




Clermont County Park District
Comprehensive Master Plan

June 2023





A Park District Vision.

The Clermont County Park District Comprehensive Master Plan will support and augment the agency's mission statement to acquire, plan, develop, program and maintain park property in the county for residents and nonresidents alike, and to secure the preservation of open space and places of scenic or historic value.



Steering Committee

Jeff Blom
Clermont County Visitor's Bureau

George Brown
Clermont County Resident

Cee Cee Collins
Little Miami Chamber Alliance

Jeff Corney
Cincinnati Nature Center

Kelli Fickle
UC Clermont

Chris Habel
Frost Brown Todd Environmental Law, Valley View Foundation

Vanessa Hannah
Valley View Foundation

Wade Johnston
Tri State Trails

Dave Kennedy
City of Loveland

Shane Knisley
Mercy Health

Mary Ann Lefker
Village of Williamsburg

Michael McNamara
Clermont County Economic Development

Jim Meyer
Community Fund

Tom Niehaus
Former Ohio Senator

Bob Pautke
Lead Clermont

Chad Shaffer
Duke Energy

Jeff Weir
Clermont County Educational Service Center

Jeff Wright
Miami Township Administrator

Joy Lytle
Clermont Chamber of Commerce

Clermont County Park District Staff

Bryan Howell
Clermont County Park District Head of Operations

Bettie Johnson
Clermont County Park District Business Manager

Cory Snider
Clermont County Park District Natural Resource Manager

Project Leadership

Josh Torbeck
Clermont County Park District Executive Director

Chris Clingman
Former Clermont County Park District Executive Director

Niki Marengo
Clermont County Park District Community Engagement Manager

Board of Park Commissioners

Dave Anspach
Clermont County Park Board Chairman

John Stowell
Clermont County Park Board Member

Andrew McAfee
Clermont County Park Board Member

Consultant Team

MKSK
PROS Consulting
ETC Institute

Executive Summary

The Clermont County Park District Comprehensive Master Plan engaged a broad cross section of the community to understand how people use the park system today and to develop a vision for the future of the park district over the next 10 years.

The Clermont County Park District (CCPD) maintains 11 parks and nature preserves across the county representing more than 1,000 acres of land. These public assets provide a wide variety of park experiences and facilities, from walking, hiking and biking, to river access and fishing ponds, to playgrounds, picnic shelters and event venues. The Clermont County community places great value on these parks and the programs offered by CCPD, with 59% reporting that their value of parks, trails and open spaces has increased in the past three years, and 81% agreeing that continued funding levels or increased investment in the park system would be an appropriate use of tax dollars.

To fulfill the promise of this planning work to build a Clermont County Park District that better serves park users today and into the future, the planning team used a multifaceted approach to ensure that the

values of the community were reflected in the Comprehensive Master Plan. More than 700 community voices shaped this plan through engagement events and through a statistically valid survey that reached 721 residents of Clermont County. Insights from CCPD staff and leadership, a 17-person Steering Committee, and a robust group of stakeholders helped to identify opportunities and refine priorities. The work was also informed by existing conditions analysis, local, regional and national trends data, and on-the-ground observations of every park, preserve and CCPD owned property.

The Comprehensive Master Plan recommendations are organized around eight themes: **Preserve, Evolve, Connect, Float, Experience, Gather, Grow, and Market.** These recommendations address how CCPD can work to be a better steward of existing parks and preserves, expand relevant

programming, add needed park experiences, programs, features and facilities, better connect parks to the community, develop stronger partnerships, and involve more people (residents and non-residents) in Clermont County Parks.

These community informed recommendations are supported by implementation steps that will help CCPD plan for the next 10 years. Through this process, the planning team along with CCPD staff and leadership, have collaborated to identify implementation timelines, priorities and partners. With this framework in place, CCPD will be able to begin the work of fulfilling the community's vision for the future of the park system.

1400+

Total Clermont County voices heard through a community engagement process and a statistically valid survey

Engagement Tools (700+ Voices)

- Project Website
- Online Survey
- Online Ideas Wall
- Paper Comment Cards
- Attendance at Community Events

Statistically Valid Survey (721 Households)

- 95% Level of Confidence
- Precision Rate of at Least +/-3.6%

Recommendation Themes



1 | PRESERVE

Continue to preserve open spaces and connect people to nature and history.



5 | EXPERIENCE

Increase program opportunities for a diversity of park users.



2 | EVOLVE

Enhance, improve and add features in every park.



6 | GATHER

Become a destination for community events.



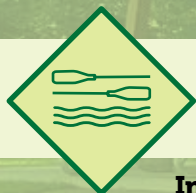
3 | CONNECT

Focus on park-to-park, park-to-neighborhood, and regional connections.



7 | GROW

Explore opportunities for continued expansion of the park system.



4 | FLOAT

Invest in additional water access and create/participate in regional blueways.



8 | MARKET

Market CCPD parks and programs to the community.

Existing Park Inventory

Documenting the Clermont County Park District parks.

To gather a better understanding of the full extent of the Clermont County Park District and the parks, preserves and properties they manage, the planning team created a park inventory exploring these spaces individually and within the greater county context. The planning team toured the properties in 2022. The following parks, preserves and properties were included within the inventory: Kathryn Stagge-Marr Park, Kelley Nature Preserve, Hartman Cabin, Pattison Park, Shor Park, the Maintenance facility, Sycamore Park, Wilson Nature Preserve, the Williamsburg to Batavia Hike/Bike Trail, Ten-Mile Creek Preserve and Chilo Lock 34 Park and River Museum and Crooked Run Nature Preserve. As part of this tour, the planning team was also able to access buildings and facilities maintained by CCPD.

