



LIVABLE MECK
YOUR VOICE. YOUR VISION.

ENGAGEMENT CAFÉ
GREEN SPACE & GROWTH

October 18, 2018

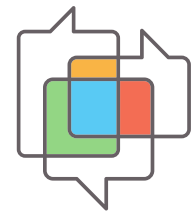


YOUR VOICE. YOUR VISION.

OPENING REMARKS

REBECCA HERBERT

COMMUNITY ENGAGEMENT & STRATEGY MANAGER




LIVABLE
MECK

TODAY'S OBJECTIVES & AGENDA

Objectives:

- ▶ Educate partner organizations on current resources, benefits, growth trends, and risks; and
- ▶ Highlight the role(s) partner organizations may take (i.e. actions, behaviors, priorities, etc.) to protect this quality of life feature.

Agenda:

- ▶ Presentations from Sustain Charlotte & Mecklenburg County Park & Recreation
 - ▶ Engagement Exercises
 - ▶ Livable Meck Commitment Exercise
 - ▶ Closing Remarks
- 








OVERVIEW & INTENT

Overview

- ▶ Community growth – **anticipate 1 million by 2030.**
- ▶ Need for a community-wide plan.
- ▶ Community stakeholders validated the opportunity to knit together resources.

Intent

- ▶ Ensure quality of life within our community.
 - ▶ Create an **engagement infrastructure.**
 - ▶ Increase coordination; foster innovation and creativity.
 - ▶ Avoid duplication of efforts; address service gaps within our community.
- 

Guiding Principles	 WELCOMING	 INNOVATIVE	 CONNECTED	 INCLUSIVE	 PREPARED	 HEALTHY	 RESILIENT
Descriptors	Character. Entertainment. Opportunity. Safe Neighborhoods.	Jobs. Entrepreneurship. Commerce.	Engaged Residents. Transportation Choices.	Community. Participation.	A Skilled Workforce. Quality Education.	Physical Activity. Healthy Foods. Clean Environment.	Future Well-being. Collaboration.
Strategies	<ul style="list-style-type: none"> • Build safe neighborhoods • Increase access to community-based arts, science, and history education • Continue to be an inviting destination for residents, visitors and businesses • Celebrate and integrate history, culture and diversity 	<ul style="list-style-type: none"> • Make it easier for new businesses to succeed and existing businesses to flourish • Increase global economic competitiveness • Promote the redevelopment, reuse, and rehabilitation of declining and vacant properties • Leverage technology 	<ul style="list-style-type: none"> • Expand capacity and increase use of sidewalks, bikeways, greenways/ paved trails, bus routes, and rail • Build stronger connections across diverse population groups 	<ul style="list-style-type: none"> • Balance available housing options • Coordinate the work of organizations addressing the needs of at-risk residents • Expand the availability of affordable recreation and cultural services programs 	<ul style="list-style-type: none"> • Expand and enhance learning across all age groups • Enhance partnerships between workforce development initiatives and employers 	<ul style="list-style-type: none"> • Create a culture of health and wellness • Protect and restore the natural environment • Coordinate open space, greenways/ paved trails, and parks planning with neighborhood accessibility 	<ul style="list-style-type: none"> • Manage zoning and development to revitalize community character and the natural environment while allowing for growth and innovation • Manage resources wisely • Develop community and neighborhood leaders for the future

GREEN SPACE & GROWTH

RELEVANT GUIDING PRINCIPLE & STRATEGY

Resilient

- **Strategy:** Manage development to revitalize community character and the natural environment while allowing for growth and innovation; manage resources wisely.
- **Featured Partners:** Sustain Charlotte & Mecklenburg County Park & Recreation

PARTNER HIGHLIGHTS

GUIDING PRINCIPLE: RESILIENT

- ▶ YourVoiceCLT.org
 - Dian Gavarkavich, UNC Charlotte Urban Institute
- ▶ CLT Future 2040
 - Catherine Mahoney, City of Charlotte
 - Shared vision for growth, development and capital investments
 - Link and update multiple plans and policies
 - Emphasis on equity and providing opportunities for all



INTRODUCTIONS

AT YOUR TABLE

Please share...

- ✓ Your name
- ✓ Organization you represent
- ✓ Why you're here this morning
- ✓ How you personally use green space



PRESENTATIONS

- ▶ Meg Fencil
- ▶ Sustain Charlotte

- ▶ Chris Matthews
- ▶ Mecklenburg County Park & Recreation



Sprawl

WHAT IS SMART GROWTH?!



Smart growth means building communities with housing and transportation choices near jobs, shops, and schools.

What does a sustainable community look like?



VALUE OF URBAN PARKS

- ▶ Public Health
- ▶ Economic
- ▶ Environmental
- ▶ Community
- ▶ Educational



Source: City Parks Alliance

Photo: matthewsnc.gov

PUBLIC HEALTH VALUE

- ▶ Access to recreation
- ▶ Air quality



Source: City Parks Alliance

Photo: mecknc.gov

ECONOMIC VALUE

- ▶ Spur economic development
- ▶ Business recruitment
- ▶ Employee satisfaction & retention
- ▶ Bioservices



Source: City Parks Alliance

Photo: charlottestories.com

ENVIRONMENTAL VALUE

- ▶ Storm water control
- ▶ Reduced air pollution
- ▶ Habitat (and it's not just trees!)



