



# The Village of Estero Parks, Recreation and Open Space Master Plan

March 2020







*the Village of*  
**ESTERO**



# ACKNOWLEDGMENTS

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District 3: **Jon McLain**

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## EXECUTIVE SUMMARY

The Village of Estero selected Barth Associates to develop the Village's first Parks, Recreation, and Open Space Master Plan in summer 2018. The Master Plan assessed the current conditions, identified and prioritized recreation and open space needs and desires of the community, and addressed future opportunities related to the Estero Community Park and other existing parks. The Parks Master Plan was completed in four phases:



- Phase 1- Existing Conditions Analysis
- Phase 2- Needs and Priorities Assessment
- Phase 3- Long-Range Vision
- Phase 4- Implementation Strategy and Final Master Plan

## 1. Existing Conditions Analysis

The Village has thousands of acres of public and private natural areas that are protected as State parks, public lands or private preserve areas. These areas offer tremendous ecological, environmental, recreational and community benefits to the Village. The majority of residents live in planned neighborhoods that provide private recreation and amenity areas. There is also a large community park (Estero Community Park) run by Lee County, and another community park (Three Oaks Park) nearby.

The Village has been incorporated for only 5 years and does not own any park or recreation lands. The Village recently purchased approximately 66 acres of land along the Estero River. At the time of this report the property was not yet used for parks, recreation or open space. But, it may likely be used for park and open space in the future.

The Village's population is currently growing at approximately 2.9% per year, which is well above the national annual growth rate. The Village has a median age of 61.3 years old and is projected to continue its current aging trend. Over the next 15 years, the 55+ population is expected to grow to represent nearly two-thirds of the Village's total population. This is largely due to increased life expectancies and the remainder of the Baby Boomer generation shifting into the senior age groups.

## 2. Existing Parks and Recreation System

Even though the Village does not currently own any parks or recreation areas, residents have access to a wide variety of parks and recreation facilities. The existing parks and recreation system is comprised of the following "subsystems", including both public and private facilities as shown on the following map:

- Local and Community Parks (County, State, Homeowner Associations)
- Recreation Centers (County, Homeowner Associations)
- Athletics Fields (County, School District, Homeowner Associations)
- Trails and Bikeways (Village, Homeowner Associations, County, State)
- Natural Lands (State, County, Homeowner Associations)
- Aquatics (County, Homeowner Associations)
- Water Access (County, State, Homeowner Associations)
- Programs (Village, County, State, Homeowner Associations)



**FIGURE 1 - EXISTING VILLAGE OF ESTERO PARKS**

**PARK TYPES AND NAMES**

**PRIVATE FACILITIES**

**COMMUNITIES WITH PARKS**

- 1 Bella Terra
- 2 Belle Lago
- 3 Breckenridge
- 4 Cascades
- 5 Coastal Village
- 6 Coconut Point Adult Living Facility
- 7 Coconut Point Mall Apartments
- 8 Coconut Shores
- 9 Colonial Oaks
- 10 Copper Oaks
- 11 Copperleaf at The Brooks
- 12 Country Creek
- 13 Courtyards at Estero
- 14 Covered Wagon RV
- 15 Cypress Bend RV
- 16 Estero River Heights
- 17 Grandezza
- 18 Lakes of Estero
- 19 Lighthouse Bay at The Brooks
- 20 Longitude 81
- 21 Mariners Cove
- 22 Marsh Landing
- 23 Meadows of Estero
- 24 Mirasol at Coconut Point
- 25 Osprey Cove
- 26 Pelican Sound
- 27 Preserve at Corkscrew
- 28 Rapallo
- 29 Reserve
- 30 Riverwoods Plantation
- 31 Rookery Point
- 32 Shadow Wood at The Brooks
- 33 Spring Run at the Brooks
- 34 Stoneybrook
- 35 Sunny Grove RV
- 36 Tahiti Mobile Village
- 37 Terra Vista
- 38 The Colony
- 39 The Reef 1
- 40 The Reef 2
- 41 The Vines
- 42 Tides
- 43 Tidewater
- 44 Villa Palmeras
- 45 Villagio
- 46 Fountain Lakes
- 47 West Bay Club
- 48 Wildcat Run
- 49 Woodlands
- 50 Cranbrook Harbor
- 51 Estero Place
- 52 Meadow Brook
- 53 Pebble Point
- 54 Spring at Gulf Coast

**PUBLIC FACILITIES**

**COUNTY PARKS**

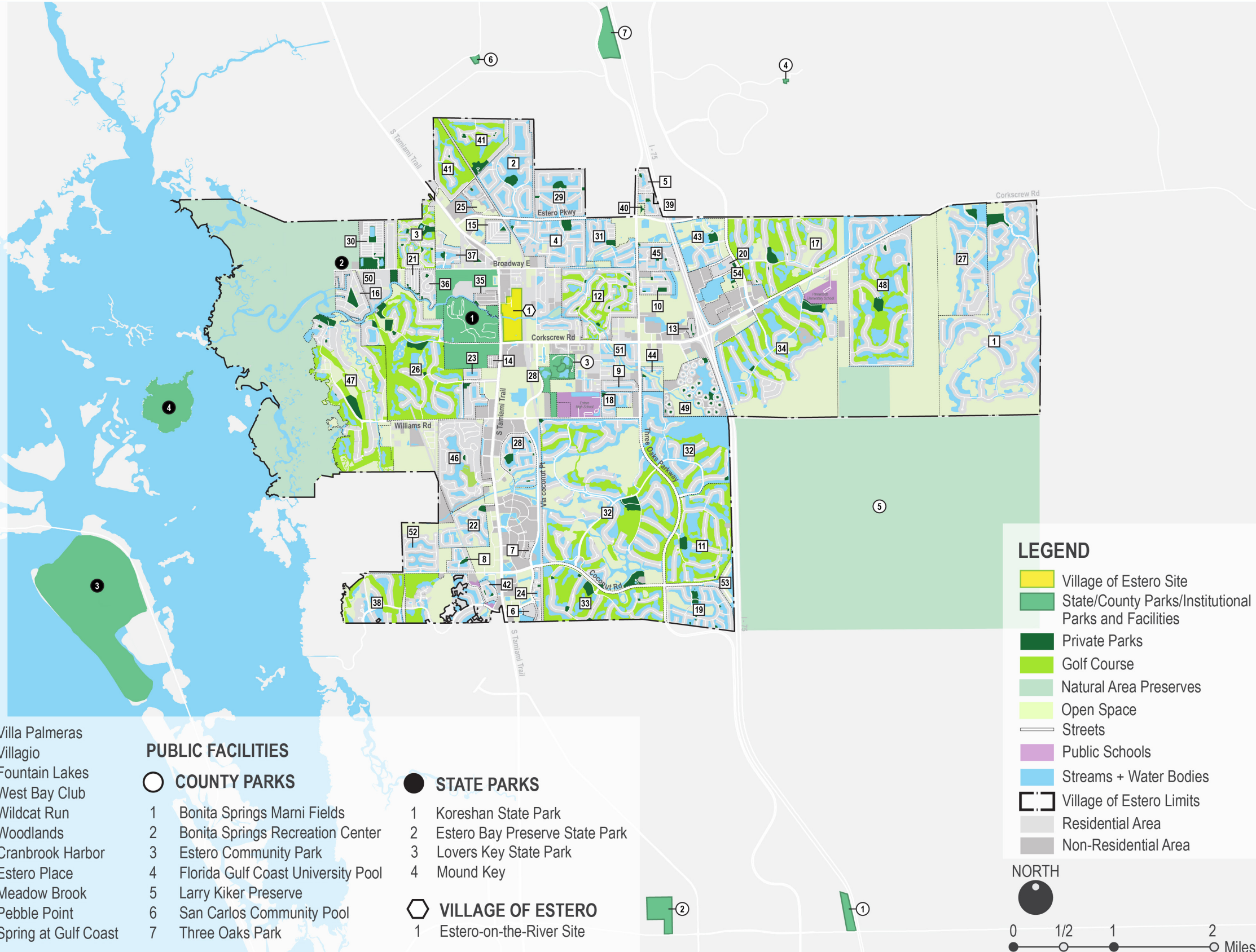
- 1 Bonita Springs Marni Fields
- 2 Bonita Springs Recreation Center
- 3 Estero Community Park
- 4 Florida Gulf Coast University Pool
- 5 Larry Kiker Preserve
- 6 San Carlos Community Pool
- 7 Three Oaks Park

**STATE PARKS**

- 1 Koreshan State Park
- 2 Estero Bay Preserve State Park
- 3 Lovers Key State Park
- 4 Mound Key

**VILLAGE OF ESTERO**

- 1 Estero-on-the-River Site



**LEGEND**

- Village of Estero Site
- State/County Parks/Institutional Parks and Facilities
- Private Parks
- Golf Course
- Natural Area Preserves
- Open Space
- Streets
- Public Schools
- Streams + Water Bodies
- Village of Estero Limits
- Residential Area
- Non-Residential Area

NORTH







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### 3. Needs and Priorities Assessment

Barth Associates uses a *mixed-methods, triangulated* approach to needs assessments. Mixed-methods research combines the use of primary data collected through the planning process, and secondary data from other sources such as census data and previous reports. The primary data includes both quantitative and qualitative research techniques and data.

The term *triangulation* refers to the comparison of findings from the various techniques to identify consistent themes and top priorities. For example, the findings from the mail/ telephone survey – the most statistically-valid, quantitative technique available – are compared to the findings from the other techniques to identify consistent priorities. Specific needs assessment techniques used for the Village of Estero parks and recreation system included a Statistically-Representative Mail/Telephone Survey, On-line Survey, Level-of-Service Analysis, Interviews and Focus Groups, and a Public Open House.

Over 800 people participated in the needs assessment process. Based on a review of the findings from all of the needs assessment techniques, residents' top priorities include:

#### Facility Priorities

1. Natural Areas/Nature Parks
2. Multi-purpose Trails
3. Performance Arts Center
4. Sidewalks
5. Restrooms for Existing Parks
6. Community Gardens
7. Athletic Fields
8. Boating Access

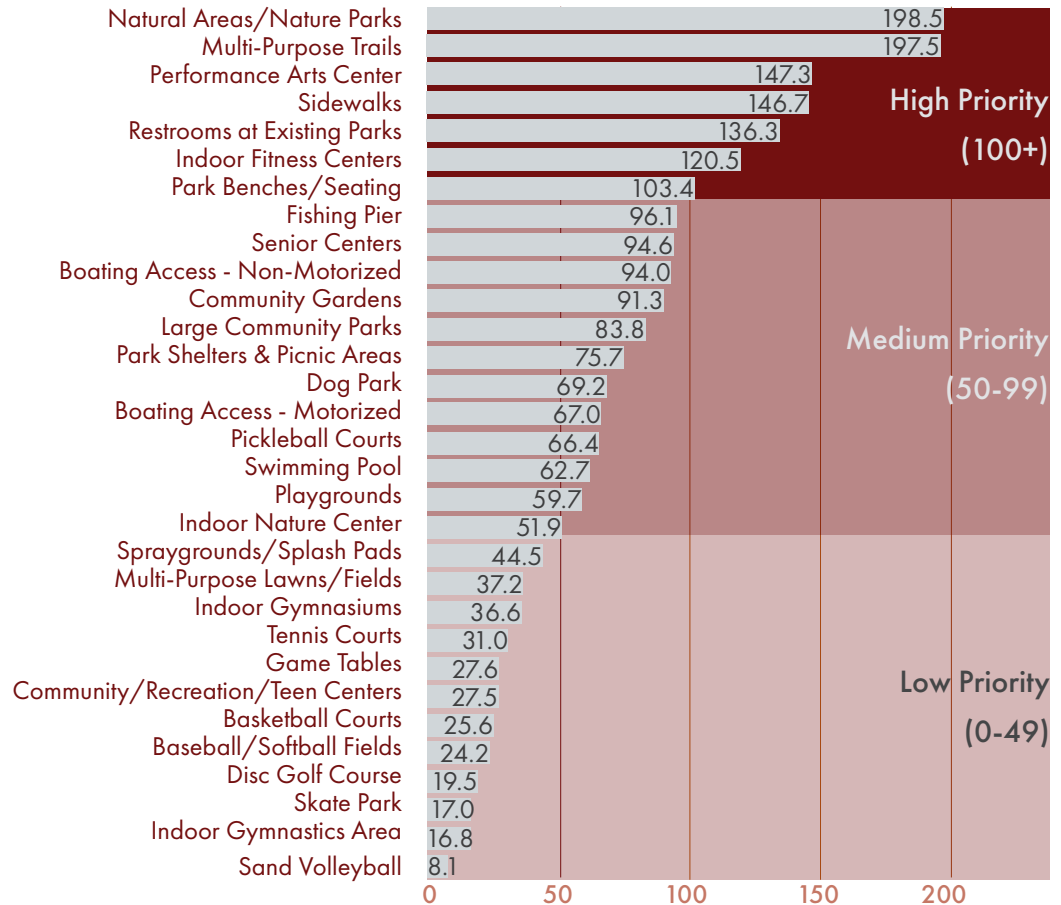
#### Program Priorities

1. Community Special Events
2. Fitness/Wellness Programs
3. Nature Programs/Environmental Education
4. Senior Leisure Programs





**FIGURE 2 - TOP PRIORITIES FOR INVESTMENT FOR RECREATION AMENITIES  
(STATISTICALLY-VALID SURVEY FINDINGS)**



## 4. Long-Range Vision

There are no state or national standards to guide the development of a long-range parks and recreation vision in response to residents’ needs and priorities; each community must develop its own vision based on its values, priorities, and resources. Therefore, Village staff and consultants developed a long-range vision that:

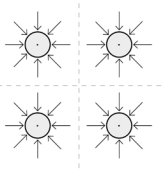
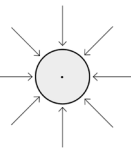
- Leverages existing Village, county, state, federal, institutional, and private assets;
- Responds to residents’ top priority needs;
- Reflects the Village’s “government-light” philosophy;
- Is based on sound planning principles and aspirational level-of-service guidelines;
- Respects existing land development patterns and character.

The Village’s vision for its parks and recreation system is to create:

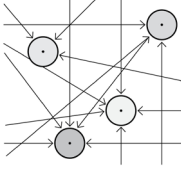
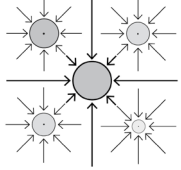
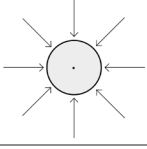
*A high-quality, beautifully-maintained parks and recreation system that meets the needs of all Village residents including youth, families, adults, and retirees. The system will include parks, open space, and recreation areas owned by the Village, homeowner associations (HOAs), Lee County, the State of Florida, the Lee County School District, and other facility and program providers.*

The Parks and Recreation System can be conceptualized as a network of interconnected “subsystems,” each with its own guiding principles, primary and secondary providers, and service-delivery models. The Village’s proposed subsystems include:

**FIGURE 3 - VILLAGE OF ESTERO PARKS AND RECREATION SUBSYSTEMS AND PROVIDERS**

| SUBSYSTEM:                    | PURPOSE/<br>PRINCIPLE   | SERVICE-DELIVERY<br>M  | PRIMARY PROVIDER<br>AND/OR<br>FACILITATOR | SECONDARY<br>PROVIDER |
|-------------------------------|---|--|---|-----------------------|
| <b>1.<br/>Local Parks</b>     | Serve mainly local needs, easily accessible within a 10-minute walk of most residents | Ec  | Homeowner Associations                    | NA                    |
| <b>2.<br/>Community Parks</b> | Serve multi-use community-wide needs which typically cannot be provided locally       | Ce  | Lee County                                | Village of Estero     |

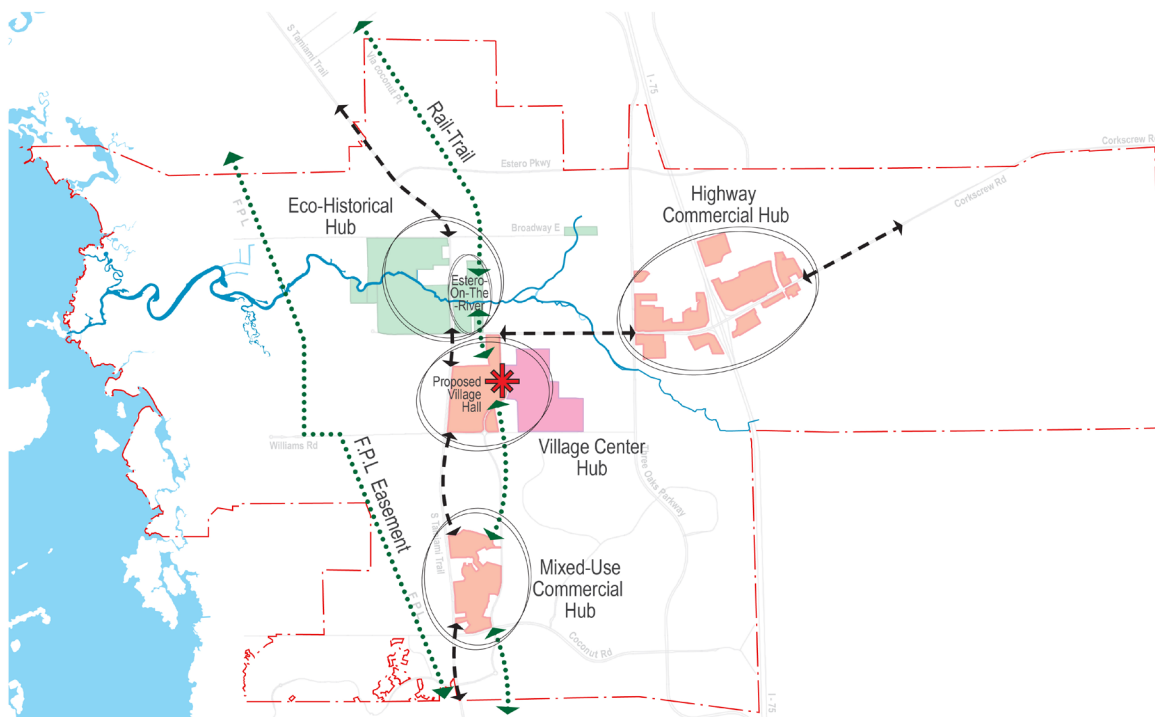


| SUBSYSTEM:   | PURPOSE/<br>PRINCIPLE  | SERVICE-DELIVERY<br>MODEL  | PRIMARY PROVIDER<br>AND/OR<br>FACILITATOR   | SECONDARY<br>PROVIDER  |
|--|--|--|---|--|
| <p><b>3.</b></p> <p><b>Special Purpose Venues</b></p>        | <p>Serve predominantly single-use needs for the entire community</p>   | <p>Venues</p>             | <ul style="list-style-type: none"> <li>• Historic Sites: State of Florida</li> <li>• Swimming: Florida Gulf Coast University</li> <li>• Ice Hockey: Hertz Arena</li> <li>• Concerts: Hertz Arena</li> <li>• Boat Ramps, Water Access: State of Florida, Estero River Outfitters</li> <li>• Performing Arts: Estero High School</li> </ul> | <p>Lee County</p>  |
| <p><b>4.</b></p> <p><b>Recreation Centers</b></p>            | <p>Serve multi-use, indoor community-wide needs which typically cannot be provided locally</p>                           | <p>Hub &amp; Spoke</p>  | <p>Lee County</p>   | <ul style="list-style-type: none"> <li>• Lee County</li> <li>• Homeowner Associations</li> </ul> |
| <p><b>5.</b></p> <p><b>Multi-purpose Athletic Fields</b></p> | <p>Serve multi-use, outdoor athletics needs for practice and competition</p>   | <p>Centralized</p>      | <p>Lee County</p>   | <p>Lee County School District</p>  |
| <p><b>6.</b></p> <p><b>Trails and Bikeways</b></p>           | <p>Provide multi-modal access to and between parks and recreation facilities, schools, employment, and entertainment</p> |  | <ul style="list-style-type: none"> <li>• Village of Estero</li> <li>• Lee County</li> </ul>   |  |
| <p><b>7.</b></p> <p><b>Natural Areas</b></p>                 | <p>Preserve, protect, and enhance wildlife habitat, outstanding scenic resources, and existing natural systems</p>       |  | <ul style="list-style-type: none"> <li>• Village of Estero</li> <li>• State of Florida</li> <li>• Lee County</li> </ul>   | <p>Lee County</p>  |

| SUBSYSTEM:  | PURPOSE/<br>PRINCIPLE                                     | SERVICE-DELIVERY<br>MODEL | PRIMARY PROVIDER<br>AND/OR<br>FACILITATOR | SECONDARY<br>PROVIDER  |
|---|---|---------------------------|---|--|
| <b>8.<br/>Recreation,<br/>Education,<br/>Environmental,<br/>Cultural,<br/>and Social<br/>Programs</b> | Enrich residents' lives and improve the overall community |                           | Village of Estero                         | <ul style="list-style-type: none"> <li>• Lee County</li> <li>• State of Florida</li> <li>• FGCU</li> <li>• Others</li> </ul> |

Each existing and proposed park and open space should be designed and maintained to be consistent with the character of the surrounding "hub", as illustrated below. For example, the Estero-on-the-River site should be designed to be compatible with the surrounding "Eco-Historical Hub", while the proposed school/park campus in the "Village Center Hub" should be designed as a high-density, active, urban civic space.

**FIGURE 4 - ACTIVITY HUBS**





In addition to the Estero-on-the-River site and the School/Park campus, the long-range vision also includes:

- Recommendations for enhancement of the Estero River, and protection of other natural areas;
- Expansion of facilities and programs at the existing Estero Community Center, and the development of a new private fitness center in the proposed town center;
- Expansion and improvement of athletic fields at Estero Community Park;
- Continued expansion and improvements to the Village’s bikeways, trails, and greenways system;
- Continued enhancement of opportunities for both motorized and non-motorized water access.

The long-range vision also includes recommendations for operations, maintenance, and programming of the Village’s parks and recreation system, consistent with the Village’s “government-light” management philosophy. The vision for parks and recreation operations and programming is to act as a facilitator and coordinator of recreation programs and special events for



Village residents, rather than as a direct service provider. This can be accomplished by collaborating with the County Parks and Recreation Department, the State Park, and others to provide recreation services for Village residents. For example, the Village could hire private instructors to provide indoor or outdoor programs or events at sites owned by an HOA, the Village, the County, State, or other agency. This will require a Recreation Program Plan for the Village that evaluates what programs exist today, who these programs are provided for, and how to provide additional programs in response to residents’ needs. The program plan should evaluate the quality of existing programs and facilities as well to determine if the Village should help strengthen these programs and facilities financially where appropriate to give residents a better experience.

A notable recommendation is to hire a well-qualified, energetic parks and recreation professional - with proven recreational and parks experience – to serve as the Village’s first parks and recreation staff, a “Recreation Partnering Coordinator” (RPC). The RPC would provide and manage recreation facilities, programs, and special events so that other service providers will respect and appreciate the value this position brings to the area. This position would focus on developing and implementing an approved recreation plan for the Village residents in coordination with the County Parks and Recreation staff and State Parks staff, as well as other recreation providers. Many of these programs can be supported by user fees, based on the value they offer to the user.

**FIGURE 5 - LONG-RANGE PARKS AND RECREATION SYSTEM MAP**

**PARK TYPES AND NAMES**

**PRIVATE FACILITIES**

**COMMUNITIES WITH PARKS**

- 1 Bella Terra
- 2 Belle Lago
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**COUNTY PARKS**

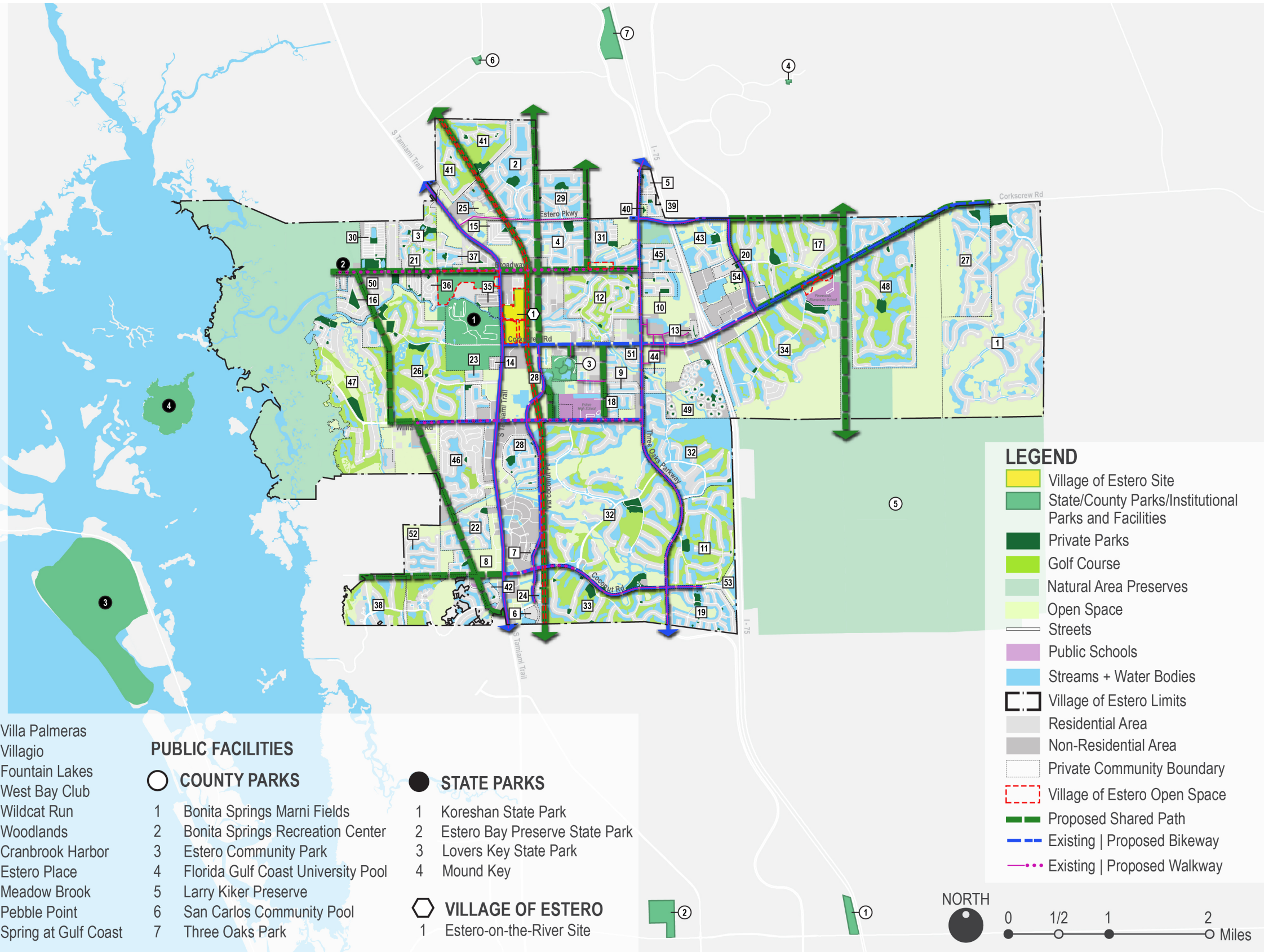
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- 1 Koreshan State Park
- 2 Estero Bay Preserve State Park
- 3 Lovers Key State Park
- 4 Mound Key

**VILLAGE OF ESTERO**

- 1 Estero-on-the-River Site



**LEGEND**

- Village of Estero Site
- State/County Parks/Institutional Parks and Facilities
- Private Parks
- Golf Course
- Natural Area Preserves
- Open Space
- Streets
- Public Schools
- Streams + Water Bodies
- Village of Estero Limits
- Residential Area
- Non-Residential Area
- Private Community Boundary
- Village of Estero Open Space
- Proposed Shared Path
- Existing | Proposed Bikeway
- Existing | Proposed Walkway





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The vision is to also partner with other agencies to improve the quality of their facilities to meet Estero's standards. This has proven difficult in other communities; the City of Weston, for example, concluded that they need to own their own facilities in order to ensure a level of excellence in both design and maintenance. The challenge will be to not duplicate other providers, but to enhance recreational opportunities by either providing additional programs or facilities, and/or improving the quality of existing programs and facilities.

## 5. Implementation Strategy

Parks and recreation projects prioritized by residents, staff, and consultants for implementation include:

- **Estero-on-the River** – Create Master Plan, develop site including trails
- **Village Center, Community Park and School Campus** – Create Master Plan for Village Center, including expanded and improved community park, additional athletic fields
- **Performing Arts Center** – Identify potential partners and sites
- **Recreation Program Partner Coordinator** – Hire an energetic parks and recreation professional to coordinate programs with partners
- **Village Program Plan** - Develop a Village Program Plan based on residents' needs (e.g. additional community special events, fitness/wellness programs, nature and environmental education programs, and senior leisure programs)
- **Open Space** – Protect and enhance natural areas, particularly along Estero River Greenway
- **Bicycle and Pedestrian Connectivity** – Continue implementing the Bicycle and Pedestrian Master Plan
- **Boating Access** – Continue seeking opportunities to improve both motorized and non-motorized boating access, e.g. water taxi from Koreshan to Mound Key and Lovers Key

It is anticipated that the Village will use a variety of techniques to implement these, and other components of the long-range vision, in a fiscally conservative manner consistent with the government-light philosophy. Forms of implementation may include the Village's Capital Improvements Plan (CIP) as funding becomes available; partnerships; challenge grants; local, state, and federal grants; updates to the Comprehensive Plan and Land Development Codes; impact fees; roadway funding; other "pay-as-you-go" and "borrowing" funding alternatives; user fees; and philanthropy, including the Estero Forever Foundation. Village Council will strategically prioritize individual park improvements and programs as part of the annual budgeting process, as funding or other opportunities permit.

# SECTION 1:

## Existing Conditions Analysis

# Section 1: Existing Conditions Analysis

## 1.1 Introduction

The Village of Estero selected Barth Associates to develop the Village's first Parks, Recreation, and Open Space Master Plan (Parks Master Plan) in summer 2018. The Parks Master Plan assessed the current conditions, identified and prioritized recreation and open space needs and desires of the community, and addressed future opportunities related to the Estero Community Park and other existing parks.

### Background Information

Estero is located on the southwest Florida coast, in Lee County. Incorporated on December 31, 2014, the first Village Council was elected and took office on March 17, 2015. The Village, with a population of 30,500 full-time residents, prides itself on its interested and involved citizens, high design standards and quality of life. The peak population (including seasonal residents) is over 46,000 and is expected to grow to over 73,000 by 2035. The demographic profile is older with a median age of 61. However, there is a growing population of school-aged children as well.

Located within the Village are 38 gated residential communities, two large regional lifestyle centers (Coconut Point and Miromar), Hertz Corporate headquarters, a State park and a large community park. The Village recently completed a Comprehensive Plan that recommended that a Parks, Recreation and Open Space Master Plan be developed to address future needs.

### Overview

The Village has thousands of acres of public and private natural areas that are protected as State parks, public lands or private preserve areas. These areas offer tremendous ecological, environmental, recreational and community benefits to the Village. There is also a large community park (Estero Community Park) run by Lee County. The Village has been incorporated for only 5 years and does not own any park or recreation lands.

The Village-wide Parks Master Plan assessed the current conditions, identified and prioritized recreation and open space needs and desires of the community, and addressed future opportunities related to the Estero Community Park and other parks.

### Scope of Work

The Parks Master Plan was completed in four phases:

- 
**Phase 1: Existing Conditions Analysis**
- 
**Phase 2: Needs and Priorities Assessment**
- 
**Phase 3: Long-Range Vision**
- 
**Phase 4: Implementation Strategy and Final Master Plan**



## 1.2 Parks, Recreation, and Open Space

### Existing Vision, Priorities, Goals, and Objectives

#### VISION STATEMENT

*The Village of Estero’s Comprehensive Plan acknowledges the important role of parks and public spaces in residents’ quality of life, as outlined in the Village’s Vision:*

“The Village of Estero’s growth will be planned with strong neighborhoods, diverse economic generators, interconnected mixed-use centers, varied parks, public spaces, recreational facilities, and unique natural environments that fosters belonging and creates a sense of place... The Village will continue to place priority on maintaining the quality of life that the residents enjoy in the various neighborhoods of Estero. Where feasible, the Village will provide for the development of walkable mixed-use town centers and economic areas featuring diverse housing options; government offices and public facilities; medical facilities; employment centers; public gathering places, parks, outdoor plazas, and other public spaces; greenway trails and pathways; and public access to the community’s natural resources.

”

Community priorities related to parks and open space include:

- Improving the connectivity between Estero’s residential neighborhoods, economic areas, civic uses, parks, and recreational facilities;
- Expanding multi-modal transportation options through improved pedestrian access, bikeways, transit service, and rail opportunities;
- Improving access to the community’s blueways - particularly the Estero river, greenway trails, other open spaces;
- Promoting the community’s cultural and historic resources; public spaces, parks, and recreational facilities; and other community amenities;
- Providing ample and varied public gathering places, including, without limitation, parks, plazas, sidewalks, benches, restaurants, shops, civic spaces, green spaces, community recreation centers, and other recreational facilities.

The Recreation and Open Space Element of the Comprehensive Plan notes that “One of the most significant goals of the Village is maintaining a variety of recreation areas and open spaces to meet the needs of the residents.

High quality recreation opportunities and open spaces are desired by Village residents to provide venues for leisure and greenery within the community.” Therefore, the stated goal of the Recreation and Open Space Element is to:

“Support Estero’s quality of life through the development of a broad array of parks, public open spaces, recreational services, recreational facilities, and unique natural environments by collaborating with Lee County, the State of Florida, private developers and other local, state, and national organizations.

”

## OBJECTIVES

Specific objectives within the Element include:

- Collaborate with public agencies and private developers to preserve and maintain interconnected natural areas to benefit citizens and visitors.
- Evaluate Estero Community Park as a Village asset that may serve the Village's need for a signature recreation space and focal point.
- Increase the recreation potential of the Village's natural waterways and recognize the importance of the Estero River as a unique asset.
- Link areas with a nonmotorized travel network, particularly Koreshan State Historic Site, the Boomer property, the Happehatchee Center, Estero Bay Preserve State Park, and Estero Community Park.
- Design a path system of greenways, blueways, and shared-use paths that connect the Estero Community Park, Village Center, Happehatchee Center, Estero Bay Preserve State Park, Koreshan State Historic Site, Boomer Property, Estero River, Seminole Gulf rail corridor, Edison Farms, Coconut Point Shopping Center, and as many other destinations and residential neighborhoods as possible. This includes seeking opportunities to establish a pedestrian or bicycle path along the Estero River to provide recreation opportunities and interconnection.
- Seek opportunities to improve state parks and Conservation 20/20 preserves that are within, adjacent to, or near the Village boundaries through enhancing the existing facilities, increasing the opportunities for public access, and encouraging additional recreational facilities, programs, and services to be provided at those sites in ways that do not compromise the protection of the natural resource.
- Encourage the creation of neighborhood parks, pocket parks, linear parks and open space.
- Encourage a variety of recreational programs to be offered to residents.
- Coordinate with the School District of Lee County to co-locate and share facilities and develop mutually beneficial strategies to meet the community's recreation and open space needs.
- The Village shall plan and budget to meet current and future recreation and open space needs.

FIGURE 1.1 - PROPOSED ESTERO RIVER GREENWAY





## 1.3 Parks, Recreation, and Open Space Implications from Other Planning Documents

*In addition to the Village Comprehensive Plan, Barth Associates also reviewed the following planning documents, studies, and surveys that may influence the development of the Village's Parks Master Plan:*

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### **A. Village of Estero Planning Documents:**

1. Village of Estero Posters (2018)
2. Estero Community Improvement Foundation Community Needs and Assets Study (2015)
3. Village of Estero Budget and CIP (FY 2018-2019)
4. Estero Bicycle Pedestrian Master Plan PowerPoint (2019)
5. Village Council Workshop (2015)

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### **B. Lee County Planning Documents:**

1. The Lee Plan 2018 Codification/Comprehensive Plan (2018)
2. Lee County Parks and Recreation Dashboard
3. Lee County 2040 MPO Transportation Plan: Executive Summary (2015)
4. Lee County MPO Bicycle and Pedestrian Master Plan Executive Summary
5. Sports Tourism Facility Expansion Study (2017)
6. School District Map of Lee County

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### **C. State of Florida Planning Documents**

Florida State Comprehensive Outdoor Recreation Plan (SCORP) Participation Study 2016-2017



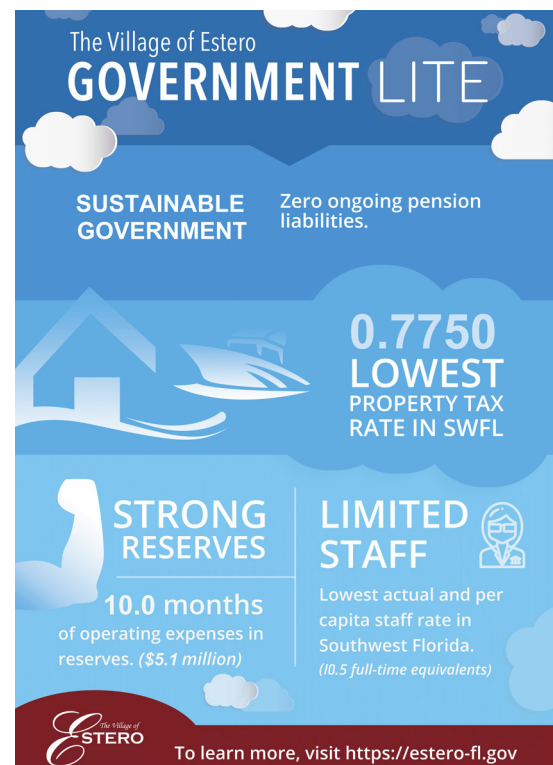
# Village of Estero Planning Documents

## 1. Village of Estero Posters

The Village posters summarize the Village's fiscal policies, foundational studies, public projects, and impending decisions (Figure 1.2 on the following page). Of particular import to the Parks Master Plan process are the following projects:

- Potential acquisition of the Seminole Gulf/ Seminole Gulf railroad right-of-way for a bike path
- Potential acquisition of all or part of the Estero River property North of Corkscrew Road for preservation of river frontage; a portion of the property has already been acquired
- Bike lanes and pedestrian pathways
- Collaboration with Florida State Parks System to improve Koreshan State Park for preservation of history
- Collaboration with Lee County Public School District on projects to improve community education and recreation
- Estero Parkway resurfacing and bike lanes, as well as landscaping and pedestrian pathways
- Possibly the widening of Williams Road from US-41 to Via Coconut and along Corkscrew Road if there is a possibility of influencing design/ implementing Complete Streets

FIGURE 1.2 - VILLAGE OF ESTERO POSTERS



**FIGURE 1.2 - VILLAGE OF ESTERO POSTERS (CONTINUED)**

### The Village of Estero FOUNDATIONAL STUDIES

- SUMMER 2017**  
Traffic Study Completed
- SUMMER 2018**  
Comprehensive Plan
- estimated WINTER 2018**  
Storm Water Master Plan
- estimated WINTER 2018**  
Bike and Pedestrian Master Plan
- estimated SUMMER 2018**  
Parks and Open Space Master Plan
- estimated FALL 2019**  
Land Development Code

To learn more, visit <https://estero-fl.gov>

### The Village of Estero MAJOR PUBLIC PROJECTS

|  |   |  |
|--|---|--|
| <b>Corkscrew/175 Intersection Improvements</b><br>Fall 2017 Planning Start<br><br>Summer 2019 Expected Construction Start<br><br>Summer 2020 Expected Construction Finish    | <b>Corkscrew/175 Landscape Improvements</b><br>Fall 2018 Planning Start<br><br>Summer 2020 Expected Construction Start<br><br>Summer 2021 Expected Construction Finish    | <b>Corkscrew Rd Lane Widening Improvements</b><br>Fall 2018 Planning Start<br><br>Summer 2021 Expected Construction Start<br><br>Summer 2023 Expected Construction Finish            |
| <b>Tamiami Trail (US-41) Landscape Improvements</b><br>Fall 2017 Planning Start<br><br>Spring 2019 Expected Construction Start<br><br>Fall 2019 Expected Construction Finish | <b>Estero Parkway Resurfacing and Bike Lanes</b><br>Fall 2017 Planning Start<br><br>Spring 2019 Expected Construction Start<br><br>Fall 2019 Expected Construction Finish | <b>Estero Parkway Landscaping and Pedestrian Pathways</b><br>Spring 2018 Planning Start<br><br>Fall 2018 Expected Construction Start<br><br>Summer 2019 Expected Construction Finish |

To learn more, visit <https://estero-fl.gov>

### The Village of Estero MAJOR IMPENDING DECISIONS

- Acquisition of the Seminole Gulf/CSX railroad right-of-way for a *bike path*.
- Acquisition for all, or some portion, of the Estero River property North of Corkscrew Road for preservation of *river frontage*.
- Widening of Williams Road from US-41 to Via Coconut for *traffic flow*.
- Collaboration with Florida State Parks System to improve Koreshan State Park for preservation of *history*.
- Collaboration with Lee County Public School District on projects to improve community *education & recreation*.
- Hurricane response projects to *repair and strengthen infrastructure*.

To learn more, visit <https://estero-fl.gov>



## 2. Estero Community Improvement Foundation Community Needs and Assets Study (2015)

This document summarizes findings from a community needs and assets study of Estero by Syntony Research and Consulting, LLC in March 2015 on behalf of the Estero Community Improvement Foundation (ECIF). Key informant interviews, focus groups, and an online survey captured resident comments. The study notes, however, that it had limitations in that families, younger individuals, and residents outside of gated communities were under-represented.

Thematic areas of concern for study participants were community identity, education, environment, recreation, and transportation. Findings from the study of relevance to the Parks Master Plan process include concerns relating to:

### Inadequate sidewalks and bike paths.

Sidewalks and bicycle paths were often reported as being either insufficient or altogether lacking. These conditions led to concerns about safety; an inability to connect to public spaces; and a diminished sense of community. Opportunities to improve these facilities were suggested through the development of the railway currently owned by CSX Transportation, Inc. into a transit corridor to include hiking/walking/biking paths as well as a possible light rail system.

**Rapid development without adequate open/recreation spaces.** Respondents were concerned that development is being primarily focused on commercial ventures and/or mixed communities while the protection of green space and development of recreation areas is being overlooked. Concerns about environmental impacts – the displacement of wildlife, water contamination, and the destruction of trees – were also raised. The retention of remaining acreage as green space was often promoted in respondent comments. As a corollary, concerns regarding the

decline of aesthetics and quality as offshoots of rapid development were also noted.

**Improving the sense of community.** While many appreciated the small-town feel of Estero, participants also felt the Village lacked a sense of community. The high number of gated communities was cited as a barrier to social interaction, as the gates effectively create boundaries between groups of people who often stay cloistered in their neighborhoods. The development of additional recreational facilities (community pool/ball fields/basketball courts/dog park) was suggested as an opportunity to increase the sense of community.

- **Lack of a “third space.”** While study respondents desired a “downtown area” or “village center,” implementation of such concepts is not impending. In the meantime, respondents suggested utilizing existing resources, such as Estero Community Park, in a better fashion – available as a true community space rather than used primarily for private events.

### Partnership between the Village and FGCU.

Study participants offered ideas for working more closely with the university towards coordinated educational programs, arts and entertainment events, and business development and environmental research.

## 3. Village of Estero Budget and CIP (FY 2018-2019)

The Annual Operating Budget for Fiscal Year 2018-2019 serves four purposes: 1) as a policy document, to inform readers about the Municipal Corporation and its policies that serve to guide the budget; 2) as a financial plan, detailing costs associated with providing municipal services and how they will be funded; 3) as an operations guide, detailing how cost centers and funds are organized; and 4) as a communications device, providing summary information to aid in interpreting the document. The budget represents total revenues of \$18,543,390, total expenditures of \$46,032,120 (which includes

one-time capital expenditures of \$37,099,020), and a millage rate of 0.7750. Additionally, the budget provides for an allocation of \$1,597,100, to reserves, which total 10.0 months (\$5.1 million) of annual operating expenditures.

Projects completed over the past year are presented in an introductory letter to the Mayor and Village Council at the beginning of the document. It is noted that approval was granted on September 5, 2018 for the purchase of 62.2 acres of land, located to the northeast of the Corkscrew Road and South Tamiami Trail (US-41) intersection in Estero, to ensure public access to the Estero River, protect heritage trees on site, and allow for the creation of nature trails. The purchase is budgeted at \$26 million, with an option to pay off in seven years. Other notable accomplishments particularly relevant to the Parks Master Plan process include the completion of a Stormwater Master Plan and the hiring of a Public Works Director and a Principal Planner.

Projects anticipated for the year ahead include the completion of this Parks, Recreation, and Open Space Master Plan; the completion of the Village's first Bicycle & Pedestrian Master Plan; the construction of the Village's first major capital improvement project – the Estero Parkway – to include bike lanes, sidewalks, and enhanced landscaping; the hiring of a consultant to recommend improvements to the Village's branding efforts; beginning to study the land purchased to determine its best uses to serve the community as a central gathering space for leisure, recreation, and socializing; and the hiring of a consultant to prepare the Village's inaugural Land Development Code (expected to be completed by September 2019).

The requested Parks & Recreation budget for 2018-2019 is \$225,000 (0.5% of the total budget) for the development of the Parks, Recreation and Open Space Master Plan. Eight capital projects for bicycle and pedestrian improvements are proposed in the budget, as is one parks and recreation project (Koroshan State Park Boat Ramp Improvements).

## 4. Estero Bicycle Pedestrian Master Plan PowerPoint (2019)

A Power Point was presented at a Project Advisory Committee Meeting (#3) and Public Workshop on March 25, 2019 to describe the Village's first Village-specific Bicycle and Pedestrian Master Plan.

Key points of the presentation include:

- Over 1,000 Wikimap comments were collected, primarily focused on biking on major roads. Many comments on barriers to walking and biking were related to major intersections and entrances to destinations. Safety was a concern on incomplete paths.
- The plan vision is "Walking and riding a bike in the Village of Estero should be comfortable, convenient, and safe transportation choices for people of all ages and abilities."
- Six goals will help realize this vision: 1) Safety – reduce the number of pedestrian- and bicyclist-involved crashes in the County by half within 10 years in support of the MPO's Vision Zero initiative; 2) Infrastructure – increase the active transportation infrastructure by doubling the number of miles of safe walking and biking facilities within the Village within 10 years; 3) Commuting Rates – double the combine walking and bike commute mode share from 2.2% in 2016 to 4.4% in 2028; 4) SUN Trail – complete the Florida SUN Trail section within the Village by 2030; 5) Education – create at least one new educational campaign in the Village geared towards improving safety; 6) Encouragement – create at least one new walk and bicycle-oriented encouragement program in the Village within five years of adopting this plan.
- A Needs Assessment and Project Identification process is being undertaken to determine priority investments, evaluated against four criteria: mobility, safety, connections, and public support.

The final report and recommendations are due to be presented to Council in May 2019.

## 5. Village Council Workshop (2015)

This document is a PDF of a presentation to the Village Council on October 28, 2015 to brief them on progress relating to the Village planning and zoning initiatives. The presentation focuses on strategic planning goals, namely place-making, and zoning that will facilitate appropriate development. Highlights from the presentation relevant to the parks planning process include:

- Acknowledgment that only small tracts of undeveloped land remain, largely adjacent to major thoroughfares, and that demographic trends are showing an unprecedented convergence in demand for walkable, mixed-use development.
- Recommendation to revisit planned development and zoning code to encourage the development of neighborhood nodes around anchor points such as Hertz HQ/Community Park, Koreshan Park, and River RR; Coconut Point Mixed Use District; Lee Memorial Site; and FGCU. Each node should include development that varies in intensity, scale, and use from neighborhood center (retail/commercial), to neighborhood general (multi-family residential), to neighborhood edge (single-family residential). A diversity of housing types and recreational uses should be incorporated, along with Complete Streets, to serve resident populations. A full range of activities and daily uses should be within walking distance or short shuttle ride or phone call away.
- A mixed network of fine-grained and arterial streets should form the underlying grid for these neighborhood structures.

- Form-based zoning is advocated to help determine the size and configuration of buildings, streets, and public spaces.

## Lee County Planning Documents

### 1. The Lee Plan 2018 Codification/ Comprehensive Plan (2018)

The Comprehensive Plan for Lee County serves three broad purposes, namely to establish: 1) goals and policies to guide activities within each jurisdiction, 2) local authorities' land development regulations, and 3) communities' long-term visions (to 2030). Many policies listed in this plan have been adopted in the Village of Estero Comprehensive Plan Parks, Recreation and Open Space element. Other policies with potential implications for the Parks Master Plan include:

- **Bicycle/Pedestrian Network (Policies 39.6.1-39.6.4)** – Stating that the County will develop safe and interconnected bicycle/pedestrian networks and greenways, giving priority to those depicted on the Bikeways/Walkways Facilities Plan (Map 3D), the Greenways Multi-Purpose Recreational Trails Master Plan (Map 22), and the MPO BPMP. The development of Complete Streets is also promoted.
- **Distribution of Parks, Recreation and Open Space (Policies 76.1.1-76.1.3)** – The County establishes that all parks should be equitably distributed to allow equal access for all, and facilities should be distributed based on interest and need.
- **Open Space Provided as Part of Developments (Policies 77.1-77.3.8)** – Development regulations will continue to require residential, commercial, and industrial developments to



provide adequate open space for users, with updates to regulations as required to meet open space demand. Design of open space should honor native vegetation and contiguous green areas, as outlined in an open space design plan to be submitted with development plans. Trails and greenways through developments should be coordinated with private landowners to connect to others when applicable.

- **Access to Water Bodies (Policies 80.1.1-82.2.2)**
  - Designate public access points on appropriate waterways to increase recreation potential for canoeing, beaches, etc., in accordance with the Lee County Greenways Master Plan when appropriate. The county will continue to pursue grants and other initiatives such as the “Save Our Coast” program as funding sources for additional water accesses. The level of development for each site will be considered on a case-by-case basis.
- **Community Parks (Policies 83.1.1-83.4.1)**
  - Community parks, community recreation centers, and school parks will be provided as necessary to meet community needs. Typical facilities at a community park may include ball fields, tennis courts, play areas, picnic areas, multipurpose courts, pools, recreation buildings and sports fields. The specific design for community parks will be tailored to meet the needs of the community to be served while recognizing the particular attributes of the park site. A standard community park may or may not include a community recreation center and/or a community pool. Community recreation centers are typically 25,000 square feet or more, and should be designed to accommodate active indoor recreation, physical improvement, and meeting places for the community, including social, educational, and cultural activities. Lee County will also develop active recreational facilities on School Board property in cooperation with the School Board when necessary to meet community needs. The county departments/divisions responsible for park development and park maintenance will work with the School Board in an attempt to develop a revised interlocal agreement between the School Board and the Board of County Commissioners. The agreement will clearly set out the existing use of each other’s properties and facilities, will establish the pattern for future use of these properties and facilities, and will delineate procedures for maintenance of the facilities and properties.
- **Regional Parks (Policies 84.1.1-84.1.2)** – Regional parks will be provided to preserve natural amenities for public enjoyment, recreation, and enrichment.
- **Park Planning and Design (Policies 85.1.1-85.1.5)** – Parks, as shown on the Lee County Greenways Master Plan and other recreation sites, should be planned, designed, and constructed to the best professional and environmental standards. Parks should be linked to bike and pedestrian paths, greenways, and other parks (via links shown on the Lee County Bikeways/Walkways Facilities Plan when possible) and easements converted into linear parks and trails where feasible. Policy 85.3.1 states that design of new and re-design of existing facilities will be rely on in-house capabilities.
- **Environmental and Historic Programs (Policies 86.1.1-86.1.3)** – Education programs and plaques will be provided to provide a broad understanding of Southwest Florida’s historic and archaeological past and its ecological systems.
- **Capital Planning (Policies 87.1.1-87.1.4)** - As part of the annual adoption of the five year Capital Improvements Program, County staff will demonstrate how the standards in this plan relating to parks and recreation facilities are implemented in the five-year plan.
- **Public/Private Coordination (Policies 87.2.1-87.2.6)** – Lee County will coordinate with public and private entities to use all available

and potential resources to meet demands, including state and federal agencies, public/private partnerships, the School Board, regional agencies, municipalities, Florida Department of Environmental Protection, and Florida Power and Light. The County will also adopt an administrative code to accept private and corporate donations of items to be placed in Lee County parks.

- **Lee County Greenways Master Plan (Map 22)** – Planned blueways and trails shown on the map in and around the Village are the Great Colusa Blueway in Estero Bay, the Charlotte-Lee-Collier Trail traveling down Highway 41, and Connector Trails along Corkscrew Road. Policy 85.4.2 states that funding will be sought for construction of these projects from state, national, and local sources, including the State and Local Transportation Enhancement Program, Local Capital Improvement Program, Florida Communities Trust Florida Forever Program, the Florida Department of Environmental Protection Florida Recreation Development Assistance Program (FRDAP), Florida Office of Greenways and Trails Land Acquisition Program, as well as the Land and Water Conservation Fund.
- **Lee County Bikeways/Walkways Facilities Plan (Map 3D)** – Existing and proposed sidewalks, paths, and bikeways are shown along a few major corridors within the Village – Highway 41/South Tamiami Trail, Three Oaks Parkway, Corkscrew Road, and Ben Hill Griffin Parkway.

## 2. Lee County Parks and Recreation Dashboard

While the primary codification for Lee County parks and recreation is found in its Comprehensive Plan (2018), the County also posts facts and figures traditionally found in a master plan document online, on their Parks and Recreation Dashboard (<http://www.leegov.com/performance/parks>). Locations and facility amenities for County parks, recreation centers, sports complexes, pools, reserves, etc. are

also found on their website. The Dashboard contains the following information regarding existing resources as well as level-of-service standards potentially pertinent to this plan:

- Lee County contains 4,000 acres of developed regional and community parkland.
- Regional Parks are defined as tracts of land used by the public for active and/or passive recreation. They contain location-specific resources, such as sports complexes, multi-use trails, beaches and preserves, and draw users from a broad area. The level of service (LOS) goal is stated at 6 acres per 1,000 seasonal residents. In actuality, 9.4 acres are provided per 1,000 seasonal residents, exceeding the goal. The figure is based on a seasonal population of 768,127 people using 7,235 acres of Regional Parks, 43.5% of which are owned and/or maintained by Lee County.
- Community parks are tracts of land used by the public primarily for active recreation. They draw users from several neighborhoods and typically contain athletic courts and fields, community centers, playgrounds and pools. The LOS goal is 0.8 acres per 1,000 permanent residents. In actuality, 2.5 acres are provided per 1,000 residents. The figure is based on a permanent population of 362,620 people using 907 acres of Community Parks, 94.7% of which are owned and or maintained by Lee County.
- In fiscal year 2016-17, Lee County Parks and Recreation had 231 programs. Youths and teens participated the most, with nearly 10,000 participating in recreation, sports, and aquatics activities. Only about half as many adults and seniors participated in the same programs. Contracted instructors delivered the majority of programs (41%), with County staff delivering 34%, volunteers 20%, and partners 6%.
- In 2015, Lee County hosted over 115 special events, with attendance surpassing 170,000. The most popular venues were Veterans Park (19,100

attendees), beaches and shoreline (18,500 attendees), and East Area (14,500 attendees).

- Lee County's Comprehensive Plan sets goals to protect natural resources, improve water quality, prevent flooding and provide passive recreational opportunities. The Conservation 20/20 Management Plans guide the conservation, recreational and other land uses to ensure that the preserves are monitored, protected and enhanced. Management Plans for each preserve are developed after one year of acquisition and are updated on a 10-year cycle.

### 3. Lee County 2040 MPO Transportation Plan: Executive Summary (2015)

The Executive Summary report summarizes, defines, and illustrates the Lee County Metropolitan Planning Organization's (MPO) 2040 Transportation Plan, in both map and tabular forms. The LRTP is updated every five years per federal law to address changing growth patterns and emerging challenges. According to the report, the most pressing challenge the County faces is lack of funding for transportation projects coupled with growing demand for multi-modal transportation, largely due to increasing population growth and resulting congestion. The plan therefore emphasizes maintenance and improvement of existing facilities before building new ones. The plan also emphasizes the development/enhancement of community character by encouraging Complete Streets implementation.

While personal cars are the most widely used transportation mode in the County, its network of bicycle and pedestrian facilities is expanding, despite financial challenges. The plan identifies the need for more than \$74 million in bike and pedestrian projects through 2040, representing 153 miles of trails. However, of the 35 County-wide bike and pedestrian projects considered "cost feasible" to be funded by Federal and/or State dollars, none are proposed in the Village of Estero.

The Village of Estero may be able to augment any monies garnered from Federal and/or State sources for bicycle, pedestrian and/or multi-use path networks and other transportation-related projects through local option taxes, including Local Option Gas Taxes, excess toll revenue, Impact Fees, and Transit Funding. Projected local revenues available for capital projects through 2040 are estimated at \$2.3 billion (including \$1.3 billion for Lee County, \$2.3 million for Bonita Springs, and \$2.8 million for Cape Coral).

### 4. Lee County MPO Bicycle and Pedestrian Master Plan Executive Summary

The County's first bicycle and pedestrian master plan provides a blueprint for a county-wide network of bicycle and pedestrian facilities. The plan establishes priorities for facility improvements; identifies three signature demonstration projects; identifies special projects; addresses bicycle and pedestrian safety; and provides numerous policy recommendations to improve bicycle and pedestrian conditions throughout the County. The following is a summary of the plan's primary projects and goals:

- **Facility Improvements** – The Master Plan focuses on establishing a network of bike and ped facilities along the County's arterial and collector roadways, while facilities along local roads should be addressed in local plans. While approximately 47% of the County's arterial and collector roads feature bicycle facilities and 43% have pedestrian facilities, the system is very fragmented. The plan proposes Primary (backbone, continuous corridors to the most significant points of interest and employment centers) and Secondary Networks (connectors) be constructed to fill the gaps. In the Village, the Primary Network is proposed along Three Oaks Parkway, Highway 41/South Tamiami Trail, Via Coconut Point, Estero Parkway, and Ben Hill Griffin Parkway. The Secondary Network proposed in the Village is comprised of

Coconut Road, Spring Creek Road, Corkscrew Road, River Ranch Road, Williams Road, and Broadway.

- **Demonstration Projects** – Three projects – the Tour de Parks Route, University Loop, and Winkler/Jefferson Complete Streets - were chosen to demonstrate how “top notch” bike and ped facilities look and function. The University Loop is partly situated in the Village, proposed along Corkscrew Road and Three Oaks Parkway, passing by Hertz Arena, Miromar Outlets, and Florida Gulf Coast University, eventually going north to Alico Road. This route is meant to encourage bicycle and pedestrian modes of transportation for daily commutes to school, shopping, and entertainment venues through the enhancement of existing facilities, adding painted bike lanes and a unified wayfinding and signage program.
- **Special Projects** – Special projects were identified which are beyond the scope of the master plan yet warrant further study to address needs and/or earmark funding. Spot improvements throughout the County are recognized to address facility conditions, design deficiencies, operations and maintenance, and signalization and signage conflicts. The opportunity to develop a Rails to Trails path along the Seminole Rail Line right-of-way is also recognized, although it is stated that such a project would require significant planning, cooperation, and funding to become a reality.
- **Safety and Crash Analysis** – Roadways where a large majority of crashes occur tend to be multi-lane, undivided roadways with bi-directional turn lanes. Further study of these high crash corridors is recommended and physical improvements such as raised medians and mid-block crosswalks should be evaluated.
- **Policy Recommendations** - This plan provides 65 discrete policy recommendations that address a wide range of issues such as the exchange of information among jurisdictions,

establishing programs that promote health benefits from cycling and walking, adopting performance measures, and ensuring coordination among departments.

## 5. Sports Tourism Facility Expansion Study (2017)

This study, authored by Victus Advisors, was prepared for Lee County Sports Development as an independent analysis of the County’s sports tourism venues and sports marketing opportunities. Local sports communities in the County as well as relevant regional/national sports tourism markets were assessed to formulate recommendations. Key findings include:

- Despite Lee County’s status as a popular retirement destination, and subsequent older median age, the total number of children living in the County has increased nearly 45% since 2000, and of 11 comparative markets analyzed as part of the study, the County is close to the median in terms of percentage of households that have children under 18.
- The Lee County MSA ranks fourth out of the 11 comparative markets in terms of cost-of-living adjusted median household income, which can be a potential indicator of household income available for spending on sports, recreation, and leisure. This may be even more so in the Village, where it is noted that the median household income is higher than surrounding areas in County.
- Lee County’s current strength is hosting baseball events, most of which occur during summer months. The County’s minimal facility rental fees coupled with relatively affordable lodging rates during the summer months make it a desirable sports tourism destination for outdoor sports. Baseball and softball events accounted for over 50% of Lee County’s amateur sports tourism events for 2015. In total, baseball and softball events had an estimated economic impact of just over \$77 million – accounting for 75% of



Lee County's overall amateur sports tourism economic impact in 2015.

- Estero Community Park and Recreation Center is profiled in the study, including a listing of its size, features, sample events, etc. User comments are presented, with an emphasis on the park needing more for kids and lights needing to be added to its fields. In a survey of County residents, the park was found to be the third most visited venue in the County.
- Priority recommendations include:
- **Baseball/Softball** - Light the existing five baseball fields, plus add three more lit fields at the Player Development Complex. An additional eight lit fields for use by girls softball/youth baseball. Currently, baseball field inventory is fragmented across the County, with no single facility able to provide eight fields or more in one location (giving it the capacity to host tournaments). A need to diversify baseball and softball events beyond baseball events for teens and adults is also noted to attract larger segments of the sports tourism market.
- **Multi-use Field Complex** – Develop a complex that includes at least eight tournament-caliber, lighted, multi-use fields, primarily for soccer, but for other field sports such as lacrosse as well. The study found that the inventory and quality of soccer fields in the County is significantly lacking, despite soccer being the most popular local sport in the County by participation.
- **Indoor Sports Opportunities** – The development of an indoor, tournament-caliber sports facility (for basketball, volleyball, swimming, etc.) would balance the seasonality of the County's sports tourism calendar, making a prime facility available for use in the winter and early spring.

## 6. School District Map of Lee County

The School District map for the county shows several schools located within close proximity to the Village of Estero that could potentially provide recreation facilities and/or programs for Village residents:

- Elementary Schools – San Carlos Park (arts program), Three Oaks, Spring Creek, Pinewoods
- Middle Schools – Three Oaks
- High Schools – Bonita Springs (9th, 10th & 11th grade, FGCU Collegiate), Estero (Cambridge Program)

## State of Florida Planning Documents

### Florida State Comprehensive Outdoor Recreation Plan (SCORP) Participation Study 2016-2017

The primary purpose of this study was to measure consumers' demand for and perceptions surrounding Florida's outdoor recreation offerings. Results were gleaned from over 4,000 completed surveys from Florida residents from each of the state's 67 counties, along with surveys completed by over 3,000 tourists who recreated in Florida within 12 months of the data collection timeframe.

The results of this study will be used by Florida's Department of Environmental Protection's Division of Recreation and Parks as inputs into the upcoming Statewide Comprehensive Outdoor Recreation Plan (SCORP), which is continuing development in 2019. The report presents results at the statewide-level, by resident region of residence, by resident region of recreation participation, and by tourist region of recreation participation.

Overall, the report finds that the top outdoor recreation “push” factors (characteristics, attitudes, or beliefs that a person might possess that would make him/her more prone to participate in outdoor recreation) for Florida residents is to be active and healthy, whereas the top motivation for tourist respondents is to spend time with family and friends. The top outdoor recreation “pull” factors (characteristics in an area that might make a person more prone to recreate in that area) for Florida residents are 1) fitness walking; 2) bicycling; 3) wildlife viewing; 4) saltwater beach activities (not including fishing); 5) swimming (outdoor pool); and 6) hiking. While ordered differently in terms of priority, these same six activities are also the most popular “pull” factors for tourists in Florida. Both residents and tourists generally rate favorably the quantity and quality of the state’s outdoor recreation facilities. With regard to outdoor recreation development recommendations, for residents, the #1 suggestion for development is more hiking and walking trails. More hiking and walking trails are tourists’ #2 requested development item; the top development recommendation offered by tourists is more beach access/parking.

Residents of Lee County (comprising part of the Southwest Region) represent 2.86% of the total responses. Key findings for the Southwest Region include:

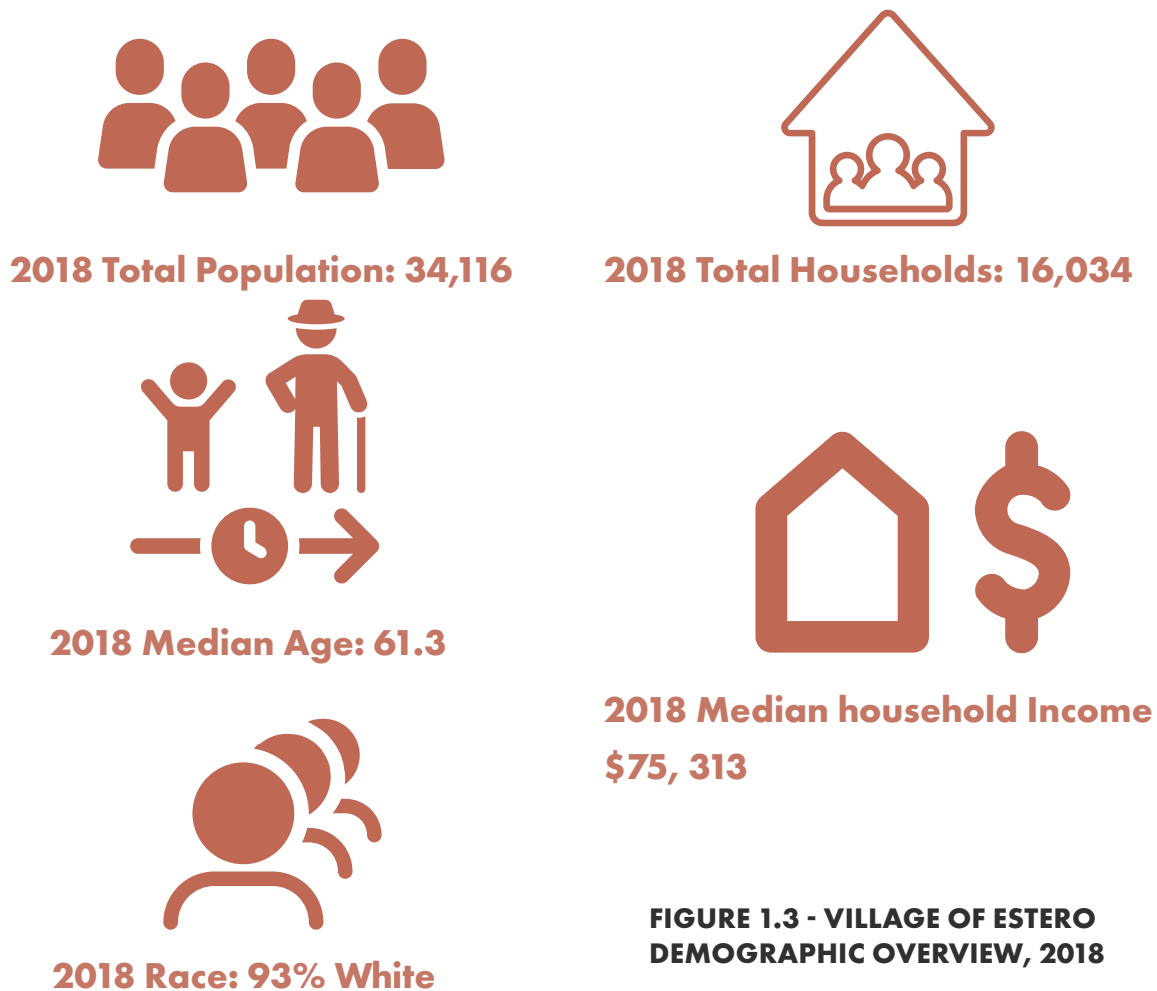
- Resident reasons for participation (for relaxation; to enjoy the scenery; etc.) generally mirrored Statewide averages, as did satisfaction with recreational opportunities.
- Participation in Fitness walking/jogging; Wildlife viewing; Saltwater beach activities, not including fishing; Visiting historical and archaeological sites; Golf; and Tennis were higher than State averages.
- The top three most desired amenities to be built or provided were 1) Hiking/Walking Trails; 2) Biking Paths/Trails; and 3) Community Parks.

Participation rates for each region are provided in Appendix F. The five most popular activities for residents of the Southwest Region were Saltwater Beach Activities (69% participation), Wildlife Viewing (57%), Bicycle Riding - Paved Trails (45%), Visiting Archaeological and Historic Sites (44%), and Canoeing/Kayaking (32%). Activities with the lowest resident participation rates were organized group sports such as Baseball (11%), Basketball (9%), Football (9%), and Soccer (10%), along with outdoor sporting activities such as Freshwater Non-boat Fishing (5%), Horseback Riding (6%), and Hunting (7%).

# 1.4 Review and Analysis of Demographic Data

BA subconsultant PROS Consulting prepared the following analysis to help provide an understanding of the demographic makeup of residents within the Village, while also identifying national, regional, and local recreational trends.

## 1) Demographic Analysis



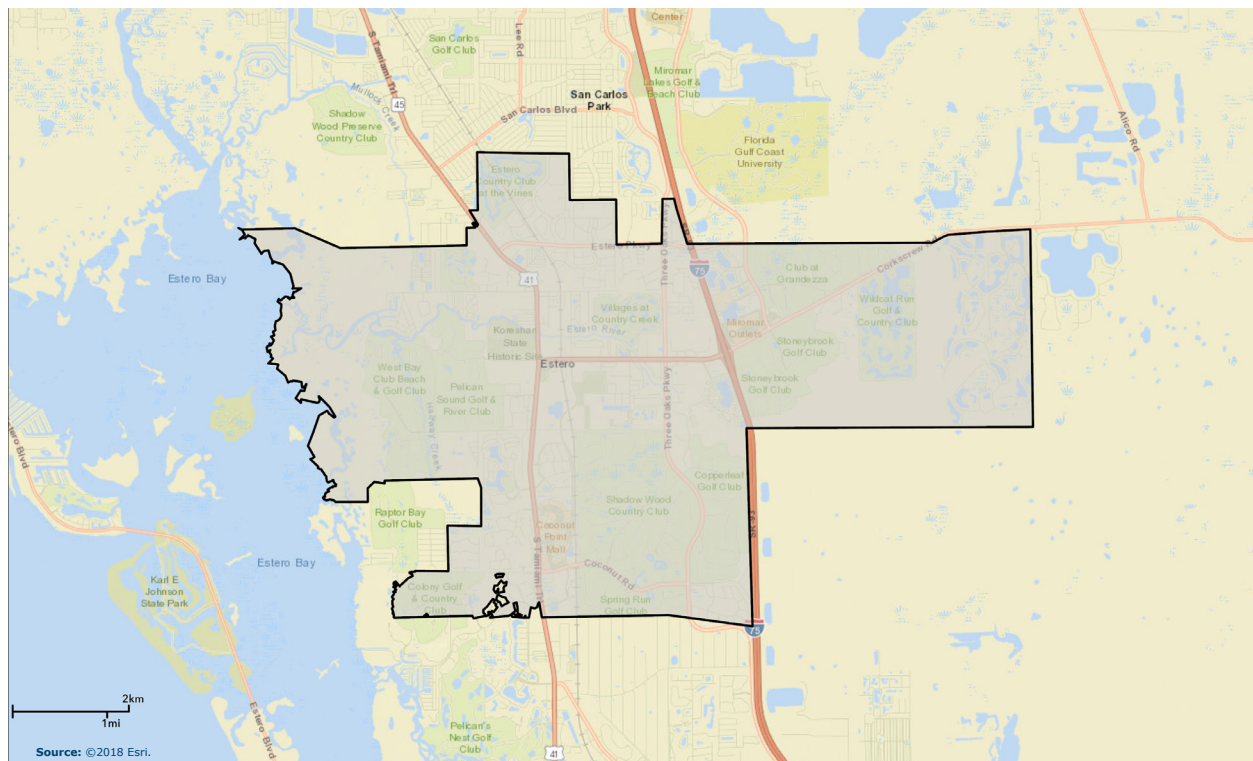
**FIGURE 1.3 - VILLAGE OF ESTERO DEMOGRAPHIC OVERVIEW, 2018**

The Demographic Analysis describes the population within Estero. This assessment is reflective of the Village's total population and its key characteristics such as age segments, income levels, race, and ethnicity. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

## Methodology

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in May 2019 and reflects actual numbers as reported in the 2010 Census as well as estimates for 2018 and 2023 as obtained by ESRI. Straight line linear regression was utilized for 2028 and 2033 projections. The 2010 population reflects the pre-incorporation population. The Village boundaries shown below were utilized for the demographic analysis. (See Figure 1.4.)

**FIGURE 1.4 - VILLAGE OF ESTERO BOUNDARIES**





## Race and Ethnicity Definitions

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the U.S. population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

**American Indian** – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment

**Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam

**Black** – This includes a person having origins in any of the black racial groups of Africa

**Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands

**White** – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa

**Hispanic or Latino** – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. Ethnicity is defined as whether a person is of Hispanic/Latino origin or not. **For this reason, the Hispanic/Latino ethnicity is viewed separate from race throughout this demographic analysis.**

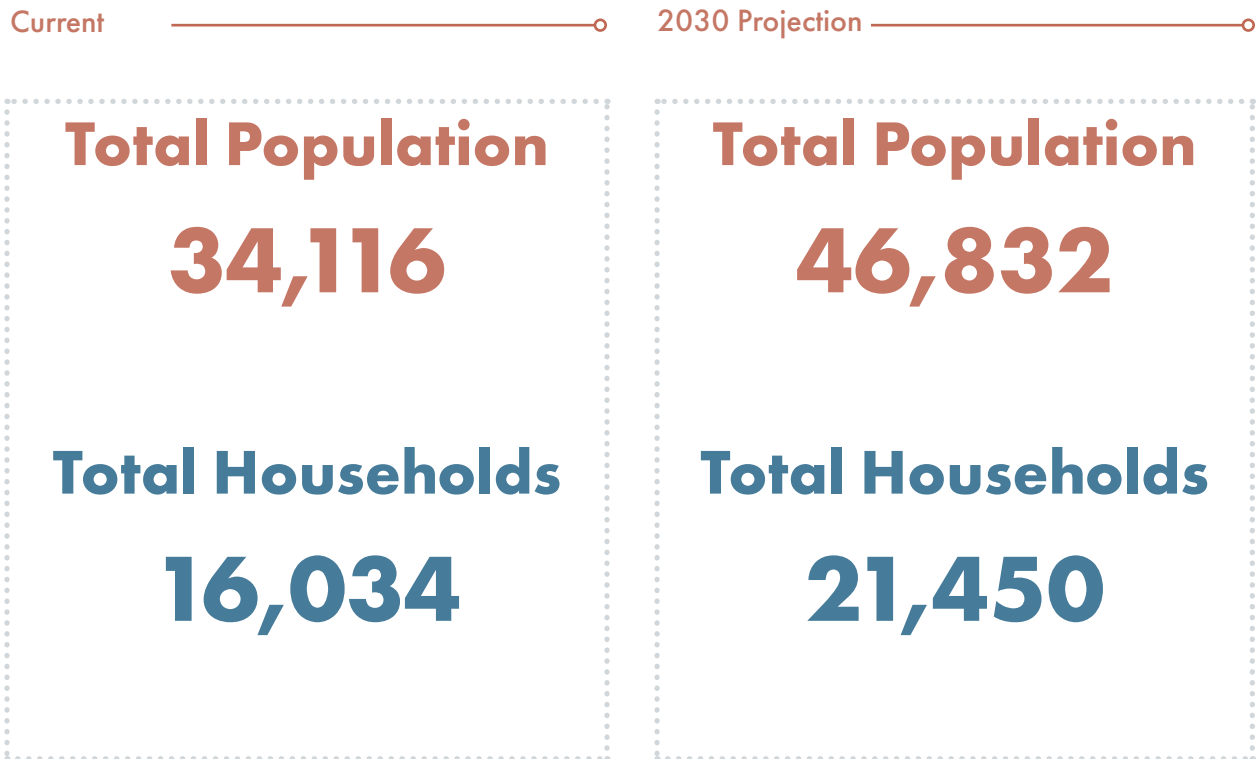


### Village of Estero Populace

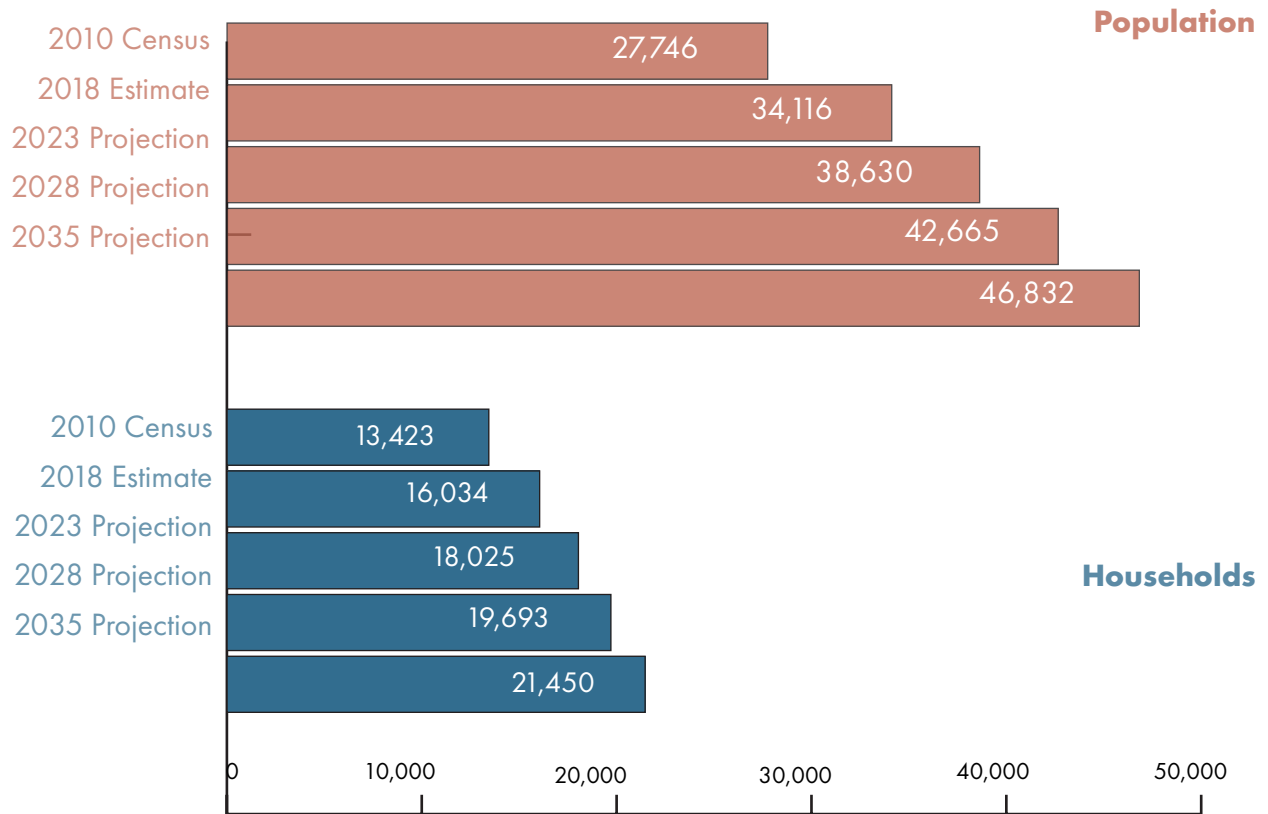
#### Population

The Village’s population experienced growth in recent years, increasing 22.96% from 2010 to 2018 (2.87% per year). This is well above the national annual growth rate of 0.87% (from 2010-2018). Similar to the population, the total number of households also experienced a rapid increase in recent years (19.45% since 2010).

Currently, based on the ESRI data, the Village’s population is estimated at 34,116 individuals living within 16,034 households. This estimate is consistent with the 2018 Village Comprehensive Plan estimate of 34,631. Projecting ahead, the total population and total number of households are both expected to continue growing over the next 15 years at an above average rate. Based on 2033 predictions, the Village is expected to have 46,832 residents living within 21,450 households. (See Figure 1.5, following page.)



**FIGURE 1.5 - ESTERO'S TOTAL POPULATION**



### Age Segment

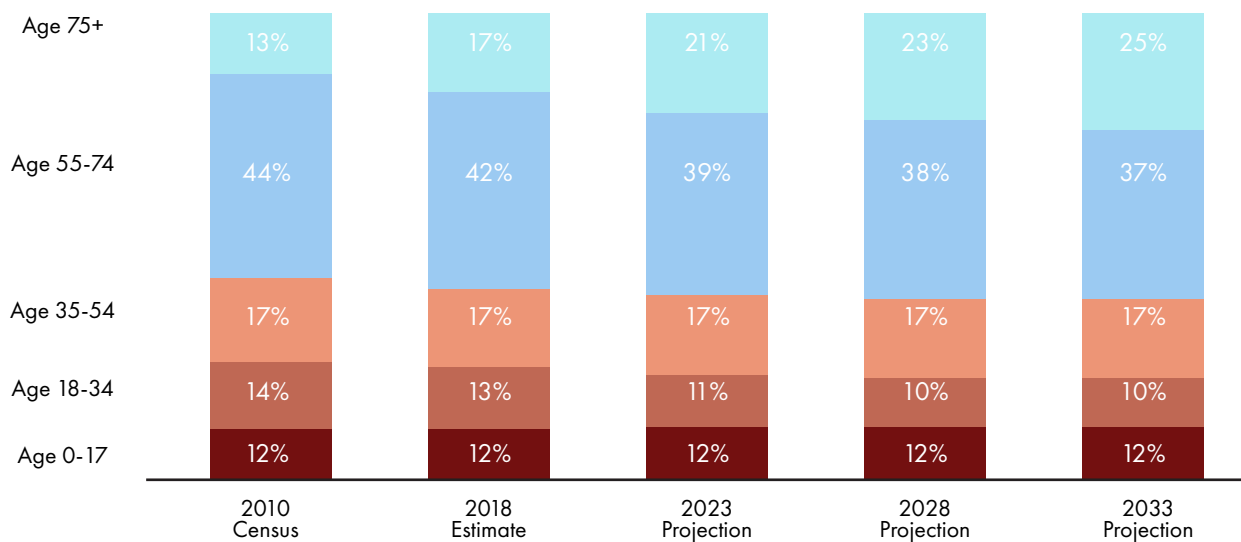


In terms of age, Estero’s population is considerably older than the average population. The Village has a median age of 61.3 years old, which is much older than U.S. median age of 38.2 years.

