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INTRODUCTION

- The City of Rhome is partnering with The Institute of Urban Studies (IUS) to develop a Parks, Recreation & Open Space Master Plan for Rhome’s parks system.

- IUS is a research institution at The University of Texas at Arlington College of Architecture, Planning, & Public Affairs that provides planning services related to the built environment.

- IUS Rhome Parks Planning Team
  - Alan Klein, IUS Director
  - Nusrat Nipu, Lead Designer, Master of Landscape Architecture
  - Padmi Ranasinghe, Planner, PhD of Urban Planning and Public Policy
  - Kathleen Stanford, Lead Planner, Master of Community and Regional Planning
A Parks, Recreation, and Open Space Master Plan is used to help communities plan for:

- Safe recreation,
- Neighborhood gathering,
- Protection of natural resources,
- Local economic development,
- Enhancement of public health,
- Promoting cultural identity, &
- Civic engagement.
IUS uses *Texas Parks and Wildlife (TPWD)* parks planning guidelines to ensure a successful plan and to qualify for external opportunities. These guidelines include:

- Demographics
- Population projections
- Goals and objectives
- Standards, and
- Maps
- Accomplishments
- Public input
- Most recent inventory data
- Updated needs assessment
- Priorities
- New Implementation plan
- New plan every 10 years
- Updates every 5 years
PUBLIC ENGAGEMENT SURVEY

SITE INVENTORY & NEEDS-BASED ASSESSMENT

CONCEPT DESIGN PHASE

IMPLEMENTATION STRATEGIES & RECOMMENDATIONS

FOCUS GROUPS
1 PUBLIC SURVEY RESULTS
1st Public Engagement Survey

- Opened 04/10/2020,
- Closed 05/31/2020
- 206 Total participants
  - 165 Complete surveys
  - 41 Partial surveys
- 16 Questions about parks & recreation
- 5 Demographics questions

Rhome Population (2018) = 1,824

\[
\frac{206}{1,824} \approx 11.2\%
\]
Q1. Which parks do you visit most frequently?

When asked which parks residents visited most, Rhome Family Park was voted as the most visited park at 58.2%. Parks in neighboring towns or cities received the second-highest (18.8%), while Rhome Veterans Memorial Park received the third-highest (13.9%) and other parks accounted for the remaining responses (9.1%).
1ST PUBLIC SURVEY RESULTS

Q2. How often do you visit these parks?

- **EVERYDAY**: 9.4%
- **EVERYWEEK**: 38.8%
- **MONTHLY**: 20.0%
- **SEASONALLY**: 25.0%
- **OTHER**: 6.9%

The majority of Rhome residents visit a park on a weekly basis at 38.8%. The remaining responses include visiting park seasonally (25%), monthly (20%), and every day (9.4%), and at another frequency (which includes more or less often than the choices above) at 6.9%.

Q3. When do you use the parks the most?

- **MORNING**: 11%
- **AFTERNOON**: 15%
- **EVENING**: 19%
- **LATE EVENING**: 4%

Rhome residents are most active at parks on weekends (29.88%). There is a considerable number of people that also visit the park on weekdays (21.65%). Most people frequent the park in the evening hours (19.0% or in the afternoon (15%). There are some residents visit the park during the afternoon and morning and rarely in late evenings.
Q4. Which family members typically go with you?

- Spouse/partner: 28.8%
- Kids: 35.4%
- With friends and neighbors: 12.0%
- With elders above 65 years: 2.9%
- Alone: 9.1%
- With family members: 9.9%
- With parents: 1.8%

Rhome residents typically go to parks with their children (35.4%) or their spouse (28.8%). They also go with friends and neighbors (12.0%), other family members (9.9%), or alone (9.1%). Elders above 60 years rarely visit the parks (2.9%) and Rhome residents also rarely go to the park with their parents (1.8%).
Q7. What kind of recreational activities would you like to do in your parks?

