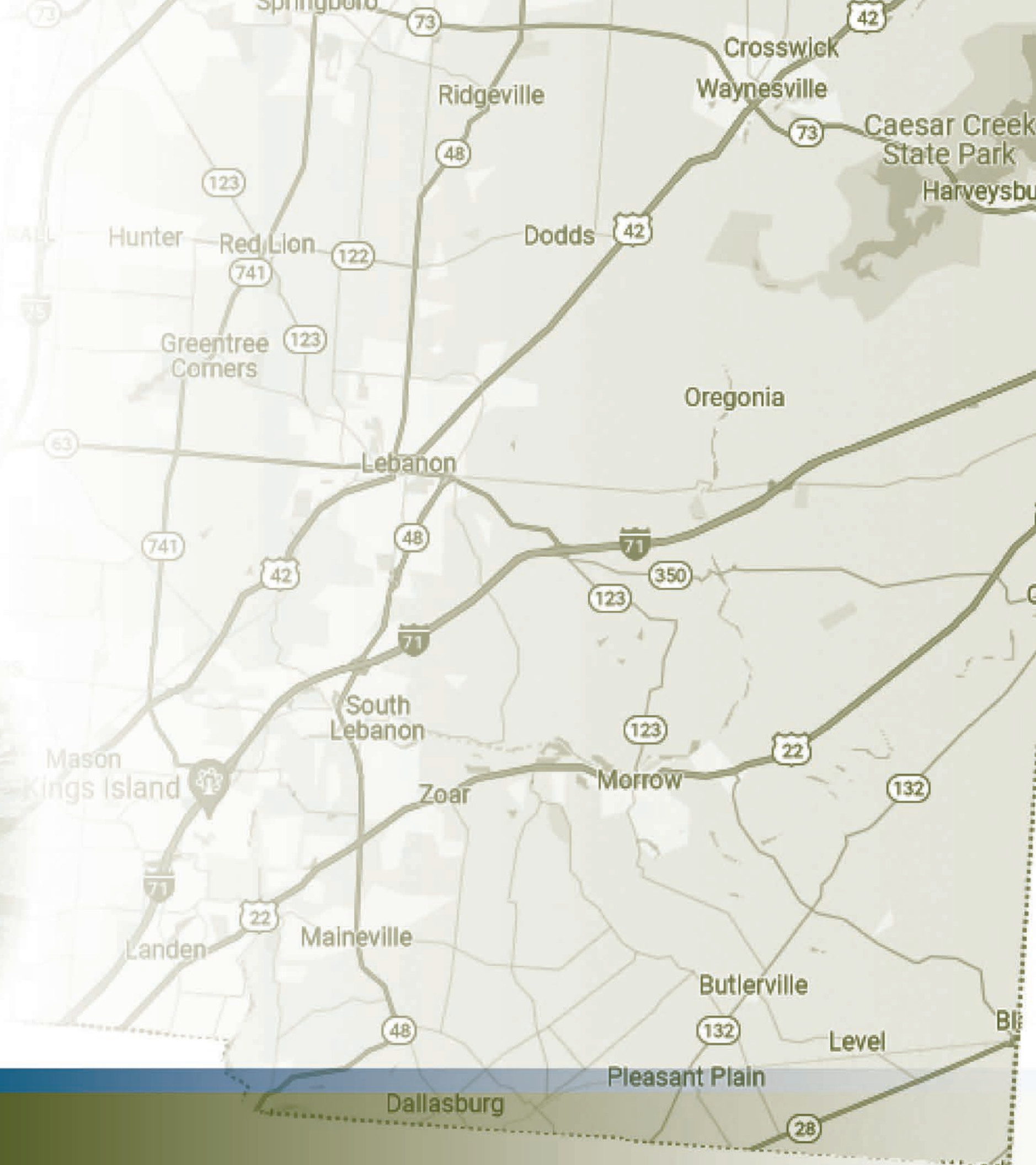
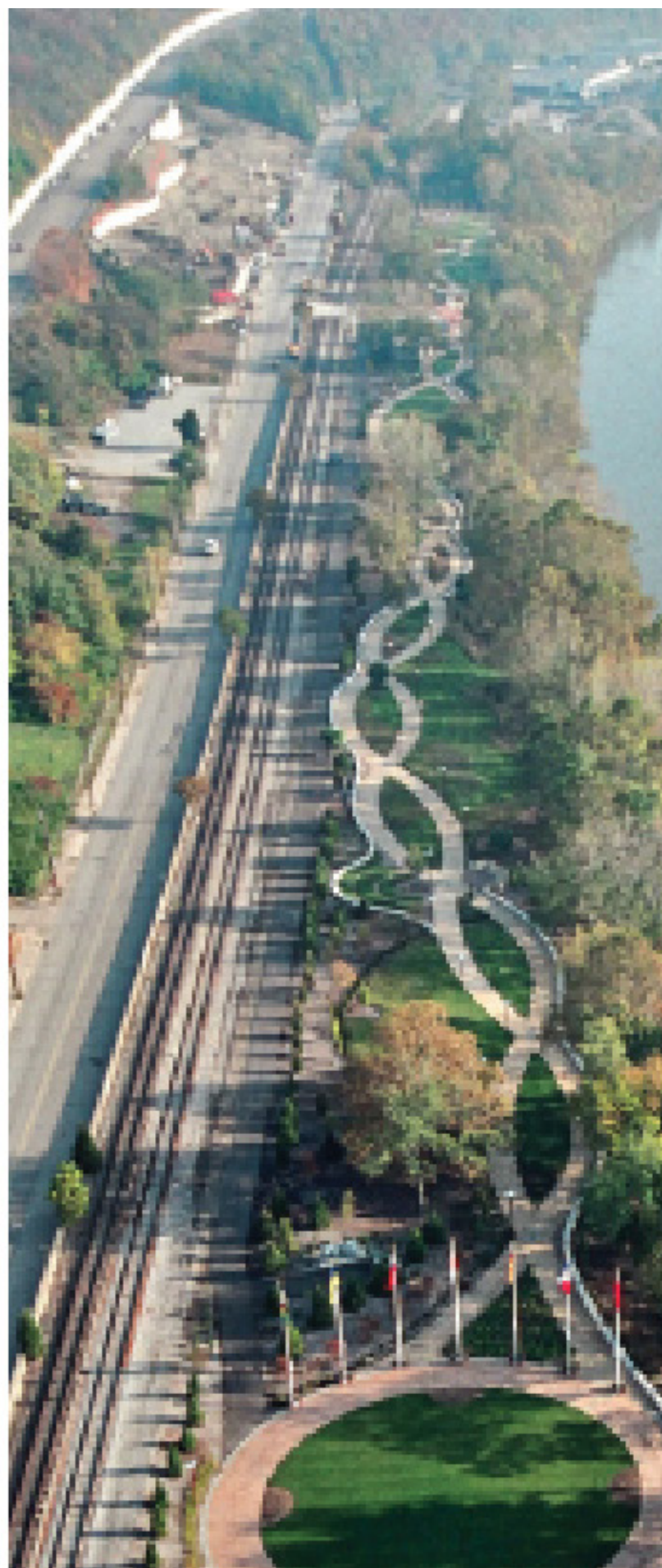
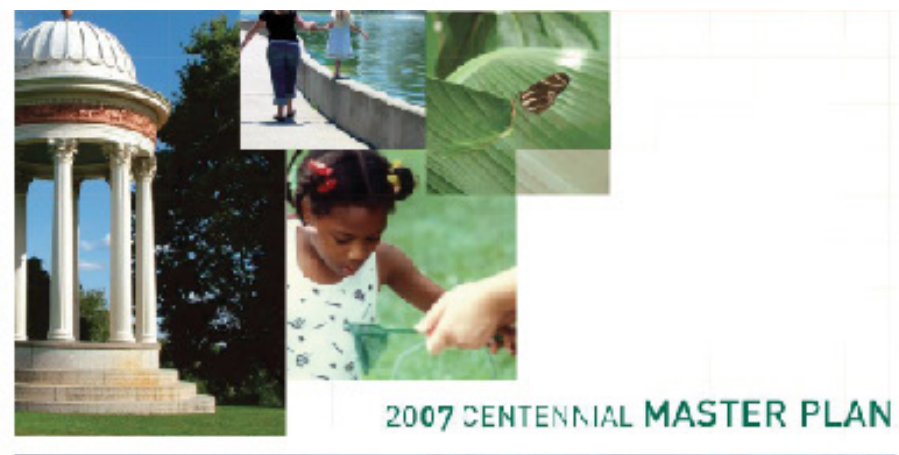


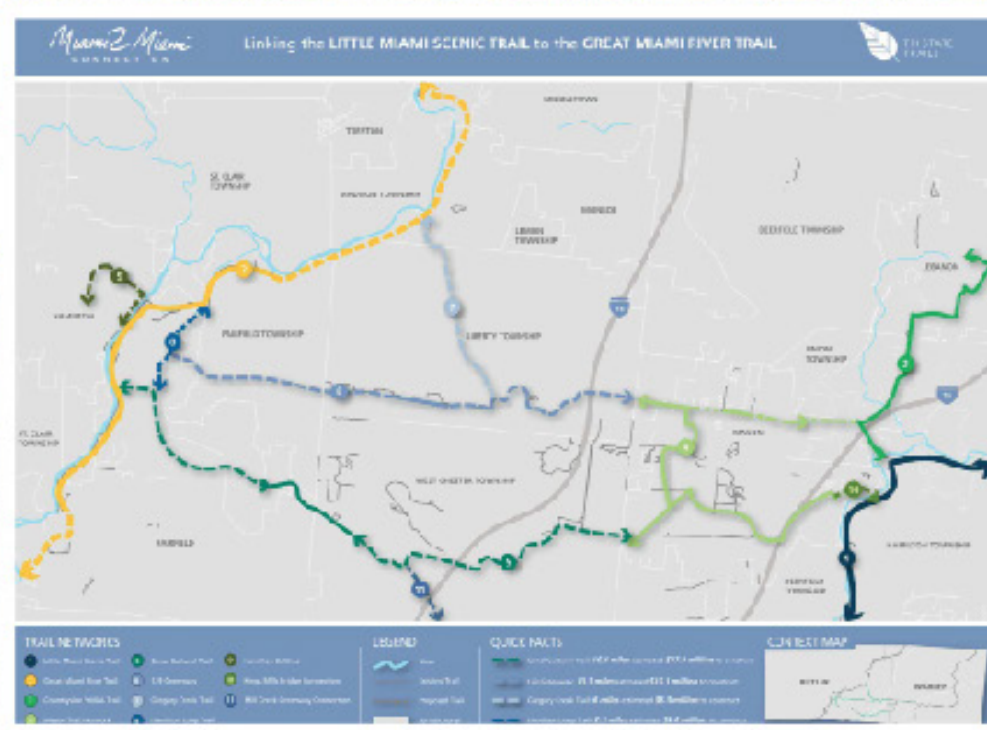


Strategic Plan





HUMAN NATURE



STRATEGIC PLAN

MIAMI COUNTY PARK DISTRICT 2013

**STRONG TRADITION
SUSTAINABLE FUTURE**



THE TEAM

You.
The Warren County
Community

- Steering Committee
- Stakeholders
- Residents, Local
Business Owners &
Employees

Warren County Park
District

- Park Board
Commissioners
- Park District Staff



The Consultant

- Human Nature -
Professional Landscape
Architects & Park
Planners (30+ years of
experience)



PRESENTATION OUTLINE

- WHY A STRATEGIC PLAN?
- STRATEGIC PLANNING PROCESS
- OVERVIEW OF THE WARREN COUNTY PARK DISTRICT
- 2023 WCPD CUSTOMER SURVEY RESULTS
- BENCHMARKING
- OTHER WARREN COUNTY ASSETS
- ROLE OF PARKS
- CURRENT PARK TRENDS
- BREAKOUT GROUPS
- NEXT STEPS

WHY ENGAGE IN A PROCESS LIKE THIS?

