



City of Ferndale
Oakland County, Michigan

Parks and Recreation Proposed Master Plan 2010-2015

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Overview of the Master Plan

The 2010-2015 Ferndale Parks and Recreation Master Plan was prepared by the Parks and Recreation Advisory Board and adopted by the City Council to serve as a guide and decision making document for future recreation facilities and programs. The Plan presents an inventory of existing facilities and programs within the City as well as an evaluation of current opportunities and needs. The Plan considers the existing facilities in and around the City, as well as the anticipated demand for additional or improved facilities and programs. The Plan provides the results of a recent Ferndale Community Survey and the findings of many focus groups held throughout the community, including 5th, 6th, 7th and 9th grade students in Ferndale's elementary, middle and high schools.



The Plan outlines the trends in the City and the department's goals for future improvements. Several of these trends are identified by the changing demographics of the City. The trends specifically address social, demographic and cultural changes; the changing economy of the region; new uses for technology; the City's desire for environmental stewardship; and continuing the City's commitment to fiscal sustainability. The Parks and Recreation goals include: fiscal sustainability; department growth/program expansion; improving efficiency and effectiveness of services; upgrading and maintaining facilities and infrastructure; positioning Ferndale Recreation as an essential service; maximize technology; invest in staff training; and improve accessibility to provide recreational opportunities to all of Ferndale's residents. These goals parallel the goals outlined for the City of Ferndale's in the 2008 Master Plan.

The Action Plan section of this Plan will define how the City of Ferndale Parks and Recreation will help to address these trends the Ferndale community is facing now and into the future.

Although there are a handful of other public and private agencies that provide recreation opportunities for the citizens of Ferndale, the jurisdiction of this Parks and Recreation Master Plan includes only City-owned and operated recreation facilities and programs.

The Plan is also intended to enable the City to continue to apply for funding assistance from various agencies to work toward implementing the documented recommendations and fulfilling the Recreational goals. This Plan provides for five years of grant eligibility with the Michigan Department of Natural Resources and Environment (DNRE).

Planning/Public Input Process

The City of Ferndale began the development of this Parks and Recreation Master Plan in 2009 by meeting with the Parks and Recreation Advisory Board, Recreation Director, and the Parks and Recreation staff to discuss issues and community trends that are facing the Ferndale Community and the Parks (under the DPW) and Recreation Departments. From these discussions, survey questions were suggested and discussed; and a Community Survey was developed. This survey was used to gain public input on desired facilities and programs. (*See Appendix A*) There were also questions asking what improvements to existing facilities the survey respondents would suggest.

Eleven focus groups were conducted; one with the Parks and Recreation Advisory Board, one with a senior group; one with the recreation staff; five with youth at the schools (5th, 6th, 7th, and 9th grades); and three for the general public; which included community organizations such as Downtown Development Authority, Chamber, Arts and Cultural Commission, Ferndale Community Foundation and Disability Advisory Board. The information gathered from these focus groups and the Community Survey was very instrumental in putting this Plan together. (*See Appendix B for Focus Group Recap and Appendix C for completed Community Survey results*)

Background Studies is the necessary data to begin the formulation of the background studies for the plan. This information was collected from various sources including: the Department of Recreation, the previous Ferndale Recreation Master Plan, Ferndale School District, and field observations. Michigan State University partnered with Ferndale and Kirbach *consultancy* to assist with this project and their expertise assisted with the formulation of this Plan. The results of the 2009 Cobalt Citizen Satisfaction Index was compared to the Master Plan Community Survey results as an additional resource of information.

The Administrative Structure chapter of the Plan describes how recreation is governed and operated within the City. This includes information gathered from the City outlining staff responsibilities from the Department of Recreation and Public Works Department, the function of the Parks and Recreation Advisory Board, and a fiscal analysis (as it relates to recreation) of the last few years.

The Recreation Inventory chapter provides an inventory of the recreation facilities within Ferndale. This information was initially completed by the Department of Recreation and the previous Master Plan but was updated through a field survey conducted in the summer of 2009 and the park inventories completed by Michigan State University. The location of each public facility was described and mapped, as well as the various programs, activities, and events offered throughout the City. The chapter also includes a brief description of public school recreational facilities and regional recreation facilities in and around Ferndale.

The Basis for Action section of the document analyzes factors inside and outside of the City that may have an effect on the direction of recreation over the next five years. This portion of the plan provides the rationale for the goals, guidelines and recommended capital improvements. Several factors were analyzed including current recreation trends (on both

national and state levels), comparison of City parks to acreage and facility standards, service area gaps, existing plans and reports, and results of the community surveys and staff input. This section of the plan provides the support for the Plan of Action for the next five years and beyond.

Adoption Action

The Parks and Recreation Advisory Board met on December 1, 2009 to discuss the goals and projects of the previous master plan to determine what projects had been completed and what projects would be included in the new Plan. The goals were reviewed and edited to prioritize accessibility as an important goal for the next five year Master Plan. This information has been evaluated and incorporated in this New Plan.

Parks and Recreation Advisory Board Meeting for draft plan approval: March 30, 2010

Present to Ferndale Planning Commission (as a part of public review): April 15, 2010

The draft Master Plan was available for public review on April 1, thru May 10, 2010 with copies placed at City Hall, the Kulick Community Center, and at the Ferndale Library.

A public meeting on the draft Parks and Recreation Master Plan was held prior to the City Council on May 25, 2010.

The Master Plan public review timeframe and the public hearing was officially promoted and published in The Daily Tribune, City Website, Recreation Website and Ferndale 115 on April 1, 2010.

Adoption

The Parks and Recreation Master Plan was recommended for adoption by resolution by the Parks and Recreation Advisory Board on May 19, 2010.

The Plan was then forwarded to the City Council. The Ferndale City Council adopted the Parks and Recreation Master Plan by resolution at their May 25, 2010 meeting. (see Appendix D for copy of notices and copy of public meeting minutes.)

Community Description

Historical Information – *as described in the City of Ferndale Master Plan*

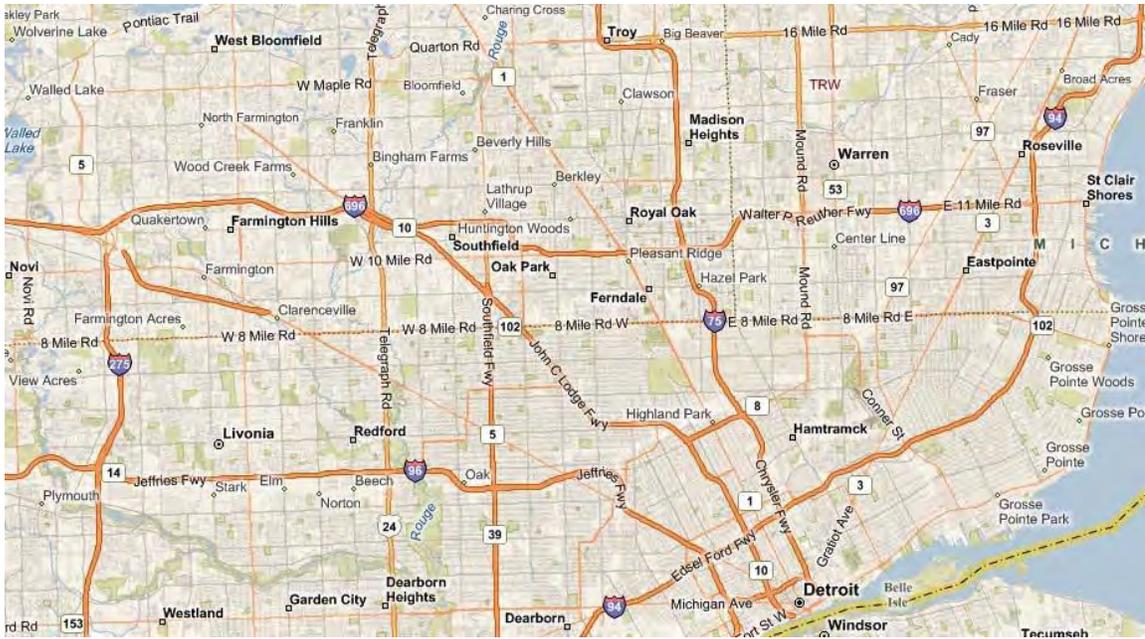


“The City of Ferndale, Michigan is typical of many Midwest suburban communities. Located in Oakland County and adjacent to the City of Detroit, it was first inhabited by Native Americans and situated on the site of a major Native American Trail connecting Detroit with Saginaw Bay and the Straits of Mackinac. It was first settled by homesteading farmers in the nineteenth century. It grew slowly until the advent of the automobile and the opening of the Ford Motor Company plant in nearby Highland Park. In 1918 it was incorporated as a village and in 1927 as a city. Since that time it has become one of the major suburbs north of Detroit.”

-Taken from “*Ferndale of Yesterday*” Forward written by
Dr. Philip P. Mason
Professor of History, Wayne State University

Ferndale Community today:

The City of Ferndale is positioned in southeast Michigan between Eight Mile Road, I-75 and I-696. It occupies nearly four square miles and is a vibrant inner ring suburb of Detroit. Detroit is located just across the southern border of Ferndale formed by 8 Mile Road. Downtown Detroit is directly accessible via Woodward Avenue, a major transportation artery which runs on a northwest to southeast diagonal through the Ferndale Community. Other adjacent communities include Hazel Park to the east; Royal Oak and Pleasant Ridge to the north; and Oak Park and Royal Oak Township to the west. Ferndale has a convenient location to the metropolitan Detroit region and is easy access to numerous regional destinations.

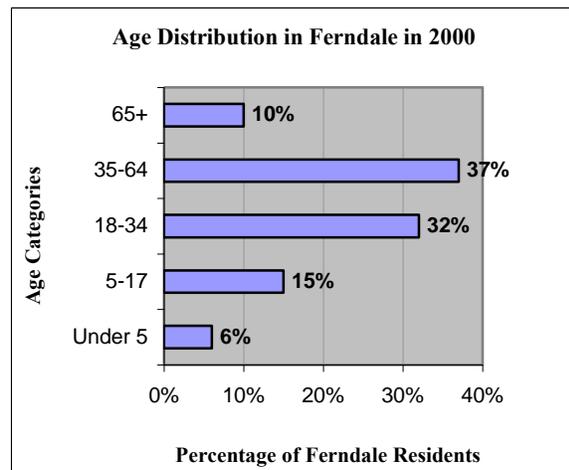


Location of Ferndale in southeast Michigan

Ferndale demographics:

Total population of Ferndale in the 2000 census was 22,105, with 10,243 households. The age groups that make up this population are illustrated in the table below.

<u>Age Groups</u>	<u>Census 2000</u>	<u>Percentage</u>
65+	2,137	10%
35-64	8,283	37%
18-34	7,181	32%
5-17	3,242	15%
Under 5	1,262	6%



The ages of the residents of Ferndale impact the current and future programming of Ferndale Parks and Recreation. As the residents continue to age and remain in good health, the programming and facility requirements of the older population will continue to evolve. Ferndale also has a large percentage (21%) of youth in the community which will continue the need for youth programming in the Community.

**Data provided by Southeast Michigan Council of Governments*

Administrative Structure

The following describes how recreational activities and resources are governed and administrated within Ferndale. The function of the various boards and departments with recreation responsibilities is summarized on the following pages.

Public Act 156 of 1917 (Local Government, Operate System of Public Recreation) authorizes cities, villages, counties, townships, and school districts to operate systems of public recreation and playgrounds¹.

Section 1:

A.

Any city, village, county or township may:

1. Operate a system of public recreation and playgrounds;
2. Acquire equipment and maintain land, buildings, or other recreational facilities;
3. Employ a superintendent of recreation and assistants; and,
4. Vote to expend funds for the operation of such a system.

City Commissions

The responsibility of managing, maintaining and improving recreation facilities within Ferndale is met by various City commissions and departments. As the highest level of authority in the City, the *City Council* plays a key role in the provision of recreation. The City Council appoints a nine member Parks and Recreation Advisory Board, which is comprised of 7 citizens, the Director of Recreation, and the DPW Director or designate.

The *Parks and Recreation Advisory Board* is established by Ordinance No. 583 as amended by Ordinance No. 859 (the current ordinance reflects operation prior to the Department of Recreation splitting from the Department of Public Works in 2000). The board acts in a fact finding recommendatory and advisory capacity to the Council, considering the needs and requirements of park and recreational facilities, activities, estimated costs and makes recommendations to council on those issues. The Advisory Board typically meets on the 3rd Wednesday of each month at 6:00 p.m. at the Gerry Kulick Community Center.

¹ Summary of Laws Relating to Local Parks and Recreation, State of Michigan 1978, MSU December 1978.

Department of Recreation

Two City departments play a major role in the provision and administration of parks and recreation: the Department of Recreation and the Department of Public Works.

The Department of Recreation, with offices at the Gerry Kulick Community Center, consists of two full and several part-time staff members (see organizational chart on page 10). The department is headed by the Director of Recreation.

The Recreation Director is the secretary of the Park Advisory Board (by virtue of the office) and, along with the DPW Director or designate, serve as advisors to the Parks and Recreation Advisory Board, but does not have the right to vote upon any decision of the Board. In a joint effort, the Recreation and the DPW Directors are charged with the responsibility of overseeing the satisfactory operation of all parks, recreation facilities and programs provided by the City of Ferndale.

Department of Public Works

Maintenance of park and recreation facilities is the responsibility of the Ferndale Department of Public Works, under the supervision of the Parks & Boulevards Supervisor. Currently, one and one quarter full-time staff members of the public works department have the responsibility for park maintenance. During the summer months, additional part-time staff members are hired for parkland maintenance. The cost for park maintenance out of the entire D.P.W.'s budget is \$477,000 including \$33,000 for supplies used to maintain the facilities. Most of the mowing of the parks is contracted out.

Fiscal Analysis

The following table indicates the actual revenues and expenditures for the fiscal year 2009. The difference between recreation expenditures and revenues are shown below. It is important to emphasize that any funds received from grants are not reflected in the table below. The revenues for the FYE09 are 40% of the total expenditures for this fiscal year.

Fiscal Year Ending 2009

REVENUES:

Fees for Services, Programming,
Rentals

ACTUAL FYE 09

334,259.43

Total Revenues

334,259.43

EXPENDITURES:

Personal Services

464,660.19

Operating Expenses

367,196.29

Capital Outlay

11,071.86

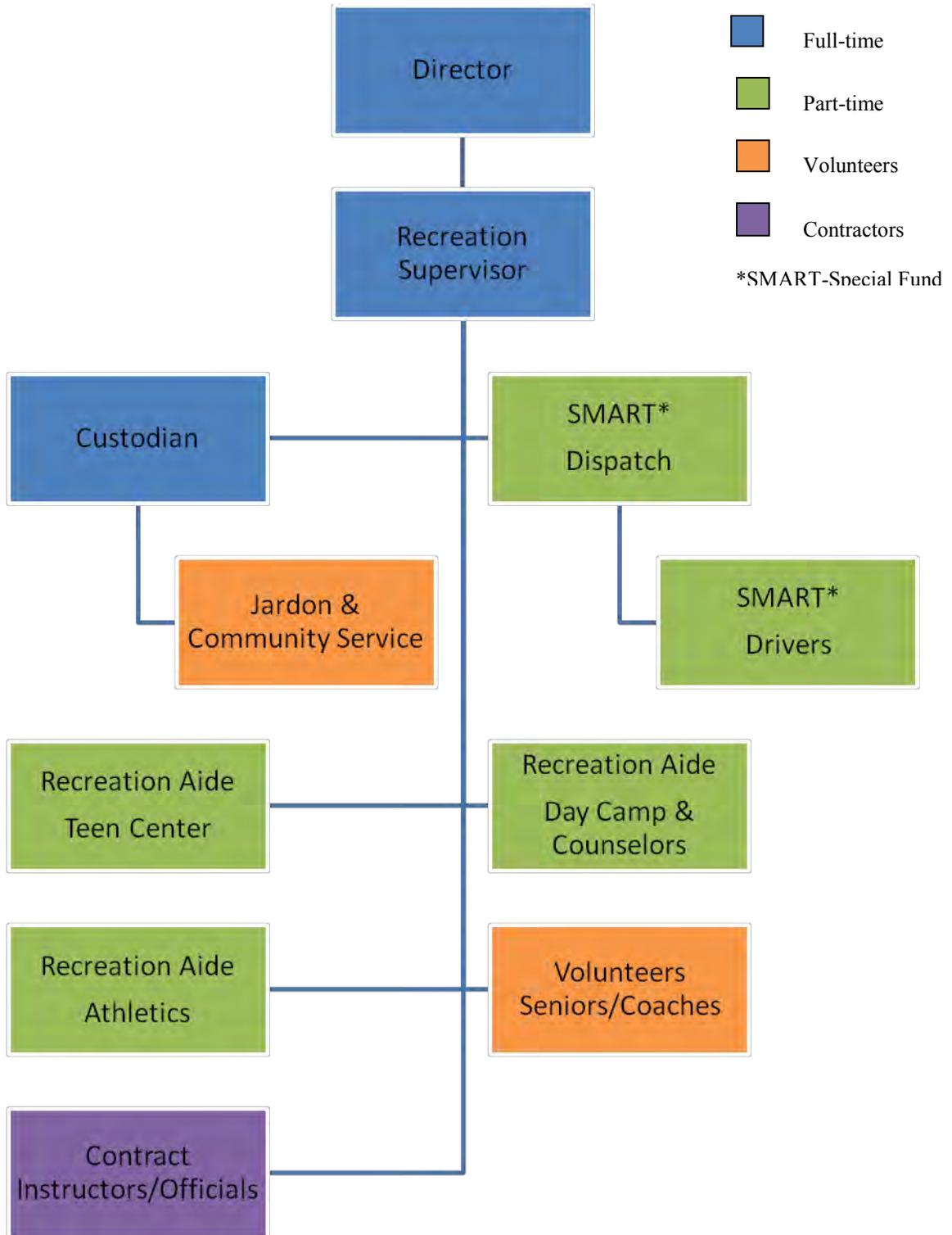
Total Expenditures

842,928.34

Revenue over Expenditures

(508,668.91)

Organizational Structure for Ferndale Recreation Department FYE 2010



Role of Volunteers

The City of Ferndale relies heavily on volunteers to assist in many of their activities and events. The assistance of volunteers allows the Department to offer more programs and activities. Volunteers are used to market programs: distribute information; organize and run events; coach youth sports, provide general assistance to the Recreation Department. Volunteers are also utilized in parks to care for and maintain flowers, gardens, and general maintenance to help keep the parks looking good and welcoming to the park users. Results from the Cobalt Community Research, indicated almost 50% of the survey respondents stated they plan to volunteer in the Ferndale community. As the baby boomers get older but remaining physically fit, volunteering is a way to occupy their free time and a way to “give back” to their communities. Volunteers are recruited on the City of Ferndale’s website and a “core” group of volunteers are recruited and utilized in the Recreation Department.

Relationship with Other Agencies

A formal agreement of cooperation exists between the City and the Ferndale Public School District whereby the City provides services to the School District and vice versa in regards to recreation facilities, equipment, and maintenance. The agreement allows for the City to use school facilities for recreation programs when facilities are not in use for school activities. The School District, in turn, is allowed to utilize City park facilities including baseball and softball fields, tennis courts, and parklands for cross country.

A similar agreement exists between the City and the Hazel Park School District for use of their recreation facilities at, in particular, the Webb Elementary School site. In return, the school district uses City recreation facilities primarily located within Martin Road Park.

The Ferndale Recreation Department has developed many partnerships within the community. They have partnered to develop joint/supported programs; have been a part of community wide events; have professional partners and partner with other boards and commissions in the community.

The following are some of the community groups that Ferndale Recreation has partnered with. Many of these groups were present and had a voice in our Master Plan focus groups.

Ferndale Chamber	Ferndale Schools
Area Agency on Aging	Ferndale Athletics
Affirmations	AARP
Relay for Life	Intra Soccer
OLSHA	South Oakland Soccer (SOCS)
Fern Care	Ferndale Community Foundation
Ferndale Youth Assistance	Ferndale Elks
Southeast Oakland Coalition	Boys and Girls Club
Ferndale Senior Group	Tri-County Deaf

Partnerships are established between many governmental agencies. These include:

Community of Hazel Park
Community of Oak Park
Community of Pleasant Ridge
County of Oakland

Partnerships were also established with the following professional organizations:

Michigan Recreation and Park Association
Northwest Michigan Recreation and Park Association
National Recreation and Park Association

Parks and Recreation Advisory Board; Arts and Cultural Commission, Beautification Commission and Environmental Sustainability Commission are just a few of the Ferndale Boards and Commissions that partner together for common goals for Ferndale.

Recreation and Resource Inventory

Developing a complete inventory of recreation facilities, programs, and events is an essential component of a Parks and Recreation Master Plan. It provides a base of information to use in developing the action program. Understanding what facilities, programs, and events are available to the residents of the City of Ferndale will assist in the future decision-making process.

This portion of the plan includes several components. The first component is a description of the recreation facilities and programs that Ferndale owns and operates. Second, the barrier-free compliance status of City-owned park facilities will be inventoried. Lastly, this chapter includes a description of the facilities that were partially or completely acquired and/or developed using recreation grant funding.

Public Recreation Facilities

A complete recreation inventory was completed in the 2005-2010 Master Plan. In order to include the most up-to-date facility information, an update to this inventory was completed in September 2009. Additional information was provided by Michigan State University's GIS inventory of all the parks. This is a very accurate and detailed inventory showing all of the amenities of Ferndale's Parks. Individual park maps are located in Appendix E.

In total, the City of Ferndale features fifteen public recreation facilities, totaling just less than 89 acres of land. A description of each facility is included on the following pages. Additionally, the Public Recreation Facilities Inventory table provides a summary of the facilities within Ferndale.

Fair Park

Fair Park is a 1.27 acre mini-park located in eastern Ferndale. The park extends three blocks between Wordsworth and Jewell Avenues adjacent to the Grand Trunk Western Railroad tracks. The park features a paved walking trail along its entire length as well as a play structure and swing set.



Swings at Fair Park



Restroom at Garbutt

Garbutt Park

Garbutt Park is located along 8 Mile Road between Gardendale and Allen Avenues in the southwest portion of Ferndale. The park abuts property owned by the School District. This neighborhood park consists of 6.53 acres and features a variety of recreational facilities.

The major sporting facilities include an in-line skating rink and a small ball field (on school property). Other facilities include playground areas, a walking trail, picnic facilities, and restrooms.

Geary Park

Geary Park is a large facility located in the northwestern portion of Ferndale between Lewiston, Pinecrest, Earl Boulevard and Central streets. The sporting facilities at this 9.65 acre neighborhood park include an in-line skating rink, one baseball field, one softball field, and two small soccer fields. Also featured in the park are playground areas, picnic areas, one pavilion, bathrooms, a drinking fountain, a storage building and an off-street parking area.



Pavilion at Geary Park

Gerry Kulick Community Center

The Gerry Kulick Community Center opened in 2001 and is the only year-round public indoor recreational facility in the City of Ferndale.

The Community Center is located in the southwestern quarter of the City along Livernois Avenue on an approximately 2.82 acre site. The building was a former elementary school that the City leases. The City made extensive renovations to the building using a variety of funds, including Clean Michigan Initiative money. Inside the community center, many recreation facilities are offered including a gymnasium, fitness studio, dance studio, various activity rooms, meeting rooms, kitchen, dining room and the offices of the Department of Recreation & Senior Services. Many of the recreation programs offered by Ferndale take place within the community center.



Neighborhood near the Kulick Center

Outdoor facilities on the community center property include an off-street parking lot, playground equipment, a basketball hoop, picnic tables, and open space areas. The facility is also the site of a Suburban Mobility Authority for Regional Transportation (SMART) hub providing public transportation services to Ferndale citizens.

Harding Park

Harding Park is the second largest park in Ferndale comprising 17.65 acres. This neighborhood park is located in the northeastern portion of the City on Mapledale between Inman and Grayson Avenues. Sports facilities include two basketball courts (4 hoops total), an in-line skating rink, one large soccer field, two small soccer fields, one softball field, and one baseball field. Other park amenities include a parking lot, bathrooms, playground, storage building and picnic areas. The northern portion of the park features a wooded open space area.



Basketball at Harding Park



Playstructure at Lennon Memorial Park

Lennon Memorial Park

Adjacent to the Edison School building (Hazel Park School District), this park comprises 4.18 acres. The park features several recreation facilities including two small soccer fields (practice), a basketball court (2 hoops), playground structures, swings, picnic areas, and open space areas.

Marie Park

Marie Park is a mini-park located at the end of Marie Avenue in the southwestern corner of the City. Marie Park occupies only 0.22 acres but does feature a pre-school play structure and swing set, park benches and a drinking fountain.



In-line skating rink at Martin Road Park

Martin Road Park

Martin Road Park is Ferndale's largest park at 31.82 acres and is considered a community park. The park is found in the northeastern portion of the City and is adjacent to the Hazel Parks' Webb Elementary School. Martin Road Park features a significant number of recreational facilities. Sports facilities include a one

hoop basketball court, in-line skating rink, football field (on school property), two lighted softball fields (one on school property), one large soccer field (Dream Field), two small soccer field, a large sledding hill, and a walking path. Other facilities include a pavilion, numerous picnic areas, three playground structures, bathrooms, a concession stand, off-street parking areas, and open space areas.



Sled hill at Martin Road Park

Detroit Curling Club/Ferndale Activity Center

The Detroit Curling Club/Ferndale Activity Center building is located on the western edge of Martin Road Park. This facility was constructed by the Detroit Curling Club on City property and is used during the winter months by the Club. During the summer months, the City utilizes the facility for its youth summer camps and teen drop-in program. The building features four sheets of curling ice (winter months), or a large open indoor arena (summer months), a meeting room, office, bathrooms, and a kitchen. Under a joint partnership agreement between the City and Curling Club, each utilizes the building for six months of the year.



Oakridge Park

Oakridge Park is a small park located off of West Oakridge Avenue along the City's border with Pleasant Ridge. This mini-park comprises 0.54 acres and features a garden area with park benches. Two small, undeveloped parcels are located just east of the park, but are separated by residential homes

(park acreage includes all three parcels). Currently, only the small area at the end of Livernois is officially designated as Oakridge Park.

Oppenheim Park

Oppenheim Park is a long and narrow 2.35 acre neighborhood park located along St. Louis Avenue. Currently, most of the park is comprised of open space areas and includes playground structures, a drinking fountain, and picnic areas in the center of the park.



Playstructure at Oppenheim Park



Basketball at Saratoga Park

Saratoga Park

Saratoga Park is a 0.42 acre mini-park located along Saratoga Avenue in the southeastern portion of the City. This park includes a basketball hoop, picnic tables and a grill. More than half of the park property is open space.

Schiffer Park

Schiffer Park is a 0.13 acre mini-park located at the intersection of Nine Mile Road and Planavon Avenue in Downtown Ferndale. This park is an urban plaza with benches, trees and a water fountain.



Playstructure at Vester Park

Vester Park

Vester Park is another mini-park located at Vester Avenue and Farrow Avenue in the southeastern quarter of the City. Featured on its 0.89 acres are a play piece and swing set, several picnic tables, a park bench and water fountain.

