



Goochland County Parks and Recreation Master Plan



Agenda

- Park and Facility Assessment
- Summary of Community Engagement – In Person
- Summary of Statistically Valid Survey
- Strategic Integration
- Next Steps

Analyses and Other Planning Documents Considered

Source Document	Type
2024 Goochland County Community Health Assessment (CHA)	Health and Social Determinants
Capital Improvement Methodology Document	Capital Planning Framework
Community Engagement Key Findings	Focus Groups, Stakeholder Input
Goochland Community Action Program (CAP) Needs Assessment	Human Services Needs
Goochland County Population Projection 2030	Demographic Forecast
Goochland Park Site Assessment	Facility Condition Assessment
Statistically Valid Survey (Needs Assessment)	Community Survey & Priorities
Virginia Parks Benchmarking Analysis	Peer Benchmark Data

Park Assessments – Beyond Condition Ratings

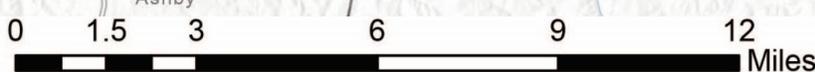
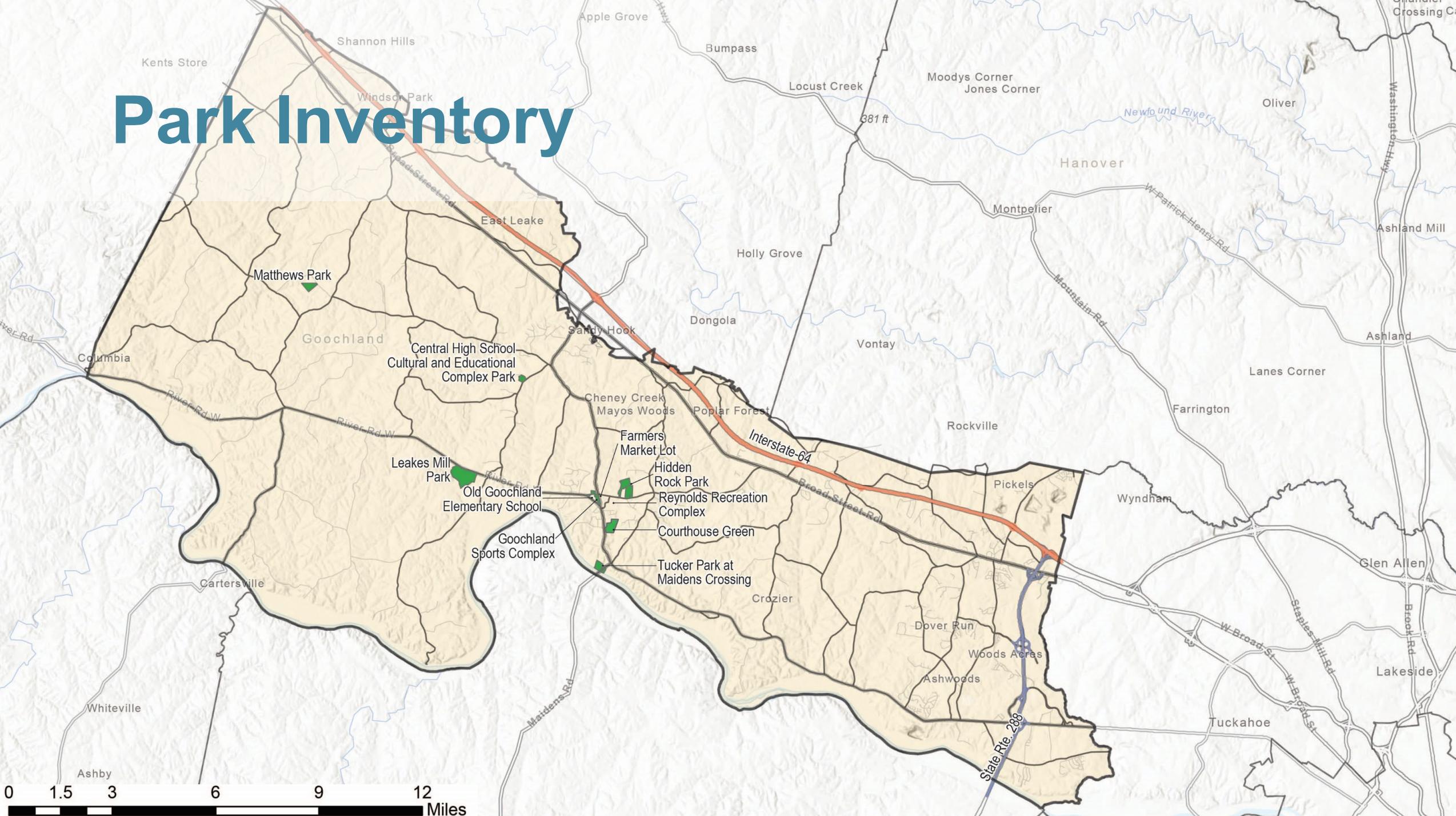


Park Inventory

- 10** Total Sites
- 2** Recreation Centers
- 347** acres of public parkland
- 13+** miles of trails
- 8** Ball fields
- 4** Rectangular Fields
- 4** Playgrounds
- 3** Dog parks



Park Inventory



Park Conditions Assessments – What is Evaluated

Amenities + Inventory

Count of all amenities in a park and inventory of signs, furnishings, etc.

Condition + Obsolescence

Condition assessment and evaluation of lifecycle and age or replacement needs. Identify any major deferred maintenance items.

Experience + Function

The overall experience of the site, including visual appeal and landscaping, as well as functionality, including stormwater drainage and neighborhood connectivity.

Opportunities (not scored)

Site improvement opportunities are noted, including space for infill amenities, environmental best practices, and stormwater improvements.

Which Parks Were Evaluated?

County maintained parks and recreation sites



Park Conditions Assessments – Key Findings

- Overall Park Condition: good to average, uneven condition levels based on age
- Facilities: older parks are showing signs of age and end of lifecycle
- Recently constructed park amenities showcase best practices
- Variety of recreational amenities
- ADA Access – variable across park sites
- Playgrounds – limited inclusive play, aging or undersized playgrounds
- Playgrounds and furnishings were elements most often in need of repair.
- Clear site branding and identification at most parks
- Limited neighborhood connectivity



Park Conditions Assessments – Park Scores

- Amenity condition is given a point score of 0-4, 0 is very poor, 4 is great.
- Scores are totaled, percentage score out of total possible points.
- Percentage scoring more evenly evaluates parks with many features compared with parks with more limited number of offerings.

Park	Overall Score
Leakes Mill Park	78%
Matthews Park	77%
Courthouse Green	75%
Reynolds Recreation Complex	75%
Hidden Rock Park	71%
Central High School Cultural & Ed. Complex	70%
Farmers Market Lot	70%
Tucker Park at Maidens Crossing	67%
Goochland Sports Complex	64%
Old Goochland Elementary School	55%

Community Engagement – In Person Key Themes



Meeting	Participants
Community Connect Event - April	50
Community Connect Event - January	150
Community Theatre / Pet Lovers Focus Group	7
County Administration Focus Group	3
Economic Development / River Access Focus Group	6
Goochland County Staff Stakeholder Meeting	7
Goochland County Executive Management Staff and Board of Supervisors Meeting	12
Goochland Public Schools Focus Group	10
Parks & Rec Leadership Stakeholder Meeting	6
Planning Commission Stakeholder Meeting	6
Public Safety Stakeholder Meeting	9
Recreation Advisory Commission and Friends of Goochland Parks	8
YMCA / GUSA / Chamber Focus Group	6
Youth Athletics / Agriculture Stakeholders Focus Group	9

Goochland County Parks and Recreation Stakeholder Themes



Vision and Role

Elevate Parks and Recreation to a core government function



Facility Needs

Reinvest in existing facilities and expand recreational amenities



Access and Equity

Improve geographic equity, connectivity, and inclusion



Programmatic Expansion

Extend arts, culture, and senior-oriented programming



Partnerships and Collaboration

Enhance collaboration with schools, nonprofits, and businesses



Communication and Advocacy

Improve visibility, marketing, and communication efforts



Economic Development Synergy

Leverage events and amenities for economic benefits



Strategic Planning and Funding

Engage in long-term planning and explore funding options



Safety and Risk Management

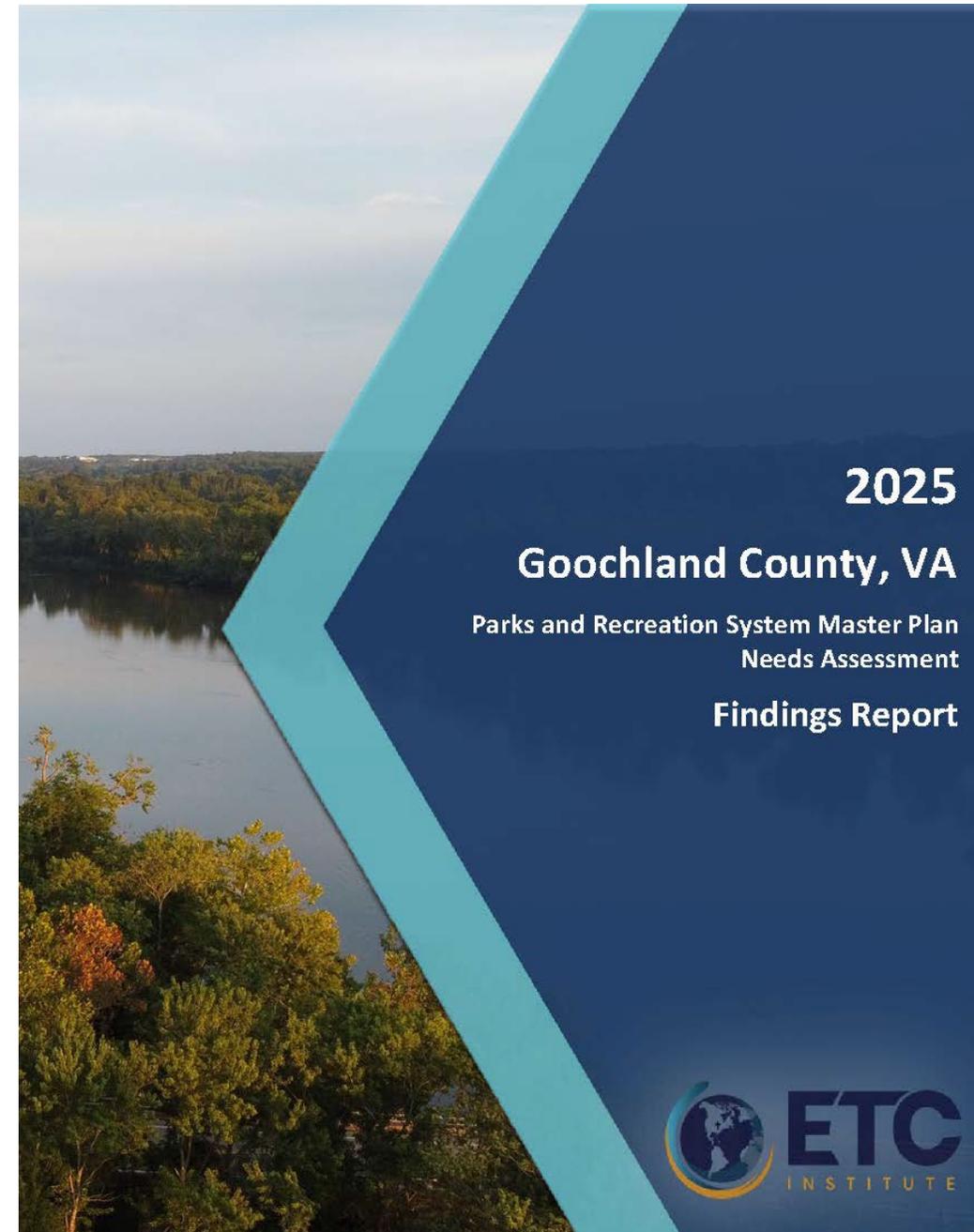
Integrate public safety into assessments and designs

