

GOOCHLAND
COUNTY PARKS AND
RECREATION

QR CODE

Scan to provide feedback
on tonight's Community
Connect Event





Parks & Recreation and Ground

Director: Tom Cocke

**“Small Department, Big
Dreams!”**

P&R Facilities Overview

Leakes Mill Park

- Soccer Fields
- Picnic Shelters
- Open Recreation Area
- Mountain Biking Trails
- Walking Trails
- Concession Stand
- Playgrounds

Central High School

- Softball Fields
- Soccer Field
- Picnic Area
- Open Recreation Areas
- Walking Trail
- Track
- Activity Rooms
- Gymnasium
- Theater

Tucker Park

- Dog Park
- Canoe/Kayak Launch
- Open Recreation Area
- Archery Park
- Playground
- Walking Trail



P&R Facilities Overview

Hidden Rock Park

- Baseball Fields
- Softball Fields
- Basketball Court
- Volleyball Court
- Picnic Shelters
- Dog Parks
- Open Recreation Area
- Disc Golf Course
- Playgrounds
- Concession Stand
- Walking Trail

Goochland Sports Complex

- Baseball Field
- Football Field
- Skate Park
- Open Recreation Area
- Concession Stand
- Fitness Rooms
- Dance Studio
- Gymnasium

Reynolds Recreation Complex

- Tennis/Pickleball Courts
- Softball Field

Matthews Park

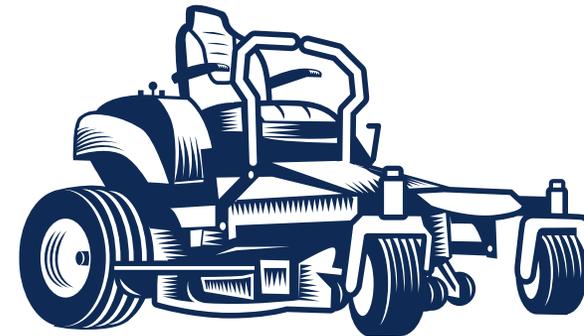
- Playground
- Picnic Shelter
- Walking Trails



GCPR Grounds

Responsible for grounds and landscaping
for Goochland County:

- HRP
- LMP
- County Admin
- County Courthouse Area
- Tucker Park
- NAPA
- Reynolds Baseball Complex
- Farmers Market
- Round A Bout
- Fire Station 6
- Fairgrounds Lot
- Library
- All athletics fields
- Fuel pumps
- CHS
- Animal Shelter
- Communication Towers
- Fire Training Center
- New properties on White Hall and Dogtown
- Snow Removal



PROGRAMS

Youth Programs

RECZone

Afterschool program for
Randolph, Byrd, and
Goochland Elementary.

Cost:

\$17 a day/\$85 a week

Summer Camp

Hosted at Central High School
Ages: 3-5, 5-8, 9-13
Time: 7:30a-6:00p

Cost:

\$130 per week
Additional \$30 for
Before/After Care

Registrations:

2024

Participations: 7365
Unique Participants: 273

Past Participation Numbers

2024-2025

Participations: 7868
Unique Participants: 91

Senior Programs

- Art Programs
- Educational Workshops
- Social Clubs & Events
- DIY Series
- Fitness & Wellness
- Travel & Adventure



PROGRAMS

Cultural & Art Programs

- Quilting
- Crochet
- Painting
- Ballet
- Cooking
- Jewelry Making
- Baking
- Art in the Park
- Ballroom Dancing
- Line Dancing
- Magic Class
- Mini Chefs
- Paint with Tucker Pre-School
- Tucker Story Time Pre-School

Youth Basketball

Registration:

2022-2023: 258

2023-2024: 267

2024-2025: 286

Cost:

Mighty Mites: \$65

Co-Ed and Up: \$75



Fitness Programs

- Zumba
- Strength Training
- Cycle
- Restorative Yoga
- Karate: Youth and Adult
- Hatha Yoga
- Morning Mix
- Quick Start Tennis
- 50+ Basketball
- Pickleball Lessons

Membership Usage:

FY24: 4,613

FY25: 2,943 (6months)