We believe that Warren County is **the best county** in which to live, work, play, and operate a business. The goal of the Park District Strategic Plan is to understand how the Park District can **collaborate** with partners so that the county's park system reflects, contributes to, maintains, and **enhances that position**.



The work being undertaken here will **resonate for generations** to come. Parks and open space are a **key component** of **balanced growth** as the County continues to develop. By participating, you will have the opportunity to create an **enduring legacy** by improving the lives of current and future Warren County residents and visitors.

WHAT ARE THE EXPECTED OUTCOMES?

- **Define and refine our mission, vision, and values.** We will establish and refine the guiding principles that act as a “North Star” for the Park District, helping us to stay focused on the Park District’s unique contributions to the County’s quality of life.
- **Establish strategic goals and priorities.** We will create a “to-do list” of broad-based goals for the next ten years to guide our efforts and create a benchmark for measuring progress.
- **Determine our unique value proposition.** We will investigate and uncover the unique contribution and role of Warren County Park District, and how it differs from other park providers (like the state, municipalities, and townships), so that our services complement, rather than duplicate or compete with, those provided by others.
- **Evaluate challenges and opportunities.** We will seek to understand what obstacles may stand in the way of progress and develop strategies for overcoming those challenges.
- **Community-driven process.** We will listen to the perspectives of residents and stakeholders, seek to understand the park and open space opportunities they are looking for, and the Park District’s role in providing for those community needs.
- **Big ideas.** We will engage in a process of collective discovery, with the goal of uniting around a bold future vision for parks and open space in Warren County.

WHAT IS THE ROLE OF THE STEERING COMMITTEE?

The Steering Committee is composed of **highly engaged** community **leaders and stakeholders** who recognize the importance of parks and open space and represent a broad range of interests from across Warren County. Members will **provide insights** into the current situation and **engage in a process of collective discovery** so that we can better understand community needs, identify gaps in service, and chart a path forward. Members will also **act as liaisons** between the Park District and their own networks to drive participation in community outreach efforts.

Meetings:

1. **May 21.** Review background information, benchmarking, and trends analysis. Collectively determine the Park District's strengths and weaknesses, as well as the threats and opportunities the Park District faces.
2. **Summer 2024.** Assist in leading and inviting stakeholders to focus group sessions.
3. **Late Summer 2024.** Review input received from stakeholders and brainstorm ideas for the Park District's vision, mission, and goals.
4. **Fall 2024.** Review and provide feedback on the draft mission and vision statements, goals, objectives, and strategies.
5. **Early 2025.** Review and provide feedback on the draft Strategic Plan prior to its adoption and celebrate our accomplishments.

STRATEGIC PLANNING PROCESS



OVERVIEW OF THE WARREN COUNTY PARK DISTRICT

OVERVIEW

- Formed in 1970

Park Commissioners

- Ben Yoder, President
- Jeff Blazey, Vice President
- Wendy Monroe, Member

Appointing Authority

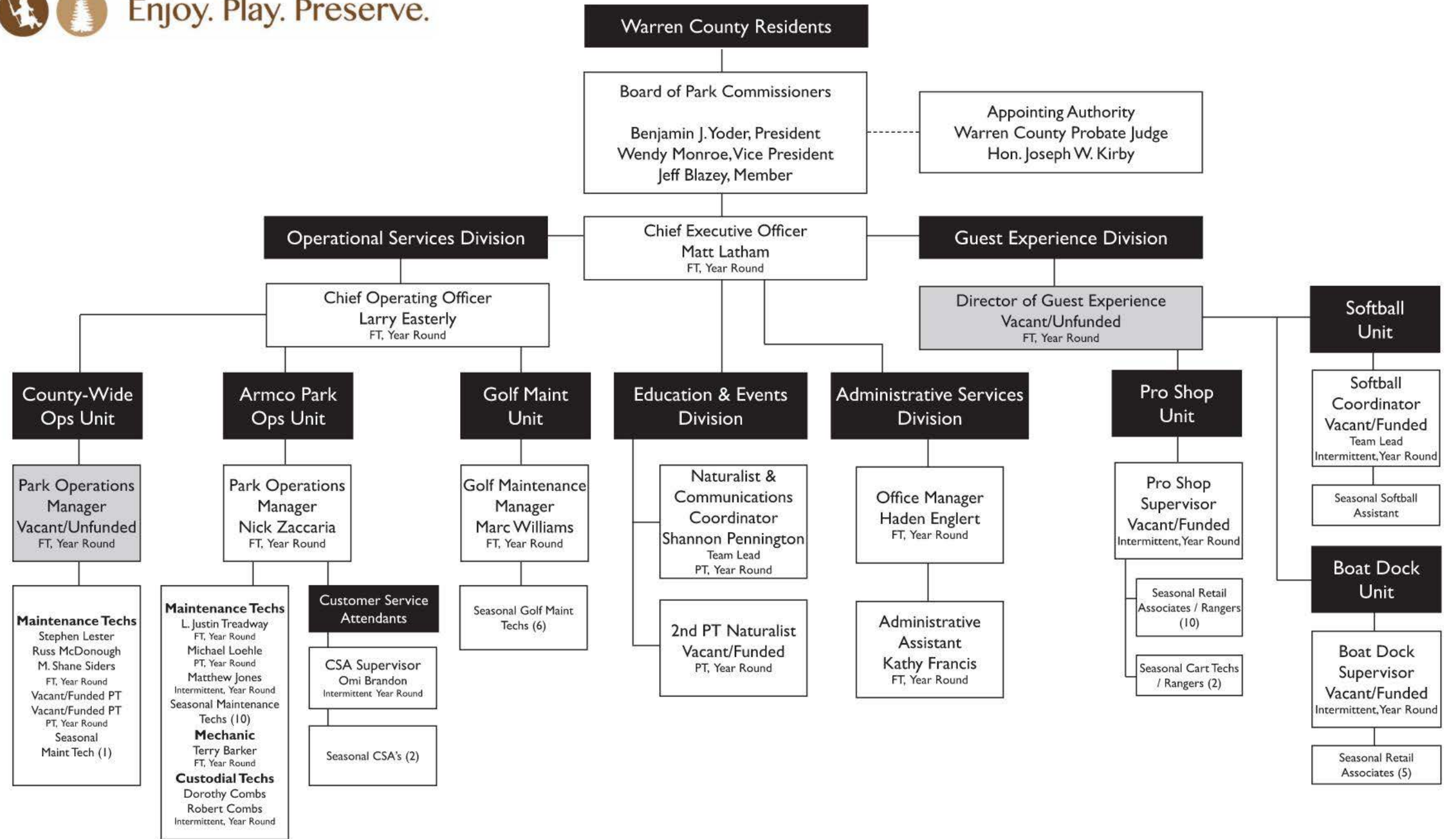
- Hon. Joseph W. Kirby, Warren County Probate Judge



STAFF



WARREN COUNTY PARK DISTRICT ml 12/15/23



WHAT WE OFFER



ACCESS TO NATURE



NATURE EDUCATION PROGRAMS



TRAILS - WALKING, JOGGING, BIKING



LITTLE MIAMI SCENIC TRAIL ACCESS



FISHING



BOATING / CANOEING / KAYAKING



PLAYGROUNDS / NATURE PLAY



SPORTS FIELDS

WHAT WE OFFER



EXECUTIVE GOLF COURSE

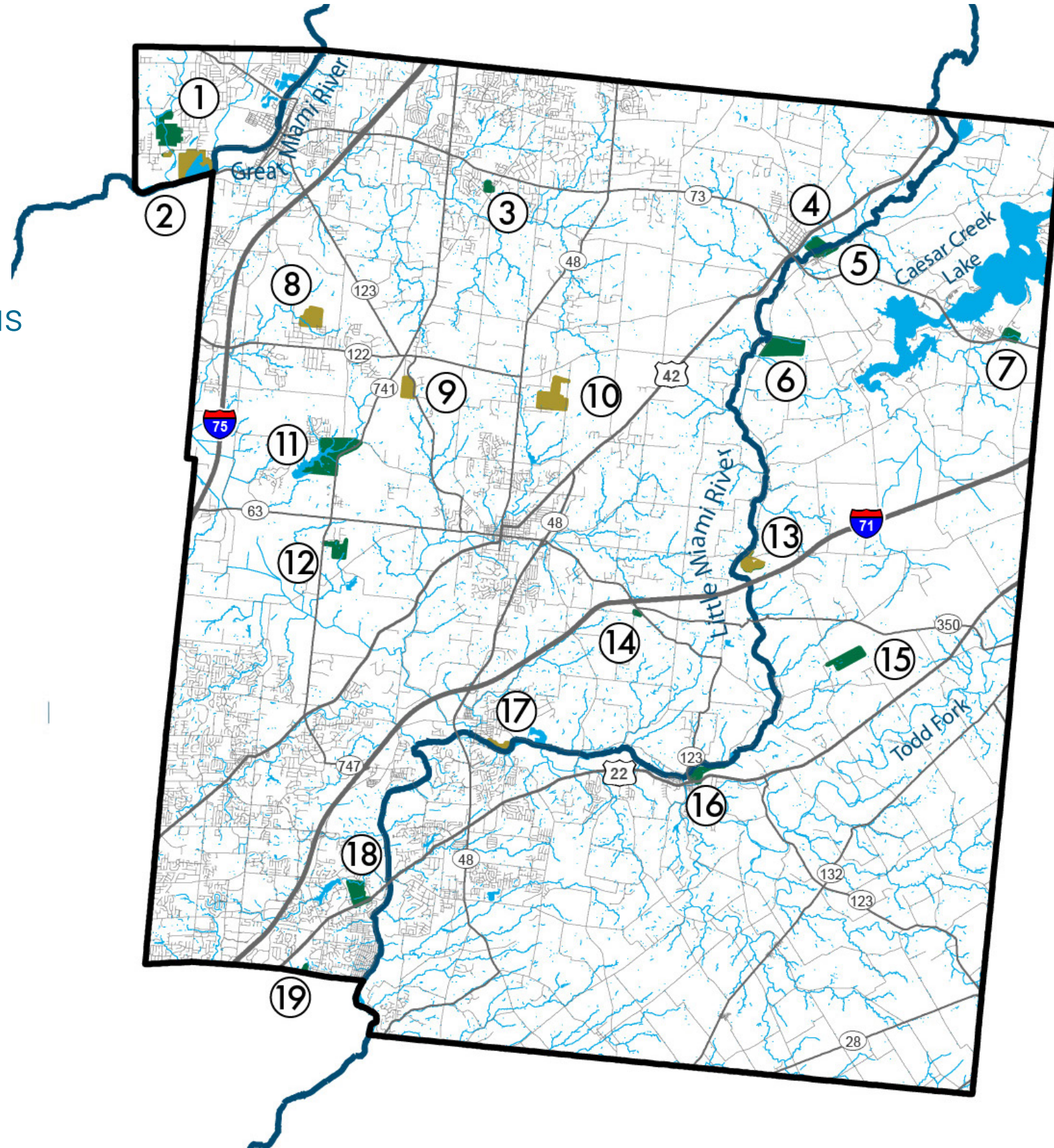


DISC GOLF

WARREN COUNTY PARKS

- 19 Properties (1,721 acres)
- 13 parks open to public (green)
- 6 undeveloped conservation areas (gold)
- 4.5 acres - 300+ acres

