

2022-2027

CITY OF FERNDALE PARKS AND RECREATION MASTER PLAN



FERNDALE, MI

Acknowledgments

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Consulting Partners

SmithGroup (2021)
Hamilton Anderson Associates (2017)

Adoption Action

The goals were reviewed and edited to prioritize accessibility and inclusion as an important goal for the next five-year Plan. This information has been evaluated and incorporated in this new plan.

The draft Master Plan was available for public review on December 22, 2021 thru January 24, 2022 with copies available online and placed at City Hall and the Ferndale Library.

A public meeting on the draft Parks and Recreation Master Plan was held at the City Council on January 24, 2022. Additional public meetings were held on January 19, 2022 during the joint Parks and Recreation Commission and Planning Commission meeting.

The Parks and Recreation Master Plan public review time frame and the public hearing was officially promoted and published on the City website, local media, and the Parks and Recreation Facebook page on December 22, 2022.

Adoption

The Parks and Recreation Master Plan was recommended for adoption by the Parks and Recreation Commission and Planning Commission at a joint meeting held on January 19, 2022. The Plan was then forwarded to the City Council. The Ferndale City Council adopted the Parks and Recreation Master Plan by resolution at their January 24, 2022 meeting (See Appendix for a copy of notices).

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INTRODUCTION

The 2022-2027 Ferndale Parks and Recreation Plan is an update of the City of Ferndale's previous Parks and Recreation Plan and an extension of the City of Ferndale Master Plan. This Parks and Recreation Plan carries the overarching open space strategy forward to guide the specifics of planning, developing, programming, and sustaining the city's recreation land and facilities. While Ferndale has maintained parkland within the City's neighborhoods over its history, community trends and input have prompted the City to think about parks and recreation in a more creative, responsive, inclusive, and sustainable way. The plan update process began as part of the overarching "Plan Ferndale" initiative (including the master plan and climate action plan) in the summer of 2021, and over the next few months residents and other stakeholders shared their thoughts on how Ferndale should move forward in the next five to ten years. Public input, combined with analyses of current, historic, and future conditions locally and nationally, forms the vision for the City's future and the basis for the recommendations in the plan. This plan update to the 2017-2021 plan is expected to be amended in 2022 to fully capture the alignment with the Plan Ferndale Master Plan and Climate Action Plan.

PURPOSE OF THE PLAN

The 2022-2027 City of Ferndale Parks and Recreation Master Plan was updated by the Parks and Recreation Department, supported by the Parks and Recreation Commission and Planning Commission, and adopted by the City Council. It serves multiple purposes, including a guide for decision-making, public transparency and awareness of the City's current conditions and needs, a funding tool, and an aspiring vision for the future.

This Plan is the document that sets the vision and action plans for realizing the full potential of Ferndale's parks and recreation services and facilities now and into the future.

The Plan presents an inventory of existing facilities and programs within the City as well as, an evaluation of current opportunities and needs and the anticipated demand for additional or improved facilities and programs.

Strongly rooted in findings from a community-wide survey and Community Summit, the Plan identifies the trends in the City and the Parks and Recreation Department's goals for future improvements. The trends specifically address social, demographic and cultural changes; the changing economy of the region; new uses for technology; the City's desire for environmental stewardship; and continuing the City's commitment to fiscal sustainability.

Although there are a handful of other public and private agencies that provide recreation opportunities for the citizens of Ferndale, the jurisdiction of this Parks and Recreation Master Plan includes only City-owned and operated recreation facilities and programs.

The Plan is intended to enable the City to continue to apply for funding assistance from various agencies to work toward implementing the documented recommendations and fulfilling the Recreational goals. This Plan provides for five years of grant eligibility with the Michigan Department of Natural Resources and Environment (MDNR). This five-year plan will be amended later in 2022 to incorporate the final recommendations from the joint Plan Ferndale Master Plan and Climate Action Plan effort.

HOW THE PLAN WILL BE USED

With the purpose of providing a vision and policies that guide Ferndale parks and recreation, this Plan is intended to be used by many community groups to help realize that vision.

This plan will be used:

By the public:

- To understand the goals and objectives of the Parks and Recreation Department and the community's common vision
- To understand the maintenance, operation and programming obligations
- To learn about the parks and recreation decision-making process

By City Staff:

- To measure success and planned accomplishments
- To plan for staff and funding allocations
- To understand "next steps"— to make decisions beyond existing pressures and needs
- To utilize the existing park facility inventory
- To utilize the existing park programming inventory

By City Council:

- To guide future planning decisions around the vision for each park and community center as assets to the community and its residents
- As a reference to the Master Plan guiding land use

By the Parks and Recreation Commission (PARC):

- To utilize as a guiding document for activities
- To plan future park improvements
- As policy framework for committee priorities

By partners and advocates:

- To understand the goals and objectives of the Parks and Recreation Department and the community's common vision
- For projects and community design, development standards
- To meet gaps in parks and recreation services
- To serve as a framework for continuing meaningful partnerships with current and future partners

PARKS AND RECREATION DEPARTMENT

Vision, Mission, Goals

The Parks and Recreation Department's guiding statements at right provide a solid foundation for the plan and its implementation priorities.

The following vision and mission statements serve to guide the Ferndale Recreation Department's overall purpose and direction:

Vision: Creating our community through people, parks, and programs.

Mission: Ferndale Recreation is dedicated to working with the community to improve quality of life by providing a wide-variety of activities that encourage health, fitness and cultural enrichment.

Their vision, mission statement, and departmental goals were developed to assist in providing direction to the Advisory Board and Department. Goals are statements that describe the City's long-term ideal views for its future.

The Parks and Recreation Department goals include:

- Fiscal sustainability
- Departmental growth with an emphasis on program development
- Improving efficiency and effectiveness of services
- Upgrading and maintaining facilities and infrastructure
- Positioning Ferndale Recreation as an essential service
- Maximizing appropriate technology
- Investing in staff training
- Improving accessibility to provide recreational opportunities to all of Ferndale's residents

PLAN PRINCIPLES

From Plan Ferndale 2022 Draft

“Our vision for Ferndale is organized around principles of **progress, equity, sustainability, and resilience.**”

-2017 Master Land Use Plan Principles

The four principles above are in the process of being amended during the joint 2021-2022 Plan Ferndale initiative (updating the Master Land Use Plan alongside this Parks and Recreation Plan and adding a Climate Action Plan).

Expected additions and revisions to these principles, once finalized, will be included in the 2022 Parks and Recreation Master Plan Amendment.

In this vein, this 2022-2027 Parks and Recreation Plan includes a stronger emphasis on inclusion and accessibility.

PROGRESSIVE – Ferndale recognizes the interconnected nature of our region and will strive to retain and enhance its status as a leader – in social, economical, and environmental aspects of the community. Ferndale will look for new and better ways to lead by example as well as work with partner organizations and neighboring communities on issues that improve quality of life and are rooted in equity, sustainability, and resiliency.

EQUITABLE – Ferndale will be an inclusive community that leads with fair and just policies and practices to support, enhance, and create housing, job, education, transportation, neighborhood-serving retail, and recreation opportunities for all. Ferndale will work to create more equitable outcomes by seeking diverse perspectives and designing for the distinct challenges of non-dominant social groups.

SUSTAINABLE – Ferndale will strive to minimize its carbon footprint through mitigation strategies and improve its long-term economic development impact to create positive environmental, social, and economic opportunities for all residents. Ferndale will work with local and regional partners to improve community systems – including buildings, energy, waste, water, green infrastructure, and transportation.

RESILIENT - Ferndale’s neighborhoods, economy, open space, and infrastructure will be strengthened to withstand and adapt to the impacts of economic, public health, and environmental threats and challenges. Ferndale will work to strengthen household resilience by fostering social networks, creating resilience hubs, and continuing to bridge

resource and information gaps for a prepared and informed community.

INCLUSIVE – Ferndale will be an intentionally welcoming place for residents, businesses, and visitors of all ages, races, ethnicities, abilities, sexual orientations, gender expressions, and lived experiences. Ferndale will support policies, programs, services, facilities, placemaking, events, and general governance that values all people and their needs and contributions to the community.

HEALTHY – Ferndale will provide for the highest individual quality of life through opportunity and investment. Ferndale will work to create a physical environment and social network to support the mental, emotional, physical, and spiritual health and wellbeing of all.

THRIVING – Ferndale will celebrate local success and community prosperity by building relationships with local businesses, leveraging its unique resources, and engaging the community around its arts and culture. Ferndale is a place where the capacities of residents, businesses, and institutions are identified, valued, and prioritized.

CONNECTED – Ferndale recognizes the importance of connection, including the connection between neighbors and the connection between people and place. Ferndale will create welcoming, accessible, and inclusive spaces for social connection as well as accommodating a range of mobility and transportation options to travel safely from one location to another across the community.

PLAN GOALS AND ORGANIZATION

The following six recommendations chapters together comprise the City’s updated Parks and Recreation Master Plan:

- Communication and Awareness
- Partnerships
- Facilities
- Maintenance and Operations
- Programming
- Funding

Recommendations describe how Ferndale Parks and Recreation will help address the city-wide trends Ferndale is experiencing now and into the future. This Plan recognizes these complementary efforts as part of the City’s overall Master Plan.

Communication and Awareness

- Create a communication plan to develop the most effective methods to increase awareness of Ferndale’s parks and programs.
- Continue to elevate the Ferndale Parks and Recreation Brand through communication and Media
- Enhance park stewardship

Partnerships

- Enhance engagement with other recreational entities and civic groups
- Maintain existing relationship and identify new opportunities for shared uses within the city and the region

Facilities

- Plan for, improve, and develop parks and recreation facilities that respond to relevant needs and secure assets for the future
- Continue to expand the use of natural and sustainable design elements in parks and facilities
- Enhance non-motorized connections to and from amenities at recreation facilities

Maintenance and Operations

- Ensure the long-term maintenance and provision of facilities and programs through the strategic planning and management of human resources and funding
- Enhance the long-term viability of park features

Programming

- Provide a diversity of recreation opportunities that are safe, welcoming, affordable, accessible and of interest to Ferndale’s diverse population.
- Establish unique places through non-traditional and specialty parks and programming

Funding

- Establish alternative funding sources
- Secure general funding streams through traditional mechanisms

For a detailed listing of these goals and their corresponding objectives, see Chapter 5.

A detailed Action Plan with task leaders and anticipated timelines can be found at the end of the plan, following the recommendations chapters.

PLANNING PROCESS

The City of Ferndale began the development of this Parks and Recreation Master Plan in 2021, simultaneously with the City's comprehensive Master Plan.

The planning process began by meeting with the Recreation Department Director and staff and the Parks and Recreation Commission (PARC) to discuss issues and community trends that are facing the Ferndale community and the Parks (under DPW) and Recreation Departments.

As part of the greater Plan Ferndale process, representatives from PARC and city parks staff served on the Steering Committee providing insight on plan revisions, guiding principles, and community engagement. Equitable Open Space was one of three featured topics at the Plan Ferndale Community Summit held October 26-27, 2021. An online discussion board launched that week, with guided questions and opportunities for users to start their own topics.

Full results from the Plan Ferndale effort will be incorporated into the planned 2022 plan amendment.

Public Input Process

This plan builds significantly off the 2017-2021 Plan. Engagement in 2017 included focus group meetings, an open house, and online feedback.

EQUITY AND OPEN SPACE SUMMIT

The Equity and Open Space session, part of the overall Plan Ferndale Community Summit held in October 2021, provided multiple insights that guided the Parks and Recreation Plan Process. Residents shared they wanted to see:

Deeper Connection and Investment in Nature

- Restoration projects, increased canopy and shade, natural barriers from roads, community maintained gardens.

Accessibility and Universal Design

- Increased barrier free access with a study on existing equipment, pathways, entrances, and sidewalks.

Cultural Programming that Speaks to Marginalized Groups

- Specifically LGBTQIA+ youth, individuals with disabilities, seniors, children and youth. Proposed an equity audit asking who is being served where and where are opportunities for growth.

Equity, Cultural Visibility, Artistry and Opportunity through Signage and Wayfinding

- Using signage and wayfinding to increase cultural visibility, especially in Geary Park.

Parks Infrastructure that is Curious, Fresh, Interactive and Adventurous

- Increased interactive design and play structures

Redefining Safety

- Making spaces that feel safe to residents and visitors as they are regional attractions. Establish resident based safety protocols and community embedded police officers. Consider safety both for everyday purposes and safety during larger events.

PUBLIC SURVEY

The planning team developed and conducted a community-wide survey launched in November 2021. This survey was modeled on the survey for the previous plan update and was used to gain public feedback and input on users' interests and preferences and their thoughts on existing and desirable facilities and programs. Feedback from this survey is woven throughout the plan and a complete summary is included in the appendix.

WILSON PARK

Public meetings to the City of Ferndale and to Ferndale High School students were held December 16, 2021 to vet alternative concepts for Wilson Park. An online survey launched in December will provide further input that will be incorporated into the final Plan Ferndale version of this parks and rec plan amendment in 2022.

COMMUNITY OVERVIEW

COMMUNITY OVERVIEW

Today the City of Ferndale is a vibrant inner ring suburb of Detroit. Positioned between Eight Mile Road, I-75, and I-696, Ferndale is conveniently located within the metropolitan Detroit region and has easy access to numerous regional destinations. Occupying nearly four square miles, this resilient City has continued to be a desirable community in which to live or visit. Its success in part can be attributed to its traditional downtown, established neighborhoods, and cultural diversity.

The City of Ferndale owns and operates 14 public parks and a variety of recreation programs. The Ferndale Parks and Recreation Department adheres to a long tradition of providing clean, green, safe, and accessible parks for the entire community to enjoy.

The following section provides an overview of current facilities, programs, administrative structure, and community partners. This overview is a snapshot for which to compare and understand the City's past, present, and future and can be used to track progress as implementation activities move forward.

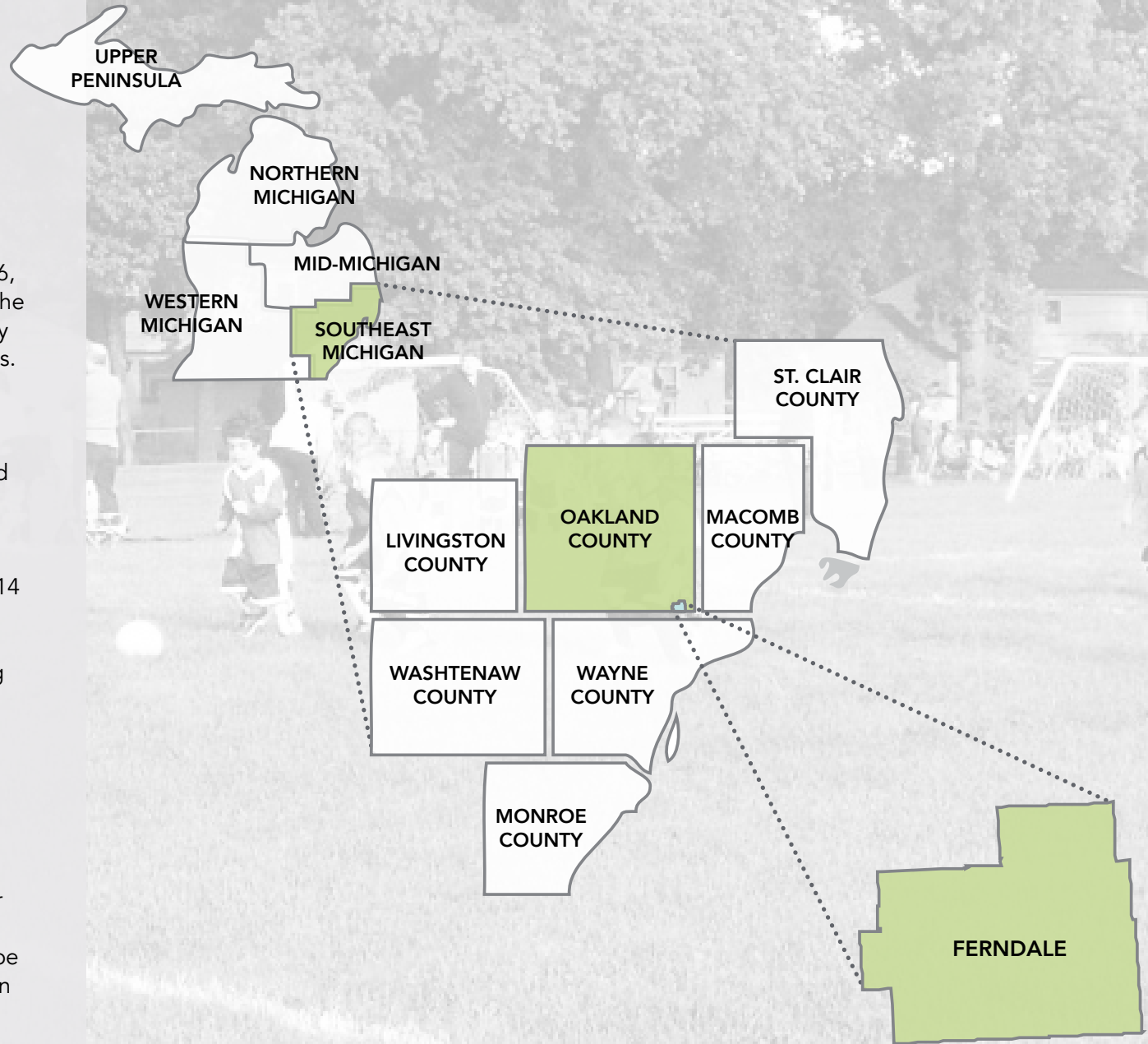


Image Source: Facebook/City Government of Ferndale

Population

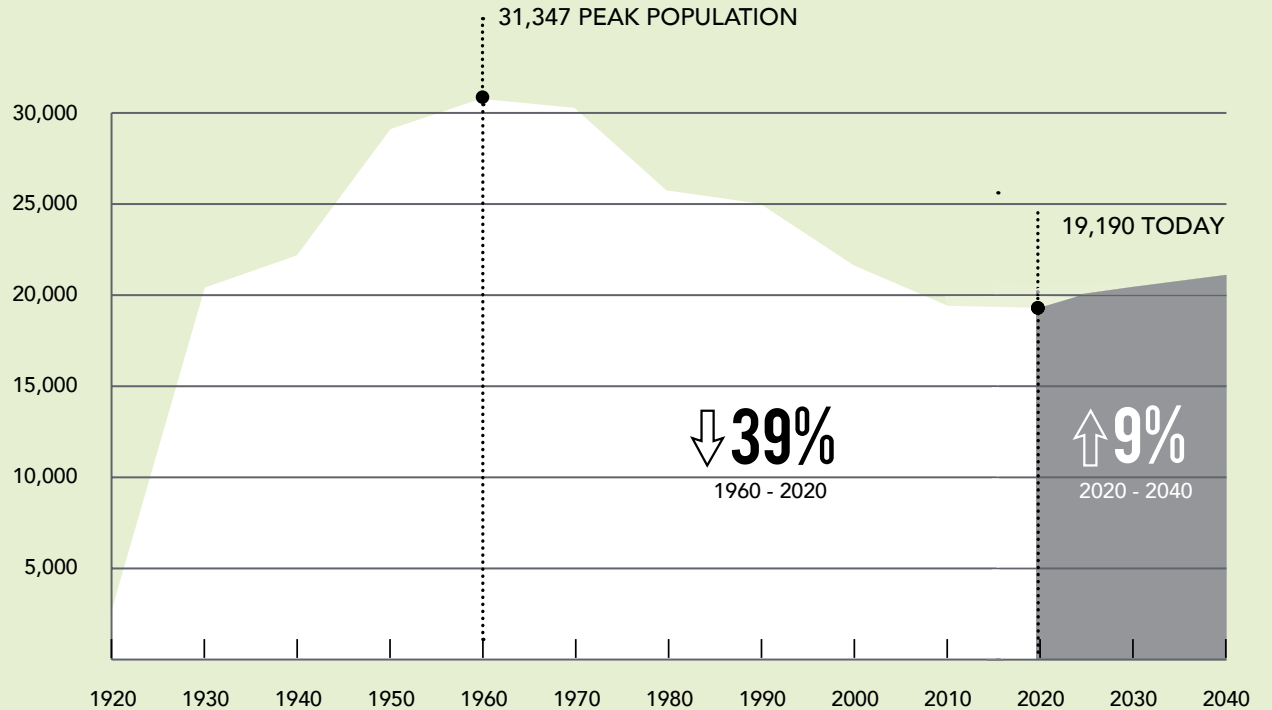
Population and population density characteristics have a significant influence on recreation planning. In general, the City of Ferndale is a dense urban community, so it is practical for park facilities to be located throughout the City.

Like many of its surrounding communities, Ferndale lost much of its population between 2000 and 2010 resulting from the Great Recession. While recent counts show a slight decrease in Ferndale’s population similar to surrounding communities — down 5% since 2010 — SEMCOG’s demographic forecast of the region’s population through 2040 predicts populations will increase, though not return to pre-2010 levels.

Current population projections predict the population will slowly increase to 20,793 people in 2030 and to 21,164 people in 2040, a total increase of 9% from 2020 to 2040.

In 2020, the population density in Ferndale was estimated at 7.7 persons per acre, projected to increase to 8.5 by 2040.

POPULATION TRENDS AND PROJECTIONS



Data Sources (entire page): U.S. Decennial Census, 2010-2019 ACS 5-Year Estimates, SEMCOG 2045 Forecast (2018)

TOTAL (2020)	19,190 PEOPLE
DENSITY	7.7 PERSONS / ACRE
PEAK (1960)	31,347 PEOPLE
1960 TO 2020	-39%
20-YR. PROJECTION	+9%

Households

Household types and household size can be important indicators for making recreation facility and program decisions. These data figures can provide a picture of who lives in the community and how it is trending, which can inform the types of facilities and programs Ferndale’s population needs and are interested in.

According to 2019 estimates, there were 10,225 households present in Ferndale. Current projections predict the number of households in Ferndale will modestly decrease 5% over the next 20 years to 9,753 in 2040.

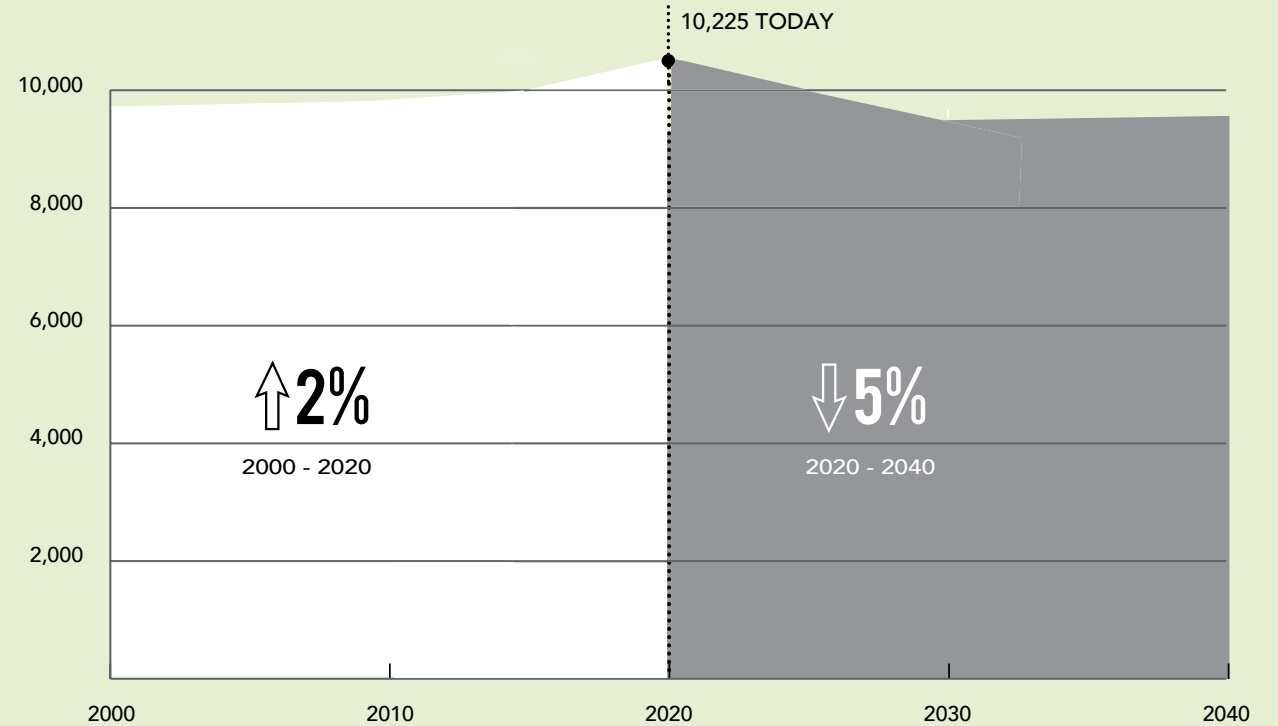
Ferndale has a lower proportion of Family households (37%) and a higher proportion of households classified as Non-Family (63%) than some of its surrounding communities and the Detroit Metropolitan Statistical Area overall. The lower proportion of Family households in Ferndale is largely attributed to the number of single persons living alone, accounting for 59% of all Non-Family households. Of those living alone, 5% are 65 years or older.

The average household size of 1.96 persons per household is relatively small and has been declining (2.14 persons per household in 2014). The decline in household size is consistent with a national downward trend due to people having fewer children and living longer.

The number of households with children under 18 years old in Ferndale (13%) is generally lower than its surrounding communities and the region overall, such as Royal Oak (29%), Pleasant Ridge (25%) and Hazel Park (23%).

TOTAL (2019)	10,225 HOUSEHOLDS
20-YR. PROJECTION	-5%
AVERAGE SIZE	1.96 PERSONS
FAMILY	37%
NON-FAMILY	63%

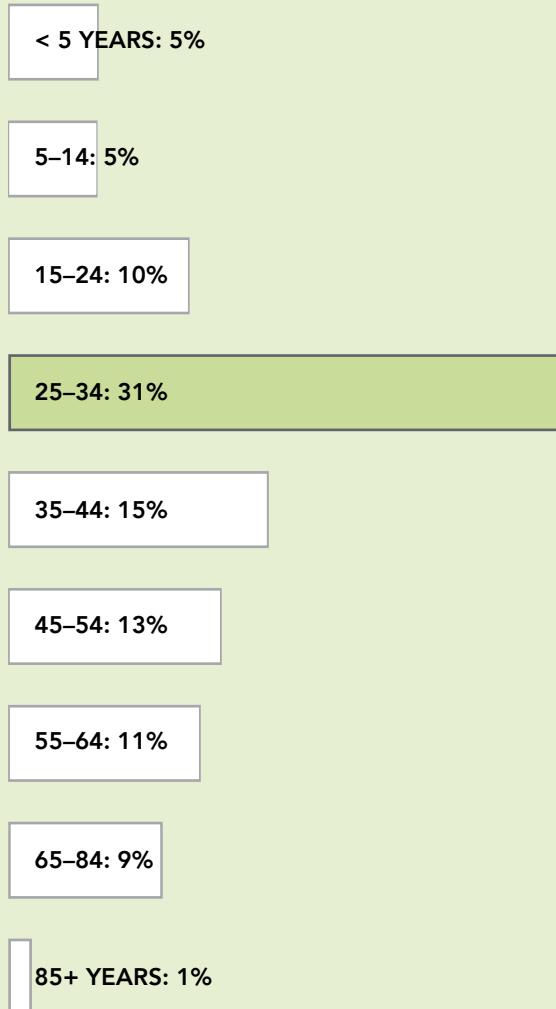
NUMBER OF HOUSEHOLDS (OCCUPIED HOUSING UNITS)



Data Sources (entire page): U.S. Decennial Census, 2010-2019 ACS 5-Year Estimates, SEMCOG 2045 Forecast (2018)

AGE DISTRIBUTION

CITY OF FERNDALE



Data Sources (entire page): 2010-2019 ACS 5-Year Estimates, U.S. Decennial Census

Age and Gender

The median age of Ferndale residents is 35.0 years of age and is similar to surrounding communities and the Detroit MSA overall (also 35.0). The largest age group in Ferndale is the 25-34 years group, which accounts for over a quarter of Ferndale’s population (31%). This is consistent with Ferndale’s age trends over the last decade as more young professionals and couples have moved to Ferndale for its affordable housing options, close-knit neighborhoods, and walkable downtown.

The smallest age groups include Ferndale’s youth (under 14 years) and older residents (65 years and older). While Ferndale’s youngest and oldest residents are currently a minority in the age category, the number of senior citizens in Ferndale is expected to increase as part of a national trend of aging Baby Boomers that will likely be entering retirement over the next ten years.

The male-to-female ratio is close to 1:1, with 50.4% male and 49.6% female.

MEDIAN AGE (YEARS)	35.0
<18 YEARS	10.9%
65+ YEARS	9.9%
<hr/>	
FEMALE	49.6%
MALE	50.4%

Other Factors

Several other demographic factors and community trends within Ferndale are notable in terms of their potential influence on parks and recreation programs and facilities. These include:

- **Educational attainment** of the population continues to increase. Approximately 48% of Ferndale residents 25 years or older hold a Bachelor’s degree or higher.
- **Median household income** in Ferndale has increased by over \$20K since 2014.
- **Median housing values** has increase \$69.9K since 2014 to a current median value of \$162.0K.
- **Population living below the poverty line** has decreased to 9% compared to 17% in 2014.
- **Racial diversity** has remained similar since 2014, though it is still relatively homogenous.
- **Downtown Ferndale** continues to be a local and regional destination for dining, shopping, and cultural events and is experiencing an increasing residential and employment population. Recent improvements over the last decade have made the district a more pedestrian- and bike-friendly place. Downtown Ferndale won the Great American Main Street Award (GAMSA) from the National Trust for Historic Preservation’s National Main Street Program in 2010.

How Ferndale Compares

Looking at Ferndale in the context of neighboring communities, the county, and the region provides a snapshot of Ferndale’s unique attributes and how the City differs from its surroundings on demographic and economic factors.

<p>POPULATION CHANGE (2010-2020)</p> <table border="0"> <tr><td>Huntington Woods</td><td>-10%</td></tr> <tr><td>Detroit</td><td>-10%</td></tr> <tr><td>Hazel Park</td><td>-9%</td></tr> <tr><td>Ferndale</td><td>-4%</td></tr> <tr><td>Royal Oak Township</td><td>-2%</td></tr> <tr><td>Wayne County</td><td>-2%</td></tr> <tr><td>Oak Park</td><td>1%</td></tr> <tr><td>Royal Oak Park</td><td>2%</td></tr> <tr><td>Pleasant Ridge</td><td>2%</td></tr> <tr><td>Oakland County</td><td>6%</td></tr> </table>	Huntington Woods	-10%	Detroit	-10%	Hazel Park	-9%	Ferndale	-4%	Royal Oak Township	-2%	Wayne County	-2%	Oak Park	1%	Royal Oak Park	2%	Pleasant Ridge	2%	Oakland County	6%	<p>POPULATION DENSITY (2020)</p> <p style="text-align: right; font-size: small;">Persons Per Acre</p> <table border="0"> <tr><td>Oak Park</td><td>8.8</td></tr> <tr><td>Hazel Park</td><td>8.4</td></tr> <tr><td>Royal Oak</td><td>7.7</td></tr> <tr><td>Ferndale*</td><td>7.7</td></tr> <tr><td>Detroit</td><td>7.2</td></tr> <tr><td>Huntington Woods</td><td>7.0</td></tr> <tr><td>Pleasant Ridge</td><td>6.8</td></tr> <tr><td>Royal Oak Township</td><td>6.7</td></tr> <tr><td>Wayne County</td><td>4.5</td></tr> <tr><td>Oakland County</td><td>2.3</td></tr> </table> <p style="font-size: x-small;"><i>*Decreased from 8.1 people per acre in 2014</i></p>	Oak Park	8.8	Hazel Park	8.4	Royal Oak	7.7	Ferndale*	7.7	Detroit	7.2	Huntington Woods	7.0	Pleasant Ridge	6.8	Royal Oak Township	6.7	Wayne County	4.5	Oakland County	2.3	<p>MEDIAN HOUSEHOLD INCOME (2019)</p> <table border="0"> <tr><td>Pleasant Ridge</td><td>\$122.8K</td></tr> <tr><td>Royal Oak</td><td>\$81.7K</td></tr> <tr><td>Oakland County</td><td>\$81.2K</td></tr> <tr><td>Ferndale*</td><td>\$71.8K</td></tr> <tr><td>Oak Park</td><td>\$52.6K</td></tr> <tr><td>Wayne County</td><td>\$50.8K</td></tr> <tr><td>Hazel Park</td><td>\$38.9K</td></tr> <tr><td>Detroit</td><td>\$34.0K</td></tr> <tr><td>Huntington Woods</td><td>\$33.9K</td></tr> <tr><td>Royal Oak Township</td><td>\$28.3K</td></tr> </table> <p style="font-size: x-small;"><i>*Increased from \$50.6K in 2014</i></p>	Pleasant Ridge	\$122.8K	Royal Oak	\$81.7K	Oakland County	\$81.2K	Ferndale*	\$71.8K	Oak Park	\$52.6K	Wayne County	\$50.8K	Hazel Park	\$38.9K	Detroit	\$34.0K	Huntington Woods	\$33.9K	Royal Oak Township	\$28.3K
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Land Use

Existing land use patterns show distinct commercial and industrial corridors that serve as delineation lines to residential neighborhoods. Neighborhoods consist almost entirely of single-family homes, with parks, institutional uses, and multi-family uses sprinkled within. There are several areas within the city that host a broader mix of uses, including the Hilton, West Marshall, and South Livernois corridors.

EXISTING LAND USE

SOURCE: CITY OF FERNDAL, 2021

LAND USE	ACREAGE	% OF TOTAL
Single-Family Residential	1,148	46%
Multi-Family Residential	32	1%
Commercial/Office	108	4%
Industrial	232	9%
Institutional	131	5%
Open Space	85	3%
Right-of-Way/Utility	692	28%
Vacant	71	3%
TOTAL	2,498	100%

EXISTING LAND USE

- Single-Family
 Commercial / Office
 Open Space
 Right-Of-Way / Utility
- Multi-Family
 Industrial
 Institutional
 Vacant



SOURCE: CITY OF FERNDAL, SMITHGROUP

Parks & Open Space

Ferndale offers 4.6 acres of open space per 1,000 residents. The city's neighborhood parks, which are the basic unit of the park system, are distributed throughout the city, covering most of the population within a 1/4- to 1/2-mile radius (a 5 to 10 minute walk).

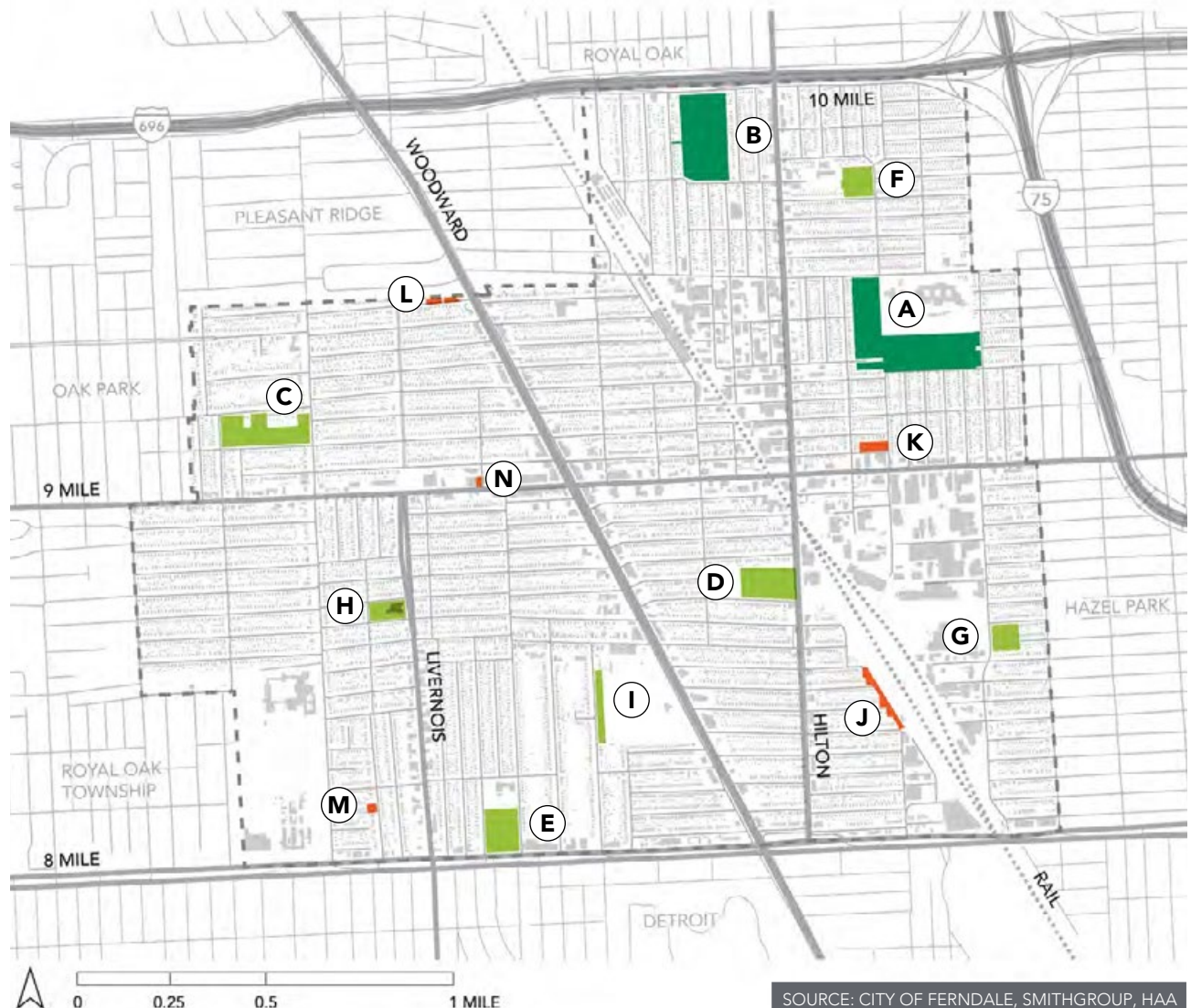
PUBLIC PARKS

SOURCE: CITY OF FERNDALE, 2021

PARK	ACREAGE
(A) Martin Road Park	31.82
(B) Harding Park	17.65
(C) Geary Park	9.65
(D) Wilson Park	7.34
(E) Garbutt Park	6.53
(F) Lennon Memorial Park	4.18
(G) Wanda Park	3.17
(H) Kulick Community Center	2.82
(I) Oppenheim Park	2.35
(J) Fair Park	1.27
(K) Vester Park	0.89
(L) Oakridge Park	0.54
(M) Marie Park	0.22
(N) Schiffer Park	0.13
TOTAL	88.56

PARKS BY TYPE

- Community (10+ acres)
- Neighborhood (1-10 acres)
- Mini (<1 acre)



SOURCE: CITY OF FERNDALE, SMITHGROUP, HAA

Access to Open Space

The map at right illustrates distance to the nearest park. As shown and detailed below, a majority of areas within Ferndale are located within 1/4-mile (a 5-minute walk) of a park; however, some service gaps exist, where distance to the nearest park is greater than 1/4-mile. The largest gaps are found northeast of Downtown, the west part of the city south of 9 Mile, and near Woodward and 8 Mile.

- 73% of Ferndale properties can access a public park within a 1/4-mile (5-minute walk) distance.
- 26% of Ferndale properties can access a public park within a 1/2-mile (10-minute walk) distance.
- 1% of Ferndale properties are located more than 1/2-mile (10-minute walk) distance of a public park.
- All residents in Ferndale can access a public park within a one-mile distance of their home.

It is important to note that mobility and non-motorized systems, not just distance, are integral to access to open space. For example, traffic on Woodward Avenue and the rail lines create potential barriers to access depending on the direction residents use to enter a park. However, transportation and pedestrian infrastructure bridge this gap.



Non-Motorized Transportation

Non-motorized transportation refers to bicycle and pedestrian travel on streets, sidewalks, and pathways. The City has implemented several types of non-motorized facilities in recent years as it continues to implement its multi-modal network plan.

The full multi-modal plan, resources, and recent news can be found on Ferndale Moves, the City's online transportation dialogue and resource center. www.ferndalemoves.com. The most recent Ferndale Moves! Plan was adopted by City Council on April 26, 2021. The plan outlines the Future of Mobility in Ferndale as defined by the community with four goals: Environment, Community, Equity, and Regional Mobility.

Ferndale's **bike lanes** are portions of the roadway that are designated by striping, signage, and pavement markings for the use of bicyclists. They are sometimes designated by barriers.

Ferndale's **bike routes** contain a combination of on-street shared lanes (also called "sharrows") and wayfinding signage along preferred bicycle routes. The bike routes are part of the Woodward Corridor Neighborhood Bicycle Network, connecting Ferndale and several neighboring communities.



ADMINISTRATIVE STRUCTURE

Administrative Structure

The following describes how recreational activities and resources are governed and administrated within Ferndale. The function of the various boards and departments with recreation responsibilities is summarized on the following pages.

Public Act 156 of 1917 (Section 123.51 Public recreation system; powers of municipality) authorizes cities, villages, counties, townships, and school districts to operate systems of public recreation and playgrounds. The act states:

Sec. 1. Any city, village, county or township may operate a system of public recreation and playgrounds; acquire, equip and maintain land, buildings or other recreational facilities; employ a superintendent of recreation and assistants; vote and expend funds for the operation of such system.



City Commissions

The responsibility of managing, maintaining, and improving recreation facilities within Ferndale is met by various City commissions and departments. As the highest level of authority in the City, the City Council plays a key role in the provision of recreation. The City Council appoints a nine member Parks and Recreation Commission, which is comprised of seven citizens, the Director of Recreation, and the DPW Director or designate.

The Parks and Recreation Commission is established "in accordance with the provisions of Chapter 13, Article III, Parks and Recreation Board, of the City of Ferndale Code of Ordinances. The commission acts in a fact-finding recommendatory and advisory capacity to the Council, considering the needs and requirements of park and recreational facilities, activities, and estimated costs, and makes recommendations to Council on those issues. The Commission typically meets on the first Wednesday of each month at 6:30 p.m. at the Gerry Kulick Community Center or other city approved designated location while Kulick is closed to the public."

Department of Parks and Recreation

Two City departments play major roles in the provision and administration of parks and recreation: the Department of Parks and Recreation and the Department of Public Works.

The Department of Parks and Recreation consists of four full and several part-time staff members (see organizational chart on following page). The department is headed by the Director of Parks and Recreation. Employees currently work remotely due to the closure of the Gerry Kulick Community Center.

The Parks and Recreation Director is the staff liason of the Parks and Recreation Commission (PARC) and along with the DPW Director or designate, serve as advisors to the PARC, but does not have the right to vote upon any decision of the PARC. In a joint effort, the Recreation and DPW Directors are charged with the responsibility of overseeing the satisfactory operation of all parks, recreation facilities and programs provided by the City of Ferndale.

Department of Public Works

Maintenance of the park and recreation facilities is the responsibility of the Ferndale Department of Public Works. Currently, seven full-time staff members of the Public Works Department have the responsibility for parks maintenance. During the summer months, additional part-time staff members are hired for parkland maintenance.

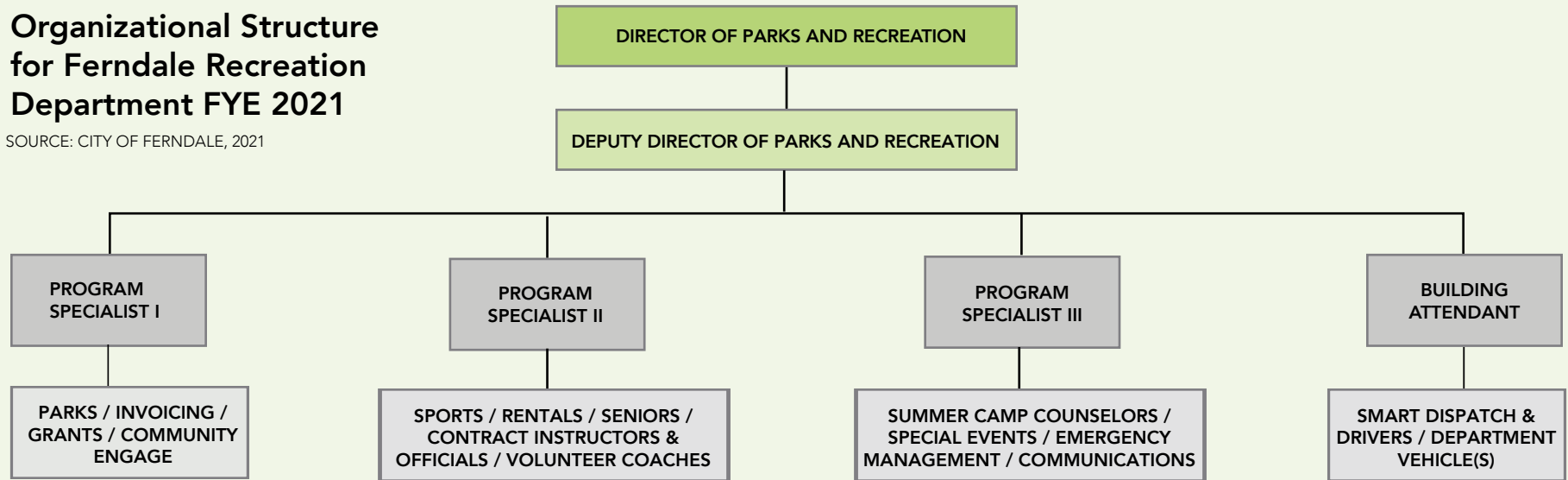
Role of Volunteers

The City of Ferndale relies heavily on volunteers to assist in many of their activities and events. The assistance of volunteers allows the department to offer more programs and activities. Volunteers are used to market programs, distribute information, organize and run events, coach youth sports, and provide general assistance to the Parks and Recreation Department. Currently, volunteers are recruited on the City of Ferndale’s website and through outreach to various community groups and organizations.

Results from the Ferndale Parks and Recreation Community Survey 2021 indicated about 63% of the survey respondents were interested in volunteering their time to help the community.

Organizational Structure for Ferndale Recreation Department FYE 2021

SOURCE: CITY OF FERNDALE, 2021



Relationship with Other Agencies

The Ferndale Parks and Recreation Department has developed many partnerships throughout the region and state. It has partnered to develop joint/supported programs, has been a part of community-wide events, has professional partners, and has partnered with other boards and commissions in the community, throughout the region, state, and country.

Ferndale Public School District

A formal agreement of cooperation exists between the City and the Ferndale Public School District whereby the City provides services to the School District and vice versa in regards to recreation facilities, equipment, and maintenance. The agreement allows for the City to use the school facilities for recreation programs when facilities are not in use for school activities. The School District, in turn, is allowed to utilize City park facilities including baseball and softball fields, tennis courts, and parklands for cross country.

Hazel Park School District

A similar agreement exists between the City and the Hazel Park School District for use of their recreation facilities at, in particular, the Webb Elementary School site. In return, the School District uses City recreation facilities primarily located within Martin Road Park.

City of Oak Park

The City of Ferndale also has an inter-local agreement with the City of Oak Park recreation department that allows residents of both cities to utilize recreation facilities and programs at the resident rate.

Community Groups

The following are some of the community groups that Ferndale Recreation has partnered with:

- Ferndale Chamber
- Ferndale Schools
- Ferndale Youth Assistance
- Ferndale Senior Group
- Ferndale Athletics
- AARP
- South Oakland Soccer (SOCS)
- Ferndale Community Foundation
- Metro Detroit Youth Club
- Area Agency on Aging
- Tri-County Deaf
- Healthy Kids Inc Detroit
- InPACT at Home

Governmental Agencies

- Community of Hazel Park
- Community of Oak Park
- Community of Pleasant Ridge
- Oakland County Parks and Recreation
- City of Berkley
- City of Royal Oak
- City of Southfield

Professional Organizations

- Michigan Recreation and Park Association
- Northwest Michigan Recreation and Park Association
- National Recreation and Park Association
- National Recreation and Parks Ethnic Minorities
- Y on the Fly

Ferndale Boards and Commissions

The following Ferndale Boards and Commissions are just a few partners that share common goals for Ferndale parks and recreation:

- Planning Commission
- Parks and Recreation Committee
- Ferndale Environmental Sustainability Commission
- Arts and Cultural Commission
- Beautification Commission
- Accessibility and Inclusion Advisory Commission

RECREATION AND PARKS INVENTORY

Recent Accomplishments & Changes

Since the Blue Ribbon Parks Survey (2013) and the prior Parks and Recreation Plan (2017) was conducted, the City has worked under the direction of Mayor Coulter, Mayor Piana, the City Council, and the Parks and Recreation Commission to implement many of the requests identified in both surveys.

Beginning in the summer of 2015, the City's Department of Public Works began removing outdated and possibly hazardous play equipment from the park system. Several of the parks have been updated with new benches and tables, modern play structures, attractive landscaping, and have improved ADA accessibility.

Other recent accomplishments and changes include:

- **Garbutt Park** : developed a loop gravel path, received new play equipment, planted trees, and seen the installation of Safety Town.
- **Geary Park**: installed skate park with retaining wall and bioswale, ADA walking paths, outdoor fitness equipment, 2 new drinking fountains with bottle fillers, benches, trash receptacles/recycling, and bike racks. In 2020, Geary Park Skatepark became an award winning skatepark, receiving the 2020 mParks design award. All improvements are ADA accessible.

- **Martin Road Park**: new ADA accessible paths, benches, trash receptacles/ recycling, universal design play structure, fiber mulch at playground, splash pad to be added Spring/Summer 2022, and landscaping and trees.
- **Wilson Park**: following successful installation of dog park, which resulted in roughly 150 memberships issued in its first six months, created an access code entry and installed dog agility equipment.
- **Wanda Park**: installed pavilion, ADA walking paths, new landscaping, new play structure and swings, renovated ball diamond, new drinking fountain with bottle filler, benches, trash receptacles/ recycling, bike racks, establishment of a formal entry way off Marshall Street, trees planted, and an irrigation system.
- **Harding Park**: new ADA accessible paths, pavilion, benches, trash receptacles/recycling, universal design play structure, Zen Garden, landscaping, renovated ball diamond, formal entryway off Inman Street, and trees and bushes planted.
- **Schiffer Park**: expansion of the park, new decorative paving, drinking fountain with bottle filler and dog bowl, custom planter boxes with seating, lawn areas, trash and recycling receptacles, trees planed, irrigation systems, catenary lighting, landscaping and trees, and bike racks.



Schiffer Park under construction



Skatepark Installation at Geary Park



ADA walking paths installed at Wanda Park

THE IMPACTS OF COVID-19

On March 13, 2020, Oakland County declared a county-wide State of Emergency to encourage social distancing and help stop the spread of COVID-19. The City of Ferndale takes the health and safety of their community very seriously and the Parks and Recreation Department had to rapidly adapt their services, communication, and operations to accommodate the health, wellness, and recreation needs of citizens.

The Program Specialist I position was cut in 2020 due to budgetary adaptations. If reestablished, this position would be tasked to take advantage of the projected incoming federal grants available as part of the infrastructure bill. If facilities funding is available, Ferndale Parks and Recreation Department will use funds to as needed to provide community center options to the public.

For health and safety purposes, volunteers and coaches, such as those involved in the Youth Training Officials Program, have also gone severely understaffed compared to prior years.

Program Adaptations

The Department of Parks and Recreation has adapted programs, resources, and services to help the community respond to the impact of the corona-virus, also known as COVID-19. These adaptations include offering: senior wellness checks & calls; neighborhood visits; increase of park programming, such as park meet and greets, scavenger hunts & road rally's, Gravity Art Fair and Skate Contest, drive in movies, movies in the park series, fitness in the parks, Sport Port mobile recreation, etc.; virtual programming, such as math fairs, Easter Eggstravaganza, family activities, fitness activities, etc.; partnerships with YMCA, Gleaners and others to offer free food drives and groceries; and collaborating with other organizations, such as Ralph C. Wilson Foundation, to provide free sports kits (including different Detroit sports team sponsors, videos, and drills).

In addition, community groups and stakeholders who regularly used the Kulick Center were impacted, including:

- The Ferndale Senior Group - all programming, senior meetings, travel and transportation had to be cancelled outside of essential services (doctor appointments, grocery store trips, etc.)
- Boys & Girls Club - all after school programming and volunteering cancelled
- Ferndale Death Group - weekly social activities cancelled
- Local Veterans of Foreign Wars association - meetings cancelled
- SMART Transportation - reduced to essential services and limited capacity on the bus.

While all programs were adapted to meet Covid-19 safety standards, several programs had to close due to safety concerns:

- Little Eagles Basketball
- Daddy Daughter Dance
- Tumble Bunnies
- Girls Softball
- Boot Camp
- Knit and Crochet
- Adult Kick Ball
- Holiday Showplace (special event)
- Belly Dance
- Breakfast with Santa (special event)
- Zumba
- Yoga
- Akido
- Kid's Corner
- Kid's Culinary Corner
- Polynesian Dance
- Eggstravaganza (special event)
- Fitness Festival (special event)
- Emergency Warming and Cooling Center
- Senior Fitness
- Tai Chi
- Adult Open Gym
- And more

Fiscal Analysis

The table below indicates the actual revenues and expenditures for the fiscal years 2018-2019 and 2019-2020. The difference between recreation expenditures and revenues are shown below. It is important to note that any funds received from grants are not reflected in the table below. Capital expenditures are included. It is also important to note that the expenditures and revenues from 2018-2019 are more typical, as the unusual circumstances surrounding the Covid-19 pandemic impacted the Parks and Recreation Department fiscally, as well as programmatically.

Recreation Facilities and Resource Inventory

Maintaining a complete inventory of recreation facilities, programs, and events is an essential component of a Parks and Recreation Master Plan. It provides a base of information to use in developing the action plan. Understanding what facilities and programs are available to the residents of the City of Ferndale within both the city and the region will assist in the future decision-making process.

The recreation facilities and resource inventory includes several components:

- A description of the public recreation facilities that Ferndale owns and operates.
- The barrier-free compliance status of City-owned park facilities.
- A description of Ferndale parks and recreation grant funding history.
- A description of the School District recreation facilities associated with the City of Ferndale.
- A description of the city recreation programs that Ferndale operates.
- A description of the regional recreation facilities.

***Expenditures can also be broken down by*

	2018-2019 (\$)	2019-2020 (\$)
<i>Parks Personnel & Operation Expenses</i>	183,578	288,572
<i>Park Capital Expenses (Park Improvements, Vehicles, etc.)</i>	282,380	575,031
<i>Recreation Personnel & Operating Expenses</i>	653,520	599,491
<i>Recreation Capital Expenses (Building Equipment, etc.)</i>	0	0
Total Expenditures	1,069,478	1,463,094

**The audit for the fiscal year 2021 is not complete. It will be added in the proposed future amendment.*

FISCAL ANALYSIS SUMMARY*

SOURCE: CITY OF FERNDALE FINANCIAL STATEMENTS, 2018-2021

FISCAL YEAR	2018-2019 (\$)	2019-2020 (\$)
REVENUES		
Parks Revenue	285,623	272,917
Recreation Revenue (fees for services, programming, rentals)	286,545	175,868
Total revenues	572,168	448,785
EXPENDITURES**		
Parks and Rec Personnel	510,864	631,959
Operating Expenses	558,614	831,135
Total expenditures	1,069,478	1,463,094
REVENUE OVER EXPENDITURES	(497,310)	(1,014,309)

PUBLIC RECREATION FACILITIES

The Parks and Recreation Department is currently conducting a facilities inventory.

In total, the City of Ferndale features 14 public recreation facilities, totaling just less than 89 acres of land. The following page lists and describes each of Ferndale’s parks.

A summary of the inventory is on the following pages. A more detailed report is found in the appendix.

Community Parks

The City’s major parks that draw residents from across the City and throughout the region include:

- **Martin Road Park:** Located in the northeast part of the city, Martin Road Park is Ferndale’s largest park. The park offers a range of passive and active recreation opportunities, including numerous athletic fields and courts, picnic areas, childrens’ play areas, a community garden, a sledding hill, concessions and restrooms, and a parking lot for visitors. Martin Road Park received a design update as part of the 2017 Parks and Recreation Plan with grant funding. Updates include ADA walking paths, universal design play structure, and splash pad (set for construction in 2022).

The Detroit Curling Club/Ferndale Activity Center building is adjacent to Martin Road Park, featuring four sheets of curling ice (winter months) or a large indoor arena (summer months). Under a joint partnership agreement between the City and Curling Club, each utilizes the building for six months of the year.

- **Harding Park:** Located in the northeast part of the city, Harding Park is the city’s second largest park. The park contains a variety of athletic fields, picnic areas, childrens’ play areas, a wooded open space area, and a parking lot for visitors. The park added the Kayla White Memorial Playground in 2016. With grant funding, Harding Park received a design update as part of the 2017 Parks and Recreation Plan. Updates include new ADA walking paths, a universal design play structure, pavilion, entryway off Inman Street, tree installations, landscaping and zen garden.



Martin Road Park



Kayla White Memorial Playground at Harding Park

Neighborhood Parks

Ferndale’s mid-size parks provide a range of passive and active recreation opportunities within the city’s neighborhoods. These include:

- **Geary Park:** Located in the northwest part of the city, Geary Park is home to a pavilion, baseball field, softball field, in-line skating rink, play structures, picnic areas, restroom and storage facilities, and a parking lot for visitors. The park is also host to many community events. It has seen significant improvements in 2019 and 2021 with grant funding, including ADA walking paths, an award-winning skatepark with a bioswale and retention walls, outdoor fitness equipment, and a drinking fountain with a bottle filler.
- **Wilson Park:** Located in the northeast part of the city, Wilson Park contains a soccer field, childrens’ play areas, picnic and sitting areas, restrooms, and a parking lot for visitors. The park added a dog park in 2015. The dog park has since been updated to have access code entry and dog agility equipment.



Geary Park

- **Garbutt Park:** Located in the southwest part of the city along 8 Mile Road, Garbutt Park contains sand volleyball, childrens’ play areas and earth mounds, a walking path, picnic areas, and restrooms. The park saw significant updates with the addition of Safety Town. It also has a new gavel loop path, new play equipment, and new tree plantings.
- **Lennon Memorial Park:** Located in the northeast part of the city, Lennon Memorial Park features two small soccer fields, a basketball court, childrens’ play areas, picnic areas, and open space areas.
- **Wanda Park:** Located in the southeast part of the city near the City’s border with Hazel Park, Wanda Park contains a softball field, basketball hoops, childrens’ play areas, and picnic areas. The park has undergone significant improvements in 2021 with grant funding, including an ADA walking path, new playground structure and swings, a new pavilion, upgrades to the baseball diamonds, bike racks, a drinking fountain with bottle filler, benches, and a formal entry off of Marshall Street.



Garbutt Park

- **Kulick Community Center:** Located in the southwest part of the city, the Gerry Kulick Community Center contains Ferndale’s only indoor recreation facility as well as an outdoor 2-acre park. The indoor community center contains a gymnasium, activity and meeting rooms, kitchen, kids play room, restrooms, and is home of the Boys and Girls Club and the Department of Recreation offices.

The outdoor park features a basketball court, childrens’ play areas, picnic area, and open space. A parking lot serves the community center, park, departments and as a transportation hub for the Suburban Mobility Authority for Regional Transportation (SMART program). The building is 100 years old and hasn’t undergone a serious renovation or upgrade since 2001, when it was converted from an elementary school to the current recreation center. Since March 2020, the start of the pandemic, the Kulick Center has been closed. The Kulick Center needs large-scale renovations and upgrades to meet building standards and programming needs. The city has conducted a facilities assessment to determine the condition of the building and necessary repairs in critical areas. The city and Council are working together to determine the future of the Kulick Center and Recreation building.



Kulick Community Centr

Neighborhood Parks (cont.)

- **Oppenheim Park:** Located in the southwest part of the city, Oppenheim Park is a long and narrow 2-acre park comprised primarily of open space areas as well as childrens’ play areas, picnic tables, and benches. The park received significant updates to signage, landscaping, and equipment in 2015.



Oppenheim Park

Mini Parks

Ferndale’s small parks provide unique pockets of open space and recreation opportunities within the city’s neighborhoods. These include:

- **Fair Park:** Located in the northeast part of the city, Fair Park is a 1-acre linear park extending three blocks adjacent to the Grand Trunk Western Railroad tracks. The park features a paved walking trail, childrens’ play areas, and benches. Fair Park received significant improvements in 2015 with grant funding including landscaping, trees, installation of fall zones, and new signage.
- **Vester Park:** Located in the northeast part of the city, Vester Park contains a basketball court, childrens’ play areas, picnic tables, and benches. The park received updates in 2015.



Fair Park

- **Oakridge Park:** Located in the northwest part of the city, Oakridge Park is a long and narrow park along the city’s border with Pleasant Ridge. This mini park consists of open space for passive recreation.
- **Marie Park:** Located in the southwest part of the city, Marie Park is primarily a “tot lot” featuring a childrens’ play area and benches.
- **Schiffer Park:** Located in the northwest part of the city in Downtown Ferndale, Schiffer Park is the city’s smallest park. The hardscape urban plaza features tables, benches, and trees. In 2020, the park finalized an updated site plan. Receiving a full renovation in 2020 the urban park features decorative hardscaping, custom benches with seating, drinking fountain with bottle filler and dog bowl, lawn areas, new trees, and catenary lighting. Improvemens were made possible by funding from the City's Park Bond & General Fund, Ferndale DDA, and a development agreement between the City and Ferndale Haus.



