

Appendix E: Visioning Workshop Summary

Executive Summary

The following are the most frequently stated items under each of the key areas addressed. The items are listed in frequency order. A complete listing of all comments follows the Executive Summary.

**Broward County Parks and Recreation
Staff Findings and Visioning Session 1 – 3pm
July 18, 2012 Long Key Park**

Marketing and Communications

Social media- Facebook, Twitter
Website
Partnering
Events
Billboards, flyers, brochures, and utility bills
Radio and TV advertising
Advertising on city vehicles, property
Increasing marketing budget and staff
Promotional advertising—pens, pencils, etc.

Safety and the Perception of Safety

Surveillance cameras that work
Increased BSO presence, mounted patrols
Return of Park Rangers

Pricing, Cost Recovery, and Revenue Policy

Sliding scale for pricing
Single price for all water parks
Per vehicle charge

Marketing and Communications

TV commercials
Email marketing (direct emails)
Hit up pavilion users- on post date anniversaries to re-use facilities
Electronic marquis within the park
Facebook page—revamp with more pictures, more weird stuff, and more fun
Website needs improvement
Marketing Division is good
Need young people in marketing
Public needs personal responsibility to act on information
Signage about parks on major thoroughfares; more brown signs
DMV-PSAs at the DMV offices
Cable information channels
Define ourselves differently from city parks—who pays vs. not pay
Accuracy in media sources/postings
Boost ranking in Google
Additional staff in marketing
More funds for ads-TV, radio, billboards (wherever we are not advertising)
Easier purchasing process- media buys
Promotions/promotional items
Explain to park staff what is currently being done or could be done to promote parks if they are unaware
Fun cards
County administration up to date on policies- social media two way communication
Flyers and partnering with schools
Handouts
Seasonal TV campaigns
Partnerships with hotels
Not enough employees in that section
Budget too small
Continue to improve partnerships with CVB
Hotel rack distribution and advertise on the beach
Continue to explore the social media
Not enough events to market
Butterfly World does a lot of advertising, but does not include park as part of its advertisement
Not offering enough exciting things to do e.g. Easter Egg Hunt, Halloween events
Revenue from Special Events goes back to general fund
Larger budget to have more staff and more money for advertising
Advertise on county park vehicles, buses and other county property and vehicles
Billboards and on our property (signage policies)
Scrolling lighted marquee signs
Calendar on website is horrible not user friendly
Mandatory flyers distributed at all parks
Kiosks at parks
Bus advertising
Online advertising
Advertise on our county work trucks and district/PMG trucks that travel around town
Advertise water parks, etc. with pictures

Bench advertising and on Face book
Bumper stickers on county vehicles
PSA's
Water bill advertising within municipalities
Continue/start with Park Paws
Trained staff to be more observant
Park rangers we need them, different program

Safety and the Perception of Safety

Partner with BSO and local municipal police-coop M.O.V's
Consider some kind of park ranger force
Train staff to be more observant
More cameras
Actually arrest someone!!
More cameras that work and record at parks
Cooperative M.O.U.s with other law enforcement agencies
Train staff to be more observant
Gate locations not safe at some locations
Windows in buildings overlooking parking areas
Volunteer parking patrol-in carts-Citizen patrols
Panic button at gate house
Shade covers on all basketball courts
Mounted patrols on horse trails
BSO police training in park
More lockers in water parks
Cameras that "work"-monitored and can zoom in
Security
Roving park rangers
Bring back park rangers? Part time?
Increase security
Cooperate M.O.U.s with outside
Law enforcement
Parking lot patrol- bikes
Partner with patron to do a crime watch
Park rangers
Develop relationship with local law enforcement
Law enforcement observation towers at park
Dummy police cars
Cameras at entrance to parks with facial recognition/tag cameras and signage to match
Gated entry and exits with automatic gates
Uniformed staff- more distinguishable uniforms with the word "staff"
Signage
Regular R.R. patrols
Increased staff visibility
Trees do not cause break INS (think TY no trees=still break ins)
Security cameras
Personal responsibility

All staff-have security on their uniforms (fear of liability)
Cooperation with MOU with outside law enforcement
Implement Citizen involved Park Watch