Internal Events

- 4th of July Fireworks
- Night at Tucker Concert Series
- Ag Fair
- Wall of Fame
- County vs County Kickball Tournament
- Play All Day VA
- Fall Festival
- Admin Trick or Treat
- KAMEfest
- Holiday Tree Lighting
- Santa Calling
- EggXtreme Egg Hunt

Events



External Events

- VA250 Commission: VA250 5K
- Matthew Smiles Foundation: Matthews Smiles 5K
- Goochland County Sheriff's Office: National Night Out
- Goochland Fire & Rescue: GCFR Show
- Goochland Christmas Mother: Holiday Market
- Goochland Day Foundation: Goochland Day
- Goochland Chamber: Golf Tournament
- Goochland Chamber: Bluegrass BBQ

Farmers Market

Hired a Part Time Farmers Market Manager that we are splitting with Powhatan Parks and Recreation, Sarah Soldat. She was hired in September of 2024, and has been shadowing Lisa Dearden, and learning the ins and outs of the Powhatan and Goochland Farmers Markets.

Goochland Farmers Market

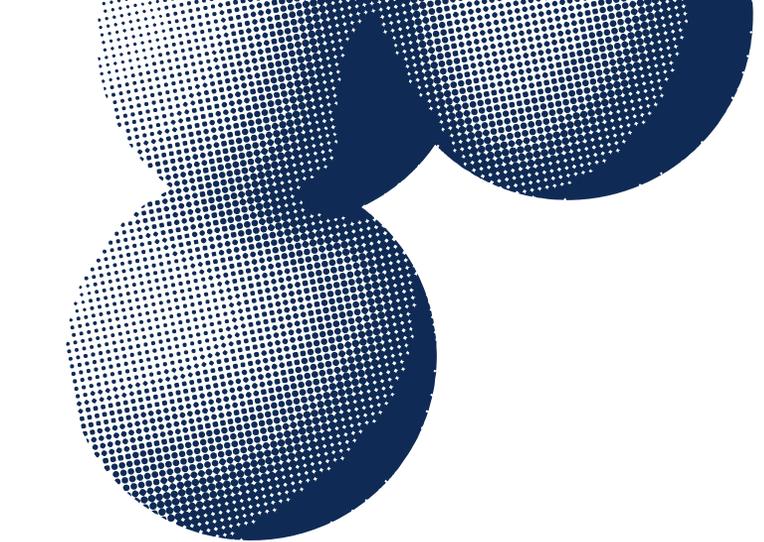
Day: Tuesday
Time: 4:00-6:00pm
22 Weeks Long
May - September



Powhatan Farmers Market

Day: Thursdays
Time: 4:00-6:00pm
22 Weeks Long
May - September





Recreation Advisory Commission

Meets 3rd Tuesday of Month, (Bi-Monthly)

Location: CHS

Time: 6:00pm

Betsy Wright:

Western District
February 04, 2014
4th Term

Larry Proffitt:

Central District
June 03, 2008
7th Term

Brandi Sims:

Eastern District
April 04, 2023
1st Term

Bob Wheatley:

At Large
August 04, 2015
5th Term

Carrie Monger:

At Large
April 04, 2023
1st Term

Laverne Johnson:

At Large
November 01, 2023
2nd Term

RAC members are appointed by the
Board of Supervisors

Community Partnerships

External Stakeholders

Youth and Adult Athletics
Goochland Youth Athletic Association
Goochland United Soccer Association
Goochland Lacrosse Club
Salem Christian School - Athletics
Calvary Chapel Homeschool - Athletics
Special Olympics Virginia – Area 6
Virginia Archery Center – Goochland
Goochland Family YMCA
Goochland Disc Golf Association
Goochland Mountain Bike Club



Non-profits, County Affiliated, and Local Organizations

Goochland Chamber of Commerce
Rotary Club of Goochland
Goochland Pet Lovers
The Goochland-Powhatan Master Gardener Association
James River Master Naturalists
Pamunkey Regional Library Goochland Branch
Goochland Cares
Goochland Christmas Mother Association
VA 250 Commission – Goochland County
Friends of Goochland Parks
Goochland Community Action Program
Goochland Day Foundation
Goochland Historical Society
Camp T. Brady Saunders – Boy Scouts of America
Goochland NAACP
Matthew Smiles Foundation
Goochland County Extension Office
Monacan Soil & Water Conservation District
Economic Development Authority
Goochland Community Theatre
Goochland/Powhatan Court Appointed Special Advocates
Living Earth School
Barefoot University
Masonic DeWitt-Clinton Lodge #141
The American Legion Post #215