Oakridge Park

PUBLIC RECREATION FACILITIES SUMMARY

SOURCE: CITY OF FERNDAL, 2021

PARK	LOCATION	ACREAGE	CLASSIFICATION	FACILITIES
Martin Road Park (Detroit Curling Club/ Ferndale Activity Center)	1615 E Lewiston Ave	31.82	Community	Basketball hoop, in-line skating rink, two softball fields (lighted), football field, full soccer field (Dream Field), two small soccer fields, sledding hill, walking path, ADA accessible paths, park benches, pavilion and tables, picnic tables and grills, universal design play structures, splash pad, swing sets, open space areas, restrooms, drinking fountain, trash and recycling receptacles, concession stand, off-street parking lots Detroit Curling Club/Ferndale Activity Center building: four sheets of curling ice (winter months) or a large open indoor arena (summer months), a meeting room, office, bathrooms, and kitchen. Under a joint partnership agreement between the City and Curling Club, each utilizes the building for six months of the year.
Harding Park	Mapledale St & Paxton St	17.65	Community	Two basketball courts, in-line skating rink (lighted), one full soccer field, two small soccer fields, softball field, baseball field, universal design play structure, swing sets, picnic tables, park benches, wooded open space area, restrooms, drinking fountain, trash and recycling receptacles, storage building, off-street parking lot, ADA accessible paths, splash pad, pavilion, zen garden, Kayla White Memorial play structure
Geary Park	1198 Earl Blvd	9.65	Neighborhood	In-line skating rink (lighted), baseball field, softball field, play structures, swing sets, picnic tables and grills, pavilion, restrooms, benches, drinking fountains, off-street parking lot, ADA accessible paths, trash and recycling receptacles, outdoor fitness equipment, bike racks, award-winning skatepark, bioswale
Garbutt Park	200 Gardendale St	6.53	Neighborhood	Play structures, swing sets, walking trail, earth play mounds, picnic tables and grills, park benches, restrooms, drinking fountain, recycling receptacles, sand volleyball
Wilson Park	University St & Hilton Rd	7.34	Neighborhood	Play structure, swing sets, picnic tables and grills, park benches, restrooms, drinking fountain, off-street parking lot, bike rack, dog park
Lennon Memorial Park	Garfield St & Chester St	4.18	Neighborhood	Two small soccer fields, basketball court, play structures, swing set, picnic tables and grills, open space areas, park benches, drinking fountain
Wanda Park	998 Wanda St St	3.17	Neighborhood	Basketball hoops, softball field, play structure, swing set, picnic tables and grills, park benches, drinking fountain, ADA accessible paths, trash and recycling receptacles, bike racks, pavilion
Kulick Community Center	1201 Livernois St	2.82	Neighborhood	Indoor: gymnasium, activity rooms, meeting rooms, commercial kitchen, kids play room, art room, restrooms, home of the Boys and Girls Club, Department of Recreation offices Outdoor: play structures, swing sets, basketball hoop, picnic tables, park benches, open space areas, off-street parking lot, bike rack, hub of Suburban Mobility Authority for Regional Transportation (SMART)/Ferndale Community Transportation
Oppenheim Park	650 St Louis St	2.35	Neighborhood	Open space areas, play structure, swing set, drinking fountain, picnic tables and grills, park benches
Fair Park	Fair St & Jewell St	1.27	Mini	Paved walking trail, park benches, play structure, swing set
Vester Park	Vester St & Farrow St	0.89	Mini	Play structure, swing set, picnic tables and grill, park bench, drinking fountain, basketball court
Oakridge Park	Oakridge St	0.54	Mini	Open space
Marie Park	1300 Marie St	0.22	Mini	Play structures, swing set, park benches, drinking fountain
Schiffer Park	W 9 Mile Rd & Planavon St	0.13	Mini	Downtown park with custom planter boxes with seating, decorative paving, lawn areas, drinking fountain with bottle filler and dog bowl, catenary lighting

BARRIER FREE STATUS

With the passage of the Americans with Disabilities Act of 1990 (ADA), all areas of public service and accommodation became subject to barrier-free requirements, including parks and recreation facilities and programs. An accessible playground is “one that, when viewed in its entirety, may be approached, entered and used by persons with varied disabilities.” To evaluate the status of the existing public parks and recreation facilities owned by the City of Ferndale, each was inventoried for their accessibility status during a field survey conducted in December 2021. Each facility was given a rating of 1 through 5 with the following definitions:

1. None of the facilities/park areas meet guidelines.
2. Some of the facilities/park areas meet guidelines.
3. Most of the facilities/park areas meet guidelines.
4. Entire park meets the ADA guidelines.
5. Entire park was developed/renovated using principals of universal design.

The majority of the City parks have accessibility ratings of 3 or 4. In general, City parks feature recreation facilities that are accessible and many of the parks are had accessible routes to facilities within the parks constructed over the past 5 years. However, there are not any parks that have been entirely renovated using the principals of universal design. The City currently has a number projects currently underway that could change this fact, including the plan for renovations to Wilson Park. Accessibility and inclusivity will continue to be a high priority goal for the next five years in this Master Plan.

BARRIER FREE STATUS

SOURCE: CITY OF FERNDALE, 2016

PARK	BARRIER FREE RATING
Fair Park	3
Garbutt Park	3
Geary Park	3
Kulick Center (indoor)	4
Kulick Center (outdoor)	3
Harding Park	4
Lennon Memorial Park	2
Marie Park	3
Martin Road Park	3
Oakridge Park	1
Oppenheim Park	2
Schiffer Park	4
Vester Park	2
Wanda Park	4
Wilson Park	2

FERNDALE RECREATION GRANTS HISTORY

When preparing a Recreation Plan, the Michigan Department of Natural Resources requires that information be provided about grants that have been received in the past for acquisition or development of recreation facilities.

Since 2017 alone, the Parks and Recreation Department has won \$987,538.50 in grants. Details about all grants won since 1970 are detailed to the right.

GRANT NUMBER	FACILITY NAME	SCOPE	PROJECT YEAR	CURRENT CONDITION
TF21-0095	Martin Rd Park	Improvements including accessible pathway, pavilion, basketball court, bench(es), trash/recycling bin(s), drinking fountain, picnic tables, landscaping, utilities, ADA parking lot striping	2023	Fair- drinking fountain inoperable
LW21-0065	Wilson Park	Improvements including new accessible walking path, play equipment, shelter, bench(es), picnic table(s), drinking fountain, landscaping utilities, trash/recycling bin(s), paved ADA parking spaces	2023	Good
AIB Grant	Martin Rd Park	Trees, shrubs, native plantings, and grass	2022	Good - Installation will take place in conjunction with splash pad installation
AAD Grant	Wanda Park	Pavilion structure	2021-22	Excellent - Recently installed
Project Play Grant	Ralph C. Wilson Foundation	Equipment lending program	2020 - 2022	N/A
TF17-0197	Geary Park	Improvements including new accessible walking path, exercise station, bench, recycle bin(s), drinking fountain, landscaping	2021	Excellent - Recently installed
TF17-0198	Wanda Park	Improvements including new accessible walking path, pavilion, bench, recycle bin(s), drinking fountain, landscaping, bike rack	2021	Excellent - Recently installed
AIB Grant	Wanda Park	Trees, shrubs, native plantings, and grass	2021	Excellent - Recently installed
AIB Grant	Geary Park	Trees, shrubs, native plantings, and grass	2020-2021	Excellent - Recently installed
Good Sports Equipment Grant		Various programming equipment, such as soccer nets, sport balls (basketball, soccer, etc.), fitness equipment, sports equipment, apparel, etc.	2018-2021	N/A
DTE 19-05	Geary Park	Trees	2020	Excellent
THF BTP Sustainability Grant	Geary Park	Retaining wall, recycling bins, educational signage, and other sustainable construction elements (recycled concrete, etc.)	2020	Excellent
2018 Playground Grant	Wanda Park	Play structure	2020	Excellent
THF BTP Grant	Geary Park	Installation of a concrete skatepark, drinking fountain, trash/recycling bins	2019	Excellent
BCBSM Catalyst Grant	Harding Park	Outdoor walking Program	2019	N/A
CDBG Grant	Wanda Park	Baseball diamond field improvements	2018	Good
CDBG Grant	Harding Park	Baseball diamond field improvements	2018	Good
CAP Grant		NRPA CPRP certification reimbursement grant	2018	N/A
Walk With Ease Walking Grant		Senior/community walking program	2018	N/A

FERNDALE RECREATION GRANTS HISTORY

GRANT NUMBER	FACILITY NAME	SCOPE	PROJECT YEAR	CURRENT CONDITION
AIB Grant	Harding Park	Trees, shrubs, native plantings, and grass	2017	Excellent
CN Grant	Harding Park	Tree, grass, and perennial plantings	2017	Good
CN Grant	Fair Park	Berm clean-up; fence removal; tree, grass, and perennial plantings	2016	Good
TF15-0204	Harding Park	Improvements including new walking path, play structure, benches, recycling bin, vault/pit toilet	2015	Good
TF15-0203	Martin Road Park	Improvements including new walking path, play structure, benches, recycling bin, vault/pit toilet	2015	Good
#B-06-SP-MI-0471	Kulick Community Center	Addition of fitness center, meeting rooms	2002	Good; fitness center repurposed for meeting room/group fitness area
26-01580	Ferndale High School	Renovation of six tennis courts	2001	Good
CM-99-178	Kulick Community Center	Addition to building; addition of outdoor playground, parking lot	1999	Good
BF89-376	Wanda Park, Lennon Park	Renovation of basketball courts	1989	Fair
26-01356	Wanda Park	Addition of picnic areas, picnic tables	1985	Fair
26-01283	Martin Road Park	Addition of picnic shelter, small play structure	1983	Fair
26-01104M	Wilson Park	Addition of basketball court, parking lot, picnic tables, grills, timber play structure, LWCF sign	1980	Poor – aging equipment in need of replacement; timber structure removed
26-00944	Geary Park (formerly Roosevelt Park)	Renovation of Magic Squire; addition of picnic area, parking lot, LWCF sign	1977	Magic Squire removed in 2015; parking lot and picnic area – Fair
26-00942	Garbutt Park	Renovation of Magic Squire; addition of ballfield benches, bleachers, LWCF sign	1977	Magic Squire converted to in-line skate with City Bond funds; benches and bleachers – Fair
26-00716	Wilson Park	Acquisition of 0.10 acres for outdoor recreation	1976	Good
26-00949	Harding Park	Addition of tennis court, picnic area, parking lot, LWCF sign	1976	Parking lot – Good; tennis court converted to in-line skate with City Bond funds
26-00376; 26-00208	Martin Road Park	Acquisition of 0.625 acres; softball field renovation (addition of lighting, dug outs, bleachers, fence; replacement of backstop)	1973, 1970	Fair – aging amenities in need of replacement

PUBLIC SCHOOL FACILITIES

The Public School Facilities map at right shows the location of public school facilities that are associated with the City of Ferndale. Many of these school facilities are owned by the Ferndale School District, including several located just outside of the City limits in Oak Park and Royal Oak Township. Several facilities are owned by the School Districts of Oak Park, Royal Oak Township, and Hazel Park.

PUBLIC SCHOOL FACILITIES

SOURCE: CITY OF FERNDAL, 2021

SCHOOL
(A) Early Childhood Center (Pre-K) 2920 Burdette, Ferndale / Ferndale School District
(B) Ferndale Lower Elementary (K-2) 2610 Pinecrest, Ferndale / Ferndale School District
(C) Ferndale Upper Elementary (3-5) 24220 Rosewood, Oak Park / Oak Park School District
(D) Ferndale Middle School (6-8) 725 Pinecrest, Ferndale / Ferndale School District
(E) Ferndale High School (9-12) 881 Pinecrest, Ferndale / Ferndale School District
(F) University High School (9-12) 2521 Bermuda, Ferndale / Ferndale School District
(G) Tri-County Education Center (9-13) 21131 Garden Ln., Ferndale / Royal Oak Twp School District
(H) Center for Advanced Studies & Arts (CASA) 23561 Rosewood, Oak Park / Oak Park School District
(I) Edison School 1650 Mapledale St., Ferndale / Hazel Park School District
(J) Webb Elementary School 2100 Woodward Hts., Ferndale / Hazel Park School District

PUBLIC SCHOOL RECREATION FACILITIES

■ School District Recreation Land
 ■ Ferndale City Parks
 Ferndale City Boundary



SOURCE: CITY OF FERNDAL, HAA

CITY RECREATION PROGRAMS

Numerous recreation programs are offered through the Parks and Recreation Department. These include:

Youth Programs

Sports programs are a large part of the City's youth recreation programming. Youth sports programs include: basketball, soccer, tennis, softball, baseball, coach pitch, and t-ball.

Other programs include: craft activities, pre-school programs, drop-in activities for teens and pre-schoolers, a wide variety of summer camps, and special events.

Adult Programs

Many of the recreation programs for adults are fitness-related, but also include sports leagues, open gym, and a wide variety of enrichment classes.

Ride SMART/Ferndale Community Transportation

Community Transportation is offered through the Parks & Recreation Department by appointment. It is a great option for all residents, especially, seniors, people with disabilities or individuals with limited access to a Fixed Route. Pick up is at the curb of your home or destination. Vehicle is equipped with lifts to accommodate wheelchairs, scooters, canes and walkers.

Senior Citizen Programs

Senior oriented activities are extensive and the majority of the programs and services are provided at the Hazel Park Community Center due to the closure of the Gerry Kulick Community Center.

- Senior programs include: various enrichment classes, health and nutrition services, fitness classes, luncheons, dinners, senior transportation services, day and extended trips to destinations within the State. and more.
- Senior programming is also offered in partnership with the Ferndale Senior Group, whose goal is: to enrich the quality of life of the senior citizens of Ferndale, Michigan and neighboring communities through programs, trips and activities; to raise the community's awareness of our seniors through participation in community events and volunteerism.
- Information is shared via a bi-monthly newsletter.
- The group is open to seniors ages 55 with dues at \$15/resident and \$20/non-resident.

Special Events

Numerous special events and activities are sponsored by the City and community organizations. Annual events include: Ferndale Fall Festival, Daddy Daughter Dance, Breakfast w/Santa Around the World, Santa Parade, Eggstravaganza, Holiday Show Place, Bike Rodeo, Memorial Day Parade, Gravity Art Fair and Skate Contest, and the Dream Cruise

Meals on Wheels

This program is operated out of the Kulick Center. This service is for seniors ages 60 and older who are interested in receiving prepared hot meals. Meals are delivered to their home.



Youth Camp



Youth Soccer



Senior Activities

Facilities/Program Participation Data

The Ferndale Recreation Department maintains participation data for the majority of programs, classes, and special events. Due to public health and safety concerns, program, membership, and rentals have changed dramatically since 2020. The report from FY2016 (shown right) is more typical of participation, membership, and rentals prior to the impacts of the pandemic.

- **Participation:** The table at right represents the number of participants that registered for a class, league, or program held at the Kulick Community Center. This does not reflect full participants included in many of the pandemic adaptations specified earlier in the plan.
- **Registration:** There are currently 141 members registered for the Wilson Dog Park. As a response to the pandemic and in the effort of protecting vulnerable citizens, the city is not charging for 2021 Senior memberships.
- **Rentals:** Rentals for parks and pavilions have seen a 40% increase since FY2016.

PROGRAM PARTICIPATION FY2016/2021

	FY2016	FY2021
TOTAL PROGRAM PARTICIPANTS	3,378	1,315
RESIDENTS	1,790	897
NON-RESIDENTS	1,588	418

MEMBERSHIPS / VISIT PASSES FY2016/2021

	FY2016	FY2021
TOTAL MEMBERSHIPS/PASSES	689	
DOG PARK MEMBERSHIP	150	141
SENIOR GROUP MEMBERSHIP	175	N/A
KIDS CORNER VISIT PASSES*	364	N/A

*Each visit pass sold is equivalent to 5 visits to Kids Corner.

*Does not include daily rate participants.

FACILITY RENTALS FY2016/2021

	FY2016	FY2021
TOTAL RENTALS	172	
KULICK COMMUNITY CENTER*	87	N/A
PARKS**	85	119

*Includes any reservation made at the Kulick Center for a one-time use including birthday parties, showers, graduation parties, etc. This number is not reflective of on-going weekly rentals for classes, meetings, etc.

**Includes park, field, and pavilion reservations.



REGIONAL RECREATION FACILITIES

Southeast Michigan has several regional recreation facilities, particularly Michigan State Parks, Huron-Clinton Metroparks, Oakland County Parks, and Wayne County parks. In addition to regional park facilities, many other cultural and recreational attractions, such as museums and professional sports venues, are available within the region. A brief description of the regional recreational facilities in close proximity to the City of Ferndale are described here.

Detroit Zoo

The Detroit Zoo is located just north of Ferndale on a 125-acre site in the City of Royal Oak. The zoo, which opened in 1928, features hundreds of animals, exhibits, and naturalistic habitats as well as numerous other special attractions and events. More than 1.6 million people visit the Detroit Zoo each year.

In addition to providing opportunities for visitors to enjoy the outdoors and engage with wildlife, the Detroit Zoo offers opportunities for healthy living, including bike rides, a winter skating rink, and healthy food options.

Oakland County Parks Trails

Oakland County’s “Oak Routes” is a network of trails, pathways, and blueways throughout the 910-square mile county. This non-motorized network currently offers 67 miles of paved and natural trails for walking, jogging, skating, biking, and equestrian riding. In winter, trails can be used for cross-country skiing and snowshoeing. Oakland County Parks & Recreation also features a “Bicyclist’s Guide to Southeast Oakland County,” including several routes within Ferndale.

A map of the county-wide trail system and the bicycle guide can be found at www.oakgov.com/parks/parksandtrails/pages/trails.aspx.

Belle Isle Park and Nature Center

Belle Isle Park is a 985-acre island park, situated on the Detroit River between the United States and Canada. The park is home to a variety of attractions, including an aquarium, conservatory, beaches, athletic fields, and bikeways — providing a wide assortment of educational, cultural, and recreational opportunities. The park became a Michigan State Park in 2014.

The Belle Isle Nature Center is situated on approximately 6 acres of Michigan’s forested wetland. The Nature Center focuses on Michigan wildlife, flora, and fauna and offers nature programs and education programs for schools and community groups.

DNR Outdoor Adventure Center

The Outdoor Adventure Center (OAC), which opened in 2015, is an indoor destination that provides hands-on opportunities for Metro Detroit youth and families to experience and learn about the abundance of outdoor recreation opportunities in Michigan. Attractions include hands-on activities, exhibits, and simulators of Michigan’s state parks, forests, and wildlife. The OAC is located in Detroit along the Dequindre Cut Greenway and the Detroit Riverwalk.

Joe Dumars’ Fieldhouse

The Joe Dumars’ Fieldhouse, located inside the 35,000-square foot Agricultural Building in Detroit, is a multi-purpose indoor recreation facility in Metro Detroit. The Dumars’ Fieldhouse offers a variety of programs including sports facilities for basketball, volleyball, roller hockey, and golf; camps and clinics; meeting rooms; and a café.



Detroit Zoo Winter Rink / Source: Detroit Zoo

GOALS AND OBJECTIVES

SUMMARY OF RECOMMENDATIONS

The **six recommendations chapters** of the plan present a wide range of actions to take to build on Ferndale's strengths and improve its weaknesses related to parks and recreation in the city.

The recommendations are intended to reflect how Ferndale residents, businesses, and other community members envision Ferndale's future and the goals the City wishes to achieve to move closer to that vision. They are rooted in community input, data collected, best practices, and the realities of Ferndale's opportunities and challenges.

A detailed **Action Plan** with task leaders and anticipated timelines can be found at the end of the plan, following the recommendations chapters.

The six recommendations chapters together comprise the City's updated Parks and Recreation Plan:

- **Communication and Awareness** addresses the types of outreach and dialogue the City has with community members of all ages and abilities. This section includes recommendations developing an effective communication plan, increasing awareness of parks and programs, elevating the Ferndale parks and recreation brand identity, and enhancing park stewardship.
- **Partnerships** describes opportunities to extend and expand parks and recreation resources through partnerships that provide benefits to the community and align with Ferndale's overall vision and values. This section focuses on enhancing engagement with other recreational entities and civic groups and identifying opportunities for shared uses within the city and the region.
- **Facilities** speaks to the planning, development, improvement, and expansion of Ferndale's physical parks and recreation facilities. This section addresses the need for facilities to better relate to the needs and interests of Ferndale's diverse community and thinking ahead to securing assets for the future.
- **Maintenance and Operations** proposes strategies to maximize and secure both human and capital resources for the provision of excellent quality parks. This section also focuses on opportunities to improve operational efficiencies and enhance the long-term viability of parks through innovative and sustainable practices.
- **Programming** describes the need and desire for more relevant and diverse programming and park offerings. Recommendations in this section are focused on continuing to reevaluate the needs and interests of Ferndale's diverse population, establishing more unique parks and play spaces, and ensuring programs are accessible and of interest to people of all ages and abilities.
- **Funding** describes the importance of exploring multiple funding sources to ensure the ongoing provision of recreation programs and quality open spaces. This section proposes recommendations for securing funding streams through both traditional mechanisms as well as opportunities to establish alternative funding sources.

COMMUNICATION AND AWARENESS



GOAL 1: CREATE A COMMUNICATION PLAN TO DEVELOP THE MOST EFFECTIVE METHODS TO INCREASE AWARENESS OF FERNDALE'S PARKS AND PROGRAMS.

- A1.1 Identify methods to improve communication with residents on how to access and become more aware of programs and facilities and initiatives.
- A1.2 Identify methods to make recreation registration more convenient and accessible to all segments of the population.
- A1.3 Maintain ongoing communication with City Council to ensure their awareness of pertinent issues, concerns, and projects.
- A1.4 Maintain ongoing communication with other City departments to ensure parks and recreation issues, projects, concerns, and responsibilities are communicated effectively across departments.
- A1.5 Continue to integrate sustainable design and practices into parks and recreation operations, infrastructure, and services.
- A1.6 Create a system to house residents general park improvement requests that can be utilized during the decision process of improving and upgrading parks.

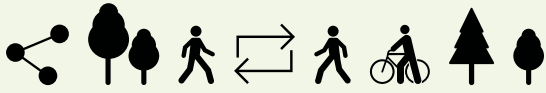
GOAL 2: ELEVATE THE FERNDALE PARKS AND RECREATION BRAND THROUGH COMMUNICATION AND MEDIA.

- A2.1 Continue to use design standards (logo, layout, content) consistently across all communication materials, including print and web-based media and products.
- A2.2 Develop and implement consistent signage within parks and along roads to raise the level of awareness of park locations and available amenities.
- A2.3 Continue to utilize the City's website as one of the primary, up-to-date information and communication center.
- A2.4 Continue to utilize email and social media for real-time communication. Identify ways to utilize other social media platforms to reach a broader audience, especially the youth population of Ferndale.
- A2.5 Utilize traditional media channels (direct mail, flyers, newsletter) to reach a broad target audience.

GOAL 3: ENHANCE PARK STEWARDSHIP.

- A3.1 Continue to coordinate stewardship and volunteerism within the Parks and Recreation Department's services to improve parks, assist with programming and special events, and build community.
- A3.2 Continue to engage neighbors adjacent to parks where changes are being discussed.
- A3.3 Empower community partners and entities in Ferndale to aid in everyday maintenance of parks.
- A3.4 Continue to work through the Parks Commission to gain resident participation via the Park Stewardship subcommittee.
- A3.5 Continue to work with Ferndale High School Students and assist with forming a student park stewardship committee.

PARTNERSHIPS



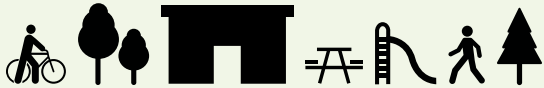
GOAL 1: ENHANCE ENGAGEMENT WITH OTHER RECREATIONAL ENTITIES AND CIVIC GROUPS.

- P1.1 Encourage cooperation, foster relationships, and implement policies with other recreational and nonrecreational entities in Ferndale through regular communication and involvement in PARC meetings.
- P1.2 Continue to expand connections and relationships with the Quad City network which includes Hazel Park, Pleasant Ridge, Oak Park, and Ferndale.
- P1.3 Continuously evaluate the Quad City network budget, agreements, and personnel time to ensure equal resource allocations.

GOAL 2: MAINTAIN EXISTING RELATIONSHIP AND IDENTIFY NEW OPPORTUNITIES FOR SHARED USES WITHIN THE CITY AND THE REGION.

- P2.1 Re-examine agreements and policies with public schools to maximize the benefit while minimizing the cost to both entities, including the use of facilities as well as cooperative program offerings.
- P2.2 Maintain and explore opportunities to partner with other recreation providers and supporters for certain recreation programs and activities to be offered in nearby communities or on a regional basis, such as Metroparks, County parks, aquatics providers, and private operators.
- P2.3 Maintain and continue to pursue private partnerships with organizations that have compatible values and goals and which result in mutual benefits.

FACILITIES



GOAL 1: PLAN FOR, IMPROVE, AND DEVELOP PARKS AND RECREATION FACILITIES THAT RESPOND TO RELEVANT NEEDS AND SECURES ASSETS FOR THE FUTURE.

- F1.1 Uphold baseline standards for all renovations, additions, and new facilities, including compatibility with the surrounding neighborhood, connectivity, safety, ADA accessibility, and environmental sustainability.
- F1.2 Consider the integration of non-traditional playscapes that serve multiple ages and abilities, especially as deteriorating and aged playground equipment is under consideration for upgrades or replacement.
- F1.3 Develop master plans for facilities that could potentially benefit from major renovations, including community parks, parks that are significantly over- or under-utilized, and parks that experience chronic maintenance issues (e.g., Wilson Park, Kulick Community Center).
- F1.4 Create a long-term facilities plan with a clear vision and decision-making framework for the land disposition (acquiring, selling, leasing) of public parkland and facilities.
- F1.5 Explore opportunities to improve the Wilson dog park and consider opportunities for other dog recreation.
- F1.6 Explore the feasibility and identify opportunities to add cold-month seasonal park features to extend the use of parks throughout the year.
- F1.7 Identify opportunities to improve park connections, including accessible pathways within each park as well as between the surrounding neighborhood.
- F1.8 Explore opportunities for a building at Martin Rd Park to afford opportunities for concessions and year-round equipment rentals and lending.
- F1.9 Solidify and implement the plan for the future of the community center that meets the special and program needs of staff and the community.
- F1.10 Develop ADA baseline recommendations for park improvements.

GOAL 2: CONTINUE TO EXPAND THE USE OF NATURAL AND SUSTAINABLE DESIGN ELEMENTS IN PARKS AND FACILITIES.

- F2.1 Continue to seek opportunities to incorporate reforestation and native naturalized landscape projects, accompanied by green stormwater infrastructure and interpretive signage.
- F2.2 Continue to implement the City's baseline environmental standards for facility and infrastructure upgrades, including buildings, parking lots, lighting, and recycling receptacles.
- F2.3 Continue to expand the City's tree program to the parks to enhance Ferndale's urban tree canopy.

GOAL 3: ENHANCE NON-MOTORIZED CONNECTIONS TO AND AMENITIES AT RECREATION FACILITIES.

- F3.1 Ensure all parks are accessible by non-motorized transportation and provide safe and convenient bike parking. [MLUP reference: T4.2]
- F3.2 Participate in city-wide streetscape design projects to ensure pedestrian facilities, open spaces, connections to nearby parks, signage, and historical interpretation are included where feasible.

MAINTENANCE AND OPERATIONS



GOAL 1: ENSURE THE LONG-TERM MAINTENANCE AND PROVISION OF FACILITIES AND PROGRAMS THROUGH THE STRATEGIC PLANNING AND MANAGEMENT OF HUMAN RESOURCES AND FUNDING.

- M1.1 Continue to document and communicate Recreation Department staffing level needs and capabilities for regular activities as well as heightened level of scheduling and maintenance.
- M1.2 Continue to document and communicate DPW staffing level needs and capabilities for regular maintenance responsibilities as well as the addition of any facilities.
- M1.3 Continue to evaluate current maintenance needs and requests on a quarterly basis based on observations and input from DPW, the Parks and Recreation Department, and the public.
- M1.4 Ensure the importance and role of the Parks and Recreation Advisory Commission (PARC) is recognized throughout the City (both internally and externally), and continue to create sub-committees to address specific issues and initiatives as needed such as the park stewardship sub-committee.
- M1.5 Ensure PARC is a diverse cross-section of Ferndale's population, representing different household types, interests, and abilities.
- M1.6 Continue to utilize community groups, private partners, and volunteers to assist in maintenance and beautification projects.

GOAL 2: ENHANCE THE LONG-TERM VIABILITY OF PARK FEATURES.

- M2.1 Conduct an annual inventory of park amenities and review of the Parks & Recreation Master Plan to continue the planning process and make updates as needed.
- M2.2 Create a cohesive family of general park elements (signage, seating, light fixtures, etc.) to streamline maintenance processes.
- M2.3 In selecting park elements, consider materials that maximize long-term sustainability and environmental sustainability, minimize maintenance and management, and deter vandalism.
- M2.4 Explore innovative ways to approach maintenance to maximize environmental sustainability and reduce utility consumption, such as proactive and preventative maintenance.

PROGRAMMING



GOAL 1: PROVIDE A DIVERSITY OF RECREATION OPPORTUNITIES THAT ARE SAFE, WELCOMING, AFFORDABLE, ACCESSIBLE, AND OF INTEREST TO FERNDALE'S DIVERSE POPULATION.

- G1.1 Continue to reevaluate programs offered by the Parks and Recreation Department and update as needed to provide affordable and accessible opportunities for all people to participate, explore, and enrich themselves in a diverse array of active and passive recreational opportunities.
- G1.2 Review programs on an annual basis to evaluate and improve programs to ensure fiscal responsibility and the interest of Ferndale's changing population.
- G1.3 Provide youth and adult athletic activities and quality fields for organized, drop-in, and individual uses to ensure all people have access to athletic opportunities to explore new sports and activities, participate in group activities, and enhance their health through sports and exercise.
- G1.4 Ensure Ferndale parks and facilities offer programs, activities, and events to meet the need or demand of age-specific groups of Ferndale's population, including children and teens with a focus on the young adult (25-34), adult (35-49), and mature adult (50-65) demographics.
- G1.5 Offer a range of recreation programs (athletic, educational, and social) for people with disabilities to ensure people with disabilities and their families have welcoming and accessible recreation and enrichment opportunities.
- G1.6 Continue to offer passive recreation opportunities (such as gardening, picnicking, and nature activities) to complement the extent and popularity of passive park use.
- G1.7 Expand year-round recreation opportunities by offering more cold-month outdoor programs and activities including those that may not be offered in the community.
- G1.8 Provide programs to foster awareness, knowledge, and appreciation of natural assets and promote environmental stewardship.
- G1.9 Ensure the community center is a safe and welcoming place that provides recreation and social opportunities for all people to connect, foster relationships, and enhance their health and well-being throughout the year.

GOAL 2: ESTABLISH UNIQUE PLACES THROUGH NON-TRADITIONAL AND SPECIALTY PARKS AND PROGRAMMING.

- G2.1 Activate Downtown parks to make them welcoming on an ongoing, daily basis for a variety of passive uses (such as eating lunch, meeting a friend) to ensure Downtown's relatively small open spaces are maximized to enhance the City's social and economic health.
- G2.2 Provide communication, scheduling, and permitting resources to ensure facilities are available to everyone for personal, family, and community events through rentals and low/no-cost programming.
- G2.3 Explore opportunities to add public art in parks and community centers.
- G2.4 Continue to explore opportunities to regularly use parks in non-traditional ways to engage residents and maximize facilities (such as outdoor yoga, special neighborhood events).
- G2.5 Continue to seek opportunities for Ferndale's athletic teams to be involved in community events, such as the Ferndale Fall Festival and the Youth Officials Training Program.

FUNDING



GOAL 1: ESTABLISH ALTERNATIVE FUNDING SOURCES.

- U1.1 Establish a recreation fund within the Ferndale Community Foundation to increase funding for all aspects of parks and recreation.
- U1.2 Continue to actively seek and encourage private-public partnerships to enable and enhance programs and facilities through donation, adoption, and sponsorship opportunities of physical park elements, recreation programs, and team and event sponsorships.
- U1.3 Continue to identify and seek grants for programming and facility improvements.
- U1.4 Continue a scholarship program through Ferndale Youth Assistance and Parks & Recreation Department to enable disadvantaged youth and adults to participate.
- U1.5 Continue to consider programs and facilities that have revenue-generating potential.
- U1.6 Develop internal opportunities to offer concessions at Martin Road Park and consider opportunities for private vendors to provide concessions.
- U1.7 Fill position for program specialist I (roles include invoicing, parks programming and management, grant writing & management, and community engagement) which was lost during the height of the Covid-19 pandemic.

GOAL 2: SECURE GENERAL FUNDING STREAMS THROUGH TRADITIONAL MECHANISMS.

- U2.1 Keep apprised of current state and federal recreation guidelines and standards, including barrier-free and safety requirements.
- U2.2 Investigate and invest in the opportunity for a millage, bond, or other long-term funding opportunities for Parks and Recreation and facilities.
- U2.3 Further investigate and work with Oakland County and the Huron-Clinton Metropolitan Authority to ensure that the City of Ferndale receives a fair and equitable return on investment.

The following chapters describe each goal and action item in detail, including measurable outcomes, successful examples from other places, and public input from the planning process.

A detailed **Action Plan** with task leaders and anticipated timelines can be found at the end of the plan, following the recommendations chapters.



COMMUNICATION AND AWARENESS

CIVIC ENGAGEMENT, INFORMATION SHARING, IDENTITY, STEWARDSHIP

The City of Ferndale works best when Ferndale residents are involved with their city and have a say in their government, and when government listens to their voices to make better decisions. Communication and awareness is a core value of this plan, and it plays an integral role in guiding how the Parks and Recreation Department accommodates people of all ages and abilities and provides services. The result of better dialogue will be more informed decision-making and better-designed programs.

GOAL 1:

Create a communication plan to develop the most effective methods to increase awareness of Ferndale's parks, programs, and events.

GOAL 2:

Elevate the Ferndale parks and recreation brand through communication and media.

GOAL 3:

Enhance park stewardship.

GOAL 1:

Create a communication plan to develop the most effective methods to increase awareness of Ferndale’s parks and programs.

The diversity of interests and needs in Ferndale’s system of recreation and parks means we need a responsive and informed communications plan. To improve communication and outreach, the Ferndale Recreation Department is committed to using the most effective communication methods and technologies available. The following communication recommendations related to increasing awareness supports Goal 1.



A1.1: Identify methods to improve communication with residents on how to access and become more aware of programs and facilities and initiatives.

While there are many ways the City can share information about its parks and available programs, ensuring the information effectively reaches a wide-ranging audience is the key. There are so many different communication channels to choose from today — radio, television, newspaper, flyers and mailings, email, the City’s website, social media, mobile device applications, and more — and each channel comes with its pros and cons. Currently, the PRD’s primary methods of communication include the Parks and Recreation Facebook page and the City’s website.

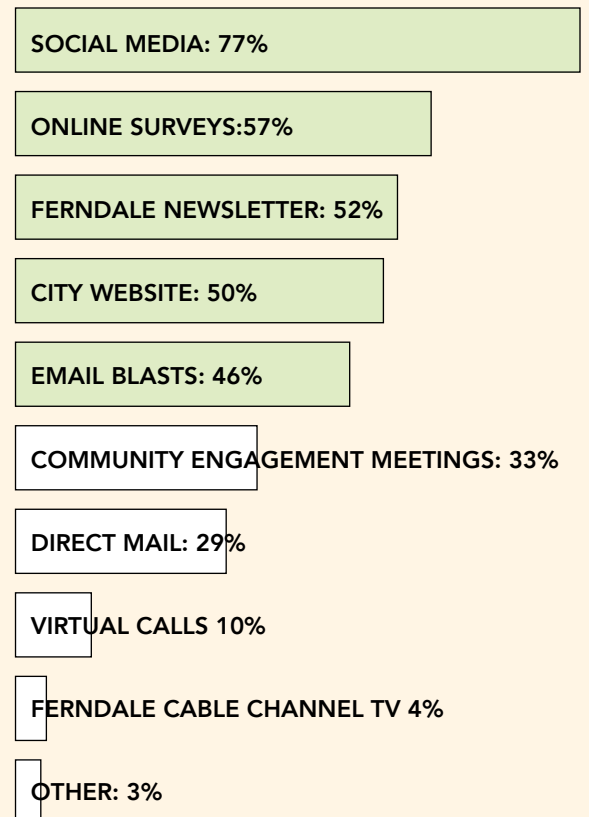
Through surveys and focus groups the City should continue to regularly monitor and evaluate the effectiveness of current communication methods and explore others that may be more effective and/or reach untapped segments of the population.

A1.1 MEASURABLE OUTCOMES:

- Evaluate the effectiveness of current communication methods.
- Explore new methods of communication.

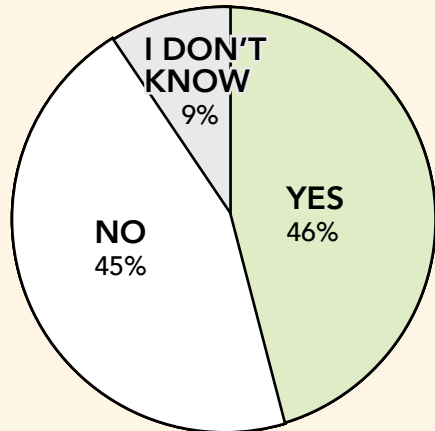
WHAT IS THE BEST WAY TO INFORM YOU ABOUT ACTIVITIES AND SERVICES OFFERED BY FERNDALE PARKS AND RECREATION?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



HAVE YOU PARTICIPATED IN PARKS AND RECREATION PROGRAMS PROVIDED BY THE CITY OF FERNDALE IN LAST 1-2 YEARS?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



"If things like exercise classes, meet ups, and what-not are happening, I don't know about it. Maybe increased communication through social media? I consider myself connected, but I really don't know about these types of activities."

"More awareness and events [would improve parks and recreation services] - I didn't even realize some of these parks exist, and if there was more leisure seating I might use them more."

"I would play adult league coed softball here but they were terrible with communication/promotion one year and cancelled the league the day we wanted to play. They could have promoted through social media or other avenues to get more teams to sign up. It was rather disappointing. We would love to do Ferndale leagues."

**A1.2:
Identify methods to make recreation registration more convenient and accessible to all segments of the population.**

While tailoring programs to residents' interest is important, communication and awareness can be equally important for achieving good participation rates. Currently, the primary method of registering for recreation programs is online via the City's website www.ferndalemi.gov, and <https://www.ferndalemi.gov/departments/parks-recreation>.

In tandem with utilizing the most effective methods of communication, the PRD should consider combining marketing efforts with other entities and partners. For example, the PRD currently advertises programming through Ferndale Public schools utilizing their marketing tools. This may attract new participants that wouldn't hear about PRD programs through traditional methods.

A1.2 MEASURABLE OUTCOME:

- Identify and utilize the most convenient and accessible methods of registration for Ferndale residents.

**A1.3:
Maintain ongoing communication with City Council to ensure their awareness of pertinent issues, concerns, and programs.**

The Ferndale City Council is the legislative and policy-making body of city government, responsible for passing laws through ordinances and policies as well as for approving the annual budget. City Council also sets their own set of annual budget initiatives and goals to ensure priorities are addressed and to organize resources.

The PRD should maintain ongoing communication with City Council to coordinate their goals and to effectively address budgetary needs. Furthermore, communication with City Council should aim to regularly inform Council of pertinent issues, concerns, and programs so the two entities can develop a holistic approach to providing residents with a high quality of life.

A1.3 MEASURABLE OUTCOME:

- Maintain ongoing communication with City Council as part of the Parks and Recreation Department's overall communication plan.

**A1.4:
Maintain ongoing communication with other City departments to ensure parks and recreation issues, projects, concerns, and responsibilities are communicated effectively across departments.**

Ferndale has a highly-engaged city government, with more than 10 City departments as well as a number of boards and commissions, all working together to support the various parts of public life. The PRD should maintain ongoing communication with other City departments to ensure parks and recreation issues, projects, concerns, and responsibilities are communicated effectively across departments. Furthermore, many of the goals and recommendations in this plan rely on the help and expertise of other City departments, so fostering awareness and coordination is key to the successful implementation of this plan.

A1.4 MEASURABLE OUTCOME:

- Maintain ongoing communication with City Departments as part of the Parks and Recreation Department’s overall communication plan.

**A1.5:
Continue to integrate sustainable design and practices into parks and recreation operations, infrastructure, and services.**

The PRD and DPW should continue to look for opportunities to integrate sustainable design and practices into operations, infrastructure, and services. Opportunities may include adding recycling receptacles, re-using materials, upgrading lighting, and promoting bicycling, but should be coordinated with the City’s overall sustainability efforts to ensure goals are aligned, resources are shared, and efforts are not duplicated. The PRD and DPW should work with the City’s leadership to ensure environmental sustainability goals align with Recreation Department goals and practices.

A1.5 MEASURABLE OUTCOME:

- Work with the Sustainability Position to integrate sustainable design into parks and recreation operations, infrastructure, and services.

**A1.6:
Create a system to house residents general park improvement requests that can be utilized during the decision process of improving and upgrading parks.**

The PRD is always open to feedback on the parks system, regardless if they are currently undergoing a formal design process for the facility. Creating a system to house general park improvement requests in an organized fashion by park and need would help streamline the design process when going through the formal process of improving and upgrading the parks. This system is meant to supplement engagement efforts, not replace them.

A1.6 MEASURABLE OUTCOME:

- Create a formal system for housing residents general park improvement requests, organized by park and service or update needed.

GOAL 2:

Elevate the Ferndale parks and recreation brand through communication and media.

As part of the prior master plan, PRD partnered with the Communications Department to create a strong brand identity. It is vital the PRD leverages this existing brand identity and consistently applies it in the future. With a strong brand, the City can continue to more effectively share information by utilizing different channels of communication — the City’s website, social media, the Ferndale Newsletter, radio, etc. — for different and distinct purposes. The Parks and Recreation Department will strive to have a well-balanced mix of media that ultimately targets a broad audience, attempting to reach all segments of Ferndale’s diverse population. The following communication and awareness recommendations related to elevating the Ferndale Parks and Recreation brand support Goal 2.



A2.1: Continue to use design standards (logo, layout, content) consistently across all communication materials, including print and web-based media and products.

A consistent brand identity has been developed for the PRD since the prior master plan. Having a consistent brand identity across a wide variety of communication material can promote a more recognizable and positive identity for Ferndale Parks and Recreation. A highly recognized identity comes from consistency of design standards that are applied across all print and web-based media and products, including logo, layout, and content.

The PRD and Communications Department should continue to work together to ensure the brand standards are consistently applied across all communication materials to maximize communication efforts and to continue to build a positive image of the parks and recreation system.

A2.2: Develop and implement consistent signage within parks and along roads to raise the level of awareness of park locations and available amenities.

While there is great value in celebrating the unique identities of the many different parks within Ferndale, it is equally important to maintain a shared identity of Ferndale parks and recreation as a larger system that benefits the city as a whole.

Signage can play a key role in creating that consistent identity. Along with a consistent “look”, signage should provide locational information (where parks are) and amenities available at each park, increasing the overall level of awareness about what each park offers as well as what the park system offers as a whole.

A2.1 MEASURABLE OUTCOME:

- Create design standards for the Parks and Recreation identity across all communication materials.

A2.2 MEASURABLE OUTCOME:

- Develop and implement a consistent and comprehensive signage system.

A2.3:
Continue to utilize the City’s website as one of the primary, up-to-date information and communication centers.

The City’s website plays a unique role in the overall communication strategy, serving as the all-encompassing information center for all things parks and recreation. 50% of survey respondents said the website is the best way to keep them up-to-date.

As one of the primary channels for information and communication, the PRD webpage on the City’s website should be regularly updated and continually improved. Locational information — such as maps, directions, and any changes in venue — as well as seasonally-available programs and contact information should be posted and regularly refreshed. A frequently updated webpage will let residents know it is a reliable source for up-to-date information, further contributing to a positive and engaging relationship between Ferndale Recreation and the community.

A2.3 MEASURABLE OUTCOME:

- Utilize the City’s website as the all-encompassing information and communication center.

A2.4:
Continue to utilize email and social media for real-time communication. Identify ways to utilize other social media platforms to reach a broader audience, especially the youth population of Ferndale.

Email and social media are both highly preferred methods of communication for Ferndale residents as well as effective means of sharing timely information, such as upcoming events, new programs, and “day-of” messages. 46% of survey respondents preferred email blasts to communicate with PRD.

While one medium may be preferred over the other for some people, both should be utilized in the overall communications strategy. The Parks and Recreation Department should continue to work with the Communications Department to ensure email communication and social media are of appropriate quality, quantity, and consistency with the overall City and Parks and Recreation brand.

A2.4 MEASURABLE OUTCOME:

- Utilize email and social media to communicate real-time information.

A2.5:
Utilize traditional media channels (direct mail, flyers newsletter) to reach a broad target audience.

Traditional media channels are both relevant and successful in reaching different segments of the population. According to the community survey, direct mail (flyers, postcards) is an effective way to share recreation information with almost 25% of residents. The Ferndale Newsletter was identified as effective for 52% of residents.

While social media is now far more popular and identified as an effective means of communicating with residents, traditional methods are still proven to be useful, especially in regards to establishing multiple points of contact with the community.

The PRD should continue to utilize traditional media outlets and monitor the effectiveness of each type over time.

A2.5 MEASURABLE OUTCOME:

- Utilize traditional media channels to communicate timely information and news.

GOAL 3:

Enhance park stewardship.

Park stewardship is another way for residents to become involved with community projects and specifically their neighbors and neighborhoods. Stewardship can help with maintenance, improvement, and environmental sustainability in Ferndale’s parks and recreation system. The Parks and Recreation Department will strive to increase and promote park stewardship towards this goal of supporting neighborhoods with high quality parks and recreation opportunities. The following communication and awareness recommendations related to park stewardship support Goal 3.



“More community events to draw people to the parks and to each other [would improve parks and recreation services].”

A3.1: Continue to coordinate stewardship and volunteerism within the Parks and Recreation Department’s services to improve parks, assist with programming and special events, and build community.

The PRD can increase positive use of parks and public spaces by continuing to facilitate stewardship and volunteerism. According to the community survey, almost 63% of all respondents are interested in volunteering their time to help the community, and the Parks and Recreation Department can

harness this interest to help improve parks and build community around neighborhood parks. Continuing to coordinate stewardship and volunteerism within the PRD and working with the Special Events Department as appropriate will ensure community efforts support the larger vision and goals.

Organizing programs and events around neighborhood parks may also be an opportunity to actively promote neighborhood parks as natural rallying points for neighborhood identity instead of the quadrants, allowing a finer-grained sense of community and pride to develop within various parts of the city from stewardship activities, volunteer events, and neighborhood programming.

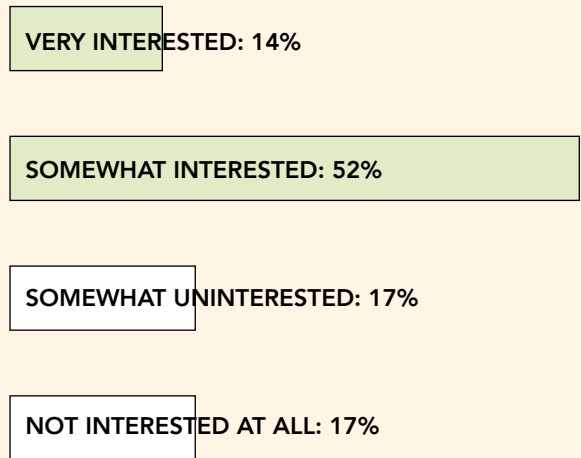
A3.1 MEASURABLE OUTCOMES:

- Coordinate park stewardship and volunteerism within the Parks and Recreation Department.

THE CITY OF FERNDALE RECOGNIZES THAT VOLUNTEERS’ CONTRIBUTION OF TALENT, TIME, AND SKILL ENHANCES OUR PROGRAMS, PARKS, TRAILS, AND OPEN SPACES, ULTIMATELY HELPING OUR COMMUNITY TO FLOURISH AND THRIVE.

HOW INTERESTED ARE YOU IN DONATING YOUR TIME OR SKILLS TO THE COMMUNITY?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



**PRECEDENT:
GREEN SEATTLE PARTNERSHIP**



The Green Seattle Partnership (Seattle, WA) is a public-private partnership between City agencies and private partners that coordinates restoration projects to care for the city's urban forest and bring people into the parks to build community through hands-on volunteerism. The organization specifically promotes volunteerism in neighborhood parks. Volunteers with more experience can become Forest Stewards to help lead and organize volunteer events.

Image Source: Dan Hintz/www.greenseattle.org

"...City wide volunteer opportunities [would improve parks and recreation services]."

"The staff and volunteers that work at Ferndale Recreation are awesome. Thank you for all your hard work and dedication!"

**A3.2:
Continue to engage neighbors adjacent to parks where changes are being discussed.**

Engaging neighbors in the planning process is part of the City's plan to be transparent and mindful of residents' needs and wishes. Where significant changes are being discussed — major renovations, removal, additions, and other ways the City is trying to improve Ferndale Parks — the City should continue to hold public meetings and invite nearby residents and neighborhood groups to participate. The purpose of these meetings would be to discuss proposed changes and to collect feedback, ideas, and wishes for the future of residents' neighborhood park. At minimum, targeted invitees should include residents within a quarter-mile of neighborhood parks and may reach out further for larger community parks. The City should also continue inviting interagency and community partners to coordinate priorities.

A3.2 MEASURABLE OUTCOME:

- Invite residents within a quarter-mile distance of proposed capital improvement projects related to parks.

A3.3 MEASURABLE OUTCOME:

- Invite residents and community partners to aid in park clean-up.

**A3.3:
Empower community partners and entities in Ferndale to aid in everyday maintenance of parks.**

A key goal identified by PRD, the Parks Commission, and the Park Stewardship subcommittee is to empower community members to aid in the everyday maintenance of parks. Students who are required to finish volunteer hours can participate in park clean-up, the Youth Training Official program, and other services. Neighbors can provide additional eyes in the parks. It is important to strengthen this relationship.

**A3.4:
Continue to work through the Parks Commission to gain resident participation via the Park Stewardship subcommittee.**

The Park Stewardship subcommittee was created in response to the prior Parks and Recreation Plan. This entity should continue to be used as a key resource and motivator to gain, maintain, and facilitate resident participation.

A3.4 MEASURABLE OUTCOME:

- Empower Parks Commission and Park Stewardship sub-committee to continue facilitating relationships

A3.5:**Continue to work with Ferndale High School students and assist with forming a student park stewardship committee.**

A discussion was held with students at Ferndale High School December, 2021 as part of the process of gaining feedback for improvements to Wilson Park and informing students about opportunities to get involved in the 2022 update to the Parks and Recreation Plan. During this meeting, students expressed an interest in having a student park stewardship committee to strengthen the relationship between the Parks and Recreation Department and Ferndale High School students. The city and Parks and Recreation Department should pursue further opportunities for engagement with students through this committee.

A3.5 MEASURABLE OUTCOMES:

- Create a student park stewardship committee with Ferndale High School

PARTNERSHIPS

CIVIC ENGAGEMENT, SHARED RESOURCES, COMPATIBLE VALUES

Partnerships is all about extending and expanding resources to enhance public use of parks and facilities, encourage healthy lifestyles, improve environmental stewardship and sustainability, build community, and maximize public benefit while minimizing costs. The Ferndale PRD is committed to partnerships that align with our overall mission, vision, values, and provide benefit to the community. Ferndale Parks and Recreation will actively seek partnerships with community, non-profit, and private organizations for park development, maintenance, management, and programming.

GOAL 1:

Enhance engagement with other recreational entities and civic groups.

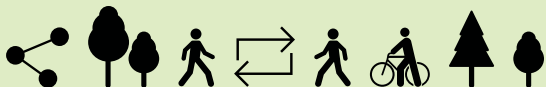
GOAL 2:

Maintain existing relationships and identify new opportunities for shared uses within the city and the region.

GOAL 1:

Enhance engagement with other recreational entities and civic groups.

The City of Ferndale Parks and Recreation Department should work closely with other City agencies and community organizations that affect our parks. Quality, accessible parks are critical public assets in our neighborhoods, and their improvement must be coordinated with other city-wide priorities to ensure we maximize the economic, social, and environmental opportunities we have through parks and recreation. Some examples of projects requiring coordination may include efforts involving environmental sustainability and resiliency, social equity, after-school activities, and new housing. The following partnerships recommendations related to civic engagement support Goal 1.



P1.1: Encourage cooperation, foster relationships, and implement policies with other recreational and non-recreational entities in Ferndale through regular communication and involvement in PARC meetings.

To encourage cooperation, foster relationships, and implement mutually-supported policies, the Ferndale Parks and Recreation Commission (PARC) should work to expand its outreach and communication with other recreational and non-recreational entities in Ferndale. One way to do this is to may be to invite a different representative from another organization to PARC meetings on a regular basis. And vice versa, PARC representatives should consider taking steps to become regularly informed of other organizations' efforts, such as at their regular group meetings.

P1.1 MEASURABLE OUTCOMES:

- Create a list of other recreational and non-recreational entities from which Ferndale Parks would benefit through regular communication and coordination.
- On a rotating basis, invite a representative from another recreational and non-recreational entities to each PARC meeting.

PRECEDENT: COMMUNITY PARTNERS FOR BIKING



The Austin Ridge Riders (Austin, TX) is a non-profit organization made up of a team of bicycling enthusiasts who work together to plan and administer a variety of activities that support the club's mission and goals. The organization is a partner with the city's parks and recreation department to support bike trail improvements on municipal parkland.

Image Source: www.baynature.org

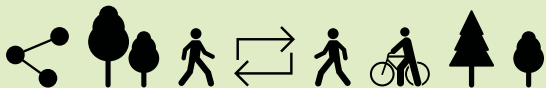
P1.2:
Continue to expand connections and relationships with the Quad City network which includes Hazel Park, Pleasant Ridge, Oak Park, and Ferndale.

The Ferndale Parks and Recreation Department has a strong relationship with other entities in the quad city network, which includes Hazel Park, Pleasant Ridge, Oak Park and Ferndale. Ferndale helps facilitate many of the recreation collaborations between cities and usually provides payment for services up-front, with partners providing reimbursements. It is important to strengthen this network to enhance the access community members have to regional amenities.

GOAL 2:

Maintain existing relationships and identify new opportunities for shared uses within the city and the region.

As demand for more community recreational facilities continues to increase, it is important the City utilize all of its available resources as well as create new resources to provide quality, accessible, and well-rounded recreational opportunities to residents. Maximizing resources and partnerships can allow for a more efficient use of public space and money, improve neighborhood assets, and increase physical and social activity. The following partnership recommendations related to shared uses support Goal 2.



P2.1: Re-examine agreements and policies with public schools to maximize the benefit while minimizing the cost to both entities, including the use of facilities as well as cooperative program offerings.

The City and Ferndale Public Schools should re-examine their current agreements and policies and determine how these can be improved to their mutual benefit as well as that of the community as a whole. Potential opportunities of enhancing this partnership may include sharing access to outdoor and indoor facilities, offering joint programs, and leveraging capital improvements, such as play equipment, sports surfaces, trees, benches, and green stormwater infrastructure.

The most widely-used tool is a “shared use agreement”, where the school district and the city share the liability, funding, operation, maintenance, and public access to recreational facilities. Exploring this policy tool and others can result in providing better access to parks and recreation to Ferndale residents as well as to maximize the benefits while minimizing costs to both entities.

P2.1 MEASURABLE OUTCOME:

- Identify partnership opportunities for Ferndale Recreation and Ferndale Public Schools to maximize resources and reduce costs.

PRECEDENT: SCHOOLYARDS TO PLAYGROUNDS



As part of a goal to ensure all residents live within a 10-minute walk of a park or playground, New York City launched the “Schoolyards to Playgrounds” initiative through a shared use agreement. The initiative renovated and opened many school playgrounds for use outside of school hours; expanded the bike network; added equipment, benches, trees, and green stormwater infrastructure; and resurfaced sports fields and courts. The project was supported by the Trust for Public Land’s “Parks for People” program.

Image Source: www.nyc.gov

**P2.2:
Maintain and explore opportunities to partner with other recreation providers and supporters for certain recreation programs and activities to be offered in nearby communities or on a regional basis, such as Metroparks, County parks, aquatics providers, and private operators.**

Using this plan, the City of Ferndale and its Parks and Recreation Department are working to improve our parks, services, and programs according to our community's needs, interests, and top priorities. For the programs and activities the City of Ferndale is unable to offer residents at this time, the PRD should work to explore partnerships with other recreation providers in nearby communities or on a regional basis, such as Huron-Clinton Metroparks, Oakland County parks, aquatics providers, and private operators. These recreation providers offer programs and activities that currently are not or can not be provided by the City of Ferndale, such as large trail systems, access to lakes and pools, winter sports, golf courses, and educational centers.

Furthermore, partnerships with private operators may be able to offer camps, training programs, or limited-time activities that expand programming without burdening City staff or resources.

The Ferndale Recreation Department should explore opportunities to enhance promotion of currently available programs and activities to Ferndale residents as well as create new partnerships with private operators to fill programming gaps.

The valuable information and experience the Parks & Recreation Department gained from utilizing Ferndale High School pool as a pilot program in the past created an opportunity for future programming of a local amenity. The current agreement with Oak Park allows Ferndale residents to receive the same pricing and accommodations when utilizing Oak Park facilities such as the pool, park/pavilion, or facility rental and the same is allowed for Oak Park residents when utilizing Ferndale facilities. To offer more aquatic opportunities for Ferndale residents requires expanding upon the current partnership with Ferndale High School and the use of their indoor pool. Expanding on the partnership between Ferndale and Oak Park to offer an aquatics program at the high school would be considered an efficient use of resources, increase hours of operation, and provide adequate staff to oversee the pool programming. Unfortunately, there is a nationwide staff shortage for certified lifeguards and constraints on funding. The Ferndale Recreation Department will continue to search for ways to expand resources, recruit and train certified staff so that the quality and access of this aquatics asset can be extended throughout more hours of the day and months of the year.

P2.2 MEASURABLE OUTCOME:

- Explore opportunities to partner with and promote other recreation providers to fill gaps in Ferndale Recreation's program offerings.

WHAT PARKS AND RECREATION PROGRAMS WOULD YOU AND MEMBERS OF YOUR HOUSEHOLD BE INTERESTED IN PARTICIPATING IN THAT ARE NOT CURRENTLY AVAILABLE IN FERNDALE?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021

AQUATICS: 58%

MORE ADULT PROGRAMS: 55%

YOUTH ENRICHMENT PROGRAMS: 26%

TEEN ENRICHMENT PROGRAMS: 12%

ADULT ENRICHMENT PROGRAMS: 44%


OUTDOOR WINTER PROGRAMMING: 56%

"Swimming pools do cost a lot - but it would be great if the high school pool could have open swim times for adults to utilize. Could also lead to improvement of facilities as well with extra money being brought in."

P2.3:
Maintain and continue to pursue private partnerships with organizations that have compatible values and goals and which result in mutual benefits.

Exploring and pursuing private partnerships can be another way to expand parks and recreation resources and create mutually beneficial relationships. In exchange for funding, PRD can offer private organizations with increased marketing exposure, ideally with organizations that have compatible values and goals, such as promoting healthy eating, exercise, native landscapes and species, and environmental sustainability. The City should identify what kinds of assets can be leveraged with private organizations as well as how organizations can benefit, from a marketing and business development perspective, by being involved with Ferndale PRD. Ferndale PRD should aim to create partnerships that do not clutter the parks with advertising, but will deliver some kind of value to the sponsors and parks visitors.

PRECEDENT: SHARED COMMITMENT TO CLEAN WATER



A partnership between Brita Water Filtration Products, the Center for Marine Conservation, and the California Coastal Commission for the annual Coastal Clean-Up Day created more value for all parties than typical partnerships due to their shared commitment to clean water. Brita provided funding in exchange for sponsorship of the event, and gave a free water pitcher to every volunteer, which increased the volunteer base.

Image Source: www.healthebay.org

PRECEDENT: SHARED COMMITMENT TO SPORT AND YOUTH DEVELOPMENT



A private investment by Nike provided staffing for recreation leaders with specialized training on how to deliver positive youth development through sports for the city's annual summer program (Chicago, IL). The partnership provided employment and internship opportunities to youth and young adults and has helped double participation over five years.

Image Source: www.ussportscamps.com

"I would love to have a partnership with my non-profit, People for Palmer Park. I think we would have a lot to share with each others adjacent communities, and it would promote diversity, regional strength and further the progress of the Livernois Corridor up into Ferndale and beyond."

"I'd love a pool, but realize that this is financially challenging. What happened to the Ferndale Rec program at the high school?"

- P2.3 MEASURABLE OUTCOME:**
- Explore opportunities to partner with private organizations that have compatible values and goals.
- This is something we pride ourselves on and continue to expand our partnerships every year which is reflected when reviewing the increase in the number of partnerships.*

FACILITIES

PLAN, IMPROVE, DEVELOP, RESPOND

The Ferndale Parks and Recreation Department is committed to improving the quality, accessibility, and sustainability of our parkland and facilities. Using insights, ideas, and data gathered from city agencies and community engagement, the Parks and Recreation Department will strive to meet existing needs and anticipate new ones as neighborhoods and demands on parks grow and change. This plan proposes short- and long-term recommendations for improving and developing facilities that will better serve our Ferndale residents.

GOAL 1:

Plan for, improve, and develop parks and recreation facilities that respond to emergent needs and secures assets for the future.

GOAL 2:

Continue to expand the use of natural and sustainable design elements.

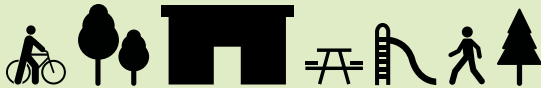
GOAL 3:

Enhance non-motorized connections to and amenities at recreation facilities.

GOAL 1:

Plan for, improve, and develop parks and recreation facilities that respond to relevant needs and secures assets for the future.

Physically reprogramming parks to meet changing needs of new and growing populations, interests, and uses to ensure the success of our investments. The Recreation Department will strive to plan for, improve, and develop parks and facilities that fulfill community priorities and create open spaces and recreational assets for residents today and future generations. The following facilities recommendations related to physically planning, improving, and developing parks and recreational facilities support Goal 1.



F1.1: Uphold baseline standards for all renovations, additions, and new facilities, including compatibility with the surrounding neighborhood, connectivity, safety, ADA accessibility, and environmental sustainability.

To ensure all Ferndale parks improve to meet or exceed a sufficient level of compatibility, connectivity, safety, accessibility, and environmental sustainability, the Parks and Recreation Department and DPW should work together to develop and implement a “baseline” set of standards for all renovations, additions, and new facilities. These can include, but are not limited to, energy and water efficiency, on-site stormwater mitigation, provision of bike parking, use of natural materials, universal design concepts, and safe pedestrian crossings. Establishing standards will allow the City to be “ahead of the curve,” using a set of standards to guide every investment from the beginning of a project, which can help to eliminate or reduce costs associated with changing a design later and ensures the same level of quality is extended to all parkland and facilities within the system. “Baseline” standards should be viewed as a guide and address minimum — not maximum — goals to be achieved.

F1.1 MEASURABLE OUTCOME:

- Create baseline standards for all renovations, additions, and new facilities.