Source: City Parks Alliance

Photo: Charlotte-Mecklenburg Storm Water Services

COMMUNITY VALUE

- ▶ Gathering areas
- ▶ Connectivity between communities
- ▶ Build stronger, safer, and healthier communities
- ▶ Can spur redevelopment & reduce vacancy rates
- ▶ Construction & maintenance jobs within communities



Source: City Parks Alliance

Photo: mecknc.gov

EDUCATIONAL VALUE

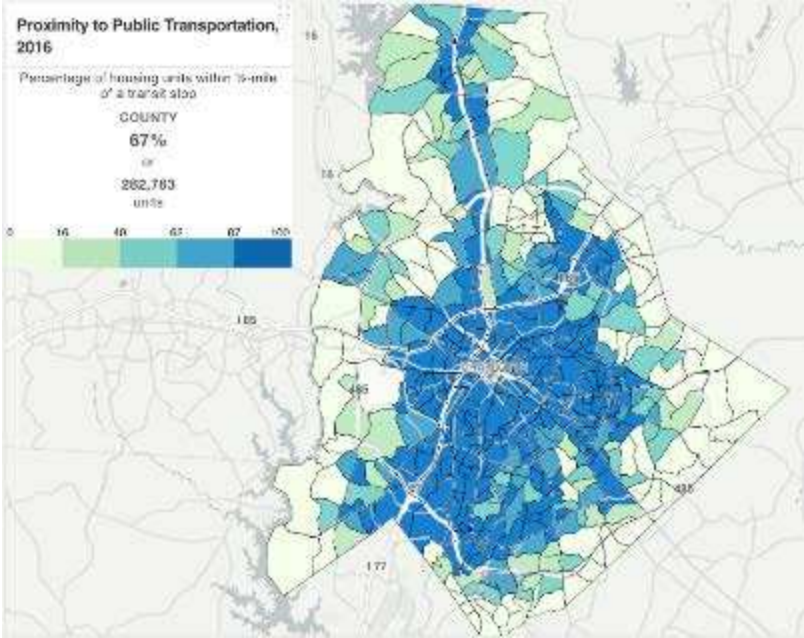
- ▶ Alternative to traditional classroom
- ▶ Foster children's creativity & capacity to learn
- ▶ Direct observation & cross-curricular opportunities
- ▶ Protect our history, culture, & ecosystems