Goochland County Parks and Recreation Master Plan



Plan Purpose

Create a Compelling Vision and Direction for Goochland County Parks and Recreation



Determine the Right Path to Follow



The Consulting Team



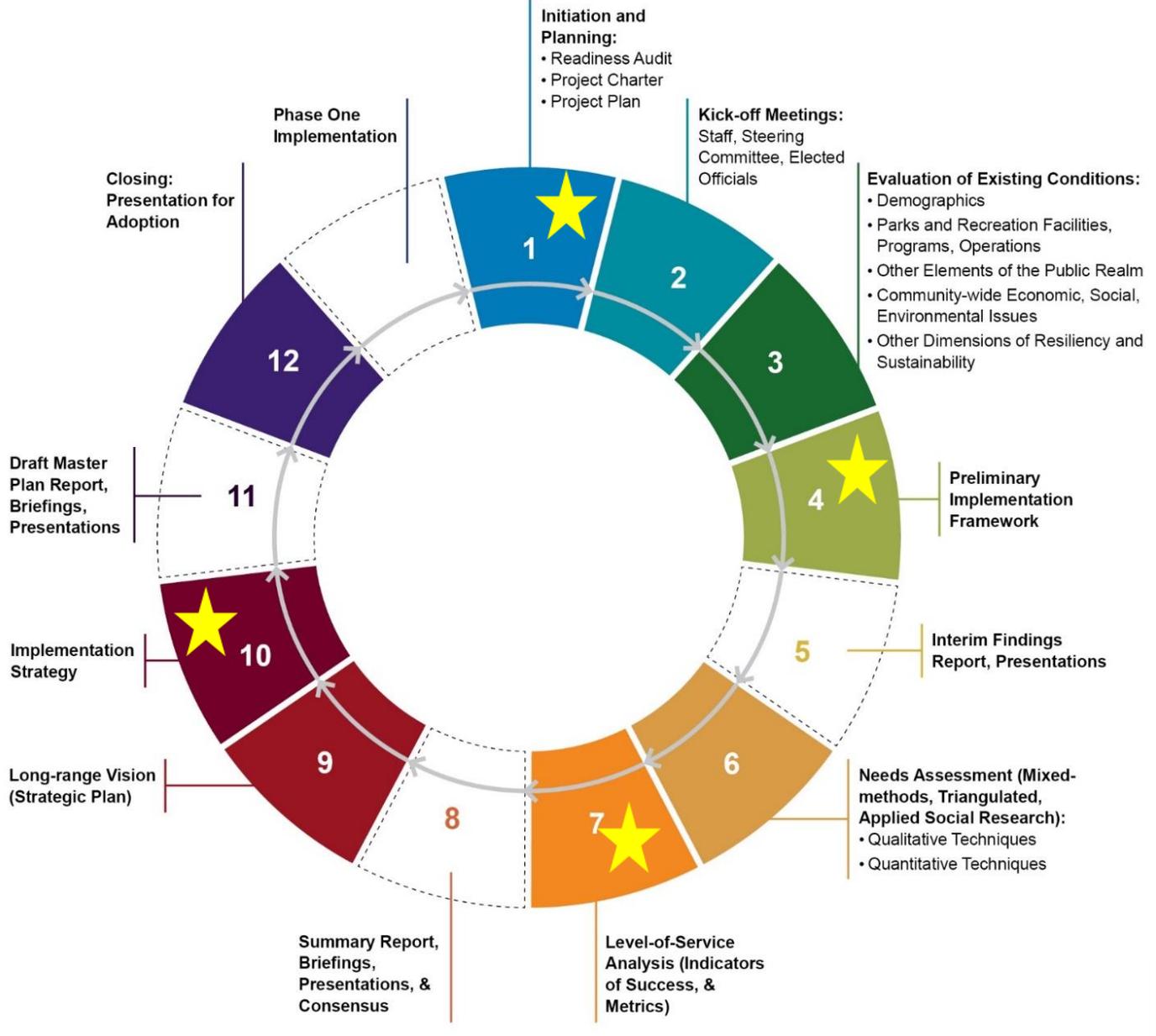
Our Approach to Master Planning



New Approach to Master Planning

Planning Process revolves around Implementation

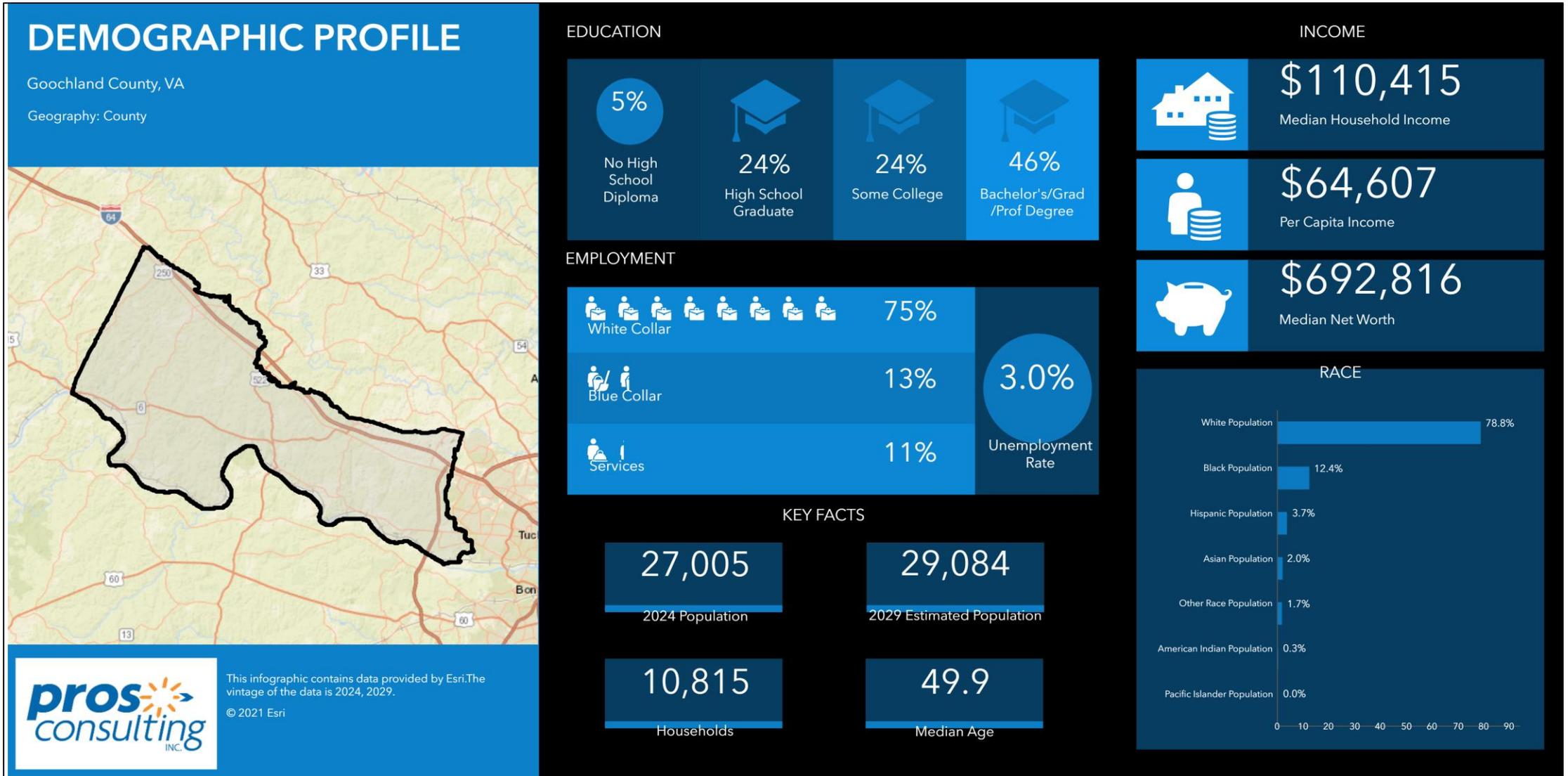
- Realistic
- Actionable
- Fiscally Sustainable