Assessing the population as a whole, the Village is projected to continue its current aging trend. Over the next 15 years, the 55+ population is expected to grow to represent nearly two-thirds of the Village’s total population. This is largely due to increased life expectancies and the remainder of the Baby Boomer generation shifting into the senior age groups. (See Figure 1.6 on the following page.)

Due to the continued growth of the older age segments, it is useful to further segment the “Senior” population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old may be struggling with rheumatoid arthritis and need different recreational opportunities than a healthy 65-year old who is running marathons once a year. Therefore, it may be more useful to divide this age segment into “Active,” “Low-Impact,” and/or “Social” Seniors.

**FIGURE 1.6 - ESTERO’S POPULATION BY AGE SEGMENT**





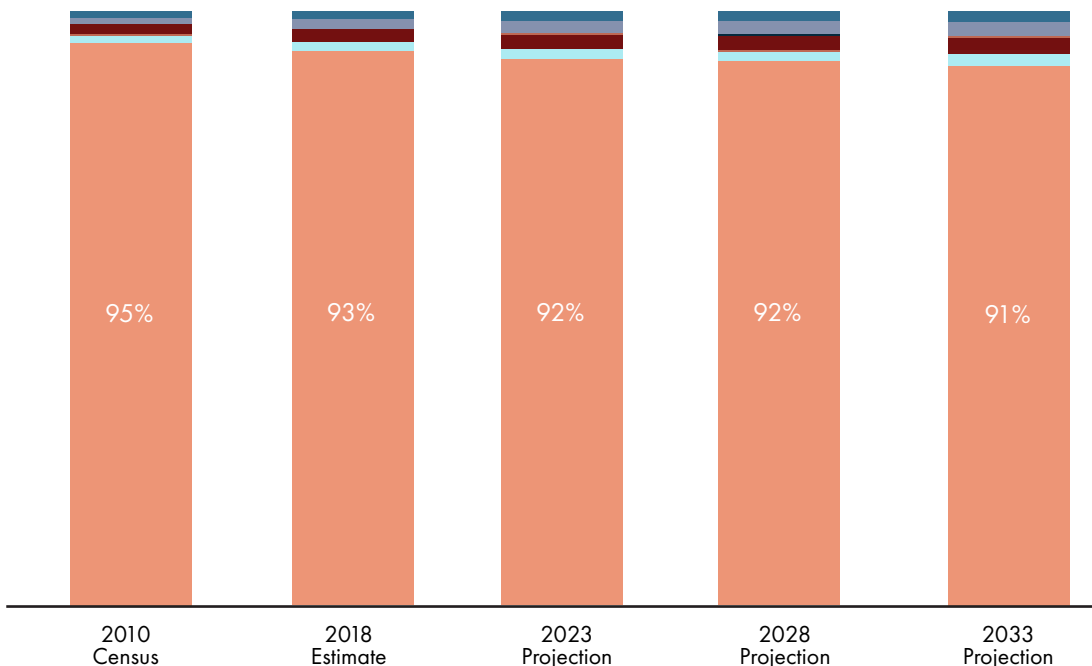
## Race



Analyzing race, the Village’s current population is predominantly White Alone. The 2018 estimate shows that 93% of the population falls into the White Alone category, while the Some Other Race (2%) and Asian (2%) categories represent the largest minorities. The racial diversification of Estero is less diverse than the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race.

The predictions for 2033 expect the Village population to continue diversifying, with the White Alone population projected to decrease (-2%), while the Some Other Race and other minority categories increase. (See Figure 1.7.)

**FIGURE 1.7 - ESTERO’S POPULATION BY RACE**

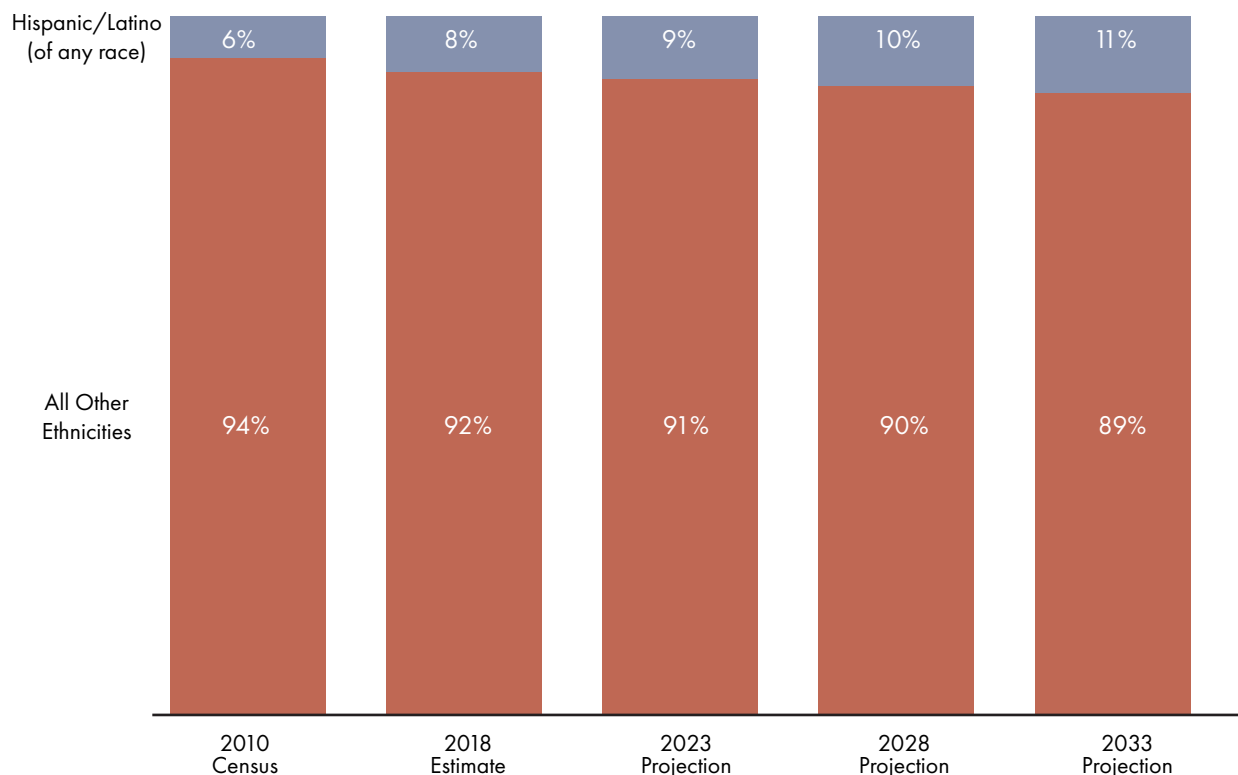




### Ethnicity

Estero's population was also assessed based on Hispanic/Latino ethnicity, which is viewed independently from race by the Census Bureau. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any of the racial categories from above. Those of Hispanic/Latino origin represent 8% of the Village's current population, which is significantly lower than the national average (18% Hispanic/Latino). The Hispanic/Latino population is expected to grow slightly over the next 15 years, increasing to 11% of the Village's total population by 2033. (See Figure 1.8.)

**FIGURE 1.8 - ESTERO'S POPULATION BY ETHNICITY**



### Household Income



The Village’s per capita income (\$53,521) and median household income (\$75,313) are both significantly higher than current state (\$28,774 & \$50,883) and national averages (\$31,950 & \$58,100). Additionally, as seen in Figure 1.9, both Estero’s per capita income and median household income are expected to continue growing over the next 15 years, reaching \$85,000 and \$115,855 respectively by 2033.

**FIGURE 1.9 - ESTERO’S INCOME CHARACTERISTICS**

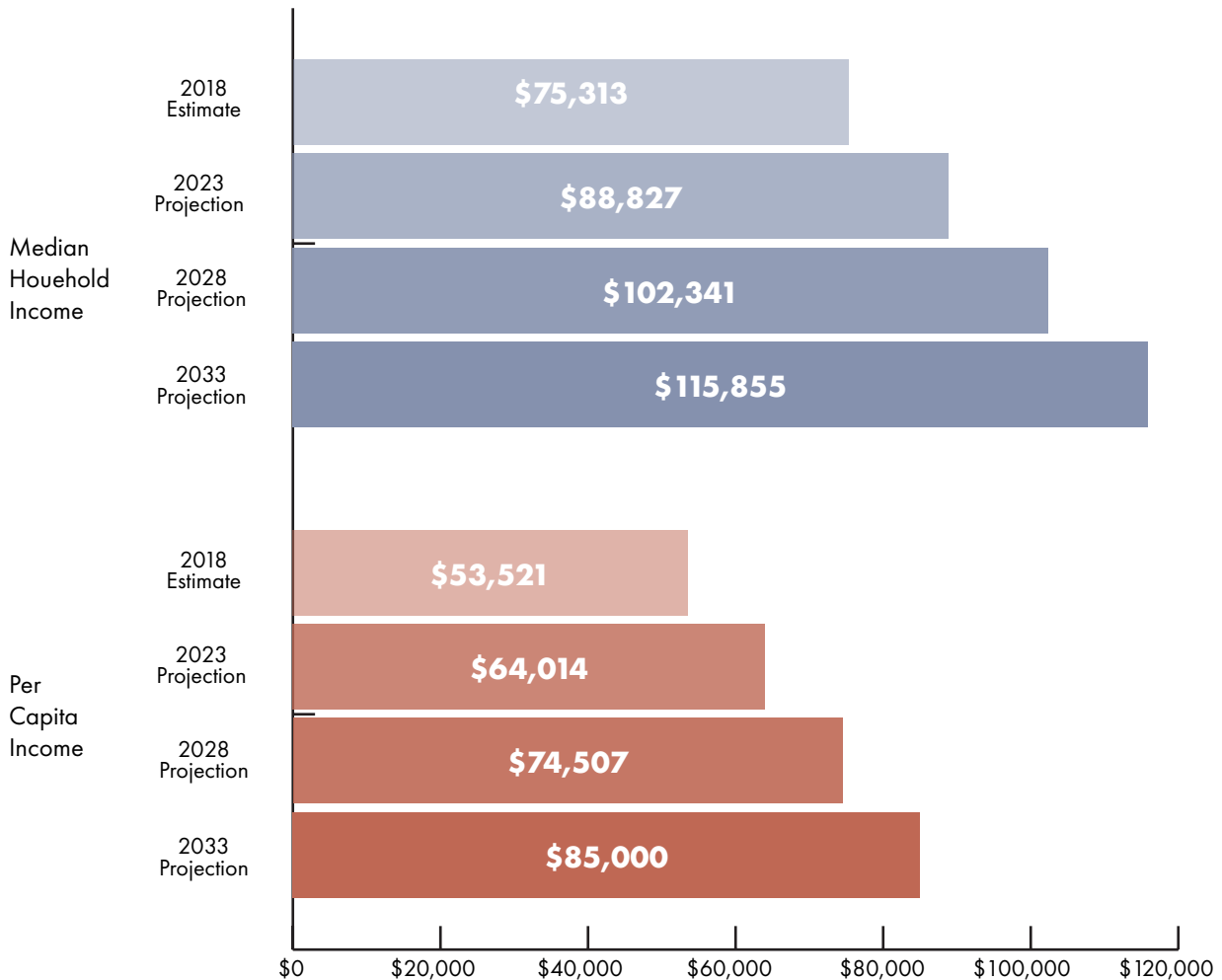




FIGURE 1.10 - ESTERO'S DEMOGRAPHIC COMPARATIVE TABLE

 Significantly higher than the National Average  
 Significantly lower than the National Average

| 2018 Demographic           |  | Estero   | Florida  | USA      |
|----------------------------|--|----------|----------|----------|
| Population                 | Annual Growth Rate (2010-2018)           | 2.87%    | 1.38%    | 0.87%    |
|                            | Projected Annual Growth Rate (2018-2033) | 2.48%    | 1.33%    | 0.83%    |
| Households                 | Annual Growth Rate (2010-2018)           | 2.43%    | 1.24%    | 0.79%    |
|                            | Average Household Size                   | 2.13     | 2.50     | 2.59     |
| Age Segment Distribution   | Ages 0-17                                | 12%      | 19%      | 22%      |
|                            | Ages 18-34                               | 13%      | 22%      | 24%      |
|                            | Ages 35-54                               | 17%      | 25%      | 26%      |
|                            | Ages 55-74                               | 42%      | 25%      | 22%      |
|                            | Ages 75+                                 | 17%      | 9%       | 6%       |
| Race Distribution          | White Alone                              | 93%      | 73%      | 70%      |
|                            | Black Alone                              | 1%       | 16%      | 13%      |
|                            | American Indian                          | 0%       | 0%       | 1%       |
|                            | Asian                                    | 2%       | 3%       | 6%       |
|                            | Pacific Islander                         | 0%       | 0%       | 0%       |
|                            | Some other Race                          | 2%       | 4%       | 7%       |
|                            | Two or More Races                        | 1%       | 3%       | 3%       |
| Hispanic/Latino Population | Hispanic/Latino Origin (any race)        | 8%       | 25%      | 18%      |
|                            | All Others                               | 92%      | 75%      | 82%      |
| Income Characteristics     | Per Capita Income                        | \$53,521 | \$28,774 | \$31,950 |
|                            | Median Household Income                  | \$75,313 | \$50,883 | \$58,100 |



## Key Demographic Findings

- Estero's **population annual growth rate** (2.87%) is significantly higher than both Florida's (1.38%) and the U.S.'s (0.87%) growth rates.
- Estero's **household growth rate** (2.43%) is larger than both state (1.24%) and national (0.79%) averages.
- Estero's **racial distribution** has greater White Alone populations (93%) and significantly smaller Black Alone populations (1%), when compared to national percentage distribution (70% and 13%).
- Estero's percentage of **Hispanic/Latino population** (8%) is significantly lower than the state (25%) and national average (18%).
- Estero's **median household income** (\$75,313) is significantly higher when compared to Florida's (\$50,883) and the U.S.'s (\$31,950) income characteristics.

## 2) Recreation Trends Analysis

A Trends Analysis was completed to provide an understanding of national, regional, and local recreational trends. This analysis examines participation trends, activity levels, and programming trends. It is important to note that all trends are based on current and/or historical patterns and participation rates.

A detailed analysis of national trends is presented in Appendix E. Below, these trends are compared with local participation rates to yield market potential specific to the Village.

## 3) Local Sport and Leisure Market Potential

### Market Potential Index (MPI)

The following charts show sport and leisure market potential data for the Village, as provided by ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the Village. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 represent lower than average participation rates, and numbers above 100 represent higher than average participation rates. Estero is compared to the national average in three categories – general sports, fitness, and outdoor activity.

The charts below show the sports and leisure trends most prevalent for residents within the Village. The activities are listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents within the service area will actively participate in offerings provided by Estero's Parks & Recreation Department.

### General Sports Market Potential

When analyzing the general sports MPI chart, Golf (133 MPI) is the most popular sports amongst Village residents when compared to the national average. (See Figure 1.11)

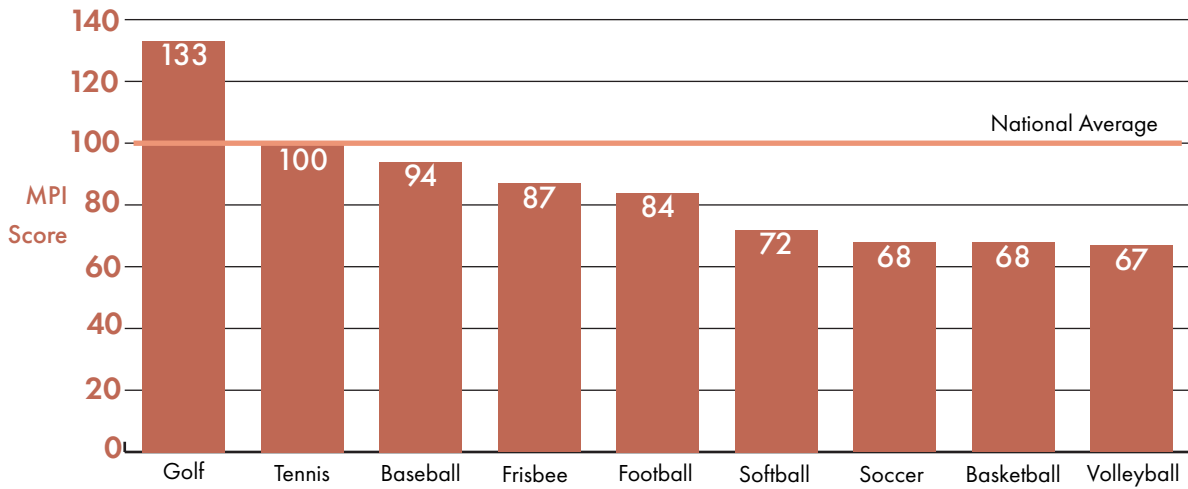
### Fitness Market Potential

The fitness MPI chart shows Walking for Exercise (140 MPI), Aerobics (128), Weight Lifting (126), Swimming (121 MPI), and Pilates (121) as the most popular activities amongst Estero's residents when compared to the national average. (See Figure 1.12)

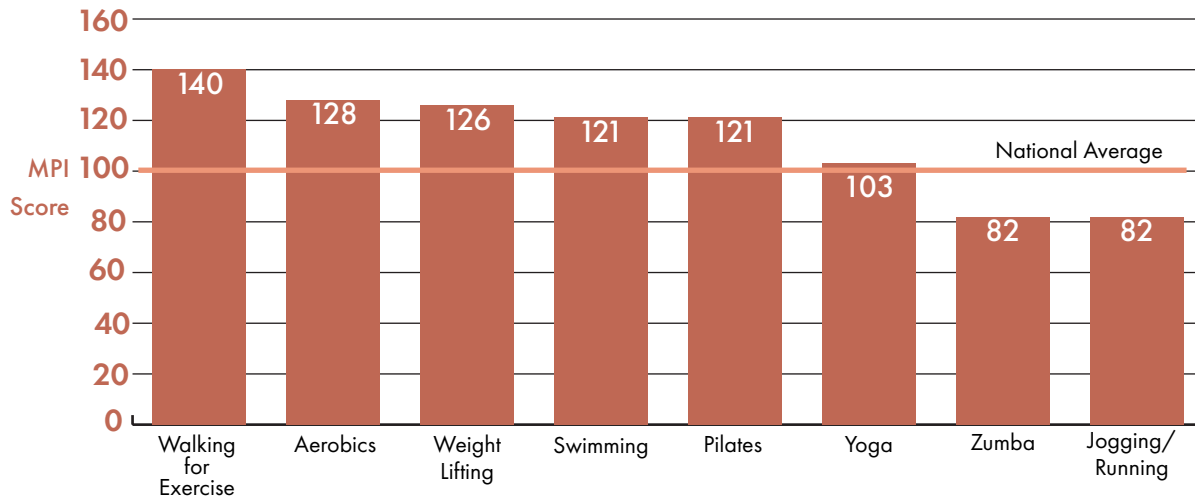
### Outdoor Activity Market Potential

When analyzing the outdoor activity MPI chart, Bicycling - Road (174), Salt Water Fishing (152), Power Boating (147), Hiking (128), Canoeing/Kayaking (123 MPI), and Bicycling - Mountain (122 MPI) are the most popular activities amongst Village residents when compared to the national average. (See Figure 1.13)

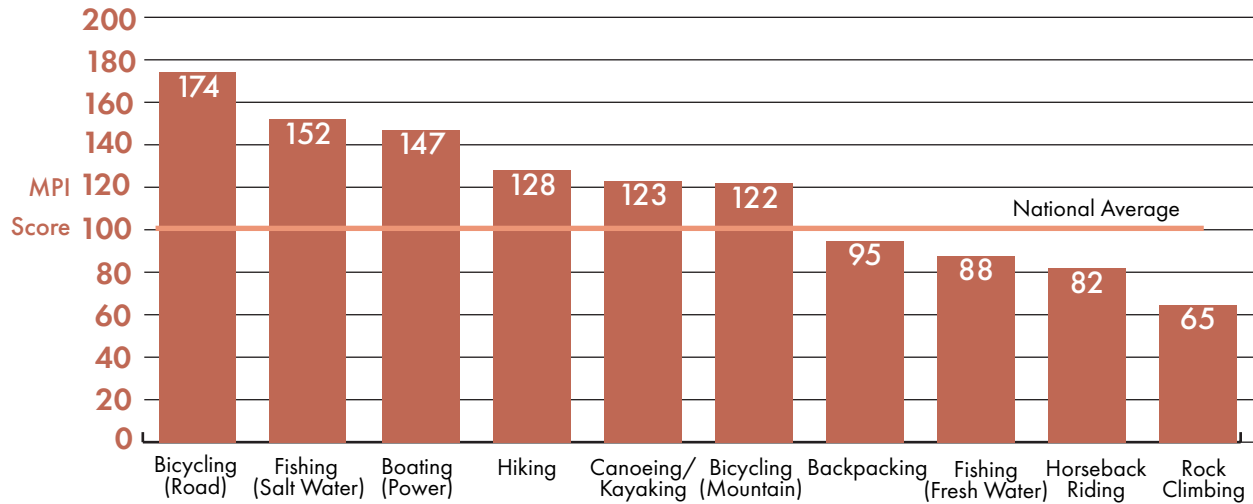
**FIGURE 1.11 - GENERAL SPORTS MPI**



**FIGURE 1.12 - FITNESS MPI**



**FIGURE 1.13 - OUTDOOR ACTIVITY MPI**



# SECTION 2:

## Needs & Priorities Assessment

# Section 2: Needs and Priorities Assessment

## 2.1 Methodology

Needs assessments are a type of rigorous, applied social research that involve the development of a research design; gathering and analyzing the data collected from various sources; and using the results to inform policy and program development. Parks and Recreation needs assessments are typically used to determine residents’ needs and budget priorities for parkland acquisition, recreation facilities, trails and bike ways, natural lands protection, water access, and other elements of the public realm.

Barth Associates uses a *mixed-methods, triangulated* approach to needs assessments. Mixed-methods research combines the use of primary data collected through the planning process, and secondary data from other sources such as census data and previous reports; the primary data is collected through both quantitative and qualitative research techniques and data.

The term *triangulation* refers to the comparison of findings from the various techniques to identify consistent themes and top priorities. For example, the findings from the mail/telephone survey – the most statistically-valid, quantitative technique available – are compared to the findings from the other techniques – such as public workshops, interviews, focus group meetings, and level-of-service analysis – to identify consistent priorities.

Figure 2.1 outlines the specific techniques used for the Village of Estero needs assessment, and the types of data collected from each source (quantitative vs. qualitative).

Following are the findings from each technique.

**FIGURE 2.1 - NEEDS ASSESSMENT RESEARCH TECHNIQUES**

|  | Quantitative Data | Qualitative Data |
|--|-------------------|------------------|
| <b>Primary Source</b>                              |                   |                  |
| Statistically-Representative Mail/Telephone Survey | ●                 | ●                |
| Level-of-Service Analysis                          | ●                 | ●                |
| On-line Survey                                     | ●                 | ●                |
| Interviews and Focus Groups                        | ●                 | ●                |
| Public Open Houses                                 | ●                 | ●                |
| <b>Secondary Source</b>                            |                   |                  |
| Census Data  | ●                 |                  |
| Comprehensive Plans                                | ●                 | ●                |
| Previous Studies                                   | ●                 | ●                |

● = Predominant  
● = Minor



## 2.2 Statistically-Valid Mail Survey

### Overview

ETC Institute administered a Parks and Recreation Survey for the Village of Estero in the winter of 2019. The Community Interest and Opinion Survey is used to better understand residents' priorities for parks, trails, and sports facilities as well as recreational, social, and cultural programs and services. Results of the survey will help guide the Village of Estero in establishing priorities for future improvement of parks, recreation facilities, programs, and services that best represent the residents' needs.

### Methodology

ETC Institute mailed a survey packet to a random sample of households in the Village of Estero. To ensure responses were representative of the entire population, surveys were sent to households in proportion to the demographic composition of the Village. Populations with historically lower response levels, however, were over-sampled to ensure input was gathered from a true cross-section of the Village. This random sampling process, used in all ETC Institute surveys, helps guarantee responses obtained reflect the actual demographic makeup of the community.

Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at [www.EsteroParksSurvey.org](http://www.EsteroParksSurvey.org).

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete. To prevent people who were not residents of the Village of Estero from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 451 residents completing the survey. The overall results for the sample of 451 households have a precision of at least +/-4.6% at the 95% level of confidence. The Executive Summary of the Survey is included in Appendix B; the full survey report is available under separate cover. Following are the key findings.

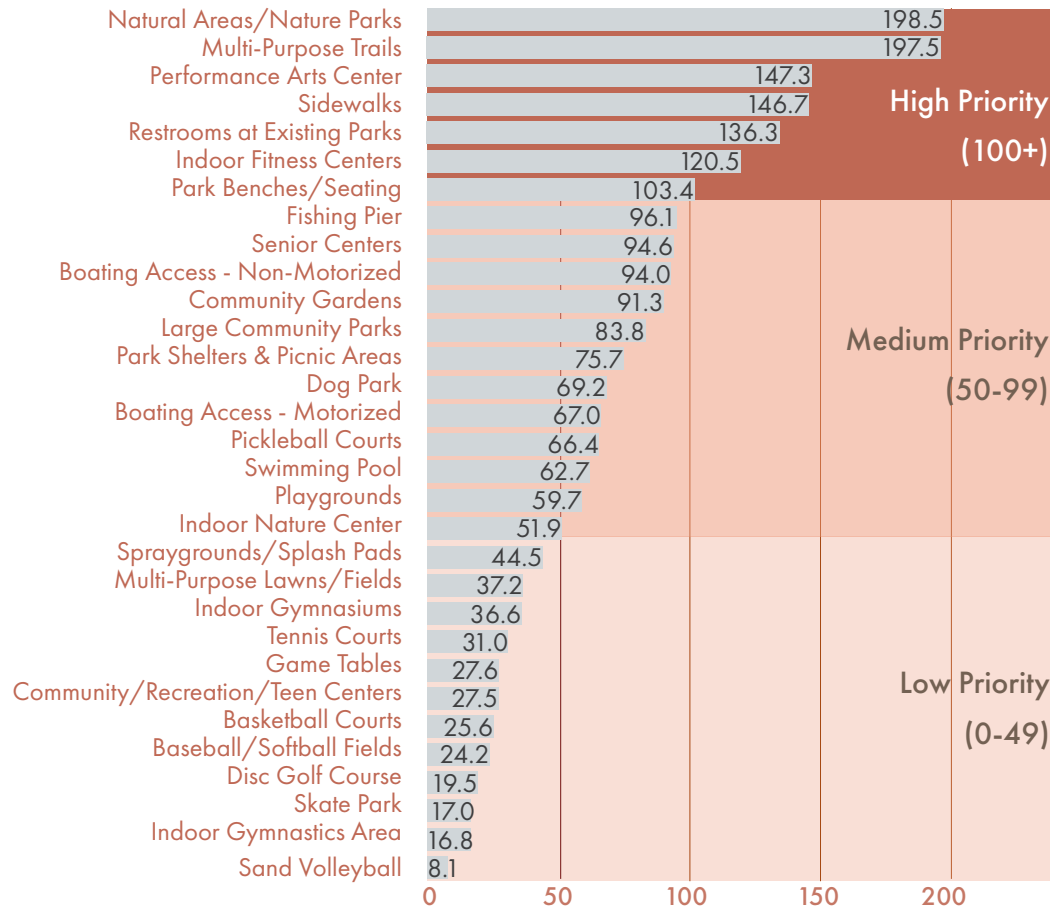
## Priorities for Amenity Investments

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The **Priority Investment Rating (PIR)** equally weights (1) the importance that residents place on amenities and (2) how many residents have unmet needs for the amenity.

Based the **Priority Investment Rating (PIR)**, the following seven amenities were rated as high priorities for investment:

- Natural Areas/Nature Parks (PIR=198.8)
- Multi-Purpose Trails (PIR=197.5)
- Performance Arts Center (PIR=147.3)
- Sidewalks (PIR=146.7)
- Restrooms for Existing Parks (PIR=136.3)
- Indoor Fitness Centers (PIR=120.5)
- Park Benches/Seating (PIR=103.4)

The chart on the following page (Figure 2.2) shows the **Priority Investment Rating (PIR)** for each of the 31 amenities that were assessed on the survey.

**FIGURE 2.2 - TOP PRIORITIES FOR INVESTMENT FOR RECREATION AMENITIES BASED ON THE PIR**

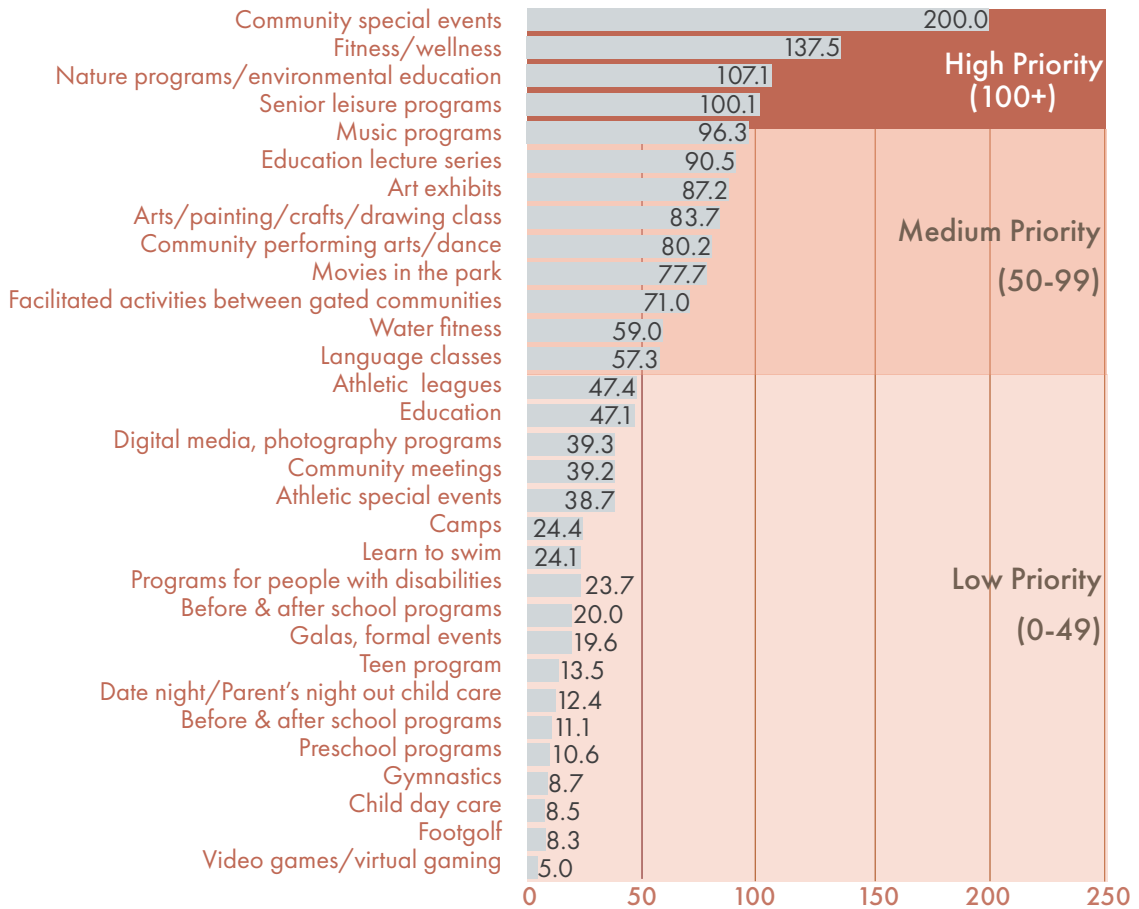
### Priorities for Activity/Program Investments

Based on the **Priority Investment Rating (PIR)**, the following four activities/programs were rated as “high priorities” for investment:

- Community special events (PIR=200.0)
- Nature programs/environmental education (PIR=107.1)
- Fitness/wellness (PIR=135.7)
- Senior leisure programs (PIR=100.1)

The chart on the next page (Figure 2.3) shows the **Priority Investment Rating (PIR)** for each of the 31 activities/programs that were rated.

**FIGURE 2.3 - TOP PRIORITIES FOR INVESTMENT FOR RECREATION ACTIVITIES/PROGRAMS BASED ON THE PIR**



## Additional Findings

### National Benchmarking Findings

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country. The results of these surveys has provided a data base of information to compare responses from household residents in client communities to "National Averages." Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

Results from household responses for Estero were compared to National Benchmarks to gain further strategic information. Highlights from this exercise include:

- Reasons preventing the use of parks and recreation facilities and programs more often:** Estero residents were more likely to not use parks and facilities because “I do not know locations of parks” (24% of Estero respondents versus 19% nationally). Estero residents were less likely to not visit facilities because they are “Too far from residence” (10% of Estero residents versus 14% nationally).
- Recreation programs that respondent households have a need for:** Estero residents have a greater reported need for “Special Events” (55% Estero/39% nationally). The need for “Seniors/Adult programs for 50 years and older” (29% Estero/25% nationally) was slightly more than the national average. Estero residents reported less of a need for “Adult fitness and wellness programs” (46% Estero/49% nationally); “Water fitness programs” (20% Estero/27% nationally); “Adult continuing education programs” (18% Estero/28% nationally); and significantly less need - by a factor of 9-12% less - for youth programs (before and after school programs, summer camps, teen programs, preschool programs, and gymnastics/tumbling).
- Parks and recreation facilities that respondent households have a need for:** Estero residents’ need for “Natural areas/wildlife habitats (Greenspace and natural areas”); “Indoor Fitness and Exercise Facilities”;; “Community Gardens” and “Tennis Courts” generally aligned with the national average. Estero residents’ need for the following was reportedly significantly lower than the national average: “Walking & Biking Trails” (48% Estero/70% nationally); “Large Multi-use Community Parks” (37% Estero/51% nationally); “Picnic Areas and Shelters” (35% Estero/49% nationally); “Nature Center/Nature Trails” (17% Estero/51% nationally); “Community/Recreation Centers” (12% Estero/32% nationally); “Indoor Gyms/Multi-Purpose Rec Center” (6% Estero/29% nationally); and youth-oriented and more active facilities (playground equipment, splash park/pad, sand volleyball, skateboarding park/area). The only facility Estero residents reported having a greater need for than the national average was “Performing Arts Center” (40% Estero/31% nationally).

## Additional Survey Findings

- Satisfaction with parks:** Forty-three percent (43%) of respondent households are either “very satisfied” (21%) or “somewhat satisfied” (22%) with the current number and quality of parks in Estero. Seventeen percent (17%) of respondent households are either “somewhat satisfied” (11%) or “very dissatisfied” (6%).
- Highest rated local parks and recreation facilities respondent households visited during the past 12-months:** Koreshan State Park (57%), Estero Community Park/Estero High Ballfields (51%), and Homeowners Association (HOA) park/recreation area (49%). Over half (59%) of respondents indicated they agree that, of the various facilities listed, they indeed meet all or most of respondents’ needs.
- Top reasons that could potentially prevent respondents or members of their household from using Village of Estero recreation facilities** (out of a list of 13 reasons provided): I do not know where parks are located (24%), parks do not contain facilities or amenities that are appropriate for my family and me (16%), and other communities offer recreation facilities that are closer to home or are higher quality (11%).



- HOA facilities:** Of the households that responded, eighty-two percent (82%) indicated that their neighborhood or Homeowners Association (HOA) provides parks and recreation facilities. Of the respondents who indicated their neighborhood or HOA provided parks and recreation facilities (82%), eighty-five percent (85%) of respondent households use the swimming pool, 55% of respondents use the tennis courts, and 48% of respondents use pickleball or bocce ball courts. Of these respondents (82%), seventy-three percent (73%) of them indicated the facilities provided by their neighborhood or HOA meet all or most of their parks and recreation needs.
- Organized sports leagues:** Eighty-one percent (81%) of respondent households indicated they or household member(s) are not participating in any organized sports league(s). Of the respondents (16%) that are participating in organized sports leagues, forty-four percent (44%) indicated the facilities at Estero Community Park/Estero High Ballfields and Three Oaks Park are currently meeting their needs.
- Small neighborhood park within 10-minute walk:** Forty-four percent (44%) of respondent households indicated it is either “very important” (23%) or “important” (21%) to have a small neighborhood park within a 10-minute walking distance from their home. Twenty-seven percent (27%) of respondents indicated it is either “not important” (13%) or “not important at all” (14%) to have a small neighborhood park within a 10-minute walking distance from their home.
- Willingness to drive to facilities:** The furthest distance that the most respondent households (43%) would be willing to drive to access a recreation and fitness center, aquatics center, performing arts center, and sports complex would be five miles. Thirty-percent (30%) of respondent households would drive 10 miles and 19% of respondents would drive 3 miles to access such facilities.

## Recommendations

To ensure the Village of Estero to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department sustain and/or improve the performance in areas that were identified as “high priorities” by the **Priority Investment Rating (PIR)**. The amenities and activities/programs with the highest PIR ratings are listed below.

### Amenity Priorities

- Natural Areas/Nature Parks (PIR=198.8)
- Multi-Purpose Trails (PIR=197.5)
- Performance Arts Center (PIR=147.3)
- Sidewalks (PIR=146.7)
- Restrooms for Existing Parks (PIR=136.3)
- Indoor Fitness Centers (PIR=120.5)
- Park Benches/Seating (PIR=103.4)

### Activity/Program Priorities

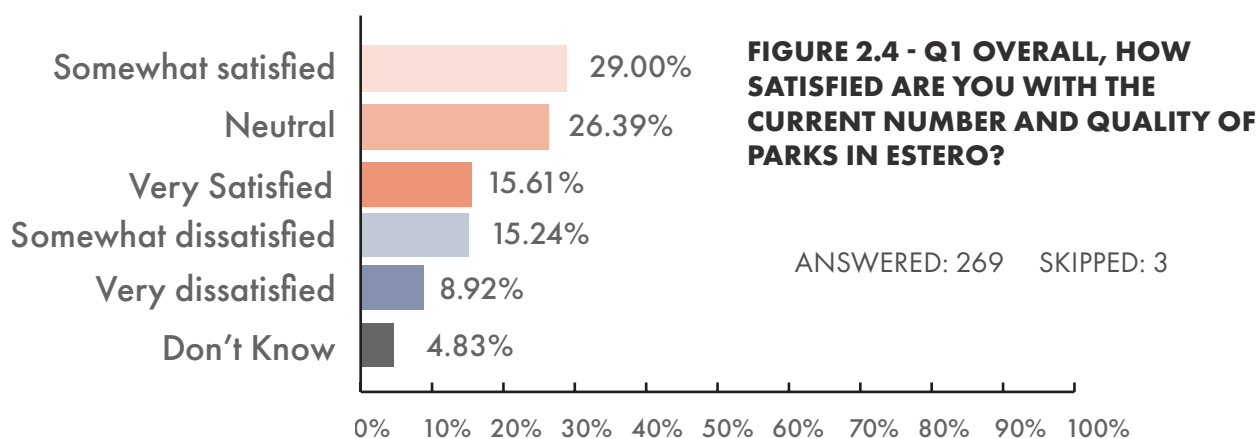
- Community special events (PIR=200.0)
- Fitness/wellness (PIR=135.7)
- Nature programs/environmental education (PIR=107.1)
- Senior leisure programs (PIR=100.1)

## 2.3 On-line Survey

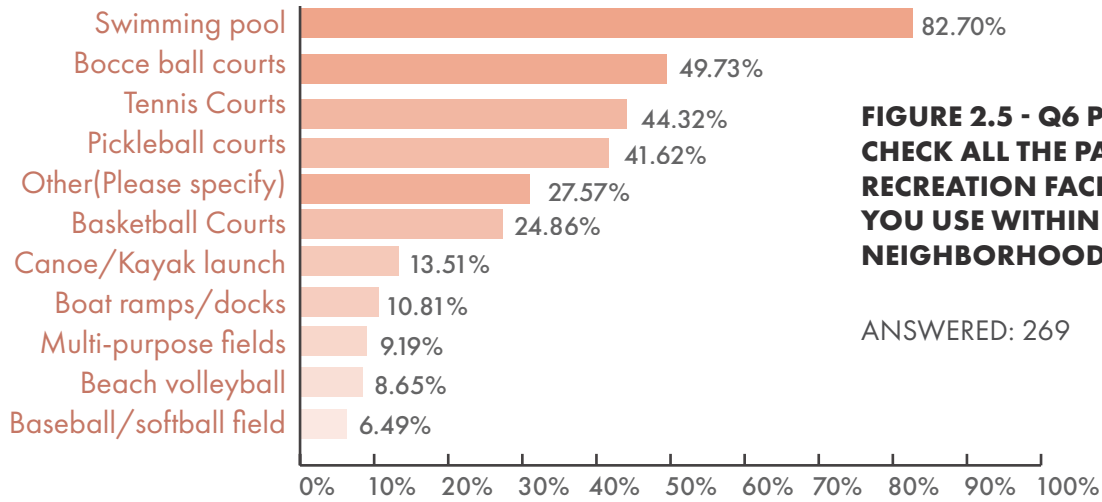
The Village conducted an on-line survey during March and April 2019, completed by 272 respondents. Unlike the mail survey, the on-line survey is not based on a random sample of residents, and may not be statistically-representative. Also, some respondents may be residents who live outside of the Village. Based on their responses, the vast majority of those taking the survey were aged 55+ (79%), White (97%), and lived in the Village 9-12 months out of the year (69%) (the remaining respondents living in the Village only part-time). Nearly half (44%) make over \$125,000 annually.

A copy of the results from the on-line survey are included in Appendix C. Following are highlights of the survey findings directly related to the parks and recreation needs assessment:

- 45% of respondents are satisfied (16% very/29% somewhat) with the current number and quality of parks in Estero. 24% are dissatisfied (15% somewhat/9% very). 31% responded they are “neutral” or “don’t know.”



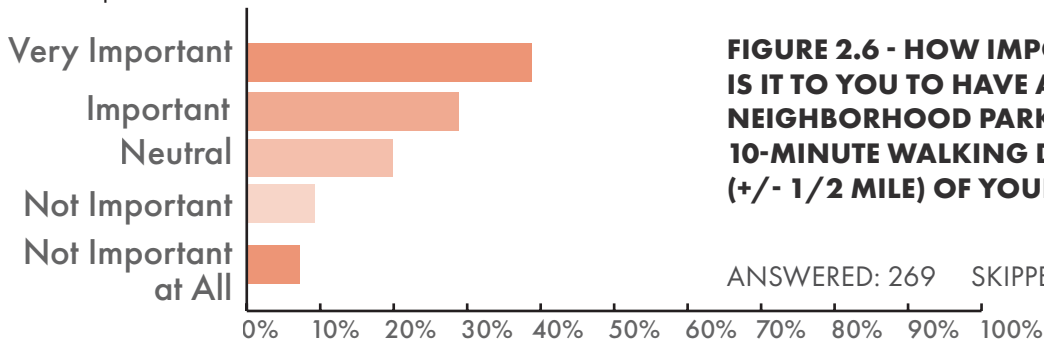
- The top three most-visited parks in the area are (in order of popularity) Koreshan State Park (67% of respondents), Estero Community Park/Estero High Ballfields (66%), and Homeowners' Association (HOA) Park/Recreation Area (44%). A slight majority (54%) reported that these facilities meet all or most of their recreation needs, while 46% said they do not.
- The top four reasons that prevent respondents or members of their households from using parks and facilities in the area were “Other” (40%; recurring issues include parks are too far/need better, safer connections like bike/pedestrian trails; use local/HOA facilities for all their needs; lack of pickleball and sports fields; not aware of park offerings; and limited facilities for kids); “Parks do not contain facilities or amenities that are appropriate for my family and me” (31%); “I do not know where parks are located” (28%); and “Parks are not easily accessible by walking, biking, or driving” (22%).
- 72% of respondents reported their Homeowners' Association provided recreation facilities. The most used facilities within respondents' neighborhood HOAs are swimming pools (used by 83%), bocce ball courts (50%), tennis courts (44%), and pickleball courts (42%). Over half (53%) of respondents said these HOA facilities meet all or most of their parks and recreation needs.



**FIGURE 2.5 - Q6 PLEASE CHECK ALL THE PARKS AND RECREATION FACILITIES YOU USE WITHIN YOUR NEIGHBORHOOD OR HOA**

ANSWERED: 269 SKIPPED: 3

- Only 27% of respondents reported that someone in their household participates in organized sports leagues (soccer, football, lacrosse, baseball, or others). Most (58%) said that facilities at Estero Community Park/Estero High Ballfields and Three Oaks Park are meeting their needs.
- The majority (64%) of respondents said that having a small neighborhood park within a 10-minute (+/- half mile) of their home was very important (39%) or important (25%). 20% were neutral, and 16% did not think it was important.



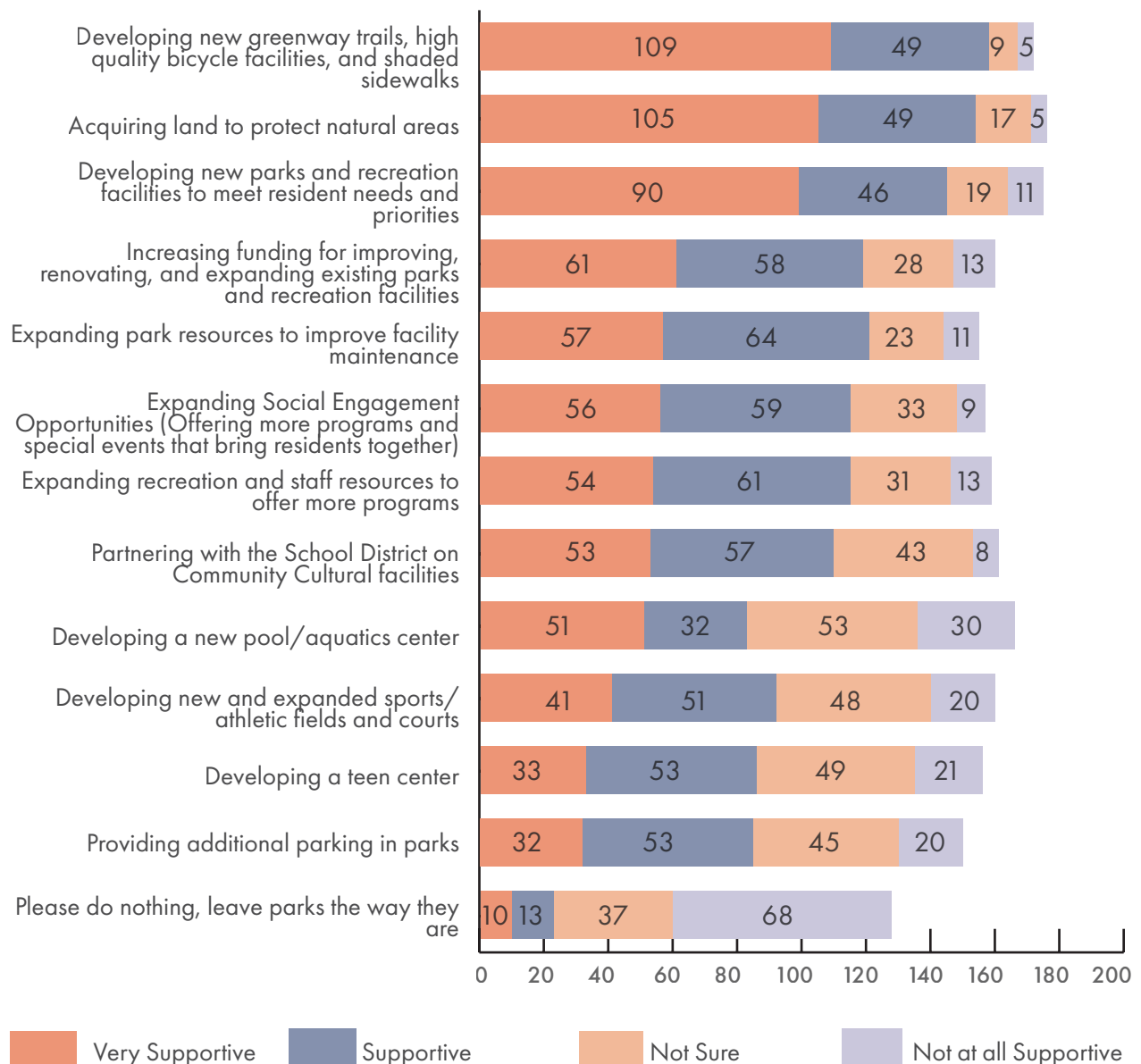
**FIGURE 2.6 - HOW IMPORTANT IS IT TO YOU TO HAVE A SMALL NEIGHBORHOOD PARK WITHIN A 10-MINUTE WALKING DISTANCE (+/- 1/2 MILE) OF YOUR HOME?**

ANSWERED: 269 SKIPPED: 3

- The greatest distance most people (43%) said they would drive to access recreation facilities is five miles. 29% said they'd drive only up to three miles, while 27% said they'd drive 10 miles.
- Respondents answered that community safety is the most important challenge which could potentially be addressed by parks and recreation system initiatives. Traffic congestion and preservation of natural areas ranked high as well.
- The top five amenities respondents "need more of" are (in order of popularity) multi-purpose trails (75%), natural areas/nature parks (71%), sidewalks (71%), community gardens (70%), and fishing piers (70%). The top five amenities people said there are "already enough of" are (in descending order) sand volleyball (84%), indoor gymnastics area (82%), baseball/softball fields (80%), basketball courts (77%), and indoor gymnasiums (71%).
- The top five services and programs respondents "need more of" are (in order of popularity) community special events (75%), music programs (63%), movies in the park (62%), nature programs/events (60%), and facilitated activities between gated communities (60%). The top five services and programs people said there are "already enough of" are (in descending order) gymnastics (76%), community meetings (74%), footgolf (73%), date night/parent's night out child care (71%), athletic leagues/video games/virtual gaming (tie - 69%).

- The top three actions to improve the parks and recreation system which respondents support are developing new greenway trails, bicycle facilities, and shaded sidewalks (92%); acquiring land to protect natural areas (88%); and developing new parks and recreation facilities to meet resident needs and priorities (82%). Respondents were most opposed to the idea of “please do nothing, leave parks the way they are” (53%). Eighteen percent (18%) were not supportive of developing a new pool/aquatics center, while 13% were not supportive of developing a teen center, developing new and expanded sports/athletics fields and courts, and providing additional parking in parks.

**FIGURE 2.7 - Q18 PLEASE INDICATE HOW SUPPORTIVE YOU WOULD BE OF EACH OF THE FOLLOWING ACTIONS THAT THE VILLAGE OF ESTERO COULD TAKE TO IMPROVE THE PARKS AND RECREATION SYSTEM** ANSWERED: 184 SKIPPED: 88



## 2.4 Public Workshop

Over 50 residents attended a public workshop on January 14, 2019 to provide their input regarding parks and recreation needs and priorities. After a brief presentation, attendees participated in five needs assessment exercises. Following is a summary of the results.

### Exercise 1: Facility and Amenity Needs

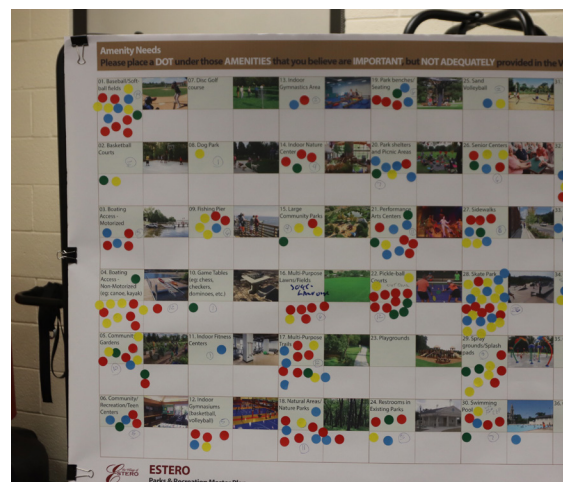
Participants were asked to place a “dot” by facilities and amenities that were important to them, but not adequately provided in the Village of Estero. The top five priority facilities included:

1. Skate Park (26 dots)
2. Baseball/Softball Fields (14)
3. Boating Access – Non-Motorized (e.g. Canoe, Kayak); Multi-purpose Trails; Pickleball Courts (Tie - 12 each)
4. Natural Areas/Nature Parks; Performance Arts Center (Tie - 11 each)
5. Community Gardens; Soccer Fields (Tie - 10 each)

### Exercise 2: Program and Activity Needs

Participants were asked to place a “dot” by **recreation programs** that were important to them, but not adequately provided in the Village of Estero. Top priority programs included:

1. Athletic Leagues (13 dots)
2. Pickleball Courts (12)
3. Community Special Events (e.g. Concerts, Green Markets, Festivals); Water Fitness (Tie - 11 each)





4. Camps (e.g. Summer/School Break); Fitness/Wellness (Tie - 9 each)
  5. Facilitate Activities between Gated Communities; Nature Programs/ Environmental Education (Tie - 7 each)
- Facility Improvements: Benches; observation deck; restrooms
  - Programming: Live music

### Exercise 3: Improvements to Existing Facilities

Aerial photographs of existing Estero area parks were displayed at the public meeting. Participants were asked to write their suggestions for improvements to these parks on Post-It notes, then to place their comments on the photograph of the appropriate park. Suggestions for each park include the following. The number in parentheses indicates the frequency of the comment if it occurred more than once.

#### Bonita Springs Community Center Park Pool

- Amenities: Open/rebuild skatepark and make Bicycle Pump track (2); soccer fields; no indoor warm water therapy pool
- Programming: Indoor soccer/summer leagues
- Raise awareness in Estero

#### Estero Bay Aquatic Preserve

- Estero Bay Improvements: No access to Estero Bay/no motor zone (3); dredge the river
- Amenities: Better marked trails/map (2); bike trails; paths, both natural and hard surfaces so all can enjoy

#### Koreshan State Park and Koreshan Preserve

- Amenities: Expand bike/pedestrian paths; country store for campers, volunteers, and visitors in Koreshan Park



- Improve connections: Connect under US 41 to Estero River Outfitters; need walking access from US 41; gate on US 41; better access to river
- Operations: Make free for Estero residents; expand use
- Facility Improvements: Improve entrance
- Programming: Music scene

## Estero Community Park/Estero High School Ballfields

- Amenities: Soccer fields (4); pickleball courts (3); turf soccer fields; indoor soccer; Lacrosse fields; bicycle/pump park; band stand pavilion for concerts; splash pad; walking/multi-use path; ability to rollerblade; track and field; tables with built-in seats for games, card playing; electric vehicle charging stations; section in dog park for dogs under 10 pounds;
- Facility Improvements: P.A. system for all fields during rainy season; facilities map out front or street side; build western main entrance ASAP
- Maintenance: Clean up restrooms; refresh dog park; refurbish and add bocce courts; repair and reopen multi-use sport field
- Corporate involvement: Encourage corporate research business possibilities to locate in certain parks; encourage corporate funding
- Landscaping: Shade; shade trees on off-stage area
- Programming: Little League baseball



## Lee County FGCU Aquatics Center

- Amenities: More swimming lanes; no indoor warm water therapy pool; consider seniors citizens' need for indoor climate-controlled water aerobics and swimming; aquatic center FGCU for older children – something for younger kids in Estero – not FM
- Perceived drawbacks/challenges: Too remote – need one much closer; too intimidating with college kids; raise awareness
- Programming: Swimmer camps; master swim

## Three Oaks Park

- Amenities: Expand playground area – swings, seesaws, pedal Merry-go-Round; artificial turf soccer field; turf field; more soccer fields; T ball field added/dedicated T-ball field behind field 2 (2); intermediate baseball fields; pool with no stairs; 50/70 conversion baseball field; add bicycle pump track/trails; upgrade on pitching mounds; pickleball courts
- Facilities: More parking spaces (2); more restrooms; covered facilities for lightning delay
- Maintenance: Better lighting in parking lots (2) – trim trees out of the way of existing lights

## Exercise 4: Spending Priorities

*Participants were asked to distribute a “budget” of 10 coins between various spending priorities. The top five priorities included:*

1. Acquire Land to Protect Natural Areas (120 coins)
2. Develop/Expand Sports/Athletic Fields and Courts (101)
3. Develop New Greenways/Trails, Bicycle Facilities, and Sidewalks (96)
4. Develop New Pool/Aquatics Center (61)
5. Offer More Recreation Programs (41)

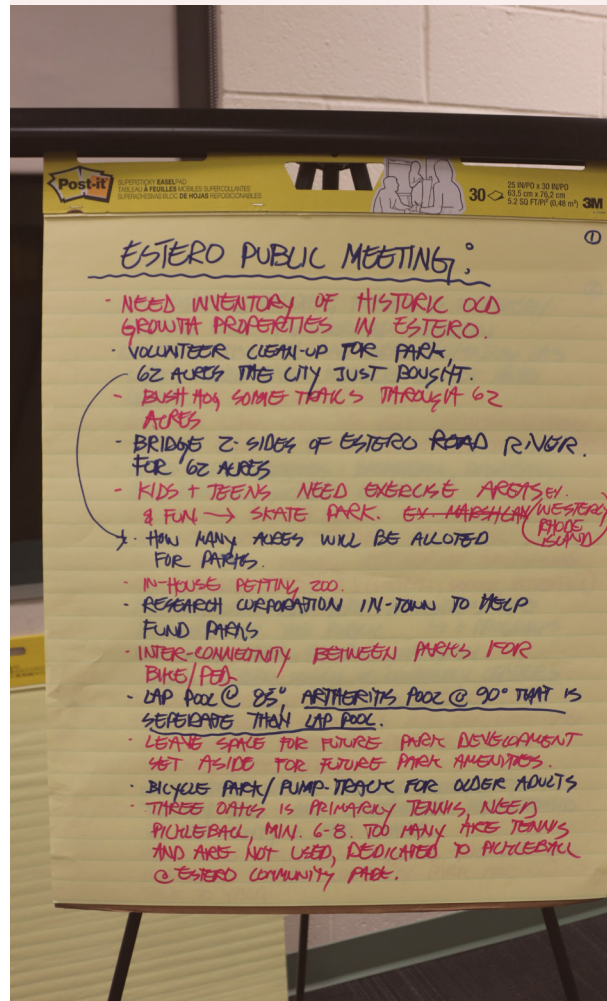




## Exercise 5: Other Needs or Comments

Participants were asked to list any additional comments regarding needs, priorities, and/or improvements to the parks and recreation system. Recurring comments focused on:

- The 62-acre parcel:** Ideas for the land included adding trails, sports fields, and preserves and bridging Estero River. Questions were raised regarding volunteer opportunities, how many acres will be allotted for parks, and transportation opportunities via trolley and water.
- Youth facilities/programs:** Several comments spoke to the need for more youth activities (leagues, children's programs like the YMCA as ones at Koreshan and Estero Community Parks are sold out, indoor summer opportunities) as well as amenities (such as exercise areas, skate parks, and an in-house petting zoo).
- Access to the Bay:** Comments noted that access to the Bay is essential for the public, and more needs to be done to allow the public to access the water.
- Pickleball:** Two attendees encouraged the conversion of tennis courts at Three Oaks to pickleball.
- Connectivity:** Two comments noted the importance of connecting parks and other important areas via quality, safe bicycle and pedestrian paths.
- Partnerships:** Several attendees suggested reaching out to corporations and other public institutions (Lee County, schools, Lee Health) to help fund parks, expand use of and lighting on fields, and improve amenities, such as an indoor warm water therapy pool.
- Outreach/Marketing:** One participant encouraged better dissemination of information about facilities and programs through social media and the Estero Council of Community Leaders, and another suggested notifying residents who don't live in gated communities about events and programs via door hangers or flyers.



## 2.5 Interviews and Focus Groups

Barth Associates conducted interviews and focus group meetings with 32 key stakeholders on January 14 and 15, 2019. Interview questions included:

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?
7. **Other:** Is there anything else you would like to discuss?

*The full interview and focus group notes are included in Appendix D. Listed below are the parks and recreation priorities that were mentioned as a "top three" priority (in response to Question #3) more than once; the number in parentheses indicates the number of times each need was listed as a top priority.*

- More bicycle/pedestrian paths and trails; increased bike/ped connectivity (10)
- More athletic fields (especially soccer, multi-use, baseball/softball) (9)
- Preserve natural lands/places to enjoy nature/passive open space (5)
- Aquatics center/regulation pool (5)
- Acquire and connect to Boomer property (create links to Koreshan State Park and Village site) (4)
- More activities for youth/children (4)
- Koreshan State Park improvements (e.g. boardwalks, volunteers, more programs, bike/paddleboard/kayak racks) (3)
- Indoor space for volleyball, basketball etc. (3)
- Estero River access (3)
- Center for cultural/special events (3)
- Find ways to entice people out of gated communities/community engagement (3)
- Boat/ferry access to Lover's Key (2)
- Develop river frontage (62-acre parcel) (2)
- Senior center with botanical gardens (2)
- Develop greater sense of place (such as via Town Center development) (2)
- Enhance Estero Community Park (e.g. establish western entrance) (2)
- More pickleball courts (2)



## 2.6 Existing Level-of-Service Analysis

Level-of-Service (LOS) Analysis is a quantitative technique to help determine the need for additional parkland, facilities, and/or improvements. A typical LOS analysis is based on the existing and anticipated population of the community, and existing locations of *public* parks and recreation facilities. LOS metrics include:

- **Acreage** – Measures acreage in a ratio to the community’s population (acres per 1,000).
- **Facilities** – Measures facility capacity in a ratio to the community’s population.
- **Access** – Measures travel distances to parks and individual facilities such as playgrounds, athletic fields, recreation centers, etc.
- **Quality** – Measures the quality of public facilities accessible to the community.

Typically, only *public, Village-owned* parks and recreation facilities would be “counted” for the LOS analysis. However, the mail survey indicated that 82% of respondents live in neighborhoods with homeowner association (HOA) parks and recreation areas such as swimming pools, recreation/fitness centers, and golf courses. Of those respondents, 73% indicated that their HOA facilities meet most of their parks and recreation needs. Furthermore, two public parks – the Lee County Estero Community Park and the Koreshan State Park – also meet many residents’ needs. Therefore, the challenge for the LOS analysis is to determine “what should be counted?”

Barth Associates chose to explore several alternative LOS scenarios to determine the potential need for additional parks and facilities. These included:

1. Village of Estero Acreage
2. Estero Community Park and Koreshan State Park
3. Estero Community, Koreshan State Park, and other public parks within 3 miles of the Village boundaries
4. Private/HOA Parks and Recreation Facilities, including Golf Courses
5. Private/HOA Parks and Recreation Facilities, not including Golf Courses

Park Acreage and Facilities LOS were analyzed using the population estimates for the years 2018 and 2028 included in Section 1.4 – Review and Analysis of Demographic Data.

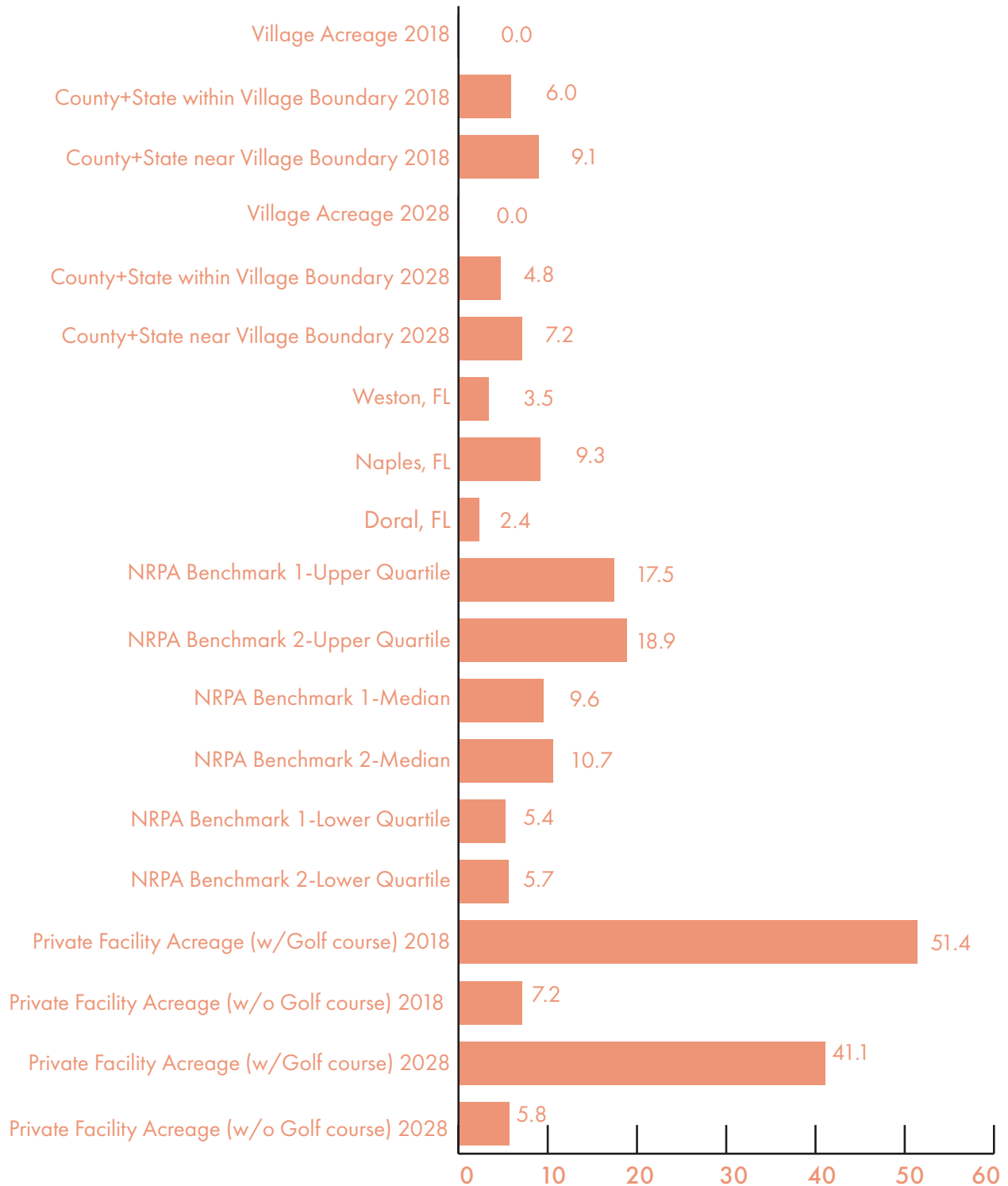
### *The Acreage and Facilities LOS were compared to the following benchmarks:*

- *Public* parks and recreation facilities owned and managed by three comparable Florida cities – Weston, Naples, and Doral
- National Recreation Parks Association (NRPA) Park Metrics data:
  - NRPA Benchmark 1 – Participating municipalities in the United States with a similar population
  - NRPA Benchmark 2 – Participating municipalities in the United States with a similar population density
- State of Florida Comprehensive Outdoor Recreation Plan (SCORP)

## Acreage LOS

The Acreage LOS analysis (Figure 2.8) indicates a potential need for additional parkland. The Village's Acreage LOS for private parks and recreation facilities - including golf course acreage - is 51.4 acres per 1,000 population, it drops to 7.2 acres per 1,000 population without the golf course acreage. While higher than other benchmarks, this Acreage LOS is lower than Upper Quartile and Median of NRPA Benchmarks. Considering that most of this park acreage is comprised of private parks and recreation acreage that services individual neighborhoods, there may be a need for additional acreage for larger community parks that serve the entire Village.

**FIGURE 2.8 - ACREAGE LOS ANALYSES + BENCHMARKING**



## Facilities LOS

Facilities LOS measures the number of residents currently served by each facilities; for example, 1 playground per 1,300 residents.

Figure 2.9 on the following page shows the number of residents served by each facility, based on the various scenarios outlined in the Acreage LOS discussion. Highlighted lines indicate potential deficiencies, based on local, state, and/or national benchmarks. Based on this analysis, there may be a need for additional:

- Playground
- Multi-purpose Fields
- Soccer Fields
- Football Fields
- Cricket Fields
- Field Hockey Fields
- Lacrosse Fields
- Baseball Fields (Youth)
- Baseball Fields (Adults)
- Softball Fields (Youth)
- Softball Fields (Adult)
- Tee Ball Fields
- Volleyball Courts
- Racquetball Courts
- Multiuse Courts
- Splash Pad/Play Areas
- Skate Parks
- Indoor Recreation
- Performance Amphitheatres
- Community Gardens
- Fishing
- Boat Ramps

If the Village's private recreational facilities are considered, playgrounds, multi-purpose fields, boat ramps, and canoe/kayak launches appear to not be a need. This is misleading, however, because these facilities are located in private communities that are only accessible to those that reside in the community.

It is interesting to note that many of the facilities that appear to be needed include those that service the broader community, such as athletic fields, an amphitheater, fishing areas, and water access. This need is consistent with the findings from the Acreage LOS analysis that there may be a need for larger community parks that serve the entire Village.

**FIGURE 2.9 - FACILITIES LOS ANALYSIS + BENCHMARKING** (Number of Residents per Facility)

|                          | County + State Recreational Facilities       |  |  |  | Village of Estero     |                       | Benchmark Cities |            |           | NRPA Benchmarks         |                         |
|--------------------------|--|--|--|--|-----------------------|-----------------------|------------------|------------|-----------|-------------------------|-------------------------|
|                          | County + State within Village Bndry LOS 2018 | County + State Near Village Bndry LOS 2018 | County + State within Village Bndry LOS 2028 | County + State Near Village Bndry LOS 2028 | LOS with Private 2018 | LOS with Private 2028 | Weston, FL       | Naples, FL | Doral, FL | NRPA Benchmark 1 Median | NRPA Benchmark 2 Median |
| Playground               | 8,529  | 4,265                                      | 10,666                                       | 5,333                                      | 1,625                 | 2,032                 | 6,088            | 2,568      | 8,500     | 3,010                   | 3,558                   |
| Multi-purpose Fields     | 34,116                                       | 17,058                                     | 42,665                                       | 21,333                                     | 2,132                 | 2,667                 | 16,743           | -          | 6,800     | 7,490                   | 6,158                   |
| Soccer Fields            | -  | 4,874                                      | -  | 6,095                                      | 34,116                | 42,665                | 16,743           | -          | 22,667    | 9,182                   | 9,833                   |
| Football Fields          | 17,058                                       | 17,058                                     | 17,058                                       | 21,333                                     | -                     | -                     | -                | 10,271     | 22,667    | 16,765                  | 19,023                  |
| Cricket Field            | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 29,996                  | 288,617                 |
| Field Hockey Field       | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 16,167                  | 23,034                  |
| Lacrosse Field           | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 27,332                  | 17,500                  |
| Baseball Fields (Youth)  | 17,058                                       | 6,823                                      | 21,333                                       | 8,533                                      | 17,058                | 21,333                | 9,567            | -          | -         | 5,572                   | 5,358                   |
| Baseball Fields (Adult)  | -  | 17,058                                     | -  | 21,333                                     | -                     | -                     | 13,394           | -          | -         | 19,283                  | 13,367                  |
| Baseball Fields (Total)  | 17,058                                       | 4,874                                      | 21,333                                       | 6,095                                      | 17,058                | 21,333                | -                | 4,108      | 34,000    | -                       | -                       |
| Softball Fields (Youth)  | 17,058                                       | 6,823                                      | 21,333                                       | 8,533                                      | -                     | -                     | 22,324           | -          | -         | 8,300                   | 8,181                   |
| Softball Fields (Adult)  | -  | 34,116                                     | -  | 42,665                                     | -                     | -                     | 66,972           | -          | -         | 10,493                  | 9,491                   |
| Softball Fields (Total)  | 17,058                                       | 5,686                                      | 21,333                                       | 7,111                                      | -                     | -                     | -                | -          | 68,000    | -                       | -                       |
| Tee Ball                 | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 15,354                  | 12,763                  |
| Tennis Court             | -  | 1,312                                      | -  | 1,641                                      | 262                   | 328                   | 3,721            | 1,369      | 9,714     | -                       | -                       |
| Basketball Court         | 8,529  | 5,686                                      | 10,666                                       | 7,111                                      | 1,895                 | 2,370                 | 7,441            | 3,424      | 6,476     | 7,000                   | 7,040                   |
| Volleyball Court         | -  | -  | -  | -  | -                     | -                     | -                | 3,424      | 22,667    | -                       | -                       |
| Racquetball Court        | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | -                       | -                       |
| Multiuse courts          | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 14,011                  | 12,105                  |
| Running tracks           | -  | 17,058                                     | 42,665                                       | 21,333                                     | 17,058                | 21,333                | -                | -          | -         | -                       | -                       |
| Swimming Pool            | -  | 17,058                                     | -  | 21,333                                     | 319                   | 399                   | -                | 20,542     | -         | 25,613                  | 23,350                  |
| Splash Pad/Play Area     | -  | -  | -  | -  | -                     | -                     | -                | -          | 68,000    | -                       | -                       |
| Skate Parks              | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | -                       | -                       |
| Indoor recreation        | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | -                       | -                       |
| Performance Amphitheater | -  | -  | -  | -  | -                     | -                     | 66,972           | -          | -         | -                       | -                       |
| Community Garden         | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | 25,525                  | 30,346                  |
| Dog Park                 | 34,116                                       | 34,116                                     | 42,665                                       | 21,333                                     | 6,823                 | 8,533                 | -                | -          | 68,000    | 27,776                  | 37,000                  |
| Fishing                  | -  | -  | -  | -  | -                     | -                     | -                | -          | 68,000    | -                       | -                       |
| Grill                    | -  | -  | -  | -  | -                     | -                     | -                | -          | -         | -                       | -                       |
| Boat Ramp                | -  | -  | -  | -  | 17,058                | 21,333                | -                | 6,847      | -         | -                       | -                       |
| Canoe & Kayak Launch     | -  | -  | -  | -  | 17,058                | 21,333                | -                | -          | 68,000    | -                       | -                       |



Figures 2.10 and 2.11 below benchmark the alternative scenarios to the Florida Statewide Comprehensive Outdoor Recreation Plan (SCORP) Facilities LOS for agencies in Florida's Southwest Region for 2018 and 2028, respectively. These analyses suggest that the Village may have a need for the following facilities:

- Baseball Fields
- Golf
- Tennis Courts
- Soccer Fields
- Outdoor Swimming Pools
- Paved Trails

If the Village's private recreational facilities are considered, golf, tennis courts, and outdoor swimming pools appear to not be a need. This is misleading however, because these facilities are located in private communities that are only accessible to those that reside in the community.

**FIGURE 2.10 - 2018 SCORP FACILITIES LOS ANALYSIS + BENCHMARKING** TOTAL POPULATION: 34,116

| Outdoor Facility Type     | Southwest Region Resident Participation | Southwest Region LOS X/ 1000 Participants | Number of Village + County + State Facilities 'within' Village Boundary | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS | Number of Village + County + State Facilities + 'near' Village Boundary | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS | Number of Private Facilities | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS |
|---------------------------|---|---|---|------------------------------------|---|---|------------------------------------|---|------------------------------|------------------------------------|---|
| Boat Ramps                | 12%                                     | 0.20                                      | 1   | 0.82                               | 0.18  | 1   | 0.82                               | 0.18  | 6                            | 0.82                               | 5.18  |
| Baseball Fields           | 11%                                     | 0.85                                      | 0   | 3.19                               | (3.19)                                      | 7   | 3.19                               | 3.81  | 2                            | 3.19                               | (1.19)                                      |
| Outdoor Basketball Courts | 9%                                      | 0.86                                      | 2   | 2.64                               | (0.64)                                      | 6   | 2.64                               | 3.36  | 18                           | 2.64                               | 15.36                                       |
| Football Fields           | 9%                                      | 0.48                                      | 2   | 1.47                               | 0.53  | 2   | 1.47                               | 0.53  | 0                            | 1.47                               | (1.47)                                      |
| Golf                      | 20%                                     | 1.94                                      | 2*  | 13.24                              | (11.24)                                     | 2   | 13.24                              | (11.24)                                     | 14                           | 13.24                              | 0.76  |
| Tennis Courts             | 13%                                     | 1.46                                      | 0   | 6.48                               | (6.48)                                      | 26  | 6.48                               | 19.52                                       | 130                          | 6.48                               | 123.52                                      |
| Soccer Fields             | 10%                                     | 0.45                                      | 0   | 1.54                               | (1.54)                                      | 7   | 1.54                               | 5.46  | 1                            | 1.54                               | (0.54)                                      |
| Outdoor Swimming Pools    | 28%                                     | 0.09                                      | 0   | 0.86                               | (0.86)                                      | 2   | 0.86                               | 1.14  | 107                          | 0.86                               | 106.14                                      |
| Paved Trails (Miles)      | 45%                                     | 0.11                                      | 0   | 1.69                               | (1.69)                                      | 0   | 1.69                               | (1.69)                                      | 1                            | 1.69                               | (0.69)                                      |

Note: 2\*: Privately owned but open to public

**FIGURE 2.11 - 2028 SCORP FACILITIES LOS ANALYSIS + BENCHMARKING**

TOTAL POPULATION: 42,665

| Outdoor Facility Type     | Southwest Region Resident Participation | Southwest Region LOS X/1000 Participants | Number of Village + County + State Facilities 'within' Village Boundary | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS | Number of Village + County + State Facilities + 'near' Village Boundary | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS | Number of Private Facilities | Need Based on Participants in 2018 | Need / Surplus to meet Southwest Region LOS |
|---------------------------|---|--|---|------------------------------------|---|---|------------------------------------|---|------------------------------|------------------------------------|---|
| Boat Ramps                | 12%                                     | 0.20                                     | 1   | 1.02                               | (0.02)                                      | 1   | 1.02                               | (0.02)                                      | 6                            | 1.02                               | 4.98  |
| Baseball Fields           | 11%                                     | 0.85                                     | 0   | 3.99                               | (3.99)                                      | 7   | 3.99                               | 3.01  | 2                            | 3.99                               | (1.99)                                      |
| Outdoor Basketball Courts | 9%                                      | 0.86                                     | 2   | 3.30                               | (1.30)                                      | 6   | 3.30                               | 2.70  | 18                           | 3.30                               | 14.70                                       |
| Football Fields           | 9%                                      | 0.48                                     | 2   | 1.84                               | 0.16  | 2   | 1.84                               | 0.16  | 0                            | 1.84                               | (1.84)                                      |
| Golf                      | 20%                                     | 1.94                                     | 2*  | 16.55                              | (14.55)                                     | 2   | 16.55                              | (14.55)                                     | 14                           | 16.55                              | (2.55)                                      |
| Tennis Courts             | 13%                                     | 1.46                                     | 0   | 8.10                               | (8.10)                                      | 12  | 8.10                               | 17.90                                       | 130                          | 8.10                               | 121.90                                      |
| Soccer Fields             | 10%                                     | 0.45                                     | 0   | 1.92                               | (1.92)                                      | 2   | 1.92                               | 5.08  | 1                            | 1.92                               | (0.92)                                      |
| Outdoor Swimming Pools    | 28%                                     | 0.09                                     | 0   | 1.08                               | (1.08)                                      | 2   | 1.08                               | 0.92  | 107                          | 1.08                               | 105.92                                      |
| Picnicking                | 39%                                     | 3.95                                     | 0   | 65.73                              | (65.73)                                     | 0   | 65.73                              | (65.73)                                     | 0                            | 65.73                              | (65.73)                                     |
| Paved Trails (Miles)      | 45%                                     | 0.11                                     | 0   | 2.11                               | (2.11)                                      | 0   | 2.11                               | (2.11)                                      | 1                            | 2.11                               | (1.11)                                      |

Note: 2\*: Privately owned but open to public

### Access LOS

Access LOS measures the distance residents have to travel to access parks and recreation facilities.

