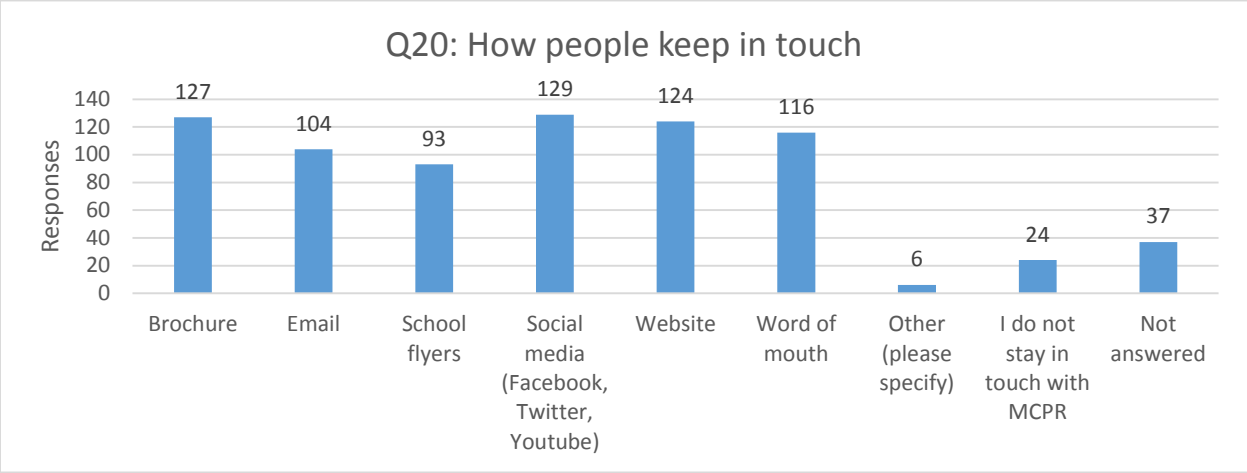
18. If a new amenity is developed within Montgomery County, how many minutes would you be willing to travel to attend this new amenity?



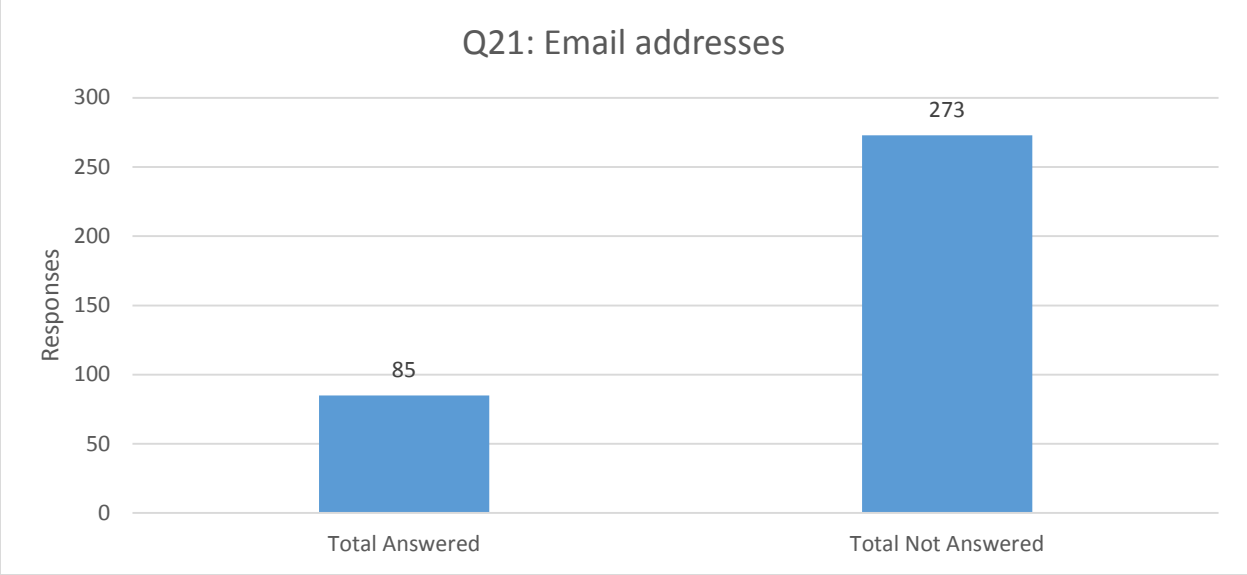
19. If MCPR plans to develop a new, large amenity, this amenity will incur significant cost, both to develop and to maintain. Please select how you would prefer Montgomery County residents to pay for this future MCPR amenity? (select all that apply)



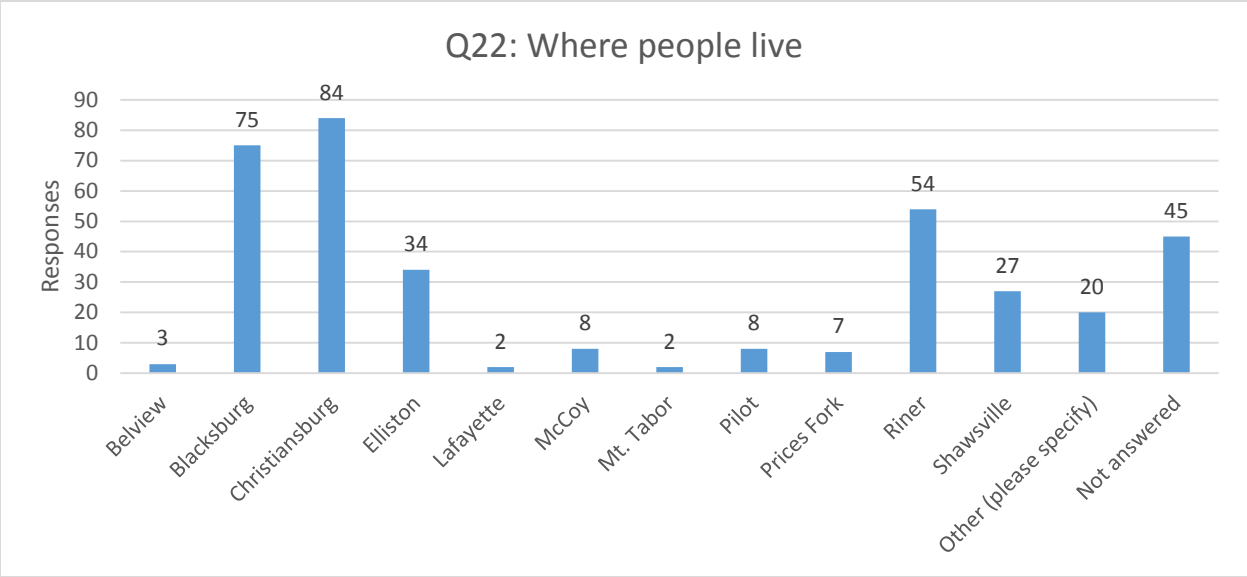
20. How do you stay in touch with news and updates from MCPR? (select all that apply)



21. OPTIONAL: We would love for you to stay connected with MCPR. If you would like to stay in touch with us in regards to upcoming events, program offerings, news, and updates, please provide your email address below. Your email will only be used for updates from MCPR, and will not be shared with any other entity.

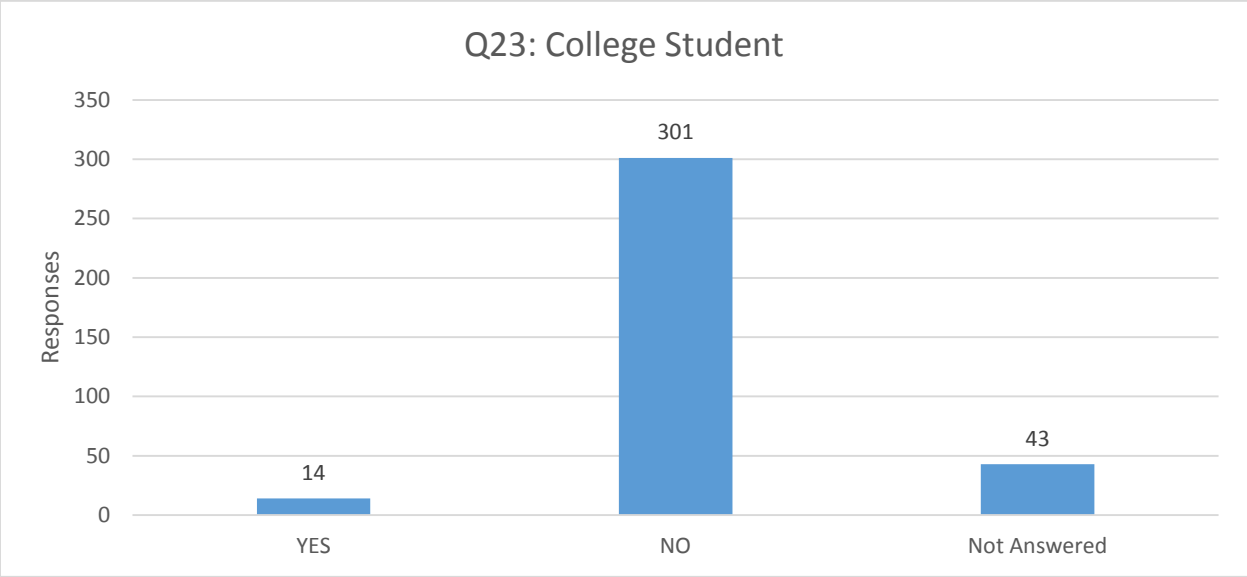


22. Please select that area that best describes where you live

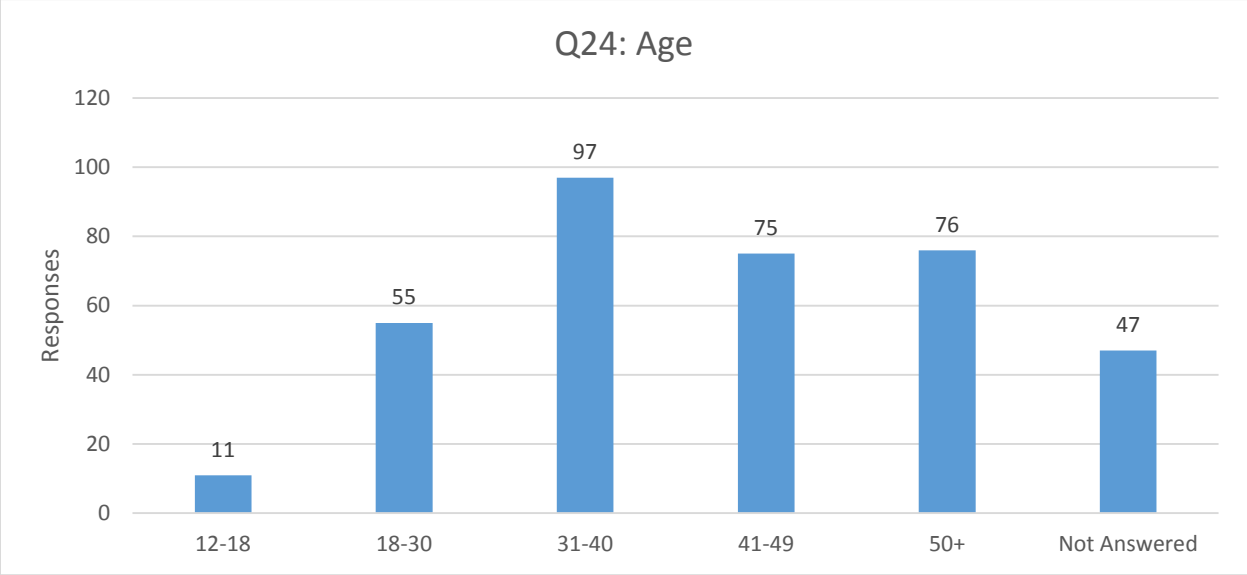


Other areas specified: Brush Mountain (x2), Dublin (x2), Floyd, Giles, just outside the Christiansburg limits, Lusters Gate, Plum Creek (x3), Pulaski County, Radford (x2), Snowville area, Sunnyside, and Vicker Switch.

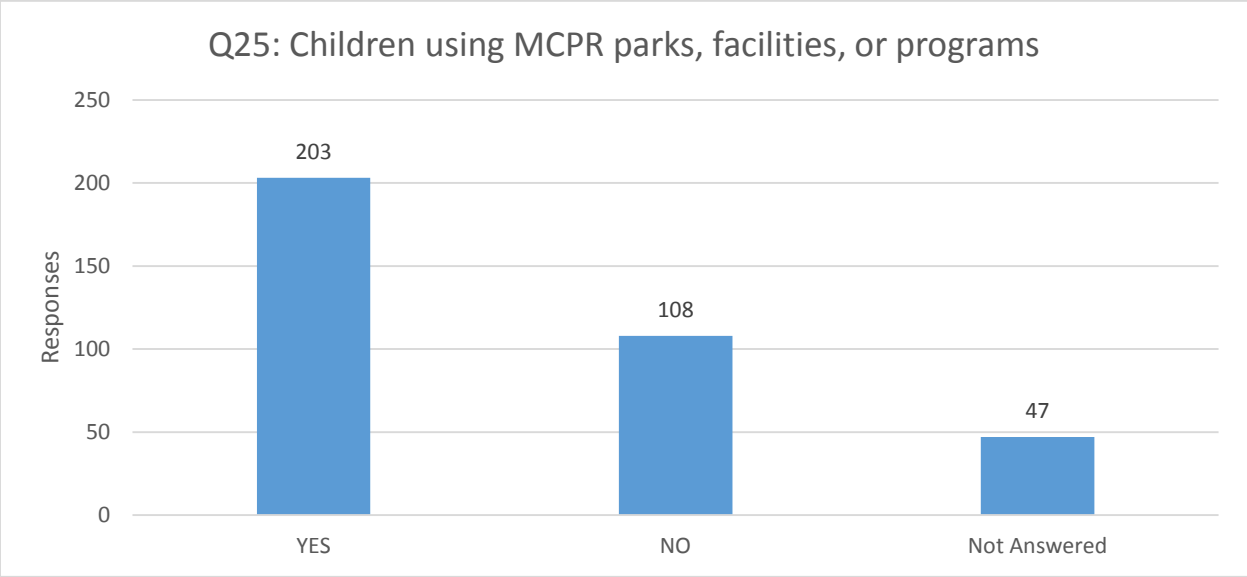
23. Are you a college student?