- ① Carmody Park
- ② Carl E. Oeder Park
- ③ Kesling Park
- ④ Bowman Park
- ⑤ Clint Fultz River Park
- ⑥ Hisey Park
- ⑦ Hatton Lukens Park
- ⑧ Shaker Road Property
- ⑨ Loeb Memorial Park
- ⑩ Shaw Park / Drake Road Park
- ⑪ Warren County Armco Park
- ⑫ Keever Trails
- ⑬ Mathers Mill Nature Preserve
- ⑭ Ivins Memorial Park
- ⑮ Gulley Park and Trails
- ⑯ Morrow Veterans Memorial Park
- ⑰ Spicer Property
- ⑱ Landen Deerfield Park
- ⑲ Minard Memorial Park



WARREN COUNTY PARKS

Warren County Park District

1267 N. St. Rt. 741
Lebanon, OH 45036
(513) 695-1109
www.co.warren.oh.us/parks



Amenities that the parks offer:

e-mail us at: parks@co.warren.oh.us

	Year Acquired	Acreage	ADA Accessible	Baseball/Softball Field	Basketball Court	Dog Park	Frisbee Golf Course	Football Fields	Foot-Golf 18-hole	Golf Course 18-hole	Grills	Lake-Pond-River-Creek	Play Equipment	Restrooms	Shelter / Pavilion	Soccer Fields	Tennis Court	Trail	Wetland	Volleyball Court	Open Area	Undeveloped
1) Bowman Park - 200 Corwin Ave. Waynesville, OH 45068	1996	50	x								4	LM	1	P	2	12					x	
2) Carmody Park/Twin Creek - 7499 Martz Paulin Rd. - Franklin, OH 45005	2002	400	x	3							2	TC	1	P	1	8		H,W			x	
3) Clint Fultz River Park - 6102 Corwin Ave. - Corwin, OH 45068	2000	32	x					4			2	LM	1	P	1			M			x	
4) Gulley Park and Trails - 2168 Middleboro Rd. - Clarksville, OH 45113	1999	84	x	2			1				2		1	P	1	12		MB,W			x	
5) Hatton Luken Park - Harveysburg Rd. Harveysburg, OH 45032	1990	35	x	2	1						4		1	P	2	9				1	x	
6) Hisey Park-Caesar Creek Gorge & Preserve - 5443 Middletown Rd. Corwin, OH 45068	2002	158	x	4		1							1	P				M,W	1		x	
7) Ivins Memorial Park - 1422 Phillips Rd. Lebanon, OH 45036	1994	6									2		1		1	1						x
8) Keever Trails - 3721 Keever Pass Lebanon, OH 45036	2017	50	x															W				
9) Kesling Park - 7201 Red Lion-Five Point Rd. Springboro, OH 45066	1970	17	x	2	1			1			4		1	S	2	1				1	x	
10) Landen Deerfield Park - 2258 W. Rt. 22/3 Maineville, OH 45039	1980	95	x	8	1			1			10	L	5	S	5	12	1	E,MB		1	x	
11) Loeb Park - West Route 123 - Lebanon, OH 45036	2000	67																				x
12) Martin Marietta/Carl E. Oeder Park - Franklin Trenton Rd. Franklin, OH 45005	2008	62										L										x
13) Mathers Mill Nature Preserve - Wilmington Rd. - Oregonia, OH 45054	2007	42										LM						W			x	X
14) Minard Memorial Park - 3460 Fields Ertel Rd. Loveland, OH 45140	1998	6	x								2		1		1	2					x	
15) Morrow Park - 200 Hamlin St / 104 Lincoln St. Morrow, OH 45152	2002	34	x	3	1			2			4	LM	1	P	2	6		M			x	
16) Shaker Rd. Property - 3848 Shaker Rd. - Franklin, OH 45005	2002	91																				x
17) Shaw Park - Drake Rd. Lebanon, OH 45036	2004	143																				x
18) Spicer Property - South Lebanon, OH 45065	2021	38																				x
19) Warren County Armco Park - 1223 N. St Rt 741 Lebanon, OH 45036	2008	311	x	6	1		1	1	1	1	25	L	5	P/S	36		2	W		9	x	
As of September 2021		Totals	11	30	5	1	2	8	1	1	61	7	20	10	54	63	3	9	1	12	13	5

* Restrooms = S-Structure, P-Portable
 * Lake-Pond-River-Creek = L-Lake, LM-Little Miami, TC Twin Creek
 * Trails = H-Horse, MB-Mountain Bike, E-Exercise paved course, W-Walking/Hiking, M-Multi Use Trail

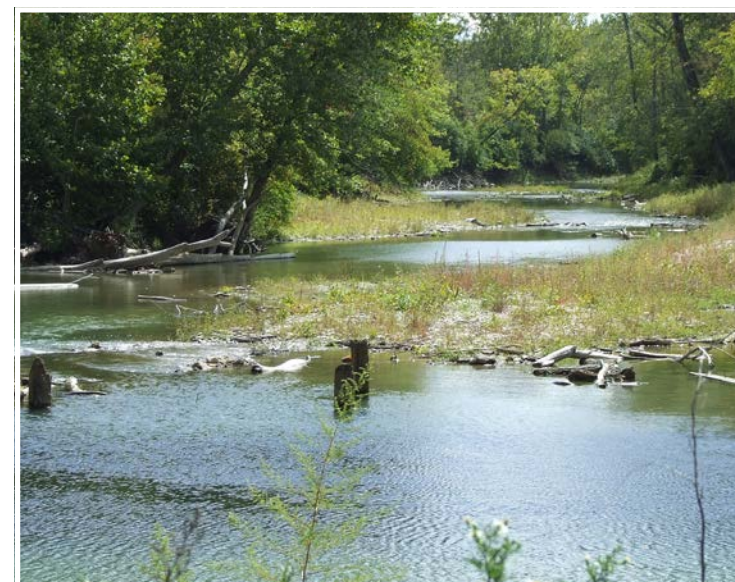
WHAT IS A PARK DISTRICT?

The board of park commissioners may acquire lands.....for conversion into **forest reserves** and for the **conservation of the natural resources** of the state... ..and to those ends may **create parks, parkways, forest reservations, and other reservations** and **afforest, develop, improve, protect, and promote** the use of the same.



WHY A COUNTY-WIDE PARK DISTRICT?

- Large Regional Greenspace
- Natural Resources & Conservation
- Passive Recreation in Nature
- Regional Trails & Connections
- Work Across Jurisdictions
- Partnerships



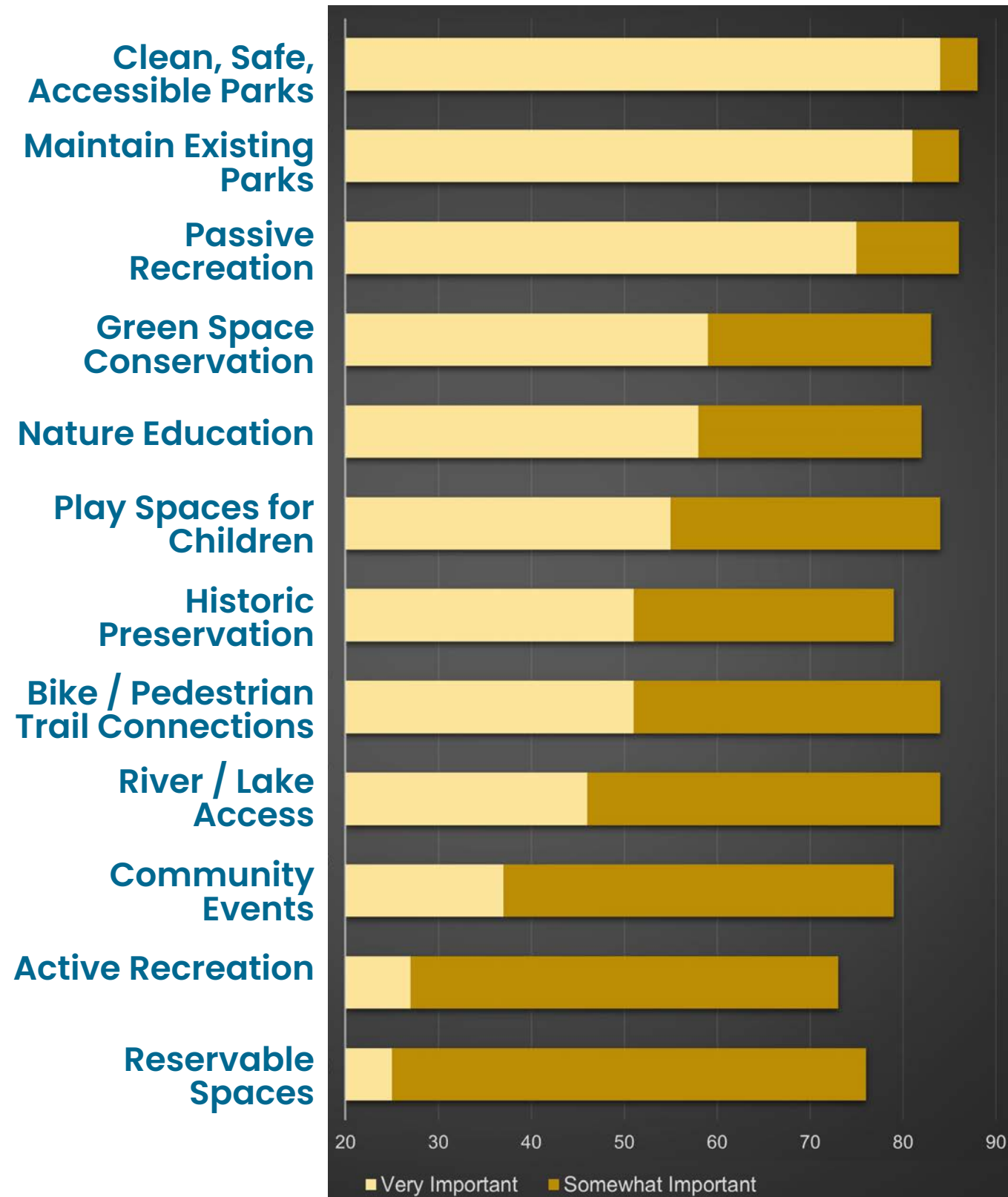


WHAT MAKES US UNIQUE AND SPECIAL?