The planning team also visited Clingman Park and three park properties that will become parks in the future, these parks are discussed more on page 107.

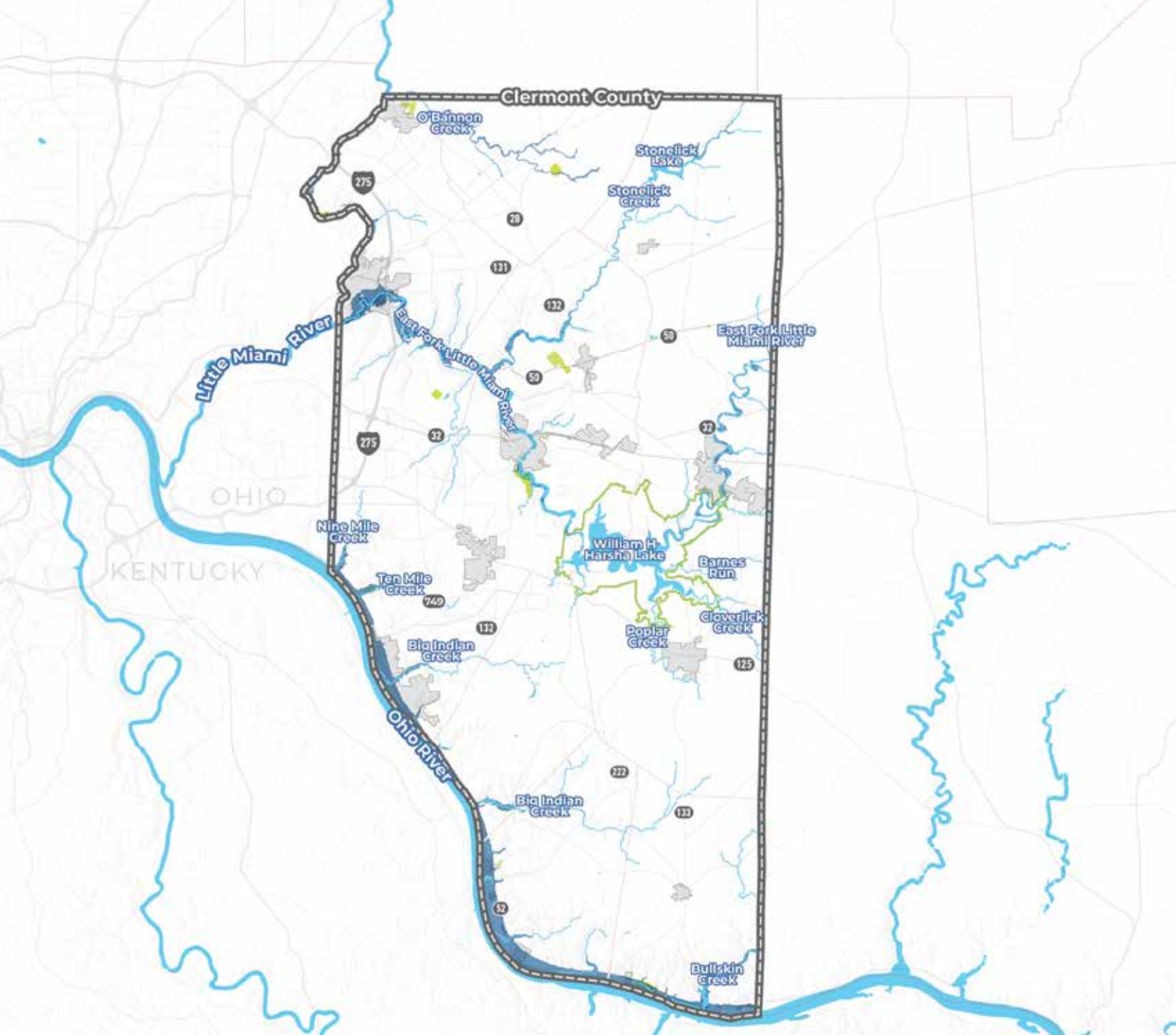




Park System - Parks

The Park System connects the Little Miami River, Ohio River and the East Fork of the Little Miami River. CCPD consists of nearly 1,000 acres of property with seven (7) parks and four (4) nature preserves. As demonstrated in the map above in green and described in detail in the following pages, these parks, preserves and greenspaces spread over 30+ miles from the northernmost point at the Grailville property to the southernmost point at the Chilo Lock 34 Park and Crooked Run Nature Preserve. CCPD directly serves 13 municipalities and 14 townships totaling 460 square miles of service area. Clermont County sits directly east of Cincinnati and north of the Ohio River along the Ohio and Kentucky state lines.