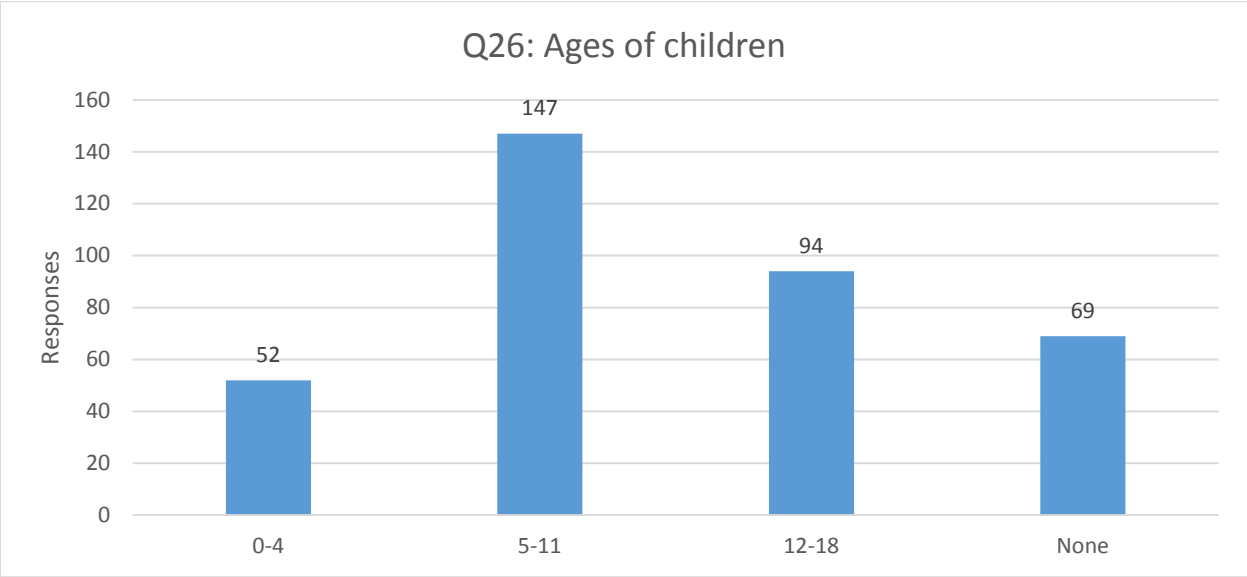
24. What is your age?



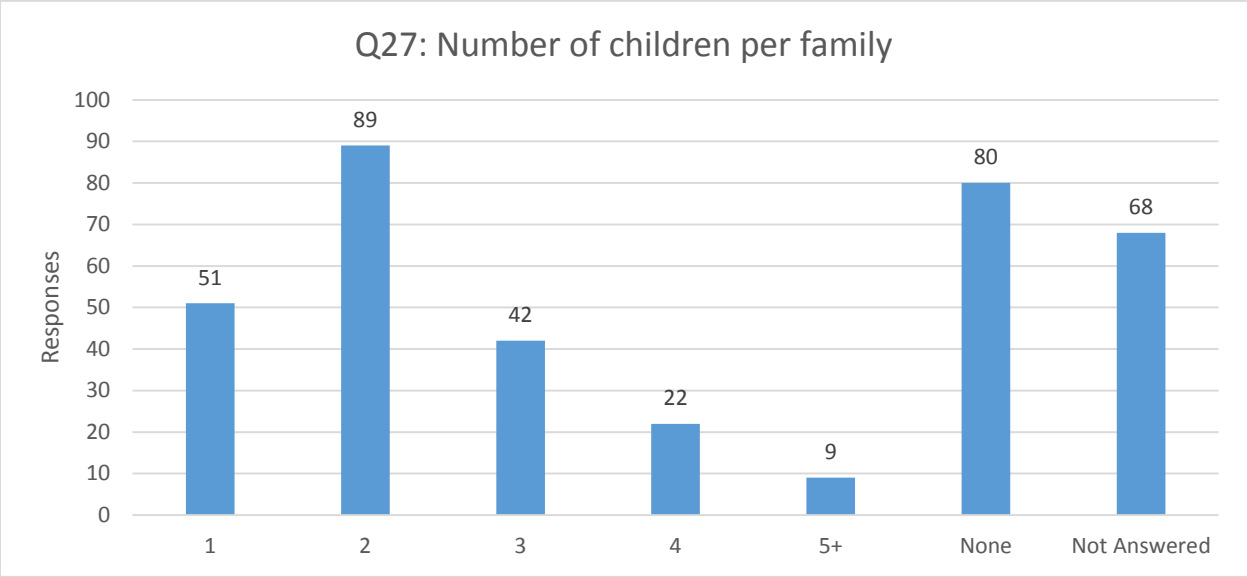
25. Do you have children/ dependents that use MCPR parks, facilities, or programs?



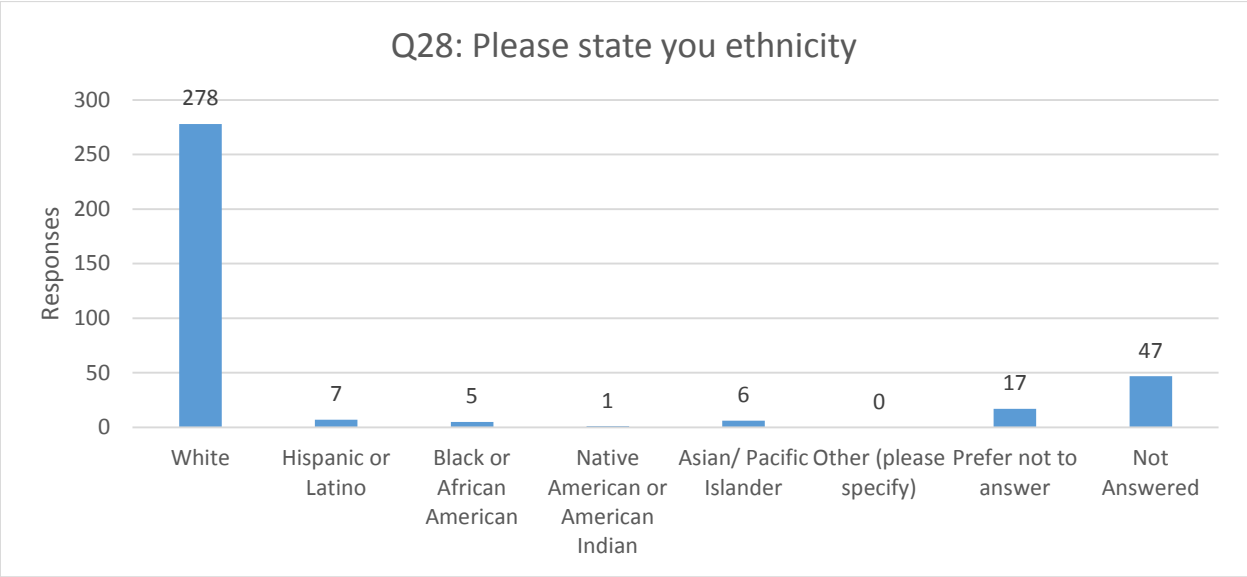
26. If you have children/ dependents, what are their ages? (select all that apply)



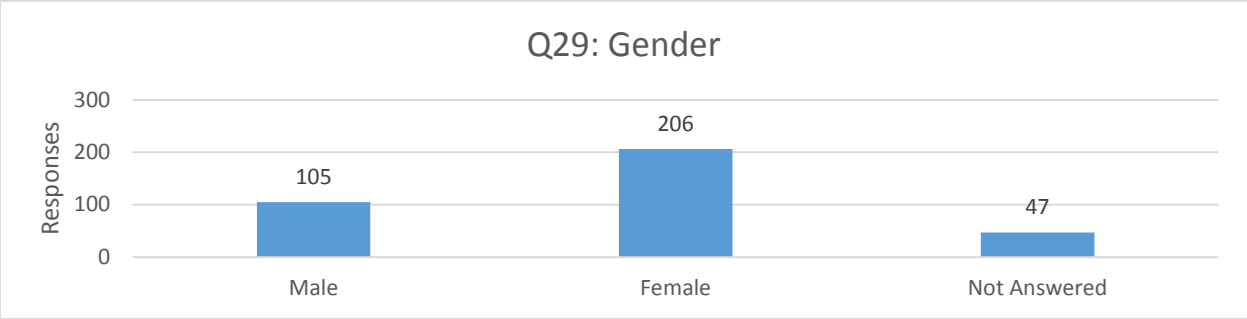
27. If you have children/ dependents, how many do you have?



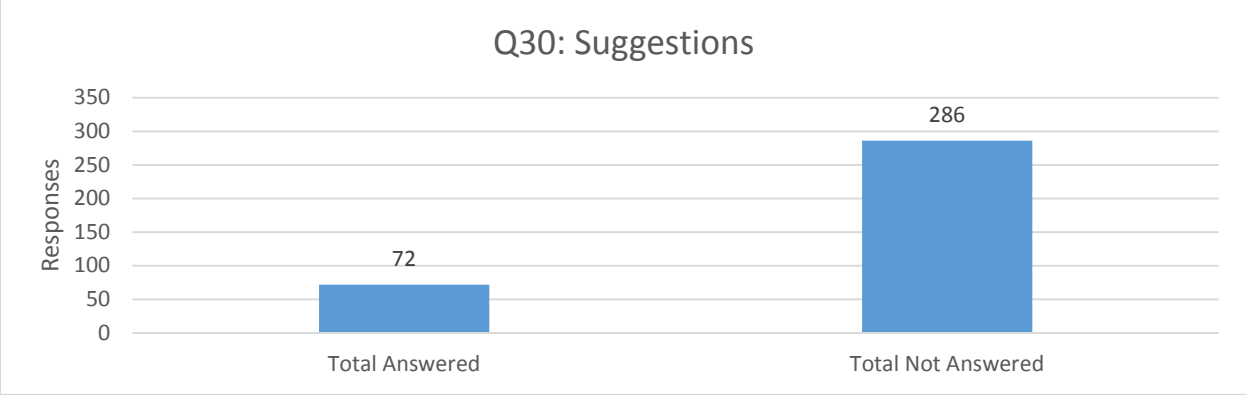
28. Please specify your ethnicity.



29. What is your gender?



30. If there is anything else you would like us to know about MCPR parks, facilities, or programs, please let us know in the space below. Thanks again!



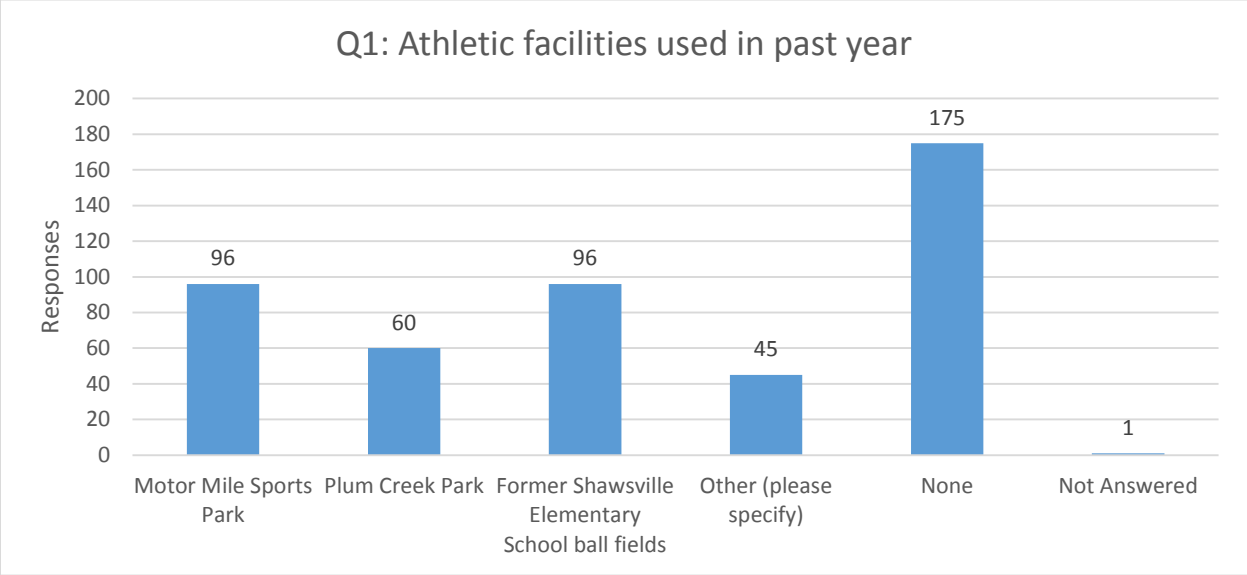
Common themes that arose from the survey comments were:

- Praise for MCPR Staff
- Requests for amenities in the Riner area
- Extending hours for the Frog Pond
- Expansion of youth athletics
- Request for recreation facility
- Praise for active adults program and staff
- Request for van for travel by active adults programs

To review the suggestions in full, please contact Montgomery County Parks and Recreation Department.

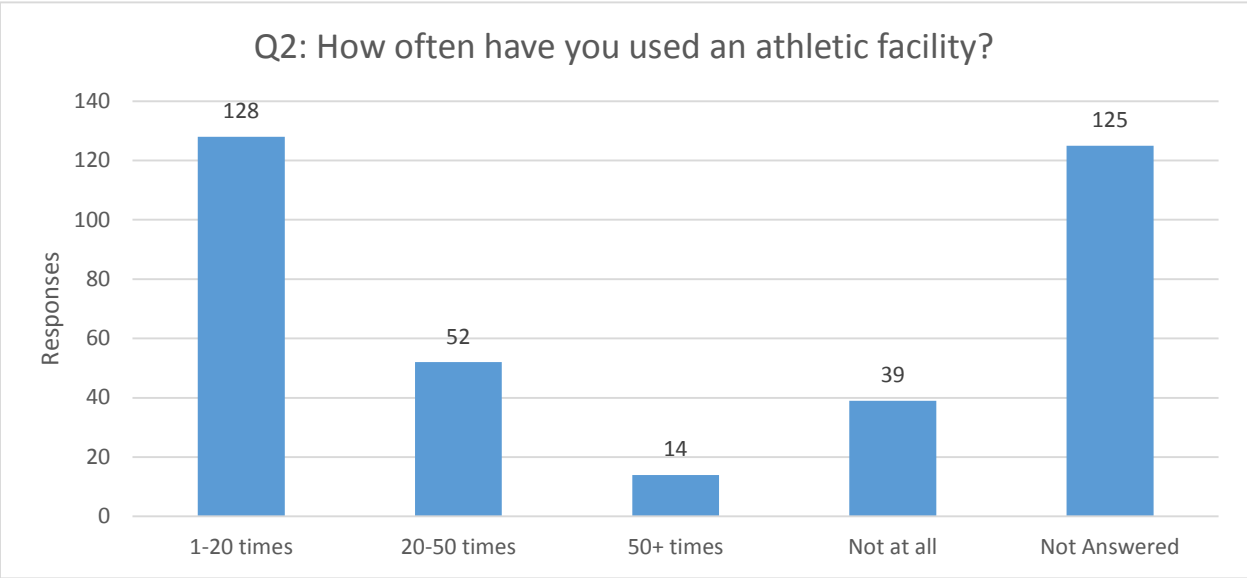
This report was created by the New River Valley Regional Commission for Montgomery County's Parks and Recreation Department on 11 November 2015. For any questions regarding this report or the content of this survey, please contact the New River Valley Regional Commission at 540-639-9313.