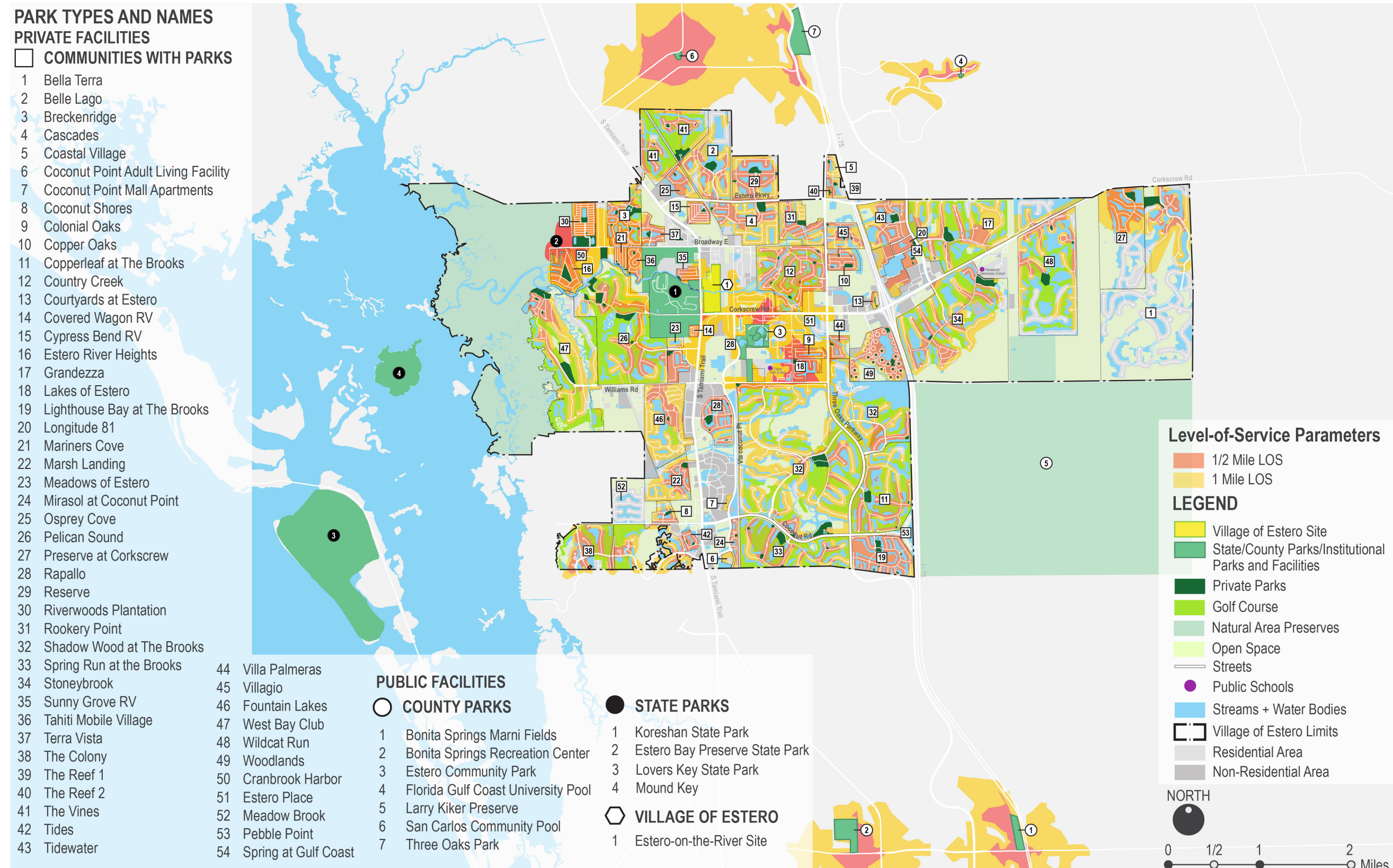
Informed by industry best practices, the following distances were used to analyze Access LOS for the Village's parks:

1. All Public and Private Parks – ½ mile, 1-mile access
2. Private Parks and Recreation Facilities – ½ mile, 1-mile access
3. Public Parks within Village Boundaries – ½ mile, 1-mile access
4. Public Parks within Village Boundaries –3-miles, 5-miles access
5. Public Parks near Village Boundaries – ½ mile, 1-mile access
6. Public Parks near Village Boundaries –3-miles, 5 miles-access

Figures 2.12 – 2.17 illustrate potential gaps in service areas based on the alternative scenarios.

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**FIGURE 2.12 - ALL PUBLIC AND PRIVATE PARKS - 1/2 MILE, 1-MILE ACCESS**





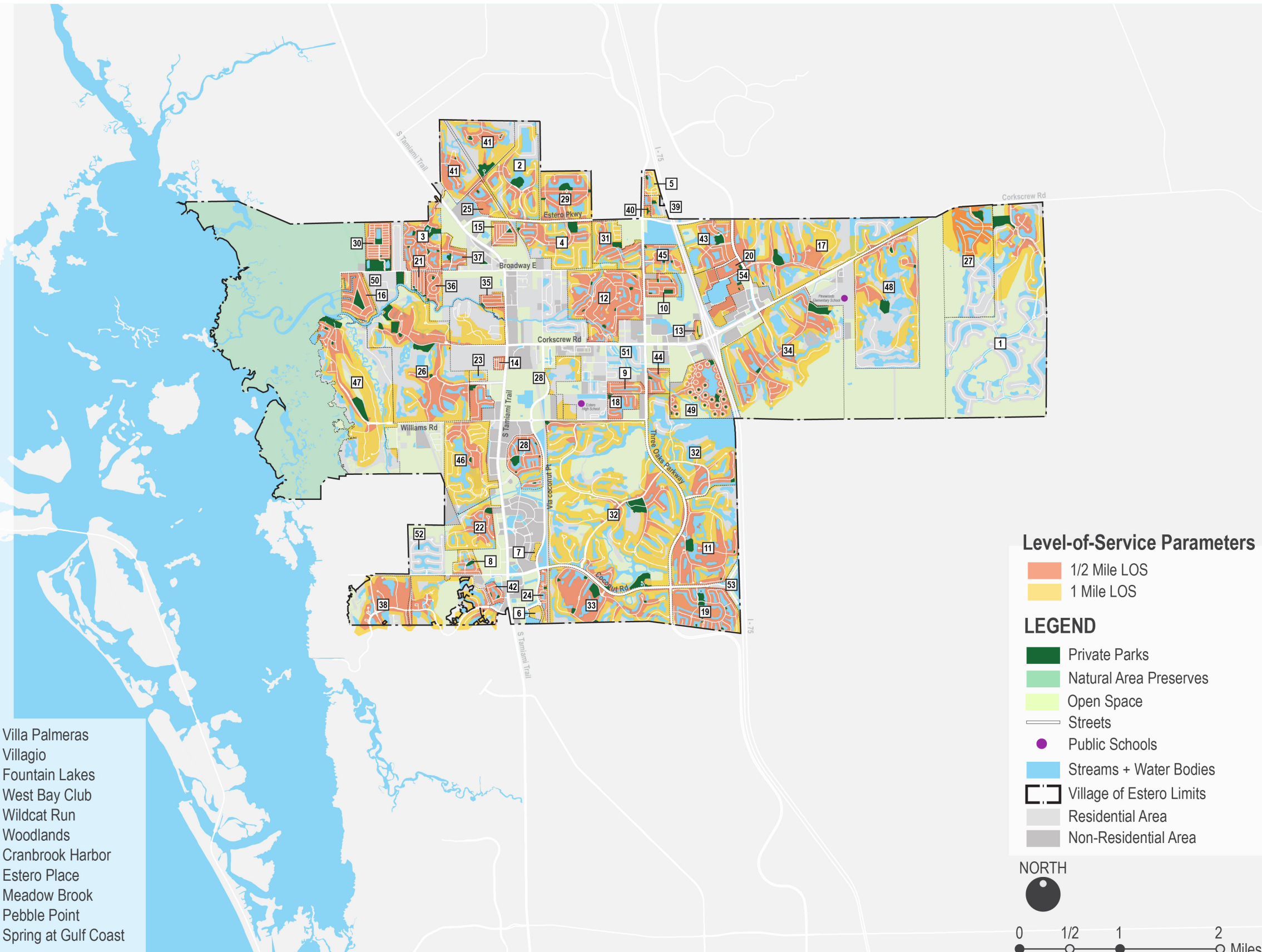
**FIGURE 2.13 - PRIVATE PARKS AND RECREATION FACILITIES – ½ MILE, 1-MILE ACCESS**

**PARK TYPES AND NAMES**

**PRIVATE FACILITIES**

**COMMUNITIES WITH PARKS**

- 1 Bella Terra
- 2 Belle Lago
- 3 Breckenridge
- 4 Cascades
- 5 Coastal Village
- 6 Coconut Point Adult Living Facility
- 7 Coconut Point Mall Apartments
- 8 Coconut Shores
- 9 Colonial Oaks
- 10 Copper Oaks
- 11 Copperleaf at The Brooks
- 12 Country Creek
- 13 Courtyards at Estero
- 14 Covered Wagon RV
- 15 Cypress Bend RV
- 16 Estero River Heights
- 17 Grandezza
- 18 Lakes of Estero
- 19 Lighthouse Bay at The Brooks
- 20 Longitude 81
- 21 Mariners Cove
- 22 Marsh Landing
- 23 Meadows of Estero
- 24 Mirasol at Coconut Point
- 25 Osprey Cove
- 26 Pelican Sound
- 27 Preserve at Corkscrew
- 28 Rapallo
- 29 Reserve
- 30 Riverwoods Plantation
- 31 Rookery Point
- 32 Shadow Wood at The Brooks
- 33 Spring Run at the Brooks
- 34 Stoneybrook
- 35 Sunny Grove RV
- 36 Tahiti Mobile Village
- 37 Terra Vista
- 38 The Colony
- 39 The Reef 1
- 40 The Reef 2
- 41 The Vines
- 42 Tides
- 43 Tidewater
- 44 Villa Palmeras
- 45 Villagio
- 46 Fountain Lakes
- 47 West Bay Club
- 48 Wildcat Run
- 49 Woodlands
- 50 Cranbrook Harbor
- 51 Estero Place
- 52 Meadow Brook
- 53 Pebble Point
- 54 Spring at Gulf Coast



**Level-of-Service Parameters**

- 1/2 Mile LOS
- 1 Mile LOS

**LEGEND**

- Private Parks
- Natural Area Preserves
- Open Space
- Streets
- Public Schools
- Streams + Water Bodies
- Village of Estero Limits
- Residential Area
- Non-Residential Area

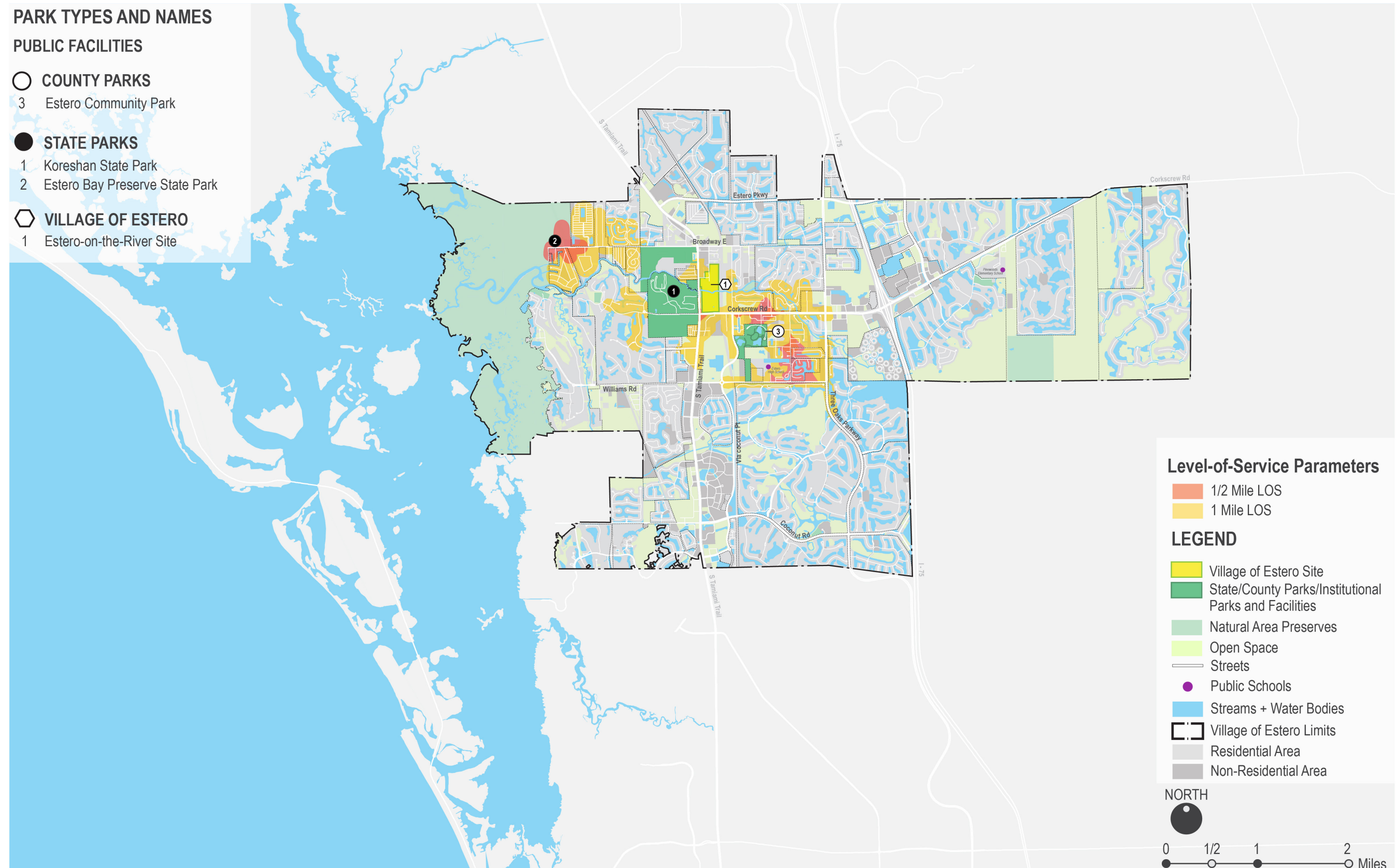
NORTH



0 1/2 1 2 Miles



**FIGURE 2.14 - PUBLIC PARKS WITHIN VILLAGE BOUNDARIES – ½ MILE, 1-MILE ACCESS**

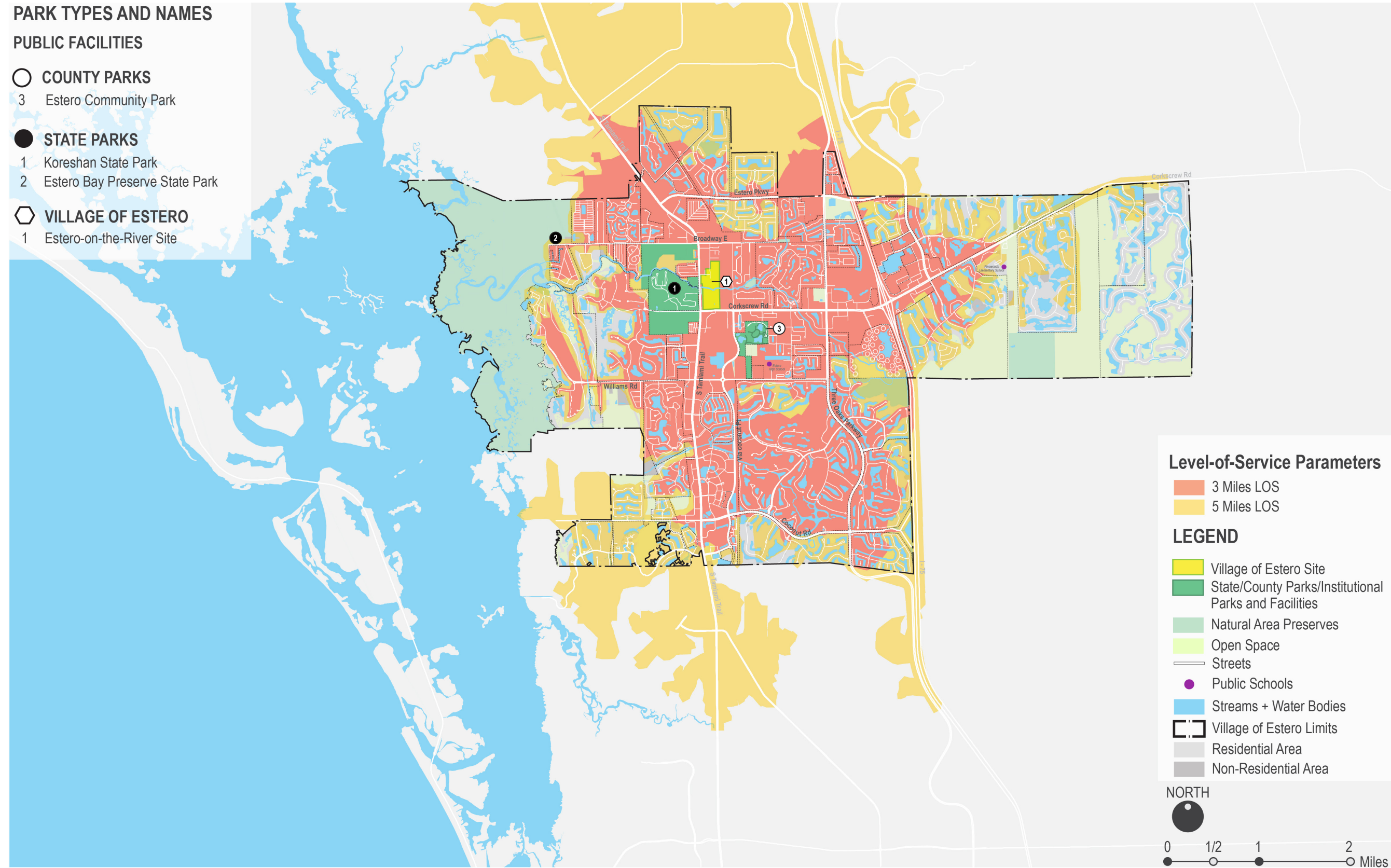


**FIGURE 2.15 - PUBLIC PARKS WITHIN VILLAGE BOUNDARIES - 3 MILES, 5-MILES ACCESS**

**PARK TYPES AND NAMES**

**PUBLIC FACILITIES**

- COUNTY PARKS
  - 3 Estero Community Park
- STATE PARKS
  - 1 Koreshan State Park
  - 2 Estero Bay Preserve State Park
- ⬡ VILLAGE OF ESTERO
  - 1 Estero-on-the-River Site





**FIGURE 2.16 - PUBLIC PARKS NEAR VILLAGE BOUNDARIES - 1/2 MILE, 1-MILE ACCESS**

**PARK TYPES AND NAMES**

**PUBLIC FACILITIES**

**○ COUNTY PARKS**

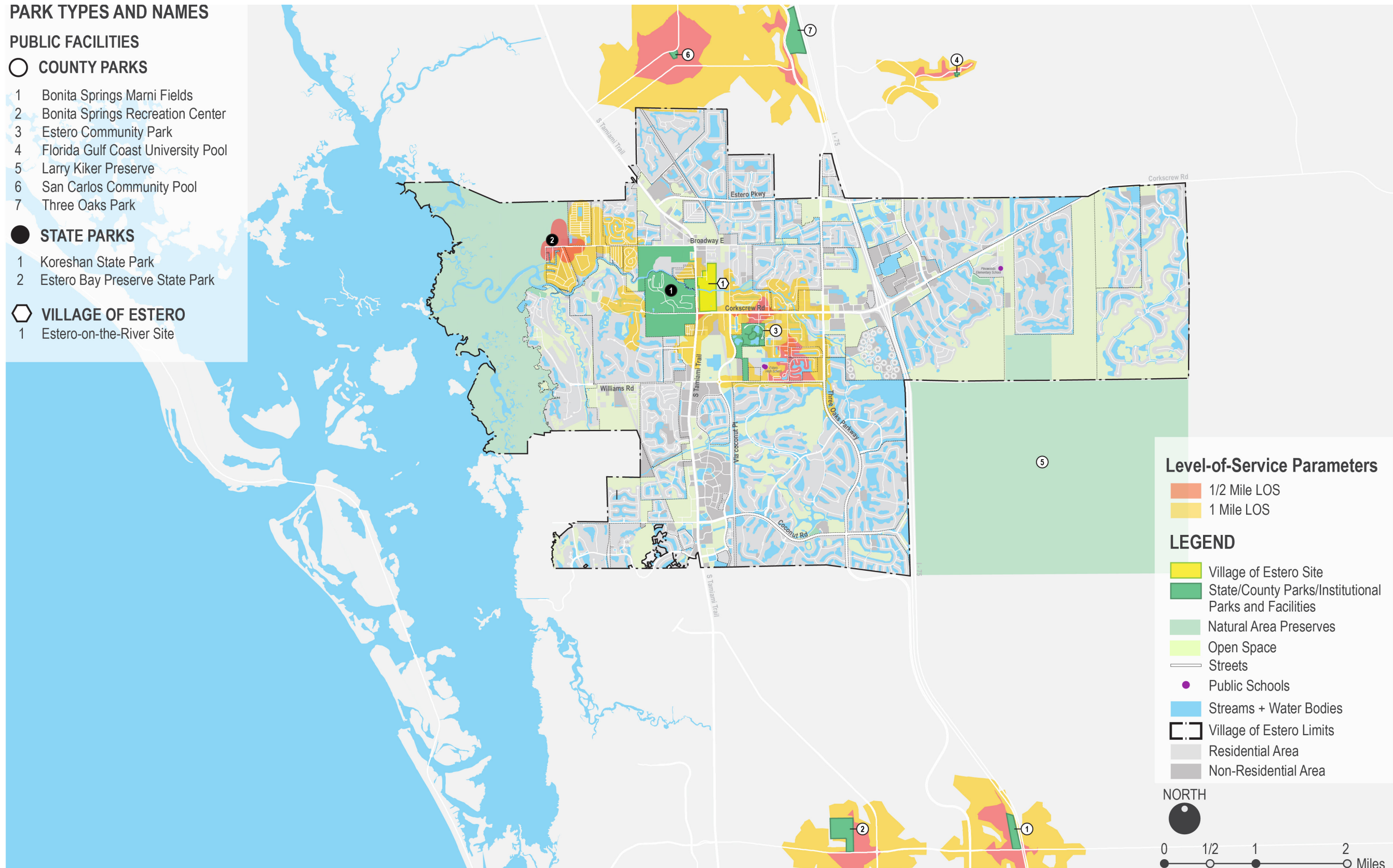
- 1 Bonita Springs Marni Fields
- 2 Bonita Springs Recreation Center
- 3 Estero Community Park
- 4 Florida Gulf Coast University Pool
- 5 Larry Kiker Preserve
- 6 San Carlos Community Pool
- 7 Three Oaks Park

**● STATE PARKS**

- 1 Koreshan State Park
- 2 Estero Bay Preserve State Park

**⬡ VILLAGE OF ESTERO**

- 1 Estero-on-the-River Site



**Level-of-Service Parameters**

- 1/2 Mile LOS
- 1 Mile LOS

**LEGEND**

- Village of Estero Site
- State/County Parks/Institutional Parks and Facilities
- Natural Area Preserves
- Open Space
- Streets
- Public Schools
- Streams + Water Bodies
- Village of Estero Limits
- Residential Area
- Non-Residential Area

NORTH





**FIGURE 2.17 - PUBLIC PARKS NEAR VILLAGE BOUNDARIES - 3 MILES, 5-MILES ACCESS**

**PARK TYPES AND NAMES**

**PUBLIC FACILITIES**

**○ COUNTY PARKS**

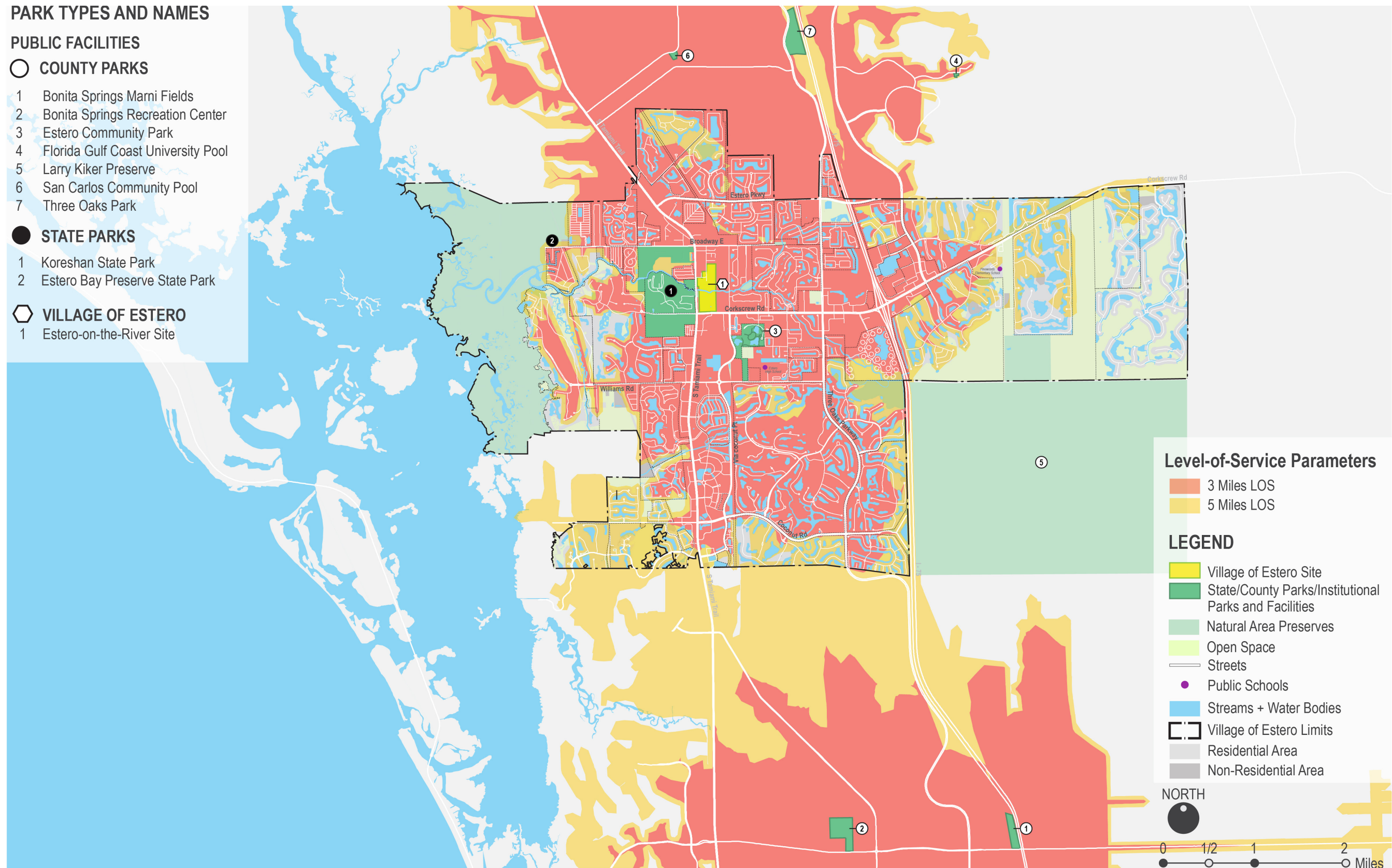
- 1 Bonita Springs Marni Fields
- 2 Bonita Springs Recreation Center
- 3 Estero Community Park
- 4 Florida Gulf Coast University Pool
- 5 Larry Kiker Preserve
- 6 San Carlos Community Pool
- 7 Three Oaks Park

**● STATE PARKS**

- 1 Koreshan State Park
- 2 Estero Bay Preserve State Park

**⬡ VILLAGE OF ESTERO**

- 1 Estero-on-the-River Site



## Quality LOS

Research by park experts has shown that all successful parks and public spaces share common qualities:

- They are easily accessible
- They are comfortable and have an attractive image
- They allow users of all ages to engage in a variety of activities and allow people to gather and meet one another
- They are sustainable – meaning that they help meet existing needs while not compromising the needs of future generations

Considering these qualities, public parks used by Village residents were evaluated based on 34 criteria. Estero Community Park was used as a basis for comparison. Evaluation criteria included:

Parks were evaluated by the Consultant Team using a five-point scale, from 1.0 (Needs Improvement) to 5.0 (Exceeding Expectations). Figure 2.18 illustrates the results of this analysis and Figure 2.19 maps the results.

## PROXIMITY, ACCESS, AND LINKAGES

- **Visibility from a distance**
  - Can one easily see into the park?
- **Ease of walking to the park**
  - Can someone walk directly into the park safely and easily?
- **Transit Access**
  - Is there a high-quality transit stop near the park?
- **Clarity of information/signage**
  - *Is there signage that identifies the park, and/or signage that provides additional information for users?*
- **ADA Compliance**
  - Does the site generally appear to comply with the Americans with Disabilities Act (ADA) laws for accessibility?
- **Lighting**
  - Is the park lighted appropriately for use at night? (if applicable)



## COMFORT AND IMAGE

- **First impression/overall attractiveness**
  - Is the park attractive at first glance?
- **Feeling of safety**
  - Does the park feel safe at the time of the visit?
- **Cleanliness/overall quality of maintenance (Exterior/Interior)**
  - Is the park clean and free of litter?
- **Comfort of places to sit**
  - Are there comfortable places to sit?
- **Protection from bad weather**
  - Is there shelter in case of bad weather?
- **Evidence of management/stewardship (Exterior/Interior)**
  - Is there visual evidence of site management?
- **Ability to easily supervise and manage the park or facility (interior)**
  - How difficult it is to supervise the park and its facilities?
- **Condition and effectiveness of any equipment or operation systems**
  - Is the equipment and/or operating system in good condition?
- **Branding**
  - Is the park consistently well branded?

## USES, ACTIVITIES, AND SOCIABILITY

- **Mix of uses/things to do**
  - Is there a variety of things to do given the type of park?
- **Level of activity**
  - How active is the park with visitors?
- **Sense of pride/ownership**
  - Is there evidence of community pride in the park?
- **Programming flexibility**
  - How flexible is the park in accommodating multiple uses?
- **Ability of facility to effectively support current organized programming**
  - Is the site meeting the needs of organized programs?
- **Marketing or promotional efforts for the facility**
  - Is the site being marketed effectively?
- **Use and Adequacy of Technology**
  - Is there technology in the park that enhances the user experience?

## BUILDINGS AND ARCHITECTURE

- **Image and aesthetics**
  - Is the building attractive?
- **Clarity of entry and connection to the park**
  - Is the building integrated into its surroundings?
- **Interior layout**
  - Is the layout functional?
- **Interior finishes, furniture, and equipment**
  - Are the furnishings and equipment inside the building of good condition and quality?
- **Functioning dimensions of spaces**
  - Does the organization of space support the building's intended function?
- **Structural Integrity**
  - Is there any obvious need for repairs to the structural framework of the building?
- **Building enclosure**
  - Is there any obvious need for repairs to the building shell?
- **Building systems**
  - Are all the mechanical, electrical, and plumbing systems in working order?
- **Energy and sustainability**
  - Is there evidence that the building is energy efficient?

## ENVIRONMENTAL SUSTAINABILITY

- **Stormwater management**
  - Is green infrastructure present to help manage stormwater?
- **Multi-modal capacity**
  - Is the park accessible by many modes of transportation?
- **Facility energy efficiency**
  - Has the site been updated with energy efficient components?

**FIGURE 2.18 - QUALITY LOS SUMMARY FOR LEE COUNTY PARKS WITHIN AND NEAR VILLAGE OF ESTERO RESIDENTS**

|  | Estero Bay Preserve State Park Trailhead | Estero High School Ball Fields / Community Park | Estero Village Community Park | Florida Gulf Coast/ Lee County Aquatics Facility | Koreshan State Park | Lee County Three Oaks Park | Average |
|--|--|---|-------------------------------|--|---------------------|----------------------------|---------|
| Needs Improvement  | 1.0-1.9                                  |   |                               |  |                     |                            |         |
|  | 2.0-2.9                                  |   |                               |  |                     |                            |         |
|  | 3.0-3.9                                  |   |                               |  |                     |                            |         |
|  | 4.0-4.9                                  |   |                               |  |                     |                            |         |
| Exceeding Expectations   | 5.0                                      |   |                               |  |                     |                            |         |
| <b>TOTAL SYSTEM AVERAGES</b>   | 2.5                                      | 2.6   | 3.2                           | 4.2  | 2.9                 | 3.0                        | 3.1     |
| <b>"TOTAL SYSTEM AVERAGES (Without Architecture)"</b>                  | 2.5                                      | 2.6   | 3.0                           | 4.1  | 2.9                 | 3.0                        | 3.0     |
| <b>PROXIMITY/ACCESS/LINKAGES</b>                                       | 2.0                                      | 2.2   | 2.3                           | 3.8  | 2.5                 | 3.2                        | 2.7     |
| Visibility from a distance   | 3  | 3   | 2                             | 3  | 2                   | 4                          | 2.8     |
| Ease in walking to the park  | 2  | 1   | 2                             | 3  | 1                   | 2                          | 1.8     |
| Transit Access   | 1  | 1   | 1                             | 2  | 1                   | 1                          | 1.2     |
| Clarity of information/signage   | 2  | 2   | 3                             | 5  | 5                   | 4                          | 3.5     |
| ADA Compliance   | 1  | 3   | 3                             | 5  | 3                   | 4                          | 3.2     |
| Lighting   | 3  | 3   | 3                             | 5  | 3                   | 4                          | 3.5     |
| <b>COMFORT &amp; IMAGE:</b>  | 3.5                                      | 2.9   | 3.3                           | 4.8  | 3.1                 | 3.0                        | 3.4     |
| First Impression / overall attractiveness                              | 3  | 3   | 3                             | 5  | 3                   | 3                          | 3.3     |
| Feeling of safety  | 4  | 3   | 3                             | 5  | 4                   | 4                          | 3.8     |
| Cleanliness/overall quality of maintenance (Exterior Site)             | 4  | 3   | 3                             | 5  | 3                   | 3.5                        | 3.6     |
| Cleanliness/overall quality of maintenance (Facilities Interior)       | -  | -   | 4                             | 5  | -                   | -                          | 4.5     |
| Comfort of places to sit   | 3  | 2   | 4                             | 3  | 2                   | 3                          | 2.8     |
| Protection from bad weather  | 3  | 3   | 4                             | 5  | 3                   | 2                          | 3.3     |
| Evidence of management /stewardship (Exterior Site)                    | 4  | 3   | 3                             | 5  | 3                   | 3.5                        | 3.6     |
| Evidence of management /stewardship (Facility(ies) Interior)           | -  | -   | 4                             | 5  | -                   | -                          | 4.5     |
| Ability to Easily Supervise and Manage the Park or Facility (Interior) | -  | -   | 2                             | 5  | -                   | -                          | 3.5     |
| Condition and Effectiveness of any Equipment or Operating Systems      | 4  | 3   | 3                             | 5  | 3                   | 3                          | 3.5     |
| Branding   | 3  | 3   | 3                             | 5  | 4                   | 2                          | 3.3     |

**FIGURE 2.18 - QUALITY LOS SUMMARY FOR LEE COUNTY PARKS WITHIN AND NEAR VILLAGE OF ESTERO RESIDENTS(CONTINUED)**

|  | Estero Bay Preserve State Park Trailhead | Estero High School Ball Fields / Community Park | Estero Village Community Park | Florida Gulf Coast/ Lee County Aquatics Facility | Koreshan State Park | Lee County Three Oaks Park | Average |
|--|--|---|-------------------------------|--|---------------------|----------------------------|---------|
| Needs Improvement  | 1.0-1.9                                  |   |                               |  |                     |                            |         |
|  | 2.0-2.9                                  |   |                               |  |                     |                            |         |
|  | 3.0-3.9                                  |   |                               |  |                     |                            |         |
|  | 4.0-4.9                                  |   |                               |  |                     |                            |         |
| Exceeding Expectations   | 5.0                                      |   |                               |  |                     |                            |         |
| <b>USES AND ACTIVITIES &amp; SOCIABILITY</b>                             | 2.4                                      | 2.9   | 3.7                           | 4.1  | 3.1                 | 3.1                        | 3.2     |
| Mix of uses/ things to do  | 2  | 2   | 4                             | 2  | 3                   | 3                          | 2.7     |
| Level of activity  | 2  | 4   | 4                             | 5  | 3                   | 3                          | 3.5     |
| Sense of pride/ ownership  | 3  | 3   | 4                             | 5  | 4                   | 3                          | 3.7     |
| Programming Flexibility  | 4  | 3   | 4                             | 4  | 3                   | 4                          | 3.7     |
| Ability of Facility to Effectively Support Current Organized Programming | 4  | 3   | 4                             | 4  | 3                   | 3                          | 3.5     |
| Marketing or Promotional Efforts for the Facility or Activities          | 1  | 2   | 3                             | 4  | 3                   | 3                          | 2.7     |
| Use and Adequacy of Technology   | 1  | 3   | 3                             | 5  | 3                   | 3                          | 3.0     |
| <b>ENVIRONMENTAL SUSTAINABILITY</b>                                      | 2.0                                      | 2.3   | 2.7                           | 3.7  | 2.7                 | 2.7                        | 2.7     |
| Stormwater Management  | 3  | 3   | 3                             | 4  | 4                   | 3                          | 3.3     |
| Multi-modal Capacity   | 1  | 1   | 2                             | 3  | 1                   | 2                          | 1.7     |
| Facility Energy Efficiency   | 2  | 3   | 3                             | 4  | 3                   | 3                          | 3.0     |
| <b>BUILDINGS AND ARCHITECTURE:</b>                                       | -  | -   | 4.0                           | 4.4  | -                   | -                          | 4.2     |
| Image and Aesthetics   | -  | -   | 4                             | 4  | -                   | -                          | 4.0     |
| Clarity of Entry and Connections to Park                                 | -  | -   | 3                             | 4  | -                   | -                          | 3.5     |
| Interior Layout  | -  | -   | 4                             | 4  | -                   | -                          | 4.0     |
| Interior Finishes and Furniture and Equipment                            | -  | -   | 4                             | 4  | -                   | -                          | 4.0     |
| Functioning Dimensions of spaces   | -  | -   | 4                             | 4  | -                   | -                          | 4.0     |
| Structural Integrity   | -  | -   | 5                             | 5  | -                   | -                          | 5.0     |
| Building Enclosure   | -  | -   | 5                             | 5  | -                   | -                          | 5.0     |
| Building Systems   | -  | -   | 4                             | 5  | -                   | -                          | 4.5     |
| Energy and Sustainability  | -  | -   | 3                             | 5  | -                   | -                          | 4.0     |

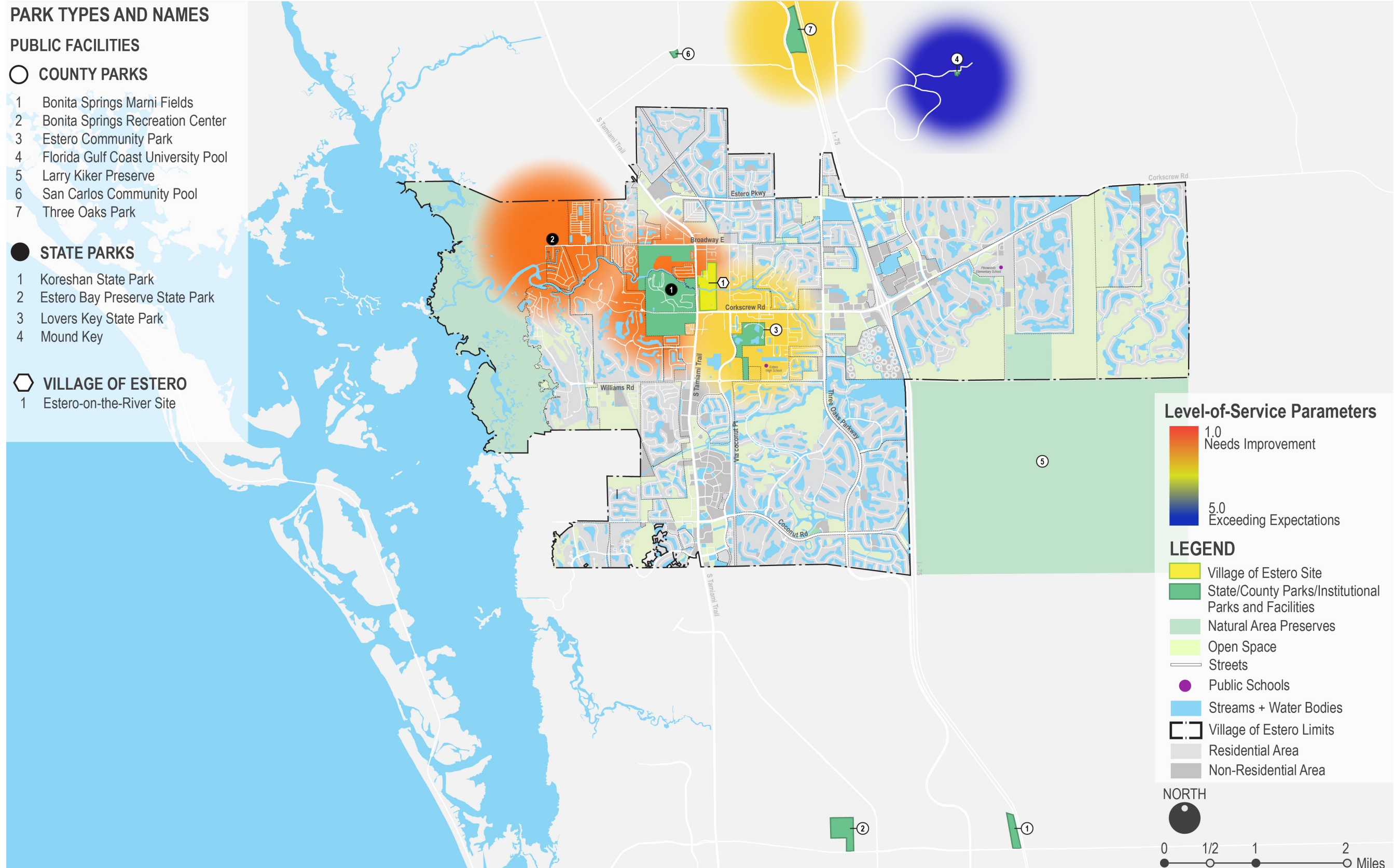
It appears that existing parks, on average, generally meet expectations based on the evaluation criteria. However, Estero residents may have higher expectations for public parks, based on the high quality of most of the HOA amenities.

Following is a more in-depth discussion of the findings.

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**FIGURE 2.19 - QUALITY LOS SUMMARY MAP FOR LEE COUNTY PARKS WITHIN AND NEAR VILLAGE OF ESTERO RESIDENTS**





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## PROXIMITY, ACCESS, AND LINKAGES

### Strengths

- Most of the public parks provide adequate ADA access for users.
- Many of the public parks are adequately lit to allow users opportunities to enjoy park amenities after dusk, including providing safety lights in parks where after dusk activities are not appropriate. A great example is the amphitheater multi-purpose lawn and trail in Estero Community Park.
- Many of the public parks contain gateway and regulatory signs that inform and direct users.



*Lighting at the amphitheater multi-purpose lawn and trail in Estero Community Park*

### Opportunities

- Many of the public parks are designed as drive-to parks with limited sidewalk connections to the surrounding neighborhood or community. An example is Estero Community Park where the sidewalk from the park ends just outside the main entrance to the park.
- Most of the public parks are located behind various land uses or vegetative buffers that limit visibility into the park from the surrounding community.
- Most of the public parks lack connections to transit, which limits the reach of parks to the broader community.
- While many of the public parks contain gateway and regulatory signs, they lack a hierarchy of signage options to further inform and educate users. Additional signage opportunities include a park system location map, park amenity location map and amenity directional signage (depending on the size and complexity of the park), amenity signs, and educational interpretive signs.



*Sidewalk from Estero Community Park ends just outside the entrance to the park and does not connect to the surrounding community*



## COMFORT AND IMAGE

### Strengths

- Most of the public parks provide users with an adequate first impression and overall attractiveness, with some parks exhibiting higher degrees of design and maintenance standards than others. Florida Gulf Coast/ Lee County Aquatics Facility stands out as one of the best maintained facilities that Village residents use.
- Most of public park buildings exhibit an acceptable degree of cleanliness and overall quality of maintenance, management, and stewardship on the exterior and interior. Additionally, many of the parks' equipment and operating systems are in good condition. These qualities also help foster a sense of safety and pride in the public parks. The Estero Community Park Community Center is a great example of a well-maintained indoor facility.
- Many of the public parks provide users with protection from bad weather. This is particularly important in Florida due to the hot summers and rapidly developing inclement weather. Koreshan State Park, for example, contains a variety of structures that not only educate visitors about the history of the site but also provide refuge from inclement weather.
- Most of the public parks contain consistent and acceptable branding in the form of colors, signage, and amenities that lets users know that they are in a Lee County Park.



*Clean and well-maintained gym in Estero Community Park Community Center*



*Building in Koreshan State Park that educates visitors about the history of the property while also providing refuge from inclement weather*

## Opportunities

- While many of the public parks are adequately maintained and have equipment and operating systems that are in good condition, many may not be to the level of the private recreation facilities that Village residents typically frequent. This is important for the Village to consider as the quality of future Village public parks may influence the use of these facilities.
- Most of the public parks include clean places to sit that are located in pleasant areas. However, much of the seating is fixed, which does not allow users to customize their seating areas to meet their needs. This is particularly important in Florida where hot summers makes certain seating areas undesirable.
- While most of the public parks contain consistent and acceptable branding in the form of colors, signage, and amenities, they are not to the level of many of the private recreation facilities that Village residents typically frequent.



*Fixed seating in Estero Community Park is sometimes unshaded and limits a user's ability to customize his or her seating arrangement*



## USES, ACTIVITIES, AND SOCIABILITY

### Strengths

- Many of the public parks exhibit an adequate level of pride and ownership and have limited to no signs of litter, vandalism, and misuse of facilities. The Estero Community Park, Florida Gulf Coast/Lee County Aquatics Facility, and Koreshan State Park are great examples of parks that exhibit high levels of pride and ownership.
- A few of the parks provide a high level of activity due to specific or a mix of facilities located in the park that are frequently used. Three Oaks Park and Florida Coast/Lee County Aquatics Facility are examples of parks that have a high level of activity.
- Many of the public parks are adequately planned and spatially programmed with the proper size and location of facilities and amenities to facilitate organized programming.
- Many of the public parks provide opportunities for multi-use and flexible use due to the presence of flat open spaces.



*High level of pride and ownership at Koreshan State Park*



## Opportunities

- While many of the public parks provide a range of amenities and activities for users of all ages, others do not. This limited range of activities also hinders the level of activity that occurs in these parks. Parks that have the opportunity to provide additional things to do include Estero Bay Preserve State Park Trailhead and Estero Community Park/High School Ball Fields.
- Most of the public parks lack marketing and promotional efforts to make residents aware of the park and its recreation facilities and activities.



*Estero Bay Preserve State Park Trailhead and Estero Community Park/High School Ball Fields are examples of parks that have a limited mix of things to do.*



## ENVIRONMENTAL SUSTAINABILITY

### Strengths

- Most of the public parks do a good job of treating stormwater on-site through means of retention/detention with bio-swales, wetlands, and other similar Best Management Practices (BMPs). The wet detention pond adjacent to Estero Community Park is a great example of a BMP that was enhanced with littoral plantings to improve the appearance of the pond and improve habitat.
- Some of the public parks have been improved to include energy efficient elements such as LED light fixtures, water conserving faucets, auto-flush toilets and urinals, etc. Florida Gulf Coast/Lee County Aquatics Facility is a great example of a facility that was developed with energy efficient elements.



*Littoral plantings on the wet detention pond in Estero Community Park.*

### Opportunities

- While some of the public parks contain bike racks that encourage an alternate mode of transportation to the park, multi-modal access to many of the public parks is limited. Amenities such as multi-purpose trails, high-quality on-road bicycle facilities, bikeshare stations, and transit stops should be provided throughout the parks, especially in Estero Community Park.
- While most of the public parks do a good job of treating stormwater on-site through BMPs, there is an opportunity to improve the appearance and functionality of the BMPs.
- Some of the public parks have been improved to include energy efficient elements. However, the County and the Village should continue to expand the use of energy efficient elements throughout the parks.



*Bicycle racks in the Estero Bay Preserve State Park*

## BUILDINGS AND ARCHITECTURE

### Strengths

- Most of the park buildings are visually pleasing and positively contribute to the park's appearance and brand.
- The Estero Community Park building is well-organized, efficient, and has functioning interior layouts, finishes, furnishings, and equipment. Additionally, entries and building orientations are clearly defined and facilitate intuitive access and circulation.
- Park buildings did not display visible signs of structural or building enclosure weaknesses.
- Many of the park buildings contained systems that were in good operating condition and some elements that conserved energy.

### Opportunities

- As noted previously, while the park buildings have been improved to include energy efficient elements, the County and the Village should continue to expand the use of energy efficient elements throughout all park buildings.
- The Village may wish to improve the quality of the existing and future buildings to match residents' expectations. Many residents may expect the quality of public buildings to be comparable to that of private facilities.



*The Estero Community Park building positively contributes to the Village's brand and image*

## 2.7 Existing Conditions and Needs Assessment Summary

Figure 2.20 on the next page compares the findings from the Statistically-Representative Survey conducted by ETC Institute (Column 1) to the findings from the other needs assessment techniques.

Based on a review of the findings from all of the needs assessment techniques, residents' top priorities appear to include:

| Facility Priorities             | Program Priorities                          |
|---------------------------------|---|
| 1. Natural Areas/Nature Parks   | 1. Community Special Events                 |
| 2. Multi-purpose Trails         | 2. Fitness/Wellness Programs                |
| 3. Performance Arts Center      | 3. Nature Programs/ Environmental Education |
| 4. Sidewalks                    | 4. Senior Leisure Programs                  |
| 5. Restrooms for Existing Parks |   |
| 6. Community Gardens            |   |
| 7. Athletic Fields              |   |
| 8. Boating Access               |   |

The next section of the Parks Master Plan process – the Long-Range Vision - will determine the “most appropriate response” from the Village to address these priority needs.



**FIGURE 2.20 - NEEDS ASSESSMENT SUMMARY CHART**

|                                 | Mail Survey<br>(Statistically<br>Representative) | Online Survey<br>(50%+ "need more") | Public Workshops | Interviews and Focus<br>Groups | Level-of-Service<br>Analysis |
|---------------------------------|--|-------------------------------------|------------------|--------------------------------|------------------------------|
| Recreation Facility Priorities: |  |                                     |                  |                                |                              |
| 1. Natural Areas/Nature Parks   | ●  | ●                                   | ●                | ●                              |                              |
| 2. Multi-purpose Trails         | ●  | ●                                   |                  | ●                              | ●                            |
| 3. Performance Arts Center      | ●  | ●                                   | ●                |                                | ●                            |
| 4. Sidewalks                    | ●  | ●                                   |                  |                                |                              |
| 5. Restrooms for Existing Parks | ●  | ●                                   |                  |                                |                              |
| 6. Indoor Fitness Centers       | ●  |                                     |                  |                                |                              |
| 7. Park Benches/Seating         |  | ●                                   |                  |                                |                              |
| 8. Community Gardens            |  | ●                                   | ●                |                                | ●                            |
| 9. Fishing Piers                |  | ●                                   |                  |                                | ●                            |
| 10. Skate Park                  |  |                                     | ●                |                                |                              |
| 11. Athletic Fields             |  |                                     | ●                | ●                              | ●                            |
| 12. Boating Access              |  | ●                                   | ●                |                                | ●                            |
| 13. Pickleball Courts           |  |                                     | ●                |                                |                              |
| 14. Aquatics Center             |  |                                     |                  | ●                              |                              |
| 15. Volleyball Courts           |  |                                     |                  |                                | ●                            |
| 16. Multi-use Courts            |  |                                     |                  |                                | ●                            |
| 17. Splash Pads                 |  |                                     |                  |                                | ●                            |
| 18. Picnic Areas                |  | ●                                   |                  |                                | ●                            |
| 19. Additional Park Land        |  |                                     |                  |                                | ●                            |
| 20. Large Community Parks       |  | ●                                   |                  |                                |                              |

**FIGURE 2.20 - NEEDS ASSESSMENT SUMMARY CHART (CONTINUED)**

|  | Mail Survey<br>(Statistically<br>Representative) | Online Survey<br>(50%+ "need more") | Public Workshops | Interviews and Focus<br>Groups | Level-of-Service<br>Analysis |
|--|--|-------------------------------------|------------------|--------------------------------|------------------------------|
| Recreation Program Priorities:                         |  |                                     |                  |                                |                              |
| 1. Community Special Events                            | ●  | ●                                   | ●                |                                | na                           |
| 2. Fitness/Wellness                                    | ●  | ●                                   |                  |                                | na                           |
| 3. Nature Programs/Environmental<br>Education          | ●  | ●                                   |                  |                                | na                           |
| 4. Senior Leisure Program                              | ●  | ●                                   |                  |                                | na                           |
| 5. Movies in the Park                                  |  | ●                                   |                  |                                | na                           |
| 6. Music Programs                                      |  | ●                                   |                  |                                | na                           |
| 7. Athletic Leagues                                    |  |                                     | ●                |                                | na                           |
| 8. Facilitated Activities between<br>Gated Communities |  | ●                                   |                  |                                | na                           |
| 9. Education Lecture Series                            |  | ●                                   |                  |                                | na                           |
| 10. Community Performing Arts/<br>Dance                |  | ●                                   |                  |                                | na                           |

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# **SECTION 3:**

# **LONG-RANGE VISION**



# Section 3: Long-Range Vision

There are no state or national standards to guide the development of a long-range parks and recreation vision in response to residents' needs and priorities; each community must develop its own vision based on its values, priorities, and resources. Therefore, Village staff and consultants met on May 28, 2019 to discuss the "appropriate response" to residents' top priority needs. The visioning agenda included:

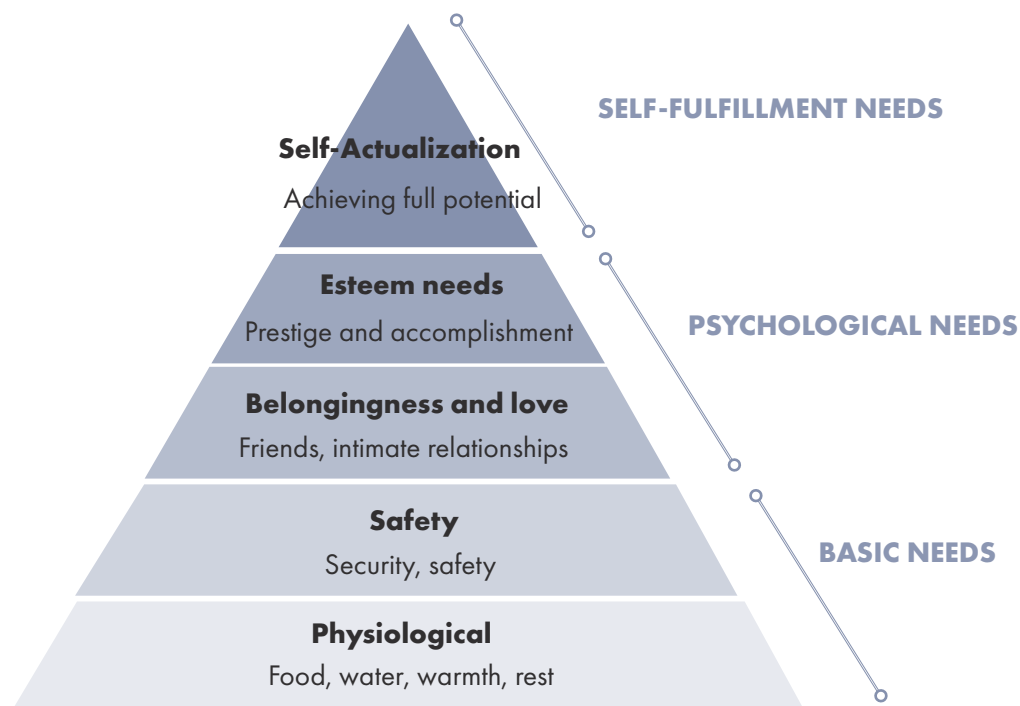
- **Discussion, mapping of current Village initiatives:** land acquisition, rail-trail, programming, partnerships, staffing, etc.
- **Mapping of conceptual trails and greenways system to meet top priority needs:** Natural Areas, Multi-purpose Trails, and Sidewalks
- **Review of the "appropriate response" to other priority facility needs:** Performing Arts Center/ Entertainment Venue, Restrooms, Community Gardens, Athletic Fields, Boating Access
- **Review of the "appropriate response" to priority programmatic needs:** Community Special Events, Fitness/Wellness Programs, Nature Programs/Environmental Education, Senior Leisure Programs
- **Organizational Structure for programming, operations and maintenance,** including design and maintenance standards
- **Review and discussion of the preliminary vision** outlined in the Implementation Framework

Following is a discussion of the proposed Long-Range Vision for the Village's parks and recreation system, based on residents' needs and priorities, conclusions from the Visioning Workshop, and current trends and best practices on parks and recreation planning.

## 3.1 Overview: Long-Range Vision and Subsystems

The Village of Estero incorporated in 2014, desiring to control its own destiny. Real and perceived threats included potential annexation, the quality of government services, and uncontrolled development. It is not an over-statement to say that residents were concerned with their "basic needs" at the time – including the safety and security of the community - as depicted at the bottom of Maslow's hierarchy of needs, below.

**FIGURE 3.1 - MASLOW'S HIERARCHY OF NEEDS**



Today, in 2019, the community is fiscally and organizationally stable, and residents are looking more towards the “self-fulfillment needs” of the community, shown at the top of Maslow’s pyramid. A high-quality parks and recreation system can have a significant impact on a community’s identity, brand, and quality of life.

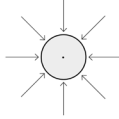
The Village’s vision for its parks and recreation system is to create:

*A high-quality, beautifully-maintained parks and recreation system that meets the needs of all Village residents including youth, families, adults, and retirees. The system will include parks, open space, and recreation areas owned by the Village, homeowner associations (HOAs), Lee County, the State of Florida, the Lee County School District, and other facility and program providers.*

The Parks and Recreation System can be conceptualized as a network of interconnected “subsystems,” each with its own guiding principles, primary and secondary providers, and service-delivery models. The Village’s proposed subsystems include:

**FIGURE 3.2 - VILLAGE OF ESTERO PARKS AND RECREATION SUBSYSTEMS AND PROVIDERS**

| SUBSYSTEM:                           | PURPOSE/<br>PRINCIPLE   | SERVICE-DELIVERY<br>MODEL | PRIMARY PROVIDER<br>AND/OR<br>FACILITATOR   | SECONDARY<br>PROVIDER  |
|--------------------------------------|---|---------------------------|---|--|
| <b>1.<br/>Local Parks</b>            | Serve mainly local needs, easily accessible within a 10-minute walk of most residents   | Equity<br>                | Homeowner Associations  | NA   |
| <b>2.<br/>Community Parks</b>        | Serve multi-use community-wide needs which typically cannot be provided locally         | Centralized<br>           | Lee County  | Village of Estero  |
| <b>3.<br/>Special Purpose Venues</b> | Serve predominantly single-use needs for the entire community                           | Venues<br>                | <ul style="list-style-type: none"> <li>• Historic Sites: State of Florida</li> <li>• Swimming: Florida Gulf Coast University</li> <li>• Ice Hockey: Hertz Arena</li> <li>• Concerts: Hertz Arena</li> <li>• Boat Ramps, Water Access: State of Florida, Estero River Outfitters</li> <li>• Performing Arts: Estero High School</li> </ul> | Lee County   |
| <b>4.<br/>Recreation Centers</b>     | Serve multi-use, indoor community-wide needs which typically cannot be provided locally | Hub & Spoke<br>           | Lee County  | <ul style="list-style-type: none"> <li>• Lee County</li> <li>• Homeowner Associations</li> </ul> |

| SUBSYSTEM:   | PURPOSE/<br>PRINCIPLE   | SERVICE-DELIVERY<br>MODEL  | PRIMARY PROVIDER<br>AND/OR<br>FACILITATOR   | SECONDARY<br>PROVIDER  |
|--|---|--|---|--|
| <b>5.<br/>Multi-purpose<br/>Athletic Fields</b>  | Serve multi-use, outdoor athletics needs for practice and competition                                       | Centralized<br> | Lee County  | Lee County School Provider   |
| <b>6.<br/>Trail and<br/>Bikeways</b>   | Provide multi-modal access between parks and recreation facilities, schools, employment, and entertainment  |  | <ul style="list-style-type: none"> <li>• Village of Estero</li> <li>• Lee County</li> </ul>                             |  |
| <b>7.<br/>Natural Areas</b>  | Preserve, protect, and enhance wildlife habitat, outstanding scenic resources, and existing natural systems |  | <ul style="list-style-type: none"> <li>• Village of Estero</li> <li>• State of Florida</li> <li>• Lee County</li> </ul> | Lee County   |
| <b>8.<br/>Recreation,<br/>Education,<br/>Environmental,<br/>Cultural, and<br/>Social Program</b> | Enrich resident's lives and improve the overall community   |  | Village of Estero   | <ul style="list-style-type: none"> <li>• Lee County</li> <li>• State of Florida</li> <li>• FGCU</li> <li>• Others</li> </ul> |

The Village is currently working with a number of other local and state organizations to implement this system, including:

**Private Not-for-Profit Groups:**

- Friends of Koreshan
- College of Life Foundation
- Athletic Associations: Gorilla Lacrosse, San Carlos Scorpions, San Carlos Little league, Bonita Springs Little League, Cal Ripken, Estero Mustangs Football, Gulf Coast Swim, Swim Florida
- Jr. Everblades (hockey at Hertz Arena)
- Estero Council of Community Leaders
- Private communities

**Public Not-for-Profit Groups:**

- Chamber of Commerce
- Gulf Coast Swim, Swim Florida
- Koreshan State Park
- Florida Gulf Coast University
- Lee County

- Lee County School District

- Bike-Walk Lee

- Conservancy of Southwest Florida

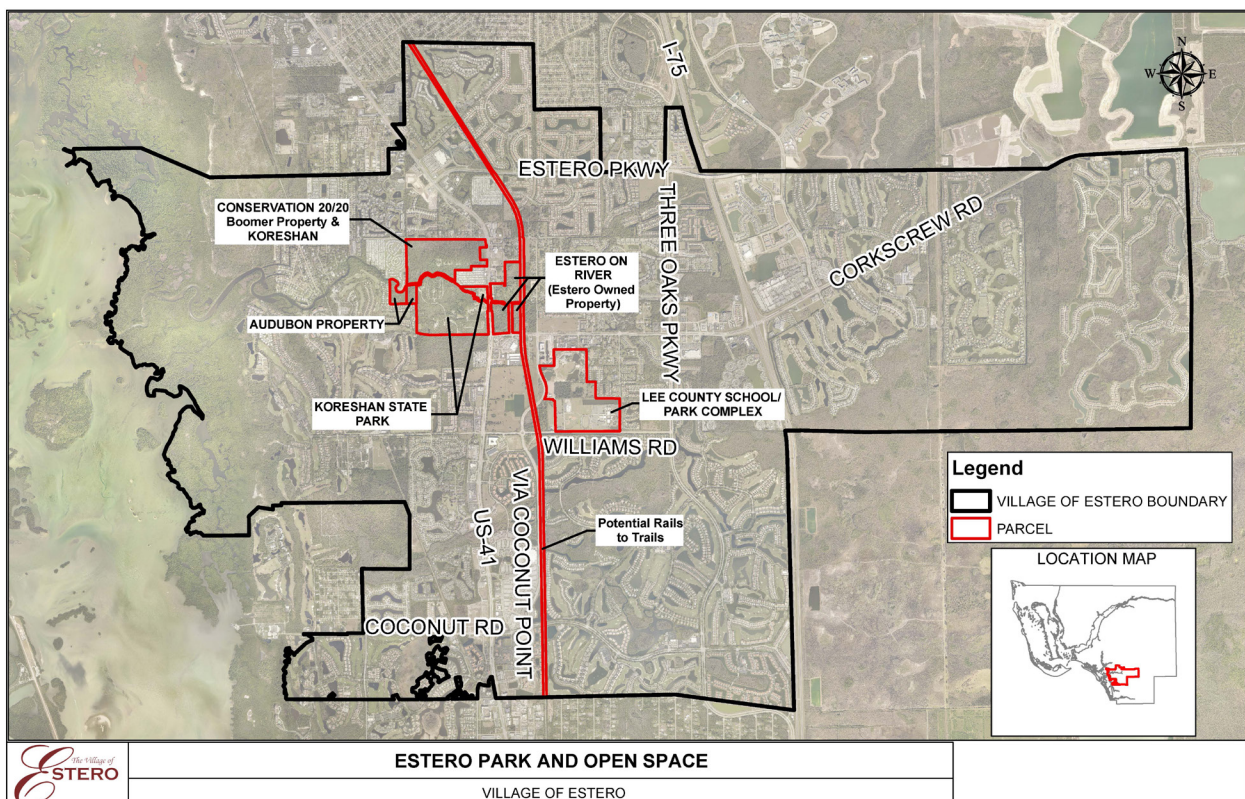
**Private For-Profit Groups:**

- Miromar, Coconut Point Mall

- Hertz Arena

Current green space initiatives include development of a plan for the 62-acre “Estero-on-the-River” parcel and 4.0 acres Happahatchee Property recently acquired by the Village; evaluation of the 10-acre River Oaks parcel, discussions with the Seminole Gulf Railroad to acquire the rail traversing the Village (Lee County and the City of Bonita Springs and Collier County are also considering acquisition of parcels to create a continuous “rail-trail”); and development of a plan to expand the Estero Community Park and High School campus, in partnership with the County and the School District. Other initiatives include the evaluation of other opportunities for additional expansion of the school/park property; and evaluation of the use of FPL easement to provide north-south bicycle/pedestrian connections, as illustrated in the Village’s recently-completed Bicycle/Pedestrian Master Plan.

**FIGURE 3.3 - EXISTING INITIATIVES**





## 3.2 Activity Hubs

During the planning process, there has been a great deal of discussion regarding the best use of the Estero-on-the-River site (which now includes the Happahatchee property), the Estero Community Park expansion, remaining vacant lands, and existing facilities within the Village. For example, some residents believe that the Estero-on-the-River site should be preserved to “stop development along the river,” while others feel that it should be developed as a village center.

To provide a basis for decision-making - in the absence of a Village-wide Master Plan – an “Activity Hubs” concept plan was developed during the visioning workshop to provide context for the various sites under consideration. The hubs (shown in Figure 3.4) include a Highway Commercial Hub; a Village Center Hub; a Mixed-use Commercial Hub; and an Eco-Historical Hub. Each hub has a different character and focus than the others, which may suggest the most appropriate use(s) for the sites under consideration.

First, the “Highway Commercial Hub” is clustered around the intersection of Interstate 75 and Corkscrew Road, anchored by the Hertz Arena and the Miromar Outlets Mall in the northeast quadrant of the intersection. The opposite northwest quadrant includes a mix of uses including residential, hotel, and commercial. The quadrants south of Corkscrew Road are primarily residential, with commercial frontage. This nondescript hub is typical of many interstate/commercial developments, and meets many of the restaurant, retail, and office needs of travelers, visitors, and residents. None of the sites under consideration are located in this hub, but some Village residents’ top priority needs – such as a performing arts center, community special events, fitness and wellness programs, and senior leisure programs – could be accommodated at the Hertz Arena or Outlets Mall, and/or through the development of a new fitness club or performing arts center.

The “Village Center Hub” is defined by Corkscrew Road to the north, S. Tamiami Trail/US 41 to the west, Williams Road to the south, and River Ranch Road to the east (excluding the residential area in the northeast quadrant). The hub is already home to the Village’s civic uses, including the Village Hall, Estero High School, and Estero Community Park and Recreation Center. The proposed new hospital/ mixed-use development between US 41 and Via Coconut Point will add new health care, wellness, entertainment, retail, and office-uses to the area. The hub should be master planned to create higher-intensity, mixed-use land uses along both Corkscrew Road and US 41; an internal, multi-modal street network that connects to both roads; and an iconic new Village Hall/Civic Center that establishes a civic presence and brand. Additional uses could include a fitness and wellness center, spa, urban lake front promenade, performing arts center, outdoor amphitheater, and other civic and lifestyle uses.

The Village’s “Mixed-use Commercial Hub” is located further south along US 41, anchored by the Coconut Point mixed-use development. This too is a typical, suburban center that meets many of the restaurant, retail and office needs of residents and visitors.

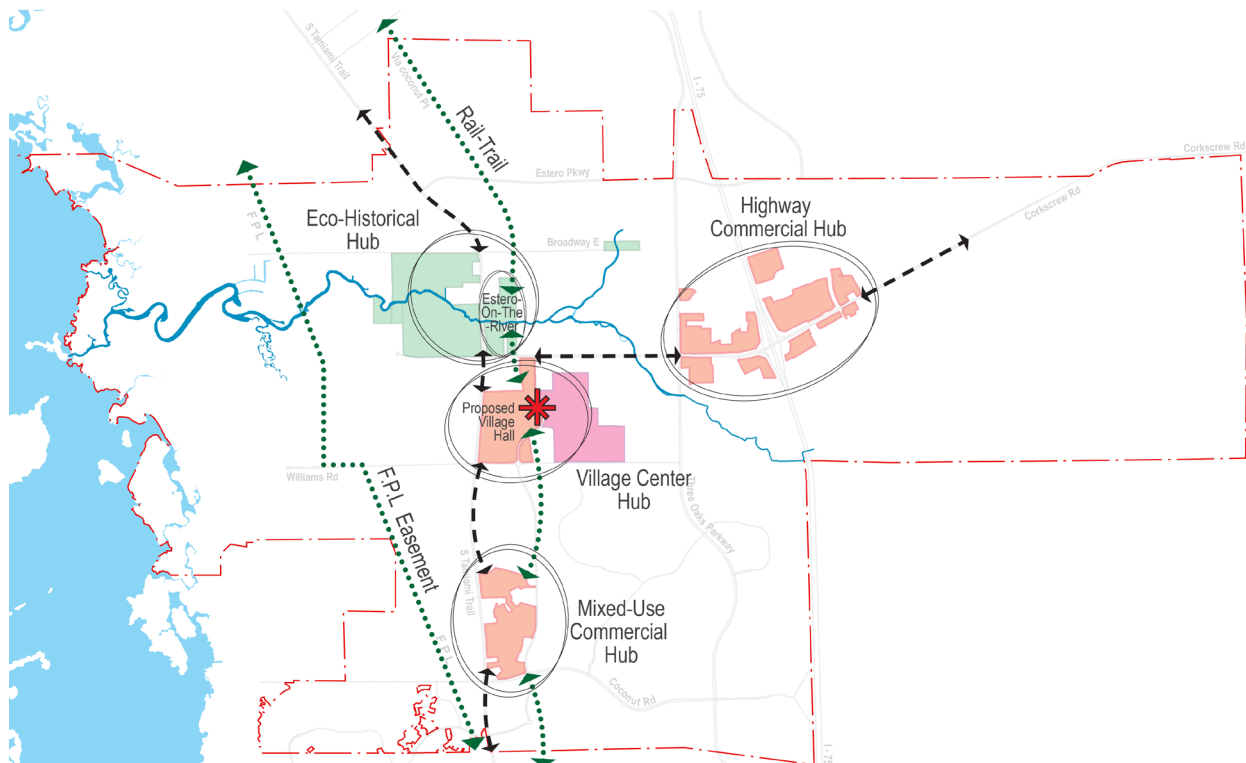
Finally, at the opposite intersection of the Village Center, is the activity center that most distinguishes Estero from other suburban residential communities in southwest Florida - the “Eco-Historical Hub” (see Figure 3.5). Anchored by the Estero River and Koreshan State Park (including the “Old Store” and other historic buildings), this hub also includes the Estero River Outfitters, the Boomer Property, Koreshan Preserve (owned by Lee County), the Florida Audubon Society property, and the Village’s 66-acre site. Collectively, these sites provide a unique glimpse into Florida’s ecological and cultural natural history and scenic beauty, and the importance of these resources to Estero’s “brand” and sense of place cannot be over-stated. The long-range vision for the Eco-

Historical Hub is to provide a variety of unique, high-quality recreational, educational, cultural, residential, and commercial experiences for Estero residents and visitors – while preserving, protecting, and enhancing the hub’s unique environmental and cultural resources. Activities may include:

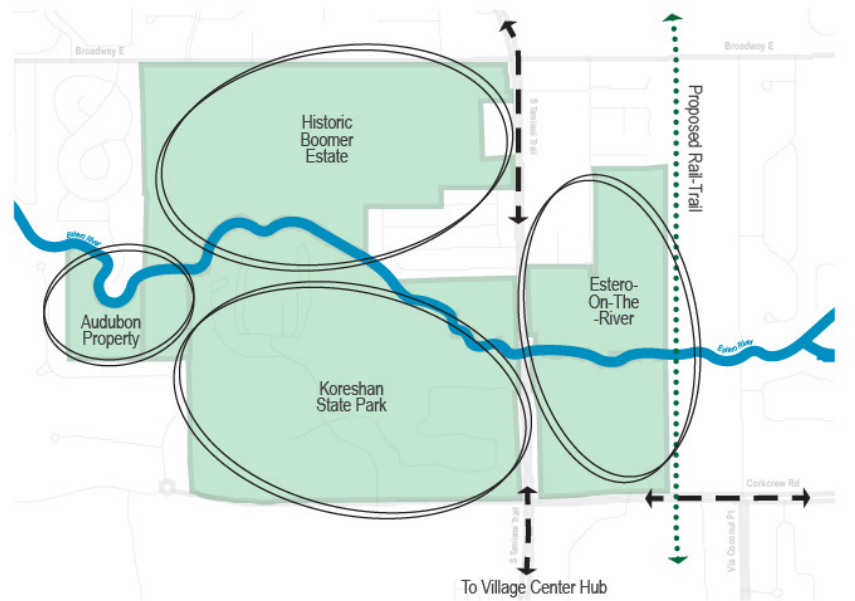
- Concerts and performances
- Festivals
- Casual waterfront dining
- Natural resource restoration
- Canoe/kayak
- Community meetings and events
- Art, history, and environmental lectures and classes
- Guided tours
- Conferences
- Research
- Hiking
- Nature and/or water-based play
- Architectural restoration
- Environmentally sensitive residential, commercial, and/or institutional development
- Others

The Eco-Historical Hub would connect to the Village Center Hub via a proposed rail-trail along the Seminole Gulf Railroad corridor, as discussed below. In addition to the Village and the State Park, other potential partners in the development, operations, and maintenance of the hub could include, but not be limited to, Estero River Outfitters, Florida Gulf Coast University, the Florida Department of Transportation, Lee County, Lee County School District, Conservancy of Southwest Florida, private concessionaires, developers, and others.

**FIGURE 3.4 - ACTIVITY HUBS**



**FIGURE 3.5 - ECO-HISTORICAL HUB**



## 3.3 Proposed Parks and Recreation Facility Improvements

Following are proposed recommendations for improvements to the Village’s parks and recreation system, based on residents’ needs and the concepts for the activity hubs.

### 1. Estero-on-the-River Site

Several of the activities proposed for the Eco-Historical Hub could be accommodated by new facilities on the Village’s Estero-on-the-River site. These may include a waterfront cafe, waterfront promenade, nature trails and signage, environmental education center, canoe/kayak launch, and outdoor amphitheater.

The Village could partner with the State of Florida to provide other facilities and activities at the 135-acre Koreshan State Park, including pedestrian access between the two sites; enhancements to the existing boat ramp, including a water taxi dock for shuttles to the beach at Lovers Key; expanded parking areas; and a new restroom building. The Village could also potentially partner with Lee County, which owns the 38-acre Koreshan Preserve site, and the Florida Audubon Society, which owns an 18-acre parcel in the area. The sites could be connected via a pedestrian promenade along the river underneath US 41 and/or an overpass across the road and a bridge over the river.

**FIGURE 3.6 - EXAMPLE OF A CASUAL, OUTDOOR WATERFRONT CAFE – GUANABANAS, JUPITER, FL**





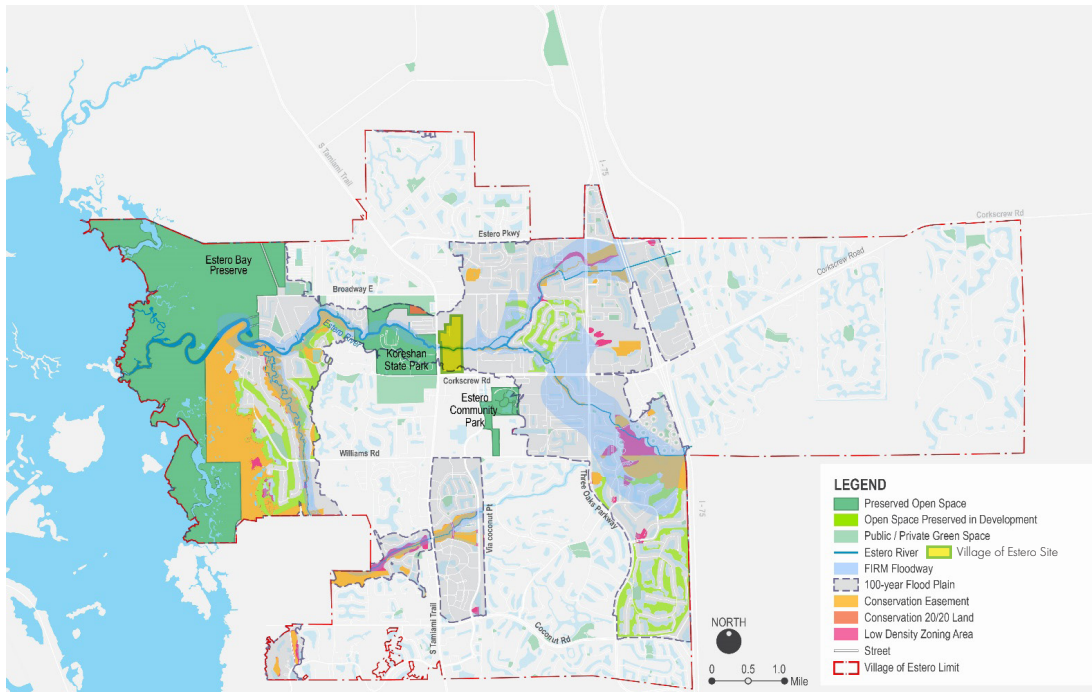
FIGURE 3.7 - ESTERO-ON-THE-RIVER CONCEPT



## 2. Other Natural Areas

Village residents indicated that the preservation of remaining natural areas is a top priority. In addition to the acquisition of the 62-acre Estero-on-the-River site and 4-acre Happaatchee site, the long-range vision for the acquisition and/or protection of natural areas may also include construction or enhancement of trails in the Estero Bay Aquatic Preserve and enhancement of the Estero River Greenway.

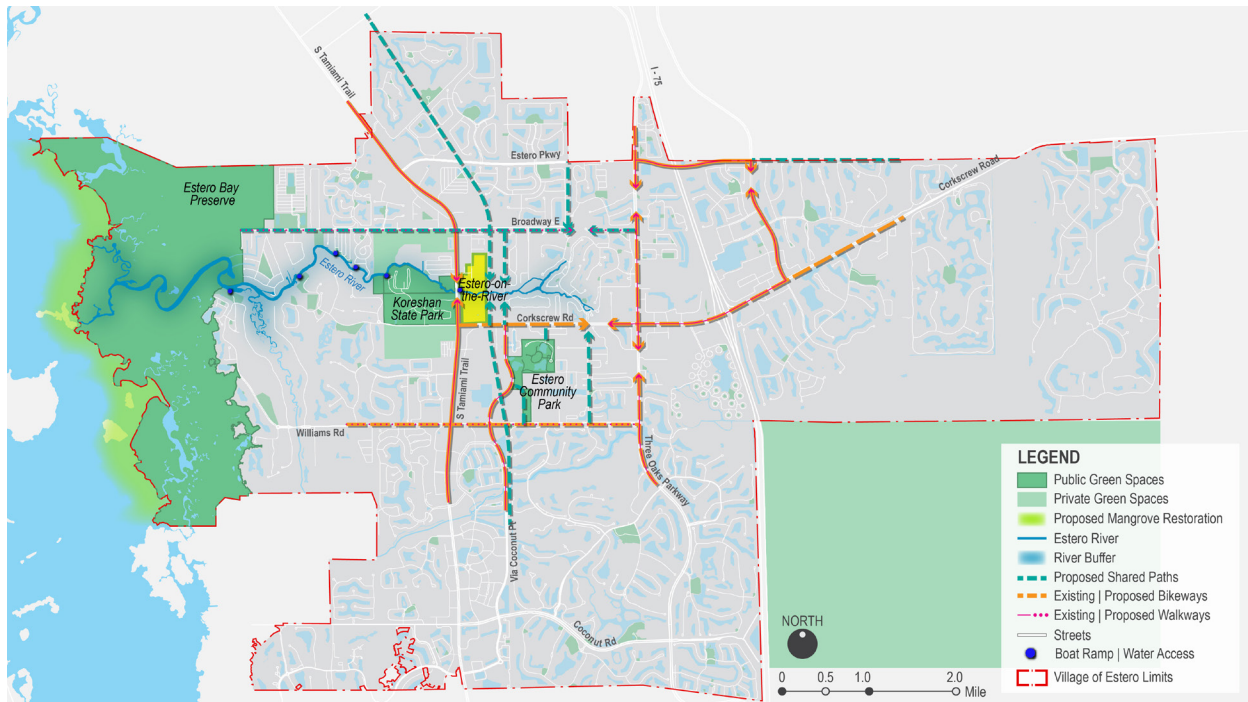
**FIGURE 3.8 - MAP OF EXISTING NATURAL AREAS WITHIN VILLAGE LIMITS**



A previously-prepared concept plan for the Estero River Greenway illustrates the idea of connecting the Estero Community Park to Koreshan State Park and the Estero Bay Preserve along the Estero River. Proposed enhancements include:

- Replacement of sanitary sewer “package plants” with connections to the regional wastewater treatment system to improve the water quality of the river
- Acquisition of river buffers to treat stormwater runoff, and improve natural aesthetics
- Restoration of mangroves where appropriate
- Additional monitoring and improving water quality, where monitoring indicates it is needed
- Providing additional rest/picnic areas (on public lands) along the greenway
- Enhancement and expansion of bicycle/pedestrian trails that connect to the river
- Additional signage
- Maintenance of the river
- Increased education and law enforcement regarding safe boating speeds



**FIGURE 3.9 - ESTERO RIVER GREENWAY CONCEPT**

### 3. Local Parks

Village residents use two types of parks to meet their basic recreation needs: local and community. Local Parks are “those that serve mainly local needs and can be reduplicated in small and easily accessible units in every part of the region,” and Community Parks are “those that serve mainly regional needs, which people can reasonably be expected to travel rather long distances to reach, and which cannot be reduplicated locally.”<sup>1</sup>

An accepted guiding principle is to provide a local park with easy walking access of every resident. For example, the Trust for Public Land, in partnership with the National Recreation and Park Association and the Urban Land Institute, created the 10-minute Walk Initiative to ensure “there’s a great park within a 10-minute walk of every person, in every neighborhood, in every city across America.” This model of service delivery could be considered an “equity” or “decentralized” model, as illustrated in Figure 3.2 - Subsystems.