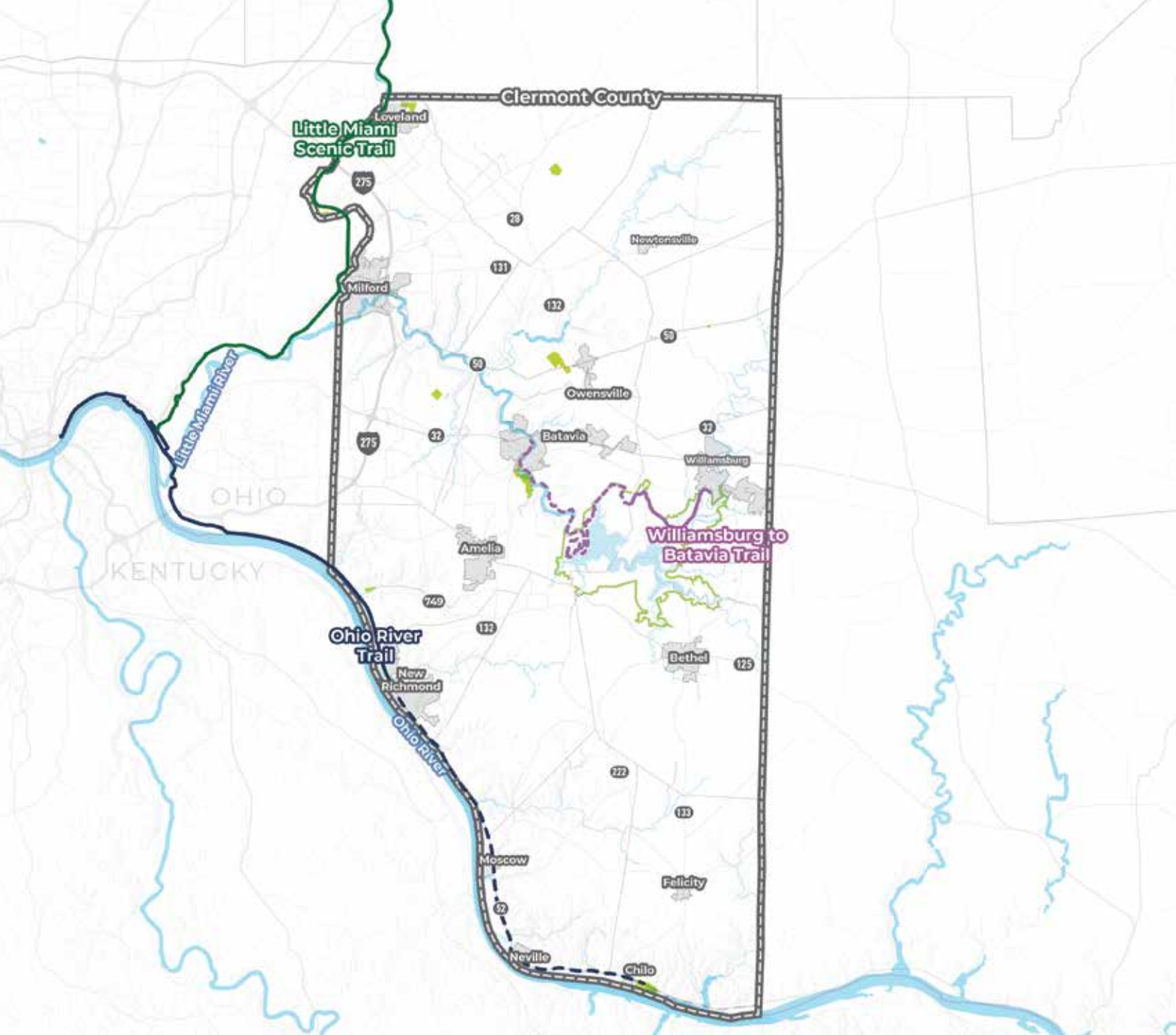
- CCPD Park/Preserve/Property
- Municipality
- Township
- County



Park System - Blueways

Clermont County has 14 streams/rivers/creeks and two (2) lakes with many water access points throughout the county. Along the southernmost boundary of the county is the Ohio River, along the westernmost boundary is the Little Miami River that connects with the East Fork of the Little Miami River in central Clermont County extending to the easternmost county boundary. Stonelick Lake is located in the northeast, connecting to Stonelick Creek and the greater Little Miami River Corridor. In the south-central portion of the county is William H Harsha Lake within East Fork State Park along the Little Miami River Corridor. Many creeks and distributaries flow off the main water corridors. Recreation water access points are available within CCPD at the following locations: East Fork Little Miami River, Little Miami River, Ohio River, Pattison Park (fishing pier), Kathryn Stagge-Marr (fishing pond) and Clingman Park (fishing pond).

- 500 Year Flood Zone
- 100 Year Flood Zone
- Stream/River/Creek
- County
- CCPD Park/Preserve/Property
- East Fork State Park



Park System - Trails

Clermont County borders along two (2) major regional trails, the Ohio River Trail and the Little Miami Scenic Trail. The Ohio River Trail, shown in blue, borders the southernmost border of Clermont County along the Ohio River. This multi-use, paved trail is proposed to span 28 miles from Cincinnati with a planned extension to New Richmond. The Little Miami Scenic Trail, shown in green, is on the western border of Clermont County along the Little Miami River down to Cincinnati. This multi-use, paved trail starts just south of Milford and travels along the Little Miami River and Clermont County boundary to Xenia just east of Dayton. The Little Miami Scenic Trail connects into the greater Ohio to Erie Trail, which connects Cincinnati to Cleveland just south of Lake Erie through a series of multi-use trails within Ohio. CCPD manages the Williamsburg to Batavia Hike/Bike Trail through central Clermont County, shown in purple spans the northern boundary of East Fork State Park, and is planned to eventually connect to Batavia.