“Safe crossings are needed to and from parks, esp. at Geary... It would also be great if the water fountains worked better. I'm also a dog owner... so I'd love to see waste bags available in parks (I carry my own, but I have been short a few times).”

“Parks, especially where children’s sporting activities are scheduled, MUST have ADA access to the fields. We are failing at a sense of community by disregarding access to those who must use a wheel chair...”

**PRECEDENT:
THE ZURICHHORN PLAYGROUND**



Zurichhorn Playground (Zurich, Switzerland) is an interesting place for children and adults, where the senses are stimulated through play. A curved wall serves as both a climbing wall and a noise abatement measure from the road.

Image Source: Vetschpartner/www.landezine.com

**F1.2:
Consider the integration of non-traditional playscapes that serve multiple ages and abilities, especially as deteriorating and aged playground equipment is under consideration for upgrades or replacement.**

Non-traditional playscapes are those that focus less on equipment and more on natural materials and landforms. These playscapes offer a number of benefits to the parks system and users, including providing users of all ages with a more stimulating experience, opportunities to incorporate public art into the landscape, and increasing the time of play. Furthermore, 59% of community survey respondents considered non-traditional playscapes a high or medium priority. The Parks and Recreation Department should identify opportunities to integrate non-traditional playscapes into the parks systems, especially as deteriorating and aged playground equipment is under consideration for upgrades or replacement.

"I can't wait to see more accessible and interesting parks! My time abroad in Germany and other places in Europe showed that it doesn't take much to make a park amazing and bring a community together."

**F1.3:
Develop master plans for facilities that could benefit from major renovations, including community parks, parks that are significantly over- or under-utilized, and parks that experience chronic maintenance issues.**

Several of Ferndale's facilities could significantly benefit from major renovations to better serve the community. Potential facilities would be those that serve a large part of the community, parks that are over- or under-utilized, and parks that experience chronic maintenance issues. Developing master plans for these facilities provides an opportunity to assess all of the challenges and opportunities and propose a plan to improve the design, programming, and use of the facility overall. Furthermore, master plans often serve as the foundation for identifying present and future needs that require capital infrastructure and financing. The Parks and Recreation Department should be sure to engage creative designers to develop creative solutions that are also in alignment with the community's goals and vision.

Throughout the planning process Wilson Park and the Kulick Community Center were discussed as underutilized community assets that could benefit from a master plan process and major renovations.

F1.2 MEASURABLE OUTCOME:

- Identify opportunities to integrate non-traditional playscapes into parks.

F1.3 MEASURABLE OUTCOME:

- Identify facilities that could potentially benefit from major renovations.
- Develop master plans.

F1.3 Wilson Park Plan

As part of objective F1.3, the Ferndale Parks and Recreation Department and SmithGroup worked with the Michigan State University (MSU) Landscape Architecture program in 2021 to develop alternative concepts for

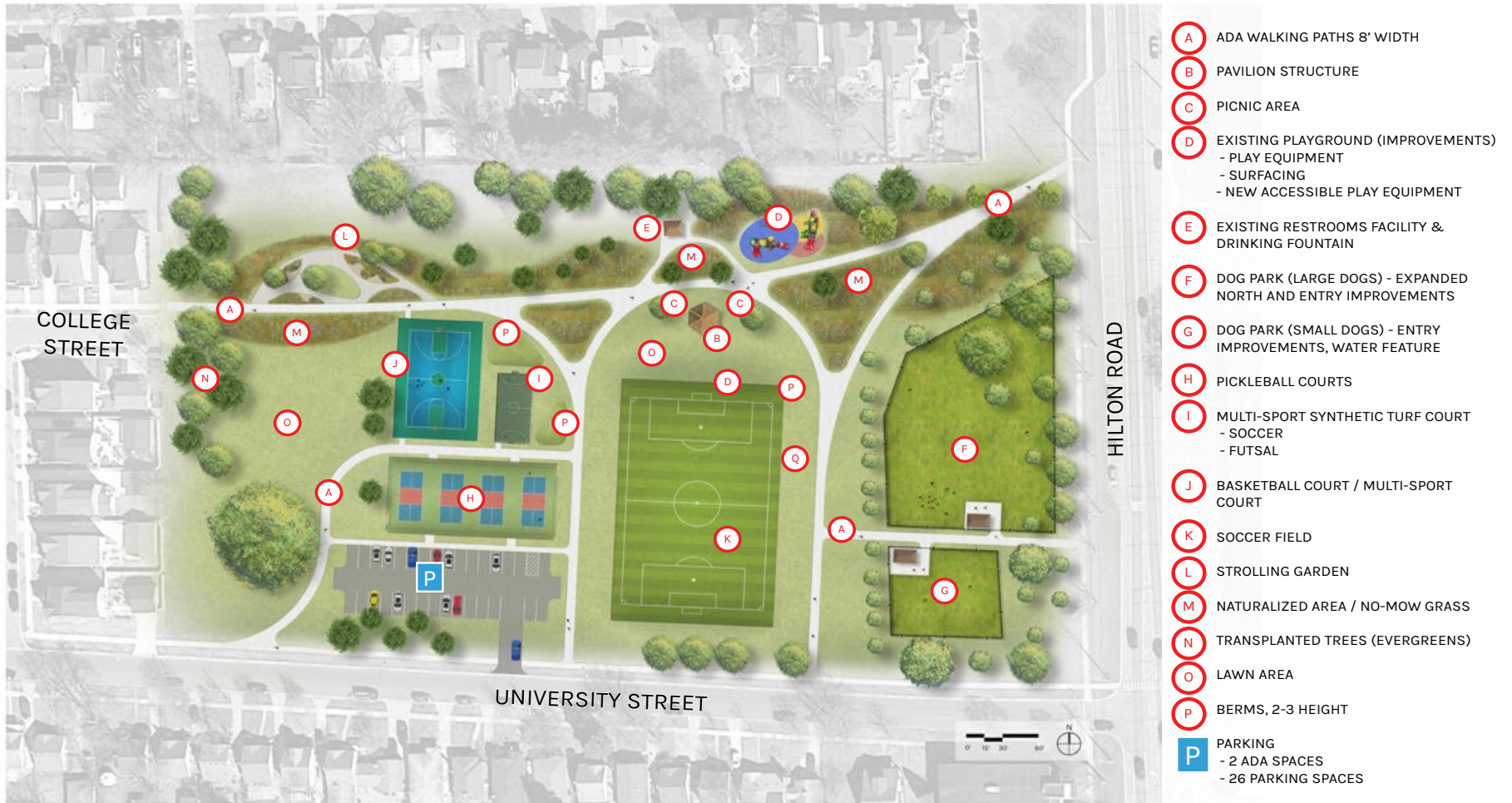
Wilson Park. The MSU Students used feedback from the community to design the park with a specific program list. A major factor in the design was to make the park accessible and inclusive while

also creating opportunities for sustainability. Ferndale Parks and Recreation has received a Land & Water Conservation Fund Grant to begin implementation of the design in the future. The public reviewed and commented



on the Wilson Park Plan during a public meeting on December 16, 2021 and through an online survey conducted December 2021. Public input was used to modify the original designs and create the latest concept plans (below). Updates

included parking lot expansions, dog park expansions, and changes in court arrangements. For more information on the prior concept plans and survey results, see the Appendix.

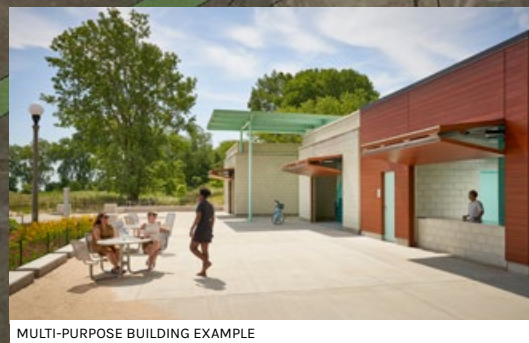
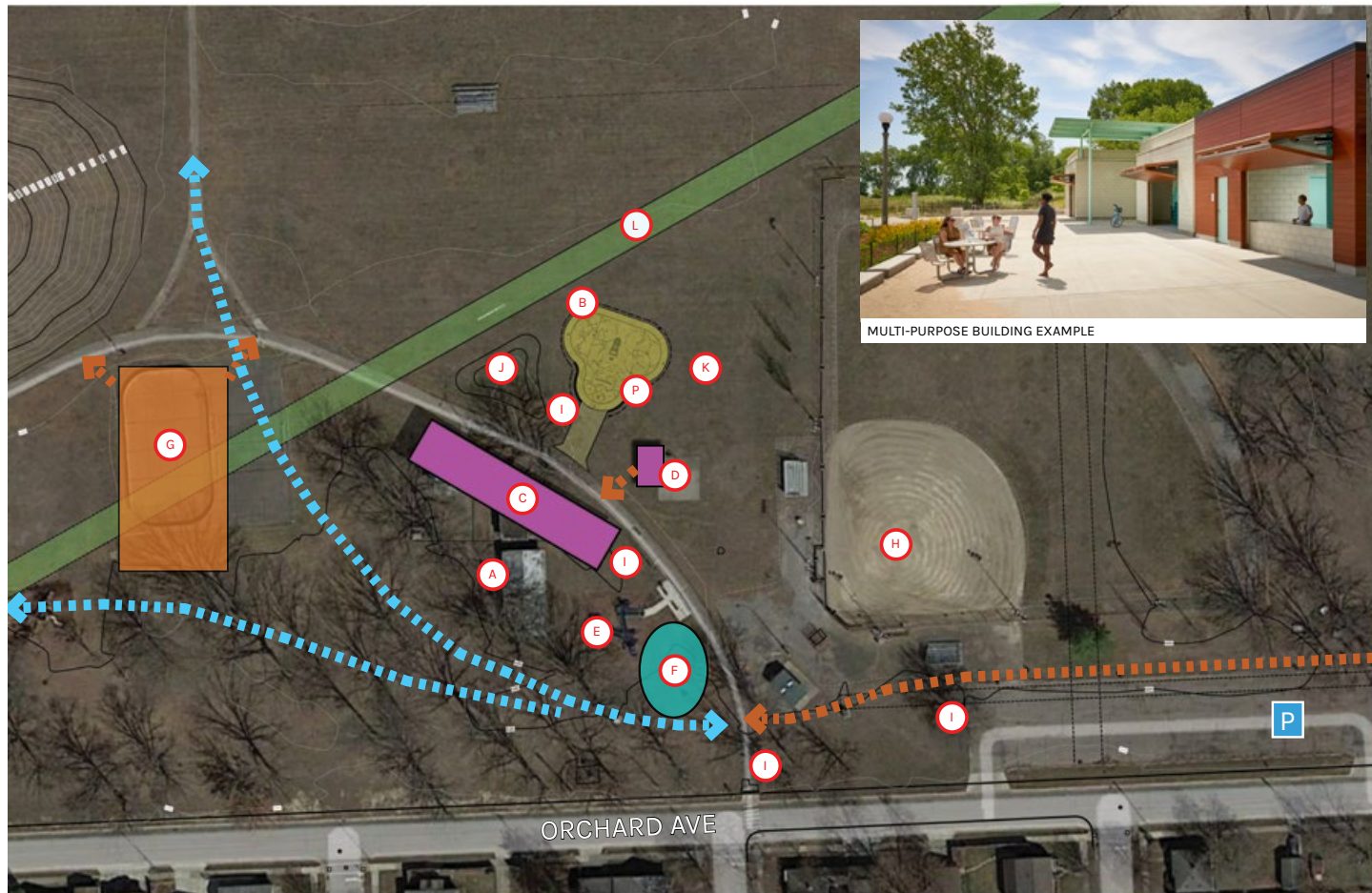


F1.3 Martin Road Park Splash Pad Plan

Another important component of F1.3 was to address changes to the Martin Road Park Plan, which was initially created as part of the 2017 Parks and Recreation Master Plan.

In December 2021, the Ferndale Parks and Recreation Department worked with SmithGroup to modify the initial design for current needed improvements. Major updates include the future splash pad

to be installed and opened summer 2022 and a multi-purpose building which could potentially be used by staff in place of the Kulick Center. Several features in the plan update outline grant funded improvements,



- PROPOSED WALKWAY IMPROVEMENTS (GRANT FUNDED)
- FUTURE WALKWAY IMPROVEMENTS
- EXISTING PAVILION
- SPLASH PAD - OPEN 2022
- +/-5500 SF MULTI-PURPOSE BUILDING
 - SUPPORT OFFICE
 - CONCESSIONS
 - STORAGE
 - RESTROOMS (ACCESS FROM PARK)
- PAVILION STRUCTURE, 10 PICNIC TABLES (GRANT FUNDED)
- EXISTING PLAYGROUND
- PLAYGROUND ADDITION
- BASKETBALL COURT / MULTI-SPORT COURT (GRANT FUNDED)
- EXISTING BASEBALL / SOFTBALL FIELD
- LANDSCAPE ENHANCEMENTS AT ENTRY, MULTI-PURPOSE BUILDING AND SPLASH PAD
- BERM, 2-3 HEIGHT
- SPLASH PAD UTILITY AREA
- UTILITY EASEMENT
- PARKING LOT IMPROVEMENTS - 4 ADA SPACES

including proposed walkways, a pavilion structure, picnic tables, and basketball court. To see how the framework plans works in the context of the prior plan, view the 2017 concept diagram (below).

Short-term improvements:

1. Improved Orchard/Martin Rd. entrance
2. Improved Orchard/Leitch entrance
3. Improved Lewiston parking entrance
4. New entrance from Woodward Hts.
5. Improved perimeter with sidewalk along Martin Road and Orchard Ave.
6. Enhanced landscape buffer between park and school

Circulation and neighborhood connectivity:

7. Exercise loop / Accessible pathway connecting park amenities
8. Farrow St. extension into parking lot
9. Pedestrian plaza near the school
10. Potential parking lot expansion

Stormwater features and natural landscapes:

11. Pond / Ice rink
12. Naturalized planting area
13. Garden / sitting area

Facility improvement and new program opportunities:

14. Improved sledding hill / lookout area
15. Amphitheater / picnic shelter
16. Hillside amphitheatre seating
17. Splash pad
18. Community garden
19. Sand volleyball court
20. Flexible court games arena
21. Improved playgrounds
22. Improved athletic fields
23. Picnic tables and grills
24. Multi-use structure [pavilion, concessions, restrooms, storage]



**F1.4:
Create a long-term facilities plan with a clear vision and decision-making framework for the land disposition (acquiring, selling, leasing) of public parkland and facilities.**

City decision-makers urgently need a thorough understanding of existing and anticipated recreation facilities needs to guide future investment for Ferndale’s long-term health and vibrancy. Immediate short-term needs and a desire to plan for the long-term future make planning for recreation facilities difficult to manage. Balancing investment in fixing things now and investing in the future can only be realized with a clear vision of what an “optimal parks systems” looks like and who it serves.

The Parks and Recreation Department, DPW, other city agencies, and Ferndale Public Schools should work together to understand both short- and long-term needs and to create a coordinated strategic approach to acquiring, selling, leasing, and improving public parkland and facilities. The framework should include, at minimum, a policy for “zero net loss” of public parkland and facilities throughout the city for all decisions.

**F1.5:
Explore opportunities to improve the Wilson dog park and consider opportunities for other dog recreation.**

According to the Trust for Public Land, dog parks are growing faster than any other type of urban park in the nation, in part due to the increase in dog ownership over the last several decades. Ferndale residents echo this trend with expressed desires for more and better quality dog parks. 54% of survey respondents said dog parks were of high or medium importance.

The Wilson dog Park saw success upon installation and resulted in roughly 150 memberships issued in its first six months. Recently, PRD created an access code entry and installed dog agility equipment. The Parks and Recreation Department should explore opportunities to improve this highly-used community asset as well as explore the feasibility of adding additional dog recreation that can serve the community and maintain a high level of quality and service.

F1.4 MEASURABLE OUTCOMES:

- Create a coordinated long-term plan for recreation parkland and facilities.
- Create a decision-making framework for land disposition of city-owned parkland and facilities.

F1.5 MEASURABLE OUTCOMES:

- Identify opportunities to improve the existing Wilson Park dog park.
- Explore the feasibility and identify opportunities to add additional dog recreation opportunities within the parks system.

F1.7:
Identify opportunities to improve park connections and access, including accessible pathways within each park as well as between the surrounding neighborhood.

Improving park connectivity is another opportunity to increase park use and positive experiences at Ferndale parks. Problems that have been identified from staff and community input include lack of accessible pathways between areas within parks, quality of existing pathways, physical barriers (fences, walls), and safety of pedestrian crossings.

The Parks and Recreation Department can address these challenges and improve community and neighborhood connectivity to the City’s park system overall by analyzing individual parks and identifying specific improvement projects. In doing so, connectivity should be evaluated on three levels: connectivity within each park, access to and from adjacent neighborhoods, and connectivity between all parks within the system.

“I would create a series of paved biking/walking/wheelchair-friendly paths that link all the parks together and connects them to downtown. I would make sure that this plan creates a easy way to cross the train tracks in a wheelchair, which is currently very difficult.”

F1.8:
Explore opportunities for a building at Martin Road Park to afford opportunities for concessions and year-round equipment rentals and lending.

The City of Ferndale currently does not have an operable building at Martin Rd Park that allows for the sell of concessions or the space for staff to implement an equipment lending/rental program to help activate the park year-round. The park currently has a similar outdated building that is in need of a complete renovation. It was determined during the city’s Facilities Assessment that it would be more cost affective to build a new building that will be more energy efficient, sustainable and meet our current and future needs.

The Parks & Recreation Department should explore opportunities in the budget and through potential grant funding to build a new building near the splash pad area that also includes features that are needed and/or required to support the splash pad.

F1.10 MEASURABLE OUTCOME:

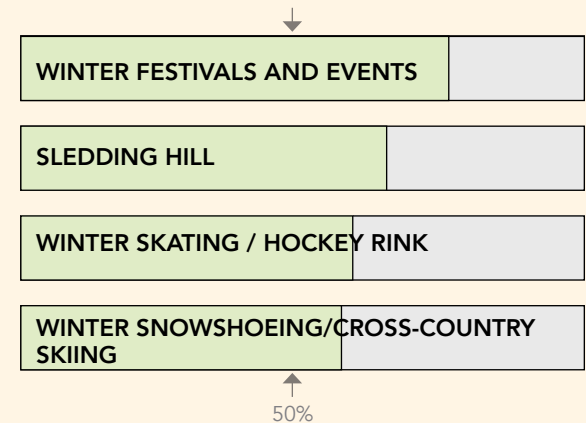
- Identify opportunities to improve connectivity within individual parks and between parks and the community as a whole.

F1.11 MEASURABLE OUTCOME:

- Explore feasibility and opportunities for a municipal building.

HOW IMPORTANT IS IT TO YOU FOR FERNDALE TO PLAN FOR, MAINTAIN, OR IMPROVE THESE FACILITIES AND ACTIVITIES?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



“Better workout/gym space indoors for winter [would improve parks and recreation in Ferndale].”

“I [participate in activities] all year, less in the winter because it cold out.”

“Ice skating rink in the winter!”

F1.9 MEASURABLE OUTCOMES:

- Identify opportunities and explore feasibility to add cold-month seasonal park features.

F1.9:
Solidify and implement the plan for the future of the community center that meets the spacial and program needs of staff and the community.

The Kulick Center used to be the primary community center. However, it has not undergone a serious renovation or upgrade since 2001, when it was converted from an elementary school to the current recreation center. The Kulick Center is in need of large-scale renovations and upgrades to meet building standards and programming needs. It is currently not in use due to the extensive repairs needed. In 2018, Mayor Dave Coulter and Ferndale's City Council established a Kulick Center Task Force to assess the center and recommend a plan for moving forward. The City is planning for short-term and long-term solutions for the future of the building. P&RD should continue to work with City Council and the City Manager's Office until a final decision is made as the city moves forward with investigating the feasibility of improving the Kulick Center versus and alternative location or a new building.

F1.6 MEASURABLE OUTCOMES:

- Identify feasibility of repairing existing facility
- Explore opportunities for a community center at an alternative location

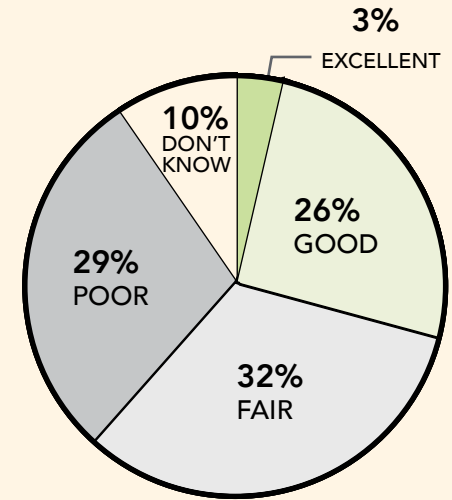
F1.10:
Develop ADA baseline recommendations for park improvements.

In partnership with the PARC, FAIAC, and DPW the Parks and Recreation Department should develop an ADA baseline set of recommendations for park improvements moving forward. While the department has mde changes over the past five years to increase the amount of parks with ADA walking paths and accessible play equipment, a more formal standard would help enhance inclusion and accessibility at the parks. It would also aid in the implementation and design phases of parks planning.

F1.7 MEASURABLE OUTCOMES:

- Develop ADA baseline for recommendation for park improvements.

HOW WOULD YOU RATE CONNECTIONS TO AND BETWEEN PARKS IN FERNDALE?
 FERNDAL PARKS AND RECREATION COMMUNITY SURVEY 2021



"People are trying to live a healthier lifestyle nowadays. Re-opening the fitness center and adding more affordable, fun classes like cardio drumming would be nice. Having a safe, walking/running track would be nice too. Organizing 5k events to help support the community and maybe our schools needs would be a good fundraiser idea."

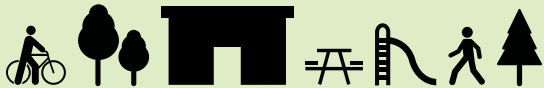
"I'm very disappointed that the Gerry kulick center will no longer have a fitness center for weight lifting and aerobics."

"More evening classes for adults at Kulick Center (fitness, art and culture) [would improve parks and recreation in Ferndale]."

GOAL 2:

Continue to expand the use of natural and sustainable design elements in parks and facilities.

As part of the City’s overall mission to be a leader in the region and to incorporate more environmental sustainability practices throughout the city, the Parks and Recreation Department will strive to do its part on its land, buildings, infrastructure, and operations. The following facilities recommendations related to natural and sustainable design elements support Goal 2.



“I would like to see a little more attention paid to the landscaping of the park. Prior to the dog park, Wilson Park was a parking lot and a ball field and trees... it would be nice to have a little more visual and physical barriers such as berms or hills built to create a more personal space.”

F2.1:

Continue to seek opportunities to incorporate reforestation and native naturalized landscape projects, accompanied by green stormwater infrastructure and interpretive signage.

While parks play an important role in the community for physical health and fitness, these landscapes have the potential to serve more purposes than just active recreation programming for children and sports. There are opportunities within Ferndale’s parks to incorporate passive recreation and natural landscapes that can provide a range of benefits to the community, from interesting open space for residents to ecological services, such as decreasing stormwater runoff. Passive recreation and natural landscapes also have a lower impact on the environment than active recreation areas.

The Parks and Recreation Department has been implementing these strategies over the past five years, such as the buffers implemented along with the skate park. However, the PRD should seek opportunities to incorporate reforestation and native natural landscapes where possible. These landscapes not only respond to community interests for more natural landscapes, but are also better for the environment and can additionally serve as educational opportunities through signage and programming.

F2.2:

Continue to implement the City’s baseline environmental standards for facility and infrastructure upgrades, including buildings, parking lots, lighting, and recycling receptacles.

The Plan Ferndale initiative and the Climate Action Plan will set goals for creating and implementing a set of baseline environmental standards for all public facility and infrastructure renovations and new construction. The Parks and Recreation Department should continue to work with other city agencies to determine how this relates to parks and recreation facilities. Potential opportunities may include buildings (community center, restrooms, concessions, comfort stations, pavilions), parking lots, lighting, and recycling receptacles.

F2.1 MEASURABLE OUTCOME:

- Identify opportunities to incorporate reforestation and native natural landscapes into parks.

F2.2 MEASURABLE OUTCOME:

- Continue to implement the City’s baseline environmental standards for all facility and infrastructure upgrades.

PRECEDENT: REINTRODUCING NATURE



Engleman Park (Wilsonville, OR) was converted from an underutilized park area to a popular neighborhood park that accentuates the natural elements of the site and includes nature-themed play areas and stormwater infrastructure.

Image Source: Learning Landscapes Design LLC

PRECEDENT: REFORESTATION PROJECT



To improve the city's tree canopy and long-term preservation, the City of Zumbrota (MN) implemented a multi-year reforestation plan to plant and maintain trees in parks, public areas, and streets. With a constrained budget, the City obtained grants, established a donation fund, developed a tree nursery, and recruited volunteers. After three years, nearly 700 trees were planted on parks and streets, and about 150 are growing in the tree nursery for future planning.

Image Source: City of Zumbrota

**F2.3:
Continue to expand the City's tree program to the parks to enhance Ferndale's urban tree canopy.**

The City's prior Master Plan set a goal for expanding the City's tree program to parks as part of a city-wide effort to increase Ferndale's urban tree canopy. The new Master Plan and Climate Action Plan will both build off of this work. The PRD and DPW should continue to work together to identify parkland where it can add trees and to secure a budget to add, manage, and maintain parkland trees.

DPW should also continue its "zero loss" policy, where it plants a new tree for every tree lost, and strive to maintain and even exceed this commendable policy when possible (for example, "two for one").

F2.3 MEASURABLE OUTCOME:

- Expand the City's tree program to parks.
- Continue the "zero loss" tree policy.

"Parks could use visual interest by including more trees and natural scapes. Trees provide a sense of shelter, places to relax and commune, and separation from the busy life."

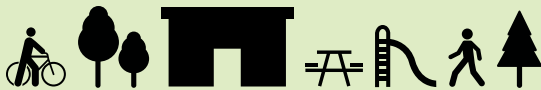
"Add more trees."

"[Add] trails, trees, and deal with the flooding at/around Fair Park."

GOAL 3:

Enhance non-motorized connections to and amenities at recreation facilities.

The Ferndale community has embraced and continues to ask for the integration of more bike and pedestrian infrastructure within Ferndale. The Parks and Recreation Department will continue to work towards ensuring walking and biking are attractive and comfortable means of getting to and from recreation facilities. The following facilities recommendations related to non-motorized infrastructure support Goal 3.



F3.1 MEASURABLE OUTCOMES:

- Ensure all facilities are safely accessible by non-motorized transportation.
- Provide safe and convenient bike parking at all facilities.

F3.1:

Ensure all parks are accessible by non-motorized transportation, and provide safe and convenient bike parking.

To provide park users with a range of transportation options and encourage walking and biking, the Parks and Recreation Department and Community Economic Development Department should ensure all of its parks and facilities are safely accessible by non-motorized transportation, including complete sidewalks, safe pedestrian crossings, and connections to bike routes.

In addition to making these connections, the Parks and Recreation Department should continue to facilitate the provision of safe, convenient, and ample bike parking at its facilities. Potential implementation practices might include setting a standard for number of bike parking per acre or estimated users and setting design standards for bike parking to ensure the selection (rack styles, materials, coatings), site placement and spacing, and installation fit the City's and community's needs and expectations.

"The parks should be more connected by bike trails."

"I mostly bike around the city and am very impressed with how Ferndale has committed to being a very bikeable community."

F3.2:

Participate in city-wide streetscape design projects to ensure pedestrian facilities, open spaces, connections to nearby parks, signage, and historical interpretation are included where feasible.

Another opportunity to ensure Ferndale streets fulfill their multi-purpose role and work to the entire community's benefit is for the Parks and Recreation Department to participate in city-wide streetscape design projects. The Department's collaboration and involvement in these design processes can ensure pedestrian facilities, open spaces, connections to nearby parks, signage, and historical interpretation are included in streetscape projects where feasible — together providing Ferndale residents with better access to parks and recreation opportunities.

F3.2 MEASURABLE OUTCOME:

- Ensure Recreation Department participation in city-wide streetscape design projects.

MAINTENANCE AND OPERATIONS

MAXIMIZE EXISTING RESOURCES, PLAN FOR THE FUTURE, PROVIDE EXCELLENT PARKS

Two City departments play major roles in the provision and maintenance of parks and recreation in Ferndale: the Department of Parks and Recreation and the Department of Public Works. These two departments oversee 85 acres of parkland and rely on a small staff to repair and enhance the system. As a result of community outreach and changes since the last master plan, this chapter recommends new policies and administrative functions to improve recreation spaces, operational efficiencies, and the long-term viability of our parks system.

GOAL 1:

Ensure the long-term maintenance and provision of facilities and programs through the strategic planning and management of human resources and funding.

GOAL 2:

Enhance the long-term viability of park features.

GOAL 1:

Ensure the long-term maintenance and provision of facilities and programs through the strategic planning and management of human resources and funding.

The Parks and Recreation Department and DPW are tasked with finding the balance between adding and improving facilities within the system and ensuring facilities maintain a high level of quality. By staying on top of and anticipating staffing and maintenance needs as well as increasing operational efficiencies, the City can ensure it will have the human resources and the budget to provide excellent recreation facilities, programs, and services to the Ferndale community today and in the future. The following maintenance and operations recommendations related to human resources and funding support Goal 1.



M1.1:

Continue to document and communicate Parks and Recreation Department staffing level needs and capabilities for regular activities as well as heightened level of scheduling and maintenance.

To support the provision of adequate funding and staffing to parks and recreation, the Parks and Recreation Department should continue to accurately document and communicate its staffing level needs and capabilities for both regular activities as well as for heightened levels of scheduling, such as summer programs and community events. As programming and facilities fluctuate, the Parks and Recreation Department must adjust its staffing needs and capabilities as well. There are also permanent positions to be filled, such as the program specialist.

In addition to regular programming operations, the PRD is also responsible for promoting public safety in parks on a regular basis and at larger events. The PRD should communicate its needs for regular patrols as well as heightened level of police presence when anticipated. The PRD and Public Safety should consider supplementing regular patrols with bicycle policing, especially for events, as an effective means of providing active and approachable public safety liaisons.

M1.1 MEASURABLE OUTCOMES:

- Maintain documentation of Parks and Recreation Department staff level needs for both regular activities and heightened level of staffing needs.
- Regularly communicate Parks and Recreation Department staffing needs with other city agencies.

“The staff at Parks and Recs do a good job and the people should be better recognized. I don’t even know who they are but they have done a really good job with what he have.”

“I think Ferndale puts a lot of pride in providing parks and recreation services to its residents and it shows. We have beautiful parks and an amazing non-motorized transportation network.”

“As activities are added, [we need to add] more police presence.”

**PRECEDENT:
REDUCING MAINTENANCE THROUGH
NATURAL LANDSCAPES**



Palmisano Park (Chicago, IL) features bioswales, wetland cells, and a retention pond. The park saves over \$87,000 in annual maintenance costs by using native prairie plants instead of turf grass. The park also diverts over 4,280 cubic feet of material from landfills by reusing boulders and repurposing sidewalk and foundation debris.

Image Source: Site Design Group, Ltd.

“I think that maintaining what we currently own and anything new that we build is crucially important. Much of what contributes to our parks tired-looking qualities today is because they have not been consistently maintained, or updated in a timely fashion.”

“Please resurface the Geary Park hockey rink.”

“Grass is dumb. Plant natural ground cover that doesn’t require much maintenance or chemical treatment.”

**M1.2:
Continue to document and communicate DPW staffing level needs and capabilities for regular maintenance responsibilities as well as the addition of any facilities.**

To support the maintenance of parks and recreation today and as programs and facilities change, the DPW should continue to document and communicate its staffing needs and capabilities to secure human resources, training, and budget. The Parks and Recreation Department and DPW should work to ensure that DPW staff is adequate as much in number as in skills and training.

Maintaining documentation of staffing level needs is also an opportunity to trace and communicate any increased efficiencies experienced as a result of incorporating sustainable design practices into the parks system, such as landscapes that require less maintenance.

**M1.3:
Continue to evaluate current maintenance needs and requests on a quarterly basis based on observations and input from DPW, the Parks and Recreation Department, and the public.**

Part of providing the community with quality parks and recreation services means responding to issues in a timely manner. Using observations and input from City staff and public input, the Parks and Recreation Department and DPW should aim to evaluate maintenance needs and requests on a quarterly basis to make necessary repairs within a reasonable time period.

M1.2 MEASURABLE OUTCOMES:

- Maintain documentation of DPW staffing level needs for both regular maintenance and any additions to the parks system.
- Regularly communicate DPW staffing needs with other city agencies.

M1.3 MEASURABLE OUTCOME:

- Evaluate maintenance needs and requests on a quarterly basis.

M1.4:
Ensure the importance and role of the Parks and Recreation Commission (PARC) is recognized throughout the City (both internally and externally), and continue to create sub-committees to address specific issues and initiatives as needed such as the park stewardship sub-committee.

The Ferndale Parks and Recreation Commission (PARC) is a volunteer group comprised of community members appointed by the Mayor of a wide variety of talents and backgrounds and plays an important role in the provision of excellent parks and recreation services in Ferndale. The City should continue to work closely with PARC through regular meetings and other communication streams to effectively address relevant issues. PARC’s agenda and progress should be part of regular updates to City Council to ensure their insights, ideas, and efforts are utilized and recognized within the City and the community.

PARC may also be an especially valuable resource to the City for addressing specific issues, such as programming, facility development, and communications. The Parks and Recreation Department and PARC should regularly evaluate the potential need for sub-committees to tackle any specific areas of interest and/or need that may arise.

M1.5:
Ensure PARC is a diverse cross-section of Ferndale’s population, representing different household types, interests, and abilities.

One of PARC’s greatest strengths is its ability to provide a diversity of perspectives on parks and recreation issues. PARC should strive to maintain and enhance its diversity, ensuring its voice is one that represents an accurate cross-section of the population. PARC should consider recruiting representatives of population groups that have expressed special interests and needs, such as households with children, households without children, people with disabilities, bicyclists, seniors, minorities, young adults, and high school students.

M1.4 MEASURABLE OUTCOMES:

- Encourage the continuation of regular PARC meetings.
- Promote PARC’s contributions and accomplishments within city government and to the public.
- Determine the need for PARC sub-committees to address specific issues.

M1.5 MEASURABLE OUTCOME:

- Maintain a diverse cross-section of Ferndale’s population within PARC.

**PRECEDENT:
 ADOPT-A-PARK PROGRAM &
 OPEN SPACE ADVISORY COMMITTEE**



The City of Lafayette (CO) was awarded National Recreation and Park Association Gold Medal awards in 2002 and 2014. To maintain and help beautify Lafayette’s parks, the city established the Adopt a Park Program, a volunteer program for families, neighborhood groups, schools, companies, and other organizations. Groups establish a work plan with City staff and participate in projects including: litter removal, wildlife habitat construction, weed control, and trail maintenance.

The city also established the Open Space Advisory Committee to oversee the implementation of its park plan and organize Lafayette’s annual Open Space Day. The city’s recreation department has a number of other community partners, including the county public health department, county open space department, nearby cities and towns, local private and non-profit providers, the chamber of commerce, and statewide organizations like the Colorado Health Foundation, LiveWell Colorado, tourism, and sports organizations.

Image Source: [facebook.com/lafayetteopenspace](https://www.facebook.com/lafayetteopenspace)

**M1.6:
Continue to utilize community groups, private partners, and volunteers to assist in maintenance and beautification projects.**

Community groups, private partners, and volunteers each play an important role in elevating the quality of our parks. The Parks and Recreation Department should continue to build its network of community resources by making it easy to participate (web-based sign-ups, for example) and by offering a diversity of opportunities to get involved.

By coordinating stewardship and volunteerism within the Parks Recreation Department's services, the Parks and Recreation Department and DPW can tap into these various community partners to assist in maintenance and beautification projects as needed. This effort should embrace the variety of ways individuals and groups are willing to participate — from donating their time and talents to making in-kind and monetary contributions — as well as work to appeal to different interests — from hands-on events like clean-ups and tree planting to more targeted activities like an adopt-a-park program.

M1.6 MEASURABLE OUTCOME:

- Establish a platform and identify opportunities to utilize community groups, private partners, and volunteers to assist in maintenance and beautification projects.

GOAL 2:

Enhance the long-term viability of park features.

Maintenance and operational processes directly impact the way our parks look, feel, and are experienced. Continuing to establish and institutionalize best practices that can be used time and again will result in longer lasting quality park features, more efficient operational processes, and better user experiences. The Parks and Recreation Department and DPW will strive to utilize the most effective resources and processes available to ensure the long-term protection, maintenance, and improvement of Ferndale’s park features and the overall system.



M2.1: **Conduct an annual inventory of park amenities and review of the Parks & Recreation Master Plan to continue the planning process and make updates as needed.**

While this plan intends to anticipate both short- and long-term needs and proposes recommendations to address them, it is not required to be updated until 2027, and a lot can happen in just five years. To supplement the time between then and now, the Parks and Recreation Department, DPW, and other relevant city agencies should conduct an annual inventory of park amenities to keep updated records of its assets and conduct an annual review of the plan to continue the planning process and make incremental updates as needed.

M2.1 MEASURABLE OUTCOMES:

- Conduct an annual inventory of park amenities.
- Conduct an annual review of this plan and make updates as needed.

M2.2 MEASURABLE OUTCOME:

- Create a cohesive family of common general park elements.

M2.2: **Continue to create a cohesive family of general park elements to streamline maintenance processes.**

A cohesive “family” of general park elements - signage, seating, light fixtures, bike racks, etc. - represents a comprehensive and efficient approach to park maintenance and provides visual unity across the entire parks system.

The City should create a cohesive family of park elements to streamline the Department of Public Work’s job and to visually link different parks and facilities across the city. This would save the time for the department during both the reordering and development process. At minimum, the system should include the elements that are found in each park to provide a baseline of visual unity, such as signage, seating elements, waste receptacles, water fountains, and light fixtures. In selecting elements to become standard in Ferndale, decision-makers should be careful to select those that are simple, timeless (not trendy), always available, and accommodating of all ages and abilities.

**PRECEDENT:
CHAIRS THAT STAND THE TEST OF TIME**



The same iconic table and chair collection found in many world-class parks around the country was first created over 100 years ago. The simplicity is distinctive, charming, and has proven to stand the test of time.

Image Source: Project for Public Spaces

**M2.3:
In selecting park elements, consider materials that maximize long-term sustainability and environmental sustainability, minimize maintenance and management, and deter vandalism.**

The City can provide cleaner, safer, and welcoming parks and recreation facilities by choosing park elements that are durable, require less maintenance, and deter vandalism. In evaluating products and making selection decisions, the Parks and Recreation Department and DPW should continue to consider the strengths, weaknesses, and trade-offs of various products in efforts as they relate to long-term sustainability.

M2.3 MEASURABLE OUTCOME:

- Select park elements and materials that maximize long-term sustainability, minimize maintenance, and deter vandalism.

M2.4 MEASURABLE OUTCOMES:

- Integrate preventative maintenance projects into DPW’s overall maintenance system.
- Secure a budget and staffing level needs.

**M2.4:
Explore innovative ways to approach maintenance to maximize environmental sustainability and reduce utility consumption, such as proactive and preventative maintenance.**

Proactive and preventative maintenance projects can help facilities maintain a higher quality of service, extend the life of recreation assets, and reduce major maintenance projects more so than maintenance that is reactive. These types of projects include regularly scheduled actions such as semi-annual roof inspections and court surface cleaning.

Collecting data on the age, condition, life cycle, and geographic location of assets can facilitate a more strategic and systematic approach to renovating and replacing facilities. The long-term goal would be to integrate preventative maintenance into DPW’s overall operational system so that it uses a comprehensive maintenance approach coordinating demand maintenance (work orders), preventative maintenance (regularly scheduled maintenance), and major maintenance.

The City should explore these and other opportunities to approach maintenance in ways that maximize environmental sustainability.

PROGRAMMING

DIVERSE AMENITIES AND PROGRAMS, UNIQUE PARKS AND PLAY SPACES

Public input placed a clear emphasis on improving Ferndale's programming and park offerings. Several parks are underutilized and programs are not relevant to much of Ferndale's diverse population, leading residents to ignore rather than embrace parks and recreation. This chapter identifies new programming opportunities to meet resident needs and recommends ways to establish unique parks and recreation places.

GOAL 1:

Provide a diversity of recreation opportunities that are safe, welcoming, affordable, accessible, and of interest to Ferndale's diverse population.

GOAL 2:

Establish unique places through non-traditional and specialty parks and programming.

GOAL 1:

Provide a diversity of recreation opportunities that are safe, welcoming, affordable, accessible, and of interest to Ferndale’s diverse population.

In their current state, Ferndale’s traditional parks and program offerings do not reflect all of the city’s population or the activities that are most important to them. Over time, Ferndale’s population make-up has changed, and its recreation programs should be updated to reflect those changes. The Parks and Recreation Department will strive to adjust, improve, and diversify the amenities offered in parks and play spaces to better suit the needs of Ferndale’s residents. The following recommendations related to improving the diversity of recreational programming supports Goal 1.



G1.1:
Continue to reevaluate programs offered by the Parks and Recreation Department and update as needed to provide affordable and accessible opportunities for all people to participate, explore, and enrich themselves in a diverse array of active and passive recreational opportunities.

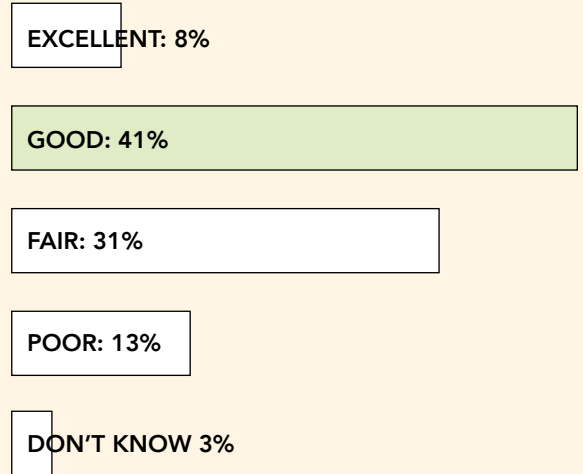
Using participation trends and the community survey to understand Ferndale’s population demographics and preferences, the City should evaluate and update its programming to better meet the needs and interests of the people they intend to serve. While planning for and implementing new programs requires more time and funding, incremental changes to how the parks are used can make Ferndale parks more relevant to its residents. While providing a more diverse array of recreational and social opportunities has been the key request, the collection of parks and programs should also strive to be inclusive of all ages and abilities.

G1.1 MEASURABLE OUTCOMES:

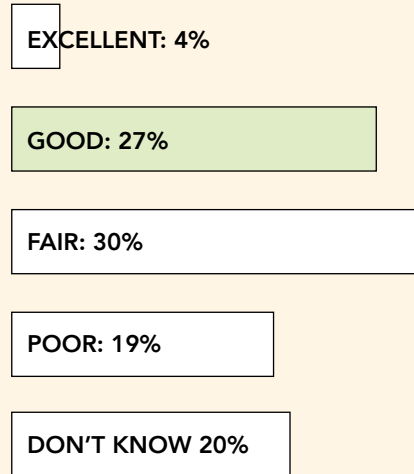
- Evaluate and update programs offered by the Rec Department.

HOW WOULD YOU RATE THE VARIETY OF ACTIVITIES CURRENTLY AVAILABLE AT FERNDALE PARKS?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021

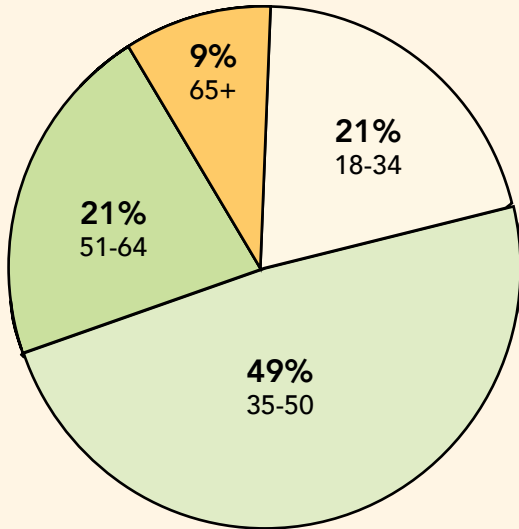


HOW WOULD YOU RATE THE VARIETY OF RECREATION PROGRAMS CURRENTLY AVAILABLE IN FERNDALE?



AGE

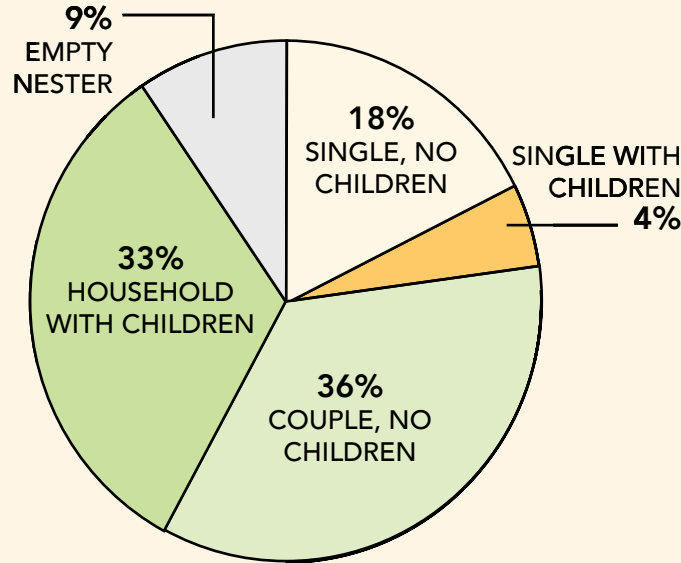
FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



TOTAL POPULATION AGE (2019 ACS 5-YEAR ESTIMATES)
 <18 YEARS (11%)
 18-64 YEARS (79%)
 65+ YEARS (10%)

HOUSEHOLD TYPE

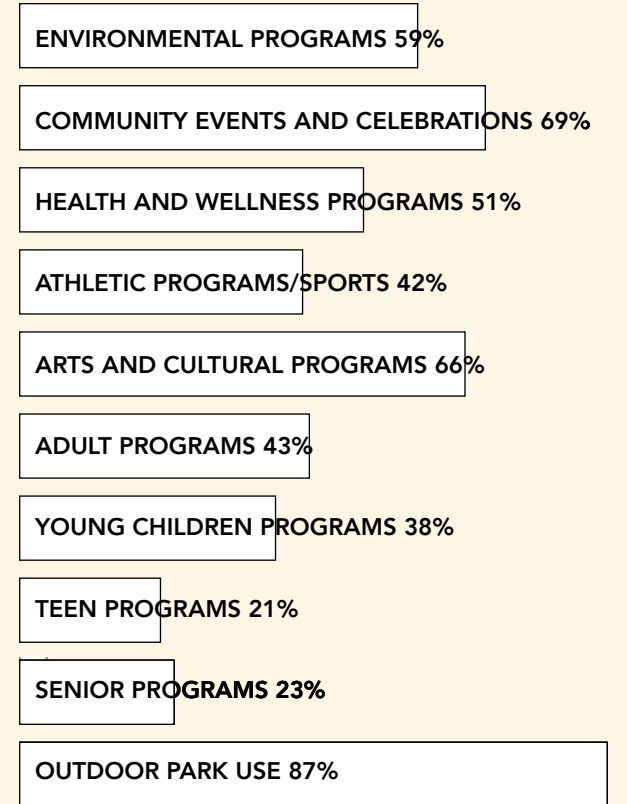
FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



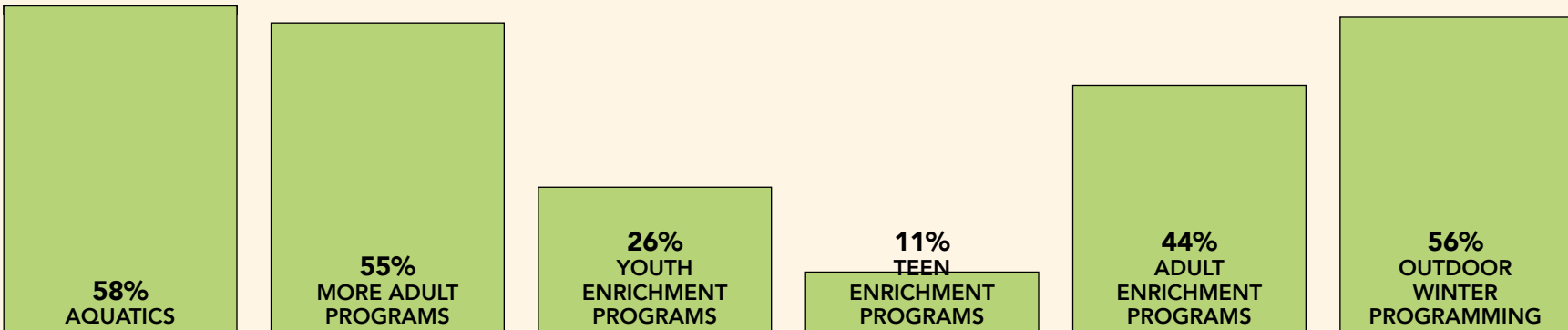
TOTAL POPULATION (2019 ACS 5-YEAR ESTIMATES)
 HOUSEHOLDS WITH CHILDREN <18 YEARS (13%)
 HOUSEHOLDS LIVING ALONE (21%)

WHAT KIND OF ACTIVITIES ARE IMPORTANT TO YOU?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



WHAT PARKS AND RECREATION PROGRAMS WOULD YOU AND MEMBERS OF YOUR HOUSEHOLD BE INTERESTED IN PARTICIPATING IN THAT ARE NOT CURRENTLY AVAILABLE IN FERNDALE? FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



G1.2:
Review programs on an annual basis to evaluate and improve programs to ensure fiscal responsibility and the interest of Ferndale’s changing population.

In addition to conducting a comprehensive evaluation and update to programs offered by the Parks and Recreation Department, this task can occur on a more regular basis to keep programming relevant and fiscally responsible. The Parks and Recreation Department should aim to review and update programs on an annual basis using community input and data such as participation rates and budget cash flows.

G1.2 MEASURABLE OUTCOME:

- Evaluate and improve programs on an annual basis.

G1.3:
Provide youth and adult athletic activities and quality fields for organized, drop-in, and individual uses to ensure all people have access to athletic opportunities to explore new sports and activities, participate in group activities, and enhance their health through sports and exercise.

Athletic activities and sports facilities have long been a part of Ferndale parks but have traditionally been geared towards youth and team sports, excluding adult age groups and the opportunity for drop-in programs that appeal to many people who are unable to commit to a regular schedule.

The Parks and Recreation Department should work to enhance the diversity of athletic programming, ensuring people of all ages, abilities, and interests have access to athletic opportunities. Recalibrating facility design, management and scheduling, and program offerings are each potential strategies to explore individually and together to ensure Ferndale’s athletic fields serve as places where people can pursue both historic and emerging sports in organized, drop-in, and individual formats.

G1.3 MEASURABLE OUTCOME:

- Increase the diversity of athletic opportunities offered to all age groups and abilities.

“With more people back to work, after school programs and summer programs for older kids are becoming an increasing need/opportunity.”

“Rec classes require multiple week commitment; I prefer drop-in classes.”

“More sports fields - I’d like to see more facilities that have flexible usage.”

“More Programs/Sports for ages 20-40.”

“Not only do skate/bike parks with ramps and other obstacles provide a great opportunity for residents of all ages to get outside but they foster physical fitness and personal growth through challenges of both the mind and body. Further, skate parks are a destination for people of all ages from all over the region and beyond, so local businesses benefit as well.”

G1.4:
Ensure Ferndale parks and facilities offer programs, activities, and events to meet the need or demand of age-specific groups of Ferndale’s population, including children and teens with a focus on the young adult (25-34), adult (35-49), and mature adult (50-65) demographics.

Ferndale’s age distribution is currently dominated by ages 25-34, which accounts for 31% of the city’s population. Approximately 11% of the population is currently under 18 years old and almost 10% are over 65 years old, but these numbers can quickly change with the increase of more households with children and/or as the senior population grows over the next 10 years (11% are currently in the 55-64 years age group).

Parks and recreation should enable people of all ages to lead healthy and connected lives. Accordingly, the Parks and Recreation Department should continue to review the city’s age distribution to ensure Ferndale parks and facilities offer programs, activities, and events to meet the needs and interests of age-specific groups, including children and teens with a focus on the young adult (25-34), adult (35-49), and mature adult (50-65) demographics.

G1.5:
Offer a range of recreation programs for people with disabilities to ensure they and their families have welcoming and accessible recreation and enrichment opportunities.

The City should strive to provide welcoming, accessible, and affordable recreation programs to enrich the lives of people with disabilities and their families. The goal of adaptive programs should be to enable participants to explore the same recreation activities — athletic, educational, and social — available to others in the community. The city has added ADA walking paths and accessible play equipment to several parks over the last 5 years.

As a program that provides a benefit to the community as a whole, the City should consider supplementing city funds with grants, sponsorships, and partnerships to increase programming and offer them at affordable costs.

G1.4 MEASURABLE OUTCOME:

- Provide relevant programs, activities, and events for all unique age groups.

G1.5 MEASURABLE OUTCOME:

- Provide a range of recreation programs for people with disabilities and their families.

**PRECEDENT:
 “MIDDLE SCHOOL AFTER SCHOOL”**



Designed in partnership with youth-focused nonprofits and the Department of Education, the “Middle School After School” initiative (New York, NY) provides athletic, cultural, and academic programs to foster academic success and life skills for middle school-age children at a critical time in their development.

Image Source: www.nyc.gov

PRECEDENT: “EXPAND” PROGRAM FOR PEOPLE WITH DISABILITIES



The EXPAND program (Boulder, CO) is part of the city’s recreation department services, offering several types of programs for people with disabilities including specialized, inclusive, and drop-in programs. The majority of EXPAND’s funding comes directly from the city’s general fund, but is additionally supported by grants, individual donations, philanthropic foundations, non-profits, and an annual fundraiser.

Image Source: www.bouldercolorado.gov

G1.6:
Continue to offer passive recreation uses to complement the extent and popularity of passive park use.

Although the community survey affirms the importance of parks for active use, it also shows the extent and popularity of passive park use: a majority of respondents reported visiting Ferndale parks for relaxation and spending time with friends and family. The Parks and Recreation Department should identify opportunities to increase both the quantity and quality of Ferndale’s passive recreation uses to complement the community’s interests in gardening, picnicking, socializing, and enjoying nature. Regularly activating Ferndale parks with nearby activities where other people are present and attractive landscape amenities will make them more welcoming for eating lunch or reading a book.

G1.6 MEASURABLE OUTCOME:

- Increase quantity and quality of passive recreation uses.

G1.7 MEASURABLE OUTCOME:

- Expand year-round outdoor recreational programming in colder months.
- Establish an equipment lending program for year-round activities

G1.7:
Expand year-round recreation opportunities by offering more cold-month outdoor programs and activities, including those that may not be offered in the community.

Park use and recreational programming tends to decrease in colder months, but opportunities to be healthy and active should not be limited by colder weather. The Parks and Recreation Department should work to expand its year-round recreation programming by offering more opportunities to enjoy parks no matter the season. Potential opportunities may include snowshoeing and cross country skiing groups, artificial turf that can withstand the elements, skating ponds, and winter events (like a light festival, snow fort competition, snowball fight), as well as working with facility operations to complement outdoor activities with restrooms, concessions, and warming huts. The Parks and Recreation Department can also increase promotion and facilitation of activities offered through other recreation providers and establish an equipment lending program for year-round activities.

“More natural areas. More parks or areas of parks for those of us who aren’t on sports teams and don’t have small children.”

PRECEDENT:
ICE CLIMBING CLUB



The Peabody Ice Climbing Club (Fenton, MI) is an ice climbing venue where two towers are iced over in the winter. The club offers a place for experienced ice climbers to train and provides a great introduction for beginners to learn the sport, learning to pick, claw, and pull their way up.

Image Source: www.peabodyiceclimbingclub.com

PRECEDENT:
WINTER LIGHTS FESTIVAL



The Winter Lights Festival is an annual weekend event that stimulates the city life in the midwinter. The Festival celebrates both the winter world and the growing light after a long period of darkness. The program is a mixture of art and industry, environment and history, sports and culture.

Image Source: curatedplace.com

PRECEDENT: COMMUNITY & PERFORMING ARTS CENTER



The Dearborn Ford Community & Performing Arts Center is a multi-purpose facility and network of leisure, fitness, life enrichment, and cultural arts activities. The community center includes a fitness center, gym, climbing wall, theater, and art gallery, and facilities are available for event rentals. The Detroit Medical Center and SMART transportation are on-site partners that provide additional wellness and transportation services.

Image Source: www.dearbornfordcenter.com

"[If it were available, I would attend] Educational / Environmental activities. Identifying insects, plants, animals."

"We could use more arts inspired after school activities. Not just sports."

G1.8: Provide programs to foster awareness, knowledge, and appreciation of natural assets and promote environmental stewardship.

In tandem with providing more natural landscape features throughout Ferndale, the Parks and Recreation Department should provide programs to foster awareness, knowledge, and appreciation of natural assets and to promote environmental stewardship. Environmental education programs appeal to the community's interests and can help support the investments made in improving the city's urban forest.

G1.8 MEASURABLE OUTCOME:

- Provide environmental education programs.

G1.9 MEASURABLE OUTCOME:

- Ensure the community center is a safe and welcoming place with programs and activities for the entire community.

G1.9: Ensure the future community center is a safe and welcoming place that provides recreation and social opportunities for all people to connect, foster relationships, and enhance their health and well-being throughout the year.

Like libraries, parks, and schools, community centers are part of the social infrastructure of neighborhoods and the city as a whole, offering places for people to gather and enhance their health and well-being throughout the year.

Currently, the Kulick Community Center is the city's only recreational facility designated for this purpose; however, the facility is in need of upgrades and renovations. The Parks and Recreation Department should evaluate the goals, needs, and expectations for the city's community center and determine whether or not the current facility will be able to meet those needs. As a place that serves an important community role and provides many purposes, the Kulick Center and/or any other community center in Ferndale should be a safe and welcoming environment with programs and activities for the entire community.

GOAL 2:

Establish unique places through non-traditional and speciality parks and programming.

Through programming, Ferndale parks of all sizes have the ability to become truly unique cultural assets that provide a source of pride to our neighborhoods and underpin a high quality of life for residents. The Parks and Recreation Department will strive to identify opportunities for non-traditional and specialty programming that will take parks to the next level, elevating their recreational and social purpose to something that is part of Ferndale’s distinct culture. The following programming recommendations related to establishing unique places support Goal 2.



G2.1: Activate Schiffer Park and Downtown open spaces to make them welcoming on an ongoing, daily basis for a variety of passive uses to ensure Downtown’s relatively small open spaces are maximized to enhance the City’s social and economic health.

As the City continues to explore options for designated open spaces Downtown, it should also work to identify more effective ways to activate them. Regardless of size, Downtown parks play an important role in the City’s social and economic health by supporting higher densities of residents, workers, and visitors with access to open space — a place to sit, eat lunch, or meet a friend. The Parks and Recreation Department should identify opportunities to activate Downtown parks to make them welcoming on an ongoing, daily basis for a variety of passive uses to ensure Downtown’s relatively small open spaces are maximized. Potential opportunities may include movable seating and tables, wi-fi, active building frontage, and removable elements to accommodate events. Updates to Schiffer Park are an examples. Schiffer Park is the only park in Downtown. Schiffer Park was completely renovated in 2020.

G2.2: Provide communication, scheduling, and permitting resources to ensure facilities are available to everyone for personal, family, and community events through rentals and low/no-cost programming.

Offering rental opportunities (facility rooms, outdoor weddings, special events, etc.) is another opportunity to increase park use, activate parks, and potentially generate revenue. Furthermore, parks could take on a larger role in hosting community and neighborhood events for low/no-cost fees. Working with the Communication Department, the Parks and Recreation Department and Downtown Development Authority should effectively communicate its available rental opportunities, scheduling, and permitting resources effectively to the public as well as determine appropriate fee schedules to cover costs and potentially generate revenue.

G2.2 MEASURABLE OUTCOME:

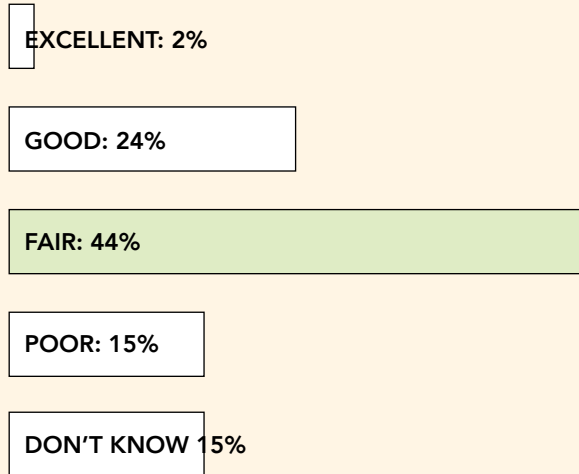
- Activate Downtown parks on an ongoing, daily basis for passive use.

G2.3 MEASURABLE OUTCOME:

- Effectively promote and facilitate use of facilities for special events through rentals.

HOW WOULD YOU RATE THE VARIETY OF ART AND CULTURAL EVENTS CURRENTLY AVAILABLE IN FERNDALE?

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021



"[Ferndale needs] more community events hosted in the parks."

"[I would attend events such as] indoor or outdoor film festivals, art in the park, theater in the park [if they were held in Ferndale]"

"I like the idea of music in the park."

"[I would participate in] community cookouts; non-sports meetups in the parks; yoga in the park."

G2.3: Explore opportunities to add public art in parks and community centers.

76% of survey respondents said cultural events and public art are of medium or high importance. This places a clear emphasis on the importance of public art as a means of social gathering and making parks more interesting. As the City works to create a public art program for parks and public spaces, the Parks and Recreation Department should identify opportunities within its facilities to add future art features, such as underutilized areas, prominent parks, and highly visible and/or discrete locations. Public art in parks may also take shape in the form of non-traditional landscapes, such as land mounds and creative playscapes, which has been requested in community input and should be considered by the Parks and Recreation Department when updating its facilities.

G2.3 MEASURABLE OUTCOME:

- Identify opportunities to add public art in parks and community centers.

G2.4: Continue to explore opportunities to regularly use parks in non-traditional ways to engage residents and maximize facilities.