- Walking/Jogging ★★★★★★★★★★★★★★★★★★★
- Play with/Supervise your Children ★★★★★★★★★★★★★★★★★★★
- Spend Time with Family ★★★★★★★★★★★★★★★★★★★
- Concert, Picnic, Other Public Events ★★★★★★★★★★★★★★★★★★★
- Play Sports i.e. (Basketball, Tennis, Swimming etc.) ★★★★★★★★★★★★★★★★★★★
- Exploring Nature (Bird Watching, Fishing etc.) ★★★★★★★★★★★★★★★★★★★
- Hang out with Friends ★★★★★★★★★★★★★★★★★★★
- Outdoor Recreation (Fishing, Kayaking etc.) ★★★★★★★★★★★★★★★★★★★
- Health Programs (Exercising, Yoga, Fitness etc.) ★★★★★★★★★★★★★★★★★★★
- Attend Educational Programs (Summer Camp, Gardening etc.) ★★★★★★★★★★★★★★★★★★★
- Cycling, Mountain Biking ★★★★★★★★★★★★★★★★★★★
Q8. What kind of Community programming (activities) would you like Rhome Parks to accommodate?

- Community-wide Events: 12.9%
- Movies in the Park: 12.9%
- Fireworks: 11.9%
- BBQ & Picnics: 11.4%
- Easter Egg Hunts: 11.1%
- Concerts/Performances (Music, Dancing, Etc.): 10.9%
- Outdoor Fitness (Crossfit, Yoga, Tai-chi, Dancing, Etc.): 9.1%
- Outdoor Learning: 6.0%
- Sporting Events: 5.6%
- Geocaching: 4.9%
- Other: 3.2%
Q9. Which park amenities would you like most to see in Rhome Parks?

1. Walking/Jogging Trails: 16.2%
2. Multi-Use Courts (Basketball, Tennis, Volleyball, etc.): 13.5%
3. Open Space: 13.0%
4. Playgrounds (Adventure Playground): 15.4%
5. Disability-Friendly Amenities (All-Abilities Equipment) with ADA Standards: 9.6%
6. Indoor Recreation Center: 7.1%
7. Splashpads and Spraygrounds: 14.8%
8. Stage/Performance Area/Dance Area: 7.7%
9. Other: 2.7%
Q10. What kind of functional park facilities are most needed for Rhome Parks?

- RESTROOMS: 13.5%
- SHADE STRUCTURES: 11.4%
- DOGGY WASTE STATIONS: 10.3%
- TRASH CANS: 10.3%
- LIGHTING (FOR EVENING ACTIVITIES): 10.3%
- WATER FOUNTAINS: 9.6%
- PARKING: 8.4%
- BIKE RACKS: 7.4%
- RECYCLING STATIONS: 5.5%
- FENCING: 4.5%
- CONCESSION AREAS: 4.1%
- SIGNAGE/WAYFINDING MAPS: 3.8%
- OTHER: 1.1%
Q11. What are the major issues in Rhome Parks?

POOR DRAINAGE
LACK OF MAINTENANCE
DISTANCE, VANDALISM
LACK OF VEGETATION/GREEN AREAS
LACK OF ACCESSIBILITY FOR ELDERLY AND DISABLED PEOPLE
LACK OF CATS DOGS WASTEMANAGEMENT EQUIPMENT
LACK OF PARKING BIKE RACKS
OTHER
LACK OF SHADE AND PARKING
LACK OF OPEN SPACE
SECURITY
LACK OF PARK AMENITIES

Q12. What kind of wildlife is present in Rhome?

- MAMMALS
- AQUATIC
- REPTILES
- BUTTERFLY & OTHER INSECTS
- BIRDS
1ST PUBLIC SURVEY RESULTS

Q13. How do you typically travel to the parks and open spaces in Rhome?

- CAR: 51.39%
- WALKING: 29.17%
- BIKING: 8.33%
- MULTIMODAL: 11.11%

Q14. How would you prefer to travel to the parks and open spaces in Rhome?

- WALK: 51.3%
- DRIVE AND PARK: 19.7%
- BIKE: 17.1%
- MULTI-MODAL (COMBINATION): 12.0%
1ST PUBLIC SURVEY RESULTS

Q15. Please indicate the top 5 locations that you visit in downtown Rhome

- Colorful crosswalks
- Pedestrian Hybrid Beacons
- Pedestrian sidewalks, paths, cycling paths, etc.
1ST PUBLIC SURVEY RESULTS

Q16. Please write your ideas and concerns to include in the Rhome Parks Plan

DESIRES & NEEDS

CONCERNS & CRITICISMS
The age cohorts of the survey respondents were nearly evenly divided into fifths, with 22.8% of respondents from the 35 to 44 age cohort, 22.2% from the 25 to 34 age cohort, 20.9% from the 55 to 64 age cohort, and 20.3% from the 45 to 54 age cohort. The least and remaining age cohorts of the survey include persons age 65 and older at 9.5% and the 18 to 24 age cohort at 4.4%. There were no responses from Rhome residents under the age of 17.
Q18. What is your race?