Wanda Park

This 3.17 acre neighborhood park is located between Hazelhurst, Wordsworth and Wanda Avenues near the City's southeastern border with Hazel Park. Wanda Park features a variety of recreation facilities including picnic areas, play structures, a basketball court (2 hoops), a drinking fountain, and a softball field for use by youth only.



Wilson Park

Wilson Park is centrally located within Ferndale at Hilton Road and University Avenue. This 7.34 acre neighborhood park is adjacent to the Wilson Elementary School building which turned into a University High School in the Fall of 2005. Recreation facilities at the park include a basketball court (2 hoops), lighted in-line skating rink, baseball field, softball

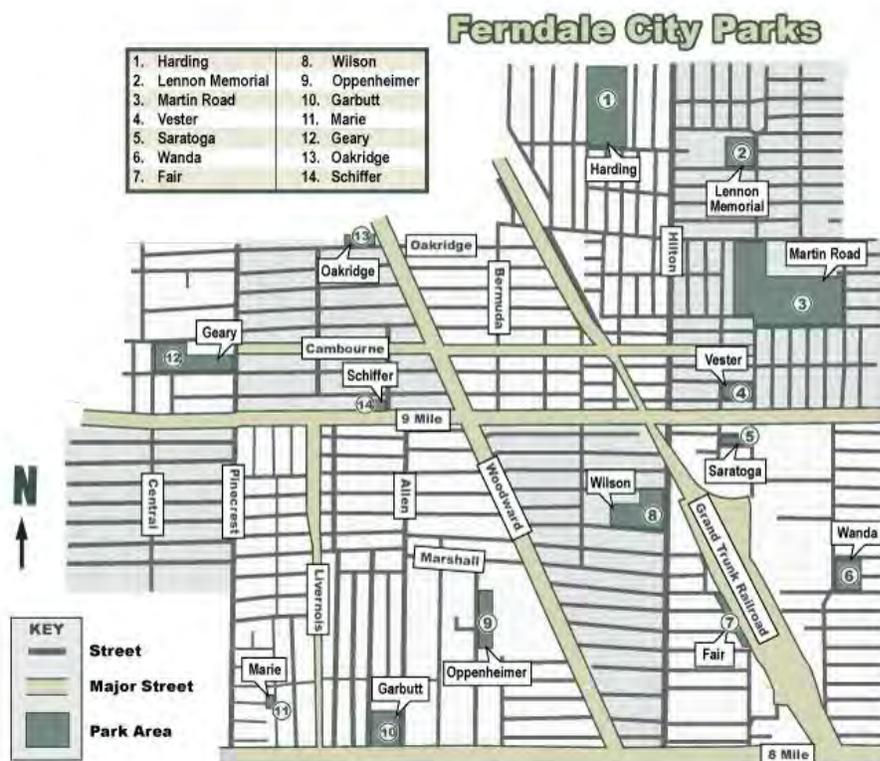


Ball field at Wilson Park



Parking Lot at Wilson Park

field (on school property), soccer field, play piece, picnic areas, bathrooms, drinking fountain, and an off-street parking lot.

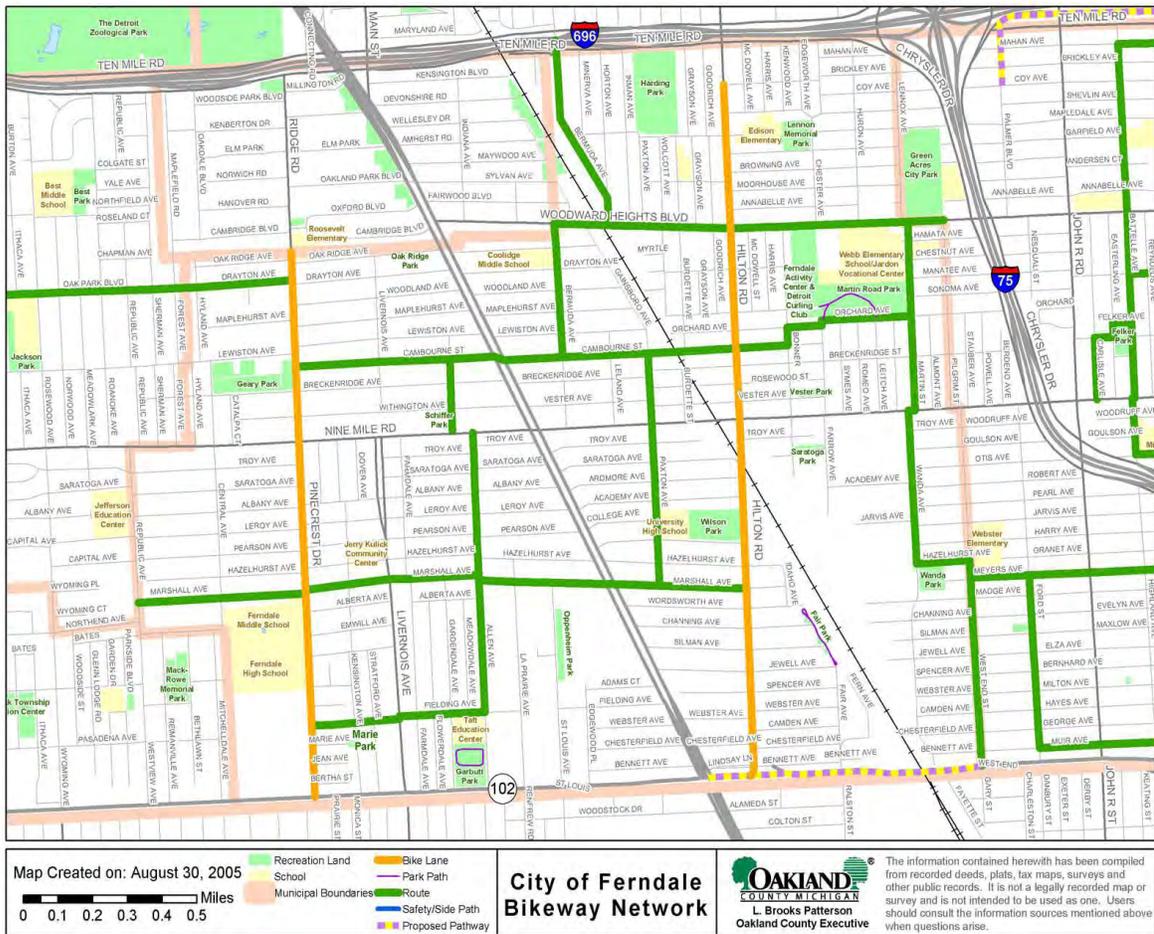


Location map of City of Ferndale Parks

Name	Acres	Parking	Concession Stands	Restrooms	Water Fountain	Pavillion	Pavillion Tables	Picnic Tables	Grills	Park Benches	Basketball Hoops	In-Line Rink (Lighted)	In-Line Rink (Unlighted)	Gymnasium	Inoor Curling Ice Sheets	Softball Fields (Lighted)	Softball Fields (Unlighted)	Baseball Fields	Soccer Fields (Full Field)	Soccer Fields (Small Field)	Walking Trail	Sledding Hill	Horseshoes	Play Structure	Swing Sets	Trash Cans	Storage Building
1 Fair Park	1.27									2										Y				1	2	1	
2 Garbutt Park	6.53			1	1			14	4	5			1					1		Y			1	2	2	6	
3 Geary Park	9.65	Y		1	2	1		10	4	10		1						1	1	2				2	2	9	1
Gerry Kulick Comm. Center	2.82	Y		1	2			1		2	1		1											2	2	4	
5 Harding Park	17.65	Y		1	1			11		7	5	1						1	1	2				1	1	2	12
6 Lennon Memorial Park	4.18				1			5	1	4	3													1	1	5	
7 Marie Park	0.22				1					1										2				2	2	1	
8 Martin Road Park	31.82	Y	Y	2	1	1	10	25	5	8	2		1						1	2	Y	Y		3	3	12	1
Detroit Curling Club / Ferndale Activity Ctr.	N/A	Y		1										4													
10 Okridge Park	0.54																										
11 Oppenheim Park	2.35				1			5	3	2														1	2	1	
12 Saratoga Park	0.42							3	1		2															1	
13 Schiffer Park	0.13				1			4		1																2	
14 Vester Park	0.89				1			4	1	1														1	1	1	
15 Wanda Park	3.17				1			5	2	5	3													1	1	2	
16 Wilson Park	7.34	Y		1	1			8	3	8	3	1											2	2	1	2	5

Ferndale Park Amenities (Note: information gathered from Michigan State University and their GIS/GPS work they provided for Ferndale and the Master Plan.)

Along with these park facilities, the City of Ferndale has a bikeway network that traverses through the Ferndale community. The map indicating the location of this bikeway is below.



City Recreation Programs

Numerous recreation programs are offered through the City Department of Recreation & Senior Services. These programs are detailed below.

Youth Programs

Sports programs are a large part of the City youth recreation programming. Youth sports programs include basketball, football, soccer, tennis, softball, baseball, floor hockey, in-line hockey, coach pitch, and t-ball. Other programs include craft activities, dance classes, preschool programs, drop in activities for teens and preschoolers and a wide variety of summer camps.

Adult Programs

Many of the recreation programs for adults are fitness oriented, but also include sports leagues, therapeutic recreation, and a wide variety of educational classes.

Senior Citizen Programs

Senior oriented activities are extensive and the majority of the programs and services are provided at the Gerry Kulick Community Center. Senior programs include various educational classes, health and nutrition services, fitness classes, dinners, senior transportation services and day and extended trips to destinations within and outside of the State.

Special Events

Numerous special events and activities are sponsored by the City and city organizations. Such events include: Family Fall Fun Fest, Easter Egg Hunts, the Sweetheart Family Date Night, Lunch with Santa, Holiday Market Place, Memorial Day Parade, Dream Cruise, Foot Frolic, 5K and 10K Run, and Mom-to-Mom Sales.

Public School Facilities

The Ferndale Public Schools District Map provided at the end of this chapter shows the location of the major public recreation facilities in Ferndale. This map also shows the location of public school facilities located in Ferndale. The majority of these school facilities are owned by the Ferndale School District, but two facilities in the eastern portion of the City are operated by the Hazel Park School District. In addition, there are schools that are part of the Ferndale School District, but are located outside of the City limits in Oak Park, and Royal Oak Township.

As mentioned earlier, the City of Ferndale has standing agreements with both school districts for the sharing of school recreation facilities. As such, it is important to provide an inventory of the recreation facilities provided by the school districts in order to determine any service overlaps or recreation deficiencies.

The public school inventory table, prepared by the Department of Recreation & Senior Services for the previous Master Plan (2005 – 2010) were updated and provide a summary of the school recreation facilities in Ferndale.

City of Ferndale Schools - Recreation Facilities Inventory		Parking	Concession Stands	Restrooms	Basketball Hoops	Football Field	Gymnasium	Softball Fields	Baseball Fields	Play Structure	Tennis Courts	Swimming Pool
1	Conledge Intermediate (Grades 4-6)	Y		Y	1		1				1	
2	Ferndale Middle and High School (Grades 8-12)	Y	Y	Y	1	1	1	2	2		6	1
3	Roosevelt Elementary (Grades K-3)	Y		Y	1		1			2		
4	Taft Education Center	Y		Y			1	1		2		
5	John F. Kennedy School (Grades K-6)	Y		Y	1		1	1		1		
6	University High School (Wilson)	Y		Y	1		1	1		3		
7	Grant Early Education Center	Y		Y			1			2		

Recreation Facilities Provided by Ferndale Schools

Regional Recreation Facilities

Southeast Michigan has several regional recreation facilities, particularly Michigan State Parks, Huron-Clinton Metroparks, Oakland County Parks, and Wayne County parks. In addition to regional park facilities, many other cultural and recreational attractions, such as museums and professional sports venues, are available within the region. These regional facilities offer a variety of activities that are not available within the City but are desired by residents.

Although all of the regional recreational facilities in Southeast Michigan are too numerous to mention, a brief description of the facilities having the most significance in terms of proximity are described below.

Detroit Zoo is located just north of Ferndale on a 125 acre site in the City of Royal Oak. The zoo, which opened in 1928, features hundreds of animals and animal exhibits as well as numerous other special attractions and events.

Another significant regional facility is the Michigan State Fairgrounds site located just south of the City limits at the corner of 8 Mile Road and Woodward Avenue in the City of Detroit. The facility attracts thousands of visitors especially during August when the State Fair is held.

The Joe Dumars' Fieldhouse, located inside the 35,000 sq. ft. Agricultural Building, is another major attraction at the Fairgrounds. The Dumars' Fieldhouse facility opened its doors recently and offers a variety of attractions and programs including: sports facilities for basketball, volleyball, floor/roller hockey, sports camps, the Bayou Fun Center (mini-golf, rock climbing, ropes course), conference rooms, and a café.

The Michigan State Fair has been owned and managed by the Department of Agriculture since 1997, but recently the site has been having financial troubles prompting the Governor of Michigan to appoint a commission to determine a possible future for the Fair. In October 2009, the Governor cut all funding to the Michigan State Fair, so 2009 may be the last year for the historic fair.

Barrier Free Status

With the passage of the Americans with Disabilities Act of 1990 (ADA), all areas of public service and accommodation became subject to barrier-free requirements, including parks and recreation facilities and programs. An accessible playground is “one that, when viewed in its entirety, may be approached, entered and used by persons with varied disabilities”.

To evaluate the status of the existing public parks and recreation facilities owned by the City of Ferndale, each was inventoried for their accessibility status during a field survey conducted in September 2009. Each facility was given a rating of 1 through 5 with the following definitions:

1. None of the facilities/park areas meet guidelines
2. Some of the facilities/park areas meet guidelines
3. Most of the facilities/park areas meet guidelines
4. Entire park meets the ADA guidelines
5. Entire park was developed/renovated using principals of universal design

The majority of the facilities within the City have accessibility ratings of 1 or 2. In general, City parks feature recreation facilities that are accessible. However, many of the parks are lacking in the provision of an accessible routes to the facilities within the parks. Accessibility is a high priority goal for the next five years in this Master Plan.

Park	Rating
Fair	2
Garbutt	2
Geary	2
Gerry Kulick (indoor)	4
Gerry Kulick (outdoor)	3
Harding	1
Lennon Memorial Park	2
Marie	1
Martin Road	2
Oakridge	1
Oppenheim	1
Saratoga	1
Schiffer	4
Vester	1
Wanda	2
Wilson	2

Ferndale Recreation Grants History

When preparing a Recreation Plan, the Michigan Department of Natural Resources requires that information be provided concerning grants that have been received in the past for acquisition or development of recreation facilities. Over the years, Ferndale has received 13 grants for recreation facility development. An assessment of each project is provided in the following table.

Grant Number	Facility Name	Scope	Project Yr.	Current Condition
#B-06-SP-MI-0471	Kulick Community Center	renovation – add fitness center, meeting rooms	2002	Good
26-01580	Ferndale High School	redevelop 6 tennis courts	2001	Good
CM-99-178	Kulick Community Center	addition to Center, outdoor playground, parking lot	1999	Good
BF89-376	Wanda and Lennon Parks	renovate basketball courts	1989	Fair
26-01356	Wanda Park	develop picnic areas; picnic tables	1985	Fair
26-01283	Martin Road Park	picnic shelter, small play structure	1983	Fair
26-01104M	Wilson Park	basketball court, parking lot, picnic tables, grills, timber play structure, LWCF sign	1980	Poor – aging equipment needs replacement
26-00944	Roosevelt Park (Geary)	Magic Squire renovation, picnic area, parking lot, LWCF sign	1977	Magic Squire converted to inline skate with City Bond funds, parking lot and picnic area - fair
26-00942	Garbutt Park	ballfield benches, bleachers, renovate Magic Squire, LWCF sign	1977	Magic Squire converted to inline skate with City Bond funds; benches/bleachers fair
26-00716	Wilson Park Acquisition	Acquire .10 acres for outdoor recreation	1976	
26-00949	Harding Park Improvement	dev. Tennis court, picnic area and parking lot, LWCF sign	1976	parking lot is good, tennis court converted to inline skate with City bond funds
26-00376; 26-00208	Martin Road Park	acquire .625 acres of land; lighting one softballfield, replace backstop, add dug outs, bleachers, fence,	1973, 1970	fair condition – amenities are aging and will need replacement

Basis for Action

Many elements must be considered prior to the decision-making process of establishing goals, guidelines and a prioritized capital improvements schedule for the next five years. A community must not base recreation improvement and service decisions solely on the voice of a handful of residents or the needs and wants of community officials, but must also be aware of recreational trends, national standards, participation data at existing facilities, community opinion, as well as demographic trends and the capability of the land and its surroundings. This section attempts to consolidate the various factors which must be acknowledged and the abundance of aspects, perceptions, and ideas which need to be filtered and categorized with the end result of producing the prioritized needs of the community. Because there are so many factors that will ultimately determine needs, caution should be taken to not analyze each piece of information individually, but integrate them all to produce the “big picture.”

Recreation Trends

Recreation trends occurring nationally provide insight into activities that can be expected to draw a large number of participants and activities that have shown the greatest growth in popularity. The National Sporting Goods Association (NSGA) conducts national surveys that measure activities by participation and percent change from the previous survey. The definition of participation includes those persons seven years and older who have participated in the activity more than once during the year of the survey. The following table ranks the top sports by total participation in 2008 and also compares the rate of change for each sport since 2003.

In 2008, the top five activities in which people participated were:

- Exercise walking (96.6 million) as compared to 79.5 in 2003
- Swimming (63.5 million) as compared to 47.0 in 2003
- Exercising with equipment (63.0 million) as compared to 48.6 in 2003
- Bowling (49.5 million) as compared to 39.4 in 2003
- Camping (49.4million) decreased as compared to 51.4 in 2003

In terms of change between 2003 and 2008, the top five fastest growing sports were:

- Yoga (16 millions) with no mention in 2003
- Soccer (15.5 millions) with no mention in 2003
- Hiking (38 million) as compared to 25 million in 2003
- Swimming (63.5 million) as compared to 47 million in 2003
- Weight lifting (37.5 million) with no mention in 2003

Note: these top growing sports are activities baby boomers can participate as they continue to age and continue to be active.

In terms of change between 2008 and 2003; these are the top five decreasing sports:

- Target shooting – air gun (decrease of 12 million)
- In-line roller skating (decrease of 8 million)
- Boating – motor/power (decrease of 7.5 million)
- Football (touch) – (decrease of 3.5 million)
- Paintball Games – (decrease of 9 million)

Ferndale Community Trends

1. Demographic, cultural and social – population in Ferndale remaining steady (just a slight decrease in SEMCOG’s estimated figures); senior population growing; youth population remaining constant
2. Changing economy – challenge of providing first class department while justifying funding, manpower, equipment and supplies. Finding alternative funding sources, partnering with other organizations
3. Technology – utilize technology to enhance services and communication; use for analysis, evaluation and mapping of services
4. Environmental stewardship – development of trails (in top three in community survey for “new” facilities); using trails to connect neighborhoods with schools, community resources, businesses, parks, etc. (ex. Safe Routes to School program)
5. Accessibility – accessible routes to and through parks; upgrade facilities to make all facilities available to everyone
6. Aging facilities – neighborhood parks a concern for residents; many suggestions/comments from community survey

Some national concerns/trends

1. Obesity in children and adults
2. Increase walkable/bikeable communities
3. Increase desire for well maintained parks
4. Make the connection between health and outdoor recreation
5. Develop events that blend youth oriented and technology driven activities
6. Develop plans that integrates outdoor and green infrastructure
7. Provide more recreational opportunities to underserved urban and rural communities

National Planning Standards

In the process of determining and prioritizing needs, it is not only important to understand the national trends in terms of participation levels and popularity, but it is also imperative to compare the provision of local recreation facilities to published standards. This comparison of existing facilities to standard acreage and facility recommendations is another tool to determine needs within the City of Ferndale.

Acreage Standards

The National Recreation and Park Association provides a recommended park classification system which recognizes that open space services people at differing levels. The system categorizes open space as mini-parks, neighborhood parks or community parks. The desirable characteristics relative to size, function, amenities and acreage provisions per 1,000 people are identified in the following table.

Recreation Classification System (National Recreation and Park Association)

<i>Mini-Parks</i>	
General Description	Used to address limited, isolated, or unique recreational needs.
Location Criteria	Less than a 1/4 mile distance in residential setting.
Size Criteria	Between 2500 sq. ft and 1 acre
Acres/1,000 population	0.25 to 0.50
<i>Neighborhood Parks</i>	
General Description	Remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is on informal active and passive recreation.
Location Criteria	1/4 to 1/2 mile distance and uninterrupted by non-residential roads & physical barriers.
Size Criteria	5 acres is considered min. size; 10 acres is optimal
Acres/1,000 population	1.0 to 2.0
<i>Community Parks</i>	
General Description	Serves broader purpose than neighborhood park. Focus is on meeting community based recreation needs, as well as preserving unique landscapes and open spaces.
Location Criteria	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and 1/2 to 3 mile distance.
Size Criteria	As needed to accommodate desired uses. Between 30 and 50 acres.
Acres/1,000 population	5.0 to 8.0

Note: the NRPA standards used as a comparison to Ferndale are drawn from NRPA's 1996 *Park, Recreation, Open Space and Greenway Guidelines*.

These acreage standards are applied to the existing park acreage in the City to begin to determine any needs in terms of property. For purposes of this analysis, the acreage standards will be applied to the City as a whole, with an existing population of 22,105 (2000 Census).

Community Parks

Two City parks are classified as community parks: Martin Road Park and the Gerry Kulick Community Center. The Martin Road Park comprises 31.82 acres while the Kulick Community Center, which is primarily an indoor facility, is located on a 2.82 acre site. Both are community-wide destinations.

The NRPA standard for community park land stipulates a standard of 5.0 to 8.0 acres per 1,000 people. Based on the City's existing population of 22,105, the NRPA standard would require between 110.5 and 176.8 acres of community parkland. Ferndale's current community park acreage at 34.64 acres would thus be considered deficient. However, this deficiency can be partially justified by the nature of the Kulick Community Center, which serves a large number of citizens as an indoor recreation facility, but is located on a small site in terms of acreage.

According to the NRPA standard, community parks have an approximately 3 mile radius service area. Applying this service area radius to the two Community Park facilities in Ferndale, the entire City is covered.

Neighborhood Parks

Seven parks within the City have been designated as neighborhood parks: Garbutt Park, Geary Park, Harding Park, Lennon Memorial Park, Oppenheim Park, Wanda Park, and Wilson Park. When combined, these parks total 50.87 acres.

These parks have been designated as neighborhood parks due to their size, location, amenities offered or how they function within the community. The NRPA standard for neighborhood park land, which stipulates a standard of 1.0 to 2.0 acres per 1,000 people, was applied to the total population of Ferndale at 22,105. Based on the NRPA standard, the City of Ferndale should have between 22.1 and 44.2 acres of neighborhood parkland. The City's current neighborhood park acreage at 50.87 acres well exceeds this range.

According to the NRPA standard, neighborhood parks have an approximately 1/2 mile radius service area. Applying this service area radius to the seven neighborhood parks in Ferndale (as well as the two community parks that also serve as neighborhood parks to surrounding residents), it is then possible to determine whether service gaps exist.

City of Ferndale: Classified Recreation Facilities

Community Parks

Martin Road Park	31.82 ac.
Detroit Curling Club/ Ferndale Activity Center	
Kulick Comm. Center	2.82 ac.

Neighborhood Parks

Garbutt Park	6.53 acres
Geary Park	9.65 acres
Harding Park	17.65 acres
Lennon Memorial Park	4.18 acres
Oppenheim Park	2.35 acres
Wanda Park	3.17 acres
Wilson Park	7.34 acres

Mini-Parks

Fair Park	1.27 acres
Marie Park	0.22 acres
Oakridge Park	0.54 acres
Saratoga Park	0.42 acres
Schiffer Park	0.13 acres
Vester Park	0.89 acres

Mini-Parks

Finally, the same analysis was conducted on the existing mini-parks found within the City of Ferndale. As was inventoried, there are six mini-parks encompassing 3.47 acres of land within the City. These mini parks include: Fair Park, Marie Park, Oakridge Park, Saratoga Park, Schiffer Park and Vester Park.

The NRPA standard for mini-parks stipulates a desired standard of 0.25 to 0.5 acre per 1,000 people. This standard was applied to the existing acreage within Ferndale relative to the City's 2000 population.

Based on the NRPA standard, the City of Ferndale should have between 5.5 and 11.0 acres of mini parkland. Ferndale's 3.47 acres of mini parkland indicates that there is a mini-park acreage deficiency.

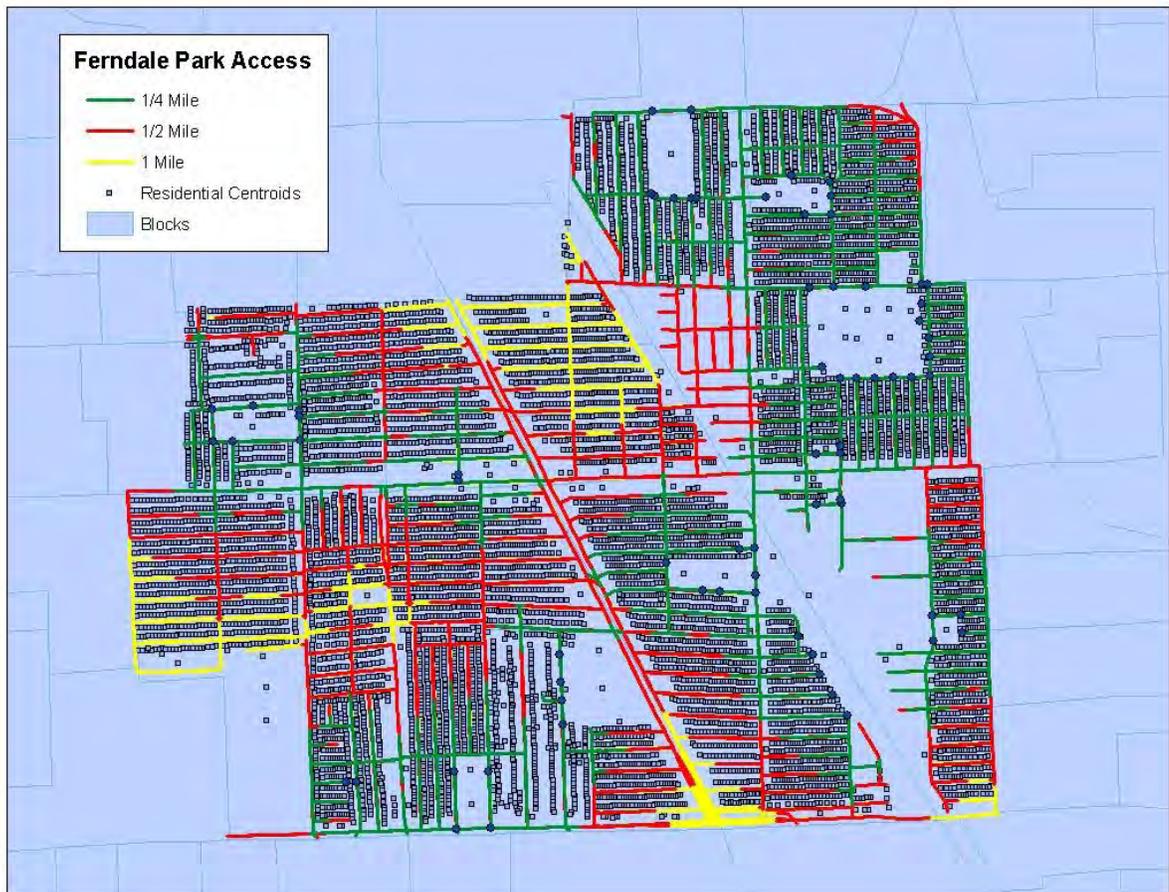
It should be noted that the playground areas of many of the public schools throughout the City serve as mini-parks for residents living nearby. It should also be recognized that in many cases, mini-parks are not considered an essential unit in neighborhoods where backyards are suitable for the play of young children such as is the case in some areas of Ferndale.