Source: City Parks Alliance



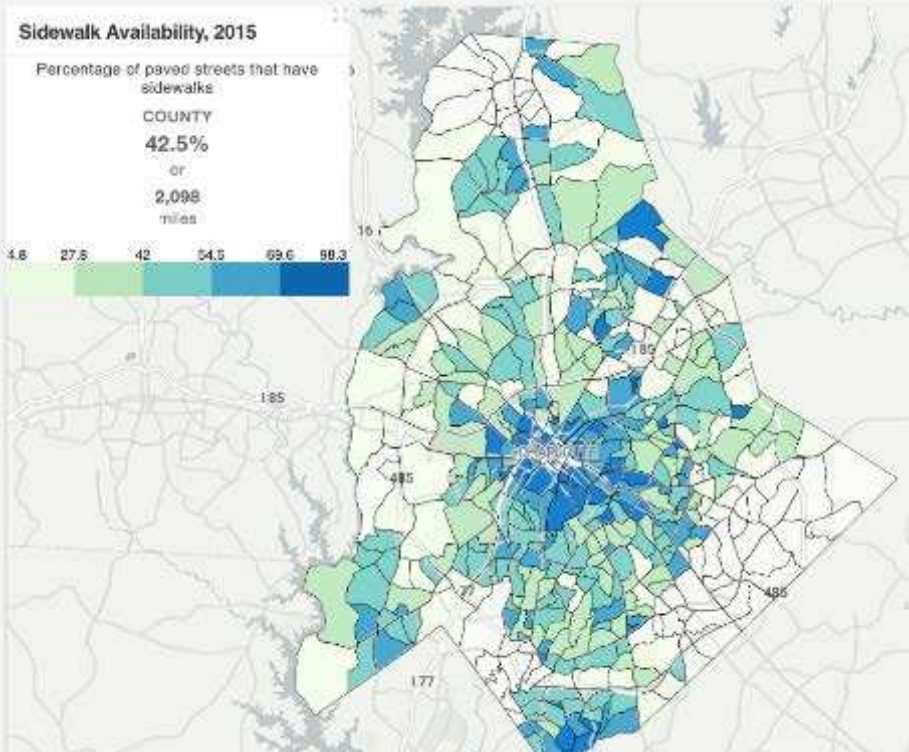
Photo: artsandscience.org

ACCESS TO PARKS: PUBLIC TRANSIT



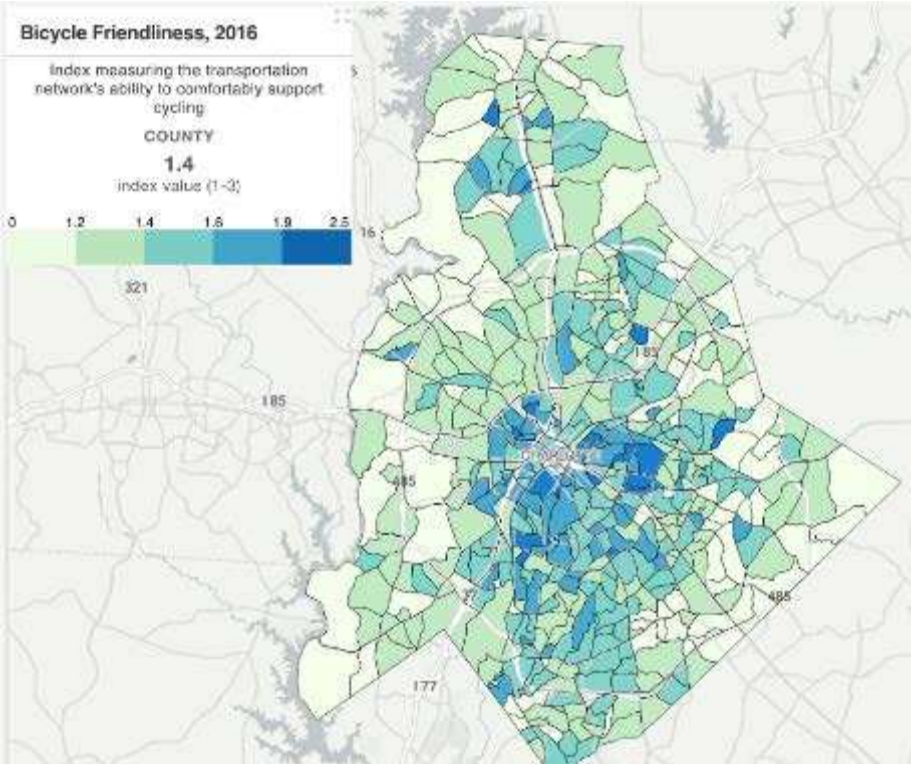
Source: Meck QOL

ACCESS TO PARKS: WALKING



Source: Meck QOL

ACCESS TO PARKS: BICYCLING



Source: Meck QOL

Comprehensive Land Use Plan + Unified Development Ordinance



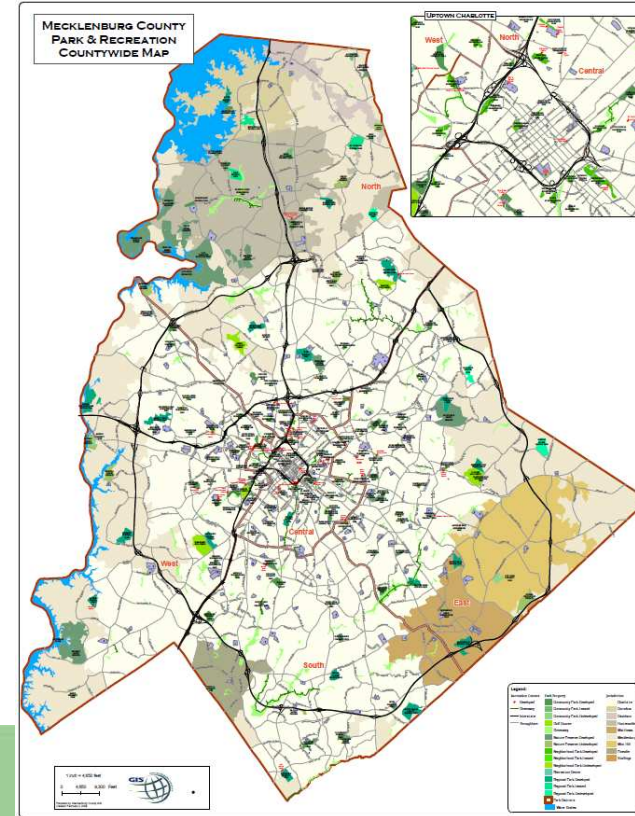
CharlotteUDO.org

MECKLENBURG COUNTY PARK & RECREATION CONSOLIDATED CITY/COUNTY AGENCY



Mecklenburg County Park and Recreation (consolidated city/county agency)

- 21,200+ acres of parkland
- 220+ parks and facilities
- 273 courts (tennis/basketball)
- 260 miles of trails
- 253 athletic fields
- 195 playgrounds
- 160 shelters
- 26 nature preserves
- 18 rec & 3 nature centers
- 17 community gardens
- 14 disc golf courses
- 10 spraygrounds & 5 pools
- 5 golf courses
- many unique facilities



4 DIVISIONS

MECKLENBURG COUNTY PARK & RECREATION

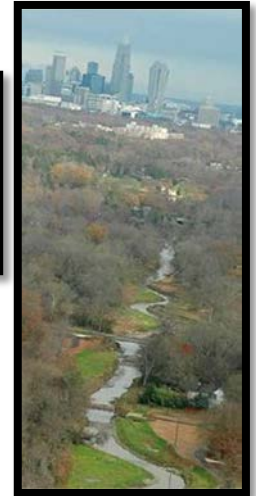
Department divided into 4 divisions:

Park Operations: provides maintenance and services to over 220 park sites. Includes rangers and horticulture.

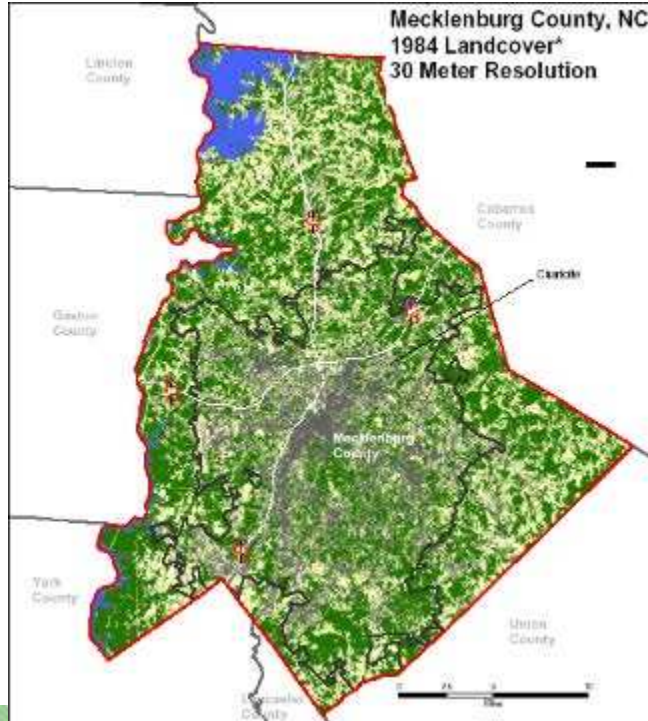
Recreation Centers: provides services to 20 rec & senior centers and provides fitness/wellness, athletic & education programs. Includes aquatics & TR.

Nature Preserves & Natural Resources:
Manages 26 preserves, 3 nature centers, and provides nature-based programs.