What We Know About Goochland County Residents



Goochland County Demographics



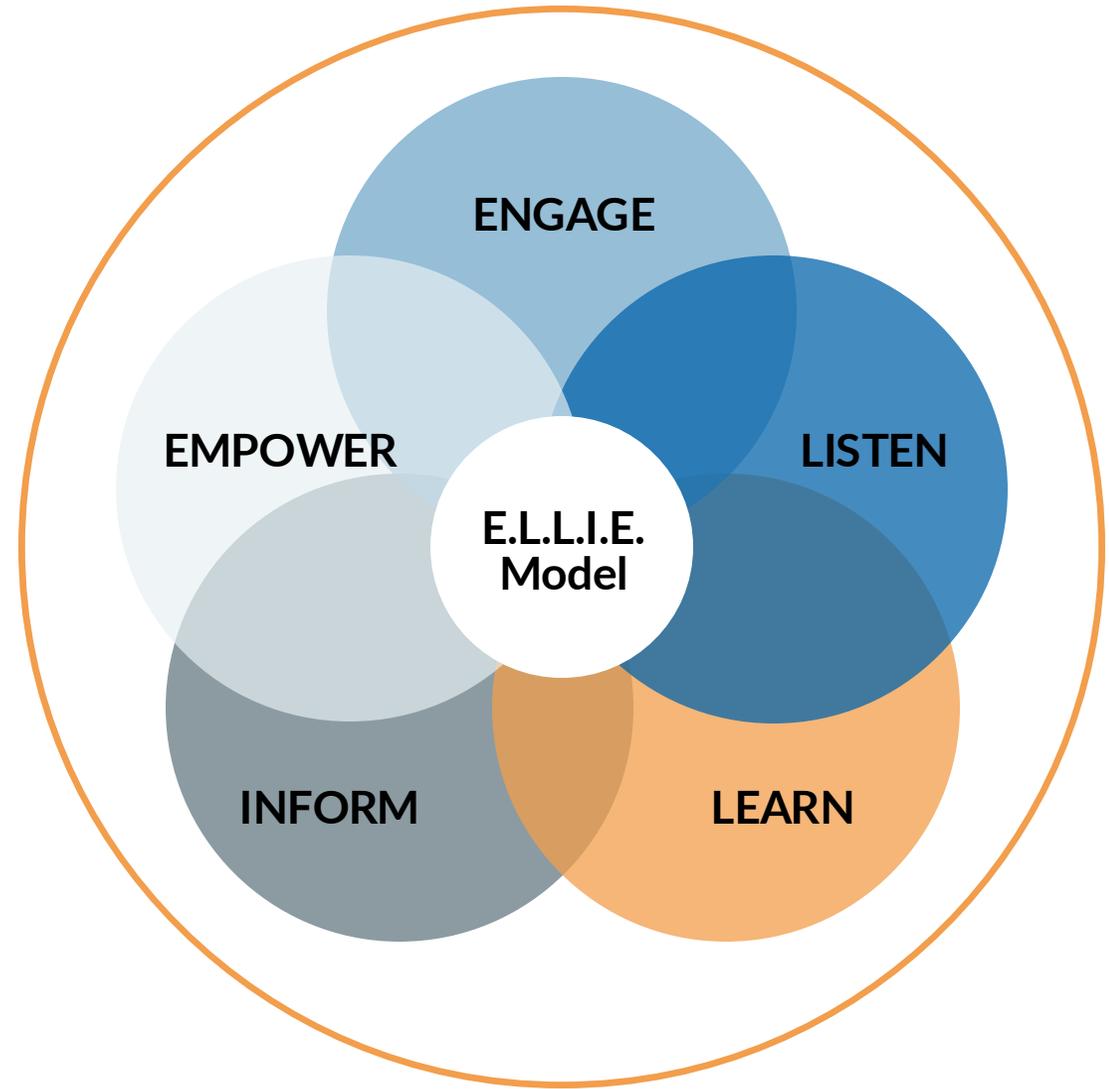
Data Source – Environmental Systems Research Institute (ESRI)