According to the NRPA standard, mini-parks have an approximately 1/4 mile radius service area. Applying this service area radius to the six mini-parks in Ferndale (as well all other City parks that also function as mini-parks to surrounding residents), it is then possible to determine whether service gaps exist.

Overall, if combining the standard acreage requirements for community parks (5 to 8 acres), neighborhood parks (1 to 2 acres) and mini-parks (0.25 to 0.5 acres), a total of 6.25 to 10.5 acres of park land should be available per 1,000 people. The 2000 population of the City of Ferndale is 22,105 people. Applying the NRPA standards, this population would require 138.2 to 232.1 acres of park land. Referencing the Recreation Inventory table, the City currently has approximately 88.98 acres of public park land, 49.22 acres less than the minimum requirement. It should be noted, however, that the City is a densely developed urban community with little undeveloped property remaining.

Ferndale Parks Access

The following map illustrates which areas of Ferndale have a park available to residents within a 1/4 mile; 1/2 mile and 1 mile distances. As is shown, service area gaps do exist within Ferndale. The largest gap is found in the area along Woodward Avenue (north part of Downtown).



Michigan State University did an analysis of the levels of access associated with the spatial distribution of parks and recreation facilities throughout the City of Ferndale. The highlights are listed and illustrated in the table below. *(See Appendix F for entire analysis)*

- Over 52% of Ferndale households can access a park facility within a ¼ mile walking distance of their home.
- Over 88% of Ferndale households can access a park facility within a ½ mile walking distance of their home.
- Every resident of the City of Ferndale can access a park facility within a 1 mile walking distance of their home.

Park Access in Ferndale (by household)

Park Name	Number of Households Within ...			Percent of Households Within ...		
	.25 miles	.5 miles	1 mile	.25 miles	.5 miles	1 mile
Harding	537	1006	2564	5.8	10.9	27.7
Lennon	783	1368	2452	8.5	14.8	26.5
Martin Rd.	1052	1812	3669	11.4	19.6	39.7
Saratoga	119	748	3118	1.3	8.1	33.7
Vester	332	827	3418	3.6	8.9	37.0
Wanda	258	556	1248	2.8	6.0	13.5
Fair	424	1013	2558	4.6	11.0	27.7
Wilson	557	1456	4860	6.0	15.7	52.5
Oppenheimer	214	991	3867	2.3	10.7	41.8
Garbutt	374	1050	2757	4.0	11.4	29.8
Marie	242	738	2325	2.6	8.0	25.1
Schiffer	211	1103	4589	2.3	11.9	49.6
Geary	560	1158	3458	6.1	12.5	37.4
Park System	4857	8175	9250	52.5	88.4	100.0

Recreation Facility Standards

The NRPA has also published typical recreation facility standards that specify facility service areas, the number of facilities needed to service the population as well as the land area needed. Standards for facilities usually located within neighborhood and community parks are provided in the following table. These standards can be used in conjunction with the acreage standards to continue to further identify Ferndale’s recreation needs.

Activity/Facility	Minimum Space Requirements	Units per Population	Service Radius	Location Notes
Basketball Court (Outdoor)	2,400-3,036 sq. ft. (youth) 5,040-7,280 sq ft. (high school)	1 per 5,000	1/4 -1/2 mi	Many of the neighborhood and community parks have basketball available to the Ferndale residents.
Ice Hockey	22,000 sq. ft.	1 per 100,000	1/2 hr to 1 hr travel time	The closest ice hockey facility is on Viking Ice Arena in Hazel Park, 10 minutes away.
Tennis Courts	7,200 sq .ft./court 2ac./complex	1 per 2,000	1/4 - 1/2 mile	Ferndale High School has 6 tennis courts, approx. half of the desired 12 courts for a community the size of Ferndale,.
Volleyball Court (Outdoor)	4,000 sq. ft.	1 per 5,000	1/4 – 1/2mile	Volleyball courts area available at Ferndale High School, pickup games available at many parks
Ballfields Baseball Little League Softball	3-3.85 acres 1.2 acres 1.5-2 acres	1 per 5,000; 1 lighted field per 30,000	1/4 – 1/2 mile	Many of the neighborhood and community parks have ballfields, with two lighted softball fields.
Football Field	1.5 acres	1 per 20,000	15-30 minutes travel time	Ferndale High School has one football field; open space in many parks for casual games.
Soccer Field	1.7-2.1 acres	1 per 10,000	1-2 miles	Ferndale has 2 full size soccer fields for the residents benefit as well as several smaller fields for young kids participation.
Swimming Pool	1.5 to 2 acres	1 per 20,000	15-30 minutes travel time	Ferndale High School has an indoor pool that has shared usage with the Recreation Department.
Source: Data from Roger A. Lancaster, Ed., <u>Recreation. Park and Open Space Standards and Guidelines</u> , Ashburn, Virginia; National Recreation and Park Association, 1990				

The following table provides a comparison of the City facilities against published recreation facility standards.

Any deficiencies found can be used in conjunction with other factors contained within this chapter and document such as participation information and the results of the public forums and surveys.

Recreation Facility Deficiencies

Facility/ Standard	Total/ Standard	Existing	Deficiency
Basketball Court (Outdoor) 1 per 5,000	4	19	
Ice Hockey 1 per 100,000	0	0	(1) – Curling Club ice could be used
Tennis Courts 1 per 2,000	11	6	(5)
Volleyball Courts 1 per 5,000	4	2	(2)
Baseball/Softball field 1 per 5,000	4	8	
Football Field 1 per 20,000	1	1	
Soccer Field 1 per 10,000	2	2 full size; 9 small fields	
Swimming Pool 1 per 20,000	1	1	

Community Demographics

The socioeconomic characteristics of a community play a role in the demand for certain types of recreation facilities. By examining socioeconomic characteristics such as population, density, age, and household size, municipalities can identify trends and opportunities that may influence future land use and recreation decisions and/or policy choices.

For example, if the elementary school enrollment in a particular area is growing, there may be a need to plan for more playgrounds and children’s programs. Conversely, if the population of the community is aging, more recreational facilities may be needed for senior citizens. This section provides a brief summary of the socioeconomic characteristics of Ferndale that may influence parks and recreation planning decisions.

City Population Trends

Over the past few decades, the City of Ferndale has experienced a significant decline in population. According to population estimates from the Southeast Michigan Council of overnments (SEMCOG), Ferndale has continued this decline since the 2000 Census. Ferndale’s population is now estimated at 19,538 as of July 2009.

City of Ferndale Population Trends

Year	Population
1970	30,850
1980	26,227
1990	25,084
2000	22,105
2009	19,538 (estimated)

Population/Population Density

Population and population density characteristics have a significant influence on recreation planning. In general, the City of Ferndale is a dense urban community, and thus it is practical for park facilities to be located throughout the City. However, there are certain portions of the City that have larger or fewer numbers of residents, and at varying densities.

Of particular significance are the low density areas found along the railroad tracks in the southeastern portion of the City. These areas feature larger concentrations of industrial land uses as opposed to residential neighborhoods. This pattern was reflected in the low percentage of survey respondents that lived in this section of the City.

Age

Knowledge of a community's age make-up plays a crucial role in the planning of recreation facilities and programs. As mentioned earlier, whether an area is comprised of older or younger citizens will greatly influence such things as the facilities that are most desired within parks.

In terms of age distribution, certain portions of the City of Ferndale feature an older population while other sections of the City are comprised of a younger population. This unique distribution is best described by dividing the City into four quadrants based on Woodward Avenue and 9 Mile Road. By far, the quadrant with the oldest citizens is the northwest, having the three highest median age figures by block group (ranging from 37 to 39 years old). Conversely, the youngest quadrant is the southeast, comprised of the three block groups with the youngest median ages ranging from 30 to 31 years old. The other two quadrants fall into the middle in terms of median ages ranging from 32 to 35 years old. Ferndale's unique age distribution by quadrant should be considered when making future recreation facility decisions. The community survey respondents correlate with these ages vs. quadrant figures.

Household Size

A household, as defined by the US Census, is all persons who occupy the same housing unit. A housing unit can be described as a house, apartment, mobile home, a group of rooms, or a single room used as a separate living quarters.

A trend occurring nationwide and characteristic of today's population is the declining size of households. There are several factors which demographers have linked to the declining size. People are marrying later, postponing having children, and having fewer children. Nationwide, married couple families still comprise the largest and economically most powerful household. However, the number of single parent households is increasing, thus contributing to the decline in average household size.

Household size is an important factor when making recreation facility and program decisions. A high person per household figure can be an indication that an area is comprised of families with children and thus could justify family or youth oriented recreation facilities. Conversely, an area with a low person per household figure may require recreation facilities more favorable to singles, adults or seniors.

As with median age, Ferndale has a unique geographic distribution in terms of household size. The top six block groups with the lowest persons per household figure are all adjacent. These block groups are found in the center of Ferndale, near Downtown and along the Woodward Avenue corridor. This may be an indication that fewer families and children live in these areas. Block groups with high persons per household figures are found away from downtown and the Woodward corridor.

Other Factors

There are other factors within the community that are notable in terms of their potential influence on parks and recreation programs and facilities. These include:

- The resurgence of downtown Ferndale as a destination for dining, shopping, and cultural events. The downtown improvements and success have made the area one of “the places to be” in southeast Michigan.
- Education levels of the population have increased. From 1990 to the 2000 Census, the number of people with a bachelor's degree or graduate degree doubled from 2,105 in 1990 to 4,118 in 2000.
- Household income levels have increased in the community. The median household income increased from \$38,815 in 1990 to \$45,629 in 2000 (1999 dollars).
- Median housing values doubled from 1990 to 2000 from \$50,700 to \$102,900. *(These figures have decrease significantly since 2000 with the economic downturn of the last 2 years)*

Census figures from SEMCOG Community Profile for Ferndale.

Public Input

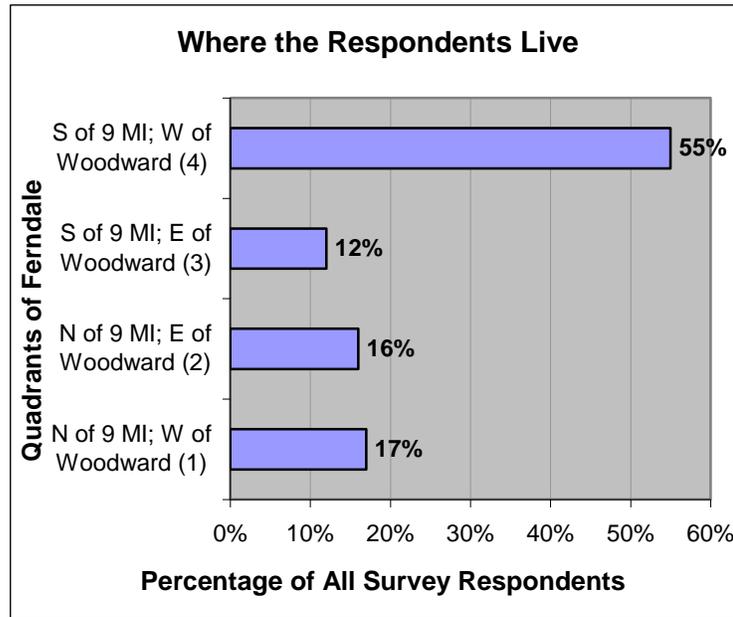
During the planning process, the City garnered public input via two primary methods; a community survey and eleven (11) focus groups conducted by Kirbach *consultancy*. The process began by meeting with the Parks and Recreation Advisory Board, park staff and

random community residents. Once the questions were decided and the survey created, the survey was distributed. These surveys were mailed to random households to fill out and return and the survey was also available online on the Ferndale Parks Department webpage.

Community Survey Distribution - Methods

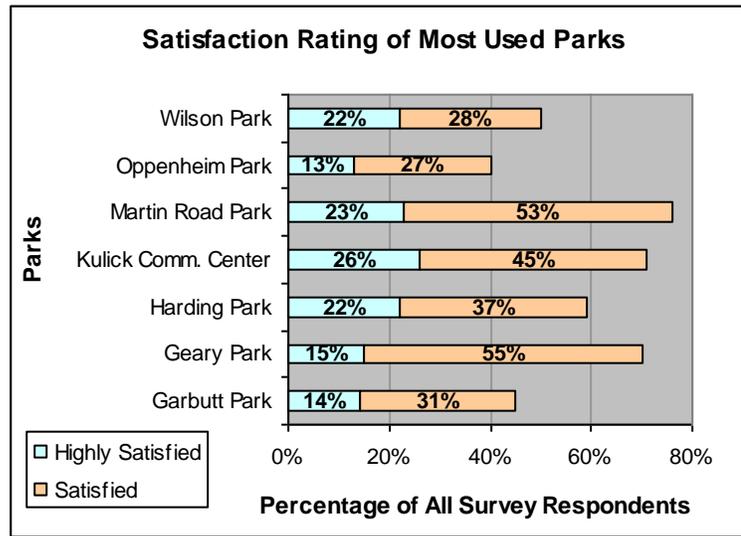
One thousand two hundred sixty two (1,262) Ferndale Community Surveys were randomly selected and distributed throughout the Ferndale Community. The addresses for these surveys were obtained from the voter registration list for the Community. One hundred seventy five (175) of these addresses were returned for incorrect addresses or residents no longer living at the address listed. Taking the returned surveys for bad addresses off of the original number distributed (1,262) leaves a beginning number of 1,087 successfully distributed. As of September 15, we have had 116 completed hard copy surveys returned; along with 49 surveys completed online for a combined rate of return of 15%. This return rate achieves a statistically reliable (consistency of answers) of plus or minus 5.5%

The Ferndale Community was divided into four (4) separate quadrants to help determine if all areas of the Ferndale Community were being represented in the survey results. The quadrants were #1 N. of 9 Mile and W. of Woodward; #2 N. of 9 Mile and E. of Woodward; #3 S. of 9 Mile and E. of Woodward and #4 S. of 9 Mile and W. of Woodward. The graph below shows how each of the quadrants responded to the Survey.



Almost half (47%) of the survey respondents fell in the 35-49 age group; over two-thirds (68%) of the respondents did not have children living at home and the majority (70%) have lived in Ferndale over 20 years (24%) or less than 10 years (46%). (The entire community survey results can be found in Appendix C).

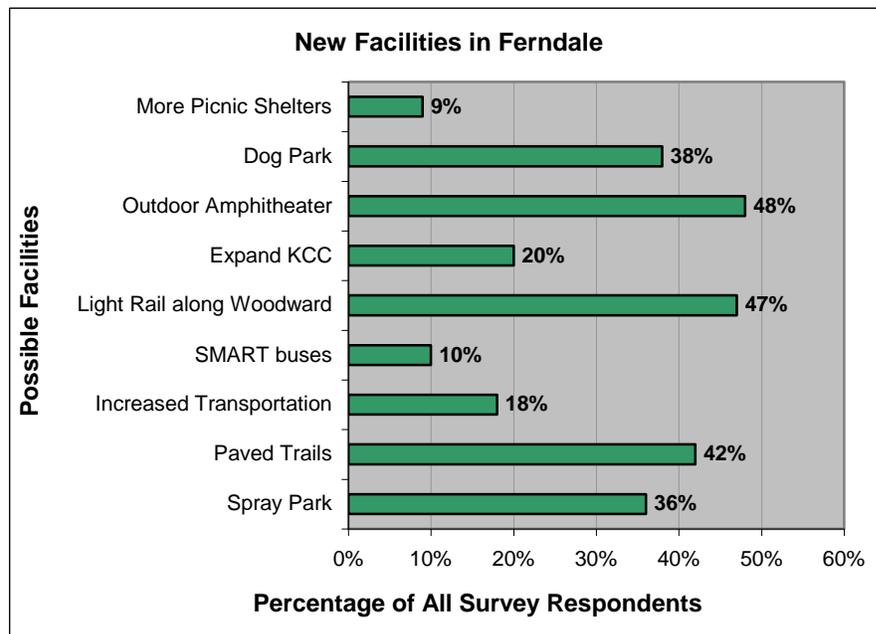
The respondents were asked how satisfied they were with existing recreation facilities in Ferndale. The responses are illustrated in the following graph:



The survey respondents were asked for specific improvements to be made to the current facilities. The complete list can be found in Appendix C but the top three concerns were:

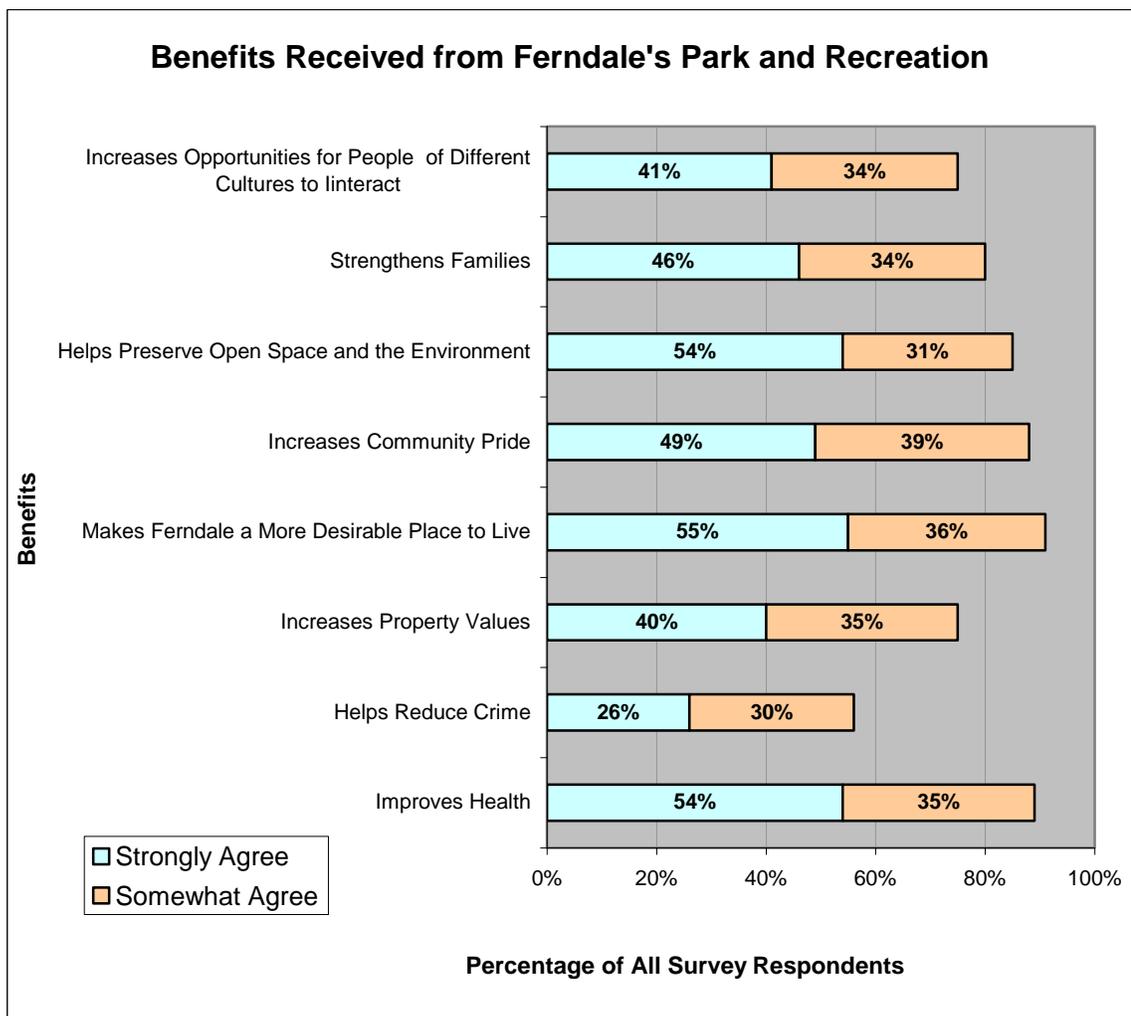
- Keep parks cleaner (trash, graffiti, grass cut, etc.)
- Update play equipment/structures
- Keep bathrooms open and clean

Maintaining aging facilities and keeping things clean was a reoccurring theme throughout the responses and comments of the survey. The respondents were asked to indicate what new facilities they would like to see added to the Ferndale Community. Those responses are graphed below.



As the population of Ferndale gets older, the need for additional transportation becomes more urgent. As indicated in the graph, light rail and buses are new facilities the respondents would like added or increased. Paved trails is in the top three choices for new facilities and increase trail used and creation of trails has been the trend in Michigan and nationwide for the past several years. Trails provide users with multi-use (both passive and aggressive) activities and funding is available for trails through MDOT non-vehicular funds. The spraypark is a facility that is very popular in many communities. This water feature is not as labor intensive as community pools; takes less personnel to operate and is very accessible for all users.

The respondents were asked what benefits they felt parks and recreation offers the Community of Ferndale. Those responses are indicated below.



Respondents felt parks and recreation improves Ferndale’s livability, creates pride in the Community and improves ones health. These benefits are the “talking points” for Departments to use to reinforce the “essential” service they provide a community.

Focus Groups

Along with the Community Survey, eleven (11) focus groups were conducted. Three of the focus groups were community wide residents; one senior residents of Ferndale, one with the Park Advisory Board, one with recreation staff and five (5) focus groups were conducted in the schools with 5th, 6th, 7th and 9th students. The recap of all the focus groups can be found in Appendix B.

Tables were created for these focus groups and are listed below. One set of tables compares the responses of the students and another set compares the responses of the adults. The responses for improvements to current facilities and suggested new facilities are listed below.

Improvements to Current Facilities	Park Board <i>March 18</i>	Seniors <i>March 25</i>	Staff <i>April 15</i>	Public meeting (Mom to Mom event) <i>April 25</i>	Public meeting <i>May 2</i>	Public meeting <i>May 20</i>
Geary Park: more parking	Yes	Yes				Yes
Geary Park: new playstructure	Yes			Yes		Yes
Martin Road: more parking	Yes	Yes				Yes
Martin Road: open concession stand	Yes					Yes
Martin Road: more grills		Yes				
Curling Club: available for public use		Yes				
Geary Park: add horseshoe pits/bocce ball		Yes				
Harding Park: add paved walking trail		Yes				
Harding Park: add new playstructure		Yes				
Garbutt Park: new playstructure for older kids				Yes		Yes
improved lighting			Yes			
more irrigation of grass			Yes			
new fencing			Yes			
more soccer fields with goals (ex. Garbutt Park or Geary Park)					Yes	
another use for inline hockey areas					Yes	Yes
add more passive areas in parks					Yes	
all parks: update/add playstructures (make accessible) for all ages			Yes	Yes	Yes	Yes
all parks: cleaner restrooms		Yes				
all parks: more accessibility	Yes	Yes	Yes	Yes	Yes	Yes
all park: more comfort stations	Yes					
all parks: correct vandalism quickly	Yes		Yes	Yes		
all parks: better signage		Yes	Yes	Yes	Yes	Yes
all parks: add drinking fountains			Yes			
reopen or add basketball courts			Yes			

New Facilities	Park Board <i>March 18</i>	Seniors <i>March 25</i>	Staff <i>April 15</i>	Public meeting (Mom to Mom event) <i>April 25</i>	Public meeting <i>May 2</i>	Public meeting <i>May 20</i>
expand Kulick Comm. Center	Yes	Yes	Yes		Yes	Yes
have shower facilities for fitness center	Yes	Yes	Yes			Yes
add computer center in Kulick			Yes			
pool/waterpark/spraypark	Yes	Yes	Yes		Yes	Yes
Auditorium	Yes	Yes				
more parking at parks	Yes		Yes			Yes
add trails in parks and connectors	Yes	Yes	Yes			
mountain bike trails			Yes			
add fitness stations on trails	Yes		Yes	Yes		
work with schools to renovate pools	Yes					
bocce ball court	Yes	Yes				
preserve open space as much as possible		Yes				
Horseshoes		Yes				
more transportation		Yes	Yes	Yes		Yes
add more activities for teens		Yes	Yes		Yes	Yes
indoor/outdoor theater		Yes			Yes	Yes
skateboard park		Yes	Yes			Yes
bowling alley		Yes				
nature center		Yes				
kitchen facilities for use		Yes				
add more shelters			Yes		Yes	
dog park			Yes		Yes	Yes
climbing wall			Yes			
volleyball courts – indoor/outdoor			Yes			
new departmental truck			Yes			
mobile recreation			Yes			
teen area in Kulick Comm. Center				Yes		
have a park just for older kids/teens				Yes		
more community gardens					Yes	
community fountains					Yes	

Improvements to Current Facilities	5 th Graders Kennedy	5 th Graders Kennedy	9 th Graders Ferndale High School	7 th Graders Ferndale Middle School	6 th Graders Coolidge Elementary
Stop litter	yes	yes	yes	yes	yes
More play structures (ex. Harding)	yes				
Remove graffiti	yes	yes	yes	yes	yes
Put up basketball rims	yes	yes		yes	
Fix swings (throw over the top rail, broken)	yes	yes	yes	yes	yes
Fix current playstructures (Geary, school)	yes				
Pick up trash/broken glass in parks (Kennedy, Geary)		yes		yes	yes
Get rid of wood chips		yes		yes	yes
Clean parks/dirty			yes	yes	yes
Open and clean restrooms			yes	yes	
Water fountains working			yes	yes	
Stall doors in restrooms			yes		
More lights in restrooms			yes		
Stop kids from being disrespectful (bullying, fights)		yes	yes		yes
Stop people smoking				yes	yes
More soccer goals				yes	

Additional suggestions:

- More play equipment – monkey bars, spirals, pull-ups, tower, climbing things, spring animals, tunnels to crawl through, uneven bars, “spinner” - all durable
- Teens want to police themselves; have a place of their “own” without judgment
- More businesses: Laser Quest, Putt Putt Golf, Pink Ice Store, Justice Store, Game Stop, Cyber Café, Teen Café, Kroger’s, Ice Cream Shop
- Bungee jumping
- No-kill animal shelter
- Place to take out anger; place to feel safe
- Horseback Riding
- Amusement rides

Students were also asked about their leisure time activities; where they do these activities, what additional activities/events they would like Ferndale Parks and Recreation to offer; and where they would like to see them offered. The complete list of responses is compiled in the All Focus Group Recap report in Appendix B.