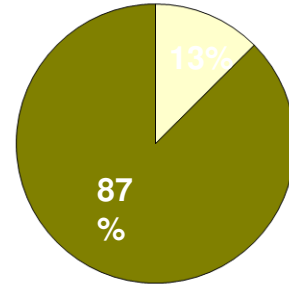
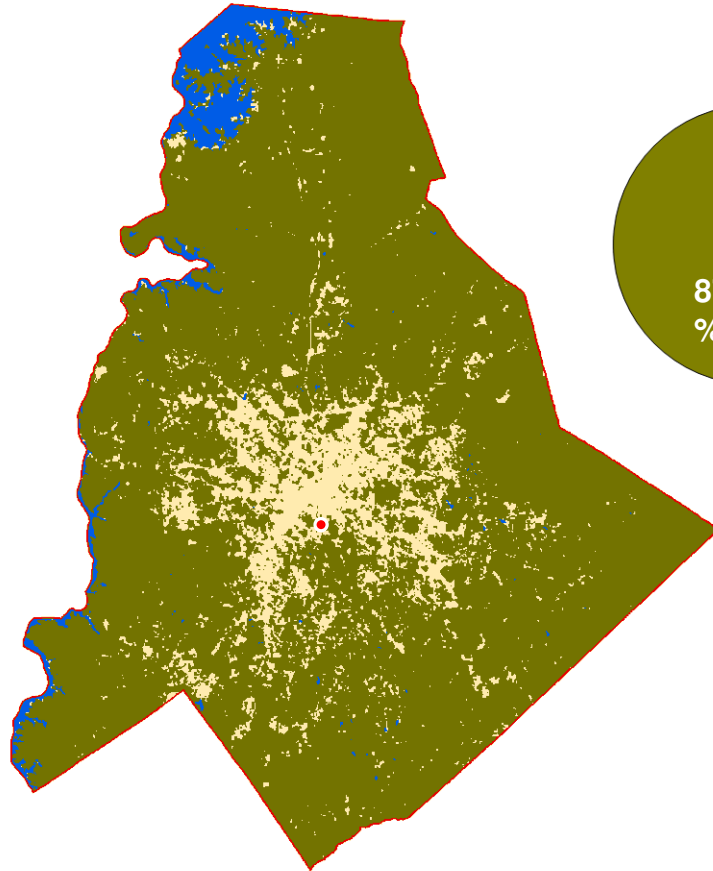
Park Planning: responsible for park projects and planning.



ENVIRONMENTAL WATER QUALITY BENEFITS

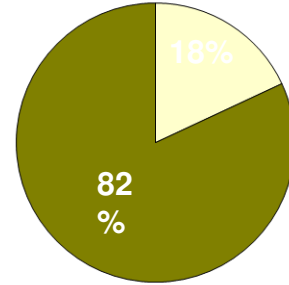
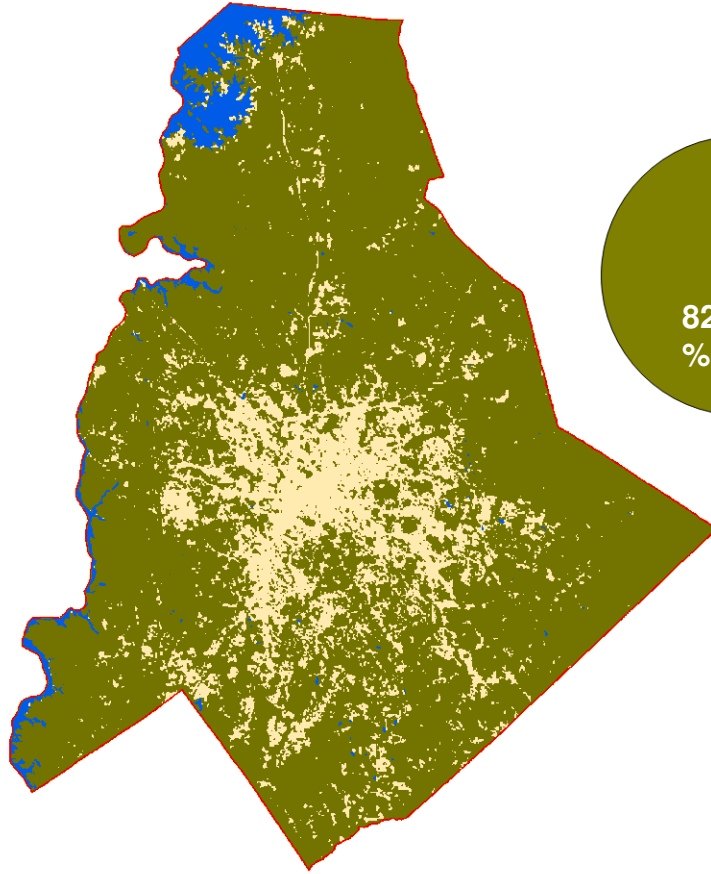