Recreation departments no longer need to serve the community in isolated parks and community centers. Temporary, resident-driven programming can get the community thinking about public spaces differently and more engaged in parks and recreation with the benefits of increasing park use, facilitating community interaction, and cultivating a greater sense of pride in place. The Parks and Recreation Department should explore opportunities to take traditionally indoor programs outside to use parks in non-traditional ways, including recreational, cultural, and civic programming. Such programming could include live music and dance, information-sharing on community issues, outdoor fitness classes, and outdoor classrooms.

G2.4 MEASURABLE OUTCOME:

- Identify programming opportunities to use parks in non-traditional ways.

G2.5:**Continue to seek opportunities for Ferndale's athletic teams to be involved in community events, such as the Ferndale Fall Festival and Youth Officials Training Program.**

Linking recreation to Ferndale's culture is a key goal of programming because, together, parks and recreation can have a greater contribution on resident well-being, quality of life, and civic pride. The Parks and Recreation Department should continue to seek opportunities for Ferndale's programs to be involved in community events, such as a Little League Parade and dance teams at annual events.

G2.5 MEASURABLE OUTCOME:

- Identify opportunities for athletic teams to be involved in community events.

FUNDING

TRADITIONAL, NON-TRADITIONAL, INNOVATIVE, EFFICIENT

Funding is an essential part of ensuring the ongoing provision of relevant recreation programs and quality open space that is available to all Ferndale residents. While innovation and operational efficiencies can reduce budgetary demands, secure funding is necessary for the ongoing maintenance, operations, and improvement of Ferndale parks and recreation. The following goals and recommendations focus on strategies to secure general funding streams through traditional mechanisms as well as opportunities to establish alternative funding sources.

GOAL 1:

Establish alternative funding sources.

GOAL 2:

Secure general funding streams through traditional mechanisms.

GOAL 1:

Establish alternative funding sources.

Alternative funding sources can be used to complement traditional funding streams to preserve important services as well as improve facilities and program offerings. Innovative funding for parks can come from a variety of sources, but typically relies on community support and partnerships. This plan in its entirety represents a strong community-based vision of improvement and enhancements in Ferndale parks and recreation system and can be a powerful tool in raising alternative funding through community partners. The following funding recommendations related to alternative funding sources support Goal 1.



U1.1: **Establish a recreation fund within the Ferndale Community Foundation to increase funding for all aspects of parks and recreation.**

A foundation is a way for businesses, groups, and individuals to give back to their local community by providing financial support for the renovation, maintenance, and improvement of parks, playgrounds, and programs. Establishing a recreation fund within the Ferndale Community Foundation would provide an immense opportunity to increase funding for all aspects of parks and recreation in Ferndale, including the maintenance of parks and recreation facilities and programs as well as new projects supported by the community such as green stormwater infrastructure, tree planting, public art, educational programs, non-traditional play areas, and others. Earmarked funds within the Foundation may provide the means for a range of new funding opportunities for the City, including regular donations, grants, sponsorships, and/or scholarships.

The City should consider how it can facilitate the establishment of a recreation fund as a means of enabling the private sector to have a greater role in supporting parks and recreation in Ferndale. The City should also work with the Foundation to determine how funds are earmarked, which projects would be supported, and how contributions are recognized.

U1.1 MEASURABLE OUTCOMES:

- Establish a recreation fund for parks and recreation.

U1.2: **Continue to actively seek and encourage private-public partnerships to enable and enhance programs and facilities through donation, adoption, and sponsorship opportunities of physical park elements, recreation programs, and team and event sponsorships.**

Public-private partnerships (PPPs) have the ability to strengthen relationships between the private and public sectors in a community, providing essential capital while meeting a public need. For Ferndale parks and recreation, benefits of PPPs might include the upfront capital for a project, reduction in program or event costs to participants, and enabling the continuation or establishment of facilities and programs that would otherwise fall behind or not exist at all. Opportunities for giving might include donating towards a general fund, donating towards a specific park or project, in-kind donations, adoption of parks or park elements, sponsorship of programs and events, and volunteering.

The City should consider a range of attractive opportunities to encourage private support and work with each private organization to select the most meaningful and mutually beneficial partnership opportunity. Every one of Ferndale’s parks, programs, and events reach all kinds of residents and visitors within the community, all of which could be leveraged as marketing and corporate-responsibility opportunities to the private sector. In seeking PPPs, the City should offer these and other benefits to the organization as well as explain what their contribution would mean for the community, such as promoting health and wellness, increasing affordability, or the continuation of a beloved annual event.

U1.2 MEASURABLE OUTCOMES:

- Create the framework and platform to enable private partners to donate, sponsor, and volunteer.
- Actively seek and secure new PPPs.

U1.3 MEASURABLE OUTCOMES:

- Identify grant opportunities traditional and non-traditional categories.

U1.3: Continue to identify and seek grants for programming and facility improvements.

Grants provide additional resources to strengthen the Parks and Recreation Department as it seeks to diversify funding sources, initiate new programs, and build capacity. Grant funding typically allows for parks and recreation to improve in targeted ways, such as the implementation of green infrastructure projects, installation of walking paths and park improvements, ADA enhancements, educational programs, and youth programming.

When looking for funding and grants, there are many resources and places to start searching. The Parks and Recreation Department should strive to actively maintain a list of available resources, including upcoming and ongoing funding opportunities. Because grant awards are competitive and increasingly non-traditional, it is important for staff members tasked with identifying opportunities and securing revenue to know the fundamentals and best practices of effective and strategic grant writing for parks and recreation departments.

**PRECEDENT:
"WINTER JAM"**



Winter Jam (New York, NY) is a free winter festival for residents to participate in a range of winter activities, try new winter sports, and promote parks in the cold months. The event is made possible by public-private partnerships between the city’s parks department and multiple private organizations.

Image Source: www.inhabitat.com

**RESOURCES:
LOCAL TREE PLANTING GRANTS**



The Michigan Community Forestry Grant and the DTE Energy Foundation Tree Planting Grant are two programs that provide grants for tree planting on publicly accessible property, including parks, rights-of-way, city streets, nature study areas, school grounds, and neighborhoods.

Image Source: www.dteenergy.com

U1.4:
Continue a scholarship program to enable disadvantaged youth and adults to participate.

Scholarships are a means to encourage and enable residents to actively participate in recreation activities by removing cost as a barrier to participation. Scholarships could be offered for general application towards programs and classes and/or for special camps and training activities to those in need of financial assistance.

The City of Ferndale currently provides recreation scholarships through the Parks and Recreation Department as well as through the Ferndale Youth Association. The City should identify ways to improve and refine the scholarship program and consider opportunities to expand funding for the program with dedicated funding streams and/or partnerships with community foundations.

U1.4 MEASURABLE OUTCOMES:

- Continue a scholarship program to enable disadvantaged youth and adults.

U1.5:
Continue to consider programs and facilities that have revenue-generating potential such as new park pavilions and Schiffer Park.

Revenue generating projects are another way of addressing the challenges of providing high-quality parks and recreation services with limited funds, maintenance queries for aging facilities, and changes in demand and regulations.

The Parks and Recreation Department should evaluate current programs and identify new opportunities to enhance or create potential to generate revenue for the department. Potential revenue generating projects may include concessions and vendor leasing; facility rentals; fitness center and dog park memberships; and unique training programs, camps, and lessons. The Parks and Recreation Department should also be sure to consider the affordability and accessibility of potential revenue generating programs and facilities to ensure they are available to everyone.

U1.5 MEASURABLE OUTCOMES:

- Evaluate the potential of current programs to generate revenue.
- Identify new opportunities to generate revenue.

U1.6:
Develop internal opportunities to offer concessions at Martin Road Park and consider opportunities for private vendors to provide concessions.

A successful concession area can be key to attracting visitors, having visitors stay longer, and maximizing visitors' enjoyment while at the park. Offering opportunities for private vendors to operate within parks can provide benefits such as expertise, variety in products sold, community recognition and excitement, reduced management and operations pressure on the PRD. Opportunities for private vendors may include operating within concessions building on a rotating basis and issuing food trucks/carts permits. The Department should determine appropriate leasing fees for vendors in respect to balancing efforts to attract visitors, cover costs of maintenance and operations, and identify opportunities to generate revenue, including offering concessions internally.

U1.6 MEASURABLE OUTCOMES:

- Identify opportunities and procedures to allow private vendors to provide concessions.

U1.7:
Fill position for program specialist I (roles include invoicing, parks programming and management, grant writing & management, and community engagement) which was lost at the height of the Covid-19 Pandemic.

During the pandemic, the Parks and Recreation Department lost the role of Program Specialist I, among others. It is vital the team fills this role soon working with the City Manager's office and City Council. With a projected influx of grant money available due to impending federal infrastructure bills, this upcoming fiscal year is prime opportunity for major impact in the parks realm with funding. Having someone to secure these grants, in addition to, assisting with managing various aspects of the grants, park improvements, community outreach and engagement, will be a vital addition to the team to ensure there is funding available to help with the proposed endeavors of the Parks and Recreation Plan, Climate Action Plan, and Master Plan and a means to implement and manage various park projects.

U2.1 MEASURABLE OUTCOMES:

- Fill position for program specialist I

GOAL 2:
Secure general funding streams through traditional mechanisms.

In addition to innovative approaches to generate funds, traditional financing mechanisms are needed to support parks and recreation expenditures. Bonds, capital improvement programs, and user fees are some of the traditional funding sources the Ferndale Parks and Recreation Department should continue to secure and improve where possible to recover program costs, finance long-term investments, and maximize resources. The following funding recommendations related to traditional finance mechanisms support Goal 2.



U2.1:
Keep apprised of current state and federal recreation guidelines and standards, including barrier-free and safety requirements.

Maintaining awareness of guidelines and standards for accessibility and safety is part of the City's commitment to creating thriving, accessible, and safe parks and recreation facilities for all Ferndalians. This ongoing effort will enable the department to strategically allocate resources for improving equipment and facilities and deliver safer and more accessible parks and recreation services to the community. Staying apprised of standards and guidelines will also facilitate informed decision-making, design, and investment in new or upgrading Ferndale's parks facilities are in compliance with standards and incorporate guidelines for best practices when possible. This process may also provide the indirect benefit of initiating early grant research for funding necessary improvements.

U2.1 MEASURABLE OUTCOMES:

- Maintain an up-to-date database of current and upcoming state and federal recreation guidelines and standards.

U2.2:
Investigate and invest in the opportunity for a millage, bond, or other long-term funding opportunities for Parks and Recreation and facilities

A millage or bond measure are different ways of asking residents to increase their support for parks and recreation by helping narrow or close the funding gap. These sources may provide funding for a variety of capital improvement projects citywide, such as removing accessibility barriers, replacing aged equipment, renovating restrooms, and providing upgrades to basic site furnishings and amenities (lighting, seating, signage, etc.). In considering this option, the City and Parks and Recreation Department should encourage community input on priority projects as well as evaluate the City's ability to effectively manage the implementation of targeted projects.

There is strong community support for this objective with 90% of survey respondents agreeing PRD should invest in long-term funding opportunities. 96% said facilities and services are worthy of taxpayer support and 74% agree with passing a millage, bond, or guaranteed long-term funding.

U2.3:
Further investigate and work with Oakland County and the Huron-Clinton Metropolitan Authority to ensure that the City of Ferndale receives a fair and equitable return on investment.

Oakland County Parks and the Huron-Clinton Metroparks Authority are two other parks and recreation providers in the region, both of which are funded in part by a dedicated countywide millage. The agencies provide larger parks system and trails within the region. Ferndale Recreation Department should continue to monitor and work with these providers to ensure a fair return on investment of taxpayer funding from Ferndale through efficient and equitable service provision within the region.

U2.2 MEASURABLE OUTCOME:

- Explore the feasibility of a millage or bond issue for funding.

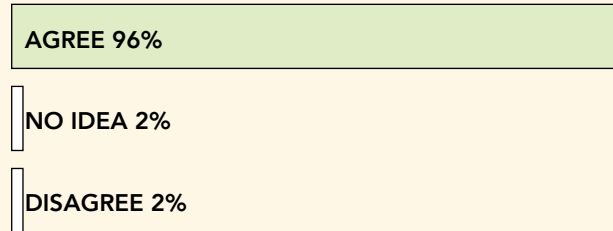
U2.3 MEASURABLE OUTCOMES:

- Continue to monitor and advocate for fair return on taxpayer investment from regional recreation providers.

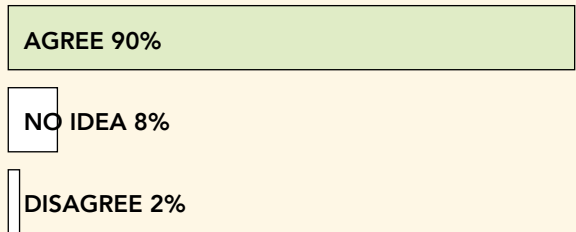
Please indicate your level of agreement with each of the following statements:

FERNDALE PARKS AND RECREATION COMMUNITY SURVEY 2021

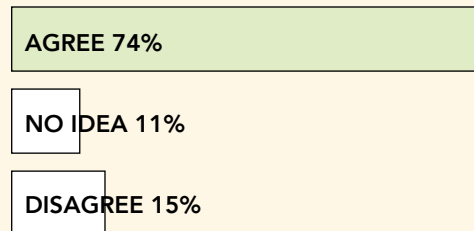
Parks and recreation facilities and services are important to our community and worthy of taxpayer support.



Parks and Recreation Facility and Services should invest in long-term funding opportunities.



Ferndale should pass a millage/bond to support/guarantee long-term funding for Parks and Recreation and facilities.



ACTION PROGRAM

In order for the Parks & Recreation Master Plan to be implemented, the City and community partners must carry out the actions needed to achieve the goals and the community's vision for Ferndale's future. Each action includes a time frame in which the action should be carried out and the task leader(s) most likely to carry out the action. The task leader listed first should be the primary lead on the action item; others listed are recommended collaborators. The Action Plan should be updated frequently to recognize actions that have been completed and those that should be put into motion. Updates may also recognize when an action is discovered to be the wrong tool to accomplish a particular goal, in which case the City should determine an alternate action towards achieving the goal.

The Role of City Council

The City Council is the law-making and policy-forming branch of Ferndale's City Government. They are ultimately responsible for the Master Plan, its adoption, and its implementation. Their involvement in conversations around policy tasks will be essential to ensuring the Parks & Recreation Master Plan and City goals remain aligned with one another over time, for supporting policy changes, and for finding room in the budget to implement Master Plan actions.

Time Frame

NOW: Begin work immediately upon plan adoption.

NEAR: Begin work within 1-2 years. Inform the task leader(s) today and initiate a committee if necessary. The committee should meet at least (1) time per year starting now until the time of implementation to ensure any further work and study on the action is completed and implementation begins on time.

NEXT: Begin work within 3-5 years. Inform the task leader(s) today and initiate a committee if necessary. The committee should meet at least (1) time per year starting now until the time of implementation to ensure any further work and study on the action is completed and implementation begins on time.

ONGOING: Actions that require continuous monitoring or effort.

Task Leaders Involved

CITY GOVERNMENT:

- City Manager
- Communications Department
- Community & Economic Development (CED)
- Department of Public Works (DPW)
- Information Technology (IT)
- Police Department (PD)
- Parks and Recreation Department (PRD)
- Special Events

BOARDS AND COMMISSIONS:

- Arts & Cultural Commission
- Beautification Commission
- Downtown Development Authority (DDA)
- Ferndale Environmental Sustainability Commission (FESC)
- Parks and Recreation Committee (PARC)
- Planning Commission (PC)

COMMUNICATION AND AWARENESS

GOAL 1: CREATE A COMMUNICATION PLAN TO DEVELOP THE MOST EFFECTIVE METHODS TO INCREASE AWARENESS OF FERNDALE’S PARKS AND PROGRAMS.			
ACTION		TIME FRAME	TASK LEADER(S)*
A1.1	Identify methods to improve communication with residents on how to access and become more aware of programs and facilities and initiatives.	Ongoing	Communications, PRD
A1.2	Identify methods to make recreation registration more convenient and accessible to all segments of the population.	Ongoing	Communications, PRD
A1.3	Maintain ongoing communication with City Council to ensure their awareness of pertinent issues, concerns, and projects.	Ongoing	PRD, Communications
A1.4	Maintain ongoing communication with other City departments to ensure parks and recreation issues, projects, concerns, and responsibilities are communicated effectively across departments.	Ongoing	PRD, DPW
A1.5	Continue to integrate sustainable design and practices into parks and recreation operations, infrastructure, and services.	Ongoing	City Manager, DPW, PRD
A1.6	Create a system to house residents general park improvement requests that can be utilized during the decision process of improving and upgrading parks.	Near	PRD
GOAL 2: ELEVATE THE FERNDALE PARKS AND RECREATION BRAND THROUGH COMMUNICATION AND MEDIA.			
A2.1	Continue to use design standards (logo, layout, content) consistently across all communication materials, including print and web-based media and products.	Near	Communications, PRD, IT
A2.2	Develop and implement consistent signage within parks and along roads to raise the level of awareness of park locations and available amenities.	Near	Communications, DPW, PRD
A2.3	Continue to utilize the City’s website as one of the primary, up-to-date information and communication center.	Now/ Ongoing	Communications
A2.4	Continue to utilize email and social media for real-time communication. Identify ways to utilize other social media platforms to reach a broader audience, especially the youth population of Ferndale.	Now/ Ongoing	Communications
A2.5	Utilize traditional media channels (direct mail, flyers, newsletter) to reach a broad target audience.	Now/ Ongoing	Communications

The task leader listed **first should be the primary lead on the action item. Others listed are recommended collaborators.*

COMMUNICATION AND AWARENESS CONTINUED

GOAL 3: ENHANCE PARK STEWARDSHIP.			
ACTION		TIME FRAME	TASK LEADER(S)*
A3.1	Continue to coordinate stewardship and volunteerism within the Parks and Recreation Department's services to improve parks, assist with programming and special events, and build community.	Now/ Ongoing	PRD, PARC, DPW, Special Events
A3.2	Continue to engage neighbors adjacent to parks where changes are being discussed.	Now/ Ongoing	Communications, DPW
A3.3	Empower community partners and entities in Ferndale to aid in everyday maintenance of parks.	Now/ Ongoing	PRD, PARC
A3.4	Continue to work through the Parks Commission to gain resident participation via the Park Stewardship subcommittee.	Now/ Ongoing	PARC
A3.5	Continue to work with Ferndale High School students and assist with forming a student park stewardship committee	Near	PRD, PARC

The task leader listed **first should be the primary lead on the action item. Others listed are recommended collaborators.*

PARTNERSHIPS

GOAL 1: ENHANCE ENGAGEMENT WITH OTHER RECREATIONAL ENTITIES AND CIVIC GROUPS.			
ACTION		TIME FRAME	TASK LEADER(S)*
P1.1	Encourage cooperation, foster relationships, and implement policies with other recreational and non-recreational entities in Ferndale through regular communication and involvement in PARC meetings.	Now	PRD, City Manager, City Council
P1.2	Continue to expand connections and relationships with the Quad City network which includes Hazel Park, Pleasant Ridge, Oak Park, and Ferndale.	Ongoing	PRD
P1.3	Continuously evaluate the Quad City network budget, agreements, and personnel time to ensure equal resource allocations.	Ongoing	PRD
GOAL 2: MAINTAIN EXISTING RELATIONSHIPS AND IDENTIFY NEW OPPORTUNITIES FOR SHARED USES WITHIN THE CITY AND REGION.			
P2.1	Re-examine agreements and policies with public schools to maximize the benefit while minimizing the cost to both entities, including the use of facilities as well as cooperative program offerings.	Now/Near	PRD
P2.2	Explore opportunities to partner with and promote other recreation providers to fill gaps in Ferndale Recreation’s program offering. A prime example is the use of Ferndale High School’s pool.	Ongoing	PRD
P2.3	Maintain and continue to pursue private partnerships with organizations that have compatible values and goals and which result in mutual benefits.	Ongoing	PRD

The task leader listed **first should be the primary lead on the action item. Others listed are recommended collaborators.*

FACILITIES

GOAL 1: PLAN FOR, IMPROVE, AND DEVELOP PARKS AND RECREATION FACILITIES THAT RESPOND TO RELEVANT NEEDS AND SECURES ASSETS FOR THE FUTURE.			
ACTION		TIME FRAME	TASK LEADER(S)*
F1.1	Uphold baseline standards for all renovations, additions, and new facilities, including compatibility with the surrounding neighborhood, connectivity, safety, ADA accessibility, and environmental sustainability.	Now	CED, DPW
F1.2	Consider the integration of non-traditional playscapes that serve multiple ages and abilities, especially as deteriorating and aged playground equipment is under consideration for upgrades or replacement.	Now	PARC, DPW
F1.3	Develop master plans for facilities that could potentially benefit from major renovations, including community parks, parks that are significantly over- or under-utilized, and parks that experience chronic maintenance issues (e.g., Wilson Park, Kulick Community Center).	Now	PRD, DPW
F1.4	Create a long-term facilities plan with a clear vision and decision-making framework for the land disposition (acquiring, selling, leasing) of public parkland and facilities.	Next	CED
F1.5	Explore opportunities to improve the Wilson dog park and consider opportunities for other dog recreation.	Ongoing	PARC, DPW, PRD
F1.6	Explore the feasibility and identify opportunities to add cold-month seasonal park features to extend the use of parks throughout the year.	Now	PRD, DPW
F1.7	Identify opportunities to improve park connections, including accessible pathways within each park as well as between the surrounding neighborhood.	Ongoing	CED, DPW
F1.8	Explore opportunities for a municipal building at Martin Road Park to afford opportunities for concessions and year-round equipment rentals and lending.	Near	PRD, DPW
F1.9	Solidify and implement the plan for the future of the community center that meets the spacial and program needs of staff and the community.	Near	PRD, City Manager, City Council
F1.10	Develop ADA baseline recommendations for park improvements.	Now	PRD, PARC, FAIAC, DPW

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FACILITIES CONTINUED

GOAL 2: CONTINUE TO EXPAND THE USE OF NATURAL AND SUSTAINABLE DESIGN ELEMENTS IN PARKS AND FACILITIES.		
ACTION	TIME FRAME	TASK LEADER(S)*
F2.1	Continue to seek opportunities to incorporate reforestation and native naturalized landscape projects, accompanied by green stormwater infrastructure and interpretive signage.	Now CED, DPW
F2.2	Continue to implement the City’s baseline environmental standards for facility and infrastructure upgrades, including buildings, parking lots, lighting, and recycling receptacles.	Near City Manager, DPW, CED
F2.3	Continue to expand the City’s tree program to the parks to enhance Ferndale’s urban tree canopy.	Now DPW
GOAL 3: ENHANCE NON-MOTORIZED CONNECTIONS TO AND AMENITIES AT RECREATION FACILITIES.		
F3.1	Ensure all parks are accessible by non-motorized transportation and provide safe and convenient bike parking.	Near CED, DPW
F3.2	Participate in city-wide streetscape design projects to ensure pedestrian facilities, open spaces, connections to nearby parks, signage, and historical interpretation are included where feasible.	Ongoing CED, DPW, PRD, DDA

*The task leader listed **first** should be the primary lead on the action item. Others listed are recommended collaborators.

MAINTENANCE AND OPERATIONS

GOAL 1: ENSURE THE LONG-TERM MAINTENANCE AND PROVISION OF FACILITIES AND PROGRAMS THROUGH THE STRATEGIC PLANNING AND MANAGEMENT OF HUMAN RESOURCES AND FUNDING.			
ACTION		TIME FRAME	TASK LEADER(S)*
M1.1	Continue to document and communicate Parks and Recreation Department staffing level needs and capabilities for regular activities as well as heightened level of scheduling and maintenance.	Ongoing	PRD
M1.2	Continue to document and communicate DPW staffing level needs and capabilities for regular maintenance responsibilities as well as the addition of any facilities.	Ongoing	DPW
M1.3	Continue to evaluate current maintenance needs and requests on a quarterly basis based on observations and input from DPW, PRD and the public.	Ongoing	DPW, PRD
M1.4	Ensure the importance and role of the Parks and Recreation Advisory Commission (PARC) is recognized throughout the City (both internally and externally), and continue to create sub-committees to address specific issues and initiatives as needed such as the park stewardship sub-committee.	Ongoing	PRD, City Manager
M1.5	Ensure PARC is a diverse cross-section of Ferndale’s population, representing different household types, interests, and abilities.	Ongoing	PRD, City Manager
M1.6	Continue to utilize community groups, private partners, and volunteers to assist in maintenance and beautification projects.	Ongoing	PRD, DPW, Special Events
M1.7	Utilize maintenance and operations services to offer skills training, apprenticeships, and/or internships.	Ongoing	DPW
GOAL 2: ENHANCE THE LONG-TERM VIABILITY OF PARK FEATURES.			
M2.1	Conduct an annual inventory of park amenities and review of the Parks & Recreation Master Plan to continue the planning process and make updates as needed.	Now	DPW, PRD
M2.2	Create a cohesive family of general park elements (signage, seating, light fixtures, etc.) to streamline maintenance processes.	Now/ Ongoing	DPW, PRD, CED
M2.3	In selecting park elements, consider materials that maximize long-term sustainability, minimize maintenance and management, and deter vandalism.	Ongoing	DPW, PRD
M2.4	Explore innovative ways to approach maintenance to maximize environmental sustainability and reduce utility consumption, such as proactive and preventative maintenance.	Near	DPW

*The task leader listed **first** should be the primary lead on the action item. Others listed are recommended collaborators.

PROGRAMMING

GOAL 1: PROVIDE A DIVERSITY OF RECREATION OPPORTUNITIES THAT ARE SAFE, WELCOMING, AFFORDABLE, ACCESSIBLE, AND OF INTEREST TO FERNDALE’S DIVERSE POPULATION.			
ACTION		TIME FRAME	TASK LEADER(S)*
G1.1	Continue to reevaluate programs offered by the Parks and Recreation Department and update as needed to provide affordable and accessible opportunities for all people to participate, explore, and enrich themselves in a diverse array of active and passive recreational opportunities.	Ongoing	PRD
G1.2	Review programs on an annual basis to evaluate and improve programs to ensure fiscal responsibility and the interest of Ferndale’s changing population.	Now/ Ongoing	PRD
G1.3	Provide youth and adult athletic activities and quality fields for organized, drop-in, and individual uses to ensure all people have access to athletic opportunities to explore new sports and activities, participate in group activities, and enhance their health through sports and exercise.	Near	PRD
G1.4	Ensure Ferndale parks and facilities offer programs, activities, and events to meet the need or demand of age-specific groups of Ferndale’s population, including children and teens with a focus on the young adult (25-34), adult (35-49), and mature adult (50-65) demographics.	Now/ Ongoing	PRD
G1.5	Offer a range of recreation programs (athletic, educational, and social) for people with disabilities to ensure people with disabilities and their families have welcoming and accessible recreation and enrichment opportunities.	Near	PRD
G1.6	Continue to offer passive recreation opportunities (such as gardening, picnicking, and nature activities) to complement the extent and popularity of passive park use.	Now/ Ongoing	PRD, DPW, Beautification Commission, Ferndale Garden Club
G1.7	Expand year-round recreation opportunities by offering more cold-month outdoor programs and activities including those that may not be offered in the community.	Near	PRD, DPW
G1.8	Provide programs to foster awareness, knowledge, and appreciation of natural assets and promote environmental stewardship.	Near	PRD, City Manager, DPW
G1.9	Ensure the future community center is a safe and welcoming place that provides recreation and social opportunities for all people to connect, foster relationships, and enhance their health and well-being throughout the year.	Now	PRD

*The task leader listed **first** should be the primary lead on the action item. Others listed are recommended collaborators.

PROGRAMMING CONTINUED

GOAL 2: ESTABLISH UNIQUE PLACES THROUGH NON-TRADITIONAL AND SPECIALTY PARKS AND PROGRAMMING.		
ACTION	TIME FRAME	TASK LEADER(S)*
G2.1	Near	PRD, DDA
G2.2	Ongoing	PRD
G2.3	Near	PRD, Arts & Cultural Commission, CED, DDA Beautification Commission
G2.4	Ongoing	PRD
G2.5	Ongoing	PRD, Ferndale Public Schools

*The task leader listed **first** should be the primary lead on the action item. Others listed are recommended collaborators.

FUNDING

GOAL 1: ESTABLISH ALTERNATIVE FUNDING SOURCES.			
ACTION		TIME FRAME	TASK LEADER(S)*
U1.1	Establish a recreation fund within the Ferndale Community Foundation to increase funding for all aspects of parks and recreation.	Ongoing	PRD, Ferndale Community Foundation
U1.2	Continue to actively seek and encourage private-public partnerships to enable and enhance programs and facilities through donation, adoption, and sponsorship opportunities of physical park elements, recreation programs, and team and event sponsorships.	Ongoing	PRD, CED
U1.3	Continue to identify and seek grants for programming and facility improvements.	Ongoing	PRD, DPW, CED
U1.4	Continue a scholarship program to enable disadvantaged youth and adults to participate.	Ongoing	PRD, Ferndale Youth Association
U1.5	Continue to consider programs and facilities that have revenue-generating potential.	Ongoing	PRD
U1.6	Develop internal opportunities to offer concessions at Martin Road Park and consider opportunities for private vendors to provide concessions.	Now/ Ongoing	PRD
U1.7	Fill position for program specialist I (roles include invoicing, parks programming and management, grant writing & management, and community engagement) which was lost during the height of the Covid-19 pandemic.	Near	PRD, City Manager City Council
GOAL 2: SECURE GENERAL FUNDING STREAMS THROUGH TRADITIONAL MECHANISMS.			
U2.1	Keep apprised of current state and federal recreation guidelines and standards, including barrier-free and safety requirements.	Ongoing	DPW, CED, PRD
U2.2	Investigate and invest in the opportunity for a millage, bond, or other long-term funding opportunities for Parks and Recreation and facilities.	Now	City Manager, PRD
U2.3	Further investigate and work with Oakland County and the Huron-Clinton Metropolitan Authority to ensure that the City of Ferndale receives a fair and equitable return on investment.	Near	City Manager

The task leader listed **first should be the primary lead on the action item. Others listed are recommended collaborators.*

APPENDIX A

2021 Facilities Inventory

MARTIN ROAD PARK

1615 E Lewiston Ave



PARK TYPE: Mini Park
 Neighborhood Park
 Community Park

ACREAGE: 31.82

DESCRIPTION:

Located in the northeast part of the city, Martin Road Park is Ferndale’s largest park. The park offers a range of passive and active recreation opportunities, including numerous athletic fields and courts, picnic areas, childrens’ play areas, a universal design play structure, and a community garden, a sledding hill, concessions and restrooms, and a parking lot for visitors.

The Detroit Curling Club/Ferndale Activity Center building is adjacent to Martin Road Park, featuring four sheets of curling ice (winter months) or a large indoor arena (summer months). Under a joint partnership agreement between the City and Curling Club, each utilizes the building for six months of the year.

WISH LIST:

- Walking path
- Splash park coming 2022
- Irrigation
- Field lighting
- Skate/bicycle features
- Sitting garden
- Adult senior exercise equipment

FACILITIES INVENTORY:

	2008	2021
Parking Lot	Y	Y
Bike Racks		
Restrooms	2	2
Concessions	Y	Y
Storage Building	1	1
Trash Receptacles	12	12
Recycling Receptacles		2
Water Fountain	1	1
Pavilion	1	1
Pavilion Tables	10	8
Picnic Tables	25	23
Grills	5	2
Park Benches	8	5
Basketball Hoops	2	1
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)	1	1
Gymnasium		
Indoor Curling Sheets		Y
Softball Field (Lighted)	2	2
Softball Field (Unlighted)		
Baseball Field		2
Soccer Field (Full Size)	1	1
Soccer Field (Small Size)	2	2
Walking Trail	Y	Y
Sledding Hill	Y	Y
Horseshoes		
Playstructure	3	3
Swing Set	3	2

- Other:
- Community garden
 - Splash pad
 - Universal design play structure
 - 6 bleachers

HARDING PARK

Mapledale St & Paxton St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 17.65

DESCRIPTION:

Located in the northeast part of the city, Harding Park is the city's second largest park. The park contains a variety of athletic fields, picnic areas, childrens' play areas, a universal design play structure, a wooded open space area, and a parking lot for visitors. The park added the Kayla White Memorial Playground in 2016.

WISH LIST:

- Splash pad
- Disc golf
- Climbing boulders
- Soccer fields
- Field lights
- Adult/senior exercise equipment
- Gaga ball

FACILITIES INVENTORY:

	2008	2021
Parking Lot	Y	Y
Bike Racks		Y
Restrooms	1	1
Concessions		
Storage Building	1	1
Trash Receptacles	12	12
Recycling Receptacles		2
Water Fountain	1	1
Pavilion		1
Pavilion Tables		10
Picnic Tables	11	11
Grills		1
Park Benches	7	4
Basketball Hoops	5	4
In-Line Rink (Lighted)	1	1
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)	1	1
Baseball Field	1	1
Soccer Field (Full Size)	1	1
Soccer Field (Small Size)	2	2
Walking Trail		Y
Sledding Hill		
Horseshoes		
Playstructure	1	2
Swing Set	2	3

Other:

- Zen Garden
- 5 bleachers

GEARY PARK

1198 Earl Blvd



PARK TYPE: Mini Park
 Neighborhood Park
 Community Park

ACREAGE: 9.65

DESCRIPTION:

Located in the northwest part of the city, Geary Park is home to a baseball field, soccer field, softball field, in-line skating rink, play structures, outdoor fitness equipment, picnic areas, restroom and storage facilities, and a parking lot for visitors. The park is also host to many community events. The park underwent major improvements in 2021.

In 2020, Geary Park Skatepark became an award winning skatepark, receiving the 2020 mParks design award. It consists of a skate park, retaining wall, and bioswale.

WISH LIST:

- Memorial Program
- Memorial Park benches
- Tree plantings
- Soccer fields
- Benches
- Angle parking on Earl Blvd.
- Sitting garden
- Gaga ball pits

FACILITIES INVENTORY:

	2008	2021
Parking Lot	Y	Y
Bike Racks		Y
Restrooms	1	1
Concessions		
Storage Building	1	0
Trash Receptacles	9	17
Recycling Receptacles		4
Water Fountain	2	2
Pavilion	1	1
Pavilion Tables		8
Picnic Tables	10	9
Grills	4	1
Park Benches	10	2
Basketball Hoops		
In-Line Rink (Lighted)	1	1
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)	1	1
Baseball Field	1	1
Soccer Field (Full Size)		
Soccer Field (Small Size)	2	1
Walking Trail		Y
Sledding Hill		
Horseshoes		
Playstructure	2	2
Swing Set	2	3
Skatepark	0	1
Outdoor Fitness Equipment	0	1
Other		
• 3 bleachers		

WILSON PARK

University St & Hilton Rd



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 7.34

DESCRIPTION:

Located in the northeast part of the city, Wilson Park contains a basketball court, softball field, in-line skating rink, childrens' play areas, picnic and sitting areas, restrooms, and a parking lot for visitors. The park added a dog park in 2015. An access code entrance and dog agility equipment have since been added. The park improvements are scheduled to begin in 2022.

WISH LIST:

- Spray park
- Sitting garden
- Walking path
- Adult/senior exercise equipment
- Volleyball
- Toddler mounds
- Pavilion
- Tennis court

FACILITIES INVENTORY:

	2008	2021
Parking Lot	Y	Y
Bike Racks	0	1
Restrooms	1	1
Concessions		
Storage Building		
Trash Receptacles	5	10
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	8	8
Grills	3	2
Park Benches	8	2
Basketball Hoops	3	0
In-Line Rink (Lighted)	1	0
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field	2	0
Soccer Field (Full Size)		
Soccer Field (Small Size)	1	1
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	2	2

- Other:
- Dog park

GARBUTT PARK

200 Gardendale St



PARK TYPE: Mini Park
 Neighborhood Park
 Community Park

ACREAGE: 6.53

DESCRIPTION:

Located in the southwest part of the city along 8 Mile Road, Garbutt Park contains a softball field, soccer field, childrens’ play areas and earth mounds, a walking path, picnic areas, and restrooms. The park saw significant updates in 2015 with the addition of Safety Town.

WISH LIST:

- Pavilion
- Disc Golf
- Earth Mounds
- Flowering trees/bushes along 8 Mile Road
- Climbing boulders

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		Y
Restrooms	1	1
Concessions		
Storage Building		
Trash Receptacles	6	6
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	14	14
Grills	4	5
Park Benches	5	2
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)	1	0
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)	1	0
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail	Y	Y
Sledding Hill		
Horseshoes	1	0
Playstructure	2	2
Swing Set	2	2

- Other:
- Volleyball net
 - Safety Town

LENNON MEMORIAL PARK

Garfield St & Chester St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 4.18

DESCRIPTION:

Located in the northeast part of the city, Lennon Memorial Park features two small soccer fields, a basketball court, childrens' play areas, picnic areas, and open space areas.



WISH LIST:

- Baseball field
- Soccer field
- Splash pad
- Drinking fountain
- Restrooms
- Parking lot
- Trees planted

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	5	4
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	5	4
Grills	1	1
Park Benches	4	5
Basketball Hoops	3	2
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	1	3

WANDA PARK

998 Wanda St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 3.17

DESCRIPTION:

Located in the southeast part of the city near the City’s border with Hazel Park, Wanda Park contains a softball field, basketball hoops, childrens’ play areas, picnic areas, walking paths, play structure, swing set, bike racks, pavilion, and an irrigation system. The park underwent major improvements in 2021.

WISH LIST:

- Restroom
- Toddler Mounds

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks	0	Y
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	2	3
Recycling Receptacles	0	3
Water Fountain	1	1
Pavilion		1
Pavilion Tables		6
Picnic Tables	5	6
Grills	2	3
Park Benches	5	3
Basketball Hoops	3	2
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)	1	1
Baseball Field		1
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		Y
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	1	2

Other:

- Baseball diamond improvements

KULICK COMMUNITY CENTER

1201 Livernois St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 2.82

DESCRIPTION:

Located in the southwest part of the city, the Gerry Kulick Community Center contains Ferndale’s only indoor recreation facility as well as an outdoor 2-acre park. The indoor community center contains a gymnasium, activity and meeting rooms, commercial kitchen, kids play room, restrooms, and is home of the Boys and Girls Club and the Department of Recreation offices.

The outdoor park features a basketball court, childrens’ play areas, picnic area, and open space. A parking lot serves the community center, park, and as a transportation hub for the Suburban Mobility Authority for Regional Transportation (Ride SMART/Ferndale Community Transportation).

Since March 2020, the start of the pandemic, the Kulick Center has been closed. The Kulick Center needs large-scale renovations and upgrades to meet building standards and programming needs.

WISH LIST:

- Walking path
- Splash park
- Bike repair station
- Carpet/paint/flooring
- Trees/plants
- Small pavilion
- Lounge area

FACILITIES INVENTORY:

	2008	2021
Parking Lot	Y	Y
Bike Racks	0	1
Restrooms	1	1
Concessions		
Storage Building		
Trash Receptacles	4	3
Recycling Receptacles		2
Water Fountain	2	2
Pavilion		
Pavilion Tables		
Picnic Tables	1	4
Grills		
Park Benches	2	2
Basketball Hoops	1	1
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium	1	1
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure	2	2
Swing Set	2	2

Other:

- Kids Corner
- Commercial kitchen

OPPENHEIM PARK

650 St Louis St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 2.35

DESCRIPTION:

Located in the southwest part of the city, Oppenheim Park is a long and narrow 2-acre park comprised primarily of open space areas as well as childrens’ play areas, picnic tables, and benches. The park received significant updates to signage, landscaping, and equipment in 2015.

WISH LIST:

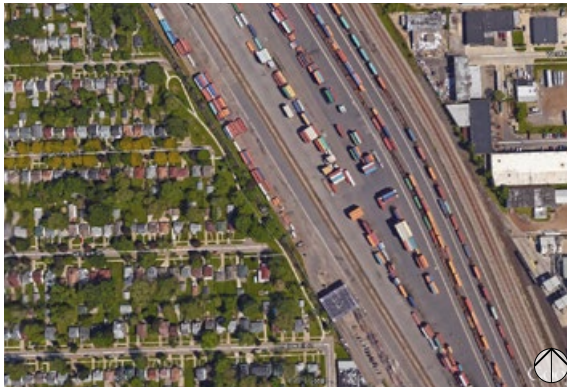
- Play mounds
- Pavilion
- Sitting garden
- Volleyball court
- Restroom
- Gaga ball

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	1	1
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	5	4
Grills	3	1
Park Benches	2	2
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	2	1

FAIR PARK

Fair St & Jewell St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 1.27

DESCRIPTION:

Located in the northeast part of the city, Fair Park is a 1-acre linear park extending three blocks adjacent to the Grand Trunk Western Railroad tracks. The park features a paved walking trail, childrens’ play areas, and benches. Fair Park received significant improvements in 2015 with grant funding including landscaping, trees, installation of fall zones, and new signage.

WISH LIST:

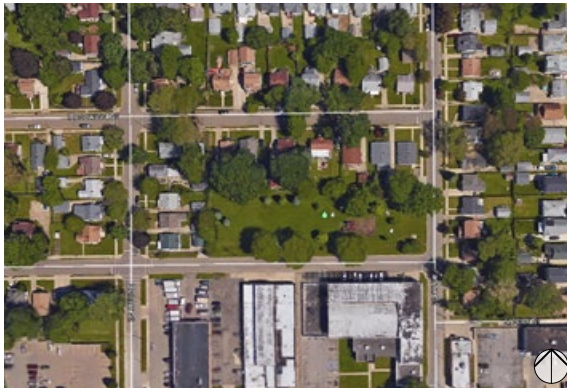
- Slope planting
- Backless benches
- Picnic tables
- Trash cans
- Running route markers
- Southend anchor line removed from path

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	1	0
Recycling Receptacles		
Water Fountain		
Pavilion		
Pavilion Tables		
Picnic Tables		
Grills		
Park Benches	2	3
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail	Y	Y
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	2	2

VESTER PARK

Vester St & Farrow St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 0.89

DESCRIPTION:

Located in the northeast part of the city, Vester Park contains a basketball court, childrens’ play areas, picnic tables, and benches. The park received updates in 2015.



WISH LIST:

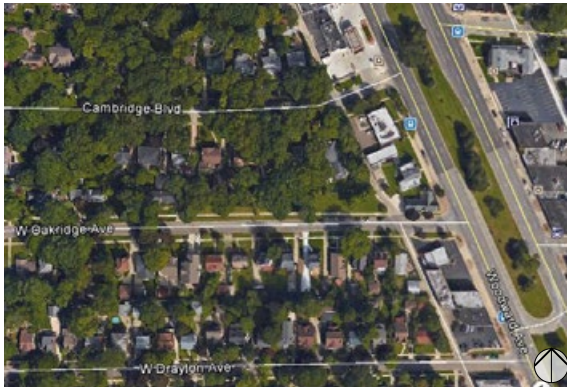
- Play structure
- Walking path
- Sitting garden
- Drainage

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	1	2
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	4	4
Grills	1	1
Park Benches	1	1
Basketball Hoops		1
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure	1	1
Swing Set	1	1

OAKRIDGE PARK

Oakridge St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 0.54

DESCRIPTION:

Located in the northwest part of the city, Oakridge Park is a long and narrow park along the city's border with Pleasant Ridge. This mini park consists of open space for passive recreation.

WISH LIST:

N/A

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building		
Trash Receptacles		
Recycling Receptacles		
Water Fountain		
Pavilion		
Pavilion Tables		
Picnic Tables		
Grills		
Park Benches		
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure		
Swing Set		

MARIE PARK

1300 Marie St



PARK TYPE: Mini Park
 Neighborhood Park
 Community Park

ACREAGE: 0.22

DESCRIPTION:

Located in the southwest part of the city, Marie Park is primarily a “tot lot” featuring a childrens’ play area and benches.



WISH LIST:

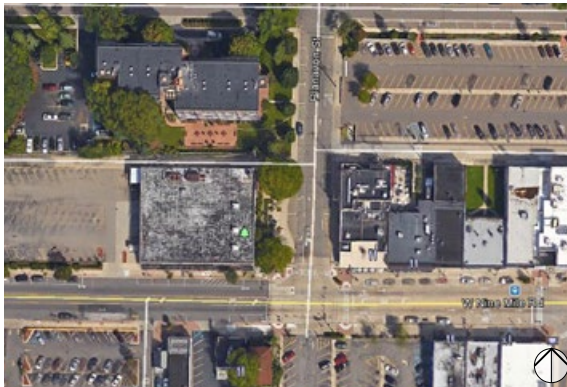
- Sitting garden
- Hedge row
- Butterfly garden

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		
Restrooms		
Concessions		
Storage Building	1	1
Trash Receptacles		1
Recycling Receptacles		
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables		
Grills		
Park Benches	1	1
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)	2	0
Walking Trail		Y
Sledding Hill		
Horseshoes		
Playstructure	2	2
Swing Set	2	1

SCHIFFER PARK

W 9 Mile Rd & Planavon St



- PARK TYPE:**
- Mini Park
 - Neighborhood Park
 - Community Park

ACREAGE: 0.13

DESCRIPTION:

Located in the northwest part of the city in Downtown Ferndale, Schiffer Park is the city's smallest park. The hardscape urban plaza features tables, benches, catenary lighting, bike racks, irrigation systems, removable seating and tables, and trees. The park underwent major improvements in 2020.

WISH LIST:

- Table Pong
- Pathway signage
- SMART Park (wireless)

FACILITIES INVENTORY:

	2008	2021
Parking Lot		
Bike Racks		Y
Restrooms		
Concessions		
Storage Building		
Trash Receptacles	2	3
Recycling Receptacles		2
Water Fountain	1	1
Pavilion		
Pavilion Tables		
Picnic Tables	4	3
Grills		
Park Benches	1	7
Basketball Hoops		
In-Line Rink (Lighted)		
In-Line Rink (Unlighted)		
Gymnasium		
Indoor Curling Sheets		
Softball Field (Lighted)		
Softball Field (Unlighted)		
Baseball Field		
Soccer Field (Full Size)		
Soccer Field (Small Size)		
Walking Trail		
Sledding Hill		
Horseshoes		
Playstructure		
Swing Set		

Other:

- Lighted gathering lawn area
- Dog Waste Station

APPENDIX B

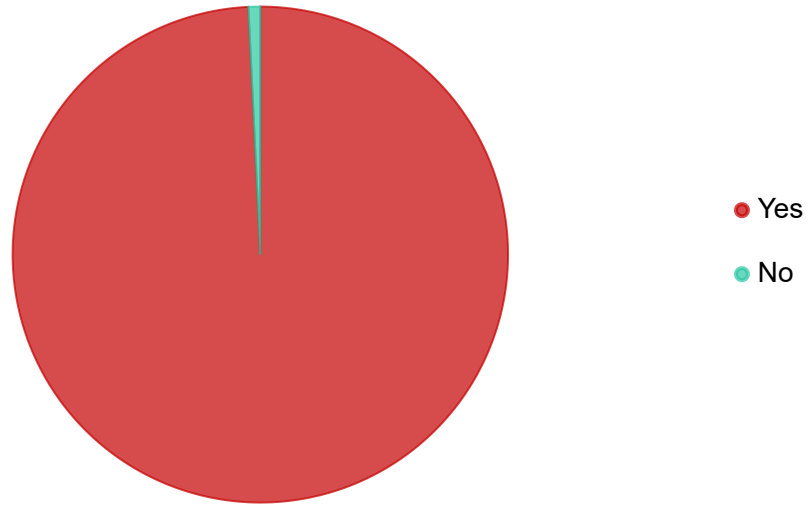
2021 Public Survey Results

Public Survey

The survey collected responses from October 2021 to December 13, 2021. It received a total of 261 responses.

Demographics

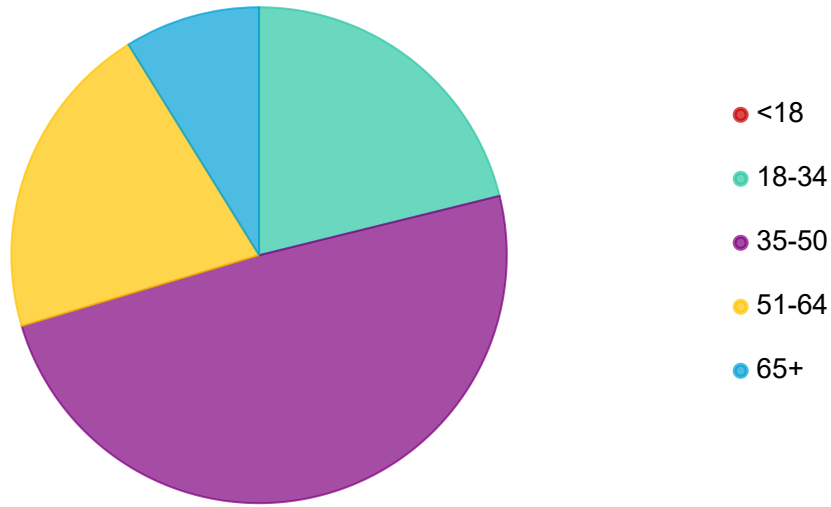
Are you a Ferndale resident?



Answers	Count	Percentage
Yes	258	98.85%
No	2	0.77%

Answered: 260 Skipped: 1

What's your age?



Answers	Count	Percentage
<18	0	0%
18-34	55	21.07%
35-50	128	49.04%
51-64	54	20.69%
65+	23	8.81%

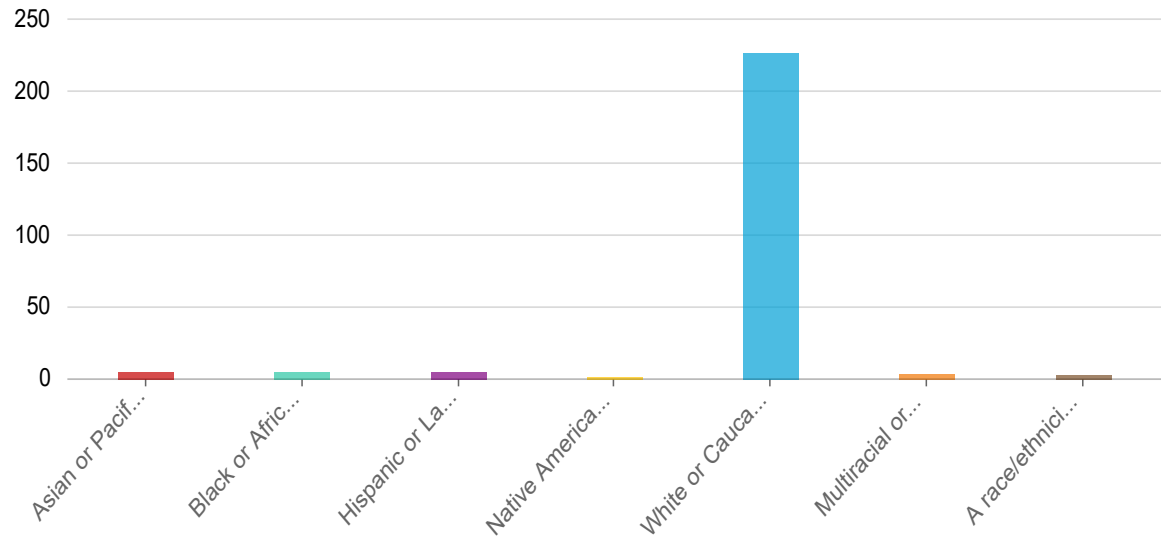
Answered: 260 Skipped: 1

To which gender identity do you most identify?:

Female	147
Male	80
F	5
Make	2
M	2
X	1
Woman	1
trans	1
Nunya	1
Non binary	1
he/ him	1
Gemale	1
Ferndale	1
Femalr	1
Doesn't matter	1
cis woman	1
Cis female	1

Answered: 248 Skipped: 13

How would you describe yourself?



Answers	Count	Percentage
Asian or Pacific Islander	5	1.92%
Black or African American	5	1.92%
Hispanic or Latino/Latinx	5	1.92%
Native American or Alaskan Native	2	0.77%
White or Caucasian	227	86.97%
Multiracial or Biracial	4	1.53%
A race/ethnicity not listed here	3	1.15%

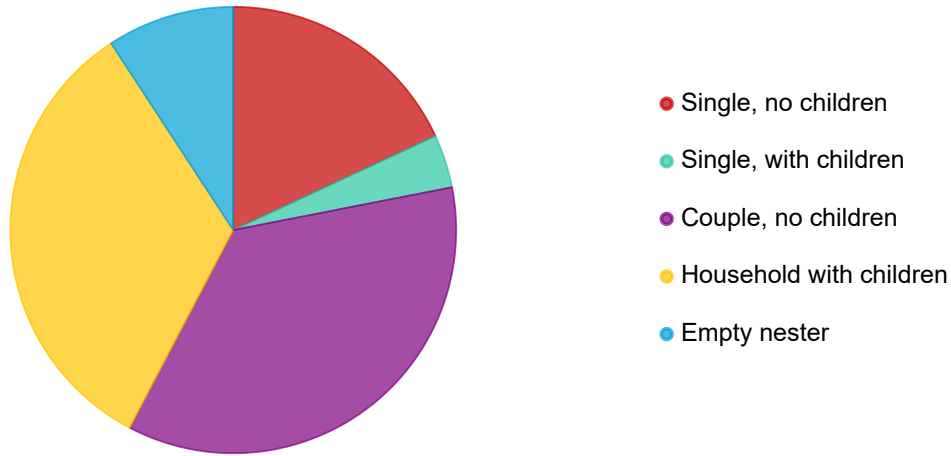
Answered: 249 Skipped: 12

Race/ethnicity not listed:

Response	Count
What difference does it make?	1
Middle Eastern	1
mid eastern	1
Male	1
Doesn't matter	1
Chaldean	1
Celtic	1

Answered: 7 Skipped: 254

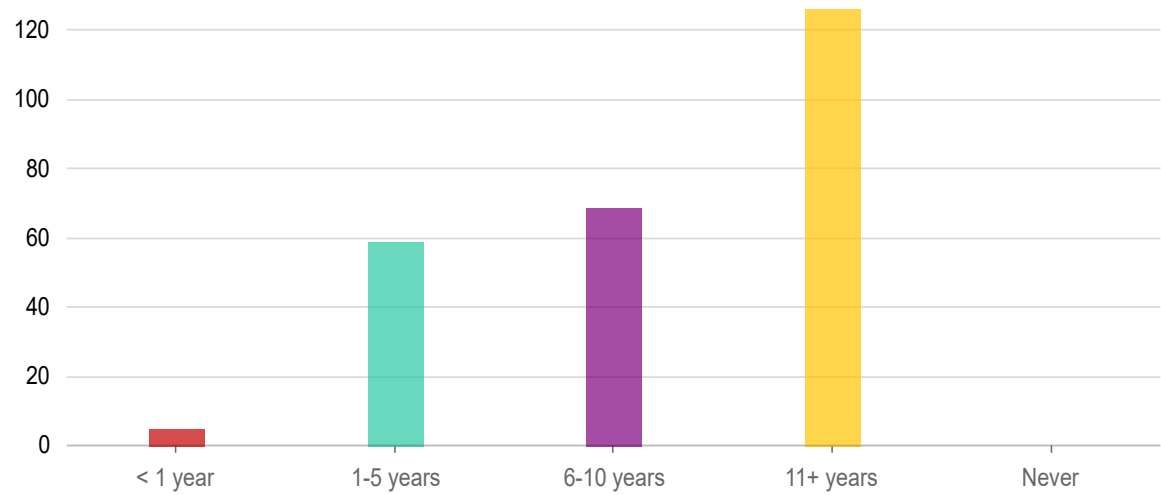
How would you best describe your household?



Answers	Count	Percentage
Single, no children	47	18.01%
Single, with children	10	3.83%
Couple, no children	93	35.63%
Household with children	86	32.95%
Empty nester	24	9.2%

Answered: 260 Skipped: 1

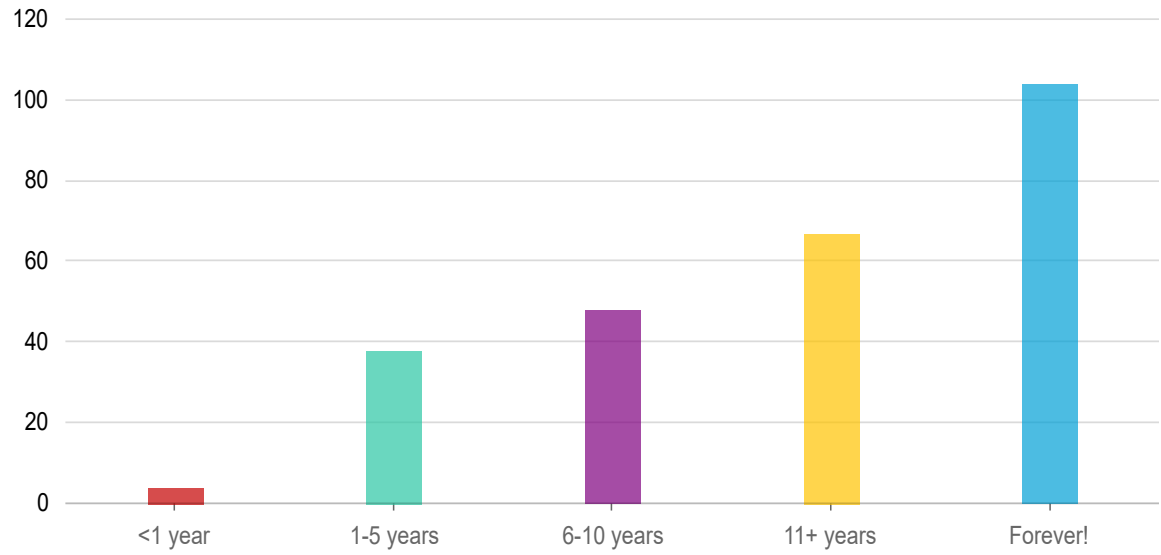
About how long have you lived in Ferndale



Answers	Count	Percentage
< 1 year	5	1.92%
1-5 years	59	22.61%
6-10 years	69	26.44%
11+ years	128	49.04%
Never	0	0%

Answered: 261 Skipped: 0

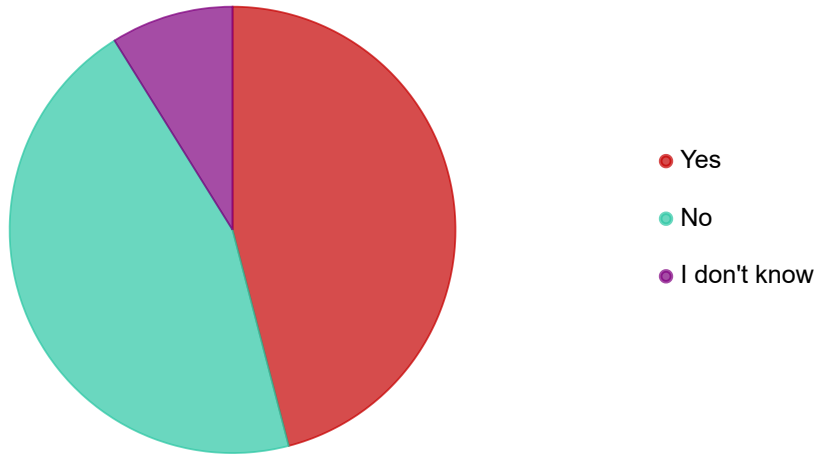
About how long from now do you see yourself living in Ferndale?



Answers	Count	Percentage
<1 year	4	1.53%
1-5 years	38	14.56%
6-10 years	48	18.39%
11+ years	67	25.67%
Forever!	104	39.85%

Answered: 261 Skipped: 0

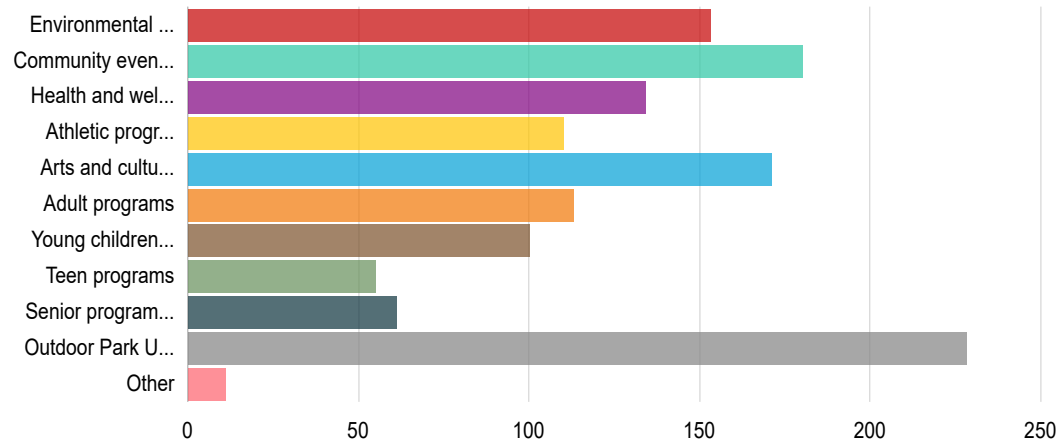
Have you participated in parks and recreation programs provided by the City of Ferndale?



Answers	Count	Percentage
Yes	119	45.59%
No	117	44.83%
I don't know	23	8.81%

Answered: 259 Skipped: 2

What kind of activities are important to you?