1. ***Within the last year, which of Montgomery County Parks and Recreation's (MCPR) athletic facilities have you used? (select all that apply)***

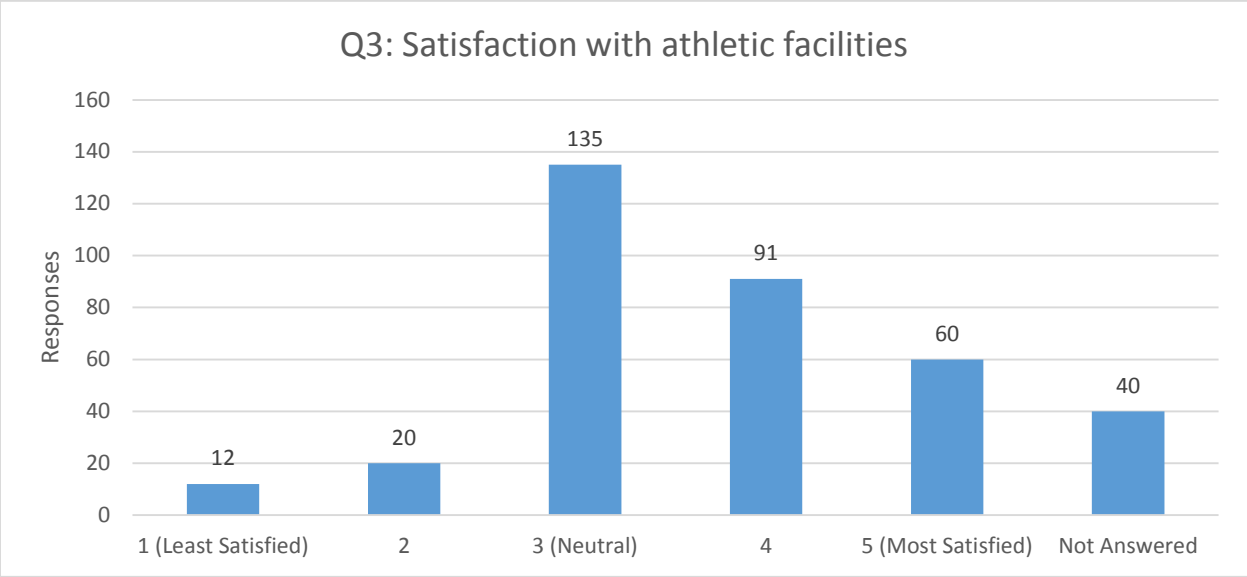


Other facilities specified: "Baseball Fields", Auburn Elementary School, Auburn Middle School field (x3), Auburn High School (x3), Blacksburg High School, Christiansburg Frisbee Park, Christiansburg Recreation Center, Depot Park, Eastern Montgomery Elementary School field and gym, Eastern Montgomery High School, Eastern Montgomery Park, Frog Pond (x7), Harkrader Sports Complex, Hucklberry Trail, Huckleberry Trail (x2), Montgomery Farms outside Blacksburg, Shawsville Middle School football field (x4), softball fields in Blacksburg, Tennis Courts at Old Shawsville Middle School, the track at Old Blacksburg, and the Vicker Switch Ball Park.

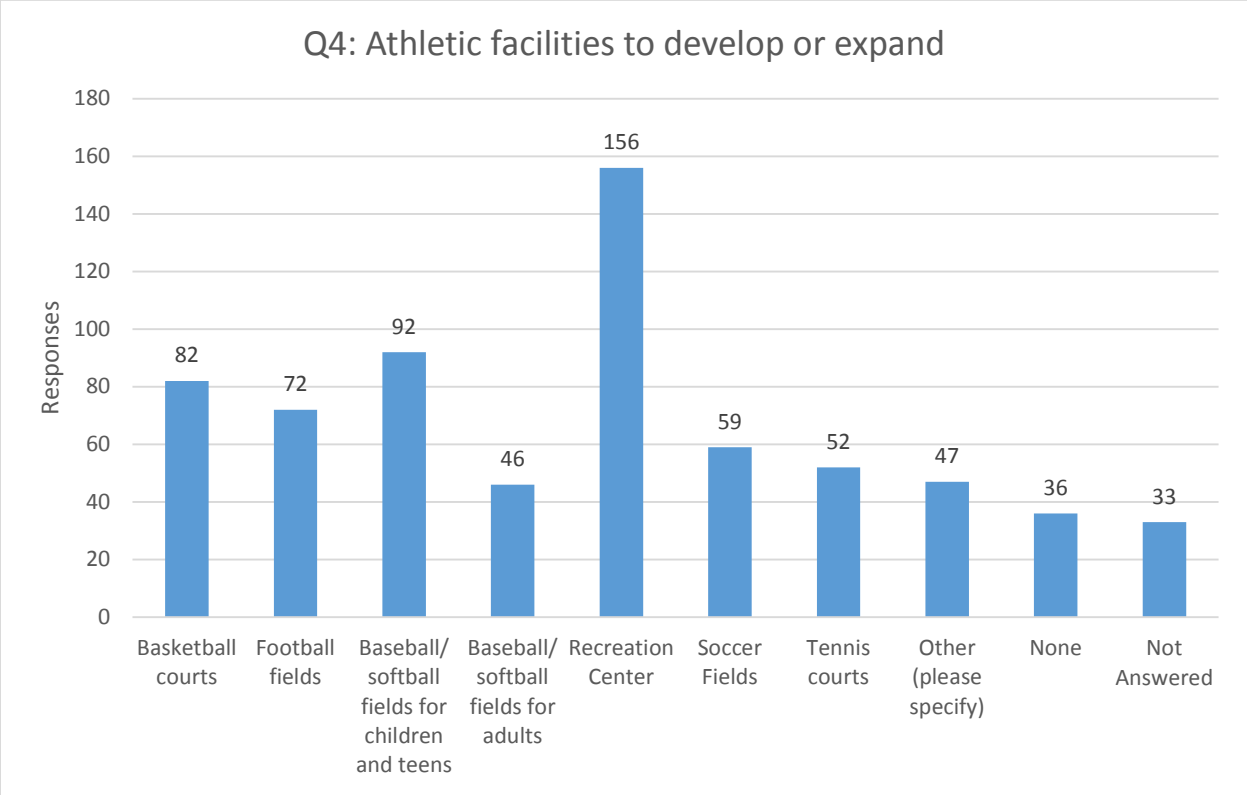
2. ***Within the last year, how frequently have you used one or more of MCPR's athletic facilities?***



3. Please rate your satisfaction with the quality of MCPR's existing athletic facilities



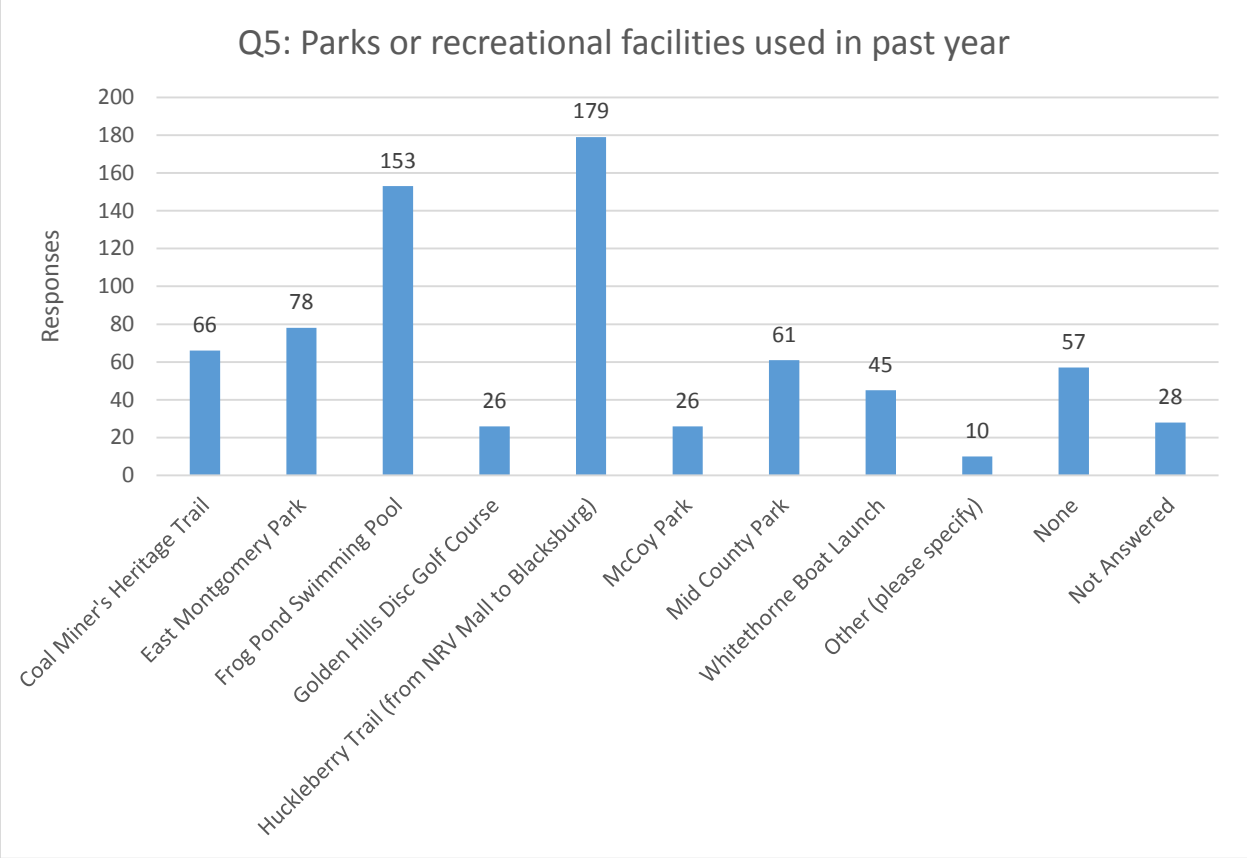
4. Are there any types of athletic facilities that you wish MCPR would develop or expand? (select all that apply)



Other facilities specified: access to Little River, aquatic center, badminton courts, bike trails, bocce ball courts, buy out Waldron Wellness center to make cheaper, children's playground, dog park/ trails (x2),

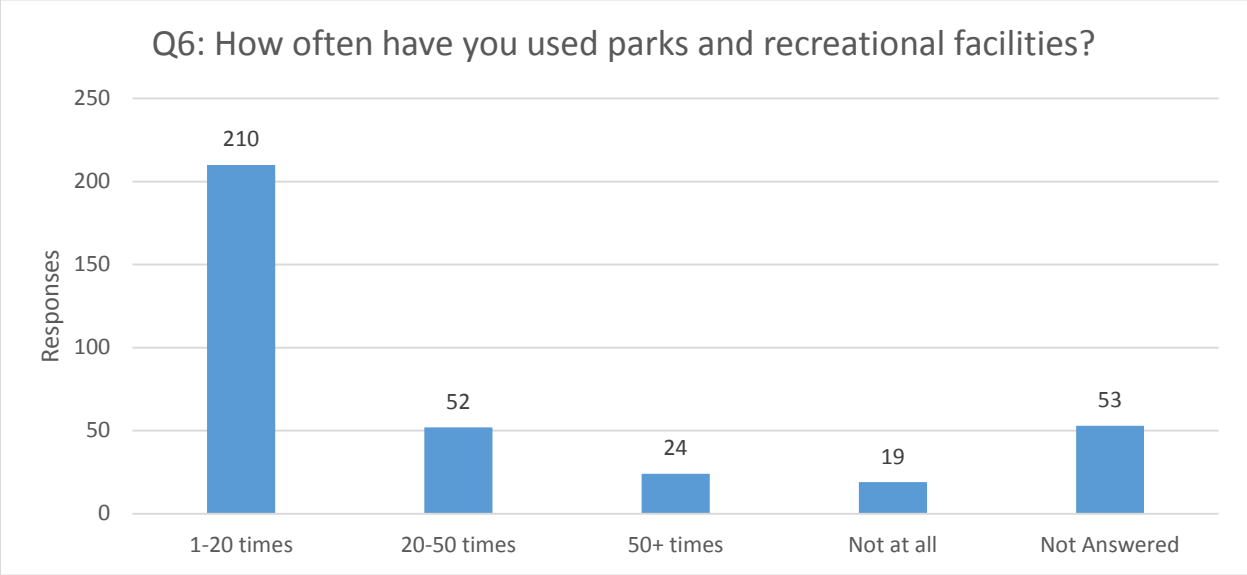
enhanced ADA facilities, handball courts, hiking/ walking trails (x2), ice skating/ roller skating, indoor exercise facility, indoor public recreational pool (x3), indoor/ outdoor track (x3), lacrosse fields (x2), larger swimming pool, mountain bike course, mountain bike trails, need a park in Riner, outdoor public pool (x6), outdoor swimming pool with lap lanes, parkour facility, pickle ball courts, recreation center (x2), recreation center in Shawsville, recreational park for biking and walking, running trails, shuffleboard facility, sports complex, ultimate frisby park, updated workout equipment, volleyball courts, and walking trail stations.

5. ***Within the last year, which of MCPR's <u>parks or recreational facilities</u> have you used? (select all that apply)***

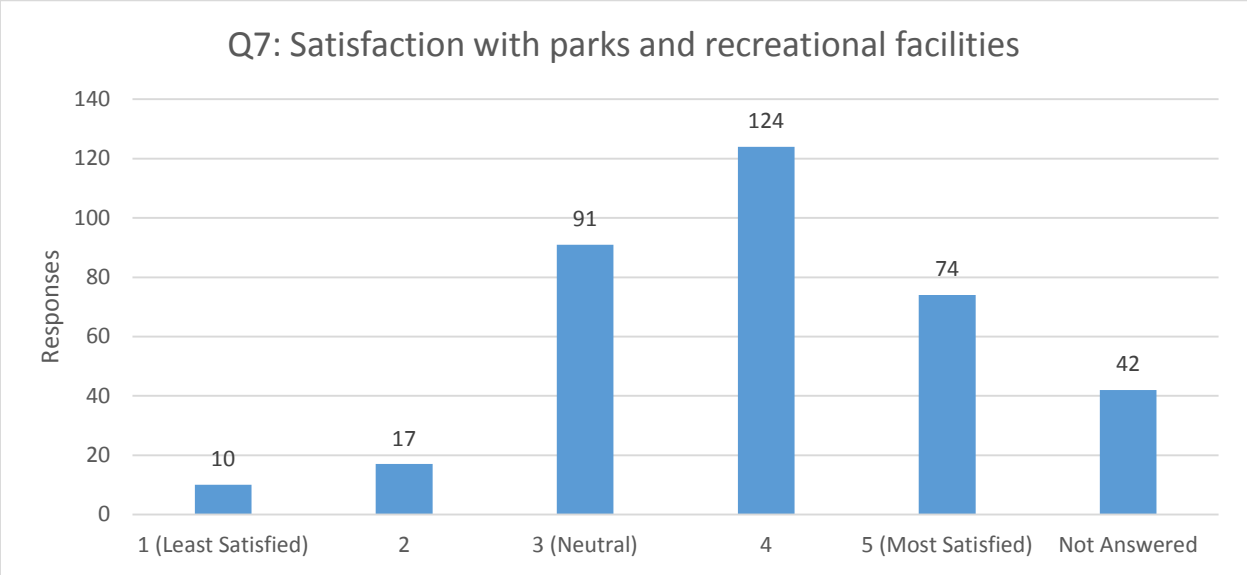


<u>Other parks and recreational facilities specified</u>: Auburn School fields, Christiansburg Aging Center, Elliston Flying Field, "expand the Frog Pond", Gateway Trail to Pandapas Pond, indoor pool, Motor Mile Sports Park, outdoor pool, park in Riner area, and Plum Creek Park.