Statistically Valid Survey Results



Statistically-Valid Survey

- Developed in partnership with the County
- Administered by mail/phone/web
- Conducted Spring/Summer 2025
- Total of **329** completed surveys, 95% level of confidence with a margin of error of +/- 5.3% **(Goal was 300)**



2025

Goochland County, VA

Parks and Recreation System Master Plan
Needs Assessment

Findings Report

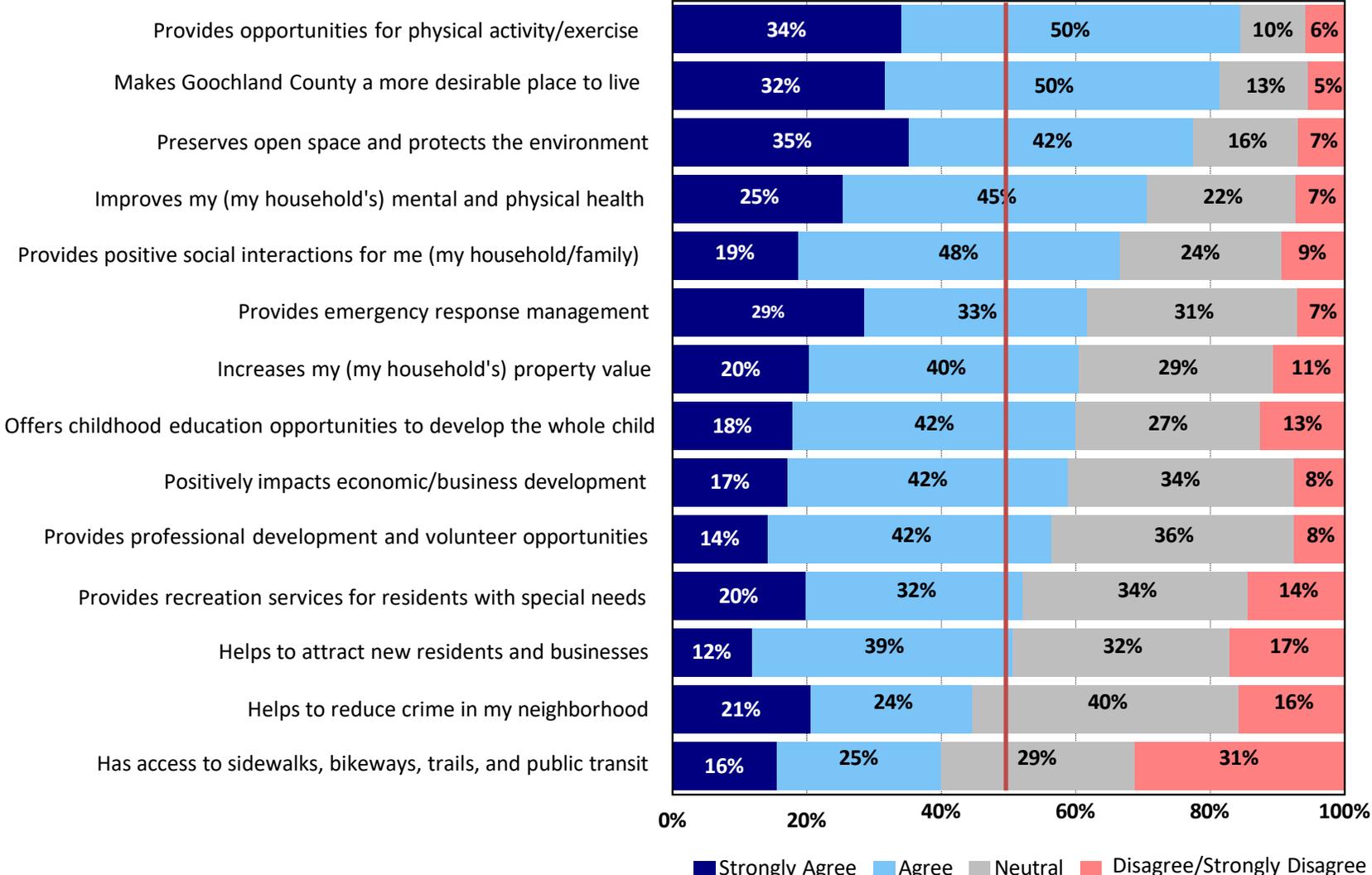


ADVOCACY



Q10. Agreement with Statements about Benefits of Goochland County Parks, Facilities, Recreation Programs, and Services