Answers	Count	Percentage
Environmental programs	153	58.62%
Community events and celebrations	180	68.97%
Health and wellness programs	134	51.34%
Athletic programs/sports	110	42.15%
Arts and cultural programs	171	65.52%
Adult programs	113	43.3%
Young children programs	100	38.31%
Teen programs	55	21.07%
Senior programs	61	23.37%
Outdoor Park Use	228	87.36%
Other	11	4.21%

Answered: 258 Skipped: 3

If other, please explain:

Response	Count
Dog Parks	2
We use the Kulick center playground and open green field VERY OFTEN	1
We need more spaces for dogs and dog training in the parks. Not necessarily another dog park (Although what we have is way too small) but I'd love large fenced in spaces owners can rent out for their dog for training during distractions and exercise. Most dogs do not benefit from being at dog parks but do benefit from socialization at a distance, training with distractions and solo off leash exercise in a controlled and safe environment.	1
Tree plantings	1
The program for new year's last year where you gave out the bags, tea lights and sand to decorate and submit photos of them was quite nice.	1
Skate parks.	1
Please save our greenspaces. We use the green space behind Dannys . Please dont sell it	1
Literacy and learning events.	1
Kids summer camps at the skate park or elsewhere	1
It would be great to see some enrichment classes for adults!	1
I would support you consider adding an adult workout system such as one that exists in grant park in royal Oak. It is very useful and durable. The current workout system is not very adequate and the moving prices will only require reoccurring maintenance. A tennis court will be welcomed too.	1
I think its also great to include our pets in events when possible they live here too! Also if an event where we can invite people outside the community to do things with their pups even better!	1
I selected the programs that I'd be most likely to participate in, but all of the types of programming are important to me. I don't want our rec department to just offer programming for me - it should be for kids, teens, seniors too.	1

I loved trips with the seniors. My family used the community center during many stages of our lives. From youth classes to senior classes and family trips with the kulick center. We would love to use the center again. Where ever it's housed.	1
I also think teen and senior programming is important, it just isn't relevant to my life currently. As my children grow (and I get older) that certainly will change and I realize such programming creates a well-rounded Parks and Rec.	1
Dog Park Mostly but other events	1
Dog park	1
crafts, games, meeting space, place to meet with friends (for all ages), community theatre,	1
Biking	1
Adult sports leagues	1
A paved path around the perimeter of the parks for walking. Places to sit down and plenty of trash cans.	1

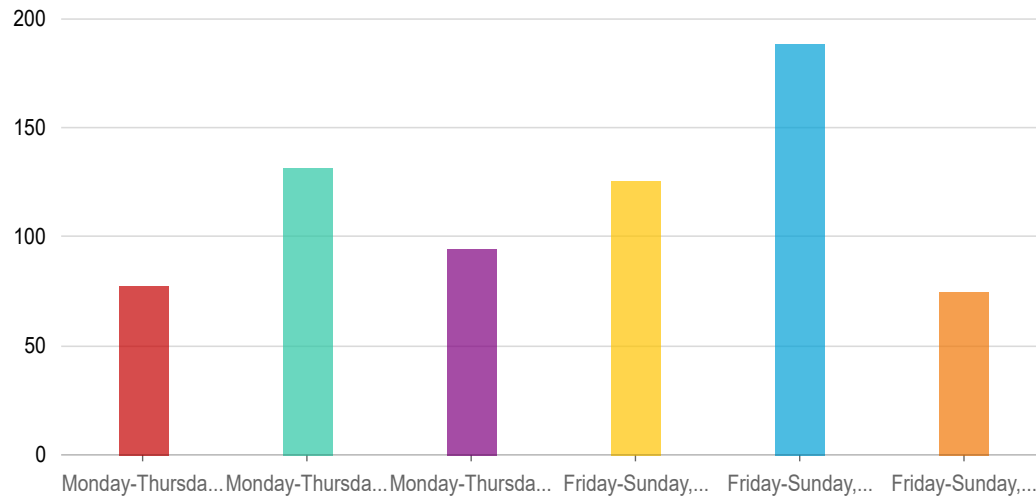
Answered: 22 Skipped: 239

If you or anyone in your household has a disability, what kind of accommodations would make Ferndale’s parks and recreation facilities easier to use?

Response	Count
N/A	5
Walkways	1
Smooth walkways. Handicap parking	1
Sidewalks through parks	1
OPEN YEARROUND BATHROOMS	1
None	1
no stairs, some hard surfaces	1
No one in out household has a disability.	1
No	1
Most parks have limited accessibility for wheelchairs, strollers, etc. I’m closest to Wilson park and there is only grass so people have no way of accessing picnic tables or the playground. Harding and Martin are good examples of paved walkways that allow more people to use the park.	1
More pathways (like those in Geary, Harding, Martin Rd, etc.) are helpful for grandparents with mobility needs and strollers. The pathways have been helpful in easily getting to playgrounds, pavillions, and sports fields.	1
More benches so we can walk around the parks. I need frequent rests.	1
level ground	1
I would love to see the walking path at Garbutt Park paved. While it’s nice to have a more “rustic” path, it makes it difficult for my 75+ Year old parents to walk around the park with our children. It also makes it difficult for our kids on their bikes/stroller when they go to the paved Safety Town area or want to ride from one part of the park to another. We often end up heading to other parks instead of our own right around the corner because they want to ride and it can’t be done at Garbutt with the stone path.	1

<p>I use a wheelchair and paved paths, wheelchair accessible playgrounds and outdoor equipment that can be used from a wheelchair, make the parks easier to use. When I go to the rec center or drive to a park, I need accessible parking with a grid, so that I can open my car door all the way to get my wheelchair next to the driver door. I also prefer level entrances. The ramp at Kulick is hard to use, especially in the rain.</p>	<p>1</p>
<p>I don't, but if pathways could be plowed in parks for folks that may have mobility issues that would be great.</p>	<p>1</p>
<p>I do not have a disability - but I would like to see more paved mixed use areas- specifically black top. Great for roller skaters, cyclists, people in wheelchairs or people with strollers.</p>	<p>1</p>
<p>Barrier free paved trails connecting all park elements, more benches and rest areas, Easier access from sidewalks and parking areas. Better lighting along pathways. Better flooding management in wet areas. Accessible playscapes.</p>	<p>1</p>

What are typical days/times you use a park?

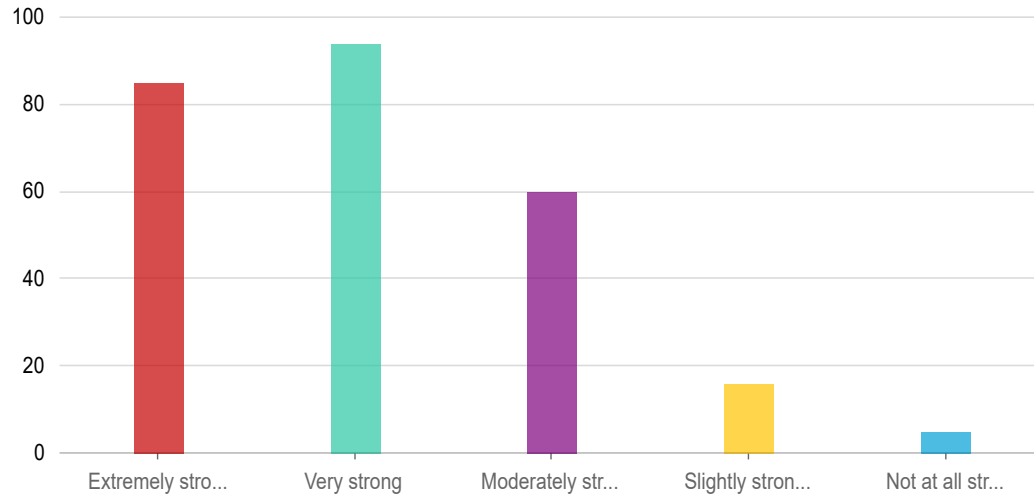


Answers	Count	Percentage
Monday-Thursday, mornings	78	29.89%
Monday-Thursday, afternoons	132	50.57%
Monday-Thursday, nights	95	36.4%
Friday-Sunday, mornings	126	48.28%
Friday-Sunday, afternoons	189	72.41%
Friday-Sunday, nights	75	28.74%

Answered: 246 Skipped: 15

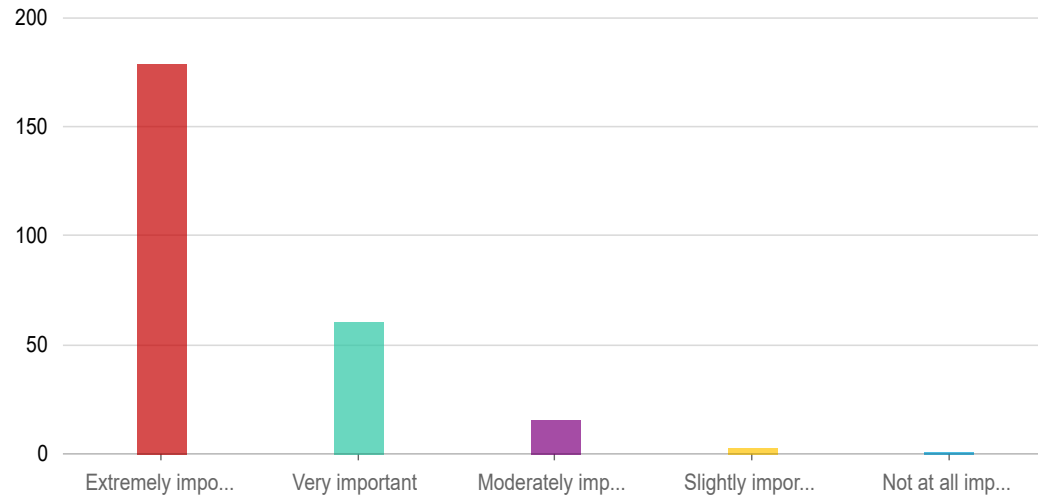
Tell Us About Ferndale as a Community

What is your level of comfort and inclusiveness while visiting a park?



Answers	Count	Percentage
Extremely strong	85	32.57%
Very strong	94	36.02%
Moderately strong	60	22.99%
Slightly strong	16	6.13%
Not at all strong	5	1.92%

Answered: 260 Skipped: 1



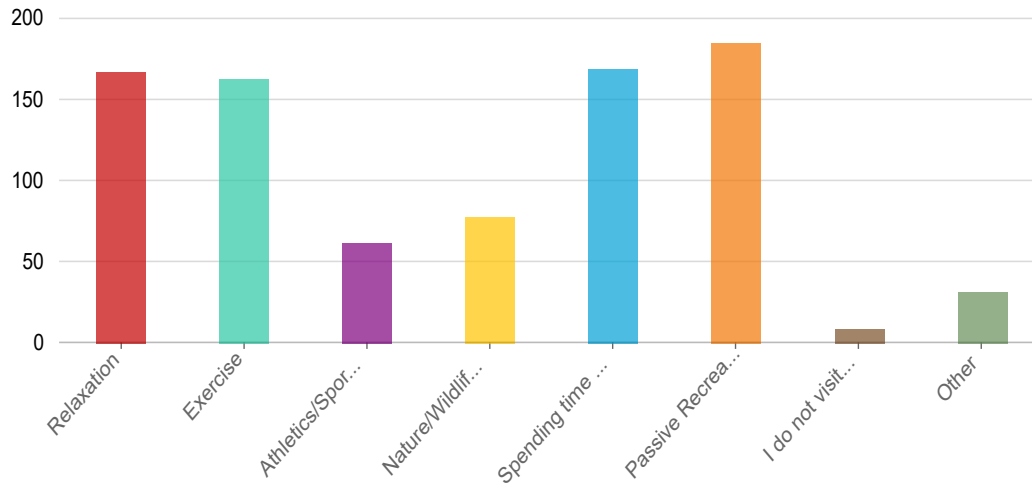
Answers	Count	Percentage
---------	-------	------------

Extremely important	179	68.58%
Very important	61	23.37%
Moderately important	16	6.13%
Slightly important	3	1.15%
Not at all important	1	0.38%

Answered: 260 Skipped: 1

Tell Us About Ferndale’s Parks and Recreation Programs and Facilities

Why do you visit Ferndale parks?



Answers	Count	Percentage
Relaxation	167	63.98%
Exercise	163	62.45%
Athletics/Sports	62	23.75%
Nature/Wildlife viewing	78	29.89%
Spending time with family, friends, neighbors	169	64.75%
Passive Recreation (frisbee, picnicking, walking/strolling in the park)	185	70.88%
I do not visit parks	9	3.45%
Other	32	12.26%

Answered: 259 Skipped: 2

If other, please explain:

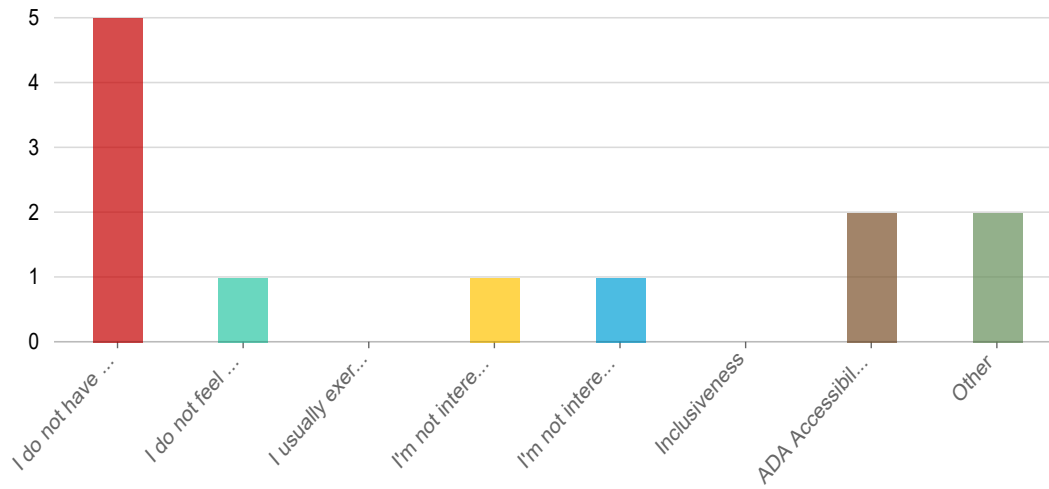
Response	Count
Walking the dog	2
Dog walks	2
Dog walking	2
Walking dog	1
Walk the Dogs	1
Walk the dog	1
Walk dogs	1
Walk dog	1
Use of children's play equipment	1
To pick up compost from the DPW pile, to let my dog get all of the good park sniffs (on leash), to use the outdoor garbage cans for trash picked up on our walk	1
Taking my kids to the play structures	1
Take my dog	1
Take grandkids to play on playground installations.	1
So our toddler can play and enjoy the outdoors	1
Raised our kids here...now we take grandkids to park	1
Primarily visit for toddler-accessible play structures. Would like to have	1
Playgrounds, hobbies (gardening through the Ferndale Garden Club) and meetings at the pavillions	1
Playgrounds	1

Pick up compost, (great service!(1
P&R youth soccer & baseball practices & games.	1
Let the kids play and connect with other children in their community.	1
I walk with my dog (on a leash). This would also be the reason for benches, trash cans, paved walking trails.	1
I walk my dog through two parks every day. I'd love to visit them more myself as well but there is nothing there to do (i.e. basketball, pickleball courts etc.).	1
I utilize the dog park the most out of all of the parks.	1
I used to feel safe and comfortable at our parks but no longer do.	1
I think its important to take note of the season What are typical days/times you use a park summer versus winter very very different!	1
I live directly across the street from Garbutt	1
Good Neighbors Garden at Martin Road Park and walking in Martin Road Park, Also walking or seeing cute 2 year olds at Kulick playground.	1
Generally not, but do when there's events.	1
Gatherings arranged by organizations to which I belong.	1
Free meeting space :)	1
Drop off compost, pick up dirt/mulch	1
Dog walking and the dog park	1
Dog walking & enrichment activities	1
Dog training, exercise and socializing.	1
Dog park, a reason to walk my dogs	1

Dog park	1
Daily dog park visits	1
Community events	1
A few of the community groups we belong to have activities/ meet-ups at the parks. We really loved meeting at Kulick Center during colder months. Our community group met many neighbors and other groups at Kulick over the years.	1

Answered: 43 Skipped: 218

If you answered, "I do not visit parks," what is the reason? Check all that apply.



Answers	Count	Percentage
I do not have time to visit parks	5	1.92%
I do not feel safe in parks	1	0.38%
I usually exercise indoors	0	0%
I'm not interested in the park amenities	1	0.38%
I'm not interested in the recreation programs	1	0.38%
Inclusiveness	0	0%
ADA Accessibility	2	0.77%
Other	2	0.77%

Answered: 10 Skipped

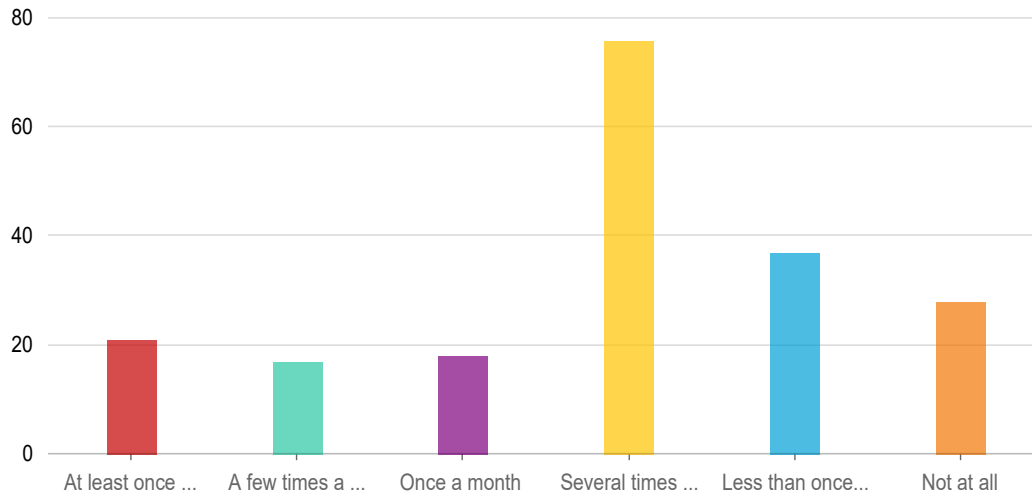
If other, please explain:

Response	Count
Wanda park doesn't have much going on	1
There is not a real park near me (SW of "downtown")--Shiffer does not count to me. There are no parks with trails. What--two pavilions total in Ferndale parks?	1
No particular reason but also no parks "nearby" which is a relative term. If you look at the distribution of parks in Ferndale geographically, there's a band going NE/SW through the center of Ferndale where the distance to the nearest park is quite far (not including Schiffer Park...) compared to other parts of Ferndale, and also the southeast corner of Ferndale (not illustrated) https://i.imgur.com/EAC4abr.png I think it's nice to have large(r) parks but I personally think there is more value in having multiple smaller parks with a greater distribution. I think Vester and Saratoga parks are good examples of what I'm thinking.	1
My closest park at the Kulick Center, is not at all inviting. There are few benches, no adult outdoor equipment and little equipment for children. There have been no park improvements in several years.	1
Lack of information about parks	1

Answered: 5 Skipped: 256

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Martin Road Park

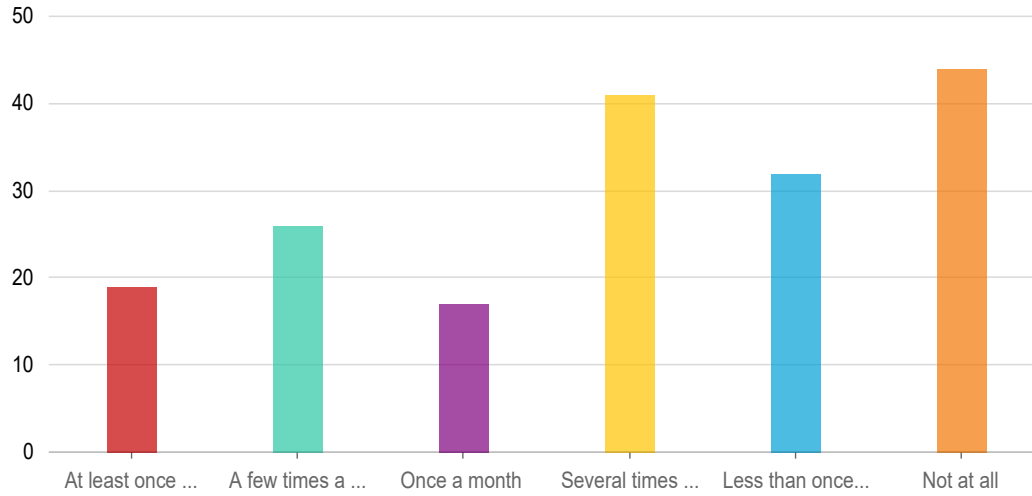


Answers	Count	Percentage
At least once a week	21	8.05%
A few times a month	17	6.51%
Once a month	18	6.9%
Several times a year	76	29.12%
Less than once a year	37	14.18%
Not at all	28	10.73%

Answered: 197 Skipped: 64

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Harding Park

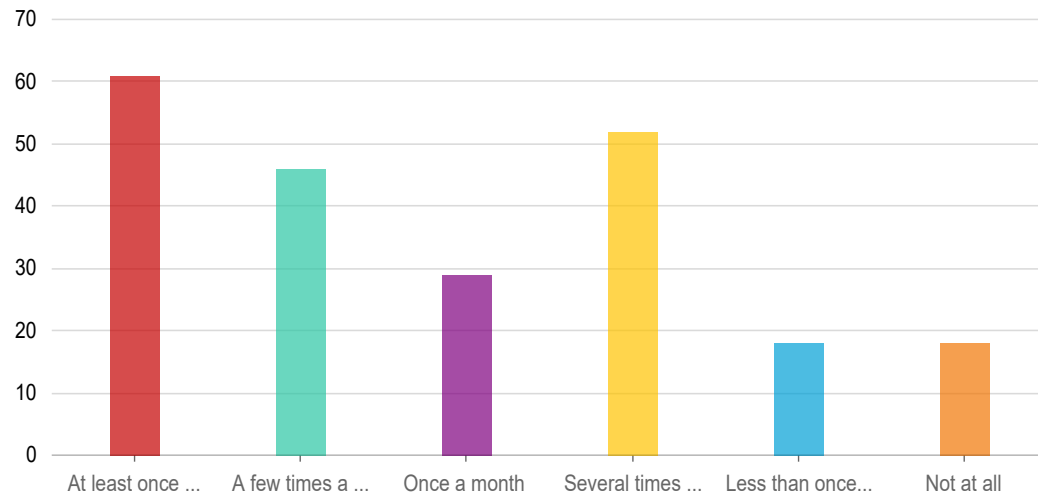


Answers	Count	Percentage
At least once a week	19	7.28%
A few times a month	26	9.96%
Once a month	17	6.51%
Several times a year	41	15.71%
Less than once a year	32	12.26%
Not at all	44	16.86%

Answered: 179 Skipped: 82

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Geary Park

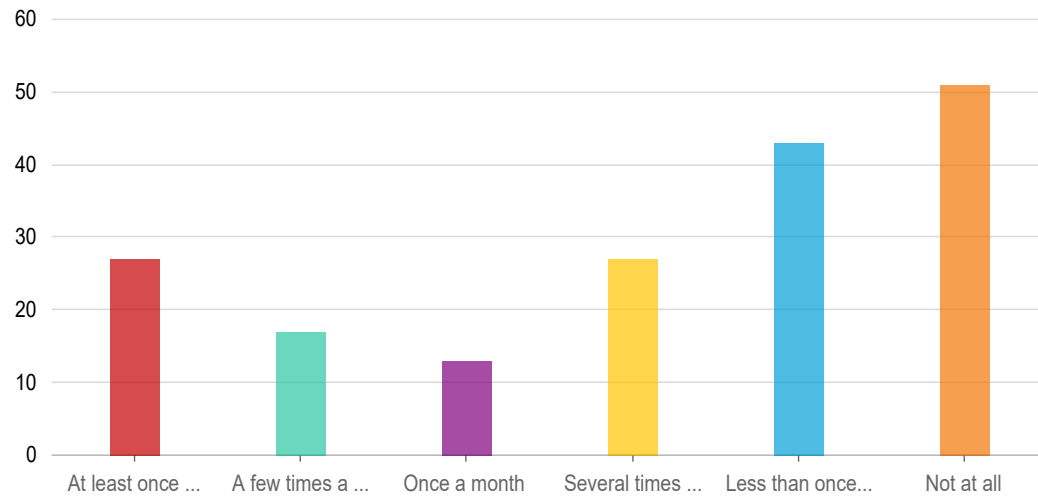


Answers	Count	Percentage
At least once a week	61	23.37%
A few times a month	46	17.62%
Once a month	29	11.11%
Several times a year	52	19.92%
Less than once a year	18	6.9%
Not at all	18	6.9%

Answered: 224 Skipped: 37

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Wilson Park

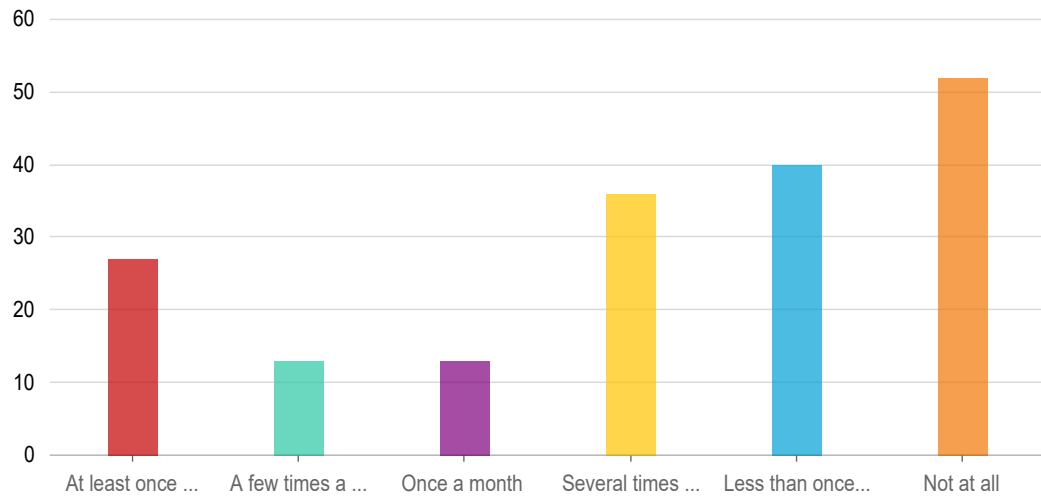


Answers	Count	Percentage
At least once a week	27	10.34%
A few times a month	17	6.51%
Once a month	13	4.98%
Several times a year	27	10.34%
Less than once a year	43	16.48%
Not at all	51	19.54%

Answered: 178 Skipped: 83

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Garbutt Park

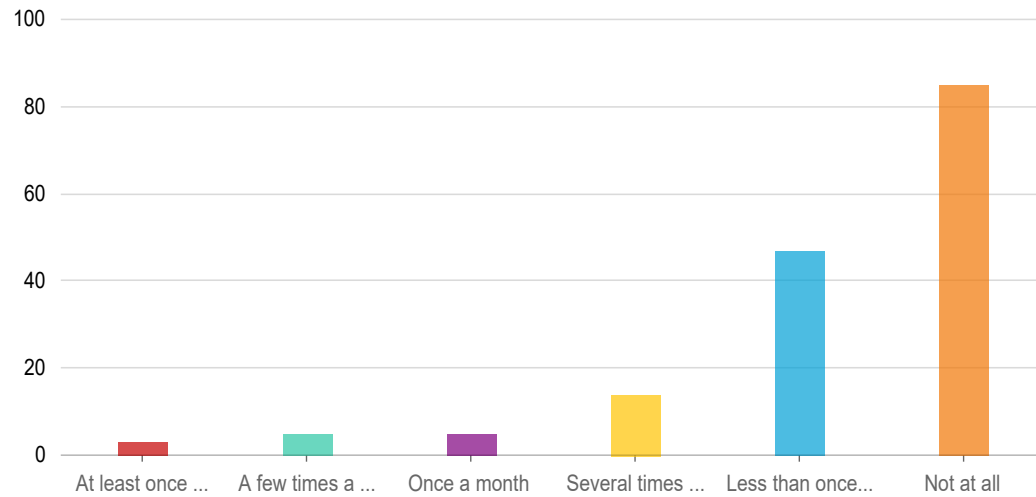


Answers	Count	Percentage
At least once a week	27	10.34%
A few times a month	13	4.98%
Once a month	13	4.98%
Several times a year	36	13.79%
Less than once a year	40	15.33%
Not at all	52	19.92%

Answered: 181 Skipped: 80

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Lennon Memorial Park

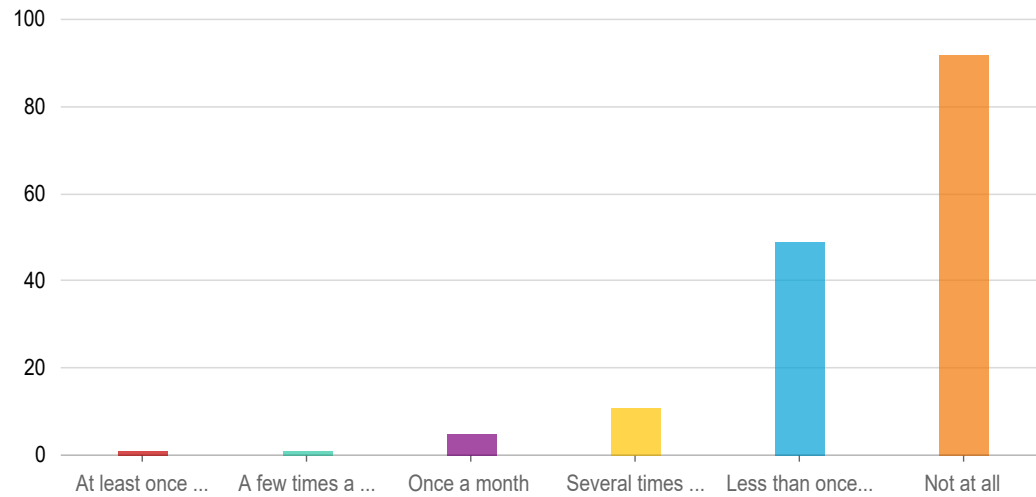


Answers	Count	Percentage
At least once a week	3	1.15%
A few times a month	5	1.92%
Once a month	5	1.92%
Several times a year	14	5.36%
Less than once a year	47	18.01%
Not at all	85	32.57%

Answered: 159 Skipped: 102

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Wanda Park

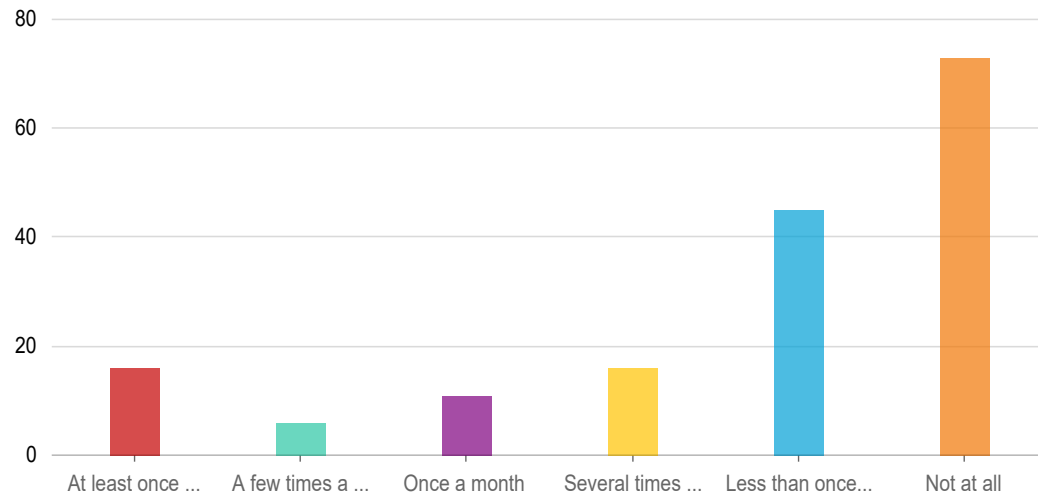


Answers	Count	Percentage
At least once a week	1	0.38%
A few times a month	1	0.38%
Once a month	5	1.92%
Several times a year	11	4.21%
Less than once a year	49	18.77%
Not at all	92	35.25%

Answered: 159 Skipped: 102

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Oppenheim Park

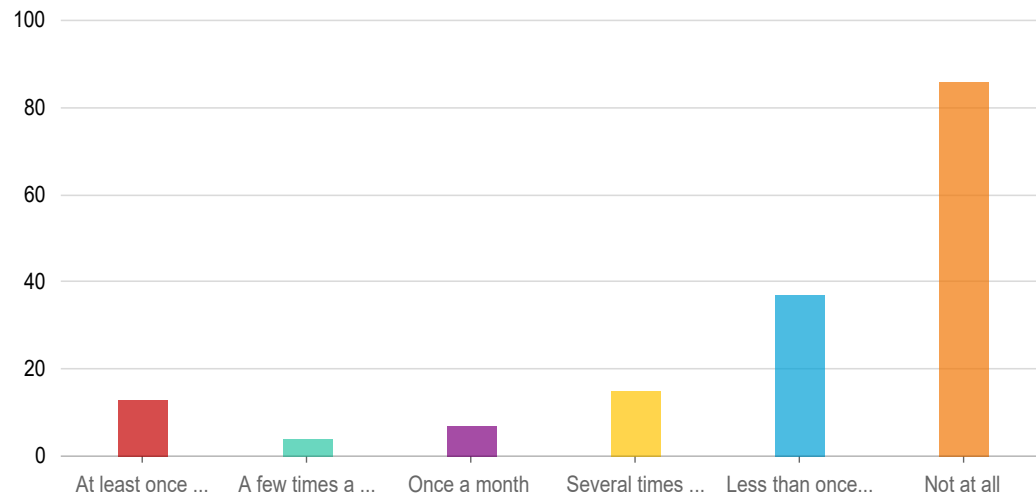


Answers	Count	Percentage
At least once a week	16	6.13%
A few times a month	6	2.3%
Once a month	11	4.21%
Several times a year	16	6.13%
Less than once a year	45	17.24%
Not at all	73	27.97%

Answered: 167 Skipped: 94

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Fair Park

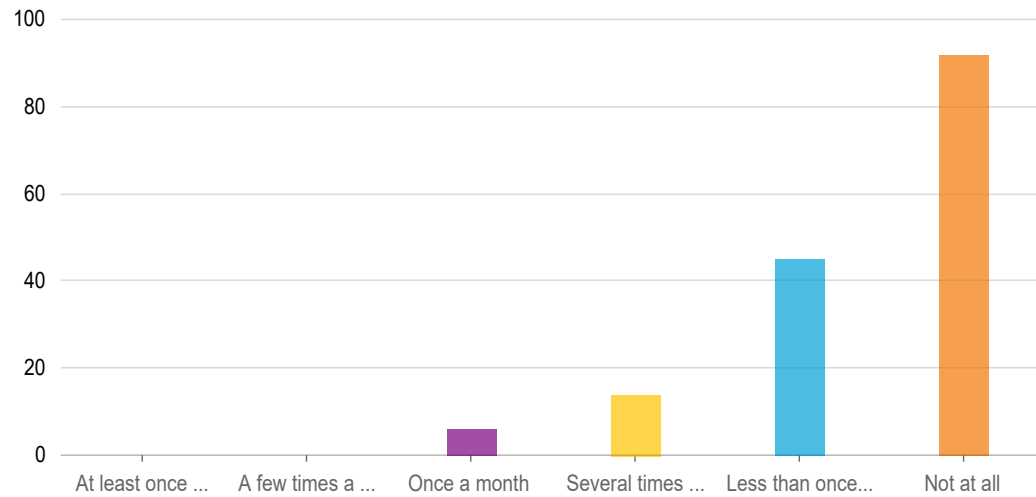


Answers	Count	Percentage
At least once a week	13	4.98%
A few times a month	4	1.53%
Once a month	7	2.68%
Several times a year	15	5.75%
Less than once a year	37	14.18%
Not at all	86	32.95%

Answered: 162 Skipped: 99

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Vester Park

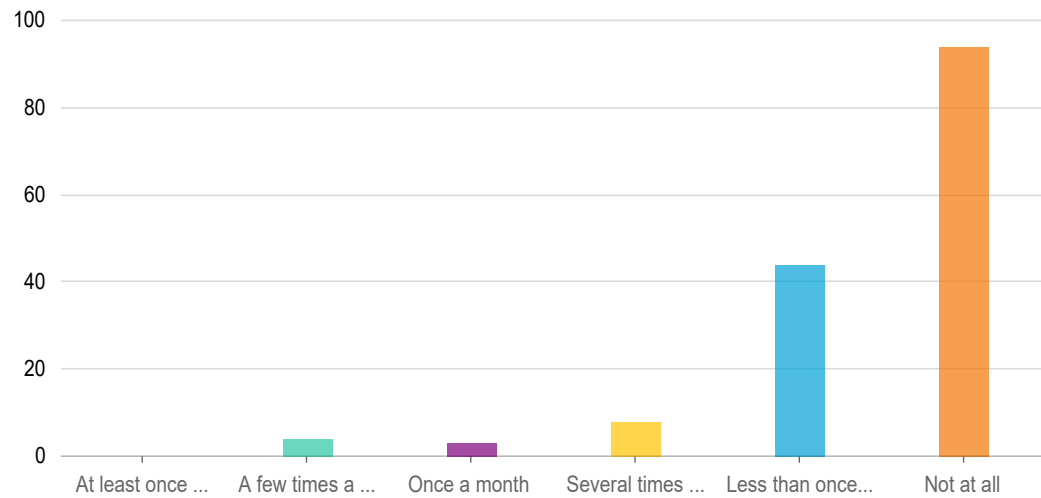


Answers	Count	Percentage
At least once a week	0	0%
A few times a month	0	0%
Once a month	6	2.3%
Several times a year	14	5.36%
Less than once a year	45	17.24%
Not at all	92	35.25%

Answered: 157 Skipped: 104

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Marie Park

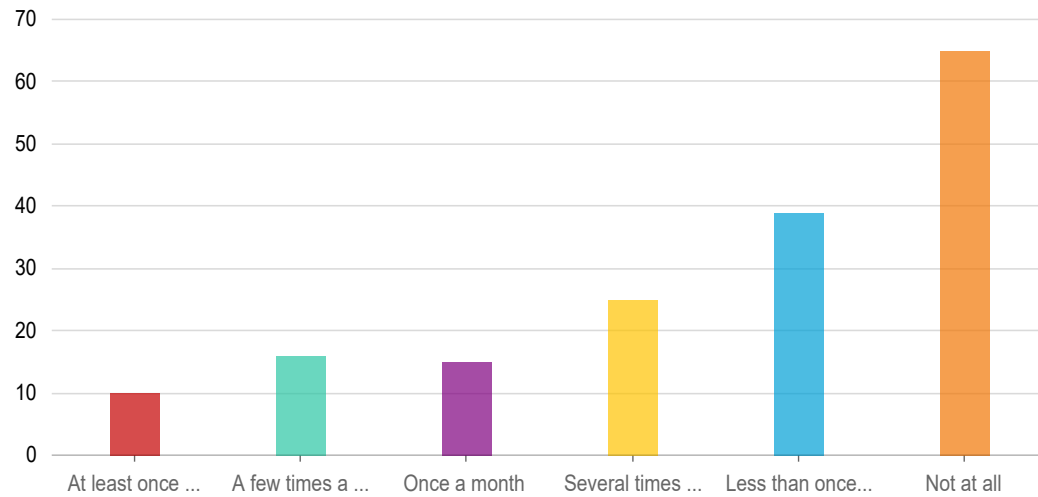


Answers	Count	Percentage
At least once a week	0	0%
A few times a month	4	1.53%
Once a month	3	1.15%
Several times a year	8	3.07%
Less than once a year	44	16.86%
Not at all	94	36.02%

Answered: 153 Skipped: 108

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Schiffer Park

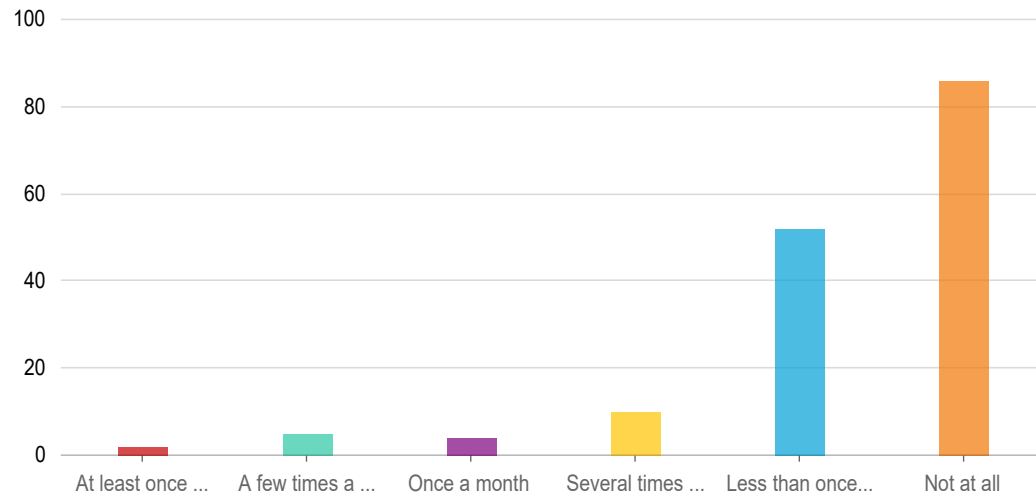


Answers	Count	Percentage
At least once a week	10	3.83%
A few times a month	16	6.13%
Once a month	15	5.75%
Several times a year	25	9.58%
Less than once a year	39	14.94%
Not at all	65	24.9%

Answered: 170 Skipped: 91

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

Ferndale Activity Center

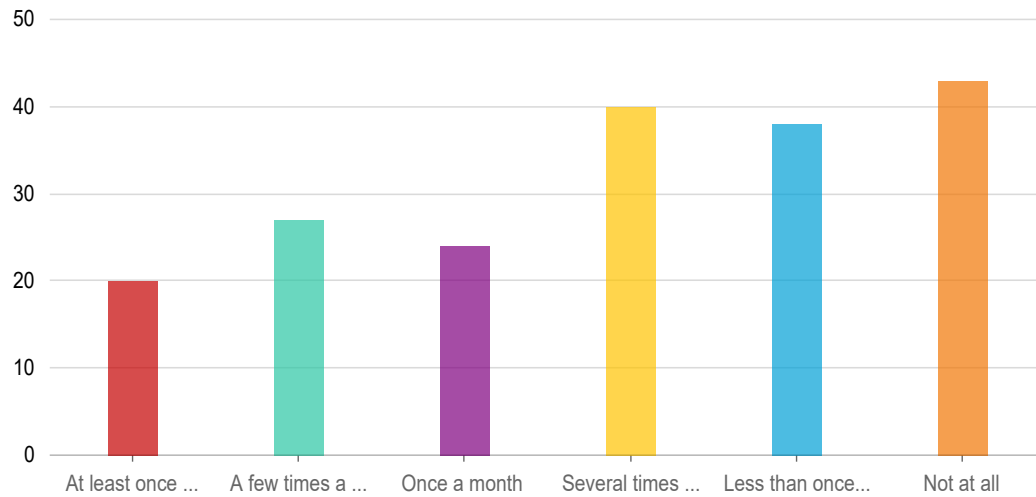


Answers	Count	Percentage
At least once a week	2	0.77%
A few times a month	5	1.92%
Once a month	4	1.53%
Several times a year	10	3.83%
Less than once a year	52	19.92%
Not at all	86	32.95%

Answered: 159 Skipped: 102

Identify which parks and/orrecreation facilities you or a member of your household use in Ferndale and how often:

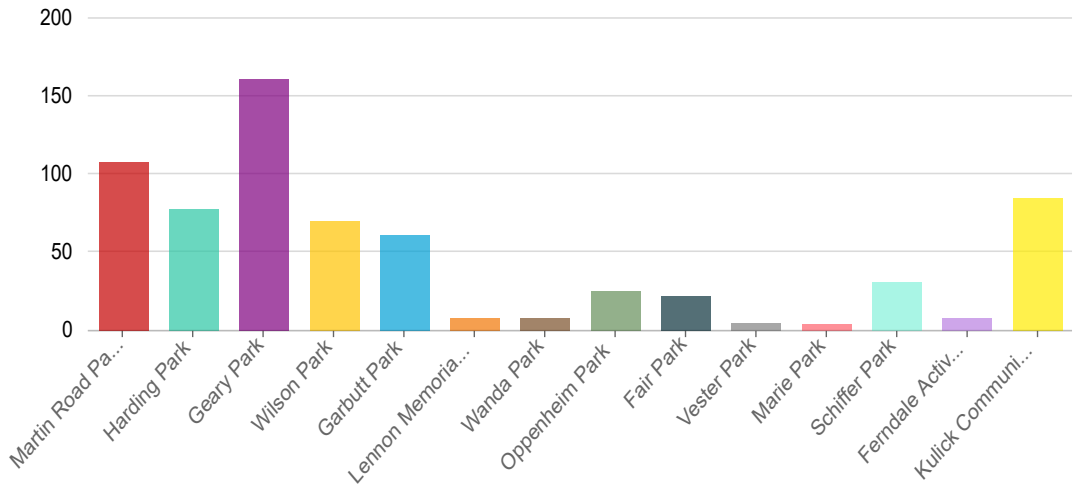
Kulick Community Center



Answers	Count	Percentage
At least once a week	20	7.66%
A few times a month	27	10.34%
Once a month	24	9.2%
Several times a year	40	15.33%
Less than once a year	38	14.56%
Not at all	43	16.48%

Answered: 192 Skipped: 69

What are your favorite parks and/or recreation facilities that you use the most?

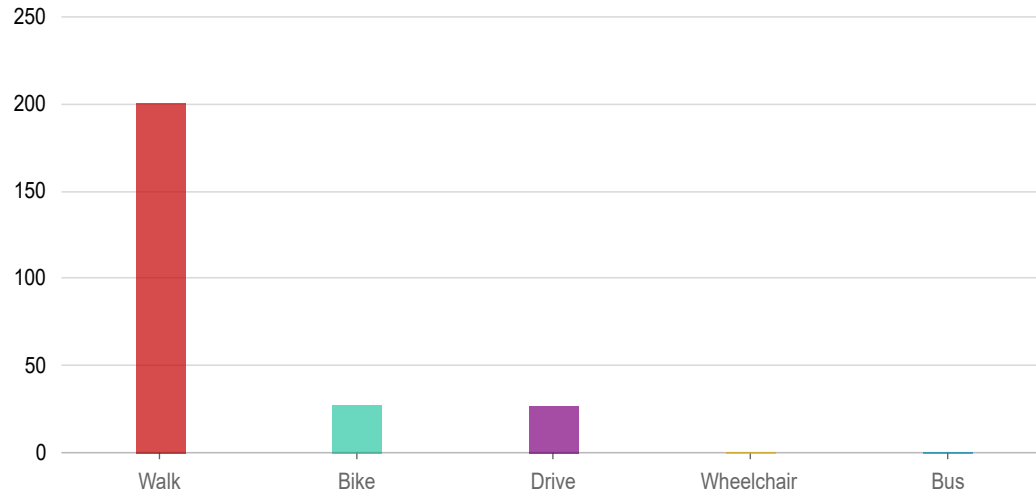


Answers **Count** **Percentage**

Answers	Count	Percentage
Martin Road Park	108	41.38%
Harding Park	78	29.89%
Geary Park	161	61.69%
Wilson Park	70	26.82%
Garbutt Park	61	23.37%
Lennon Memorial Park	8	3.07%
Wanda Park	8	3.07%
Oppenheim Park	25	9.58%
Fair Park	22	8.43%
Vester Park	5	1.92%
Marie Park	4	1.53%
Schiffer Park	31	11.88%
Ferndale Activity Center	8	3.07%
Kulick Community Center	85	32.57%

Answered: 242 Skipped: 19

How do you typically get to the park or recreation facility you visit most often?

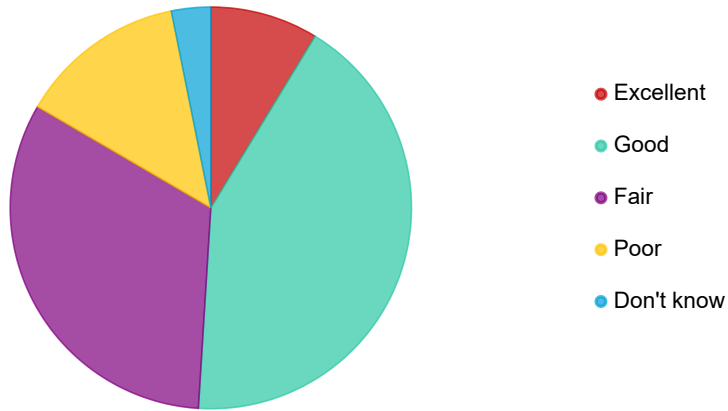


Answers	Count	Percentage
Walk	201	77.01%
Bike	28	10.73%
Drive	27	10.34%
Wheelchair	1	0.38%
Bus	1	0.38%

Answered: 258 Skipped: 3

As a resident of Ferndale, how would you rate the following?

Variety of activities available at parks

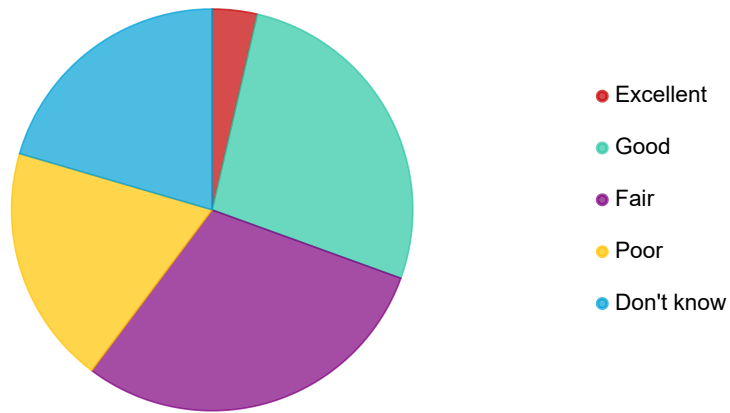


Answers	Count	Percentage
Excellent	22	8.43%
Good	107	41%
Fair	82	31.42%
Poor	34	13.03%
Don't know	8	3.07%

Answered: 253 Skipped: 8

As a resident of Ferndale, how would you rate the following?

Variety of recreation programs

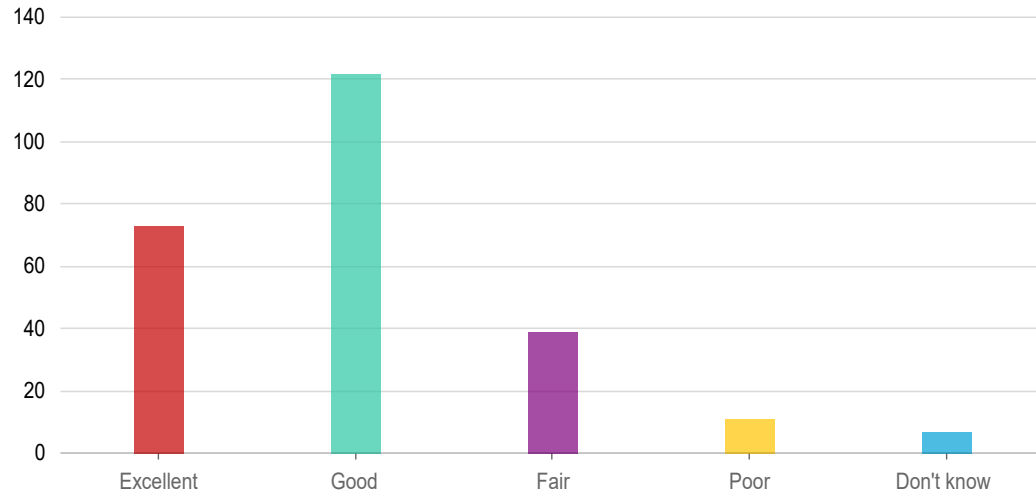


Answers	Count	Percentage
Excellent	9	3.45%
Good	67	25.67%
Fair	74	28.35%
Poor	48	18.39%
Don't know	51	19.54%

Answered: 249 Skipped: 12

As a resident of Ferndale, how would you rate the following?

Amount of flexible open space (lawns)

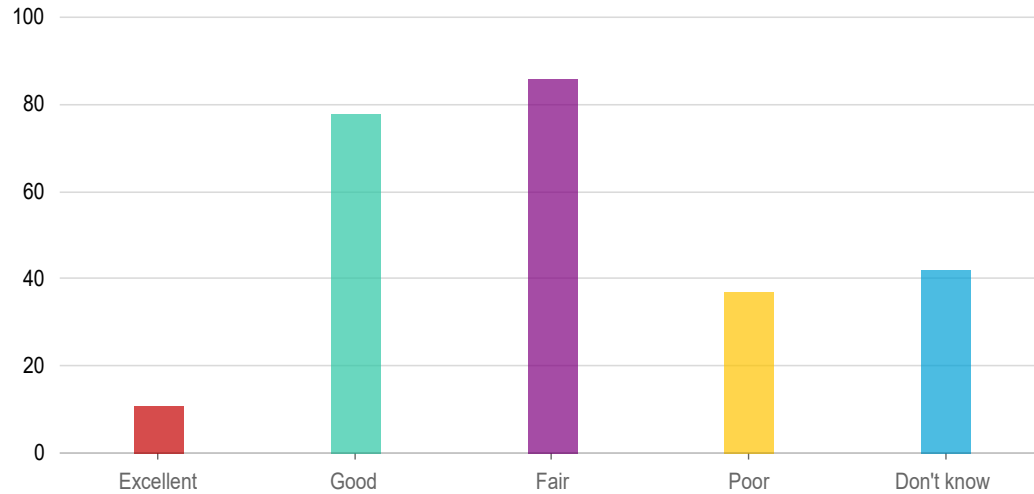


Answers	Count	Percentage
Excellent	73	27.97%
Good	122	46.74%
Fair	39	14.94%
Poor	11	4.21%
Don't know	7	2.68%

Answered: 252 Skipped: 9

As a resident of Ferndale, how would you rate the following?

Quality of sports fields and courts

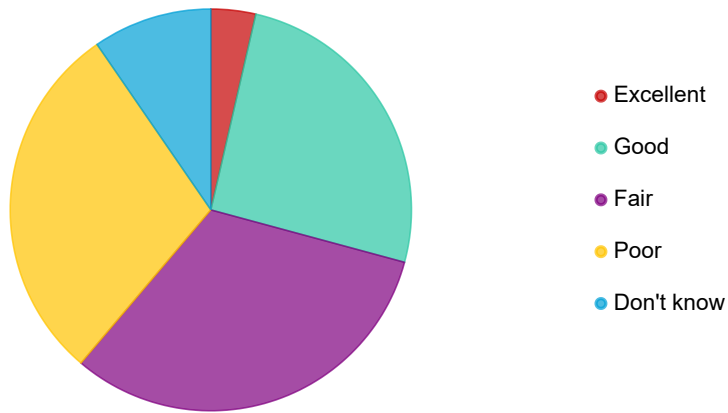


Answers	Count	Percentage
Excellent	11	4.21%
Good	78	29.89%
Fair	86	32.95%
Poor	37	14.18%
Don't know	42	16.09%

Answered: 254 Skipped: 7

As a resident of Ferndale, how would you rate the following?

Connections to and between parks

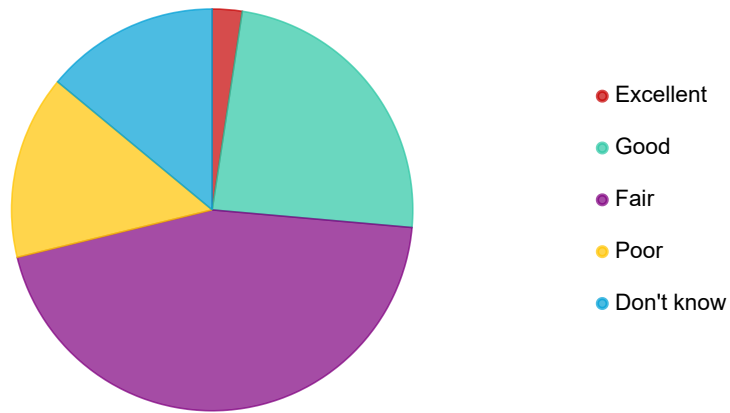


Answers	Count	Percentage
Excellent	9	3.45%
Good	64	24.52%
Fair	80	30.65%
Poor	73	27.97%
Don't know	24	9.2%

Answered: 250 Skipped: 11

As a resident of Ferndale, how would you rate the following?

Variety of art and cultural events

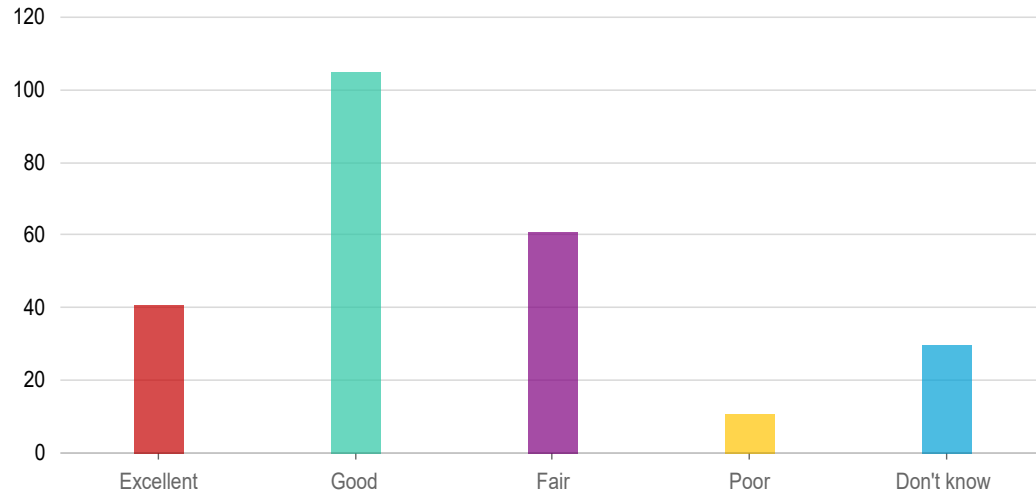


Answers	Count	Percentage
Excellent	6	2.3%
Good	60	22.99%
Fair	112	42.91%
Poor	37	14.18%
Don't know	35	13.41%

Answered: 250 Skipped: 11

As a resident of Ferndale, how would you rate the following?

Inclusiveness

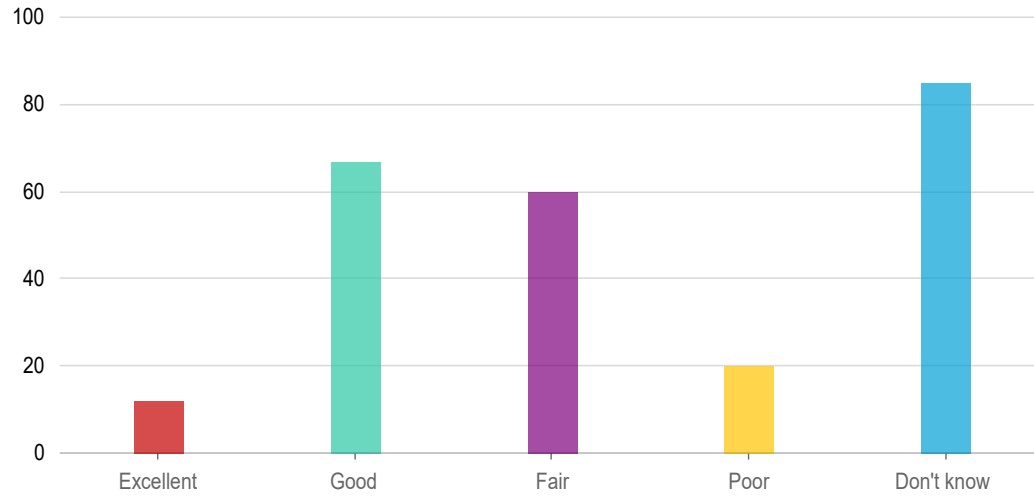


Answers	Count	Percentage
Excellent	41	15.71%
Good	105	40.23%
Fair	61	23.37%
Poor	11	4.21%
Don't know	30	11.49%

Answered: 248 Skipped: 13

As a resident of Ferndale, how would you rate the following?