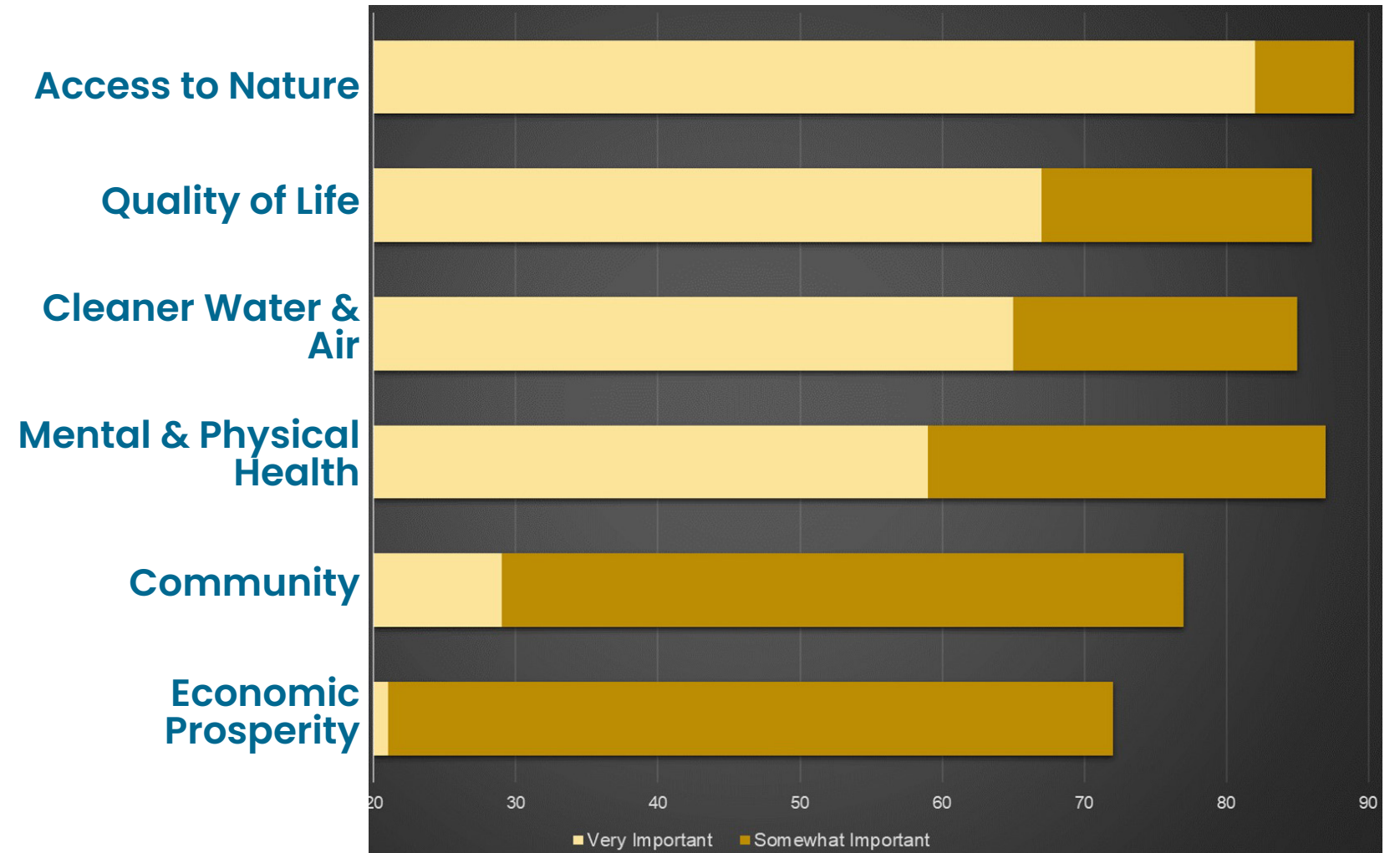
Scan the QR code (on the screen or on your handout) to participate in the polling exercise. Please use your handouts to provide additional feedback/expand upon your answers if needed.

2023 WCPD CUSTOMER SURVEY

Importance of Park Features & Activities



Importance of Park Benefits










The Strategic Plan will include a statistically valid survey.

BENCHMARKING

BENCHMARKING

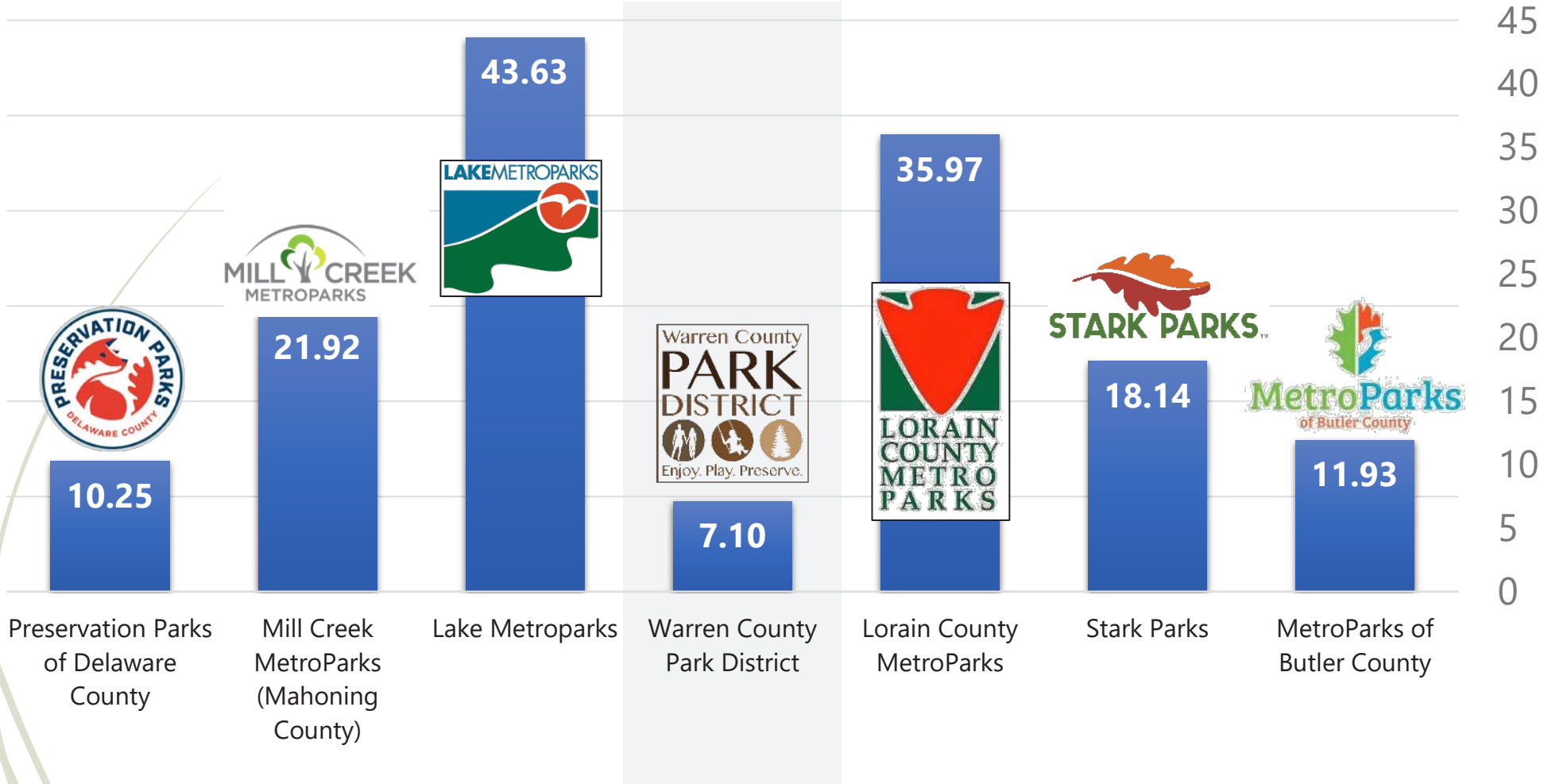
Benchmarking was conducted to compare Park Districts that serve Ohio counties of similar population. Those include:

- Preservation Parks of Delaware County
- Mill Creek MetroParks (Mahoning County)
- Lake MetroParks (Lake County)
- Lorain County MetroParks
- Stark Parks (Stark County)
- MetroParks of Butler County

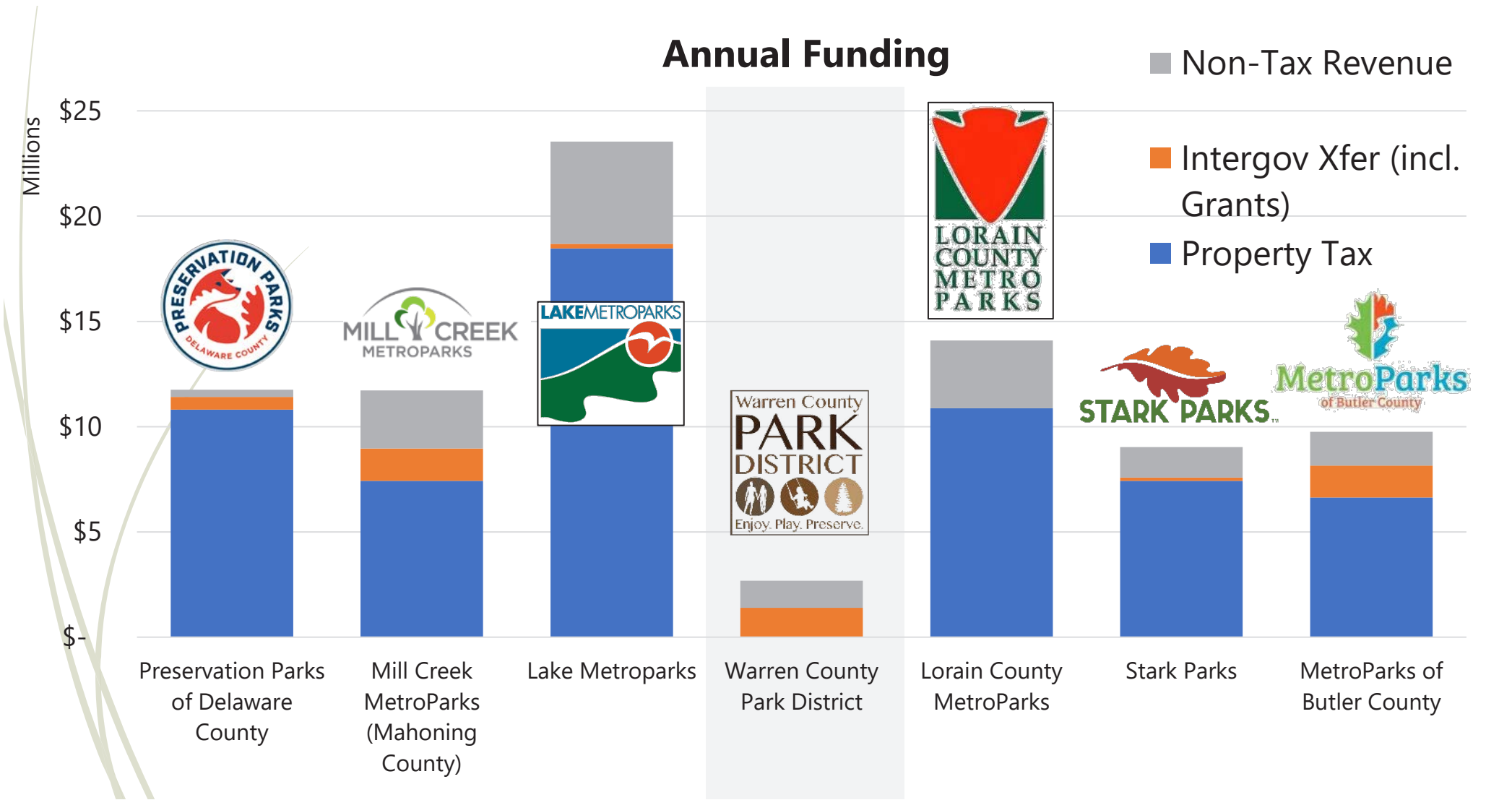
	County	Park District	Population
	Delaware	Preservation Parks of Delaware County	214,120
	Mahoning	Mill Creek MetroParks	228,621
	Lake	Lake MetroParks	232,524
	Warren	Warren Co. Park District	242,338
	Lorain	Lorain Co. Metro Parks	312,974
	Stark	Stark Parks	374,853
	Butler	MetroParks of Butler Co.	390,378

BENCHMARKING: HOW DO WE COMPARE?