by percentage of respondents

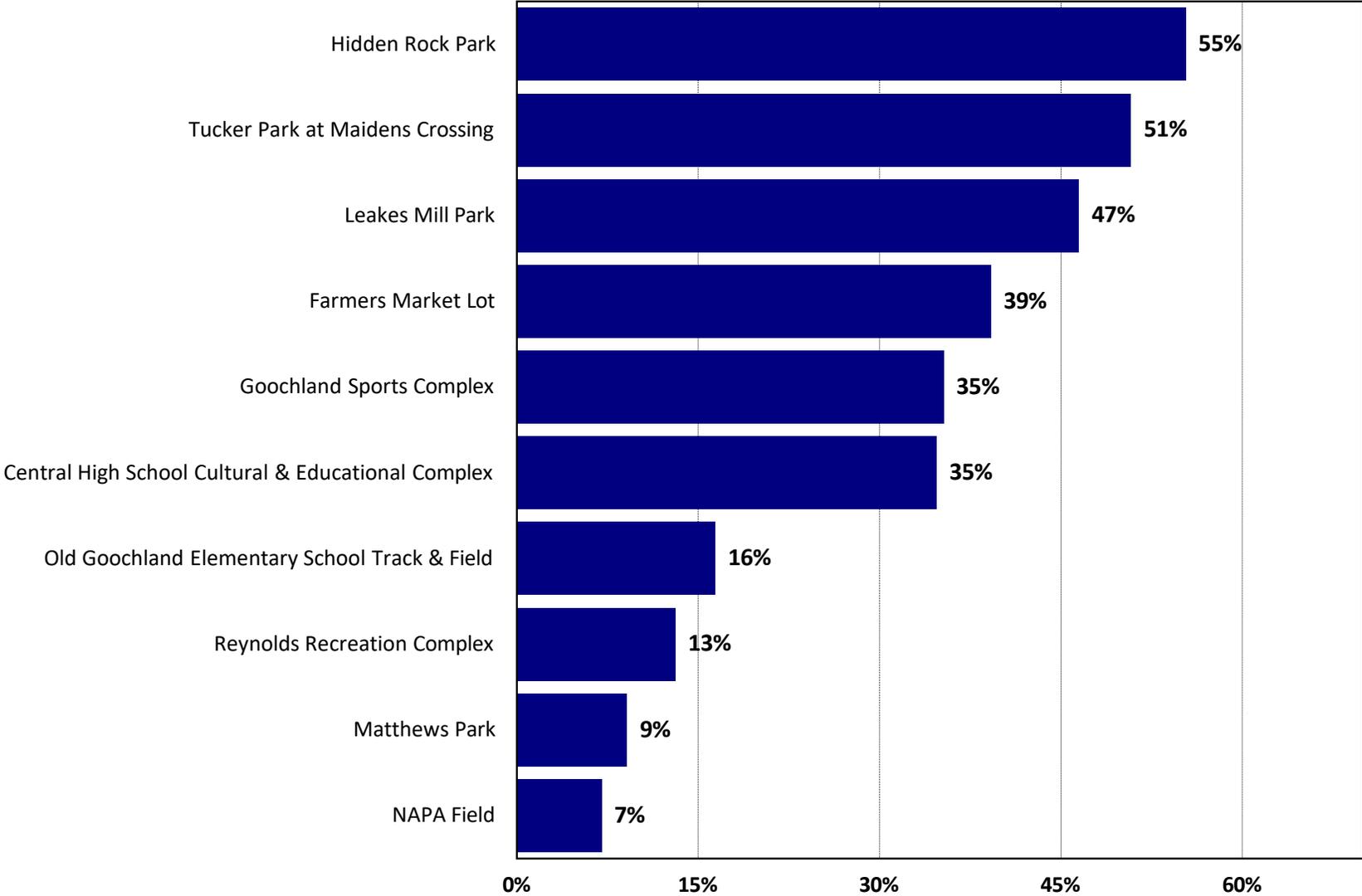


**PARK/FACILITY
USAGE,
CONDITION,
BARRIERS**



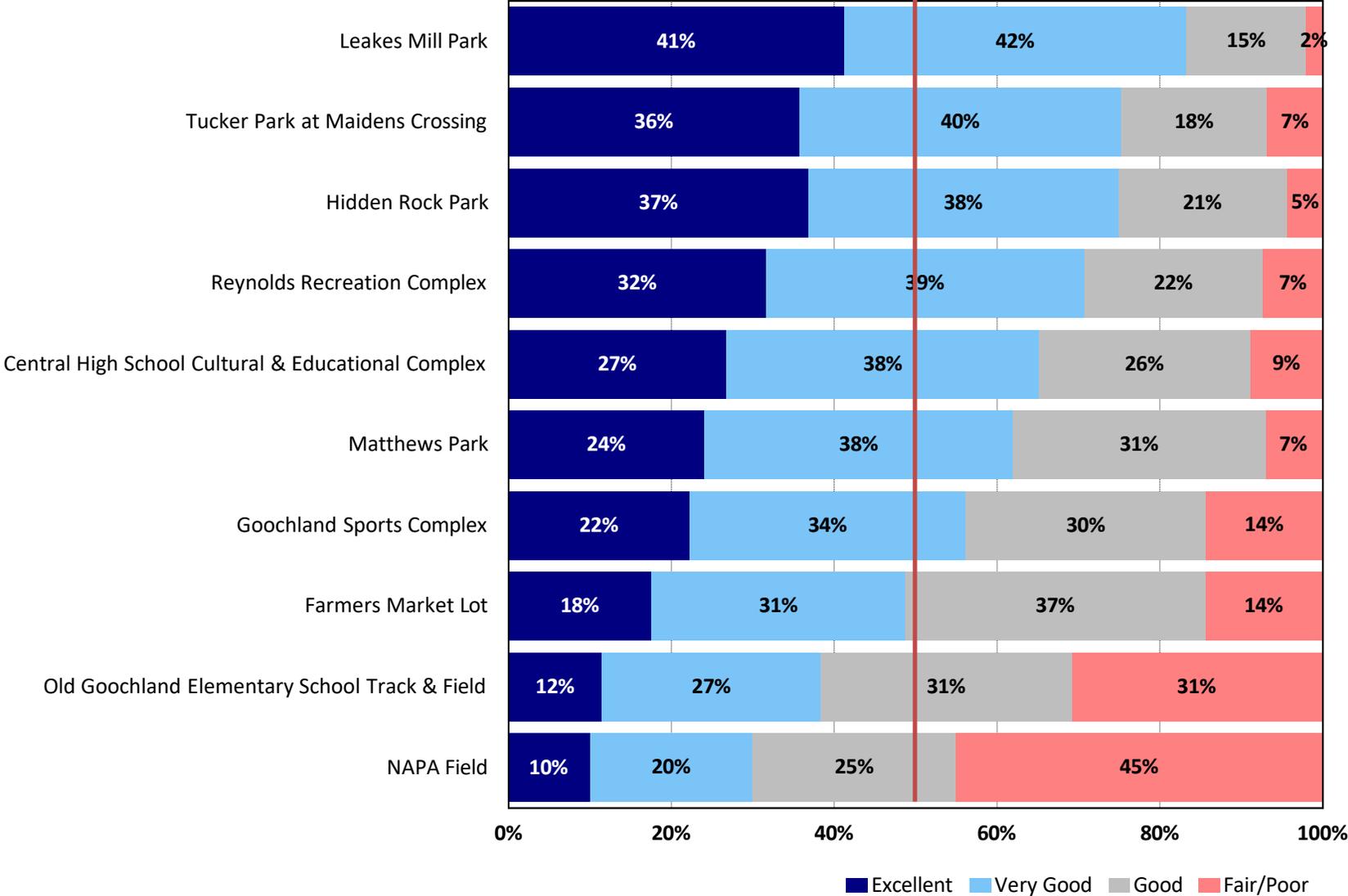
Q2. Use of Facilities in the Past Year

by percentage of respondents who reported using facility in the past year (multiple selections could be made)



Q2. Rating Overall Condition of Facilities

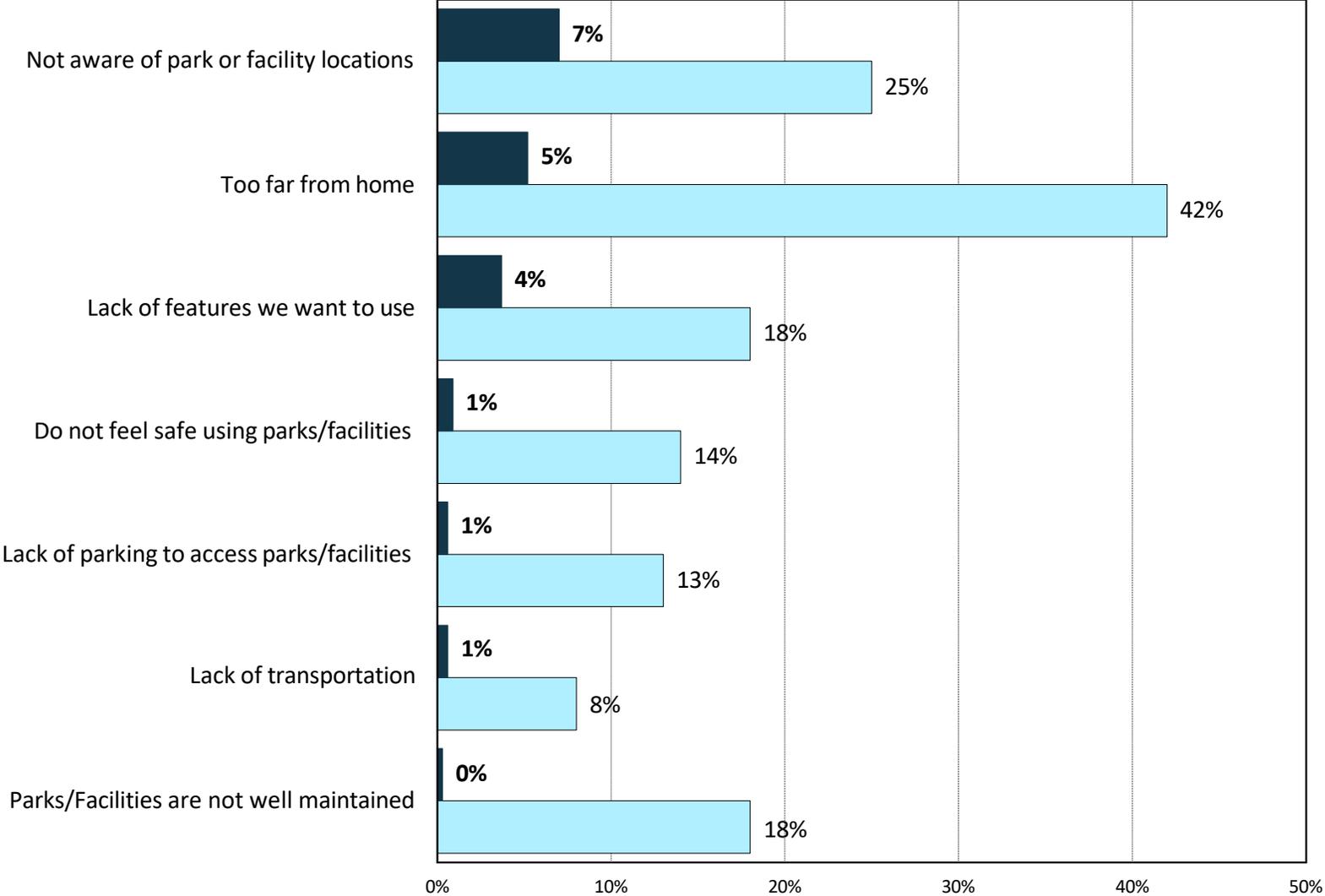
by percentage of respondents who report visiting the facility in the past year



Barriers to Parks and Recreation Facilities Use

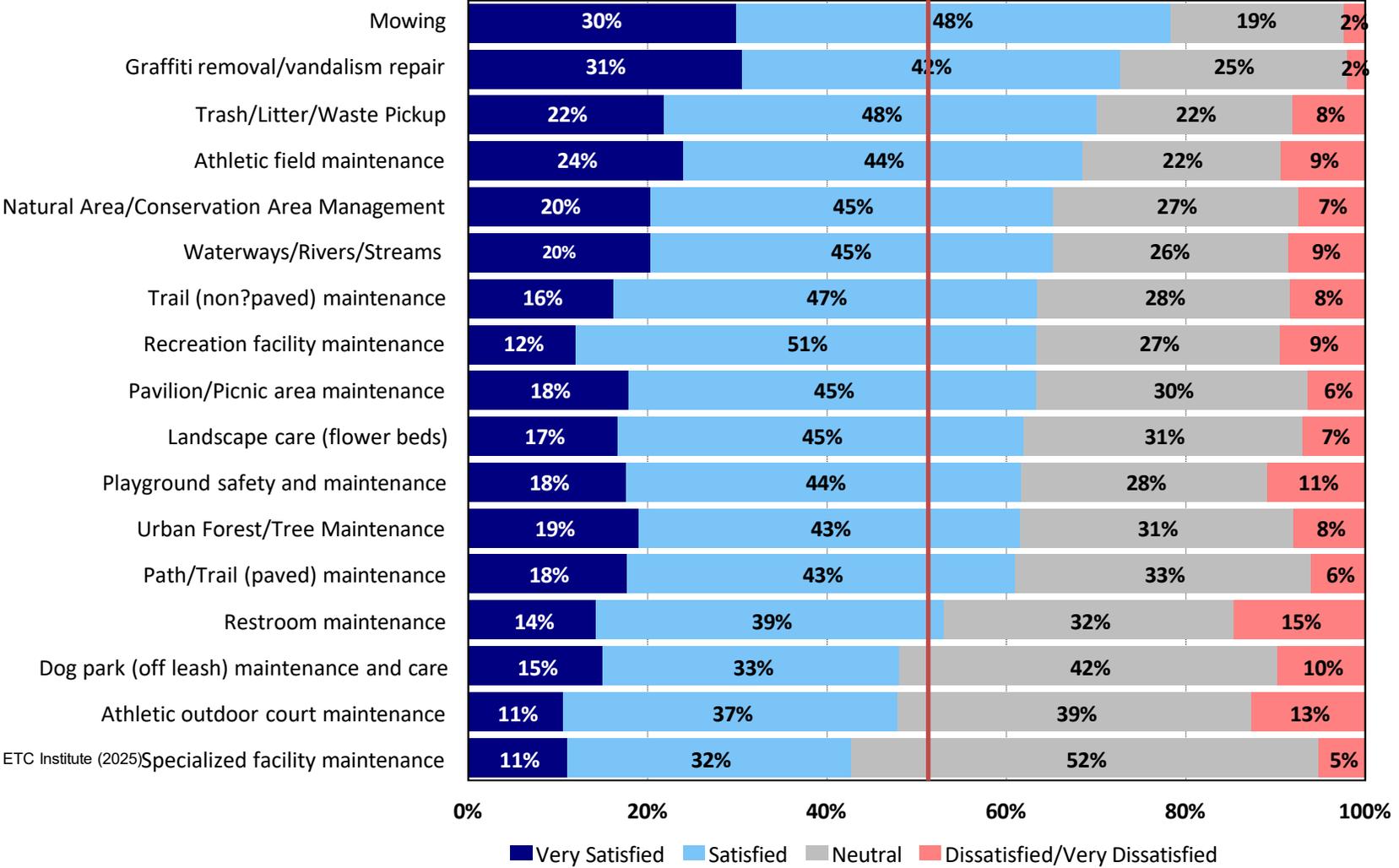
by % of respondents

■ Gochland County (2025) ■ National Average



Q16. Maintenance. Satisfaction with maintenance activities provided in the Goochland County Parks and Recreation System.