The majority of survey respondents answered that they identified their race as White (77.12%). The remaining races include: multiple races (11.11%), other (5.88%), American Indian or Alaska Native (4.58%), Native Hawaiian or Pacific Islander (0.65%), Black or African American (0.65%).

Q19. What is your ethnicity?

The majority of survey respondents answered that they identified their ethnicity as White/Caucasian (70.8%). The remaining ethnicities include: Hispanic/Latino (13.0%), Black/African American (4.6%), Asian/Pacific Islander (3.9%), American Indian/Alaskan Native (1.3%), Prefer Not to Answer (1.3%).
# 1st Public Survey Results

**Q20. Home ZIP Code? (Insert N/A if not applicable)**

<table>
<thead>
<tr>
<th>HOME ZIP CODE</th>
<th>GENERAL LOCATION</th>
<th>NUMBER OF SURVEY RESPONSES</th>
<th>%</th>
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<td>RHOME</td>
<td>137</td>
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<td>76071</td>
<td>NEWARK</td>
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<td>NEMO</td>
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<tr>
<td>76079</td>
<td>SAGINAW</td>
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<td>0.7%</td>
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<tr>
<td>76234</td>
<td>DECATUR</td>
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**Q21. Work ZIP Code? (Insert N/A if not applicable)**

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<td><strong>2 RESPONSES TO ONE LOCATION</strong></td>
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<td>8.3%</td>
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<td>DECATUR</td>
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<td>GRAPEVINE</td>
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<td>2.1%</td>
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<tr>
<td><strong>TOTALS</strong></td>
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<td><strong>145</strong></td>
<td>100.0%</td>
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2 BACKGROUND RESEARCH
The **Background Research** is conducted to inform IUS of Rhome’s population and regional characteristics. This information is important because it influences the type of park amenities and activities that would be most desired or needed by the community. The background research includes:

- **Population Profile** – Population, population projection, demographics, etc.

- **Environmental Research** – Flora, fauna, climate, & rainfall averages for Rhome

- **Existing Land Uses**
DEMOGRAPHICS

- CAUCASIAN OR WHITE: 86.9%
- HISPANIC OR LATINO: 11.8%
- SOME OTHER RACE: 0.5%
- TWO OR MORE RACES: 0.3%
- AMERICAN INDIAN AND ALASKA NATIVE: 0.2%
- AFRICAN AMERICAN OR BLACK: 0.2%
- ASIAN: 0.0%
- NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER: 0.0%

HOUSEHOLD SIZE (2017)

- 4-OR-MORE-PERSON HOUSEHOLD: 165, 28%
- 3-PERSON HOUSEHOLD: 87, 15%
- 2-PERSON HOUSEHOLD: 227, 39%
- 1-PERSON HOUSEHOLD: 107, 18%

HOUSEHOLD INCOME (2017)

- $0 - $10,000: 4%
- $10,000 - $14,999: 6%
- $15,000 - $24,999: 4%
- $25,000 - $34,999: 3%
- $35,000 - $49,999: 4%
- $50,000 - $74,999: 4%
- $75,000 - $99,999: 4%
- $100,000 - $149,999: 6%
- $150,000 - $199,999: 4%
- $200,000+: 3%

AGE COHORT

- > 85: 8.0%
- 80-84: 6.0%
- 75-79: 4.0%
- 70-74: 2.0%
- 65-69: 0.0%
- 60-64: 2.0%
- 55-59: 2.0%
- 50-54: 0.0%
- 45-49: 2.0%
- 40-44: 3.0%
- 35-39: 4.0%
- 30-34: 6.4%
- 25-29: 2.8%
- 20-24: 2.8%
- 15-19: 1.5%
- 10-14: 3.6%
- 5-9: 4.4%
- < 5: 4.4%
Rhome’s population is expected to **increase over the next 5 years**. Due to this increase, parks, recreation and open space are an important aspect of **quality of life** for the citizens. The population projection used for this report is the **linear forecast**.
ENVIRONMENTAL ANALYSIS

