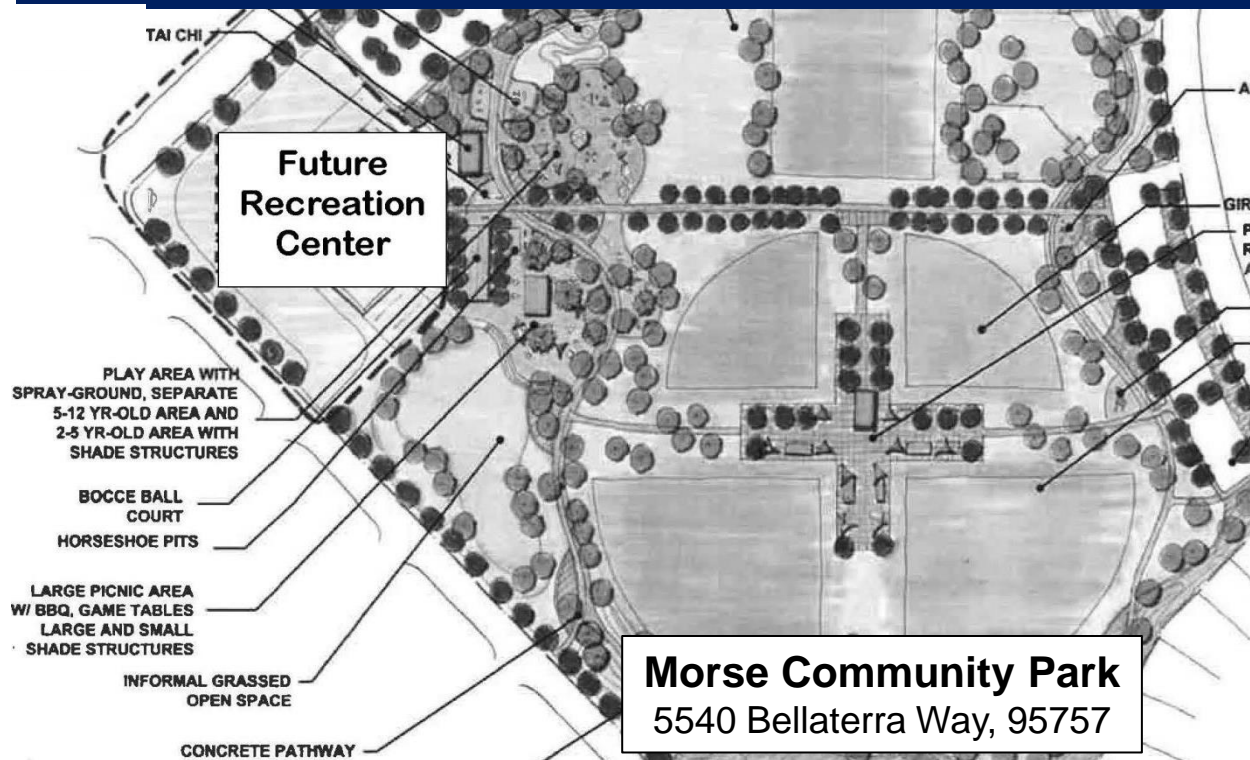


Morse Park Recreation Center

Feasibility Study – Findings & Visioning

Cosumnes Community Services District

October 2019



Background - CSD Direction For Morse Park Recreation Center

Start with a Feasibility Study addressing five areas:

- 1) Public input process to understand the highest and best uses for a multi-generational recreation center.
- 2) Market analysis to verify facility design will expand recreation opportunities by complimenting existing and planned facilities.
- 3) Identify programs and amenities which support a high revenue/low subsidy operational model.
- 4) Site analysis to design the right-sized facility for Morse Community Park.
- 5) Develop revenue and expense projections based on best-practice facilities.