Pricing, Cost Recovery and Revenue Policy

Hate sliding scale pricing
Use resident vs. non-resident pricing
Amenity usage fees
Not in favor of per vehicle pricing prefer per person pricing
Use sliding scale-for neighborhood parks; nominal fee programs
Increase concessions programs
Sliding scale parks passports
Neighborhood sites could charge more for use of halls
Pricing too confusing, find out why it is confusing
Marketing can possibly make it less confusing
Have in Spanish, French and Creole reservation/rules/prices and hours
Per vehicle pricing
Single price for all water parks or one water park passport price
Nothing should be free-include summer rec programs
No per car fee
Pay at entrance or show EBT card
Tent and RV camping should be separate fees
Student, military and senior discounts
Gates per vehicle admission-somehow use sun pass system
Prepaid bracelets at water parks for concessions
Countywide Water Park passes
Put gate admission in with other passes such as water parks, skate, and dog park-make one pass.
You use it-you pay to use it
Concessions with good food and decent prices
Prices are confusing
Raise prices
Prices plus sales tax
Charge enough to cover costs of product and labor
Consistency in pricing-concessions
Pricing must be affordable for lower income

**Broward County Parks and Recreation
Community Findings and Visioning Sessions
6:30 – 8:30pm, July 18, 2012 Central Broward Regional Park
10am – 12:00pm, July 19, 2012 Fern Forest Park**

Executive Summary

The following are the most frequently stated items under each of the key areas addressed. The items are listed in frequency order. A complete listing of all comments follows the Executive Summary.

Marketing and Communications

County partner with cities, schools, HOA
Increased media- cable, PSA
Increases signage
Website

Safety and the Perception of Safety

Increase the number of park staff and visibility
Increase cameras
Partner with BSO, law enforcement
Increase lighting and signage
Add Park Rangers

Pricing, Cost Recovery and Revenue Policy

Special group discounts-seniors, disabled, students, etc.
Standardize entrance fees
Per car pricing
Partnerships

Broward County Parks and Recreation
Community Focus Group Session 6:30 – 8:30pm
July 18, 2012 **Central Broward Regional Park**

Comments, Concerns, Suggestions, and Recommendations

Need more soccer fields
Provide information form survey to all 31 municipalities for distributions
Quite Waters parking lot is a long distance from the biking area and creates a concern for safety
Delavoe Park
Concern about Wi-Fi in the park
Need to partner with the Indian nation, especially TY Park
Enhance mountain bike trails
NFL alumni sponsorship at Markham

Marketing and Communications

Schools, libraries, community locations-civic centers, boy and girls clubs
Park networking events-for each other
Parks need “cable information location”
Media- PSA’s
Target HOA meetings for monthly, special events
Scrolling signs
Marketing by outside agency (i.e. Cricket)
Create relationships with other Cricket agencies (specific program)
Surveys/flyers provided upon entrance at park
County partner with the cities RE: Marketing-Directors Roundtable
Customer service- managers should be more receptive to users- more customer friendly
Market using pen, pencils, utility bills, coupons; Broward county public information website
Attend HOA meetings
Website for parks
Partner with as many local municipalities to share information on events and services provided
Better signage for bike and walking paths
Signage for parking to disembark with bikes or for hiking
Community festivals

Safety and the Perception of Safety

The more trees planted the calmer the environment people become

Better partnership with law enforcement for nature center parking lots, etc.

Provide more recreational activities for the youth (when you've nothing to do-you are going to do something)

Homeless or nefarious people scaring families in parks

Access to emergency contacts- phones

More staff on weekends and holidays

Security/park rangers

BSO present

Security Office

Cameras

Lighting

Increase lighting

Closed circuit cameras

Rangers

More security visibility in parking lots

Pricing, Cost Recovery and Revenue Policy

Senior, student, disabled discounts- activities

Keep in mind demographics in area for money, not everyone wants to disclose they have financial difficulties or 4 kids

Discount for regular users

Certain hours entry SIB free

BOGO free- Entry and Parking

Meet Up Groups

One reasonable fee

Fee based on type of user

Standardize entry fee

Since locals pay the taxes to support the parks allow them a reduced rate from the out-of-county visitors

Provide an option to residents to purchase county wide yearly passes to all parks which would allow them to pay no entry fee and get a reduced rate for aquatics or special programs