The environmental analysis evaluates environmental factors that can impact a parks plan or that can benefit from parks and open space such as ecoregions, environmental hazards, and the local flora and fauna. Rhome’s ecoregion is the Cross Timers habitats.
3 SITE INVENTORY & ANALYSIS
SITE INVENTORY & ANALYSIS

The Site Inventory & Analysis is used to evaluate existing and potential park areas for future improvements and for park amenity and activity suitability. This analysis includes:

- **Site Observations & Assessments** – evaluates existing and potential park areas for *physical condition*, *design intent*, *social performance* and *environmental design performance*.

- **Park Category & Classification** – the park categories & classification are based on the *National Recreation & Park Association (NRPA)* standards which categorizes parks by size and service area.
RHOMER FAMILY PARK

Site Assessment

- Size: 1.8 acres
- Ownership: City of Rhome
- Category: Existing Park
- NRPA Park Class: Neighborhood Park
- IUS Rating: Good

Site Observations

- Connectivity issues to the rest of Rhome
- Lack of bike racks
- Various park amenities
- More vegetation to improve design performance of the park
- Screening needed between the park and railroad tracks
- More shade - natural or structural.
- Address ponding water to prevent mosquitos.
Site Assessment

- Size: 0.2 acres
- Ownership: City of Rhome
- Category: Existing Park-Memorial
- NRPA Park Class: Mini/Pocket Park
- IUS Rating: Excellent

Site Observations

- Well-maintained
- Memorial frequently has civic engagement activities
- Visibility from 2nd street needs signage
- Access from 2nd street needs sidewalk path
POTENTIAL PARK 1: ELM STREET POCKET PARK

Site Assessment

- Size: 0.9 acres
- Ownership: City of Rhome
- Category: Vacant parcel
- NRPA Park Class: Mini/Pocket Park
- IUS Rating: Potential Park Area

Site Observations

- This parcel is a City owned right of way (ROW) for a road
- Has visible drainage issues
- Utilities available (water, waste water, electric)
- Property is within a residential area
- Existing vegetation may be worth protecting
- Parcel is acceptable as a mini park for this area of downtown Rhome

View of parcel facing north showing existing vegetation
POTENTIAL PARK 2: ELLIS NEIGHBORHOOD PARK

Site Assessment
- Size: 10-15 acres
- Ownership: Northwest ISD
- Category: Open Space
- NRPA Park Class: Neighborhood-Community Park
- IUS Rating: Potential Park Area - Pending
- Area in FEMA 100YR Flood Plain: 7.8 ac.

Site Observations
- Natural waterfall for recreational use (active or passive)
- 10-14 acres that can accommodate multiple neighborhood amenities; bike trails, hiking trails, educational landscape, etc.
- Removing of illegal dumping and building materials
- Existing park facilities including sidewalk path and patios
POTENTIAL PARK 3: PRAIRIE POINT COMMUNITY PARK

Site Assessment
- Size: 10.0 acres
- Ownership: City of Rhome
- Category: Open Space
- NRPA Park Class: Neighborhood-Community Park
- IUS Rating: Potential Park Area
- Area in FEMA 100YR Flood Plain: 6.2 ac.

Site Observations
- The site is located in the rural area northeast of downtown
  Majority located within FEMA 100-year flood plain (60%)
- Flat topography with some existing native vegetation
- This parcel can serve as a neighborhood or community park
  for larger park amenities and activities such as outdoor and
  indoor sport courts
POTENTIAL PARK 4: OLD MILL & MORRIS POCKET PARK

Site Assessment

• Size: 0.35 acres
• Ownership: City of Rhome
• Category: Vacant parcel
• NRPA Park Class: Mini/Pocket Park
• IUS Rating: Potential Park Area

Site Observations

• Located in downtown of Rhome
• This parcel can serve as mini park with urban-like park amenities
• Utilities available: water, wastewater, electric
• Parcel is flat, large existing trees (Pecan and Sycamore tree)
• Parcel is adjacent to residential and commercial land uses
POTENTIAL PARK 5: BY WELL ESTATES COMMUNITY PARK

Site Assessment
- Size: 39.6 acres
- Ownership: City of Rhome
- Category: Open Space
- NRPA Park Class: Community Park
- IUS Rating: Potential Park Area
- Area in FEMA 100YR Flood Plain: 22.9 ac.