- Little Miami Scenic Trail
- Ohio River Trail
- - - Ohio River Trail - Planned Extension
- Williamsburg to Batavia Trail
- Stream/River/Creek
- County
- CCPD Park/Preserve/Property
- East Fork State Park



Kathryn Stagge-Marr Park

Kathryn Stagge-Marr Park is located in the northern portion of Clermont County along Goshen-Belfast Rd. southeast of Goshen and east of Goshen High School and Middle School. The 82-acre property was acquired by CCPD in 2022 from the Goshen Volunteer Park Board. The park property includes the following amenities and facilities: playground, shelter, parking, 18-hole disc golf course and fishing pond. The playground area and Disc Golf Course are the most popular activities within the park. It is also used by Goshen High School for a cross country course.





Kelley Nature Preserve

Kelley Nature Preserve is located along the eastern most boundary of Clermont County along OH-126 west of Miamiville and north of the Little Miami River. The 42-acre preserve was a gift from Virginia Kelley to the park district as a memorial to her husband, Walter A. Kelley. Multiple deed restrictions restrict the available uses for the property. The preserve includes the following amenities and facilities: hiking trail, parking, canoe access to the Little Miami River and wildlife viewing area. Water access at the preserve is popular for those accessing the Little Miami River blueway.





Hartman Cabin

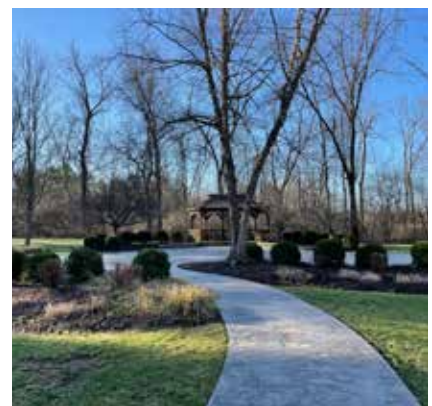
Hartman Cabin is located along the western most boundary of Clermont County along the intersection of US HWY 50 and Aber Rd. Historically this cabin property dates back to 1838 and was restored in 1992 and donated to CCPD in the 1989. The cabin property includes the following amenities and facilities: log cabin, shelter, barn, parking, Jackson Township Pioneer cemetery (outside of Hartman Cabin property lines) and walking path. This property is commonly used for small events.





Pattison Park

Pattison Park is located along US 50 in the central portion of Clermont County adjacent to Clingman Park and west of Owensville. The 45-acre park was donated to CCPD by Aletheia Pattison. The park includes the following amenities and facilities: lodge, gazebo, playground, year-round fishing pond, picnic shelter, restroom facilities, sugar shack, paved walking trail and multiple hiking trails. Pattison is a popular location for weddings, the fishing pond and is home to many seasonal events, such as the Maple Sugar Festival and Fishing Derby.





Shor Park

Shor Park is located along Tealtown Rd. in the central portion of Clermont County west of Batavia and south of the Cincinnati Nature Center. The 56-acre property was donated in 2003 in honor of S. David Shor, who used the property for raising and training horses. Multiple deed restrictions restrict the available uses for the property, most significantly the site development restrictions. The park includes the following amenities and facilities: walking trails, open fields, picnic shelters, restroom facilities, CCPD storage, wind turbine, inclusive playground and wetlands. Shor features a wetland restoration project that includes stream restoration, invasive plant removal and the installation of three wetlands.





Maintenance Facility

The maintenance facility is located between ST RT 222 and the East Fork of the Little Miami River just north of Batavia within the central portion of Clermont County. This property was previously owned by the Ohio Department of Transportation (ODOT) and used as a rest area but has since been converted into maintenance facility for CCPD. The property also includes: a water access put-in water point to the East Fork of the Little Miami River.