New Facilities	5th Graders Kennedy	5 th Graders Kennedy	9 th Graders Ferndale High School	7 th Graders Ferndale Middle School	6 th Graders Coolidge Elementary
Bigger slides	yes	yes			
New playstructures (ex. Geary)	yes				
Waterpark/spraypark	yes	yes		yes	yes
More basketball	yes				
Ice Rink	yes			yes	yes
Concession stand	yes			yes	
Roller Hockey	yes				yes
Skatepark	yes	yes	yes		yes
Dugouts	yes				
Tire swings	yes	yes			
Dog park					
Add new swings					
Recycling bins/center		yes			yes
New surfacing under play structures (not wood chips)		yes			
Swimming pool		yes	yes	yes	
More bathrooms	yes	yes			yes
More trails		yes			
Tennis courts		yes		yes	
Merrie-go-round	yes	yes			
Teeter totter		yes			
More drinking fountains		yes	yes		yes
Rock climbing wall		yes			
Zip lines		yes	yes		
Trampoline		yes			
Sledding hill		yes	yes		
Mobile recreation		yes			
Kickball field		yes			
Play structures for older kids (more challenge)			yes		
Teen / youth center			yes	yes	
Climbing things		yes	yes		
More transportation			yes		
More baseball fields				yes	
Make sandboxes for little kids				yes	
BMX courses				yes	
Indoor play structure					yes

Facilities/Program Participation Data

The City of Ferndale Recreation and Senior Services Department maintains participation data for the majority of programs, classes and special events. A summary of participation can be found on the following table. Programs and facilities that have experienced significant increases in participation include:

- .Kids Korner
- .Fitness Room
- .Adult Softball
- .Senior Transportation

Most program participation has remained stable over the past few years.

Program Participation for 2009

Program Registrations	Totals	Percentage	Program Participants	Totals	Percentage
Total Registrations	5,190		Total Participants	2,587	
Total Residents	2,609	50%	Total Residents	1,159	45%
Total Non-residents	2581	50%	Total Non-residents	1,428	55%

There are a total of 7,144 individuals in the Ferndale Recreation’s registration system. Many of these individuals participate in “drop-in” programs such as teens in the Teen Center after school and the Ferndale Senior Group use the Kulick Center as their “social gathering” location. On daily average, 30 teens utilize the Kulick Center after school and many seniors activities are ongoing from this facility, including Meals on Wheels and access to SMART transportation. These participation numbers are not reflected in the table above.

Memberships Totals Percentage

Grand Total	311	
Computer Lounge	40	13%
Family Fitness	8	3%
Joint Fitness	38	12%
Single Fitness	219	70%
Employee	6	2%

These memberships give participants a reasonably priced facility to workout all year round in a safe and relaxed environment. The computer lounge is an area where participants can have access to computers, as well as a venue to take computer classes and increase their skills.

Facility Rentals Totals Percentage

Grand Total for Rentals	1,507	
Kulick Community Center	1,304	87%
Parks	203	13%

Facility Rentals contribute approx 20% to the overall revenues in 2009.

Goals and Objectives

The plan for parks and recreation must support the overall goals and objectives for City development, growth and services. Statements of specific goals and recommended guidelines will then guide the formulation and implementation of the Parks and Recreation Master Plan. These statements of goals and guidelines are expressions of agreement on the Plan, as established by the Parks and Recreation Advisory Board and adopted by the City Council.

Goals and Guidelines

The Ferndale Department of Recreation has developed the following vision and mission statement to guide their overall purpose and direction:

Vision Statement:

Creating Our Community through People, Parks and Programs

Mission Statement:

Ferndale Recreation is dedicated to improving quality of life by providing a wide-variety of activities that encourage health, fitness, cultural enrichment and community involvement.

In addition to their vision and mission statement, departmental goals were developed to assist in providing direction to the Advisory Board and Department. Goals are statements that describe how the City views its own future. They are the long-term ideal or end product that is desired. Goals are as follows:

- Fiscal Sustainability
- Departmental growth/program development
- Improving efficiency and effectiveness of services
- Upgrading and maintaining facilities and infrastructure
- Positioning Ferndale Recreation as an essential service
- Maximize technology
- Invest in staff training
- Accessibility

The following guideline statements were developed by reviewing language from the City's previous Recreation Master Plan, brainstorming new goals and issues the Department and City are facing, as well as input from the Advisory Board, community surveys, and focus groups. They are listed in no particular order of importance or priority.

1. Communication and Awareness

Guideline Statement:

1) Develop and begin to implement a comprehensive communication and marketing plan for the Department of Recreation. The plan should address, but not be limited to:

- Methods to improve communication with residents on how to access and become more aware of programs and facilities.
- Recommendations to effectively and efficiently utilize the internet to communicate with City staff and officials, residents, businesses, and interested parties. This will likely include recommendations regarding:
 - The current location and design of parks and recreation information on the city website.
 - Methods to make recreation registration more convenient and accessible to all segments of the population.
 - Communicating the benefits of parks and recreation in concert with the MRPA VIP (Vision, Insight, Planning) initiative.
 - Development of email listings to notify interested parties of upcoming events, facility information, etc.
- Consistent design, layout and content for print materials including brochures, pamphlets, maps, etc.
- Better utilize the local cable access station, newspapers, social media, etc. to effectively and efficiently communicate.
- Methods to monitor and evaluate what communication pieces and media are most effective (i.e. targeted mailings, door-to-door communication, etc).

2) Develop and implement consistent signage within parks and along roads to raise the level of awareness of park locations and facilities.

3) Ensure parks and recreation issues, projects, and concerns are communicated effectively to those departments with overlapping issues and responsibilities (i.e. Community Development, Public Works, Police, etc.)

4) Ensure City Council awareness of pertinent issues, concerns, and happenings.

5) Ensure effective communication of programs and facilities offered and available in nearby communities.

2. Partnerships

Coordinate efforts with other recreation providers and supporters to ensure effective and efficient provision of services and use of facilities.

Guideline statements:

1) Encourage cooperation, foster relationships, and implement policies with other recreational and non-recreational entities and interests such as:

- Public School Systems (programs and facilities)
- Athletic/Sports Leagues
- Neighboring communities
- Local and regional businesses
- National sports affiliations
- Ferndale Rotary
- Lions Club
- Gay/lesbian community
- Arts/cultural community
- Block Clubs
- Scouts
- Garden Club
- Civic groups
- Newspaper Editors

2) Partner with High Schools to have students talk to Elementary and Junior High School students to generate excitement regarding recreation, athletics, etc. Consider holding an exposition or demonstration where high school students highlight various sports, programs and activities.

3) Re-examine agreements and policies with public schools to maximize the benefit while minimizing the cost to both entities. This should include use of facilities, as well as cooperative program offerings.

4) Encourage park stewardship opportunities with other recreation providers and supporters.

5) Investigate the potential (and effectiveness) for certain recreation programs and activities to be offered in nearby communities or on a regional basis.

3. Facility Development, Improvement and Expansion

Goal:

Continue to renovate, improve, add safety features, and where appropriate and possible, expand existing and future parks and recreation facilities.

Guideline statements:

- 1) Examine and discuss with the school districts the potential for relocating and reusing good quality, good condition play equipment that is no longer wanted due to school closure or change in school facility use.
- 2) Seek opportunities to implement reforestation projects on public property.
- 3) Engage neighbors adjacent to parks where changes, additions, etc. are being discussed.
- 4) Ensure any improvements or additions to facilities are appropriate for the surrounding land uses, park size, etc.
- 5) Where possible, cluster multiple facility types at one location to encourage and allow families to spend time together, utilize concessions, referees, etc.
- 6) Consider needs for non-motorized access.
- 7) Continue to focus on the upgrade and replacement of deteriorating and aged playground equipment.
- 8) Work to ensure maximum utilization of existing facilities.
- 9) Ensure involvement in the design of streetscapes to include pedestrian facilities, green spaces, connections to nearby parks, signage, and historical interpretation when feasible.
- 10) Evaluate parks and facilities on an annual basis to identify issues such as usership, condition, maintenance, equipment and field locations, quality, programming and aesthetics. This should include the condition and need for outdoor basketball courts, irrigation at major fields and facilities, and the need to resurface the inline hockey rinks.
- 11) Develop conceptual master plans for:
 - City-owned parks that could potentially benefit from positioning facilities in different locations within the property (in terms of flow, aesthetics, function, and usability).
 - City-owned parks and facilities that is currently underutilized.

- 12) Use caution when considering exchanging park property for business expansion. Ensure replacement property is of equal quality and serves the affected neighborhood.
- 13) Ensure park safety is considered at existing and future facilities including elements such as lighting, fencing, etc. when and where appropriate.
- 14) Work with local youth to investigate the interest and feasibility of building a skatepark. If necessary, conduct study that includes selection of location, design, funding, equipment, safety, installation, and maintenance.
- 15) Focus on upgrading the ball field lighting at Martin Road Field #1 and #2.
- 16) Ensure new facilities and park elements are consistent with the overall design standards of the City.
- 17) Continue to be vigilant and aware of property acquisition opportunities to expand the parks system.

4. Operation

Goal:

Ensure adequate funding, staffing levels and structure for optimal provision of facilities and programs.

Guideline statements:

- 1) Ensure that the importance and role of the Advisory Board is recognized throughout the City (both internally and externally).
- 2) Continue to document and communicate staffing level needs, affects, and capabilities.
- 3) Determine the potential need for subcommittees of the Advisory Board to address specific issues such as programming, facility development, and communications.
- 4) Actively seek and encourage the involvement of residents in the recreation planning and implementation process.
- 5) Create a Youth Advisory Board to guide programs and facility improvements.
- 6) Investigate amending ordinances to reflect current operational structure for the Ferndale Recreation Department.
- 7) Utilize financial and staff resources on facilities and programs that provide the greatest community benefit.

8) Continue the planning process through periodic review of the plan and updates when necessary.

5. Programming

Goal:

Provide safe, quality, affordable, accessible and diverse program opportunities to all residents of Ferndale.

Guideline statements:

- 1) Continue evaluation and monitoring methods to evaluate and improve programs.
- 2) Review current and proposed programs to ensure fiscal responsibility. Programs that are not self-sustaining should be reviewed on an annual basis to determine if improvements can be made.
- 3) Encourage and increase participation and awareness of programs and offerings through implementing activities such as:
 - Athletic Fairs with high school students teaching younger youth
 - Open House/Promotion Night
 - Utilize high school guidance counselors and Youth Assistance Program to encourage participation
 - Utilize high school morning video announcements
 - Utilize high school broadcasting class
 - Work with school system to offer opportunities where high school students can fulfill community involvement requirements
 - Utilize school newspaper editors
- 4) Work with the schools and community to program and fund activities for children ages six through eleven.
- 5) Work with the schools and community to program and fund activities for children ages twelve through fifteen.
- 6) Include Ferndale sports teams in annual community parades.
- 7) Continue to seek opportunities to improve recreation activities for the adult and the growing senior population in the community including swimming, morning activities and bus trips to various destinations.

6. Maintenance

Goal:

Ensure the improvement and continual maintenance of public parks and facilities within the City.

Guideline statements:

- 1) Staffing levels for the maintenance of parks and facilities has decreased over the years. Increased maintenance responsibilities and/or additional facilities will likely require additional staffing or contracts.
- 2) When updating facilities, developing new facilities, and/or landscaping, utilize materials that deter vandalism and keep long-term maintenance at a minimum.
- 3) Consider and include long-term maintenance funding requirements when implementing new or expanded facilities and programs.
- 4) Utilize community groups and supporters to assist in maintenance and beautification projects (i.e. Adopt-A-Park, etc).
- 5) Improve control of graffiti on public lands and facilities.

7. Accessibility and Connectivity

Goal:

Create, fund and implement a plan that will make all parks and recreation facilities universally accessible according to ADA standards by 2015.

Guideline statements:

- 1) While many of the facilities and equipment in the City-owned parks are barrier-free, very few parks have barrier-free accessible routes to the various destinations and equipment. Seek to place destinations within parks in close proximity to accessible routes. Where routes do not exist, design and construct accessible routes that are cost effective and consider the overall flow of the park.
- 2) Keep apprised of current state and federal recreation guidelines and standards, including barrier-free and safety requirements.
- 3) Support the county-wide non-motorized plan and encourage the development of a non-motorized transportation system throughout the City that will include access to park sites and associated facilities.

4) Develop and/or sign a network of paths and trails to connect parks to each other and to other resources such as schools, neighborhoods, shopping, and business areas.

5) Incorporate appropriate ADA accessible design into all new construction/ improvements within City parks and recreation facilities.

8. Funding

Goal:

Seek alternative funding sources to assist in implementing the goals, guidelines and capital projects of the 5-Year Parks and Recreation Master Plan.

Guideline statements:

1) Rising operational costs and diminishing revenues due to loss of population, loss of recreation facilities owned by the school system, and reduction in state revenue sharing have continued to put financial constraints on the community. Seek alternative funding and revenue sources such as:

- Establish a Recreation Foundation to increase funding for all aspects of parks and recreation.
- Actively seek and encourage corporate sponsorships including team sponsorships, advertising space at ball fields, etc.
- Investigate opportunity for a millage or bond issue to fund improvements and maintenance.
- Seek grants for programming and facility improvements.
- Continue a scholarship program to enable disadvantaged youth and adults to participate.
- Consider programs and facilities that have revenue-generating potential.

2) Further investigate and work with Oakland County and the Huron-Clinton Metropolitan Authority to ensure that the City of Ferndale receives a fair and equitable return on investment.

Action Plan

The Action Program details the direction that the City wishes to take over the next five years in order to improve the quality and diversity of recreation opportunities within the community. As was stated in the Basis for Action, a community must base recreation improvement and service decisions on recreational trends, national standards, participation data at existing facilities, community opinion, as well as demographic trends and the capability of the land and its surroundings.

Capital Improvements Schedule

Potential capital improvements for this Parks and Recreation Master Plan have been established not only to provide a framework for decision makers, but also to enable the City to apply for grant funding for proposed projects. The capital improvements schedule is not a fixed element and is neither all inclusive nor exclusive. The schedule merely reflects the results of the Advisory Board's input, brainstorming with staff, input from the public workshop, and data gathered in conjunction with a community survey administered by the Recreation Department.

It is very likely that the schedule and plan will be amended at some point during its life due to unanticipated circumstances such as private donations, changing recreation trends, community opinion, and/or available funding. The schedule should be considered in close conjunction with the goals and guidelines of the plan. The following capital improvements schedule provides an outline and guide as to the desires of the community, Advisory Board, and Recreation Department. It is difficult to predict desires, funding availability, etc. in the years to come. However, it is important to note that parks and recreation capital projects undertaken by the City should meet the goals previously set forth in this plan.

Priorities

As was demonstrated by the response to the community surveys, the participation and ideas generated at the focus groups, the needs of the staff, as well as input from the Park Advisory Board, there is a desire and commitment to expand and improve the Parks and Recreation offerings within the community. However, the Advisory Board and staff fully understand fiscal limitations that currently exist to move forward and implement many of the desires identified within the goals, guidelines and capital improvements. During the development of this master plan, several priorities emerged. Major priorities for the coming years include:

- Accessibility within parks and facilities
- Trails – connectivity in Community
- Improved transportation
- Skatepark
- Dog park
- Stage/amphitheater study

Proposed Improvements and Projects

Some of the studies and projects identified in the capital improvements schedule are described in greater detail below.

Park Development Master Plans

Park development master plans are a capital improvement/maintenance plan that will be carried over to this new master plan. During the current Master Plan planning process, several discussions took place in regard to the current configurations and facilities at individual parks. Questions arose as to whether it was possible to examine the current layout and location of facilities at each of the parks and develop master plans to illustrate optimum use and configuration in terms of providing and maintaining facilities. It is recommended that the City develop master plans for each of the City parks in order to understand the potential for each of the parks individually and also the system as a whole and how they relate to one another. As an example, the master plans could examine the current configuration of parking areas, soccer fields, and/or baseball fields in relation to one another. The master plans for each of the parks could illustrate available space for an additional picnic pavilion, or the appropriate location for a connected system of trails that would provide accessibility to all users. These plans are even more important in these economic challenging times. Individual park master plans would illustrate how each park could be effectively used and efficiently maintain. These plans would promote well thought out strategies to offer certain activities in certain areas without duplicating efforts or activities while still providing optimum recreational opportunities to all of the Ferndale residents.

City-Wide Non-Motorized Connectivity Study and Construction of Accessible Paths

A high priority for those involved in the creation of this master plan as well as input received through the surveys and focus groups is a means to walk, roll, and ride through the parks on a system of paths and trails, as well as the provision of non-motorized connections between the parks. This includes the construction of a system of trails within each park that would provide for increased activity levels, as well as ensure connections to existing facilities for people of all ages and abilities.

This discussion evolved into the need for a City-wide analysis and recommendations for a connected non-motorized system. To truly be a comprehensive analysis, this would likely extend beyond the parks and recreation facilities and ensure connections to the primary destinations within the community including cultural and historic resources, schools, primary shopping and entertainment areas, and other community and neighboring resources. Due to the density of land uses and number of curb cuts throughout the community, it is envisioned that a combination of on-road and off-road facilities would be needed. This City-wide analysis should take into consideration and build upon the findings of the Woodward Corridor Greenway Committee. It may be beneficial to establish a sub-committee comprised of people from various City department, boards, and commissions to develop a city-wide non-motorized vision.

Skatepark

Due to the results of the focus groups, especially with the youth, as well as input received by City staff and Advisory Board members, there is interest in constructing a skateboard park within the City limits. The location and/or extent of the facility has not been determined, however, it is envisioned that the City could construct a high quality, cost effective skatepark utilizing modular systems. During the study phase, skate park facilities in nearby communities should also be considered to determine if they already effectively serve Ferndale residents.

Spray Park

A water facility is a high priority as a desired facility in the Ferndale Community. This was supported by the Community Survey, focus groups, staff, Park Advisory Board and most involved with the Master Planning project. A spray park is a good aquatic investment due to its accessibility for everyone to use; limited personnel to offer the facility, lower maintenance time and cost and an activity that can be enjoyed through all the ages. Many communities have expanded their facilities to include spray parks. A study should be done to determine the feasibility of a facility, location and extent of facility offered and the support of the community.

The table below lists the projects included in the previous Ferndale Master Plan (2005-2010). Some of the projects were completed in this time period but others will be carried over to the new Plan. Recreation staff, Park Advisory Board reviewed and discussed the merits of each project that was not completed and determined which projects should be considered for carry over in the new Master Plan.

Status Report for Projects in 2005-2010 Master Plan					
Project	Completed		Carryover to 2010-2015		Remarks/Support
	Yes	No	Yes	No	
Design for expansion at Kulick Center	X				
Feasibility of aquatic center		X		X	
Park development plans	X	X	X		Some partially completed; good future planning tool when plans are completed
Conduct City-wide non-motorized connectivity study		X	X		Trails and connectivity was one of the top three new facilities desired in the community survey and in focus groups – fulfills a department goal
Top dress, fine grade and hydro seed Geary soccer field					Maintenance issue – not included in capital improvements
Grade picnic area at Geary Park to improve drainage					Maintenance issue – not included in capital improvements (many comments in survey)
Replace fencing at Wanda Pk	X				
Construct small gazebo/stage at Kulick Center		X	X		Stage/amphitheater was the top choice for new facility desired in Ferndale in the Community Survey
Resurface parking lots at Harding and Martin Road Parks	X				
Conduct accessibility paths within Martin Road Park		X	X		Creating accessible routes – department goal; Community Survey, focus groups, ADA
Expand Indoor Fitness Area at Kulick CC	X				
Martin Road Park Lighting		X		X	
Reseal in-line skate rinks	X				
Color coat basketball courts at Wanda and Lennon		X		X	
Reseal basketball court at Harding Park		X		X	
Replace aging (timber) Play Equipment at Harding and Garbutt Park		X	X		Suggested improvement of current facilities in Community survey and focus groups; recommended from staff and Park Advisory Board
Skatepark feasibility study; construct		X	X		Desired new facility in Community survey, focus groups (especially students)
Install and replace bleachers		X		X	
Install consistent signage in parks		X	X		increase awareness of facilities; improved marketing
Replace pavilion roof at Martin Road Park	X			X	
Construct additional picnic pavilions		X	X		Community survey, focus groups; staff; Park Advisory Board
Irrigation for select playing fields		X		X	To be included in parks master plans
Construct aquatic center		X		X	consider spray park as additional water facility
Construct parking area near Martin Road soccer fields		X		X	local residents resistance

The respondents of the community survey and in the focus groups overwhelmingly emphasized the need to improve current facilities. Many of the comments were maintenance issues, but some of the improvements desired are listed on the table below.

Improvements to Current Facilities	Support	Estimated Cost	Potential Funding Source	Fiscal Year
Develop capital improvement / maintenance plan for each park	staff, Park Advisory Board, goals (fiscal responsibility)	staff funding	developed by staff	2011
Improve accessibility throughout parks and facilities	Staff, Park Advisory Board, focus group, survey	\$20,000	grants	2011
Replace signage – consistent throughout all facilities	staff, Park Advisory Board; focus groups	\$20,000 - \$35,000	grants	2011
Irrigation of playing fields	focus groups, comments on survey, staff, PAB	\$10,000	donations / support from partner organizations	2012
General park upgrades (parking, seeding, lighting, improved drainage, drinking fountains, etc)	staff, community survey, focus groups, trends, Park Advisory Board	TBD		
Improved basketball courts	focus groups (students); staff, community survey,	TBD		
Alternative uses for in-line skating rinks	staff, trends, focus groups	TBD		

The community survey, focus groups, park staff, and Parks and Recreation Advisory Board were all asked what new facilities does the Community of Ferndale need or are not sufficient in. The top responses overall are charted in the table below.

New Facilities	Support	Estimated Cost	Timeframe
Stage/amphitheater study	in current Master Plan (05-10), community survey, focus groups; trends	TBD	On going
Skatepark	In current Master Plan, community survey, focus groups; staff; goal	TBD	On going
Develop additional basketball courts	staff, trends, focus groups; community survey;	TBD	On going
Trails and community connectivity	staff, community survey, focus groups, trends, Park Advisory Board; department goals	TBD	On going
Dog Park	focus groups; community survey	TBD	On going
Improved transportation	staff, Park Advisory Board, focus groups (especially students and seniors); trends, department goals, Correlation with City of Ferndale promoting regional transportation	TBD	Long Term

As stated in the beginning, the 2010-2015 Ferndale Parks and Recreation Master Plan is to be used as a guide and a decision making tool for the future recreation facilities and programs. This Plan presents an inventory of existing facilities and programs, as well as an evaluation of current recreation opportunities and needs. It takes into consideration current and future trends, Ferndale community demographics, departmental goals, community desires and concerns, and staff expertise in determining the direction for the next five years and beyond. It will help determine the balance between fiscal responsibilities and provide high quality recreational opportunities for all of the residents of Ferndale.

APPENDIX A - Ferndale Community Survey

City of Ferndale Parks and Recreation

For the City of Ferndale, Kirbach *consultancy* is gathering information from community residents regarding their opinions about facilities, activities and services provided by the City of Ferndale's Parks and Recreation. Your feedback will help plan for the City's Parks and Recreation Five Year Master Plan. Please take a few minutes to fill out this survey and mail it back in the self-addressed envelope provided by May 29, 2009. If you prefer to complete this survey online go to www.ferndalerecreation.org and please pass this survey along to your neighbor or another resident of the Ferndale community. **THANK YOU FOR YOUR PARTICIPATION!**

1. Below is a list of facilities operated and maintained by Ferndale Parks and Recreation. For each facility listed, please indicate if you or members of your household **HAVE** visited the facility in the last year. If you **HAVE** visited the facility, please indicate how many times visited in the last year (*give a number*). And for facilities you **HAVE** visited, please rank the facility on a scale of 1-5, with "5" being the highest (*highly satisfied*) and "1" being the lowest (*very dissatisfied*).

(Scale: 5=highly satisfied; 4=satisfied; 3= neither satisfied or dissatisfied; 2=dissatisfied; 1=very dissatisfied)

FACILITY	HAVE VISITED			VISIT FREQUENCY <i>Please give a number</i> IF YES, HOW MANY TIMES VISITED PER YR	RATING OF OVERALL EXPERIENCE					
	<i>Please check one box</i>				High	<i>Please check one box</i>				Low
	YES	NO	DON'T KNOW ABOUT IT		5	4	3	2	1	
Fair Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Garbutt Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Geary Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kulick Comm. Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Harding Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lennon Memorial Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marie Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Martin Road Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ferndale Activity Center/Detroit Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Oakridge Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Oppenheim Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Saratoga Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Schiffer Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Vester Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wanda Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wilson Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. What improvements to the Ferndale facilities listed in question #1 would you like to see? (*Please be specific and list improvements by park*)

3. Below is a list of activities and programs offered by Ferndale Parks and Recreation. If you or members of your household **HAVE** participated in the activity in the past year, please rank it on a scale of 1-5, with "5" being the highest (*highly satisfied*) and "1" being the lowest (*very dissatisfied*) as indicated below. Please check the box directly under your answer for each activity/program line

(Scale: 5=highly satisfied; 2=satisfied; 3= neither satisfied or dissatisfied; 4=dissatisfied; 1=very dissatisfied)

<u>ACTIVITY/PROGRAMS</u>	<u>HAVE PARTICIPATED</u>			<u>RATING OF OVERALL EXPERIENCE</u>					
	<i>Please check one box</i>			High	<i>Please check one box</i>				Low
	YES	NO	DON'T KNOW ABOUT IT	5	4	3	2	1	
Senior Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Senior Travel Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Senior Activities/Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Senior Assistance Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Transportation (Van Service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sports Programs - Adult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lap Swim - Adult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Adult Fitness Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Adult Enrichment Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kids Corner Play Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Soccer Programs - Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Swim Lessons for Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Baseball/softball for Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Special Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Therapeutic Recreation Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kulick Community Center Fitness Studio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Summer Camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kulick Community Center Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Park Pavilion Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ballfield & In-line Rink Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walking/Biking Paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4. What additional sports/activities/classes/special events would you like the Ferndale Parks and Recreation to offer?

5. Please tell us whether you agree or disagree that the services and facilities listed in the previous questions provide the following benefits for the community. *(Please check one box for each statement)*

	High				Low	
	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Don't Know
Improves Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helps Reduce Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increases Property Values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Makes Ferndale a More Desirable Place to Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increases Community Pride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helps Preserve Open Space and the Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strengthens Families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increases Opportunities for People of Different Cultures to Interact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6a. Please indicate your satisfaction or dissatisfaction on the maintenance of the facilities listed using the scale below: *(Scale: 5=highly satisfied; 2=satisfied; 3= neither satisfied or dissatisfied; 4=dissatisfied; 1=very dissatisfied)*

Facility	RATE FACILITY MAINTENANCE OF EACH					
	High					Low
	5	4	3	2	1	Don't Know
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ball Diamonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic Shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer Fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-line Rinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulick Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ferndale Activity Center/Detroit Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6b. If you have indicated a “*dissatisfied*” or “*very dissatisfied*”, please indicate which specific facility needs improvement: _____

7. What is the best way to inform you about activities and services offered by the Ferndale Parks and Recreation? Please choose the **TOP THREE** of the choices listed below. Place a “**1**” next to your 1st choice, a “**2**” next to your 2nd choice, and a “**3**” next to your 3rd choice.