GreenPlay Feasibility Study Process



DEMOGRAPHIC OVERVIEW - Morse Park Recreation Center Service Area



Area Demographics

2019 Estimated Population

Between 0 – 1 Miles of Morse Park

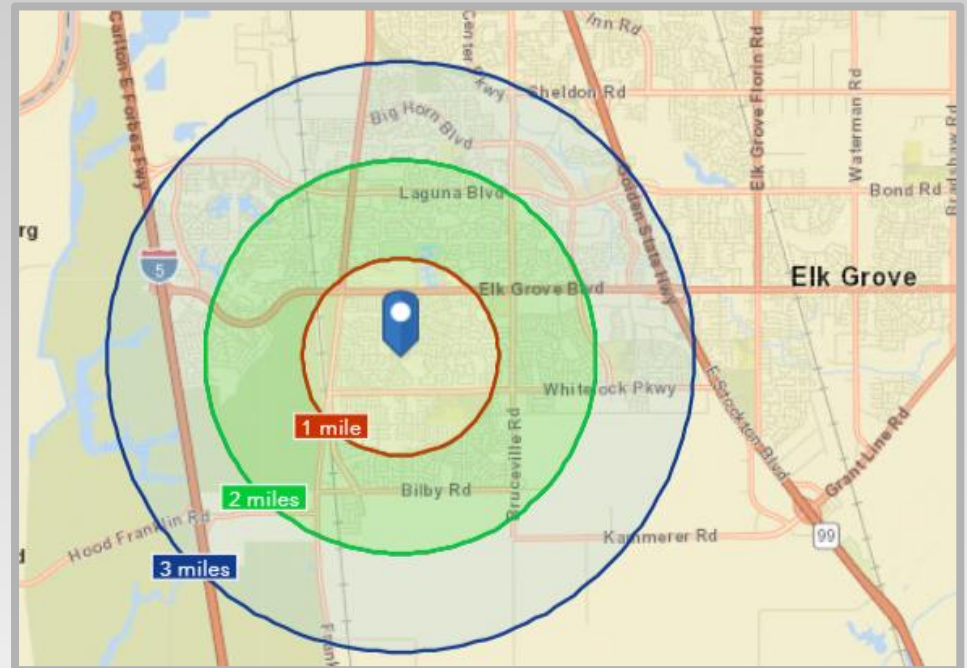
21,987

Between 1 – 2 Miles of Morse Park

42,960

Between 2 – 3 Miles of Morse Park

39,705



Total Population Up To 3 Miles of Morse

104,652

Area Demographics

2019 Median Household Income