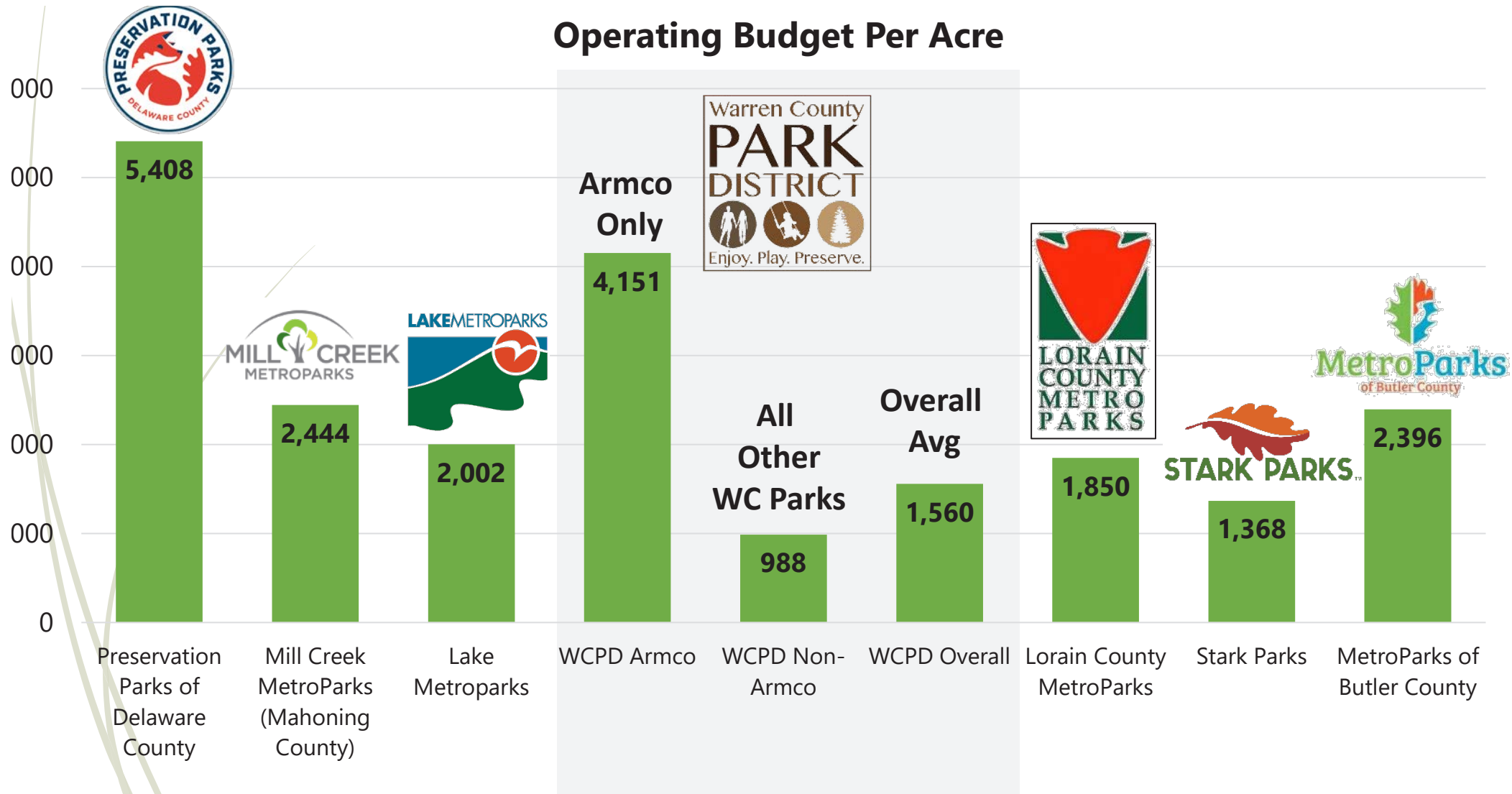
Acres of Park District Land Per 1,000 Population



BENCHMARKING: HOW DO WE COMPARE?



BENCHMARKING: HOW DO WE COMPARE?





WHAT CAN WE LEARN FROM OUR PEERS?

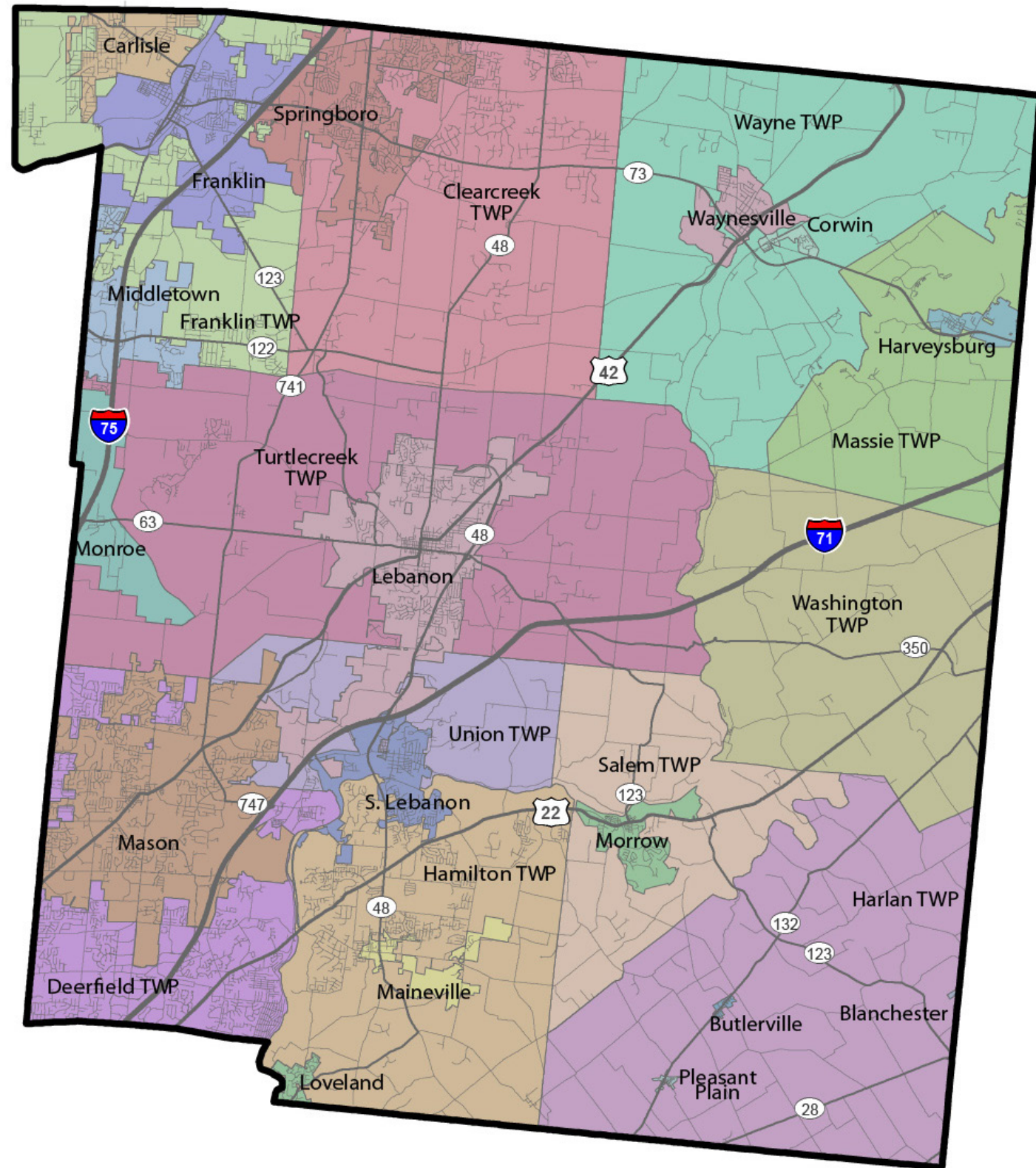
Scan the QR code (on the screen or on your handout) to participate in the polling exercise. Please use your handouts to provide additional feedback/expand upon your answers if needed.

OTHER WARREN COUNTY ASSETS

POLITICAL JURISDICTIONS

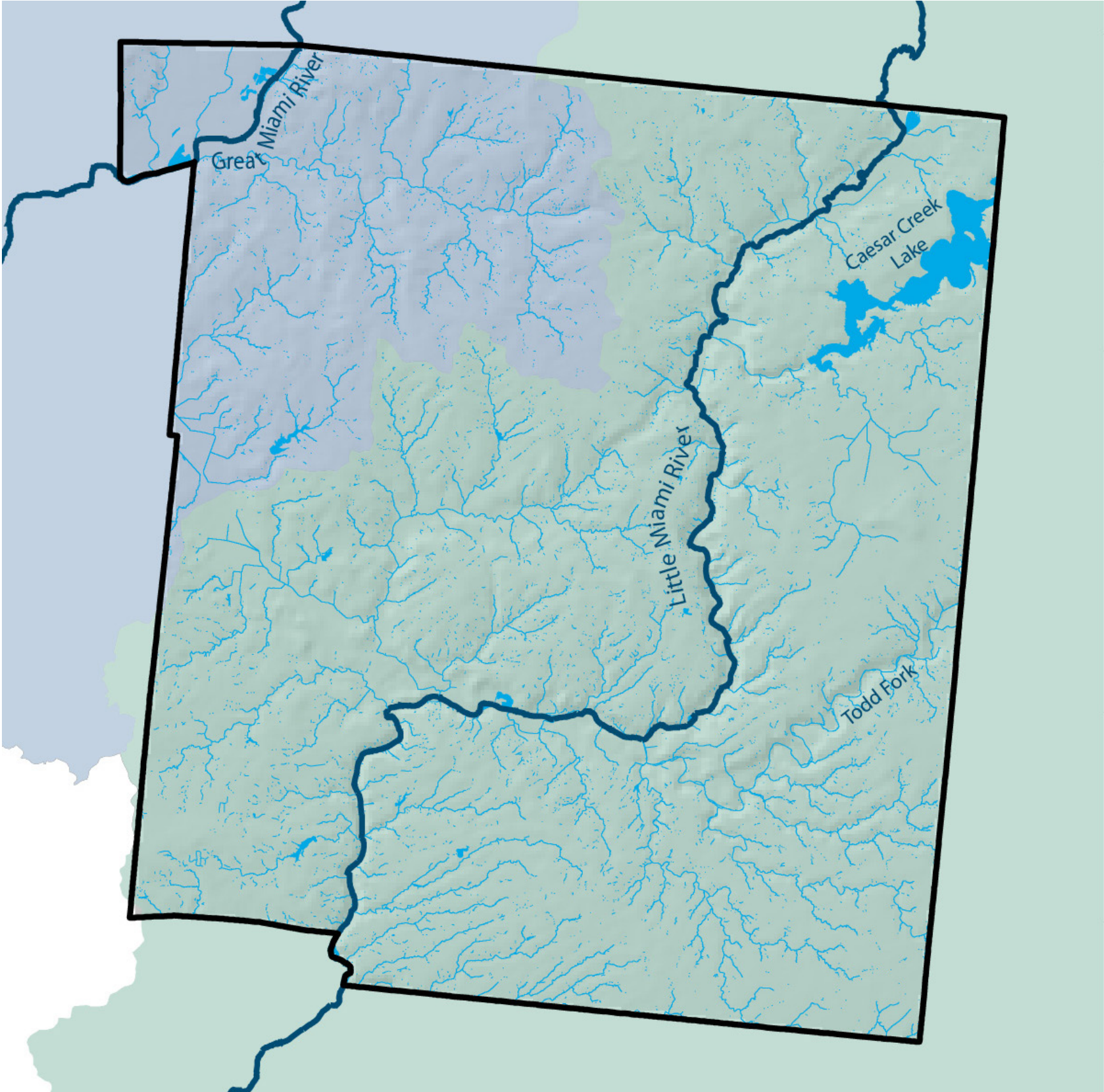
- 29 jurisdictions
- Opportunities for partnerships
- Risk duplication of services