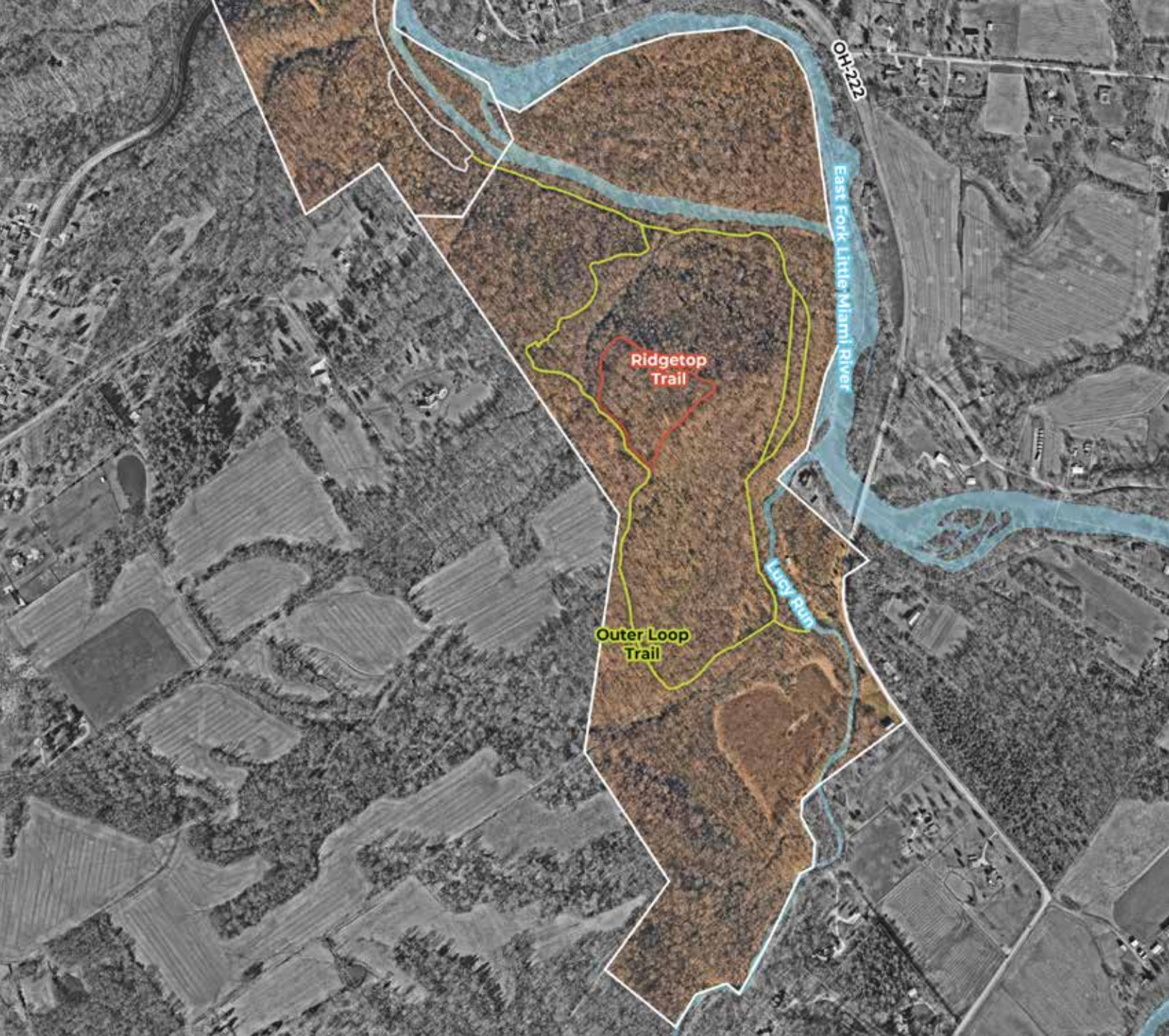




Sycamore Park

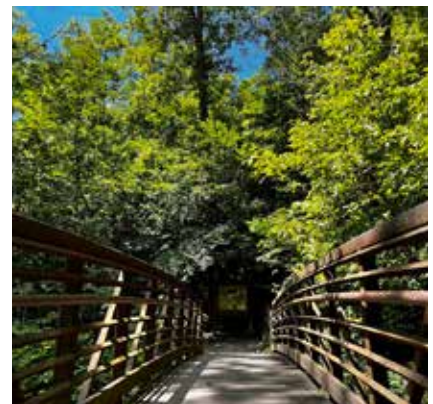
Sycamore Park is located within the central portion of Clermont County along OH-222 and OH-132 just south of Batavia and north of Wilson Nature Preserve. The 50-acre park includes the following amenities and facilities: picnic shelters, restroom facilities, playgrounds, walking path, tennis courts, pickleball, water access, hiking trails and scenic views points. Sycamore hosts many seasonal events and is home to a large concentration of active recreation opportunities.