Between 0 – 1 Miles of Morse Park

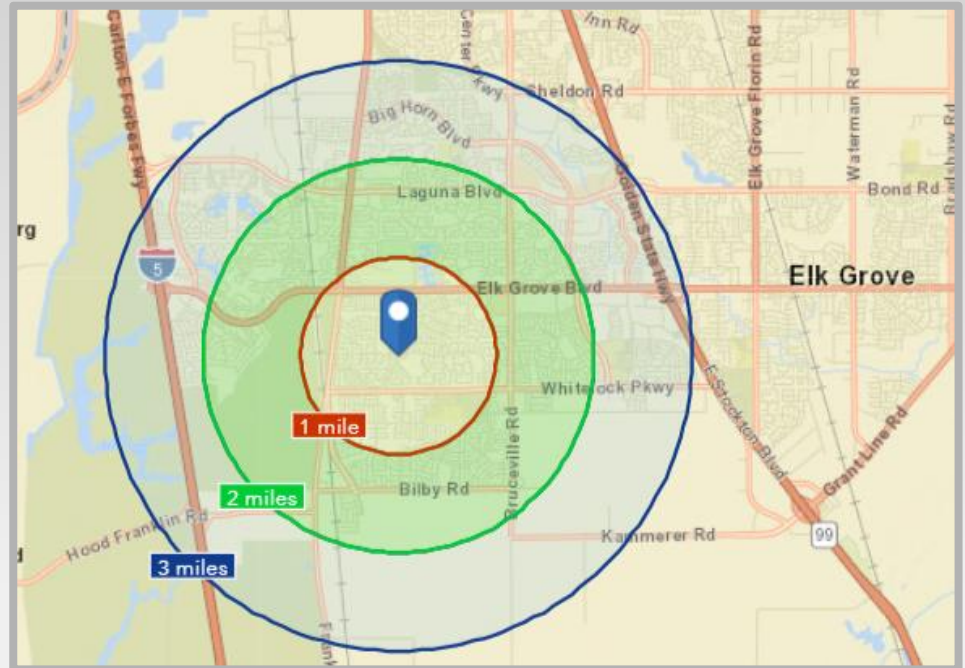
\$103,196

Between 1 – 2 Miles of Morse Park

\$96,112

Between 2 – 3 Miles of Morse Park

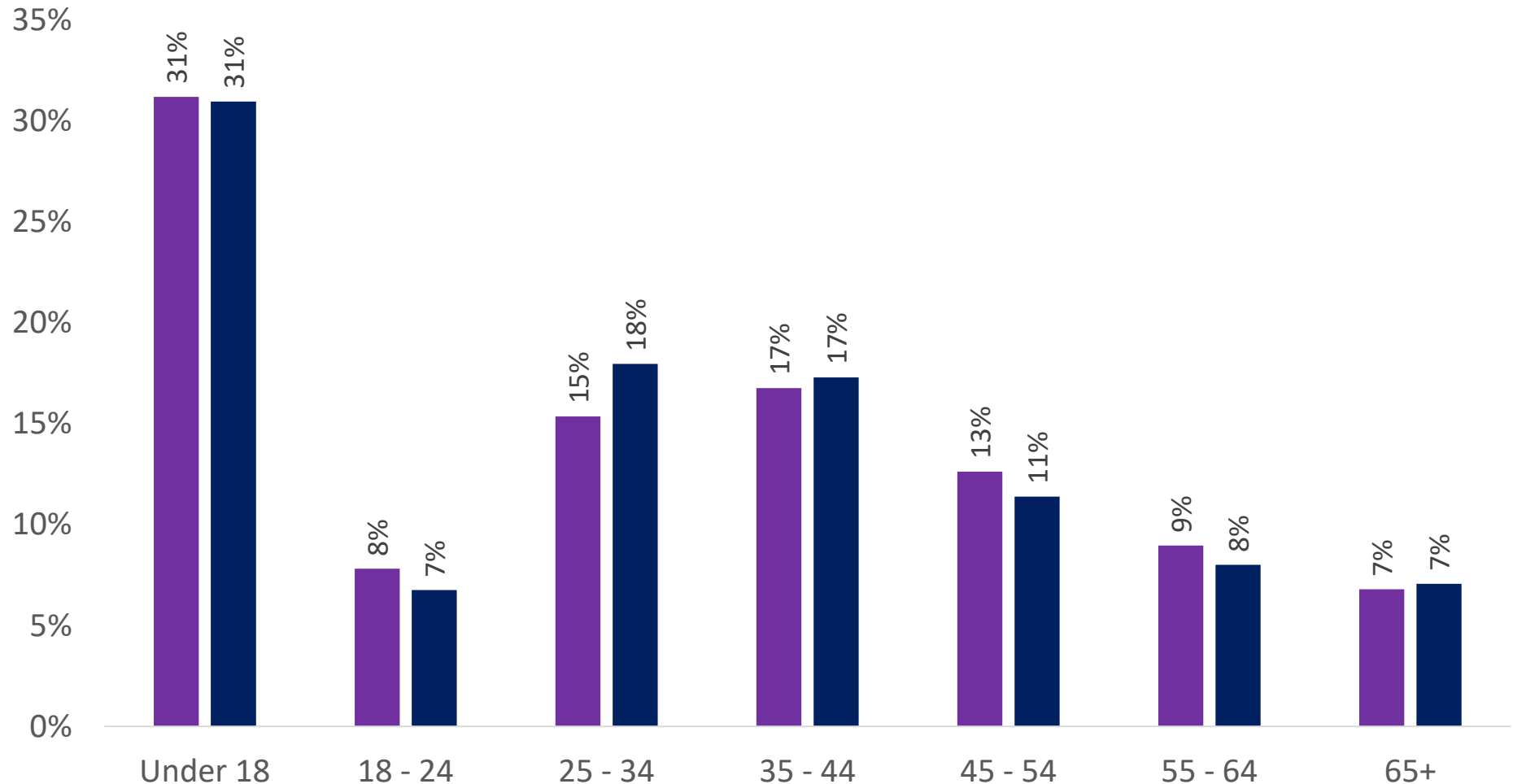
\$83,817



Area Demographics

2019 – 2024 Age Distribution

Between 0 – 1 Miles of Morse Park



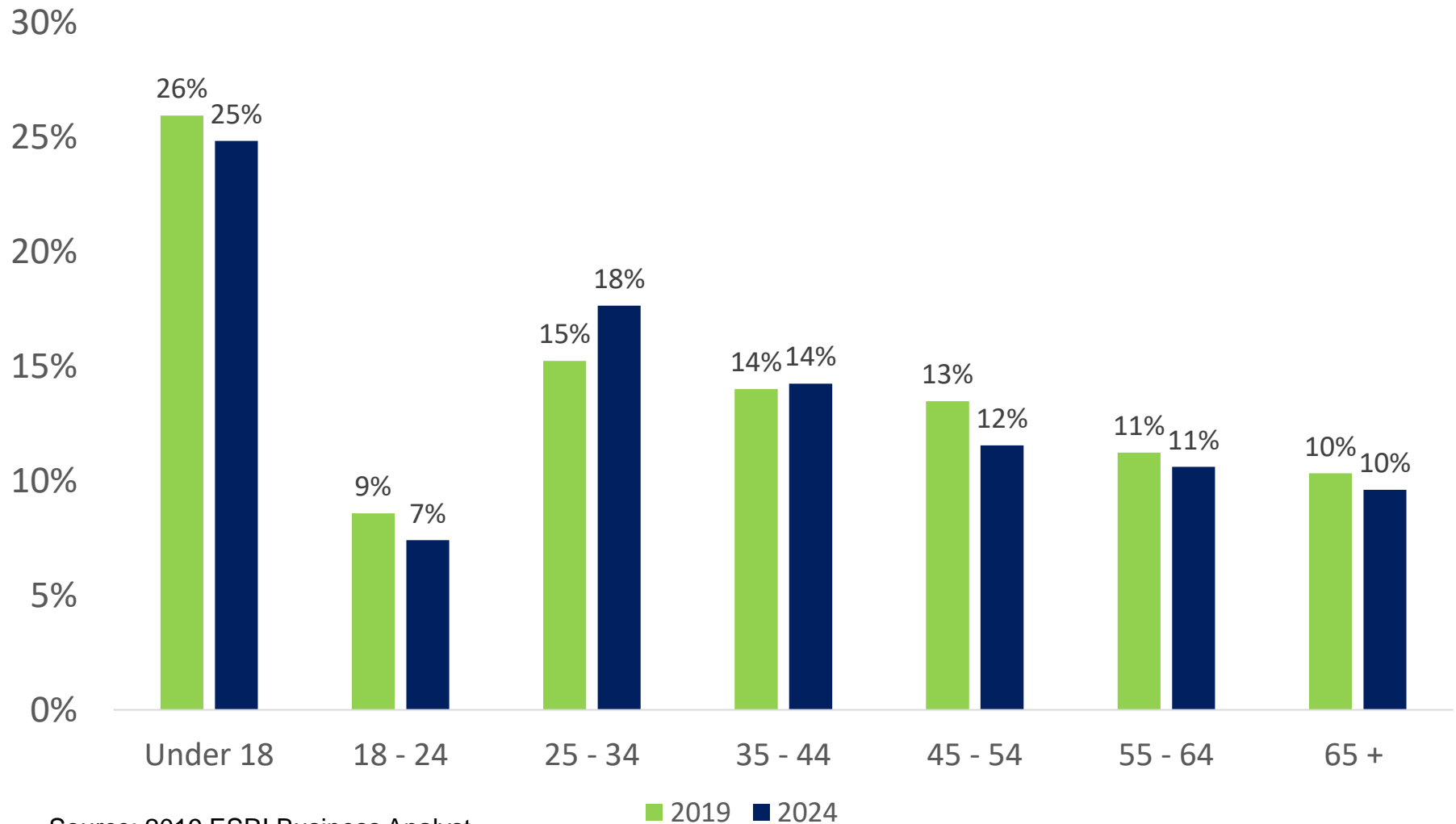
Source: 2019 ESRI Business Analyst,
U.S Census Bureau