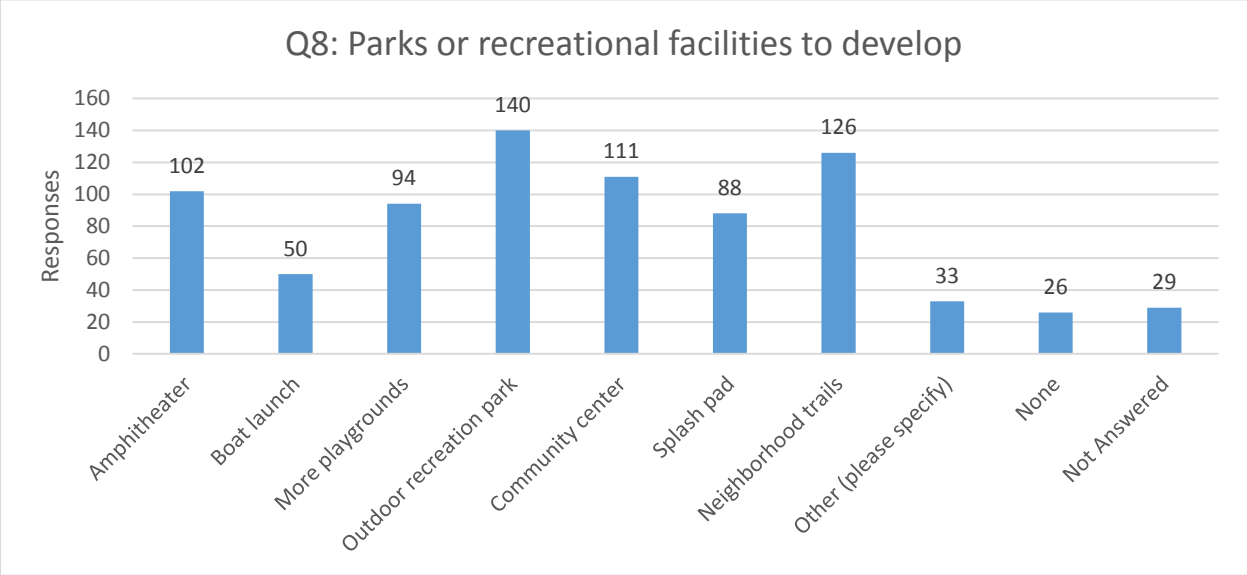
6. ***Within the last year, how frequently have you used one or more of MCPR's <u>parks or recreational facilities</u>?***



7. ***Please rate your satisfaction with the quality of MCPR's existing <u>parks and recreational facilities</u>***

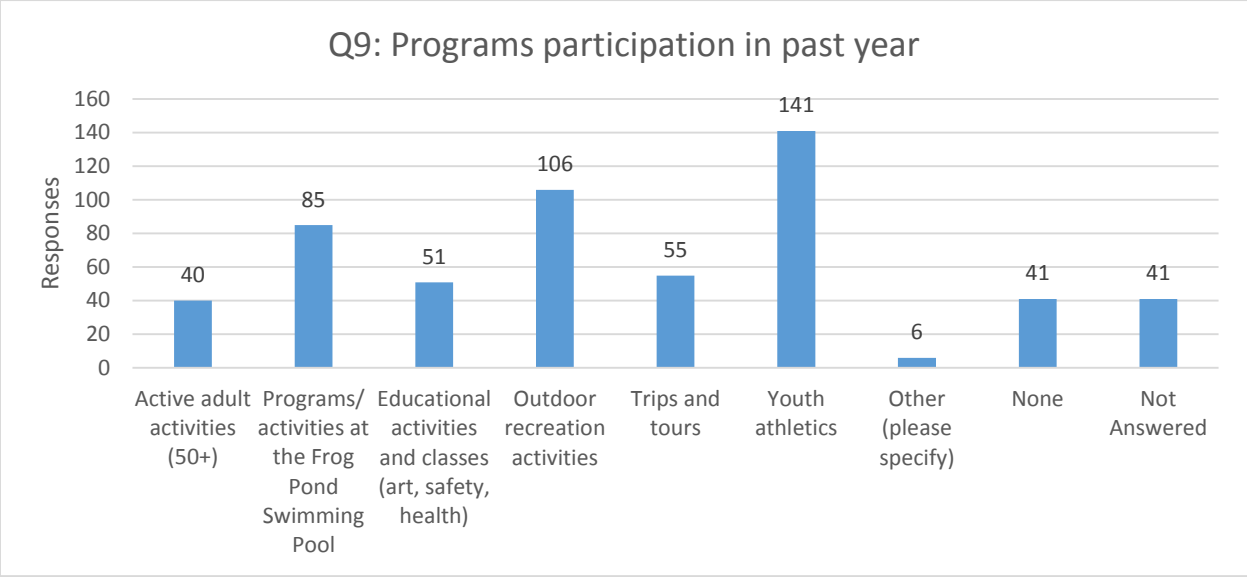


8. ***Are there any types of <u>parks or recreational facilities</u> that you wish MCPR would develop? (select all that apply)***



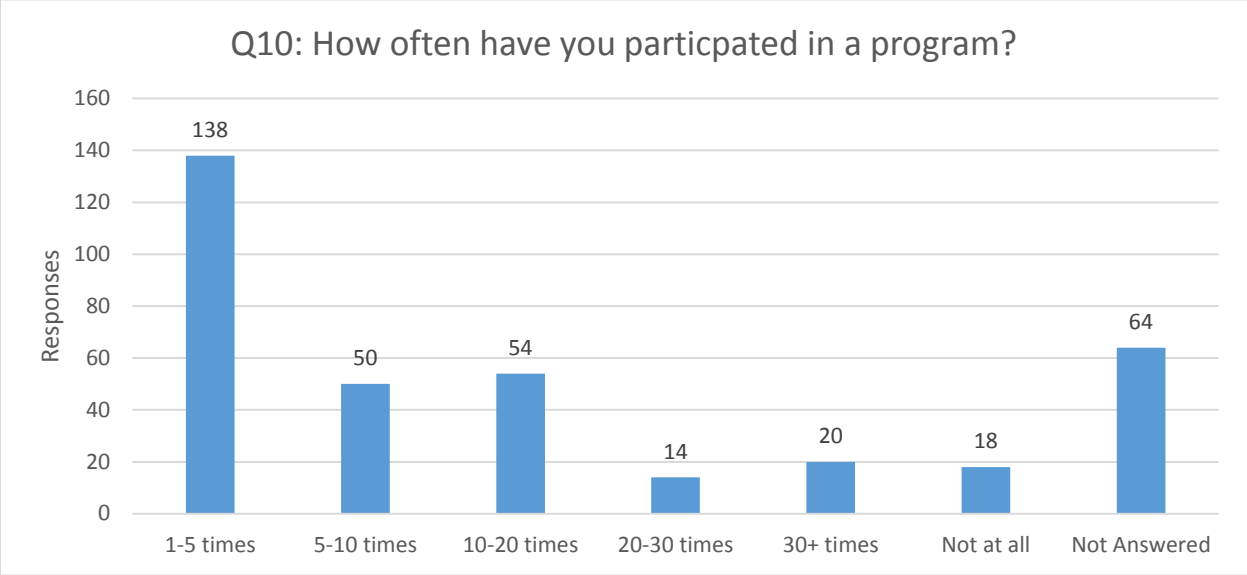
<u>Other parks or recreational facilities specified</u>: "Don't forget about the Riner side!", "Lazy river", "think outside the box", ADA access for trails, affordable outdoor pool, another outdoor pool with lap lanes (x6), baseball fields with lights, bike trails (x2), BMX bike path in Heritage Park, build bridge over Heritage Park stream, dog park (x7), exercise center, football fields outside of high schools, indoor pool, indoor track, join all trails together, maze, model airplane area in Heritage Park, mountain bike course, outdoor pool in Blacksburg, parkour facility, parks in Shawsville/ Elliston, playgrounds, skatepark, trails in Prices Fork, and water park.

9. ***Within the last year, which of the following <u>programs</u> have you participated in? (select all that apply)***

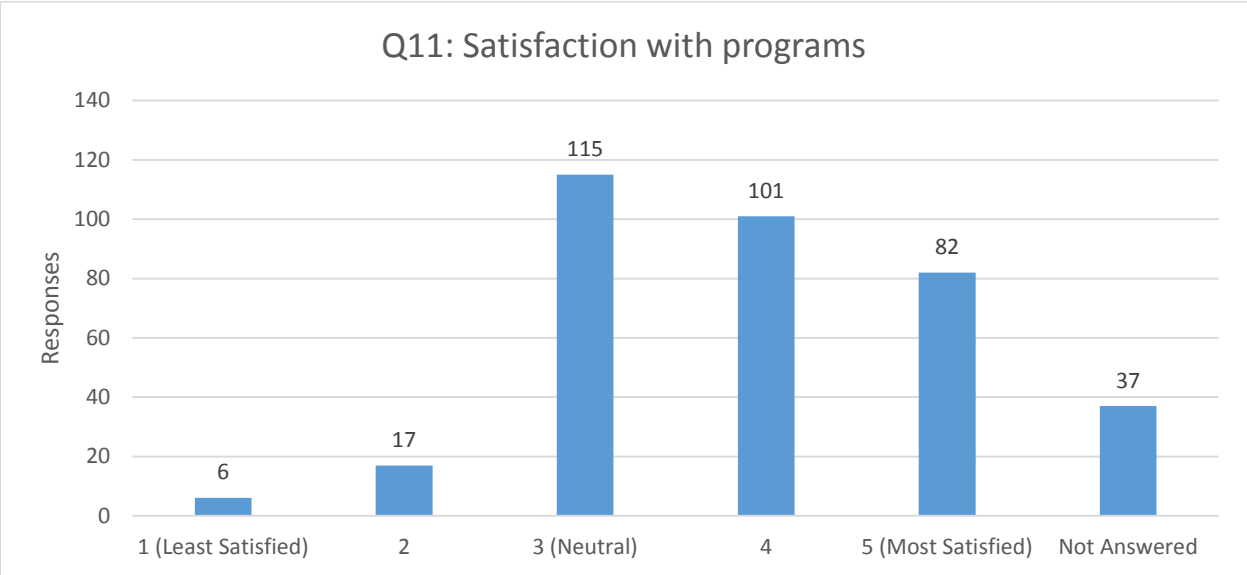


Other programs specified: fundraiser for animal shelter and exercise class at Christiansburg Recreation Center

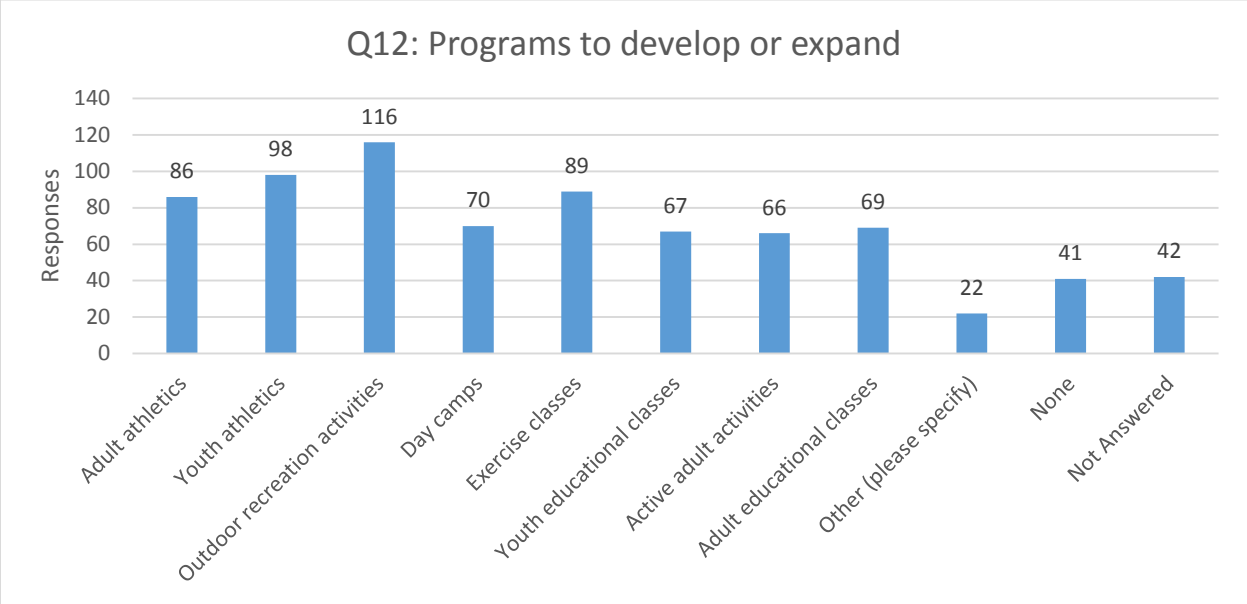
10. How frequently have you participated in one or more of the MCPR programs?



11. Please rate your satisfaction with the quality of MCPR's existing programs

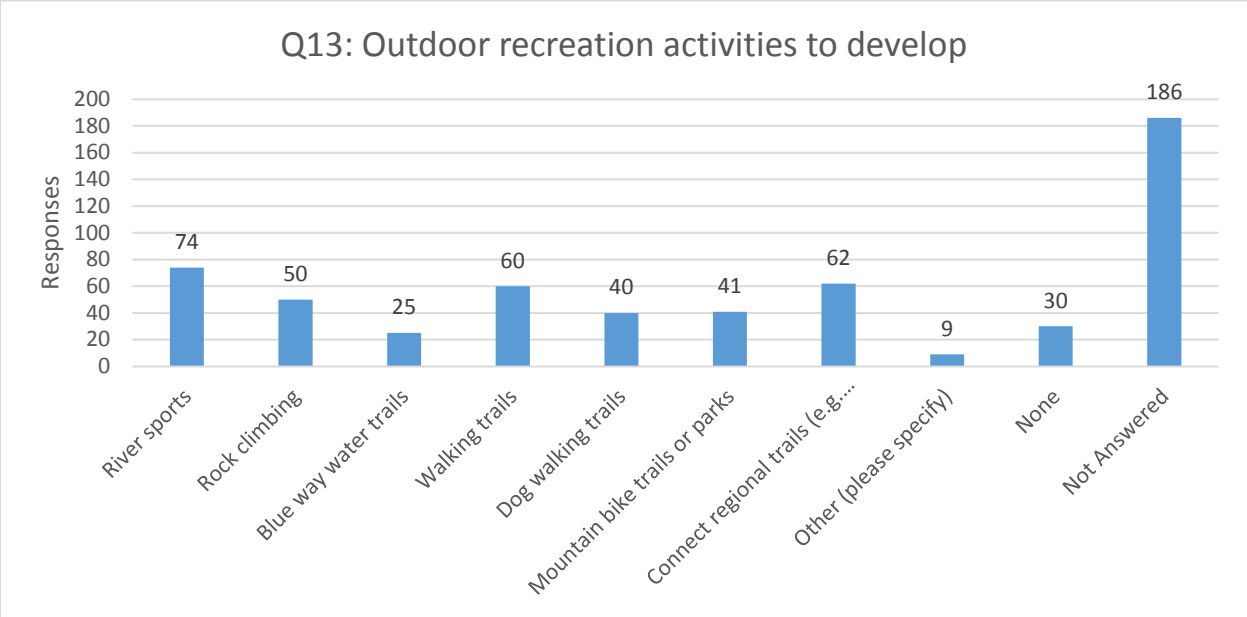


12. Are there any types of <u>programs</u> that you wish MCPR would develop or expand? (select all that apply)



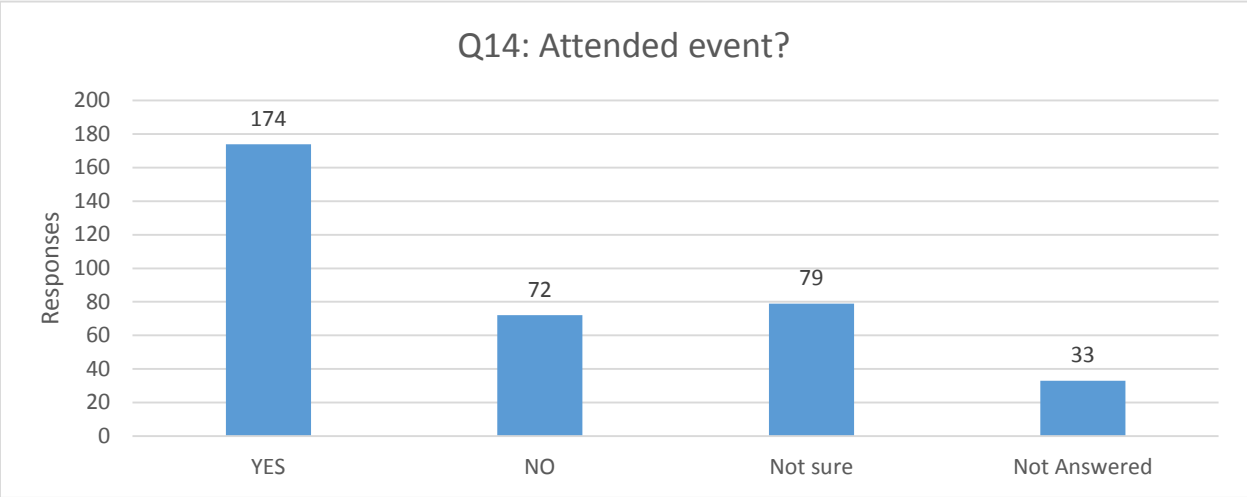
<u>Other programs specified</u>: art, bikes rides, cooking lessons, dogs and pets, exercise classes early in the morning before work, gun safety classes, jazzercize, lunch & dinner outings, more classes for 8-16 year olds, pre-K sports, trips for adults during weekend, ultimate Frisbee for kids, youth conditioning focusing on agility and fundamentals, and youth wrestling.