- Blanchester
- Butlerville
- Carlisle
- Clearcreek TWP
- Corwin
- Deerfield TWP
- Franklin
- Franklin TWP
- Hamilton TWP
- Harlan TWP
- Harveysburg
- Lebanon
- Loveland
- Maineville
- Mason
- Massie TWP
- Middletown
- Monrow
- Morrow
- Pleasant Plain
- Salem TWP
- South Lebanon
- Springboro
- Turtlecreek TWP
- Union TWP
- Washington TWP
- Wayne TWP
- Waynesville



WATERSHED BOUNDARIES

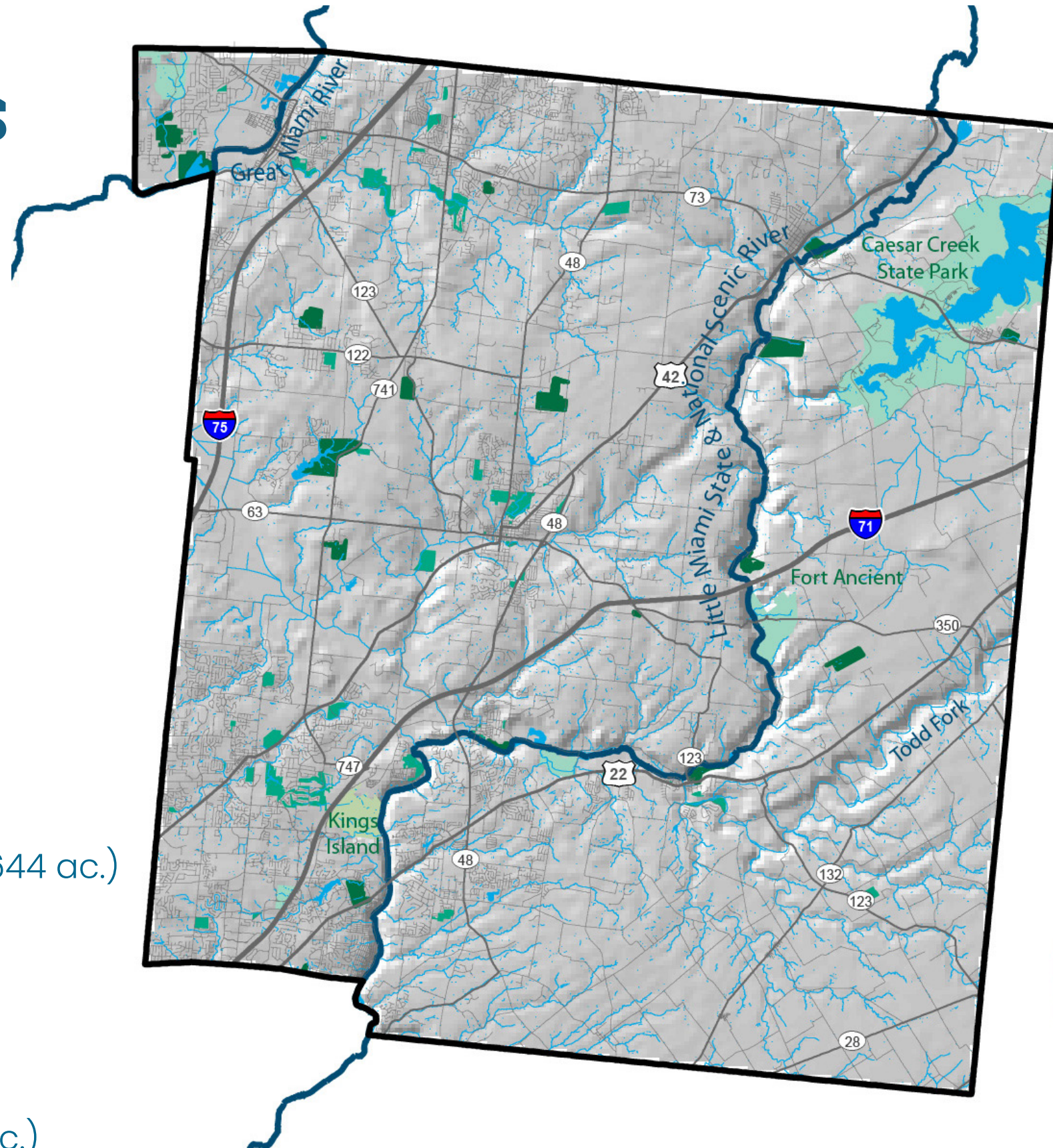
- Great Miami River Watershed
- Little Miami River Watershed



OTHER PARKS & OPEN SPACE ENTITIES

79 Parks

- Carlisle (2 parks, 16 ac.)
- Clear Creek TWP (1 park, 97 ac.)
- Deerfield TWP (6 parks, 321 ac.)
- Five Rivers MetroParks (1 park, 449 ac.)
- Franklin (4 parks, 81.8 ac.)
- Franklin TWP (1 park, 50 ac.)
- Hamilton TWP (4 parks, 284 ac.)
- Harlan TWP (1 park, 46 ac.)
- Lebanon (16 parks, 359 ac.)
- Mason (7 parks, 507 ac.)
- Morrow (3 parks, 59 ac.)
- Ohio History Connection (Fort Ancient, 644 ac.)
- South Lebanon (4 parks, 20 ac.)
- Springboro (8 parks, 479 ac.)
- Turtle Creek TWP (2 parks, 29 ac.)
- Union TWP (1 park, 5 ac.)
- Caesar Creek State Park (1 park, 7,684 ac.)

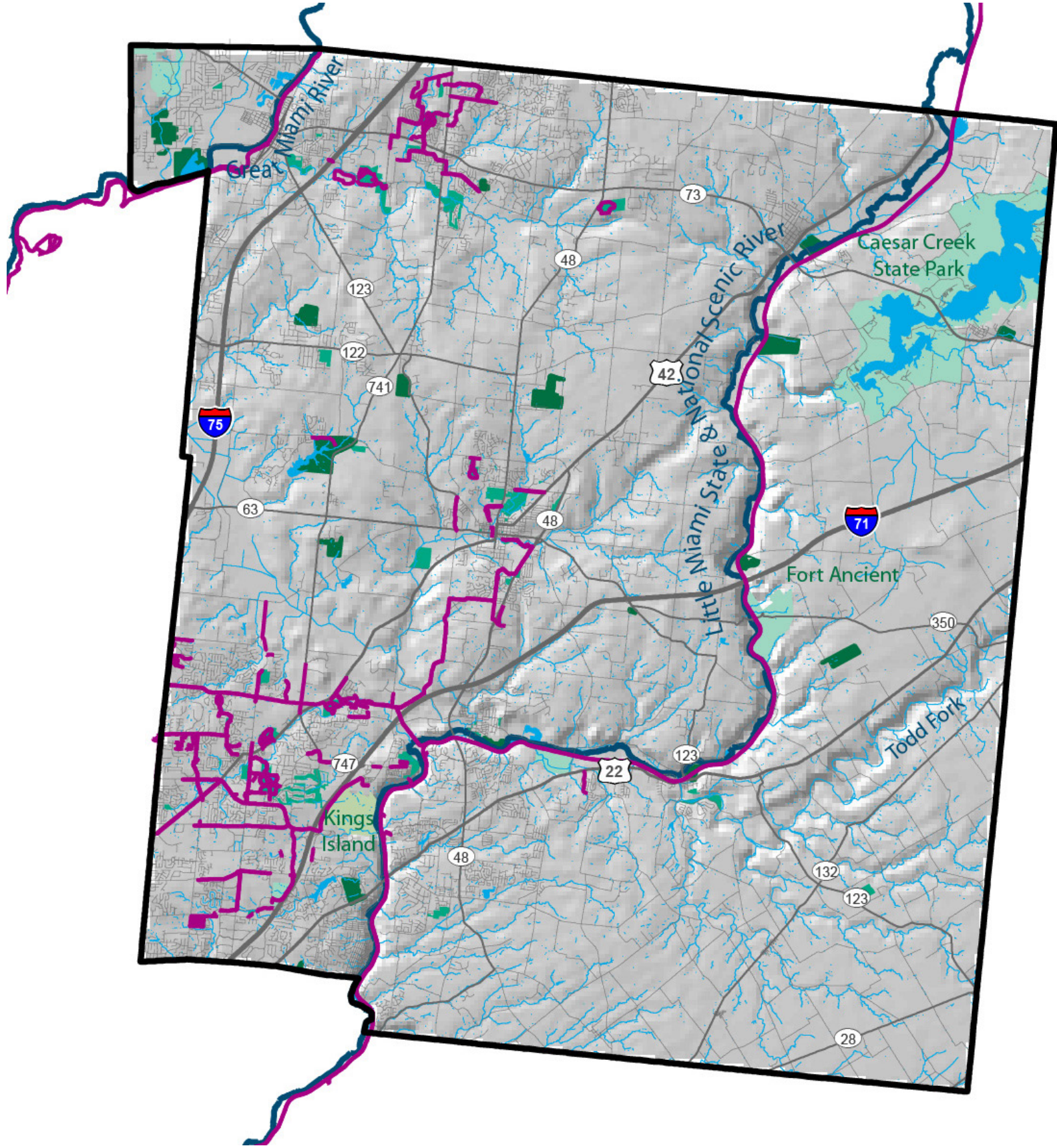


- Community / Neighborhood Parks
- County Parks
- Regional / State Parks
- Private Amusement Parks