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| _____ Websites (www.ferndale-mi.com or www.ferndalerecreation.org) | _____ Ferndale Booklet (Playbook) |
| _____ Facebook/ Twitter/LinkedIn | _____ Newspaper _____ <i>(which one(s)?</i> |
| _____ Flyers to Schools | _____ Direct Mail |
| _____ Cable TV | _____ Word of Mouth (friends, family, neighbors, etc) |
| _____ Radio _____ <i>(which one?)</i> | _____ Other <i>(specify)</i> |

8. For each of the activities listed below, if you or members of your household **DO NOT** participate in the activities, please tell us why.

(Please check one box for each activity)

ACTIVITIES	Not Interested	Doesn't Apply	Days/Times Not Convenient	Location in Community	Cost of program/membership	Didn't Know About It
Senior Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Travel Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Activities/Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Assistance Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation (Van Service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports Programs - Adult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lap Swim - Adult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult Fitness Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult Enrichment Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kids Corner Play Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer Programs - Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swim Lessons for Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baseball/softball for Youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Therapeutic Recreation Classes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulick Community Center Fitness Studio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer Camps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulick Community Center Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park Pavilion Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ballfield & In-Line Rink Rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/Biking Paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. General comments about Ferndale Parks and Recreation: _____

10. For each of the facilities listed below, if you or members of your household **HAVE NOT** visited these facilities in the past year, please indicate why.

(Please check one box for each facility)

FACILITIES	Not Interested	Doesn't Apply	Days/Times Not Convenient	Location	Cost of program/events /membership	Didn't Know About It
Fair Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garbutt Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geary Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulick Comm. Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harding Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lennon Memorial Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marie Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Martin Road Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ferndale Activity Center/Detroit Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oakridge Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oppenheim Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saratoga Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schiffer Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vester Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wanda Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wilson Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Is there any type of facility, activity or service that should be offered by City of Ferndale Parks and Recreation that currently is not? Listed below are possible options. *(Please check all that should be offered)*

- | | |
|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Spray Park (playground with spraying water features) | <input type="checkbox"/> Expand Kulick Community Center |
| <input type="checkbox"/> Additional paved paths for walking or biking | <input type="checkbox"/> Outdoor amphitheater for concerts, events |
| <input type="checkbox"/> Increased transportation | <input type="checkbox"/> Dog Park |
| <input type="checkbox"/> More SMART buses | <input type="checkbox"/> Additional picnic shelters |
| <input type="checkbox"/> Light Rail along Woodward | |
| <input type="checkbox"/> Update/enhance existing facilities (<i>where?</i> _____ <i>what new activity/enhancement?</i> _____) | |
| <input type="checkbox"/> Other (specify _____) | |

12. As new facilities are being considered, funding is a consideration. How would you like to see Ferndale Parks and Recreation fund new opportunities and improve current facilities? *(Check all that should be considered)*

- | | | |
|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Fees to use new facilities | <input type="checkbox"/> Grants (state and federal) | <input type="checkbox"/> Fundraising/donations |
| <input type="checkbox"/> Revenue bonds – borrow money for project with repayment through taxes, use fees, etc. | | |
| <input type="checkbox"/> New property tax millage dedicated to Ferndale Parks and Recreation (requires voter approval). | | |
| <input type="checkbox"/> Other (<i>please specify</i>) _____ | | |

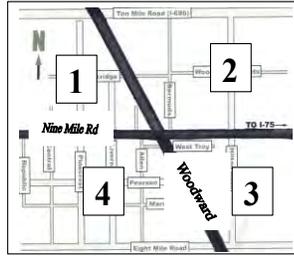
Optional Information

The following questions are for demographic purposes only. We want to make sure that we gather information from all types of families in the community. **This information is optional but will provide us useful demographic information.**

13. Please place an "X" in the quadrant that you live. This will insure that we have gathered information from all areas of the Ferndale community. The dividing streets for this survey are Nine Mile Rd and Woodward Ave.

If you live:

North of Nine Mile and West of Woodward, you are in quadrant #1
 North of Nine Mile and East of Woodward, you are in quadrant #2
 South of Nine Mile and East of Woodward, you are in quadrant #3
 South of Nine Mile and West of Woodward, you are in quadrant #4



Wo
od
war
d

14. Including yourself, how many adults 18 and over reside in your household? _____
 How many children from birth to 5 years old? _____
 How many children from 6 to 10 years old? _____
 How many children from 11 to 14 years old? _____
 How many children from 15 to 17 years old? _____
 How many people in the home are employed full-time? _____

For questions 15 – 19, please check one box for each question.

- | | | |
|--------------------------------------|---------------------------------|------------------------------------------------------|
| 15. What is your age? | 16. What is your gender? | 17. How long have you lived in the City of Ferndale? |
| <input type="checkbox"/> 18 to 25 | <input type="checkbox"/> Male | <input type="checkbox"/> 0 to 5 years |
| <input type="checkbox"/> 26 to 34 | <input type="checkbox"/> Female | <input type="checkbox"/> 6 to 10 years |
| <input type="checkbox"/> 35 to 49 | | <input type="checkbox"/> 11 to 15 years |
| <input type="checkbox"/> 50 to 60 | | <input type="checkbox"/> 16 to 20 years |
| <input type="checkbox"/> 61 to 74 | | <input type="checkbox"/> More than 20 years |
| <input type="checkbox"/> 75 and over | | <input type="checkbox"/> Don't know |
-
- | | |
|---------------------------------------------------------|------------------------------------------------------|
| 18. What is your primary race or ethnic origin? | 19. What was your household's total income for 2008? |
| <input type="checkbox"/> White/Caucasian | <input type="checkbox"/> Under \$15,000 |
| <input type="checkbox"/> Black/ African-American | <input type="checkbox"/> \$15,001 to \$30,000 |
| <input type="checkbox"/> Latino/ Hispanic | <input type="checkbox"/> \$30,001 to \$50,000 |
| <input type="checkbox"/> American Indian/ Aleut/ Eskimo | <input type="checkbox"/> \$50,001 to \$75,000 |
| <input type="checkbox"/> Asian/ Pacific Islander | <input type="checkbox"/> \$75,001 to \$100,000 |
| <input type="checkbox"/> Arab/ Middle Eastern | <input type="checkbox"/> \$100,001 to \$150,000 |
| <input type="checkbox"/> Other (specify) _____ | <input type="checkbox"/> Over \$150,000 |
| | <input type="checkbox"/> Don't know |

Thank you for participating in this survey!

Please mail back by May 29 or go online to www.ferndalerecreation.org and share this survey with another Ferndale resident.

APPENDIX B - Focus Group Recaps

Wednesday, March 18, 2009

Focus group with the *Park and Recreation Advisory Board: (3/18/2009)*

Comments at beginning of meeting:

- Voter registration would be the preferred data base to obtain random sample for mailed survey
- Using 9 mile and Woodward would be the dividing roads to develop four (4) quadrants in Ferndale
- Reviewed these quadrants to locate rental property vs. owned property (many older – post WWII “starter” homes in Ferndale)
- Discussed what groups to target for focus groups and how to inform them of the focus group meetings – suggestions: newspapers, website, City Council Meetings, other meetings in the community
- Groups to consider: bike committee, seniors, people with disabilities, current users,
- Better signage is needed throughout the community
- Need more activities for teens and young adults; couples no kids, alternative lifestyle residents – not enough activities
- Additional uses of the Activities Center when Detroit Curling Club not using

The Park Board was then asked the questions that will be asked in other focus groups.

1. Is there enough open space/parkland in Ferndale?

Comments:

- Are the current parks being utilized?
- Would like to develop an area for educational opportunities

What is the current usage of the parks?

Geary Park – well used

- has a comfort stations,
- shelter,
- youth soccer,
- softball and baseball fields

Improvements:

- More parking
- More accessibility (in all the parks)
- New playstructure

Martin Road Park

- has lots of picnics
- sledding hill in the winter
- adult softball – lighted fields
- soccer

- asphalt path that goes through the park – often used by emergency vehicles – ruins the path for activities
- in-line skating rink
- playstructure

Improvements:

- accessibility
- open concession stand
- need more parking

Harding Park:

- has baseball
- soccer
- softball
- in-line skating
- comfort station

Mini parks:

- playstructures
- benches – passive parks

Overall the Park Board gave the parks a rating of “8” on a scale of 1(the worst) – 10 (the best)

- well maintained (always room for improvement though)
- play structures need replacing
- “good” feeling of safety

In general the parks need:

- More accessibility
- Correct vandalism quickly
- More comfort stations

New facilities wanted (without funding concerns)

- Enlarge the Community Center – (more special interest groups)
- Have shower facilities with fitness center
- Add auditorium
- Pool/waterpark/spraypark
- More parking at parks
- Add trails in parks (i.e. Martin Road Park); trails connecting parks – fitness stations along a trail
- Help school renovate their pools
- Bocce Ball court

Benefits obtained from Ferndale Parks and Recreation Department:

- Social – gathering with friend and family
- Staged events – showcasing opportunities
- Place for youth activities
- Fitness
- Connecting with community
- Organized play/sports
- Gathering place for residents

- Preserving open space

Marketing suggestions – how do we get the word out:

- Newspapers
- Cable TV
- Word of mouth
- Brochure
- Website
- Facebook
- Need better signage
- Flyers through schools

Meeting ended – comment was made that this process be compared to responses from last survey given to the community – current process will be more successful due to a bit of “guidance” and questions being asked vs. open ended responses.

Focus group with *seniors*: (3/25/2009)

Seniors were asked which parks were *most used and what improvements* they would like to see in the parks.

Martin Road Park:

Use:

- highly use – largest park
- has comfort station
- picnic pavilion
- soccer fields
- lighted softball fields
- sled hill for winter
- Curling Club
- conveniently located

Improvements:

- more grills
- better parking
- larger, clean restroom facility
- better visibility of park through more signage, advertisement
- Curling Club could offer public skate time
- better maintenance of open space – ruts and flooding

Future needs:

- more walking paths
- more events like fireworks, concerts
- another ice facility – supervised open space; less age/activity conflicts

Geary Park:

Use:

- good location
- highly used
- playscape
- picnic shelter

- youth baseball
- open space
- lighted in-line hockey
- has an art fair event

Improvements:

- better parking
- improved accessibility
- more advertising needed

Future needs:

- horseshoe pits
- bocce ball courts
- summer dances for teens – DJ

Wilson Park:

Use:

- soccer

Improvements:

- better parking – on one side of the streets (good for neighbors)
- games create parking problem

Harding Park:

Use:

- youth activities
- soccer
- in-line skating

Future needs:

- multi-use paved walking trail around park
- new playstructure
- nothing for little kids to do
- picnic pavilion
- new comfort station (bathrooms)
- skatepark
- ice skating in winter

Garbutt Park:

Use:

- walking trail
- has comfort station
- has playstructure
- adjacent to school
- youth softball field

Improvements:

- restrooms not open often enough
- park visitors relieving themselves in park- exposure
- more supervision – foul language

All Parks:

- Close parks at 10:00 p.m.

- improve safety

New Facilities Wanted (without funding concerns)

- swimming pool – indoor/outdoor
- spray park
- expand the Community Center – pool; auditorium, work area – boxing ring; shower facilities, steam room
- better transportation
- outdoor/indoor dance facility
- bowling alley
- ice skating rink
- Senior transportation – low or no cost to seniors – go to activities, meetings, etc.
- larger bingo room
- senior day care center
- nature center and nature trails – “bird indoor area”
- larger kitchen facility
- tennis courts

Activities:

Current and wanted for seniors:

- walking club
- fitness classes
- trips
- bake sales/volunteer source
- creative classes
- socialization opportunities
 - dinners
 - bingo
 - meeting
- Educational opportunities
 - computer
 - book club/swap
- lounge area for seniors
- flea market area year round
- more art classes
- one day classes – art, craft, educational
- drama/acting classes

Activities for grandkids/families:

- dances
- scavenger hunts
- involved in classes
- competition – ex. musical
- guys – automotive – cars, part, swapping
- learning center – tutoring, homework assistance
- computer lounge

- Kids Korner improvements needed
- Marketing:**
- electronic signs
 - radio stations (ex. WOMC)
 - Woodward Talk
 - Daily Tribute
 - website
 - mass mailing
 - word of mouth
 - cable – WFRN

- Benefits:**
- socialization
 - something to do / look forward to
 - talk programs
 - exercise
 - education/learning
 - share information/resources
 - sense of community
 - library resources
 -

Focus group with the *Park Staff*: (4/15/2009)

1. Is there enough open space/parkland in Ferndale?

Comments:

- Somewhat evenly split between “yes”; “no” and “don’t know”

What is the *current usage* of the parks?

Geary Park – well used

- has a comfort stations,
- cross country skiing
- lots of space
- well treed
- has pavilion

Martin Road Park

- basketball hoops
- play equipment

Harding Park:

- soccer

Wilson Park:

- baseball fields

Improvements:

- hard to find
- needs a shelter
- needs more parking

Wanda Park: improvements:

- has nice amenities

Fair Park: improvements:

- too many dogs off leash
- need bigger play structure
- more parking

Garbutt Park: improvements:

- needs shelter
- more parking

General improvements/suggestions by the Park staff;

- add a dog park
- more shelters with electricity
- remove graffiti from pavilions
- improve/maintain play structures
- add more tot lots
- irrigate the grass
- add new lighting
- add new fencing
- provide more parking
- provide transportation
- add more accessibility in parks:
 - picnic tables
 - grills
 - paths to get to things
- provide Walkable Community
- improve maintenance
- Ferndale has HUGE potential!
- improved maintenance

New facilities wanted (without funding concerns)

- Outdoor/indoor pool
- Splash park
- Dog Park
- More pavilions
- Mountain bike trails
- New, bigger facility or expand Community Center
 - Add locker rooms
 - Expand gyms
 - Add more courts
 - Expand fitness center
- Add more drinking fountains
- More accessibility
- Improved parking in parks
- Skatepark
- Lighted basketball courts

- State of the art computer center
- Add horseshoe pits
- Climbing wall
- New signage for parks
- Totally accessible playgrounds
- Youth rooms
- Teen facility/activities
- Trails – within parks, connecting community parks
- Department truck
- Mobile recreation
- Fitness stations along trails
- Volleyball – outdoor and indoor

New Activities:

- Soccer – increase youth soccer
- Adult softball
- Fall Fun Fest
- Family campout
- Blues Fest
- Need activities for younger seniors
- Pickleball – free demonstration – (need more space)
- Wii
- Need more space – limitations on offerings
- Rental vs. usage for programs issue
- 3-6 years old – not much offered – no after school program
- Water aerobics (especially in the NEW pool!)
- Stationary lap swim
- Adult dance classes
- Youth dance classes
- Adult kickball
- Basketball league if there was more room
- Teen programs

Benefits obtained from Ferndale Parks and Recreation Department:

- Social – gathering with friends, family
- Smiling staff
- Healthy lifestyles
- Accessibility for all
- Provides new experiences
- Safe environments for recreation
- Information center
- Preserving open space
- Great facilities
- Networking opportunities
- Volunteerism

- Provides rooms/venues for activities

Marketing suggestions – how do we get the word out:

- Newspapers
- Cable TV
- Word of mouth
- Brochure (Playbook)
- Websites (Department’s; instructors)
- Facebook
- Need better signage (small and large signs)
- Flyers through schools
- Radio ads (WCSX)
- Digital marquee

Focus group with the *Mom to Mom* event: (4/25/2009) *note: format was more “drop-in” for this focus group; so responses are documented differently*

Suggestions/concerns:

Teens:

- Need more activities/a place for teens with Wii, TV, Video games, etc.
- Use Facebook, My space to market to teens
- Transportation an issue for teens and seniors
- Teens want movie night (perhaps bring their own movie)
- Billiards
- Dances
- Ping pong
- Teen “hang-out” at Kulick Center
- Teen park; separate area

General Park comments:

- Maintenance in parks is inconsistent
- Trash is not being picked up (what is that procedure/schedule for pick-up?)
- Exercise stations in parks along trail

Marie Park

- Concerns: Marie Tot Lot for 3-5 years old or older?
- Need a space for little kids to play near the bigger kids play areas for parents that have both age groups
- Grassy areas are hole filled/uneven – maintenance concern
- Need more things for adolescents and teens
- Broken glass in park
- Used condoms near tot lot

Geary Park

- Separate play areas

Garbutt Park

- Swings for older kids
- Toddler swings are broken (used by older kids)

- Plenty of room for more play equipment
- Equipment is old
- Schools vs. Parks and Rec – who is responsible for equipment?
- Lots of trash

Suggestions:

- Partner with Library
- Kids Corner is unsupervised – no one follows the rules
- Romp and Stomp is unsupervised
- Signs – no changes or rotation – no one pays attention
- Parents might be willing to volunteer to sit in on a “friends group” to improve these programs
- Fitness room is too expensive – would like to pay as you go
- Lower costs for kids activities

Class/event suggestions:

- Dance class
- Sign language class offered in evening
- Senior exercise class
- Concerts in the park
- Classes to stimulate children’s minds, to assist in school
- Vegan activity
- Adult sports (flag football)
- Kickball – kids and adults
- Frisbee football
- More basketball
- Kid’s Fitness Center
- Cars, develop hobbies

Marketing:

- Playbook is good
- Website
- Newspapers
- Radio station
- Flyers in businesses
- Have teens distribute flyers door to door for \$\$\$
- Staff promotion (Park Board – Jeanie)
- Word of Mouth

Benefits:

- Good experience
- Use of parks (open space)
- Fall Festival is good

Focus group with the *Public at Ferndale Activity Center: (5/2/2009)*

1. Is there enough open space/parkland in Ferndale?

Comments:

- Would like more property for gardens (community gardens)
- Obtain smaller parcels of property for small “mini-parks”
- More passive parks to meet neighbors, find solitude with benches
- Volunteers/Friends Group could care for these areas
- Form/partner with Garden Club
- Would like a fenced in dog park

Geary Park – well used,

- memorial area
- another possible area to practice soccer

Garbutt Park –

- has enough open space for soccer

Martin Road Park

- has soccer games

Harding Park:

- has soccer games

Wilson Park:

- not fields to practice soccer
- put up goals for practice

General park improvements/suggestions

- Not enough soccer fields with goals
- Great parks – keep cleaner
- Get new picnic tables
- Roller inline hockey not really used; could develop leagues or convert for other use; needs new surfacing
- Convert one rink to tennis – only tennis available at High School
- Communicate offerings at parks
- Provide map and amenities of parks in Playbook
- Shelters seem ok
- Open bathrooms more often; what is the bathroom rule for renters?

New facilities wanted (without funding concerns)

- New pool – perhaps a joint venture with surrounding communities
- Splash pad
- Neighborhood gardens – maintained by neighborhood associations
- Dog Park – separate areas for different sized dogs? Nominal fee would be “ok”; obstacle course for dogs within park. Parks that have enough space might be Wilson; Martin Road or perhaps train track frontage area.
- More soccer fields
- Community Fountain
- Outdoor amphitheatre
- Outdoor art
- What about the industrial areas vacant land for some of these facilities?
- Farmers Market

New Activities/Events:

- More soccer
- Baseball for youth
- Dog adoption/demonstrations
- Art Fair
- Make things/do things “green”
- Pub Crawl
- Foot Frolic
- Blues Festival – Winter – 10-12 days with 70-80 concerts at different venues
- Aerobics – both in evening and during the day
- Swim lessons
- Dance Classes
- Tennis Classes
- Kids Corner
- Community Center events in evenings for families
- Special events just for kids
- Energy saving workshop
- More announcements out earlier
- Handyman workshop
- Parent and coaches etiquette workshop
- Ferndale Chili Cookoff with different restaurants/vendors; booth
- Language classes
- Adult leagues; baseball/softball/soccer

Benefits obtained from Ferndale Parks and Recreation Department:

- Great for kids
- More senior activities
- Building community
- Encourages residents to stay in Ferndale
- Meet neighbors
- Social aspect
- Feel safer
- Feel more connected to community

Marketing suggestions – how do we get the word out:

- Monthly calendar with City, Parks and Rec, DDA, Chamber all listed on one
- Emails – sign up for e-blasts
- Website
- Sign on Woodward
- Cable TV
- Ticker Tape along bottom of TV screen
- Rotation of information in consistent sequence for good timing
- Less flyers, more electronic – “green”
- Flyers in schools
- Kiosks in public places

- Library

Closing comments:

- Kids can play soccer up to age 8 then have to move to regional soccer (South Oakland). They then feel disconnected – no place to practice/play. There needs to be more communication between Ferndale and SOC; a more cooperative effort. The transition is awkward.

Focus group with the *Public at Kulick Community Center: (5/20/2009)*

Is there enough open space/parkland in Ferndale?

- No official comments

Geary Park:

- Inline skate is not used – what about a skatepark?
- Playstructures are not in the same area for parents with different age group of kids
- Tot lot is too young for 10 year old
- Tot lot in the sun; slide gets hot
- Pavilion is well used
- Good for sports but needs a basketball court
- Nothing for teens to do
- No access from parking lot to park
- Needs curb cuts
- Smooth surfaces for wheelchairs; mobility
- Has nice memorial gardens but not accessible route to use
- A good park to make totally accessible

Garbutt Park:

- Old playstructure
- More parking
- Perhaps use diagonal parking like Geary?
- Accessible playground
- Accessible route through the park

Martin Road Park:

- Good park to make totally accessible; has many accessible features/accesses now
- Check restrooms for ADA compliance

Oppenheim Park:

- Playstructure is falling apart; needs a new one
- Could be a good location for dog park
- Needs new fencing
- Update park

General park improvements/suggestions

- All parks need to re-do parking lots
- Parks need a redesign with accessibility in mind
- Need van accessible parking spaces (8 foot wide)

New facilities wanted (without funding concerns)

- Accessible playstructures
- Elevator at City Hall
- Outdoor/indoor swimming pool – accessible with warm water
- Spraypark
- Dog Park
- Band pavilion at Geary Park for concerts
- Concession stands at Geary Park and Martin Road Park
- Accessible bathrooms at all parks
- Improved transportation with air conditioning and wheelchair lifts
- Skateboard Parks
- New Community Center/renovate Kulick Center
- Fitness area in community with places for kids
- Community needs a “family-friendly” image
- Reconnect school and recreation

New Activities/Events:

- Reduced rate for classes
- Formalize scholarship program and market it
- Offer a sign language class
- Computer classes
- Cooking classes
- Financial classes/workshop
- Art classes
- Seated yoga
- Tea leaf reading classes
- More one or two day classes/workshops
- Discussion groups – current events, news,
- More teen programming such as “Friday Night Mic Night”
- Work with schools to offer programs for teens
- Lacking in programs for teens to 35ish
- Work on collaborations/partnerships
- Etiquette classes

Benefits obtained from Ferndale Parks and Recreation Department:

- Additional available transportation
- Sense of community
- Socialization
- Family activities
- Promote local activities
- A place to relax
- Exercise
- Feel good
- Sports
- Provide entertainment

- People watch

Marketing suggestions – how do we get the word out:

- Posters/flyers
- Email blasts
- Word of mouth
- Brochure (Playbook)
- Community Calendar – have a roundtable of all community groups/organizations to develop ONE calendar of activities
- Share marketing/networking of events through a partnership of organizations to increase your resources
- Newspapers
- Cable T.V.
- Distribution of information where target market goes
- Direct mail
- Email

General comments:

- Maintain good maintenance standards – parks kept up, trash collected, litter picked up, graffiti gone
- Parks are used
- Rentals available for special occasions
- More teen friendly

Focus Group with 5th Graders at Kennedy Schools (11/6/2009)

Note: 61 fifth graders were interviewed in 2 separate groups

Free time activities:

- Go to skatepark
- Draw
- Swim – outdoor pool
- Lego's – play board games
- Basketball at park
- Skateboard
- Play outside at Geary
- Read
- Video games
- Play with pets and walk
- Trampoline
- Play with friends.
- Football
- Baseball at Harding

What do they do at parks?

- Sports
- Swings/slides
- Kites

- Tag
- Games
- Draw trees/animals
- Play with dog
- Got to the lake
- Swings
- Garden
- Open space
- Climb trees

Improvements/fixes of parks:

- Stop litter
- Fix sidewalks
- Pick up sticks
- No play structures at Harding
- Signs – no fireworks
- Remove graffiti
- No throwing the swings over the top
- Take down fence
- Put up basketball rims
- Play area for dogs
- Fix playstructure at Geary
- School playstructure needs repair
- Rusty fences
- Add new swings

Additional/new facilities:

- Bigger slides
- New playstructures at Geary
- Merry-go-round
- Track and roller rink
- Tire swings
- Higher fences
- Dugouts
- Zip line
- Bigger park at Grant
- Water park
- Snow removal to use parks in winter
- Basketball
- Lego's
- Roller hockey
- Develop a community football league
- Ice rink
- Concession stands
- Clean bathrooms

- Arcade
- Hunting
- Skatepark
- Structures with different components
- City mall
- Carnival games
- Better equipment
- Drinking fountains

New activities/events:

- Movies
- Dance class
- Baseball
- Basketball
- Wrestling
- EGGS'travaganza
- Soccer
- ADA compliance
- Field trips
- Roller slide
- Football
- Kickball
- Swimming
- Blue lake
- Safety
- Martial arts
- Track
- Fall baseball
- Eating contest
- Rugby
- Boxing
- Kickboxing
- Organized snowball fights

2nd 5th grade class from Kennedy Elementary: (11/6/2009)

Free time activities:

- Soccer at Geary
- Play with friends at Roosevelt
- Swimming at Pleasant Ridge
- Gymnastics at Troy and Royal Oak
- Football
- Softball at Geary
- Hockey at Royal Oak
- Tennis

- Football at Berkley
- Board games
- Broadway shows
- T.V.
- Out for ice cream
- Skateboard
- Snow ball fight at Geary
- Rat creature
- Snowboard
- Run
- Read
- Eat
- Movies
- Like to cook

Location of activities:

- Geary
- Roosevelt
- Kulick Community Center
- Star Park at Oak Park
- Martin Road Park
- Gainesboro
- Wilson Park
- Pleasant Ridge Pool
- Jackson

Activities they like to do at the parks:

- New playstructures
- Baseball
- Four square
- Dodge ball
- Kickball
- swings

Improvements/fixes in the parks:

- Broken swings, twisted
- Graffiti
- Not stable pieces on the play structures
- Kennedy zip line
- Bullying older kids
- Rock wall-strings
- Four square
- Chipped paint
- Broken basketball rims
- Climb up slides
- No wood chips

- Trash/litter
- Broken glass at Kennedy/Geary

New facilities desired:

- Spraypark
- Recycling bins
- Bars/pull-ups, spirals
- Dome-monkey bars
- Tower
- Tire swings
- Spring animals
- Astroturf playground
- Firetrucks/image
- Bigger slides
- Tunnel
- Uneven bars
- Skatepark
- Different surfaces under the play equipment
- Swimming pool
- Kulick slide
- Spinnie
- Outside bathrooms (clean)
- Crank cars
- Teeter-totter
- Roller slide
- More space
- Trails in parks
- Boat and strings
- Tennis courts
- Gift shops
- Mobile recreation
- Merrie-go-round
- Drinking fountain
- Kickball field
- Rock climbing
- Sledding
- Zip lines
- Mr. Red
- Trampoline
- Hockey rink

Activities/events participated in:

- Street fair
- Soccer
- Baseball

- Softball
- Cooking class
- Dream cruise
- DIY
- Tennis
- Animal camp
- Craft show
- Art class

New activities/events desired:

- Soccer/tennis
- Cooking for kids
- Gymnastics
- Clay/pottery
- Art
- Swimming
- Scuba diving
- Bungee jumping
- Zip lines
- Track
- Rock climbing
- Go carts
- Karate
- Batting cages
- Hot air balloons
- Book club for kids

Where would they like to do these new activities?