13. In regards to <u>outdoor recreation activities</u> are there any types of activities that you would like to develop or expand? (select all that apply)

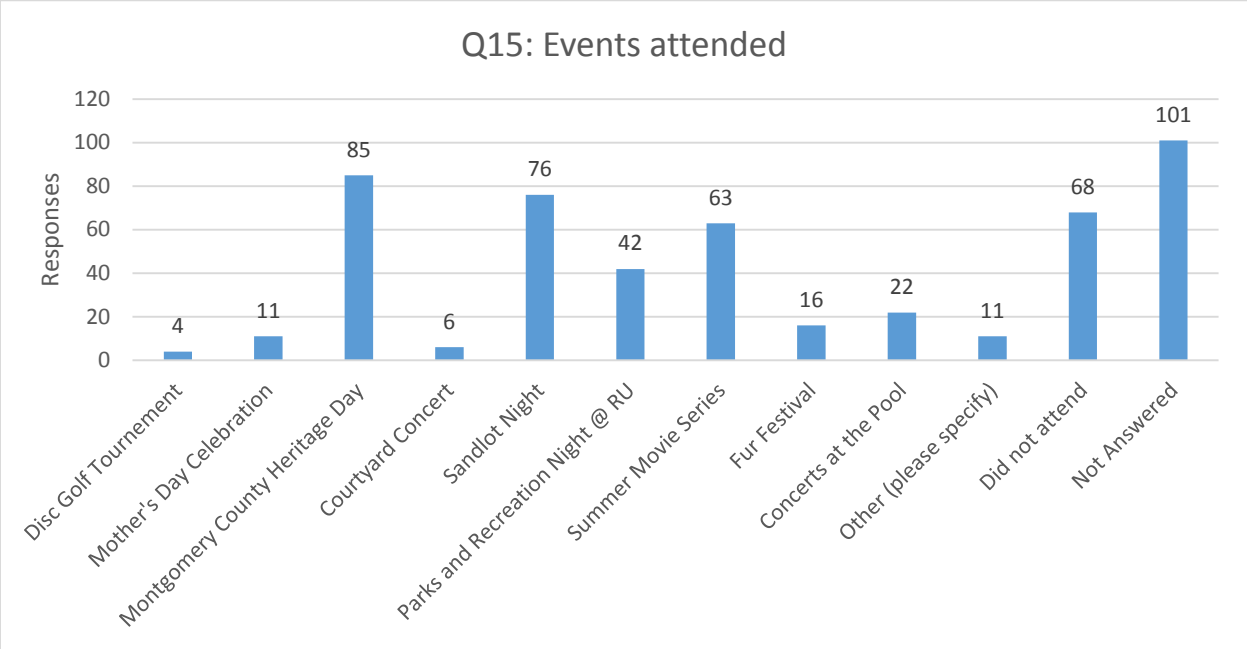


<u>Other outdoor recreation opportunities specified</u>: 4 Wheeler, connect to Newport, dogs and pets, more sit on top kayaking, “paddle boats, playground, fishing, etc.”, and skating.

14. Have you ever attended an <u>event</u> sponsored by MCPR?

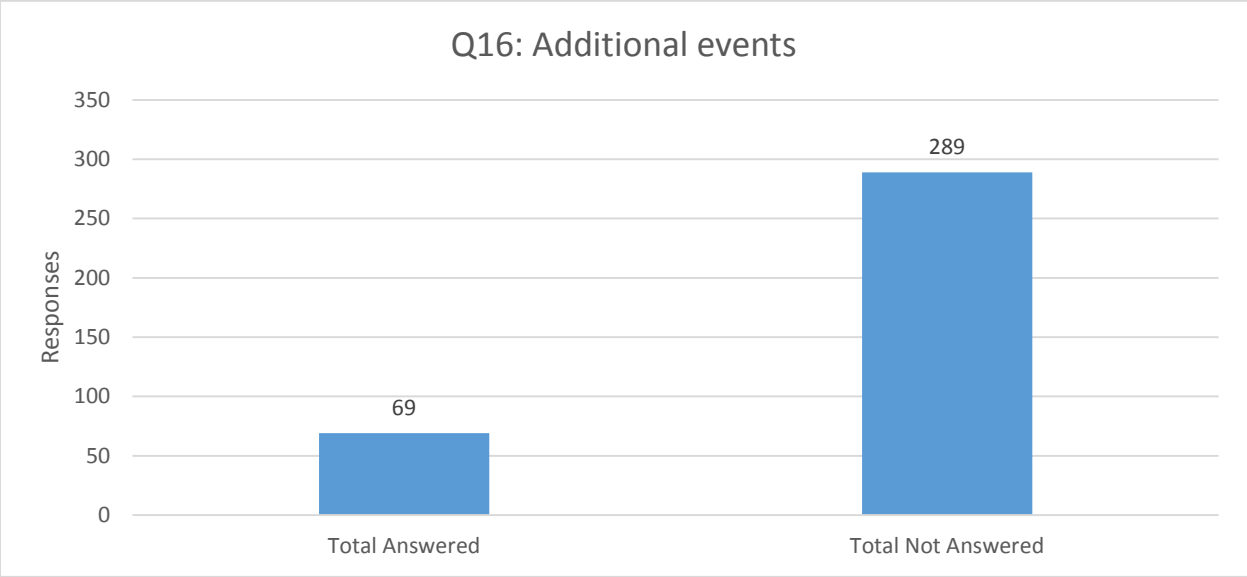


15. *Which <u>event</u> did you attend? (select all that apply)*



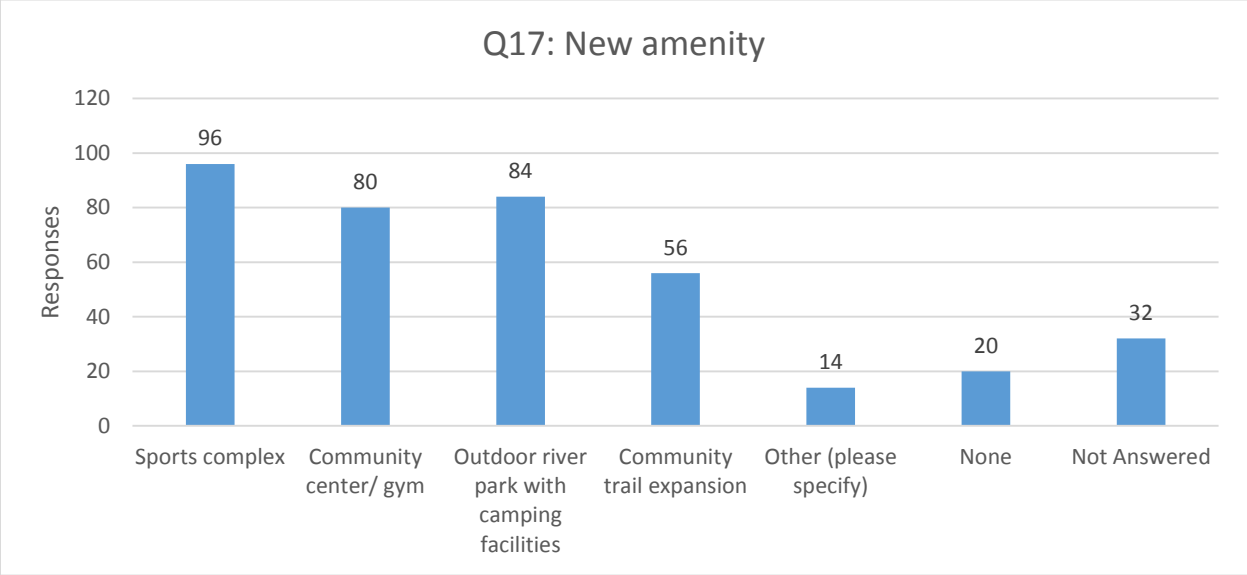
<u>Other events specified</u>: Brush Mountain Breakdown, Easter Egg Hunt (x2), Hungry Mother Park, July 4th, Kiwanis Festival, Rowdy Dog, Stepping Out, and a trip to concert in Roanoke.

16. Are there any additional types of <u>events</u> that you would like to see developed by MCPR?



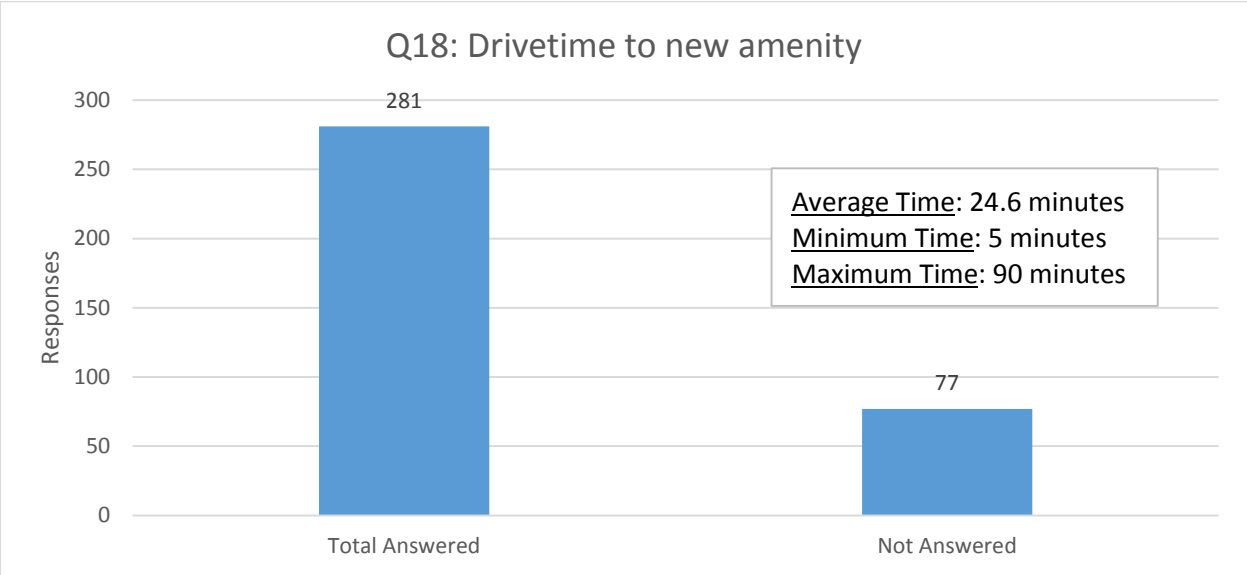
<u>Additional events desired</u>: concert series in Summer at an amphitheater, featuring local artists, “after 5” (x6); arts and crafts vendor festival; bake sale and cake walk; baseball tournaments for kids; better advertisement; boat ---- and boat ramps; canoe/kayak in moonlight; car show; cheerleading camp; day trips; dogs, pets, and wildlife; Earth Day tree planting; exercise classes for mom and child; exercise events; festivals; Fur Festival (x2); Halloween trunk o treat at high school or rec Ctr.; healthcare information and options for retirees and seniors in the NRV; Homesteading fair - Back to basics; Hosting baseball tournaments after establishing a tournament style complex; kids bike safety days; Lacrosse in Shawsville; more coordination between the town recreation; more dates for all activities; mountain bike race; movies/films for free in Summer (x2); orienteering; outdoor recreation events; parkour; parks in Elliston/Shawsville area; pet-friendly, like the former dog swim at Frog Pond; recreation center in Elliston/Shawsville area; senior trips; soccer fields and events (x2); soccer in Shawsville; soccer team; soccer team in Shawsville, I would even coach it to help; sports complex in the Auburn area...; STEM - camping events, more variety would be nice; swimming pool; swimming team; tennis courts/ tennis lessons for youth and adults; things with Radford University; tiny House workshops. Simple living stuff; Touch a Truck; track league; water sports and trails; water/lake facilities - paddle boats, fishing, picnic facilities/pavilions; women's football league; wrestling team; and youth sports camps.

17. Of the following amenities, please select one (1) that you feel MCPR should prioritize as a long-term capital improvement goal

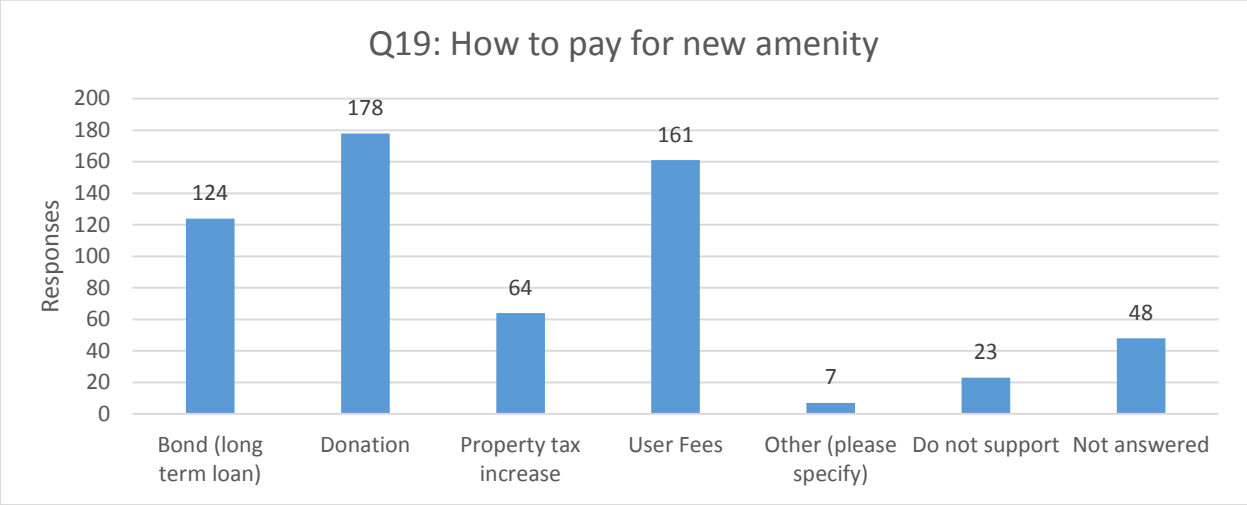


Other amenities specified: aquatic center; basketball and gym; dog park (x3); gym; indoor auditorium for concerts and plays; more bathrooms at facilities/ on trails. etc.; new, more comfortable vans for senior adult travel; outdoor swimming pool with lap lanes (x2); park in the East Mont area; park on the Riner side of the county; splash pad; and tennis courts.