Community Engagement – Advocacy Building



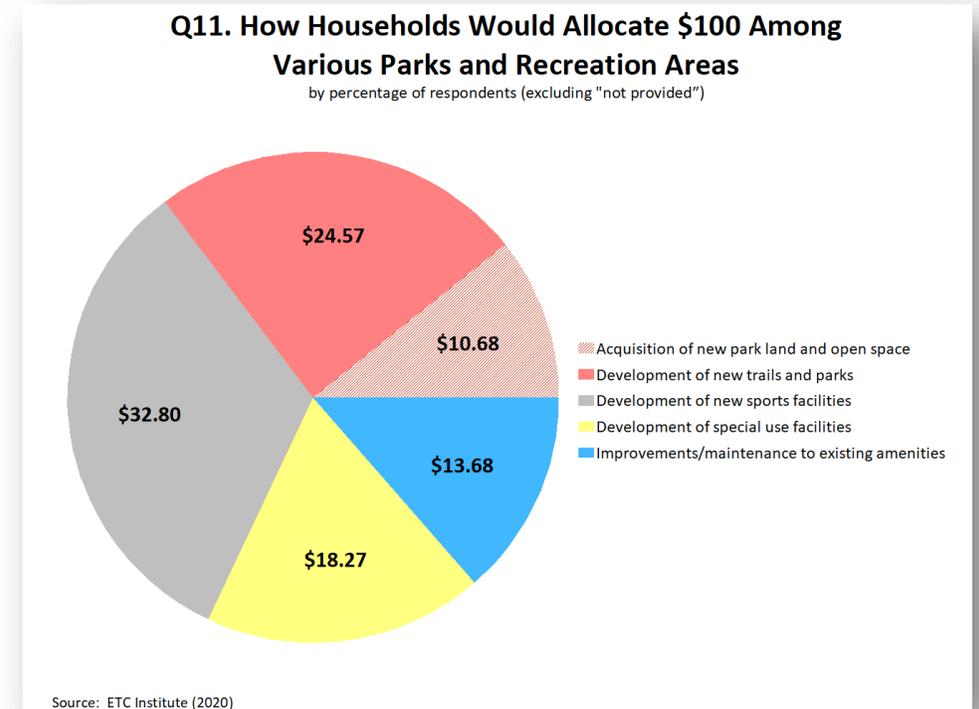
E.L.L.I.E. MODEL

Our unique approach to public engagement

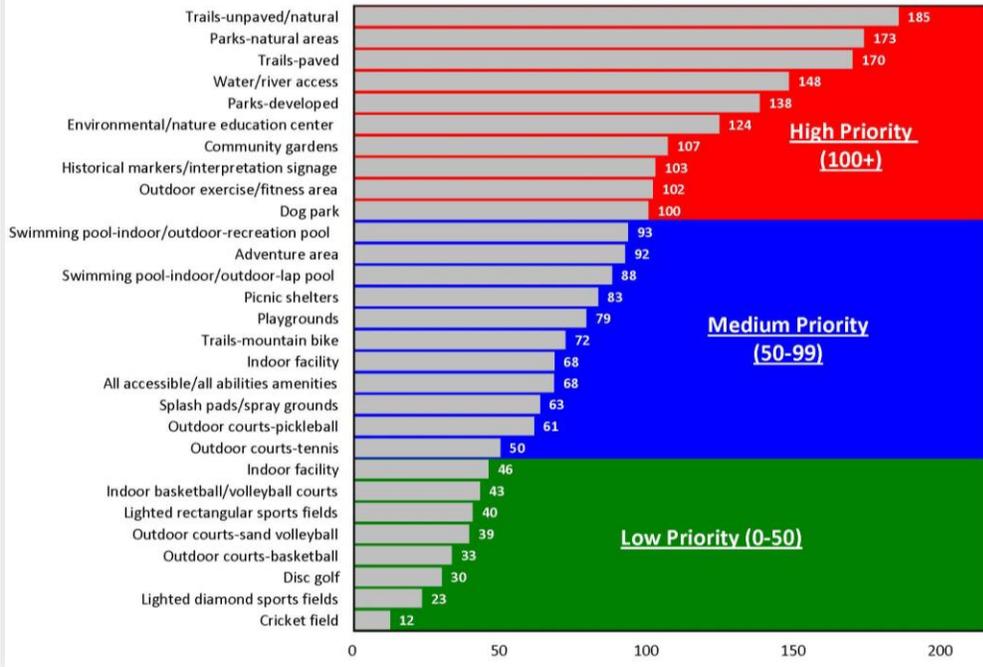


Statistically-Valid Survey

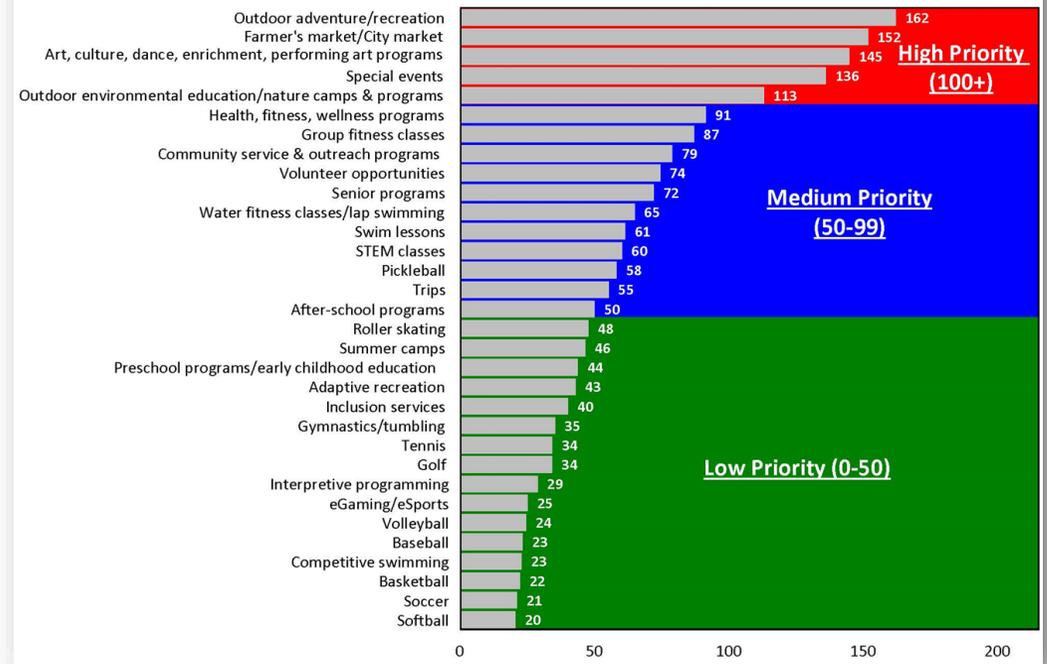
- Only scientific and defensible method to understand community needs
- Administered by mail/online/phone
- Developed in partnership with the County
- Methodology allows high return rate (25%-35%)
- **Total of 375 completed surveys, 95% level of confidence with a margin of error of +/- 5%**
- ***Geographic balance***
- ***Demographically representative of community***



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



Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



Prioritization of Need

Park Assessments – Beyond Condition Ratings



Park Assessments – Through the Lens of Park Patrons

Accessibility + Connectivity

Park circulation, signage, general accessibility, ADA Compliance

Experience + Sense of Safety

Shade, drinking fountains, lighting, visibility, active use, evidence of misuse, unique character

Condition

Physical condition of amenities

Functionality

Relevance, usability and integration of park features

What is the Quality of the Park Experience?