■ 2019 ■ 2024

Area Demographics

2019 – 2024 Age Distribution

Between 0 – 3 Miles of Morse Park



Source: 2019 ESRI Business Analyst,
U.S Census Bureau

Public Input Process



Stakeholder
Interviews



Focus Groups



Community
Meetings

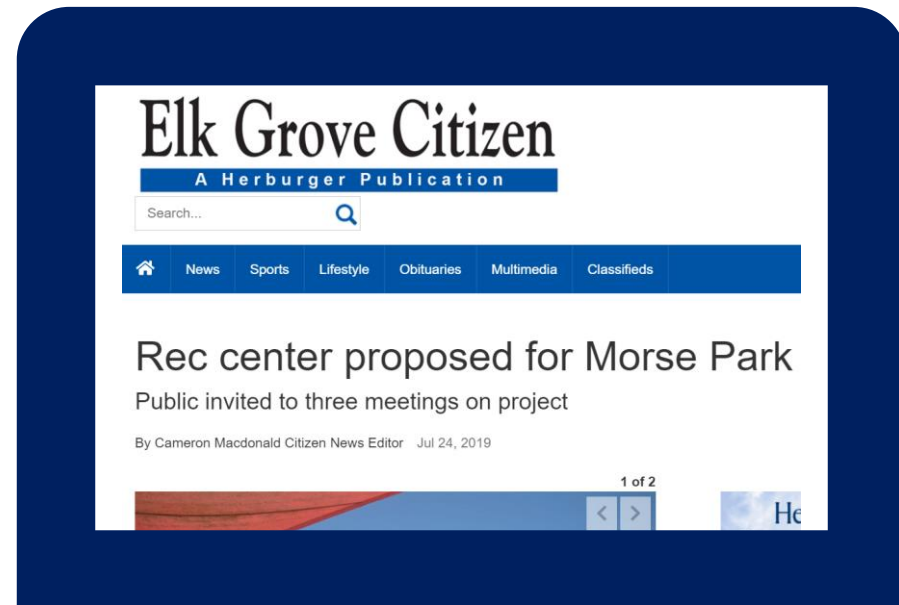


Intercept Surveys



Online Survey

Outreach Efforts



MorseParkCenter.com

INITIAL COMMUNITY INPUT - JULY 2019



Initial Community Input – July 2019

12 Stakeholder Meetings

4 Focus Group Meetings
With 26 Participants



Meeting with
38 Teens

Initial Community Input – July 2019

3 Community Meetings



80+

Participants

Initial Community Input – July 2019

251 Completed Intercept Surveys



Morse Park Recreation Center Feasibility Study Survey

A new recreation center is being planned at Morse Community Park to serve the East Franklin area of Elk Grove. The planning process has begun with a feasibility study to ensure the facility will include the right amenities and uses for cost-effective operations and long-term sustainability.

Community input is vital to the success of this project. We want to know your ideas and feedback on the Morse Park Recreation Center. Learn more at www.MorseParkCenter.com

1. In your opinion, what programs and activities should be offered by the Cosumnes Community Services District (CSD) Parks and Recreation Department at the Morse Park Recreation Center?
2. What amenities would you like to see at Morse Park Recreation Center?
3. What should be the focus or priority for the Morse Park Recreation Center?
4. Other comments/suggestions/feedback?

☐ Yes, keep me informed of upcoming meetings and online options to learn more about this project.

Your name: _____

Email: _____

Contact: Fred Bremmerman, CCSD Project Manager, FredBremmerman@csdparks.com, 916-405-5300

Cosumnes CSD Parks and Recreation Department Vision:
An inclusive and connected park, recreation, and trails system that delivers opportunities for health and wellness, social interaction, and delight to the Elk Grove Community

www.yourcsd.com

INITIAL COMMUNITY INPUT - JULY 2019 - WHAT WE HEARD



Strengths And Benefits Of Current CSD Recreation Facilities – Initial Community Input July 2019

- Excellent staff and customer service
- Family friendly for all ages
- Variety of activities
- Youth and adult sports programs
- Aquatics facilities
- The Grove Teen Center

Weaknesses or Deficiencies of Current CSD Recreation Offerings – Initial Community Input July 2019

- Active Adults (55+) need additional programs
- Affordability can be a challenge (room rentals, programs)
- Marketing and communication for programs
- More intentional program scheduling (avoiding overlapping or competing programs)

Programs That Should Be Offered At Morse Park Recreation Center – Initial Community Input July 2019

Programs listed alphabetically

- Arts & crafts
- Adult and youth sports programs
- Civic gardening
- Drop-in times for gym use
- Dance/fitness classes
- Martial arts classes
- Music & theater/drama
- Net sports – basketball, volleyball, pickle ball, badminton. Also table tennis
- Programs for people with disabilities
- Special programs – game nights, scavenger hunts, literary events, free concerts, mini-olympics
- Technology programs - how-to events, eSports/video gaming, silent discos, virtual reality
- Wellness Classes – nutrition, cooking, sports medicine, prevention

Amenities That Should Be Offered At Morse Park Recreation Center – Initial Community Input July 2019

Amenities listed alphabetically

- Catering kitchen
- Coworking space
- Drama/theater stage
- Fitness center/equipment
- Food/coffee café
- Indoor playground
- Indoor soccer/turf field
- Indoor walking track
- Community hub/ gathering spot for socializing
- Multi-use gymnasium for basketball, volleyball, net sports
- Multi-use room for dance, fitness, meetings
- Obstacle/ninja warrior course
- Outdoor amphitheater
- Outdoor garden
- Rock climbing wall
- Spectator seating
- Teaching kitchen

Key Issues For Morse Park

Recreation Center – Initial Community Input July 2019

- Inclusivity – cultural, age, gender, ability (including autism), mobility
- Family-oriented emphasis
- Safety – secure environment, good lighting inside and outside
- Health and wellness focus
- Sustainability

Primary Focus For Morse Park

Recreation Center – Initial Community Input July 2019

- Gathering space
- Multigenerational
- Accessibility
- Affordability
- Innovative programming
- Facility should compliment the rest of the park