All of the local parks within the Village are privately owned and managed by homeowners’ associations and Community Development Districts; it is estimated that approximately 80% of residents live in the Village’s 35 gated communities. Many of the residents not located within gated communities also have access to parks within a 10-minute walk. For example, the Estero River Heights neighborhood has their own park, the Charring Cross neighborhood is located within a short walk of Estero Bay Buffer Preserve, and residents along River Ranch Road are within a short walk of Estero Community Park. The Village’s long-range vision is for the HOAs to continue improving and maintaining local parks to meet the needs of their residents.

<sup>1</sup>Hise &Deverell

## 4. Community Parks

Village residents currently have access to two Community Parks owned and operated by Lee County: Estero Community Park (which is located within the Village of Estero) and Three Oaks Community Park (located approximately 1.25 miles north of Estero). Estero Community Park is a 70-acre multipurpose park with a recreation center, amphitheater, playground, picnic shelters, off-leash dog park, bocce courts, horseshoe courts, volleyball courts, multi-purpose athletic fields, and an 18-hole disc golf course. Three Oaks Community Park offers a youth baseball field, a softball field, soccer/multipurpose fields, tennis courts, basketball courts, racquetball courts, sand volleyball courts, playgrounds, picnic shelters, and a one-mile paved walking trail.



Estero Community Park



Three Oaks Community Park



The Village’s vision is to expand and improve Estero Community Park in order to meet residents’ needs. This could be accomplished by partnering and collaborating with the County and the School Board, including the possibility of acquiring and managing the park. Additional programming could be provided by contracting with private providers. For example, the Chamber of Commerce could provide special events; local health-care providers and/or private fitness centers could offer fitness and wellness programs; ecologists from the State Park and Preserve could provide nature and environmental education programs; and local vendors could provide senior leisure programs. Non-profit athletic associations could provide recreation instruction and competition, under a field-use policy established by the Village. Currently, athletic associations, with the exception of the athletic football association, generally don’t provide activities in Estero Park. All others are provided at Three Oaks Community Park.

The Estero Community Park, adjacent Estero High School, and proposed middle and elementary schools should be designed as a unified campus around the proposed new internal street network, and should be easily accessible (pedestrian, bicycle, trolley, bus, and auto) from any point within the Village Center Hub. The campus should also be designed as the Village’s signature urban park – unlike a traditional, suburban community park – to meet as many of residents’ recreational and social needs as possible. New facilities may include a new elementary school and middle school; a hard-edged promenade around the central lake, and connecting, multi-purpose walks; additional multi-use fields; baseball/softball fields; and additional recreation facilities and amenities such as table games, pickleball courts, food concessions, outdoor patios, community gardens, large and small picnic pavilions, and a splashpad.

**FIGURE 3.10- ESTERO VILLAGE CENTER HUB**



## 5. Recreation Centers

Residents' needs for indoor recreation space and programs are currently being met by the County's 40,000 square foot Estero Recreation Center, appropriate school district facilities, and private HOA club houses and recreation centers. This model of service delivery could be considered a "hub and spoke" model, as illustrated in Figure 3.2 - Subsystems. The Estero Recreation Center provides the majority of indoor facilities and programs, supplemented by "satellite" HOA and School District facilities. An industry rule-of-thumb is to provide a total of 1-2 square feet of indoor recreation space per capita.

The Village's vision is to partner and collaborate with the County to improve the Estero Recreation Center and expand program offerings, including the possibility of acquiring and managing the center, as mentioned above. The vision is to also collaborate with a private company to locate a fitness center within the Village's proposed new Village Center.

## 6. Athletic Fields

Estero residents currently use the athletic fields at the Estero Community Park and Three Oaks Community Park, as well as other facilities throughout the region. The needs assessment indicates that there is a need for additional athletic fields (including both diamond and grid-iron fields) for recreation, competition, and tournaments. Recreation fields are "base tier" facilities; competition fields are "middle tier" facilities; and tournament fields are "top tier" facilities, as described in the diagram below.

**FIGURE 3.11 - THREE-TIERED CLASSIFICATION SYSTEM FOR ATHLETIC FIELDS**





The Village's vision is to focus on meeting the basic recreational needs of area residents (base-tier facilities) through the expansion of the Estero Community Park, in partnership with local recreation leagues, the County and School District. Competition and tournament facilities will continue to be provided by the County at other locations.

## 7. Bikeways, Trails, and Greenways

The Village's Comprehensive Plan emphasizes the importance of multi-modal connectivity through sidewalks, bike lanes, trails, and blueways; and residents ranked "Multi-purpose Trails" as their second-most top priority. Many of these needs can be accommodated through the design of "complete streets" – working in conjunction with the County and the State DOT - including wide sidewalks, bike lanes, street lights, and street trees, as proposed in the Village's recently-completed Bicycle/Pedestrian Master Plan. It is important to design these corridors as beautifully landscaped and lighted boulevards – with wide, shaded, pedestrian promenades – to establish the quality and character of Estero's public realm. The redesign of the Village's major north-south and east-west routes (South Tamiami Trail (US 41) and Corkscrew Road, respectively) is particularly important for both multi-modal connectivity and community image.

Other initiatives, such as the proposed six-mile "north-south connector" rail-trail along the Seminole Gulf Railroad and the proposed trail on the Florida Power & Light (FPL) easement, will require acquisition (or lease) and development of the corridors. Figure 3.13 (on the following page) illustrates the City's vision for the bikeways, trails, and greenways system from the Bicycle/Pedestrian Master Plan.

## 8. Aquatics

Village residents currently have access to the County's eight-lane, heated San Carlos Community Pool and the Florida Gulf Coast University pool, which both provide opportunities for lap swimming, swimming lessons, aerobics, and other programs. There are also aquatics opportunities in Bonita Springs, such as the YMCA and Bonita Springs Community Pool. Additionally, many residents have access to HOA and private pools. The combination of the large County/FGCU pools and the smaller HOA pools suggests a "hub and spoke" delivery model similar to recreation centers.

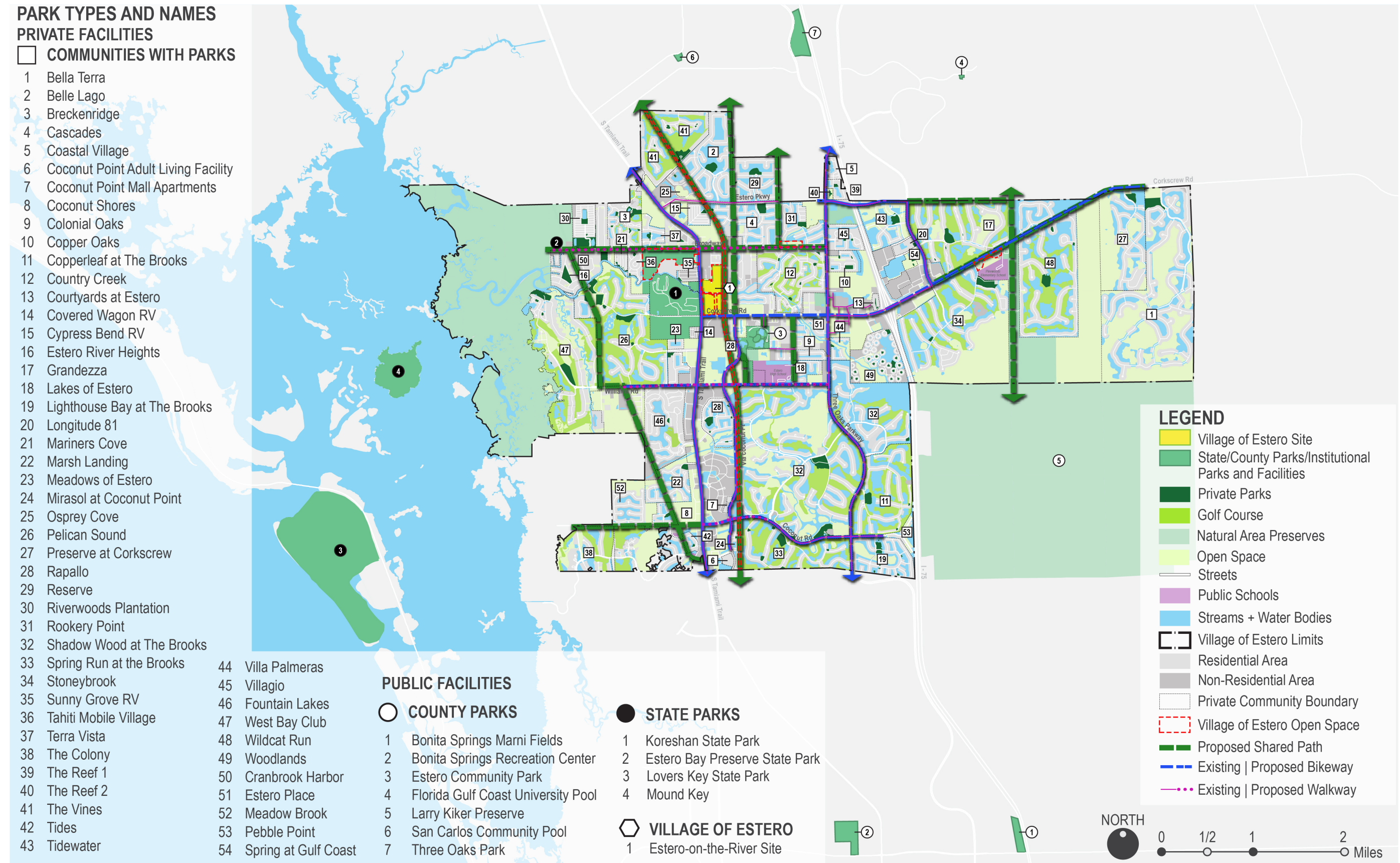
The Village has a variety of options for meeting additional aquatics needs, including potential partnerships with the County, Lee Health, the YMCA, School District, local colleges, and others

## 9. Water Access

Koreshan State Park provides Village residents with both motorized and non-motorized access to the Estero River, Estero Bay, and the Gulf of Mexico. The nine-mile Estero Bay and River Designated Paddling Trail begins at the State Park, continues past historic Mound Key, across Estero Bay to Lovers Key. The trail is part of the Estero Bay portion of the 190-mile Great Calusa Blueway between Ft. Myers and Bonita Beach. Additional access points include the Estero River Outfitters (including rentals) and County boat ramps, as well as several private residential communities along the River as shown on Figure 3.9.

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**FIGURE 3.12 - BIKEWAYS AND TRAILS VISION MAP**



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## 3.4 Operations and Programming Recommendations

Consistent with the Village’s “government-light” management philosophy, the vision for parks and recreation operations and programming is to act as a facilitator and coordinator of recreation programs and special events for Village residents, rather than as a direct service provider. This can be accomplished by collaborating with the County Parks and Recreation Department, State Park, and others to provide recreation services for Village residents. For example, the Village could hire private instructors to provide indoor or outdoor programs or events at sites owned by an HOA, the Village, the County, State, or other agency. This will require a Recreation Program Plan for the Village that evaluates what programs exist today, where, who these programs are provided for, and who is left out of program services that should be provided, and how the Village could supplement these programs that are missing if appropriate. The program plan should evaluate the quality of existing programs and facilities as well to determine if the Village should help strengthen these programs and facilities financially where appropriate to give residents a better experience.

It is recommended that the Village hire a well-qualified, energetic parks and recreation professional - with proven recreational and parks experience – to serve as the Village’s first parks and recreation staff, a “Recreation Partnering Coordinator” (RPC). The RPC would provide and manage recreation facilities, programs, and special events so that other service providers will respect and appreciate the value this position brings to the area. This position would focus on developing and implementing an approved recreation plan for the Village residents in coordination with the County Parks and Recreation staff and State Parks staff, as well as other recreation providers. Many of these programs can be supported by user fees, based on the value they offer to the user.

The vision is to also partner with other agencies to improve the quality of their facilities to meet Estero’s quality standards. This has proven difficult in other communities; the City of Weston, for example, concluded that they need to own their own facilities in order to ensure a level of excellence in both design and maintenance. The challenge will be to not duplicate other providers, but to enhance recreational opportunities by either providing additional programs or facilities, and/or improving the quality of existing programs and facilities.

The Village’s RPC will need to clearly identify new programs that will support operational costs with other earned income revenues. To do so, the Village will need to determine what constitutes a core program or service, what is an important service, and what is a discretionary service. This will help determine primary and secondary use of each facility or amenity and how to price services correctly.

### 1. Facility Ownership/Partner Recommendations

As mentioned above, the City of Weston – like many municipalities – provides their own recreation facilities to ensure the desired level of quality of design and maintenance. In addition to the recently-purchased Estero-on-the-River site, the Village should eventually own and manage the Estero Community Center and Park. The Village should focus on providing special events, arts related programs, environmental outdoor adventure programs, and sports tournaments that unify Village residents and create a sense of community pride. Village facilities, sites, and programs would continue to be supplemented by those provided by other agencies.

## 2. Staffing Recommendations

As mentioned above, the RPC would oversee the development of a Recreation Plan for the Village, including the programs, facilities, and services currently being provided by various agencies; the proposed role of the Village; needed resources; and proposed programs and facilities. The RPC would also evaluate the quality of the services provided as well and where the program, facility, or service could be supplemented by the Village if appropriate to make it stronger and more inviting. The goal is to not duplicate but supplement existing providers' opportunities and to own a limited number of programs. These would primarily be in special events, adventure recreation, arts, and sports tournaments outside of the partnership role identified as the primary responsibilities of the position.

One of the challenges of the "government-light" model is how to create a cost-effective registration system for Village programs and events. The Village could hire part-time registration staff, or hire a second Program Partnering staff member to support the Program Partnering Coordinator in doing contract program development and inspections and supporting development of special events in the Village. This limits the risk of the Program Partnering Coordinator leaving and not having a backup person to pick up where the Village is in meeting residents' expectations to maximize all existing providers' facilities and programs efficiently and effectively. These positions may be difficult to fill and retain in a government-light organization. A part-time volunteer coordinator could also help the Recreation Partnering Director to host special events and sports tournaments in the Village.

## 3. Village Programming Recommendations

The Village should provide Special Events, Outdoor Adventure, Arts, and Sports Tournaments. These programs will not duplicate what is currently being provided by the County or State.

*The following core programs should be considered in the Recreation Program Plan, regardless of who provides the activity to residents:*

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Aquatics programs</li><li>• Youth and adult sports leagues and tournaments</li><li>• Programs for active seniors</li><li>• Special events</li><li>• Wellness and fitness programs</li><li>• People with disabilities programs</li></ul> | <ul style="list-style-type: none"><li>• Summer camps and after school programs</li><li>• Performing and fine arts programs</li><li>• Nature education programs</li><li>• Outdoor adventure programs</li><li>• Youth toddler programs for kids under 5 years old</li></ul> |
|---|---|

The following are options for program and service offerings that the Program Partnership staff position and local stakeholders might consider for the future. The potential is only available if there is the right mix of part-time staff to supplement the Recreation Partnership Coordinator's ability to contract with program providers and volunteers to help provide the programs.

- Harvest Festival
- Summer and fall concert series
- Halloween hayrides
- Christmas events and lighted walking tour of lights
- Beer and Wine Festival
- Craft Beer Festival
- Wild sculpture gardens rebuilt every year at the State Park site
- Garden show
- Art show
- Village of Estero Days
- Running and walking events

- Sports tournaments for kids and adults in the Village using other agencies' facilities
- Habitat management programs
- Community gardens, where people can learn to plant different types of food and teach people gardening
- Cooking classes in conjunction with community gardens
- Adult/youth sport tournaments
- Lawn events, such as Friday night musical groups
- Outdoor adventure programs in kayaking, paddling, boarding
- Eco-tourism and historical interpretive programs
- Wellness and fitness lawn events

#### 4. Program Standards

The following program standards need to be incorporated into each Village program (provided or contracted) to ensure that residents receive the highest level of experience as possible:

- Program will be conducted in an appropriate program space which is safe and clean
- Maximum and minimum numbers of participants are set for the program that will allow for a high-quality experience
- Coordinator/Instructor's qualifications in program area is verified
- New staff, volunteers, and contractors working with children have had and passed background checks

- Contract staff is trained in first aid and CPR. Volunteers are trained in both when appropriate. First aid kits are accessible to staff
- Contract staff will be dressed in appropriate uniform
- Contract staff and volunteers are trained yearly in customer service
- Appropriate support staff/volunteers are in place to assist the contract instructor of the program

- All program policies are made available to contract and non-contract instructors
- Program, curriculum, and work plans will be prepared by instructors prior to program start and is to be signed off by the Village Program Partnership
- Contractors will use established performance measures as part of the evaluation of every program they deliver and report their results on a quarterly basis
- All disciplinary actions taken by contract instructors will be written and documented
- All equipment and supplies will be high quality, safe, and appropriate for the participants to use or consume
- Program space will be inspected prior to program for safety and cleanliness
- Contractors will use established performance measures as part of the evaluation of every program
- Customer feedback methods are in place to evaluate contracted programs
- Appropriate licenses and certifications set by law have been reviewed and filed prior to the start of the program
- All regulatory requirements are completed on time and filed according to established guidelines in the specific program area
- Drivers that transport participants must have the appropriate licenses, certifications, and authorizations

## 5. Required Facilities

*The Village will need access to the following, high quality facilities – as owner, renter, or partner - in order to conduct the core programs listed above:*

- Outdoor pools, e.g. FGCU Aquatics Center, San Carlos Community Pool, and/or HOA pools
- Soccer, baseball, softball, and football practice, recreation, and competitive sports fields for youth and adults
- Indoor program space for wellness and fitness programs; life skill programs; sports; senior services; visual and performing arts; after school programs; summer camps; clinic, practice, and competition space for sports such as volleyball, basketball, and wrestling
- Outdoor sports courts for basketball, sand volleyball, pickleball, and tennis
- Hard surface trails for walking, biking, and running
- Environmental education space, such as proposed for the Estero-on-the-River site
- Outdoor adventure play space for youth and adults with access to the Estero River
- Parks and plazas, such as Estero Community Park, that include community gathering spaces for outdoor concerts and special events



## 6. Increased Coordination, Promotion, and Quality

Many of the core programs suggested for the Village are already being provided by other groups such as the County, schools, YMCAs, HOAs, community colleges, private clubs, churches, and special interest clubs in Estero. These organizations currently do not coordinate their service offerings in a way that best informs community awareness. The lack of coordination potentially leaves community residents without services because people do not know how to access them due to lack of communication and coordination.

The Village's RPC could help coordinate the groups and their programs and facilities to reduce duplication, and to make sure that residents are aware of facility and program offerings. Although an estimated 80% of residents live in HOA environments that provide core program services, there still needs to be consideration for the larger, more organized programs and facilities to be offered in the community, serve the market, and help make Estero a great place to live, work, and play.

As the Village's programs expand, it would be desirable to establish a set of design standards for new or upgraded facilities owned by the Village or other providers to maximize the value, use, and efficiency of the sites. Potential design standards are described in Appendix A.

# **SECTION 4:**

# **IMPLEMENTATION STRATEGY**

# Section 4:

## Implementation Strategy

*It is anticipated that the Village will use a variety of techniques to implement the long-range vision described in the previous section, in a fiscally conservative manner consistent with the government-light philosophy. Forms of implementation may include the Village's Capital Improvements Plan (CIP); partnerships; challenge grants; grants; updates to the Comprehensive Plan and Land Development Regulations; and staffing. Village Council will strategically prioritize individual park improvements and programs as part of the annual budgeting process, as funding or other opportunities permit.*

### 4.1 Capital Improvements Plan (CIP)

The Village prepares a capital improvements plan (CIP) each year as part of the annual budget, which is prepared by the Village Manager and staff and adopted by the Village Council after receiving public input. CIP workshops are conducted to review priorities from the bicycle/pedestrian master plan, transportation master plan, stormwater master plan, and this parks and recreation master plan. The proposed FY 2019-2020 CIP, for example, includes more than \$9 million in road, landscaping, and parks projects. The Village also would pay back some of the debt from the purchase of the 62-acre Estero-on-the-River site, which closed earlier this year.

High-priority parks and recreation projects prioritized by residents, staff, and consultants for implementation over the next three years include:

- Master planning and development of the Estero-on-the-River site, including multi-purpose trails
- Protection and enhancement of natural areas along Estero River
- Master planning and expansion of Estero Community Park, including additional athletic fields
- Development of a Performing Arts Center
- Additional community special events, fitness/wellness programs, nature and environmental education programs, and senior leisure programs

Conceptual cost estimates for these, and other proposed projects, are included in Appendix B.

## 4.2 Partnerships

The Village will continue to meet as many of residents' parks and recreation needs as possible through partnerships. As discussed in the overview, existing and potential partners include:

### Private Not-for-Profit Groups:

- Friends of Koreshan
- College of Life Foundation
- Athletic Associations: Gorilla Lacrosse, San Carlos Scorpions, San Carlos Little League, Bonita Springs Little League, Cal Ripken, Estero Mustangs Football, Gulf Coast Swim, Swim Florida
- Jr. Everblades (hockey at Hertz Arena)
- Estero Council of Community Leaders
- Private communities

### Public Not-for-Profit Groups:

- Chamber of Commerce
- Gulf Coast Swim, Swim Florida
- Koreshan State Park
- Florida Gulf Coast University
- Lee County
- Lee County School District
- Bike-Walk Lee
- Conservancy of Southwest Florida

### Private For-Profit Groups:

- Miromar, Coconut Point Mall
- Hertz Arena

The proposed new Recreation Partnering Director should be tasked with maintaining and strengthening these relationships to increase the number and quality of leisure activities available to Village residents.

## 4.3 Challenge Grants

Because partnerships are so important to the quality of life for Village residents, it is suggested that the Village budget an annual challenge grant fund to make improvements to partner properties. For example, a boat dock and restroom building at Koreshan State Park are needed to accommodate residents desiring to take water taxis to Lover's Key. Similarly, improvements could be made at Estero High School to serve as an interim performing arts center, or a non-gated HOA could build or expand a publicly-accessible neighborhood park.

## 4.4 Grants

The Village should continue to leverage available funds through local, state, federal, and private grants. Grant-writing and administration firms, such as RMPK Funding in Jupiter, suggest that an aggressive grants program could potentially secure up to several million dollars in grants each year. Appendix C lists grants identified by RMPK that could be pursued for different types of parks, recreation, culture, and green infrastructure projects.



## 4.5 Level-of-Service Guidelines

The Village’s Comprehensive Plan notes that the master planning process will “determine minimum recommended recreational and open space service and facilities guidelines, to prioritize recreation and open space needs in the five-year Capital Improvements Plan.” Such guidelines can help inform the CIP, impact fees, and land development regulations.

However, there are no nationally-accepted standards or guidelines for open space services and facilities, and no State mandates for concurrency (the provision of new park and recreation facilities concurrent with new growth and development). The last set of guidelines published by the National Recreation and Park Association in 1996 states that “a standard for parks and recreation cannot be universal, nor can one city be compared with another even though they are similar in many respects.” Therefore, each community must decide on its own service and facility guidelines based on their values, priorities, and policies.

### *Key considerations for establishing LOS guidelines include:*

- Do the metrics reflect the values, needs, and desired future conditions (DFCs) that are most important to residents?
- Are the LOS standards, metrics, and definitions logical and easy to understand?
- Is accurate data available for each metric and relatively easy to collect?
- Collectively, do the metrics and standards provide a comprehensive perspective of LOS, including quantity, quality, and access to facilities and programs, as well as other factors that are important to the community?
- Do the metrics reflect all of the various dimensions of parks and recreation, including sustainability and resiliency goals, in addition to traditional parks and recreation levels-of-service?

Establishing LOS metrics for the Village of Estero, however, is difficult for several reasons. First, as mentioned above, there are no universally accepted guidelines; the NRPA states that “an open space standard is not so much an exemplary measure to be used in some form of comparison or judgment of adequacy or accomplishment, but is an expression of a community consensus of what constitutes an acceptable level of service.” Second, the Village’s population is considerably older, wealthier, and less-diverse than other similar-sized communities, so benchmarking against comparable communities may not be as useful an exercise to determine LOS. And third, most LOS metrics are based on the land and facilities owned by the community. However, as mentioned in Section 2, the Village’s parks and recreation system is comprised primarily of parks and recreation facilities owned and managed by other agencies such as HOAs, Lee County, and the State of Florida.

### *LOS metrics can be mandatory or aspirational. Aspirational metrics for the Village, based on the needs assessment and long-range vision, could include:*

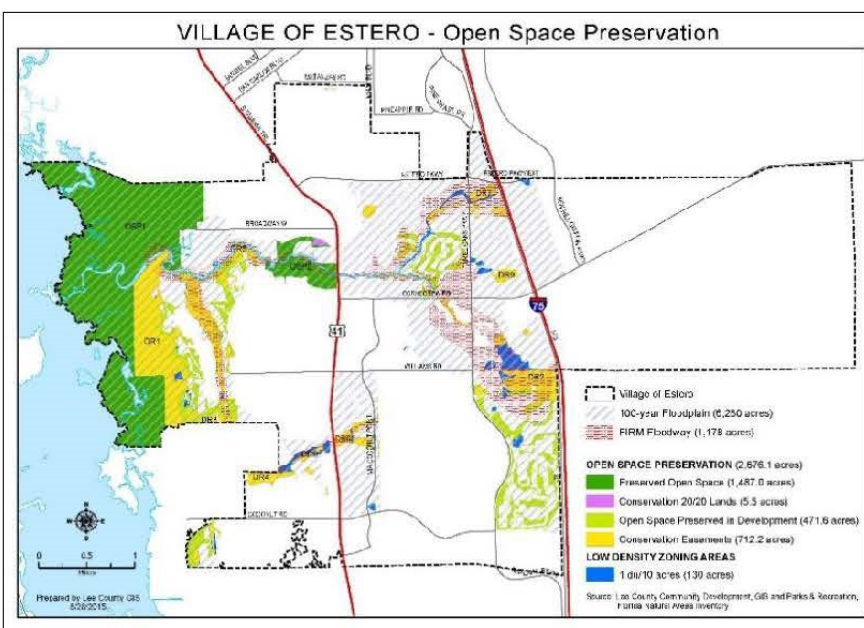
- Every resident should be able to walk to a meaningful park or green space within 10 minutes or ½ mile from their home, using safe and comfortable sidewalks and trails
- Every child should have access to a playground and multi-purpose open space within 10 minutes or ½ mile from their home, using safe and comfortable sidewalks and trails
- Every resident should be able to bicycle or drive to an indoor recreation center within 3 miles of their home, totaling at least 1–2 square feet of indoor recreation space per capita

- Every resident should be able to bicycle or drive to sports fields and swimming pools within 3 miles of their home
- There should be adequate capacity of indoor recreation centers, sports fields, and swimming pools to meet the needs of Village residents
- Every resident should have access to a centrally-located performing arts center
- A significant percentage of the Village should remain in natural open space

*These aspirations can be converted into the following open space service and facilities guidelines, which are “grounded” on existing conditions:*

- **Developable Acreage:** The Village should provide at least 2 acres of public, developable park space per 1,000 residents for playgrounds, athletic fields, indoor recreation centers, and other “active” or “user-based” recreation. Based on the estimated 2018 population of +/-34,000, this equates to approximately 68 acres of developable parkland. This is consistent with the amount of parkland the Village currently owns, or is proposing to own, including the 62-acre Estero-on-the-River site and the proposed Estero Community Park expansion.
- **Natural Open Space Acreage LOS:** At least 1/3 of the land mass of the Village shall remain in natural, undeveloped open space. This is consistent with the 2018 Data and Analysis report for the Village of Estero Comprehensive Plan, which states that “emphasis on open space is a hallmark of the development pattern of the Village. Of the 16,400± acres encompassed by the Village, the greatest share (37%) is devoted to open space type uses. These include the natural, conservation, and buffer areas along the western shoreline, the Larry Kiker Preserve located just outside the Village, and the public and private recreation and buffer areas within the major residential developments,” as illustrated in the following map.

**FIGURE 4.1 - VILLAGE OF ESTERO - OPEN SPACE PRESERVATION**



- **Indoor Recreation Space LOS:** The Village should provide at least 1 square foot of indoor recreation space per resident, which would equate to 34,000 square feet of space based on the 2018 population. Residents have access to the 40,000 sf. Estero Community Center, as well as numerous private recreation centers and fitness clubs.
- **Access LOS:** Consistent with the aspirational goals, every resident of Estero should have equitable access to the following facilities:
  - a multi-purpose park and playground within ½ mile of their home, connected by bikeways, trails, and/or sidewalks;
  - a swimming pool (adequate for swimming laps or exercise) within 3 miles of their home;
  - a public recreation center within 3 miles of their home;
  - athletic fields within 3 miles of their home; and
  - a performing arts center within 5 miles of their home.

It is important to note that these aspirational open space service and facilities guidelines should not be viewed as absolute or static. They should be reviewed and recalculated annually, and updated every five years (at a minimum), in conjunction with a needs assessment process, to ensure that they remain reflective of the community's needs, values, and goals. They should also be reviewed as part of the Comprehensive Plan update every five to seven years through the Evaluation and Appraisal Report (EAR) process.

## 4.6 Land Development Codes (LDCs)

Although the Village will gradually run out of vacant land for development, opportunities still remain to meet residents' needs through the land development process. The LDCs should be updated to be more prescriptive, illustrating the specific parks and open spaces to be provided by developers to meet the local recreation needs of new residents in accordance with the level-of-service guidelines.

The Village of Estero Land Development Code Assessment (September 2018) currently states that the Comprehensive Open Space Set-Aside Standards should "ensure that required open space set-asides are usable and functional for designated open space purposes—and do not merely consist of undevelopable 'leftover' land. This can be achieved by adding locational and design rules governing the location, configuration, and usability of the open space" (pp. 11-62, 63). For example, below is a prototype for a small neighborhood park, requiring the developer to provide a large multi-purpose field, playground, restrooms, picnic pavilions, multi-purpose court, and a wide sidewalk/multi-purpose paved trail within a 5-10-minute walk from every new home.

**FIGURE 4.2 - PROTOTYPE FOR A SMALL NEIGHBORHOOD PARK****Example Park Amenities**

- |                                      |   |
|--------------------------------------|---|
| 1. Pavilion + concession + restrooms | 8. Basketball/Tennis/Pickleball/Multi-purpose court |
| 2. Playground + shade structure      | 9. Pavilion   |
| 3. Chess + checker table games       | 10. Park zone traffic calming                       |
| 4. Outdoor foosball table            | 11. Crosswalk                                       |
| 5. Outdoor ping-pong table           | 12. On-street parking                               |
| 6. Multi-purpose open space          | 13. Sidewalk + tree zone/buffer                     |
| 7. Picnic table(s)                   |   |

## 4.7 Impact Fees

The Village should continue to work with Lee County to update its Park Impact Fees to ensure that new development is “paying its fair share” for the new community-wide parks and facilities required to accommodate growth – particularly the larger facilities such as the proposed performing arts center, multi-purpose trails, river access, and athletic fields desired by residents. The County recently conducted studies to update its impact fees in January and February 2018. The findings from the study could also be used to update the level-of-service and fee-in-lieu requirements for park land in the City’s Comprehensive Plan and LDCs.

## 4.8 Roadway Funding

As discussed in Section 2 – Needs Assessment, the mail survey indicated that multi-purpose trails are residents' second priority for park and recreation improvements, and the Village has identified potential corridors in its recently completed Bicycle/Pedestrian Plan. It is anticipated that the Village will continue working with the County, the Metropolitan Planning Organization (MPO), and the State Department of Transportation to secure funding for priority trails and greenways improvements.

## 4.9 Additional Funding Sources

In addition to the funding/implementation sources discussed above, other potential sources include parks and recreation user fees, special assessments, sales tax, and bonds. The user fees can be established by the Village, while the other techniques generally require voter approval.

## 4.10 Prioritization Criteria

It is anticipated that Village staff and Council will prioritize individual park improvements and programs as part of the annual budgeting process, based on available funding and/or other opportunities. Preliminary prioritization criteria include:

- The proposed project/improvement will help meet residents' high priority need(s)
- The proposed project/improvement is "standard" for the Village of Estero parks
- The proposed project/improvement corrects an existing deficiency
- The proposed project/improvement is funded fully or in-part through grants, partnerships, and/or other funding sources
- The proposed project/improvement will improve the equitable distribution of parks and recreation facilities
- The proposed project/improvement will increase residents' awareness of existing parks and recreation facilities
- The proposed project/improvement is mandated by grants, donations, or funding requirements
- The proposed project/improvement will decrease operations and maintenance costs
- The proposed project/improvement will generate greater economic, social, and/or environmental benefits for the entire community



# SECTION 5:

# APPENDICES

# Section 5: APPENDICES

**APPENDIX A** - Mail Survey Questionnaire

**APPENDIX B** - Statistically-Valid Survey Summary

**APPENDIX C** - On-line Survey Results

**APPENDIX D** - Interview and Focus Group Notes

**APPENDIX E** - National Trends in Recreation

**APPENDIX F** - SCORP LOS and Activity Profiles

**APPENDIX G** - Design Guidelines

**APPENDIX H** - Conceptual Estimate of Costs

**APPENDIX I** - Potential Parks & Recreation  
Grants(RMPK Fnding, 2018)

**APPENDIX J** - Statistically-Valid Survey Results  
(Under Separate Cover)

# APPENDIX A MAIL SURVEY QUESTIONNAIRE

# APPENDIX A

## MAIL SURVEY QUESTIONNAIRE

### Village of Estero - Parks and Recreation Needs Assessment Survey

**Let your voice be heard today!** The Village of Estero would like your input to help determine park and recreation priorities for our community. Parks and recreation facilities contribute significantly to your quality of life, and your opinions are very important to us. This survey will take 15-20 minutes to complete. We greatly appreciate your time. If you would prefer to complete the survey on-line, please go to [EsteroParksSurvey.org](http://EsteroParksSurvey.org)

**1. Overall, how satisfied are you with the current number and quality of parks in Estero?**

- |   |  |
|---|--|
| <input type="checkbox"/> (5) Very satisfied     | <input type="checkbox"/> (2) Somewhat dissatisfied |
| <input type="checkbox"/> (4) Somewhat satisfied | <input type="checkbox"/> (1) Very dissatisfied     |
| <input type="checkbox"/> (3) Neutral            | <input type="checkbox"/> (9) Don't know            |

**2. Please CHECK ALL of the local parks and recreation facilities that you or members of your household have visited during the past 12 months.**

- |   |   |
|---|---|
| <input type="checkbox"/> (01) Homeowners Association (HOA) park/recreation area | <input type="checkbox"/> (06) FGCU Aquatic Center                                     |
| <input type="checkbox"/> (02) Estero Community Park/Estero High Ballfields      | <input type="checkbox"/> (07) San Carlos Park Elementary School Ballfields            |
| <input type="checkbox"/> (03) Three Oaks Park/Barbara Manzo Tennis Complex      | <input type="checkbox"/> (08) San Carlos Community Pool/Karl J Drews Community Center |
| <input type="checkbox"/> (04) Estero Bay Preserve State Park                    | <input type="checkbox"/> (09) Bonita Springs Community Park                           |
| <input type="checkbox"/> (05) Koreschan State Park                              | <input type="checkbox"/> (10) Mami Fields   |

**3. Do these facilities meet all or most of your parks and recreation needs?**  (01) Yes  (02) No

**4. Please CHECK ALL the reasons that prevent you or other members of your HOUSEHOLD from using the facilities above.**

- (01) Facilities are not well maintained
- (02) I do not feel safe at parks/facilities
- (03) I do not know where parks are located
- (04) Lack of parking
- (05) Lack of transportation
- (06) Parks are not easily accessible by walking, biking, or driving
- (07) Parks are not easily accessible to the disabled
- (08) Parks do not contain facilities or amenities that are appropriate for my family and me
- (09) Parks/facilities are too far from our residence
- (10) Park operating hours are not convenient
- (11) Other communities offer recreation facilities that are closer to my home or are higher quality
- (12) Park facilities are reserved or full
- (13) Facilities are not available
- (14) Other: (please specify) \_\_\_\_\_

**5. Does your neighborhood or Homeowners Association provide parks and recreation facilities?**

- (01) Yes (answer Q5-1 and Q5-2)  (02) No (Skip to Q6)

**5-1. Please CHECK ALL the parks and recreation facilities you use within your neighborhood or HOA.**

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Swimming pool            | <input type="checkbox"/> (07) Multi-purpose fields (football, soccer, lacrosse, etc.) |
| <input type="checkbox"/> (02) Tennis courts            | <input type="checkbox"/> (08) Beach volleyball courts                                 |
| <input type="checkbox"/> (03) Pickleball courts        | <input type="checkbox"/> (09) Boat ramps/docks (power)                                |
| <input type="checkbox"/> (04) Bocce ball courts        | <input type="checkbox"/> (10) Canoe/kayak launches                                    |
| <input type="checkbox"/> (05) Basketball courts        | <input type="checkbox"/> (11) Other: _____  |
| <input type="checkbox"/> (06) Baseball/softball fields |   |

**5-2. Do these facilities meet all or most of your parks and recreation needs?**

(01) Yes  (02) No

**6. Does anyone in your household participate in organized sports leagues such as soccer, football, lacrosse, baseball, or other sports?**

(01) Yes (answer Q6-1 and Q6-2)  (02) No (Skip to Q7)

**6-1. Are the facilities at Estero Community Park/Estero High Ballfields and Three Oaks Park currently meeting your needs?**

(01) Yes  (02) No

**6-2. What other facilities do you or members of your household use most frequently for organized sports (please list):**

\_\_\_\_\_

**7. How important is it to you to have a small neighborhood park within a 10-minute walking distance (+/- 1/2 mile) of your home?**

(05) Very important  (02) Not Important  
 (04) Important  (01) Not Important at All  
 (03) Neutral

**8. What is the farthest distance you are willing to drive to access a recreation and fitness center, aquatics center, performing arts center, sports complex, or other community or regional facility?**

(01) 3 miles  (02) 5 miles  (03) 10 miles

**9. Parks and recreation systems have the potential to help address some of the complex social, economic, and environmental challenges facing communities. From the following list below, please select the top FIVE challenges that are most important to your household?**

- (01) Community safety
- (02) Flooding
- (03) Homelessness
- (04) Lack of workforce housing
- (05) Limited access to healthy foods such as fresh fruits, vegetables, and whole foods
- (06) Limited access to multi-modal transportation options (e.g. sidewalks, bikeways, trails, transit)
- (07) Limited adult education
- (08) Mental health
- (09) Physical health
- (10) Sense of community
- (11) Social Engagement
- (12) Poverty
- (13) Preservation of natural areas
- (14) Retaining/attracting youth and young families
- (15) Increased property values
- (16) Sea level rise
- (17) Substandard childhood education
- (18) Traffic congestion
- (19) Water quality
- (20) Other: (Please specify) \_\_\_\_\_



10. Please indicate if you or any member of your household has a need for each of the Parks and Recreation amenities listed below by circling "Yes" or "No".

If "Yes", please rate all of the following parks and recreation AMENITIES of this type on a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met".

| Type of Amenity  | Do you have a need for this amenity? |    | If "Yes", how well are your needs being met? |         |         |         |        |
|--|--------------------------------------|----|--|---------|---------|---------|--------|
|  | Yes                                  | No | 100% Met                                     | 75% Met | 50% Met | 25% Met | 0% Met |
| 01. Baseball/Softball Fields                           | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 02. Basketball Courts                                  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 03. Boating Access - Motorized                         | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 04. Boating Access - Non-Motorized (e.g. canoe, kayak) | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 05. Community Gardens                                  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 06. Community/Recreation/Teen Centers                  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 07. Disc Golf Course                                   | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 08. Dog Park   | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 09. Fishing Pier                                       | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 10. Game Tables (e.g. chess, checkers, dominoes, etc.) | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 11. Indoor Fitness Centers                             | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 12. Indoor Gymnasiums (basketball, volleyball)         | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 13. Indoor Gymnastics Area                             | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 14. Indoor Nature Center                               | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 15. Large Community Parks                              | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 16. Multi-Purpose Lawns/Fields                         | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 17. Multi-Purpose Trails                               | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 18. Natural Areas/Nature Parks                         | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 19. Park Benches/Seating                               | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 20. Park Shelters and Picnic Areas                     | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 21. Performance Arts Center                            | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 22. Pickleball Courts                                  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 23. Playgrounds  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 24. Restrooms at Existing Parks                        | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 25. Sand Volleyball                                    | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 26. Senior Centers                                     | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 27. Sidewalks  | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 28. Skate Park   | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 29. Spray Grounds/Splash Pads                          | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 30. Swimming Pool                                      | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 31. Tennis Courts                                      | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |
| 32. Other: _____                                       | Yes                                  | No | 5  | 4       | 3       | 2       | 1      |

11. Which FOUR amenities from the list in Question 10 are MOST IMPORTANT to your household? [Write-in your answers below using the numbers from the list in Question 10, or circle "NONE".]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ NONE

12. Please indicate if you or any member of your household has a need for each of the Parks and Recreation activities/programs listed below by circling the circling "Yes" or "No".

If "Yes", please rate all of the following parks and recreation ACTIVITIES/PROGRAMS of this type on a scale of 5 to 1, where 5 means the needs of your household are "100% Met" and 1 means "0% Met".

| Type of Activity/Program  | Do you have a need for this activity/program? |    | If "Yes", how well are your needs being met? |         |         |         |        |
|---|---|----|--|---------|---------|---------|--------|
|   | Yes   | No | 100% Met                                     | 75% Met | 50% Met | 25% Met | 0% Met |
| 01. Art exhibits  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 02. Arts/painting/crafts/drawing classes  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 03. Athletic leagues  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 04. Athletic special events (e.g. 5k, marathons)                                | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 05. Before and after school programs  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 06. Camps (e.g. summer/school break)  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 07. Child day care  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 08. Community meetings  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 09. Community performing arts/dance   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 10. Community special events (e.g. concerts, green markets, festivals)          | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 11. Date Night/Parent's Night Out Child Care                                    | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 12. Digital media, photography programs   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 13. Education (e.g. GED, degree, trade, computer, programing, special interest) | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 14. Education lecture series  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 15. Facilitated activities between gated communities                            | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 16. Fitness/wellness  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 17. Footgolf  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 18. Galas, formal events  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 19. Gymnastics  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 20. Language classes  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 21. Learn to swim   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 22. Movies in the park  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 23. Music Programs  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 24. Nature programs/environmental education                                     | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 25. Preschool programs  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 26. Programs for people with disabilities                                       | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 27. Senior leisure programs   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 28. Teen programs   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 29. Video games/virtual gaming  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 30. Water fitness   | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 31. Before and after school programs  | Yes   | No | 5  | 4       | 3       | 2       | 1      |
| 32. Other: _____  | Yes   | No | 5  | 4       | 3       | 2       | 1      |

13. Which **FOUR** activities/programs listed in Question 12 are **MOST IMPORTANT** to your household? [Write-in your answers below using the numbers from the list in Question 12, or circle "NONE".]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE



**14. Please indicate how supportive you would be of each of the following actions that the Village of Estero could take to improve the Parks and Recreation system.**

| How supportive are you of: |   | Very Supportive | Somewhat Supportive | Not Sure | Not Supportive |
|----------------------------|---|-----------------|---------------------|----------|----------------|
| 01.                        | Partnering with the School District on Community Cultural facilities  | 4               | 3                   | 2        | 1              |
| 02.                        | Developing new and expanded sports/athletic fields and courts   | 4               | 3                   | 2        | 1              |
| 03.                        | Acquiring land to protect natural areas   | 4               | 3                   | 2        | 1              |
| 04.                        | Developing a teen center  | 4               | 3                   | 2        | 1              |
| 05.                        | Developing a new pool/aquatics center   | 4               | 3                   | 2        | 1              |
| 06.                        | Developing new greenway trails, high quality bicycle facilities, and shaded sidewalks                               | 4               | 3                   | 2        | 1              |
| 07.                        | Developing new parks and recreation facilities to meet resident needs and priorities                                | 4               | 3                   | 2        | 1              |
| 08.                        | Expanding park resources to improve facility maintenance  | 4               | 3                   | 2        | 1              |
| 09.                        | Expanding recreation and staff resources to offer more programs   | 4               | 3                   | 2        | 1              |
| 10.                        | Increasing funding for improving, renovating, and expanding existing parks and recreation facilities                | 4               | 3                   | 2        | 1              |
| 11.                        | Expanding Social Engagement Opportunities (Offering more programs and special events that bring residents together) | 4               | 3                   | 2        | 1              |
| 12.                        | Providing additional parking in parks   | 4               | 3                   | 2        | 1              |
| 13.                        | Please do nothing, leave parks the way they are   | 4               | 3                   | 2        | 1              |
| 14.                        | Other: _____  | 4               | 3                   | 2        | 1              |

**15. Which FOUR of the items listed in Question 14 are MOST IMPORTANT to your household? [Write-in your answers below using the numbers from the list in Question 14, or circle "NONE".]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

The following demographic information is being requested to validate the survey; all responses will remain confidential.

**16. Please provide the name of the general area, neighborhood or gated community where you reside.**

\_\_\_\_\_

**17. Counting yourself, how many people in your household are:**

Under age 12: \_\_\_\_ Ages 25-34: \_\_\_\_  
 Ages 12-18: \_\_\_\_ Ages 35-54: \_\_\_\_  
 Ages 19-24: \_\_\_\_ Ages 55+: \_\_\_\_

**18. What is your age? \_\_\_\_\_ years**

**19. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?**

\_\_\_\_ (1) Yes \_\_\_\_ (2) No

**20. Which of the following best describes your race? [Check all that apply.]**

\_\_\_\_ (1) White/Caucasian \_\_\_\_ (3) American Indian/Alaska Native \_\_\_\_ (5) Other: \_\_\_\_\_  
 \_\_\_\_ (2) African American/Black \_\_\_\_ (4) Asian/Pacific Islander

**21. What is your household income?**

\_\_\_\_ (1) Under \$25,000 \_\_\_\_ (2) \$25,000-\$49,999

\_\_\_\_ (3) \$50,000-\$74,999

\_\_\_\_ (4) \$75,000-\$124,999

\_\_\_\_ (5) More than \$125,000

22. How many months out of the year do you live in the Village of Estero? \_\_\_\_\_ months

23. Do you have any other thoughts or ideas that you would like to share regarding parks and recreation facilities for the Village of Estero?

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**This concludes the survey – Thank you for your time!**  
Please return your survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 West Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify needs for parks and recreation facilities and services in different areas of the Village. Thank you.

# **APPENDIX B STATISTICALLY-VALID SURVEY SUMMARY**



# APPENDIX B

## STATISTICALLY-VALID SURVEY SUMMARY

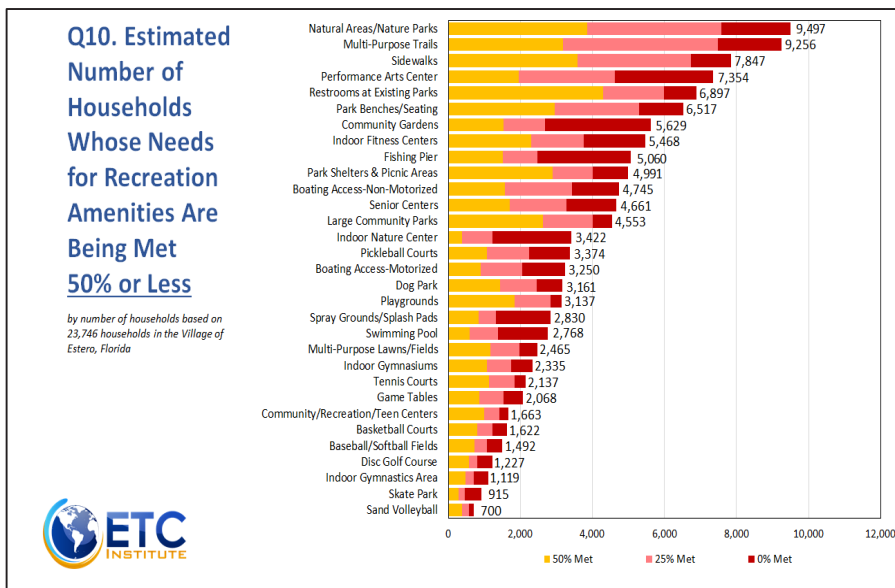
Below is further analysis from ETC Institute’s Executive Summary of the statistically-valid Community Interest and Opinion Survey conducted in the winter of 2019 to better understand residents’ priorities for parks, trails, and sports facilities as well as recreational, social, and cultural programs and services. The full report is available under separate cover.

### Amenity Needs and Priorities

#### Amenity Needs

Respondents were asked to identify if their household had a need for 31 recreation amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities.

The top four recreation amenities with the highest percentage of households that indicated a need were: restrooms at existing parks (55%), natural areas/nature parks (54%), multi-purpose trails (48%), and sidewalks (48%). ETC Institute estimates a total of 13,013 households out of the 23,746 households in the Village of Estero have a need for restrooms at existing parks, an estimated total of 12,799 households out of the 23,746 households in the Village of Estero have a need for natural areas/nature parks, an estimated total of 11,469 households out of the 23,746 households in the Village of Estero have a need for multi-purpose trails, and an estimated total of 11,422 households out of the 23,746 households in the Village of Estero have a need for sidewalks. ETC Institute estimates a total of 9,497 households out of the 23,746 households in the Village of Estero have unmet needs for natural areas/nature parks, an estimated total of 9,256 households out of the 23,746 households in the Village of Estero have unmet needs for multi-purpose trails, an estimated total of 7,847 households out of the 23,746 households in the Village of Estero have unmet needs for sidewalks,



**FIGURE B.1 - ESTIMATED NUMBER OF HOUSEHOLDS WHOSE NEEDS FOR RECREATION AMENITIES ARE BEING MET 50% OR LESS**

and an estimated total of 7,354 households out of the 23,746 households in the Village of Estero have unmet needs for a performance arts center. The estimated number of households that have unmet needs for each of the 31 amenities that were assessed is shown in the chart above (Figure B.1).

### Amenity Importance

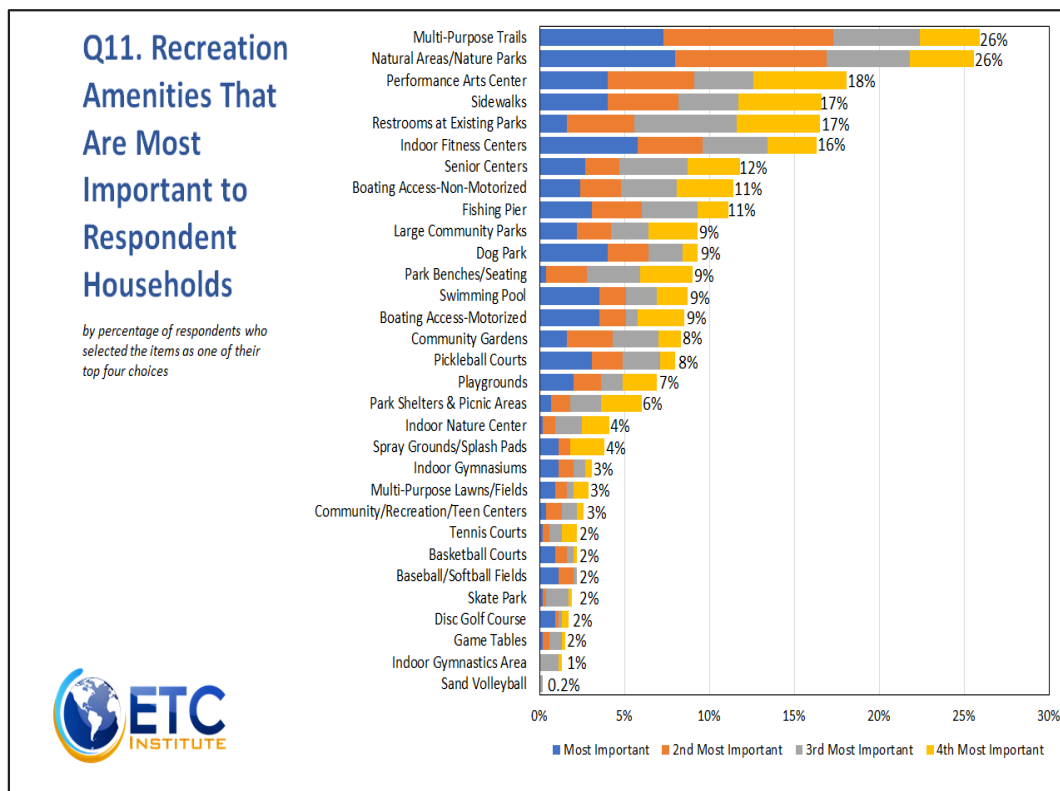
In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each amenity. Based on the sum of respondents’ top four choices, the four most important amenities to residents were:

1. Multi-purpose trails (26%),
2. Natural areas/nature parks (26%),
3. Performance arts center (18%), and
4. Sidewalks (17%).

The percentage of residents who selected each amenity as one of their top four choices is shown in the chart below (Figure B.2).

**FIGURE B.2 - RECREATION AMENITIES THAT ARE MOST IMPORTANT TO RESPONDENT HOUSEHOLDS**

The percentage of residents who selected each amenity as one of their top four choices is shown in the chart below.



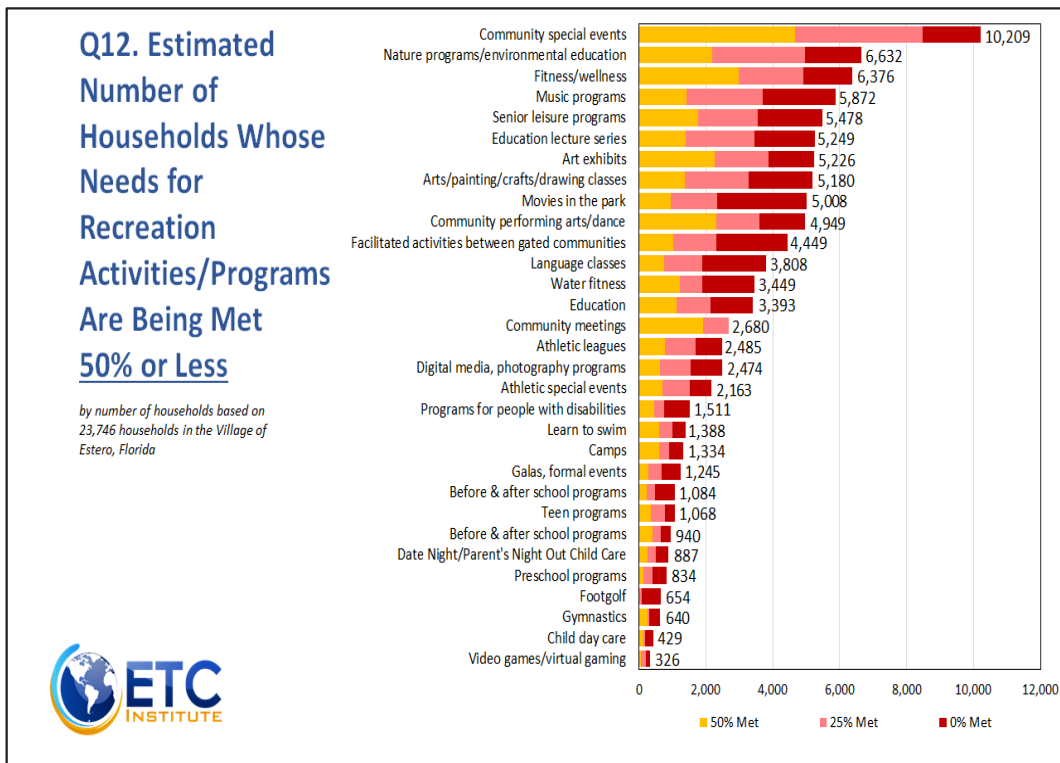
## Activity/Program Needs and Priorities

### Activity/Program Needs

Respondents were also asked to identify if their household had a need for 31 recreational activities/programs and rate how well their needs for each activity/program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four activities/programs with the highest percentage of households that had needs were: community special events (55%), fitness/wellness (46%), nature programs/environmental education (32%), and art exhibits (30%). ETC Institute estimates a total of 13,155 households out of the 23,746 households in the Village of Estero have a need for community special events, an estimated total of 10,899 households out of the 23,746 households in the Village of Estero have a need for fitness/wellness, and an estimated total of 7,694 households out of the 23,746 households in the Village of Estero have a need for nature programs/environmental education. ETC Institute estimates a total of 10,209 households out of the 23,746 households in the Village of Estero have unmet needs for community special events, an estimated total of 6,632 households out of the 23,746 households in the Village of Estero have unmet needs for nature programs/environmental education, and an estimated total of 6,376 households out of the 23,746 households in the Village of Estero have unmet needs for fitness/wellness activities/programs. The estimated number of households that have unmet needs for each of the 31 activities/programs that were assessed is shown in the chart below (Figure B.3).

**FIGURE B.3 - ESTIMATED NUMBER OF HOUSEHOLDS WHOSE NEEDS FOR RECREATION ACTIVITIES/PROGRAMS ARE BEING MET 50% OR LESS**



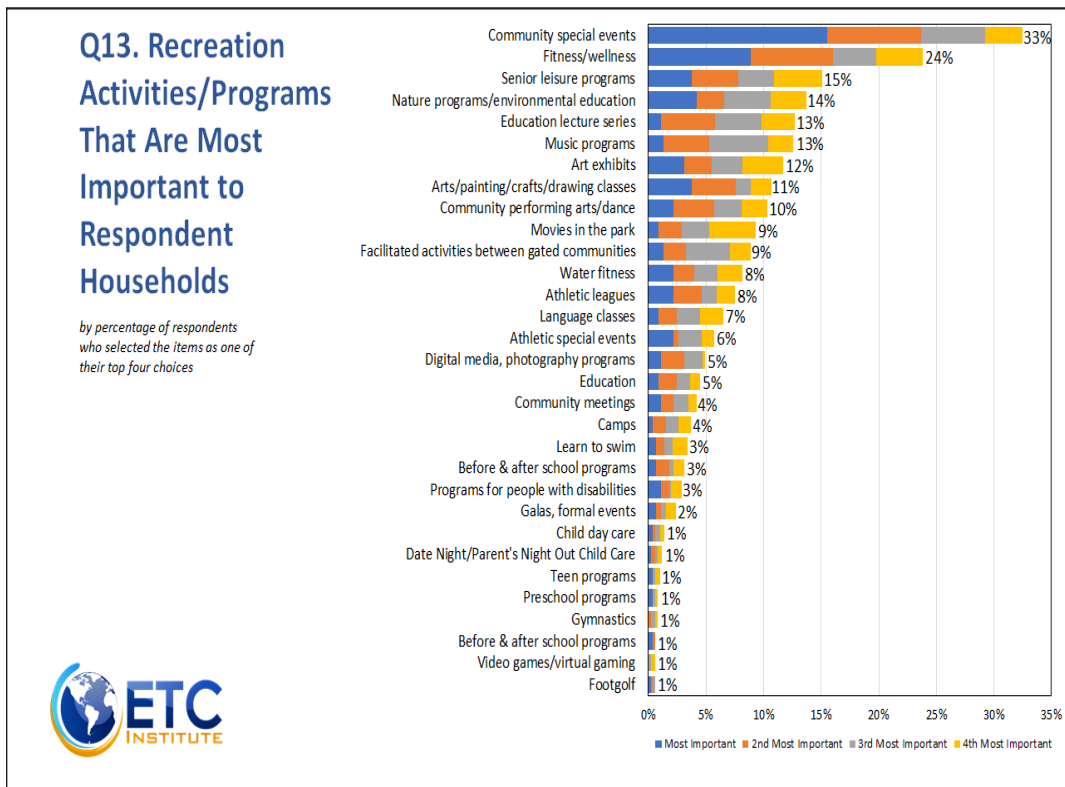
## Activity/Program Importance

In addition to assessing the needs for each activity/program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the four most important activities/programs to residents were:

1. Community special events (33%),
2. Fitness/wellness (24%),
3. Senior leisure programs (15%), and
4. Nature programs/environmental education (14%).

The percentage of residents who selected each activity/program as one of their top four choices is shown in the chart below (Figure B.4).

**FIGURE B.4 - RECREATION ACTIVITIES/PROGRAMS THAT ARE MOST IMPORTANT TO RESPONDENT HOUSEHOLDS**



# APPENDIX C

## ON-LINE SURVEY RESULTS



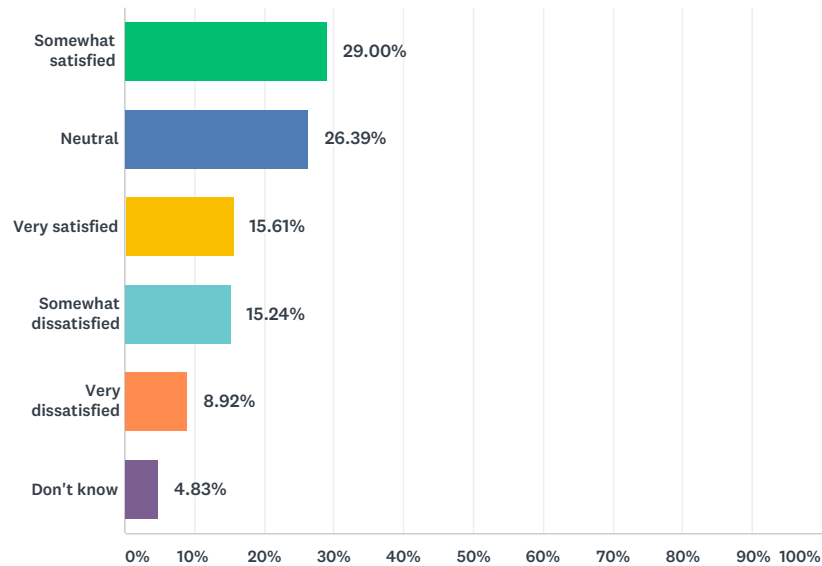
# APPENDIX C

## ON-LINE SURVEY RESULTS

### Village of Estero - Parks and Recreation Needs Assessment Survey

Q1 Overall, how satisfied are you with the current number and quality of parks in Estero?

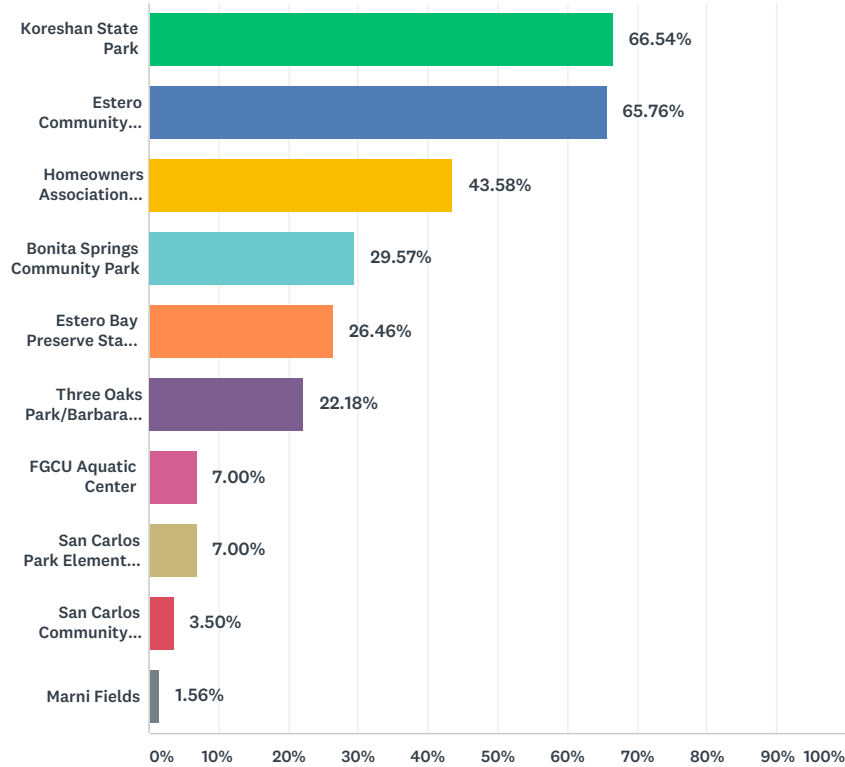
Answered: 269 Skipped: 3



| ANSWER CHOICES        | RESPONSES |            |
|-----------------------|-----------|------------|
| Somewhat satisfied    | 29.00%    | 78         |
| Neutral               | 26.39%    | 71         |
| Very satisfied        | 15.61%    | 42         |
| Somewhat dissatisfied | 15.24%    | 41         |
| Very dissatisfied     | 8.92%     | 24         |
| Don't know            | 4.83%     | 13         |
| <b>TOTAL</b>          |           | <b>269</b> |

Q2 Please CHECK ALL of the local parks and recreation facilities that you or members of your household have visited during the past 12 months.

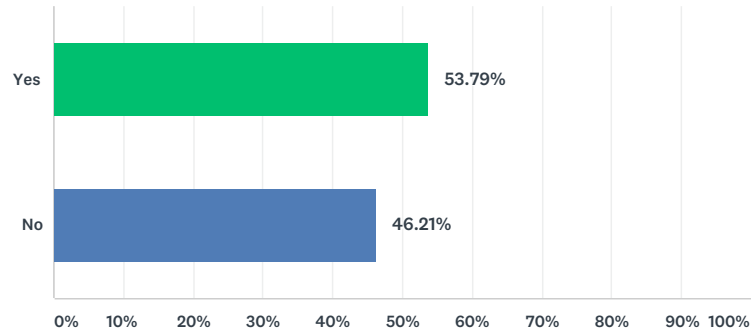
Answered: 257 Skipped: 15



| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| Koreshan State Park                                     | 66.54%    | 171 |
| Estero Community Park/Estero High Ballfields            | 65.76%    | 169 |
| Homeowners Association (HOA) park/recreation area       | 43.58%    | 112 |
| Bonita Springs Community Park                           | 29.57%    | 76  |
| Estero Bay Preserve State Park                          | 26.46%    | 68  |
| Three Oaks Park/Barbara Manzo Tennis Complex            | 22.18%    | 57  |
| FGCU Aquatic Center                                     | 7.00%     | 18  |
| San Carlos Park Elementary School Ballfields            | 7.00%     | 18  |
| San Carlos Community Pool/Karl J Drews Community Center | 3.50%     | 9   |
| Marni Fields  | 1.56%     | 4   |
| Total Respondents: 257                                  |           |     |

### Q3 Do these facilities meet all or most of your parks and recreation needs?

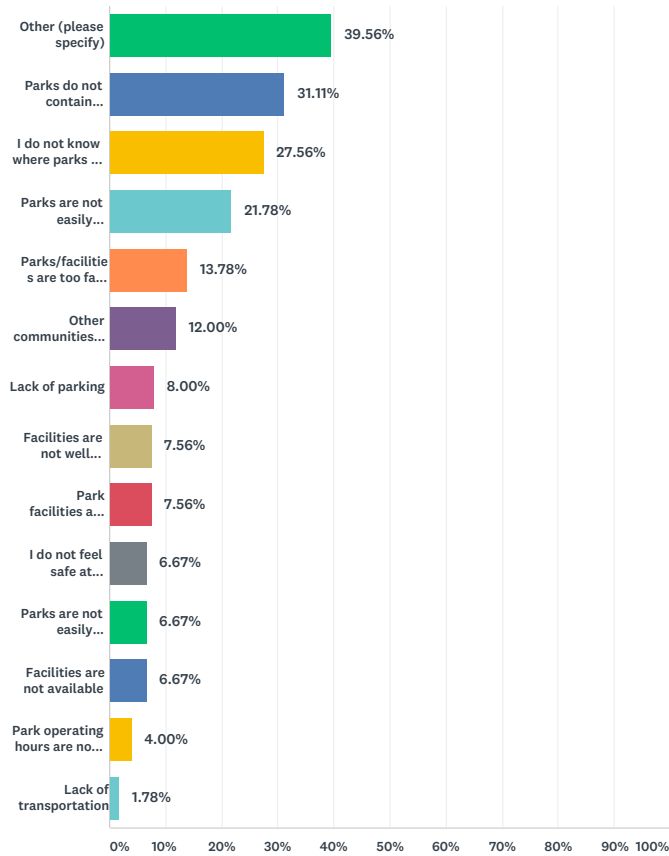
Answered: 264 Skipped: 8



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 53.79%    | 142 |
| No             | 46.21%    | 122 |
| TOTAL          |           | 264 |

Q4 Please CHECK ALL the reasons that prevent you or other members of your HOUSEHOLD from using the facilities above.

Answered: 225 Skipped: 47



| ANSWER CHOICES   | RESPONSES |
|--|-----------|
| Other (please specify)   | 39.56% 89 |
| Parks do not contain facilities or amenities that are appropriate for my family and me         | 31.11% 70 |
| I do not know where parks are located  | 27.56% 62 |
| Parks are not easily accessible by walking, biking, or driving                                 | 21.78% 49 |
| Parks/facilities are too far from our residence  | 13.78% 31 |
| Other communities offer recreation facilities that are closer to my home or are higher quality | 12.00% 27 |
| Lack of parking  | 8.00% 18  |
| Facilities are not well maintained   | 7.56% 17  |
| Park facilities are reserved or full   | 7.56% 17  |
| I do not feel safe at parks/facilities   | 6.67% 15  |
| Parks are not easily accessible to the disabled  | 6.67% 15  |
| Facilities are not available   | 6.67% 15  |
| Park operating hours are not convenient  | 4.00% 9   |
| Lack of transportation   | 1.78% 4   |
| Total Respondents: 225   |           |

Below are responses to the "Other" answer from "Q4 Please CHECK ALL the reasons that prevent you or other members of your HOUSEHOLD from using the facilities above."

1. Community I live in has facilities...no need for additional Estero facilities
2. Travel to Naples for their parks. Estero should create linear parks through preserve areas. More paved walking and biking trails but not on roadside bike paths never used.
3. Does not apply
4. Use communities amenities
5. use what we need
6. I need and would use pickleball facilities. Naples and/or the YMCA in Bonita Springs is too far away. The Estero recreation center would be a perfect location.
7. No soccer goals in the park off Corkscrew
8. Parked are too far to walk to for family with small children.
9. Pickleball is a very popular sport, and the only local venue for this is the indoor courts at the Estero Community Park. It's very common to spend 50% of my time there waiting around for a court, so I don't even bother going there during the winter season. Outdoor pickleball courts should be a top priority. This is a sport that can be played by families and players of all ages. I currently drive 20 minutes to Veterans Park in Naples to play pickleball because of the overcrowding at Estero Community Park. Another reason that outdoor courts are needed is that the indoor courts are only available at certain times, and outdoor courts would be available for small-group play when the public drop-in rotation play period ends each day.
10. Use the facilities at our HOA
11. My children are 7 and 10 so we would like a larger playground area. Most of the playgrounds we have been to are geared for younger children.
12. Estero Park needs soccer fields again. San Carlos Park elementary is creepy.
13. don't know what is available
14. Not interested
15. Don't know much about the parks as a seasonal resident
16. Theft at vehicle
17. none have pickleball
18. Need more for seniors to do
19. None
20. Looking for parks for walking in nice environment



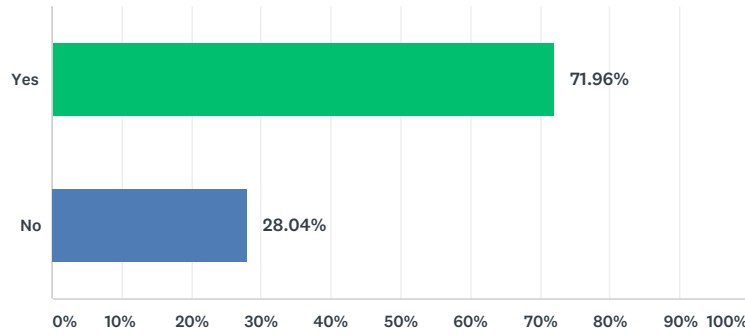
21. Very limited facilities for kids. Play ground is small, outdated and it's not properly taken care of. Light in the evening very dim. Big area but not a lot of fun things. It would be great to have some ice cream / drinks small store on the territory.
22. Koresham programs too far to walk from parking to event
23. bike paths
24. I do not have the time
25. I would like to a water park. The Village to buy the school property for sale on 3 oaks
26. It would be great if their was better,safer bike access
27. I'd like to see more walking trails that are connected. I think that River Ridge Community Development lands and buffers could include walking and biking trails. The land north of Williams and east of 41 with the lake could be a tremendous amenity, connected to the Estero Park and buffer land down near Coconut Point along the water next to the new Hotel (name escapes me at the moment).
28. Need many more bike and hike trails.
29. Want treed parks with bike paths.
30. We are too old...health reasons.
31. I'm a single male with no kids, the parks seem to be geared for family events
32. Need better access by bicycle. And access for dog owners
33. N/A
34. Would like easy walking trails for older citizens with scattered benches near natural areas.
35. Parks in general lack shady areas, especially Estero Community Park.
36. Did not know these facilities existed
37. Parks and facilities are nice; however, we choose to go elsewhere for recreation bike riding.
38. New resident don't know locations
39. I am not aware of birding, meditation or Tai Chi in area parks.
40. Dogs are not allowed
41. I feel that dogs should not be allowed in certain areas..they have their own dog parks
42. Pickleball is needed at Three Oaks Park. A contained fenced courts
43. Don't use parks....use LA Fitness for exercise.
44. I would like more accessibility for elders or handicapped.

45. Dog park needs improvement
46. Need benches with backs for walkers
47. Overall OK
48. I have all I need at the local park
49. Lack of activities for children
50. Need more pickleball courts - 8 outdoor courts with seating, shade, drinking fountain. Could host tournaments.
51. Lee County takes care of all their facilities
52. don't visit parks
53. Parks are not close and within walking distance from my residential area.
54. Golf course
55. Do not fit our needs or wants
56. I don't need them
57. I have not been prevented from using those facilities that I have visited.
58. not enough shade and seating
59. need more for seniors
60. Areas for sports like Bowling, skateboard park, not just another mall. Something is needed for young adults. Water park, trees and forestry programs outdoors. Activities that you don't have to pay for. Lots of families don't have money to spend on activities for teens.
61. need more lights more walking paths and some boardwalks would be nice like they have on the east coast
62. Estero park is too sterile. Should be lush with landscaping. The bandstand is awful. No music or festivals. Take a page out of Bonita Springs park. Always something going on there
63. None
64. No water access
65. Not enough baseball fields in Estero
66. There are no exercise equipment ....It's totally needed
67. Estero preserve needs a water fountain and benches along the trails with better signage so visitors don't get lost..
68. Need a gazebo, pool, more amenities

69. Nothing prevents me at this time, however I prefer to see more green space acquired and less building.
70. At my stage of life I don't use parks. Koreshan, take visitors and go to an occasional program. Community park, have gone for special events.
71. There is no reason.
72. I spend more time in my community amenities
73. NO SWIMMING OR HOT TUB AVAILABILITY
74. I need a warm lap pool
75. inside walking tracks
76. traffic
77. Estero Bay Preserve off Broadway is more primitive/reduced parking/biking on Broadway West is not safe
78. Estero's parks need inter connectivity, more athletic fields, tennis or pickle ball courts, more hiking trails, more direct access to Estero Bay, more open spaces with benches
79. All the facilities but state parks are manicured and used for sports etc. I prefer nature walks birding and wildlife observation
80. We need more multi-use lit athletic fields that are well maintained
81. Lack of walking/running paths!!
82. we lack baseball/softball ballfields in estero, we lack soccer/lacrosse/flag football fields. no place for volleyball/basketball league play for children
83. estero does not have adequate off-the-road biking routes. How about the railroad right-of-way that runs from Fort Myers to Naples? We have lived in Estero (Belle Lago) for 5 years and have yet to see a train on that track....
84. General appearance "maintenance" is lacking, particularly around the bocce courts, weeds, no grass, no benches, not much really!
85. Not sufficient space to express my suggestions.
86. Need senior center also handicapped
87. I am too old to enjoy the facilities. They are great in the Estero Community Park for the older who can get around well. Also younger people, kids
88. Our community has what I need for recreation
89. NOTHING PREVENTS US, WE PREFER OTHER TYPES OF VENUES

### Q5 Does your neighborhood or Homeowners Association provide parks and recreation facilities?

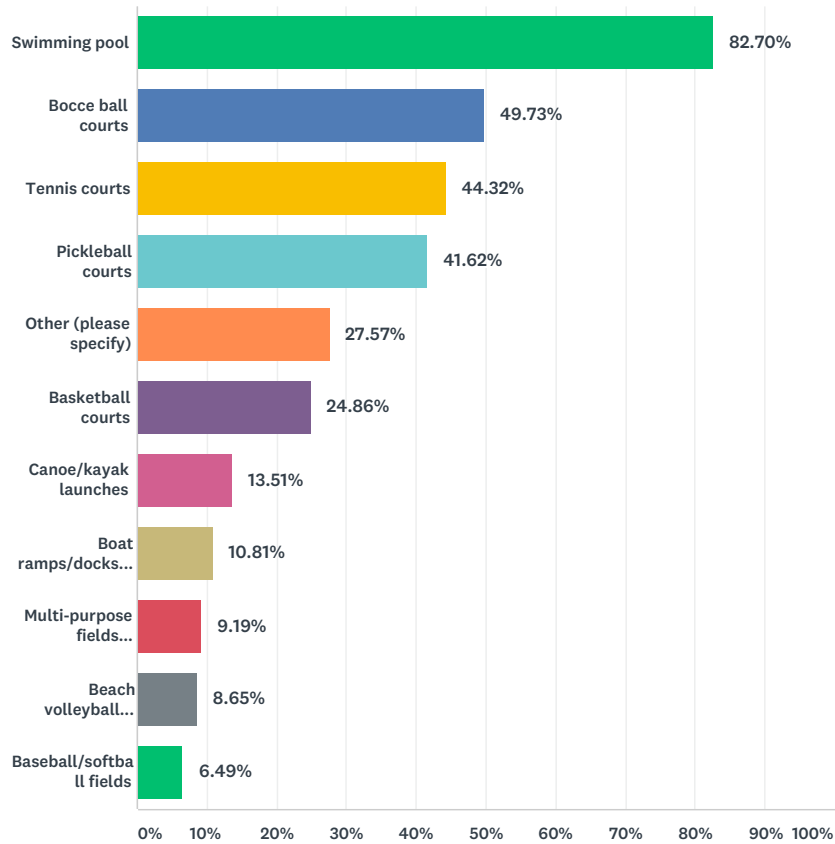
Answered: 271 Skipped: 1



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 71.96%    | 195 |
| No             | 28.04%    | 76  |
| TOTAL          |           | 271 |

### Q6 Please CHECK ALL the parks and recreation facilities you use within your neighborhood or HOA.

Answered: 185 Skipped: 87

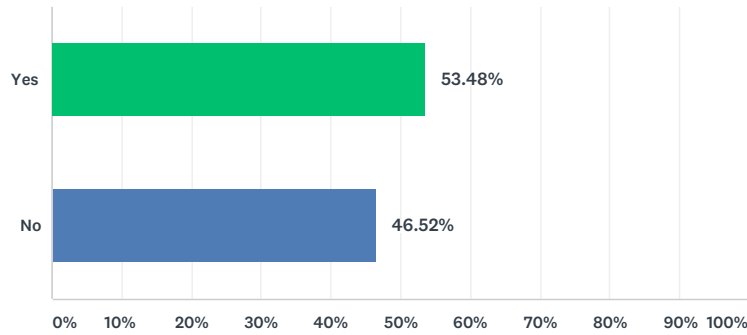


| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| Swimming pool   | 82.70%    | 153 |
| Bocce ball courts                                       | 49.73%    | 92  |
| Tennis courts   | 44.32%    | 82  |
| Pickleball courts                                       | 41.62%    | 77  |
| Other (please specify)                                  | 27.57%    | 51  |
| Basketball courts                                       | 24.86%    | 46  |
| Canoe/kayak launches                                    | 13.51%    | 25  |
| Boat ramps/docks (power)                                | 10.81%    | 20  |
| Multi-purpose fields (football, soccer, lacrosse, etc.) | 9.19%     | 17  |
| Beach volleyball courts                                 | 8.65%     | 16  |
| Baseball/softball fields                                | 6.49%     | 12  |
| Total Respondents: 185                                  |           |     |



### Q7 Do these facilities meet all or most of your parks and recreation needs?

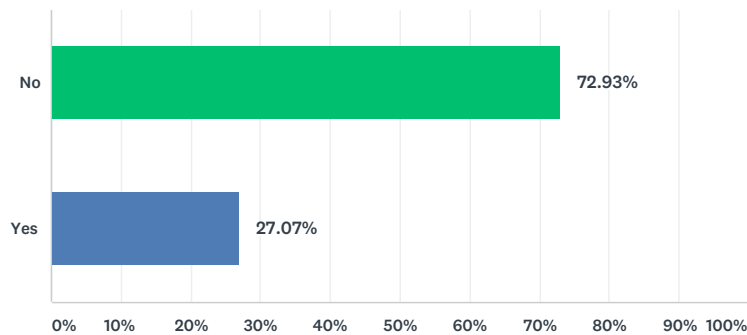
Answered: 187 Skipped: 85



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 53.48%    | 100 |
| No             | 46.52%    | 87  |
| TOTAL          |           | 187 |

### Q8 Does anyone in your household participate in organized sports leagues such as soccer, football, lacrosse, baseball, or other sports?