Level of Service



Level of Service Methodology

Level of Service standards developed using a combination of local, regional and national resources, including:

- **Current Level of Service** – Do NOT add park land if adequate developed park land already exists
- **Current Inventory and its condition ratings** (is there a greater need to take care of what already exists vs. construct new?)
- **Opportunity** to acquire and develop parkland
- National Recreation and Park Association (**NRPA**) guidelines.
- **Recreation participation rates** reported by the Sports & Fitness Industry Association's (SFIA) 2024 Study of Sports.
- **Market Potential Indices**
- Prioritization of **Community Need**
- **Financial Sustainability** – Operations and maintenance funding needed to support new investment

Recommended Levels of Service – Parks and Acreage

Powhatan County Level of Service Standards													
2019 Park Inventory		Level of Service Standards						2018 Standards			2033 Standards		
Park Type	Total Inventory	Current Service Level			Recommended Developed Park Service Levels; Revised for Local Service Area			Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed		Meet Standard/ Need Exists	Additional Developed Parks/Facilities/ Amenities Needed	
Pocket Park	-	-	acres per	1,000	0.00	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Neighborhood/School Parks	44.00	1.48	acres per	1,000	1.45	acres per	1,000	Meets Standard	-	Acre(s)	Need Exists	7	Acre(s)
Community Parks	52.00	1.75	acres per	1,000	1.75	acres per	1,000	Need Exists	0	Acre(s)	Need Exists	9	Acre(s)
Sports Complex Parks	38.00	1.28	acres per	1,000	1.00	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Regional Parks	1,780.00	59.83	acres per	1,000	53.00	acres per	1,000	Meets Standard	-	Acre(s)	Need Exists	82	Acre(s)
Total Developed Park Acreage	1,914.00	64.33	acres per	1,000	57.20	acres per	1,000	Meets Standard	0	Acre(s)	Need Exists	99	Acre(s)

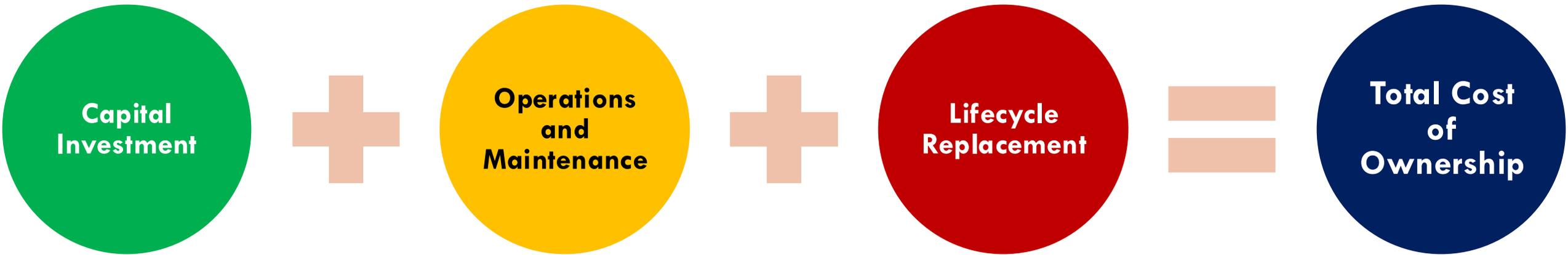
Proximity or Access Level of Service Standards

PARK/FACILITY TYPE	DRIVING DISTANCE SERVICE AREA
Neighborhood Park	<1 mile
Community Park	<5 mile
District Park	<10 mile
Regional Park	<15 mile
Recreation Center	<10 mile
Community Center	<5 mile
Senior Center	<5 mile
Adult Day Center	<15 mile

Financial Sustainability



Recommendations Rooted in Total Cost of Ownership Methodology



COST ESTIMATING FOR CAPITAL IMPROVEMENTS

Understanding Cost “Buckets”

Bucket 1

Sustainable

\$ For critical maintenance projects (lifecycle replacement & repair of existing facilities)

Bucket 2

Expanded Services

\$ For sustainable projects (strategic changes to park system)

Bucket 3

Visionary

\$ For complete park renovation, acquisition, & new parks

Outcomes/ Deliverables



Outcomes

- **10 - Year Planning Horizon**
- **Realistic**
- **Implementable**
- **Financially Sustainable**



Community Values and Needs

Assessment of Parks, Facilities, Amenities

Level of Service Provisions

Park by Park/Facility by Facility Improvement Plans

Revenue Inventory/Funding Strategies

Cost Estimating for Capital Improvements

Strategic Action Plan

QUESTIONS?

GOOCHLAND
COUNTY PARKS AND
RECREATION

QR CODE

Scan to provide feedback
on tonight's Community
Connect Event