ONLINE SURVEY - SEPTEMBER 2019



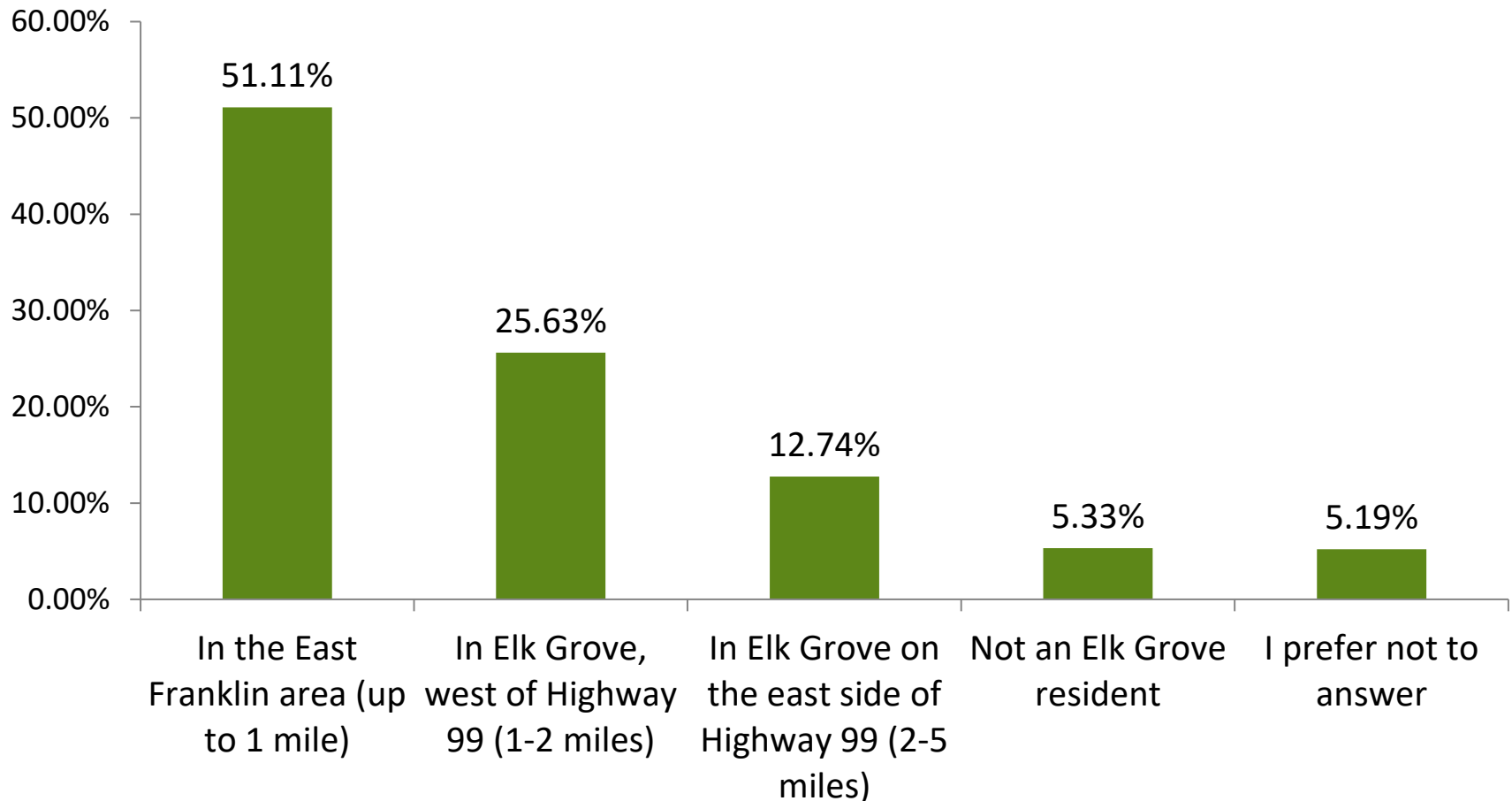
Online Survey – September 2019

781 Completed ONLINE Surveys

- Identifying top activities and amenities for Morse Park Recreation Center
- Survey online September 1 – 25, 2019 at MorseParkCenter.com