- Kennedy School or Kulick
- YMCA – partner
- Wilson Park
- 4:30 to 5:00 after school programs
- 1:00 p.m. for little kids
- High school
- Middle school
- Martin Road pavilion
- Zoo
- Church
- Kulick
- At camp
- Mobile recreation

9th Grade class from Ferndale High School: (11/13/2009)

Free time activities:

- Hang with friends

- Band
- Sports – cheer, basketball, soccer
- Read
- Talk on phone
- T.V.
- Rest
- Computer
- Music
- Video games

Location of activities:

- Home
- Park
- Geary
- Kennedy
- Jackson
- Friends
- St. Louis
- In community (Ferndale)

Things they like about the parks:

- Geary
- Everyone can go
- Close to food
- Close to home
- Scenery/gardens/memorial
- Well kept

Improvements/fixes in the parks:

- Wilson Park – dirty
- Graffiti – need a board for youths to write on
- Swings improved
- Some kids are disrespectful
- Water fountains and restrooms are closed
- Need doors on stalls
- Update soap dispensers
- Have more lights in restrooms
- Need more things to do in the parks
- Improved maintenance

New facilities desired:

- New play structures for older kids
- Skatepark – like Huntington Woods or Farmington Hills
- More water fountains
- Enclose a pavilion for teen use
- Youth center – pool tables, longer hours (open to 8 or 9 p.m.), more freedom
- Swimming pool

- Teens police themselves – theft prove remotes
- Foam pit
- Zip-line
- Climbing things – ex. tree house, hide and seek dome
- More transportation
- Provide durable play equipment
- Sledding hill
- A “place of their own” to be themselves and not be judged; they do not like adult “attitudes” at the parks
- Need more equipment for teens, not just adults

New activities/events desired:

- Sleep over/lock in at Kulick
- Laser tag
- Karaoke
- More transportation for teens
- Organized sports out of school – skill building
- Need more equipment for teens
- Cooking classes
- Personal trainers for teens
- Movies

Marketing:

- Facebook
- Cell phone – text
- Email
- School

7th grade class from Ferndale Middle School: (11/13/2009)

Free time activities:

- Computer
- Swim at high school/ YMCA
- Geary Park
- Sports
- Kulick CC
- T.V.
- Write stories
- Read
- Draw
- Facebook
- Shopping
- X-Box
- Wii
- Relax
- Texting

- Music
- Movies
- Sleep
- Rollerskating
- Be with friends
- Rubik's cube
- Eat
- Cook
- Talk on phone

Location of activities:

- YMCA
- Home
- Park – Geary, Wilson, Kulick Center
- Downtown Ferndale
- High school pool
- Library
- Ride bike in neighborhood

Activities they like about the parks:

- Swings
- Picnic tables
- Spacious
- Play equipment
- Hang out with friends

Improvements/fixes in the parks:

- Swings broken
- People smoking
- Graffiti
- Locked and dirty bathrooms
- Litter
- Broken glass
- Wood chips under the play structures
- Make a tot lot
- Dislike “burrs” in clothes
- Want volleyball
- Tennis courts
- Baseball fields
- Basketball rims
- Soccer goals
- Make parks cleaner
- Make sandboxes for kids
- More trees for hiding
- Rubber surfaces under play equipment
- Open bathrooms

- Plastic slides – do not like!
- In drinking fountains – cold water

New facilities desired:

- Outdoor pool
- Game room
- Indoor pool
- Waterpark
- Amusement park
- Concessions
- Laser Quest
- Putt putt golf
- Blow up obstacle course
- Pink Ice Store
- Justice Store
- Game Stop
- Ice skating
- Cyber café
- Teen café
- Go-carts
- Bungee jumping
- BMX
- Simulation courses
- Roller coasters
- No-kill animal shelter

New activities/events desired:

- Field trips for teens
- Computer rooms
- Water basketball
- No parents
- Cc pizza
- More sports – Dodgeball, basketball, softball, laser tag, soccer and boxing
- Recreation football – tackle
- Paint ball
- Teen dance club
- Concessions
- Singing group
- Bowling
- Golf
- Tumbling
- Pottery
- Acting classes
- Yoga for teens
- Exercise

- Cooking
- Baking
- Archery
- Baby sitting certificate
- Clothes design/create
- Martial arts
- Trampoline
- Dancing
- Disco
- Hang-out
- Weight training
- Ball pit
- Girls football
- Spa
- Employment (jobs for teens)
- Job shadowing
- College info
- Art class
- Glass blowing
- Teen book club

Marketing:

- Radio
- T.V.
- Facebook
- Flyers on door
- Tell the schools
- Committee
- Internet
- Twitter
- Email
- Billboards
- Street signs
- 7-Eleven
- Library
- School announcements
- Newspaper
- Bulletin boards in businesses

6th grade class from Coolidge Elementary: (11/17/2009)

Free time activities:

- Cheerlead
- Video Games

- Football
- Read
- Swimming
- Hip hop (dance)
- Basketball
- Gymnastics
- Computer
- Ice skating
- Be outside
- Trampoline
- Hang out with friends
- Tennis
- Ride bike
- Hike
- Snowboard
- Scooter
- Baseball
- Skateboard
- Watch T.V.
- Shopping
- Pogo stick
- Roller blade
- Kickbox
- Board games
- Origami
- Archery
- Billards

Location of activities:

- Park
- Kennedy
- Robinsville
- Geary
- Family houses
- Scotia
- Roosevelt
- Webster
- Jackson
- Camp ground
- Coolidge

What they like about parks:

- Swings
- Able to run around
- Meet friends
- Monkey bars
- Walk dogs
- Four square

- Jumping off things
- Slides
- Play games
- Get energy
- Football
- Relay/track
- Get ice cream
- Skating
- Geo caches
- Kickball

Improvements/fixes in the parks:

- Curb gang violence
- Drugs/sales
- No weapons
- Pick up after dogs
- Swings need maintenance (flipped over the top)
- Too many squirrels
- Littering
- Foul language
- Slides too hot
- Rowdy play
- Dangerous equipment
- Fights
- Paint cans/lighters
- Geese
- Not enough trees
- Wood chips
- Graffiti
- Disrespectful to playing kids
- Spray painting signs
- Throwing things
- Stop smoking
- Bullies
- Rolling dice
- Glass on playground
- Grown ups on playground
- Stealing
- Mow grass

New facilities desired:

- Pond with ducks
- Shopping
- Horseback riding
- Studio/music
- Go karts
- Skate park
- Krogers

- Ice cream shop
- Ice rink (indoor)
- Water park
- Water fountains
- New soccer field
- Clean and open restrooms
- Indoor playground
- Indoor rollerblading
- Indoor pool
- Museums
- Fast rides like Cedar Point
- New salon/spa
- Basketball and football team
- Cheer learning/practice center
- Video game store
- 90 yard football field
- Holiday parties
- New state fair
- Ferris wheel
- Place to take out anger
- Place to feel safe
- Paintball
- New library
- Arts and craft center
- Kids hang out
- Roller coaster
- Kung Fu stadium
- Recycle center
- Have “stars” visit the parks

Activities participated in:

- Baseball
- Gymnastics
- Cheer
- Karate
- Wrestling

New activities/events wanted:

- Rock climbing
- Skate boarding
- Tackle football
- Paintball
- Girls soccer
- Hiking
- Dodgeball
- Babysitting class
- Help homeless/less fortunate

- Participate in special Olympics
- Workout area
- Bumper cars
- Go kart
- Pet adoption
- Surfing
- Swimming
- Dog contests
- Cooking
- Food drives
- Journalism
- Tutoring
- Volleyball
- Tennis
- Girls sports classes
- Basketball team
- Hockey
- Boxing
- Health classes
- Kickboxing
- BMX
- T-ball
- Music classes
- Four wheelers
- Prizes/competitions
- Design classes
- Singing
- Wrestling
- Contests
- Field trips:
 - Science center
 - CJ Barrymores
 - Parks
 - Black History Museum
 - CC Pizza
 - Hiking
 - Cruise
 - Cedar Point

Location of new activities:

- Coolidge School – 18 responses
- Kulick Community Center – 7 responses
- Parents would be more comfortable at school
- Easier to stay at school
- Students more comfortable with what is familiar
- Kulick Center has more opportunities

Marketing:

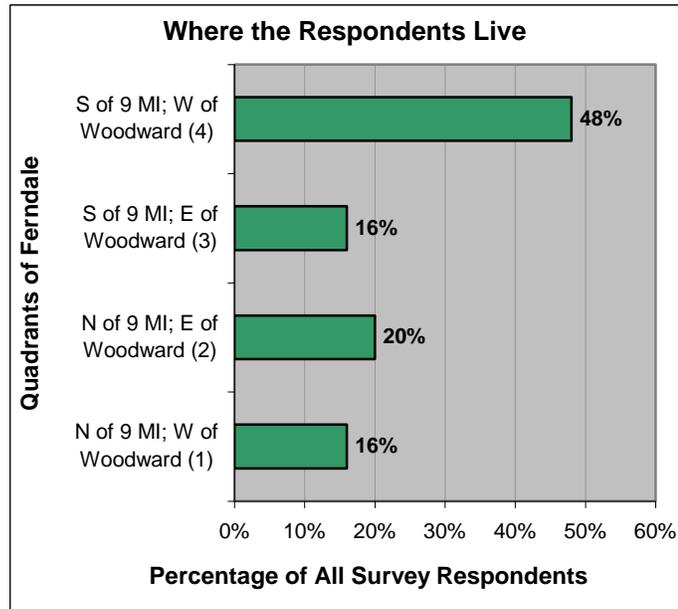
- Flyers at school
- Poster
- Speak to students at school
- Email
- Website
- Teacher homeroom page
- Phone

Appendix C - Community Survey Additional Results

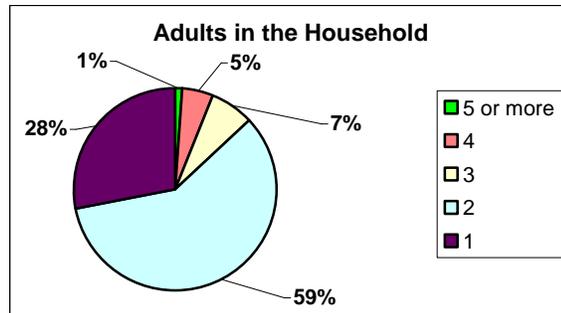
Information About the Survey Respondents:

Where do they live?

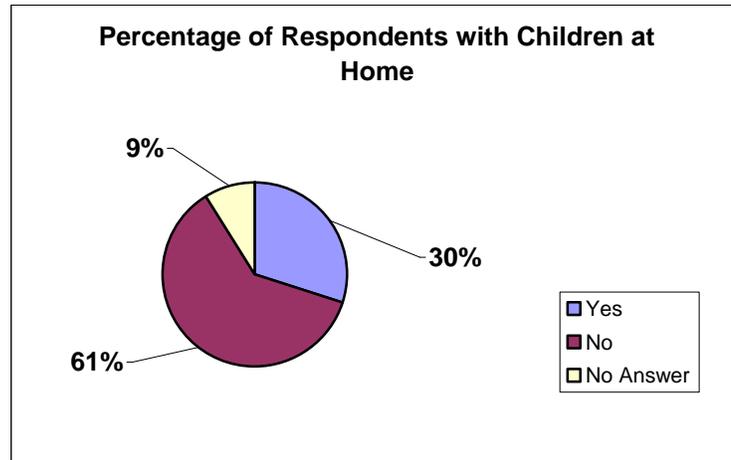
Quadrants: almost half (48%) of the survey respondents live in the quadrant #4.



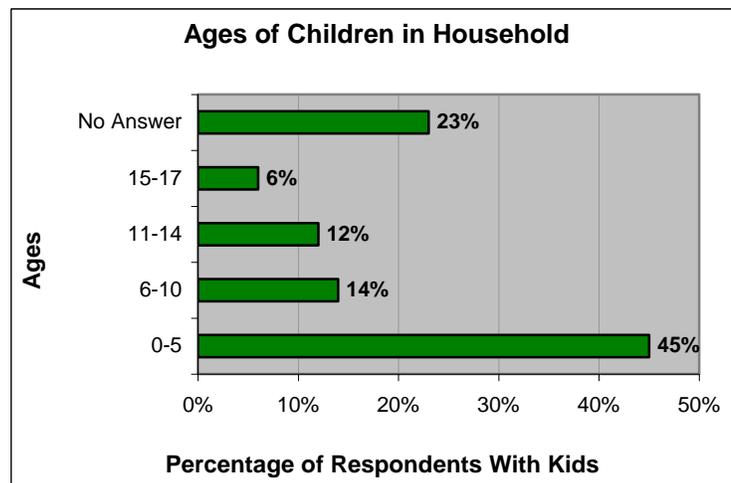
Adults in Households:



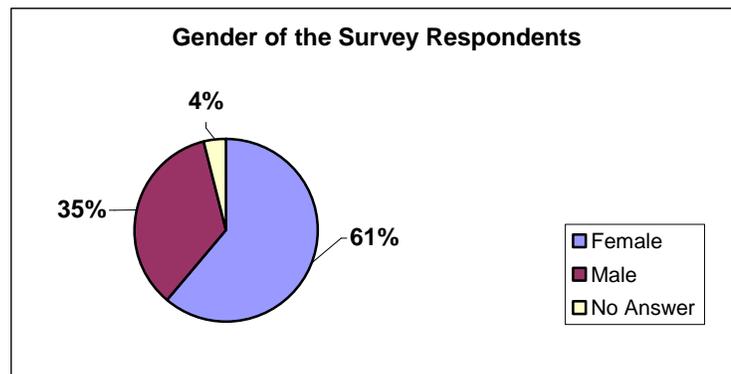
Households with Kids:



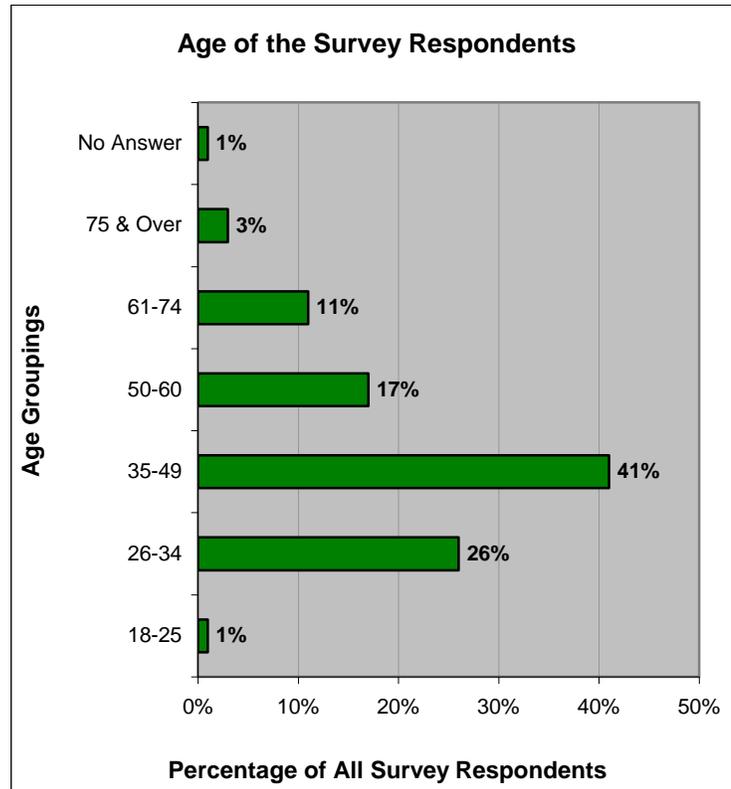
Ages of Kids:



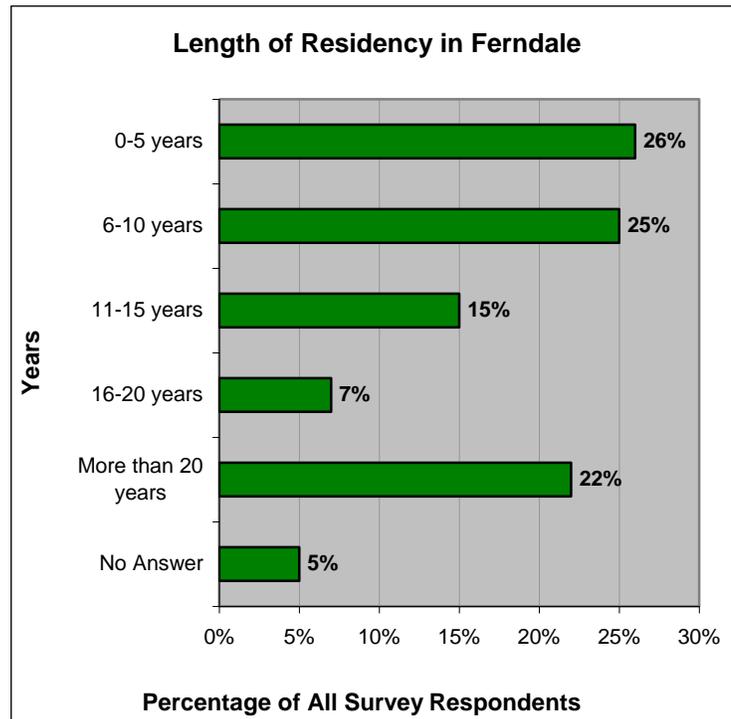
Gender of Survey Respondent:



Age of Survey Respondent:



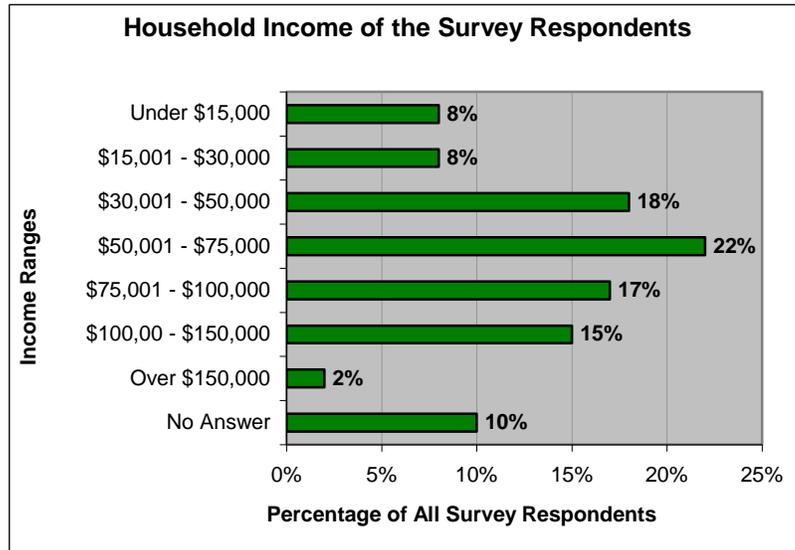
Length of Residency in Ferndale:



Ethnic Origin:

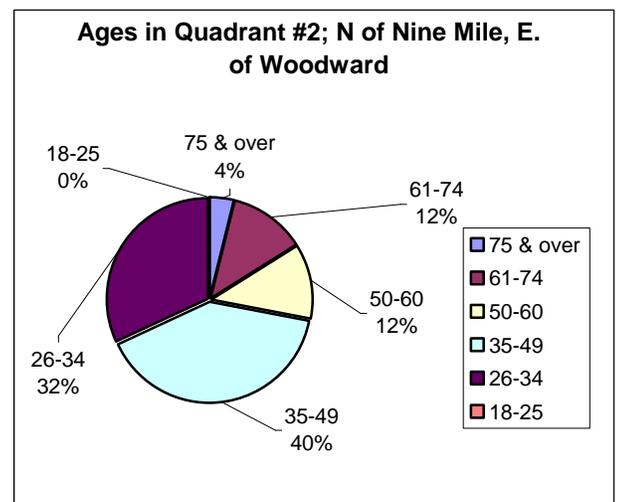
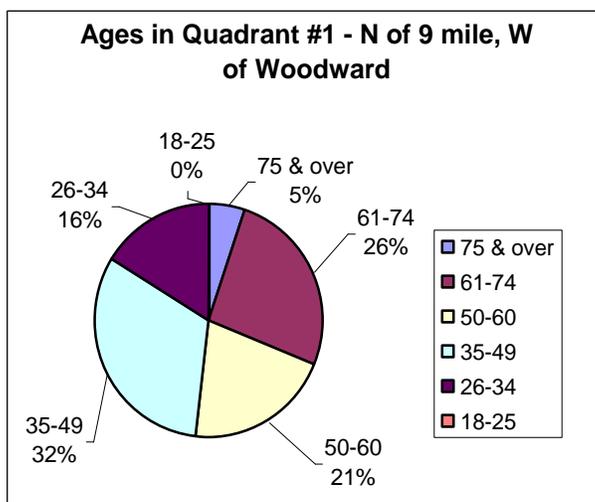
The majority of the survey respondents (90%) are Caucasian. The remaining respondents are 1% African American; 1% Asian, 1% Arab/Middle Eastern and 2% Hispanic. Five percent (5%) did not answer this question.

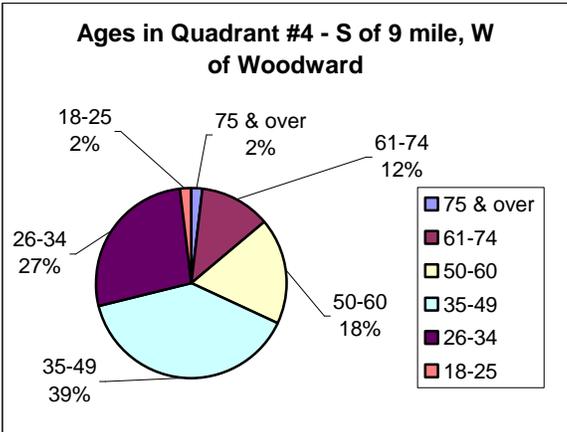
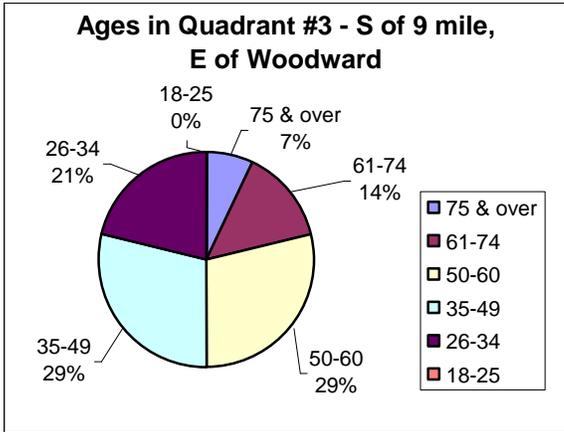
Household income:



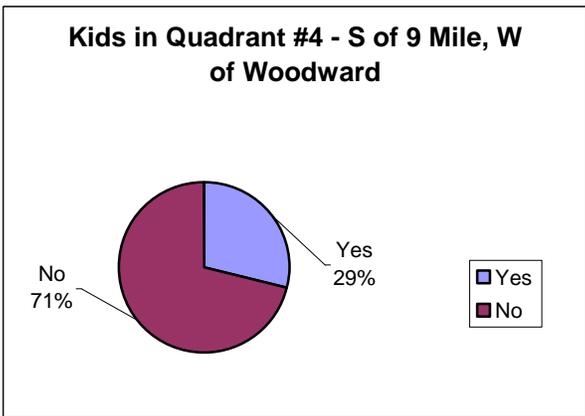
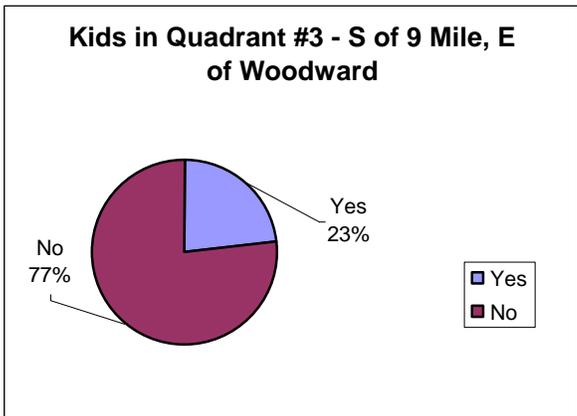
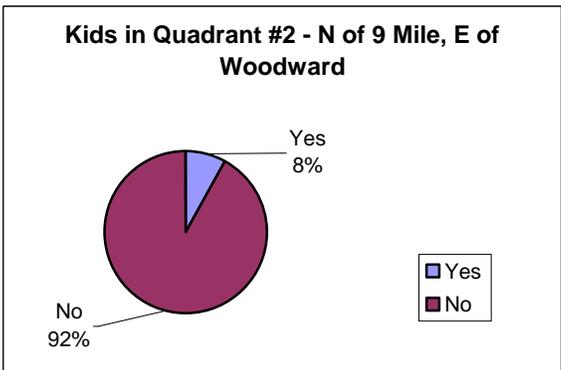
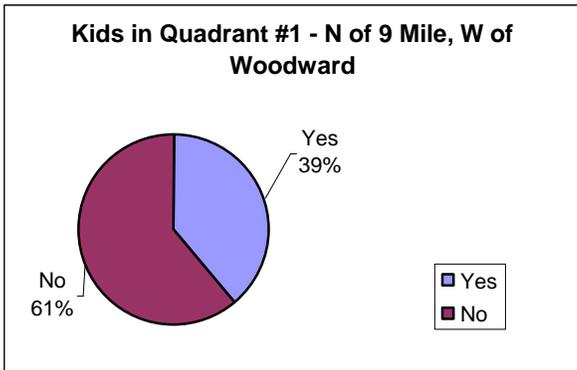
Additional information:

Age of respondents and quadrant they live in the community:



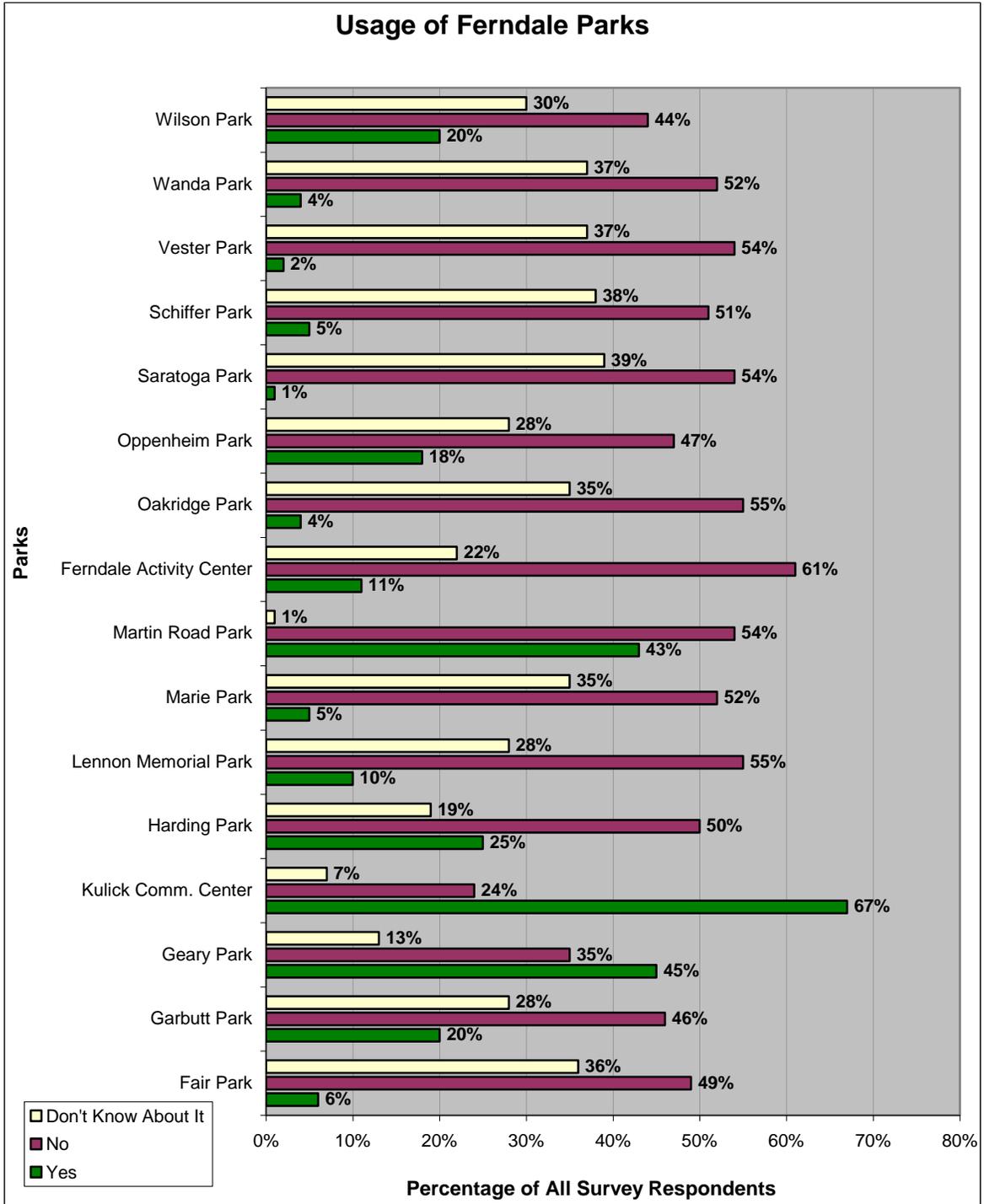


Quadrants and Kids:

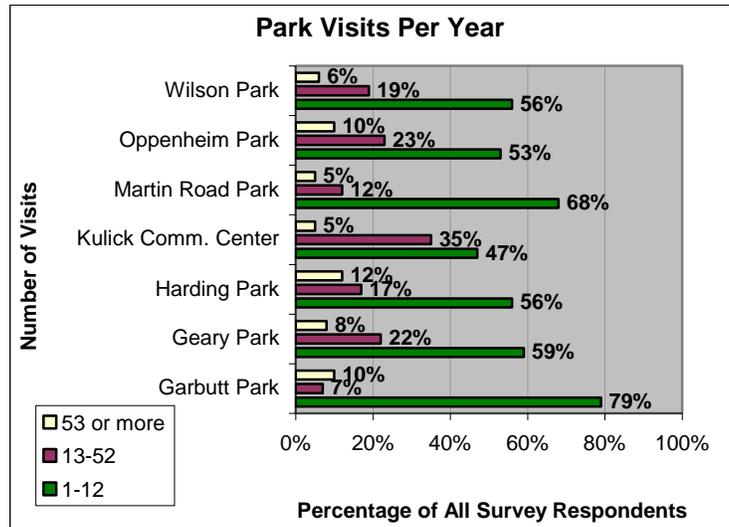


Facility Usage:

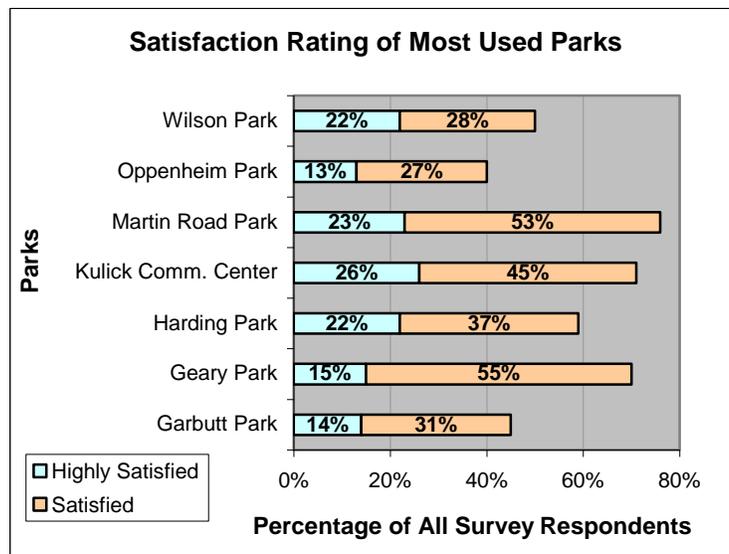
The first survey question asked if the respondents had visited the parks. The responses are illustrated in the graphs below.



How often are parks being used?



How did the survey respondents rate their experiences at the parks?



Park	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Wilson Park	22%	28%	36%	14%	0%
Oppenheim Pk	13%	27%	33%	15%	12%
Martin Road Pk	23%	53%	24%	0%	0%
Kulick Comm. Center	26%	45%	24%	0%	5%
Harding Park	22%	37%	25%	12%	4%
Geary Park	15%	55%	28%	2%	0%
Garbutt Park	14%	31%	42%	13%	0%

Suggested Improvements:

<p>Fair Park</p>	<p>Maybe make this a dog run. There is also a small piece of land near here owned by the railroad that can be made a dog park – <i>2 responses</i>. A water fountain would be fantastic. Fair Park needs more trash containers. Please make Fair Park safer for women and kids, i.e. perhaps more lights? Remove graffiti from the recreational items! – <i>2 responses</i></p>
<p>Garbutt Park</p>	<p>Get rid of hockey court. No one uses it anymore, use money to tile Wilson’ rink. Replace dented slide (shortest); remove extra rung at all ladders so that children can access platforms; add new 2-5 play structure. Bathrooms open – <i>2 responses</i> Dog Park Haven’t had a chance or didn’t know about these parks. Use mulch rather than sand for play structure surfacing. Needs an update play set, please – <i>3 responses</i> Nice trees Garbutt - pick up trash, especially after the weekend – <i>3 responses</i> Garbutt is dirty (litter) have found homeless sleeping in the park Garbutt Park rink has been there and not used very much. A basketball court would probably be used more at that location Garbutt Park needs swings. All parks should have swings. Garbutt Park needs more attention; it doesn't look as nice as some of the other parks. All parks should have an update on the play equipment. Maybe incorporate educational play equipment.</p>
<p>Geary Park</p>	<p>Teenagers have overrun the park for the toddlers and younger kids. Tile hockey rink as well. Skate board park Put the two playscapes put closer together Disc golf Diagonal parking on Earl Handicap accessibility. Cleaner – <i>5 responses</i> More benches Soccer goals – <i>2 responses</i> Add basketball court (replace in-line rink, no one uses it) – <i>5 responses</i> Bathrooms open more – <i>5 responses</i> Better kept lawns on the field, goal posts More playground equipment Tennis court Solar lights on ball fields ELIMIMATE THE SKATING RINK Dog Park Haven’t had a chance or didn’t know about these parks. Bathroom open and available all times or at least more in summer at Geary Park. Geary - better maintenance of grounds and play structures – clean off graffiti and litter Geary - more climbing/playing equipment; A water feature (splash park, outside pool) – <i>2 responses</i> Equipment for big & little kids, swings are right next to basketball court;</p>

Geary Park cont:	<p>language has made us leave several times. Geary Park - improvements to the baseball diamond. More frequent mowing/weed control. The east side along Pinecrest is pretty beat up, needs to be filled in and seeded. Also in the winter people do doughnuts in parking lot, reviving their engines and screeching tires. It would be great if the parking lot was blocked off in the winter. Especially at Martin and Geary parks. More food options at Curling Club Picnic pavilions are more than Geary Park, take better care of the east side of Ferndale. Use baseball parks for Ferndale Youth; stop sending teams to other towns to use their baseball diamonds.</p>
Kulick Comm. Center	<p>More activities for kids 0-2 Get a pool Activities for 10 to 17 year olds, drop in activities in the center, More open/better design, better outdoor area I'd like to see Ferndale form a cooperative with the neighboring communities and build a rec. center on par with Livonia's. Expand and improve outdoor basketball court; make indoor court available for adult open basketball; Remove requirement for training class before using exercise equipment. Pool, spray pad – 2 responses More done to the outside appearance of the building More/better toys in play room, cheaper price of admission to play room Exercise class schedule has lacked variety, flexibility in past years. Brighter paint and color, very dull not welcoming Could use larger workout center. Maybe a running track or a racketball/walleyball or basketball court Kulick Community Center complete fenced-in more activities (toys) for kids More comfortable chair at Community Center Improved handicap parking at parks for special events; Improve lunch program with foods so tasty more people would participate. Good food attracts participation Kulick Center should have services in the a.m., and others free for certain things or at least very cheap (seniors have very little money). The removal of outdoor basketball court at Kulick CC. This equipment draws crowds of 10-30 individuals playing or observing. There is often drug use, marijuana smoking and alcohol consumption. There is frequent use of profanity and hampers the safe use of playgrounds by families with young children and intimidates visitors to the Kulick Center. Ferndale must support youth basketball indoors with supervised activities or our property values in the neighborhood will continue to decline. Too much graffiti on playground equipment. This needs to be cleaned and parks need to be monitored more often. While I LOVE Kulick Community Center I would like to see signs posted on the door if an activity is cancelled. Additionally the room with toys seems very dirty at times. Swing repair</p>
Harding Park	<p>New playground structure – 5 responses Better drainage of sports fields – 3 responses Fix the inside of the hockey rink. The border is like a tidal wave and can cause</p>

Harding Park cont:	<p>injury. And use of the bathrooms during spring soccer. – 2 responses Peeing in the bushes is degrading and disgusting. Solar lights on ball fields and soccer fields Haven't had a chance or didn't know about these parks. Due to a little child falling they tore down the play set and now there is nothing for the kids to play on. And WHEN you do put up another structure I would suggest that you put it into the park not right by the street and parking lot. It was nice having the structure there especially for families with multi aged children during sports games like soccer. I agree with the city taking it down it was scary and I would never let my children go down the slide but I would like to see something there now for them. Harding Park could use a dry path to the soccer fields in the spring – 2 responses And the sand box is no good. Harding Park is horrible! More education on the parks listed. Where they and what are is available.</p>
Lennon Memorial Pk	<p>Upgrade/improve basketball court. Haven't had a chance or didn't know about these parks. I would like to see a covered picnic shelter at Lennon Park</p>
Marie Park	<p>Removal of broken glass and condom wrappers Haven't had a chance or didn't know about these parks. Marie - often vandalized and has garbage, needs more of M.R. park regular "check-ins"/cleaning. Personally I would like Marie Park to be better maintained - it could be cleaner</p>
Martin Road Park	<p>Tile the rink there as well Cleaner More benches A WALKING PATH THAT CIRCLES THE ENTIRE PARK Upgrade/improve basketball court – 2 responses A slide for the kids to play on. Solar lights on ball fields and soccer fields Very nice park. Doesn't look like it needs anything. Martin Road Park - better infield dirt on softball fields Open restrooms at Martin Road Park. Drainage issues at MRP</p>
Ferndale Activity Center/Detroit Curling Club	<p>Haven't had a chance or didn't know about these parks. Better advertisement of Curling Club/Martin Road Park event opportunities; wheelchair access to /near playscapes areas; outdoor music in additional parks More food choices at Curling Club</p>
Oakridge Park	<p>Haven't had a chance or didn't know about these parks.</p>
Oppenheim Park	<p>Grass cutting is not kept up New playground structure, Better upkeep of entire park and quick removal of graffiti. More benches/picnic areas. Remove metal handles and bars that are coming loose Remove plywood from playstructure platform and repair platforms with a material that can handle weather Add new 2-5 year old play structure – 4 responses Update current play structure – 4 responses Remove prohibition on ball games as posted on sign; it discourages me from</p>

Oppenheim Pk cont:	<p>using large green space. Different surfacing than sand Working drinking fountain. Haven't had a chance or didn't know about these parks. Needs to be safer and needs cleaner base material (mulch or rubber). I would like a "no dog Zone" near playstructure, or a fenced off dog run. Hand rails on play structures are falling apart. Park sometimes fouled with trash. Teens deface plastic with graffiti and burn holes. Structures are NOT toddler-friendly. Also, what's with the "no ball throwing" rule? Current structure is not ADA accessible! Oppenheim Park has curse words (homo, bitch) written (& other words) in the tunnel of the play structure & on other parts of the structure. As the parents of a young child, we visit Oppenheim very often & are EXTREMELY disturbed by this. Please fix this. Also</p>
Saratoga Park	Haven't had a chance or didn't know about these parks.
Schiffer Park	<p>Drinking fountain More land Haven't had a chance or didn't know about these parks.</p>
Vester Park	<p>Haven't had a chance or didn't know about these parks. Bathrooms open Vester Parks needs picnic tables</p>
Wanda Park	Haven't had a chance or didn't know about these parks.
Wilson Park	<p>Need to tile the hockey rink there like at Harding park. Cleaner Upgrade/improve basketball court Playground equip. near school is old, disrepair Baby swings Haven't had a chance or didn't know about these parks. Put better surface on roller hockey rink at Wilson Park. Repair and improve the hockey rinks that are in constant use. Wilson has become dilapidated due to lots of use. Skate parks - don't need so many (Wilson Park), would rather have tennis court</p>
All Parks:	<p>All parks: more landscaping – 2 responses Additional seating areas (other than picnic tables) Winding walking trails Updated facilities (bathrooms, fountains) More tennis courts More skating boarding facilities How about a dog park? – 4 responses Bathrooms & clean up a little better - have bathrooms open! You can stay at the park with kids too long without bathrooms. – 3 responses Better grounds keeping – 4 responses I clean up hundreds of bottles, cans, and plastic debris from the parks every year. More picnic tables and BBQ's Do not go to parks. Did 20 years ago when babysitting grandchildren Basketball courts – 3 responses I am too busy working and trying to make ends meet I know this is suppose to be confidential but because my comments are a little</p>

<p>All Parks cont:</p>	<p>off subject, and I'd like my opinion known; I'd like for you to know who I am: Tiffany Walker 405 Stratford, Ferndale homeowner since 1993 Indoor volleyball leagues offered It might be useful to print a map exclusively devoted to Ferndale parks, recreation facilities, etc. Which park has specific attractions - maybe using symbols? Such a map would be large (12" square?) and suitable for framing/easy to read – 2 responses More dog friendly parks/areas More trees in parks, I really do wish there were more parks on the east side of Woodward Nature trails No after hours visits of kids/parties/etc. No bums in the parks - we need to give the bums a place to be so not in our parks and near our children No improvements needed. Possibly health or local art fairs in the parks (not downtown) draws attention to the parks. Picnic pavilions are great for families to gather...locally. Rental reservations a source of park and rec. income? Recycling bins/receptacles! I think there should be one next to every trash can for bottles and cans and in certain strategic location there should be a recycling receptacle with a divider in it for paper. Perhaps vending machines beside bathrooms. Same way to keep people who are not from the community from littering and wrecking the equipment - though I know it is not possible. More swings would be nice too. There is nothing age appropriate for a toddler They should let residents know about the parks. Also, Ferndale really needs a public pool Truthfully the only park listed that I have visited ever is Geary Park. I am not sure where the others are located. Update structures They used to flood Wilson for ice skating that would be awesome! Use the Park at Pinecrest. I don't know if it's listed above but it's a great park! Would love if part of it was fenced so my dog could run without a leash – 2 responses Water fountains for drinking – 2 responses When I drive past the parks, there is always garbage on the ground. Maybe a volunteer group needs to be formed to combat this issue</p>
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Maintenance:

The survey respondents were asked to indicate their satisfaction or dissatisfaction on the maintenance of facilities listed in the graph. The “highly satisfied” and “satisfied” have been charted in the table below.

Facility	Highly Satisfied	Satisfied	Neither satisfied or dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
Parks	19%	40%	12%	9%	0%	20%
Ball Diamonds	12%	15%	17%	4%	0%	52%
Picnic Shelters	10%	26%	15%	7%	0%	42%
Soccer Fields	8%	17%	14%	5%	1%	55%
Restrooms	4%	16%	14%	9%	6%	51%
In-line Rinks	5%	12%	10%	6%	2%	65%
Kulick Community Center	25%	37%	7%	2%	1%	28%
Ferndale Activity Center/Detroit Curling Club	7%	7%	8%	2%	0%	76%

Maintenance comments:

Parks with concerns:

Oppenheim, Harding

Geary Park needs improving – 3 responses

MARTIN ROAD PARK

Oppenheim

None of the outdoor basketball courts I have used are in good shape

Marie Park

Garbutt- Always trash on the ground after Weekends

Oppenheim and Garbutt (both need updated playstructures)

Harding Park - I and my brother-in law, who is a police officer in another city, found a crack pipe. I have found a needle and a shot gun casing. I called the police on the items I found there. There is glass all over the park and if floods when it rains.

Oppenheim and Garbutt need some TLC.

Ball Diamonds:

GEARY

Picnic Shelters:

Geary Park

WOULD LIKE TO SEE MORE PICNIC TABLES AVAILABLE

Geary Park needs some cleaning up especially around the picnic shelter and maybe a few new tables.

Soccer Fields need improvement

Maintenance concerns continued:

Harding - better drainage

Harding park (spring) very muddy, far walk to parking and bathrooms

Restrooms:

Harding- open sooner, soccer leagues were playing there for weeks before restrooms opened. Port-o-John was not maintained so kids and adults were peeing behind trees.

Bathrooms need to be open more often – 6 responses

Graffiti is awful

Not always in good shape, but not too bad either

Harding

Restrooms are never open at Fair Park, Harding Park

Harding/Geary/Wilson/Martin Rd-bathrooms always locked!!! Very inconvenient for little kids.

Too late to open in spring, too early to close in fall, go solar powered for lights!

Not available when at a park

Garbutt- Never Open

In-line Rinks:

Inline rink and restroom at the park behind Webb Elementary

Inline skating rink has lots of weeds and is never used at Garbutt. All the restrooms need soap in them.

Wilson, Geary and Martin need to be tiled, Garbutt needs to be dismantled, no longer useful

Geary Park, babies are made here, no other activity

Wilson

GEARY

Kulick Community Center

Kulick Center - not been utilized to its potential

Kulick Center needs updating - if its the hub of our Cool Community, it needs to be super modern and a cool facility

Kulick Center: remove outdoor basketball, fix lights on South side of building, improve playground

Nothing for middle school or high school students

Not as clean as it used to be/rest rooms

Overall experience is negative

General comments:

Dirty, trash, disrepair

Dissatisfied with all parks

Dissatisfied with parks maintenance

From what little I have seen, you guys are really good

Graffiti on playscapes

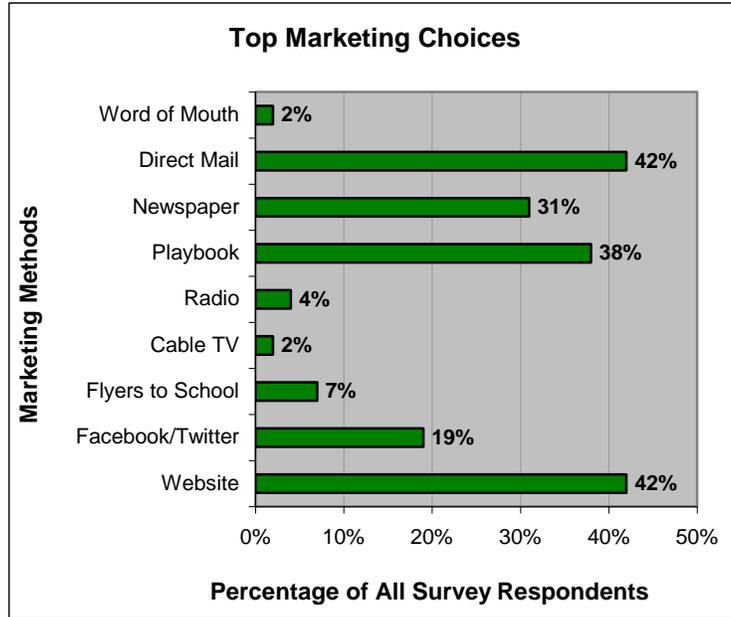
More picnic shelters at the soccer fields, for if it starts to rain a covered area would be great

Soccer fields very wet, dissatisfied with Oppenheim Park unsafe playground equipment

Some parks have sand - such as the one on St. Louis. My kids got so dirty! Please switch to woodchips.

Marketing:

Survey respondents were asked what method they would prefer to receive information about Ferndale’s Parks and Recreation. The responses are graphed below.



Many respondents wrote in “email”.

Newspapers included Ferndale Friends, Woodward Talk, Free Press, Mirror, Hometown Life, and the Observer.

One respondent suggested using a billboard on the main streets to advertise.

Appendix D

Notice of the Availability of the Draft Plan for Public Review and Comment

Notice of the Public Meeting Held After the One Month Public Review Period and Before the Plan's Adoption by the Governing Bodies

Copy of the Minutes from the Public Meeting

Appendix E

Geographic Information Systems (GIS) – What and Why? What is GIS?

GIS can be defined from two basic perspectives:

- (i) a functional perspective, focusing on what a user can do with GIS, and
- (ii) a structural perspective, focusing on the components that make up a GIS.

While there are many examples of functional definitions, each encapsulates the same basic capabilities of this technology; thus, GIS can be described as a computer-based system with the ability to *store, retrieve, analyze, and represent* or *display* geographic (aka spatial) data. Alternatively, one might consider GIS as a toolbox for geographic analysis, much like one might use a word processor to create and save text files or a spreadsheet to work with numbers, budgets, etc. This computerized geographic toolbox enables the user to visualize (on screen and in print) and analyze the distributions and associated characteristics of spatially referenced phenomena, meaning any object that has a fixed location on the surface of the earth.

Structurally, a functioning GIS consist of four major components:

- (i) the necessary computer hardware,
- (ii) the appropriate computer software – both system software (e.g., Windows, UNIX) and application software (e.g., ESRI suite of ArcGIS software),
- (iii) data, and
- (iv) training/personnel – both technical (computers, networks, etc.) and conceptual (geographic concepts in such areas as cartography, coordinate systems, projections, etc.).

While it is beyond the scope of this summary to cover all four elements of GIS structure in detail, further consideration of data is warranted. A GIS consists of two basic types of data:

- (i) the geographic or spatial (“where”) data, which are stored, displayed and printed in traditional map or image form, and
- (ii) the attribute or non-spatial (“what”) data, which are stored, displayed and printed in spreadsheet or database form. Attribute data may be either quantitative or qualitative/nominal (see examples, below).

Geographic or spatial (“where”) data may then be of two basic types:

- (i) raster – grid-based or pixel-based digital images, and
- (ii) vector – data stored in the form of points, lines and polygons, with the particular form of representation depending upon the type of feature as well as the scale of analysis (e.g., a small city might be represented as a point on a national map but as a polygon on a local map, likewise a river would likely be represented as a single line on a

national map but a polygon, with edges representing the stream banks, on a local map).

Data are stored within a GIS in layers or themes, with each unique type of feature represented by its own layer. Each layer consists of two elements, the geographic/spatial element (“where” data) and the attribute/non-spatial element (“what” data). Crucially, these two elements are dynamically linked within the software, meaning that any changes made to the geographic data are automatically reflected in the attribute data and *vice versa*.

Listed below are some examples of likely spatial features (“park assets”) in a parks and recreation context. The most appropriate form of representation as well as sample attributes are also listed.

Feature	Representation	Attribute(s)
basketball hoop	point	
bench	point	material - wood, metal, other
fire hydrant	point	
Flagpole	point	
Grill	point	
light post	point	
parking meter	point	
picnic table	point	
play structure	point	
sand box	point	
Sign	point	material - wood, metal, other
trash can	point	
Tree	point	species, health
utility box	point	
utility pole	point	
water fountain	point	ADA compliant? yes/no
fence	line	material - wood, metal, other
trail	line	surface - paved, crushed stone, wood chip, unpaved
baseball field	polygon	lit? yes/no
basketball court	polygon	lit? yes/no
football/soccer field	polygon	lit? yes/no
park	polygon	name, acreage, type
parking lot	polygon	number of spaces, number of handicap spaces
pavilion	polygon	
play area	polygon	lit? yes/no
restroom	polygon	
softball field	polygon	lit? yes/no
storage/maintenance	polygon	

What are the Benefits of GIS?

The use of GIS offers a number of important advantages over the use of traditional maps (or the lack of use of spatial data in any capacity).

- GIS provides rapid and efficient access to (including storage, visualization and analysis of) large volumes of highly accurate geographic and associated attribute data, whereas traditional paper maps allow only the visualization of geographic data.
- GIS allows the ready integration of human and physical data, whereas most traditional maps focus on human or physical data rather than both. For example, maps of park service areas can be overlain with population or household data to ascertain levels of community access to park and recreation facilities.
- GIS is scale-able, meaning that the scale of the display and analysis can be adjusted to suit the application. For example, the user might zoom out to view the park system within a city, or zoom in to view the specific amenities available within a single park within that system. As the user zooms in and out, so the scale of the display adjusts automatically. In contrast, a paper map is produced at a single, non-alterable scale.
- GIS data can be readily and relatively easily updated, whether new features are added, existing features are altered, or existing features are deleted. In addition, due to the dynamic linkage between geographic and attribute data, changes made in geographic data are automatically reflected in the attribute data and *vice versa*. Thus, while the initial data collection process might be somewhat time-consuming and expensive, updates are relatively easy. GIS therefore provides important base data for future projects and eliminates the need for repetition of original base data collection. Further, in the case of local government, individual departments can work together to construct shared repositories of key base data, thereby streamlining local government operations and eliminating duplicate data collection and storage. In contrast, paper maps often become out-of-date within short periods of being printed, which is especially problematic in rapidly growing or otherwise changing areas,
- GIS capitalizes on the power of visualization, on the notion that “a picture is worth a thousand words.” GIS allows representation of places and issues associated with those places in map or image form, a form often more comprehensible to the general public, elected officials and other decision-makers than dense text or spreadsheet data. Simple visualization of the complexities of a place is likely to lead to greater understanding of that place, particularly with regards to the spatial associations between different features.