ADA Accessibility

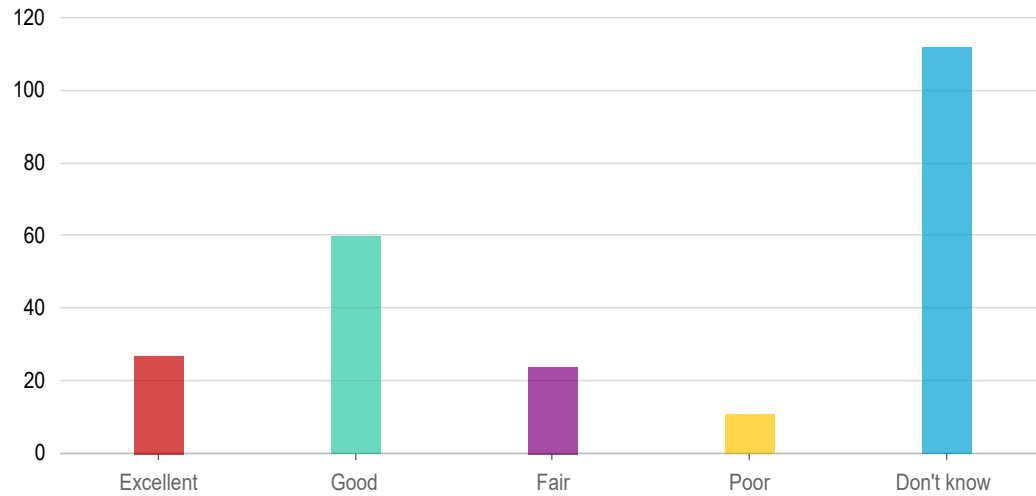


Answers	Count	Percentage
Excellent	12	4.6%
Good	67	25.67%
Fair	60	22.99%
Poor	20	7.66%
Don't know	85	32.57%

Answered: 244 Skipped: 17

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

Elementary School Age

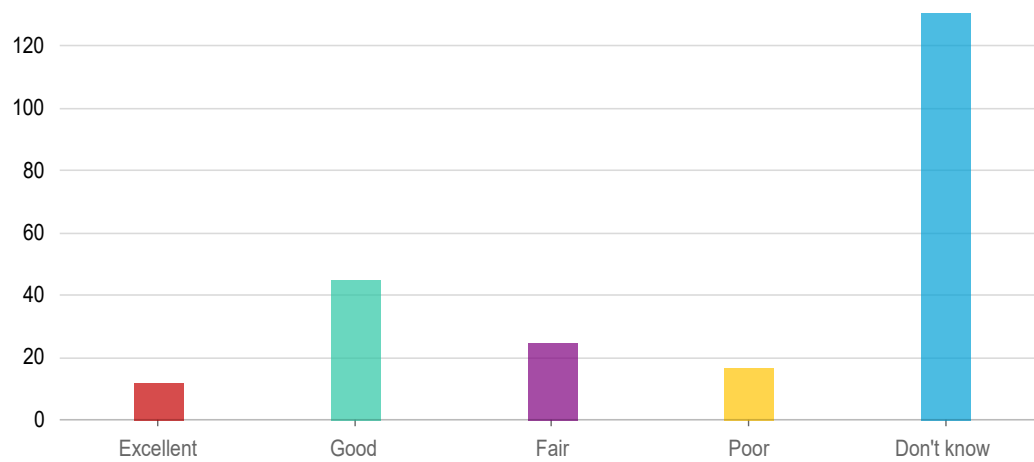


Answers	Count	Percentage
Excellent	27	10.34%
Good	60	22.99%
Fair	24	9.2%
Poor	11	4.21%
Don't know	112	42.91%

Answered: 234 Skipped: 27

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

Middle School Age

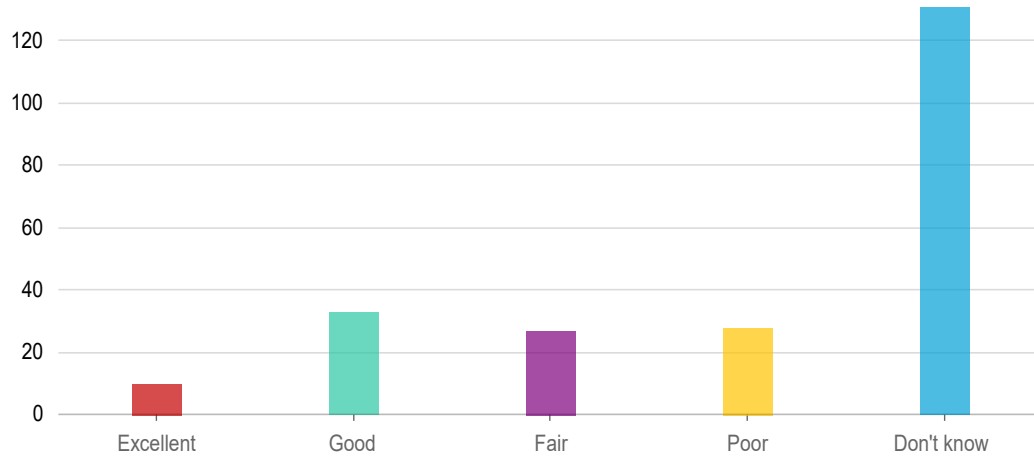


Answers	Count	Percentage
Excellent	12	4.6%
Good	45	17.24%
Fair	25	9.58%
Poor	17	6.51%
Don't know	131	50.19%

Answered: 230 Skipped: 31

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

High School Age

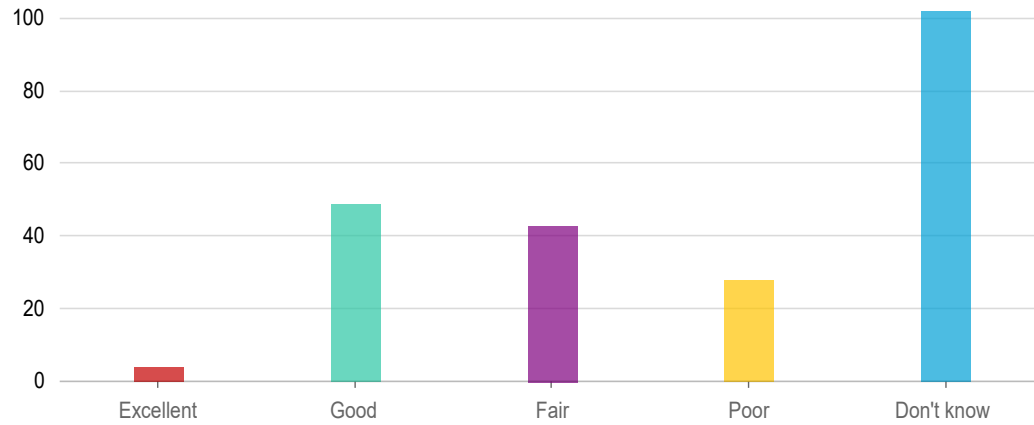


Answers	Count	Percentage
Excellent	10	3.83%
Good	33	12.64%
Fair	27	10.34%
Poor	28	10.73%
Don't know	131	50.19%

Answered: 229 Skipped: 32

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

Adults 18-35

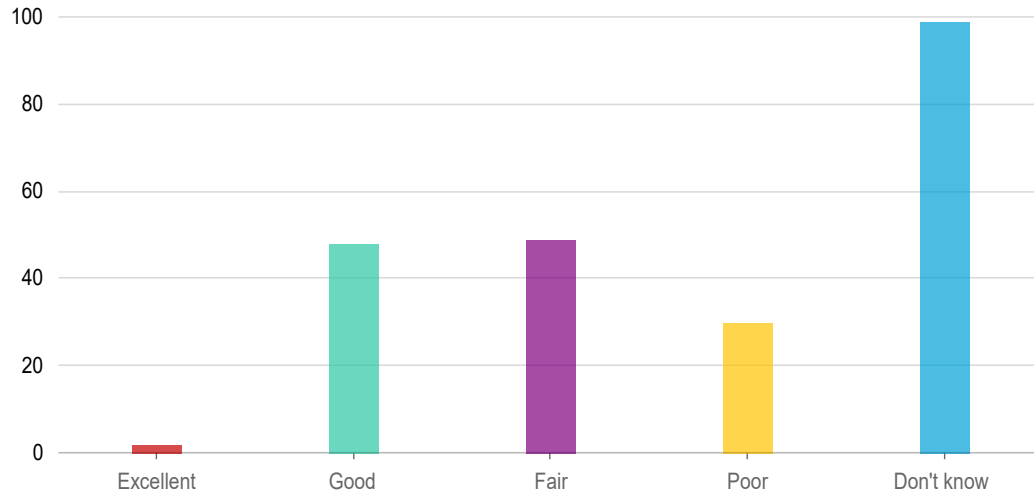


Answers	Count	Percentage
Excellent	4	1.53%
Good	49	18.77%
Fair	43	16.48%
Poor	28	10.73%
Don't know	102	39.08%

Answered: 226 Skipped: 35

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

Adults 35-55

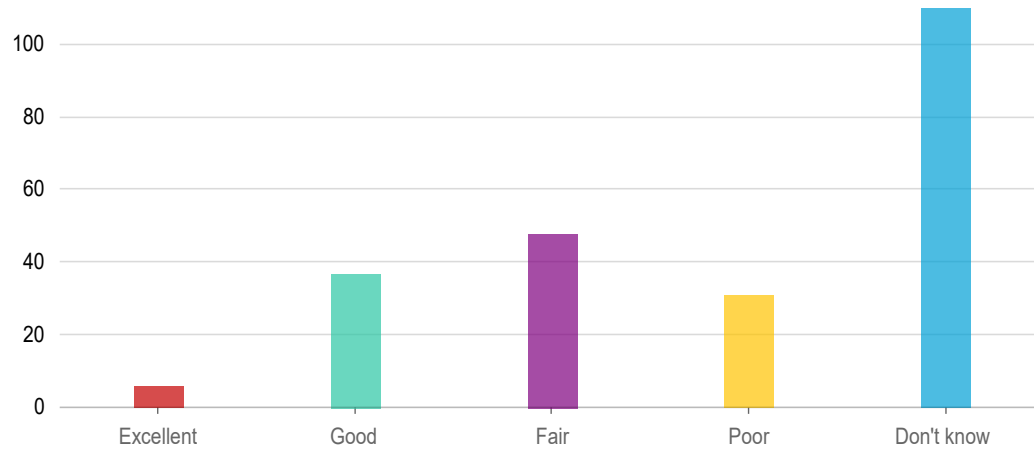


Answers	Count	Percentage
Excellent	2	0.77%
Good	48	18.39%
Fair	49	18.77%
Poor	30	11.49%
Don't know	99	37.93%

Answered: 228 Skipped: 33

How would you rate the Ferndale recreation activities, programs, and services that serve the following age groups?

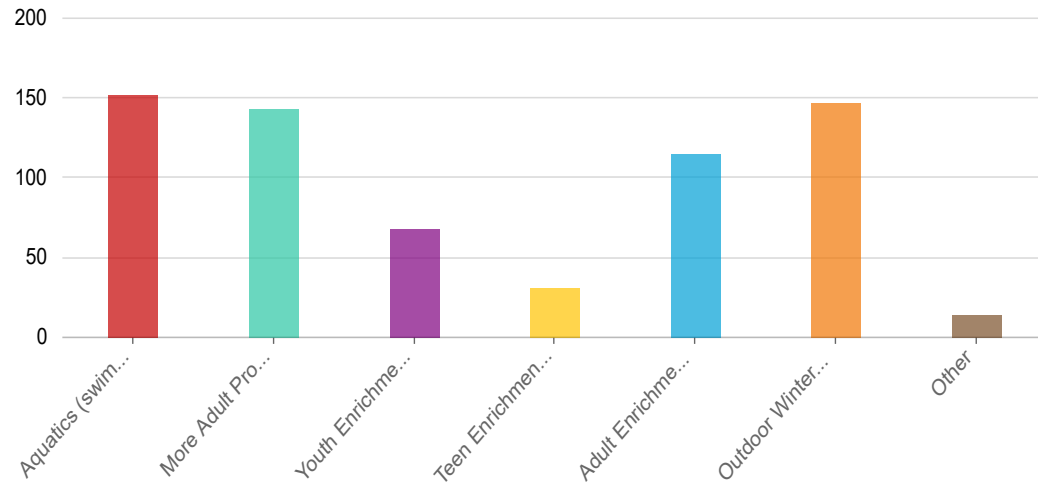
Adults 55-older



Answers	Count	Percentage
Excellent	6	2.3%
Good	37	14.18%
Fair	48	18.39%
Poor	31	11.88%
Don't know	110	42.15%

Answered: 232 Skipped: 29

What parks and recreation programs would you and members of your household be interested in participating in that are not currently available in Ferndale?



Answers	Count	Percentage
Aquatics (swim lessons, programs)	152	58.24%
More Adult Programs (leagues, events, travel, enrichment)	143	54.79%
Youth Enrichment Programs	68	26.05%
Teen Enrichment Programs	31	11.88%
Adult Enrichment Programs	115	44.06%
Outdoor Winter Programming	147	56.32%
Other	14	5.36%

What parks and recreation programs would you and members of your household be interested in participating in that are not currently available in Ferndale?

If other, please explain:

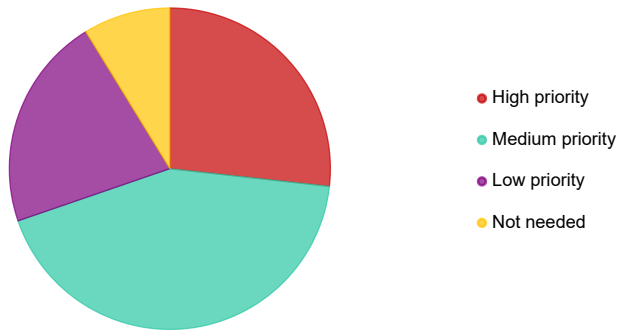
Response	Count
Work out stations	1
Winter activities are very sadly lacking in Ferndale. A hockey rink and an ice rink need to be provided for in the Winter months. This is important for recreational as well as health reasons! We are sadly missing the boat when it comes to Winter activities.	1
We'd like a free dog park in West Ferndale.	1
We do not live within walking distance to any of these parks, other than the downtown small one. It would be nice if that monster parking deck had some recreational use and not just a giant spotlight into the neighborhoods.	1
Updated basketball/tennis courts.	1
Toddler Programing	1
Toddler	1
The only reason I listed the activities as poor is because there are not enough. Ferndale could really leverage its parks and indoor rec centers to offer camps, sports, art classes and other youth and adult enrichment to bring in dollars and keep families in the community.	1
Running, biking	1
Roller hockey leagues, ice hockey/ skating rinks for winter. Adding box lacrosse nets for the roller hockey rinks and making sure rinks are maintained. This summer the over growth of weeds made it impossible to use. Adding additional pickle ball courts, I currently have to go to Royal Oak to play.	1
Outdoor NOT winter programming	1
Outdoor Ice Rink would be nice... also an amphitheatre and maybe a gazebo for a nice event space	1
Organized community service work, especially outdoors, ie: adopt-a-garden program	1
Nature themed education programs (paired with library?)	1
Music in the park and movies in the park at a time kids can go (like 6 at the latest).	1
More green space downtown. Please dont take the city greenspace away on 9 mile and Bermuda Lots of people use this space. The city has tried to sell it off. Please do not sell it	1

More activities for dogs too please :)	1
Lap swimming Pool. Lap swimming Pool. Lap swimming Pool. Lsp swimming Pool. Lap swimming Pool. Lap swimming Pool. There are no woods for trail hiking.	1
Isn't there swimming available through Oak Park and Ferndale High School? While I am asking what is the Ferndale Activity Center?	1
Ice arena Splash pad Walking path Pond/fishing Water feature Hills Nature	1
I wish Ferndale had a space where one dog user could use the park at a time. My dog loves to play fetch, but my backyard is small and the dog park is too much for her. I would love to see a dog run.	1
I greatly miss the classes offered at Kulick. I attended many of them. I enjoyed their convenience and affordability. (Not everyone can scope the big prices for gym memberships!)	1
Have been looking for an outdoor tai chi class. Would be nice to have one at a park.	1
Free dog park	1
Farmers and Christmas markets	1
Early childhood programs. Children's loss of use of the Kulick Center has been devastating for my family, friends and neighbors. It supports the appearance that children are not valued in this community. The fact that you did not include a 0-5 age group on your survey also suggests that you either do not wish to serve this age group or have limited understanding of the critical importance city recreation opportunities are to the social, emotional, physical and cognitive development of children. It is so important!	1
Anything is better than almost nothing.	1

Answered: 27 Skipped: 234

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

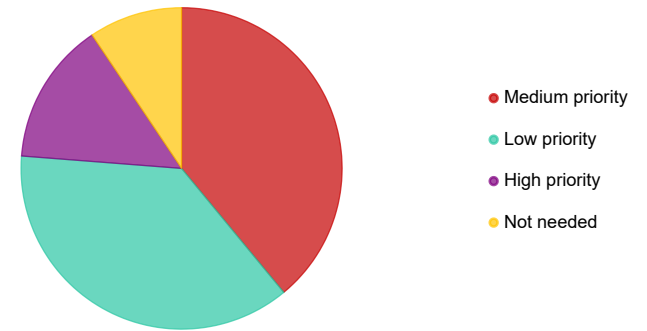
Amphitheater/Performing Arts Space



Answers	Count	Percentage
High priority	61	23.37%
Medium priority	98	37.55%
Low priority	49	18.77%
Not needed	20	7.66%

Answered: 228 Skipped: 33

Baseball Fields

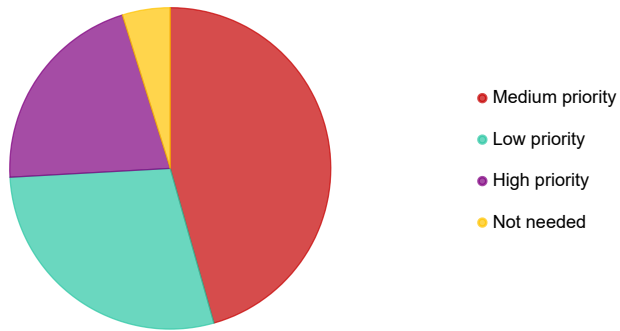


Answers	Count	Percentage
Medium priority	87	33.33%
Low priority	83	31.8%
High priority	32	12.26%
Not needed	21	8.05%

Answered: 223 Skipped: 38

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

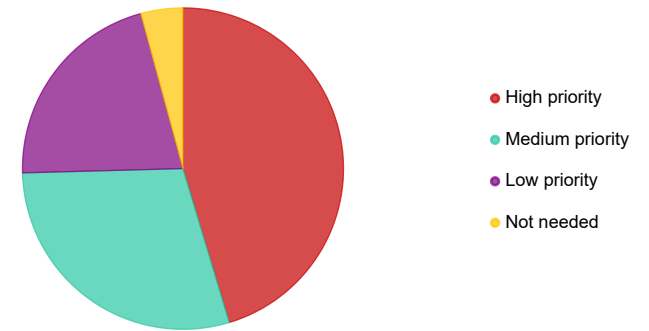
Basketball Courts



Answers	Count	Percentage
Medium priority	104	39.85%
Low priority	65	24.9%
High priority	48	18.39%
Not needed	11	4.21%

Answered: 228 Skipped: 33

Children's Play Structures (toddlers)



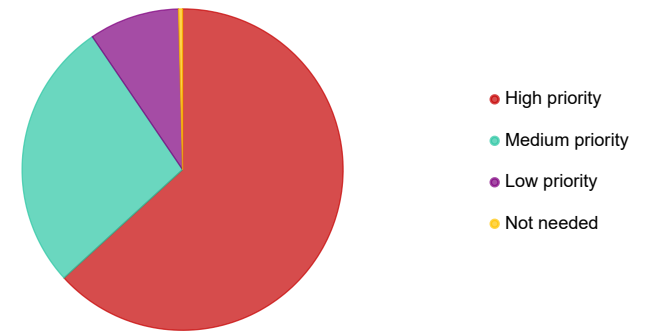
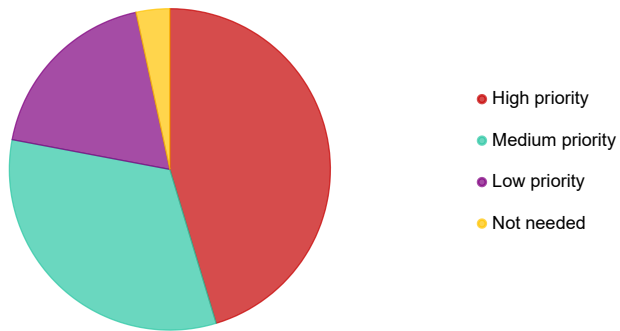
Answers	Count	Percentage
High priority	107	41%
Medium priority	69	26.44%
Low priority	50	19.16%
Not needed	10	3.83%

Answered: 236 Skipped: 25

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

Children’s Play Structures (6+ years old)

Community Centers (indoor recreation facilities and meeting space)



Answers	Count	Percentage
High priority	107	41%
Medium priority	77	29.5%
Low priority	44	16.86%
Not needed	8	3.07%

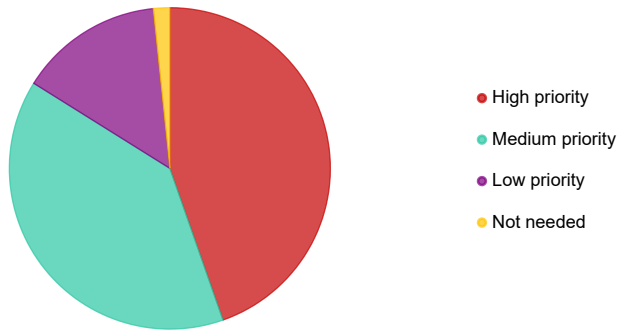
Answered: 236 Skipped: 25

Answers	Count	Percentage
High priority	153	58.62%
Medium priority	66	25.29%
Low priority	22	8.43%
Not needed	1	0.38%

Answered: 242 Skipped: 19

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

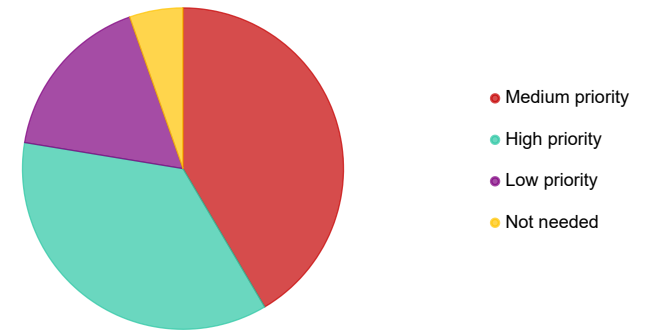
Community Gardens



Answers	Count	Percentage
High priority	108	41.38%
Medium priority	95	36.4%
Low priority	35	13.41%
Not needed	4	1.53%

Answered: 242 Skipped: 19

Concert/Theater in the Park Space

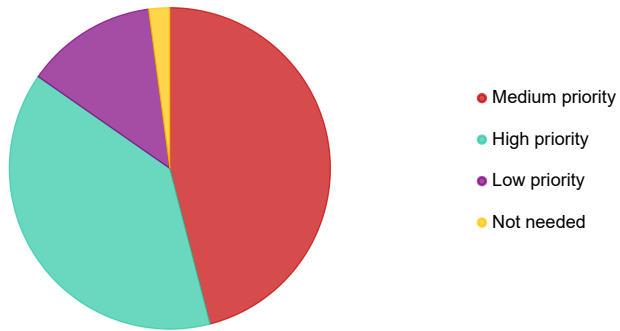


Answers	Count	Percentage
Medium priority	100	38.31%
High priority	87	33.33%
Low priority	41	15.71%
Not needed	13	4.98%

Answered: 241 Skipped: 20

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

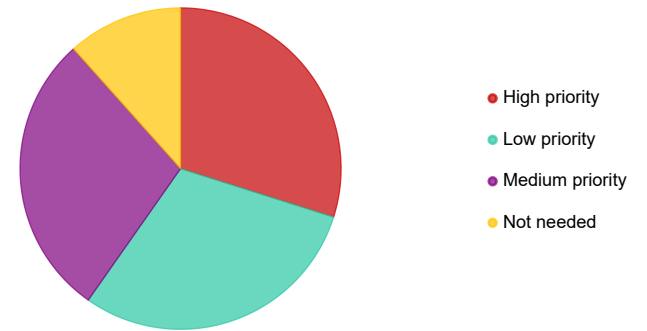
Cultural Events/Public Art



Answers	Count	Percentage
Medium priority	108	41.38%
High priority	91	34.87%
Low priority	31	11.88%
Not needed	5	1.92%

Answered: 235 Skipped: 26

Dog Park(s)

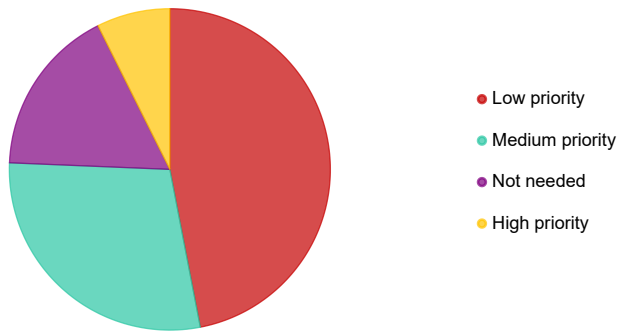


Answers	Count	Percentage
High priority	72	27.59%
Low priority	72	27.59%
Medium priority	69	26.44%
Not needed	28	10.73%

Answered: 241 Skipped: 20

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

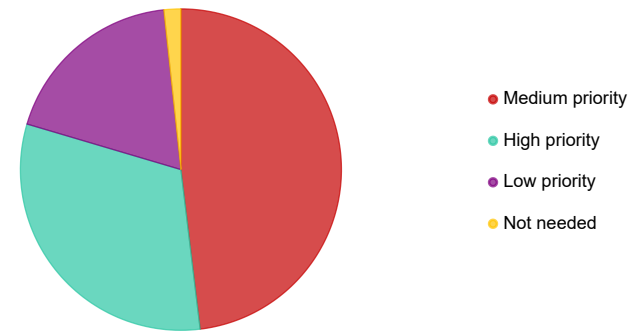
Disc/Frisbee Golf



Answers	Count	Percentage
Low priority	108	41.38%
Medium priority	66	25.29%
Not needed	39	14.94%
High priority	17	6.51%

Answered: 230 Skipped: 31

Enrichment Programs (classes, workshops)

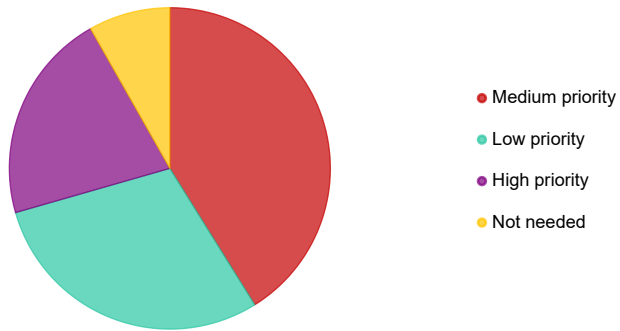


Answers	Count	Percentage
Medium priority	113	43.3%
High priority	74	28.35%
Low priority	44	16.86%
Not needed	4	1.53%

Answered: 235 Skipped: 26

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

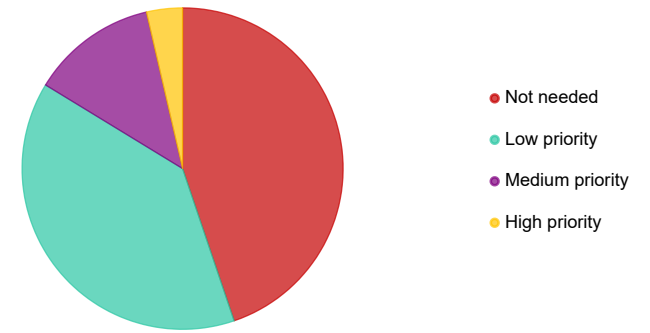
Flexible Plaza Space



Answers	Count	Percentage
Medium priority	95	36.4%
Low priority	68	26.05%
High priority	49	18.77%
Not needed	19	7.28%

Answered: 231 Skipped: 30

Gaga Ball Courts

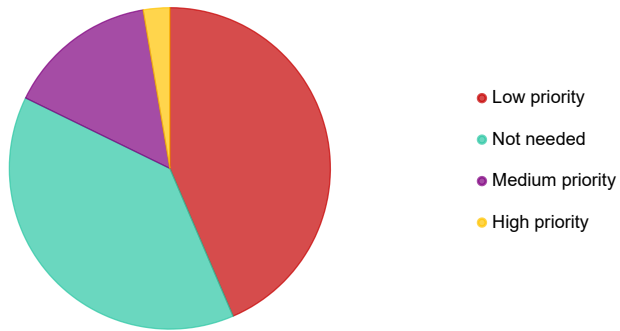


Answers	Count	Percentage
Not needed	99	37.93%
Low priority	86	32.95%
Medium priority	28	10.73%
High priority	8	3.07%

Answered: 221 Skipped: 40

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

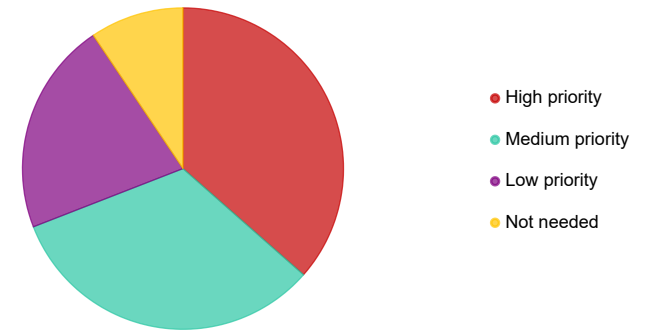
Horseshoe Courts



Answers	Count	Percentage
Low priority	98	37.55%
Not needed	87	33.33%
Medium priority	34	13.03%
High priority	6	2.3%

Answered: 225 Skipped: 36

Indoor Gym/Work Out Facilities



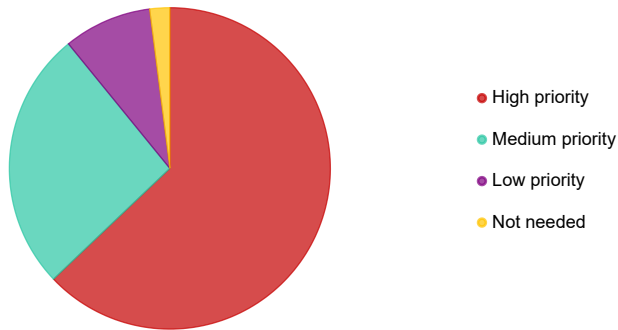
Answers	Count	Percentage
High priority	85	32.57%
Medium priority	76	29.12%
Low priority	50	19.16%
Not needed	22	8.43%

Answered: 233 Skipped: 28

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

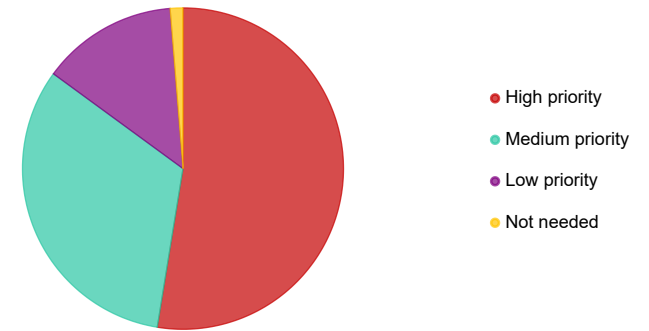
Natural Landscapes (native plantings, meadows, wetland demonstration areas, habitat areas)

Nature/Environment Programs



Answers	Count	Percentage
High priority	156	59.77%
Medium priority	65	24.9%
Low priority	22	8.43%
Not needed	5	1.92%

Answered: 248 Skipped: 13

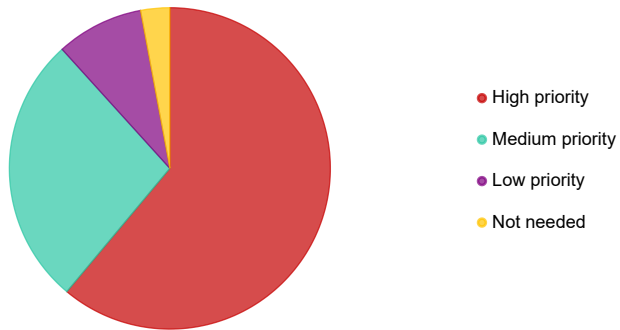


Answers	Count	Percentage
High priority	123	47.13%
Medium priority	76	29.12%
Low priority	32	12.26%
Not needed	3	1.15%

Answered: 234 Skipped: 27

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

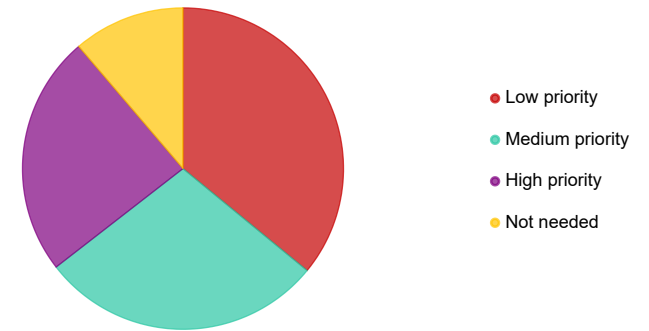
Non-motorized Trail within the Park



Answers	Count	Percentage
High priority	146	55.94%
Medium priority	65	24.9%
Low priority	21	8.05%
Not needed	7	2.68%

Answered: 239 Skipped: 22

Outdoor Fitness Equipment

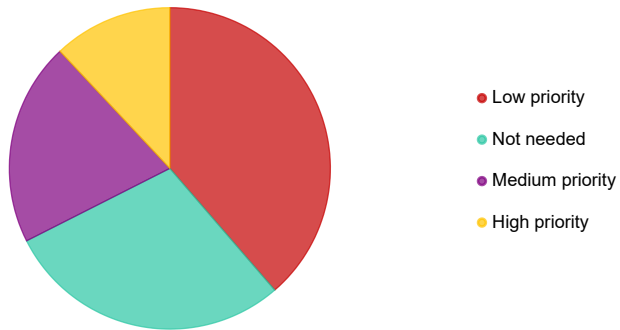


Answers	Count	Percentage
Low priority	83	31.8%
Medium priority	66	25.29%
High priority	56	21.46%
Not needed	26	9.96%

Answered: 231 Skipped: 30

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

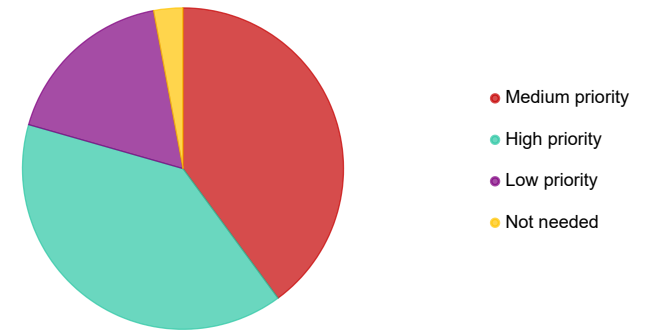
Pickleball Courts



Answers	Count	Percentage
Low priority	87	33.33%
Not needed	65	24.9%
Medium priority	46	17.62%
High priority	27	10.34%

Answered: 225 Skipped: 36

Picnic Areas

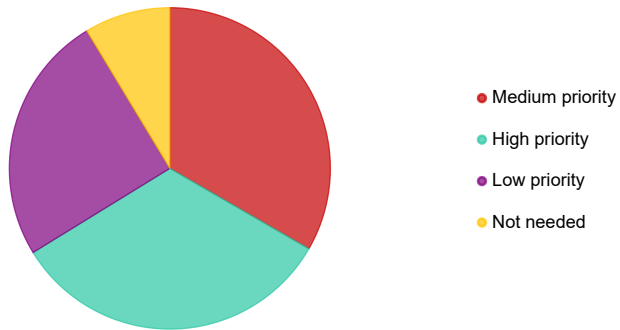


Answers	Count	Percentage
Medium priority	95	36.4%
High priority	94	36.02%
Low priority	42	16.09%
Not needed	7	2.68%

Answered: 238 Skipped: 23

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

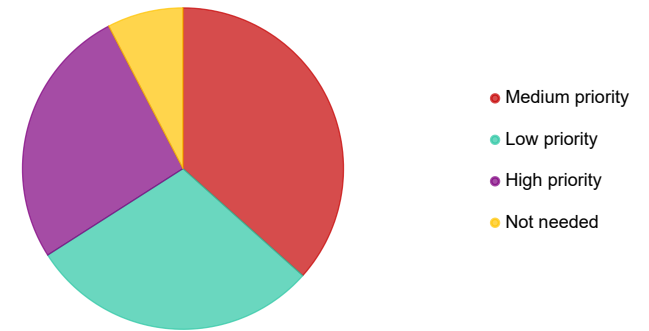
Non-Traditional Playscapes



Answers	Count	Percentage
Medium priority	77	29.5%
High priority	76	29.12%
Low priority	58	22.22%
Not needed	20	7.66%

Answered: 231 Skipped: 30

Outdoor Movies in the Park

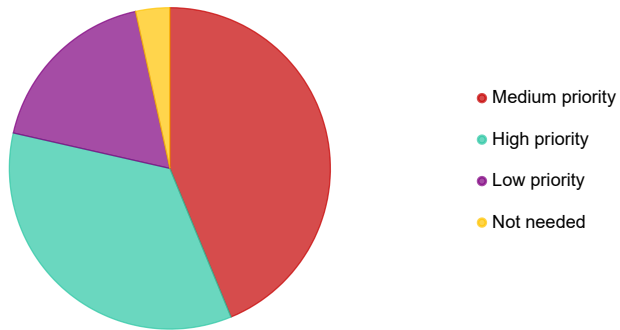


Answers	Count	Percentage
Medium priority	86	32.95%
Low priority	69	26.44%
High priority	62	23.75%
Not needed	18	6.9%

Answered: 235 Skipped: 26

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

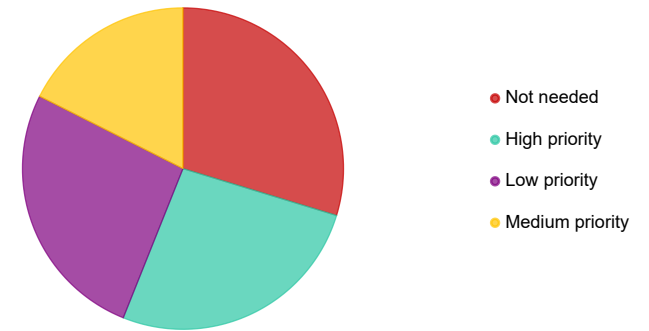
Outdoor Picnic and Pavilion Shelters



Answers	Count	Percentage
Medium priority	102	39.08%
High priority	81	31.03%
Low priority	42	16.09%
Not needed	8	3.07%

Answered: 233 Skipped: 28

Parks with Wireless Internet (Wi-Fi) Capabilities

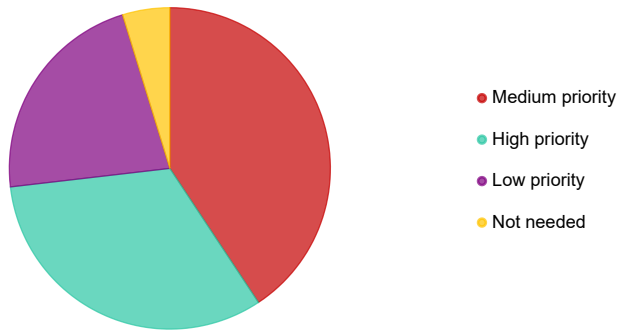


Answers	Count	Percentage
Not needed	71	27.2%
High priority	63	24.14%
Low priority	63	24.14%
Medium priority	42	16.09%

Answered: 239 Skipped: 22

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

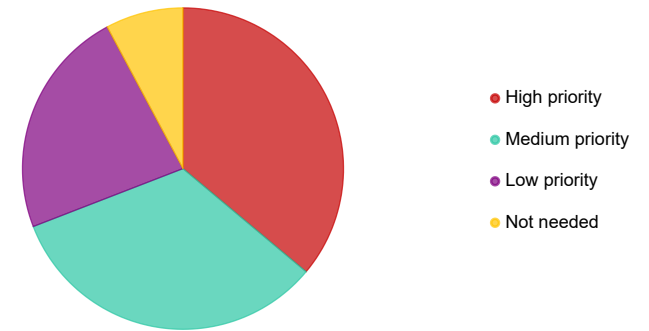
Passive (Leisure) Parks



Answers	Count	Percentage
Medium priority	94	36.02%
High priority	75	28.74%
Low priority	51	19.54%
Not needed	11	4.21%

Answered: 231 Skipped: 30

Running Track/Loops

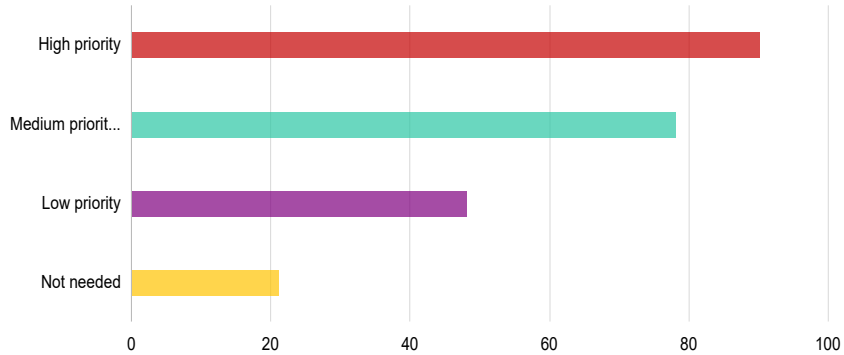


Answers	Count	Percentage
High priority	83	31.8%
Medium priority	76	29.12%
Low priority	53	20.31%
Not needed	18	6.9%

Answered: 230 Skipped: 31

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

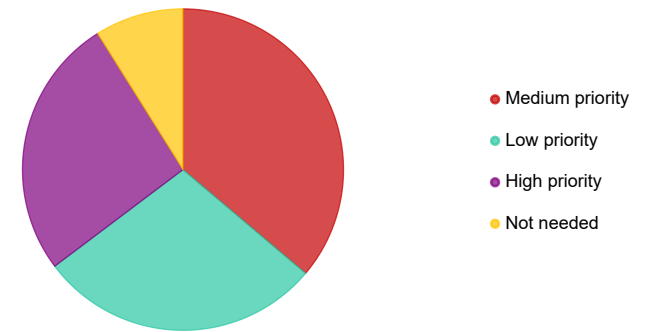
Sledding Hill



Answers	Count	Percentage
High priority	90	34.48%
Medium priority	78	29.89%
Low priority	48	18.39%
Not needed	21	8.05%

Answered: 237 Skipped: 24

Soccer Fields

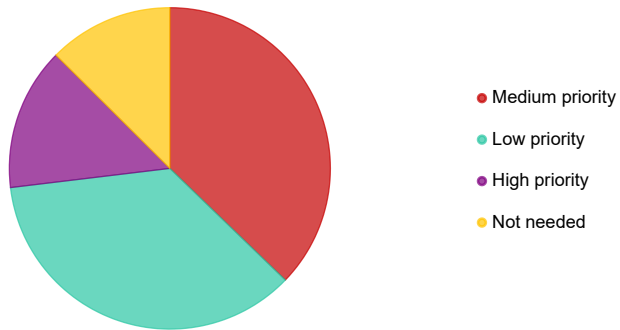


Answers	Count	Percentage
Medium priority	81	31.03%
Low priority	64	24.52%
High priority	59	22.61%
Not needed	20	7.66%

Answered: 224 Skipped: 37

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

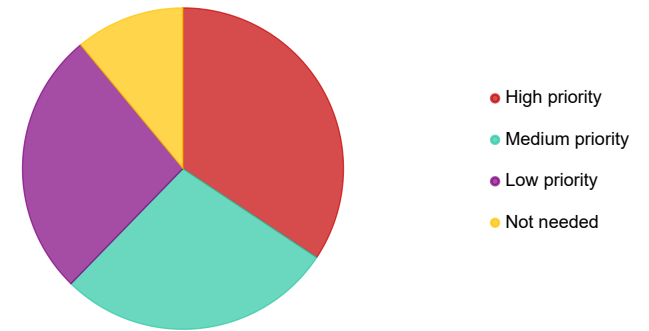
Softball Fields



Answers	Count	Percentage
Medium priority	83	31.8%
Low priority	80	30.65%
High priority	32	12.26%
Not needed	28	10.73%

Answered: 223 Skipped: 38

Splash/Spray Parks

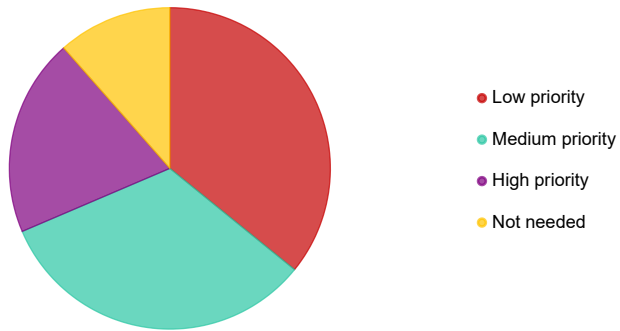


Answers	Count	Percentage
High priority	81	31.03%
Medium priority	66	25.29%
Low priority	63	24.14%
Not needed	26	9.96%

Answered: 236 Skipped: 25

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

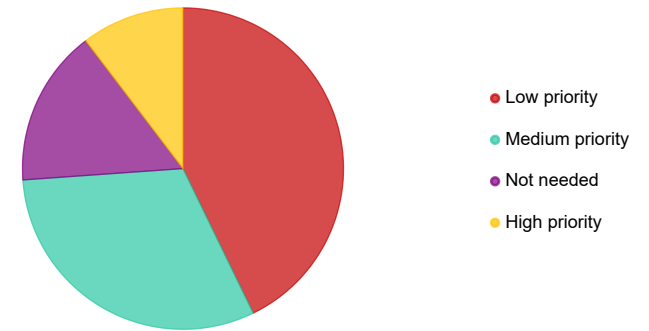
Tennis Courts



Answers	Count	Percentage
Low priority	81	31.03%
Medium priority	74	28.35%
High priority	45	17.24%
Not needed	26	9.96%

Answered: 226 Skipped: 35

Volleyball (outdoor) Courts

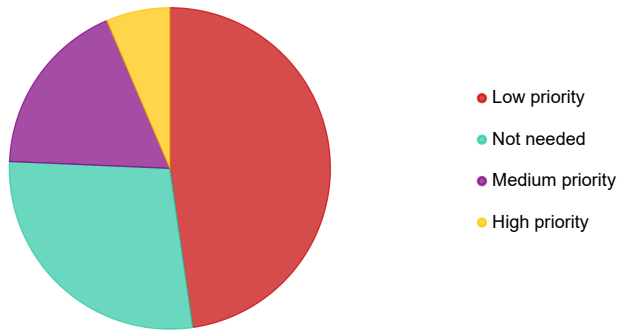


Answers	Count	Percentage
Low priority	95	36.4%
Medium priority	69	26.44%
Not needed	35	13.41%
High priority	23	8.81%

Answered: 222 Skipped: 39

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

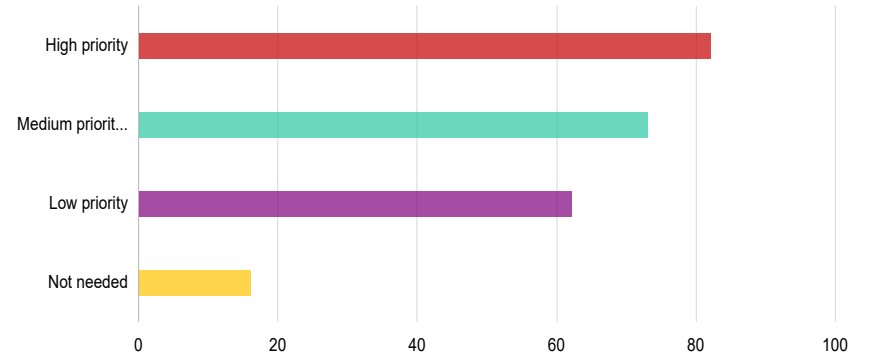
Volleyball (indoor) Courts



Answers	Count	Percentage
Low priority	104	39.85%
Not needed	61	23.37%
Medium priority	39	14.94%
High priority	14	5.36%

Answered: 218 Skipped: 43

Winter Skating/Hockey Rink

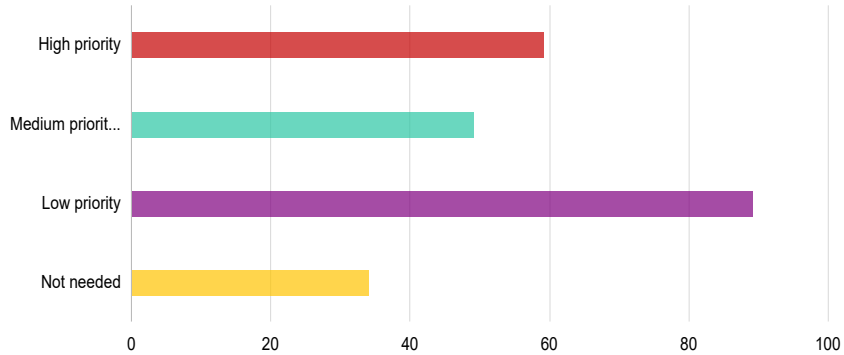


Answers	Count	Percentage
High priority	82	31.42%
Medium priority	73	27.97%
Low priority	62	23.75%
Not needed	16	6.13%

Answered: 233 Skipped: 28

Please indicate which of the following recreation facilities and activities are most important to you for Ferndale to plan for, maintain, or improve?

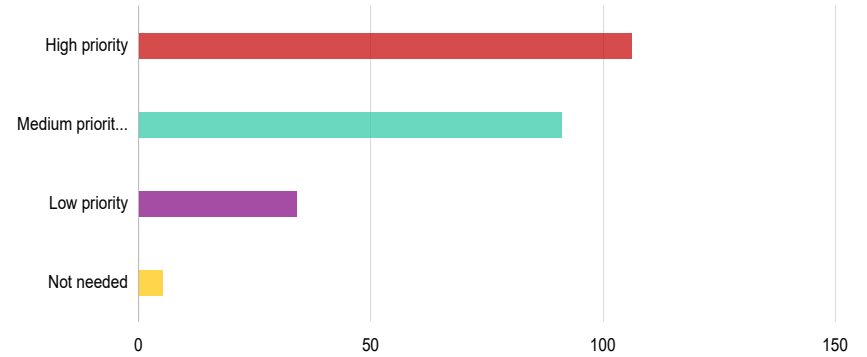
Winter Snowshoeing and Cross Country Skiing



Answers	Count	Percentage
High priority	59	22.61%
Medium priority	49	18.77%
Low priority	89	34.1%
Not needed	34	13.03%

Answered: 231 Skipped: 30

Winter Festivals and Events



Answers	Count	Percentage
High priority	106	40.61%
Medium priority	91	34.87%
Low priority	34	13.03%
Not needed	5	1.92%

Answered: 236 Skipped: 25

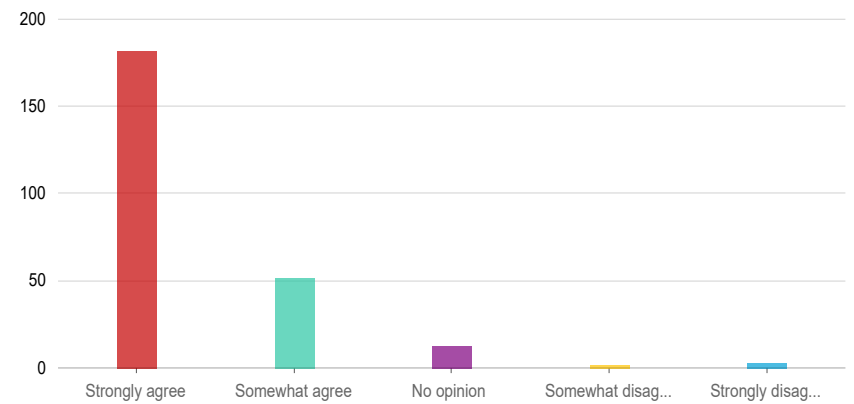
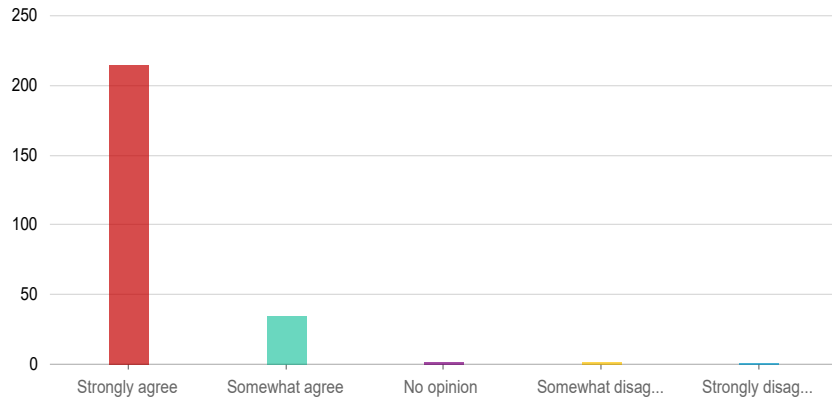
If any facilities, activities or events are missing, list them here:

Response	Count
Would love Geary part to be more invested in not just Martin Rd Park. Love the skatepark but the playgrounds are too close to the skatepark now and it's being overrun by pre-teens and teens. Need a safe place for the little ones out of reach from smoking/swearing, etc. I also think a super small play zone by the outdoor exercise area would be smart. The exercise area is currently being used as a playground by a lot of kids and it's generally not the safest idea.	1
We need a water feature like a fountain.	1
Swimming pool.	1
Support for a keep growing Detroit type model for Ferndale and Oakland county	1
Pool. Trails to roller skate on.	1
Pool	1
Not missing but we are in our mid 70's and just can't do some of the things we did when we moved to Ferndale 47 years ago	1
NOT a pool	1
More covered areas and paved walking trails.	1
Lap swimming Pool. Pool. Pool. Pool Pool Pool Pool. Some woods with trails.	1
Lacrosse field, box lacrosse rink(s)	1
Kulick Center. Why did it become so run down?	1
Kulick Center!!	1
Indoor pool that is open to the community all day or multiple time blocks each day, all year!!! Kids needs swim lessons. Adults need lap swim and aquatic aerobic classes.	1
Indoor community space and/or space rentals (like the indoor equivalent of renting a pavilion for a party).	1
I would love to see some sort of plaza with Cafe tables and fountain/water feature similar to Royal Oak and Birmingham	1
feather bowling, curling, archery (Till I read below, I did not know the Ferndale Activity Center (Detroit Curling Club) wasn't privately owned and that Ferndale residents could use it and that it offered other things. Much better advertising needs to be done. I've lived here for 25 yrs)	1
Driving range Putting green Croquet lawn Rugby field	1
Downtown green space.	1
Cycling skill development events, running or cycling events	1
Community Pool like pleasant ridge not at the high school.	1
Community Pool	1
Bocce courts	1
Birdwatching/wildlife watching	1
As mentioned above, a dog run. Where one person at a time could use a small field to play fetch with their dog.	1
Access to natural areas with trails.	1

Please indicate your level of agreement with each of the following statements:

Parks and recreation facilities and services are important to our community and worthy of taxpayer support.

Parks and Recreation Facility and Services should invest in long-term funding opportunities



Answers	Count	Percentage
Strongly agree	215	82.38%
Somewhat agree	35	13.41%
No opinion	2	0.77%
Somewhat disagree	2	0.77%
Strongly disagree	1	0.38%

Answered: 255 Skipped: 6

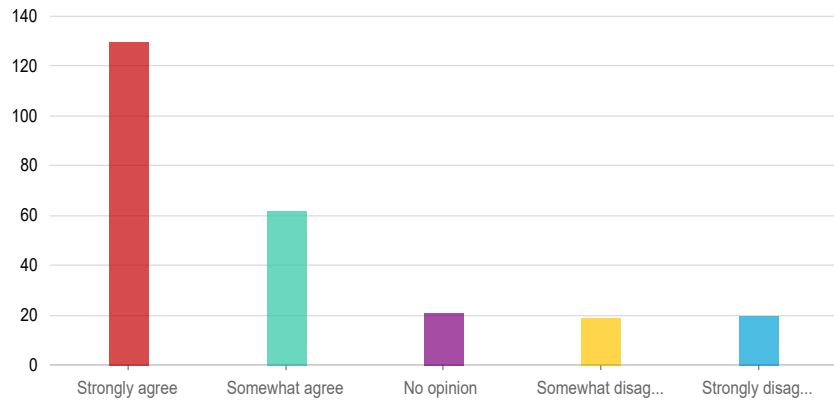
Answers	Count	Percentage
Strongly agree	182	69.73%
Somewhat agree	52	19.92%
No opinion	13	4.98%
Somewhat disagree	2	0.77%
Strongly disagree	3	1.15%

Answered: 252 Skipped: 9

Please indicate your level of agreement with each of the following statements:

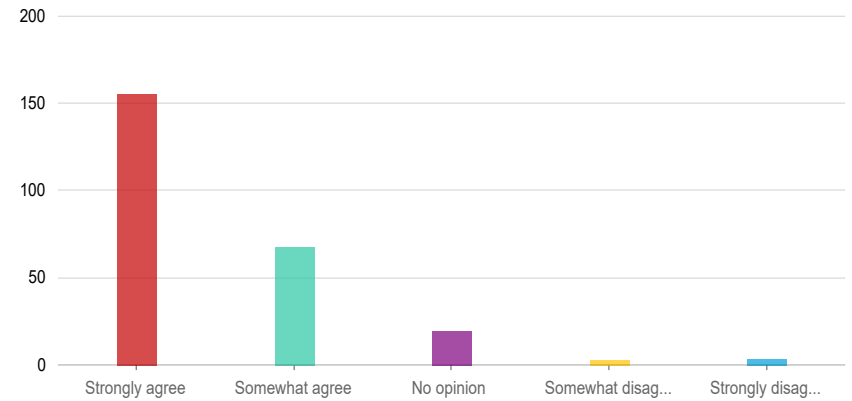
Ferndale should pass a millage/bond to support/guarantee long-term funding for Parks and Recreation and facilities

Ferndale should actively plan for and sponsor arts and cultural activities.



Answers	Count	Percentage
Strongly agree	130	49.81%
Somewhat agree	62	23.75%
No opinion	21	8.05%
Somewhat disagree	19	7.28%
Strongly disagree	20	7.66%

Answered: 252 Skipped: 9



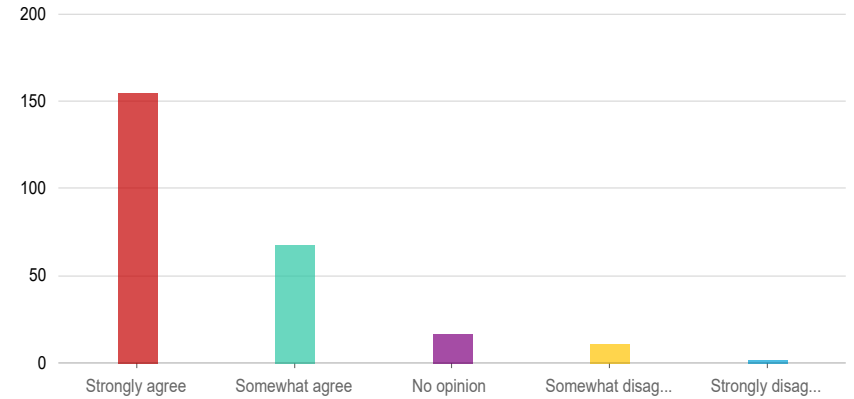
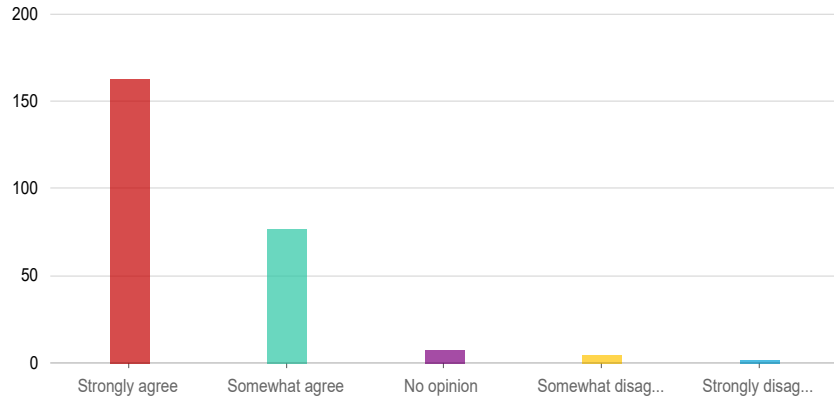
Answers	Count	Percentage
Strongly agree	156	59.77%
Somewhat agree	68	26.05%
No opinion	20	7.66%
Somewhat disagree	3	1.15%
Strongly disagree	4	1.53%

Answered: 251 Skipped: 10

Please indicate your level of agreement with each of the following statements:

I feel safe when I use/visit a park

I feel inclusive when I use/visit a park.



Answers	Count	Percentage
Strongly agree	163	62.45%
Somewhat agree	77	29.5%
No opinion	8	3.07%
Somewhat disagree	5	1.92%
Strongly disagree	2	0.77%

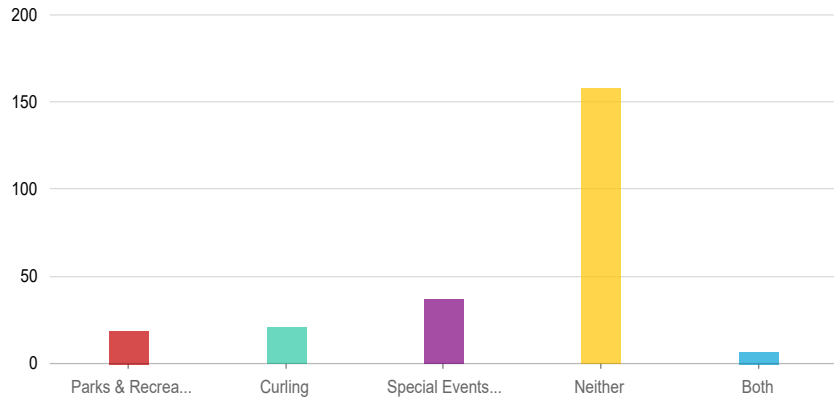
Answered: 255 Skipped: 6

Answers	Count	Percentage
Strongly agree	155	59.39%
Somewhat agree	68	26.05%
No opinion	17	6.51%
Somewhat disagree	11	4.21%
Strongly disagree	2	0.77%

Answered: 253 Skipped: 8

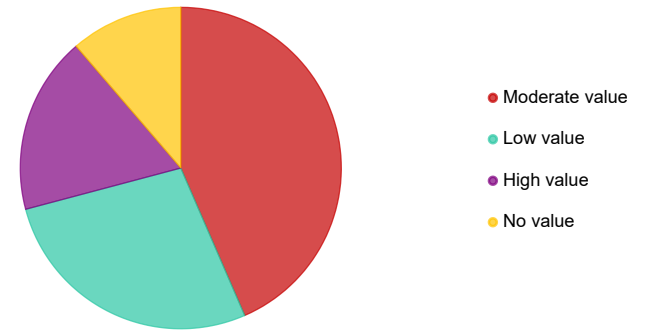
What do you use the Ferndale Activity Center (Detroit Curling Club) for:

What value do you think the (Detroit Curling Club) brings to the community?



Answers	Count	Percentage
Parks & Recreation	19	7.28%
Curling	21	8.05%
Special Events (i.e. Fall Fest)	37	14.18%
Neither	158	60.54%
Both	7	2.68%

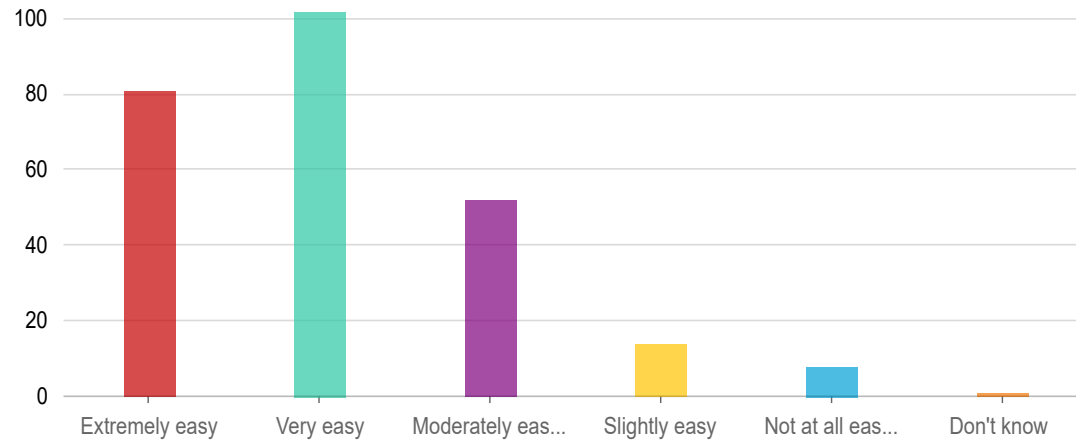
Answered: 242 Skipped: 19



Answers	Count	Percentage
Moderate value	100	38.31%
Low value	63	24.14%
High value	41	15.71%
No value	26	9.96%

Answered: 230 Skipped: 31

How easy is it to enter, travel through, and use most parks in your neighborhood?