1976



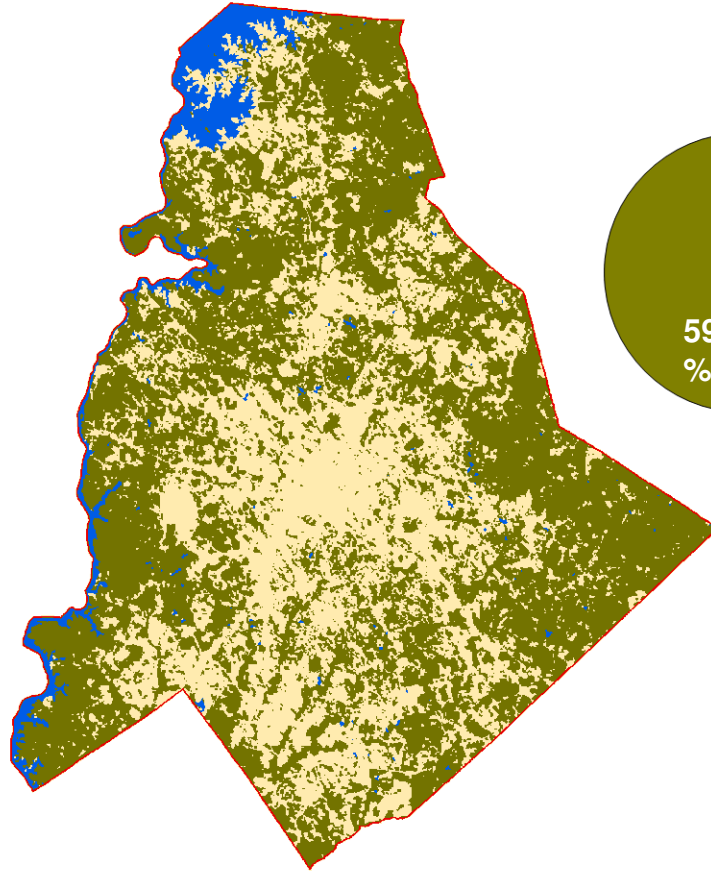
Footprint: 0.11 acres per person

1985



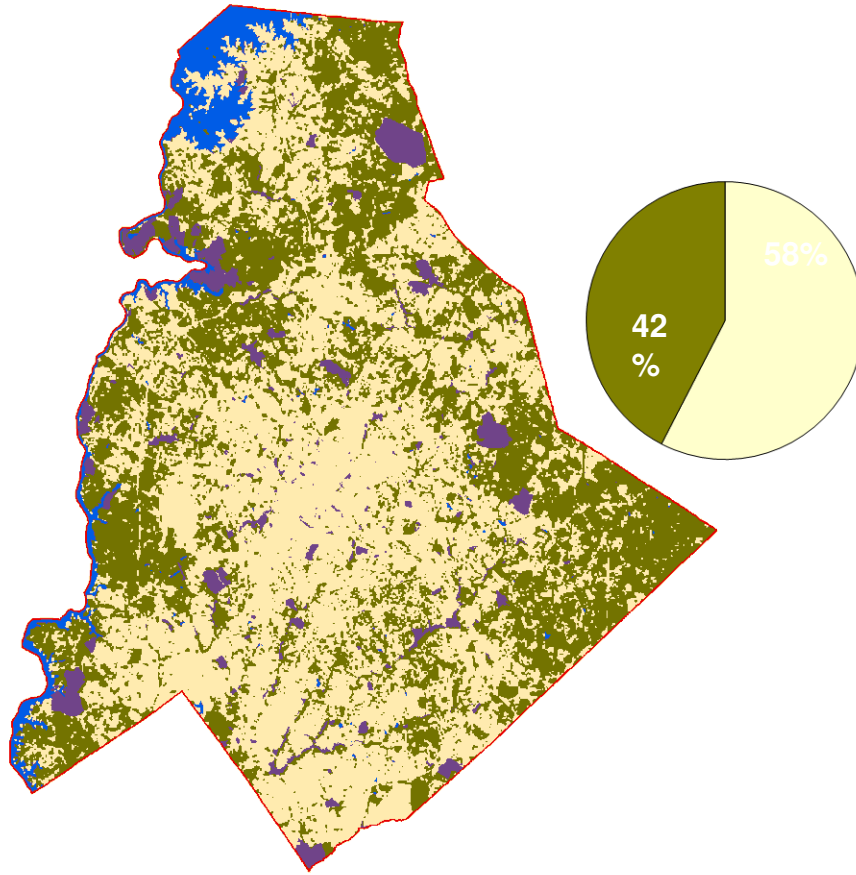
Conversion Rate: 6 acres per day
Footprint: 0.14 acres per person

1996



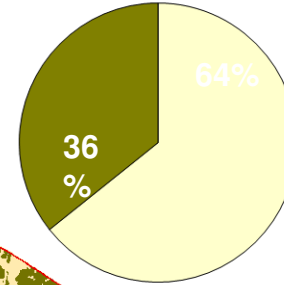
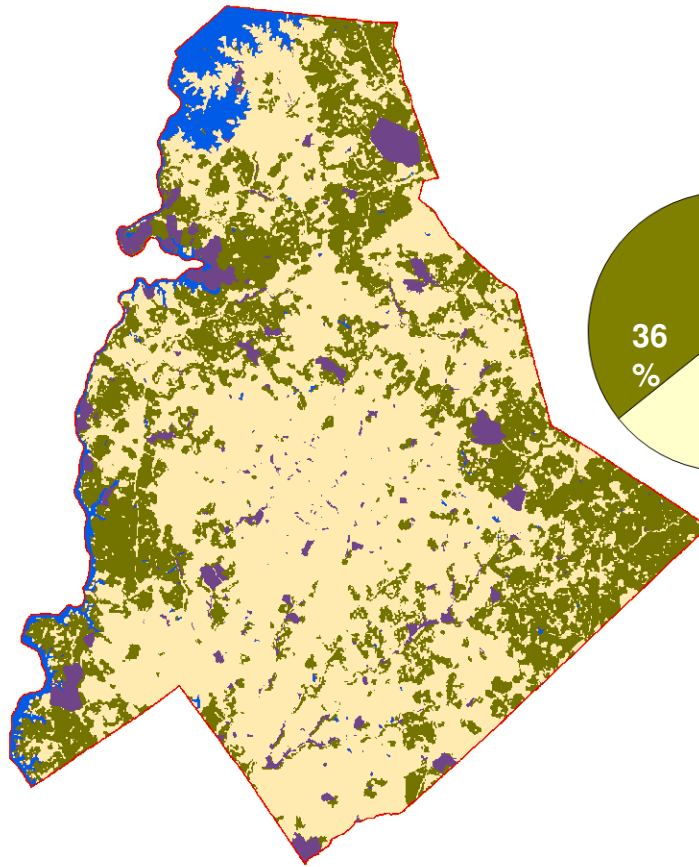
Conversion Rate: 19 acres per day
Footprint: 0.22 acres per person