Broward County Parks and Recreation
Community Focus Group Session 10am – 12:00pm
July 19, 2012 **Fern Forest Park**

Comments, Concerns, Suggestions, and Recommendations

Need to revisit park hours why do they still close at 7:30? Can they be open later?
Need marketing and communication efforts that reach the intended market
Fort Lauderdale City Flyways Coalition- increase involvement
Have we identified challenges in meeting with schools to get them more involved?
Teacher's interest in natural areas not very strong
Nature Scape Broward spends significant dollars in the schools
How much money has been spent to expand the green way program?
Nonprofit groups have race events at the parks as a fundraiser- this is a missed opportunity for the parks to market themselves.
"Get Out Doors Florida" parks should use this as an opportunity to market to health care providers to become a partner
Study access to Everglades Park
Identify ways to expand the 4 H Program
Use QR codes and define benefit/ establish incentive

Marketing and Communications

Partnerships, websites and community newsletters
Partner with Sunny.Org (CVB) site and their marketing partners
Social Media- Face book and Twitter; Instagram
Use schools to disseminate information (flyers and website)
PSA with media- cable, billboards, radio
City websites, email and social media sites
Bus signs "This bus passes by (list parks)
Communicate with HOAs, condo associations, etc. flyers, newsletters
Sun Sentinel has a specific section in "Showtime" that lists park events
Communicate with city staffers
Partner with city staffers specifically parks and rec within cities
Tap into FRPA new state: It starts in the Park campaign
Hours of service need to be matched to what park offers
Website needs to be more user friendly
Target activity/event promotion to specific audience
County and municipal website links
Capture email addresses during registration process and use staff emails to display information to special events.
Hire Public Information Officer- increase budget
Website should be user friendly
School announcements with flyers
Code Red telephone
Capture seniors by assigning a room or area that they can take ownership of
Use airplanes with banners

Municipalities funnel county parks information
Create a reverse 911
Local newsletters
TV/Radio community events announcements
Send monthly emails of all parks and pricing to nonprofit partners-include special pricing for events
Market benefits/features of specific parks
Target private sector employers, highlighting amenities at parks, and set up program between two entities

Safety and the Perception of Safety

Increase park personnel visibility
Bright uniforms
Lights on trucks and cars (Tamarac – Cops program)
Clear definition of “safety”
Look at how safety issues are currently reported if at all and otherwise where information is collected (where-i.e. source- is information re: “safety” issues coming from?)
Consistent reporting of issues in all parks
Public acknowledgement of “safety” (break-ins) and written warnings to Park users
Work with schools using students that need volunteer hours to walk parking lots and other at risk areas to reduce risk/
Increase staff visibility in parks
Staff need training to communicate safety facts, avoid fears and untrue perceptions.
Lighting
Call boxes
Signage indicating “No Personnel”
Video recording of all park entrances/parking areas
Radio equipped/uniform park personnel
Lighting as appropriate
Signage “Lock up valuables before you get to the Park. We care about your safety”
Good lighting
Well maintained paths
Police presence- bicycle, foot patrol
Lighting- Motion detector
Signage reminder no valuables in car
Security cameras
Maintenance of hedges and overgrowth
Security around restrooms
Park Rangers
High presence of park staff

Pricing, Cost Recovery and Revenue Policy

Need reduced rate for non-profits, seniors, low income and special populations
Highlight competitive pricing at parks as opposed to gym memberships for fitness classes
Countywide universal pricing
Consistent pricing
Absence of political influence, no cherry picking for groups
Lump sum entry fees
Simplify pricing scale
Sun pass
Bundle attractions, activities for passes
Add bike rentals
Consistent pricing throughout the system
Family day discounts
Per car not per person
Memberships to specialty parks-Sports Park, Quiet Waters
Special interest group discounts—Veterans, Seniors, Disabled
Car pricing not individual
Identify partners and work with them on using facilities more often
Partner marketing events and programs
Give to receive
Reciprocal agreements that are two sided
Travel programs
Environmental organizations
Develop school partnerships from top down
Partnerships benefit from grand funding and regular meetings
Partnerships need a structure of “neutrality” equity regarding hosting and input