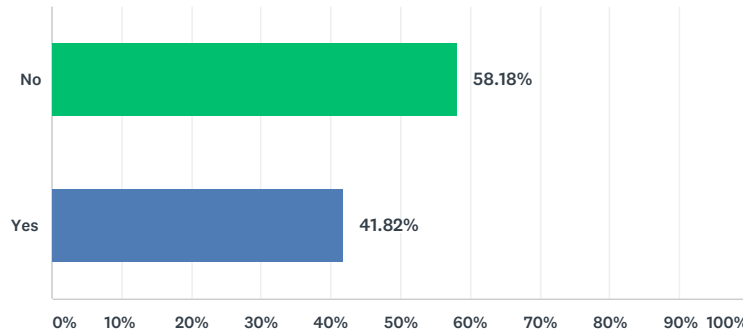
Answered: 266 Skipped: 6



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| No             | 72.93%    | 194 |
| Yes            | 27.07%    | 72  |
| TOTAL          |           | 266 |

### Q9 Are the facilities at Estero Community Park/Estero High Ballfields and Three Oaks Park currently meeting your needs?

Answered: 55 Skipped: 217



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| No             | 58.18%    | 32 |
| Yes            | 41.82%    | 23 |
| TOTAL          |           | 55 |

### Q10 What other facilities do you or members of your household use most frequently for organized sports (please list):

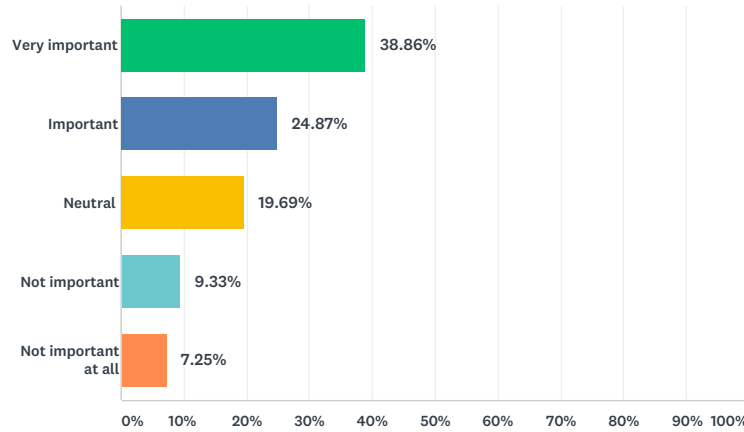
Answered: 46 Skipped: 226

The following Word Cloud was generated from the 46 responses collected for this question. The prominence of each response is correlated with its frequency, i.e. the more frequent the response, the bigger the word or phrase appears.



### Q11 How important is it to you to have a small neighborhood park within a 10-minute walking distance (+/- ½ mile) of your home?

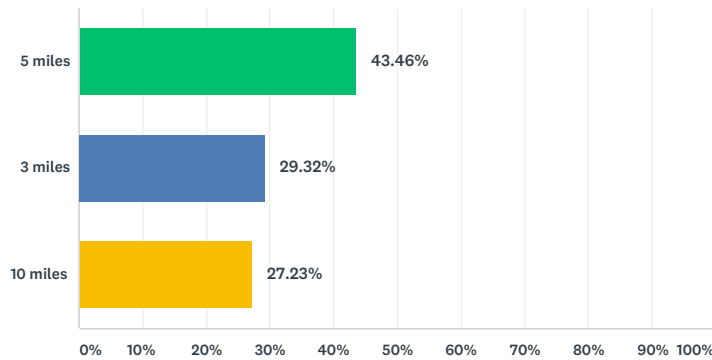
Answered: 193 Skipped: 79



| ANSWER CHOICES       | RESPONSES |            |
|----------------------|-----------|------------|
| Very important       | 38.86%    | 75         |
| Important            | 24.87%    | 48         |
| Neutral              | 19.69%    | 38         |
| Not important        | 9.33%     | 18         |
| Not important at all | 7.25%     | 14         |
| <b>TOTAL</b>         |           | <b>193</b> |

### Q12 What is the farthest distance you are willing to drive to access a recreation and fitness center, aquatics center, performing arts center, sports complex, or other community or regional facility?

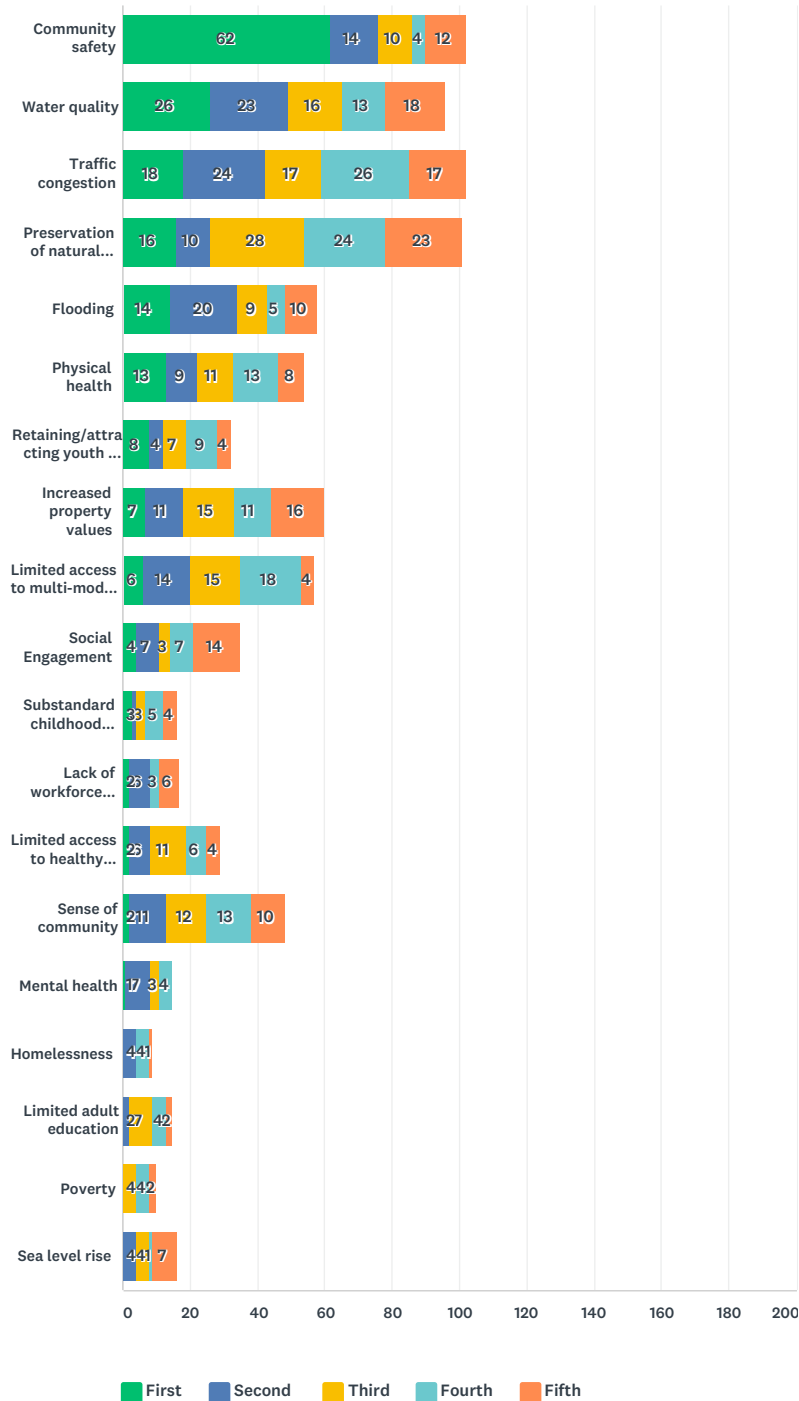
Answered: 191 Skipped: 81



| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| 5 miles        | 43.46%    | 83         |
| 3 miles        | 29.32%    | 56         |
| 10 miles       | 27.23%    | 52         |
| <b>TOTAL</b>   |           | <b>191</b> |

Q13 Parks and recreation systems have the potential to help address some of the complex social, economic, and environmental challenges facing communities. From the following list below, please select the top FIVE challenges that are most important to your household?

Answered: 187 Skipped: 85

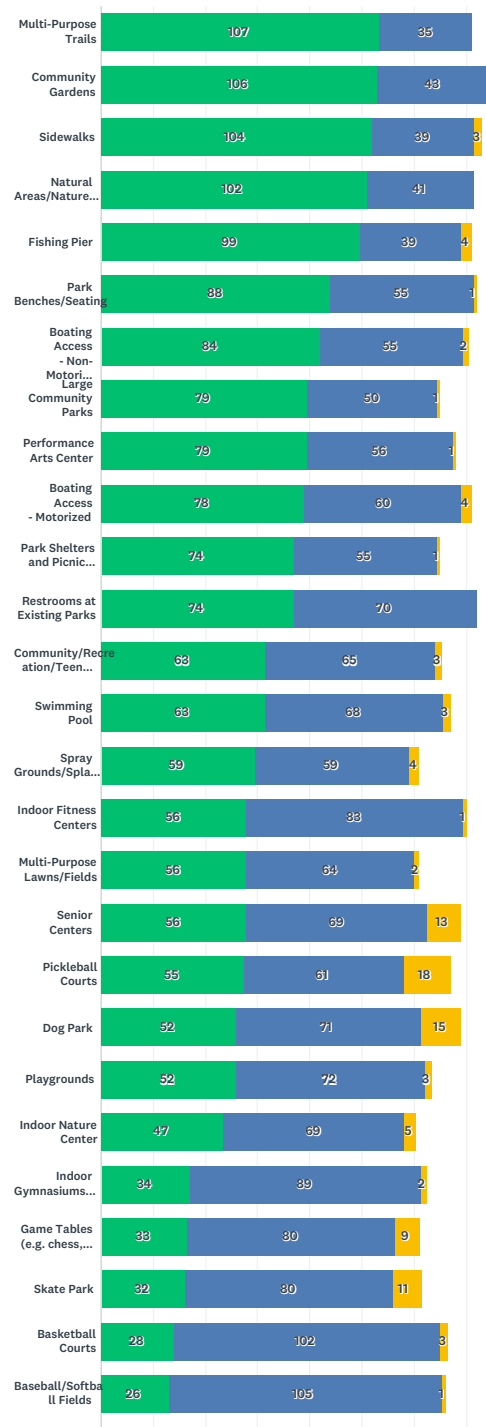


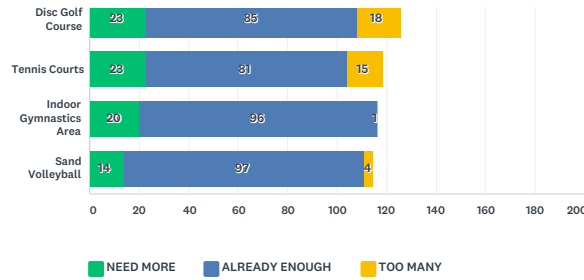
|  | FIRST        | SECOND       | THIRD        | FOURTH       | FIFTH        | TOTAL |
|--|--------------|--------------|--------------|--------------|--------------|-------|
| Community safety   | 60.78%<br>62 | 13.73%<br>14 | 9.80%<br>10  | 3.92%<br>4   | 11.76%<br>12 | 102   |
| Water quality  | 27.08%<br>26 | 23.96%<br>23 | 16.67%<br>16 | 13.54%<br>13 | 18.75%<br>18 | 96    |
| Traffic congestion   | 17.65%<br>18 | 23.53%<br>24 | 16.67%<br>17 | 25.49%<br>26 | 16.67%<br>17 | 102   |
| Preservation of natural areas  | 15.84%<br>16 | 9.90%<br>10  | 27.72%<br>28 | 23.76%<br>24 | 22.77%<br>23 | 101   |
| Flooding   | 24.14%<br>14 | 34.48%<br>20 | 15.52%<br>9  | 8.62%<br>5   | 17.24%<br>10 | 58    |
| Physical health  | 24.07%<br>13 | 16.67%<br>9  | 20.37%<br>11 | 24.07%<br>13 | 14.81%<br>8  | 54    |
| Retaining/attracting youth and young families  | 25.00%<br>8  | 12.50%<br>4  | 21.88%<br>7  | 28.13%<br>9  | 12.50%<br>4  | 32    |
| Increased property values  | 11.67%<br>7  | 18.33%<br>11 | 25.00%<br>15 | 18.33%<br>11 | 26.67%<br>16 | 60    |
| Limited access to multi-modal transportation options (e.g. sidewalks, bikeways, trails, transit) | 10.53%<br>6  | 24.56%<br>14 | 26.32%<br>15 | 31.58%<br>18 | 7.02%<br>4   | 57    |
| Social Engagement  | 11.43%<br>4  | 20.00%<br>7  | 8.57%<br>3   | 20.00%<br>7  | 40.00%<br>14 | 35    |
| Substandard childhood education  | 18.75%<br>3  | 6.25%<br>1   | 18.75%<br>3  | 31.25%<br>5  | 25.00%<br>4  | 16    |
| Lack of workforce housing  | 11.76%<br>2  | 35.29%<br>6  | 0.00%<br>0   | 17.65%<br>3  | 35.29%<br>6  | 17    |
| Limited access to healthy foods such as fresh fruits, vegetables, and whole foods                | 6.90%<br>2   | 20.69%<br>6  | 37.93%<br>11 | 20.69%<br>6  | 13.79%<br>4  | 29    |
| Sense of community   | 4.17%<br>2   | 22.92%<br>11 | 25.00%<br>12 | 27.08%<br>13 | 20.83%<br>10 | 48    |
| Mental health  | 6.67%<br>1   | 46.67%<br>7  | 20.00%<br>3  | 26.67%<br>4  | 0.00%<br>0   | 15    |
| Homelessness   | 0.00%<br>0   | 44.44%<br>4  | 0.00%<br>0   | 44.44%<br>4  | 11.11%<br>1  | 9     |
| Limited adult education  | 0.00%<br>0   | 13.33%<br>2  | 46.67%<br>7  | 26.67%<br>4  | 13.33%<br>2  | 15    |
| Poverty  | 0.00%<br>0   | 0.00%<br>0   | 40.00%<br>4  | 40.00%<br>4  | 20.00%<br>2  | 10    |
| Sea level rise   | 0.00%<br>0   | 25.00%<br>4  | 25.00%<br>4  | 6.25%<br>1   | 43.75%<br>7  | 16    |



Q14 Below please find a list of Parks and Recreation amenities. Please indicate if you or any member of your household NEED MORE, if there are ALREADY ENOUGH, or if there are TOO MANY of the type of Parks and Recreation amenities listed below.

Answered: 190 Skipped: 82

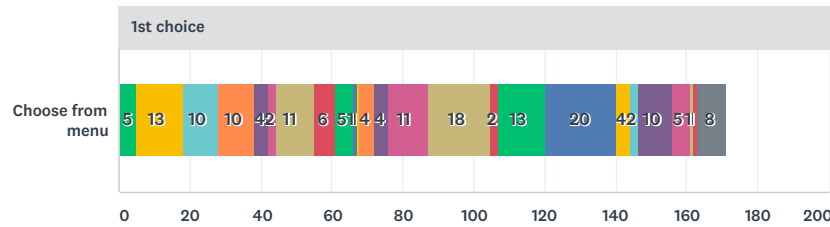




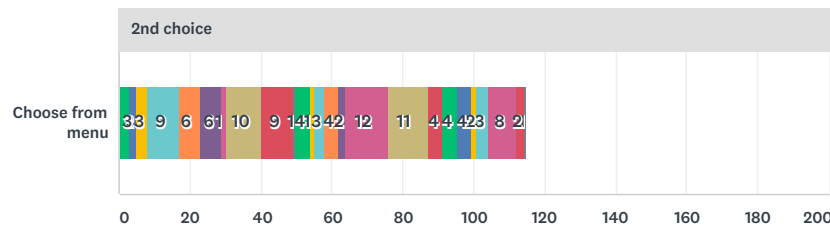
|  | NEED MORE     | ALREADY ENOUGH | TOO MANY     | TOTAL |
|--|---------------|----------------|--------------|-------|
| Multi-Purpose Trails                               | 75.35%<br>107 | 24.65%<br>35   | 0.00%<br>0   | 142   |
| Community Gardens                                  | 70.20%<br>106 | 28.48%<br>43   | 1.32%<br>2   | 151   |
| Sidewalks  | 71.23%<br>104 | 26.71%<br>39   | 2.05%<br>3   | 146   |
| Natural Areas/Nature Parks                         | 71.33%<br>102 | 28.67%<br>41   | 0.00%<br>0   | 143   |
| Fishing Pier                                       | 69.72%<br>99  | 27.46%<br>39   | 2.82%<br>4   | 142   |
| Park Benches/Seating                               | 61.11%<br>88  | 38.19%<br>55   | 0.69%<br>1   | 144   |
| Boating Access - Non-Motorized (e.g. canoe, kayak) | 59.57%<br>84  | 39.01%<br>55   | 1.42%<br>2   | 141   |
| Large Community Parks                              | 60.77%<br>79  | 38.46%<br>50   | 0.77%<br>1   | 130   |
| Performance Arts Center                            | 58.09%<br>79  | 41.18%<br>56   | 0.74%<br>1   | 136   |
| Boating Access - Motorized                         | 54.93%<br>78  | 42.25%<br>60   | 2.82%<br>4   | 142   |
| Park Shelters and Picnic Areas                     | 56.92%<br>74  | 42.31%<br>55   | 0.77%<br>1   | 130   |
| Restrooms at Existing Parks                        | 51.39%<br>74  | 48.61%<br>70   | 0.00%<br>0   | 144   |
| Community/Recreation/Teen Centers                  | 48.09%<br>63  | 49.62%<br>65   | 2.29%<br>3   | 131   |
| Swimming Pool                                      | 47.01%<br>63  | 50.75%<br>68   | 2.24%<br>3   | 134   |
| Spray Grounds/Splash Pads                          | 48.36%<br>59  | 48.36%<br>59   | 3.28%<br>4   | 122   |
| Indoor Fitness Centers                             | 40.00%<br>56  | 59.29%<br>83   | 0.71%<br>1   | 140   |
| Multi-Purpose Lawns/Fields                         | 45.90%<br>56  | 52.46%<br>64   | 1.64%<br>2   | 122   |
| Senior Centers                                     | 40.58%<br>56  | 50.00%<br>69   | 9.42%<br>13  | 138   |
| Pickleball Courts                                  | 41.04%<br>55  | 45.52%<br>61   | 13.43%<br>18 | 134   |
| Dog Park   | 37.68%<br>52  | 51.45%<br>71   | 10.87%<br>15 | 138   |
| Playgrounds  | 40.94%<br>52  | 56.69%<br>72   | 2.36%<br>3   | 127   |
| Indoor Nature Center                               | 38.84%<br>47  | 57.02%<br>69   | 4.13%<br>5   | 121   |
| Indoor Gymnasiums (basketball, volleyball)         | 27.20%<br>34  | 71.20%<br>89   | 1.60%<br>2   | 125   |
| Game Tables (e.g. chess, checkers, dominoes, etc.) | 27.05%<br>33  | 65.57%<br>80   | 7.38%<br>9   | 122   |
| Skate Park   | 26.02%<br>32  | 65.04%<br>80   | 8.94%<br>11  | 123   |
| Basketball Courts                                  | 21.05%<br>28  | 76.69%<br>102  | 2.26%<br>3   | 133   |
| Baseball/Softball Fields                           | 19.70%<br>26  | 79.55%<br>105  | 0.76%<br>1   | 132   |
| Disc Golf Course                                   | 18.25%<br>23  | 67.46%<br>85   | 14.29%<br>18 | 126   |
| Tennis Courts                                      | 19.33%<br>23  | 68.07%<br>81   | 12.61%<br>15 | 119   |
| Indoor Gymnastics Area                             | 17.09%<br>20  | 82.05%<br>96   | 0.85%<br>1   | 117   |
| Sand Volleyball                                    | 12.17%<br>14  | 84.35%<br>97   | 3.48%<br>4   | 115   |

Q15 Which FOUR amenities from the list in previous Question, also included in the dropdown menus below, are MOST IMPORTANT to you and members of your household? Please select your 1st, 2nd, 3rd, and 4th choices using the dropdown menus in each option.

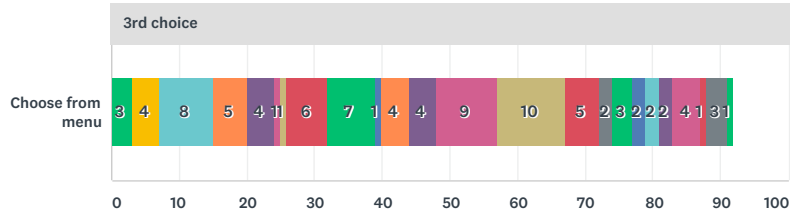
Answered: 172 Skipped: 100



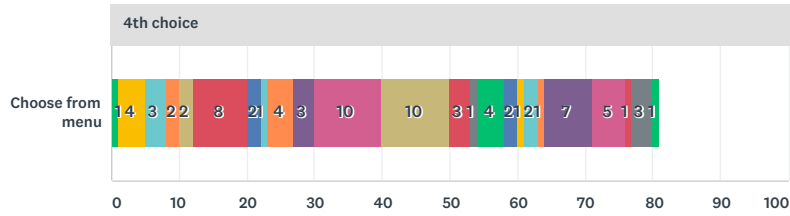
- Baseball/Softball Fields
- Basketball Courts
- Boating Access - Motorized
- Boating Access - Non-Motorized (e.g. canoe, kayak)
- Community Gardens
- Community/Recreation/Teen Centers
- Disc Golf Course
- Dog Park
- Fishing Pier
- Game Tables (e.g. chess, checkers, dominoes, etc.)
- Indoor Fitness Centers
- Indoor Gymnasiums (basketball, volleyball)
- Indoor Gymnastics Area
- Indoor Nature Center
- Large Community Parks
- Multi-Purpose Lawns/Fields
- Multi-Purpose Trails
- Natural Areas/Nature Parks
- Park Benches/Seating
- Park Shelters and Picnic Areas
- Performance Arts Center
- Pickleball Courts
- Playgrounds
- Restrooms at Existing Parks
- Sand Volleyball
- Senior Centers
- Sidewalks
- Skate Park
- Spray Grounds/Splash Pads
- Swimming Pool
- Tennis Courts



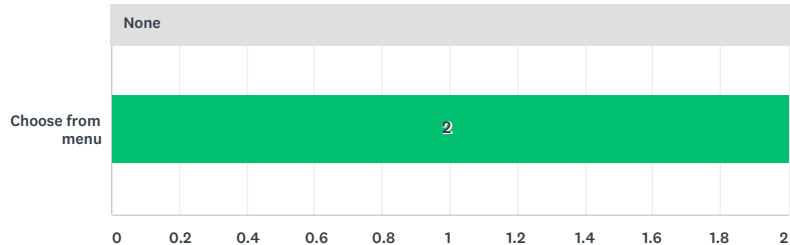
- Baseball/Softball Fields
- Basketball Courts
- Boating Access - Motorized
- Boating Access - Non-Motorized (e.g. canoe, kayak)
- Community Gardens
- Community/Recreation/Teen Centers
- Disc Golf Course
- Dog Park
- Fishing Pier
- Game Tables (e.g. chess, checkers, dominoes, etc.)
- Indoor Fitness Centers
- Indoor Gymnasiums (basketball, volleyball)
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- Baseball/Softball Fields
- Boating Access - Non-Motorized (e.g. canoe, kayak)
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- Community Gardens
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- Baseball/Softball Fields
- Boating Access - Non-Motorized (e.g. canoe, kayak)
- Boating Access - Motorized
- Community/Recreation/Teen Centers
- Community Gardens
- Disc Golf Course
- Dog Park
- Fishing Pier
- Game Tables (e.g. chess, checkers, dominoes, etc.)
- Indoor Fitness Centers
- Indoor Gymnasiums (basketball, volleyball)
- Indoor Gymnastics Area
- Indoor Nature Center
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- Multi-Purpose Trails
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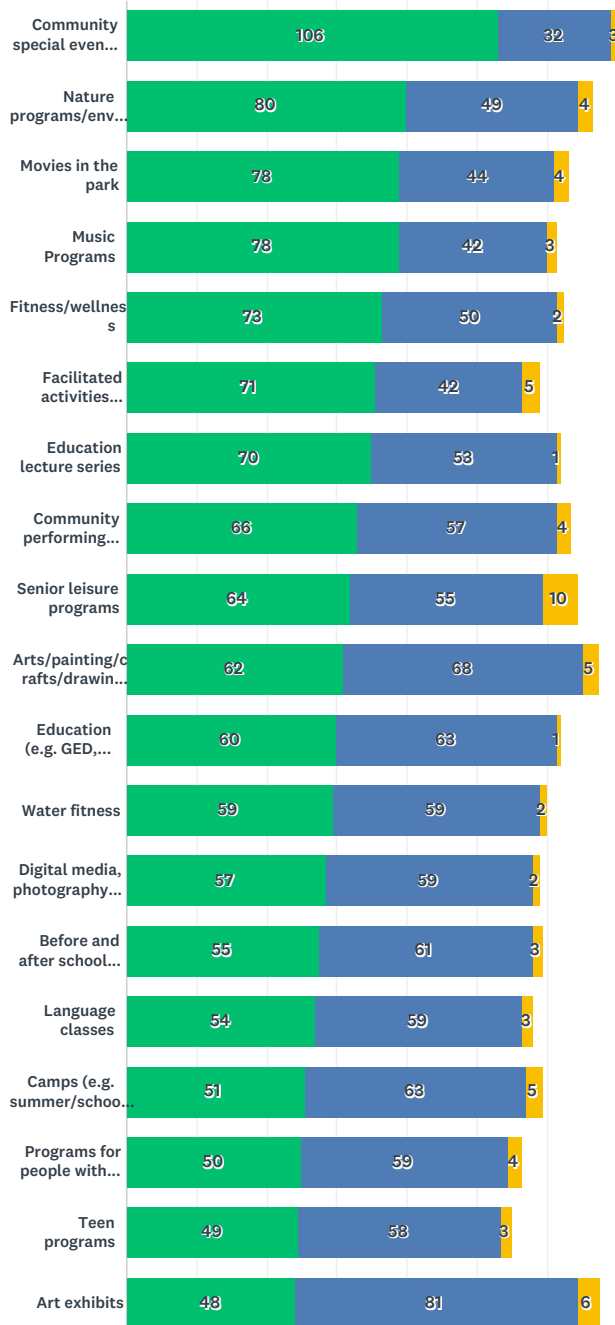
- None

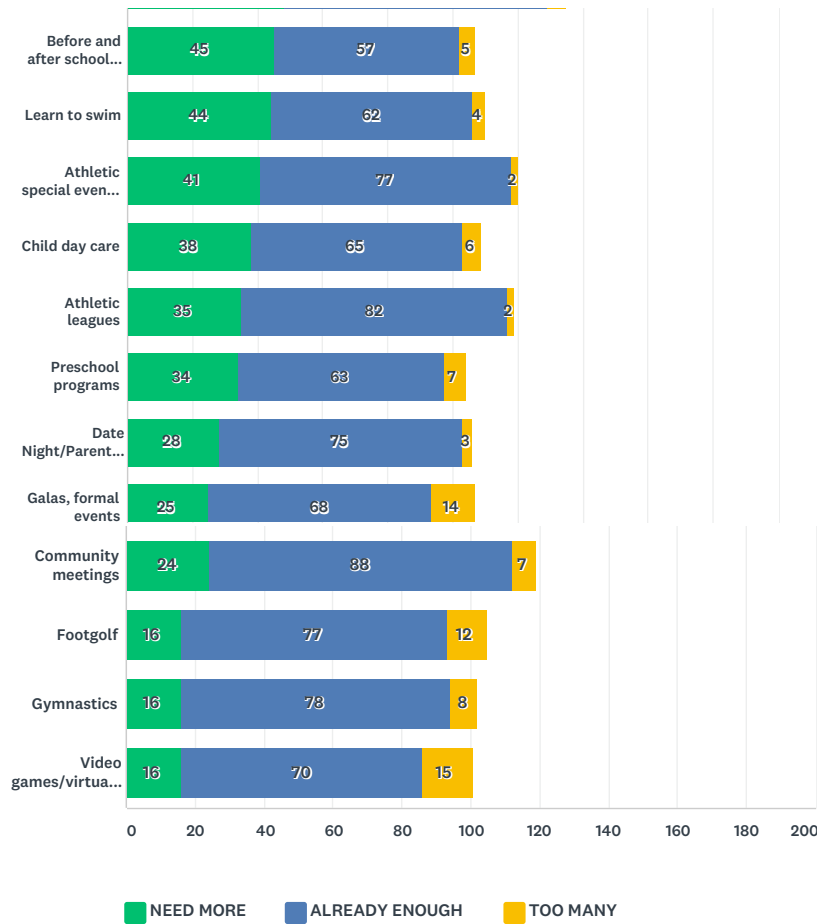
| 1st choice       |                          |                   |                            |  |                   |                                   |                  |             |              |  |
|------------------|--------------------------|-------------------|----------------------------|--|-------------------|-----------------------------------|------------------|-------------|--------------|--|
|                  | BASEBALL/SOFTBALL FIELDS | BASKETBALL COURTS | BOATING ACCESS - MOTORIZED | BOATING ACCESS - NON-MOTORIZED (E.G. CANOE, KAYAK) | COMMUNITY GARDENS | COMMUNITY/RECREATION/TEEN CENTERS | DISC GOLF COURSE | DOG PARK    | FISHING PIER |  |
| Choose from menu | 2.92%<br>5               | 0.00%<br>0        | 7.60%<br>13                | 5.85%<br>10  | 5.85%<br>10       | 2.34%<br>4                        | 1.17%<br>2       | 6.43%<br>11 | 3.51         |  |
| 2nd choice       |                          |                   |                            |  |                   |                                   |                  |             |              |  |
|                  | BASEBALL/SOFTBALL FIELDS | BASKETBALL COURTS | BOATING ACCESS - MOTORIZED | BOATING ACCESS - NON-MOTORIZED (E.G. CANOE, KAYAK) | COMMUNITY GARDENS | COMMUNITY/RECREATION/TEEN CENTERS | DISC GOLF COURSE | DOG PARK    | FISHING PIER |  |
| Choose from menu | 2.61%<br>3               | 1.74%<br>2        | 2.61%<br>3                 | 7.83%<br>9   | 5.22%<br>6        | 5.22%<br>6                        | 0.87%<br>1       | 8.70%<br>10 | 7.83         |  |
| 3rd choice       |                          |                   |                            |  |                   |                                   |                  |             |              |  |
|                  | BASEBALL/SOFTBALL FIELDS | BASKETBALL COURTS | BOATING ACCESS - MOTORIZED | BOATING ACCESS - NON-MOTORIZED (E.G. CANOE, KAYAK) | COMMUNITY GARDENS | COMMUNITY/RECREATION/TEEN CENTERS | DISC GOLF COURSE | DOG PARK    | FISHING PIER |  |
| Choose from menu | 3.26%<br>3               | 0.00%<br>0        | 4.35%<br>4                 | 8.70%<br>8   | 5.43%<br>5        | 4.35%<br>4                        | 1.09%<br>1       | 1.09%<br>1  | 6.52         |  |
| 4th choice       |                          |                   |                            |  |                   |                                   |                  |             |              |  |
|                  | BASEBALL/SOFTBALL FIELDS | BASKETBALL COURTS | BOATING ACCESS - MOTORIZED | BOATING ACCESS - NON-MOTORIZED (E.G. CANOE, KAYAK) | COMMUNITY GARDENS | COMMUNITY/RECREATION/TEEN CENTERS | DISC GOLF COURSE | DOG PARK    | FISHING PIER |  |
| Choose from menu | 1.23%<br>1               | 0.00%<br>0        | 4.94%<br>4                 | 3.70%<br>3   | 2.47%<br>2        | 0.00%<br>0                        | 0.00%<br>0       | 2.47%<br>2  | 9.88         |  |
| None             |                          |                   |                            |  |                   |                                   |                  |             |              |  |
|                  | NONE                     |                   |                            |  | TOTAL             |                                   |                  |             |              |  |
| Choose from menu |                          |                   |                            |  | 100.00%<br>2      | 2                                 |                  |             |              |  |



Q16 Below please find a list of Parks and Recreation services and programs. Please indicate if you or any member of your household NEED MORE, if there are ALREADY ENOUGH, or if there are TOOMANY of the type of Parks and Recreation services and programs listed below.

Answered: 179 Skipped: 93



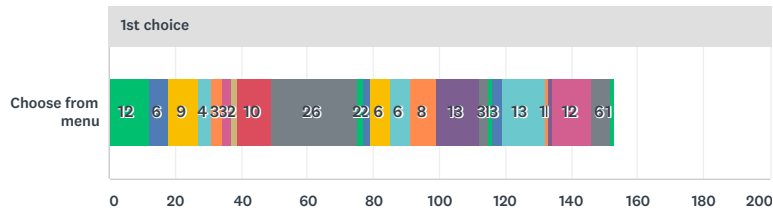


|  | NEED MORE     | ALREADY ENOUGH | TOO MANY    | TOTAL |
|--|---------------|----------------|-------------|-------|
| Community special events (e.g. concerts, green markets, festivals)           | 75.18%<br>106 | 22.70%<br>32   | 2.13%<br>3  | 141   |
| Nature programs/environmental education                                      | 60.15%<br>80  | 36.84%<br>49   | 3.01%<br>4  | 133   |
| Movies in the park   | 61.90%<br>78  | 34.92%<br>44   | 3.17%<br>4  | 126   |
| Music Programs   | 63.41%<br>78  | 34.15%<br>42   | 2.44%<br>3  | 123   |
| Fitness/wellness   | 58.40%<br>73  | 40.00%<br>50   | 1.60%<br>2  | 125   |
| Facilitated activities between gated communities                             | 60.17%<br>71  | 35.59%<br>42   | 4.24%<br>5  | 118   |
| Education lecture series   | 56.45%<br>70  | 42.74%<br>53   | 0.81%<br>1  | 124   |
| Community performing arts/dance  | 51.97%<br>66  | 44.88%<br>57   | 3.15%<br>4  | 127   |
| Senior leisure programs  | 49.61%<br>64  | 42.64%<br>55   | 7.75%<br>10 | 129   |
| Arts/painting/crafts/drawing classes   | 45.93%<br>62  | 50.37%<br>68   | 3.70%<br>5  | 135   |
| Education (e.g. GED, degree, trade, computer, programming, special interest) | 48.39%<br>60  | 50.81%<br>63   | 0.81%<br>1  | 124   |

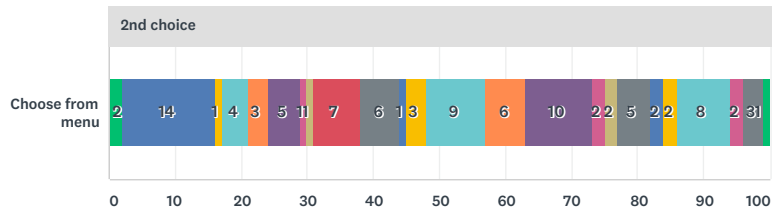
|  |              |              |              |     |
|--|--------------|--------------|--------------|-----|
| Water fitness                                | 49.17%<br>59 | 49.17%<br>59 | 1.67%<br>2   | 120 |
| Digital media, photography programs          | 48.31%<br>57 | 50.00%<br>59 | 1.69%<br>2   | 118 |
| Before and after school programs             | 46.22%<br>55 | 51.26%<br>61 | 2.52%<br>3   | 119 |
| Language classes                             | 46.55%<br>54 | 50.86%<br>59 | 2.59%<br>3   | 116 |
| Camps (e.g. summer/school break)             | 42.86%<br>51 | 52.94%<br>63 | 4.20%<br>5   | 119 |
| Programs for people with disabilities        | 44.25%<br>50 | 52.21%<br>59 | 3.54%<br>4   | 113 |
| Teen programs                                | 44.55%<br>49 | 52.73%<br>58 | 2.73%<br>3   | 110 |
| Art exhibits                                 | 35.56%<br>48 | 60.00%<br>81 | 4.44%<br>6   | 135 |
| Before and after school programs             | 42.06%<br>45 | 53.27%<br>57 | 4.67%<br>5   | 107 |
| Learn to swim                                | 40.00%<br>44 | 56.36%<br>62 | 3.64%<br>4   | 110 |
| Athletic special events (e.g. 5k, marathons) | 34.17%<br>41 | 64.17%<br>77 | 1.67%<br>2   | 120 |
| Child day care                               | 34.86%<br>38 | 59.63%<br>65 | 5.50%<br>6   | 109 |
| Athletic leagues                             | 29.41%<br>35 | 68.91%<br>82 | 1.68%<br>2   | 119 |
| Preschool programs                           | 32.69%<br>34 | 60.58%<br>63 | 6.73%<br>7   | 104 |
| Date Night/Parent's Night Out Child Care     | 26.42%<br>28 | 70.75%<br>75 | 2.83%<br>3   | 106 |
| Galas, formal events                         | 23.36%<br>25 | 63.55%<br>68 | 13.08%<br>14 | 107 |
| Community meetings                           | 20.17%<br>24 | 73.95%<br>88 | 5.88%<br>7   | 119 |
| Footgolf                                     | 15.24%<br>16 | 73.33%<br>77 | 11.43%<br>12 | 105 |
| Gymnastics                                   | 15.69%<br>16 | 76.47%<br>78 | 7.84%<br>8   | 102 |
| Video games/virtual gaming                   | 15.84%<br>16 | 69.31%<br>70 | 14.85%<br>15 | 101 |

Q17 Which FOUR services/programs from the list in above Question, also included in the dropdown menus below, are MOST IMPORTANT to you and members of your household? Please select your 1st, 2nd, 3rd, and 4th choices using the dropdown menus in each option.

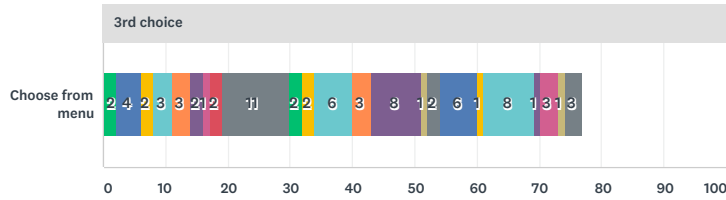
Answered: 156 Skipped: 116



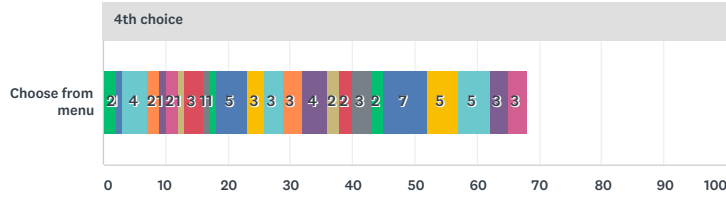
- Art exhibits
- Arts/painting/crafts/drawing classes
- Athletic leagues
- Athletic special events (e.g. 5k, marathons)
- Before and after school programs
- Camps (e.g. summer/school break)
- Child day care
- Community meetings
- Community performing arts/dance
- Community special events (e.g. concerts, green markets, festivals)
- Date Night/Parent's Night Out Child Care
- Digital media, photography programs
- Education (e.g. GED, degree, trade, computer, programming, special interest)
- Education lecture series
- Facilitated activities between gated communities
- Fitness/wellness
- Footgolf
- Galas, formal events
- Gymnastics
- Language classes
- Learn to swim
- Movies in the park
- Music Programs
- Nature programs/environmental education
- Preschool programs
- Programs for people with disabilities
- Senior leisure programs
- Teen programs
- Video games/virtual gaming
- Water fitness
- Before and after school programs



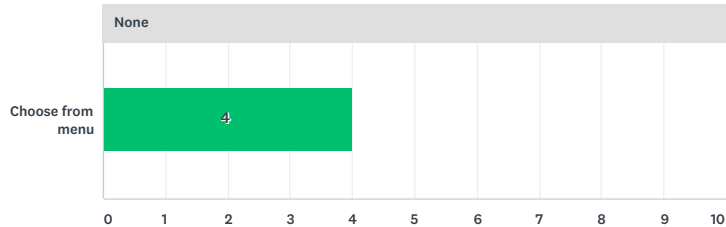
- Art exhibits
- Arts/painting/crafts/drawing classes
- Athletic leagues
- Athletic special events (e.g. 5k, marathons)
- Before and after school programs
- Camps (e.g. summer/school break)
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- Footgolf
- Galas, formal events
- Gymnastics
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- Nature programs/environmental education
- Preschool programs
- Programs for people with disabilities
- Senior leisure programs
- Teen programs
- Video games/virtual gaming
- Water fitness
- Before and after school programs



- Art exhibits
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- Water fitness
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- Digital media, photography programs
- Education (e.g. GED, degree, trade, computer, programming, special interest)
- Education lecture series
- Facilitated activities between gated communities
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- Footgolf
- Galas, formal events
- Gymnastics
- Language classes
- Learn to swim
- Movies in the park
- Music Programs
- Nature programs/environmental education
- Preschool programs
- Programs for people with disabilities
- Senior leisure programs
- Teen programs
- Video games/virtual gaming
- Water fitness
- Before and after school programs



- None



| 1st choice       |              |                                      |                  |  |                                  |                                  |                |                    |                        |
|------------------|--------------|--------------------------------------|------------------|--|----------------------------------|----------------------------------|----------------|--------------------|------------------------|
|                  | ART EXHIBITS | ARTS/PAINTING/CRAFTS/DRAWING CLASSES | ATHLETIC LEAGUES | ATHLETIC SPECIAL EVENTS (E.G. 5K, MARATHONS) | BEFORE AND AFTER SCHOOL PROGRAMS | CAMPS (E.G. SUMMER/SCHOOL BREAK) | CHILD DAY CARE | COMMUNITY MEETINGS | COMMUN PERFORI ARTS/DA |
| Choose from menu | 7.84%<br>12  | 3.92%<br>6                           | 5.88%<br>9       | 2.61%<br>4                                   | 1.96%<br>3                       | 0.00%<br>0                       | 1.96%<br>3     | 1.31%<br>2         | 6                      |

| 2nd choice       |              |                                      |                  |  |                                  |                                  |                |                    |                        |
|------------------|--------------|--------------------------------------|------------------|--|----------------------------------|----------------------------------|----------------|--------------------|------------------------|
|                  | ART EXHIBITS | ARTS/PAINTING/CRAFTS/DRAWING CLASSES | ATHLETIC LEAGUES | ATHLETIC SPECIAL EVENTS (E.G. 5K, MARATHONS) | BEFORE AND AFTER SCHOOL PROGRAMS | CAMPS (E.G. SUMMER/SCHOOL BREAK) | CHILD DAY CARE | COMMUNITY MEETINGS | COMMUN PERFORI ARTS/DA |
| Choose from menu | 2.00%<br>2   | 14.00%<br>14                         | 1.00%<br>1       | 4.00%<br>4                                   | 3.00%<br>3                       | 5.00%<br>5                       | 1.00%<br>1     | 1.00%<br>1         | 7                      |

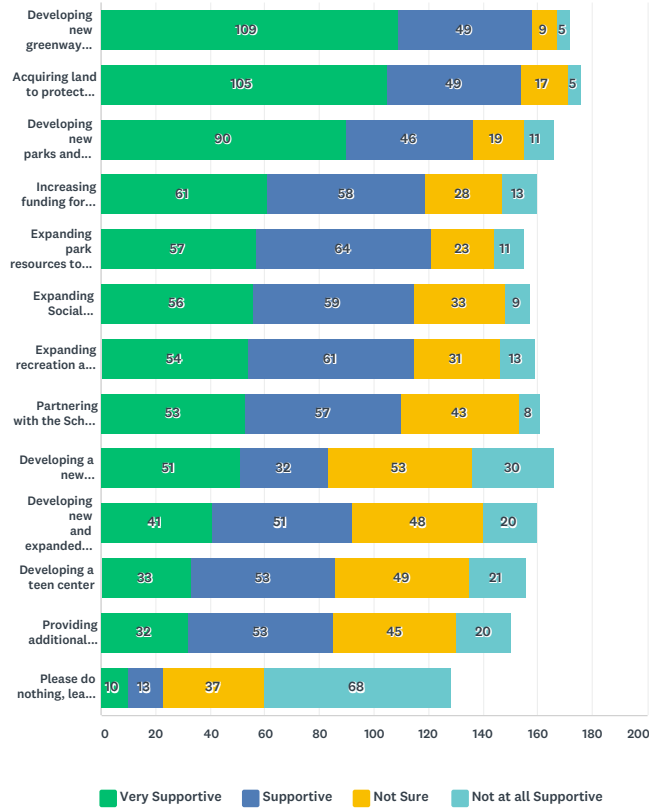
| 3rd choice       |              |                                      |                  |  |                                  |                                  |                |                    |                        |
|------------------|--------------|--------------------------------------|------------------|--|----------------------------------|----------------------------------|----------------|--------------------|------------------------|
|                  | ART EXHIBITS | ARTS/PAINTING/CRAFTS/DRAWING CLASSES | ATHLETIC LEAGUES | ATHLETIC SPECIAL EVENTS (E.G. 5K, MARATHONS) | BEFORE AND AFTER SCHOOL PROGRAMS | CAMPS (E.G. SUMMER/SCHOOL BREAK) | CHILD DAY CARE | COMMUNITY MEETINGS | COMMUN PERFORI ARTS/DA |
| Choose from menu | 2.60%<br>2   | 5.19%<br>4                           | 2.60%<br>2       | 3.90%<br>3                                   | 3.90%<br>3                       | 2.60%<br>2                       | 1.30%<br>1     | 0.00%<br>0         | 2                      |

| 4th choice       |              |                                      |                  |  |                                  |                                  |                |                    |                        |
|------------------|--------------|--------------------------------------|------------------|--|----------------------------------|----------------------------------|----------------|--------------------|------------------------|
|                  | ART EXHIBITS | ARTS/PAINTING/CRAFTS/DRAWING CLASSES | ATHLETIC LEAGUES | ATHLETIC SPECIAL EVENTS (E.G. 5K, MARATHONS) | BEFORE AND AFTER SCHOOL PROGRAMS | CAMPS (E.G. SUMMER/SCHOOL BREAK) | CHILD DAY CARE | COMMUNITY MEETINGS | COMMUN PERFORI ARTS/DA |
| Choose from menu | 2.94%<br>2   | 1.47%<br>1                           | 0.00%<br>0       | 5.88%<br>4                                   | 2.94%<br>2                       | 1.47%<br>1                       | 2.94%<br>2     | 1.47%<br>1         | 4                      |

| None             |      |  |  |  |  |              |  |  |  |   |
|------------------|------|--|--|--|--|--------------|--|--|--|---|
|                  | NONE |  |  |  |  | TOTAL        |  |  |  |   |
| Choose from menu |      |  |  |  |  | 100.00%<br>4 |  |  |  | 4 |

**Q18 Please indicate how supportive you would be of each of the following actions that the Village of Estero could take to improve the Parks and Recreation system.**

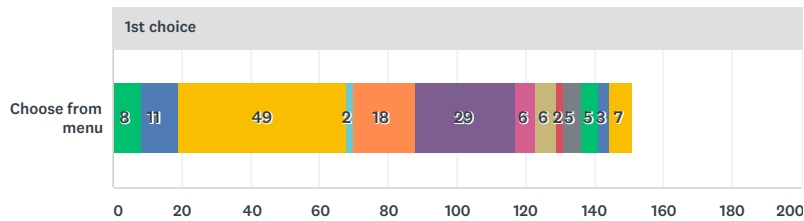
Answered: 184 Skipped: 88



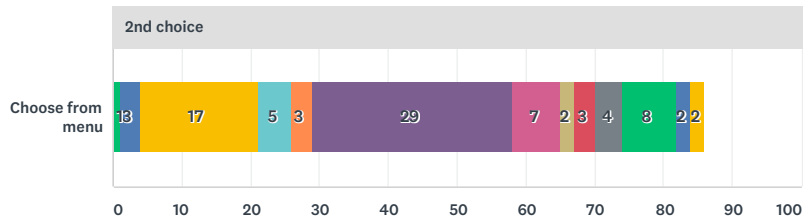
|   | VERY SUPPORTIVE | SUPPORTIVE   | NOT SURE     | NOT AT ALL SUPPORTIVE | TOTAL |
|---|-----------------|--------------|--------------|-----------------------|-------|
| Developing new greenway trails, high quality bicycle facilities, and shaded sidewalks                               | 63.37%<br>109   | 28.49%<br>49 | 5.23%<br>9   | 2.91%<br>5            | 172   |
| Acquiring land to protect natural areas   | 59.66%<br>105   | 27.84%<br>49 | 9.66%<br>17  | 2.84%<br>5            | 176   |
| Developing new parks and recreation facilities to meet resident needs and priorities                                | 54.22%<br>90    | 27.71%<br>46 | 11.45%<br>19 | 6.63%<br>11           | 166   |
| Increasing funding for improving, renovating, and expanding existing parks and recreation facilities                | 38.13%<br>61    | 36.25%<br>58 | 17.50%<br>28 | 8.13%<br>13           | 160   |
| Expanding park resources to improve facility maintenance  | 36.77%<br>57    | 41.29%<br>64 | 14.84%<br>23 | 7.10%<br>11           | 155   |
| Expanding Social Engagement Opportunities (Offering more programs and special events that bring residents together) | 35.67%<br>56    | 37.58%<br>59 | 21.02%<br>33 | 5.73%<br>9            | 157   |
| Expanding recreation and staff resources to offer more programs   | 33.96%<br>54    | 38.36%<br>61 | 19.50%<br>31 | 8.18%<br>13           | 159   |
| Partnering with the School District on Community Cultural facilities  | 32.92%<br>53    | 35.40%<br>57 | 26.71%<br>43 | 4.97%<br>8            | 161   |
| Developing a new pool/aquatics center   | 30.72%<br>51    | 19.28%<br>32 | 31.93%<br>53 | 18.07%<br>30          | 166   |
| Developing new and expanded sports/athletic fields and courts   | 25.62%<br>41    | 31.87%<br>51 | 30.00%<br>48 | 12.50%<br>20          | 160   |
| Developing a teen center  | 21.15%<br>33    | 33.97%<br>53 | 31.41%<br>49 | 13.46%<br>21          | 156   |
| Providing additional parking in parks   | 21.33%<br>32    | 35.33%<br>53 | 30.00%<br>45 | 13.33%<br>20          | 150   |
| Please do nothing, leave parks the way they are   | 7.81%<br>10     | 10.16%<br>13 | 28.91%<br>37 | 53.13%<br>68          | 128   |

Q19 Which FOUR items from the list in the above Question, also included in the dropdown menus below, are MOST IMPORTANT to you and members of your household? Please select your 1st, 2nd, 3rd, and 4th choices using the dropdown menus in each option.

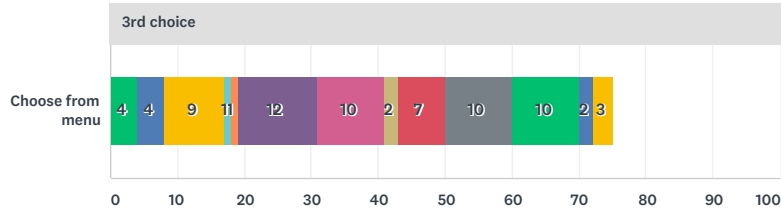
Answered: 152 Skipped: 120



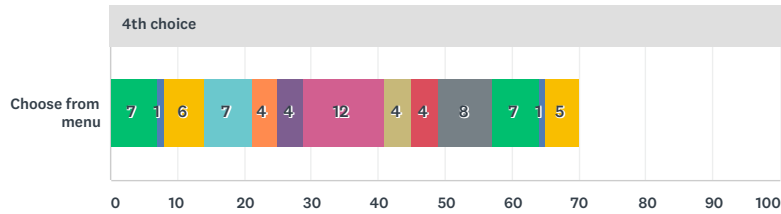
- Partnering with the School District on Community Cultural facilities
- Developing new and expanded sports/athletic fields and courts
- Acquiring land to protect natural areas ■ Developing a teen center
- Developing a new pool/aquatics center
- Developing new greenway trails, high-quality bicycle facilities, and shaded sidewalk
- Developing new parks and recreation facilities to meet resident needs and priorities
- Expanding park resources to improve facility maintenance
- Expanding recreation and staff resources to offer more programs
- Increasing funding for improving, renovating, and expanding existing parks and recreation
- Expanding Social Engagement Opportunities (Offering more programs and special events)
- Providing additional parking in parks
- Please do nothing, leave parks the way they are



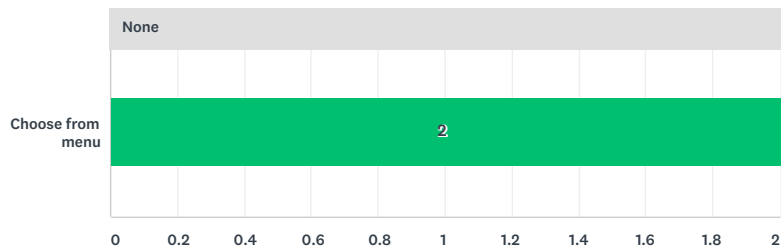
- Partnering with the School District on Community Cultural facilities
- Developing new and expanded sports/athletic fields and courts
- Acquiring land to protect natural areas ■ Developing a teen center
- Developing a new pool/aquatics center
- Developing new greenway trails, high-quality bicycle facilities, and shaded sidewalk
- Developing new parks and recreation facilities to meet resident needs and priorities
- Expanding park resources to improve facility maintenance
- Expanding recreation and staff resources to offer more programs
- Increasing funding for improving, renovating, and expanding existing parks and recreation
- Expanding Social Engagement Opportunities (Offering more programs and special events)
- Providing additional parking in parks
- Please do nothing, leave parks the way they are



- Partnering with the School District on Community Cultural facilities
- Developing new and expanded sports/athletic fields and courts
- Acquiring land to protect natural areas ■ Developing a teen center
- Developing a new pool/aquatics center
- Developing new greenway trails, high-quality bicycle facilities, and shaded sidewalk
- Developing new parks and recreation facilities to meet resident needs and priorities
- Expanding park resources to improve facility maintenance
- Expanding recreation and staff resources to offer more programs
- Increasing funding for improving, renovating, and expanding existing parks and recreation
- Expanding Social Engagement Opportunities (Offering more programs and special events)
- Providing additional parking in parks
- Please do nothing, leave parks the way they are



- Partnering with the School District on Community Cultural facilities
- Developing new and expanded sports/athletic fields and courts
- Acquiring land to protect natural areas ■ Developing a teen center
- Developing a new pool/aquatics center
- Developing new greenway trails, high-quality bicycle facilities, and shaded sidewalk
- Developing new parks and recreation facilities to meet resident needs and priorities
- Expanding park resources to improve facility maintenance
- Expanding recreation and staff resources to offer more programs
- Increasing funding for improving, renovating, and expanding existing parks and recreation
- Expanding Social Engagement Opportunities (Offering more programs and special events)
- Providing additional parking in parks
- Please do nothing, leave parks the way they are



- None

| 1st choice       |  |   |   |                          |                                       |   |  |  |  |
|------------------|--|---|---|--------------------------|---------------------------------------|---|--|--|--|
|                  | PARTNERING WITH THE SCHOOL DISTRICT ON COMMUNITY CULTURAL FACILITIES | DEVELOPING NEW AND EXPANDED SPORTS/ATHLETIC FIELDS AND COURTS | ACQUIRING LAND TO PROTECT NATURAL AREAS | DEVELOPING A TEEN CENTER | DEVELOPING A NEW POOL/AQUATICS CENTER | DEVELOPING NEW GREENWAY TRAILS, HIGH-QUALITY BICYCLE FACILITIES, AND SHADED SIDEWALKS | DEVELOPING NEW PARKS AND RECREATION FACILITIES TO MEET RESIDENT NEEDS AND PRIORITIES | EXPANDING PARK RESOURCES TO IMPROVE FACILITY MAINTENANCE | EXPANDING RECREATION AND STAFF RESOURCES TO OFFER MORE PROGRAM |
| Choose from menu | 5.30%<br>8   | 7.28%<br>11   | 32.45%<br>49                            | 1.32%<br>2               | 11.92%<br>18                          | 19.21%<br>29  | 3.97%<br>6   | 3.97%<br>6   | 1.32%<br>2   |
| 2nd choice       |  |   |   |                          |                                       |   |  |  |  |
|                  | PARTNERING WITH THE SCHOOL DISTRICT ON COMMUNITY CULTURAL FACILITIES | DEVELOPING NEW AND EXPANDED SPORTS/ATHLETIC FIELDS AND COURTS | ACQUIRING LAND TO PROTECT NATURAL AREAS | DEVELOPING A TEEN CENTER | DEVELOPING A NEW POOL/AQUATICS CENTER | DEVELOPING NEW GREENWAY TRAILS, HIGH-QUALITY BICYCLE FACILITIES, AND SHADED SIDEWALKS | DEVELOPING NEW PARKS AND RECREATION FACILITIES TO MEET RESIDENT NEEDS AND PRIORITIES | EXPANDING PARK RESOURCES TO IMPROVE FACILITY MAINTENANCE | EXPANDING RECREATION AND STAFF RESOURCES TO OFFER MORE PROGRAM |
| Choose from menu | 1.16%<br>1   | 3.49%<br>3  | 19.77%<br>17                            | 5.81%<br>5               | 3.49%<br>3                            | 33.72%<br>29  | 8.14%<br>7   | 2.33%<br>2   | 3.49%<br>3   |
| 3rd choice       |  |   |   |                          |                                       |   |  |  |  |
|                  | PARTNERING WITH THE SCHOOL DISTRICT ON COMMUNITY CULTURAL FACILITIES | DEVELOPING NEW AND EXPANDED SPORTS/ATHLETIC FIELDS AND COURTS | ACQUIRING LAND TO PROTECT NATURAL AREAS | DEVELOPING A TEEN CENTER | DEVELOPING A NEW POOL/AQUATICS CENTER | DEVELOPING NEW GREENWAY TRAILS, HIGH-QUALITY BICYCLE FACILITIES, AND SHADED SIDEWALKS | DEVELOPING NEW PARKS AND RECREATION FACILITIES TO MEET RESIDENT NEEDS AND PRIORITIES | EXPANDING PARK RESOURCES TO IMPROVE FACILITY MAINTENANCE | EXPANDING RECREATION AND STAFF RESOURCES TO OFFER MORE PROGRAM |
| Choose from menu | 5.33%<br>4   | 5.33%<br>4  | 12.00%<br>9                             | 1.33%<br>1               | 1.33%<br>1                            | 16.00%<br>12  | 13.33%<br>10   | 2.67%<br>2   | 9.33%<br>7   |
| 4th choice       |  |   |   |                          |                                       |   |  |  |  |
|                  | PARTNERING WITH THE SCHOOL DISTRICT ON COMMUNITY CULTURAL FACILITIES | DEVELOPING NEW AND EXPANDED SPORTS/ATHLETIC FIELDS AND COURTS | ACQUIRING LAND TO PROTECT NATURAL AREAS | DEVELOPING A TEEN CENTER | DEVELOPING A NEW POOL/AQUATICS CENTER | DEVELOPING NEW GREENWAY TRAILS, HIGH-QUALITY BICYCLE FACILITIES, AND SHADED SIDEWALKS | DEVELOPING NEW PARKS AND RECREATION FACILITIES TO MEET RESIDENT NEEDS AND PRIORITIES | EXPANDING PARK RESOURCES TO IMPROVE FACILITY MAINTENANCE | EXPANDING RECREATION AND STAFF RESOURCES TO OFFER MORE PROGRAM |
| Choose from menu | 10.00%<br>7  | 1.43%<br>1  | 8.57%<br>6                              | 10.00%<br>7              | 5.71%<br>4                            | 5.71%<br>4  | 17.14%<br>12   | 5.71%<br>4   | 5.71%<br>4   |
| None             |  |   |   |                          |                                       |   |  |  |  |
| Choose from menu | NONE   |   |   |                          | TOTAL                                 |   |  |  |  |
|                  |  |   |   |                          | 100.00%<br>2                          |   |  |  |  |



Q20 Please provide the name of the general area, neighborhood or gated community where you reside.

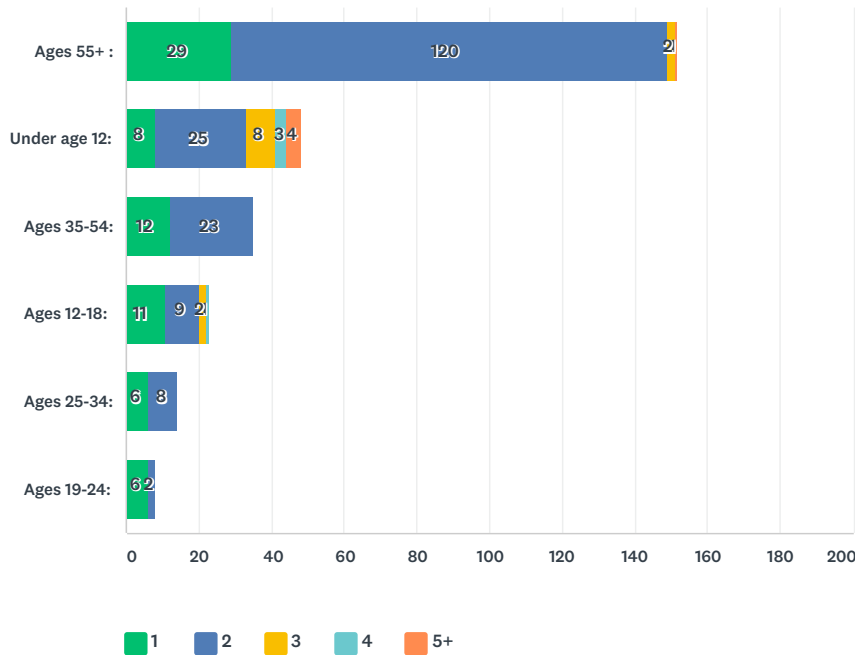
Answered: 176 Skipped: 96

The following Word Cloud was generated from the 176 responses collected for this question. The prominence of each response is correlated with its frequency, i.e. the more frequent the response, the bigger the word or phrase appears.

Breckenridge Lighthouse Bay Fountain Lakes Meadowbrook Country Creek  
 Coconut point Cascades Place Stoneybrook Park  
 Marsh Landing Villages Country Creek Copperleaf  
 Corkscrew Estero Island Club Brooks Golf Bella Terra  
 Rookery Corkscrew Woodlands West Bay Club Belle Lago Old  
 Reserve Shadow Wood Copper Oaks

### Q21 Counting yourself, how many people in your household are:

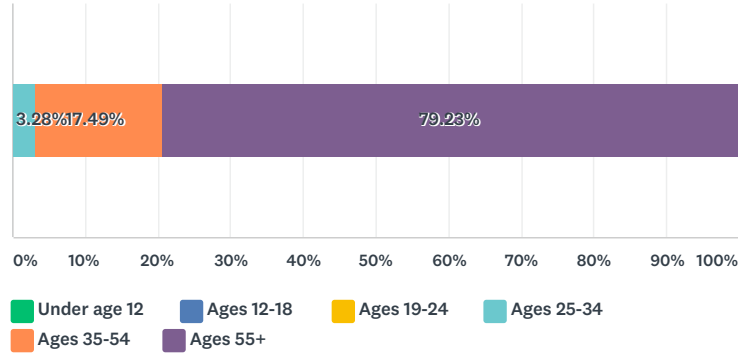
Answered: 184 Skipped: 88



|               | 1            | 2             | 3           | 4          | 5+         | TOTAL |
|---------------|--------------|---------------|-------------|------------|------------|-------|
| Ages 55+ :    | 19.08%<br>29 | 78.95%<br>120 | 1.32%<br>2  | 0.00%<br>0 | 0.66%<br>1 | 152   |
| Under age 12: | 16.67%<br>8  | 52.08%<br>25  | 16.67%<br>8 | 6.25%<br>3 | 8.33%<br>4 | 48    |
| Ages 35-54:   | 34.29%<br>12 | 65.71%<br>23  | 0.00%<br>0  | 0.00%<br>0 | 0.00%<br>0 | 35    |
| Ages 12-18:   | 47.83%<br>11 | 39.13%<br>9   | 8.70%<br>2  | 4.35%<br>1 | 0.00%<br>0 | 23    |
| Ages 25-34:   | 42.86%<br>6  | 57.14%<br>8   | 0.00%<br>0  | 0.00%<br>0 | 0.00%<br>0 | 14    |
| Ages 19-24:   | 75.00%<br>6  | 25.00%<br>2   | 0.00%<br>0  | 0.00%<br>0 | 0.00%<br>0 | 8     |

### Q22 What is your age?

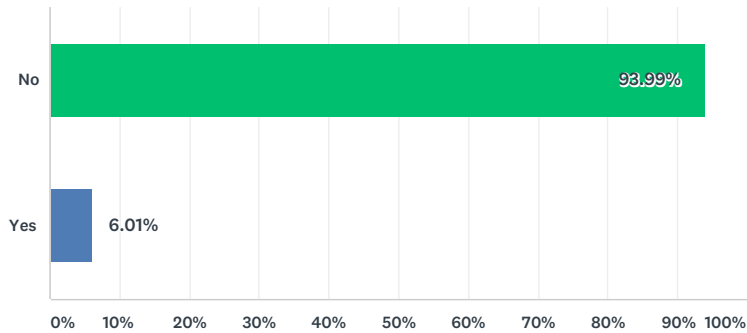
Answered: 183 Skipped: 89



| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| Under age 12   | 0.00%     | 0          |
| Ages 12-18     | 0.00%     | 0          |
| Ages 19-24     | 0.00%     | 0          |
| Ages 25-34     | 3.28%     | 6          |
| Ages 35-54     | 17.49%    | 32         |
| Ages 55+       | 79.23%    | 145        |
| <b>TOTAL</b>   |           | <b>183</b> |

### Q23 Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?

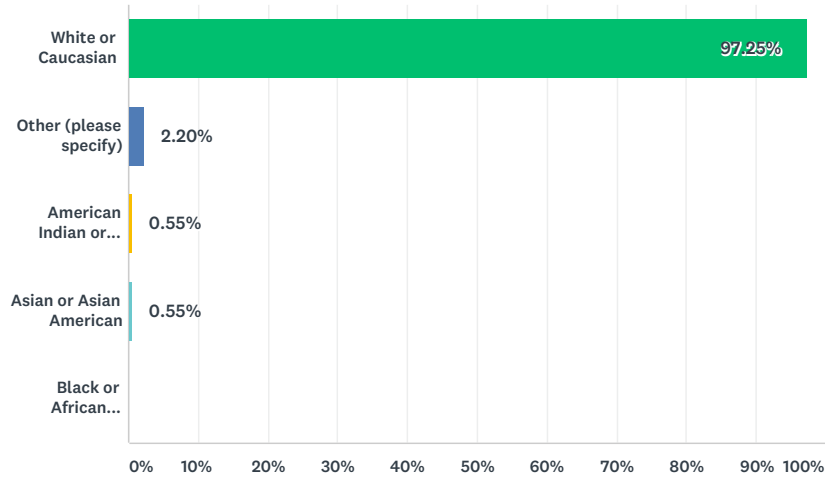
Answered: 183 Skipped: 89



| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| No             | 93.99%    | 172        |
| Yes            | 6.01%     | 11         |
| <b>TOTAL</b>   |           | <b>183</b> |

### Q24 Which of the following best describes your race? [Check all that apply.]

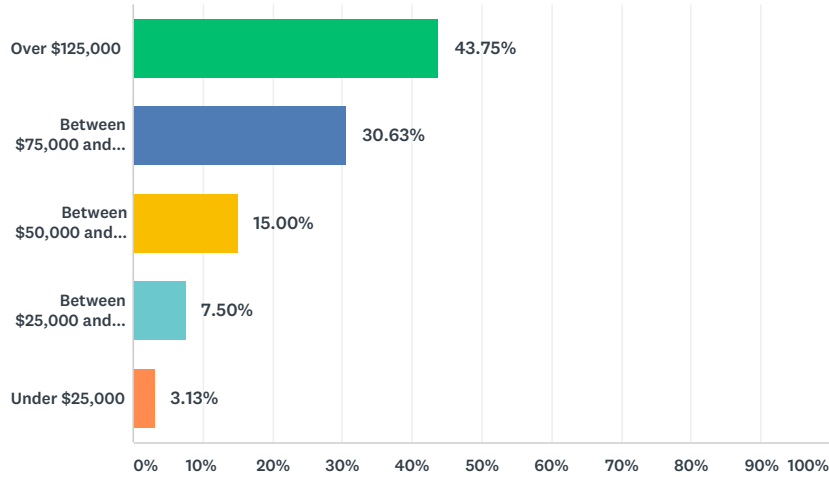
Answered: 182 Skipped: 90



| ANSWER CHOICES                   | RESPONSES |     |
|----------------------------------|-----------|-----|
| White or Caucasian               | 97.25%    | 177 |
| Other (please specify)           | 2.20%     | 4   |
| American Indian or Alaska Native | 0.55%     | 1   |
| Asian or Asian American          | 0.55%     | 1   |
| Black or African American        | 0.00%     | 0   |
| Total Respondents: 182           |           |     |

### Q25 What is your household income?

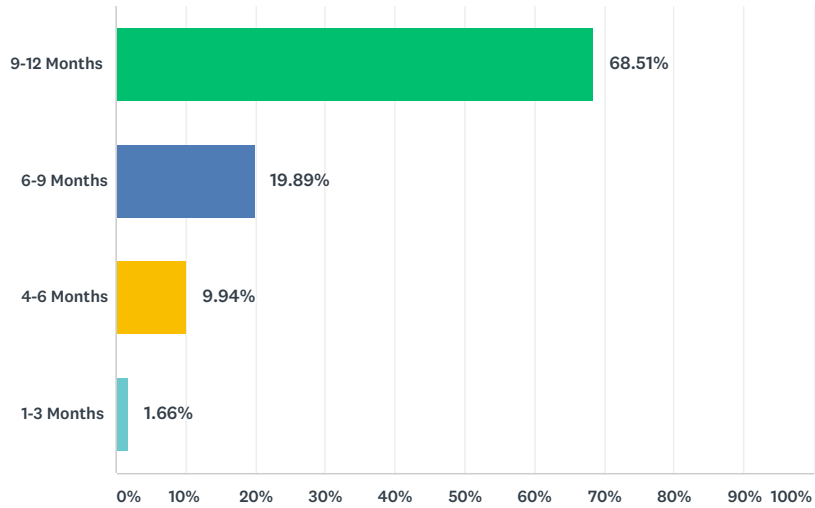
Answered: 160 Skipped: 112



| ANSWER CHOICES                 | RESPONSES |            |
|--------------------------------|-----------|------------|
| Over \$125,000                 | 43.75%    | 70         |
| Between \$75,000 and \$124,999 | 30.63%    | 49         |
| Between \$50,000 and \$74,999  | 15.00%    | 24         |
| Between \$25,000 and \$49,999  | 7.50%     | 12         |
| Under \$25,000                 | 3.13%     | 5          |
| <b>TOTAL</b>                   |           | <b>160</b> |

## Q26 How many months out of the year do you live in the Village of Estero?

Answered: 181 Skipped: 91



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| 9-12 Months    | 68.51%    | 124 |
| 6-9 Months     | 19.89%    | 36  |
| 4-6 Months     | 9.94%     | 18  |
| 1-3 Months     | 1.66%     | 3   |
| TOTAL          |           | 181 |



Q27 Do you have any other thoughts or ideas that you would like to share regarding parks and recreation facilities for the Village of Estero?

Answered: 102 Skipped: 170

The following Word Cloud was generated from the 102 responses collected for this question. The prominence of each response is correlated with its frequency, i.e. the more frequent the response, the bigger the word or phrase appears.



# APPENDIX D

## INTERVIEW AND FOCUS GROUP

### NOTES

# APPENDIX D

## INTERVIEW AND FOCUS GROUP NOTES

### Village of Estero Parks and Recreation Master Plan

Stakeholder Interview Questions

January 14,15 2019

#### Interviewees (in alphabetical order) / Focus Group Members:

- Councilmember Batos
- Mayor Boesch
- Councilmember Errington
- Councilmember Levitan
- Councilmember McLain
- Vice Mayor Ribble
- Steve Sarkozy
- Councilman Wilson
- Focus Groups:
  - Parks and Recreation Providers: Sawn Huff, School District; Stephanie, Estero Aquatics Preserve; Heather, Aquatics Preserve, David, Steve, Zach, Koreshan, Katie, Lovers Key Kristin Staller, Estero Outfitters
  - Nancy Mc Fee, Lee County Visitors Committee Bike Ped; John Yarborough, Planning Board, Lee County; Doug Saxton, Bike-Walk League; Judy , Chamber of Commerce; Don Eslick, Chairman CCL
  - Barry Jones, Design Review Board; Ed Weil, Coalition of Parks, Recreation and Education
  - Nicole Perino, PR Director for Bonita Springs; Karl Musniac, Hertz Arena; Jeff Milke, Lee County Sports Development; Jesse Lavendar, Lee County, Parks and Rec Department
  - Swimming, Don Henshaw
  - Ryan McLain, Gorilla Lacrosse; Kelly McMicken, San Carlos Little League; Rob Rarden; Land Works Studio; Kevin Gorski, San Carlos Scorpions, High School Soccer

### Interview/Focus Group #1

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
  - No of community sense of place
  - Need gathering places in town center
  - Look at new comp plan
  - Recommend that town hire Dover Kohl, etc.
  
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Not hearing any needs; communities like Pelican Sound have everything they need
  - Eastern areas of Village were built without amenities, have more kids, may have more needs
  - Bicycle/ ped connectivity
  - Sense of place
  
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
  
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Sense of community; out of 35 disparate gated communities
  - Higher quality of life
  - Everybody here is from somewhere else
  - Not only have gates, but also snowbirds
  - How do you get people to think beyond the gates?
  - How do you get people to care?
  - 94% built out; people want to preserve what's left
  - 2019 is peak year of baby boomers; what will retirement lifestyles be for millennials?
  - Worse weather; climate change hasn't been manifested here year
  - Salt water intrusion increasing; not recharging groundwater
  - HCA bought 100 acres
  - Town bought 62 acres
  - Coconut Point retail center, Miramar (Ford's garage)
  - Connect parks by bike/ped
  
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Celebration

6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?
- Focused on building reserves
  - Borrowed \$20M (ten years) for acquisition of property; limited capacity
  - Will not increase taxes, unless specific short-term need
  - \$1.2 - \$1.5 M discretionary funding for next couple of years

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

## Interview/Focus Group #2

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
  
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - School District: working on joint venture with County, Estero to help meet needs e.g. athletic fields, share costs for maintenance
  - Educational; Village purchased 62 acres at 41 and Corkscrew, FGCU noted that outfall for Estero River watershed is at that location, promote STEM trailing, educational institute
  - Buffer to protect water quality of Estero River – need to get a map
  - Estero was first aquatic preserve, dedicated in 1966 (get the name of the volunteer group)
  - Water quality
  - Education; fit you boat to the bay, not the bay to the boat; turbidity, prop wash
  - Koreshan; people come in to walk, ride bikes, hike, etc. Want to collaborate with Estero. Two years ago, did Unit Management Plan for Koreshan State Park. Need volunteers, more visitors, programs (?)
  - Develop boardwalks through low areas at Koreshan
  - Need more bike trails
  - Better bike trail access to park (being worked on as part of bike/ped plan)
  - Need more river access: logistics are difficult, river is shallow. Only public ramp is at Koreshan; “the long mile” idle zone
  - Village would love to offer residents boat access to Lover’s Key via a flat bottom boat; could extend tram to boat ramp. Also provides and educational opportunity
  - Bonita Springs is interested in sending residents to Lover’s Key
  - Do parking lots need to be paved?
  - Preserve natural lands
  - Camping
  - Connect parks by bike/ped
  - Lover’s Key is nearing carrying capacity
  - Initiate a collaborative advisory committee for the Estero River – used to be the Estero River Conservancy
  
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
  
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?



5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

### Interview/Focus Group #3

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Represent the east side of the Village; everyone is within an HOA
  - Interested in preserving open space (natural)
  - River-oriented access
  - Unmet needs that we can't get at home: long range bike riding, including "spandex" and recreation groups
  - Cultural activities in Village center?
  - Gulf access
  - 33,000 year-round residents, 15,000 snowbirds
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
  - Connection between Village site, Boomer property (north of Koreshan), developing frontage of river
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Affordable housing
  - Infrastructure and roads
  - District is working on building new schools with parks, athletic fields
  - Starting to become land poor within Village boundaries
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Boca Raton
6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?
  - Not excited about special assessments, don't how we would apply them
  - Open to grants, user fees
  - Have to go slow re: bonds, pay things off

#### Interview/Focus Group #4

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Need for senior center; support for caregivers, e.g. Naples Senior Center
  - Conservatory, e.g. MSU biodome
  - Places to enjoy nature
  - As population gets older, people want amenities
  - Passive open space (62 acre parcel)
  - Access to Estero River
  - Hiking trails
  - Need for more schools – elementary, middle schools – being planned by the District
  - Aquatics center
  - Cultural center – theater, cultural entertainment
  - Meeting spaces for weddings, special events, conferences, e.g. Cypress Grove
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
  - Senior Center with Botanical Gardens
  - Canoe, Kayak, Electric Boat Access to River (62-acre site)
  - Hiking Trails
  - Cultural center – theater, cultural entertainment
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Cultural needs
  - Traffic issues
  - Destination amenities; how do we attract people to Estero?
  - More things to do at Koreshan
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Mason, Ohio
  - Blue Ash Park
  - Leon – Mason follows "Arizona Model" – Cultural Center, Senior Center, Recreation Center, Education

6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?
- People would not support special assessments
  - Could borrow when debt low
  - Would not want to go back to the well, ask anybody to borrow more right now

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

## Interview/Focus Group #5

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Enhance visitors stay, e.g. Koreshan, Estero River
  - Need bike trails
  - Access to River (62-acre parcel)
  - Link up existing facilities so that people can safely get to them without their car
  - Corner of corkscrew – elevated roundabout that connects Koreshan, other public properties; also by high school/ river ranch
  - Bonita and Estero collaborating on rails to trails; could be a destination if we could bike to parks, have a “tour de parks”
  - Need to entice people to get out of their gated communities, provide a safe infrastructure for biking, walking
  - Need to reduce median age of Estero, entice people to stay; need more things to do
  - Wish to entice businesses, retain young graduates; need affordable living, higher pay scale, school system
  - Estero Community Park; western 10 acres was not developed, need to establish a western entrance
  - Use rail ROW for bike-ped trail; need to generate public support
  - CCL surveyed members re: Week’s Fish Camp/ Marina; 50% of 4,000 people responded; see survey results on CCL website
  - Access to a running track; high school is “off-limits”
  - Fitness equipment in parks
  - Work with state to acquire Boomer property
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Environment: water quality of Estero River, Lake Okeechobee, sea level rise
  - Gathering places outside of the HOAs
  - Gridlock traffic on Corkscrew, Three Oaks
5. **Benchmark Communities:** As we analyze and plan the Village’s parks and recreation system, are there any communities we should try to emulate?

- Cape Coral – ten- minute walk
- Sarasota
- Tampa
- Gainesville
- Venice, FL
- Naples, Collier County

6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?



## Interview/Focus Group #6

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Need more fields; soccer, especially
  - Off-road, multi-use trails w/ security systems incl FPL, CSX corridors; connect to regional trails
  - Treat expanded community park as a single facility
  - Senior Center, e.g. Naples, w/ botanical gardens
  - Bike rack, paddleboard/kayak racks at Koreshan and/or new 62-acre park
  - Boardwalk along the river on new property – City will be doing RFP for master plan
  - New high-density housing from Hertz to river will bring in young people
  - Need 4 – 6 additional soccer fields, attract tournaments; role of Village, County, TDC
  - Pickleball
  - High ropes course
  - Need for a regulation pool; swimming lessons. No capacity in Bonita, St Carlos Park pools
  - Connect Boomer, Koreshan
  - Deepwater boat ramp
  - Formed Estero to keep Bonita from taking over Coconut Point
  - School District will be building fields
  - John Resnick at Cal Ripken Baseball has proposed to donate \$10 M to develop baseball complex
  - Consider acquiring platted subdivision to the west with no roadway access
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?

6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

## Interview/Focus Group #7

1. **Review of Scope/ Schedule:** Do you have any questions about the project scope/ methodology?
2. **Needs:** Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - People really happy with 62-acre parcel, green space
  - Want undeveloped, unpaved, natural open space
  - District 3 residents have most of needs met through private HOAs
  - However, if we annex unincorporated areas, need more facilities for younger folks
  - Don't have playing fields – baseball, soccer, lacrosse, etc.
  - Need a large community competition pool
  - Bike lanes, wide sidewalks
  - How do we get people out of their gated communities: need bikeways and trails, athletic fields
  - Modernize and promote Estero River, work with outfitter
  - Perk up Community Park
  - The Lakes at Ft. Myers Parks could be a model
3. **Priorities:** Of the needs listed above, what are your top 3 priorities?
  - Athletic fields
  - Passive open space, gathering spaces
  - Swimming complex
  - Bike lanes and walking paths
4. **Broader Needs:** Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Financial – how to balance budget against priorities
  - Need to annex some of our neighbors within same zip codes; most are already entitled
  - Could do some joint school/ park planning
  - We have a lot of opportunities, need to prioritize
  - Signage, streetlighting, etc.
5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Weston
  - Doral
  - Need to brand identity

6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Not big on sales tax, special assessments. Retired residents may not support bonds.