2006



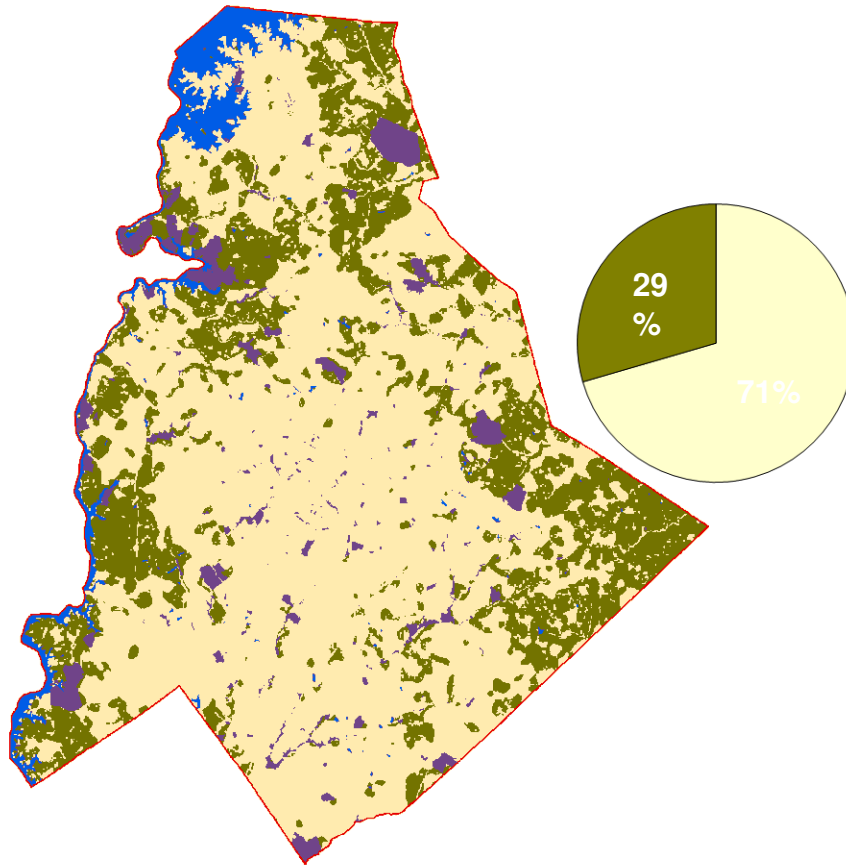
Conversion Rate: 15 acres per day
Footprint: 0.23 acres per person

2010



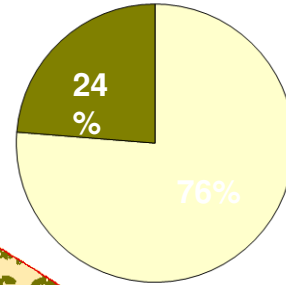
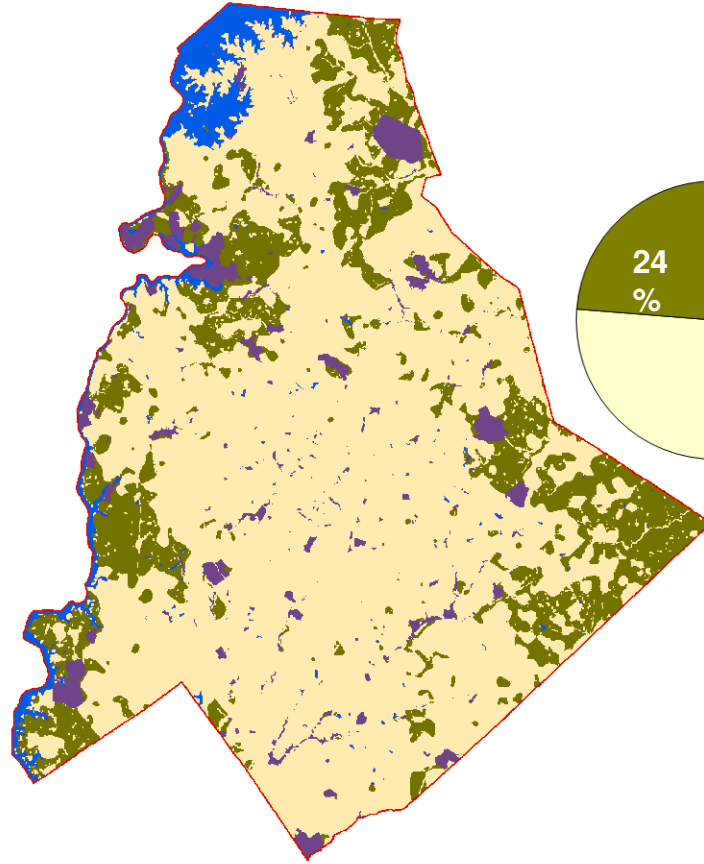
Conversion Rate: 15 acres per day
Footprint: 0.23 acres per person