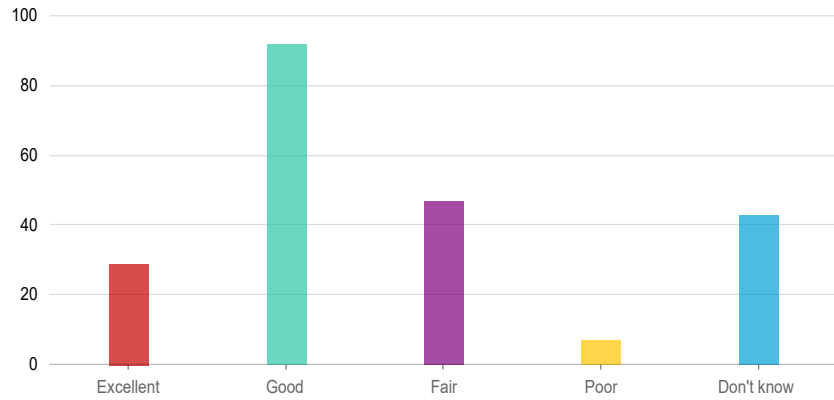


Answers	Count	Percentage
Extremely easy	81	31.03%
Very easy	102	39.08%
Moderately easy	52	19.92%
Slightly easy	14	5.36%
Not at all easy	8	3.07%
Don't know	1	0.38%

Answered: 258 Skipped: 3

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

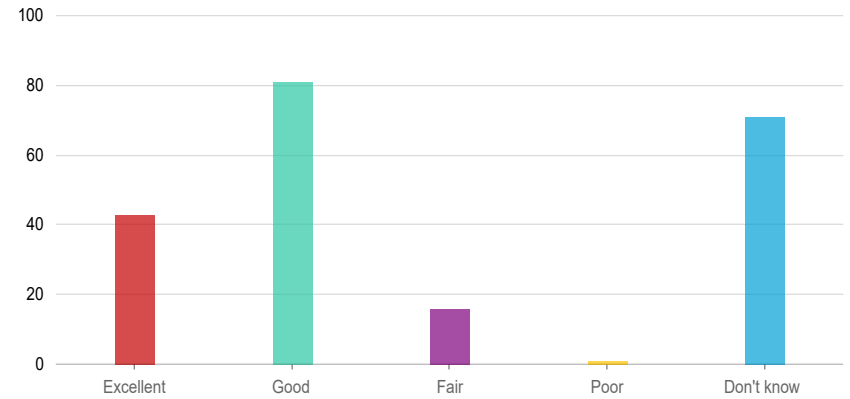
Martin Road Park



Excellent	29	11.11%
Good	92	35.25%
Fair	47	18.01%
Poor	7	2.68%
Don't know	43	16.48%

Answered: 218 Skipped: 43

Harding Park

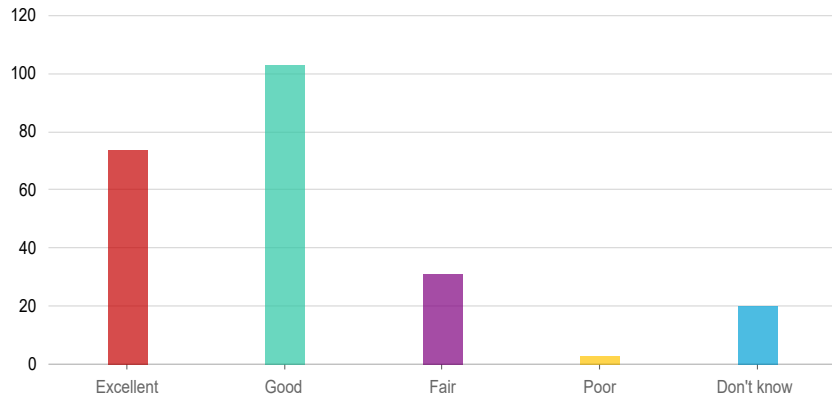


Answers	Count	Percentage
Excellent	43	16.48%
Good	81	31.03%
Fair	16	6.13%
Poor	1	0.38%
Don't know	71	27.2%

Answered: 212 Skipped: 49

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

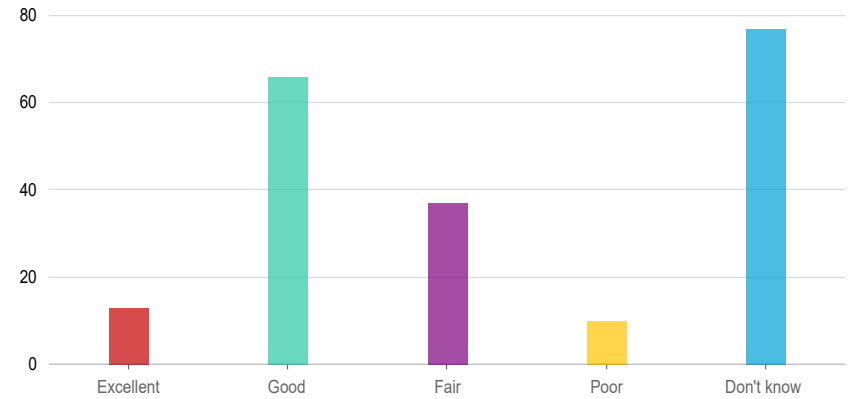
Geary Park



Answers	Count	Percentage
Excellent	74	28.35%
Good	103	39.46%
Fair	31	11.88%
Poor	3	1.15%
Don't know	20	7.66%

Answered: 231 Skipped: 30

Wilson Park

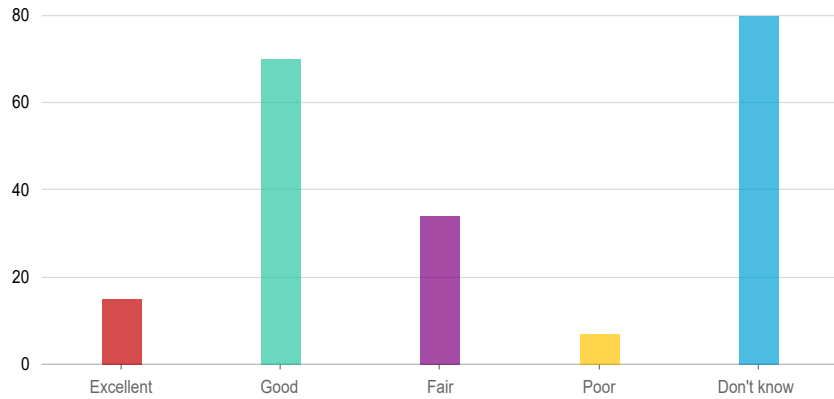


Answers	Count	Percentage
Excellent	13	4.98%
Good	66	25.29%
Fair	37	14.18%
Poor	10	3.83%
Don't know	77	29.5%

Answered: 203 Skipped: 58

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

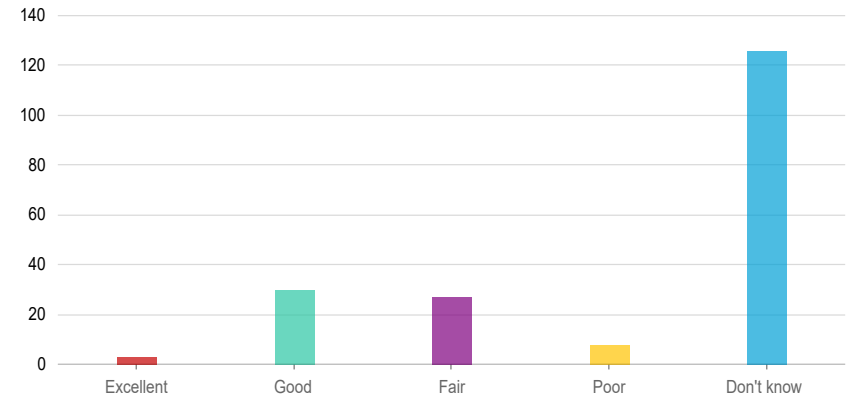
Garbutt Park



Answers	Count	Percentage
Excellent	15	5.75%
Good	70	26.82%
Fair	34	13.03%
Poor	7	2.68%
Don't know	80	30.65%

Answered: 206 Skipped: 55

Lennon Memorial Park

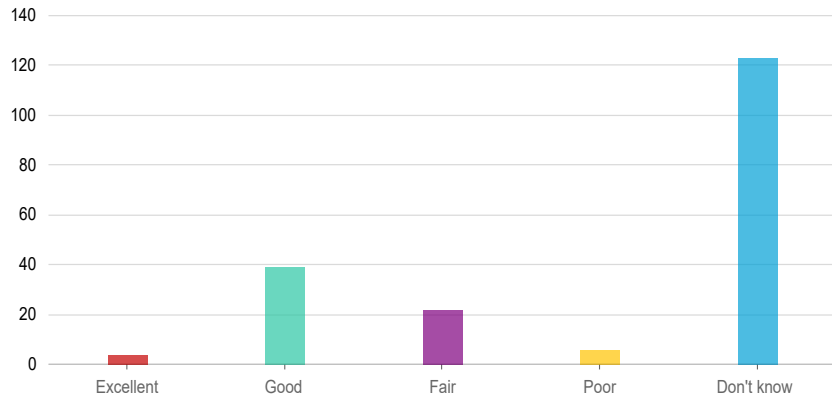


Answers	Count	Percentage
Excellent	3	1.15%
Good	30	11.49%
Fair	27	10.34%
Poor	8	3.07%
Don't know	126	48.28%

Answered: 194 Skipped: 67

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

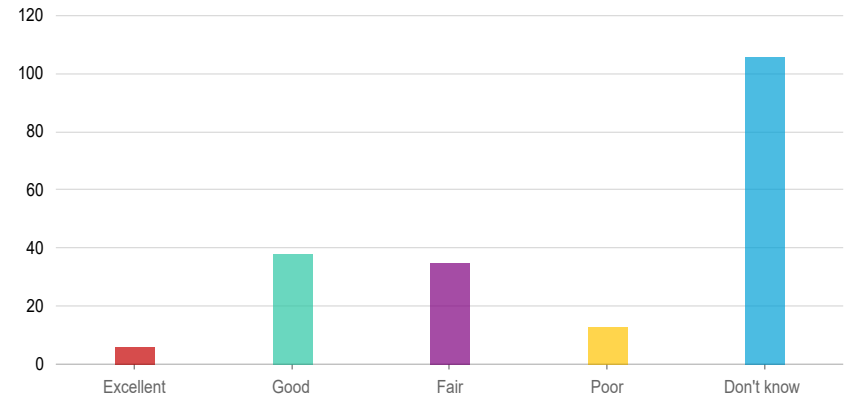
Wanda Park



Answers	Count	Percentage
Excellent	4	1.53%
Good	39	14.94%
Fair	22	8.43%
Poor	6	2.3%
Don't know	123	47.13%

Answered: 194 Skipped: 67

Oppenheim Park

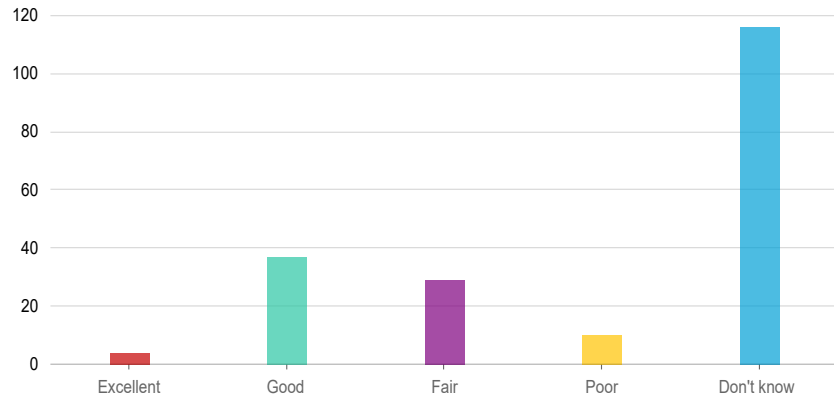


Answers	Count	Percentage
Excellent	6	2.3%
Good	38	14.56%
Fair	35	13.41%
Poor	13	4.98%
Don't know	106	40.61%

Answered: 198 Skipped: 63

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

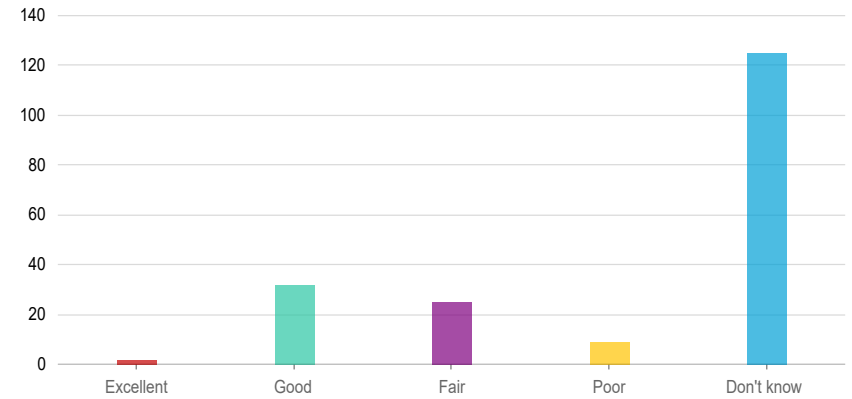
Fair Park



Answers	Count	Percentage
Excellent	4	1.53%
Good	37	14.18%
Fair	29	11.11%
Poor	10	3.83%
Don't know	116	44.44%

Answered: 196 Skipped: 65

Vester Park

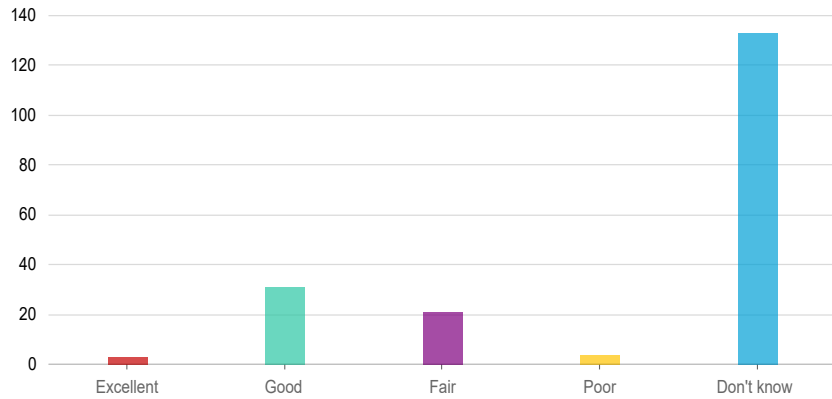


Answers	Count	Percentage
Excellent	2	0.77%
Good	32	12.26%
Fair	25	9.58%
Poor	9	3.45%
Don't know	125	47.89%

Answered: 193 Skipped: 68

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

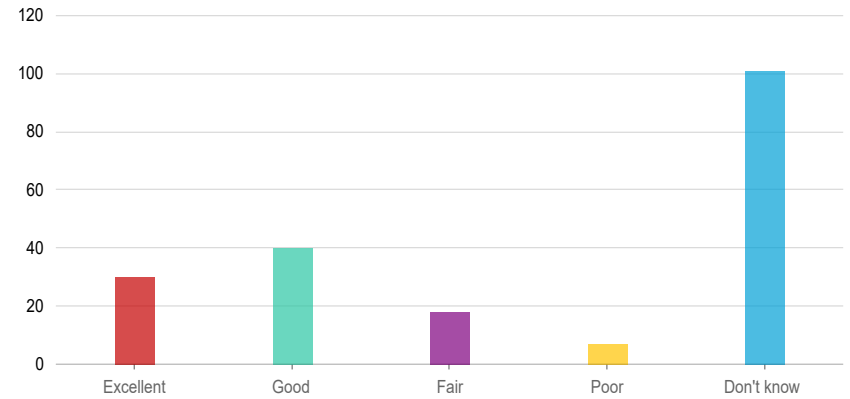
Marie Park



Answers	Count	Percentage
Excellent	3	1.15%
Good	31	11.88%
Fair	21	8.05%
Poor	4	1.53%
Don't know	133	50.96%

Answered: 192 Skipped: 69

Schiffer Park

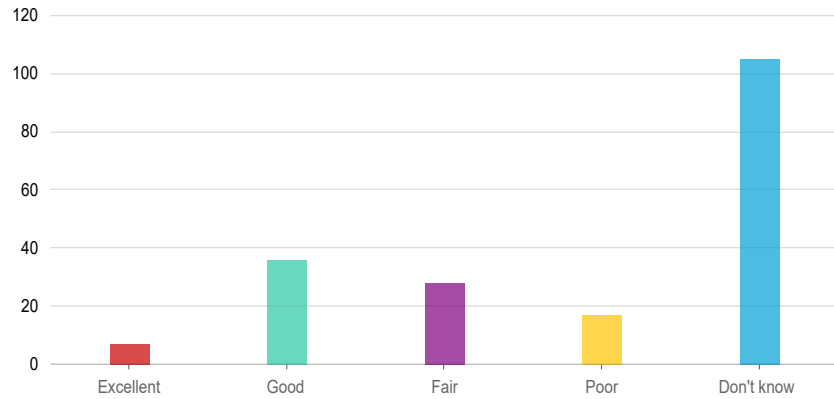


Answers	Count	Percentage
Excellent	30	11.49%
Good	40	15.33%
Fair	18	6.9%
Poor	7	2.68%
Don't know	101	38.7%

Answered: 196 Skipped: 65

How would you rate the overall quality of the parks and facilities in the City of Ferndale?

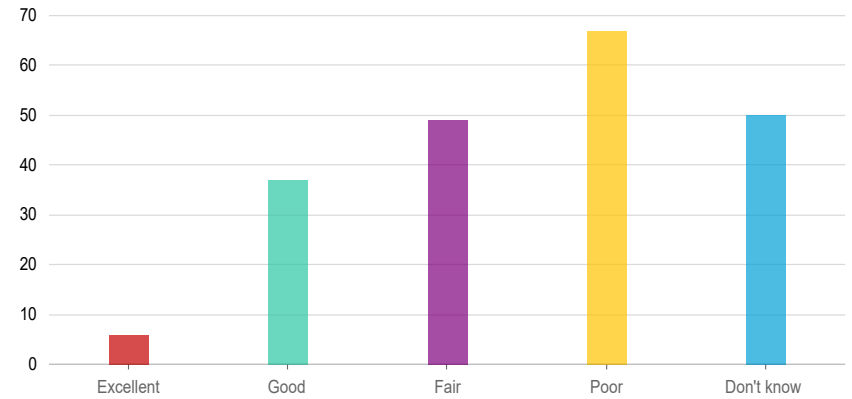
Ferndale Activity Center



Answers	Count	Percentage
Excellent	7	2.68%
Good	36	13.79%
Fair	28	10.73%
Poor	17	6.51%
Don't know	105	40.23%

Answered: 193 Skipped: 68

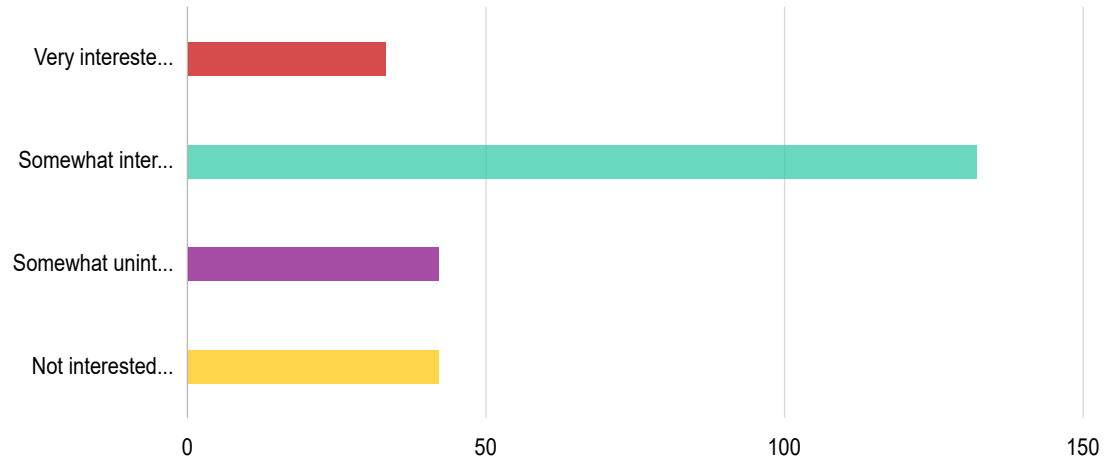
Kulick Community Center



Answers	Count	Percentage
Excellent	6	2.3%
Good	37	14.18%
Fair	49	18.77%
Poor	67	25.67%
Don't know	50	19.16%

Answered: 209 Skipped: 52

The City of Ferndale recognizes that volunteers' contribution of talent, time, and skill enhances our programs, parks, trails, and open spaces, ultimately helping our community to flourish and thrive. How interested are you in donating your time or skills to the community?



Answers	Count	Percentage
Very interested	33	12.64%
Somewhat interested	132	50.57%
Somewhat uninterested	42	16.09%
Not interested at all	42	16.09%

Answered: 249 Skipped: 12

If interested, please provide your email address and we will contact you.

Response	Count
zoeokbakker@gmail.com I would love to volunteer for opportunities involving park beautification, tree planting, native gardening	1
Ylime1015@yahoo.com	1
With small children, I'm not able to offer my assistance at this time.	1
wildmanjones@gmail.com	1
We already volunteer and are on the list. We love our Parks & Recreation team and our parks.	1
troylictawa@gmail.com	1
Trammela1719@gmail.com	1
Titans0712@yahoo.com	1
theraul@gmail.com	1
Taylor Renton Trenton@wsu.edu	1
Tanyap69@gmail.com	1
sydneykj@umich.edu	1
swerenka@gmail.com	1
Smithcarrie5@yahoo.com Chaysmith@hotmail.com	1
sjank1@yahoo.com, sjanik@crain.com	1
Singwithjoyaa@gmail.com	1
ruth.paster@gmail.com	1

rodeodoll@gmail.com	1
Robert24petwrsen@gmail.com	1
Rlasser@gmail.com	1
ritarita29@yahoo.com	1
Randy Lancaster@gmail.com	1
rackofhats@gmail.com	1
Prtympnk178@gmail.com	1
pnoton9385@yahoo.com	1
pencils248@me.com	1
noahschusterbauer@gmail.com	1
ndlichten@gmail.com	1
My interest in funding the parks is strongly dependent upon how and where the funds are used.	1
Msu Joseph@gmail.com	1
msellars5@gmail.com	1
mnomides@yahoo.com	1
michaeljclark226@gmail.com	1
michaelfsilver@gmail.com	1
mhicks757@aol.com	1

melsaidthat@gmail.com	1
Mat Riley - mat@whitepinerenew.com	1
Mark Kopitz@Kopwithit@outlook.com... Like to help with Skateboard/Bike Art Fair @Geary Park	1
maggie.honeyman@gmail.com	1
m_kruger@wayne.edu	1
Lorenbkline@gmail.com	1
Lisa Bryant knows how to reach me.	1
Laura_willem@hotmail.com	1
laura.m.denlinger@gmail.com	1
Knapp.kaitlin@gmail.com	1
Kirsten Suer, ksuer@hotmail.com	1
julian.liebregts@gmail.com	1
John2116@gmail.com	1
jmjobrien@yahoo.com Janet O'Brien	1
jlawless37@gmail.com	1
JJBullard25@gmail.com	1
jillawarren@gmail.com	1
JHHardy@aol.com	1

Jesi.ko@gmail.com	1
Jeannie1111@comcast.net	1
Jeanette Kelly Socksock@icloud.com	1
Jckraus2@gmail.com	1
jasonmccaffrey@gmail.com	1
jamielamaire@gmail.com	1
Jakelouks@gmail.com	1
Ingoliajessica@gmail.com	1
I'd be interested in helping pick up trash at Garbutt. Lauricata@gmail.com	1
I am not one of the favored. Let the Mayor's entourage do it. I've put too many feathers in her cap. She cost us too much money in taxes. The city does not respect the citizen's ability to pay the high taxes.	1
helen.lambrix@gmail.com	1
gsartor1999@gmail.com	1
greenkelli@outlook.com	1
Glgcscott@gmail.com	1
GILLIAMSHARON@AOL.COM	1
Fuzzykay@gmail.com	1
Flubeee@gmail.com	1

Finnpower1@aol.com	1
Filmfreak933@msn.com	1
emobert@gmail.com	1
ecoswald36@yahoo.com	1
dstockis@sbcglobal.net	1
doheril3@gmail.com	1
Digger62970@gmail.com	1
detroit.kate@hotmail.com	1
Dcjgault@gmail.com	1
daniellehessell@gmail.com	1
customford@gmail.com	1
colleen.e.conroy@gmail.com	1
cmossine@gmail.com	1
Clara_wilkins@yahoo.com	1
cjackson0205@gmail.com	1
Chestergpeter@aol.com	1
charlessreddie@gmail.com	1
catlistening747@gmail.com	1

candea.jennifer@gmail.com	1
Cademsky@gmail.com	1
C.zamarripa30@gmail.com	1
C.morais@comcast.net	1
branhall27@gmail.com	1
bobbybonnell@gmail.com	1
Asheev@gmail.com	1
Anne Galligan msg11550@gmail.com	1
Anna Ibrahim--54meemo@gmail.com	1
Angeline1977@gmail.com	1
angela_mis@yahoo.com	1
Andipopovic@gmail.com	1
amy.c.elliott@gmail.com	1
already volunteer	1
allie.gaebler@gmail.com	1
Akneale8@gmail.com	1
agrowan36@gmail.com	1
Abigail.sigal@gmail.com	1
837 Marshfield	1
(Been there, done that.)	1

Answered: 108 Skipped: 153

The Future of Ferndale Parks and Recreation

With the changing environment and shift in the way we all interact, what do you want to see us do? What has worked and how can we improve?

Response	Count
Would love to see the splash pad happen before my kids are too old to use it.	1
Would like to see a community center of some sort west of Woodward, if Kulick doesn't reopen. Would like to see year-round events for kids and possibly adults.	1
Winter events could keep people engaged and social through the colder months, and do so in a COVID-safe, outdoor environment.	1
Winter activities appear to be more or less absent and would be much appreciated by me at least, at a time of year where the light patterns and isolation make mental state sketchy. Additionally, improvement of overall community based interaction should be sought after in any way possible... Whether that be sponsoring clubs, sport leagues, etc. it seems often the only social interaction available here is a bar.	1
Where is the splash pad that we paid for four years ago?	1
Wheelchair accessibility throughout the parks	1
What I think is missing is long-term plans on how to maintain and support all the park systems... We could see with a Kulick center Those plans didn't exist	1
We would love more toddler based programs or parent programs (babysitting clubs, parents night out, etc) - family oriented and building so we can meet other parents in our community.	1
We would like an outdoor aquatic facility.	1
We truly need a community center up and running. A space for after schools activities, adult and senior programs etc. We are missing a big chunk of what a community can do for its residents, there needs to be a big change in the way the Kulick center was ignored and I want a revised plan to work for the community.	1
We shouldn't be "changing how we interact" because we had to make adjustments for a pandemic. I think Parks and Rec has done fairly well with some unfortunate mandates. Closing the structures and bathrooms down was unfortunate. They also removed the basketball nets and most have not returned and that should be fixed.	1
We should have a functioning community center where people can safely gather. In person interaction is so important after so long of being isolated.	1

We need sun shades above picnic tables and play structures so children and families can use this equipment during the day in the summer.	1
Walking paths and trails would be great.	1
There has been an improvement with communication and I would like to see that continue. Community Challenges and interaction	1
The walking trail at Harding Park turns from delightful to dangerous at the moment one must use the sidewalk along the I-696 Service Drive to continue on the path. It would be wonderful to have the path go parallel to that sidewalk and road 30 feet away. Parking across the street from Garbutt Park makes it extremely hazardous to unload preschoolers and their wheeled devices, and get everyone across the street to enjoy the park. Speed humps on those streets may help, making Gardendale one way heading south would alleviate speeding cars coming from 8-Mile. The road images at Garbutt Park are cute but difficult for young children to interpret. While a sign would give adults an opportunity to talk about the concept of stop and yield, and directional arrows, but I wonder how much preschoolers can absorb. On hot days this installation has limited value because there is no shade.	1
The variety of programming and park improvements completed over the last 5 years have been fantastic. Keep up the great work!	1
The parks by the Dales need attention and help. Kulick center park is horrible and Garbutt needs to be cleaned and better maintained. Paved walkways would make it easier to access the park and get on the gravel trail.	1
solar panels in parks	1
Sheltered outdoor spaces to congregate. Upkeep bathroom facilities.	1
Seems some Rec events are promoted widely but some are not. I hear senior trips are not in planning stages at this time. Planning would increase membership and more promotion to all ages would increase interest as would different times of day and days of the week.	1

Seems like there are currently no programs available in our city for me or my family	1
Save the trees proactively	1
Rehab the kulik center	1
Public Track(s) that are traditional 400m	1
preserve space for leisure, nature, peace. Put on more community events ala' Martin Road Hallowe'en event.	1
Please offer classes!	1
Plan more outside activities like Winter Activities ice skating and tobogganing!	1
Pickleball courts for young and old alike	1
Perhaps some virtual events or classes.	1
People love using Garbutt park for events in the summer. It would be nice to see a covered area that could be reserved in advance.	1
Parking, not just at the furthest distance from activity areas. Something closer for those who cannot walk far.	1
Outdoor events. Performances. Music. Kids things. Movies.	1
Outdoor entertaining space will continue to be needed. Nature trails with local flora as well to help people 'get away' to nature without having to leave the city	1
Outdoor concerts, movies in the park, scavenger hunts, farmers market or otger vendor market, activate the parks for the community!! Not just sports! Bring in a roller skating instructor to do lessons. Look to Pontiac and what they are doing with public art and mini-events led by community members. Look at how other communities utilize their facilities, park & city space to do fun, smssl scale events and activations.	1

Outdoor activity and events with masks	1
out door activities, Block parties! movie night that go to different parks. Tournaments in archery, frisbee and stuff like that. compete with other cities. Card night for adults, Game night for kids. Senior cards and lunche ons.	1
Our parks add value to our community, property a values and the increased desire of people to live in fernd ale. We should prepare for the future. Residents should be given a Key to access certain future privileged fa cilities not accessible to the world.	1
Organized sports remain highly popular with parents and kids. These enrichment activities are important to health and community building. The P&R printed newsletter is important to get in the mail to see what is co ming up. An online version using Isssu or some other reader would be helpful. I'd love to see workshops for sprint/Olympic triathlons or master swim classes for adults and teenagers with coordinated use of the schoo l pool for lap swimming. Finding an indoor pool with appropriate working people's lap pool swim times (morn ing/evenings/weekends) without becoming a gym member is extremely challenging in Metro Detroit. Run clu bs are popular but started by residents and maintained by residents.	1
Oppenheim Park is a total missed opportunity. Lots of kids in the area and lots of unused space.	1
More outdoor, less indoor focus. Fix the Kulick Center & maintain it! Get a swimming Pool, year round use, f or the thousandth time.	1
more outdoor focus - parks are a great investment right now	1
More outdoor activities	1
More natural native plant spaces where people can sit and enjoy company while staying socially distanced.	1
More bike lanes and accessibility to getting around town on bikes.	1
More benches and water bottle fill stations	1

More "micro" community engagement with direct residents within walking distance to the parks (in addition to general Ferndale resident feedback.) The dog park has been great. It's in our backyard, and it always looks busy. We're meeting many neighbors walking by—excellent community building. I would like to see more pavilions - with power and water that more people can rent to host events. I think it would be a popular resource. I also really like the submission above to include outdoor winter skating and XC skiing.	1
Many more trees.	1
Make sure parks are clean and have sanitizer/masks/etc. Also, more recycling in our parks!	1
Maintain green space. Do not increase mileage to build new structures until we can get our budget under control. I love Ferndale but will get taxed out of the area soon.	1
Love the skate park. Would love a splash pad. Love what oak park has done on 9 mile.	1
Living near Geary Park, my family and I use the park all the time. I was happy to see some upgrades and hope to see more. We were looking forward to the new playground and basketball courts that were on the original plan.	1
Leverage the outdoor space you already have. Make improvements to the existing infrastructure, continue to add new things (i.e. skateparks), and make updates to make the parks more accessible (paved paths to get to structures, playgrounds, picnic tables, etc)	1
LESS turf grass at every single park and more native plantings to mitigate storm water runoff, provide habitat, and lower maintenance costs.	1
Less concrete and pollutants.	1
LED lit walkways just like what Pleasant Ridge has over at Gainsboro Park. Dark spaces are never a good thing for night strolls and runs	1
Keep up the good work	1

Keep offering sports for youth Need focus on teens! Maybe sand volleyball	1
Just keep being environmentally aware! 🌱😊	1
It's been great to see lots of friends and neighbors outside and interacting (safely!) over the past year. Keep up the good work and as you enhance your existing outdoor parks and programs I would love to see recreational opportunities for everyone to enjoy (from 9 mos. to 99 years old!). More spaces to quietly enjoy open spaces with trees, nature, perennial gardens, gravel walking paths etc. would be great. Pedestrian safety MUST be a priority throughout Ferndale as we mostly walk to and from our local parks and I want our kids to have the independence to do so safely as they get older. I think this is an area that is lacking right now.	1
Improve Wilson and Martin Road Parks! Wilson Park is sad. For an area with so many children, the park services mainly dogs. The playground area is run down and falling apart. The in-line hockey area was torn out for more parking! And the basketball courts are unusable. It is the saddest park just blocks from downtown. Make updates like Gearing, Garbutt and Harding! For almost 10 years we have heard there would be a splash pad at Martin Road Park. Our kids are already too old for one now! Update the entire park. Make a community center that the community wants to use and put the funds into keeping it up! It is sad how worn down and forgotten the Kulick Center has been. It is sad that so many activities that we have participated in over the years cannot happen because the building is closed.	1
I'd love to see more scheduled all-ages community events that help me meet and interact with my neighbors at our local park. Community swaps/sales, field days/competitions, homeownership workshops, movies in the park, neighborhood ice breakers, etc. Also, fall/winter bathrooms!	1
I'd like to see more green space and less condos.	1
I'd like to see adult indoor swim opportunities and ballroom dance!	1
I would love to see nature walking/hiking trails near by that we don't have to drive to.	1

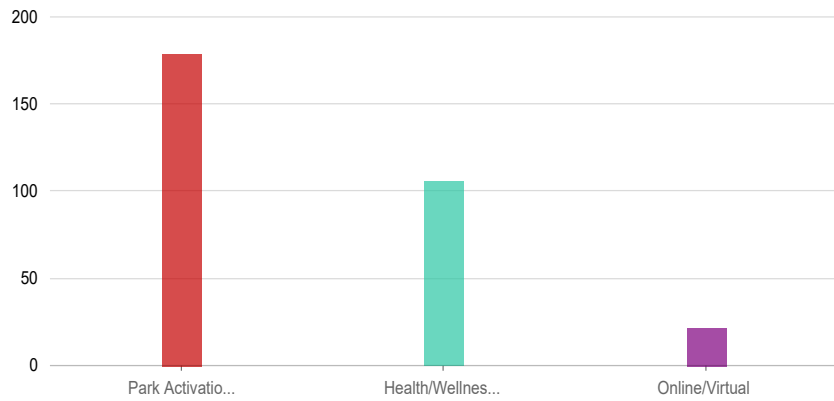
I would love to see more wooded parks with nature trails and activities. I am very envious of all the beautiful parks that Royal Oak has -- very lush, lots of trees, tons of activities. Though I mainly frequent Geary park, I have driven past many of Ferndale's parks and they are very bland and not places I would want to stop. Geary park was recently updated, but it was poorly done. The grass seed all washed away and now it's full of weeds. So much of the space is empty and useless. I would have loved if they would have taken the time to plant native gardens and more trees. The old hockey rink and giant concrete pad is a huge eyesore.	1
I would love to see more trees and a variety of trees. With mostly oaks in the parks I'm familiar with, this oak blight is harming the habitats and shade options	1
I would love to see a new/renovated and relevant community center that is clean, bright and inviting to draw people to more community events.	1
I would like to see improved, on-going communication around improvement phases and project plans at each park. The city website is woefully outdated and I don't like using Facebook to get updates and Messenger for communication with Parks and Rec. In the last few years it has felt like Parks and Rec programming, game scheduling, coach recruitment has been an after thought. We are thrilled to have the skate park at Geary, but beyond that I feel like the project plan (phase 2 and beyond) dropped off the website and hasn't been continued. Is it done? There was a ribbon cutting ceremony. I would rather have seen basketball courts or the additional play structure and bathrooms built instead of prioritizing adult outdoor workout equipment. I know the community input was requested at the beginning of the plan, but input hasn't been sought after the addition of the skate park affected the overall plan that had previously been finalized and required revisiting.	1
I would appreciate an outdoor working 'bar' type area for all of us who work from Home can gather and work outside: spaced apart	1
I think we need the community center back open we need the community center to be a place in the city to come to!	1

I think we need more parks as people now gather outside more than ever. There is rarely any solitude at the parks now because of the pandemic. Having more nooks in parks where there is a natural setting to offer some limited privacy.	1
I think the Kulick center should have some updates and be used more for community events and those that need a gathering area can pay to rent it	1
I think outdoor activities have been well maintained. I do not really know what indoor activities are offered. Perhaps sending out mailers to residents introducing them to programs could be useful. I did not know that it was something I could be interested in. I would also be more interested in park equity. There are many parks that seem to be ignored (Oppenheim for example is awkward and more or less empty besides some program space in the center), while other parks (north side of 9 mile from what I observe) seem to get all the cool fun stuff.	1
I think now more than ever people need to connect. Adult sports leagues and more cultural festivals would very much help that.	1
I think it's important to communicate the parks are open and what activities are being planned at each park.	1
I moved to Ferndale right before the pandemic, and programming has been necessarily limited, so it's difficult for me to fully evaluate Parks & Recreation services. The best improvement for me would be greater frequency and wider, more regular communication/advertisement about park facilities and activities. I'm middle-aged and don't use any social media other than limited FB. I only discovered the Kulick Center via biking past, and have no idea what or where the Ferndale Activity Center is. If anything beyond curling happens at the Detroit Curling Club, it needs to be advertised. The place has been a throwaway for me because it looks like an exclusive club with no connection to the Ferndale community.	1
I miss having the Kulick Center. It was great for those of us who live in The Dales neighborhood. It offered great meeting spaces, room rentals, affordable fitness and children's areas. Since it's closing, my family is less enthusiastic about our neighborhood, as it was one of the reasons we chose to live in this area.	1

I love the pop-up park space at Bermuda and Nine Mile and have used it often. Would love to see this become a permanent park as the location is perfect for those using the city offices, library, etc.	1
I love the addition of the outdoor workout equipment. It's a great alternative to indoor gym use for most of the year. It would be great to have an attractive outdoor space to congregate with friends and neighbors in a park setting. Less picnic pavilion, more public plaza	1
I live near Harding Park. I would like to see the walking path stay in the park. The path goes onto the service drive, and would be nice if it cut in before the service drive. The hockey rink needs to be repaired, or replaced. The park also floods on the west side. I feel this park gets neglected a lot. In the last few years the only improvement was a Pavilion.	1
I like the hand Sanitation stations that were put up at Harding Park. Would be nice to see those go up at other parks. I don't know how often the playgrounds are cleaned, but once a week or every other week. A scrub down of the play area would be great.	1
I am unaware of any recreation activities events for my toddler. Would love to see more of that.	1
Harding park has had a great makeover the last few years with the addition of a path and the pavilion. However, the trees and shrubs planted along the path have been neglected and/improperly planted and I would say of the original number about half have survived- and of those a handful are in rough shape. I would like to see more care to the things that we the taxpayer pay for. Also, planting roses wasn't the best idea (unless we have a full time gardener on staff!) perhaps more natives that require less attention :)	1
Geary looks great, love the skate park. Live across from Garbutt and would really love to see a solution for parking. Park is popular in summer for large parties, and lack of parking and noise limits has caused tensions.	1
Focus on accessible and clean facilities. Public bathrooms and water fountains in parks make it easier for all residents to use walk or bike to parks and hang out for a long time. I dig the new walking track around Geary Park, but the loop is incomplete and kids at the skatepark/playground will walk across grass to get to the bathrooms.	1

Fix the Kubrick center	1
Fix Kulick quickly	1
Fix Kulick Center. Everything seemed to get fixed up in Ferndale but the Kulick Center.	1
Finish Wandas Walking Path, and a Volleyball Court. Hard surface walk ways in all parks.	1
Festivals. Decorations meaning bringing people downtown to spend their money on our businesses. The patio part is amazing. I have a dog and she's not the best at sitting still so I love the option to roam around and sit in the little parks downtown and grab a drink	1
Due to lockdown, it's been difficult to answer this. Before lockdown, Oak Park Rec Dept. was my go-to because its rental policies were far better than Ferndale--such as political parties may rent (per the law, too, but Ferndale has been disregarding that as has its library, though I gave both copies of the law.) I wish there were a park in my SW Ferndale area. Hazel Park has 3 pavilions, tree planting events, art fair in a park. . .	1
Community Pool(s)	1
Change nothing people need to interact and be close to each other this pandemic will pass. We can't change our basic human drive for community and inclusiveness and closeness. To alter or deny this is to deny us a basic human need and right. People just need to learn to be respectful of each other until this is over.	1
better parks and rec programming	1
As someone who bikes almost daily and is a long time resident I would ardently like to see the removal of most if not all bike lanes, especially those on Hilton, Pinecrest and Livernois. They are traffic hazards, impeded the flow of traffic, are unsightly, seldom if ever use and by in large unnecessary. They do not add to the quality of life in Ferndale and for individuals who have the bike lanes in front of their property they compromise the aesthetic appeal and property value.	1
Are we still getting that splash park or...?	1
Address flooding in parks. Add bioswales with native plants and slightly raise paths, playgrounds and other amenities.	1
Add recycling bins for starters. No reason this doesn't exist. Also, some kind of theatrical event like the Royal Oak Shakespeare in the Park.	1
-	1

Where should parks and recreation resources be focused outside of the operation of a parks and recreation facility?



Answers	Count	Percentage
Park Activation through Events/Programming	179	68.58%
Health/Wellness Initiatives	106	40.61%
Online/Virtual	22	8.43%

Answered: 234 Skipped: 27

How can we better serve the community while we are in temporary spaces without indoor programming?

Response	Count
You can't ...	1
Why won't we have a Parks & Recreation Building for the next few years?!?! Why through all of these Master Plan Use surveys has the city decided to shutter the Kulick Center now when the community needs a center the most!	1
We can have indoor programming. Schools are in session, indoor sports have been happening. Stop using covid as an excuse to not serve your community. A lot of activities in many, many communities have resumed safely.	1
Walking initiatives are fun and can be facilitated remotely. Individuals or teams can record their steps weekly in a google doc that uses a formula to decipher total distance traveled. It could calculate something like walking from Ferndale to NYC or San Francisco with clickable links when participants "reach" various landmark cities on the way. I've even seen this done with fantasy locations like the trip from the shire to mount doom from LotR.	1
Virtual walking tours. Experience Detroit does virtual history review and I think it would be great to do something like that for Ferndale. Most people don't know the history of Ferndale. And it doesn't need to be all roses but also the bad parts and HOW FAR we've come	1
Virtual events and take home activities	1
Utilize the curling club to offer indoor programming. Please no more online/virtual.	1
Use the facilities such as in Hazel Park, where they take care of their buildings. The Hazel Park Community Center on Woodward Heights was built in 1955. We went through two community centers since then.	1
This question misses that Kulick Center was neglected. Kulick has a commercial kitchen.	1
There could be more outdoor or pop up type events.	1
The remaining land at the Kulick Center must be swapped with Ferndale public schools to prevent them from selling the land in the event that City doesn't invest in fixing the center. If Kulick Center is abandoned, it is critical that we keep that land as park land, understanding that as a worse case scenario, demolishing the building is a worthwhile cost if it at least allows us to keep using the land as public space.	1
Tell people what their options are people love events but they need to know how they can host them.	1

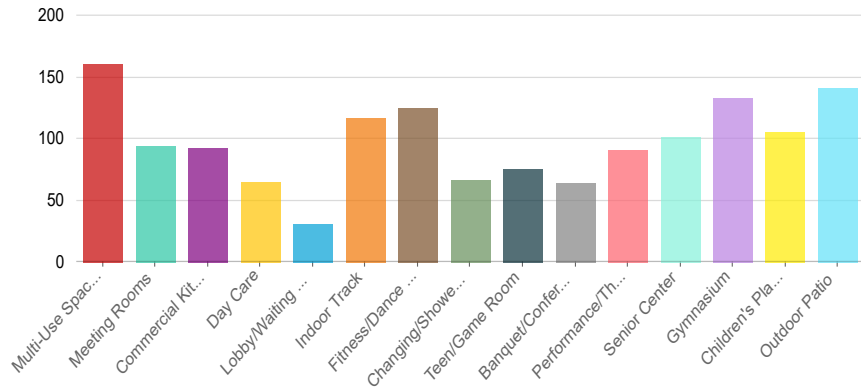
Take better care of the parks! Plant more native plants, bring in more trees, pick up the garbage, get rid of all the concrete.	1
Save money and keep the parks clean.	1
Provide more outdoor activities in parks, especially winter-based ones.	1
Provide indoor programming	1
Promote Ferndale Activity Center (Detroit Curling Club). See if Affirmations will open up to some events to encourage diversity. Senior outings Bar hop through Ferndale.	1
Plan outdoor events, even in winter. Could be cultural or health and wellness related.	1
Partner with schools or churches to provide indoor programming. Several years is much too long to do without.	1
Partner with other cities, school districts and organizations to use and enhance their programming and facilities. There are surely great things going on and great facilities nearby that Ferndalians would like to be plugged in to.	1
Partner with local fitness businesses or family businesses (Nature's Playhouse, Honey for Mom's) to provide services while there aren't indoor options at Kulick.	1
Park cleanup days and tree planting days that connect residents to our spaces.	1
Outdoor programming!	1
Outdoor programming all year long!	1
Outdoor programming -- yoga in the park, martial arts, team sports for youth through adults. Monthly movies in the park May - September.	1

Outdoor fires with story telling, poetry slams or song programing.	1
Outdoor activities and events. virtual options are okay but nobody in my family enjoys them.	1
Open play group, better advertising of events, use the library	1
Online/Virtual would be the safest & outdoor during spring summer time.	1
Offer services online	1
Not sure, it's difficult to foster a sense of community without being in person. Maybe more outdoor/ winter activities and events.	1
Not sure	1
No idea	1
More outdoor programming, use of pavilions at park, help local groups find temporary housing for their meetings at other city locations (with free parking!)	1
More online talks or courses.	1
More covered multi-purpose areas.	1
Maybe using schools and local churches.	1
Make outdoor program available all year long.	1
Investing activities at the park families and individuals can use	1
I think virtual programming could be utilized and I'm sure park improvements can still happen during this time	1
I don't think the city should be concerned about COVID-related issues as it relates to indoor programming. While COVID may not be gone right away - I feel that programming and indoor will be back very soon.	1
I don't know. It's winter. In the summer, outdoor enclosures could be used (Something more fun than your typical park pavilion)	1
Having the opportunity to participate in programs even if in temporary locations or outdoors. Better to have the programs than not at all.	1
Having a known central temporary location for residents to rely on for a source of information, access toP&R staff. More storytelling about residents using our parks and recreation and how the quality of life is good here.	1

Guided walks either with a person or signage, maybe a tree walk where different species have informative signs.	1
Good question	1
Good promotion of events with emphasis on the safety protocols that are in place. Proper heating/ shelter for weather	1
Give up City Hall space.	1
Get Kulick Center back up and going	1
Fixing existing centers (Kulick center), improving outside spaces. There are play structures at Martin Rd in disrepair	1
Fix the Kulick center you left to waste	1
Find a temporary place!	1
Figure out how to incorporate those activities into an outdoor setting.	1
Drive in movies, take home activity kits,	1
contract with other cities to offer it	1
Concentrate on the care and maintenance of our outdoor athletic facilities, encouraging diverse seasonal activities.	1
Community winter bonfires, classes in our parks	1
Communicating the plan and updates.	1
Budget and utilize what we have.	1
As the Senior group did, seek help in a nearby city.	1
again, more outdoor programming on a small scale (classes, workshops, etc.) would be great. Not necessarily huge events	1
-	1

Answered: 62 Skipped: 199

What would you like to see in a future Parks and Recreation Center?

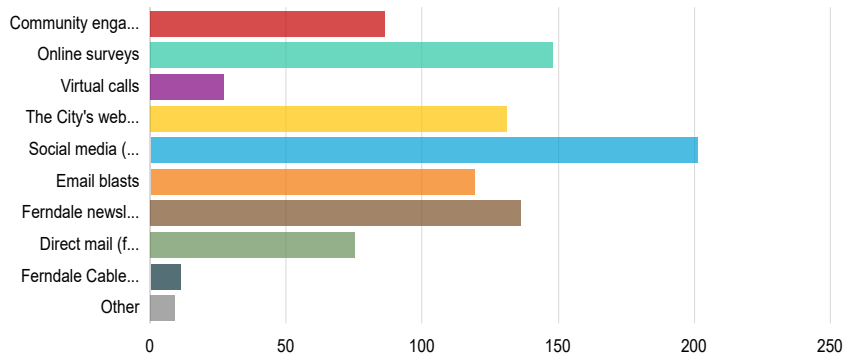


Answers	Count	Percentage
Multi-Use Space	161	61.69%
Meeting Rooms	94	36.02%
Commercial Kitchen Program Space	93	35.63%
Day Care	65	24.9%
Lobby/Waiting Room	31	11.88%
Indoor Track	117	44.83%
Fitness/Dance Rooms	125	47.89%
Changing/Showers/Locker Rooms	67	25.67%
Teen/Game Room	76	29.12%
Banquet/Conference Rooms	64	24.52%
Performance/Theatre	91	34.87%
Senior Center	102	39.08%
Gymnasium	133	50.96%
Children's Play Center/Kids Corner	106	40.61%
Outdoor Patio	141	54.02%

Answered: 243 Skipped: 18

Conclusion

As we make improvements/renovations to parks, we want to keep you informed and learn about your thoughts and ideas. What is the best way Ferndale can keep you up-to-date and involved?



Answers	Count	Percentage
Community engagement meetings (in person)	86	32.95%
Online surveys	148	56.7%
Virtual calls	27	10.34%
The City's website (www.ferndale.gov)	131	50.19%
Social media (Facebook, Instagram)	201	77.01%
Email blasts	119	45.59%
Ferndale newsletter	136	52.11%
Direct mail (flyers, postcards)	75	28.74%
Ferndale Cable Channel TV	11	4.21%
Other	9	3.45%

Answered: 251 Skipped: 10

If other, please explain:

Response	Count
We should utilize Ferndale Radio	1
We have a cable staton??	1
Use the Ferndale YouTube channel for more than meetings. Short, informational videos would be awesome.	1
The wording of this survey gives the impression that Kulick Center is not coming back. Please fix the Kulick Center.	1
Signs simply showing QR codes for relevant websites and social media platforms about Parks & Recreation facilities, activities and community planning meetings. These could be placed in high traffic areas (like the library) and in the parks themselves. I sought information myself because parks are important to me, but people not currently motivated to look are more likely to become interested and engaged when colorful posters/signs are in front of them.	1
Please communicate better on the city website and Facebook social media	1
park signage or events board	1
Meeting should be sought out with community groups that may not otherwise participate	1
Mass text opt-in	1
Laura posting to our neighborhood group has been incredible!	1
Laura Mikulski does very well at that! City website keeps getting worse. An email newsletter would work for me--IF done well.	1
Keep virtual option for community engagement meetings	1
I dislike relying on Facebook to get updates on Parks and Rec programming. Because not all of the community participates in this space, I don't think it should be the go-to outlet for communicating updates. I am happy to see one-off events shared there, but not comprehensive updates. It is too easy for folks to turn critical and negative in that space these days.	1
Host meeting some people can come together for ideas.	1
Give all residents a direct line to Laura Mikulski, the only reason I know about this survey right now! :) Kididng, please don't do that to her. The city website's first page should have a rotating list of Agenda Items for each level of government, including Parks and Rec. It seems to be the feeling of many residents I know that they find out about major city plans through the luck of a Facebook Notification when these plans very deeply affect them and their daily lives.	1
Ferndale newspaper, posters at library	1
A Ferndale newsletter would be so helpful!	1

Answered: 17 Skipped: 244

Do you have any other suggestions or comments about Ferndale parks and recreation?

Response	Count
You folks are doing a good job. You folks should check out other communities to gather ideas that we may add to ferndale. One particular idea is focus on the quality of the parks instead of quantity.	1
Yes we need our community center back and we need more doggie events.	1
Would like more greenery, many of the parks just feel like open fields. Would like to see continued improvements to the dog park. Love the outdoor gym equipment and skate park added to Geary.	1
Work within the budget you have and quit over spending on all aspects then run to tax payers to bail you out with tax increases.	1
Wilson Park needs some love. Since the dog park was installed, features only seem to be undergoing removal. The ball field was removed, the light fixtures are gone, a damaged bench was taken away but not replaced, and the basketball hoops have been torn out for some time. I know it's not scheduled for improvements for a while, but it's in pretty rough shape right now.	1
What is this "Ferndale Activities Center" that you mention in this survey. I have never heard of it and never seen any activities advertised as being there. We pay so much taxes living in Ferndale and I'm happy to do so because we love it and get many benefits but the recreation dept is surely lacking or else maybe I just don't see what things are going on and communication could be better.	1
We need a community pool or splash pad.	1
We need a community center and return our green space to native plants that require less annual maintenance.	1
We do not but as an older couple (both 75) who have lived at this address since Jan. 1975 we have found many ups and downs depending on who is in office or on the council. We do care a lot and try to participate in city programs but as you get older that is not always so simple. We would really like to see the Kulick Center back as selfishly speaking it is so convenient.	1
There's so much potential for offerings and amenities with classes and Kulik in general. Just start small. Or somewhere!	1
The one-day event from 3-5pm to gather public comments for long-range planning is inadequate. This was offered at a time when many people must work or care for kids. There should be meetings scheduled on Saturday and during an evening to allow for inclusive input.	1
The new rec center should be designed with universal design like the Mary Freebed YMCA in grand rapids	1
The city had a well attended weight lifting and exercise room until the Mayor Coulter Administration which includes Melanie Piana decided to cut the morning hours of the Kulick Center. Then the hours of the exercise room were inconvenient for those who most used the exercise room. Poor planning and ignoring the screams of the citizens resulted in the weight lifting/ exercise room being closed. We could easily make the Ferndale Parks facilities inconvenient to the citizens by stupid thinking again.	1
Thank you for the improvements made to Geary Park. PLEASE do not add parking to West Lewiston by the Roller Hockey Rink for privacy and property value concerns!!! Thank you for asking residents opinions. Please update periodically on next phases concerning master plans.	1
Since the skate park was added to Geary Park, the park has become far less family and kid friendly. There is graffiti on the play structures, older kids smoke constantly, and the conversation among older kids is not at all appropriate for younger kids. I think the skate park is a great addition, but it has overtaken the play areas that existed prior to that addition. In order for the park to feel safe and appropriate for young kids again, the play structures should be moved to the west side of the park. It feels highly unfair that I now have to worry about what my toddlers will be exposed to now that the skate park has been added. I would love to see the city fix this situation.	1
Really bummed there is not enough space for Ferndale Rec to have Basketball this winter - just really having the space to offer several programs for kids elementary age would be great!	1
Preserve and update parks in the south side of the city. There is a severe park deficit in the south side of Ferndale and very few upgrades have been made to existing parks. It's difficult for children and seniors to get to parks on the north side of Ferndale, if walking from the south side, without having to cross 2 major streets. We need park fairness!	1
Portable out house during pandemic	1
Please stop focusing on only children. Many adults in ferndale without children would like to use the park space we pay for. I have no children and don't plan on ever having them and the focus is always on kids. Make stuff happen for adults. Get more dog parks that are free to use and fenced in.	1
Please do not destroy the kulick center. It's the only park space near me	1
Please do not allow the Kulick center lot to be sold off to development	1
Please build a community center or use the curling club. Kids need a place to play, learn and interact. Where parents can connect and build a community together.	1

Please add another dog park on the other side of Woodward	1
Please do not take away greenspace on the SouthWest side of Ferndale. Also. Once again. Please keep the green space on 9 and Bermuda. Please stop overspending and putting the city in debt. Thank you for sending out this survey	1
Parks like Martin, Lennon and Harding need to be adequately lit (soft to medium intensity LED lighting so as not to disturb nearby homes) at night (for ex Gainsboro Park in Pleasant Ridge)	1
Our parks are great. We've come a long way and we keep improving. Thank you Ferndale for asking your community 😊	1
One of the most important things to our kids growing up was the kulick center...but was also kinda far from the house...weve been here 30 years..ours are grown now..and there may already be one , but east side could use indoor gaming gathering area for teenagers..especially w the pool hall gone	1
no real complaints. I enjoy Ferndale parks - well kept, clean, pleasant	1
More paths/ trails in nature would be awesome!	1
Mini pop up parks are great spots to spontaneously gather. I think preserving the little bits of free space that are left and making those spaces welcoming to people to gather and enjoy. Trees, seating, small fun activities (like oak park did along 9 mile)	1
Made most of them above.	1
Love our parks. I would love to see more varieties of trees planted in park spaces (or if that isn't possible perhaps converting that grass space to a sports field)	1
Lighting at the Wilson Park Dog Park, for evening use (esp fall and winter) Closer coordination between DPW and Parks and Rec, RE: Dog Park Maintenance	1

Kulick is very important to us. I'm aware of the challenges it provides, but I would hate to see that location go away or turned into condos or something. I hope that whatever happens with the building, something better replaces it in that location.	1
keep up the good work; things are always changing and it is good to change but not at a huge expense to the homeowners	1
Keep and Maintain Kulick Center. It is a beloved jewel of the neighborhood, and used OFTEN by many. It just needs a little TLC. The playground and field MUST stay!!	1
Just keep them updated, and clean.	1
Increase marketing and outreach, including social media. Possibility to merge with city of Ferndale rather than having separate Parks & Rec accounts/pages? Residents won't support services they are unaware of and don't utilize with their tax \$.	1
I'm not interested in paying more taxes. I pay 9k a yr, I will not vote on anymore millage increases regardless of what it supports. Enough is enough with our high property taxes.	1
I'd love to see a gym/weight room like Huntington Woods has	1
I would love to see the dog parks expanded.	1
I would love to see Ferndale sponsor a keep growing to trade type model for Ferndale by supporting with space	1
I would like to see Parks and Rec tap into our community of high school and college-aged athletes to help build a more robust youth programming. Whether it's junior coaching, or supporting clinics. I would like to see Parks and Rec take a more active role in building up these programs like soccer and baseball to raise the bar and keep our kids active. I think the city has LOUDLY asked for an indoor pool in a future community center and I didn't see that item much addressed in this survey. Please make sure that is included in the proposals to replace the Kulick Center -- what ever that looks like down the road.	1

I would like to reiterate my earlier statement of park equity. The dog park is cool, I use it often and Garbutt seems to have some good program space. I cannot speak to the Kulick Center because I only use it to vote when it still has a roof. I feel that the parks south of 9 mile are not as fun as those north of 9 mile. The Dales (south of 9, west of Woodward), Ferndale's largest residential quadrant does not seem to have the amount of outdoor amenities as other districts. I do admit that I am biased because I live in this zone, but it's something that my wife and I have talked about a few times.	1
I think having strong Ferndale branding and signage is important for the parks. Keep up the good work!	1
I really really want paved trails around the parks to rollers skate on. I really want to see Parks and rec get creative with their programming and start engaging with the community ! I've been in Ferndale for 16 years and I've never seen parks and rec engage with the community in a meaningful way. As a communications person and a social media and marketing manager it drives me crazy the lack of communication. This community is so small and tight knit, there's no excuse. Parks and rec have been out of the loop for too long.	1
I live in SW Ferndale and visit Oppenheim and Garbutt parks every day (at least one or the other if not both) however, even though I like to walk my dog through the open fields of both it seems like there is a lot of space, especially at Garbutt, that could be used for basketball courts, tennis + pickleball courts etc. Pickleball is a rapidly growing sport and I think adding a couple courts would get a lot of use. Along with basketball as well. The current kids biking lane cement block never seems to get any actual use atm. Also, I signed up for the Oakland County Park Pass for \$30/yr which has multiple huge dog parks but did not sign up for the \$50/yr pass for Ferndale's tiny little park on Hilton. I think reducing the prices and adding more dog park spots in Ferndale would get a lot of us as well. Garbutt could easily accommodate 2 basketball courts, 3 tennis + pickleball courts, a dog park and still have a good sized field for activities.	1
I hope that any new attractions in Ferndale come with a plan for continued maintenance and investment.	1
I feel like Garbutt park is always forgotten and needs a major upgrade. There are so many people who visit it throughout the year that it would be worth it	1
I didn't check options for a new community center because that is a question only IF a mileage is approved by the voters.	1
I am in definite support of maintaining and reworking the Kulik center... What I'm not for is moving the community center all the way over to the east side of the city so that it's more of a Hazel Park facility in Ferndale	1
High-quality tennis courts, badminton courts, a croquet lawn and friesbee golf course. Possibly a driving range, putting green or miniature golf. First rate baseball diamonds and a rugby field. Youth golf, tennis and rugby programs. Walking trails that could possibly be used in the winter for snowshoeing Yoga classes at numerous convenient times in the mornings and evenings for those who work. First rate weight training facility with locker rooms, attendants and showers. Weight training classes and trainers for teens and adults. Although I do not use it I love having the Detroit Curling Club in Ferndale. It is a wonderful asset.	1

Getting people out and in the community will make a stronger community. Improvement of our city website to more easily find activities. See our bike trail map. What amenities are at each park and where they are	1
Get a Pool. Get a Pool. Get a Pool Get a Pool Get a Pool Get a Pool Get a Pool	1
Fix Kulick Center. The city neglected this space.	1
Do better as a city!	1
BUILD THE SPLASH PAD. MAKE IT A PRIORITY. This gives the impression you're more focused on future plans than executing the ones that are already paid for and voted on. If there's nothing more you need to do, you need to put pressure on your city leaders that are not making this a priority. The community events and children's sports and programs offered by Ferndale Parks and Rec enrich my families lives and I am very grateful for them. I hope that these will continue with even more variety of offerings. They have had such a positive impact on my family.	1
Bring back the nature.	1
As residents of northwest Ferndale, my husband and I both find the playgrounds and parks to be extremely lacking. The playgrounds at the lower elementary school are decent but they aren't allowed to be used during the day. Geary park is extremely rundown (the play structures) and there are often adult men smoking nearby. It's really disappointing and frustrating that as a family with two young kids, we can't really walk to any nearby playground so we often find ourselves driving to Gainsboro park in Pleasant Ridge. Our neighborhood has a lot of young families and I've heard others feel the same way. I do think the lack of parks/playgrounds/programming for young kids will drive families out of Ferndale. Please please consider renovation and extending the playgrounds at Geary park. It would be a highly used and valued space for the community. Thank you for offering this survey!	1
again - please move the playground in Geary Park further from the skatepark to make more little kid friendly again. I'd love to see both age parks together and replace the roller rink area. Would love a more "natural" playground or an investment into a nice playground like Pleasant Ridge has on the East side instead of the typical equipment we have around town currently. (or even look for inspiration from the new Innovation Park up in Bloomfield) Fully support the skate park it's just turned the playgrounds into preteen and teen hang out zones which are not a great mix with littles. Add a little play climber by the outdoor exercise equipment for safety so kids stop using exercise equipment as a jungle gym (as much!)	1
A dog park on the west side of Woodward would be amazing	1
PLEASE don't do direct mailings or flyers. It's an unnecessary expense and natural resources drain with limited returns in an age when electronic media outlets are prevalent. There seems to be a dearth of programming specifically geared towards the Gen-X population. I looked into the Kulick Center but I don't relate to the seniors crowd, and the activities are largely not interesting to me.	1
-	1

APPENDIX C

2021 Community Summit Summary of Recommendations

Community Summit

As part of the Plan Ferndale Initiative which includes the Ferndale Master Plan, Climate Action Plan, and Parks and Recreation Plan, a virtual community summit was hosted October 26th and 27th. Findings were summarized by Sidewalk Detroit on the following pages.