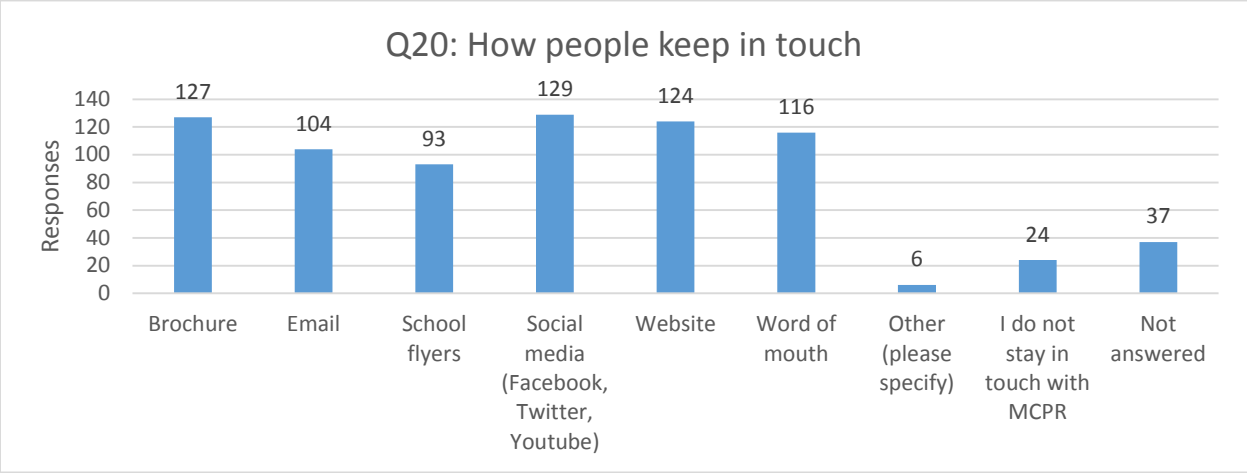
18. If a new amenity is developed within Montgomery County, how many minutes would you be willing to travel to attend this new amenity?



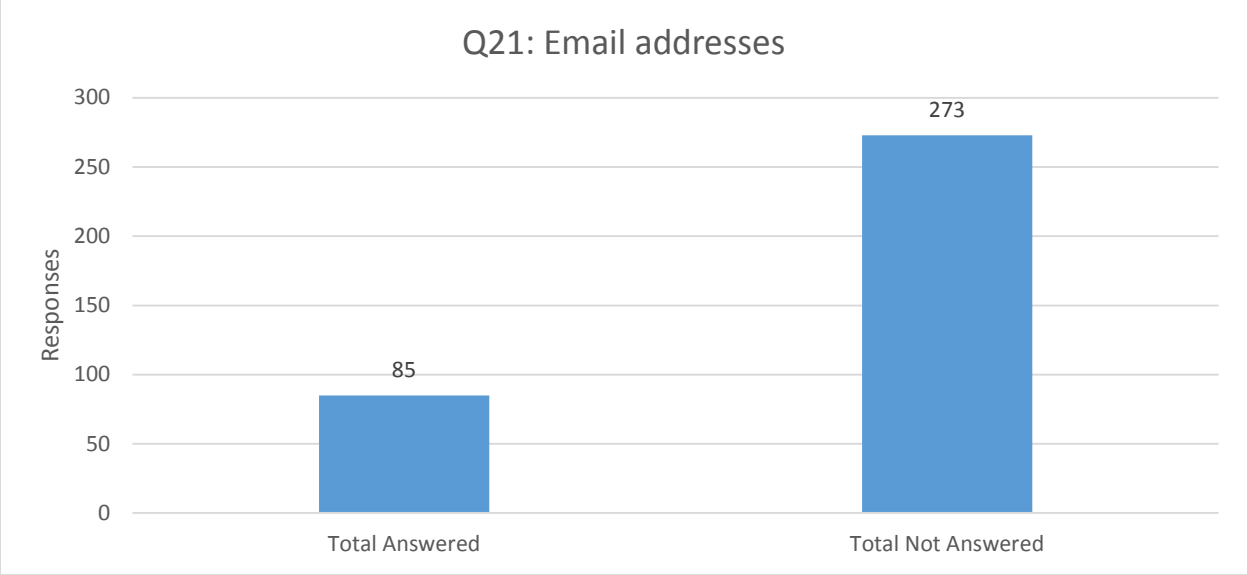
19. If MCPR plans to develop a new, large amenity, this amenity will incur significant cost, both to develop and to maintain. Please select how you would prefer Montgomery County residents to pay for this future MCPR amenity? (select all that apply)



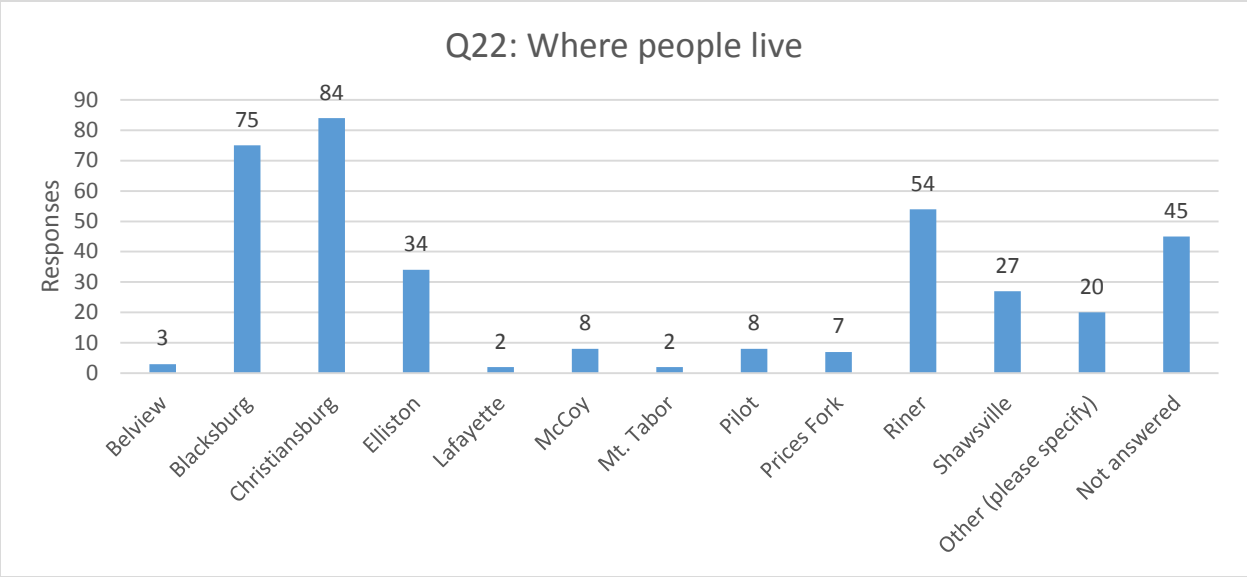
20. How do you stay in touch with news and updates from MCPR? (select all that apply)



21. OPTIONAL: We would love for you to stay connected with MCPR. If you would like to stay in touch with us in regards to upcoming events, program offerings, news, and updates, please provide your email address below. Your email will only be used for updates from MCPR, and will not be shared with any other entity.

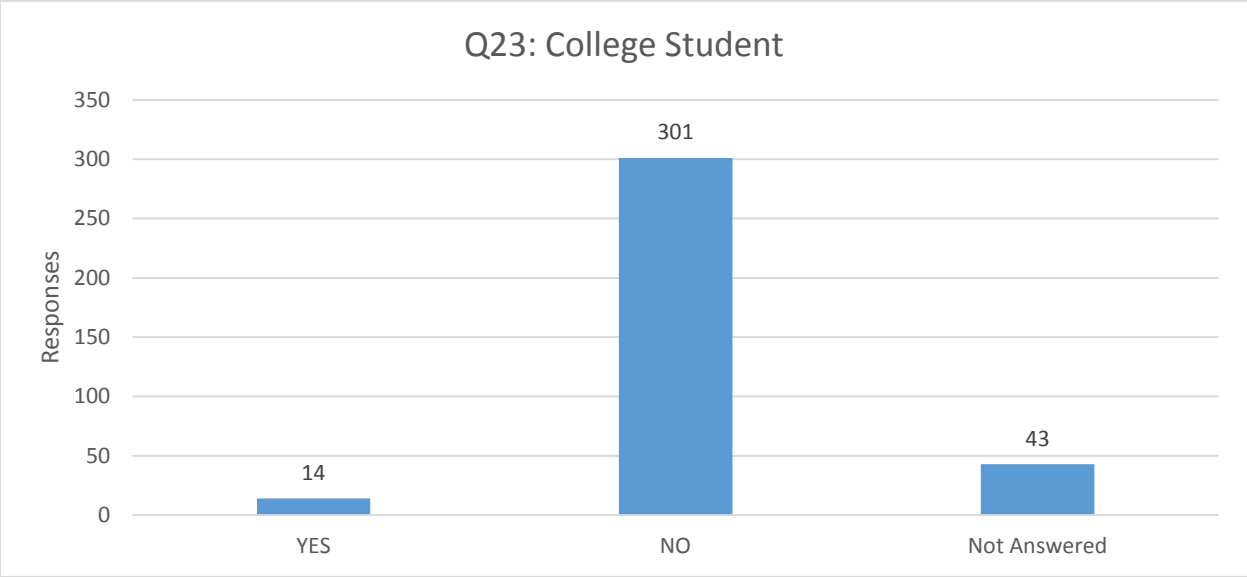


22. Please select that area that best describes where you live

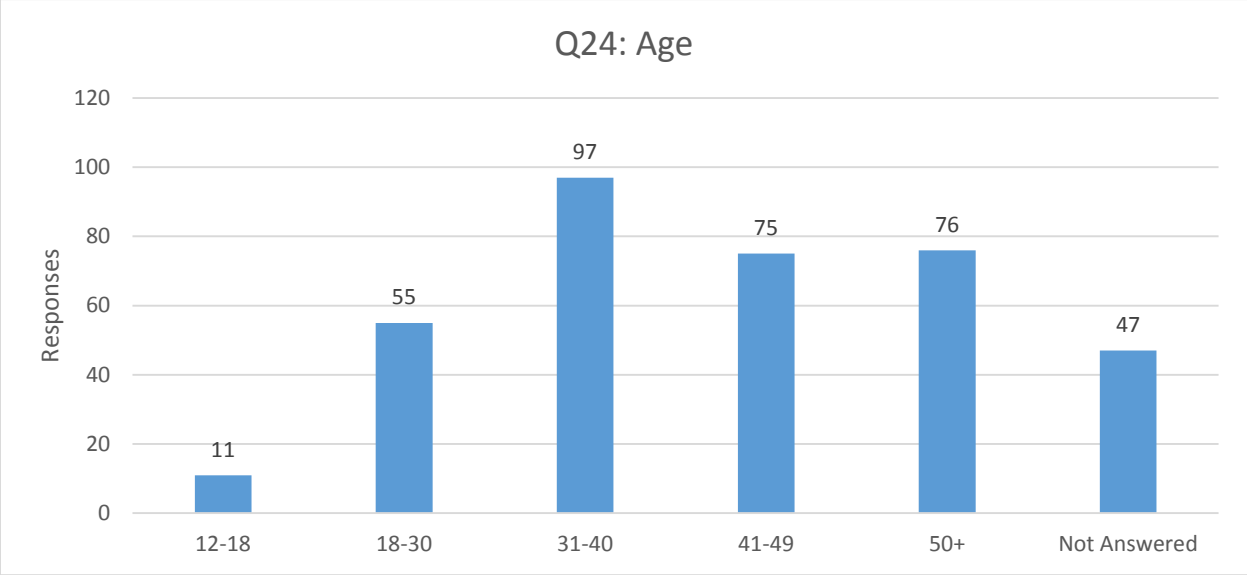


Other areas specified: Brush Mountain (x2), Dublin (x2), Floyd, Giles, just outside the Christiansburg limits, Lusters Gate, Plum Creek (x3), Pulaski County, Radford (x2), Snowville area, Sunnyside, and Vicker Switch.

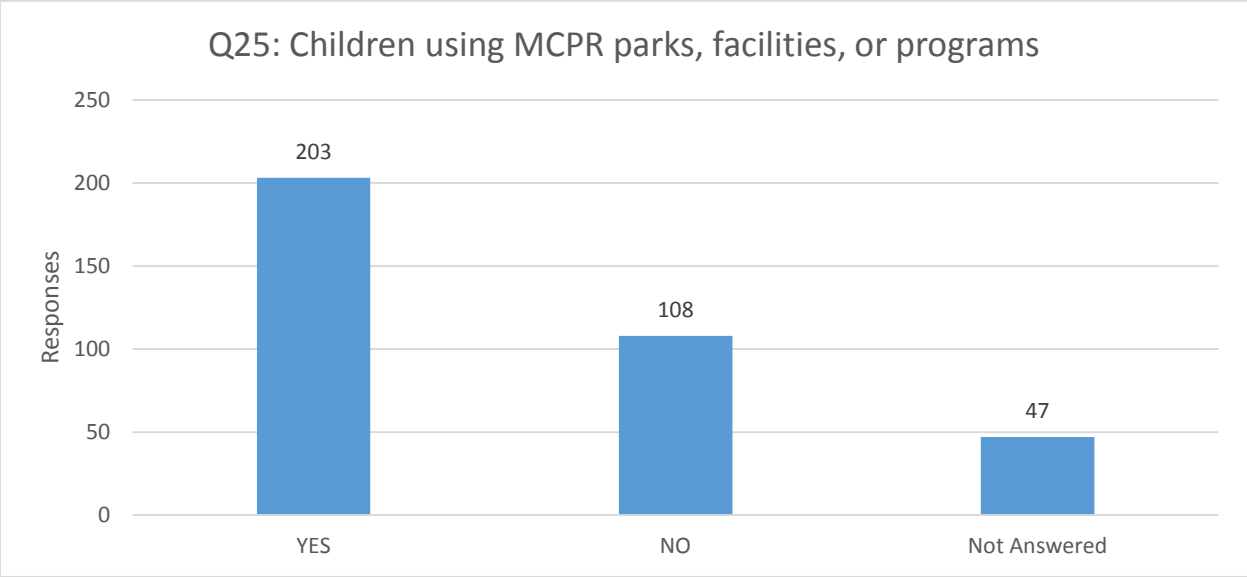
23. Are you a college student?