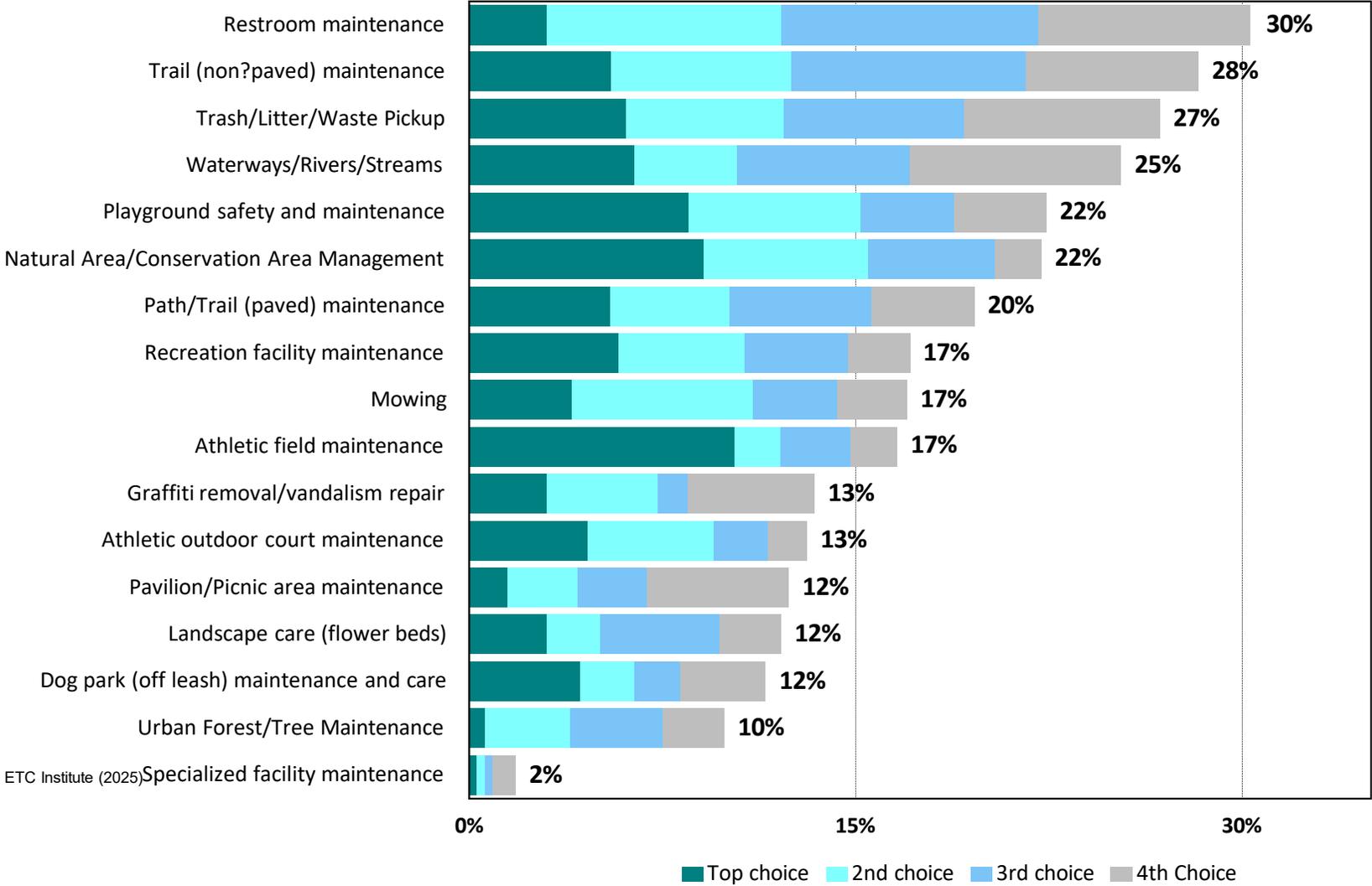
by percentage of respondents



ETC Institute (2025)

Q17. Which of the FOUR maintenance activities from the list in Question 16 are MOST IMPORTANT to you and members of your household?

by percentage of respondents who selected the items as one of their top four choices



ETC Institute (2025)

2025 Importance-Satisfaction Rating

Goochland County

Maintenance

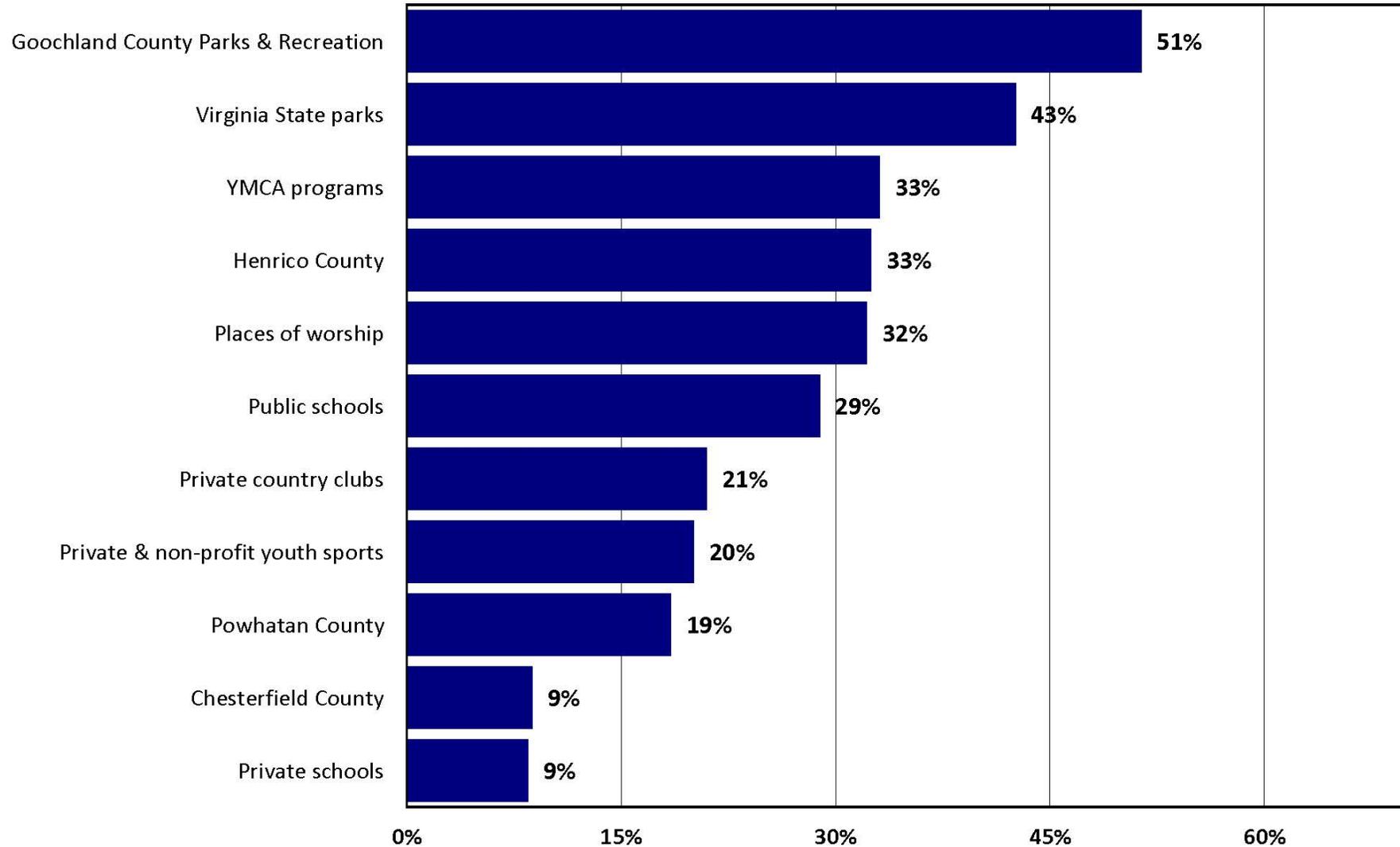
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Restroom maintenance	30%	1	53%	14	0.1429	1
Trail (non-paved) maintenance	28%	2	63%	7	0.1036	2
<u>Medium Priority (IS <.10)</u>						
Waterways/Rivers/Streams	25%	4	65%	5	0.0877	3
Playground safety and maintenance	23%	5	62%	11	0.0864	4
Trash/Litter/Waste Pickup	27%	3	70%	3	0.0798	5
Natural Area/Conservation Area Management	22%	6	65%	6	0.0773	6
Path/Trail (paved) maintenance	20%	7	61%	13	0.0761	7
Athletic outdoor court maintenance	13%	12	48%	16	0.0683	8
Recreation facility maintenance	17%	8	63%	8	0.0624	9
Dog park (off leash) maintenance and care	12%	15	48%	15	0.0602	10
Athletic field maintenance	17%	10	68%	4	0.0528	11
Landscape care (flower beds)	12%	14	62%	10	0.0465	12
Pavilion/Picnic area maintenance	13%	13	63%	9	0.0459	13
Urban Forest/Tree Maintenance	10%	16	62%	12	0.0385	14
Mowing	17%	9	78%	1	0.0369	15
Graffiti removal/vandalism repair	13%	11	73%	2	0.0366	16
Specialized facility maintenance	2%	17	43%	17	0.0103	17

PROGRAM PARTICIPATION, QUALITY, BARRIERS



Q3. From the following list, please CHECK ALL the organizations that you or members of your household have used for recreation and/or sports activities during the last 12 months.

by percentage of respondents (multiple selections could be made)

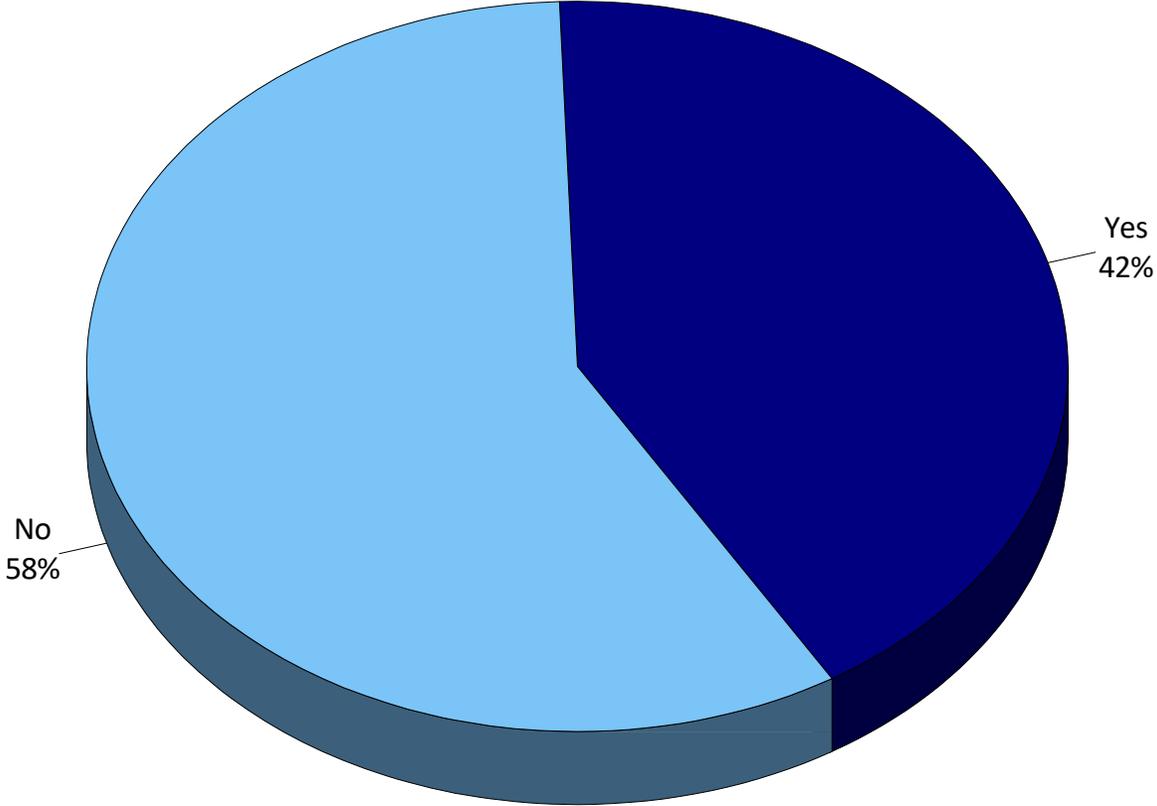


Participation with Organizations by District

Utilization of Service Providers (TOP 3)						
Service Provider	County Wide	District 1	District 2	District 3	District 4	District 5
Goochland County Parks & Recreation	●	●	●	●		●
Virginia State parks	●	●	●	●		●
YMCA programs	●	●	●			
Henrico County					●	
Places of worship (e.g., synagogues,				●	●	
Public schools						
Private country clubs (tennis, swim, golf,					●	●

Q5. Has your household participated in any programs/events offered and/or hosted by GCPRD during the past 12 months?