2015



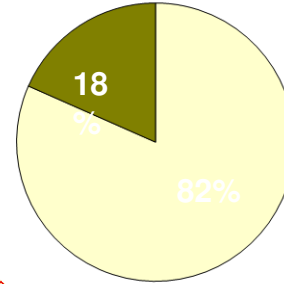
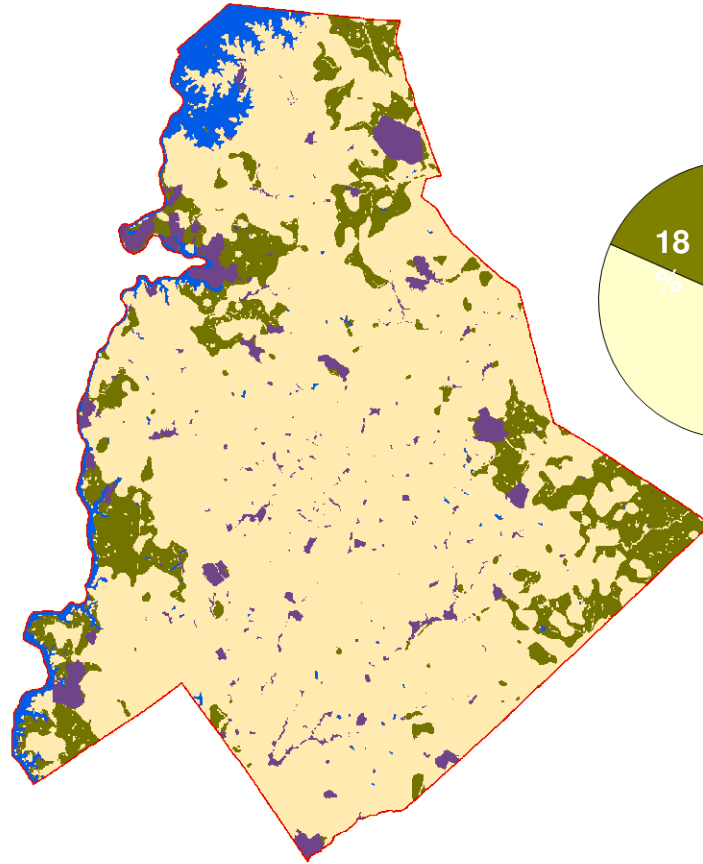
Conversion Rate: 11 acres per day
Footprint: 0.23 acres per person

2020



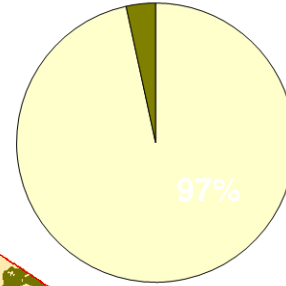
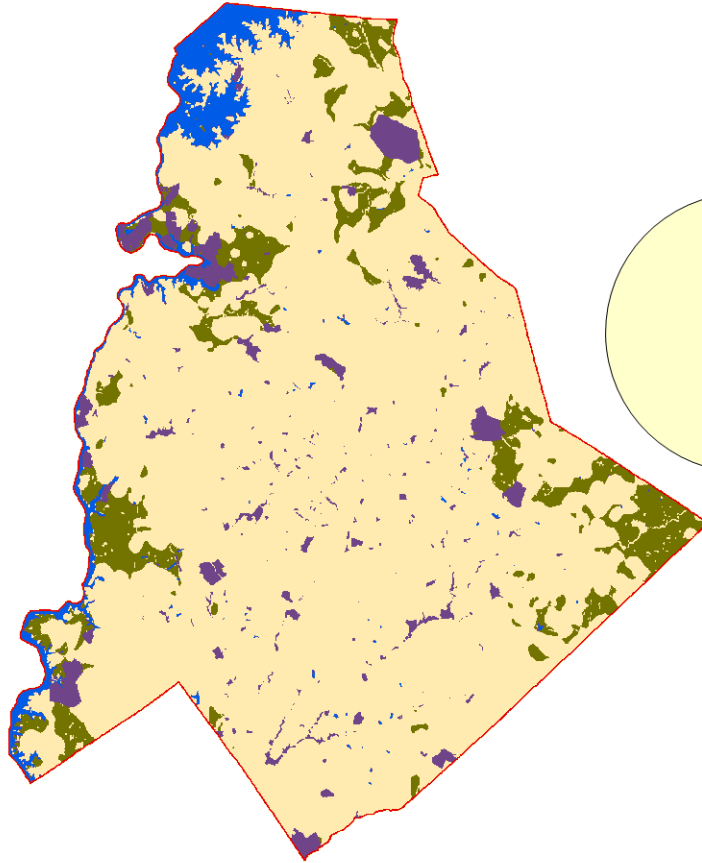
Conversion Rate: 11 acres per day
Footprint: 0.22 acres per person

2025



Conversion Rate: 10 acres per day
Footprint: 0.22 acres per person

2030



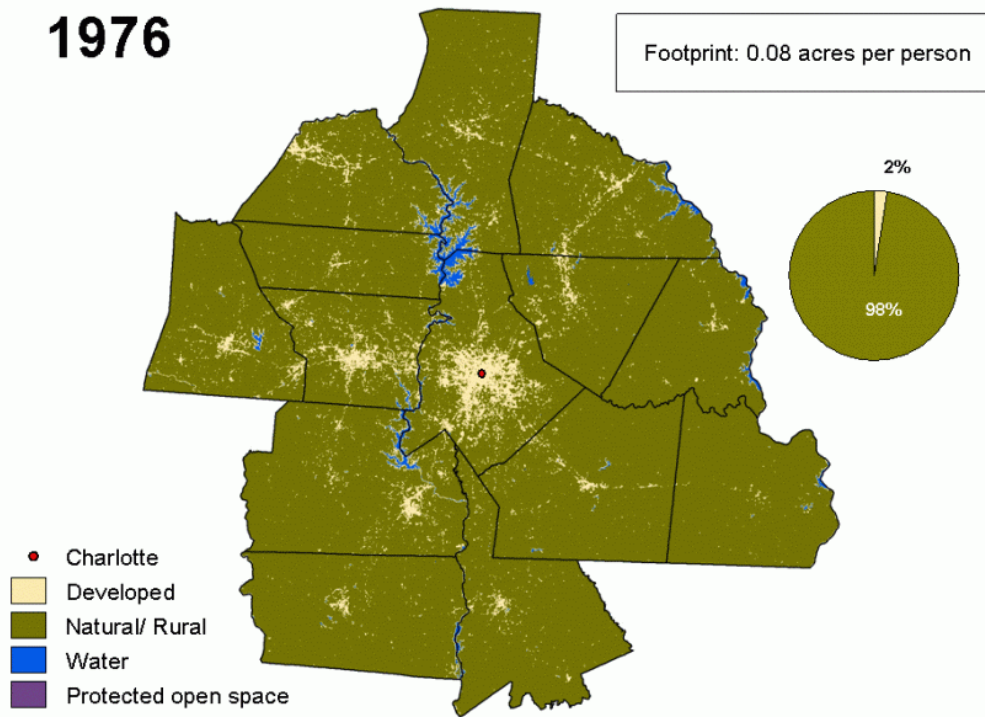
Conversion Rate: 9 acres per day
Footprint: 0.22 acres per person