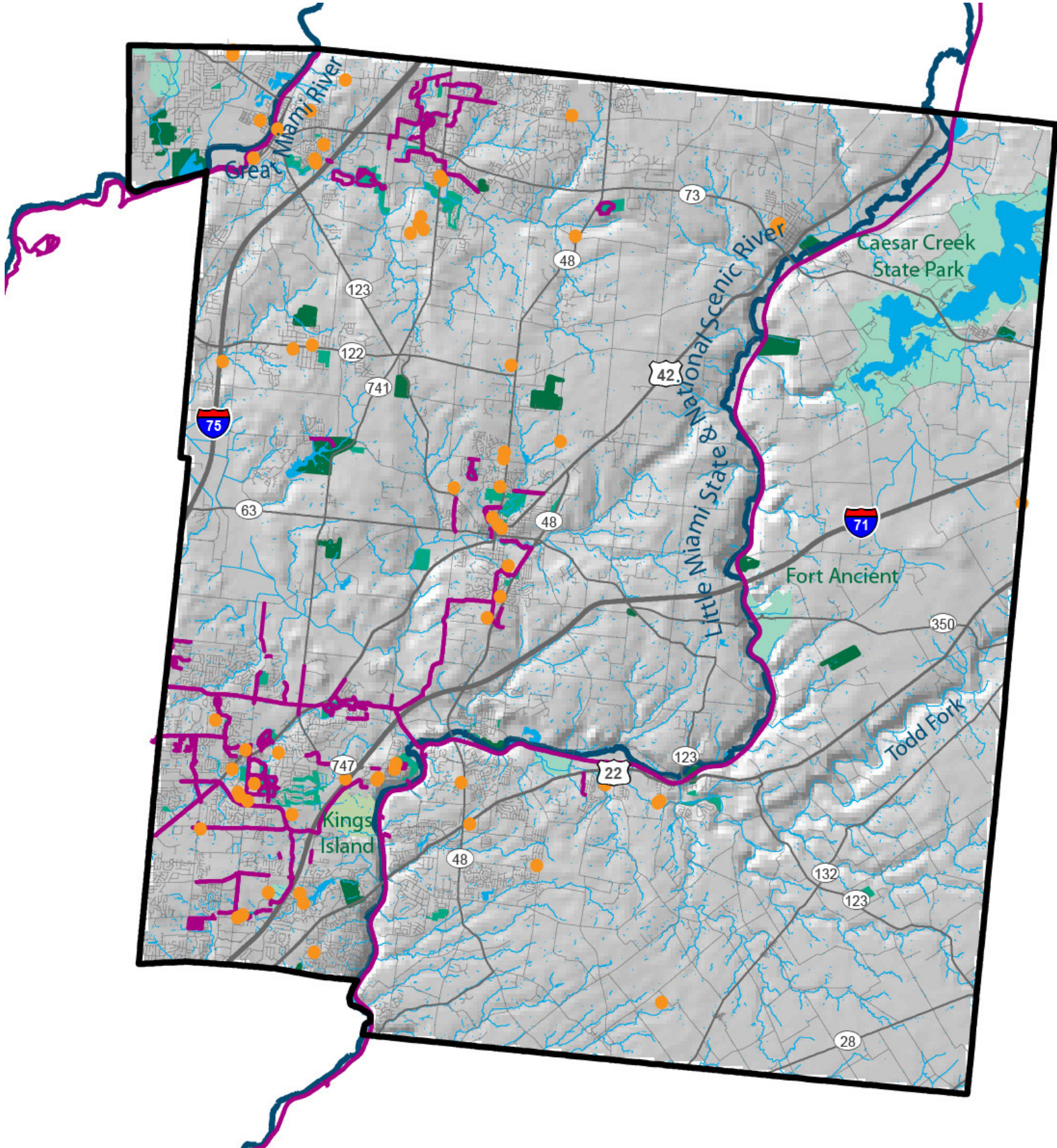
EXISTING TRAILS

- Off-road



CONNECTIVITY TO PARKS & SCHOOLS

- Opportunity to **make connections** to existing community assets, **make an impact**, and **fill the gaps**.



RELATED PLANS

- Warren County Plans / Reports
- Other Industry Reports

MEASURING THE ECONOMIC VALUE of a CITY PARK SYSTEM



PARKS, RECREATION, AND OPEN SPACE PLAN

Warren County, Ohio

Warren County Regional Planning Commission
406 Justice Drive, Lebanon, Ohio 45036

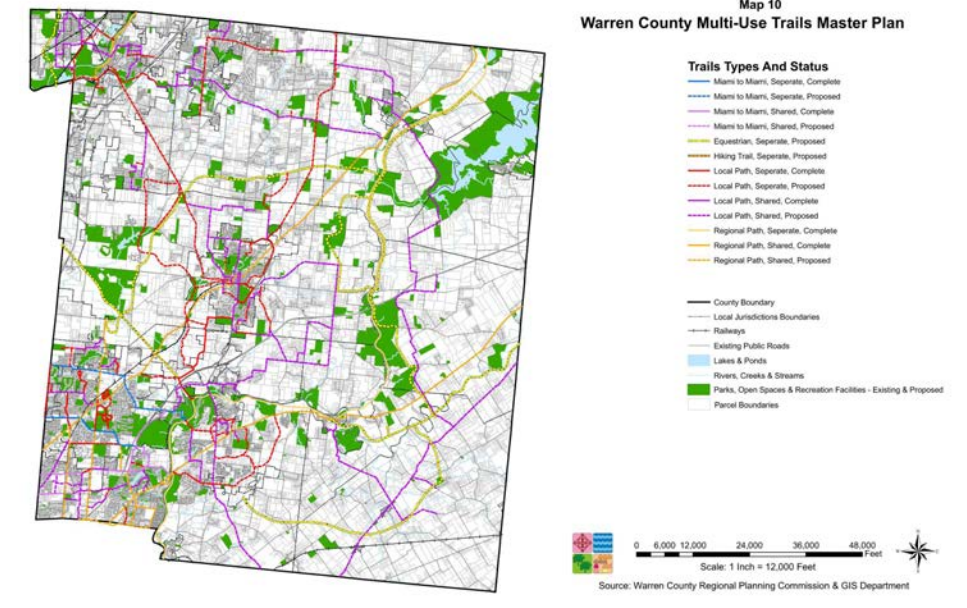
OHIO STATEWIDE COMPREHENSIVE OUTDOOR RECREATION PLAN

2024

LEBANON-TURTLECREEK TRAILS INITIATIVE

A BIKE PLAN & VISION FOR 2040

WCRPC





HOW DO WE PARTNER WITH NEIGHBORS TO CONNECT OUR ASSETS?

Scan the QR code (on the screen or on your handout) to participate in the polling exercise. Please use your handouts to provide additional feedback/expand upon your answers if needed.

BENEFITS OF PARKS



TOURIST DESTINATIONS



RESIDENT ATTRACTORS



BUSINESS ATTRACTORS



HEALTH & WELLNESS CENTERS



COMMUNITY LIVING ROOMS



DIVERSE & HEALTHY LANDSCAPES



LABORATORIES & CLASSROOMS



OTHERS?

TOURIST ATTRACTIONS

Parks play a major role in a county's tourism economy. Some parks are **tourist attractions** by themselves, while others serve as great **venues** for festivals and sport events.

Opportunities **to provide services** that support tourist destinations (i.e. Little Miami Scenic Trail).



You Can Operate the Big Telescope at the Fred Bay Observatory

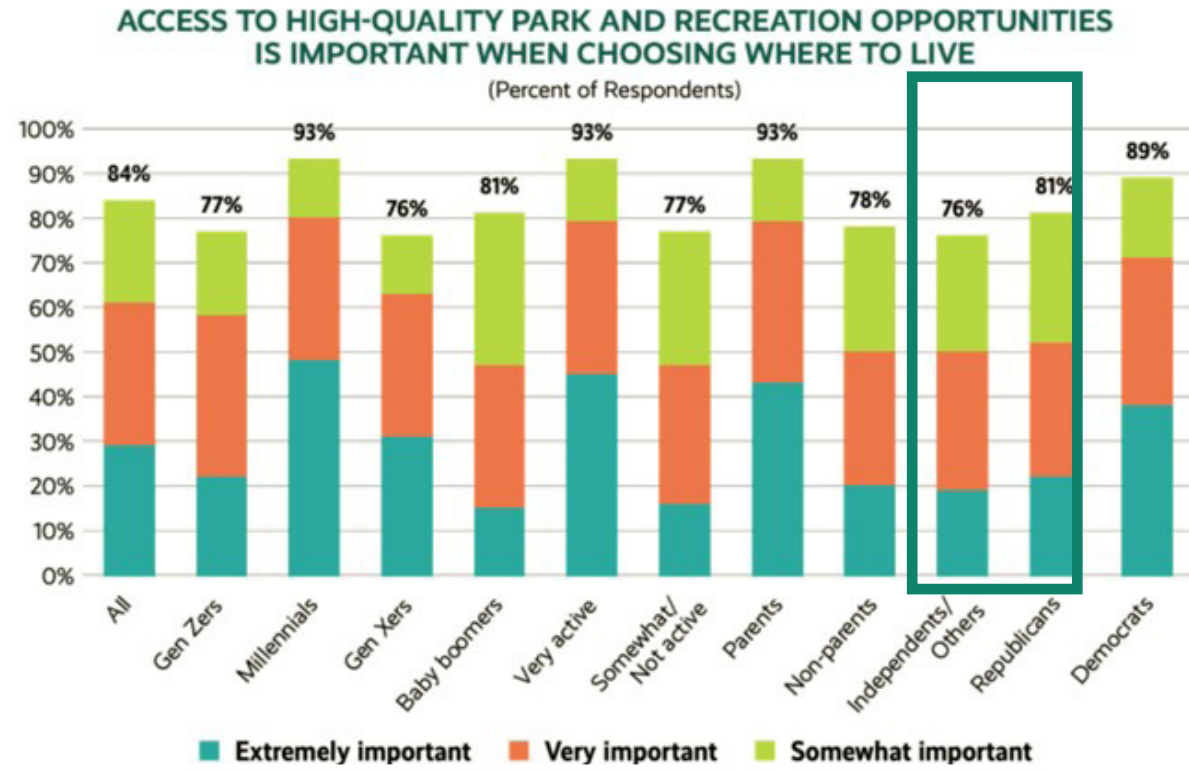


ATTRACT & RETAIN RESIDENTS

84% of U.S. adults seek quality parks & rec when choosing a place to live.

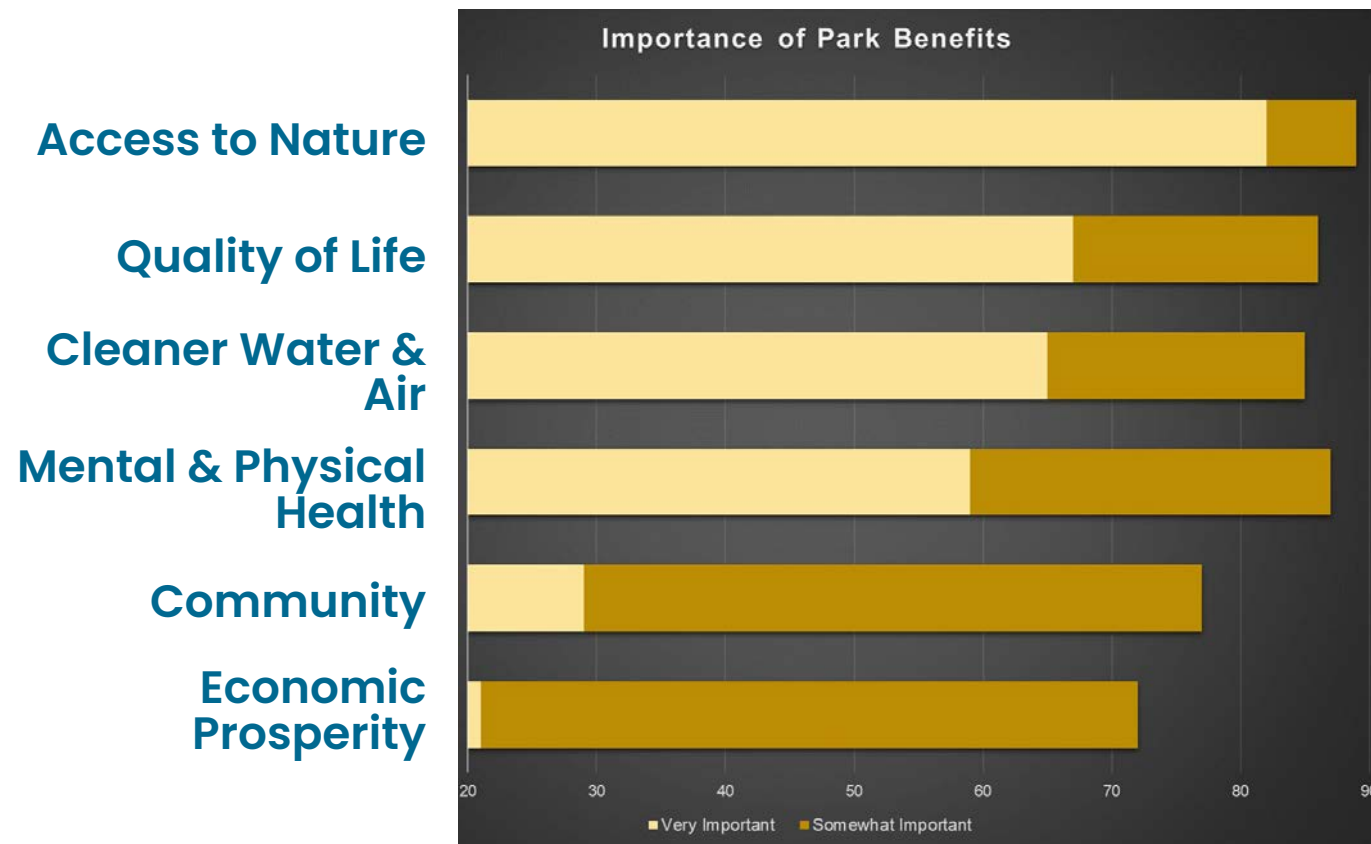
This finding is consistent across **all demographic and political groups.**