Site Observations
- This site can become a community park which can serve multiple neighborhoods in Rhome
- It is design to serve an area 1-3-miles
- Majority of the parcel is within the FEMA 100-year flood plain (~60%)
- Has unique vegetation and geology; natural, open space park
POTENTIAL PARK 6: BY WELL ESTATES NEIGHBORHOOD PARK

Site Assessment
- Size: 1.2-2 acres
- Ownership: City of Rhome
- Category: Drainage
- NRPA Park Class: Neighborhood Park
- IUS Rating: Potential Park Area

Site Observations
- Located south and east of Rhome in By Well Estates community
- Flat parcel, originally a drainage area between houses
- Not within the flood plain
- An opportunity for equitable park development (similar to Rhome Family Park)
4 NEEDS-BASED ASSESSMENT
The Needs-Based Assessment is used to determine park and recreational needs (indicators), as well as to benchmark current and future park and recreational desires. It is comprised of (3) separate assessments including:

- **Standards-Based Assessment** – Uses national and regional standards such as NRPA and the [Trust for Public Land (TPL)](https://www.tpl.org) as an indicator of park need.

- **Resource-Based Assessment** – Evaluates PROS resources such as City owned parcels, parcels to be acquired, or areas with potential for joint-agreements or partnerships, especially in identified areas of park need.

- **Demand-Based Assessment** – Uses input from the steering committee and from the [public engagement survey](https://www.tpl.org) to determine the recreational desires and needs of the community.
NRPA PARK LAND DEDICATION RECOMMENDATIONS

The graph shows Rhome’s existing park acreage and the park land dedication ranges corresponding to Rhome’s projected population growth. The park land dedication ranges are based on a ratio of ~6-12 acres/1000 residents.
The Trust for Public Land (TPL) publishes a Parkscore that shows areas of park need based on population, location, and geographic barriers.

IUS uses this information as an indicator of park need in Rhome.

The following graph summarizes the land resources as of 05/2020, showing existing park land acreage, potential park land acreage, and parcels deemed undevelopable.
The graph compares the existing park acreage, the NRPA park land dedication recommendations, and the identified potential PROS areas for Rhome. The graph shows that the acreage of potential PROS areas meets the recommended park land demands for 2030.

SUMMARY OF NEEDS-BASED ASSESSMENT
5 CONCEPT DESIGN PROCESS
CONCEPT DESIGN PROCESS

Recommends suitable park activities and amenities for each park proposal based on the community’s input.

- The proposed PROS ideas are based on IUS site observations, research, and initial input from the Rhome Parks steering committee.

- The public engagement survey will provide input and feedback that will be used to determine the most desired PROS activities & amenities.
CONCEPT DESIGN PROPOSAL: RHOME FAMILY PARK

CONCEPTUAL PLAN PROPOSAL 1

- Shade structures
- Splashpad/Water Feature
- Interactive art
- Passive recreation
- Community Fitness
- Adventure Playground
- Interactive art
- Sensory-Native Pollinator Garden
- Larger picnic pavilions
EXAMPLE DESIGN PROPOSAL FOR RHOME FAMILY PARK

BEFORE

Open area adjacent to the pavilion and the railroad tracks.

AFTER

- The open space can be used for community recreation such as yoga. Adding a flexible shading device can make the area more comfortable for use during the spring or summer.

- The vegetative buffer along the fence enhances privacy in the park.
The area does not have any activity as there is no attraction like flowering plants, lighting or sculptures.