by percentage of respondents (excluding "not provided")

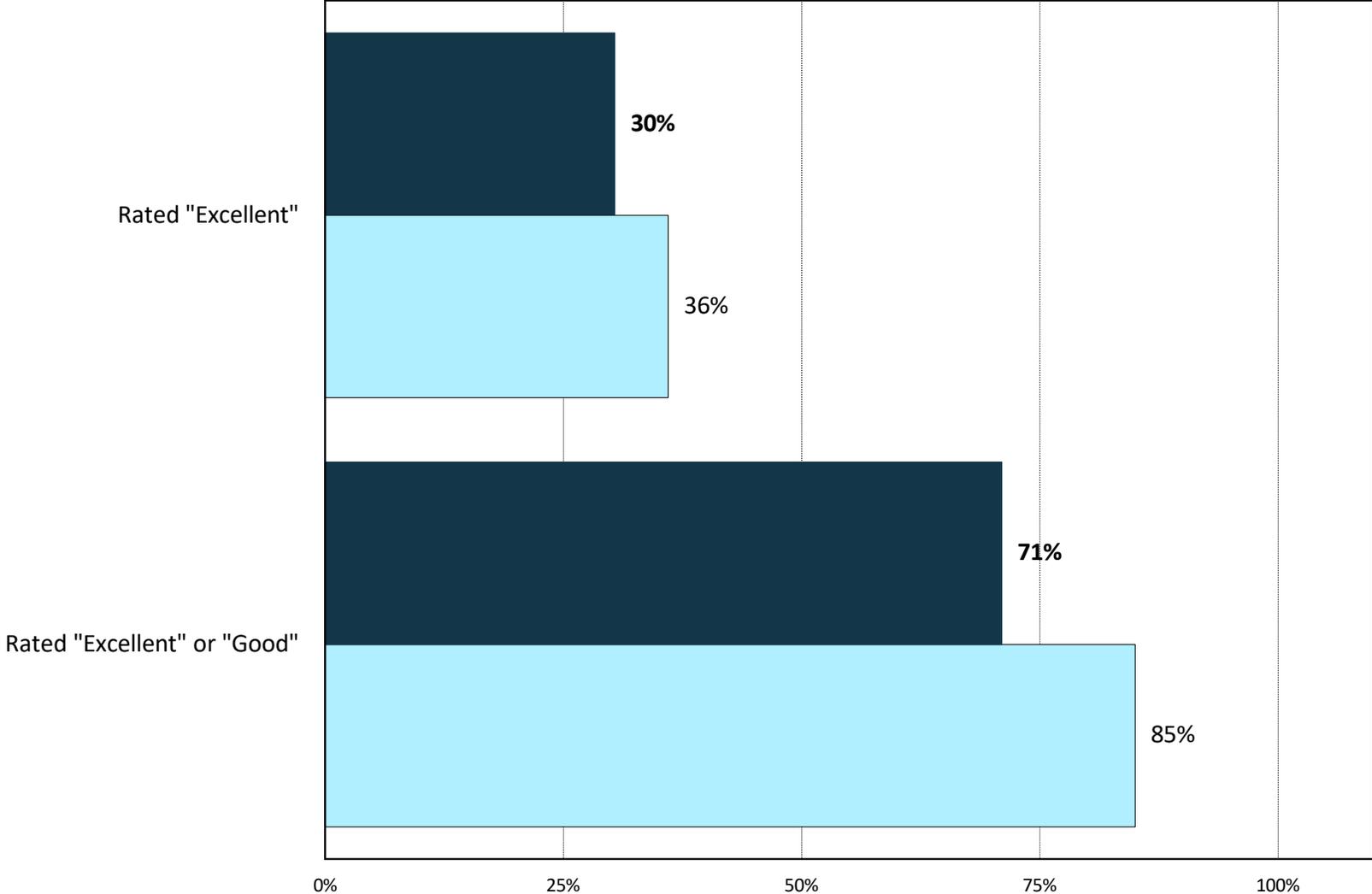


NATIONAL BENCHMARK = 36%

Overall quality of recreation programs

by % of respondents

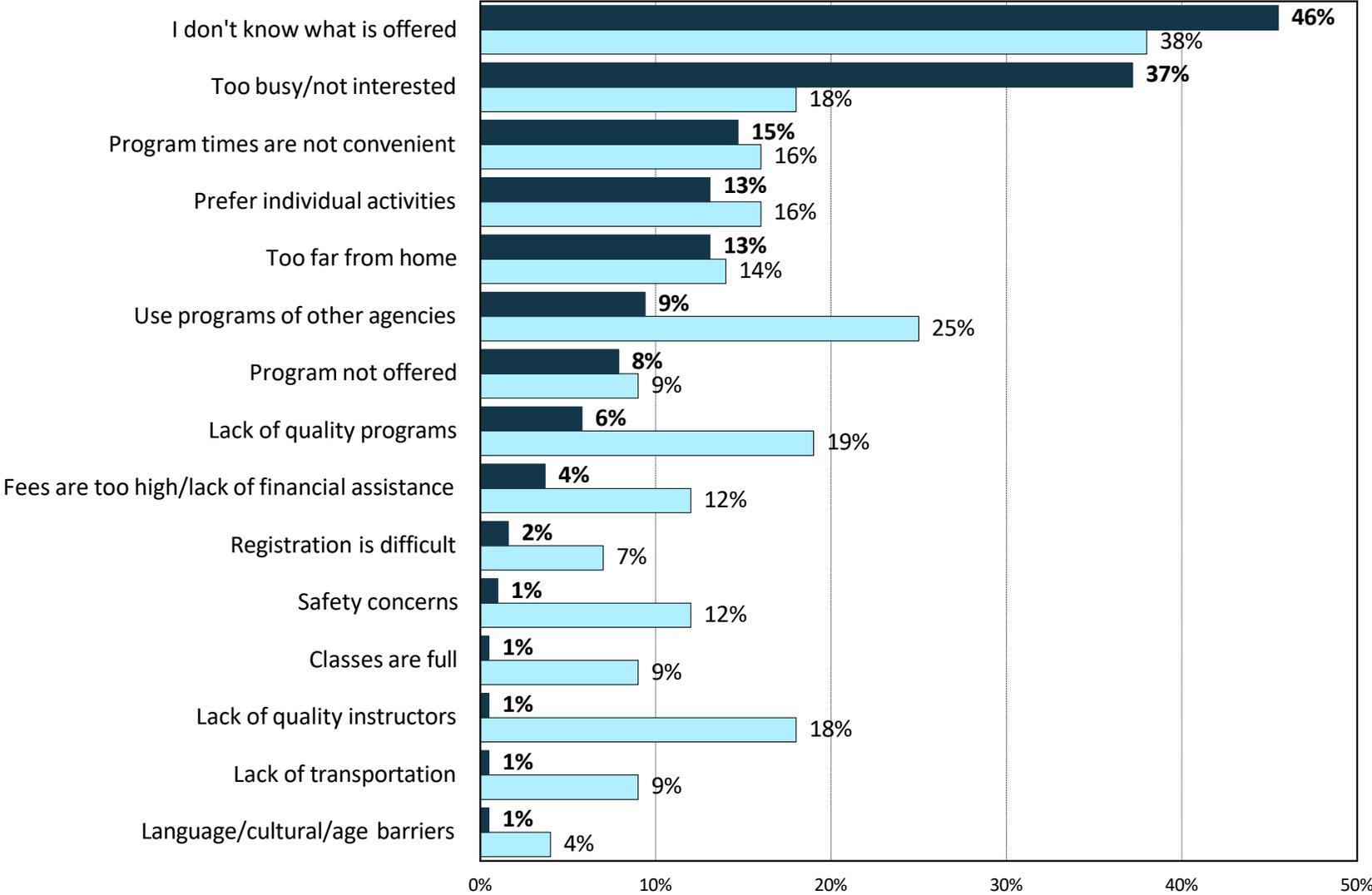
■ Gochland County (2025) ■ National Average