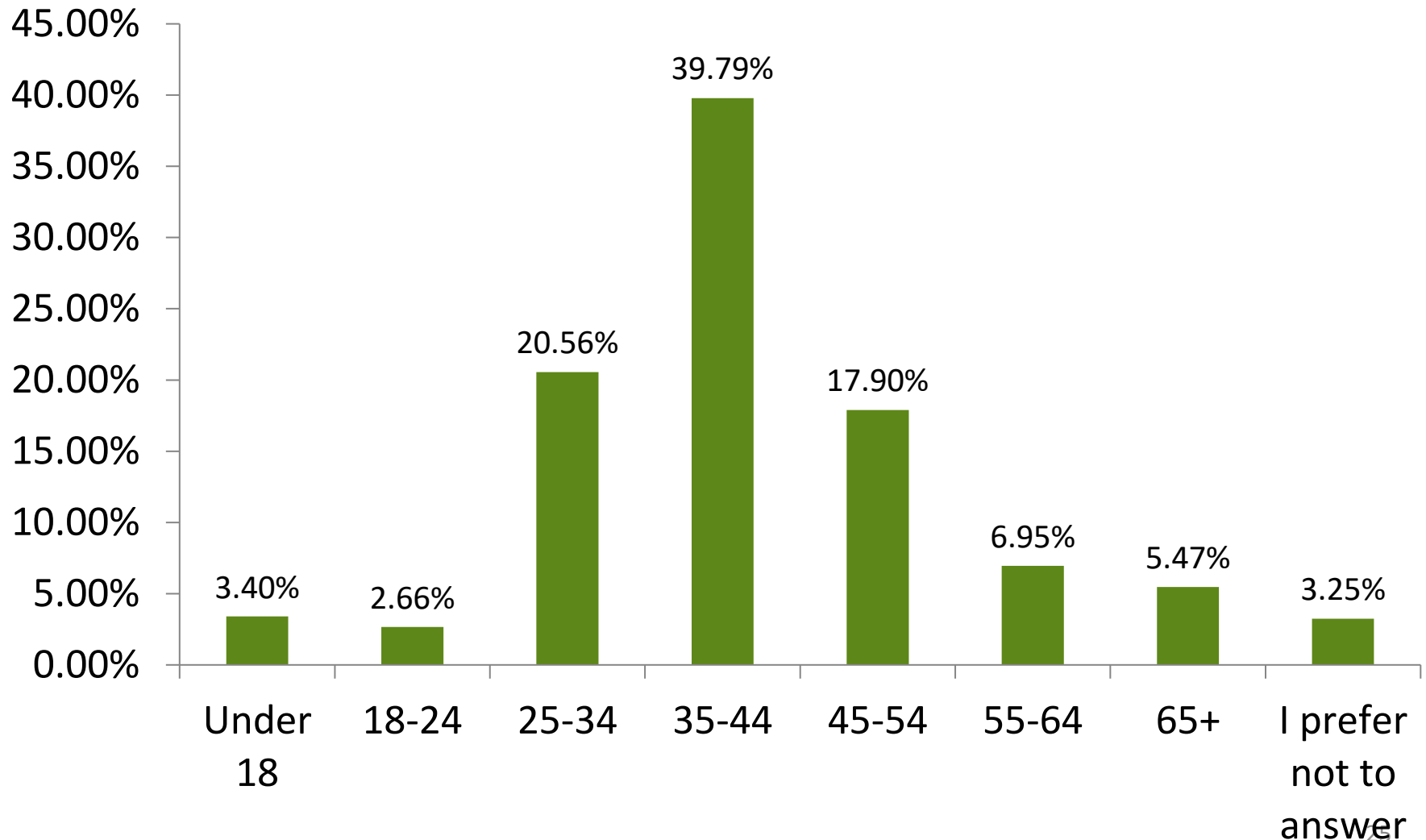


How close do you live to Morse Community Park?



Age Demographics – Online Survey Sept 2019

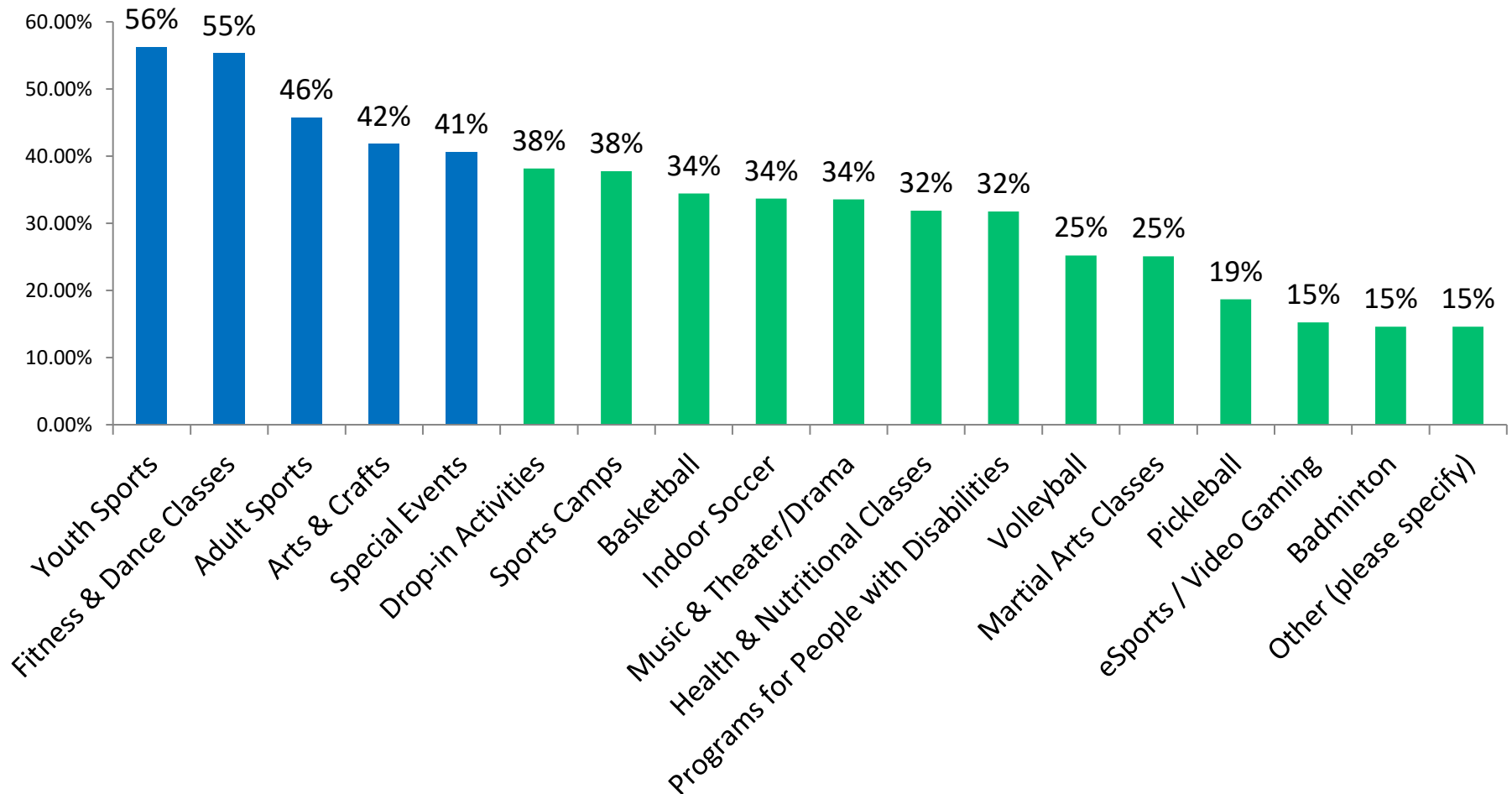
What is your age group?