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?
- HOAs are refreshing themselves to stay market competitive

## Interview/Focus Group #8

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - We're totally different than other cities; biggest problem we have is that Council has no idea about costs. Residents have no ideas about costs. In ten years how much money will we have to pay for improvements?
  - Willing to accept improvements as long as residents are willing to pay for infrastructure, maintenance
  - County wants to Village to eventually take over Community Center
  - New Town Hall will eventually be constructed at Community Center site? Not off of US 41; seniors won't go there
  - School Board will be sharing in costs
  - Property taxes will have to go up
  - Will have \$30M in bank at the end of the year; \$10 M already accounted for; just purchased \$25M, 62-acre parcel (sanctuary); 200' buffer on both sides of the river
  - Coconut Road to Corkscrew Road – medical corridor – two new hospitals, professional medical offices, medical school, dental school
  - Establishing Estero Forever land acquisition program, using bequests, to acquire land for parks, athletics. E.g. Cal Ripken baseball willing to donate \$10M for development.
  - Need to teach Council about policies re: costs of O & M, establish MSTU to pay for improvements?
  - Need fields; starting to get younger people coming into town. Need little league fields, soccer fields
  - Gated communities can meet own needs for pickleball courts
  - Need to take over Estero Recreation Center
  - Work with state to improve 330-acre Koreshan Park; ferry to Lover's Key, Mound Key, walking/ biking trails, remove silt from hurricane, develop Boomer property for social activities, historic village
  - Estimate that Ferry would generate 200-250,000 people – say 1500 people a day
  - Friends of Koreshan Park
  - Need facilities for seniors, youth
3. Priorities: Of the needs listed above, what are your top 3 priorities?
  - Additional fields to community park for youth sports
  - Improvements to Koreshan Park
  - Acquire 8 acres on Corkscrew and Pinewoods for athletic fields

4. Broader Needs: Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
5. Benchmark Communities: As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Wethersfield, CONN - something for everyone
6. Funding/ Implementation: Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Needs to be a reasonable approach, understandable. Need to understand financial ramifications, policy re: equity (spend it in one area, are you willing to spend it in others?)

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?



### Interview/Focus Group #9

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Bike trails
  - Weeks fish camp; tried to get a developer to do a marina, couldn't get numbers to work; water too shallow for larger boats
  - More pickleball courts
  - Not sure if sports fields are a need; not hearing about it from constituents
  - Most people are golfers, although dying out
3. Priorities: Of the needs listed above, what are your top 3 priorities?
  - Bike trails
  - More pickleball courts
4. Broader Needs: Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Develop Estero Riverfront (62 acres)
  - Road issues – Estero Parkway needs lighting, pitch black at night, road is in bad shape; Coconut Road needs to be widened, need intersection improvements; need traffic light at Pelican Colony Blvd and US 41; Corkscrew Road
5. Benchmark Communities: As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  - Rosemary Beach
6. Funding/ Implementation: Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Open to anything; keeping an open mind

#### Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees

- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

## Interview/Focus Group #10

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
  - Will be getting a lot of input re: needs for fields, etc.
  - Concerned that we don't build facilities to meet regional need vs local need
  - Don't want to build competition pool, aquatics center
  
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Town center complex with gathering space for holiday events, sense of place, e.g. Seaside (see New Port Richey)
  - Less need for smaller parks; most of those needs being met by HOAs
  - Sports fields; are appropriate at County Park
  
3. Priorities: Of the needs listed above, what are your top 3 priorities?
  
4. Broader Needs: Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
  - Uncontrolled growth east of Corkscrew Road
  - Traffic
  - Water quality in southwest Florida; redtide, blue-green algae
  
5. Benchmark Communities: As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
  
6. Funding/ Implementation: Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Open to discuss anything; will have to prioritize

### Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments

- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

### Interview/Focus Group # 11

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Estero has about 10% of pop 17 and under
  - Additional features for dog park, e.g. Bonita
  - Need additional soccer fields
  - Need more children's programs
  - Pickleball courts: Bonita partnered with YMCA
  - Bonita looked into family waterpark, couldn't afford it
  - San Carlos pool, Bonita pool built in 1980s, outdated
  - Traditional leagues, residents get priority over travel ball teams
  - County would like to pursue tournaments, but need 8 fields
  - Try to make sure there's a public benefits for tournaments, not displace users too often
  - Lee County residents accepting of sports tourism
  - Hertz arena always focuses on grass roots programs, retention for ten years: figure skating, hockey; best marketing is word of mouth; over 77 kids 8 & under; awareness of public skating sessions
  - Need facility development throughout the County; have kind of flat-lined due to availability of facilities. Look at sports study. Do not have eight-fields sports complex
  - Severely limited on indoor space as well for volleyball, etc.
  - Lee County Commissioners do not want to charge for youth sports
  - Should rec programs take priority?
  - Rec league participation drops when travel team participation increases.
  - Bonita has hired staff position to monitor field use
  - Off-leash dog park is a big deal at Estero CP, very social
  - FGCU is a big influence; making improvements to sand volleyball court
  - Disc golf is a growing activity at Estero CP
  - Lighted, large multipurpose fields are needed, especially for soccer; also rugby, lacrosse
  - Bonita and Estero get compared a lot; Bonita dog park was \$510,000
3. Priorities: Of the needs listed above, what are your top 3 priorities?
4. Broader Needs: Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?

5. **Benchmark Communities:** As we analyze and plan the Village's parks and recreation system, are there any communities we should try to emulate?
6. **Funding/ Implementation:** Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

Borrowing:

- General Obligation Bonds
- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?



## Interview/Focus Group #12

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Swimming is very strong in SW Florida
  - Hosted open water US national championships, world championships trials, other events
  - Run 7 – 8 events per year; use FCGU pool (Gulf Coast Swim Team)
  - Economic impact is huge; +/- \$2M from Florida Junior Olympics, 900 swimmers
  - Southern Zone championships
  - FCGU charges \$6k/ year to train (2 hrs/ day during the school year, weekend time)
  - Need a study of a “stretch pool” in Estero, e.g. Sailfish Park in Stuart; would bring a lot of events to the area
  - Minimum 10-lane, 25-yard x 8-lane, 25 meter pool
  - Potentially expand San Carlos Pool when due for renovation
  - Only FCGU can be used for diving
3. Priorities: Of the needs listed above, what are your top 3 priorities?
4. Broader Needs: Thinking more broadly about your community and constituents, what do you believe are the top priority social, economic, and environmental needs of the community?
5. Benchmark Communities: As we analyze and plan the Village’s parks and recreation system, are there any communities we should try to emulate?
6. Funding/ Implementation: Assuming that the Parks and Recreation Master Plan will identify hundreds of millions of dollars in desired/needed improvements, what funding source(s) would you support?

### Pay as You Go:

- General Fund/ CIP
- Sales Tax
- Park Impact Fees
- Grants
- User Fees
- Special Assessments
- Others (pls specify)

### Borrowing:

- General Obligation Bonds

- Revenue Bonds
- Others (pls specify)

7. **Other:** Is there anything else you would like to discuss?

### Interview/Focus Group #13

- Promote community engagement
- Spiritual – finding one’s purpose in retirement
- Conservation – Estero River
- Athenian Oath (Maxwell School)
- Athenian Base – Bellevue, WA

## Interview/Focus Group #14

1. Review of Scope/ Schedule: Do you have any questions about the project scope/ methodology?
2. Needs: Based on what you know, see and hear about the Village of Estero, what do you believe are the top priority parks and recreation needs (i.e. facilities and/or programs that are important, but not being provided adequately)? (see list on p. 2 for reference)
  - Gorilla Lacrosse – 100 kids. Use 3 oaks park, but have to share with school district; county agreed to let middle school use park, school field needs to be upgraded; backup plan when get displaced is to use baseball fields. Need giant multi-use fields. Everything in Weston being converted to turf fields. Also need an indoor facility, fieldhouse. Role of Village – provide land, control use, partnerships with some of the private communities; Bella Terra purchased 12 acres to keep from being developed, have control over the property. Could use 2 turf fields or 4 turf fields for lacrosse over next ten years
  - Little League – 500 kids. Need more baseball and softball fields. Currently use 3 oaks park, San Carlos elementary, softball program has grown by 25%. Fields at 3 oaks are closed a lot due to wear and tear, rain; turf fields would create 50% more capacity. Totally unable to serve intermediate baseball, proposing to retrofit field at 3 oaks. Kids in Estero are split between Bonita and San Carlos. Could use 5-6 more fields, including 2 softball, over next ten years.
  - Travel Baseball – Estero is meeting point between Ft. Myers and Naples. Need another 4-field complex. Need fields at same time – nights, weekends
  - Rec Pickup Games – Also need space for non-organized recreation, paved walkways, gathering spaces, spaces for repose, water features, meandering walkways, etc. (62-acre site could provide these)
  - Fields for pick-up games
  - Soccer – 775 kids, 71 teams, probably 40% Estero kids, have three fields at San Carlos elementary. Had to dissolve competitive league because couldn't meet obligations, no field capacity. Also have 150 competitive players. Need a 4-field complex
  - Need to talk with County about a regional sports complex
  - Basketball – either covered courts or indoor basketball
  - County is renovating field at Community Center, being used with hurricane debris

# APPENDIX E

## NATIONAL TRENDS IN RECREATION

# APPENDIX E

## NATIONAL TRENDS IN RECREATION

### Methodology

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Recreational Activity Report 2018* was utilized in evaluating the following trends:



- National Trends in Sport and Fitness Participation
- Core vs. Casual Participation
- Activity by Generation

The study is based on findings from surveys carried out in 2017 and the beginning of 2018 by the Physical Activity Council, resulting in a total of 30,999 online interviews (individual and household surveys). A sample size of 30,999 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of +/- 0.27 percentage points at a 95% confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 298,325,103 people (ages six and older). The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S.

### Core vs. Casual Participation

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness and recreational activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year. In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

In recent years, the percent of core participants has decreased in nearly every sport/activity as casual participation continues to become more common among today's generation. This is expected to be a result of several factors including time restraints, financial barriers, and the introduction of new activities. All of these factors are contributing to participants trying out new activities and casually participating in a wide variety of sports and recreation endeavors versus the former trend of dedicating all of one's time and finances to one (or two) activities.

### Inactivity Rates/Activity Level Trends

SFIA also categorizes participation rates by intensity, dividing activity levels into five categories based on the caloric implication (i.e., high calorie burning, low/med calorie burning, or inactive) and the frequency of participation (i.e., 1-50 times, 50-150 times, or above) for a given activity. Participation rates are expressed

as “super active” or “active to a healthy level” (high calorie burning, 151+ times), “active” (high calorie burning, 50-150 times), “casual” (high calorie burning, 1-50 times), “low/med calorie burning,” and “inactive.” These participation rates are then assessed based on the total population trend over the last five years, as well as breaking down these rates by generation.

## **National Sports and Fitness Participatory Trends**

### **National Trends in General Sports**

The sports most heavily participated in the United States were Golf (23.8 million in 2016) and Basketball (23.4 million), which have participation figures well in excess of the other activities within the general sports category. The popularity of Golf and Basketball can be attributed to the ability to compete with relatively small number of participants. Even though Golf has experienced a recent decrease in participation, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. Basketball’s success can be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

Since 2012, Rugby and other niche sports, like Boxing, Lacrosse, and Roller Hockey have seen strong growth. Rugby has emerged as the overall fastest growing sport, as it has seen participation levels rise by 82.8% over the last five years. Based on the five-year trend, Boxing for Competition (42.6%), Lacrosse (35.1%), and Roller Hockey (34.2%) have also experienced significant growth. In the most recent year, the fastest growing sports were Boxing for Competition (13.1%) and Pickleball (11.3%).

During the last five years, the sports that are most rapidly declining include Ultimate Frisbee (-39.1%), Touch Football (-22.8%), Tackle Football (-16.0%), and Racquetball (-13.4%). For the most recent year, Ultimate Frisbee (-14.9%), Badminton (-12.6%), Gymnastics (-10.7%), and Volleyball-Sand/Beach (-9.9%) experienced the largest declines.

In general, the most recent year shares a similar pattern with the five-year trends. This suggests that the increasing participation rates in certain activities have yet to peak in sports like Rugby, Lacrosse, Field Hockey, and Competitive Boxing. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, including Squash, Ice Hockey, Roller Hockey and Volleyball-Sand/Beach. The reversal of the five-year trends in these sports may be due to a relatively low user base (ranging from 1-5 million) and could suggest that participation in these activities may have peaked.

### **Core vs. Casual Trends in General Sports**

The most popular sports, such as Basketball and Baseball, have a larger core participant base (engaged 13+ times annually) than casual participant base (engaged at least 1 time annually). Less mainstream, less organized sports such as Ultimate Frisbee, Roller Hockey, Squash, and Boxing for Competition have larger casual participation. Although these sports increased in participation over the last five years, the newcomers were mostly casual participants that may be more inclined to switch to other sports or fitness activities, resulting in the declining one-year trends.



**FIGURE E.1 - GENERAL SPORTS NATIONAL PARTICIPATORY TRENDS**

| National Participatory Trends - General Sports                                 |                                      |                                  |                                   |                                    |              |
|--|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity   | Participation Levels                 |                                  |                                   | % Change                           |              |
|  | 2012                                 | 2016                             | 2017                              | 5-Year Trend                       | 1-Year Trend |
| Golf * (2011, 2015, and 2016 data)   | 25,682                               | 24,120                           | 23,815                            | -7.3%                              | -1.3%        |
| Basketball   | 23,708                               | 22,343                           | 23,401                            | -1.3%                              | 4.7%         |
| Tennis   | 17,020                               | 18,079                           | 17,683                            | 3.9%                               | -2.2%        |
| Baseball   | 12,976                               | 14,760                           | 15,642                            | 20.5%                              | 6.0%         |
| Soccer (Outdoor)   | 12,944                               | 11,932                           | 11,924                            | -7.9%                              | -0.1%        |
| Softball (Slow Pitch)  | 7,411                                | 7,690                            | 7,283                             | -1.7%                              | -5.3%        |
| Football, Flag   | 5,865                                | 6,173                            | 6,551                             | 11.7%                              | 6.1%         |
| Badminton  | 7,278                                | 7,354                            | 6,430                             | -11.7%                             | -12.6%       |
| Volleyball (Court)   | 6,384                                | 6,216                            | 6,317                             | -1.0%                              | 1.6%         |
| Football, Touch  | 7,295                                | 5,686                            | 5,629                             | -22.8%                             | -1.0%        |
| Soccer (Indoor)  | 4,617                                | 5,117                            | 5,399                             | 16.9%                              | 5.5%         |
| Football, Tackle   | 6,220                                | 5,481                            | 5,224                             | -16.0%                             | -4.7%        |
| Volleyball (Sand/Beach)  | 4,505                                | 5,489                            | 4,947                             | 9.8%                               | -9.9%        |
| Gymnastics   | 5,115                                | 5,381                            | 4,805                             | -6.1%                              | -10.7%       |
| Track and Field  | 4,257                                | 4,116                            | 4,161                             | -2.3%                              | 1.1%         |
| Cheerleading   | 3,244                                | 4,029                            | 3,816                             | 17.6%                              | -5.3%        |
| Racquetball  | 4,070                                | 3,579                            | 3,526                             | -13.4%                             | -1.5%        |
| Pickleball   | N/A                                  | 2,815                            | 3,132                             | N/A                                | 11.3%        |
| Ultimate Frisbee   | 5,131                                | 3,673                            | 3,126                             | -39.1%                             | -14.9%       |
| Ice Hockey   | 2,363                                | 2,697                            | 2,544                             | 7.7%                               | -5.7%        |
| Softball (Fast Pitch)  | 2,624                                | 2,467                            | 2,309                             | -12.0%                             | -6.4%        |
| Lacrosse   | 1,607                                | 2,090                            | 2,171                             | 35.1%                              | 3.9%         |
| Wrestling  | 1,922                                | 1,922                            | 1,896                             | -1.4%                              | -1.4%        |
| Roller Hockey  | 1,367                                | 1,929                            | 1,834                             | 34.2%                              | -4.9%        |
| Rugby  | 887                                  | 1,550                            | 1,621                             | 82.8%                              | 4.6%         |
| Field Hockey   | 1,237                                | 1,512                            | 1,596                             | 29.0%                              | 5.6%         |
| Squash   | 1,290                                | 1,549                            | 1,492                             | 15.7%                              | -3.7%        |
| Boxing for Competition   | 959                                  | 1,210                            | 1,368                             | 42.6%                              | 13.1%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| <b>Legend:</b>   | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

\*2017 information not available for **Golf**. Information to be released by National Golf Foundation. Participation figures above reflect 2011, 2015, and 2016 data.

## National Trends in General Fitness

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals.

The most popular fitness activity, by far, is Fitness Walking, which had about 110.8 million participants in 2017, increasing 2.7% from the previous year. Other leading fitness activities based on total number of participants include Treadmill (52.9 million), Free Weights (52.2 million), Running/Jogging (50.7 million), Weight/Resistance Machines (36.2 million), and Stationary Cycling (36.0 million).

Over the last five years, the activities growing most rapidly are Non-Traditional / Off-Road Triathlons (74.7%), Trail Running (57.6%), and Aerobics (32.7%). Over the same time frame, the activities that have undergone the most decline include: Boot Camps Style Cross Training (-11.3%), Stretching (-7.5%), and Weight/Resistance Machines (-6.9%).

In the last year, activities with the largest gains in participation were Triathlon Non-Traditional/Off Road (10.1%), Running/Jogging (7.1%), and Trail Running (6.6%). From 2016-2017, the activities that had the most decline in participation were Traditional/Road Triathlon (-8.9%), Cardio Kickboxing (-3.0%), and Calisthenics/Bodyweight Exercise (-2.6%).

## Core vs. Casual Trends in General Fitness

It should be noted that many of the activities that are rapidly growing have a relatively low user base, which allows for more drastic shifts in terms of percentage, especially for five-year trends. Increasing casual participants may also explain the rapid growth in some activities. For instance, core/casual participation trends showed that over the last five years, casual participants increased drastically in Non-Traditional/ Off Road (119.6%) and Tai Chi (26.9%), while the core participant base of both activities experienced significantly less growth.

**FIGURE E.2 - GENERAL FITNESS NATIONAL PARTICIPATORY TRENDS**

| National Participatory Trends - General Fitness |                      |         |         |              |              |
|---|----------------------|---------|---------|--------------|--------------|
| Activity  | Participation Levels |         |         | % Change     |              |
|   | 2012                 | 2016    | 2017    | 5-Year Trend | 1-Year Trend |
| Fitness Walking                                 | 114,029              | 107,895 | 110,805 | -2.8%        | 2.7%         |
| Treadmill                                       | 50,839               | 51,872  | 52,966  | 4.2%         | 2.1%         |
| Free Weights (Dumbbells/Hand Weights)           | N/A                  | 51,513  | 52,217  | N/A          | 1.4%         |
| Running/Jogging                                 | 51,450               | 47,384  | 50,770  | -1.3%        | 7.1%         |
| Weight/Resistant Machines                       | 38,999               | 35,768  | 36,291  | -6.9%        | 1.5%         |
| Stationary Cycling (Recumbent/Upright)          | 35,987               | 36,118  | 36,035  | 0.1%         | -0.2%        |
| Stretching                                      | 35,873               | 33,771  | 33,195  | -7.5%        | -1.7%        |
| Elliptical Motion Trainer*                      | 28,560               | 32,218  | 32,283  | 13.0%        | 0.2%         |
| Free Weights (Barbells)                         | 26,688               | 26,473  | 27,444  | 2.8%         | 3.7%         |
| Yoga  | 23,253               | 26,268  | 27,354  | 17.6%        | 4.1%         |
| Calisthenics/Bodyweight Exercise                | N/A                  | 25,110  | 24,454  | N/A          | -2.6%        |
| Choreographed Exercise                          | N/A                  | 21,839  | 22,616  | N/A          | 3.6%         |
| Aerobics (High Impact)                          | 16,178               | 21,390  | 21,476  | 32.7%        | 0.4%         |
| Stair Climbing Machine                          | 12,979               | 15,079  | 14,948  | 15.2%        | -0.9%        |
| Cross-Training Style Workout                    | N/A                  | 12,914  | 13,622  | N/A          | 5.5%         |
| Stationary Cycling (Group)                      | 8,477                | 8,937   | 9,409   | 11.0%        | 5.3%         |
| Trail Running                                   | 5,806                | 8,582   | 9,149   | 57.6%        | 6.6%         |
| Pilates Training                                | 8,519                | 8,893   | 9,047   | 6.2%         | 1.7%         |
| Cardio Kickboxing                               | 6,725                | 6,899   | 6,693   | -0.5%        | -3.0%        |
| Boot Camp Style Cross-Training                  | 7,496                | 6,583   | 6,651   | -11.3%       | 1.0%         |
| Martial Arts                                    | 5,075                | 5,745   | 5,838   | 15.0%        | 1.6%         |
| Boxing for Fitness                              | 4,831                | 5,175   | 5,157   | 6.7%         | -0.3%        |
| Tai Chi   | 3,203                | 3,706   | 3,787   | 18.2%        | 2.2%         |
| Barre   | N/A                  | 3,329   | 3,436   | N/A          | 3.2%         |
| Triathlon (Traditional/Road)                    | 1,789                | 2,374   | 2,162   | 20.8%        | -8.9%        |
| Triathlon (Non-Traditional/Off Road)            | 1,075                | 1,705   | 1,878   | 74.7%        | 10.1%        |

NOTE: Participation figures are in 000's for the US population ages 6 and over

|                |                                      |                                  |                                   |                                    |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|
| <b>Legend:</b> | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|

\*Cardio Cross Trainer is merged to Elliptical Motion Trainer

### National Trends in Outdoor Recreation

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor / adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints.

In 2017, the most popular activities, in terms of total participants, from the outdoor / adventure recreation category include: Day Hiking (44.9 million), Road Bicycling (38.8 million), Freshwater Fishing (38.3 million), and Camping within ¼ mile of Vehicle/Home (26.2 million).

From 2012-2017, BMX Bicycling (83.4%), Adventure Racing (56.3%), Backpacking Overnight (38.3%), and Day Hiking (30.1%) have undergone the largest increases in participation. Similarly, in the last year, activities growing most rapidly include: BMX Bicycling (10.0%), Backpacking Overnight (8.1%), and Day Hiking (6.6%).

The five-year trend shows activities declining most rapidly were In-Line Roller Skating (-20.7%), Camping within ¼ mile of Home/Vehicle (-16.5%), and Birdwatching (-9.2%). More recently, activities experiencing the largest declines were Adventure Racing (-15.7%), Traditional Climbing (-9.4%), and In-Line Roller Skating (-2.1%).

### Core vs. Casual Trends in Outdoor Recreation

National participation trends for outdoor activities is on the rise; however, In-Line Roller Skating and Freshwater Fishing only experienced increases in casual participation over the last five years. Any decline in participation over the last five years was mainly ascribed to decreases in core participants for activities such as In-Line Roller Skating (-32.6%), Skateboarding (-10.7%), Road Bicycling (-10.4%), Camping Recreational Vehicle (-10.0%), and Archery (-3.2%).

**FIGURE E.3 - OUTDOOR RECREATION NATIONAL PARTICIPATORY TRENDS**

| National Participatory Trends - Outdoor / Adventure Recreation |                      |        |        |              |              |
|--|----------------------|--------|--------|--------------|--------------|
| Activity   | Participation Levels |        |        | % Change     |              |
|  | 2012                 | 2016   | 2017   | 5-Year Trend | 1-Year Trend |
| Hiking (Day)   | 34,519               | 42,128 | 44,900 | 30.1%        | 6.6%         |
| Bicycling (Road)   | 39,790               | 38,365 | 38,866 | -2.3%        | 1.3%         |
| Fishing (Freshwater)   | 39,002               | 38,121 | 38,346 | -1.7%        | 0.6%         |
| Camping (< 1/4 Mile of Vehicle/Home)                           | 31,454               | 26,467 | 26,262 | -16.5%       | -0.8%        |
| Camping (Recreational Vehicle)                                 | 15,903               | 15,855 | 16,159 | 1.6%         | 1.9%         |
| Fishing (Saltwater)  | 12,000               | 12,266 | 13,062 | 8.9%         | 6.5%         |
| Birdwatching (>1/4 mile of Vehicle/Home)                       | 13,535               | 11,589 | 12,296 | -9.2%        | 6.1%         |
| Backpacking Overnight  | 7,933                | 10,151 | 10,975 | 38.3%        | 8.1%         |
| Bicycling (Mountain)   | 7,265                | 8,615  | 8,609  | 18.5%        | -0.1%        |
| Archery  | 7,173                | 7,903  | 7,769  | 8.3%         | -1.7%        |
| Fishing (Fly)  | 5,848                | 6,456  | 6,791  | 16.1%        | 5.2%         |
| Skateboarding  | 6,227                | 6,442  | 6,382  | 2.5%         | -0.9%        |
| Roller Skating, In-Line  | 6,647                | 5,381  | 5,268  | -20.7%       | -2.1%        |
| Bicycling (BMX)  | 1,861                | 3,104  | 3,413  | 83.4%        | 10.0%        |
| Adventure Racing   | 1,618                | 2,999  | 2,529  | 56.3%        | -15.7%       |
| Climbing (Traditional/Ice/Mountaineering)                      | 2,189                | 2,790  | 2,527  | 15.4%        | -9.4%        |

NOTE: Participation figures are in 000's for the US population ages 6 and over

|                |                                      |                                  |                                   |                                    |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|
| <b>Legend:</b> | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|

## National Trends in Aquatic Activity

Swimming is unquestionably a lifetime sport, which is most likely why it has experienced such strong participation growth among the American population. In 2017, Fitness Swimming is the absolute leader in overall participation (27.1 million) for aquatic activities, due in large part to its broad, multigenerational appeal. In the most recent year, Fitness Swimming reported the strongest growth (2.0%) among aquatic activities, while Aquatic Exercise and Competitive Swimming experienced decreases in participation.

Aquatic Exercise has had a strong participation base of 10.4 million, however it also has recently experienced a slight decrease in participants (-1.1%). Based on previous trends, this activity could rebound in terms of participation due largely to ongoing research that demonstrates the activity's great therapeutic benefit coupled with increased life expectancies and a booming senior population. Aquatic Exercise has paved the way as a less stressful form of physical activity, while allowing similar benefits as land-based exercises, such as aerobic fitness, resistance training, flexibility, and balance. Doctors are still recommending Aquatic Exercise for injury rehabilitation, mature patients, and patients with bone or joint problems. Compared to a standard workout, Aquatic Exercise can significantly reduce stress placed on weight-bearing joints, bones, and muscles, while also reducing swelling.

**FIGURE E.4 - AQUATIC NATIONAL PARTICIPATORY TRENDS**

| National Participatory Trends - Aquatics                                       |                                      |                                  |                                   |                                    |              |
|--|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity   | Participation Levels                 |                                  |                                   | % Change                           |              |
|  | 2012                                 | 2016                             | 2017                              | 5-Year Trend                       | 1-Year Trend |
| Swimming (Fitness)   | 23,216                               | 26,601                           | 27,135                            | 16.9%                              | 2.0%         |
| Aquatic Exercise   | 9,177                                | 10,575                           | 10,459                            | 14.0%                              | -1.1%        |
| Swimming (Competition)   | 2,502                                | 3,369                            | 3,007                             | 20.2%                              | -10.7%       |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| <b>Legend:</b>   | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

## Core vs. Casual Trends in Aquatic Activity

While all activities have undergone increases in participation over the last five years, most recently, casual participation (1-49 times) is increasing much more rapidly than core participation (50+ times). For the five-year timeframe, casual participants of Competition Swimming increased by 56.2%, Aquatic Exercise by 24.8%, and Fitness Swimming by 21.0%. However, core participants of Competition Swimming decreased by -6.5% and Aquatic Exercise declined by -4.6% (from 2012 to 2017).

## National Trends in Water Sports/Activities

The most popular water sports / activities based on total participants in 2017 were Recreational Kayaking (10.5 million), Canoeing (9.2 million), and Snorkeling (8.3 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has long winter seasons or limited water access. Therefore, when assessing trends in water sports and

activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

Over the last five years, Stand-Up Paddling (138.9%) was by far the fastest growing water activity, followed by White Water Kayaking (33.1%), Recreational Kayaking (28.7%), and Sea/Tour Kayaking (20.8%). Although the five-year trends show water sport activities are getting more popular, the most recent year shows a different trend. From 2016-2017 Stand-Up Paddling Recreational Kayaking reflect much slower increases in participation (3.3% and 5.2%), while White Water Kayaking (-2.0%), Sea/Tour Kayaking (-5.4%) both show decreases in participation numbers.

From 2012-2017, activities declining most rapidly were Jet Skiing (-22.6%), Water Skiing (-19.4%), and Wakeboarding (-10.8%). In the most recent year, activities experiencing the greatest declines in participation included: Boardsailing/Windsurfing (-9.4%), Canoeing (-8.2%), and Scuba Diving (-7.6%).

**FIGURE E.5 - WATER SPORTS/ACTIVITIES NATIONAL PARTICIPATORY TRENDS**

| National Participatory Trends - Water Sports / Activities                      |                                      |                                  |                                   |                                    |              |
|--|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity   | Participation Levels                 |                                  |                                   | % Change                           |              |
|  | 2012                                 | 2016                             | 2017                              | 5-Year Trend                       | 1-Year Trend |
| Kayaking (Recreational)  | 8,187                                | 10,017                           | 10,533                            | 28.7%                              | 5.2%         |
| Canoeing   | 9,813                                | 10,046                           | 9,220                             | -6.0%                              | -8.2%        |
| Snorkeling   | 8,664                                | 8,717                            | 8,384                             | -3.2%                              | -3.8%        |
| Jet Skiing   | 6,996                                | 5,783                            | 5,418                             | -22.6%                             | -6.3%        |
| Sailing  | 3,841                                | 4,095                            | 3,974                             | 3.5%                               | -3.0%        |
| Water Skiing   | 4,434                                | 3,700                            | 3,572                             | -19.4%                             | -3.5%        |
| Rafting  | 3,756                                | 3,428                            | 3,479                             | -7.4%                              | 1.5%         |
| Stand-Up Paddling  | 1,392                                | 3,220                            | 3,325                             | 138.9%                             | 3.3%         |
| Wakeboarding   | 3,368                                | 2,912                            | 3,005                             | -10.8%                             | 3.2%         |
| Kayaking (Sea/Touring)   | 2,446                                | 3,124                            | 2,955                             | 20.8%                              | -5.4%        |
| Scuba Diving   | 2,781                                | 3,111                            | 2,874                             | 3.3%                               | -7.6%        |
| Surfing  | 2,545                                | 2,793                            | 2,680                             | 5.3%                               | -4.0%        |
| Kayaking (White Water)   | 1,878                                | 2,552                            | 2,500                             | 33.1%                              | -2.0%        |
| Boardsailing/Windsurfing   | 1,372                                | 1,737                            | 1,573                             | 14.7%                              | -9.4%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| <b>Legend:</b>   | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

### Core vs. Casual Trends in Water Sports/Activities

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors.



## Activity by Generation

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity level by generation shows a converse correlation between age and healthy activity rates.

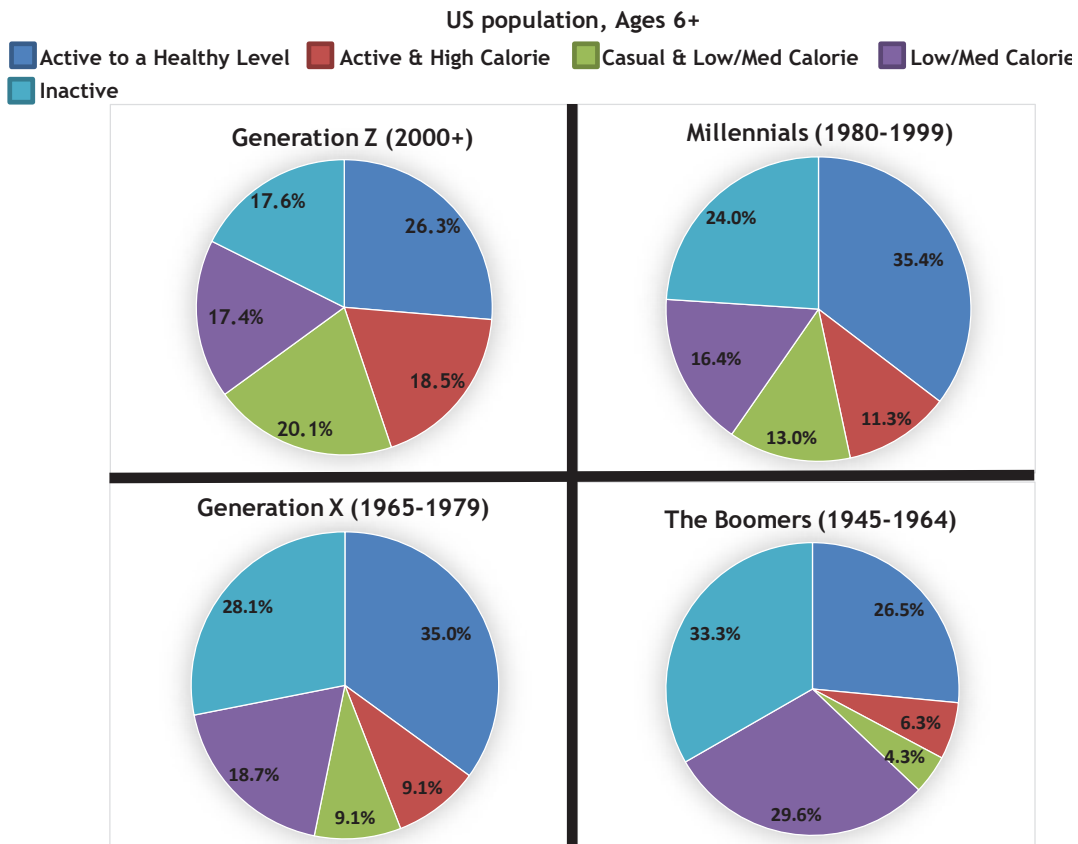
**Generation Z (born 2000+)** were the most active, with only 17.6% identifying as inactive. Approximately 65% of individuals within this generation were active in 2017; with 26.3% being active to a healthy level, 18.5% being active & high calorie, and 20.1% being casual active & low/med calorie.

Almost half (46.7%) of millennials (born 1980-1999) were active to a healthy level (35.4%) or active & high calorie (11.3%), while 24.0% claimed they were inactive. Even though this inactive rate is much higher than Generation Z's (17.6%), it is still below the national inactive rate (28%).

**Generation X (born 1965-1979)** has the second highest active to a healthy level rate (35.0%) among all generations, only being 0.4% less than Millennials. At the same time, they also have the second highest inactive rate, with 28.1% not active at all.

**The Boomers (born 1945-1964)** were the least active generation, with an inactive rate of 33.3%. This age group tends to participate in less intensive activities. Approximately 34% claimed to engage in casual & low/med calorie (4.3%) or low/med calorie (29.6%) burning activities.

**FIGURE E.6 - 2017 PARTICIPATION RATES BY GENERATION**

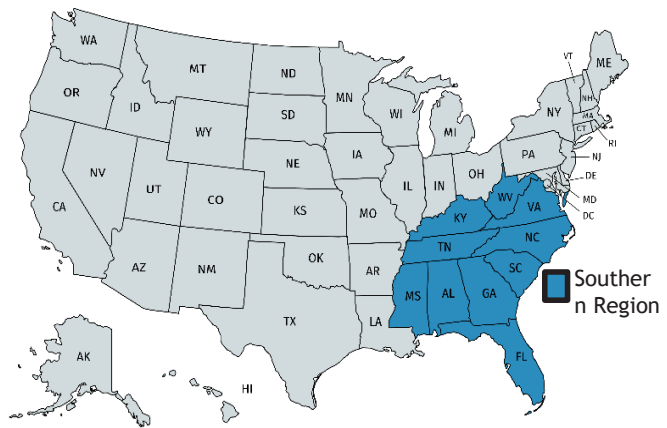


\*Times per year: Casual (1-50), Active (51-150), Active to Healthy Level (151+)

## National and Regional Programming Trends

### Programs Offered by Park and Recreation Agencies (Southern Region)

NRPA’s Agency Performance Review 2018 summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,069 park and recreation agencies across the U.S. as reported between 2015 and 2017.



The report shows that the typical agencies (i.e., those at the median values) offer 161 programs annually, with roughly 60% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below (Figure E.7). A complete comparison of regional and national programs offered by agencies can be found in Figure E.8.

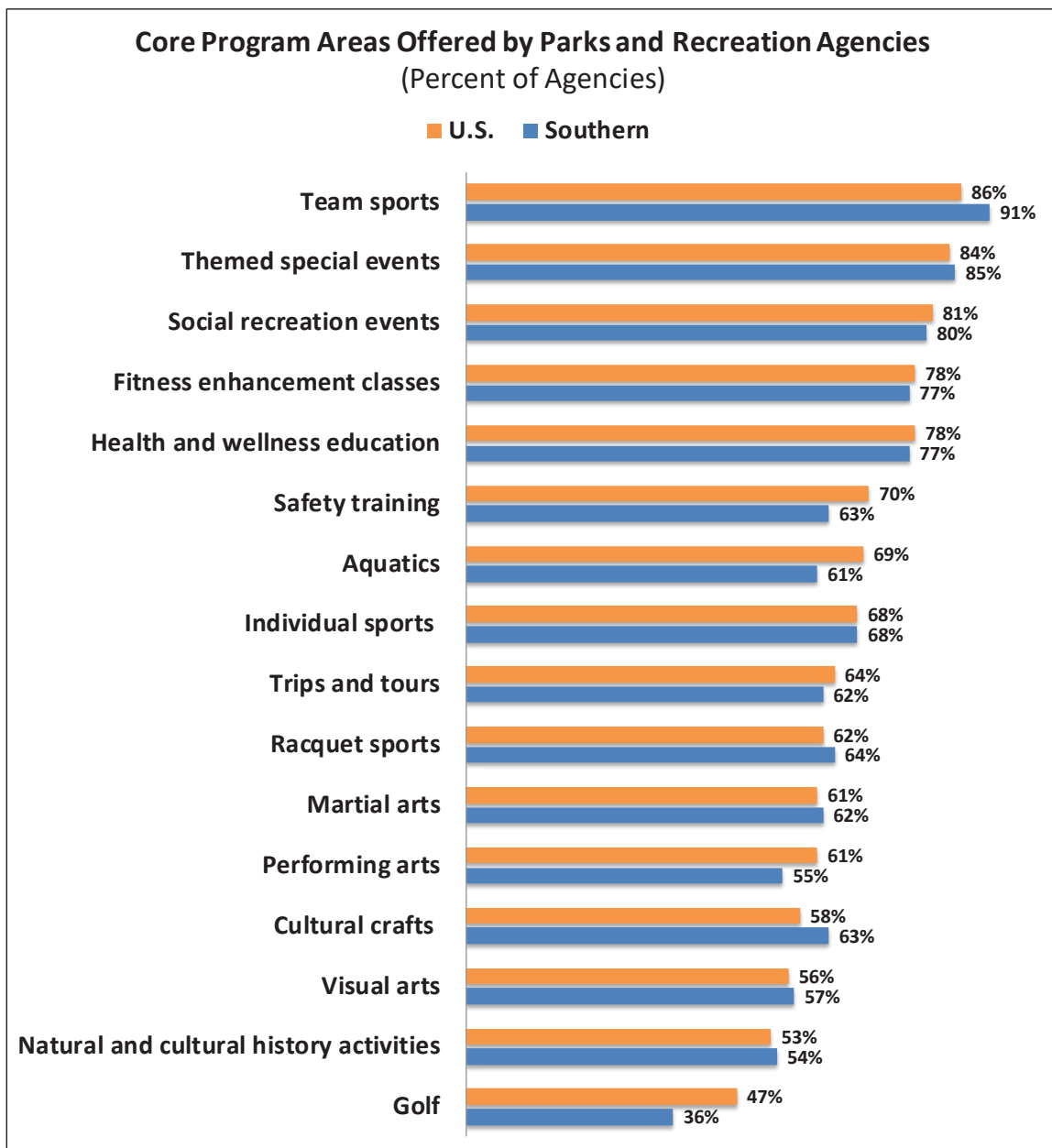
When comparing Southern agencies to the U.S. average, team sports, themed special events, social recreation events, fitness enhancement classes, and health and wellness education were all identified as top five most commonly provided program areas offered regionally and nationally.

**FIGURE E.7 - CORE PROGRAMS BY AREA**

| Top 5 Most Offered Core Program Areas<br>(Offered by Parks and Recreation Agencies) |  |
|---|--|
| U.S. (% of agencies offering)   | Southern Region (% of agencies offering) |
| • Team sports (86%)   | • Team sports (91%)                      |
| • Themed special events (84%)   | • Themed special events (85%)            |
| • Social recreation events (81%)  | • Social recreation events (80%)         |
| • Fitness enhancement classes (78%)   | • Fitness enhancement classes (77%)      |
| • Health and wellness education (78%)   | • Health and wellness education (77%)    |

In general, programs offered by park and recreation agencies in the Southern Region resemble agencies nationwide. However, based on a discrepancy threshold of 5% or more, Southern agencies are offering programs such as team sports, racquet sports and cultural crafts, at a higher rate than the national average. Contradictory, the agencies in the South are trailing the national average in regards to safety training, aquatics, performing arts, and golf.

**FIGURE E.8 - CORE PROGRAMS OFFERED BY PARKS AND RECREATION AGENCIES**



## Targeted Programs for Children, Seniors, and People with Disabilities

For better understanding of targeted programs by age segment, the NRPA also tracks program offerings that cater specifically to children, seniors, and people with disabilities, on a national and regional basis. This allows for further analysis of these commonly targeted populations. According to the 2018 NRPA Agency Performance Review, approximately 79% of agencies offer dedicated senior programming, while 62% of park and recreation agencies provide adaptive programming for individuals with disabilities.

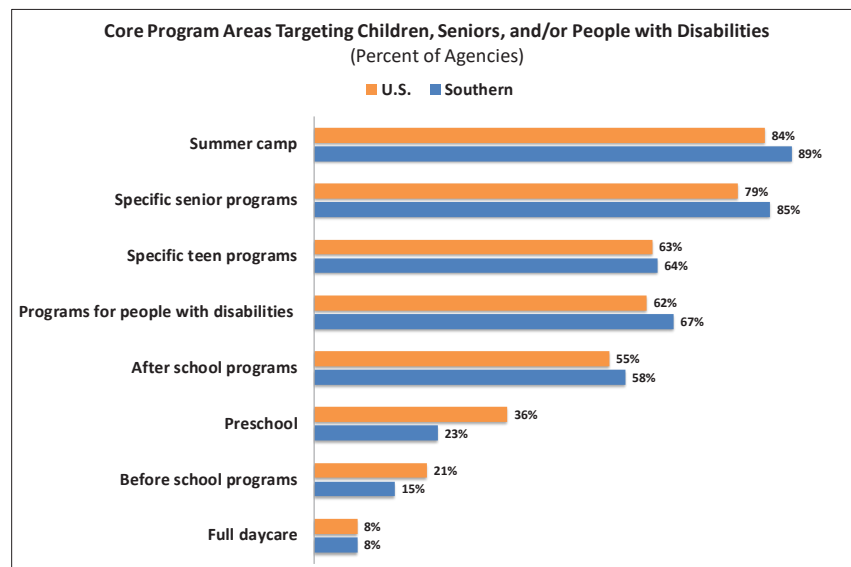
Based on information reported to the NRPA, the top three activities that target children, seniors, and/or people with disabilities most frequently offered by park and recreation agencies are described in the table below (Figure E.9). A complete comparison of regional and national programs offered by agencies can be found in Figure E.10.

**FIGURE E.9 - TOP MOST OFFERED CORE PROGRAMS**

| Top 3 Most Offered Core Program Areas<br>(Targeting Children, Seniors, and/or People with Disabilities) |   |
|---|---|
| U.S. (% of agencies offering)   | Southern Region (% of agencies offering)  |
| <ul style="list-style-type: none"> <li>Summer camp (84%)</li> </ul>                                     | <ul style="list-style-type: none"> <li>Summer camp (89%)</li> </ul>                           |
| <ul style="list-style-type: none"> <li>Senior programs (79%)</li> </ul>                                 | <ul style="list-style-type: none"> <li>Senior programs (85%)</li> </ul>                       |
| <ul style="list-style-type: none"> <li>Teen programs (63%)</li> </ul>                                   | <ul style="list-style-type: none"> <li>Programs for people with disabilities (67%)</li> </ul> |

Agencies in the Southern Region tend to offer targeted programs at a slightly higher rate than the national average. Southern agencies are offering summer camps, specific senior programs, and programs for people with disabilities at a significantly higher rate, while preschool and before school programs are the only targeted program in which Southern agencies are below the national rate.

**FIGURE E.10 - TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND/OR PEOPLE WITH DISABILITIES**



## Core vs. Casual Participation Trends

### General Sports

| National Core vs Casual Participatory Trends - General Sports |   |      |                                 |      |   |      |                                   |              |
|---|---|------|---------------------------------|------|---|------|-----------------------------------|--------------|
| Activity  | Participation Levels                        |      |                                 |      |   |      | % Change                          |              |
|   | 2012  |      | 2016                            |      | 2017                                    |      | 5-Year Trend                      | 1-Year Trend |
|   | #   | %    | #                               | %    | #                                       | %    |                                   |              |
| Golf * (2011, 2015 and 2016 data)                             | 25,682                                      | 100% | 24,120                          | 100% | 23,815                                  | 100% | -7.3%                             | -1.3%        |
| Basketball  | 23,708                                      | 100% | 22,343                          | 100% | 23,401                                  | 100% | -1.3%                             | 4.7%         |
| <i>Casual (1-12 times)</i>                                    | 7,389                                       | 31%  | 7,486                           | 34%  | 8,546                                   | 37%  | 15.7%                             | 14.2%        |
| <i>Core(13+ times)</i>  | 16,319                                      | 69%  | 14,857                          | 66%  | 14,856                                  | 63%  | -9.0%                             | 0.0%         |
| Tennis  | 17,020                                      | 100% | 18,079                          | 100% | 17,683                                  | 100% | 3.9%                              | -2.2%        |
| Baseball  | 12,976                                      | 100% | 14,760                          | 100% | 15,642                                  | 100% | 20.5%                             | 6.0%         |
| <i>Casual (1-12 times)</i>                                    | 3,931                                       | 30%  | 5,673                           | 38%  | 6,405                                   | 41%  | 62.9%                             | 12.9%        |
| <i>Core (13+ times)</i>                                       | 9,046                                       | 70%  | 9,087                           | 62%  | 9,238                                   | 59%  | 2.1%                              | 1.7%         |
| Soccer (Outdoor)  | 12,944                                      | 100% | 11,932                          | 100% | 11,924                                  | 100% | -7.9%                             | -0.1%        |
| <i>Casual (1-25 times)</i>                                    | 6,740                                       | 52%  | 6,342                           | 53%  | 6,665                                   | 56%  | -1.1%                             | 5.1%         |
| <i>Core (26+ times)</i>                                       | 6,205                                       | 48%  | 5,590                           | 47%  | 5,259                                   | 44%  | -15.2%                            | -5.9%        |
| Softball (Slow Pitch)   | 7,411                                       | 100% | 7,690                           | 100% | 7,283                                   | 100% | -1.7%                             | -5.3%        |
| <i>Casual (1-12 times)</i>                                    | 2,825                                       | 38%  | 3,377                           | 44%  | 3,060                                   | 42%  | 8.3%                              | -9.4%        |
| <i>Core(13+ times)</i>  | 4,586                                       | 62%  | 4,314                           | 56%  | 4,223                                   | 58%  | -7.9%                             | -2.1%        |
| Badminton   | 7,278                                       | 100% | 7,354                           | 100% | 6,430                                   | 100% | -11.7%                            | -12.6%       |
| <i>Casual (1-12 times)</i>                                    | 5,092                                       | 70%  | 5,285                           | 72%  | 4,564                                   | 71%  | -10.4%                            | -13.6%       |
| <i>Core(13+ times)</i>  | 2,185                                       | 30%  | 2,069                           | 28%  | 1,867                                   | 29%  | -14.6%                            | -9.8%        |
| Volleyball (Court)  | 6,384                                       | 100% | 6,216                           | 100% | 6,317                                   | 100% | -1.0%                             | 1.6%         |
| <i>Casual (1-12 times)</i>                                    | 2,553                                       | 40%  | 2,852                           | 46%  | 2,939                                   | 47%  | 15.1%                             | 3.1%         |
| <i>Core(13+ times)</i>  | 3,831                                       | 60%  | 3,364                           | 54%  | 3,378                                   | 53%  | -11.8%                            | 0.4%         |
| Football, Flag  | 5,865                                       | 100% | 6,173                           | 100% | 6,551                                   | 100% | 11.7%                             | 6.1%         |
| <i>Casual (1-12 times)</i>                                    | 2,963                                       | 51%  | 3,249                           | 53%  | 3,572                                   | 55%  | 20.6%                             | 9.9%         |
| <i>Core(13+ times)</i>  | 2,902                                       | 49%  | 2,924                           | 47%  | 2,979                                   | 45%  | 2.7%                              | 1.9%         |
| Football, Touch   | 7,295                                       | 100% | 5,686                           | 100% | 5,629                                   | 100% | -22.8%                            | -1.0%        |
| <i>Casual (1-12 times)</i>                                    | 4,015                                       | 55%  | 3,304                           | 58%  | 3,332                                   | 59%  | -17.0%                            | 0.8%         |
| <i>Core(13+ times)</i>  | 3,280                                       | 45%  | 2,386                           | 42%  | 2,297                                   | 41%  | -30.0%                            | -3.7%        |
| Volleyball (Sand/Beach)                                       | 4,505                                       | 100% | 5,489                           | 100% | 4,947                                   | 100% | 9.8%                              | -9.9%        |
| <i>Casual (1-12 times)</i>                                    | 3,040                                       | 67%  | 3,989                           | 73%  | 3,544                                   | 72%  | 16.6%                             | -11.2%       |
| <i>Core(13+ times)</i>  | 1,465                                       | 33%  | 1,500                           | 27%  | 1,403                                   | 28%  | -4.2%                             | -6.5%        |
| Football, Tackle  | 6,220                                       | 100% | 5,481                           | 100% | 5,224                                   | 100% | -16.0%                            | -4.7%        |
| <i>Casual (1-25 times)</i>                                    | 2,566                                       | 41%  | 2,242                           | 41%  | 2,145                                   | 41%  | -16.4%                            | -4.3%        |
| <i>Core(26+ times)</i>  | 3,655                                       | 59%  | 3,240                           | 59%  | 3,078                                   | 59%  | -15.8%                            | -5.0%        |
| Gymnastics  | 5,115                                       | 100% | 5,381                           | 100% | 4,805                                   | 100% | -6.1%                             | -10.7%       |
| <i>Casual (1-49 times)</i>                                    | 3,252                                       | 64%  | 3,580                           | 67%  | 3,139                                   | 65%  | -3.5%                             | -12.3%       |
| <i>Core(50+ times)</i>  | 1,863                                       | 36%  | 1,800                           | 33%  | 1,666                                   | 35%  | -10.6%                            | -7.4%        |
| Soccer (Indoor)   | 4,617                                       | 100% | 5,117                           | 100% | 5,399                                   | 100% | 16.9%                             | 5.5%         |
| <i>Casual (1-12 times)</i>                                    | 2,006                                       | 43%  | 2,347                           | 46%  | 2,657                                   | 49%  | 32.5%                             | 13.2%        |
| <i>Core(13+ times)</i>  | 2,611                                       | 57%  | 2,770                           | 54%  | 2,742                                   | 51%  | 5.0%                              | -1.0%        |
| Track and Field   | 4,257                                       | 100% | 4,116                           | 100% | 4,161                                   | 100% | -2.3%                             | 1.1%         |
| <i>Casual (1-25 times)</i>                                    | 1,820                                       | 43%  | 1,961                           | 48%  | 2,040                                   | 49%  | 12.1%                             | 4.0%         |
| <i>Core(26+ times)</i>  | 2,437                                       | 57%  | 2,155                           | 52%  | 2,121                                   | 51%  | -13.0%                            | -1.6%        |
| Participation Growth/Decline                                  | Large Increase (greater than 25%)           |      | Moderate Increase (0% to 25%)   |      | Moderate Decrease (0% to -25%)          |      | Large Decrease (less than -25%)   |              |
| Core vs Casual Distribution                                   | Mostly Core Participants (greater than 75%) |      | More Core Participants (56-74%) |      | Evenly Divided (45-55% Core and Casual) |      | More Casual Participants (56-74%) |              |

\*Golf participation figures are from 2015

| National Core vs Casual Participatory Trends - General Sports |                      |             |              |             |              |             |               |               |
|---|----------------------|-------------|--------------|-------------|--------------|-------------|---------------|---------------|
| Activity  | Participation Levels |             |              |             |              |             | % Change      |               |
|   | 2012                 |             | 2016         |             | 2017         |             | 5-Year Trend  | 1-Year Trend  |
|   | #                    | %           | #            | %           | #            | %           |               |               |
| <b>Cheerleading</b>   | <b>3,244</b>         | <b>100%</b> | <b>4,029</b> | <b>100%</b> | <b>3,816</b> | <b>100%</b> | <b>17.6%</b>  | <b>-5.3%</b>  |
| <i>Casual (1-25 times)</i>                                    | 1,514                | 47%         | 2,365        | 59%         | 2,164        | 57%         | 42.9%         | -8.5%         |
| <i>Core(26+ times)</i>  | 1,730                | 53%         | 1,664        | 41%         | 1,653        | 43%         | -4.5%         | -0.7%         |
| <b>Ultimate Frisbee</b>                                       | <b>5,131</b>         | <b>100%</b> | <b>3,673</b> | <b>100%</b> | <b>3,126</b> | <b>100%</b> | <b>-39.1%</b> | <b>-14.9%</b> |
| <i>Casual (1-12 times)</i>                                    | 3,647                | 71%         | 2,746        | 75%         | 2,270        | 73%         | -37.8%        | -17.3%        |
| <i>Core(13+ times)</i>  | 1,484                | 29%         | 927          | 25%         | 856          | 27%         | -42.3%        | -7.7%         |
| <b>Racquetball</b>  | <b>4,070</b>         | <b>100%</b> | <b>3,579</b> | <b>100%</b> | <b>3,526</b> | <b>100%</b> | <b>-13.4%</b> | <b>-1.5%</b>  |
| <i>Casual (1-12 times)</i>                                    | 2,572                | 63%         | 2,488        | 70%         | 2,451        | 70%         | -4.7%         | -1.5%         |
| <i>Core(13+ times)</i>  | 1,498                | 37%         | 1,092        | 30%         | 1,075        | 30%         | -28.2%        | -1.6%         |
| <b>Pickleball</b>   | <b>N/A</b>           | <b>N/A</b>  | <b>2,815</b> | <b>100%</b> | <b>3,132</b> | <b>100%</b> | <b>N/A</b>    | <b>11.3%</b>  |
| <b>Ice Hockey</b>   | <b>2,363</b>         | <b>100%</b> | <b>2,697</b> | <b>100%</b> | <b>2,544</b> | <b>100%</b> | <b>7.7%</b>   | <b>-5.7%</b>  |
| <i>Casual (1-12 times)</i>                                    | 1,082                | 46%         | 1,353        | 50%         | 1,227        | 48%         | 13.4%         | -9.3%         |
| <i>Core(13+ times)</i>  | 1,281                | 54%         | 1,344        | 50%         | 1,317        | 52%         | 2.8%          | -2.0%         |
| <b>Softball (Fast Pitch)</b>                                  | <b>2,624</b>         | <b>100%</b> | <b>2,467</b> | <b>100%</b> | <b>2,309</b> | <b>100%</b> | <b>-12.0%</b> | <b>-6.4%</b>  |
| <i>Casual (1-25 times)</i>                                    | 1,245                | 47%         | 1,198        | 49%         | 1,077        | 47%         | -13.5%        | -10.1%        |
| <i>Core(26+ times)</i>  | 1,379                | 53%         | 1,269        | 51%         | 1,232        | 53%         | -10.7%        | -2.9%         |
| <b>Lacrosse</b>   | <b>1,607</b>         | <b>100%</b> | <b>2,090</b> | <b>100%</b> | <b>2,171</b> | <b>100%</b> | <b>35.1%</b>  | <b>3.9%</b>   |
| <i>Casual (1-12 times)</i>                                    | 788                  | 49%         | 1,153        | 55%         | 1,142        | 53%         | 44.9%         | -1.0%         |
| <i>Core(13+ times)</i>  | 819                  | 51%         | 938          | 45%         | 1,030        | 47%         | 25.8%         | 9.8%          |
| <b>Roller Hockey</b>  | <b>1,367</b>         | <b>100%</b> | <b>1,929</b> | <b>100%</b> | <b>1,834</b> | <b>100%</b> | <b>34.2%</b>  | <b>-4.9%</b>  |
| <i>Casual (1-12 times)</i>                                    | 875                  | 64%         | 1,438        | 75%         | 1,419        | 77%         | 62.2%         | -1.3%         |
| <i>Core(13+ times)</i>  | 493                  | 36%         | 491          | 25%         | 415          | 23%         | -15.8%        | -15.5%        |
| <b>Wrestling</b>  | <b>1,922</b>         | <b>100%</b> | <b>1,922</b> | <b>100%</b> | <b>1,896</b> | <b>100%</b> | <b>-1.4%</b>  | <b>-1.4%</b>  |
| <i>Casual (1-25 times)</i>                                    | 965                  | 50%         | 1,139        | 59%         | 1,179        | 62%         | 22.2%         | 3.5%          |
| <i>Core(26+ times)</i>  | 957                  | 50%         | 782          | 41%         | 717          | 38%         | -25.1%        | -8.3%         |
| <b>Rugby</b>  | <b>887</b>           | <b>100%</b> | <b>1,550</b> | <b>100%</b> | <b>1,621</b> | <b>100%</b> | <b>82.8%</b>  | <b>4.6%</b>   |
| <i>Casual (1-7 times)</i>                                     | 526                  | 59%         | 1,090        | 70%         | 1,097        | 68%         | 108.6%        | 0.6%          |
| <i>Core(8+ times)</i>   | 361                  | 41%         | 460          | 30%         | 524          | 32%         | 45.2%         | 13.9%         |
| <b>Squash</b>   | <b>1,290</b>         | <b>100%</b> | <b>1,549</b> | <b>100%</b> | <b>1,492</b> | <b>100%</b> | <b>15.7%</b>  | <b>-3.7%</b>  |
| <i>Casual (1-7 times)</i>                                     | 928                  | 72%         | 1,111        | 72%         | 1,044        | 70%         | 12.5%         | -6.0%         |
| <i>Core(8+ times)</i>   | 361                  | 28%         | 437          | 28%         | 447          | 30%         | 23.8%         | 2.3%          |
| <b>Field Hockey</b>   | <b>1,237</b>         | <b>100%</b> | <b>1,512</b> | <b>100%</b> | <b>1,596</b> | <b>100%</b> | <b>29.0%</b>  | <b>5.6%</b>   |
| <i>Casual (1-7 times)</i>                                     | 578                  | 47%         | 773          | 51%         | 897          | 56%         | 55.2%         | 16.0%         |
| <i>Core(8+ times)</i>   | 659                  | 53%         | 739          | 49%         | 700          | 44%         | 6.2%          | -5.3%         |
| <b>Boxing for Competition</b>                                 | <b>959</b>           | <b>100%</b> | <b>1,210</b> | <b>100%</b> | <b>1,368</b> | <b>100%</b> | <b>42.6%</b>  | <b>13.1%</b>  |
| <i>Casual (1-12 times)</i>                                    | 769                  | 80%         | 1,035        | 86%         | 1,168        | 85%         | 51.9%         | 12.9%         |
| <i>Core(13+ times)</i>  | 190                  | 20%         | 176          | 14%         | 199          | 15%         | 4.7%          | 13.1%         |

NOTE: Participation figures are in 000's for the US population ages 6 and over

|                                     |   |                                 |   |                                   |   |
|-------------------------------------|---|---------------------------------|---|-----------------------------------|---|
| <b>Participation Growth/Decline</b> | Large Increase (greater than 25%)           | Moderate Increase (0% to 25%)   | Moderate Decrease (0% to -25%)          | Large Decrease (less than -25%)   |   |
| <b>Core vs Casual Distribution</b>  | Mostly Core Participants (greater than 75%) | More Core Participants (56-74%) | Evenly Divided (45-55% Core and Casual) | More Casual Participants (56-74%) | Mostly Casual Participants (greater than 75%) |





## General Fitness

| National Core vs Casual Participatory Trends - General Fitness |                      |             |                |             |                |             |              |              |
|--|----------------------|-------------|----------------|-------------|----------------|-------------|--------------|--------------|
| Activity   | Participation Levels |             |                |             |                |             | % Change     |              |
|  | 2012                 |             | 2016           |             | 2017           |             | 5-Year Trend | 1-Year Trend |
|  | #                    | %           | #              | %           | #              | %           |              |              |
| <b>Fitness Walking</b>   | <b>114,029</b>       | <b>100%</b> | <b>107,895</b> | <b>100%</b> | <b>110,805</b> | <b>100%</b> | <b>-2.8%</b> | <b>2.7%</b>  |
| <i>Casual (1-49 times)</i>                                     | 35,267               | 31%         | 34,535         | 32%         | 35,326         | 32%         | 0.2%         | 2.3%         |
| <i>Core(50+ times)</i>   | 78,762               | 69%         | 73,359         | 68%         | 75,479         | 68%         | -4.2%        | 2.9%         |
| <b>Treadmill</b>   | <b>50,839</b>        | <b>100%</b> | <b>51,872</b>  | <b>100%</b> | <b>52,966</b>  | <b>100%</b> | <b>4.2%</b>  | <b>2.1%</b>  |
| <i>Casual (1-49 times)</i>                                     | 22,248               | 44%         | 23,490         | 45%         | 24,444         | 46%         | 9.9%         | 4.1%         |
| <i>Core(50+ times)</i>   | 28,591               | 56%         | 28,381         | 55%         | 28,523         | 54%         | -0.2%        | 0.5%         |
| <b>Free Weights (Dumbbells/Hand Weights)</b>                   | <b>N/A</b>           | <b>100%</b> | <b>51,513</b>  | <b>100%</b> | <b>52,217</b>  | <b>100%</b> | <b>N/A</b>   | <b>1.4%</b>  |
| <i>Casual (1-49 times)</i>                                     | N/A                  |             | 18,245         | 35%         | 18,866         | 36%         | N/A          | 3.4%         |
| <i>Core(50+ times)</i>   | N/A                  |             | 33,268         | 65%         | 33,351         | 64%         | N/A          | 0.2%         |
| <b>Running/Jogging</b>   | <b>51,450</b>        | <b>100%</b> | <b>47,384</b>  | <b>100%</b> | <b>50,770</b>  | <b>100%</b> | <b>-1.3%</b> | <b>7.1%</b>  |
| <i>Casual (1-49 times)</i>                                     | 21,973               | 43%         | 21,764         | 46%         | 24,004         | 47%         | 9.2%         | 10.3%        |
| <i>Core(50+ times)</i>   | 29,478               | 57%         | 25,621         | 54%         | 26,766         | 53%         | -9.2%        | 4.5%         |
| <b>Stationary Cycling (Recumbent/Upright)</b>                  | <b>35,987</b>        | <b>100%</b> | <b>36,118</b>  | <b>100%</b> | <b>36,035</b>  | <b>100%</b> | <b>0.1%</b>  | <b>-0.2%</b> |
| <i>Casual (1-49 times)</i>                                     | 18,265               | 51%         | 18,240         | 51%         | 18,447         | 51%         | 1.0%         | 1.1%         |
| <i>Core(50+ times)</i>   | 17,722               | 49%         | 17,878         | 49%         | 17,588         | 49%         | -0.8%        | -1.6%        |
| <b>Weight/Resistant Machines</b>                               | <b>38,999</b>        | <b>100%</b> | <b>35,768</b>  | <b>100%</b> | <b>36,291</b>  | <b>100%</b> | <b>-6.9%</b> | <b>1.5%</b>  |
| <i>Casual (1-49 times)</i>                                     | 15,383               | 39%         | 14,346         | 40%         | 14,496         | 40%         | -5.8%        | 1.0%         |
| <i>Core(50+ times)</i>   | 23,617               | 61%         | 21,422         | 60%         | 21,795         | 60%         | -7.7%        | 1.7%         |
| <b>Stretching</b>  | <b>35,873</b>        | <b>100%</b> | <b>33,771</b>  | <b>100%</b> | <b>33,195</b>  | <b>100%</b> | <b>-7.5%</b> | <b>-1.7%</b> |
| <i>Casual (1-49 times)</i>                                     | 8,996                | 25%         | 9,793          | 29%         | 10,095         | 30%         | 12.2%        | 3.1%         |
| <i>Core(50+ times)</i>   | 26,877               | 75%         | 23,978         | 71%         | 23,100         | 70%         | -14.1%       | -3.7%        |
| <b>Elliptical Motion Trainer*</b>                              | <b>28,560</b>        | <b>100%</b> | <b>32,218</b>  | <b>100%</b> | <b>32,283</b>  | <b>100%</b> | <b>13.0%</b> | <b>0.2%</b>  |
| <i>Casual (1-49 times)</i>                                     | 13,638               | 48%         | 15,687         | 49%         | 15,854         | 49%         | 16.2%        | 1.1%         |
| <i>Core(50+ times)</i>   | 14,922               | 52%         | 16,532         | 51%         | 16,430         | 51%         | 10.1%        | -0.6%        |
| <b>Free Weights (Barbells)</b>                                 | <b>26,688</b>        | <b>100%</b> | <b>26,473</b>  | <b>100%</b> | <b>27,444</b>  | <b>100%</b> | <b>2.8%</b>  | <b>3.7%</b>  |
| <i>Casual (1-49 times)</i>                                     | 9,435                | 35%         | 10,344         | 39%         | 10,868         | 40%         | 15.2%        | 5.1%         |
| <i>Core(50+ times)</i>   | 17,253               | 65%         | 16,129         | 61%         | 16,576         | 60%         | -3.9%        | 2.8%         |
| <b>Yoga</b>  | <b>23,253</b>        | <b>100%</b> | <b>26,268</b>  | <b>100%</b> | <b>27,354</b>  | <b>100%</b> | <b>17.6%</b> | <b>4.1%</b>  |
| <i>Casual (1-49 times)</i>                                     | 13,305               | 57%         | 15,486         | 59%         | 16,454         | 60%         | 23.7%        | 6.3%         |
| <i>Core(50+ times)</i>   | 9,949                | 43%         | 10,782         | 41%         | 10,900         | 40%         | 9.6%         | 1.1%         |
| <b>Calisthenics/Bodyweight Exercise</b>                        | <b>N/A</b>           | <b>100%</b> | <b>25,110</b>  | <b>100%</b> | <b>24,454</b>  | <b>100%</b> | <b>N/A</b>   | <b>-2.6%</b> |
| <i>Casual (1-49 times)</i>                                     | N/A                  | 0           | 9,763          | 39%         | 10,095         | 41%         | N/A          | 3.4%         |
| <i>Core(50+ times)</i>   | N/A                  | 0           | 15,347         | 61%         | 14,359         | 59%         | N/A          | -6.4%        |
| <b>Choreographed Exercise</b>                                  | <b>N/A</b>           | <b>100%</b> | <b>21,839</b>  | <b>100%</b> | <b>22,616</b>  | <b>100%</b> | <b>N/A</b>   | <b>3.6%</b>  |
| <i>Casual (1-49 times)</i>                                     | N/A                  | 0           | 14,158         | 65%         | 14,867         | 66%         | N/A          | 5.0%         |
| <i>Core(50+ times)</i>   | N/A                  | 0           | 7,681          | 35%         | 7,748          | 34%         | N/A          | 0.9%         |

NOTE: Participation figures are in 000's for the US population ages 6 and over

|                                     |   |                                 |   |                                   |   |
|-------------------------------------|---|---------------------------------|---|-----------------------------------|---|
| <b>Participation Growth/Decline</b> | Large Increase (greater than 25%)           | Moderate Increase (0% to 25%)   | Moderate Decrease (0% to -25%)          | Large Decrease (less than -25%)   |   |
| <b>Core vs Casual Distribution</b>  | Mostly Core Participants (greater than 75%) | More Core Participants (56-74%) | Evenly Divided (45-55% Core and Casual) | More Casual Participants (56-74%) | Mostly Casual Participants (greater than 75%) |

\*Cardio Cross Trainer is merged to Elliptical Motion Trainer

| National Core vs Casual Participatory Trends - General Fitness |                      |             |               |             |               |             |               |              |
|--|----------------------|-------------|---------------|-------------|---------------|-------------|---------------|--------------|
| Activity   | Participation Levels |             |               |             |               |             | % Change      |              |
|  | 2012                 |             | 2016          |             | 2017          |             | 5-Year Trend  | 1-Year Trend |
|  | #                    | %           | #             | %           | #             | %           |               |              |
| <b>Aerobics (High Impact)</b>                                  | <b>16,178</b>        | <b>100%</b> | <b>21,390</b> | <b>100%</b> | <b>21,476</b> | <b>100%</b> | <b>32.7%</b>  | <b>0.4%</b>  |
| <i>Casual (1-49 times)</i>                                     | 7,819                | 48%         | 11,801        | 55%         | 12,105        | 56%         | 54.8%         | 2.6%         |
| <i>Core(50+ times)</i>   | 8,359                | 52%         | 9,589         | 45%         | 9,370         | 44%         | 12.1%         | -2.3%        |
| <b>Stair Climbing Machine</b>                                  | <b>12,979</b>        | <b>100%</b> | <b>15,079</b> | <b>100%</b> | <b>14,948</b> | <b>100%</b> | <b>15.2%</b>  | <b>-0.9%</b> |
| <i>Casual (1-49 times)</i>                                     | 7,303                | 56%         | 9,332         | 62%         | 9,501         | 64%         | 30.1%         | 1.8%         |
| <i>Core(50+ times)</i>   | 5,676                | 44%         | 5,747         | 38%         | 5,447         | 36%         | -4.0%         | -5.2%        |
| <b>Cross-Training Style Workout</b>                            | <b>N/A</b>           | <b>100%</b> | <b>12,914</b> | <b>100%</b> | <b>13,622</b> | <b>100%</b> | <b>N/A</b>    | <b>5.5%</b>  |
| <i>Casual (1-49 times)</i>                                     | N/A                  | N/A         | 6,430         | 50%         | 6,890         | 51%         | N/A           | 7.2%         |
| <i>Core(50+ times)</i>   | N/A                  | N/A         | 6,483         | 50%         | 6,732         | 49%         | N/A           | 3.8%         |
| <b>Stationary Cycling (Group)</b>                              | <b>8,477</b>         | <b>100%</b> | <b>8,937</b>  | <b>100%</b> | <b>9,409</b>  | <b>100%</b> | <b>11.0%</b>  | <b>5.3%</b>  |
| <i>Casual (1-49 times)</i>                                     | 5,053                | 60%         | 5,751         | 64%         | 6,023         | 64%         | 19.2%         | 4.7%         |
| <i>Core(50+ times)</i>   | 3,424                | 40%         | 3,186         | 36%         | 3,386         | 36%         | -1.1%         | 6.3%         |
| <b>Pilates Training</b>  | <b>8,519</b>         | <b>100%</b> | <b>8,893</b>  | <b>100%</b> | <b>9,047</b>  | <b>100%</b> | <b>6.2%</b>   | <b>1.7%</b>  |
| <i>Casual (1-49 times)</i>                                     | 5,212                | 61%         | 5,525         | 62%         | 5,698         | 63%         | 9.3%          | 3.1%         |
| <i>Core(50+ times)</i>   | 3,307                | 39%         | 3,367         | 38%         | 3,348         | 37%         | 1.2%          | -0.6%        |
| <b>Trail Running</b>   | <b>5,806</b>         | <b>100%</b> | <b>8,582</b>  | <b>100%</b> | <b>9,149</b>  | <b>100%</b> | <b>57.6%</b>  | <b>6.6%</b>  |
| <b>Cardio Kickboxing</b>                                       | <b>6,725</b>         | <b>100%</b> | <b>6,899</b>  | <b>100%</b> | <b>6,693</b>  | <b>100%</b> | <b>-0.5%</b>  | <b>-3.0%</b> |
| <i>Casual (1-49 times)</i>                                     | 4,455                | 66%         | 4,760         | 69%         | 4,671         | 70%         | 4.8%          | -1.9%        |
| <i>Core(50+ times)</i>   | 2,271                | 34%         | 2,139         | 31%         | 2,022         | 30%         | -11.0%        | -5.5%        |
| <b>Boot Camp Style Training</b>                                | <b>7,496</b>         | <b>100%</b> | <b>6,583</b>  | <b>100%</b> | <b>6,651</b>  | <b>100%</b> | <b>-11.3%</b> | <b>1.0%</b>  |
| <i>Casual (1-49 times)</i>                                     | 4,787                | 64%         | 4,484         | 68%         | 4,637         | 70%         | -3.1%         | 3.4%         |
| <i>Core(50+ times)</i>   | 2,709                | 36%         | 2,099         | 32%         | 2,014         | 30%         | -25.7%        | -4.0%        |
| <b>Martial Arts</b>  | <b>5,075</b>         | <b>100%</b> | <b>5,745</b>  | <b>100%</b> | <b>5,838</b>  | <b>100%</b> | <b>15.0%</b>  | <b>1.6%</b>  |
| <i>Casual (1-12 times)</i>                                     | 1,207                | 24%         | 1,964         | 34%         | 2,021         | 35%         | 67.4%         | 2.9%         |
| <i>Core(13+ times)</i>   | 3,869                | 76%         | 3,780         | 66%         | 3,816         | 65%         | -1.4%         | 1.0%         |
| <b>Boxing for Fitness</b>                                      | <b>4,831</b>         | <b>100%</b> | <b>5,175</b>  | <b>100%</b> | <b>5,157</b>  | <b>100%</b> | <b>6.7%</b>   | <b>-0.3%</b> |
| <i>Casual (1-12 times)</i>                                     | 2,075                | 43%         | 2,678         | 52%         | 2,738         | 53%         | 32.0%         | 2.2%         |
| <i>Core(13+ times)</i>   | 2,756                | 57%         | 2,496         | 48%         | 2,419         | 47%         | -12.2%        | -3.1%        |
| <b>Tai Chi</b>   | <b>3,203</b>         | <b>100%</b> | <b>3,706</b>  | <b>100%</b> | <b>3,787</b>  | <b>100%</b> | <b>18.2%</b>  | <b>2.2%</b>  |
| <i>Casual (1-49 times)</i>                                     | 1,835                | 57%         | 2,245         | 61%         | 2,329         | 61%         | 26.9%         | 3.7%         |
| <i>Core(50+ times)</i>   | 1,369                | 43%         | 1,461         | 39%         | 1,458         | 39%         | 6.5%          | -0.2%        |
| <b>Barre</b>   | <b>N/A</b>           | <b>N/A</b>  | <b>3,329</b>  | <b>100%</b> | <b>3,436</b>  | <b>100%</b> | <b>N/A</b>    | <b>3.2%</b>  |
| <i>Casual (1-49 times)</i>                                     | N/A                  | N/A         | 2,636         | 79%         | 2,701         | 79%         | N/A           | 2.5%         |
| <i>Core(50+ times)</i>   | N/A                  | N/A         | 693           | 21%         | 735           | 21%         | N/A           | 6.1%         |
| <b>Triathlon (Traditional/Road)</b>                            | <b>1,789</b>         | <b>100%</b> | <b>2,374</b>  | <b>100%</b> | <b>2,162</b>  | <b>100%</b> | <b>20.8%</b>  | <b>-8.9%</b> |
| <i>Casual (1 times)</i>  | 616                  | 34%         | 786           | 33%         | 754           | 35%         | 22.4%         | -4.1%        |
| <i>Core(2+ times)</i>  | 1,173                | 66%         | 1,589         | 67%         | 1,408         | 65%         | 20.0%         | -11.4%       |
| <b>Triathlon (Non-Traditional/Off Road)</b>                    | <b>1,075</b>         | <b>100%</b> | <b>1,705</b>  | <b>100%</b> | <b>1,878</b>  | <b>100%</b> | <b>74.7%</b>  | <b>10.1%</b> |
| <i>Casual (1 times)</i>  | 341                  | 32%         | 647           | 38%         | 749           | 40%         | 119.6%        | 15.8%        |
| <i>Core(2+ times)</i>  | 734                  | 68%         | 1,058         | 62%         | 1,129         | 60%         | 53.8%         | 6.7%         |

NOTE: Participation figures are in 000's for the US population ages 6 and over

|                                     |   |                                 |   |                                   |   |
|-------------------------------------|---|---------------------------------|---|-----------------------------------|---|
| <b>Participation Growth/Decline</b> | Large Increase (greater than 25%)           | Moderate Increase (0% to 25%)   | Moderate Decrease (0% to -25%)          | Large Decrease (less than -25%)   |   |
| <b>Core vs Casual Distribution</b>  | Mostly Core Participants (greater than 75%) | More Core Participants (56-74%) | Evenly Divided (45-55% Core and Casual) | More Casual Participants (56-74%) | Mostly Casual Participants (greater than 75%) |

## Outdoor/Adventure Recreation

| National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation |                            |        |        |        |        |        |              |              |        |
|---|----------------------------|--------|--------|--------|--------|--------|--------------|--------------|--------|
| Activity  | Participation Levels       |        |        |        |        |        | % Change     |              |        |
|   | 2012                       |        | 2016   |        | 2017   |        | 5-Year Trend | 1-Year Trend |        |
|   | #                          | %      | #      | %      | #      | %      |              |              |        |
| Hiking (Day)  | 34,519                     | 100%   | 42,128 | 100%   | 44,900 | 100%   | 30.1%        | 6.6%         |        |
| Bicycling (Road)  | 39,790                     | 100%   | 38,365 | 100%   | 38,866 | 100%   | -2.3%        | 1.3%         |        |
|   | <i>Casual (1-25 times)</i> | 18,966 | 48%    | 19,244 | 50%    | 20,212 | 52%          | 6.6%         | 5.0%   |
|   | <i>Core(26+ times)</i>     | 20,824 | 52%    | 19,121 | 50%    | 18,654 | 48%          | -10.4%       | -2.4%  |
| Fishing (Freshwater)  | 39,002                     | 100%   | 38,121 | 100%   | 38,346 | 100%   | -1.7%        | 0.6%         |        |
|   | <i>Casual (1-7 times)</i>  | 20,341 | 52%    | 20,308 | 53%    | 19,977 | 52%          | -1.8%        | -1.6%  |
|   | <i>Core(8+ times)</i>      | 18,660 | 48%    | 17,813 | 47%    | 18,369 | 48%          | -1.6%        | 3.1%   |
| Camping (< 1/4 Mile of Vehicle/Home)  | 31,454                     | 100%   | 26,467 | 100%   | 26,262 | 100%   | -16.5%       | -0.8%        |        |
| Camping (Recreational Vehicle)  | 15,903                     | 100%   | 15,855 | 100%   | 16,159 | 100%   | 1.6%         | 1.9%         |        |
|   | <i>Casual (1-7 times)</i>  | 8,316  | 52%    | 8,719  | 55%    | 9,332  | 58%          | 12.2%        | 7.0%   |
|   | <i>Core(8+ times)</i>      | 7,587  | 48%    | 7,136  | 45%    | 6,826  | 42%          | -10.0%       | -4.3%  |
| Fishing (Saltwater)   | 12,000                     | 100%   | 12,266 | 100%   | 13,062 | 100%   | 8.9%         | 6.5%         |        |
|   | <i>Casual (1-7 times)</i>  | 7,251  | 60%    | 7,198  | 59%    | 7,625  | 58%          | 5.2%         | 5.9%   |
|   | <i>Core(8+ times)</i>      | 4,749  | 40%    | 5,068  | 41%    | 5,437  | 42%          | 14.5%        | 7.3%   |
| Birdwatching (>1/4 mile of Vehicle/Home)                                      | 13,535                     | 100%   | 11,589 | 100%   | 12,296 | 100%   | -9.2%        | 6.1%         |        |
| Backpacking Overnight   | 7,933                      | 100%   | 10,151 | 100%   | 10,975 | 100%   | 38.3%        | 8.1%         |        |
| Bicycling (Mountain)  | 7,265                      | 100%   | 8,615  | 100%   | 8,609  | 100%   | 18.5%        | -0.1%        |        |
|   | <i>Casual (1-12 times)</i> | 3,270  | 45%    | 4,273  | 50%    | 4,389  | 51%          | 34.2%        | 2.7%   |
|   | <i>Core(13+ times)</i>     | 3,995  | 55%    | 4,342  | 50%    | 4,220  | 49%          | 5.6%         | -2.8%  |
| Archery   | 7,173                      | 100%   | 7,903  | 100%   | 7,769  | 100%   | 8.3%         | -1.7%        |        |
|   | <i>Casual (1-25 times)</i> | 5,967  | 83%    | 6,650  | 84%    | 6,602  | 85%          | 10.6%        | -0.7%  |
|   | <i>Core(26+ times)</i>     | 1,205  | 17%    | 1,253  | 16%    | 1,167  | 15%          | -3.2%        | -6.9%  |
| Fishing (Fly)   | 5,848                      | 100%   | 6,456  | 100%   | 6,791  | 100%   | 16.1%        | 5.2%         |        |
|   | <i>Casual (1-7 times)</i>  | 3,598  | 62%    | 4,183  | 65%    | 4,448  | 65%          | 23.6%        | 6.3%   |
|   | <i>Core(8+ times)</i>      | 2,250  | 38%    | 2,273  | 35%    | 2,344  | 35%          | 4.2%         | 3.1%   |
| Skateboarding   | 6,227                      | 100%   | 6,442  | 100%   | 6,382  | 100%   | 2.5%         | -0.9%        |        |
|   | <i>Casual (1-25 times)</i> | 3,527  | 57%    | 3,955  | 61%    | 3,970  | 62%          | 12.6%        | 0.4%   |
|   | <i>Core(26+ times)</i>     | 2,700  | 43%    | 2,487  | 39%    | 2,411  | 38%          | -10.7%       | -3.1%  |
| Roller Skating (In-Line)  | 6,647                      | 100%   | 5,381  | 100%   | 5,268  | 100%   | -20.7%       | -2.1%        |        |
|   | <i>Casual (1-12 times)</i> | 4,548  | 68%    | 3,861  | 72%    | 3,853  | 73%          | -15.3%       | -0.2%  |
|   | <i>Core(13+ times)</i>     | 2,100  | 32%    | 1,520  | 28%    | 1,415  | 27%          | -32.6%       | -6.9%  |
| Bicycling (BMX)   | 1,861                      | 100%   | 3,104  | 100%   | 3,413  | 100%   | 83.4%        | 10.0%        |        |
|   | <i>Casual (1-12 times)</i> | 856    | 46%    | 1,760  | 57%    | 2,039  | 60%          | 138.2%       | 15.9%  |
|   | <i>Core(13+ times)</i>     | 1,005  | 54%    | 1,344  | 43%    | 1,374  | 40%          | 36.7%        | 2.2%   |
| Adventure Racing  | 1,618                      | 100%   | 2,999  | 100%   | 2,529  | 100%   | 56.3%        | -15.7%       |        |
|   | <i>Casual (1 times)</i>    | 672    | 42%    | 1,081  | 36%    | 899    | 36%          | 33.8%        | -16.8% |
|   | <i>Core(2+ times)</i>      | 945    | 58%    | 1,918  | 64%    | 1,630  | 64%          | 72.5%        | -15.0% |
| Climbing (Traditional/Ice/Mountaineering)                                     | 2,189                      | 100%   | 2,790  | 100%   | 2,527  | 100%   | 15.4%        | -9.4%        |        |