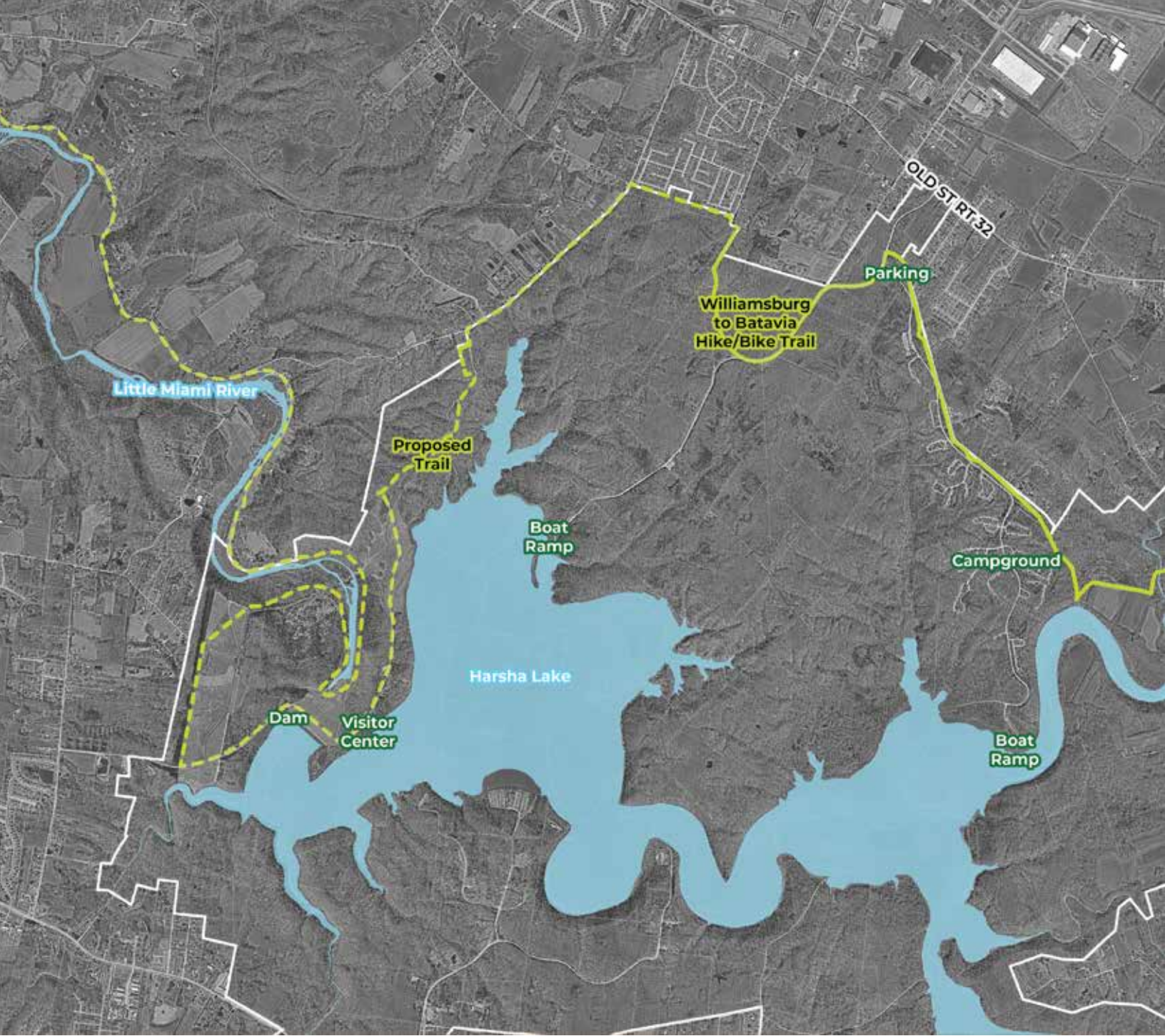




Wilson Nature Preserve

Wilson Nature Preserve is located within the central portion of Clermont County along OH-222 south of Batavia and Sycamore Park. This property was acquired through Clean Ohio Funds and is restricted to only allow trail development. The preserve includes the following amenities: 25-acre island, hiking trails and scenic viewpoints. Wilson Nature Preserve extends over 145 acres and hosts an assortment of passive recreation opportunities.





Williamsburg to Batavia Hike/Bike Trail

The Williamsburg to Batavia Hike/Bike Trail is located in central Clermont County set within East Fork State Park west of Williamsburg and east of Batavia. It extends along the northern most bounds of East Fork State Park, looping adjacent to the campground. The existing multi-use, paved trail spans six (6) miles (13 miles are planned) and connects to multiple scenic viewpoints and overlooks. It includes four (4) trail connections including the Williamsburg Trailhead, East Fork Campground, East Fork Wildlife Area and Zagar Road Parking Area. The trail is a collaborative effort of over 10 agencies and jurisdictions.





Ten Mile Creek Preserve

Ten Mile Creek Preserve is located along the southwestern boundary of Clermont County, north of New Richmond and the Ohio River. This 31-acre preserve was a former golf course acquired by CCPD in 2014. CCPD is working toward habitat restoration at this preserve. The preserve includes the following amenities and facilities: gravel trails, parking and scenic viewpoints.





Chilo Lock 34 Park & Crooked Run Nature Preserve

Chilo Lock 34 Park & Crooked Run Nature Preserve is located in southern Clermont County between the Ohio River and OH-52, directly east Chilo. This 39-acre property is home to the former Ohio River Lock and Dam #34 operations building (decommissioned in 1964). The 77-acre Crooked Run Nature Preserve is owned by Ohio Department of Natural Resources. The former operations building was renovated in 2005 by CCPD into an interpretive visitor center and museum. Chilo Lock and preserve property includes the following amenities and facilities: parking, hiking trails, visitor center & museum, yurts, playground, picnic shelters, observation tower, wetland, water access and wildlife viewing blinds.