Quantity Predicted Conversions

UNC Charlotte 2008 Study / Catawba Lands Conservancy

1976

Footprint: 0.08 acres per person



ENVIRONMENTAL

AIR QUALITY BENEFITS

2010 Economic Benefits Analysis by TPL for entire P&R system

Used land cover/tree canopy via aerial photography on parklands

Found 14,280 acres (77.9%) covered in trees

Considered pollutant flow through area (“pollutant flux” – considers concentrations of pollutants and velocity of deposition)

Calculated total pollutant flux by tree canopy to estimate total pollutant removal by park trees

Finally, estimated monetary value using median U.S. externality values for each pollutant (refers to amount it would cost to prevent a unit of that pollution from entering the atmosphere. Ex: 1 ton of CO₂ = \$870)

\$3,889,091.⁰⁰

Role of Mecklenburg County Parks in Cutting Air Pollution Costs

ENVIRONMENTAL

WATER QUALITY BENEFITS

6,867 acres protecting 22 miles of shoreline

Total stormwater retention capacity of nature preserves = 29M cubic ft*

To treat, would require \$58M in conservative \$2/cubic foot construction costs just to build a treatment facility for this stormwater.*

Considerably more expensive for cities to build water treatment plants or create forests than it is to protect existing natural areas. NY City has spent \$541M over past 13 years to protect 110,000 acres over 130 miles away vs. building \$10B in treatment plants.

Current Charlotte stormwater treatment costs = \$0.0344/cubic foot

\$997,600.⁰⁰

Total Stormwater Benefit of Nature Preserves

LIFE-LONG LEARNING

“Just a quick note about a wonderful experience my 14-year old daughter and I enjoyed recently.... Just before dark on several occasions we have gone to... what we call the Harry Potter Tree, we have seen an immature barred owl and on one evening Mom (or Dad) in the same tree. I can't tell you how great it feels to witness this in the midst of Charlotte with my daughter. I always want her to respect and enjoy nature. Thanks for helping keep the park safe for the animals and thusly allowing this Father/Daughter moment.”



ECONOMIC

TAX BENEFIT/PROXIMITY EFFECT

2010 Economic Benefits Analysis by TPL for entire P&R system

Calculated Hedonic (Property) Value for private properties w/in 500 ft.

42,923 private properties w/in 500 feet of parklands

Combined assessed value of \$9B in 2009

Conducted a regression analysis of sold properties from 2005-2009

Results showed a 3.33% effect, or \$8,032 average additional sale value

Conservative estimates: does not include small parks, leaves out properties 500-2,000 feet away, and does not include potentially significant commercial property values.

\$3,013,564.⁰⁰

Total Tax Benefit to the County in 2009

\$10,030,210.⁰⁰

Total Economic Benefit to Sellers

SOCIAL

HEALTH BENEFITS/HEALTH CARE COSTS

2010 Economic Benefits Analysis by TPL for entire P&R system

Calculated Value of Health Benefits from activity in the parks

Random household phone survey collected data on park usage

266,503 residents under age 65 & 15,123 over age 65 engage actively enough in the parks to cut their health care costs

Health care costs included multiplier for regional differences in medical care costs (Charlotte area is less than national average)

\$81,489,217.⁰⁰

**Total Annual Value of Health Benefits from Physical Activity
in Mecklenburg County Parks**

TRUST FOR PUBLIC LANDS ECONOMIC STUDY

Study of the Value of the Mecklenburg County Park and Recreation System

Revenue Producing Factors for County Government

Tax Receipts from Increased Property Value	\$3,913,595	
Tax Receipts from Increased Tourism	<u>\$4,372,789</u>	
Sub Total		\$8,286,384

Cost Saving Factors to County Government

Stormwater Management Value	\$10,893,400	
Air Pollution Mitigation Value	\$6,811,922	
Community Cohesion Value	<u>\$2,116,633</u>	
Sub Total		\$19,821,955

Cost Saving Factors to Citizens

Direct Use Value		\$841,461,062
Health Value	<u>\$81,257,054</u>	
Sub Total		\$922,718,116

Wealth Increasing Factors to Citizens

Property Value from Park Proximity	\$10,050,310	
Net Profit from Tourism	<u>\$18,768,404</u>	
Sub Total		\$28,818,714

\$985,121,288

ENGAGEMENT

4 Corners Activity

- ▶ As a group, identify a scribe and visit each corner.
- ▶ At each corner, read the scenario.
- ▶ Identify how the residents could utilize green space.
- ▶ Then answer the remaining questions.

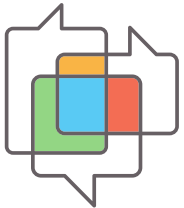
Group Recommendations

- ▶ As a group, discuss how the community should define “green space?” Draft a definition.
- ▶ What needs to happen in the next 5-10 years?



YOUR VOICE. YOUR VISION.

A CALL TO ACTION



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CALL TO ACTION

TABLE DISCUSSION; COMMITMENT CARD

- As a Partner organization, what will you do this week?
- As a Partner organization, what will you do this year?
- To accomplish your commitments, would you like to collaborate with other Livable Meck Partners? If so, who?
- Are there supports (i.e. engage, facilitate, measure, or communicate) Livable Meck could offer you as you take action?

NEXT STEPS

- ▶ **GET STARTED on your commitments** to address this quality of life issue.
- ▶ **Complete** the post-café survey via email.

- ▶ **Follow** Livable Meck on Facebook and Twitter
- ▶ **Take a role** in the “Voice of the Community” in FY19 as Host or Connector. *See Rebecca Herbert for details.*