Top Activities

- Online Survey Sept 2019

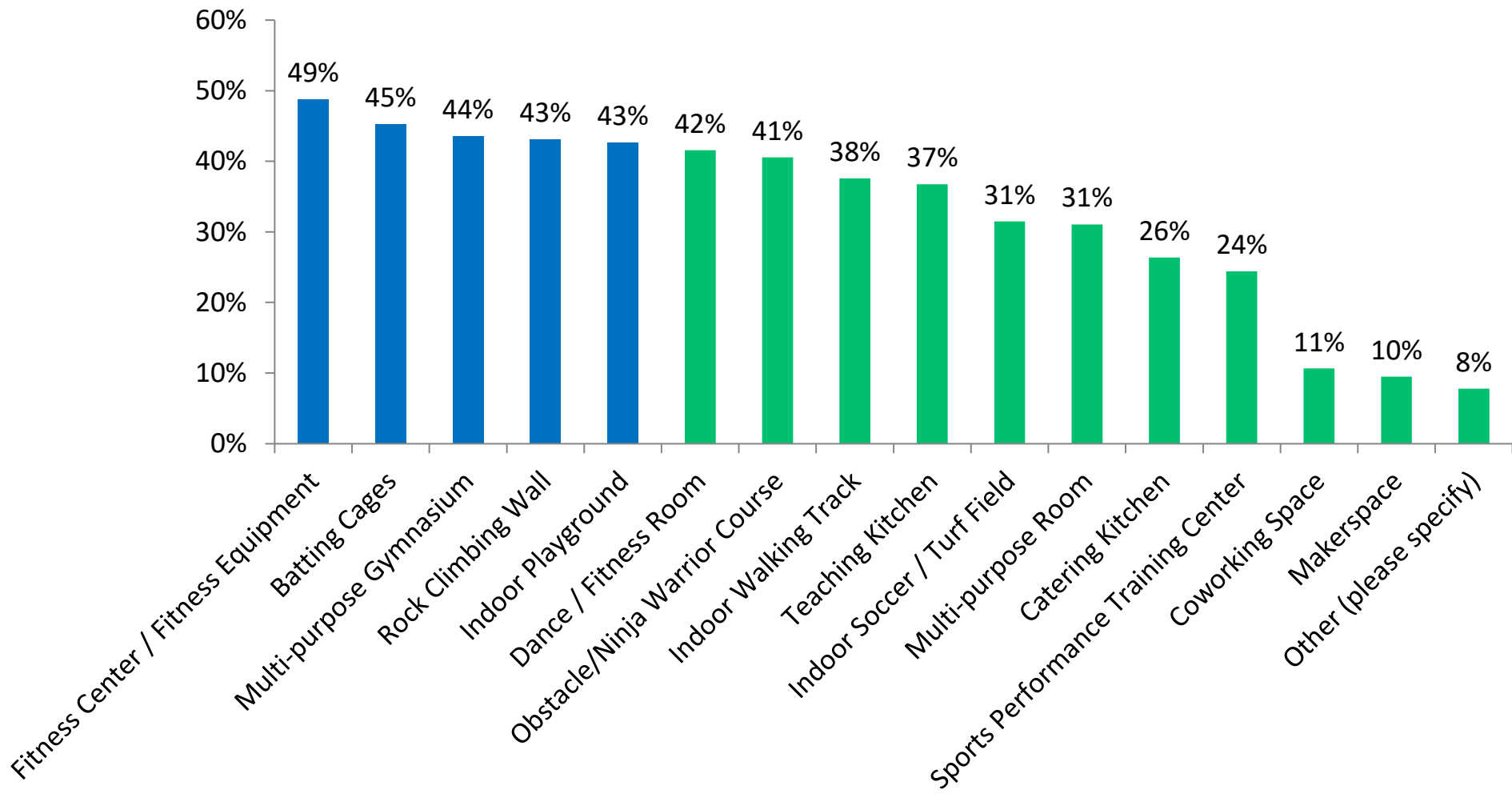
What activities should be offered at Morse Park Recreation Center? Select all that apply.