Parks have a positive impact on nearby residential **property values.**



NRPA 2023 Engagement with Parks Report

What WCPD Visitors Said:



WCPD Customer Survey, 2023



PROPERTY VALUES
Homes near parks can sell for up to

\$2,262

more than homes without parks nearby.

NRPA Economic Impact of Local Parks 2021

ATTRACT & RETAIN BUSINESSES

Quality of life ranks as second highest factor that companies consider when selecting where to locate.

Businesses are willing to **offer higher wages** to locate in places with more productive workers.

Employees are searching for jobs in areas with high quality of life.



COMBINED RATINGS*
CORPORATE SURVEY

Site Selection Factors	2022	2021
Ranking		
1. Labor costs	89.1	96.4 (1)**
2. Quality-of-life	87.1	82.1 (11T)
3. Availability of skilled labor	85.8	94.9 (2)
4. Energy availability	82.2	94.7 (3)

Area Development Magazine Q1 2023

HEALTH & WELLNESS CENTERS

Parks encourage **physical activity** and their use is associated with improved blood pressure and cholesterol levels, reduced stress/anxiety/depression, and improved physical health.

During the COVID-19 pandemic, it became increasingly clear that parks and public land are playing a large role in our health as parks saw some of their highest usage in modern times.



Individuals report **less mental distress and higher life satisfaction** when living in greener areas¹.



A 20-minute walk in nature **reduces ADHD symptoms** in children¹.

Exposure to nature can **reduce stress levels** by as much as 28% in children².

Physician-diagnosed **depression is 33% lower** in residential areas with the most green spaces, compared to neighborhoods with the least².



¹Making the Case for Designing Active Cities, Active Living Research (King's Fund, 2013), 2015

²Infographic: Children & Nature, National Environmental Education Foundation

COMMUNITY LIVING ROOMS

Neighborhoods with robust networks of human relationships/connections (i.e., **social capital**) tend to be more **resilient, safe, and prosperous** (Trust for Public Land).

Social capital is strengthened by parks and the amenities that are offered to people of all ages to interact and connect.

Parks are where communities and neighbors come together to celebrate, play, and be entertained. They are a neighborhood's **living room**, and everyone's **backyard**.



Waynesville OH

10-01-2022 9:00

Warren County Parks Recognize Outstanding Volunteers



Beth Callahan Editor



Engaging residents in the design and of parks **fosters a sense of community** and helps ensure that the parks reflect the needs of the community.

Many communities experience cost savings from **“friends of parks” groups** who **volunteer** and invest time and energy to help maintain parks and fundraise for park improvements.

DIVERSE & HEALTHY LANDSCAPES

The open space and vegetation intercept, filter/cleanse, infiltrate, and store rainwater, **reducing flooding and stormwater management costs.**

Collaborative cost-sharing among agencies can lead to savings on park development, maintenance, and programming, maximizing the benefits of parks for both cities and residents.

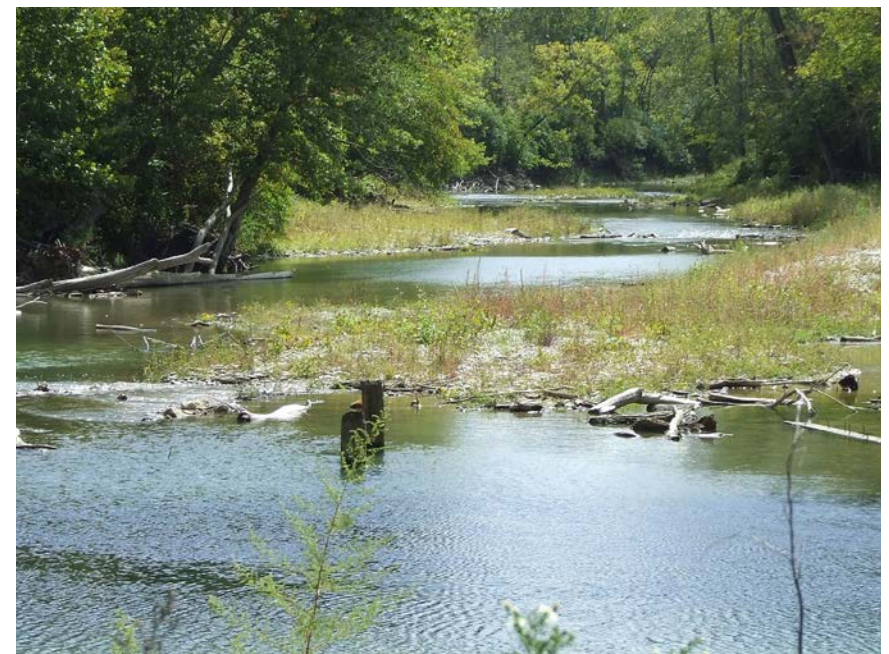


Air pollution significantly impacts human cardiovascular and respiratory systems.

Vegetation within parks not only **provides shade**, it plays a role in **improving air quality** and reducing pollution costs by remove air pollutants such as nitrogen dioxide, sulfur dioxide, carbon monoxide, ozone, and some particulates.



Green Infrastructure feature at Sunset Park (Middletown) was designed to **clean and hold stormwater** while providing an asset for park visitors.



LABORATORIES & CLASSROOMS

Ohio boasts abundant and diverse natural resources that provide opportunities to connect residents and visitors to nature through high-quality **outdoor recreation and education** opportunities.



Parks offer the ability to cultivate the **next generation of park stewards**.

Opportunities to expand partnership efforts with local schools to engage students and provide STEM programs.



Armco Park Solar Pollinator Habitat Discovery Trail



Armco Park Solar Pollinator Habitat

Flowers, butterflies, bees, and solar panels? Explore the new trail and garden at the Solar Pollinator Habitat with seven interactive learning stations that share the science behind pollinators and clean energy. Take what you learn at the park and make small changes in our own yard.

CURRENT PARK TRENDS



TRAILS & CONNECTIVITY

Ohioans want more trails - natural surface, paved multi-use, and finely crushed stone trails.



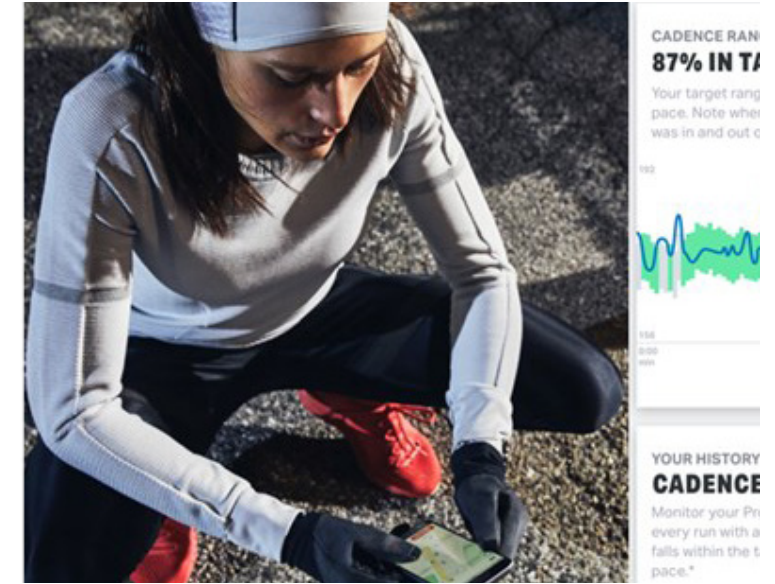
HEALTH & WELLNESS

Studies highlight measurable health and social benefits from spending time in parks.



ACCESS TO NATURE/WATER

Canoeing, kayaking, and swimming continue to be a growing trend nationally and in Ohio. Access also benefits anglers and wildlife viewers.



TECHNOLOGY

Mobile apps on smart phones, watches, and tablets assist in planning and tracking outdoor activity and reserving park facilities.



DOG PARKS

During the pandemic, dog ownership surged and now more owners are searching for parks to provide off-leash opportunities for their pets.



WILDLIFE OBSERVATION

Passive recreation opportunities to observe nature in peace and serenity provide an escape from busy daily life.



GREEN INFRASTRUCTURE

Park land is being used to manage stormwater and reduce flooding.



IMPROVE, ENHANCE, ADAPT

Rehabilitating, updating, and improving existing outdoor recreation facilities (i.e., playgrounds, trails, sport fields, shelters, etc.).



WHAT'S MISSING?

Scan the QR code (on the screen or on your handout) to participate in the polling exercise. Please use your handouts to provide additional feedback/expand upon your answers if needed.

LET'S GET TO WORK!

Break into groups to discuss the STRENGTHS (S), WEAKNESSES (W), OPPPORTUNITIES (O), THREATS (T) in Warren County. Refer to your handout for group assignment.

STRENGTHS

Elements that Warren County & Warren County Park District excel at, benefit residents, or make the area unique and special.

WEAKNESSES

Elements that prevent the County and District from being its best version or that need improvement.

OPPORTUNITIES

Elements that can be improved, have untapped potential, or need more investment.

THREATS

Elements that cause negative impacts to the area, prevent improvements, or are barriers for residents/visitors.

NEXT STEPS

- Stakeholder Focus Groups

- | | |
|--------------------------|------------------------------------|
| 1. Friends of Parks | 5. Businesses |
| 2. Conservation | 6. Non-Profits |
| 3. Recreation | 7. Civic Groups & Local Government |
| 4. Connectivity & Trails | 8. Education |

- **WHO:** We need **your help** co-leading these focus groups (with the project team's assistance)! Sign-up sheet will be shared.
- **HOW:** Use your network to **invite others to participate**
- **WHAT: ONE 1-2 hour virtual meeting** per focus group
- **WHEN:** Focus Groups will be held during the following weeks:
 - June 17th
 - June 24th
 - July 22nd
 - July 29th

**HELP US
RECRUIT!**