NOTE: Participation figures are in 000's for the US population ages 6 and over

| Participation Growth/Decline | Large Increase<br>(greater than 25%)           | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%)       | Large Decrease<br>(less than -25%) |  |
|------------------------------|--|----------------------------------|---|------------------------------------|--|
| Core vs Casual Distribution  | Mostly Core Participants<br>(greater than 75%) | More Core Participants (56-74%)  | Evenly Divided (45-55% Core and Casual) | More Casual Participants (56-74%)  | Mostly Casual Participants<br>(greater than 75%) |

## Aquatics

| National Core vs Casual Participatory Trends - Aquatics                        |  |             |                                  |             |   |             |  |               |
|--|--|-------------|----------------------------------|-------------|---|-------------|--|---------------|
| Activity   | Participation Levels                           |             |                                  |             |   |             | % Change   |               |
|  | 2012   |             | 2016                             |             | 2017                                    |             | 5-Year Trend                                     | 1-Year Trend  |
|  | #  | %           | #                                | %           | #                                       | %           |  |               |
| <b>Swimming (Fitness)</b>  | <b>23,216</b>                                  | <b>100%</b> | <b>26,601</b>                    | <b>100%</b> | <b>27,135</b>                           | <b>100%</b> | <b>16.9%</b>                                     | <b>2.0%</b>   |
| <i>Casual (1-49 times)</i>   | 15,139   | 65%         | 17,781                           | 67%         | 18,319                                  | 68%         | 21.0%  | 3.0%          |
| <i>Core(50+ times)</i>   | 8,077  | 35%         | 8,820                            | 33%         | 8,815                                   | 32%         | 9.1%   | -0.1%         |
| <b>Aquatic Exercise</b>  | <b>9,177</b>                                   | <b>100%</b> | <b>10,575</b>                    | <b>100%</b> | <b>10,459</b>                           | <b>100%</b> | <b>14.0%</b>                                     | <b>-1.1%</b>  |
| <i>Casual (1-49 times)</i>   | 5,785  | 63%         | 7,135                            | 67%         | 7,222                                   | 69%         | 24.8%  | 1.2%          |
| <i>Core(50+ times)</i>   | 3,392  | 37%         | 3,440                            | 33%         | 3,237                                   | 31%         | -4.6%  | -5.9%         |
| <b>Swimming (Competition)</b>  | <b>2,502</b>                                   | <b>100%</b> | <b>3,369</b>                     | <b>100%</b> | <b>3,007</b>                            | <b>100%</b> | <b>20.2%</b>                                     | <b>-10.7%</b> |
| <i>Casual (1-49 times)</i>   | 1,065  | 43%         | 1,881                            | 56%         | 1,664                                   | 55%         | 56.2%  | -11.5%        |
| <i>Core(50+ times)</i>   | 1,437  | 57%         | 1,488                            | 44%         | 1,343                                   | 45%         | -6.5%  | -9.7%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |  |             |                                  |             |   |             |  |               |
| <b>Participation Growth/Decline</b>  | Large Increase<br>(greater than 25%)           |             | Moderate Increase<br>(0% to 25%) |             | Moderate Decrease<br>(0% to -25%)       |             | Large Decrease<br>(less than -25%)               |               |
| <b>Core vs Casual Distribution</b>   | Mostly Core Participants<br>(greater than 75%) |             | More Core Participants (56-74%)  |             | Evenly Divided (45-55% Core and Casual) |             | More Casual Participants (56-74%)                |               |
|  |  |             |                                  |             |   |             | Mostly Casual Participants<br>(greater than 75%) |               |

## Water Sports/Activities

| National Core vs Casual Participatory Trends - Water Sports / Activities       |  |      |                                  |      |   |      |  |              |
|--|--|------|----------------------------------|------|---|------|--|--------------|
| Activity   | Participation Levels                           |      |                                  |      |   |      | % Change   |              |
|  | 2012   |      | 2016                             |      | 2017                                    |      | 5-Year Trend                                     | 1-Year Trend |
|  | #  | %    | #                                | %    | #                                       | %    |  |              |
| Canoeing   | 9,813  | 100% | 10,046                           | 100% | 9,220                                   | 100% | -6.0%  | -8.2%        |
| Kayaking (Recreational)  | 8,187  | 100% | 10,017                           | 100% | 10,533                                  | 100% | 28.7%  | 5.2%         |
| Snorkeling   | 8,664  | 100% | 8,717                            | 100% | 8,384                                   | 100% | -3.2%  | -3.8%        |
| <i>Casual (1-7 times)</i>  | 6,904  | 80%  | 6,945                            | 80%  | 6,721                                   | 80%  | -2.7%  | -3.2%        |
| <i>Core(8+ times)</i>  | 1,760  | 20%  | 1,773                            | 20%  | 1,663                                   | 20%  | -5.5%  | -6.2%        |
| Jet Skiing   | 6,996  | 100% | 5,783                            | 100% | 5,418                                   | 100% | -22.6%   | -6.3%        |
| <i>Casual (1-7 times)</i>  | 5,125  | 73%  | 4,143                            | 72%  | 3,928                                   | 72%  | -23.4%   | -5.2%        |
| <i>Core(8+ times)</i>  | 1,870  | 27%  | 1,640                            | 28%  | 1,490                                   | 28%  | -20.3%   | -9.1%        |
| Sailing  | 3,841  | 100% | 4,095                            | 100% | 3,974                                   | 100% | 3.5%   | -3.0%        |
| <i>Casual (1-7 times)</i>  | 2,565  | 67%  | 2,833                            | 69%  | 2,720                                   | 68%  | 6.0%   | -4.0%        |
| <i>Core(8+ times)</i>  | 1,276  | 33%  | 1,262                            | 31%  | 1,254                                   | 32%  | -1.7%  | -0.6%        |
| Water Skiing   | 4,434  | 100% | 3,700                            | 100% | 3,572                                   | 100% | -19.4%   | -3.5%        |
| <i>Casual (1-7 times)</i>  | 3,122  | 70%  | 2,667                            | 72%  | 2,575                                   | 72%  | -17.5%   | -3.4%        |
| <i>Core(8+ times)</i>  | 1,312  | 30%  | 1,033                            | 28%  | 997                                     | 28%  | -24.0%   | -3.5%        |
| Rafting  | 3,756  | 100% | 3,428                            | 100% | 3,479                                   | 100% | -7.4%  | 1.5%         |
| Stand-Up Paddling  | 1,392  | 100% | 3,220                            | 100% | 3,325                                   | 100% | 138.9%   | 3.3%         |
| Kayaking (Sea/Touring)   | 2,446  | 100% | 3,124                            | 100% | 2,955                                   | 100% | 20.8%  | -5.4%        |
| Scuba Diving   | 2,781  | 100% | 3,111                            | 100% | 2,874                                   | 100% | 3.3%   | -7.6%        |
| <i>Casual (1-7 times)</i>  | 1,932  | 69%  | 2,292                            | 74%  | 2,113                                   | 74%  | 9.4%   | -7.8%        |
| <i>Core(8+ times)</i>  | 849  | 31%  | 819                              | 26%  | 761                                     | 26%  | -10.4%   | -7.1%        |
| Wakeboarding   | 3,368  | 100% | 2,912                            | 100% | 3,005                                   | 100% | -10.8%   | 3.2%         |
| <i>Casual (1-7 times)</i>  | 2,237  | 66%  | 2,017                            | 69%  | 2,101                                   | 70%  | -6.1%  | 4.2%         |
| <i>Core(8+ times)</i>  | 1,132  | 34%  | 895                              | 31%  | 903                                     | 30%  | -20.2%   | 0.9%         |
| Surfing  | 2,545  | 100% | 2,793                            | 100% | 2,680                                   | 100% | 5.3%   | -4.0%        |
| <i>Casual (1-7 times)</i>  | 1,544  | 61%  | 1,768                            | 63%  | 1,705                                   | 64%  | 10.4%  | -3.6%        |
| <i>Core(8+ times)</i>  | 1,001  | 39%  | 1,024                            | 37%  | 975                                     | 36%  | -2.6%  | -4.8%        |
| Kayaking (White Water)   | 1,878  | 100% | 2,552                            | 100% | 2,500                                   | 100% | 33.1%  | -2.0%        |
| Boardsailing/Windsurfing   | 1,372  | 100% | 1,737                            | 100% | 1,573                                   | 100% | 14.7%  | -9.4%        |
| <i>Casual (1-7 times)</i>  | 1,108  | 81%  | 1,449                            | 83%  | 1,289                                   | 82%  | 16.3%  | -11.0%       |
| <i>Core(8+ times)</i>  | 264  | 19%  | 288                              | 17%  | 284                                     | 18%  | 7.6%   | -1.4%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |  |      |                                  |      |   |      |  |              |
| Participation Growth/Decline   | Large Increase<br>(greater than 25%)           |      | Moderate Increase<br>(0% to 25%) |      | Moderate Decrease<br>(0% to -25%)       |      | Large Decrease<br>(less than -25%)               |              |
| Core vs Casual Distribution  | Mostly Core Participants<br>(greater than 75%) |      | More Core Participants (56-74%)  |      | Evenly Divided (45-55% Core and Casual) |      | More Casual Participants (56-74%)                |              |
|  |  |      |                                  |      |   |      | Mostly Casual Participants<br>(greater than 75%) |              |

# APPENDIX F

## SCORP LOS AND ACTIVITY PROFILES



## Appendix H - Level of Service Charts and Activity Profiles

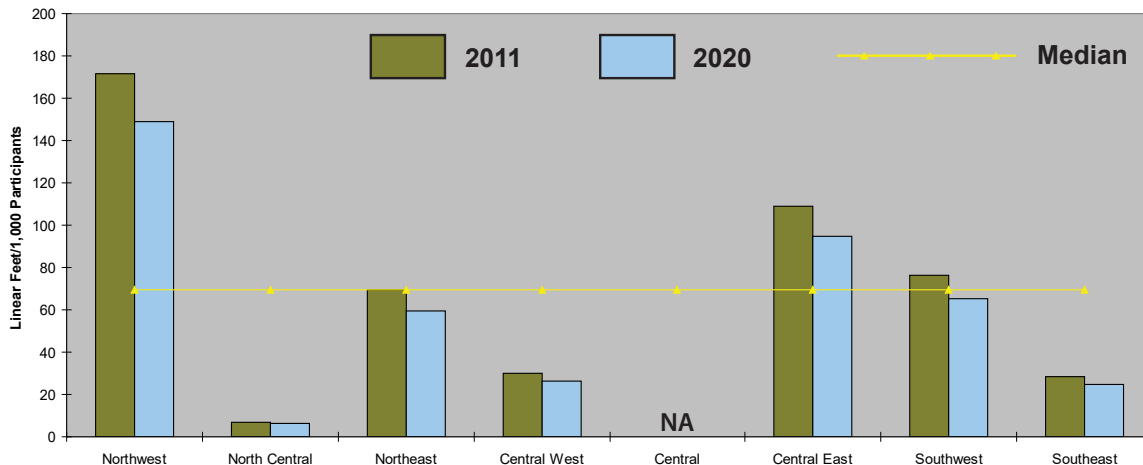
### WATER-BASED ACTIVITIES

#### Saltwater Beach Activities

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Linear Feet/1,000 Participants) |              |
|------------------|---------------------|-----------|-----------------------|-------------------|--|--------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011   | 2020         |
| Northwest        | 56                  | 49        | 4,797,766             | 5,529,272         | 171.65   | 148.94       |
| North Central    | 61                  | 49        | 1,401,282             | 1,594,591         | <b>6.9</b>   | <b>6.06</b>  |
| Northeast        | 64                  | 49        | 3,936,970             | 4,576,776         | 69.32  | 59.63        |
| Central West     | 66                  | 49        | 7,864,074             | 9,063,856         | <b>30.08</b>   | <b>26.10</b> |
| Central          | 58                  | 49        | 15,470,090            | 18,041,492        | NA   | NA           |
| Central East     | 60                  | 49        | 3,951,010             | 4,559,720         | 109.03   | 94.48        |
| Southwest        | 69                  | 49        | 5,542,199             | 6,460,991         | 76.15  | 65.32        |
| Southeast        | 64                  | 49        | 11,237,444            | 12,766,640        | <b>28.18</b>   | <b>24.80</b> |
| <b>Statewide</b> | <b>63</b>           | <b>49</b> | <b>54,229,825</b>     | <b>62,631,758</b> | <b>46.32</b>   | <b>40.11</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

#### Saltwater Beach Activities: Level of Service Comparisons



Saltwater beach activities continue as the most popular form of resource-based recreation in Florida. Overall, 63 percent of residents and 49 percent of tourists participated statewide. Residents of the Southwest, Central West, Southeast and Northeast regions had the highest

participation rates of all regions. Resident rates were lowest in the Northwest and Central region. Traveling long distances is necessary to reach any beach area in the Central region.

Tremendous regional variations in levels of service exist for saltwater beach activities. The Northwest region, where a relatively small population is combined with the highest availability of beaches, stands out as having by far the highest level of service of any region. In contrast, the North Central region, where the availability of sandy beaches is low due to the low-energy Gulf coastline has the lowest level of service. In the Southeast region, high populations of both residents and tourists combined with reduced access due to private coastal development results in a lower level of service. Unfortunately, the provision of additional beach resources will not be possible as the amount of remaining undeveloped beaches dwindles to zero. Increasing public access to the state’s existing saltwater beaches will be required to accommodate future demands.

*Freshwater Beach Activities*

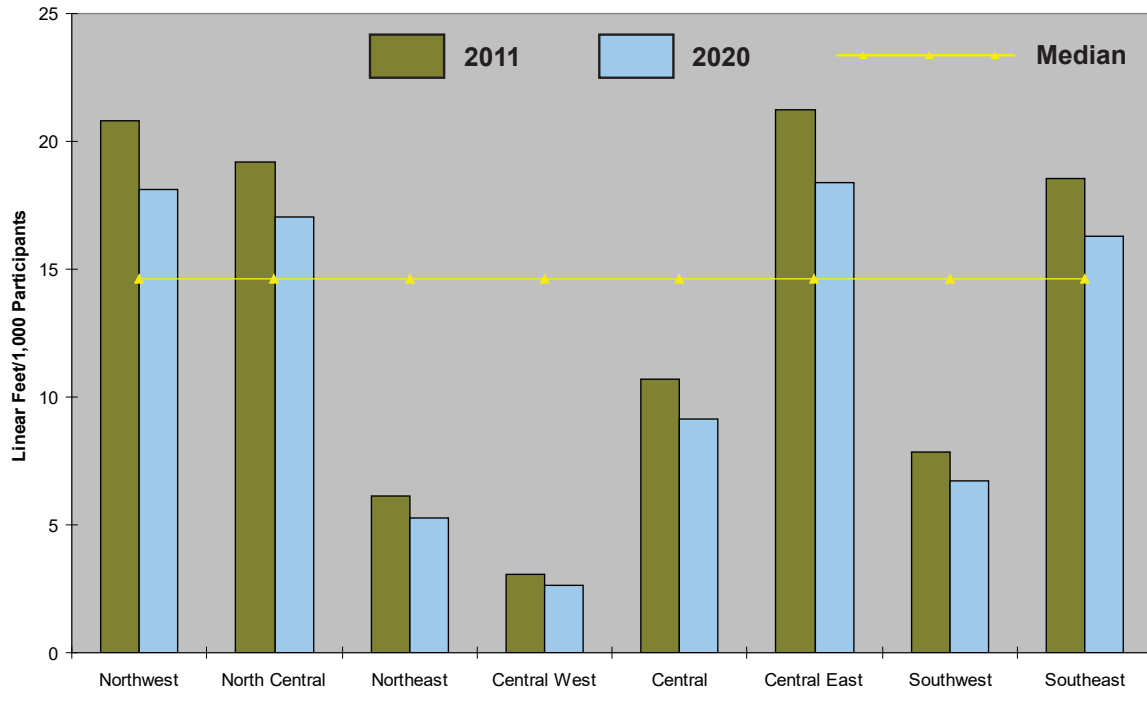
| Region           | % of Participation* |          | Total Participation** |            |
|------------------|---------------------|----------|-----------------------|------------|
|                  | Residents           | Tourists | 2011                  | 2020       |
| Northwest        | 26                  | 14       | 1,470,659             | 1,688,662  |
| North Central    | 37                  | 14       | 577,979               | 651,527    |
| Northeast        | 21                  | 14       | 1,165,988             | 1,355,704  |
| Central West     | 22                  | 14       | 2,338,791             | 2,693,312  |
| Central          | 29                  | 14       | 4,828,645             | 5,647,306  |
| Central East     | 17                  | 14       | 1,126,517             | 1,300,120  |
| Southwest        | 20                  | 14       | 1,588,884             | 1,852,380  |
| Southeast        | 16                  | 14       | 3,081,836             | 3,507,920  |
| <b>Statewide</b> | 22                  | 14       | 16,246,288            | 18,747,852 |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

Freshwater swimming areas are widely distributed in Florida and are often more convenient to residents than a long drive to a saltwater beach, though only 22 percent of residents participate in freshwater beach activities. Tourists are more likely to prefer a swim in an outdoor swimming pool over a visit to a freshwater lake or river, with only 14 percent participating. One exception is Florida’s freshwater springs which attract large numbers of residents and tourists alike. The Northwest, North Central and Central regions had the highest resident participation rates in this activity.

The Northwest, North Central and Central East regions had the highest levels of service in the state. Some of the state’s highest concentrations of freshwater lakes and springs are found in these regions. The Central region is known for having an abundance of lakes, but higher populations and residential lakefront developments contribute to the regions lower level of service. Levels of service were lowest in the Northeast and Central West regions, where freshwater swimming resources are in relatively short supply.

*Freshwater Beach Activities: Level of Service Comparisons*



*Saltwater Boat Fishing*

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Linear Feet/1,000 Participants) |              |
|------------------|---------------------|-----------|-----------------------|-------------------|--|--------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011   | 2020         |
| Northwest        | 24                  | 14        | 1,467,386             | 1,686,315         | 0.15   | 0.13         |
| North Central    | 29                  | 14        | 507,023               | 573,453           | 0.10   | 0.09         |
| Northeast        | 27                  | 14        | 1,263,581             | 1,469,611         | <b>0.054</b>   | <b>0.046</b> |
| Central West     | 31                  | 14        | 2,637,622             | 3,031,069         | <b>0.07</b>  | <b>0.06</b>  |
| Central          | 25                  | 14        | 4,746,577             | 5,545,892         | NA   | NA           |
| Central East     | 27                  | 14        | 1,300,669             | 1,497,944         | 0.19   | 0.17         |
| Southwest        | 29                  | 14        | 1,772,642             | 2,069,267         | 0.11   | 0.10         |
| Southeast        | 24                  | 14        | 3,572,451             | 3,686,867         | <b>0.084</b>   | <b>0.082</b> |
| <b>Statewide</b> | <b>27</b>           | <b>14</b> | <b>17,284,148</b>     | <b>19,929,676</b> | <b>0.07</b>  | <b>0.06</b>  |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

Florida’s coastline has tremendous potential for saltwater boating and boat fishing. Approximately 17.3 million residents and tourists participated in saltwater boat fishing in 2011. It is predominantly a resident activity, both statewide and in the regions, with 27

percent of statewide residents, but only 14 percent of visitors participating. In this region, high quality saltwater fishing areas are easily accessible to visitors who trailer their boats from nearby southeastern states.

The Central West region had the highest rate of resident participation at 31 percent. The proximity of prime fishing areas undoubtedly contribute to the popularity of saltwater boating and boat fishing there. The Southwest and North Central regions also had high resident participation rates at 29 percent. Because the resources involved in this activity are virtually unlimited, levels of service and future need comparisons were not calculated.

*Saltwater Non-Boat Fishing*

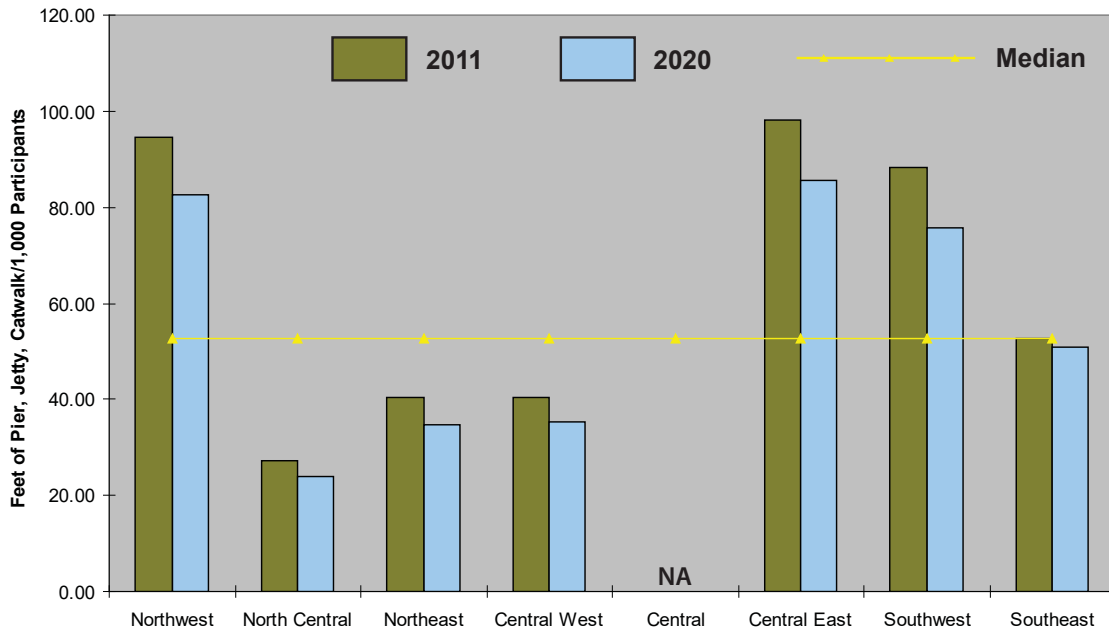
| Region           | % of Participation* |          | Total Participation** |                   | Level of Service<br><small>(Feet of Pier, Jetty, Catwalk/1,000 Participants)</small> |              |
|------------------|---------------------|----------|-----------------------|-------------------|--|--------------|
|                  | Residents           | Tourists | 2011                  | 2020              | 2011   | 2020         |
| Northwest        | 18                  | 7        | 783,866               | 897,242           | 94.47  | 82.53        |
| North Central    | 11                  | 7        | 222,378               | 252,283           | <b>27.19</b>   | <b>23.97</b> |
| Northeast        | 15                  | 7        | 653,775               | 760,530           | <b>40.45</b>   | <b>34.77</b> |
| Central West     | 20                  | 7        | 1,438,743             | 1,650,365         | <b>40.51</b>   | <b>35.32</b> |
| Central          | 13                  | 7        | 2,351,198             | 2,747,556         | NA   | NA           |
| Central East     | 21                  | 7        | 761,383               | 874,748           | 98.20  | 85.48        |
| Southwest        | 18                  | 7        | 938,605               | 1,096,637         | 88.38  | 75.64        |
| Southeast        | 13                  | 7        | 1,839,717             | 1,902,730         | 52.74  | 51.00        |
| <b>Statewide</b> | <b>16</b>           | <b>7</b> | <b>8,984,244</b>      | <b>10,350,684</b> | <b>43.75</b>   | <b>40.54</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

Nearly 93 miles of fishing piers, jetties and catwalks offer saltwater fishing opportunities to shoreline fishermen along Florida’s coastline. Unlike boat fishing, the cost of equipment required to participate in non-boat fishing is low and affordable to most people. The level of experience and physical effort required to participate are low as well. Statewide, 16 percent of residents participated, but only 7 percent of tourists. Resident participation rates were highest in Central East and Central West regions (21 percent and 20 percent, respectively).

Regional levels of service were highest in the Northwest and Central East regions. Many of the states most popular fishing piers are located in these regions, including the Pensacola Beach Fishing Pier, the Sun glow Fishing Pier in Daytona, and the Cocoa Beach Pier. Many coastal communities in these regions have at least one county or city-operated pier or other type of shoreline fishing facility, which tend to draw resident fishermen and tourists alike. Levels of service were lowest in the North Central, Northeast and Central West regions. In the North Central and in portions of the Central West regions, much of the coastline is of a shallow, low-energy nature.

### Saltwater Non-Boat Fishing: Level of Service Comparisons



### Saltwater Boat Ramp Use

| Region           | % of Participation* |          | Total Participation** |                   | Level of Service<br>(Ramp Lanes/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|-------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020              | 2011  | 2020        |
| Northwest        | 20                  | 7        | 805,238               | 920,540           | 0.27  | 0.23        |
| North Central    | 30                  | 7        | 393,353               | 440,890           | 0.13  | 0.12        |
| Northeast        | 23                  | 7        | 772,451               | 899,152           | <b>0.09</b>   | <b>0.08</b> |
| Central West     | 28                  | 7        | 1,666,562             | 1,907,248         | <b>0.12</b>   | <b>0.10</b> |
| Central          | 23                  | 7        | 2,693,780             | 3,160,542         | NA  | NA          |
| Central East     | 30                  | 7        | 915,880               | 1,049,960         | 0.28  | 0.24        |
| Southwest        | 25                  | 7        | 1,077,855             | 1,261,275         | 0.18  | 0.16        |
| Southeast        | 23                  | 7        | 2,386,577             | 2,670,685         | <b>0.13</b>   | <b>0.11</b> |
| <b>Statewide</b> | <b>25</b>           | <b>7</b> | <b>10,755,328</b>     | <b>12,359,650</b> | <b>0.12</b>   | <b>0.10</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

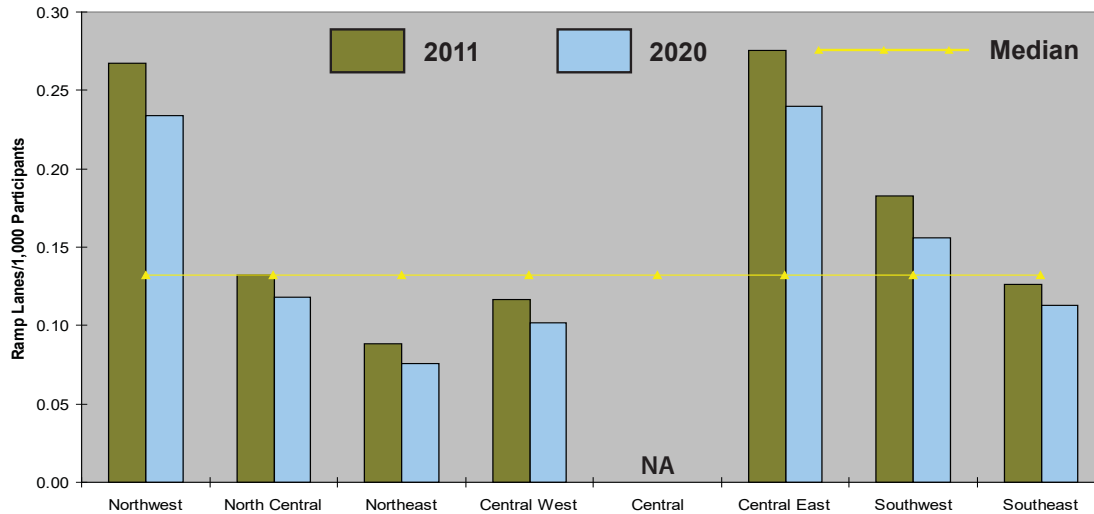
\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

**BOLD** numbers represent a number below the statewide median.

Recreational boating access to Florida’s coastal waters is highly valued by boaters, fishermen, hunters and other sportsmen. This activity was considerably more popular among residents than tourists. Statewide, 25 percent of residents participated in saltwater boat ramp use but only 7 percent of tourists. Resident participation was highest in the North Central and Central East regions.

The Northwest and Central East regions had the highest levels of service in the state. Level of service was lowest in the Northeast and Central West regions. Continued population and tourism increases will continue to strain these valued resources. Maintenance of existing facilities and construction of new boat ramps will important in supporting this important aspect of Florida’s recreation program.

**Saltwater Boat Ramp Use: Level of Service Comparisons**



**Freshwater Boat Fishing**

| Region           | % of Participation* |          | Total Participation** |                  |
|------------------|---------------------|----------|-----------------------|------------------|
|                  | Residents           | Tourists | 2011                  | 2020             |
| Northwest        | 22                  | 4        | 565,346               | 640,654          |
| North Central    | 26                  | 4        | 308,610               | 344,410          |
| Northeast        | 19                  | 4        | 526,689               | 613,429          |
| Central West     | 19                  | 4        | 1,031,826             | 1,179,464        |
| Central          | 24                  | 4        | 1,882,969             | 2,220,440        |
| Central East     | 18                  | 4        | 530,252               | 607,777          |
| Southwest        | 14                  | 4        | 609,654               | 713,342          |
| Southeast        | 6                   | 4        | 956,688               | 984,877          |
| <b>Statewide</b> | <b>16</b>           | <b>4</b> | <b>6,452,039</b>      | <b>7,409,685</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

Florida is dotted with thousands of lakes and rivers that provided freshwater boat fishing opportunities for an estimated 6.5 million participants in 2011. Even more than saltwater boat fishing, it is almost exclusively a resident pastime, with only four percent of tourists participating statewide. The St. Johns River, Lake Okeechobee, Lake Tohopekaliga and many



other waters are nationally known for their excellent trophy (10 pounds or more) largemouth bass fishing and major fishing tournaments. Freshwater fishing is a major theme of nature-based tourism marketing efforts in these regions as well.

Among residents, three regions had participation rates exceeding 20 percent. The highest rates were in the North Central and Central regions. In the North Central region, large rivers and smaller creeks provide convenient fishing opportunities to residents. High resident participation rates also occurred in the Central region where dozens of large lakes and hundreds of smaller ones are widely distributed. Because of the vast supply of open water area that is available for freshwater boat fishing, levels of service and estimates of future needs comparisons were not calculated.

### Freshwater Non-Boat Fishing

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Feet of Pier, Jetty, Catwalk/1,000 Participants) |               |
|------------------|---------------------|----------|-----------------------|------------------|---|---------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020          |
| Northwest        | 6                   | 2        | 235,017               | 268,590          | <b>86.87</b>  | <b>76.01</b>  |
| North Central    | 10                  | 2        | 122,240               | 136,868          | 249.66  | 222.97        |
| Northeast        | 10                  | 2        | 267,965               | 312,096          | <b>96.58</b>  | <b>82.92</b>  |
| Central West     | 9                   | 2        | 507,869               | 580,802          | 125.85  | 110.05        |
| Central          | 8                   | 2        | 829,526               | 974,819          | 142.07  | 120.90        |
| Central East     | 7                   | 2        | 238,380               | 273,612          | <b>116.89</b>   | <b>101.84</b> |
| Southwest        | 5                   | 2        | 270,066               | 315,507          | 196.62  | 168.30        |
| Southeast        | 5                   | 2        | 574,843               | 596,589          | <b>49.56</b>  | <b>47.75</b>  |
| <b>Statewide</b> | <b>7</b>            | <b>2</b> | <b>3,072,042</b>      | <b>3,530,982</b> | <b>159.44</b>   | <b>138.72</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

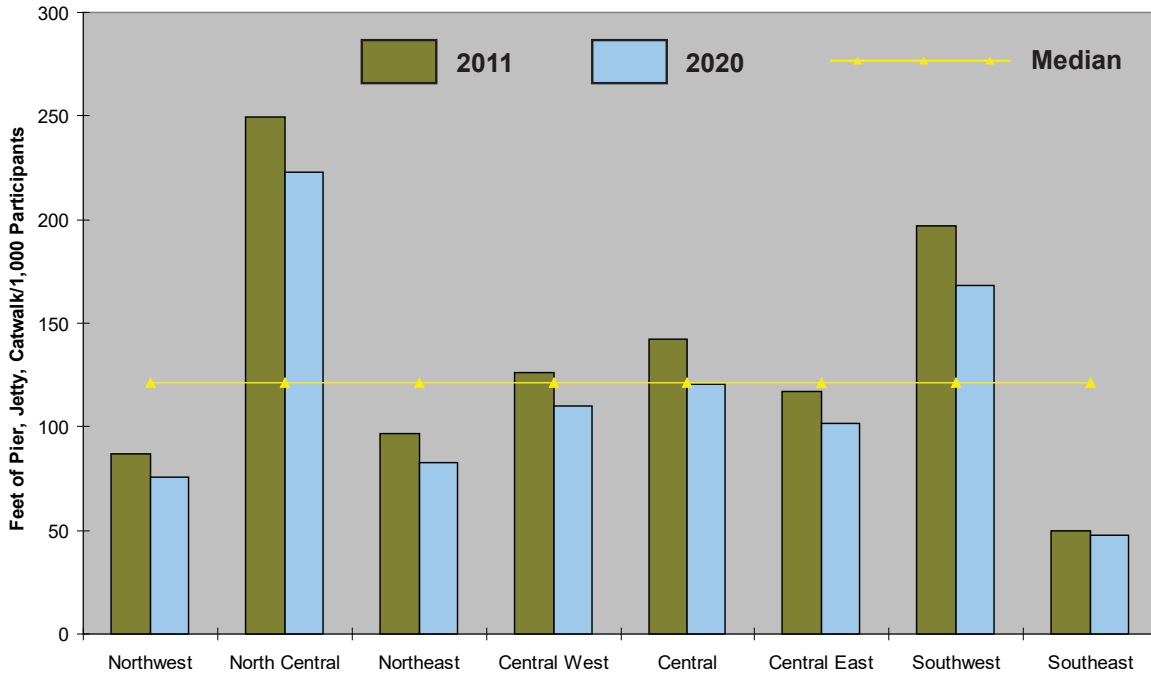
**BOLD numbers represent a number below the statewide median.**

Freshwater shoreline fishing is a very popular activity and is enjoyed by a wide range of people. It is a traditional activity that is common along waterways in rural communities. Like its saltwater counterpart, neither elaborate equipment nor special skills are required to enjoy a day of this type of fishing. It is also essentially a resident activity, with two percent of tourists taking part statewide. Resident participation rates were highest in the Northeast and North Central regions, where the Apalachicola, Suwannee and St. Johns Rivers and their many tributaries provide ample shoreline and excellent fishing.

The North Central and Southwest regions had the highest levels of service compared with the other regions. In addition to the high concentrations of freshwater resources in these regions, many local governments have constructed piers and catwalks that facilitate this activity. Levels of service were lowest in the Southeast and Northwest regions.

Level of Service Comparison Chart on following page

Freshwater Non-Boat Fishing: Level of Service Comparisons



Freshwater Boat-Ramp Use

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Ramp Lanes/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 25                  | 3        | 509,172               | 573,375          | 0.60  | 0.53        |
| North Central    | 37                  | 3        | 387,679               | 430,647          | 0.71  | 0.64        |
| Northeast        | 23                  | 3        | 530,251               | 618,032          | 0.31  | 0.27        |
| Central West     | 20                  | 3        | 948,201               | 1,081,200        | <b>0.16</b>   | <b>0.14</b> |
| Central          | 33                  | 3        | 1,915,355             | 2,271,762        | <b>0.30</b>   | <b>0.25</b> |
| Central East     | 21                  | 3        | 526,071               | 601,440          | 0.33  | 0.29        |
| Southwest        | 12                  | 3        | 486,230               | 569,268          | <b>0.24</b>   | <b>0.20</b> |
| Southeast        | 7                   | 3        | 861,741               | 969,965          | <b>0.18</b>   | <b>0.16</b> |
| <b>Statewide</b> | <b>19</b>           | <b>3</b> | <b>6,167,249</b>      | <b>7,064,054</b> | <b>0.31</b>   | <b>0.27</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

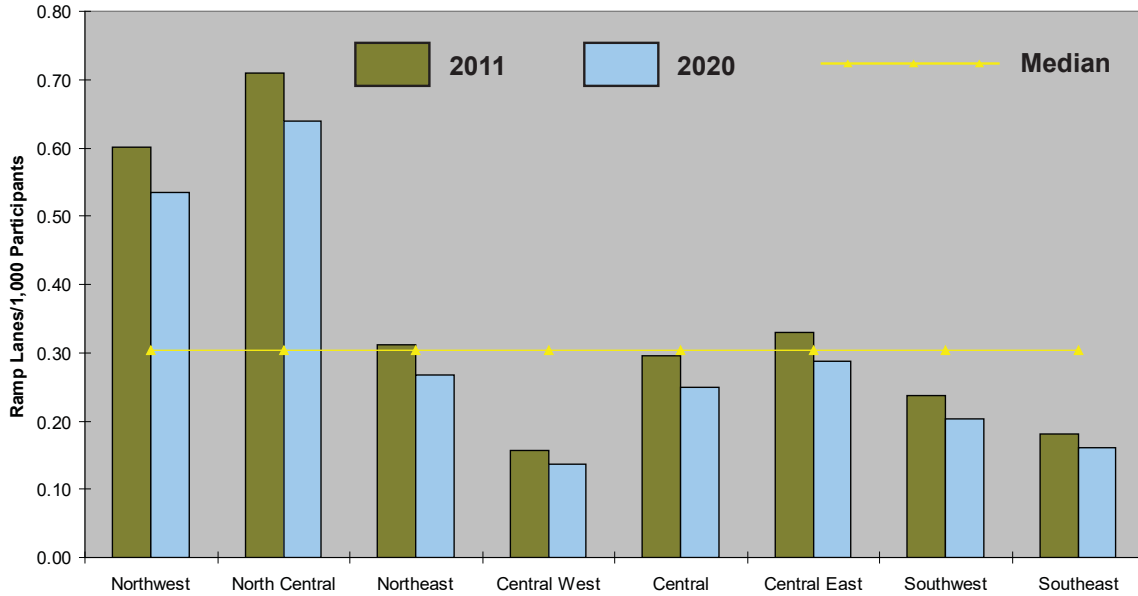
**BOLD** numbers represent a number below the statewide median.

Just as for saltwater boat ramps, freshwater boat ramps provide vital access to Florida’s public waters for millions of boaters who lack other means of access. A large disparity exists between resident and tourist participation, as is the case for other boating-related activities.

Resident participation was highest in the North Central and Central regions (37 percent and 33 percent, respectively).

Regional levels of service were highest in the North Central, Northwest and Central East regions. Levels of service were lowest in the Central West and Southeast regions. Resident participation rates in the Southeast region are lowest in the state.

*Freshwater Boat-Ramp Use: Level of Service Comparisons*



*Canoeing/Kayaking*

| Region           | % of Participation* |           | Total Participation** |                   |
|------------------|---------------------|-----------|-----------------------|-------------------|
|                  | Residents           | Tourists  | 2011                  | 2020              |
| Northwest        | 19                  | 10        | 1,054,751             | 1,210,853         |
| North Central    | 29                  | 10        | 436,178               | 491,119           |
| Northeast        | 25                  | 10        | 984,414               | 1,145,400         |
| Central West     | 30                  | 10        | 2,088,352             | 2,394,880         |
| Central          | 24                  | 10        | 3,557,058             | 4,164,016         |
| Central East     | 24                  | 10        | 999,124               | 1,149,200         |
| Southwest        | 32                  | 10        | 1,469,614             | 1,718,848         |
| Southeast        | 26                  | 10        | 3,022,809             | 3,396,190         |
| <b>Statewide</b> | <b>26</b>           | <b>10</b> | <b>13,538,341</b>     | <b>15,584,916</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

Canoeing and kayaking appear to have gained in popularity in recent years, with participation rates similar to motorized boating, as 26 percent of residents and 10 percent of tourists participated in 2011. The requirements of this activity in terms of equipment, time and physical ability are such that most people can participate, and the availability of canoe rentals and outfitting services is improving in much of the state. Popularity among residents is greatest in the Southwest, Central West and North Central regions where miles of excellent paddling trails exist. These regional participation rates correspond generally with the availability of designated canoe trails and commercial canoe rental and outfitting services.

Better trail mapping and increased public awareness efforts regarding canoeing and kayaking trails are occurring at all levels of supply and by many businesses and user groups. Resident and tourist participation in this activity can be expected to increase as these efforts continue. Due to the virtually unlimited canoeing and kayaking resources in Florida, levels of service and future needs were not calculated. Additional efforts are needed to identify suitable trails to support the nearly 15.5 million participants projected by 2020.

### LAND-BASED ACTIVITIES

#### Visiting Archaeological and Historic Sites

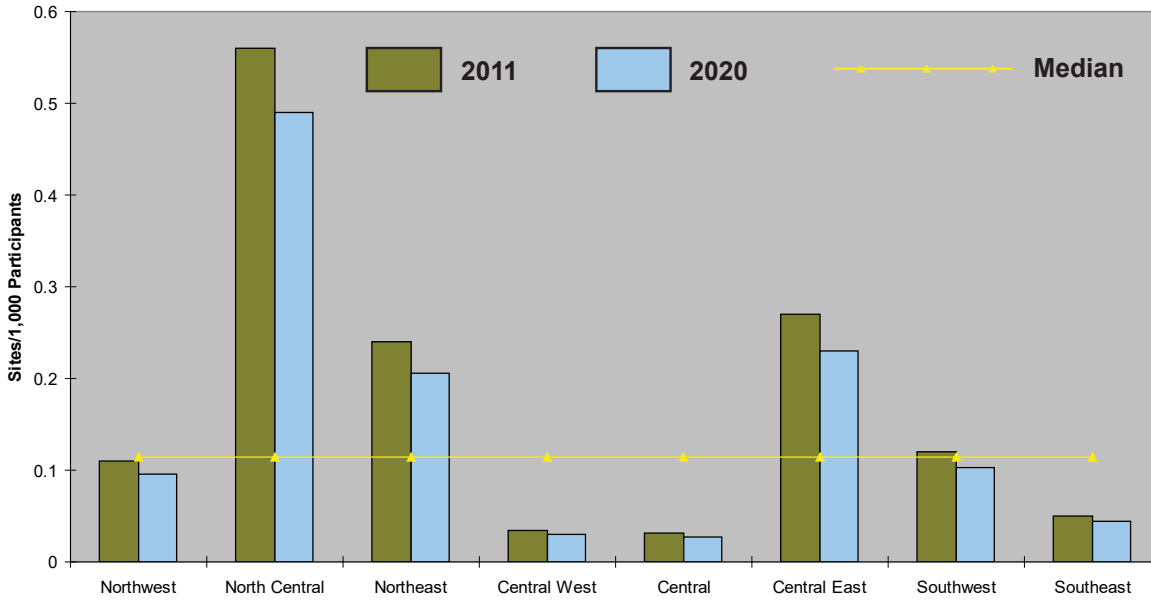
| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Sites/1,000 Participants) |              |
|------------------|---------------------|-----------|-----------------------|-------------------|--|--------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011   | 2020         |
| Northwest        | 34                  | 26        | 2,588,554             | 2,980,558         | <b>0.11</b>                                    | <b>0.10</b>  |
| North Central    | 43                  | 26        | 840,030               | 952,553           | 0.56   | 0.49         |
| Northeast        | 48                  | 26        | 2,301,815             | 2,677,072         | 0.24   | 0.21         |
| Central West     | 35                  | 26        | 4,172,177             | 4,808,720         | <b>0.034</b>                                   | <b>0.030</b> |
| Central          | 36                  | 26        | 8,380,387             | 9,780,104         | <b>0.031</b>                                   | <b>0.027</b> |
| Central East     | 39                  | 26        | 2,213,939             | 2,552,680         | 0.27   | 0.23         |
| Southwest        | 44                  | 26        | 3,080,344             | 3,593,316         | 0.12   | 0.10         |
| Southeast        | 40                  | 26        | 6,303,290             | 7,143,320         | <b>0.05</b>                                    | <b>0.04</b>  |
| <b>Statewide</b> | <b>39</b>           | <b>26</b> | <b>29,822,511</b>     | <b>34,421,374</b> | <b>0.1</b>                                     | <b>0.09</b>  |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

Considering the richness of Florida’s history and the wealth of archaeological sites that are protected under public ownership, it is not surprising that visiting these areas was the most popular land-based recreation activity among both residents and tourists. Nearly 39 percent of statewide residents and 26 percent of tourists participated. Much attention has been given to educating Florida residents about their state’s cultural heritage and promoting these areas to out-of-state visitors has been a mainstay of heritage tourism efforts. Nearly every Florida community has one or more historic sites within a short drive’s distance and these areas can make excellent day trip destinations for families. The Northeast, Southwest, and North Central regions had the highest resident participation rates, with more than forty percent of their residents participating.

Regional levels of service were highest in the North Central, Central East, and Northeast regions. Significantly higher numbers of inventoried sites occur in these regions. Level of service was lowest in the highly populated Central Region.

*Visiting Archaeological and Historic Sites: Level of Service Comparisons*



*Wildlife Viewing*

| Region           | % of Participation* |           | Total Participation** |                   |
|------------------|---------------------|-----------|-----------------------|-------------------|
|                  | Residents           | Tourists  | 2011                  | 2020              |
| Northwest        | 47                  | 47        | 4,534,884             | 5,230,489         |
| North Central    | 55                  | 47        | 1,312,231             | 1,494,365         |
| Northeast        | 52                  | 47        | 3,633,991             | 4,223,768         |
| Central West     | 46                  | 47        | 7,036,973             | 9,063,856         |
| Central          | 50                  | 47        | 14,653,471            | 17,081,860        |
| Central East     | 56                  | 47        | 3,764,306             | 4,344,760         |
| Southwest        | 57                  | 47        | 5,142,469             | 5,992,123         |
| Southeast        | 45                  | 47        | 9,854,876             | 11,244,015        |
| <b>Statewide</b> | <b>49</b>           | <b>47</b> | <b>49,867,642</b>     | <b>57,638,034</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

Florida’s diverse wildlife, from exotic birds to the beloved manatee, offers unique and popular wildlife viewing opportunities. In 2011, 49 percent of residents and 47 percent of tourists took

a trip for the primary purpose of viewing wildlife, making it the second most popular activity in the state. The highest levels of resident participation were in the Southwest, North Central and Central East regions. Big Cypress National Preserve, St. Marks National Wildlife Refuge, and Merritt Island National Wildlife Refuge are all examples of popular areas in these regions for wildlife viewing.

Maintaining Florida’s wildlife viewing opportunities is largely contingent on the continued effort to conserve large tracts of undeveloped lands and connecting existing lands. A combination of protection, education and acquisition will help ensure that Florida remains a primary destination for wildlife viewers. No level of service was conducted for this program.

*Nature Study*

| Region           | % of Participation* |          | Total Participation** |            | Level of Service<br>(Miles of Trail/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020       | 2011  | 2020        |
| Northwest        | 15                  | 8        | 841,803               | 966,505    | 0.3   | 0.26        |
| North Central    | 18                  | 8        | 301,752               | 340,838    | 0.75  | 0.66        |
| Northeast        | 14                  | 8        | 696,592               | 810,096    | 0.23  | 0.20        |
| Central West     | 19                  | 8        | 1,524,456             | 1,751,024  | <b>0.13</b>   | <b>0.12</b> |
| Central          | 17                  | 8        | 2,773,316             | 3,244,018  | <b>0.12</b>   | <b>0.11</b> |
| Central East     | 17                  | 8        | 763,217               | 878,440    | 0.26  | 0.23        |
| Southwest        | 22                  | 8        | 1,107,672             | 1,294,658  | <b>0.23</b>   | <b>0.20</b> |
| Southeast        | 19                  | 8        | 2,316,768             | 2,606,945  | <b>0.09</b>   | <b>0.08</b> |
| <b>Statewide</b> | 18                  | 8        | 10,304,236            | 11,870,788 | 0.17  | 0.16        |

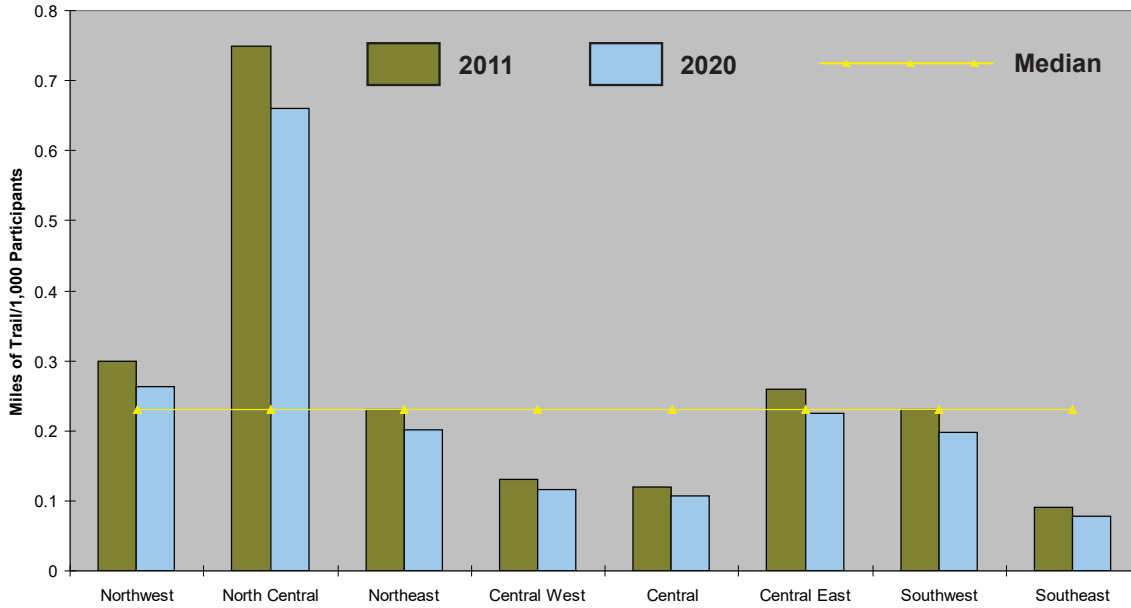
\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

The great diversity of Florida’s natural communities makes it a paradise for the study of nature. In 2011, an estimated 11.1 million residents and tourists participated in nature study. Anyone with sufficient interest can participate. Although no specialized facilities or equipment are required, trails that have been designed for educating visitors and interpreting the natural landscape can add tremendously to the enjoyment of the experience, particularly for those who are disabled or are less well-initiated in natural settings. The popularity of this activity is likely to increase even further as public education and nature-based tourism marketing efforts continue. Regional participation rates for residents were highest in the Southwest, Southeast and Central East regions, where extensive protected lands are convenient to highly populated urban areas.

Level of service for nature study is based on the availability of nature and interpretive trails, which offer the common participant a better understanding of their natural surroundings. The less populated North Central Region, where there are many miles of trails and smaller resident and tourist populations, had the highest level of service. The lowest levels of service were found in the densely populated Central and Southeast regions. Additional nature study trails will be needed in all regions to maintain current levels of service.



*Nature Study: Level of Service Comparisons*



*Picnicking*

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Tables/1,000 Participants) |             |
|------------------|---------------------|-----------|-----------------------|-------------------|---|-------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011  | 2020        |
| Northwest        | 33                  | 37        | 3,530,067             | 4,074,071         | <b>2.77</b>                                     | <b>2.40</b> |
| North Central    | 44                  | 37        | 1,039,405             | 1,183,444         | 6.85  | 6.01        |
| Northeast        | 40                  | 37        | 2,846,612             | 3,308,520         | <b>2.10</b>                                     | <b>1.81</b> |
| Central West     | 40                  | 37        | 5,650,502             | 6,519,760         | 3.22  | 2.79        |
| Central          | 38                  | 37        | 11,490,942            | 13,393,452        | <b>2.41</b>                                     | <b>2.07</b> |
| Central East     | 43                  | 37        | 2,945,593             | 3,400,160         | 4.50  | 3.90        |
| Southwest        | 39                  | 37        | 3,937,373             | 4,586,021         | 4.60  | 3.95        |
| Southeast        | 41                  | 37        | 8,072,367             | 9,192,355         | <b>2.16</b>                                     | <b>1.89</b> |
| <b>Statewide</b> | <b>40</b>           | <b>37</b> | <b>39,525,524</b>     | <b>45,678,640</b> | <b>3.61</b>                                     | <b>2.57</b> |

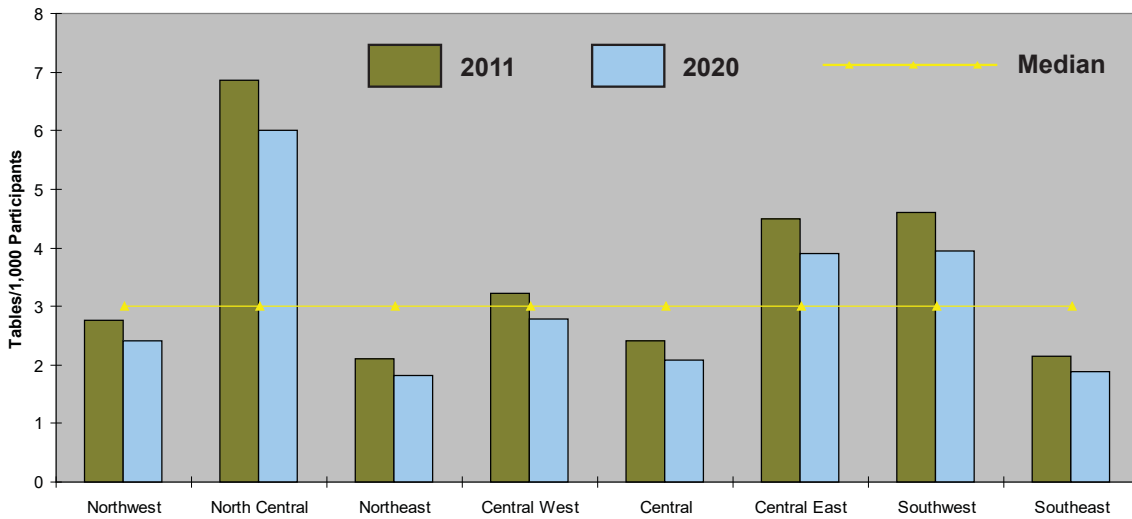
\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

Because of its simplicity and its relationship to so many other recreational pursuits, picnicking is one of the most popular outdoor activities in the state. It is largely a family-type of activity, although in Florida, many large social groups also enjoy picnicking, and it requires only that the participant enjoy a meal outdoors. Picnicking is the third most popular activity for residents and fourth most popular amongst tourists. Participation among residents was

highest in the North Central, Central East and Southeast regions. Participation for most regions was around 40 percent, except for the Northwest region which had a 33 percent participation rate.

The North Central region, which had the highest participation rate, also boasts the highest level of service, followed by the Southwest and Central West regions. Levels of service were lowest in the Northeast and Southeast regions.

*Picnicking: Level of Service Comparisons*

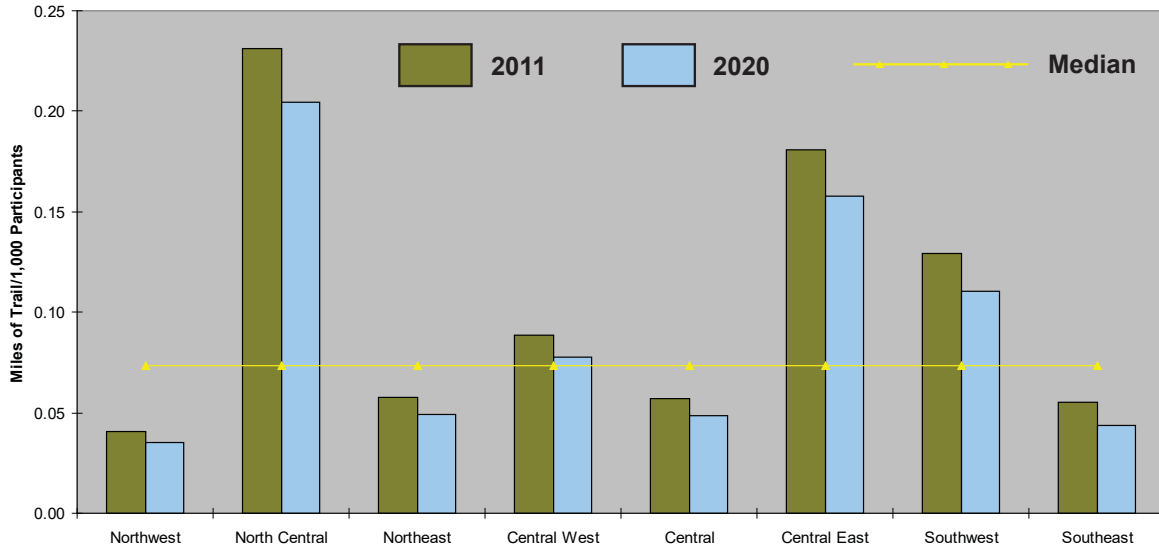


*Bicycle Riding - Paved Trails*

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Miles of Trail/1,000 Participants) |              |
|------------------|---------------------|-----------|-----------------------|-------------------|---|--------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011  | 2020         |
| Northwest        | 33                  | 13        | 1,418,469             | 1,623,222         | <b>0.040</b>  | <b>0.035</b> |
| North Central    | 28                  | 13        | 469,542               | 530,513           | 0.23  | 0.20         |
| Northeast        | 43                  | 13        | 1,411,176             | 1,642,728         | <b>0.06</b>   | <b>0.05</b>  |
| Central West     | 40                  | 13        | 2,682,795             | 3,075,587         | 0.09  | 0.08         |
| Central          | 36                  | 13        | 4,673,897             | 5,478,123         | <b>0.06</b>   | <b>0.05</b>  |
| Central East     | 41                  | 13        | 1,441,275             | 1,654,824         | 0.18  | 0.16         |
| Southwest        | 45                  | 13        | 1,942,406             | 2,272,976         | 0.13  | 0.11         |
| Southeast        | 43                  | 13        | 4,373,075             | 7,143,320         | <b>0.06</b>   | <b>0.04</b>  |
| <b>Statewide</b> | <b>40</b>           | <b>13</b> | <b>18,427,044</b>     | <b>21,189,571</b> | <b>0.08</b>   | <b>0.07</b>  |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

*Bicycle Riding - Paved Trails: Level of Service Comparisons*



In theory, one could ride a bicycle for recreation almost anywhere in Florida due to the easy availability of public roadways. In reality, however, paved trails that are specifically designed for bicycling are actually quite limited and are vital for full and safe public enjoyment of this activity. The participation rates identified in Responsive Management’s resident and tourist surveys reflected both types of bicycling. Bicycling on paved surfaces is a very popular activity in Florida, accounting for more than 14.8 million participants. Statewide, 40 percent of residents and 13 percent of visitors participated. Resident participation rates were highest in the Southwest, Southeast and Northeast regions with the Central East and Central West regions following closely.

The North Central, Central East and Southwest regions had the three highest levels of service in the state. Levels of service were lowest in the Southeast and Northwest regions. While the Southeast has a comparable amount of opportunities, high demand and greater population contribute to the regions lower level of service. Paved biking trails remain a statewide need, as they provide not only recreation opportunities, but allow for safer alternative transportation.

*Bicycle Riding - Unpaved Trails*

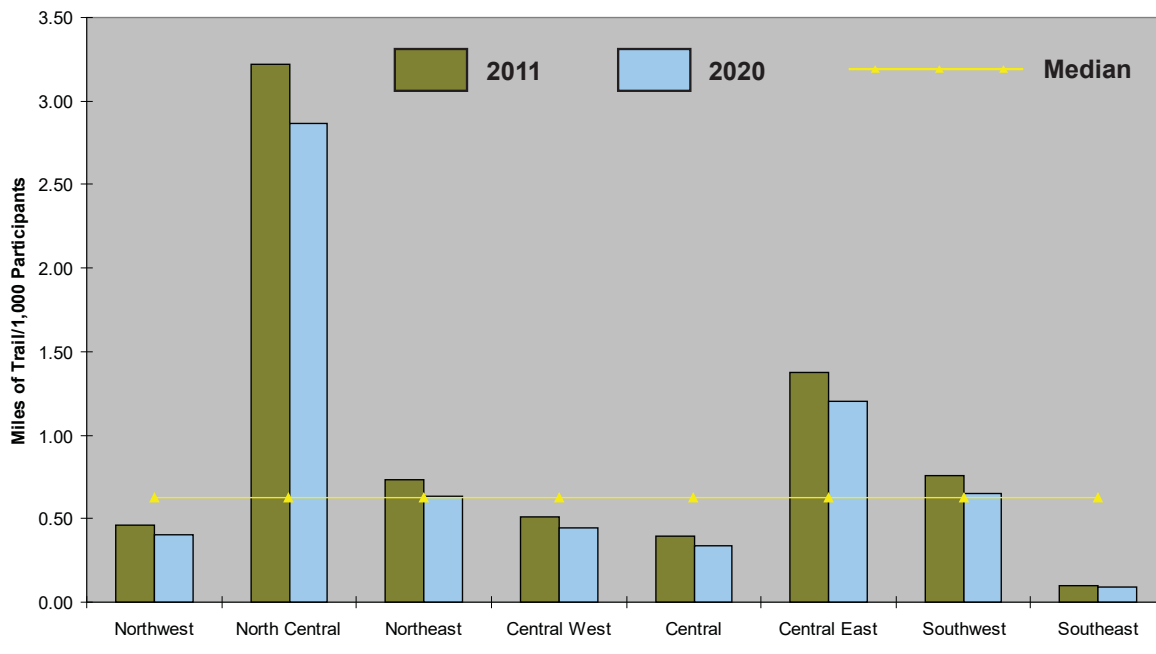
Unpaved trails are the preferred surfaces for “mountain biking,” a more rugged and athletic style of bicycle riding than its paved surface counterpart. Despite the physical requirements and somewhat specialized equipment that are needed to participate in the activity, biking on unpaved trails was enjoyed by nearly 6.5 million participants. It is mostly a resident activity, with only four percent of tourists participating. Resident participation was distributed fairly evenly across regions, Central East region leading the others.

Similar to bicycle riding on paved trails, levels of service were highest in the North Central, Central East and Southwest regions. These regions had some of the highest supply levels of all the regions. Level of service was lowest in the Southeast region, where high demand and larger populations strain a short supply.

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Miles of Trail/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 11                  | 4        | 459,548               | 525,748          | <b>0.46</b>   | <b>0.40</b> |
| North Central    | 15                  | 4        | 205,004               | 230,188          | 3.22  | 2.87        |
| Northeast        | 17                  | 4        | 509,405               | 593,209          | 0.73  | 0.63        |
| Central West     | 15                  | 4        | 919,229               | 1,052,783        | <b>0.51</b>   | <b>0.45</b> |
| Central          | 14                  | 4        | 1,595,599             | 1,873,145        | <b>0.40</b>   | <b>0.34</b> |
| Central East     | 18                  | 4        | 548,923               | 629,065          | 1.38  | 1.20        |
| Southwest        | 17                  | 4        | 668,612               | 782,919          | 0.76  | 0.65        |
| Southeast        | 17                  | 4        | 1,586,045             | 1,666,208        | <b>0.10</b>   | <b>0.09</b> |
| <b>Statewide</b> | <b>16</b>           | <b>4</b> | <b>6,490,027</b>      | <b>7,454,373</b> | <b>0.58</b>   | <b>0.51</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD** numbers represent a number below the statewide median.

*Bicycle Riding - Unpaved Trails: Level of Service Comparisons*



*Hiking*

Like other recreational trail activities, hiking’s popularity has increased in recent years as a result of increased public education and promotion and the volunteer efforts of the Florida Trail Association. Florida has more than 11,000 miles of trails open to hiking, most of which are located on the state’s public lands. They provide a diverse range of hiking experiences,

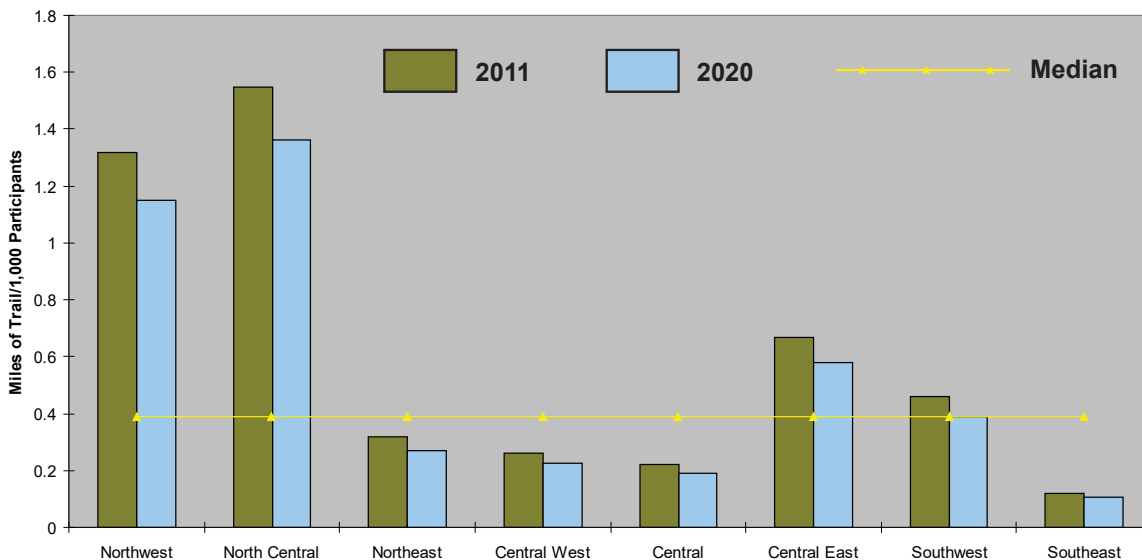
from a day’s hike to a long-distance trek, from one end of the state to the other. Nearly 24 million people participated in hiking during 2011, with relatively equivalent participation rates between residents and tourists, 21 percent and 22 percent, respectively. Among residents, the highest participation rates were in the North Central, Central East and Northwest regions.

Along with having the highest participation rates, the North Central, Central East and Northwest regions also had the highest levels of service. Levels of service were lowest in the Central and Southeast regions. Hiking trails are in short supply in the Southeast region, and both regions have high resident and tourist populations.

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Miles of Trail/1,000 Participants) |             |
|------------------|---------------------|-----------|-----------------------|-------------------|---|-------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011  | 2020        |
| Northwest        | 30                  | 22        | 2,202,607             | 2,535,410         | 1.32  | 1.15        |
| North Central    | 32                  | 22        | 671,004               | 762,112           | 1.55  | 1.36        |
| Northeast        | 25                  | 22        | 1,711,014             | 1,988,760         | <b>0.32</b>   | <b>0.27</b> |
| Central West     | 29                  | 22        | 3,512,307             | 4,048,624         | <b>0.26</b>   | <b>0.22</b> |
| Central          | 29                  | 22        | 7,043,045             | 8,217,546         | <b>0.22</b>   | <b>0.19</b> |
| Central East     | 32                  | 22        | 1,856,932             | 2,141,360         | 0.67  | 0.58        |
| Southwest        | 27                  | 22        | 2,413,143             | 2,811,953         | 0.46  | 0.39        |
| Southeast        | 13                  | 22        | 4,609,322             | 5,259,255         | <b>0.12</b>   | <b>0.11</b> |
| <b>Statewide</b> | <b>21</b>           | <b>22</b> | <b>23,918,341</b>     | <b>27,632,916</b> | <b>0.77</b>   | <b>0.40</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

*Hiking: Level of Service Comparisons*



RV/Trailer Camping

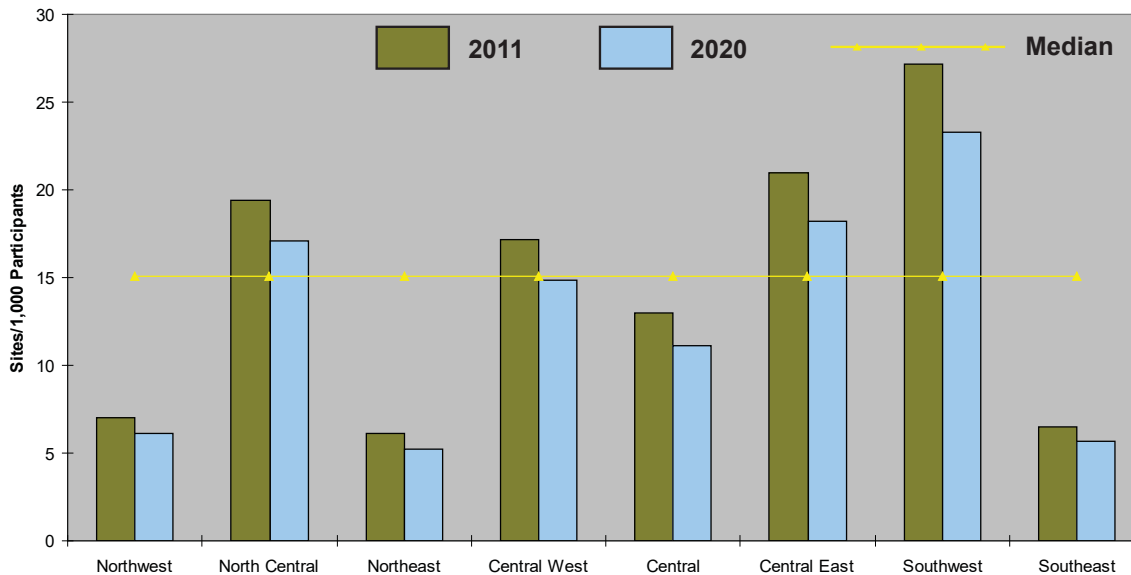
| Region           | % of Participation* |          | Total Participation** |                   | Level of Service<br>(Sites/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|-------------------|--|-------------|
|                  | Residents           | Tourists | 2011                  | 2020              | 2011   | 2020        |
| Northwest        | 10                  | 9        | 878,369               | 1,012,470         | <b>7.04</b>                                    | <b>6.1</b>  |
| North Central    | 12                  | 9        | 264,601               | 300,852           | 19.4   | 17.1        |
| Northeast        | 10                  | 9        | 696,516               | 809,560           | <b>6.1</b>                                     | <b>5.2</b>  |
| Central West     | 10                  | 9        | 1,382,351             | 1,594,800         | 17.17  | 14.9        |
| Central          | 13                  | 9        | 2,918,606             | 3,406,762         | <b>13</b>                                      | <b>11.1</b> |
| Central East     | 9                   | 9        | 692,559               | 799,920           | 21   | 18.2        |
| Southwest        | 9                   | 9        | 948,548               | 1,104,651         | 27.2   | 23.3        |
| Southeast        | 6                   | 9        | 1,739,564             | 1,993,170         | <b>6.5</b>                                     | <b>5.7</b>  |
| <b>Statewide</b> | <b>9</b>            | <b>9</b> | <b>9,477,118</b>      | <b>10,955,394</b> | <b>13.6</b>                                    | <b>11.8</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

**BOLD** numbers represent a number below the statewide median.

RV/Trailer Camping: Level of Service Comparisons



RV camping in Florida is changing and changes can be expected in the way that residents and tourists participate in this activity. Many private campgrounds have been sold for development in recent years increasing the relative importance of public areas to maintaining the overall supply of RV sites. Full-time RV camping is a reality for many retirees who are searching for an active lifestyle and affordable housing costs. Rising gasoline prices will dampen demand for this activity, but the long-term effects on participation are not certain. In 2011, Florida hosted an estimated



9.5 million resident and tourist RV/trailer campers. Resident and tourist participation rates were both 9 percent, with the highest rates clustered in the Central and North Central regions.

Significant regional differences in levels of service were found. The Southwest region stood out as having the highest level of service of any region, followed by the Central East. The Northeast region, where fewer sites exist and demand is high, had the lowest level of service.

### Tent Camping

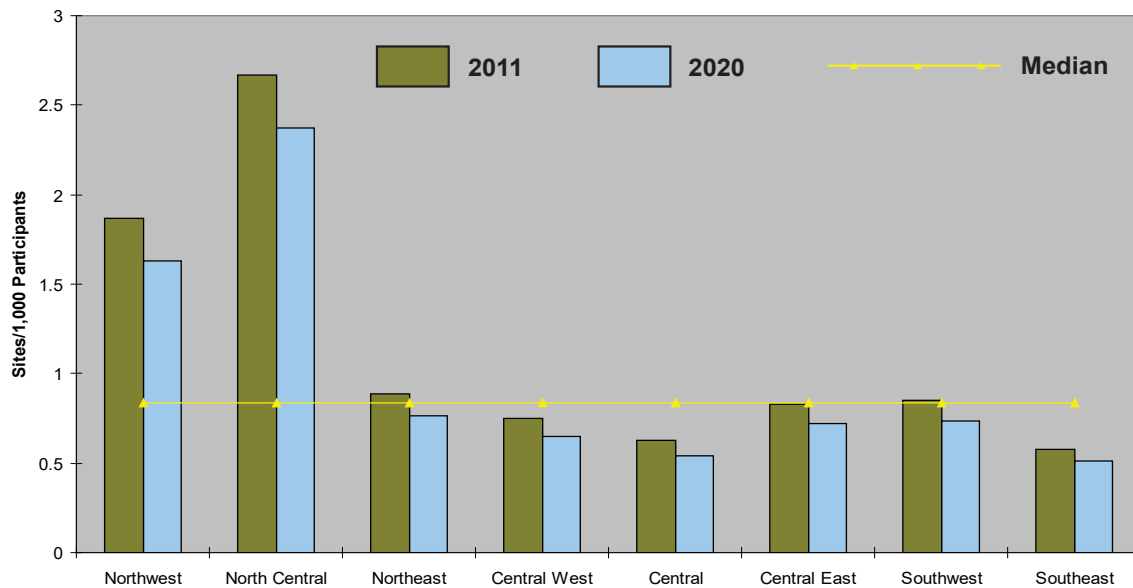
| Region           | % of Participation* |          | Total Participation** |                   | Level of Service<br>(Sites/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|-------------------|--|-------------|
|                  | Residents           | Tourists | 2011                  | 2020              | 2011   | 2020        |
| Northwest        | 15                  | 7        | 755,303               | 866,105           | 1.87   | 1.63        |
| North Central    | 22                  | 7        | 320,752               | 360,802           | 2.67   | 2.37        |
| Northeast        | 20                  | 7        | 726,981               | 846,040           | 0.89   | 0.76        |
| Central West     | 18                  | 7        | 1,374,111             | 1,577,488         | <b>0.75</b>                                    | <b>0.65</b> |
| Central          | 21                  | 7        | 2,628,026             | 3,081,274         | <b>0.63</b>                                    | <b>0.54</b> |
| Central East     | 18                  | 7        | 719,068               | 826,760           | <b>0.83</b>                                    | <b>0.72</b> |
| Southwest        | 13                  | 7        | 851,124               | 993,207           | 0.85   | 0.73        |
| Southeast        | 13                  | 7        | 1,822,804             | 2,059,535         | <b>0.58</b>                                    | <b>0.51</b> |
| <b>Statewide</b> | <b>17</b>           | <b>7</b> | <b>9,251,223</b>      | <b>10,653,522</b> | <b>0.79</b>                                    | <b>0.75</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

**BOLD** numbers represent a number below the statewide median.

### Tent Camping: Level of Service Comparisons



To most participants, tent camping is a distinctly different recreational experience than RV/trailer camping. While many tent campers enjoy having the same amenities as their counterparts in recreational vehicles, most prefer to camp in areas that have been designated specifically for tent camping. Tent campers have the added advantage of being able to take their equipment with them to more remote sites that offer the solitude not found in most RV campground settings. Tent camping more popular among residents than tourists (17 percent of residents participated compared to 7 percent of tourists). Statewide, more than 10 million people went tent camping in 2011. The North Central, Central and Northeast regions showed the highest participation rates among residents.

The highest levels of service were found in the Northwest and North Central regions. Levels of service were lowest in the Central and Southeast regions, where populations are much higher and fewer state and federal lands provide tent camping.

*Off-Highway Vehicle Riding*

| Region           | % of Participation* |          | Total Participation** |            | Level of Service<br>(Miles of Trail/1,000 Participants) |              |
|------------------|---------------------|----------|-----------------------|------------|---|--------------|
|                  | Residents           | Tourists | 2011                  | 2020       | 2011  | 2020         |
| Northwest        | 12                  | 8        | 811,843               | 933,844    | 0.46  | 0.40         |
| North Central    | 23                  | 8        | 347,128               | 390,893    | 0.2   | 0.18         |
| Northeast        | 15                  | 8        | 711,748               | 827,800    | 0.07  | 0.06         |
| Central West     | 15                  | 8        | 1,407,476             | 1,619,120  | <b>0.021</b>  | <b>0.019</b> |
| Central          | 21                  | 8        | 2,904,826             | 3,402,554  | <b>0.044</b>  | <b>0.038</b> |
| Central East     | 13                  | 8        | 697,613               | 804,040    | <b>0.05</b>   | <b>0.04</b>  |
| Southwest        | 11                  | 8        | 899,836               | 1,048,929  | 0.06  | 0.05         |
| Southeast        | 13                  | 8        | 1,978,504             | 2,240,255  | NC  | NC           |
| <b>Statewide</b> | 15                  | 8        | 9,740,197             | 11,230,990 | 0.07  | 0.06         |

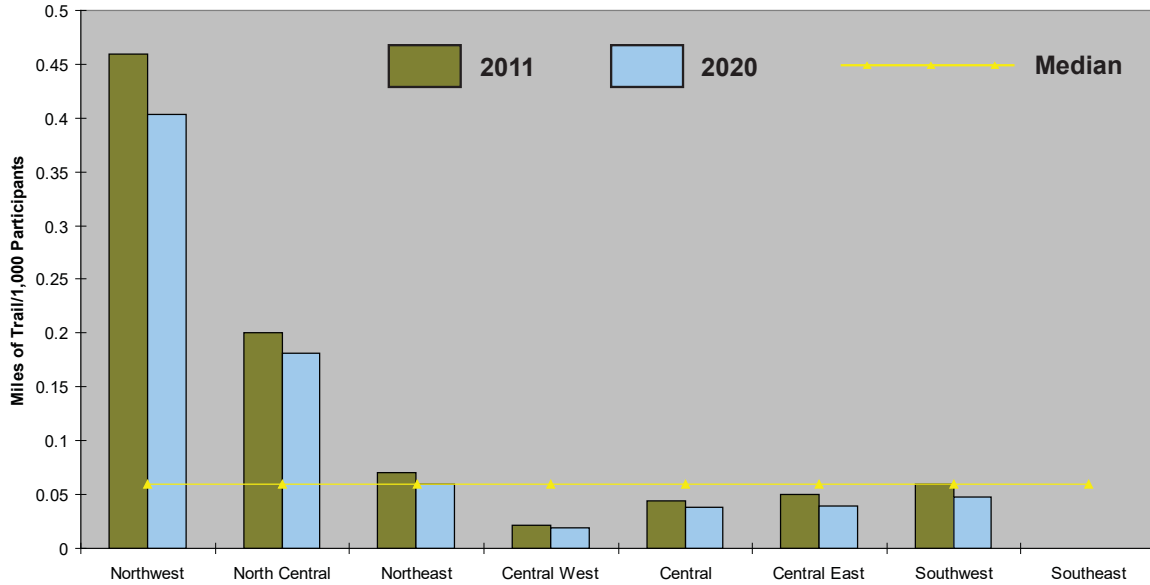
\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

Riding off-highway vehicles (OHVs) is growing in popularity in Florida, especially among families, and participation is expected to increase as new areas for OHV riding are provided. However, it is not an activity that reaches a large segment of the public. Nevertheless, more than 8.8 million people were estimated to have participated in OHV riding in 2011. The South, East Central and Tampa Bay regions displayed the highest number of participants; the North Central and Central regions had the highest rates of resident participation.

Regional levels of service were highest in the Southwest and Central East regions. Levels of service and resource/facility requirements could not be calculated in five regions because no inventoried OHV trails existed in those regions. However, all of those regions displayed significant participation in OHV riding among residents and measurable levels of participation among tourists. OHV trails undoubtedly exist in these regions, but are located on lands that could not be practicably inventoried for this plan. Statewide, nearly 180 miles of additional

trails will be needed by 2020 just to maintain current levels of service. All regions have considerable needs for additional miles of OHV trails.