Barriers to Recreation Program Participation

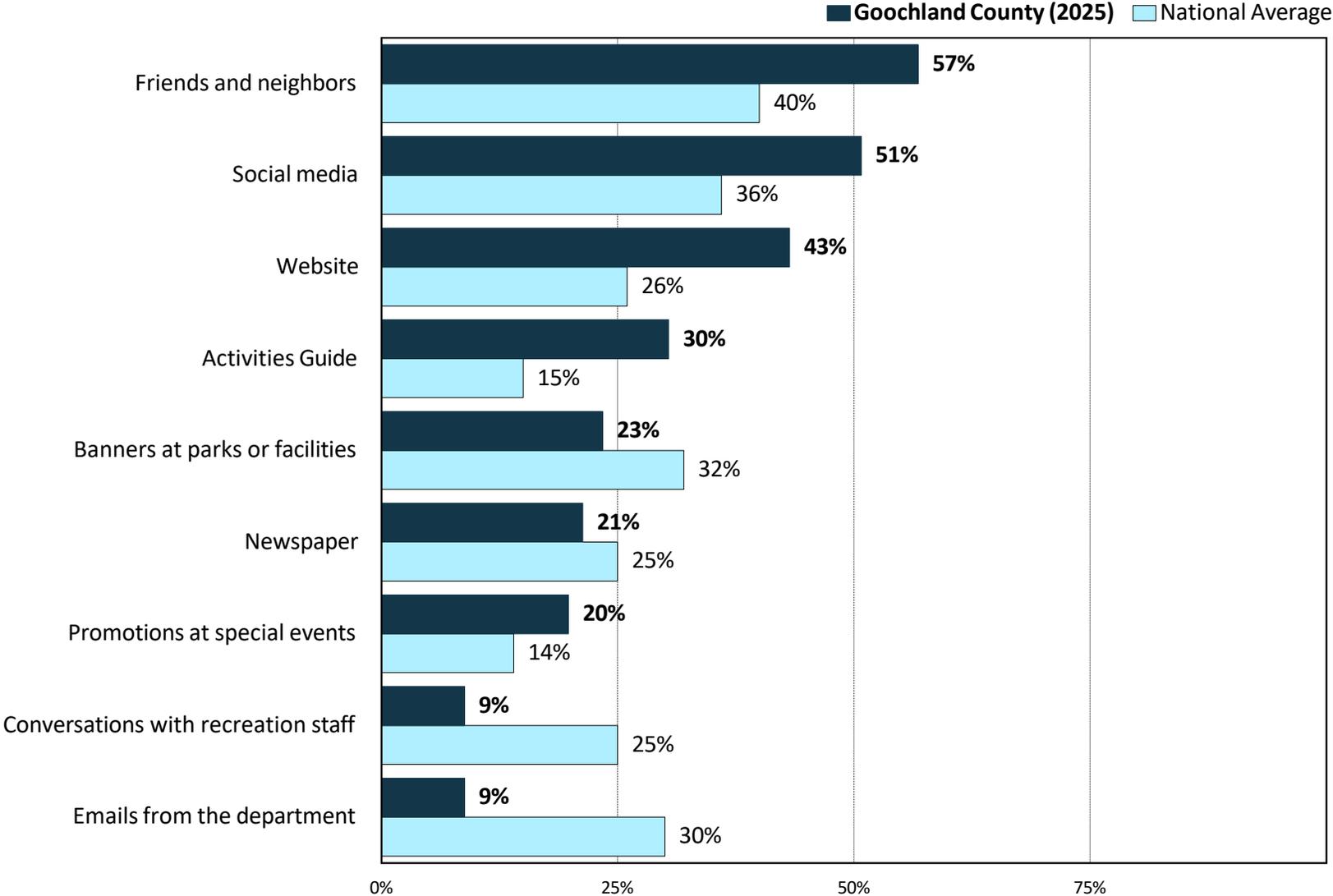
by % of respondents

■ Gochland County (2025) ■ National Average



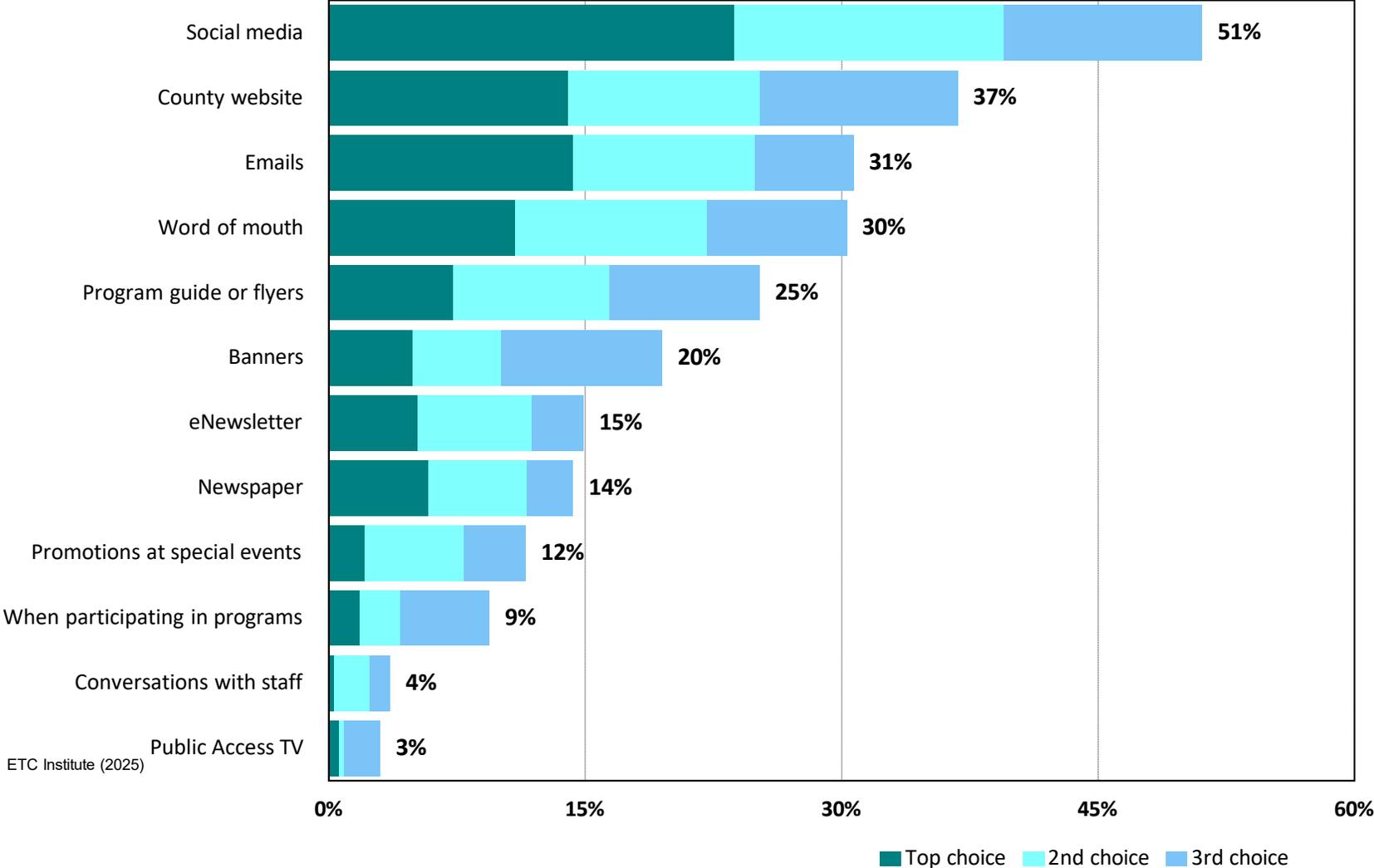
Ways Respondents Learn about Programs and Services

by % of respondents



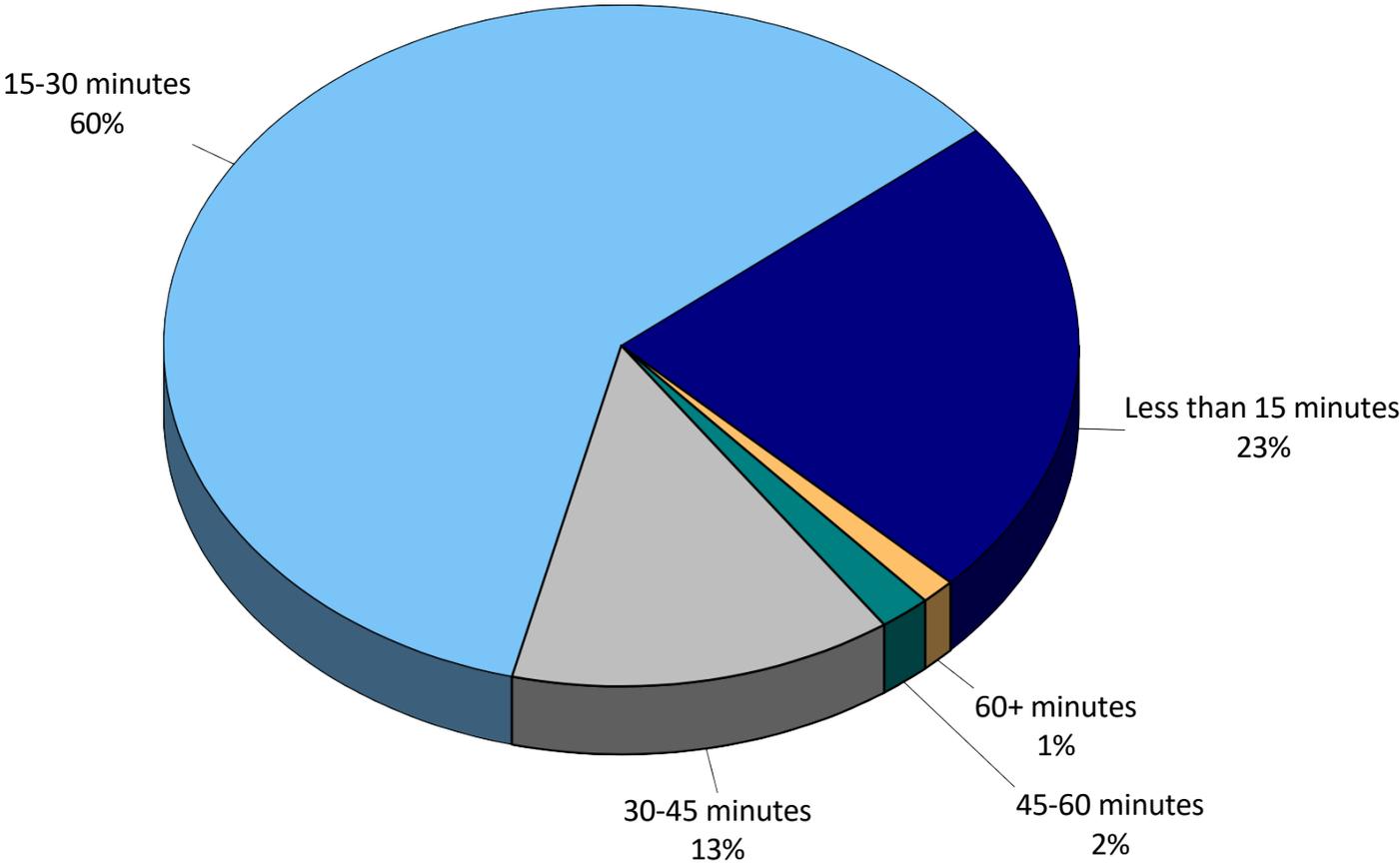
Q4a. Which THREE sources from the list in Question 4 are YOUR MOST PREFERRED SOURCES for learning about recreation programs and services?

by percentage of respondents who selected the items as one of their top three choices



Q6. How far are you willing to travel **ONE-WAY to visit a Gochland County Park/Facility or participate in a Gochland County recreation program/service?**