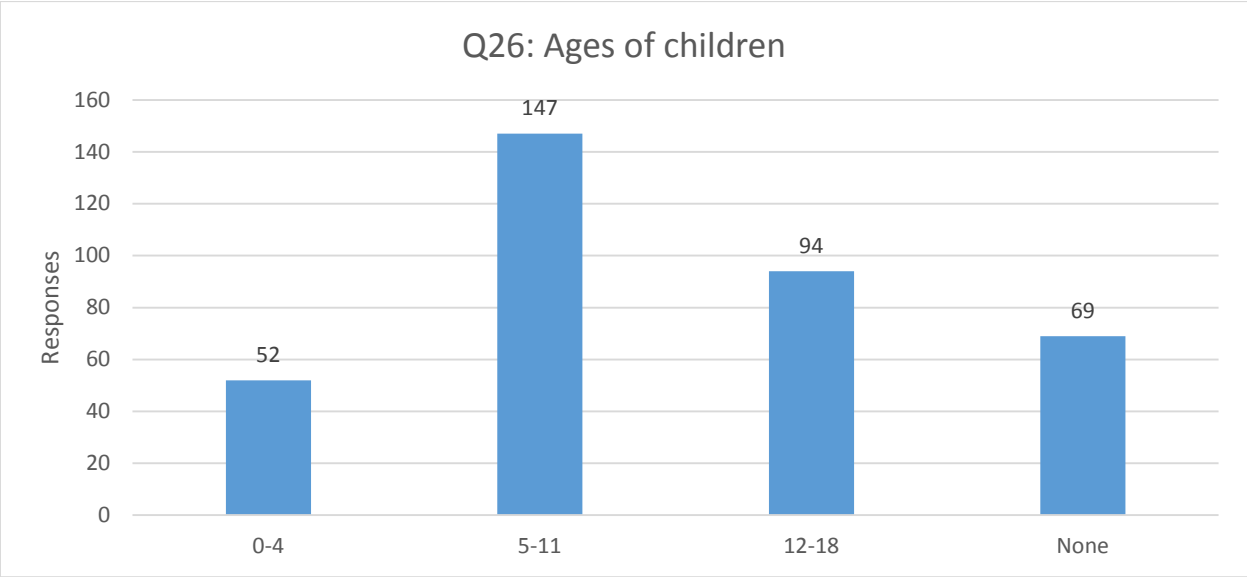
24. What is your age?



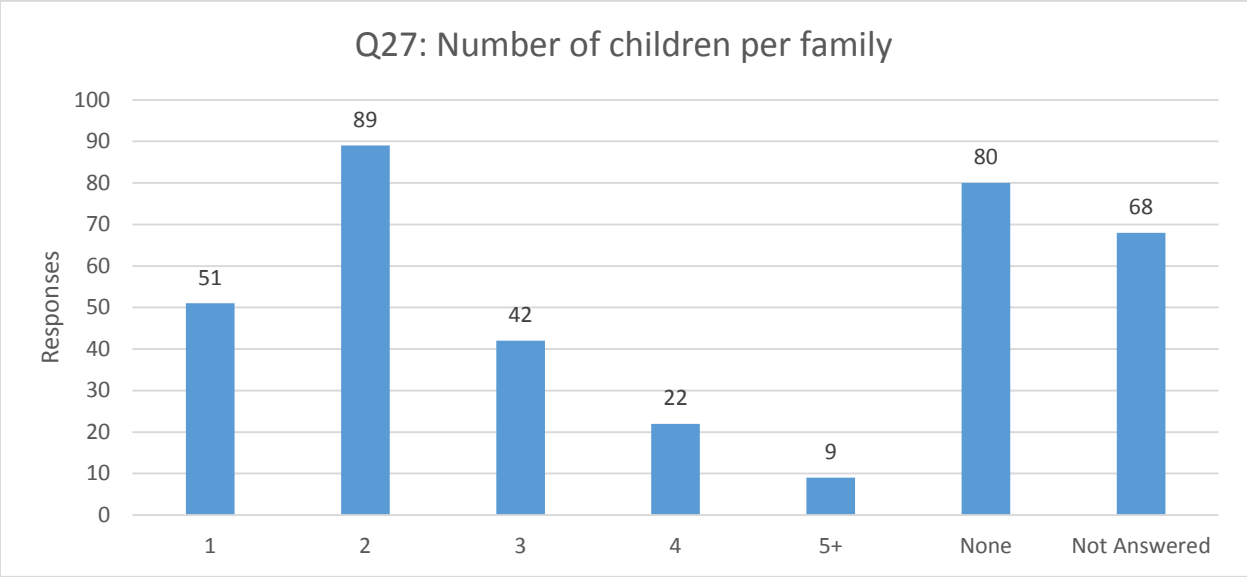
25. Do you have children/ dependents that use MCPR parks, facilities, or programs?



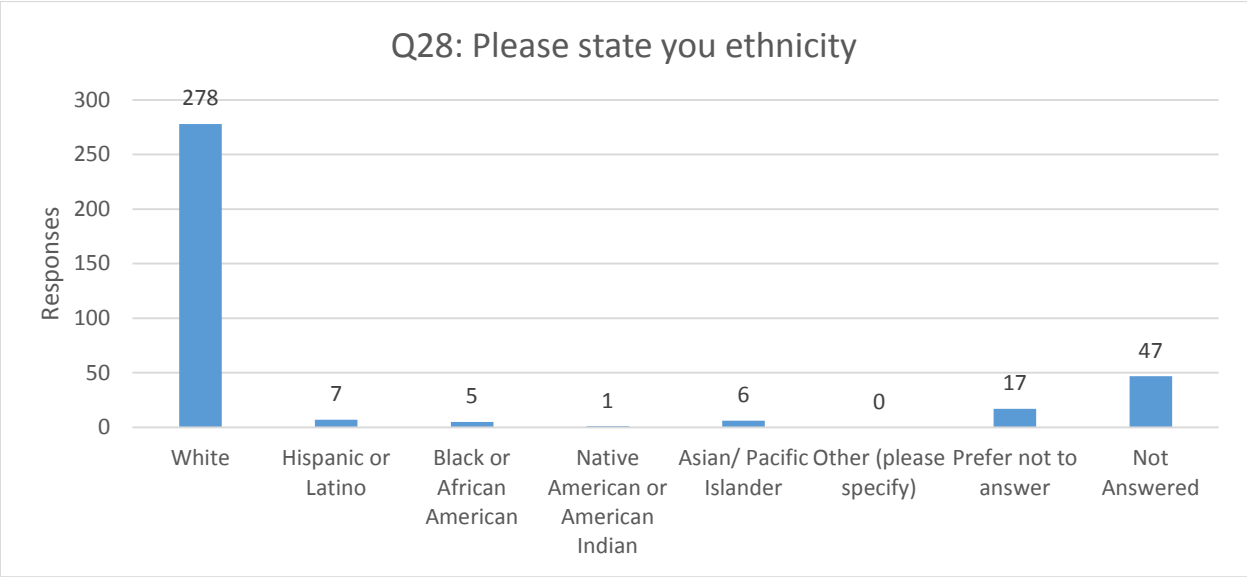
26. If you have children/ dependents, what are their ages? (select all that apply)



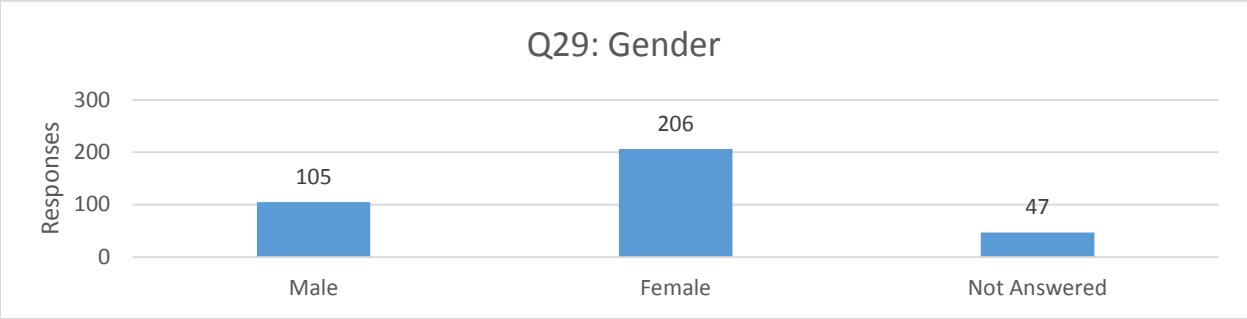
27. If you have children/ dependents, how many do you have?



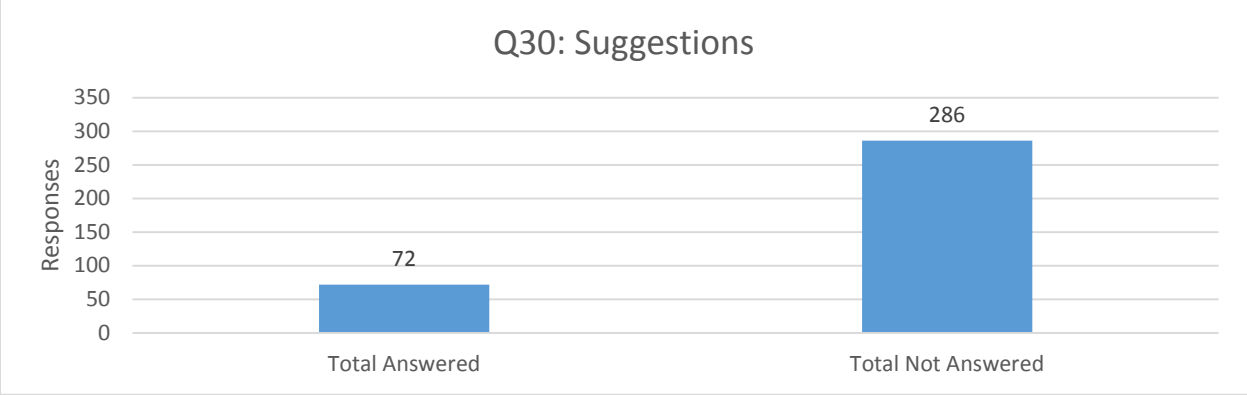
28. Please specify your ethnicity.



29. What is your gender?



30. If there is anything else you would like us to know about MCPR parks, facilities, or programs, please let us know in the space below. Thanks again!



Common themes that arose from the survey comments were:

- Praise for MCPR Staff
- Requests for amenities in the Riner area
- Extending hours for the Frog Pond
- Expansion of youth athletics
- Request for recreation facility
- Praise for active adults program and staff
- Request for van for travel by active adults programs

To review the suggestions in full, please contact Montgomery County Parks and Recreation Department.

This report was created by the New River Valley Regional Commission for Montgomery County's Parks and Recreation Department on 11 November 2015. For any questions regarding this report or the content of this survey, please contact the New River Valley Regional Commission at 540-639-9313.

APPENDIX E:
Full Recommendations

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#	What	Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
High Priority Recommendations	1	Acquire river park land for creation of an outdoor river park	x	x		x			3	S/L
	2	Implement an equipment replacement plan		x	x				2	S
	3	Implement ADA improvements to current parks		x	x			x	3	S
	4	Acquire long-term lease for land to expand Old Shawsville Elementary site		x					1	S/L
	5	Expand athletics to include adult athletics	x	x	x				3	S/L
	6	Pursue the feasibility of a recreation center	x	x				x	3	S/L
General Facilities	7	Maintain or increase the frequency citizens use athletic facilities	x						1	C
	8	Add signage to each park that would orient and inform each user about each park's features				x		x	2	S/L
	9	Investigate ways to increase citizen satisfaction with athletic facilities	x						1	C
	10	Identify and implement ways to expand access to current basketball courts baseball fields and football fields	x						1	S/L
	11	Identify areas for new park facilities that include new basketball courts, baseball, and softball and football fields	x						1	S/L
	12	Design parks that would accommodate new basketball courts and baseball/softball fields	x						1	L
	13	Identify ways to capitalize on swimming opportunities within County	x						1	S
	14	Plan and construct neighborhood trails that connect to a greater trail system	x	x					2	L
	15	Explore options for a rural park to serve lower density communities	x	x					2	S/L
	16	Maintain or increase the frequency people use MCPR parks and recreational facilities	x						1	C
	17	Develop and expand walking trails	x	x					2	L
	18	Develop and expand connections to regional trails	x	x					2	L

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#		Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
General Facilities (continued)	19	Investigate ways to connect facilities to alternative modes of transportation				x	x		2	S
	20	Create maintenance and capital improvement plan for parks and facilities to establish need for ongoing investment		x					1	S
East Montgomery Park	21	Pave access to benches				x	x		2	S
	22	Add natural play area				x	x		2	S
	23	Increase accessibility to and around site				x	x		2	S
	24	Add sidewalk/pathway to major road				x	x		2	S
	25	Add simple wayfinding signage to inform users about the		x				x	2	S
	26	Provide drinking fountain near playground/shelter					x		1	S
	27	Provide drinking fountain near restroom/ball field					x		1	S
	28	Add pathways around park					x		1	L
	29	Expand width of pathways to six feet					x		1	S
	30	Use a finer aggregate on trails or pave					x		1	S
Huckleberry Trail and Coal Mining Heritage Park and Loop Trail	31	Add sidewalk/pathway to major road and bike/trail network				x	x		2	L
	32	Connect to bike/trail network				x	x		2	L
	33	Coordinate with County and Town of Christiansburg to connect to a greater trail network and link the Huckleberry Trail to Mid-County Park						x	1	S/L
	34	Work with landowners, Town of Christiansburg and Lewis Gale Montgomery Hospital to plan and complete connection to hospital		x				x	2	S/L
	35	Leverage the Huckleberry Trail to promote other MCPR facilities and programs	x						1	S
	36	Investigate the installation of safety phones and lighting along trail		x					1	S
	37	Complete connection to Lewis Gale Hospital		x					1	L
	38	Provide drinking fountain near restroom/ball field					x		1	S
	39	Provide lighting					x		1	S
	40	Add picnic tables		x					1	S

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#		Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
Huckleberry Trail and Coal Mining Heritage Park and Loop Trail	41	Address security of bathroom entrances (not on same side)					x		1	L
McCoy Park	42	Pave access to picnic shelter				x	x		2	S
	43	Add natural play area				x	x		2	S
	44	Provide accessible bathroom				X	x		2	S
	45	Add benches around periphery					x		1	S
	46	Add benches to playground					x		1	S
	47	Provide drinking fountain near playground/shelter					x		1	S
	48	Provide drinking fountain near restroom/ball field					x		1	S
	49	Provide lighting and electric outlets to the picnic shelter					x		1	L
	50	Secure trash cans					x		1	S
	51	Add/repair fencing around park						x	1	C
Mid-County Park	52	Pave access to benches				x	x		2	S
	53	Add natural play area				x	x		2	S
	54	Consider creating connectivity between the Huckleberry Trail and Mid-County Park		x		x			2	L
	55	Consider creating connectivity between Mid-County Park and the Montgomery County Animal Care and Adoption Center		x					1	S
	56	Improve handicap accessibility through grading or paving to restrooms, shelters, and benches				x		x	2	S
	57	Replace playground equipment as per equipment replacement plan		x		x			2	S
	58	Provide drinking fountain near playground/shelter					x		1	S
Mid County: Ballfields	59	Explore Brownfield grants to reclaim the baseball fields for recreational use					x	x	2	S/L
	60	Replace or remove existing fencing		x				x	2	S/L