700+

Total Clermont County community voices engaged through this process

45+

Community members attended the open house

224

Community members responded to the online survey

230

Community members participated in the online activities

77

Community members filled out comment cards

27

Stakeholders engaged during the roundtable

17

Steering committee members

32

Comments through online ideas wall on the project website

65

Comments on meeting activities and boards

Engagement Tools

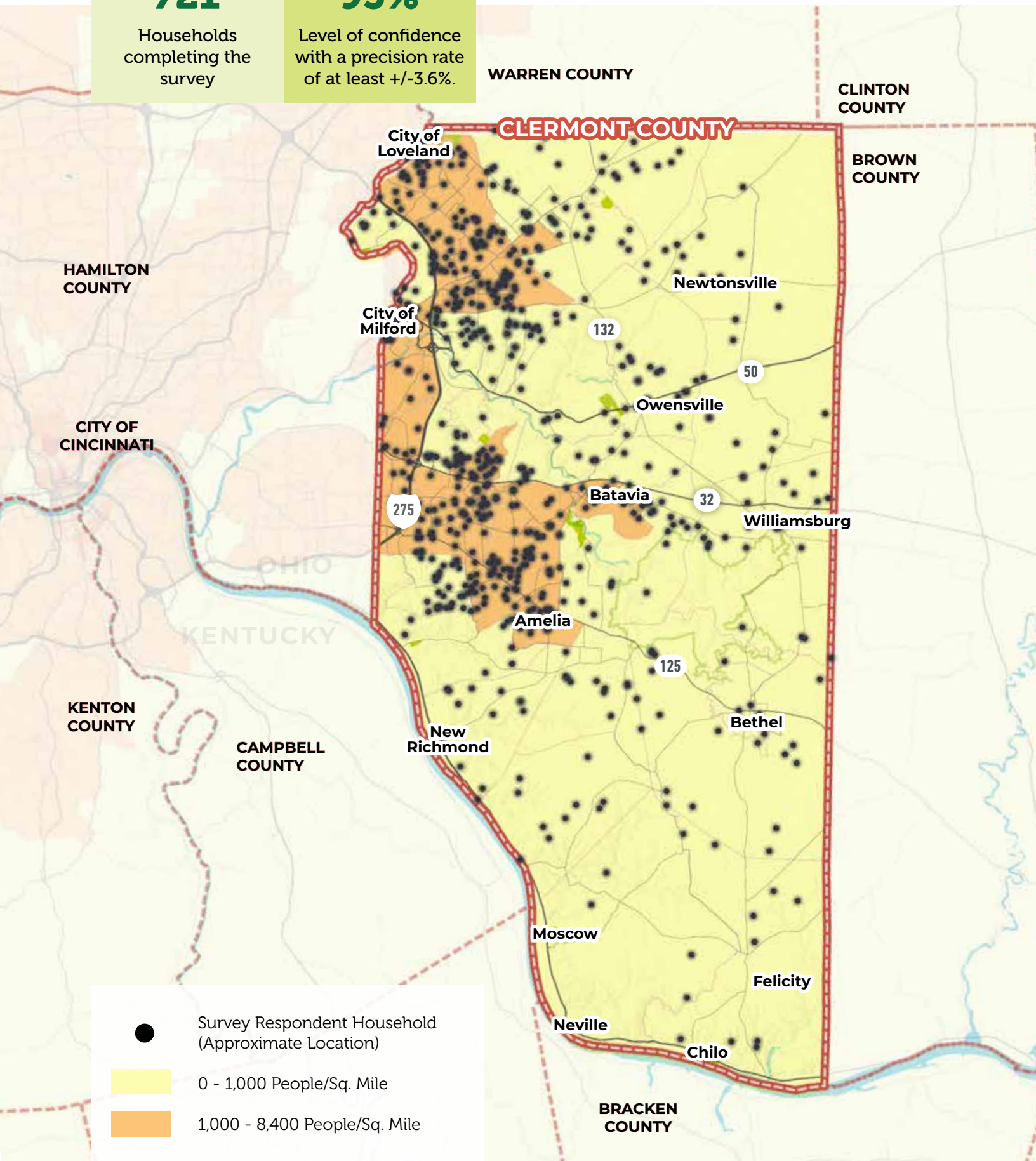
- Project Website
- Online Survey
- Online Ideas Wall
- Paper Comment Cards
- Attendance at Community Events

721

Households completing the survey

95%

Level of confidence with a precision rate of at least +/-3.6%.



Survey Respondent Household (Approximate Location)



0 - 1,000 People/Sq. Mile



1,000 - 8,400 People/Sq. Mile

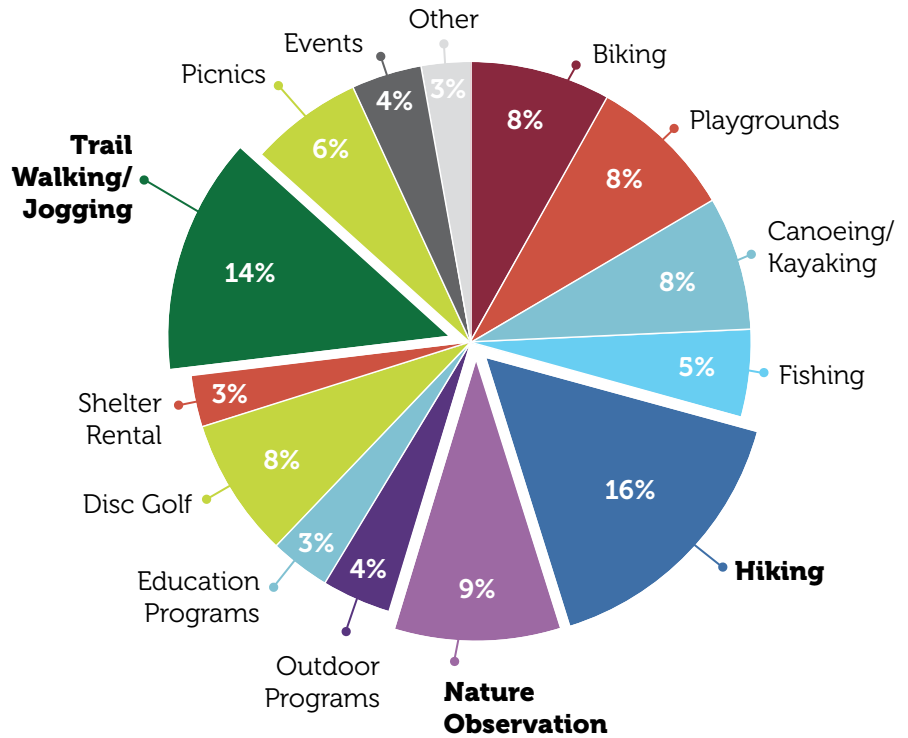
How Clermont County Residents use the Park System

When asked which activities they like to engage in when visiting a CCPD Park, those who answered this question overwhelmingly singled out hiking (16%), trail walking/jogging (14%) and nature observations (9%). This finding is consistent with CCPD's overall mission, and the facilities found at most CCPD Parks, which in most instances feature walking trails and focus on highlighting the park's natural features.

These three things to do at CCPD Parks are interrelated. Walking trails at CCPD Parks are often unpaved nature trails suitable for hiking, and in most cases, lead visitors to areas where they can observe nature and wildlife.