EQUITY & OPEN SPACE

**DEEPER CONNECTION &
INVESTMENT IN
NATURE**

**ACCESSIBILITY AND UNIVERSAL
DESIGN**

**CULTURAL & SOCIALLY RELEVANT
PROGRAMMING**

**VISIBILITY, & ARTISTRY
THROUGH SIGNAGE AND
WAYFINDING**

**CURIOUS, FRESH, INTERACTIVE AND
ADVENTUROUS**

REDEFINING SAFETY



DEEPER CONNECTION & INVESTMENT IN NATURE



1. STRONG DESIRE FOR TREE CANOPY, SHADE, AND IMMERSION
IN NATURE
2. RAIN GARDENS, NATIVE SPECIES RESTORATION PROJECTS
3. DESIGN NATURAL BARRIERS NEAR PARKS ROADS TO CAPTURE
FEELING OF NATURE, RESPITE AND SAFETY
4. COMMUNITY GARDENS, COMMUNITY OWNED AND
MAINTAINED

CURIOUS, FRESH, INTERACTIVE AND ADVENTUROUS



1. DESIGN FOR OTHER TYPES OF PLAY: CLIMBING, CRAWLING,
EXPLORING.
2. FOCUS ON INTERACTIVE SPACES AND LAND FORMS AS
OPPOSED TO FLAT MOWED GRASS
3. DIVE INTO DIFFERENT PROGRAMMING TYPES, NON-SPORTS



ACCESSIBILITY AND UNIVERSAL DESIGN

1. BARRIER FREE ACCESS AT MULTIPLE, EASY ACCESS ENTRY POINTS
2. CONSIDER HOW FAR PEOPLE WITH DISABILITIES HAVE TO TRAVEL TO UTILIZE BARRIER FREE ENTRANCES.
3. CONDUCT AN AUDIT OF EQUIPMENT, PATHWAYS, ENTRANCES AND SIDEWALKS
4. AGES 1-100, DESIGNING SPECIFICALLY FOR YOUNG RESIDENTS, FAMILIES AND ELDERS

CULTURAL & SOCIALLY RELEVANT PROGRAMMING

1. SUPPORT AND BOLSTER THE WORK OF COMMUNITY GROUPS FOCUSED ON EQUITY, BIPOC, LGBTQIA+, DISABLED, SENIORS AND OTHER GROUPS: FOCUS ON PROGRAMMING SPECIFICALLY CURATED BY AND FOR THESE GROUPS
2. ESTABLISH AN ONGOING ADVISORY COMMITTEE FOCUSED ON THE NEEDS OF THESE GROUPS
3. DEVELOP PARTNERSHIPS WITH LOCAL, REGIONAL AND NATIONAL GROUPS THAT CAN OFFER PROGRAMMING IN THE PARKS AND ONGOING INPUT
4. CHILDREN AND YOUTH: CONSIDER STROLLER ACCESS TO PLAY AREAS AND UNIVERSAL DESIGN EQUIPMENT FOR DIFFERENT AGE GROUPS NEEDED
5. AVOID "MASCULINE" CENTERED PARKS



VISIBILITY, & ARTISTRY THROUGH SIGNAGE AND WAYFINDING

1. CONSIDER DESIGNING A USER-FRIENDLY, INTERACTIVE PARKS MAP GEARED TOWARDS RESIDENTS
2. MANY RESIDENTS FELT WALKABILITY AND ACCESS WAS A PLUS FOR FERNDALE - PRESS INTO THE ACCESSIBILITY AND AVAILABILITY OF PARKS WITH A CULTURALLY CENTERED AWARENESS CAMPAIGN. GARY PARK IN PARTICULAR.
3. SIGNAGE AND WAYFINDING
4. SIGNAGE THAT IS INSTRUCTIVE OF POSSIBILITIES, NOT JUST RULES
5. MULTI-LINGUAL
6. UTILIZE ARTS AND CULTURE TO NOT JUST INSTRUCT, BUT ALSO TO WELCOME AND INSPIRE



REDEFINING SAFETY



1. ESTABLISH RESIDENT BASED SAFETY PROTOCOLS AND COMMUNITY EMBEDDED POLICE OFFICERS
2. REQUIRE OFFICERS TO ATTEND COMMUNITY MEETINGS WITH MARGINALIZED GROUPS
3. ESTABLISH COMMUNITY FOCUSED OFFICE HOURS WITH POLICE
4. CONSIDER IMPACTS OF LARGE EVENTS ON RESIDENTS, AND IF ANY COMMUNITY BENEFITS/OR
COMMUNITY PRIORITIES CAN BE GAINED FROM THE EVENTS
5. SPEED BUMPS IN NEIGHBORHOOD STREETS, PARTICULARLY HIGH TRAFFIC AREAS
6. REQUIRE COUNCIL OF RESIDENTS FOR LARGE EVENTS
7. FERNDALE'S PARKS AND OPEN SPACES ARE A REGIONAL DESTINATION, CONSIDER FERNDALE'S OPEN
SPACES AS GATHERING SPACES THAT SERVE RESIDENTS FIRST, BUT ALSO VISITORS.

UNPACKING DEVELOPMENT - AFFORDABLE HOUSING

**MISSION DRIVEN
DEVELOPERS**

REDEFINE AFFORDABLE

TARGET VULNERABLE POPULATIONS

**DIVERSITY OF HOUSING
TYPES**

OPTIONS FOR MANY INCOME LEVELS



UNPACKING DEVELOPMENT - AFFORDABLE HOUSING



MISSION DRIVEN DEVELOPERS

CDFIs
Mission Driven lenders
IFF
Develop Detroit
Artspace
The Platform

DEFINE AFFORDABLE BY FERNDALE STANDARDS

TARGET VULNERABLE POPULATIONS

Veterans
LGBTQIA+
Seniors

OPTIONS FOR ALTERNATIVE ECONOMY

Rent Stabilization
Community land-trusts
Cooperatives
Accessory dwelling units
Industrial Reuse

DIVERSITY OF HOUSING TYPES

Multi-generational
affordable housing

Options for first-time
homeowners of varying
income levels

UNPACKING DEVELOPMENT - CHARACTER



PEOPLE MAKE THE PLACE

Opportunities for people
to activate and
personalize their spaces

Consider spaces outside
the home - balconies,
porches, greenspace

Establish resident
advisory councils for new
developments

MIX THE OLD & NEW

Consider design and
look/feel of existing stock,
work in harmony with

Prioritize mission driven
developers who can
balance character and
design with price point

Historical preservation
and adaptive reuse

UTILIZE ART & NATURE

Utilize art and nature to
personalize parking &
developments

Integrate developers into
mission driver public art,
and green equity projects
with CBAs



UNPACKING DEVELOPMENT - PARKING, MOBILITY AND ACCESS

CONNECTING PEOPLE & PLACES

School connections

Non-motorized transit
and connection to
amenities

Plan for the future: How
much does the future
economy depend on non-
motorized transit?

GROWING PAINS

Some residents may not
like it, but Ferndale is a
regional draw, what are
regional solutions

Free parking facilities
outside city center that
encourage walking or
public transit

Ride sharing

IMPACTS ON THE VULNERABLE

Utilize art and nature to
personalize parking &
developments

Consider impacts of
parking limitations on
different populations
(families, disabled,
seniors)

CLIMATE



LITTLE PARKS EVERYWHERE

More rain gardens, bioswales, tree plantings and native plantings throughout the city

Less decoration and pavement, more gardens and stormwater solutions

Rain barrel program for residents and businesses

EDUCATION & INCENTIVES

Explore education programs and information campaigns for residents

Farmers market

Incentivize residents and businesses:

Household energy reduction

Elimination of single use plastics

Composting program

Require GSI from new developments

CHALLENGES

Transportation:

Biking doesn't feel safe

Walking not feasible

Money and time are top barriers

Plan Ferndale Summit Summary & Recommendations From Sidewalk Detroit

EQUITY & OPEN SPACE

Deeper Connection and Investment in Nature

- Strong desire for tree canopy, shade, and immersion in nature
- Rain gardens, native species restoration projects
- Design natural barriers near parks roads to capture feeling on natural, respite and safety
- Community gardens, community owned and maintained

Accessibility and Universal Design

- Barrier free access at multiple, easy access entry points, consider how far people with disabilities have to travel to utilize barrier free entrances. Conduct an audit of equipment, pathways, entrances and sidewalks
- 1-100, Designing specifically for young residents and elder

Cultural Programming that Speaks to Marginalized Groups

- Support and bolster the work of community groups focused on equity, BIPOC, LGBTQIA+, disabled, seniors and other groups:
 - » Focus on programming specifically curated by and for these groups
 - » Offer programming incentives
 - » Establish an ongoing advisory committee focused on the needs of these groups
 - » Develop partnerships with local, regional and national groups that can offer programming in the parks and ongoing input

- Children and Youth
 - » Consider stroller access to play areas and universal design
 - » Equipment for different age groups needed
- Conduct an equity audit of equipment and facilities, who is being served and targeted? Are there opportunities for growth?
 - » Basketball vs Hockey
 - » Sports vs arts
 - » “Masculine” centered parks
- Programming specific to user groups that may be overlooked. Look for ways to adapt programming.
 - » Teenage girls
 - » LGBTQIA+ youth
 - » Seniors with disabilities

Equity, Cultural Visibility, Artistry and Opportunity through Signage and Wayfinding

- Consider designing a user-friendly, interactive parks map geared towards residents
- Many residents felt walkability and access was a plus for Ferndale - press into the accessibility and availability of parks with a culturally centered awareness campaign. Geary park in particular.
- Signage and wayfinding
 - » Signage that is instructive of possibilities, not just rules
 - » Multi-lingual
 - » Utilizes arts and culture to not just instruct, but also to welcome and inspire

Parks Infrastructure that is curious, fresh, interactive and Adventurous

- Design for other types of play! Climbing, crawling, exploring.
- Focus on interactive spaces as opposed to flat mowed grass

Redefining Safety

- Establish resident based safety protocols and community embedded police officers
 - » Require officers to attend community meetings with marginalized groups
 - » Establish community focused office hours with police
- Consider impacts of large events on residents, and if any community benefits/or community priorities can be gained from the events
 - » Speed bumps in neighborhood streets, particularly high traffic areas
 - » Require Council of Residents for large events
- Ferndale’s parks and open spaces are a regional destination, consider Ferndale’s open spaces as gathering spaces that serve residents first, but also visitors. Explore possibilities for strengthening Ferndale’s social infrastructure through open spaces and parks planning that capture the needs of residents first and consider amenities that cater to visitors as well

UNPACKING DEVELOPMENT - AFFORDABLE HOUSING

- Focus and cultivate mission driven developers
 - » CDFIs, Mission Driven lenders

- » IFF
- » Develop Detroit
- » Artspace
- » The Platform
- More progressive definition of “affordable”, define AMI by Ferndale, not Oakland County
- Consider programs that target vulnerable populations specifically:
 - » Veterans
 - » LGBTQIA+
 - » Seniors
- Consider programs that target and meet needs of evolving economy and employment (artists, gig workers):
 - » Rent Stabilization
 - » Community land-trusts
 - » Cooperatives
 - » Accessory dwelling units
 - » Industrial Reuse
- Multi-generational affordable housing & Diversity of housing types
- Options for first-time homeowners of varying income levels

UNPACKING DEVELOPMENT - CHARACTER

- Opportunities for people to activate and personalize their spaces
- Mix of old charm and modernization
- Consider design and look/feel of existing stock, work in harmony with

- Utilize art and nature to personalize parking
- Specific guidelines for developers that keep them out of the cracks
- Consider spaces outside the home - balconies, porches, greenspace
- Prioritize mission driven developers who can balance character and design with price point
- Integrate developers into mission driver public art, and green equity projects with CBA's
- Establish resident advisory councils for new developments
- Historical preservation and adaptive reuse
- Avoid redundancy

UNPACKING DEVELOPMENT - PARKING, MOBILITY AND ACCESS

- School connections
- Non-motorized transit and connection to amenities
- Consider impacts of parking limitations on different populations (families, disabled, seniors)
- Plan for the future: How much does the future economy depend on non-motorized transit?
- Public transportation plan
- Ride-share, pickup and drop-off points
- Can Ferndale create/incentivize informal ride-sharing?
- Some residents may not like it, but Ferndale is a regional draw, what are regional solutions?
- Free parking facilities outside city center that

encourage walking or public transit

CLIMATE

More rain gardens, bioswales, tree plantings and native plantings throughout the city

- Less decoration and pavement, more gardens and stormwater solutions
- Rain barrel program for residents and businesses

Require GSI from new developments

Education for resident-led projects

Farmers market

Incentivise residents and businesses

- Household energy reduction
- Elimination of single use plastics
- Composting program
- Walkable options and public transportation with ease

Residents are doing a lot, but the most progressive residents have difficulty with:

- Transportation
 - » Biking doesn't feel safe
 - » Walking not feasible because of time/energy/ability
 - » Electric vehicles are expensive
- Solar Energy
- Recycling certain objects

APPENDIX D

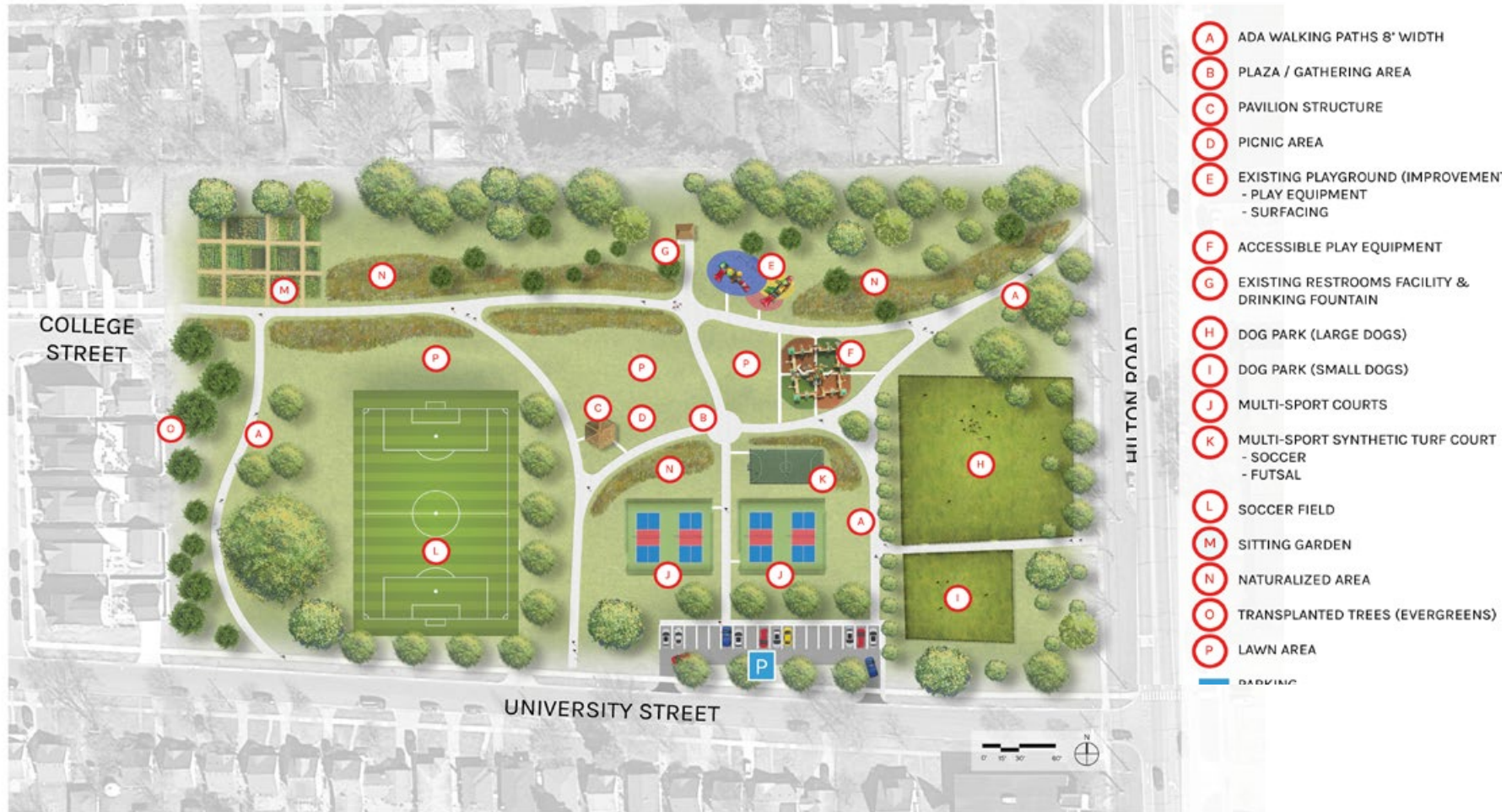
Wilson Park Public Engagement and Survey Results

Wilson Park Initial Concept Plans December 2021

The Ferndale Parks and Recreation Department and SmithGroup worked with the Michigan State University (MSU) Landscape Architecture program in 2021 to develop alternative concepts for Wilson

Park. The MSU Students used feedback from the community to design the park with a specific program list. A major factor in the design was to make the park accessible and inclusive while also creating

opportunities for sustainability. These draft plans were then presented to the public for feedback before the final draft was created.





Public Presentation

The two plans were presented to the public in a virtual meeting on 12/16/2021 from 6:30-7:30 PM. During this time, the 32 participants were able to discuss and add comments to a collaborative board held on the Mural platform.

They were also given access to the public survey (results on the following pages).

Plan Ferndale

Tell us what you think! Grab a stick-note and write a comment.

You have the power to make change.

Yes, really.

WILSON PARK IMPROVEMENTS PLAN - CONCEPT A
FERNDALE, MICHIGAN
SMITHGROUP

WILSON PARK IMPROVEMENTS PLAN - CONCEPT B
FERNDALE, MICHIGAN
SMITHGROUP

Do you feel anything is missing?

Need lots of benches along paths to encourage walking by those who need to take breaks.	Need more lights at the dog park.	ADDITIONAL PARKING STUDY FOR ADDITIONAL PARKING.	TRAFFIC STUDY 2016 - TOOK OUT LIGHT - OTHER CROSSWALK SIGNS.
Need bike racks to encourage people to ride bikes.	POSSIBLE EXPANSION OF DOG PARK.	ROAD WIDTH STUDY - ON-STREET PARKING ON NORTH SIDE.	PUSH BUTTON TO TURN LIGHT RED INSTANTLY.
More parking and fewer pickle ball courts.	Playground cover canopy for shade.	TRAFFIC HAULTING ELEMENT - UNIV AND HILTON.	TRAFFIC HAULTING ELEMENT - UNIV AND HILTON.

LIGHTING ESPECIALLY DURING THE WINTER MONTHS WHERE THE PARK IS UNUSABLE AFTER SUN.

SKATING RINK OR ANY OTHER WINTER ACTIVITY TO PROVIDE A MULTI-SEASONAL PARK SPACE.

Provide a cross seasonal ballroom that offers the flexibility to the winter and roller hockey in the ballroom.

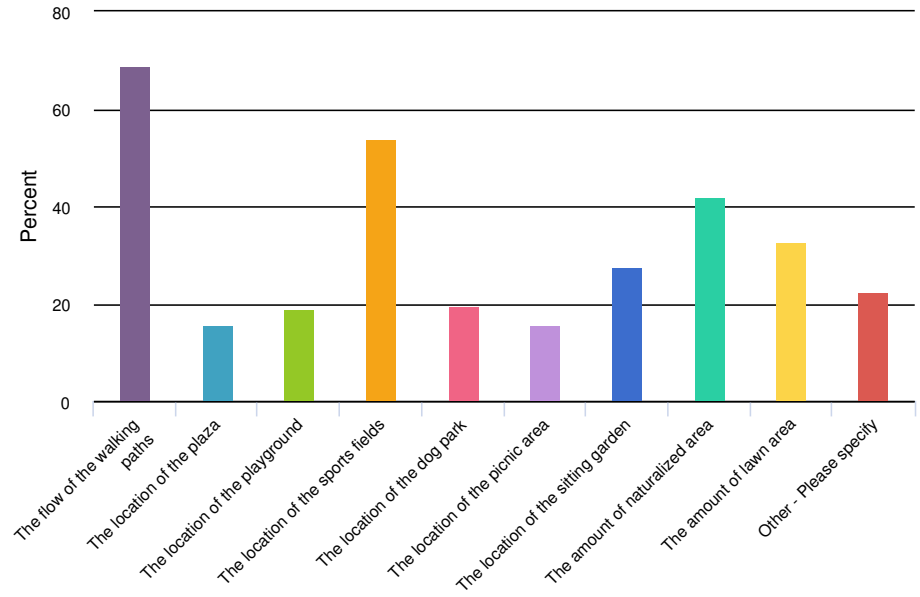
Do you feel anything is missing?

Need more lights at the dog park.	Need lots of benches along paths to encourage walking by those who need to take breaks.	TRAFFIC HAULTING ELEMENT - UNIV AND HILTON.	TRAFFIC STUDY 2016 - TOOK OUT LIGHT - OTHER CROSSWALK SIGNS.
Need bike racks to encourage people to ride bikes.	POSSIBLE EXPANSION OF DOG PARK.	ADDITIONAL PARKING STUDY FOR ADDITIONAL PARKING.	PUSH BUTTON TO TURN LIGHT RED INSTANTLY.
More parking and fewer pickle ball courts.	Playground cover canopy for shade.	ROAD WIDTH STUDY ON STREET PARKING ON NORTH SIDE.	TRAFFIC HAULTING ELEMENT - UNIV AND HILTON.

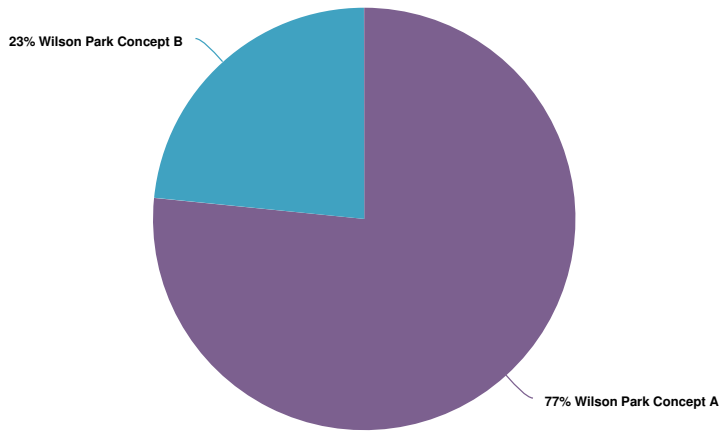
Public Survey

The public had the opportunity to respond to and comment on the two draft plans for Wilson Park via a public survey, available online from 12/15/2021 to 01/03/2022. It received 170 responses.

Which elements do you like about the concept you chose?



Which concept for Wilson Park do you prefer?



Value	Percent	Responses
Wilson Park Concept A	76.6%	118
Wilson Park Concept B	23.4%	36

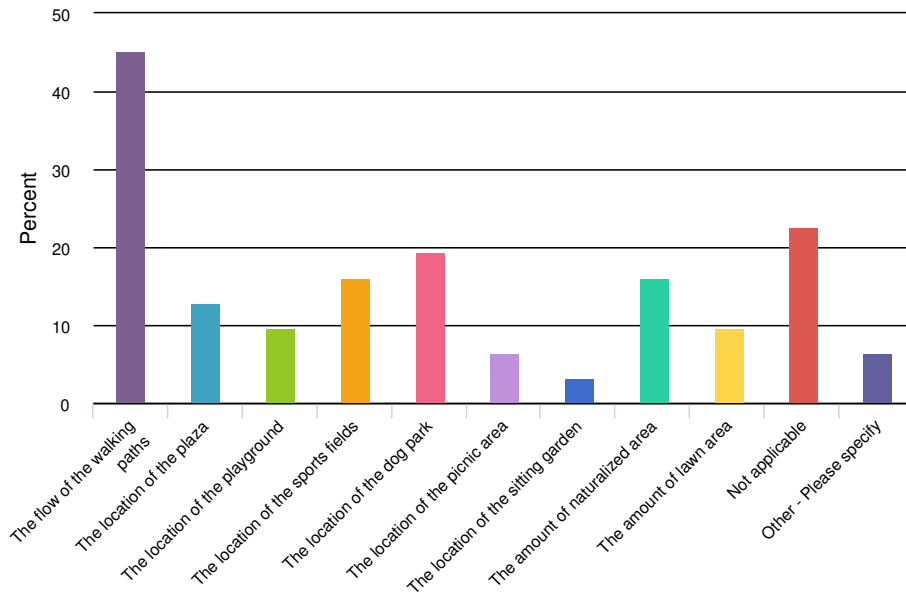
Totals: 154

Value	Percent	Responses
The flow of the walking paths	68.8%	110
The location of the plaza	15.6%	25
The location of the playground	18.8%	30
The location of the sports fields	53.8%	86
The location of the dog park	19.4%	31
The location of the picnic area	15.6%	25
The location of the sitting garden	27.5%	44
The amount of naturalized area	41.9%	67
The amount of lawn area	32.5%	52
Other - Please specify	22.5%	36

Other - Please Specify

Response	Count		
Accessible playground equipment	1	Tennis courts	1
Amenities more spread out through entire park	1	Tennis courts with tennis balls should not be by the already existing dog park for safety of both the dogs and players for not running after them	1
I would move the Pavillion and sitting area closer to the playground	1	Test	1
It has a better look than B	1	The amenities are virtually identical, but the other concept needlessly swaps some locations and so incurs additional costs.	1
Larger size of sitting gardens	1	The astro turf field, playground improvements, and accessible area.	1
Location of parking lot	1	The location of the parking lot	1
Many activities	1	The parking	1
More space around the soccer field	1	The parking location	1
More sports areas, trees around to provide shade, multiple play scapes.	1	The pickleball courts!	1
More trees, less open green space	1	Whatever allows for more walking paths in ferndale	1
Moving the parking lot to the center of the park makes a lot more sense. Easier to access the entire park. The layout of option A is more visually pleasing as well. Having to walk around a giant soccer field (like option B) shows is frustrating (even though that is the current layout of the park and it would be easier to leave it as is, option A is more user friendly.	1	You got to move that pavilion closer to the restroom area. Keep it in that same little triangle we're just move it to the upper right hand corner	1
Overall use of the space	1	accessible playground equipment	1
Parking format	1	i would push the playground west more perhaps shift the pavillion and play ground. i think for visability that would be better. and would also give the pavilion more connection	1
Parking in A is closer to dog park. Don't make people walk their dogs past those watching soccer. It's disruptive, especially if dogs are there with those watching soccer.	1	size of the sitting garden, number of trees	1
Parking is less intrusive	1	the addition of an accessible playground, the basketball court, could be less tennis/multi courts maybe one, also if a soccer field for games you might need more than 12 or 15 parking spots. If that second court is a soccer one don't think we need two.	1
Parking near the dog park and accessible play area	1	the location and size of the playscapes, the location of the parking lot and the multi-sport court	1
Pickleball Courts!	1	Totals	35
Replace multi-sport are with a basketball court.	1		
Seem more sectioned off, more privacy in non-activity areas	1		

Even though you didn't select it, which elements do you like about the concept you did not choose (Concept A)?

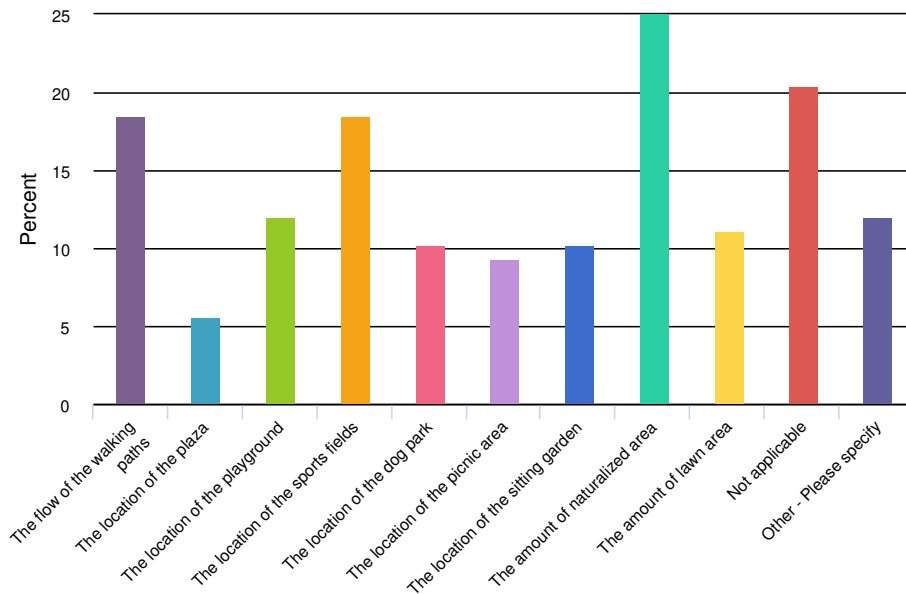


Value	Percent	Responses
The flow of the walking paths	45.2%	14
The location of the plaza	12.9%	4
The location of the playground	9.7%	3
The location of the sports fields	16.1%	5
The location of the dog park	19.4%	6
The location of the picnic area	6.5%	2
The location of the sitting garden	3.2%	1
The amount of naturalized area	16.1%	5
The amount of lawn area	9.7%	3
Not applicable	22.6%	7
Other - Please specify	6.5%	2

Other - Please Specify

Response	Count
Concern over naturalized areas becoming home for rat population	1
Location of parking area	1
Totals	2

Even though you didn't select it, which elements do you like about the concept you did not choose (Concept B)?



Value	Percent	Responses
The flow of the walking paths	18.5%	20
The location of the plaza	5.6%	6
The location of the playground	12.0%	13
The location of the sports fields	18.5%	20
The location of the dog park	10.2%	11
The location of the picnic area	9.3%	10
The location of the sitting garden	10.2%	11
The amount of naturalized area	25.0%	27
The amount of lawn area	11.1%	12
Not applicable	20.4%	22
Other - Please specify	12.0%	13

Other - Please Specify

Response	Count
Both designs lack interesting amenities. Compared to other Ferndale parks.	1
Four tennis courts is a lot. A basketball court WITH rims and nets on the the backboards would be a great addition.	1
I like the more open space but it didn't have the accessible playground or basket ball court.	1
I would prefer a dedicated area for basketball courts over tennis courts.	1
It has less play equipment for my kids	1
Lack of basketball courts!!! What gives?	1
Less packed into the space, more breathing room.	1
Love the pickleball courts on this one too!	1
No basketball court	1
Parking seems better	1
Test	1
Without moving the parking lot and sports fields we will be able to utilize the allotted money for more Park amenities	1
number of trees	1
Totals	13

Are there any missing elements from the above concepts that you would like to see in Wilson Park?

Test
Dog park needs to be expanded and improved. Currently its small and congested, it is muddy and inaccessible to those with disabilities. The park desperately needs lighting for later hours.
Please add lights to dog park!
benches along the walking paths and bike racks
Lights for all of the sporting fields and dog park
We would love to see more lighting at the dog park! The dog park is extremely popular but members aren't able to use it early in the morning or late at night when it's dark. Adding lights would provide many more hours for the park to be utilized. I have overheard many people talk about this while being a need while at the dog park, as there are many spotlights in other places throughout the larger park - however these spaces are not utilized after hours. Thank you!
No i really like both proposals! As the mom of a young child living in the new community on College street, we are just excited to be able to have more walking paths and an updated playground!
We need to utilize sun shades over playgrounds so that our children can continue to play during the day with adverse effects of climate change.
Covered picnic areas.
More play equipment. Benches under trees/shade. Picnic tables under a shelter as well as picnic tables not under a shelter. Drinking fountains.
Changes in elevation, berms, etc.
Dog park expanded and lights added since it gets dark so early much of the year.
It would be nice for patches of naturalized area to be in more than one spot. Also, any upgrades to the dog park? Ferndale is FULL of dog lovers. Can't we do better than what we have?

Nothing. Why was the roller rink taken down just to put up another useless sport playing field. Why update things including the bathrooms when they're never open and the drinking fountain doesn't work properly.
A reflexology path
Sunshades over the play structure and sitting areas
Accessible swings for all ages. A rock climbing wall would be lovely
We are dealing with a rat population and I am concerned over the naturalized areas giving them extra cover. I don't think there is enough parking. We average about 30 cars for a soccer game in the park, this would mean street parking and extra congestion.
Would like to see the dog park made larger and have a water play area.
A tennis court would be great, also a basketball court. Non-wood chip base under play equipment. Updated play equipment and updated swings. A hill to play on like at Gainsborough Park in PR.
Benches scattered throughout the park (they may already be a part of the existing plan but I couldn't tell from the plan shown).
disc golf course
Basketball court!
Too many pickleball courts.
The only thing is the two dog parks should be connected... the reason being is that sometimes both are not being used, however one is more full than the other so it's nice to have a space to take your dog to if one is getting over crowded or rambunctious. Also, as new dogs are getting used to the park I see owners take the new dog to the smaller dog area to observe the larger dogs and ease into the situation. It's just nice having them connected for that reason.

<p>The only thing is the two dog parks should be connected... the reason being is that sometimes both are not being used, however one is more full than the other so it's nice to have a space to take your dog to if one is getting over crowded or rambunctious. Also, as new dogs are getting used to the park I see owners take the new dog to the smaller dog area to observe the larger dogs and ease into the situation. It's just nice having them connected for that reason.</p>
<p>No</p>
<p>Tennis specific courts!</p>
<p>Move the pavilion and sitting area closer to the playground.</p>
<p>More seating throughout the park, and a walking path that goes all the way around/through that can be used for exercise, instead of just paths to various features. Additional gardens closer to Hilton.</p>
<p>Playground and sitting area closer to eachother. Maybe add a few disc golf elements</p>
<p>More natural space</p>
<p>Both are heavy on paved areas. It would be nice to include a community garden or more natural space than either offered.</p>
<p>Please consider adding value to the ferndale residents by adding a workout area like royal oak's grant park. It is a non mechanical workout area. Mechanical workout set up break down, require reoccurring maintenance and seems obsolete. Thank you for your consideration</p>
<p>Possible section for community garden.</p>
<p>I would like to see the inclusion of basketball courts to the park. Soccer can be played in any open field. Basketball is limited to having access to quality courts. Ferndale's parks are missing these.</p>
<p>I'm really hoping for a basketball court in the multi sport area. It was non specific</p>
<p>Basketball courts would be great!</p>
<p>Keep the pavilion in that same triangle but move it to the upper right hand corner.</p>

<p>Can't tell what the multi use sport courts are would love to have tennis courts available in Ferndale.</p>
<p>The parking lot is too small. Please make sure there is a hardscaped path from parking lot to playground for strollers and wagons and bikes. Is there going to be improved drainage? The park becomes a swampy muddy watering hole after big rains and in the spring. Basketball! Yes PR has tennis courts, but they also have basketball! Plus they actually put up rims and nets! The play equipment needs more than an update. Natural elements should be included as well- big rocks, large stumps, etc. Ask kids what makes their favorite playgrounds their favorite! My kids talk about Starr park on 13 mile in RO like it's the greatest thing they have ever seen.</p>
<p>Lights on the tennis courts</p>
<p>Large scale public art/sculpture</p>
<p>Bike parking and repair station</p>
<p>Disc golf</p>
<p>Fitness equipment</p>
<p>A splash pad for the summer months.</p>
<p>It would be nice to have water bottle refill stations.</p>
<p>The parking proposed is not nearly enough based on the current flow of people who come in to leverage the soccer field. And as someone who loves the peace by the large tree, I think having more green open space there is missing a bit as well</p>
<p>Community garden potentially?</p>

<p>Basketball court (reduce number of pickle ball courts). There are only a couple basketball courts in Ferndale. The ones that are here are in terrible condition!! They are a great way for pre-teens to adults to be active! Change pickle ball courts to tennis courts that are multi-purpose tennis/pickle ball. This would make the park more versatile! Inline hockey please! Please! We'll provide nets, just give us some boards to play inside of! Keep multiple playground areas! One section is NOT enough! Swings, monkey bars, slides!! Don't build crazy structures that have no actual play use! Put benches and covered shade areas around/over the playground areas. They get too hot during the summer to play on or for parents to sit and watch!!</p>
<p>Basketball hoops</p>
<p>There are drainage issues in the park, where will the water go now</p>
<p>Great design. 1. Runners- A lot of runners in the neighborhood would love to see the pathways connect better on the park to be about to do a at least a full loop from east to west. Details of paving length or distance markers will also be beneficial to encourage joggers of skill levels. 800 meters of pavement = 0.5 mile. Brys Park in St Clair shores for reference. 2. Bike equipment. This is probably funded by the city and not the developer? Ferndale has bike stations with tools all around the city. We would love to have one there too.</p>
<p>1 basketball court instead of 4 tennis courts. Nothing against having a tennis court, just feel 4 isn't necessary. Everything else looks great. More park, less parking lot. IMO, thanks</p>
<p>i think the walk path should be a continuous path around the park marked with the distance. if the path were a specified distance - local runners can work to improve their time and do laps in a measured continuous setting (much like brys park in st clair shores)</p>
<p>there should be a berm or natural area to block out the dog park</p>
<p>What is a sitting garden? Bike parking?</p>
<p>The park needs lights! Especially around the dog park area</p>
<p>Improvements to the Dog Park shading, drainage better grass</p>
<p>Hoping there will be many benches/sitting/picnic areas and bike racks.</p>

<p>Could use plyometric workout elements around the walking/exercise path. Some extra benches would be nice, as well.</p>
<p>One of our Ferndale parks really should have a splash pad for little ones. I know that is a huge undertaking but would be a great addition to the community.</p>
<p>additional elements of the walking path that could be used for bikes or skateboards</p>
<p>please please PLEASE add a spot for horseshoes!!!</p>
<p>The pavilion in the rendering looks small—a covered space is handy for visitors to avoid sun or precipitation. I hope the natural areas can have native plants and educational signs (especially if they're geared towards kids and adults). I like the tree break on the edges of the park and as sources of shade. A small work out equipment station is also nice—while a large set of options is nice, scattering a couple pieces of equipment at various parks ensures better access to more residents/visitors.</p>
<p>An outdoor Gym Picnic tables/small gazebo's And anything that will be inviting for kids but not centered in kid's sports</p>
<p>Splash pad and make the dog park free like they are everywhere else. Wilson park needs a more interesting attraction than a sitting garden of nature area.</p>
<p>Even though I prefer Concept A overall, I prefer having the accessible playground equipment co-located with the existing equipment, as opposed to segregated.</p>
<p>It's unclear if the dog park will be remaining the same or if it is being expanded/updated with the remodel. I'm curious about that.</p>
<p>Basketball courts — why do so few parks in Ferndale have them? Please explain. It can't be a coincidence at this point.</p>
<p>Basket ball court, tennis court. In place of two of the small courts</p>
<p>Sand volleyball?</p>
<p>A natural play area would be a nice addition.</p>

Lights for the dog park. Please. It is too dark to use during daylight saving time after work.
I am often at the updated Harding Park (which I love). I wish Harding had some type of outdoor workout structures. I'm aware of curl stations, bars, and step ups, etc. I'd like to see even a small area that was paved w/ hard, stable steps that would allow some up-downs and related exercise. Thanks.
More night time lighting. Bigger dog park.
Would prefer new parking lot and best soccer goals and field. No need for 2 pickle courts No basketball courts Smaller street version of a skatepark would be great Gazebos would be nice Please create nice entry area to park from new Wilson Park homes.
I would love to see a slim dog run the length of the larger dog park area. This would be for one dog at a time to play fetch. It wouldn't take up much room and would be a great option for those of us that have dogs that don't play well with others.
Larger picnic area
Would love a water source
I wasn't paying attention to the layout, necessarily, rather what was offered. Option A offered more of what I'm looking for for my family.
Basketball court, more parking, bike racks
I would really like to see the playground improvements include rubber safety padding.
The only restrooms indicated are at the current location. The capacity needs to be enlarged for anticipated increase in visitors. If restrooms are expanded, there must be a gender neutral option.
Perhaps more parking
A fountain
I would have liked an outdoor exercise equipment, like a small fitness park.
Larger playground area

No, I thi k concept 1 has everything for everyone
Butterfly/hummingbird garden
We need a more interesting feature. Sitting garden, multi-sport courts, transplanted evergreens, and nature area are boring. Let's do something fun that makes the park worth going to. Stand alone rock climbing boulder (adult sized), pump track, splash pad, something cool. Ferndale has way too young a population for a sitting garden to be worth the money. The other parks have cool things like sledding hill or skate park. Wilson park has the space to be a lot of fun.
Splash pad! Rock wall? Or boulder park. Hockey rink. This side of Ferndale needs some big feature better than a sitting garden. We wanted the skate park, didn't get it. We deserve a cool feature.
They both look great! I'm excited to see Ferndale continue to invest into the parks and residential improvements. I live on the corner of academy and Hilton, northwest house on the map. I would like to ask that if possible lighting design to address light pollution from the park into the resident's property. It's really good to have lighting in the park for safety and security. It's really bad to have modern LED lights (super bright - and - white) and have them bleeding into people's homes and yards. I also would like to suggest that we have crushed asphalt or gravel for the path instead of concrete or paved asphalt. It's more natural and I think more pleasant. I don't use the dog park but would be nice to see some good funding going into upgrades to the dog park as it's heavily used. In fact, I am not sure whether the dog park has expanded, but if the dog park users want more budget to expand, I think that's a great use of funds for our neighborly friends (2-legged and 4- (Read More)
Having the "multi sport courts" be dedicated, or in part dedicated to pickleball.
More multi sport courts
Dedicated pickleball court(s) would be great!
I'd love to see a dedicated Pickleball court.
Please keep the Pickleball courts!

In regards to the multi-sport courts, I'm assuming the courts are for tennis and pickle ball. The city has designated tennis courts at the high school. The city doesn't have designated pickle ball courts. Dedicated pickle ball courts are extremely more enjoyable than playing on courts that have a duo purpose: tennis and pickle ball. Our city had tennis courts in almost every major park, but they went unused. I hope the city will see the benefit of dedicated pickle ball courts and not multi sport courts.

A street hockey rink I would like to see the pickle ball court is actually a tennis court size with lines made inside for pickle ball. This can be multi use, pickle ball may be a trend but tennis has lasting value

More naturalized area the better!

I think if you removed "F - accessible play equipment" from concept A and turned that into a natural area it would be awesome! I very much appreciate the number of trees and natural areas in both concepts. I feel like you took community feedback to heart.

I would love to see a basketball court!

I think we need the park to reflect what it is a natural space A is way way too crazy of a design, and what on earth is a sitting garden. I think actual pictures of how some of this would actually look not some digitalize items! Oh and the obvious cost break down!

A different court type- i.e. basketball would be nice. And more parking

APPENDIX E

2021 Student Roundtable Discussion

Student Roundtable

To better understand the the student perspective about the master plan process and the draft plan update for Wilson Park, representatives from the Parks and Recreation Park and SmithGroup virtually met with 15 students from Ferndale High School on 12/16/2021. Their discussion is summarized below.

Geary Park was the major hub for HS activity

- Visited the most
- Chill / good vibes to hang out
- Bring others in from different communities – due to skate park
- Pokemon Go
- Use of baseball diamonds for other activities
- Geary Park is in close proximity to their homes
- Park feels safest on a main road
- They like the open space of Geary Park
- They feel safe
- Open space gives them freedom / no locked in

Interested Park Amenities

- Whiffleball
- Pickleball
- Sand Volleyball
- Tire swing
- Nature based park
- Soccer field
- Swings
- Volleyball
- Playground (older) with a climber/spiderweb

- Nature trail
- Bike paths – like the paths at Harding Park
- Frisbee Golf – popular
- Climbers
- Covered pavilions

Parks Council Committee at School

- High interest among students
- Earn community hours
- QR code – at parks – to report instances and inappropriate behavior
- Something that describes explaining the consequences of actions

General Comments

- Provide wall / art wall / tag wall with only positive messages, will be repainted every month
- Most popular social media platform is InstaGram.
- Provide physical message boards at parks for upcoming activities
- Add more shade to parks
- Basketball – frustrating, no nets – possible plastic nets
- Add Gaga Pit – P&R mentioned purchasing a traveling Gaga Pit that can be moved to parks each month
- Provide seating areas around each feature with shade
- Add umbrellas and seating area – places to keep eye on belongings while playing activities

Wilson Park Concept

Concept A was preferred by most students

Ideas/Events to get students to parks

- Grand Opening Event
- A festival like “Liberty Fest” – portable rides
- Movie nights
- Book swaps
- Students liked the pumpkin event at Geary
- Street Fair / local artists – Ferndale Gravity Art Fest
- Food trucks at Movie in the Park
- Drive in movie
- Different music in the park nights
- Swings for bigger kids
- Workout equipment – circuit training

Playground Specific Ideas for Older Kids

- Spider web
- They still like to go on playgrounds
- Rock climbing wall
- Hamocking
- Compost bins
- Charging outlets for phones
- More lighting at movie nights

APPENDIX F

2020 Schiffer Park Plan Updates

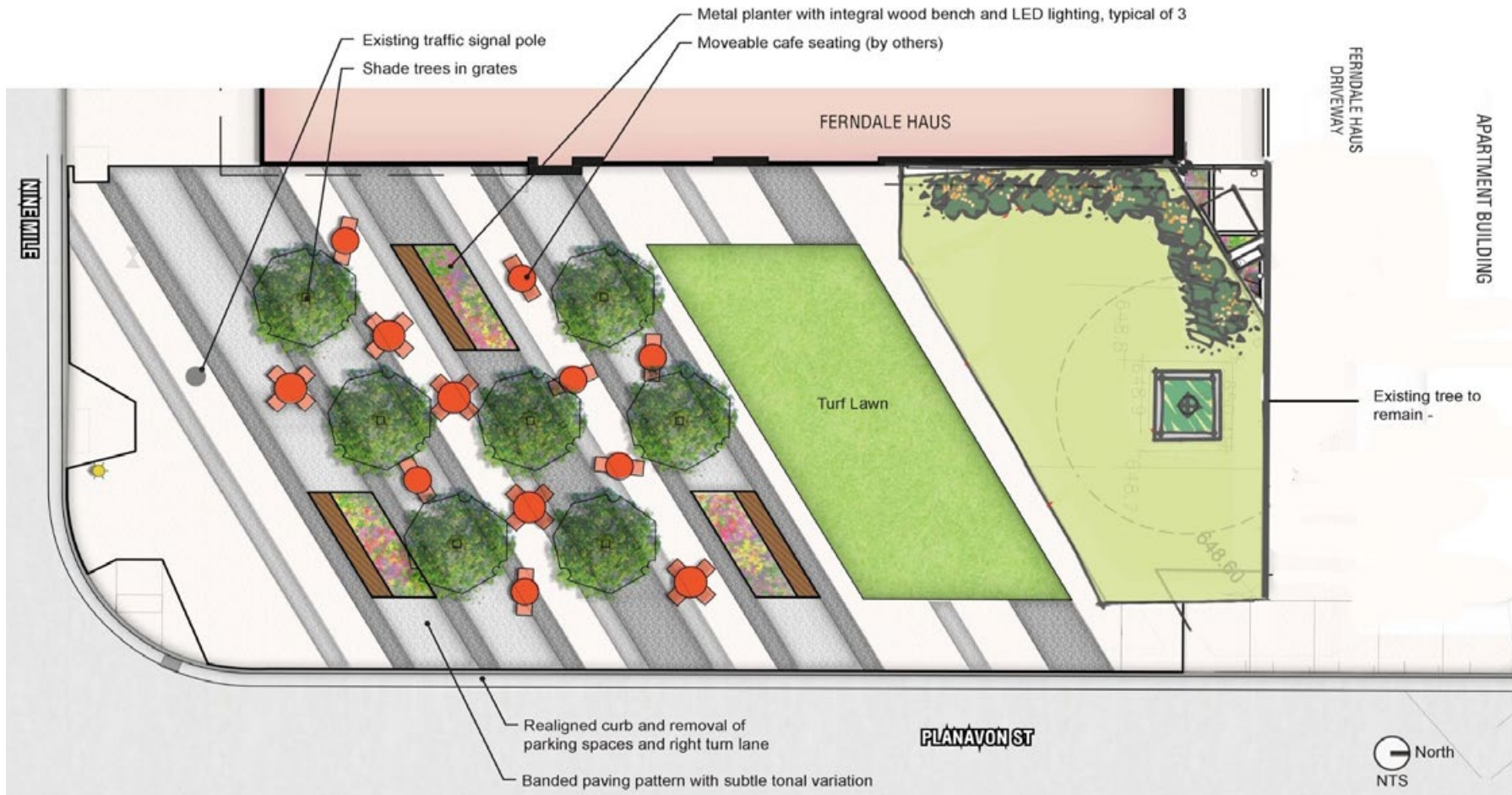
Schiffer Park Plan

An updated site plan for Schiffer Park was created in February 2020 by Hamilton Anderson (seen below). Although construction paused after site demolition in accordance with Governor Whitmer’s “Stay Home, Stay Safe” order, it resumed on May 7, 2020 and the project was completed in late 2020.

Schiffer Park now provides a scenic gathering space along West Nine Mile for activities including passive recreation, quick lunches, or small community events (when it’s safe). The project represents a collaboration of the City of Ferndale, Ferndale Downtown Development Authority, and Ferndalehaus.

Improvements include elements that create a scenic gathering space along West Nine Mile such as:

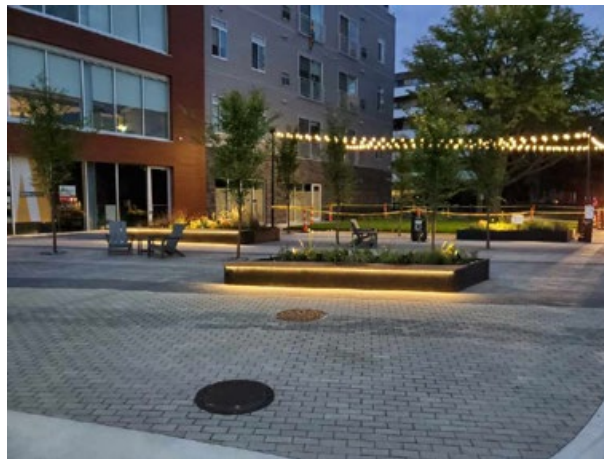
- New trees for shade
- Planter boxes with integral wood benches and LED lighting
- Movable café seating
- New pavers and curbs
- Green space for recreation or seating



Schiffer Park Under Construction



Schiffer Park Post Construction



APPENDIX G

Public Postings, Plan Adoption Notices and
Public Meeting Minutes

Public Postings

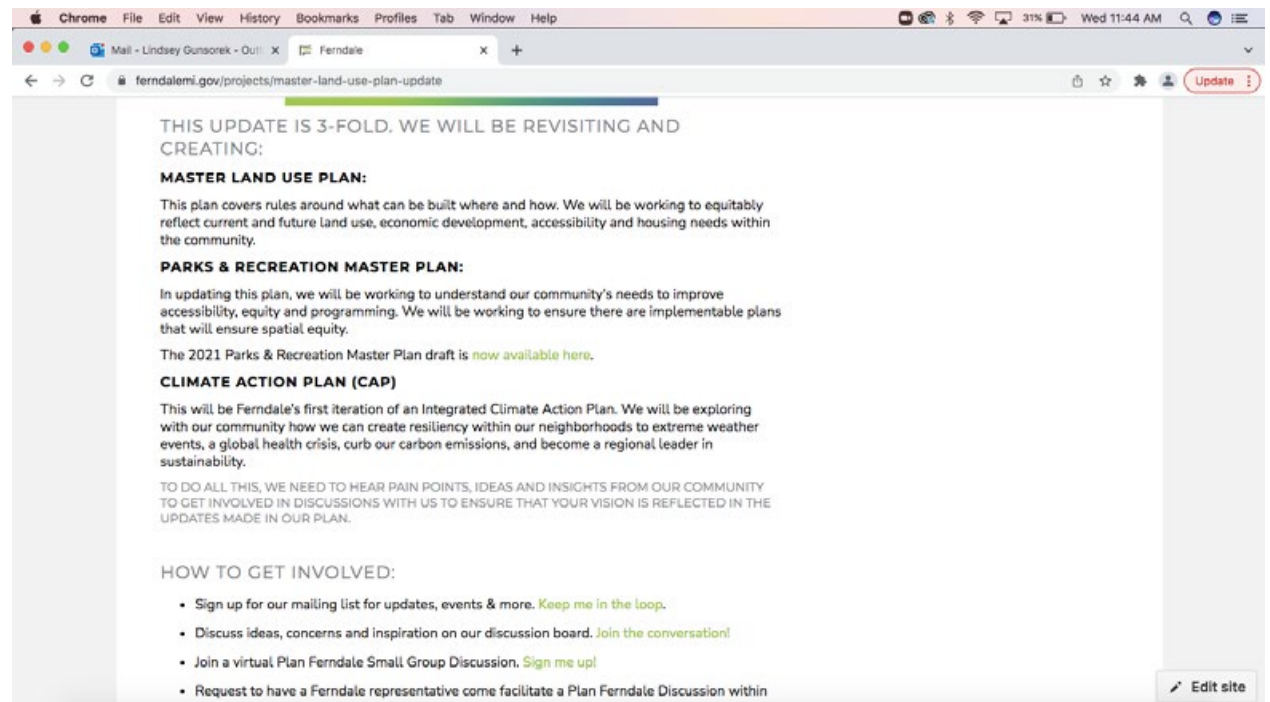
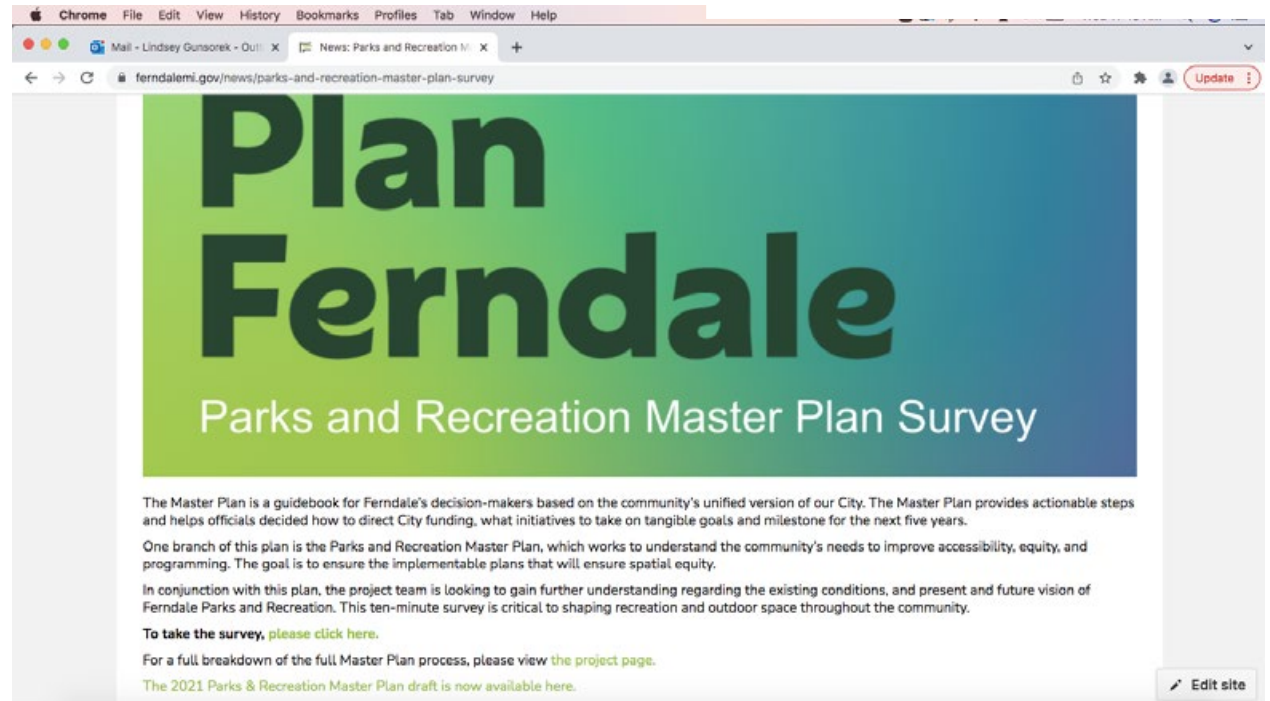
Notice of the draft plan for 30 days of public review was posted on the city's official social media account (below), on the city's Plan Ferndale website page (right) and online (signed statement on following page).

City Government of Ferndale, Michigan's posts



The 2021 Parks & Recreation Master Plan draft is now available for you to view: <https://bit.ly/3qku0st>

Comments on the Plan can be submitted in person during the listed meetings (a joint Parks and Recreation and Planning Commission public meeting on January 19 at 6:30 pm in City Hall Council Chambers as well as a Public Hearing on January 24 at the scheduled City Council Meeting at 7pm), by email to the Parks and Recreation Department at recreation@ferndalemi.gov, or by calling (248) 544-6767.



Notice of the Public Hearing



MICHIGAN GROUP

AFFIDAVIT OF PUBLICATION

2125 Butterfield Dr, Suite 102N • Troy MI 48084

City of Ferndale
300 E 9 MILE ROAD

FERNDALE, MI 48220
Attention: Hira Khan

STATE OF MICHIGAN,
COUNTY OF OAKLAND

The undersigned Cindy Slater Cindy Slater, being duly sworn the he/she is the principal clerk of Royal Oak Tribune, Oakland Press, theoaklandpress.com, published in the English language for the dissemination of local or transmitted news and intelligence of a general character, which are duly qualified newspapers, and the annexed hereto is a copy of certain order, notice, publication or advertisement of:

City of Ferndale

Published in the following edition(s):

Oakland Press	12/15/21
theoaklandpress.com	12/15/21
Royal Oak Tribune	12/15/21

Notice is hereby given that a Public Hearing will be held in Council Chambers of the City of Ferndale, located at 300 East Nine Mile Road, at 7:00pm on Monday, January 24, 2022 to receive public comment regarding the City of Ferndale's Parks and Recreation 5-Year Master Plan. The meeting will be conducted in-person and virtually with public access available via the following link:

LINK:

<https://us02web.zoom.us/j/83510354125?pwd=emlBS2hYT2Q2VGptb1lnVTN2NEJ1UT09>

Passcode: FERNDALÉ

Information regarding the proposed Plan may be obtained from the Parks and Recreation Department by emailing the department at recreation@ferndalemi.gov or by calling the department at (248) 544-6767 during regular business hours from 10:00am to 3:00pm Monday thru Thursday. Written comments concerning this matter will be received by the Parks and Recreation Department prior to the public hearing or by the City Council at the Public Hearing.

LaReina Wheeler

Director of Parks and Recreation

VICKI ARSENAULT
NOTARY PUBLIC - STATE OF MICHIGAN
COUNTY OF OAKLAND
My Commission Expires May 11, 2026
Acting in the County of _____

Sworn to the subscribed before me this

21 Dec, 2021

Vicki Arsenault

Notary Public, State of Michigan
Acting in Oakland County

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Notice of the Draft Plan for 30 Days of Public Comment



MICHIGAN GROUP

AFFIDAVIT OF PUBLICATION 2125 Butterfield Dr, Suite 102N • Troy MI 48084

City of Ferndale
300 E 9 MILE ROAD

FERNDALE, MI 48220
Attention: Hira Khan

STATE OF MICHIGAN,
COUNTY OF OAKLAND

The undersigned Andy Slater, being duly sworn the he/she is the principal clerk of Royal Oak Tribune, Oakland Press, theoaklandpress.com, published in the English language for the dissemination of local or transmitted news and intelligence of a general character, which are duly qualified newspapers, and the annexed hereto is a copy of certain order, notice, publication or advertisement of:

Notice is hereby given that the Draft Parks & Recreation 5-Year Master Plan is available for 30 Days of public comment. The draft plan may be obtained from the Parks and Recreation Department by emailing the department at recreation@ferndalemi.gov or by calling the department at (248) 544-6767 during regular business hours from 10:00am to 3:00pm Monday thru Thursday. Written comments concerning this matter must be submitted to the Parks and Recreation Department by January 24, 2022 at 3:00pm.
LaReina Wheeler
Director of Parks and Recreation

City of Ferndale

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VICKI ARSENAULT
NOTARY PUBLIC - STATE OF MICHIGAN
COUNTY OF OAKLAND
My Commission Expires May 11, 2028
Acting in the County of _____

Sworn to the subscribed before me this 21 Dec, 2021

Vicki Arsenault

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