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#		Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
Mid-County: Frog Pond Swimming Pool	61	Connect to bike/trail network				x	x		2	L
	62	Replace fencing every 8 years		x					1	L
	63	Replace tables every 15 years		x					1	L
	64	Refinish slides every 5 years		x					1	S
	65	Replace pumps every 7 years		x					1	L
	66	Replace pool every 20 years		x					1	L
	67	Replace parking lot curbing		x					1	L
	68	Repaint parking lot stall lines		x					1	L
	69	Splash pad installed over next 20 years		x					1	L
	70	Replace new power boxes within 2 years		x					1	S
	71	Coordinate with Blacksburg Transit to explore the feasibility of a future transit stop at the Frog Pond						x	1	L
Mid-County: Golden Hills Disc Golf Course	72	Pave access to benches				x	x		2	S
	73	Decrease grade of descent into picnic shelter				x	x		2	S/L
	74	Increase accessibility to and around site				x	x		2	S
	75	Add wayfinding signage					x	x	2	S
	76	Add handrails and ramps to steep incline areas				x	x		2	S
	77	Decrease incline of ramps to be ADA compliant				x	x		2	S
	78	Address maintenance of shelter and vandalism		x				x	2	C
	79	Retrofit shelter to open up enclosed side and increase visibility from road		x				x	2	S/L
	80	Add signage to direct users to other Mid-County facilities		x					1	S
	81	Provide drinking fountain near playground/shelter					x		1	S
	82	Provide drinking fountain near restroom/ball field					x		1	S
	83	Secure trash cans					x		1	S
	84	Regrade and add elements to stall or divert erosion						x	1	S
Mid County: Activity Center	85	Consider adding a full-service kitchen		x				x	2	L
	86	Add drinking fountain inside Center		x				x	2	L
	87	Investigate whether internet access would be beneficial to offer								
	88	Add additional electric outlets		x				x	2	L

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#		Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
Motor Mile Park	89	Pave access to benches				x	x		2	S
	90	Add natural play area				x	x		2	S
	91	Add sidewalk/pathway to major road				x	x		2	S
	92	Pave access to picnic shelter				x	x		2	S
	93	Add pathways around park				x	x		2	L
	94	Add rails and ramps to steep incline areas				x	x		2	S
	95	Pave access to restrooms/drinking fountain				x	x		2	S
	96	Provide drinking fountain near playground/shelter					x		1	S
	97	Install lighting and electric outlets to picnic shelter					x		1	S/L
	98	Add/repair fencing around park						x	1	S
Old Shawsville Elementary	99	Increase accessibility to and around site				x	x	x	3	S
	100	Add MCPR/MCPS signage		x			x	x	3	S
	101	Pave access to picnic shelter				x	x		2	S
	102	Add rails and ramps to steep incline areas				x	x		2	S
	103	Add natural play area				x	x		2	S
	104	Add sidewalk/pathway to major road				x	x		2	S
	105	Provide accessible bathroom				x	x		2	S
	106	Add electricity to picnic shelter					x		1	S
	107	Conduct master plan and feasibility study to investigate a sports complex and if surrounding land owners would donate, sell or accept a long-term lease to expand park. Include flood mitigation in study		x					1	S/L
	108	Add benches around periphery					x		1	S
	109	Add benches to playground					x		1	S
	110	Provide drinking fountain near playground/shelter					x		1	S
	111	Provide drinking fountain near restroom/ball field					x		1	S
	112	Provide lighting					x		1	S
	113	Add pathways around park					x		1	L
	114	Level out turf leading to ballfields						x	1	C

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	#	Recommendation	Source							Timeline
			Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
Plum Creek Park	115	Create an accessible pathway or ramp with railings from parking lot to bnaseball diamond				x	x	x	3	S
	116	Improve access to restrooms/drinking fountain/picnic shelter through leveling or paving				x	x		2	S
	117	Increase accessibility to and around site				x	x		2	S
	118	Pave access to restrooms/drinking fountain				x	x		2	S
	119	Pave access to benches				x	x		2	S
	120	Add natural play area				x	x		2	S
	121	Add sidewalk/pathway to Route 11 in anticipation of future transit connection				x	x		2	S
	122	Pave or use finer rock aggregate on pathways					x	x	2	S
	123	Repair drinking fountain						x	1	S
	124	Install lighting and electric outlets at picnic shelter						x	1	L
	125	Add electricity to picnic shelter					x		1	S
	126	Add benches around periphery					x		1	S
	127	Add trees around periphery					x		1	S
	128	Provide drinking fountain near playground/shelter					x		1	S
	129	Add thicker plantings between dumpsters at convenience center and park						x	1	S
	130	Install field lighting and connect to stronger power supply		x					1	L
	131	Increase depth of swale around periphery to handle stormwater runoff						x	1	S
Whitethorne Boat Launch	132	Increase accessibility to and around site				x	x		2	S
	133	Maintain positive working relationship with DGIF and continue to explore the possibility of adding any further programming to the site								S
	134	Add picnic tables		x					1	S
	135	Add benches around periphery								S
	136	Identify, plan, and procure site for new boat launch	x	x					2	S/L
Montgomery County Public Schools	137	Add signage with MCPR and MCPS logos and facility information		x			x	x	3	L
	138	Coordinate with MCPS on future plans to improve accessibility to each joint-use site				x	x	x	3	L

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#		Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Facilities										
	139	Continue partnership with Mountain Valley Charitable Foundation at Shawsville Middle School		x					1	C
	140	Coordinate with MCPS about adding walking track and picnic shelter at Eastern Montgomery Elementary		x				x	2	L
Future Facilities	141	Conduct a study to determine the feasibility and placement of future MCPR facilities					x			S
	142	Conduct a community center feasibility study	x	x					2	S
	143	Conduct a sports complex feasibility study	x						1	S
	144	Conduct a feasibility study for an outdoor river park with camping facilities	x	x					2	S
	145	Initiate conversations with Blacksburg and Christiansburg Parks and Recreation departments to pursue a cost-sharing agreement that would allow County residents to access each town's recreation centers for more affordable rates		x			x			S

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#	What	Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Programs, Events, Partnerships and Equipment										
Programs	146	Maintain or increase the frequency people use MCPR programs	x	x					2	C
	147	Investigate into ways to help people be more satisfied with programs	x						1	S
	148	Explore new classes at Frog Pond	x	x					2	C
	149	Develop, support, and expand exercise classes by finding a long-term location to host classes	x						1	S/L
	150	Procure small bus for tours	x	x					2	L
	151	Develop, support and expand outdoor recreational activities	x			x			2	C
	152	Develop, support and expand river sports/watercraft programs	x			x			2	S
	153	Develop, support and expand youth athletic programs through increasing number of teams and recruiting nnew volunteers	x						1	S
	154	Develop, support, and expand adult athletics	x						1	S
	155	Explore interest in an outdoor day camp for youth	x						1	S
	156	Choose class offerings based upon the input of participants	x						1	S
	157	Identify field locations suitable for adult athletics						x		S/L
Events	158	Review advertising strategies for MCPR events	x	x					2	S
	159	Maintain or increase attendees at MCPR sponsored events	x						1	C
	160	Capitalize on Sandlot Night, MontCo Heritage Day, and Summer Movie Series by promoting other programs and activities at these event	x					x	2	S
	161	Continue to support programs at Frog Pond	x	x					2	C
	162	Develop Frog Pond Festival		x					1	S
	163	Develop more outdoor concert offerings	x						1	S
	164	Develop pet friendly and pet oriented events in partnership with the Montgomery County Animal Care and Adoption Center	x						1	S
Partnerships	165	Maintain and develop partnership with local universities Virginia Tech and Radford Unicversity to provide athletic opportunities for MCPR users	x	x					2	S
	166	Maintain and develop partnership with MCPS to continue providing athletic space for youth athletics and expand into offerings for adult athletics	x						1	S
	167	Partner with Town of Christiansburg and Town of Blacksburg Parks and Recreation Depazrtments on programs or events that are beyond the capacity of a single department			x	x		x	3	S
	168	Maintain and expand relationship with Dick's Sporting Goods to sponsor and promote MCPR			x				1	S
	169	Partner with County Animal Care and Adoption Center to create connectivity to Mid-County Park and host pet-related events						x	1	S
	170	Seek partnerships with other organizations or non-profits to expand upon recreational services or facilities not already provided by MCPR			x				1	S/L
Equipment	171	Create an equipment replacement plan which anticipates in advance the useful and replacement costs of all MCPR equipment			x			x	2	S/L
	172	Explore the feasibility of adding a small bus to the MCPR fleet		x					1	S/L
	173	Plan a staggered approach for vehicle replacement to keep costs manageable			x				1	S/L

Color Key: = more than two sources = more than one source = important

Recommendations for Montgomery County Parks and Recreation

Goal Area	Recommendation		Source							Timeline
	#	What	Survey	Interviews	Precedents	Trends	Research	Analysis	Score	Short/Long/Continuous
Organization										
Structure and Operations	174	Hold an annual staff retreat for team-building, short-term goal-setting and evaluation					x	x	2	C
	175	Create a county-wide GIS map database of existing and proposed parks, facilities, open space, and trails						x	1	S
	176	Hold departmental review to determine how well operations are running					x	x	2	S
	177	Hire new staff for increasing program participation in Auburn		x		x			2	L
	178	Hire driver for new bus		x					1	L
	179	Consider pursuing national accreditation through the National Recreation and Parks Association						x	1	L
Outreach & Marketing	180	Create an annual citizen satisfaction survey to monitor improvement in areas of parks, facilities, and programs						x	1	C
	181	Continue engaging residents through multiple communication methods, such as social media, brochures, email, and website	x		x		x		3	C
	182	Sponsor a social media campaign for users of MCPR facilities and programs. Award prizes for winner. Use images for further marketing		x			x		2	S
	183	Develop a standalone website that is updated frequently and provides easily accessible resources to residents		x	x	x			3	S
	184	Review advertising strategies for events						x	1	S
	185	Develop and hold an annual P&R sponsored event in-house to engage County staff to become active and accomplish team-building						x	1	S
	186	Transition to one consistent branding logo: Go Play!						x	1	
	187	Consider relocating MCPR offices for more presence in the community and access to space to host certain classes and programs		x	x				2	L
Maintenance	188	Explore options for expanded office and storage space for maintenance		x		x			2	S
	189	Hire additional full-time maintenance staff to assist with new facilities		x						L
Funding	190	Create Capital Improvement/Equipment Replacement Plan		x	x		x	x	4	S
	191	Hire a development officer dedicated to procuring funding for new capital improvements			x			x	2	L
	192	Consider identifying several grants annually that could assist in expanding a new program/capital improvement or supporting an existing one		x				x	2	S
	193	Consider increasing the number of fee-based programs offered by MCPR. Evaluate periodic fee increases for existing programs						x	1	S
Land Acquisition and Donated Property	194	Develop evaluation standards and associated criteria to evaluate a property based on an objective scoring matrix		x					1	S
	195	Prior to property review, establish a selection committee and update evaluation criteria		x					1	S

Color Key: = more than two sources = more than one source = important

APPENDIX F:
Recreation Land Acquisition Scoring Sheet

Scoring Sheet for Recreation Land Acquisition or Placement- ACTIVE RECREATION

Use this worksheet to determine the suitability of a recreation land acquisition, donation, or placement. Any parcel scoring above 18 points should be given priority consideration. Any parcel less than 18 points will not be considered, unless directed by the Board of Directors.

CRITERIA DESCRIPTION	POINTS			Comments	Score
	5	3	1		
Proximity: this refers to the location of the parcel in relation to roads, trails, utilities, and population. Access and linkage is crucial to making a park successful to a maximum number of people.	-immediately adjacent maintained roads. -connects to trail network. -immediately adjacent electrical, water, and sewer infrastructure. -immediately adjacent neighborhood or residential area.	-within 200 feet of maintained road -within 1/4 mile of a trail network -within 200 feet of electrical, water, and sewer infrastructure. -within 1/4 mile of neighborhood or residential area.	-over 200 feet away from maintained road. -over 1/4 mile away from trail network. -over 200 feet away from electrical, water, and sewer infrastructure. -over 1/4 mile away from neighborhood or residential area.		
Land suitability: relatively flat topography, permeable soils, design to minimize erosion potential protection for water bodies, good visibility through site.	-Primarily flat, good drainage, permeable soils, good visibility	-Moderately flat, moderate visibility, moderately permeable soils	Excessive slopes, impermeable soils, and high erosion potential		
Area: variable and dependent upon proposed park location. Minimum 3 acres; 5+ acre preference. Ideal shape should be equidistant or rectangular.	- At or above 5 acres. Parcel size is equidistant from center.	-No less than 3 acres. Parcel is mostly equidistant from center.	- Less than 3 acres. Parcel is not equidistant from center.		
Capacity: the ability to manage land financially and with current staff.	-Maintenance of parcel would minimally impact department's operational budget and staff time. Minimal capital improvements needed.	-Maintenance of parcel would partially impact department's budget and staff time. Increased budget and hourly wage employees would be needed. Some capital improvements would be needed.	-Maintenance of parcel would significantly impact department's budget and staff time. Significant budget increase and hiring of FTE needed. Significant capital improvements would be needed.		
Vision: this refers to whether a parcel falls within the expressed mission and future plans of the department. The mission of the department is to improve and promote a better quality of life through providing safe and positive recreational programs, facilities, and opportunities for all citizens of Montgomery County.	-Parcel is accessible to all types of people. Parcel fits a need expressed by Parks and Recreation Master Plan, or other planning documentation.	-Parcel is accessible to most persons, or serves only one need. Parcel meets some future plans of the department.	-Parcel is not accessible and does not meet any future plans of the department.		
Parking: sufficient and convenient; provided without undue burden on neighbors.	-Site can accommodate parking	-Some on-site parking with some on-street parking	-Site too small to accommodate parking lot		

APPENDIX F:
Recreation Land Acquisition Scoring Sheet

Scoring Sheet for Recreation Land Acquisition or Placement- PASSIVE RECREATION

Use this worksheet to determine the suitability of a recreation land acquisition, donation, or placement. Any parcel scoring above 12 points should be given priority consideration. Any parcel less than 12 points will not be considered, unless directed by the Board of Directors.

CRITERIA DESCRIPTION	POINTS			Comments	Score
	5	3	1		
Proximity: this refers to the location of the parcel in relation to roads, trails, and population. Access and linkage is crucial to making a park successful to a maximum number of people. For passive recreation, proximity to utilities is less critical than active recreation.	-immediately adjacent road network. -connects to trail network. -immediately adjacent neighborhood or residential area.	-within 200 feet of road network. -within 1/4 mile of a trail network -within 200 feet of electrical, water, and sewer infrastructure. -within 1/4 mile of neighborhood or residential area.	-over 200 feet away from maintained road. -over 1/4 mile away from trail network. -over 1/4 mile away from neighborhood or residential area.		
Land suitability: for passive recreation, suitable land depends on the activity.	N/A				
Area: variable and dependent upon proposed park location and served population. No ideal acreage or shape.	N/A				
Capacity: the ability to manage land financially and with current staff.	-Maintenance of parcel would minimally impact department's operational budget and staff time. Minimal capital improvements needed.	-Maintenance of parcel would partially impact department's budget and staff time. Increased budget and hourly wage employees would be needed. Some capital improvements would be needed.	-Maintenance of parcel would significantly impact department's budget and staff time. Significant budget increase and hiring of FTE needed. Significant capital improvements would be needed.		
Vision: this refers to whether a parcel falls within the expressed mission and future plans of the department. The mission of the department is to improve and promote a better quality of life through providing safe and positive recreational programs, facilities, and opportunities for all citizens of Montgomery County.	-Parcel is accessible to all types of people. Parcel fits a need expressed by Parks and Recreation Master Plan, or other planning documentation.	-Parcel is accessible to most persons, or serves only one need. Parcel meets some future plans of the department.	-Parcel is not accessible and does not meet any future plans of the department.		
Parking: sufficient and convenient; provided without undue burden on neighbors.	-Site can accommodate parking	-Some on-site parking with some on-street parking	-Site too small to accommodate parking lot		

GO PLAY

montgomerycountyva.gov/parks

NRVRC

new river valley regional commission

ARC

APPALACHIAN
REGIONAL
COMMISSION