by percentage of respondents



ONLY 1% NOT WILLING TO TRAVEL AT ALL

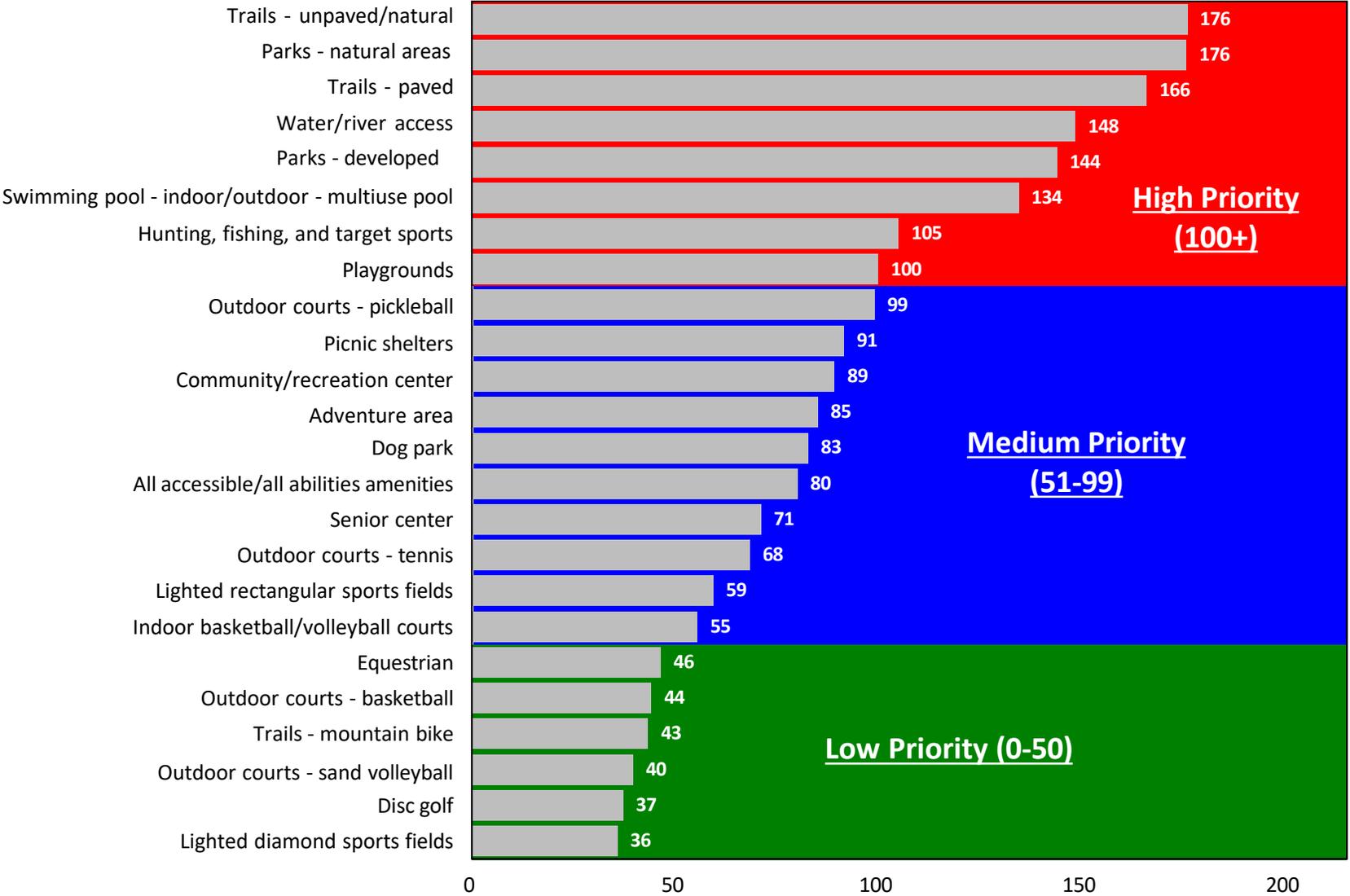
Travel Time by District

Travel Time Willingness						
Travel Time	County Wide	District 1	District 2	District 3	District 4	District 5
15-30 minutes	59.90%	67.30%	61.90%	62.50%	41.70%	67.60%
Less than 15 minutes	22.80%	9.10%	22.60%	20.50%	38.30%	24.30%
30-45 minutes	13.30%	21.80%	11.90%	11.40%	13.30%	8.10%
45-60 minutes	1.90%	1.80%	1.20%	1.10%	5.00%	0.00%
60+ minutes	1.20%	0.00%	2.40%	2.30%	0.00%	0.00%
Not Willing To Travel	0.90%	0.00%	0.00%	2.30%	1.70%	0.00%

PARK, FACILITY AND AMENITY NEEDS



Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



High Priority By District

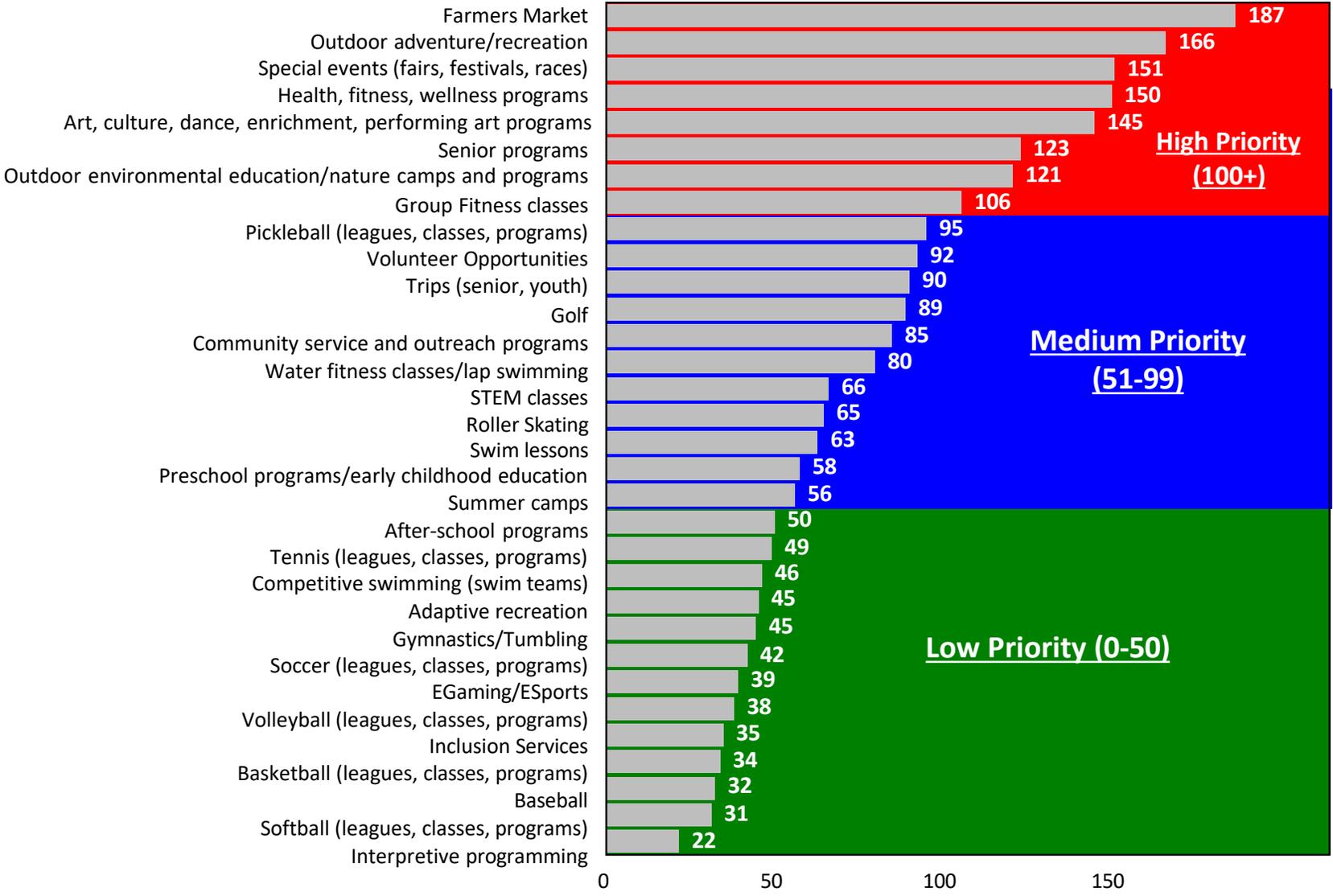
Park Facility Amenity Prioritization by District

Top Priority Park Facility Amenity	County Wide	District 1	District 2	District 3	District 4	District 5
Trails-unpaved/natural	●	●	●	●	●	●
Parks-natural areas	●	●	●	●	●	●
Trails-paved	●	●	●	●	●	●
Water/river access	●	●	●	●	●	●
Parks-developed	●	●	●	●	●	●
Swimming pool-indoor/outdoor-multiuse pool	●	●	●	●		●
Hunting, fishing, and target sports spaces	●	●	●			●
Playgrounds					●	
Dog park (off-leash)					●	
Outdoor courts-pickleball					●	●

PROGAM AND SERVICE NEEDS



Top Priorities for Investment for Parks and Recreation Programs Based on Priority Investment Rating



High Priority By District

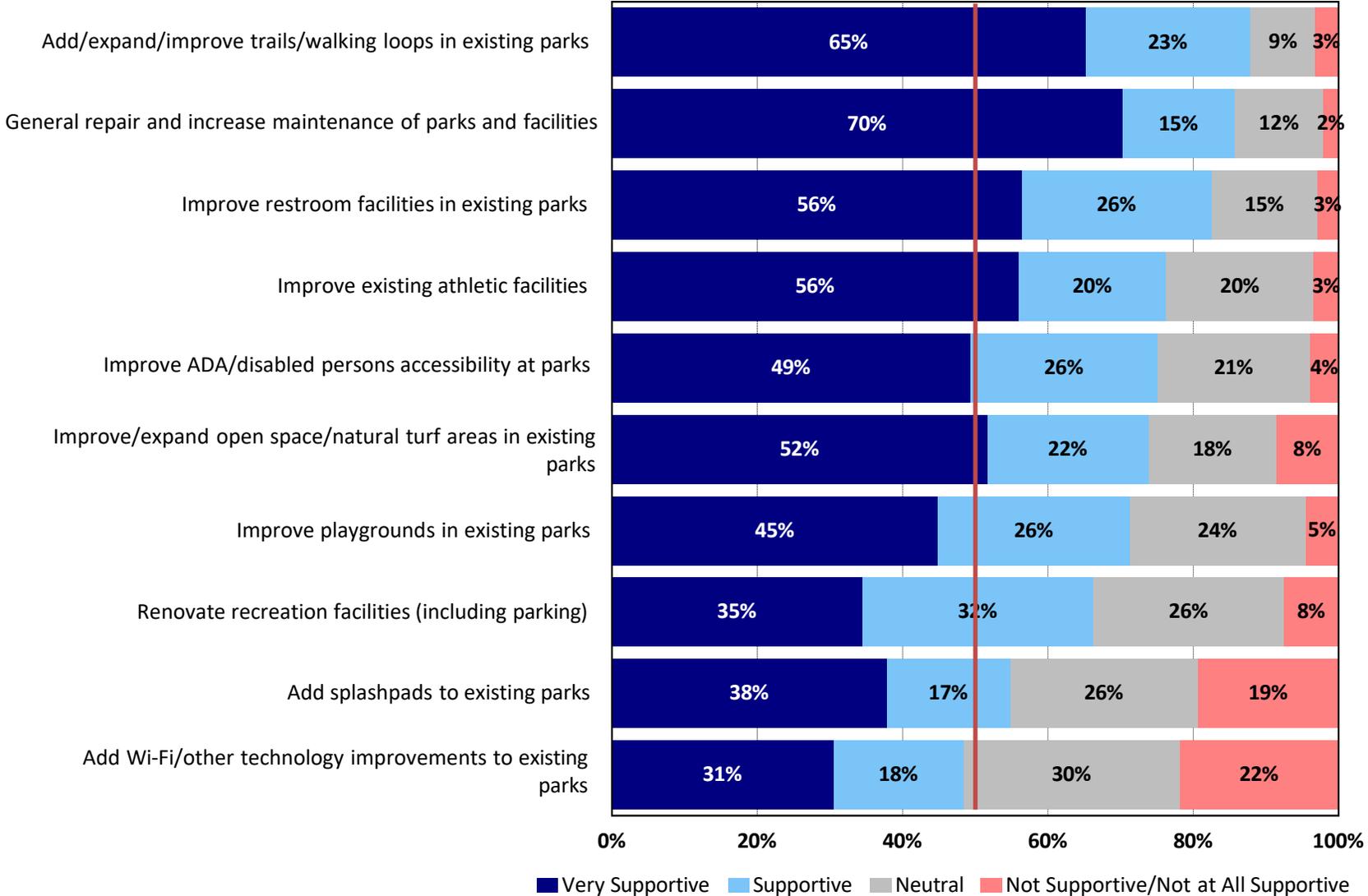
Program and Services Prioritization by District						
Top Programs and Service	County Wide	District 1	District 2	District 3	District 4	District 5
Farmers Market	●	●	●	●	●	●
Outdoor adventure/recreation	●	●	●	●	●	●
Special events (fairs, festivals, races)	●	●	●	●	●	●
Health, fitness, wellness	●	●	●	●	●	●
Art, culture, dance, enrichment, performing art	●	●	●	●	●	●
Senior programs	●	●		●	●	●
Outdoor environmental education/nature camps and programs	●	●	●	●		
Group Fitness classes	●	●	●			
Trips (senior, youth)		●				
Community service and outreach programs		●				
Golf		●			●	
Volunteer Opportunities				●		
Pickleball					●	