*Off-Highway Vehicle Riding: Level of Service Comparisons*



*Horseback Riding*

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Miles of Trail/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 6                   | 6        | 578,921               | 667,722          | <b>0.26</b>   | <b>0.22</b> |
| North Central    | 9                   | 6        | 185,476               | 210,579          | 3.29  | 2.90        |
| Northeast        | 6                   | 6        | 454,239               | 527,904          | 0.87  | 0.75        |
| Central West     | 6                   | 6        | 902,070               | 1,041,216        | <b>0.4</b>  | <b>0.35</b> |
| Central          | 13                  | 6        | 1,956,697             | 2,284,386        | <b>0.34</b>   | <b>0.29</b> |
| Central East     | 7                   | 6        | 478,107               | 551,880          | 1.4   | 1.21        |
| Southwest        | 6                   | 6        | 632,365               | 736,434          | 0.53  | 0.45        |
| Southeast        | 4                   | 6        | 1,159,709             | 1,328,780        | <b>0.19</b>   | <b>0.16</b> |
| <b>Statewide</b> | <b>6</b>            | <b>6</b> | <b>6,318,079</b>      | <b>7,303,596</b> | <b>0.54</b>   | <b>0.47</b> |

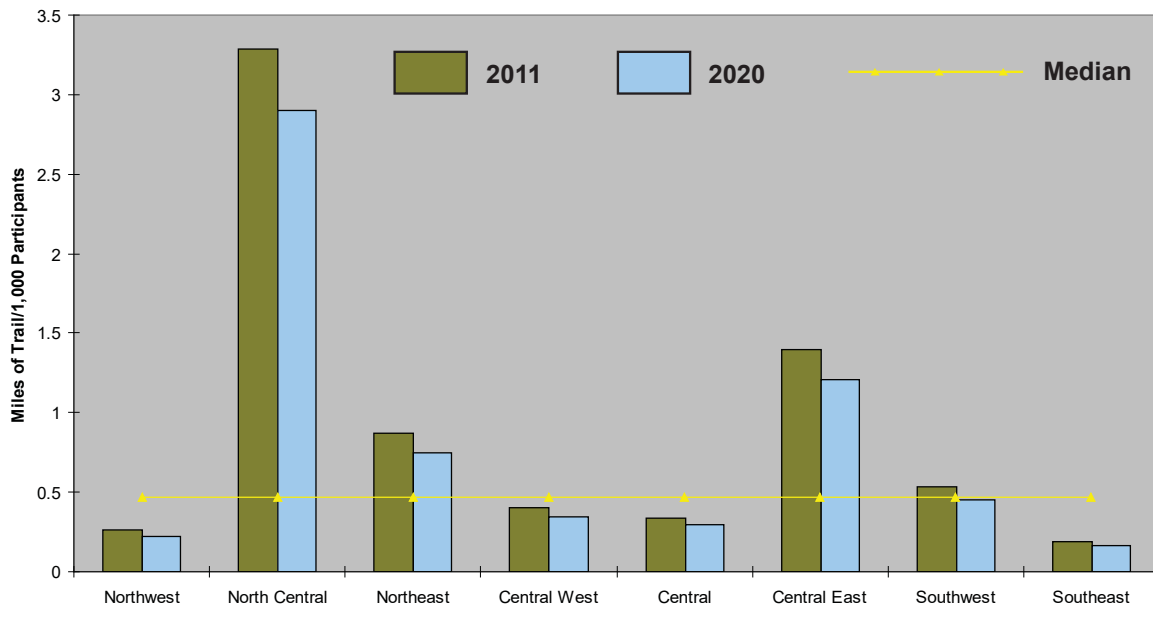
\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
**BOLD numbers represent a number below the statewide median.**

More than six million people participated in horseback riding in 2011. Despite its growth in popularity in recent years, horseback riding is done by a relatively small portion of the population (6 percent of residents and tourists alike). The expense of owning a horse is relatively

high and most people lack the necessary space to quarter horses. This can be alleviated to some extent in areas where horses are available for rent. Resident participation rates were highest in some of the Central and North Central regions. Future participation in horseback riding will be influenced by the continued availability of trails on private land and whether the loss of opportunities on those areas is compensated by new opportunities on public lands.

The highest levels of service were found in the North Central and Central East regions. These regions have some of the largest supplies of horseback riding trails in the state. Levels of service were lowest in the Northwest and Southeast regions where trails are in shorter supply.

*Horseback Riding: Level of Service Comparisons*



*Hunting*

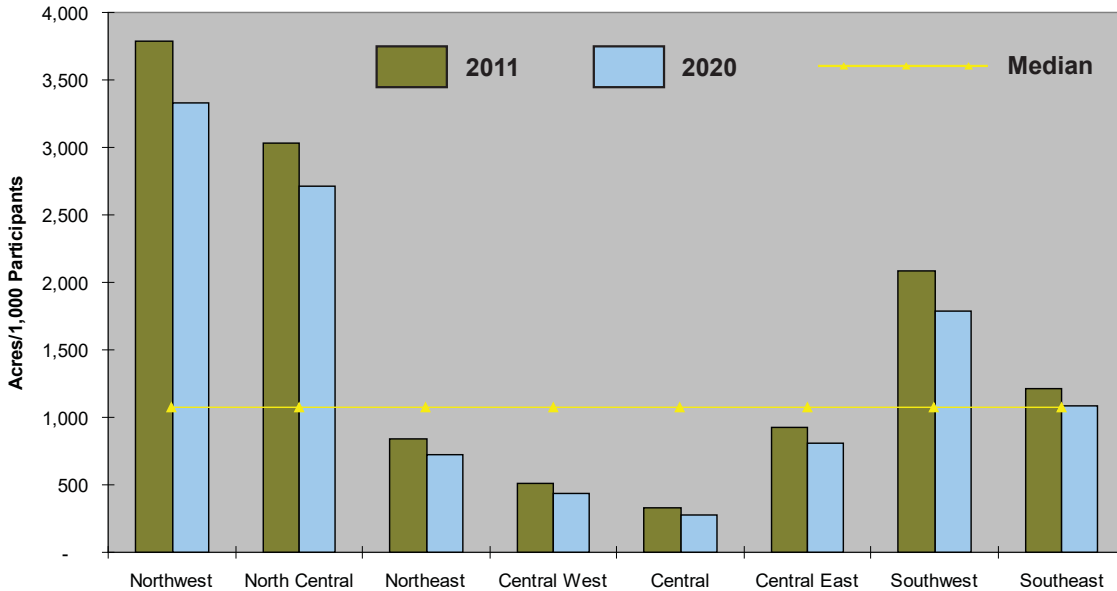
Hunting ranked 22nd in resident participation among the 26 recreation activities surveyed. As with horseback riding, the development of agricultural lands and loss of public access to large private landholdings have combined to reduce the amount of land available for public hunting. These reductions, together with the loss of wildlife habitat that has occurred throughout the state as a result of urban development, have combined to increase the pressure for hunting on public land. An estimated 4.7 million people hunted in Florida during 2011, most of them residents (11 percent compared to 3 percent tourists). The largest numbers of hunters lived in the heavily populated Central and Southeast regions, and the highest participation rates were found among residents of the North Central and Central regions. The supply of available hunting lands is generally greatest in the northern part of the state. Large tracts in the southern portion of Florida are open to hunting, but are primarily wetlands and not nearly as accessible.

Regional levels of service for hunting vary widely. The Northwest and North Central regions, with their relatively small population and large supply of public hunting land, stood out as having the highest level of service. In contrast, the Central West and Central regions, with large populations and fewer public hunting lands, had the lowest levels of service.

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Acres/1,000 Participants) |              |
|------------------|---------------------|----------|-----------------------|------------------|--|--------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011   | 2020         |
| Northwest        | 13                  | 3        | 389,330               | 442,731          | 3,782  | 3,326        |
| North Central    | 18                  | 3        | 215,252               | 240,438          | 3,028  | 2,710        |
| Northeast        | 10                  | 3        | 333,216               | 387,880          | <b>839</b>                                     | <b>721</b>   |
| Central West     | 10                  | 3        | 655,751               | 751,440          | <b>506</b>                                     | <b>432</b>   |
| Central          | 17                  | 3        | 1,389,316             | 1,637,618        | <b>332</b>                                     | <b>282</b>   |
| Central East     | 12                  | 3        | 378,462               | 434,040          | <b>925</b>                                     | <b>807</b>   |
| Southwest        | 7                   | 3        | 391,759               | 457,573          | 2,086  | 1,786        |
| Southeast        | 7                   | 3        | 861,741               | 969,965          | 1,216  | 1,080        |
| <b>Statewide</b> | <b>11</b>           | <b>3</b> | <b>4,663,144</b>      | <b>5,357,926</b> | <b>1,159</b>                                   | <b>1,009</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
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**BOLD numbers represent a number below the statewide median.**

**Hunting: Level of Service Comparisons**



**USER-ORIENTED ACTIVITIES**

User-oriented recreation describes a selected range of activities that can be placed for the convenience of the user to take advantage of proximity to population centers. Many of these facilities are provided by local governments and private entities. For the purpose of this document, levels of service for the following activities have been assessed: Baseball, Basketball, Football, Geocaching, Golf, Outdoor Swimming (in pools), Soccer and Tennis. The following charts illustrate the levels of service for these aforementioned activities.

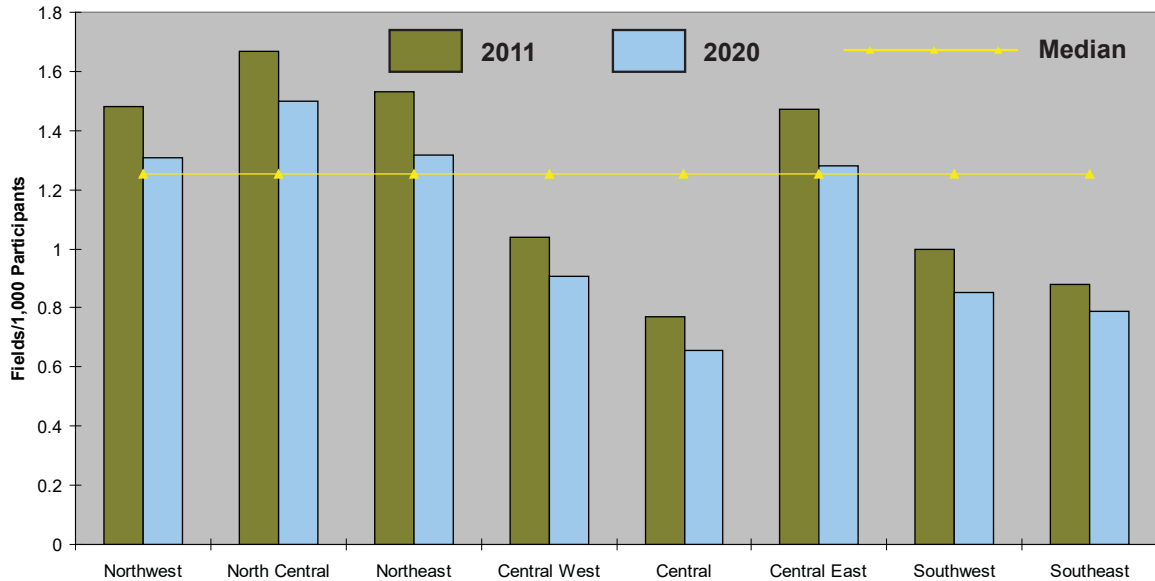


Baseball

| Region           | % of Participation* |          | Total Participation** |           | Level of Service<br>(Fields/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|-----------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020      | 2011  | 2020        |
| Northwest        | 16                  | 3        | 419,290               | 475,392   | 1.48  | 1.31        |
| North Central    | 21                  | 3        | 242,477               | 270,471   | 1.67  | 1.50        |
| Northeast        | 13                  | 3        | 378,685               | 440,992   | 1.53  | 1.32        |
| Central West     | 15                  | 3        | 801,976               | 916,320   | <b>1.04</b>                                     | <b>0.91</b> |
| Central          | 15                  | 3        | 1,323,561             | 1,558,350 | <b>0.77</b>                                     | <b>0.65</b> |
| Central East     | 15                  | 3        | 427,665               | 489,840   | 1.47  | 1.28        |
| Southwest        | 11                  | 3        | 467,336               | 546,929   | <b>1.00</b>                                     | <b>0.85</b> |
| Southeast        | 15                  | 3        | 1,312,759             | 1,458,885 | <b>0.88</b>                                     | <b>0.79</b> |
| <b>Statewide</b> | 15                  | 3        | 5,415,197             | 6,210,990 | 1.05  | 0.92        |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
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Baseball: Level of Service Comparisons







**Basketball**

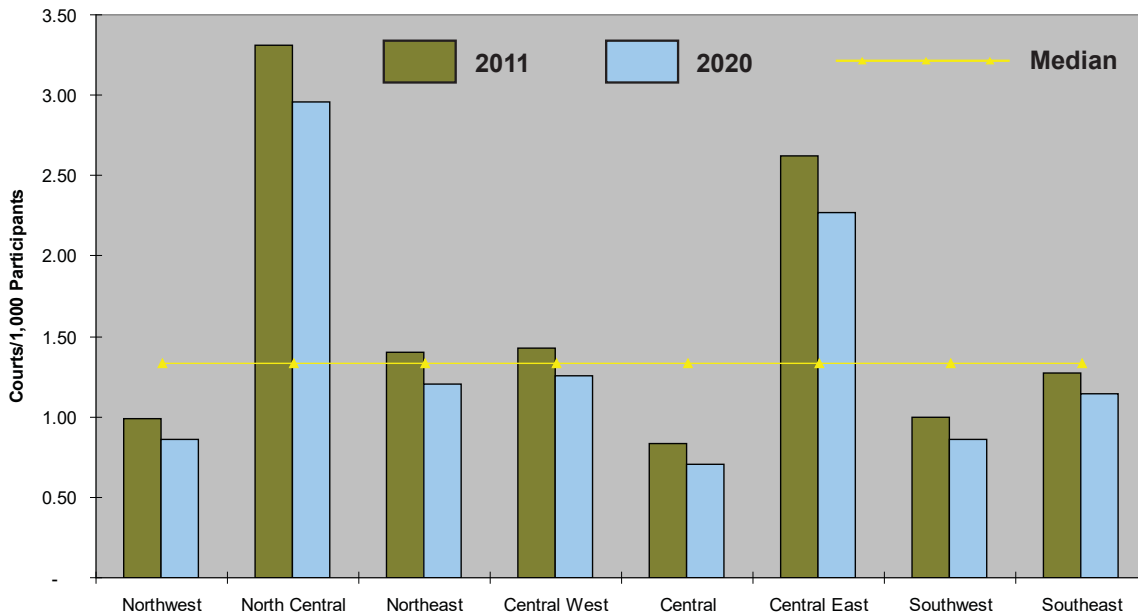
| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Courts/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 8                   | 4        | 425,895               | 488,696          | <b>0.99</b>                                     | <b>0.86</b> |
| North Central    | 17                  | 4        | 223,477               | 250,507          | 3.31  | 2.95        |
| Northeast        | 16                  | 4        | 484,705               | 564,384          | 1.40  | 1.20        |
| Central West     | 13                  | 4        | 864,586               | 990,928          | 1.43  | 1.25        |
| Central          | 15                  | 4        | 1,600,361             | 1,879,630        | <b>0.83</b>                                     | <b>0.71</b> |
| Central East     | 9                   | 4        | 389,809               | 448,520          | 2.62  | 2.27        |
| Southwest        | 9                   | 4        | 516,048               | 602,651          | <b>1.00</b>                                     | <b>0.86</b> |
| Southeast        | 19                  | 4        | 1,693,968             | 1,884,065        | <b>1.27</b>                                     | <b>1.14</b> |
| <b>Statewide</b> | <b>15</b>           | <b>4</b> | <b>6,280,197</b>      | <b>7,214,990</b> | <b>1.29</b>                                     | <b>1.12</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

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**Basketball: Level of Service Comparisons**



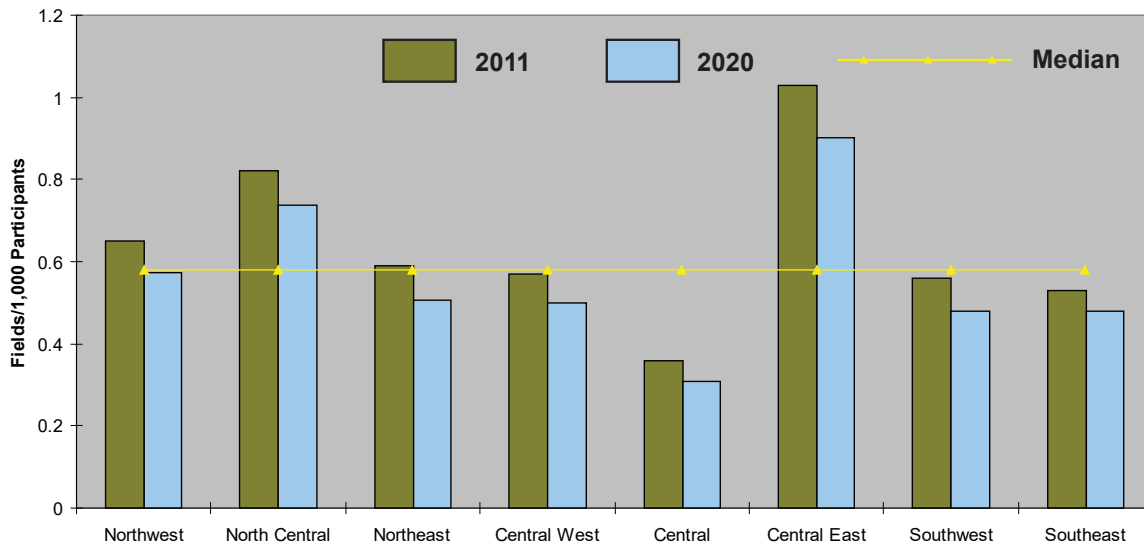


Football

| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Fields/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 8                   | 2        | 252,895               | 287,896          | 0.65  | 0.57        |
| North Central    | 14                  | 2        | 161,652               | 180,314          | 0.82  | 0.74        |
| Northeast        | 13                  | 2        | 318,135               | 370,712          | 0.59  | 0.51        |
| Central West     | 10                  | 2        | 534,651               | 610,880          | <b>0.57</b>                                     | <b>0.50</b> |
| Central          | 10                  | 2        | 882,374               | 1,038,900        | <b>0.36</b>                                     | <b>0.31</b> |
| Central East     | 6                   | 2        | 219,506               | 252,160          | 1.03  | 0.90        |
| Southwest        | 9                   | 2        | 343,048               | 401,851          | <b>0.56</b>                                     | <b>0.48</b> |
| Southeast        | 13                  | 2        | 1,044,304             | 1,155,935        | <b>0.53</b>                                     | <b>0.48</b> |
| <b>Statewide</b> | <b>11</b>           | <b>2</b> | <b>3,798,144</b>      | <b>4,353,926</b> | <b>0.56</b>                                     | <b>0.49</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
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Football: Level of Service Comparisons





*Geocaching*

| Region           | % of Participation* |          | Total Participation** |                  |
|------------------|---------------------|----------|-----------------------|------------------|
|                  | Residents           | Tourists | 2011                  | 2020             |
| Northwest        | 2                   | 3        | 279,474               | 322,974          |
| North Central    | 3                   | 3        | 79,125                | 90,273           |
| Northeast        | 2                   | 3        | 211,963               | 246,248          |
| Central West     | 3                   | 3        | 451,035               | 520,608          |
| Central          | 3                   | 3        | 929,032               | 1,082,742        |
| Central East     | 3                   | 3        | 230,853               | 266,640          |
| Southwest        | 2                   | 3        | 297,288               | 345,878          |
| Southeast        | 3                   | 3        | 636,232               | 725,505          |
| <b>Statewide</b> | <b>3</b>            | <b>3</b> | <b>3,159,039</b>      | <b>3,651,798</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year



Geocaching is an outdoor activity utilizing GPS technology to locate a hidden box of objects as above.

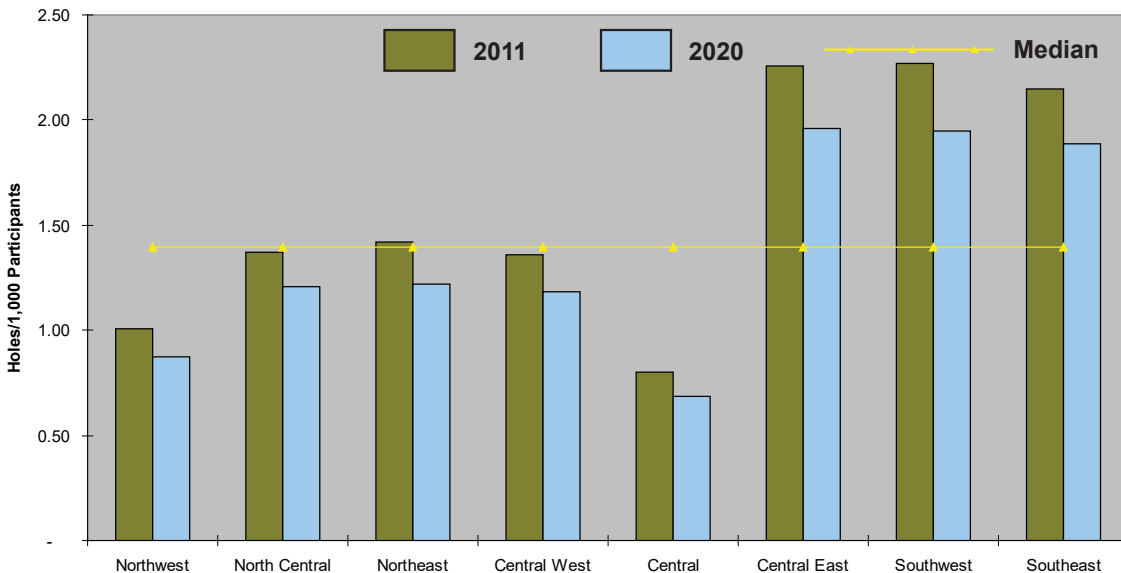


Golf

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Holes/1,000 Participants) |             |
|------------------|---------------------|-----------|-----------------------|-------------------|--|-------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011   | 2020        |
| Northwest        | 10                  | 11        | 1,051,369             | 1,213,270         | <b>1.01</b>                                    | <b>0.87</b> |
| North Central    | 13                  | 11        | 308,276               | 351,023           | <b>1.37</b>                                    | <b>1.21</b> |
| Northeast        | 17                  | 11        | 923,712               | 1,074,048         | 1.42   | 1.22        |
| Central West     | 17                  | 11        | 1,829,266             | 2,106,752         | <b>1.36</b>                                    | <b>1.19</b> |
| Central          | 17                  | 11        | 3,603,716             | 4,207,858         | <b>0.80</b>                                    | <b>0.68</b> |
| Central East     | 17                  | 11        | 944,867               | 1,089,280         | 2.26   | 1.96        |
| Southwest        | 20                  | 11        | 1,329,384             | 1,551,180         | 2.27   | 1.94        |
| Southeast        | 11                  | 11        | 2,332,850             | 2,660,185         | 2.15   | 1.89        |
| <b>Statewide</b> | <b>15</b>           | <b>11</b> | <b>12,335,197</b>     | <b>14,242,990</b> | <b>1.49</b>                                    | <b>1.29</b> |

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Golf: Level of Service Comparisons



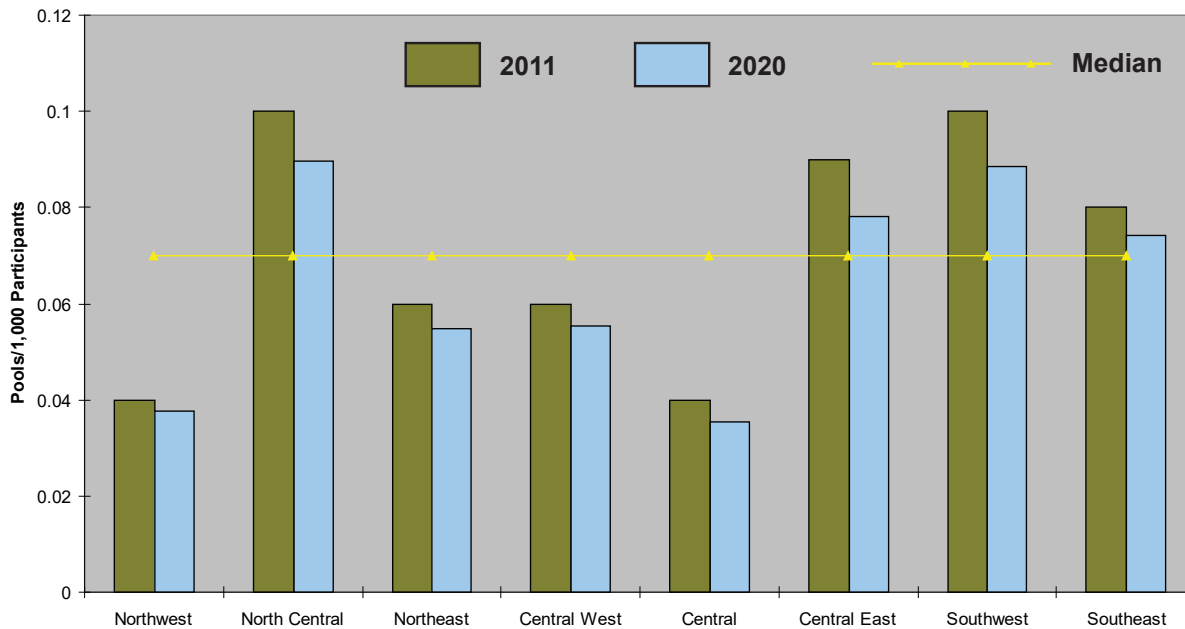


### Outdoor Swimming Pool Use

| Region           | % of Participation* |           | Total Participation** |                   | Level of Service<br>(Pools/1,000 Participants) |             |
|------------------|---------------------|-----------|-----------------------|-------------------|--|-------------|
|                  | Residents           | Tourists  | 2011                  | 2020              | 2011   | 2020        |
| Northwest        | 18                  | 29        | 2,688,264             | 3,107,566         | <b>0.04</b>                                    | <b>0.04</b> |
| North Central    | 32                  | 29        | 792,104               | 902,672           | 0.1  | 0.09        |
| Northeast        | 26                  | 29        | 2,150,021             | 2,498,424         | <b>0.06</b>                                    | <b>0.05</b> |
| Central West     | 29                  | 29        | 4,360,007             | 5,032,544         | <b>0.06</b>                                    | <b>0.06</b> |
| Central          | 29                  | 29        | 8,980,645             | 10,466,506        | <b>0.04</b>                                    | <b>0.04</b> |
| Central East     | 21                  | 29        | 2,100,371             | 2,428,720         | 0.09   | 0.08        |
| Southwest        | 28                  | 29        | 3,037,537             | 3,537,092         | 0.1  | 0.09        |
| Southeast        | 34                  | 29        | 6,432,127             | 7,318,790         | 0.08   | 0.07        |
| <b>Statewide</b> | <b>29</b>           | <b>29</b> | <b>30,537,380</b>     | <b>35,300,714</b> | <b>0.07</b>                                    | <b>0.06</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
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### Outdoor Swimming Pool Use: Level of Service Comparisons

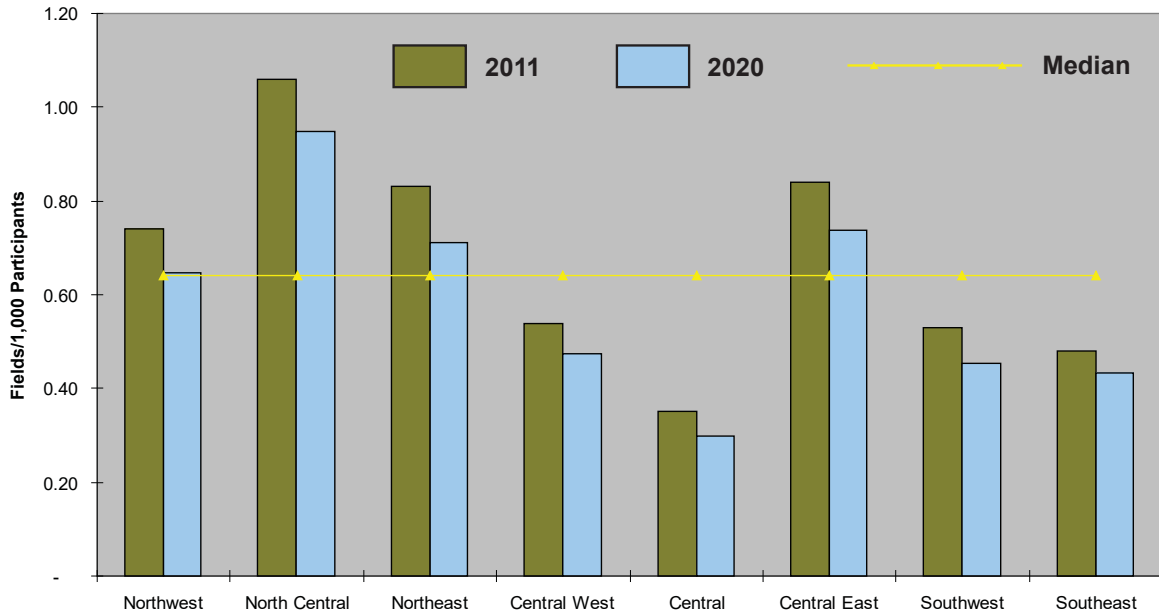




| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Fields/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 5                   | 2        | 222,934               | 255,235          | 0.74  | 0.65        |
| North Central    | 10                  | 2        | 125,351               | 140,270          | 1.06  | 0.95        |
| Northeast        | 7                   | 2        | 227,196               | 264,488          | 0.83  | 0.71        |
| Central West     | 11                  | 2        | 563,896               | 643,856          | <b>0.54</b>                                     | <b>0.47</b> |
| Central          | 11                  | 2        | 915,252               | 1,078,534        | <b>0.35</b>                                     | <b>0.30</b> |
| Central East     | 9                   | 2        | 268,709               | 307,960          | 0.84  | 0.74        |
| Southwest        | 10                  | 2        | 361,942               | 424,190          | <b>0.53</b>                                     | <b>0.45</b> |
| Southeast        | 15                  | 2        | 1,157,059             | 1,278,165        | <b>0.48</b>                                     | <b>0.43</b> |
| <b>Statewide</b> | <b>11</b>           | <b>2</b> | <b>3,798,144</b>      | <b>4,353,926</b> | <b>0.56</b>                                     | <b>0.49</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year  
 \*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year  
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Soccer: Level of Service Comparisons





Tennis

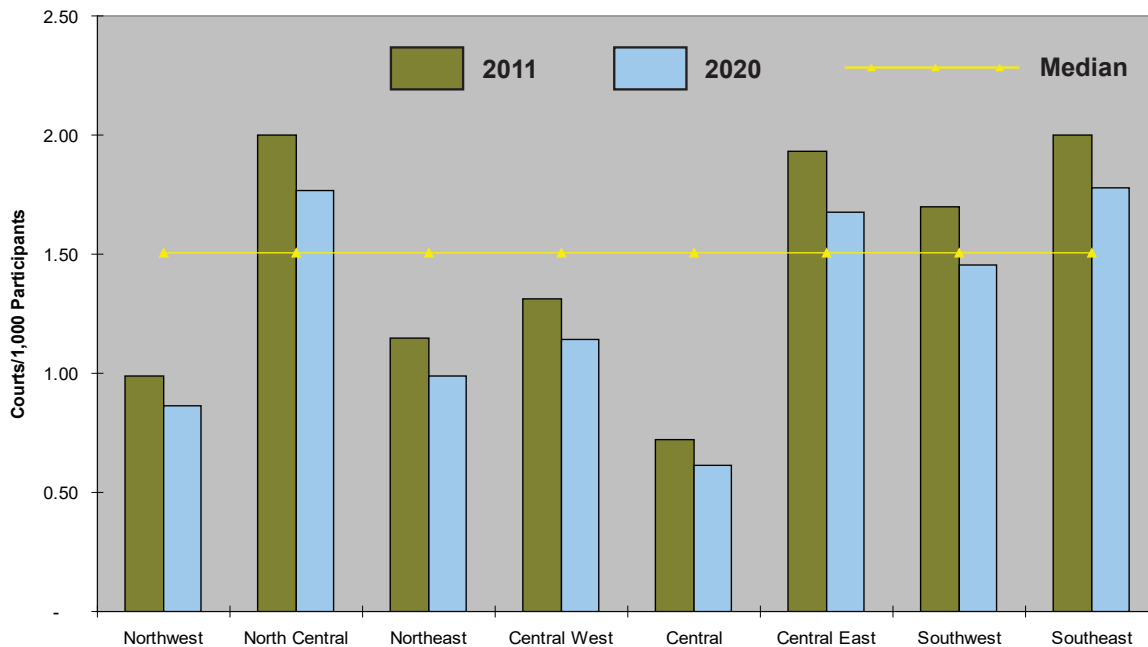
| Region           | % of Participation* |          | Total Participation** |                  | Level of Service<br>(Courts/1,000 Participants) |             |
|------------------|---------------------|----------|-----------------------|------------------|---|-------------|
|                  | Residents           | Tourists | 2011                  | 2020             | 2011  | 2020        |
| Northwest        | 9                   | 5        | 522,382               | 599,983          | <b>0.99</b>                                     | <b>0.86</b> |
| North Central    | 11                  | 5        | 186,326               | 210,521          | 2.00  | 1.77        |
| Northeast        | 15                  | 5        | 530,098               | 616,960          | <b>1.15</b>                                     | <b>0.99</b> |
| Central West     | 11                  | 5        | 927,196               | 1,065,536        | <b>1.31</b>                                     | <b>1.14</b> |
| Central          | 8                   | 5        | 1,647,019             | 1,923,472        | <b>0.72</b>                                     | <b>0.61</b> |
| Central East     | 13                  | 5        | 515,963               | 593,200          | 1.93  | 1.68        |
| Southwest        | 13                  | 5        | 678,124               | 792,407          | 1.70  | 1.46        |
| Southeast        | 14                  | 5        | 1,567,782             | 1,759,210        | 2.00  | 1.78        |
| <b>Statewide</b> | <b>12</b>           | <b>5</b> | <b>6,581,157</b>      | <b>7,579,192</b> | <b>1.40</b>                                     | <b>1.21</b> |

\* Percent of participation represents the percentage of residents and tourists who participated in activity at least one time during the year

\*\* Total participants represents the combined number of residents and tourists who participated in activity at least one time during the year

**BOLD** numbers represent a number below the statewide median.

Tennis: Level of Service Comparisons





# APPENDIX G - DESIGN GUIDELINES

## G - Design Guidelines

The following are Design Guidelines to share with other facility providers in the Village as they build new or update existing facilities for the future.

### ***1. Establish Design Guidelines for all Parks and Outdoor Recreation Amenities***

The following principles for land acquisition need to be considered by the Village to help in the acquisition of parkland. These principles allow the Village to pursue land based on a set of desired criteria:

1. The proposed land supports an unmet need in the community and is in an underserved area of the community for a given park classification (i.e. neighborhood park, community park, plaza, regional park).
2. The land is adjacent to an existing park or trail and will provide a greater resource for the community to enjoy.
3. The land supports the creation of a recreation facility needed in the community.
4. The land supports connectivity to an existing or future trail extension.
5. The land is adjacent to a school where the value can be maximized by the school and the Village for needed programs.
6. The land supports and protects environmentally sensitive areas in the Village.
7. The land is donated, and it meets one of the six principles listed above.

### **Park Design Principles**

When developing design principles for parks, it is important that each park be programmed, planned, and designed to meet the needs of its service area and classification in the overall park and recreation system. The term programming, when used in the context of planning and developing parkland, refers to a list of uses and facilities and does not always include staff-managed recreation programs. The program for a site can include such elements as ballfields, spray parks, shelters, restrooms, game courts, trails, natural resource stewardship, open meadows, nature preserves, or interpretive areas. These types of amenities can be categorized as lead or support amenities. The needs of the park users must be considered and accommodated at each type of park that is developed.

Park Design Principles in this document will apply to existing and future park site Master Plans. Ideally, every park, regardless of type, is to have an established set of outcomes. Park planners /designers are required to

design to those outcomes, including operational and maintenance costs associated with the design.

Each park classification category (neighborhood, community and regional parks) serves a specific purpose. The features and facilities in the park must be designed for the number of age segments the park is intended to serve. The classification category also considers the desired length of stay deemed appropriate for the park size and the uses that have been assigned. Recreation needs and services require different design standards based on the age segments that make up the community that will be using the park. A varying number of age segments will be accommodated with the park program depending on the classification of the park. The age segments are:

| Park and Program Age Segments |        |         |          |             |             |             |             |             |             |            |
|-------------------------------|--------|---------|----------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| 2 to 5                        | 6 to 8 | 9 to 12 | 13 to 17 | 18 to<br>24 | 25 to<br>34 | 35 to<br>44 | 45 to<br>54 | 55 to<br>64 | 65 to<br>75 | Over<br>75 |

## Definitions used in the Park Design Principles

**Land Use:** The percentage of space identified for passive use or active use in a park. A park master plan should follow land use recommendations.

**Programming:** Can include active or passive (i.e., no programs). Active means it is organized and planned with pre-registration by the user. Examples of active programming include sports leagues, day camps, and aquatics. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground use, picnicking, disc golf, reading, sports courts or walking the dog.

**Maintenance Standards:** Three maintenance levels are generally defined for parks. The difference between the levels is frequency of maintenance as determined by funding availability. Maintenance standards have these general characteristics.

- **Level 1 Maintenance** – High profile areas where the entire site is visible to foot traffic such as entrances to community centers, government buildings, signature facilities, and areas where funding permits a higher level of maintenance. Examples of maintenance activities include mowing and edging twice per week, 95 percent turf coverage at start of season with 5 percent weeds and 0 percent bare area, edging once per week, tree pruning cycle once annually, litter pickup twice per week.
- **Level 2 Maintenance** – Moderate to heavy use by patrons that is typical of most parks. Example maintenance activities include mowing and edging once per week, 88 percent turf coverage at start of season with 8 percent weeds and 4 percent bare area, tree pruning cycle every seven years, litter pickup once per week.
- **Level 3 Maintenance** – Typical for low usage parks or when funding is limited. Example maintenance activities include mowing and edging every 10 days, 80 percent turf coverage at start of season with 20 percent weeds, edging once per week or every 2 weeks in the off-season, tree pruning cycle every 10 years, litter pickup every other week. In areas where turf does not impact the quality of the experience (i.e., dog parks) or non-landscaped open space areas, demand-based maintenance is provided according to funding availability.

**Park/Facility Classifications:** Includes Neighborhood Park, Community Park, Regional Park, Sports Complex Facility, Special Use Park/Facility, Greenbelts and Trails, and Open Space/Natural Area.

**Revenue Facilities:** These include facilities that charge to play on them in the form of an access fee, player fee, team fee, or permit fee. These could include pools, golf courses, tennis courts, recreation centers, sport field complexes, concession facilities, hospitality centers, reservable shelters, outdoor or indoor theatre space, and special event spaces.

**Signature Facility/Amenity:** This is an enhanced facility or amenity that is viewed by the community as deserving of special recognition due to its design, location, function, natural resources, etc.

## 2. Maintenance Standards

When developing a park and recreation system the village needs to incorporate maintenance standards for parks, boulevards, plazas, and sports fields. Maintenance standards are helpful if it is determined to outsource the entire maintenance of the system. When the maintenance function is outsourced, the Village will need to have at least one or two inspectors assigned to hold contractors accountable to the determined standard of care.

Ideally, it is good to constantly update standards when established based on level of use and affordability. Describing standards to users and the cost to provide the established standards helps the users appreciate the value they are receiving from the village. Community members understanding the costs associated with the upkeep for play fields, trails, sports courts, playgrounds, improves the rationale for the taxes they pay for the services provided by the village.

The following are standards for them to consider when outsourcing the maintenance of the park system.

### Level One Maintenance Standards and Definitions for Parks and Government Buildings

Level One Maintenance Standards apply to public-related facilities like government centers, sports complexes, Downtown Plaza and special event facilities.

- Turf Maintenance – high profile areas (small areas, entire area visible to foot traffic)
  - Mowing will occur 2 times/week during the winter season and once a week during the summer season
  - Mowing height: 2 ½ "during warm season (daytime highs consistently above 75 degrees)
  - Edging of all turf perimeters will occur 1 time/week during the winter season
  - 95% turf coverage
  - 3% weed infestation for existing areas (all efforts should be made to keep new areas 100% weed free)
  - 2% bare area
  - Remove grass clippings if visible
  - Aerate 1 time/year (additionally if needed)
  - Inspect thatch layer regularly and remove as needed

- Test soil and water annually; additional testing will occur if deemed necessary
- Soil moisture will be consistent: High efficiency irrigation system present; no wet areas; no dry areas; firm enough for foot and mower traffic; apply wetting agents to assist in uniform soil moisture; hand water as needed
- Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours
- Fertilize (3) times per year
- Top dress/over seed once a year
- Tree and Shrub Maintenance
  - Prune/trim trees and shrubs as dictated by species twice annually during spring and fall
  - Remove tree sucker growth annually
  - Test soil annually to ensure application of appropriate nutrients as needed
  - Apply fertilizer to plant species according to their optimum requirements as needed or yearly
  - Inspect regularly for insects and diseases. Respond to outbreaks within 48 hours
  - Place 2" of organic mulch around each tree within a minimum 18" ring
  - Place 2" of organic mulch around shrub beds to minimize weed growth
  - Remove hazardous limbs and plants immediately upon discovery
  - Remove dead trees and plant material immediately unless located within an environmental area
  - Remove or treat invasive plants within 5 days of discovery
  - Pond maintenance done yearly and inspect weekly
  - Water features maintained weekly
  - Invasive plant removal annually
- Storm Cleanup
  - Inspect drain covers at least twice monthly, before rain and immediately after flooding
  - Remove debris and organic materials from drain covers immediately
  - Maintain water inlet height at 100% of design standard
- Irrigation Systems
  - Inspect irrigation systems at least once per month or computer monitors as necessary
  - Initiate repairs to non-functioning systems within 24 hours of discovery
  - Back flow testing done annually
- Litter Control
  - Pick up litter and empty containers at least once daily or as needed
  - Remove leaves and organic debris once a week or as necessary

- **Playground Maintenance**
  - Audit each playground to ensure compliance with the current version of ASTM Performance Standard F1487 and the Consumer Product Safety Commission “Handbook for Public Playground Safety”
  - Complete low-frequency playground inspections at least bi-monthly or as required. All low-frequency inspections are to be completed by a Certified Playground Safety Inspector (CPSI). Complete safety-related repairs immediately, and initiate other repairs within 48 hours of discovery
  - Complete high-frequency inspections at least weekly
  - Grooming surface three times weekly, nine months a year
- **Hard Surface Maintenance**
  - Remove debris and glass immediately upon discovery
  - Remove sand, dirt, and organic debris from walks and hard-court surfaces weekly
  - Remove trip hazards from pedestrian areas immediately upon discovery
  - Paint fading or indistinct instructional / directional signs annually
  - Blow grass clippings after mowing around hard surfaces
  - Remove grass growing in cracks as needed
- **Outdoor Court Maintenance**
  - Inspect tennis and basketball courts at least once monthly. Complete all repairs within 48 hours of discovery
  - Repaint lines at least once each year
  - Replace basketball nets when frayed, broken, or removed
  - Maintain basketball goal posts, backboards, rims, tennis net posts, fencing, and hardware to original design specifications
- **Trail Maintenance**
  - Inspect hard and soft surface trails at least once monthly
  - Repair/clear flooded trail segments as soon as possible after flood waters have receded – work with DNR to request timely clean-up or take on that responsibility for the State Trail.
  - Remove dirt, sand, and organic debris from hard surfaces at least once weekly
  - Remove organic debris from soft surfaces at least once weekly
  - Maintain a uniform 3-4” depth of compacted material on soft surface trails at all times
  - Graffiti removed weekly
  - Remove overhanging branches within 84” of the trail surface at least twice annually
  - Mechanically or chemically control growth 24” on either side of the trails
  - Inspect signs, benches, and other site amenities at least once monthly. Complete repairs within 10 days of discovery
  - Inspect and make necessary repairs to lighting systems at least once monthly
  - Always repair / replace bulbs to maintain lighting levels to design specifications

- Site Amenity Maintenance
  - Inspect benches, trash containers, picnic tables and grills, bicycle racks, flagpoles, drinking fountains, and other site amenities at least monthly. Complete repairs within 24 hours of discovery
  - Clean, scrub and power wash amenities twice yearly
  - Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours
- Athletic fields grounds maintenance - Fields that are dedicated to softball, baseball, soccer, lacrosse, and football only
  - Use mower capable of “striping” the turf
  - Mowing will occur twice weekly
  - Mowing height: 2” during cool season (daytime highs consistently below 75 degrees)
  - Edging of field perimeters will occur twice monthly
  - 95% turf coverage at the start of every season
  - 80% turf coverage after play begins
  - 5% weed infestation
  - 0% bare area at the start of every season
  - 15% bare and weak areas will be acceptable after play begins
  - Apply pre-germinated seed to heavily worn areas after every tournament
  - Remove grass clippings if visible
  - Aerate 3 times annually
  - Spot aerate high use areas as needed
  - Inspect thatch layer regularly and remove as needed
  - Test soil and water annually; additional testing will occur if deemed necessary
  - Soil moisture will be consistent: No wet areas; no dry areas; firm enough for foot and mower traffic; apply wetting agents to assist in uniform soil moisture; hand water as needed
  - Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours
  - Fertilize monthly
  - Aerate and over seed yearly
- Fence and Gate Maintenance
  - Inspect fences, gates, and bollards at least twice annually. Complete safety-related repairs immediately. Complete other repairs within 48 hours of discovery
  - Annually free fence of debris
- Sign Maintenance
  - Inspect sign lettering, surfaces, and posts at least once monthly
  - Repair / replace signs to maintain design and safety standards within 24 hours of discovery
  - Clean signs twice a year
  - Cut back plant material annually or more if needed



- Pest Control
  - In accordance with the Department’s Integrated Pest Management Program (IPM), problem areas are inspected monthly and remedied immediately upon discovery
- Vandalism and Graffiti Removal
  - Initiate repairs immediately upon discovery. Document and photograph damage as necessary
- Picnic Shelters
  - Reserved units cleaned and litter removed prior to and after each reservation
  - Minor repairs are made immediately upon discovery
  - Non-reserved units are cleaned weekly by power washing, or as necessary
- Lighting Security/Area
  - Foot-candle levels will be maintained to preserve original design intent or any updated design standards
  - Inspect once monthly
  - Repairs/bulb replacement will be completed within 24 hours of discovery
- Aquatic Center Standards, if a pool is ever developed. PROS recognize that other people provide this facility in the Estero community. Regional facilities are available to the Village residents as well.
  - Vacuum pool weekly
  - Manually check water chemistry every two hours of operation
  - Check water electronically on a continuous basis
  - Water checked for temperature, chlorine, and pH
  - Check flow rates every 2 hours of operation
  - Water checked for clarity on a continuous basis
  - Clean concrete areas daily
  - Repaint pool tank every two years
  - Pressure wash concrete areas weekly
  - Clean restrooms two times daily
  - Inspect facility and associated equipment daily
  - Maintain all equipment per manufacturers suggestions
  - Inspect sand filter annually
- Broken Equipment Standard
  - Broken equipment shall be repaired immediately, as staff is capable, and parts are available when noticed or reported
  - If staff is not able to repair, the broken equipment will be signed and roped off with emergency tape indicating that the amenity is broken, not to be used, and when it will be repaired
- Restrooms
  - Restrooms cleaned twice per day as contracted
  - Restrooms inspected hourly

- Restrooms locked/unlocked daily
- Replace waterless urinal cartridges monthly
- Leaks dealt with immediately and repaired within 24 hours of discovery
- Open Space Standard
  - Maintain natural appearance to open space areas
  - Remove trees and branches that pose a hazard to the users of the area
  - Respond to disease and insect outbreaks within 24 hours of identification
  - Inspect areas monthly
  - Remove and clean dump sites within 48 hours of identification
  - Post and maintain appropriate signage for each individual area
  - Implement strategies to assist in reducing the stand of non-native invasive plants by 5% annually: Explore grants and/ or volunteer groups to assist in maintenance; explore partnerships with adjacent agencies to provide expertise and maintenance duties.
  - No large branches or debris will be allowed in parks and along perimeters

## Level Two Maintenance Standards for Parks

Maintenance standards can change by season and month depending on the park, type of vegetation and level of use. Standards will be calculated by time and equipment needed to develop the required operation budgets. The difference between Level 1 and Level 2 standards is the frequency rate. The majority of the Village's parks should be maintained at a Level 2 maintenance when contracting for this service.

- Turf Maintenance
  - Mowing will occur once weekly
  - Mowing height: 2½" during cool season (daytime highs consistently below 75 degrees)
  - Edging of all turf perimeters will occur weekly during season and every 2 weeks in off-season
  - 88% turf coverage
  - 8% weed infestation
  - 4% bare area will be acceptable after play begins
  - Remove grass clippings if visible
  - Aerate once annually in low use areas
  - Aerate twice annually in high use areas (additional if needed)
  - Inspect thatch layer regularly and remove as needed
  - Test soil and water annually; additional testing will occur if deemed necessary
  - Soil moisture will be consistent: No wet areas; no dry areas; firm enough for foot and mower traffic; apply wetting agents to assist in uniform soil moisture; hand water as needed
  - Inspect weekly for insects, disease, and stress, and respond to outbreaks within 24 hours
  - Fertilize twice yearly
- Tree and Shrub Maintenance
  - Prune/trim trees and shrubs as dictated by species at least once annually

- Apply fertilizer to plant species only if plant health dictates
- Remove sucker growth as needed
- Inspect regularly for insects and diseases. Respond to outbreaks within 48 hours
- Place 2" of organic mulch around each tree within a minimum 18" ring
- Place 2" of organic mulch around shrub beds to minimize weed growth
- Remove hazardous limbs and plants immediately upon discovery
- Remove dead trees and plant material within 30 days of discovery
- Remove or treat invasive plants yearly
- Storm Cleanup
  - Inspect drain covers at least once monthly and immediately after flooding occurs
  - Remove debris and organic materials from drain covers within every other month
  - Inspect and clean drains before forecasted storms begin
  - Maintain water inlet height at 100% of design standard
  - Invasive plant removal once a year or as needed
  - Drain system maintenance done once a year
- Irrigation Systems
  - Inspect irrigation systems a minimum of once per month and as necessary
  - Initiate repairs to non-functioning systems within 48 hours of discovery
  - Annual back flow inspection done yearly
- Litter Control
  - Pick up litter and empty containers at least every other day or as needed
  - Remove leaves and organic debris once a week
- Playground Maintenance
  - Audit each playground to ensure compliance with the current version of ASTM Performance Standard F1487 and the Consumer Product Safety Commission "Handbook for Public Playground Safety"
  - Complete low-frequency playground inspections at least bi-monthly or as required. All low-frequency inspections are to be completed by a Certified Playground Safety Inspector (CPSI). Complete safety-related repairs immediately and initiate other repairs within 48 hours of discovery
  - Complete high-frequency inspections at least weekly
  - Grooming surface two times weekly
- Hard Surface Maintenance
  - Remove debris and glass immediately upon discovery
  - Remove sand, dirt, and organic debris from walks, lots, and hard surfaces every 30 days
  - Remove trip hazards from pedestrian areas immediately upon discovery
  - Paint fading or indistinct instructional/directional signs every other year
  - Remove grass in the cracks monthly

- Outdoor Court Maintenance
  - Inspect basketball courts at least once monthly. Complete repairs within 10 days of discovery
  - Repaint lines at least once every 2 years
  - Replace basketball nets within 10 days when frayed, broken, or removed
  - Maintain basketball goal posts, backboards, rims, fencing, and hardware to original design specifications. Complete repairs within 10 days of discovery
- Trail Maintenance
  - Inspect hard and soft surface trails at least once monthly
  - Remove dirt, sand, and organic debris from hard surfaces at least once monthly
  - Remove organic debris from soft surfaces at least once monthly
  - Maintain a uniform 2-4" depth of compacted material on soft surface trails
  - Mechanically or chemically control growth 24" on either side of the trails
  - Remove overhanging branches within 84" of the trail surface at least once annually
  - Inspect signs, benches, and other site amenities at least once monthly. Complete repairs within 10 days of discovery
- Site Amenity Maintenance
  - Inspect benches, trash containers, picnic tables, grills, bicycle racks, drinking fountains, and other site amenities at least monthly. Complete repairs within 5 days of discovery
  - Cleaning and washing annually
  - Inspect daily for insects, disease, and stress and respond to outbreaks within 24 hours
- Athletic Field Grounds Maintenance
  - Fields that are dedicated to baseball, softball, soccer, lacrosse, and football only
  - Mowing will occur twice weekly
  - Mowing heights: 2 ½" during cool season (daytime highs consistently below 75 degrees); 3" during warm season (daytime highs consistently above 75 degrees)
  - Edging of all field perimeters will occur once monthly
  - 90% turf coverage at the start of every season
  - 85% turf coverage after play begins
  - 10% weed infestation
  - 2% bare area at the start of every season
  - 10% bare and weak areas will be acceptable after play begins
  - Remove grass clippings if visible
  - Aerate once annually
  - Inspect thatch layer regularly and remove as needed
  - Test soil and water annually; additional testing will occur if deemed necessary
  - Soil moisture will be consistent: No wet areas; no dry areas; firm enough for foot and mower traffic
  - Inspect weekly for insects, disease, and stress, and respond to outbreaks within 24 hours

- Fence and Gate Maintenance
  - Inspect fences, gates, and bollards at least once annually. Complete safety-related repairs immediately, and complete other repairs within 5 days of discovery
  - Clean debris annually
- Sign Maintenance
  - Inspect sign lettering, surfaces, and posts at least once every 3 months
  - Repair/replace signs to maintain design and safety standards within 5 days of discovery
  - Clean sign once a year
- Pest Control
  - In accordance with the Department’s Integrated Pest Management Program (IPM), inspect problem areas monthly and remedy immediately upon discovery
- Vandalism and Graffiti Removal
  - Initiate repairs immediately upon discovery. Document and photograph damage as necessary
- Picnic Shelters
  - Reserved units cleaned and litter removed prior to and after each reservation
  - Minor repairs are made immediately upon discovery
  - Non-reserved units are cleaned bi-weekly, or as necessary
- Lighting Security/Area
  - Inspect quarterly
  - Repairs/bulb replacement will be completed within 72 hours of discovery
- Restrooms
  - Restrooms cleaned daily
  - Restrooms inspected every three hours
  - Restrooms locked/unlocked daily
  - Replace waterless urinal cartridges monthly
  - Leaks dealt with immediately and repaired within 24 hours of discovery

### Level Three Maintenance Standards for Parks

Maintenance standards can change by season and month depending on the type of park, plant material and level of use. Standards will be calculated by time and equipment needed to develop required operation budgets.

- Turf Maintenance (dog parks)
  - Mowing will occur once every 10 days
  - Mowing height: 2½” during cool season (daytime highs consistently below 75 degrees)
  - 50% turf coverage
  - Up to 50% weed coverage for existing

- Up to 20% bare area
- Safety of hazard only action
- Dog Parks Maintenance
  - Mow park at least once a week at 3 inches
  - Pick up trash daily in parking lots and inside the dog area
  - Clean restroom at least once daily
  - Inspect signage for flaws on how to use the park properly
  - Move dog areas every two weeks to keep areas from getting worn down
  - Clean parking lot daily or as needed
  - Inspect fencing on a weekly basis
  - Inspect safety lighting on a weekly basis

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# APPENDIX H - CONCEPTUAL ESTIMATE OF COSTS

| PROPOSED IMPROVEMENT                                   | VILLAGE PRIORITY 1-Near Term (1-3 year), 2-Mid Term (4-6 year) 4-Long Term (7-10 year) | QUANTITY | UNIT  | UNIT COST | SUBTOTAL    | COMMENTS  |
|--|--|----------|-------|-----------|-------------|---|
| <b>I. Estero-on-the-River Development:</b>             |  |          |       |           |             |   |
| 1. Infrastructure: water, sewer, utilities             | 1  | 1        | LS    | \$750,000 | \$750,000   | See attached breakout   |
| 2. Selective clearing and grading                      | 1  | 1        | Allow | \$50,000  | \$50,000    | 60 Acres as in natural area and public open space on Exhibit 7                            |
| 3. Café  | 1 - by others  | 1        | LS    |           | \$0         |   |
| 4. Waterfront promenade                                | 1  | 2000     | lf    | \$1,480   | \$2,960,000 | One side of river, 8' wide boardwalk  |
| 5. (a) Pedestrian access to Koreshan                   | 1  | 320      | lf    | \$1,480   | \$473,600   | Continuation of promenade under US 41   |
| 5. (b) Pedestrian access across River to Café          | 1  | 175      | lf    | \$1,480   | \$259,000   | Extend promenade north over river to restaurant site                                      |
| 6. Nature trails and signage                           | 1  | 7920     | lf    | \$24      | \$190,080   | Assume 6' wide, \$4/sf, 1.5 miles total length  |
| 7. Parking   | 1  | 1        | ac    | \$350,000 | \$350,000   |   |
| 8. Restoration of Koreshan Old Store                   | 1 - by others  | 1        | LS    |           | \$0         |   |
| 9. Environmental education center                      | 2 - partner / by others  | 1        | LS    |           | \$0         |   |
| 10. Water playground                                   | 3  | 1        | LS    | \$500,000 | \$500,000   |   |
| 11. Adventure course                                   | 3  | 1        | LS    | \$350,000 | \$350,000   |   |
| <b>II. Natural Areas Protection and Enhancement:</b>   |  |          |       |           |             |   |
| 1. Additional land acquisition                         | 1  | TBD      | acres |           | TBD         |   |
| 2. Estero River corridor enhancements:                 |  |          |       |           |             |   |
| (a) Replacement of sanitary sewer "package plants"     | 1  | 1        | LS    |           | TBD         | By others   |
| (b) Additional rest/picnic areas on public lands       | 1  | 2        | LS    | \$25,000  | \$50,000    | Small shelter, table, canoe launch - assumes prefab Poligon type structure, approx 8'x12' |
| (c) Enhancement and expansion of connecting trails     | 1  | 10560    | lf    | \$24      | \$253,440   | 2 miles of trails, natural, 6' wide   |
| (d) Additional signage                                 | 1  | 12       | EA    | \$4,000   | \$48,000    | Location ID sign, wayfinding sign   |
| (e) Acquisition of river buffers                       | 3  |          |       |           | TBD         | 1-2 miles from US 41 to Gulf. Majority would be at existing properties                    |
| (f) Restoration of mangroves                           | 3  |          |       |           | TBD         | 1-2 miles from US 41 to Gulf. Majority would be at existing properties, LF takeoff        |
| 3. Estero Bay Aquatic Preserve trails and amenities    | 2 - challenge grant  |          |       |           | TBD         |   |
| <b>III. Community Parks:</b>                           |  |          |       |           |             |   |
| 1. Estero Community Park land acquisition              | 1  | 1        | LS    |           | TBD         |   |
| 2. Estero Community Park capital improvements          | 1  | 1        | LS    |           | TBD         |   |
| <b>IV. Recreation Centers</b>                          |  |          |       |           |             |   |
| 1. Estero Recreation Center improvements               | 2  | 1        | LS    |           | TBD         |   |
| <b>V. Fitness Centers:</b>                             | Private (Town Center)  |          |       |           | TBD         |   |
| <b>VI. Bikeways, Trails, and Greenways:</b>            | Public Works Dept.   |          |       |           | TBD         |   |
| <b>VII. Aquatics:</b>                                  |  |          |       |           |             |   |
| 1. New aquatics center                                 | 3 - partner  | 1        | LS    |           | TBD         |   |
| 2. Upgrade FGCU/ County pools                          | challenge grant  | 1        | LS    |           | TBD         |   |
| <b>VIII. Performing Arts Center:</b>                   |  |          |       |           |             |   |
| 1. New performing arts center                          | 1 - partner  | 1        | LS    |           | TBD         |   |
| 2. Improvements to EHS Center                          | challenge grant  | 1        | LS    |           | TBD         |   |
| <b>IX. Koreshan State Park:</b>                        |  |          |       |           |             |   |
| 1. New boat dock at existing boat ramp for water taxis |  | 1        | LS    | \$55,000  | \$55,000    | 20-30' dock   |
| 2. New restroom near boat dock                         |  | 1        | LS    | \$300,000 | \$300,000   | 3 family restrooms, septic  |
| <b>X. Master Site Plans:</b>                           |  |          |       |           |             |   |
| 1. Estero-on-the River                                 | 1  | 1        | LS    | \$150,000 | \$150,000   | 62 acre park site   |
| 2. Estero Community Park                               | 1 - school district  | 1        | LS    | \$200,000 | \$200,000   | Expand existing park  |
| 3. Estero Village Center                               |  | 1        | LS    | \$250,000 | \$250,000   | US 41 and Corkscrew, Urban Design Plan  |



VILLAGE OF ESTERO PARKS AND RECREATION SYSTEM MASTER PLAN - ANNUAL OPERATIONS & MAINTENANCE COSTS

10-FEBRUARY-2020

| PROPOSED O&M   | VILLAGE PRIORITY  | QUANTITY | UNIT | UNIT COST | SUBTOTAL  | COMMENTS      |
|--|---|----------|------|-----------|-----------|---------------|
|  | 1-Near Term (1-3 year), 2-Mid Term (4-6 year)<br>4-Long Term (7-10 year)) |          |      |           |           |               |
| I. Staffing, Operations, and Maintenance:            |   |          |      |           |           |               |
| 1. Community Programs Director                       | 1   | 1        | EA   | \$70,000  | \$70,000  | Annual salary |
| 2. Urban Designer                                    | 1   | 1        | EA   |           | TBD       |               |
| 3. Community Facilities Director                     |   |          |      |           | TBD       |               |
| II. Challenge Grants to HOAs and Partners:           | 1   |          |      | \$500,000 | \$500,000 | Annual        |
| 1. Additional monitoring and improving water quality | 1   | 1        | LS   |           | TBD       |               |
| 2. Maintenance of the river                          | 1   | 1        | LS   |           | TBD       |               |
| 3. Estero recreation programs, special events        | 1 or 2  | 1        | LS   |           | TBD       |               |
| 4. Estero Community Center programming               | 1 or 2  | 1        | LS   |           | TBD       |               |
| 5. Upgrade FGCU/ County pools                        | challenge grant   | 1        | LS   |           | TBD       |               |
| 6. Improvements to EHS Center                        | challenge grant   | 1        | LS   |           | TBD       |               |
| 7. Increased safe boating education and enforcement  | 3   |          |      |           | TBD       | By Others     |



## ESTERO-ON-THE-RIVER UTILITY EOPC

| Kimley»Horn                     |  | ENGINEER'S OPINION OF PROBABLE COST FOR ESTERO-ON-THE-RIVER UTILITY EXTENSION |    |              |                      |
|---------------------------------|--|---|----|--------------|----------------------|
| ITEM                            | DESCRIPTION  | QUANTITY  |    | UNIT PRICE   | AMOUNT               |
| <b>I SANITARY SEWER</b>         |  |   |    |              |                      |
| 1                               | 4" PVC (C-900, DR 18) force main (includes all fittings and restraints)  | 1400  | LF | \$ 16.00     | \$ 22,400.00         |
| 2                               | Sanitary sewer service lateral   | 2   | EA | \$ 1,500.00  | \$ 3,000.00          |
| 3                               | Grinder pump station   | 2   | LS | \$ 65,000.00 | \$ 130,000.00        |
| 4                               | Air Release Valve  | 2   | EA | \$ 2,000.00  | \$ 4,000.00          |
| 5                               | Connection to existing 12" force main on Corkscrew Road                  | 1   | EA | \$ 20,000.00 | \$ 20,000.00         |
| 6                               | Directional bore under Estero River                                      | 500   | LF | \$ 150.00    | \$ 75,000.00         |
| 7                               | Pressure testing   | 1400  | LF | \$ 2.50      | \$ 3,500.00          |
| <b>SANITARY SEWER TOTAL</b>     |  |   |    |              | <b>\$ 257,900.00</b> |
| <b>II WATER DISTRIBUTION</b>    |  |   |    |              |                      |
| 1                               | 8" PVC DR-18, C900 Water Main (includes all fittings and restraints)     | 2100  | LF | \$ 25.00     | \$ 52,500.00         |
| 2                               | Fire hydrant assembly  | 2   | EA | \$ 5,500.00  | \$ 11,000.00         |
| 3                               | Backflow Preventor Assembly  | 2   | EA | \$ 7,500.00  | \$ 15,000.00         |
| 4                               | Single water service   | 2   | EA | \$ 1,000.00  | \$ 2,000.00          |
| 5                               | Air Release Valve  | 2   | EA | \$ 2,000.00  | \$ 4,000.00          |
| 6                               | Connection to existing 10" water main on County Road                     | 1   | EA | \$ 3,500.00  | \$ 3,500.00          |
| 7                               | Directional bore to connect to existing 12" water main on Corkscrew Road | 1   | EA | \$ 40,000.00 | \$ 40,000.00         |
| 8                               | Directional bore under Estero River                                      | 500   | LF | \$ 150.00    | \$ 75,000.00         |
| 9                               | Pressure testing   | 2100  | LF | \$ 1.50      | \$ 3,150.00          |
| 10                              | Chlorination and bacteriological testing                                 | 2100  | LF | \$ 1.50      | \$ 3,150.00          |
| <b>WATER DISTRIBUTION TOTAL</b> |  |   |    |              | <b>\$ 209,300.00</b> |
| <b>III MISCELLANEOUS</b>        |  |   |    |              |                      |
| 1                               | Mobilization / demobilization  | 1   | LS | \$ 25,000.00 | \$ 25,000.00         |
| 2                               | Maintenance of Traffic   | 1   | LS | \$ 15,000.00 | \$ 15,000.00         |
| 3                               | Clearing and grubbing  | 2.5   | AC | \$ 13,000.00 | \$ 32,500.00         |
| 4                               | Pavement re-construction on County Road and Corkscrew Road               | 1   | EA | \$ 20,000.00 | \$ 20,000.00         |
| 5                               | Best Management Practices  | 1   | LS | \$ 15,000.00 | \$ 15,000.00         |
| 6                               | Geotechnical testing (includes all density / compaction)                 | 1   | LS | \$ 15,000.00 | \$ 15,000.00         |
| 7                               | Construction surveying and record drawings                               | 1   | LS | \$ 20,000.00 | \$ 20,000.00         |
| <b>MISCELLANEOUS TOTAL</b>      |  |   |    |              | <b>\$ 142,500.00</b> |
| <b>SUMMARY</b>                  |  |   |    |              |                      |
| <b>I</b>                        | <b>SANITARY SEWER</b>  |   |    |              | <b>\$ 257,900.00</b> |
| <b>II</b>                       | <b>WATER DISTRIBUTION</b>  |   |    |              | <b>\$ 209,300.00</b> |
| <b>III</b>                      | <b>MISCELLANEOUS</b>   |   |    |              | <b>\$ 142,500.00</b> |
| <b>SUBTOTAL</b>                 |  |   |    |              | <b>\$ 609,700.00</b> |
| <b>20% CONTINGENCY</b>          |  |   |    |              | <b>\$ 121,940.00</b> |
| <b>TOTAL</b>                    |  |   |    |              | <b>\$ 731,640.00</b> |

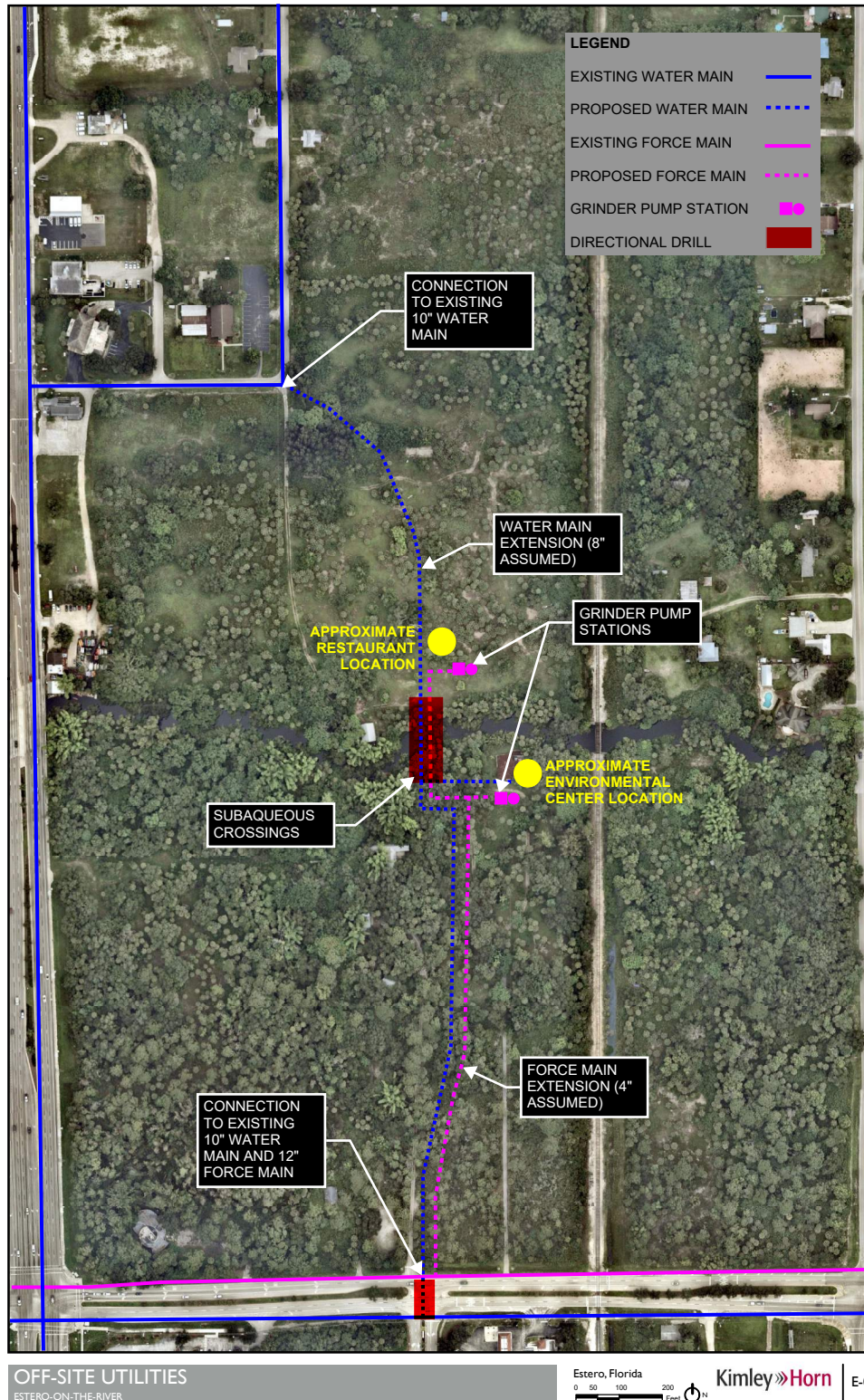
**Assumptions:**

1. Points of connection shown to existing mains are viable and permissible through Lee County Utilities
2. Subaqueous crossings under Estero River for water main and force main
3. Looped water main will be required for fire service to proposed buildings
4. No upgrades to additional off-site facilities to accommodate increased flows is required
5. Only includes water and wastewater utilities. Power, gas, reclaimed water were not included.
6. Raising facilities above FEMA regulatory floodplain was not considered

Disclaimer: The Engineer has no control over the cost of labor, materials, equipment, or over the Contractor's methods of determining prices or over competitive bidding or market conditions. Opinions of probable costs provided herein are based on the information known to Engineer at this time and represent only the Engineer's judgment as a design professional familiar with the construction industry. The Engineer cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from its opinions of probable costs.



# ESTERO-ON-THE-RIVER UTILITIES-REDUCED



# APPENDIX I - POTENTIAL PARKS & RECREATION GRANTS (RMPK FUNDING, 2018)

# I - Potential Parks & Recreation Grants (RMPK Funding, 2018)

## Community Parks

| Funding Program  | Grant Amount | Match Requirement | Types of Eligible Elements  | Anticipated Deadline        |
|--|--------------|-------------------|---|-----------------------------|
| Land and Water Conservation Grant  | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Restrooms, Shade Structures, lighting, and landscaping. | February                    |
| Florida Recreation Development Assistance Program (FRDAP)                | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Restrooms, Shade Structures, lighting, and landscaping. | October                     |
| Florida Recreational Development Assistance Program – Children’s Program | \$250,000    | 100%              | Playgrounds and other facilities that support Children under the age of 12.   | August                      |
| Cultural Facilities Grant Program  | \$500,000    | 200%              | Educational, amphitheater nature, art elements  | June                        |
| American Academy of Dermatology (AAD)                                    | \$8,000      | 0%                | Shade Structures  | November                    |
| Recreational Trail Program (RTP)   | \$200,000    | 25%               | Trails, trailside, trailhead facilities   | November                    |
| Urban Forestry Grant Program (UFC)                                       | \$30,000     | 100%              | Tree plans/programs and planting  | November                    |
| USTA Public Facilities Grant   | \$50,000     | 80%               | Renovation and/or construction of public tennis facilities.   | Rolling                     |
| Public Art Challenge   | 1,000,000    | 25%               | Art in public spaces  | December                    |
| Our Town Grant   | \$200,000    | 100%              | Innovative public art projects  | December                    |
| U.S. Soccer Foundation Grants  | \$50,000     | 100%              | Field turf, lighting, irrigation and program equip.   | October<br>February<br>June |



## Park Land Acquisition

| Funding Program                                     | Grant Amount | Match Requirement | Types of Eligible Elements                                     | Anticipated Deadline |
|---|--------------|-------------------|--|----------------------|
| Land and Water Conservation Grant                   | \$200,000    | 100%              | Land Acquisition of passive and active recreational facilities | February             |
| Florida Communities Trust (FCT)                     | \$5,000,000  | 25%               | Land Acquisition of passive and active recreational facilities | September            |
| Florida Recreational Development Assistance Program | \$200,000    | 100%              | Land Acquisition of passive and active recreational facilities | September            |
| OGT – Land Acquisition                              | \$1,000,000  | 0%                | Acquisition of trail corridor property                         | October              |

## Greenways and Trails

| Funding Program                          | Grant Amount | Match Requirement | Types of Eligible Elements                          | Anticipated Deadline |
|--|--------------|-------------------|---|----------------------|
| Transportation Alternative Program (TEP) | \$1,000,000  | 20%               | Pedestrian & Bicycle Trails Facilities              | February             |
| Safe Routes to Schools (SRTS)            | \$250,000    | 0%                | Trails, Sidewalks                                   | December             |
| Recreational Trails Program              | \$200,000    | 20%               | Construction of trails and support facilities.      | November             |
| Urban Waters Grant                       | \$60,000     | 5%                | Signage, Innovative Water Quality Projects          | January              |
| Pre-Disaster Mitigation                  | \$3,000,000  | 25%               | Stormwater including open space and trails          | January              |
| Section 319(h) Grants                    | \$750,000    | 40%               | Stormwater/water quality projects                   | November             |
| Land and Water Conservation Grant        | \$200,000    | 100%              | Trails, Parking, Landscaping and other support fac. | February             |
| American Academy of Dermatology (AAD)    | \$8,000      | 0%                | Shade Structures                                    | October              |

## Regional Parks

| Funding Program  | Grant Amount | Match Requirement | Types of Eligible Elements  | Anticipated Deadline |
|--|--------------|-------------------|---|----------------------|
| Land and Water Conservation Grant  | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Restrooms, Shade Structures, lighting, and landscaping. | February             |
| Florida Recreation Development Assistance Program                        | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Restrooms, Shade Structures, lighting, and landscaping. | October              |
| Florida Recreational Development Assistance Program – Children’s Program | \$250,000    | 100%              | Playgrounds and other facilities that support Children under the age of 12.   | August               |
| Cultural Facilities Grant Program  | \$500,000    | 200%              | Educational, amphitheater nature, art elements  | June                 |
| American Academy of Dermatology (AAD)                                    | \$8,000      | 0%                | Shade Structures  | November             |
| Recreational Trail Program (RTP)   | \$200,000    | 25%               | Trails, trailside, trailhead facilities   | November             |
| Urban Forestry Grant Program (UFC)                                       | \$30,000     | 100%              | Tree plans/programs and planting  | November             |
| Public Art Challenge   | 1,000,000    | 25%               | Art in public spaces  | December             |
| Our Town Grant   | \$200,000    | 100%              | Innovative public art projects  | December             |
| Pre-Disaster Mitigation  | \$3,000,000  | 25%               | Stormwater including open space and trails.   | November             |
| Urban Waters Grant   | \$60,000     | 5%                | Signage, Innovative Water Quality Projects  | January              |
| Section 319(h) Grants  | \$750,000    | 40%               | Stormwater/water quality projects   | November             |

|                               |          |      |   |                           |
|-------------------------------|----------|------|---|---------------------------|
| USTA Public Facilities Grant  | \$50,000 | 80%  | Renovation and/or construction of public tennis facilities. | Rolling                   |
| U.S. Soccer Foundation Grants | \$50,000 | 100% | Field turf, lighting, irrigation                            | October<br>February, June |

### Nature/Interpretive Centers

| Funding Program                        | Grant Amount | Match Requirement | Types of Eligible Elements                                   | Anticipated Deadline |
|--|--------------|-------------------|--|----------------------|
| Environmental Education Grants         | \$100,000    | 25%               | Educational Elements   | March                |
| Cultural Facilities Grant Program      | \$500,000    | 200%              | Educational, nature, art elements                            | June                 |
| Urban Waters Grant                     | \$60,000     | 5%                | Signage, Public Education, Innovative Water Quality Projects | January              |
| Section 319(h) Grants                  | \$750,000    | 40%               | Stormwater, water quality, education projects                | November             |
| National Leadership Grants for Museums | \$500,000    | 100%              | Nature Centers, Museums, botanical gardens, children museums | December             |
| Land and Water Conservation Grant      | \$200,000    | 100%              | Outdoor Classroom, Restrooms, Trails, Support Facilities     | February             |

### Boat and Water Access

| Funding Program   | Grant Amount | Match Requirement | Types of Eligible Elements   | Anticipated Deadline |
|---|--------------|-------------------|--|----------------------|
| Land and Water Conservation Grant (LWCF)                  | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Outdoor Classroom, Restrooms, Shade Structures, lighting, and landscaping. | February             |
| Florida Recreation Development Assistance Program (FRDAP) | \$200,000    | 100%              | Ballfields, Courts, Trails, Fishing Facilities, Playground, Restrooms, Shade Structures, lighting, and landscaping.                    | October              |
| Florida Boating Improvement Program (FBIP)                | \$200,000    | 5%                | Boating ramps, day docks, other boat facilities  | April                |
| Boating Infrastructure Program (BIGP)                     | \$1,500,000  | 25%               | Boat Facilities for vessels larger than 26 ft.   | August               |
| Recreational Trail Program (RTP)                          | \$200,000    | 25%               | Waterway Trails, kayak/canoe trailhead facilities  | November             |
| Coastal Partnership Initiative (CPI)                      | \$30,000     | 100%              | Kayak/Canoe facilities, vegetation removal, signage  | October              |

### Recreation/Community Centers

| Funding Program                        | Grant Amount | Match Requirement | Types of Eligible Elements  | Anticipated Deadline |
|--|--------------|-------------------|---|----------------------|
| Cultural Facilities Grant Program      | \$500,000    | 200%              | Educational, nature, art elements   | June                 |
| Pre-Disaster Mitigation Grant Program  | \$3,000,000  | 25%               | Structure Hardening   | November             |
| National Leadership Grants for Museums | \$500,000    | 100%              | Nature Centers, Museums, botanical gardens, children museums                          | December             |
| Land and Water Conservation Grant      | \$200,000    | 100%              | Outdoor Classroom, Restrooms, Trails, Support Facilities such as parking and lighting | February             |

### Arts, History, Culture Facilities

| Funding Program                          | Grant Amount | Match Requirement | Types of Eligible Elements  | Anticipated Deadline |
|--|--------------|-------------------|---|----------------------|
| Land and Water Conservation Grant (LWCF) | \$200,000    | 100%              | Historic/Cultural Facilities, Outdoor Classroom, Signage, Trails, Restrooms, Shade Structures, lighting, and landscaping, parking | February             |
| Cultural Facilities Grant Program        | \$500,000    | 200%              | Educational, amphitheater nature, art elements  | June                 |
| Public Art Challenge                     | \$1,000,000  | 25%               | Art in public spaces  | December             |
| Our Town Grant                           | \$200,000    | 100%              | Innovative public projects including heritage trails  | December             |
| Florida Small Matching Grant Program     | \$50,000     | 100%              | Restoration of historic structures, education facilities  | June                 |
| Florida Special Category Grant Program   | \$350,000    | 100%              | Acquisition and Development of historic structures  | December             |

**Stormwater/Emergency Management \***

| Funding Program         | Grant Amount | Match Requirement | Types of Eligible Elements                                   | Anticipated Deadline |
|-------------------------|--------------|-------------------|--|----------------------|
| Pre-Disaster Mitigation | \$3,000,000  | 25%               | Stormwater including open space, Hardening                   | November             |
| Section 319(h) Grants   | \$750,000    | 40%               | Stormwater, water quality, education projects                | November             |
| Urban Waters Grant      | \$60,000     | 5%                | Signage, Public Education, Innovative Water Quality Projects | January              |

\*The integration of stormwater and other emergency management features into projects such as a recreation center or recreation trail can significantly increase the grant funding opportunities available. Examples of design features that would introduce additional grant opportunities would include the construction of parking areas to act as drainage basins for severe weather events, stormwater retention ponds that alleviate localized flooding as part of park or trail project and the hardening of an indoor facility such as a recreation center to act as a shelter and/or public outreach center before and after a disaster.

***The Village of Estero Parks, Recreation and Open Space Master Plan***



*The End*