The area will be enhanced with lighting for nighttime celebrations.
PROPOSED CONCEPTUAL DESIGN: ELM STREET POCKET PARK

CONCEPTUAL PLAN PROPOSAL 1

Stormwater control device e.g. raingarden
Playground for teens
All-abilities playground
Small bridge
Shade structure
Adventure playground
DESIGN OPPORTUNITIES:
ELLIS NEIGHBORHOOD PARK

- Interactive learning/education
  - Stepping stones
  - Natural stone to define the creek
  - Native prairie planting
- Pavilion/outdoor classroom
- Tree houses
- Boardwalk
- Defined walking paths/trails
- Picnic tables
- Benches
- Birding stations
- Meditation Area
DESIGN OPPORTUNITIES: OLD MILL & MORRIS POCKET PARK

- Areas for large gatherings
  - Outdoor performances
  - Outdoor movie screening
- Placemaking
  - Playful art
  - Urban furniture
- Splashpad
- Pollinator garden
- Enclosed sitting space
- Plantation
- Lighting
DESIGN OPPORTUNITIES: BY WELL ESTATES COMMUNITY PARK

Native planting within flood plain

Fishing

Oak Cliff Preserve Dallas, TX - Hiking and Mountain Biking Trail

Lady Bird Johnson Wildflower Center Austin, TX

Trinity River Audubon Center Dallas, TX – Birding Stations

Floodplain park development example
DESIGN OPPORTUNITIES:
BY WELL ESTATES NEIGHBORHOOD PARK

- Playground
- Playful art
- Urban furniture
- Areas for medium-neighborhood sized gatherings
  - Picnics
  - Outdoor performances
  - Community events
- Outdoor game tables
- Park amenities for older adults
- Walking and jogging trails
- More native landscaping
6 IMPLEMENTATION STRATEGIES & FINAL RECOMMENDATIONS
Implementation Strategies facilitate short-term and long-term PROS plan goals by:

- Prioritizing high facility needs
- Implementation Matrix
  - Actions
  - Involved Partners/Entities
  - Timeline Estimates
- Project Cost Estimates
- Funding Strategies
  - Internal funding strategies
  - Grants
  - Gov. Low interest Loan Programs
  - Private-Public Partnerships (PPP)
- Recommended Plant List
FINAL RECOMMENDATIONS

Final Recommendations are **proactive strategies** such as:

- Policy Recommendations
  - Code Amendments
    - Park Land Dedication
    - Riparian & Grow Zones
- Additional Resources
  - Local & Regional Partners
  - Example Forms & Templates
  - Precedent Examples
  - Literature Review Resources
- Environmental Considerations
  - Complete Plant List
7 PARKS FOCUS GROUPS
NEXT STEPS FOR PARKS FOCUS GROUPS

- Why Focus Groups?

- Focus Group Strategy
  - Determining neighborhoods-community areas in Rhome for the focus group sessions
  - Identification of members for each focus group (recruitment & outreach)
  - Focus group content
  - Scheduling

- Mentimeter

- Roles & responsibilities
WHY FOCUS GROUPS?

- The purpose of hosting remote focus groups is to:
  - Better understand the recreational needs within each neighborhood-community in Rhome
  - Receive feedback on the to-date PROS proposals and parks planning

- Focus groups are a research method used to gather opinions and feedback from an audience about a subject such as a parks, recreation, and open space
FOCUS GROUP STRATEGY

- (3) focus groups will be conducted, approx. duration 1 hour
- The proposed focus groups are:
  1. Crown Point & Old Town Rhome
  2. Ellis & Chisolm Trail Ranch Neighborhoods
  3. By Well Estates & Prairie Point Neighborhood
- The individuals participating in the focus group sessions will be selected by the Rhome Parks Committee (**max. of 12 participants**) 
- Discussions are pre-planned by IUS and the Rhome Parks Committee and then guided by an IUS facilitator
- Should take place in **late July or early August**
MENTIMETER

- **Mentimeter** is an interactive presentation tool that allows an audience to give feedback during or after a presentation.

- Works with any remote-online platform: Zoom, GoTo Meeting, MS Teams, PCs and cell phones.

- The live feedback happens during the presentation.

- Participants can only vote once per device unless the facilitator permits multiple votes.

- All user responses are anonymous.

**Focus Group Example:**
- Link: [https://www.menti.com/84cwizvom5](https://www.menti.com/84cwizvom5)
- **Menti.com** code **61 08 09**
ROLES & RESPONSIBILITIES

Rhome

- Verifying focus group neighborhood-community pairings
- Identifying focus group participants (outreach & recruitment)
- Providing additional recommendations e.g. specific questions pertaining to parks & recreation

IUS

- Developing the focus group content
- Conducting the focus groups using Mentimeter
- Establishing ground-rules for the focus groups and directions for remote collaboration
THANK YOU!