From the perspective of users such as local government, therefore, GIS offers the opportunity to store, analyze and display spatial information so as to facilitate planning, management, decision making and problem solving within the community. In addition, the attractive visual nature of GIS facilitates higher levels of public access to data and enhances the ability of government departments to communicate complicated issues to their constituents, thereby likely increasing public involvement in local government matters. The provision of larger quantities of higher quality data to both government and the public is also typically associated with the making of more informed decisions.

Applications of GIS in Parks and Recreation

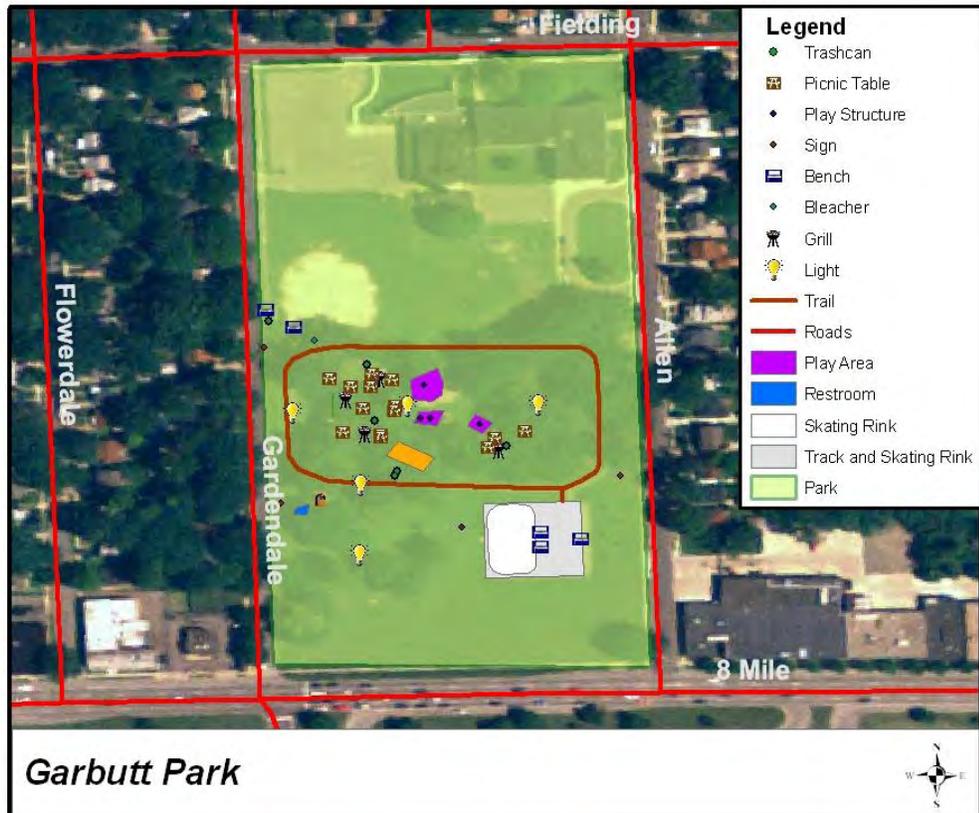
Below is presented a non-exhaustive listing of the potential applications of GIS in the parks and recreation context:

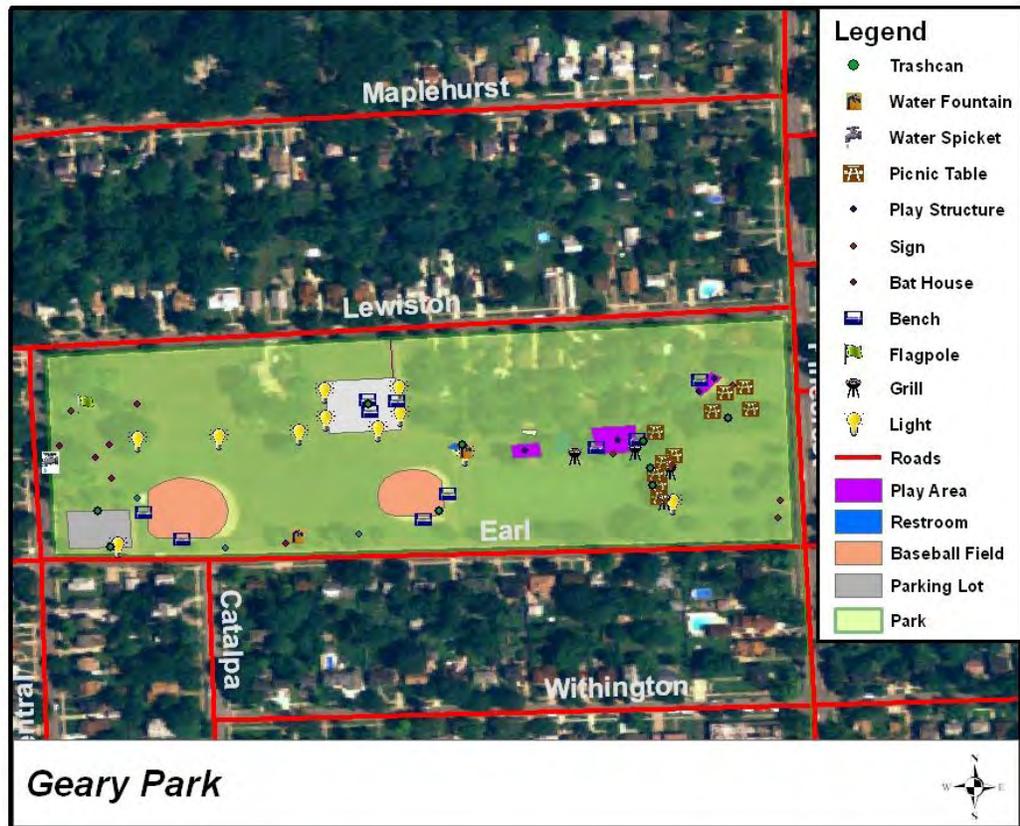
- Production of accurate, scaled paper and online maps of entire park systems as well as of the amenities contained within individual facilities. Vector layers, e.g., layers representing individual park features, can be combined with raster layers such as aerial imagery to provide attractive visual images of parks to potential users prior to visitation – for example, a visitor to an area can see quickly and easily whether a particular site is very wooded, or has a variety of winding trails. This capability enhances the approachability and navigability of a park system, thereby enhancing the user experience (“customer satisfaction”).
- Provision of online directions and walking/driving distances from residents’ homes or visitors’ hotels to specified park and trail locations. This capability enhances usability and the user experience.
- Provision of ability to search for nearest amenity, whether a park in general or a specified amenity within a park, e.g., search for the nearest outdoor swimming pool. This capability maximizes the user experience while potentially reducing staff time devoted to answering such inquiries.
- Provision of self-service mapping kiosks at key municipal locations, allowing users to identify and navigate to nearby park and recreation opportunities. This capability enhances the user experience while potentially reducing staff time devoted to answering such inquiries.
- Identification of levels of access to park and recreation facilities via production of service areas which show which population units (census blocks, individual households, etc.) do and do not have access to a facility within some specified distance. This capability enhances the department’s ability to assess its level of service to local residents. Findings can be used to demonstrate excellence in service, or, in other cases, to support applications for funding for acquisitions or improvements.
- Enhanced understanding of (non)users via combination of survey findings (e.g., pertaining to level of use, opinions regarding quality of facilities) with population data. Given appropriate consideration of privacy issues, individuals’ responses can be mapped at the address level and patterns of responses assessed. This capability enhances the department’s ability to assess its level of service to local residents.
- The above two applications can then be further processed alone or in tandem to help identify the most suitable locations for new facilities or programs, e.g., of new facilities in locations where the population is currently un/under served, or of new programs or amenities where demand appears to be highest. This capability enhances the department’s ability to provide concrete proof of community need for some new facility or service.
- Siting of amenities within a new or existing park – the site suitability analysis capabilities associated with GIS allow a user to identify the optimum locations within a park for some specified new feature. For example, the siting of a new parking lot within a large regional park might be based upon consideration of the minimum necessary size of the lot, maximum slope, avoidance of floodplains or wetland, and proximity to existing trail

- entrances. The siting of a new trail within a park would likely include consideration of existing parking areas, the desired lengths and levels of difficulty of the new trail, types of terrain (e.g., by maximum slope), the location of points of interest (e.g., scenic lookouts), sites to avoid, e.g., endangered species habitat, and soil erosion rates. GIS-based site suitability analysis allows the user to identify locations where a specified set of criteria such as those two examples listed above do (or do not) occur simultaneously.
- Estimation of the impact of parks and other public green spaces on residential property values and the property tax base – GIS facilitates consideration of this important contribution of parks to the local economy since it is so simple to identify the locations of residential properties relative to parks in a GIS environment.
 - Consideration of “what if?” scenarios – GIS can be used to model potential scenarios, e.g., how access to parkland in a city might be increased with the acquisition of new parkland or the development of a new greenway trail, or how access to some specific park amenity such as an outdoor swimming pool might be adversely affected by the closure of one or more amenities. This capability enhances the department’s planning and decision-making abilities.
 - Tracking of maintenance issues – GIS can be used to record the conditions of specified features within parks and can then be used to schedule repairs or other activities as needed, e.g., grass mowing, tree trimming, repainting.
 - Routing of maintenance workers – GIS can be used to determine the optimum routes for maintenance workers to follow, thereby minimizing time wastage and maximizing efficiency in the response to work orders.
 - Enhancement of emergency management provisions and procedures due to the availability of and rapid access to highly accurate location data.

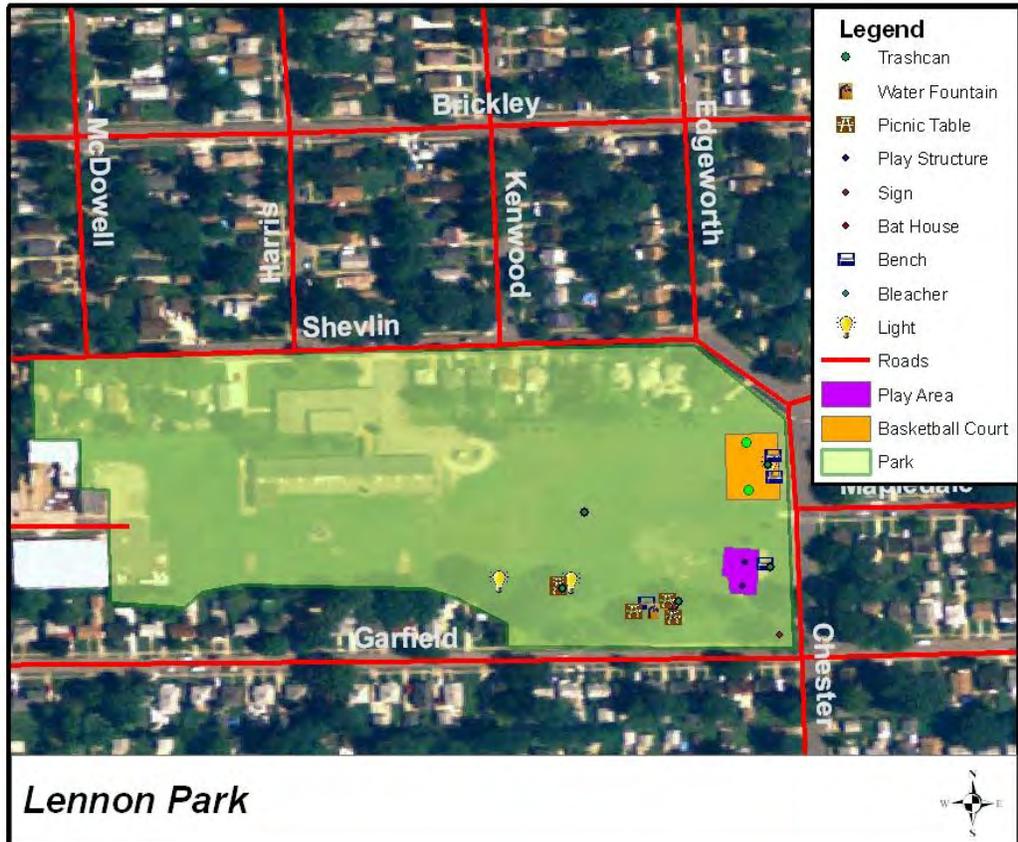
The maps of the Ferndale Parks on the following pages are an example of the information that was gathered with the GIS/GPS analysis done by Michigan State University.





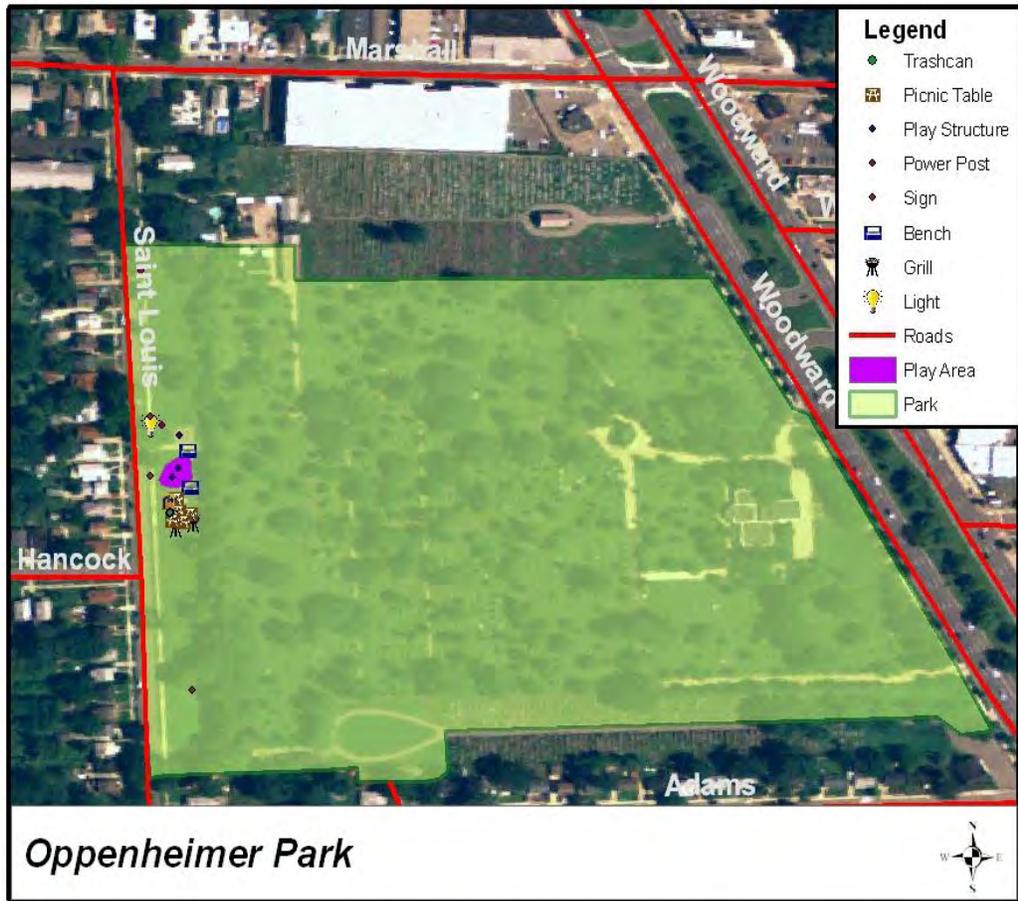


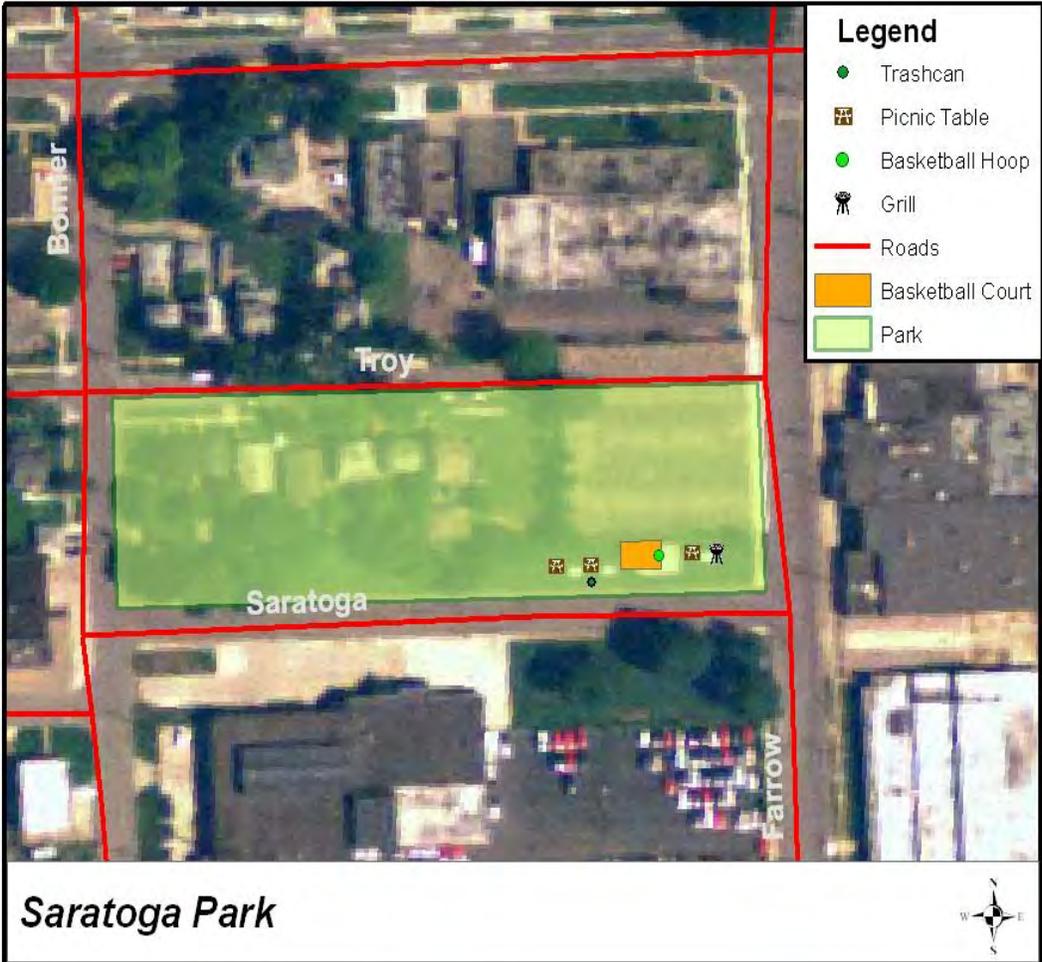


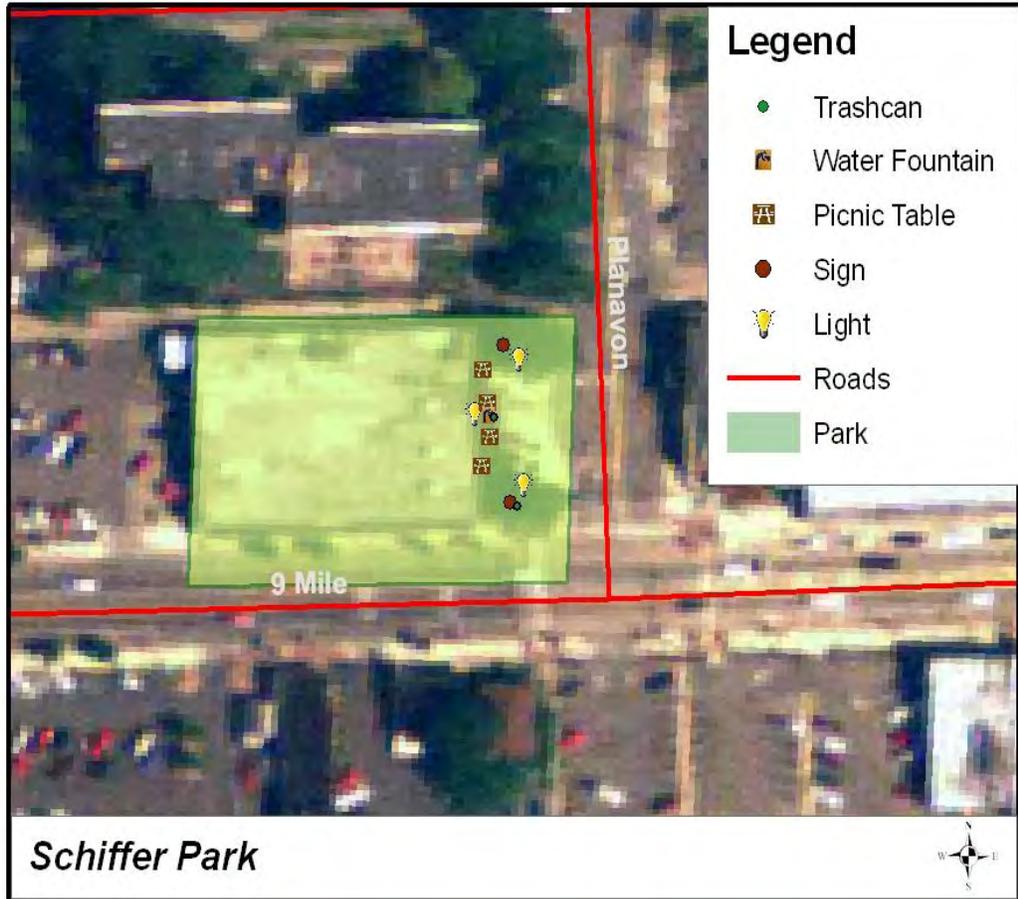
















Appendix F

Assessment of the Levels of Access to Ferndale Parks

Adequate and fairly distributed access to public parks and other recreation opportunities is generally recognized as a crucial component of attractive and livable urban communities. Indeed, the benefits of parks and other open spaces to society are many and varied, pertaining to numerous aspects of our everyday lives. From an environmental perspective, green spaces may help mitigate flood hazards, reduce erosion, filter pollutants, provide shade, lessen local air temperatures and noise, and screen unattractive views. They also serve as habitat for wildlife, outdoor classrooms for students of all ages, and field laboratories for researchers. Parks and public open space provide opportunities for recreation, whether active or passive, organized or spontaneous, and engaged in individually or in groups. Research also suggests that trees and greenery help build stronger neighborhoods in which residents interact more often, feel safer, and develop closer community ties, thereby building social capital. Visits to parks and other natural areas have been shown to offer numerous psychological and physiological benefits. The ability of parks and open spaces to help improve mental and physical fitness may also contribute to reduced health care costs, an issue of increasing concern in contemporary US society. Assessment of the relationship between access to park and recreation amenities, physical activity, and human health is reflected in the rapidly growing active living research literature. Much of this research has resulted from statements made by the US Surgeon General regarding the ability of even moderate amounts of exercise to substantially reduce the risk of a long list of physical and psychological conditions. Critically for the parks and recreation profession, access to places that encourage physical activity has been shown to be an important precursor to engagement in healthy levels of physical exercise.

In this add-on component to the master plan, an analysis was made of the levels of access associated with the spatial distribution of parks and recreation facilities throughout the City of Ferndale. The analysis made use of existing GIS layers such as streets and property lines that were obtained at no cost from Giffels-Webster Engineers, Inc. as well as data concerning the locations of all entry points to all parks and recreation facilities in the area. These entry point locations were collected during the GPS inventory of the city and included both formal and informal points of entry to the parks. A total of 70 entrance point locations were employed in the access analysis.

Service areas for each facility were then established using Network Analyst, a tool that enables the measurement of actual walking distances between points of interest along existing public rights-of-way (streets, trails, etc). In this particular case, Network Analyst was used to measure outwards from all points of entry, thereby allowing illustration of those households which do – and those which do not – have access to a park or other recreation facility within the walking distance specified. To facilitate consideration of different levels of physical ability, a series of three service areas were established, using ¼ mile, ½ mile and 1 mile maximum travel distances. Upon completion of the visual identification of households within and beyond each of the three specified travel distances, the percentage of the 9,250 households within the City of Ferndale with access to each facility was calculated. The

absolute and percentage numbers of households with access to each of the thirteen park facilities for each of the three travel distance are displayed in Table 1. In the final row, access to the system as a whole (i.e., to one or more of all thirteen facilities) is considered.

- Over 52% of Ferndale households can access a park facility within a ¼ mile walking distance of their home.
- Over 88% of Ferndale households can access a park facility within a ½ mile walking distance of their home.
- Every resident of the City of Ferndale can access a park facility within a 1 mile walking distance of their home.

Table 1. Park Access in Ferndale (by household)

Park Name	Number of Households Within ...			Percent of Households Within ...		
	.25 miles	.5 miles	1 mile	.25 miles	.5 miles	1 mile
Harding	537	1006	2564	5.8	10.9	27.7
Lennon	783	1368	2452	8.5	14.8	26.5
Martin Rd.	1052	1812	3669	11.4	19.6	39.7
Saratoga	119	748	3118	1.3	8.1	33.7
Vester	332	827	3418	3.6	8.9	37.0
Wanda	258	556	1248	2.8	6.0	13.5
Fair	424	1013	2558	4.6	11.0	27.7
Wilson	557	1456	4860	6.0	15.7	52.5
Oppenheimer	214	991	3867	2.3	10.7	41.8
Garbutt	374	1050	2757	4.0	11.4	29.8
Marie	242	738	2325	2.6	8.0	25.1
Schiffer	211	1103	4589	2.3	11.9	49.6
Geary	560	1158	3458	6.1	12.5	37.4
Park System	4857	8175	9250	52.5	88.4	100.0

Other Studies of Park Access and Equity

Bennett, J., and Nicholls, S. (2006). *Assessing the Accessibility and Equity of Grand Rapids Parks*. Poster presented at the 2006 Michigan Land Use Summit, East Lansing, Michigan, March 27.

Latkova, P., and Nicholls, S. (2005). *Access and Equity in the Provision of Public Services: An Analysis of Lansing's Parks*. 2005 Michigan Land Use Summit, Lansing, Michigan, May 19-20.

Nicholls, S. (2001). *College Station Park System Accessibility Study*. Report prepared for the City of College Station Parks and Recreation Department. College Station, TX: Texas A&M University.

Nicholls, S. (2001). Measuring the Accessibility and Equity of Public Parks: A Case Study Using GIS. *Managing Leisure: An International Journal*, 6(4), 201-219.

Nicholls, S. (2003). Measures of Success: Measuring Park Accessibility using GIS. *Parks and Recreation*, August, 52-55.

Nicholls, S. and Latkova, P. (2004). *Do Socio-Economics Influence Access to Open Space? A Case Study from Michigan*. Proceedings of the Open Space – People Space Conference, Edinburgh, Scotland, October 27-29.

Nicholls, S. and Shafer, C. S. (2001). Measuring Accessibility and Equity in a Local Park System: The Utility of Geospatial Technologies to Park and Recreation Professionals. *Journal of Park and Recreation Administration*, 19(4), 102-124.