Top Amenities

- Online Survey Sept 2019

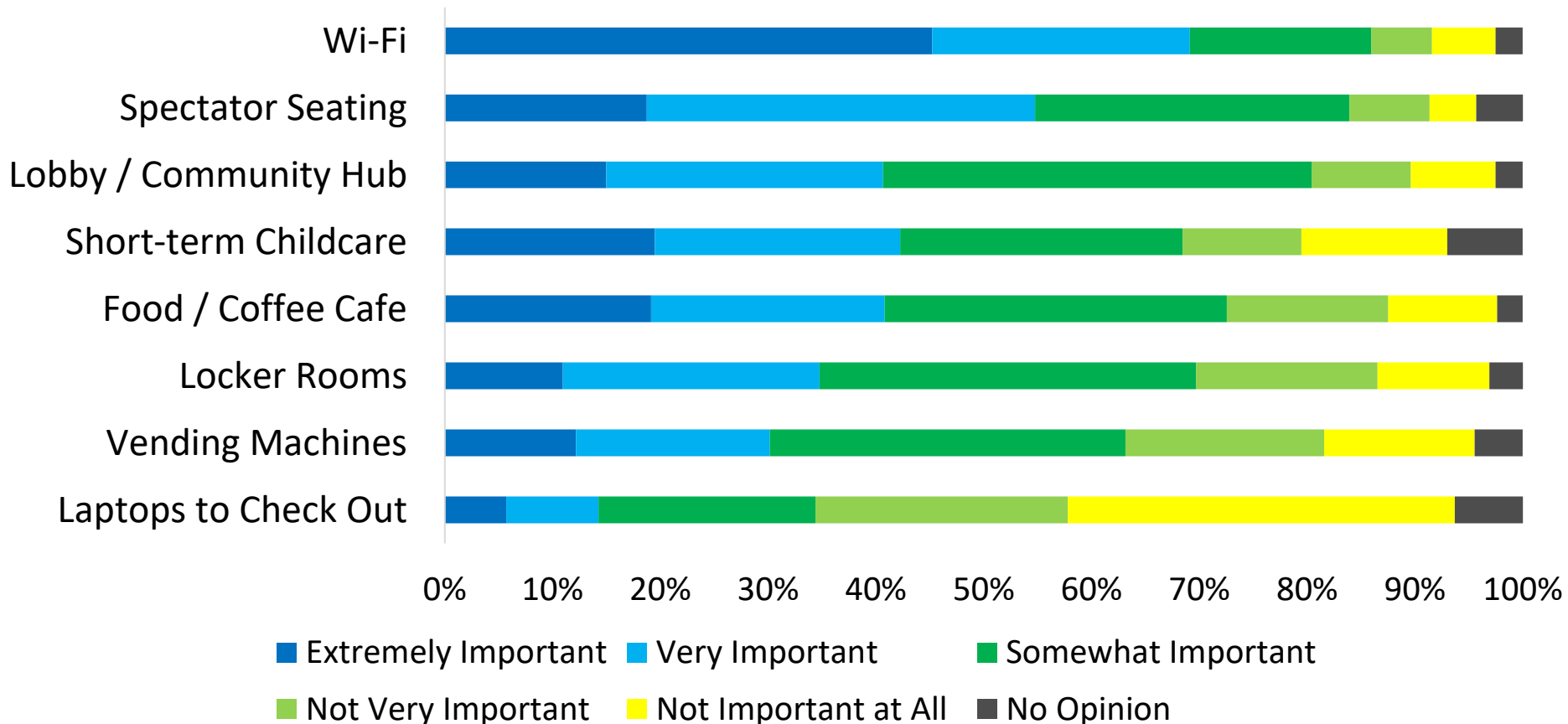
What amenities should be offered at Morse Park Recreation Center?
Select all that apply.



Customer Service Amenities

- Online Survey Sept 2019

How important are these customer service items to include in the Morse Park Recreation Center?
Please rank each using the scale below.

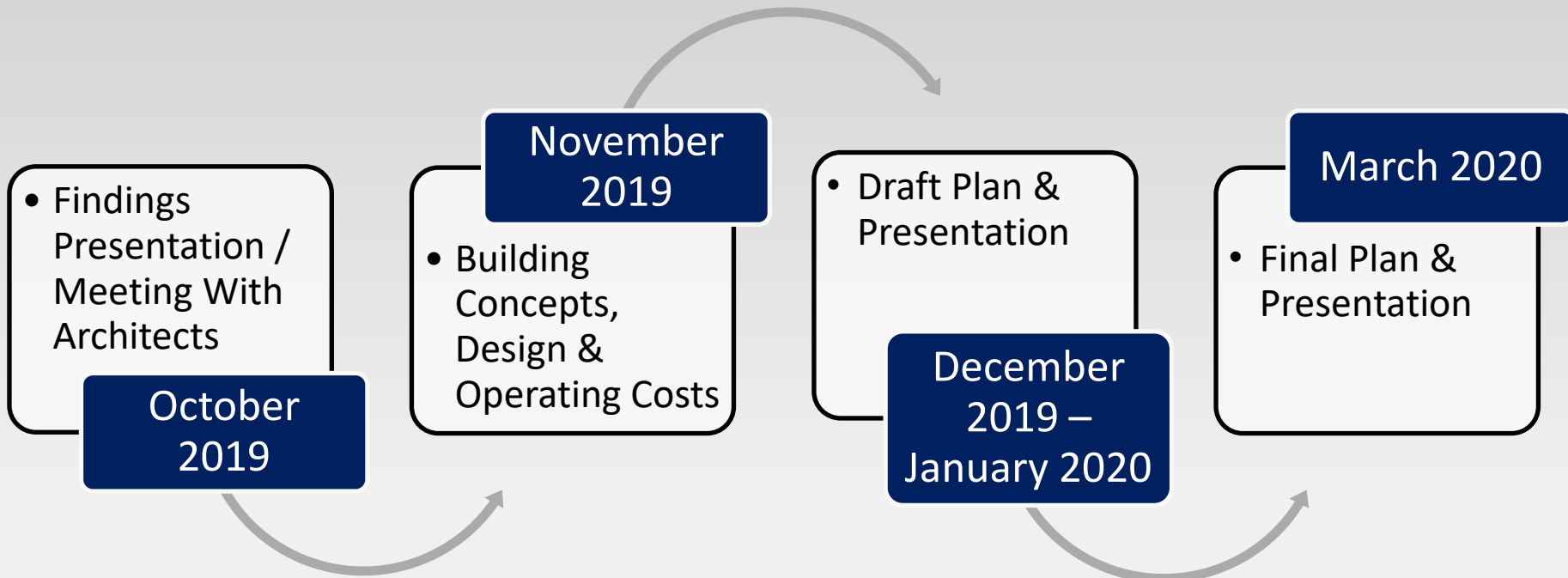


NEXT STEPS

GreenPlay Feasibility Study Process



Project Timeline





Thank you for your time and consideration!

Questions

Fred Bremerman, Project Manager

916-405-5300

FredBremerman@csdparks.com

Ongoing updates: www.MorseParkCenter.com