SUPPORT FOR IMPROVEMENT



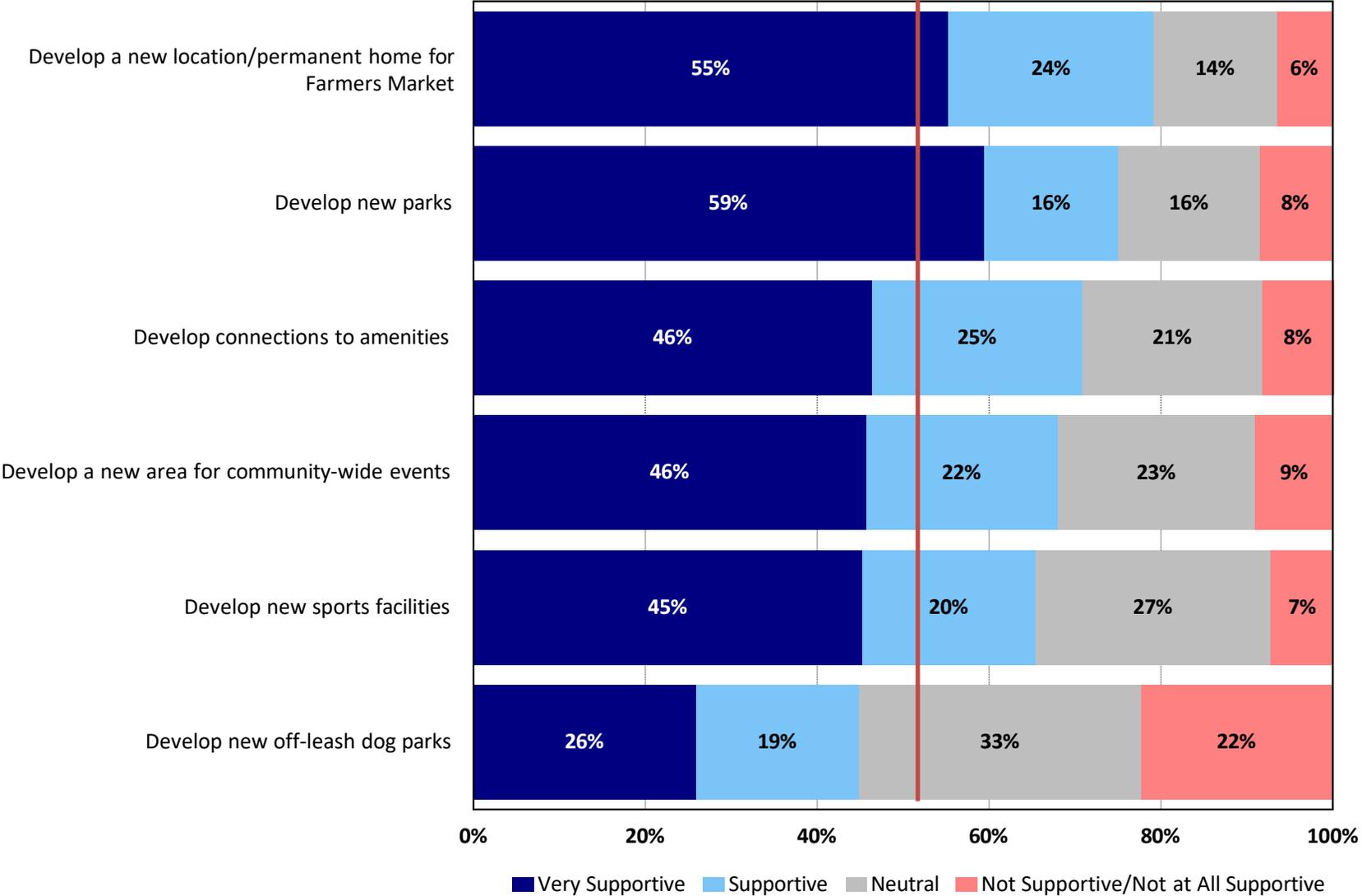
Q14. Support for improvements to existing facilities

by percentage of respondents



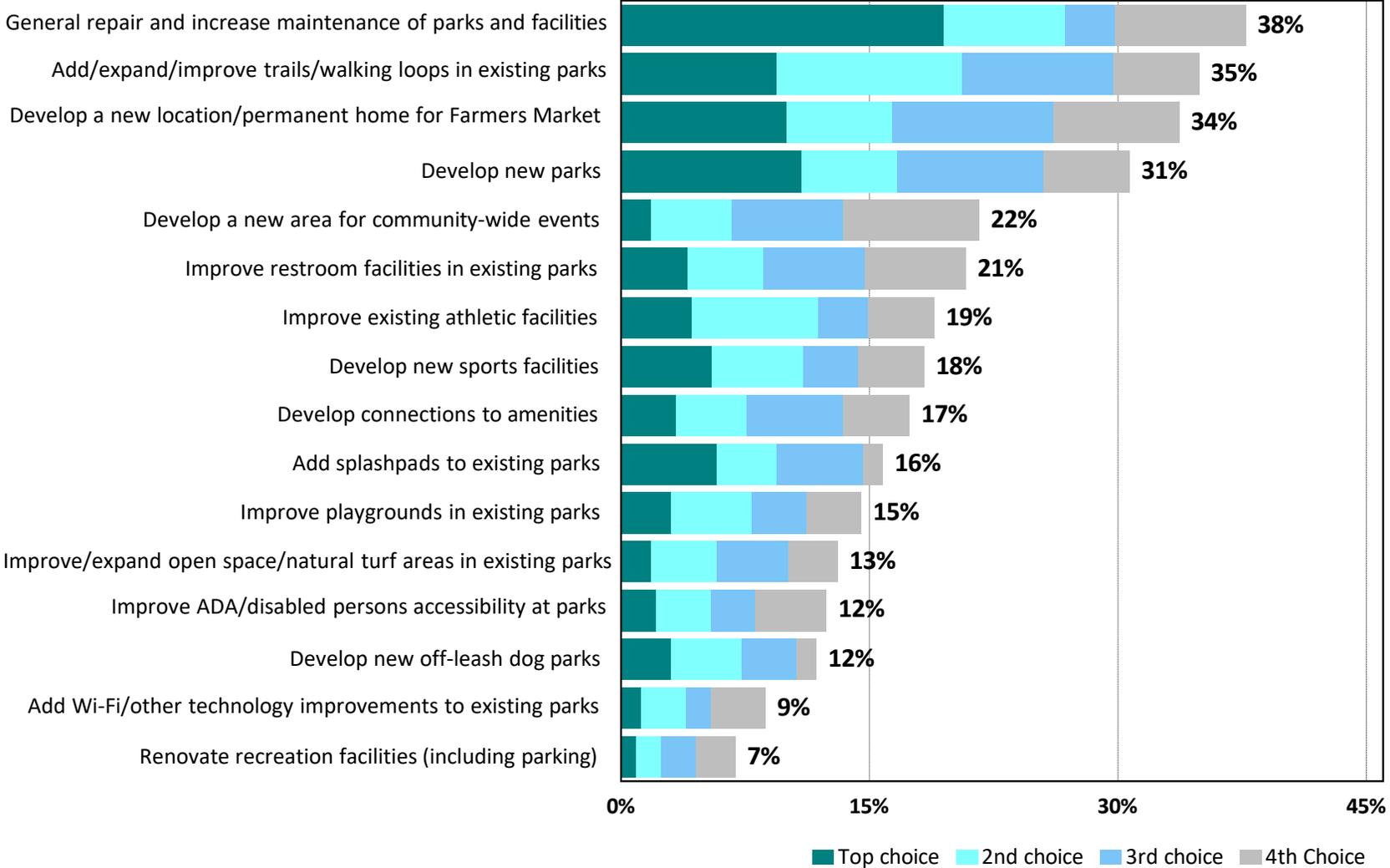
Q14. Support for developing new facilities

by percentage of respondents



Q15. Which FOUR actions from the list in Question 14 would you be MOST WILLING to fund?

by percentage of respondents who selected the items as one of their top four choices



Most Willing To Fund by District

Actions Most Willing to Fund						
Actions Most Willing to Fund	County Wide	District 1	District 2	District 3	District 4	District 5
Develop a new location/permanent for Farmer's Market	●	●	●	●	●	●
Develop new parks	●	●	●	●	●	●
Develop a new area for community-wide events	●	●	●	●	●	●
Develop new sports facilities	●	●		●		●
Develop connections to amenities	●	●	●	●	●	●
Add splashpads to existing parks		●	●			
Develop new off-leash dog parks					●	

Strategic Integration



Analyses and Other Planning Documents Considered

Source Document	Type
2024 Goochland County Community Health Assessment (CHA)	Health and Social Determinants
Capital Improvement Methodology Document	Capital Planning Framework
Community Engagement Key Findings	Focus Groups, Stakeholder Input
Goochland Community Action Program (CAP) Needs Assessment	Human Services Needs
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Community Health Integration

Priority Area	Strategic Alignment via Parks
Aging population	Provide outdoor fitness equipment, flat walking loops, and senior-accessible shelters
Mental health & social isolation	Expand passive recreation, event spaces, nature therapy trails, and community gardens
Transportation insecurity	Develop small, walkable neighborhood parks and coordinate programming with schools/churches
Food availability	Integrate farmers markets and edible landscaping in parks, especially in food desert zones
Youth Development	Create partnerships for teen recreation nights, enrichment programs, and outdoor education tied to parks

Synthesized Needs

Category	Community Insight
Top Facility Needs	Strong demand for trails (paved/natural), river access, natural areas, swimming pool, pickleball courts
Top Program Needs	Prioritized interest in farmers markets, outdoor adventure, special events, fitness/wellness, and senior programs
Access Gaps	Eastern County and low-income neighborhoods lack access to parks and trails
Maintenance and Safety	ADA path issues, restroom deterioration, poor drainage, and aged playgrounds found across multiple sites
Health-Aligned Gaps	Only 63% of residents are engaged in physical activity vs. 84% VA average; senior-friendly and inclusive spaces are lacking
Recreation Access in Underserved Areas	Limited park/playground access in low-income areas; families rely on car access or do not participate
Transportation Barriers	Residents without vehicles can't access existing parks or events
Youth and Teen Programs	Teens want more sports, adventure, and afterschool activities; limited structured options exist
Senior Access and Inclusion	Seniors seek ADA-accessible trails, seating, shade, and low-impact exercise
Community Connection and Events	Residents value festivals, vendor markets, and shared spaces for socializing

Park Improvement Framework

Capital Improvement Area	Recommended Investment
ADA Improvements	Complete systemwide ADA upgrades , especially to paths, restrooms, and parking
Athletic Fields	Add 4-6 new fields , especially multipurpose
Community Event Spaces	Build multi-use event pavilion(s) with power, restrooms, vendor space
Parks in Growth Areas	Develop at least 2 new neighborhood parks or one large community park in eastern Goochland
Paved Shared Use Paths	Add 12+ miles of paved and natural surface trails
Playgrounds	Build 1-2 new inclusive playgrounds
River Access Points	Improve and formalize at least 1 James River access site
Senior-Specific Amenities	Install outdoor fitness stations , shade structures, seating areas
Tennis and Pickleball Courts	Construct 4–6 dedicated courts for each sport
Transportation Enhancements	Partner on pilot shuttle or transit access programs to parks/events

Next Steps

- Finalize Level of Service (quantity of new park acreage and amenities) - July
- Develop Cost Estimating Plan for Capital Improvements to Existing Parks - August
- Identify Funding Strategies to Implement the Plan - August
- Finalize all Recommendations - September
- Create Master Plan Document – October
- Adoption of Plan - November

QUESTIONS?