Other popular things to do at CCPD Parks include biking (8%), canoeing and kayaking (8%), and using playgrounds (8%). These responses mirror other results, which highlight community support for more trail connections, additional playgrounds, and improved access to rivers for kayaking and canoeing.

What are your favorite things to do at a Clermont County Park District Park?



Other Favorite Activities We Heard:

Events | Natural Paths | Dog Walking | Play Days | Yoga | Water | Weddings | Camping | School Sports | Birding | Yoga | Storybook Trail | Girl Scout Day Camp | Geocaching | Museum

Visitor Experience: Facilities

At various settings, both online and in-person, the planning team asked members of Clermont County whether they had visited a CCPD Park in the past year. Overwhelmingly, a clear majority of responses indicated that those engaging in this process had visited a CCPD Park (96%), whereas a small number had not visited a park (4%). This is not a surprising number, considering that those who engage in this process are likely already familiar with CCPD and its parks.

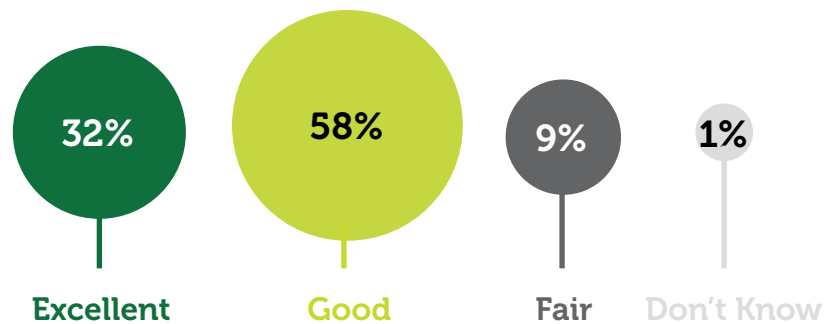
When asked how they would rate the condition of the parks they visited, 90% of those surveyed indicated that CCPD Parks were either in excellent (32%) or good (58%) condition.

Additionally, a plurality of those who had visited a park indicated that they had done so 20 or more times (37%), illustrating that those who engaged in this process are likely CCPD "power users" - or those who are frequent park visitors.

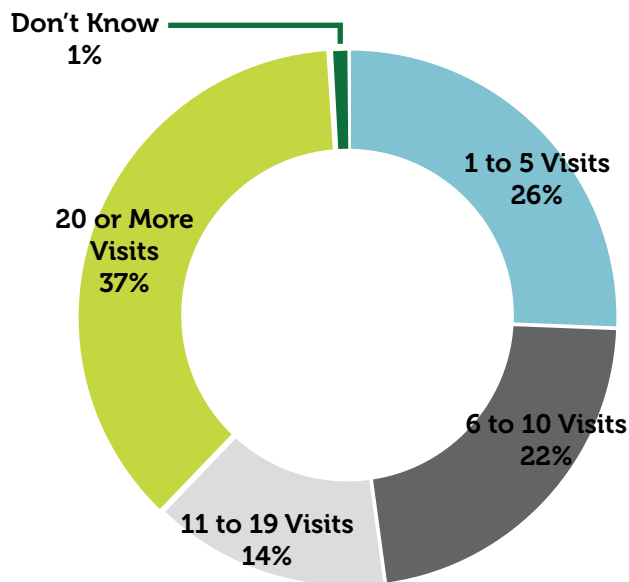
Have you or a member of your household visited any parks or recreation facilities offered by Clermont County Parks District in the past year?



If "Yes", how would you rate their condition?



If "Yes", how often did you or any member of your household visit during the PAST YEAR?





Visitor Experience: Programs

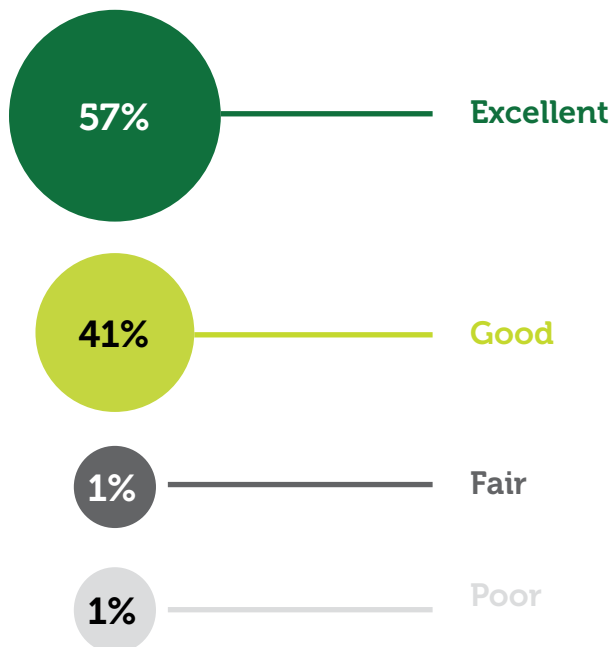
Clermont County residents were similarly asked whether they had participated in a CCPD recreational program in the last year. Unlike responses to whether those engaged had visited a CCPD Parks, 77% of responses indicated that they had not attended a program, with only 23% having participated.

Nonetheless, those who had attended a CCPD Program in the last year gave these very high marks, with 98% of responses rated programs as excellent (57%), and good (41%).

Have you or a member of your household attended any programs offered by Clermont County Park District in the PAST YEAR?



If "Yes", how would you rate the quality of these programs?



Park Visitation

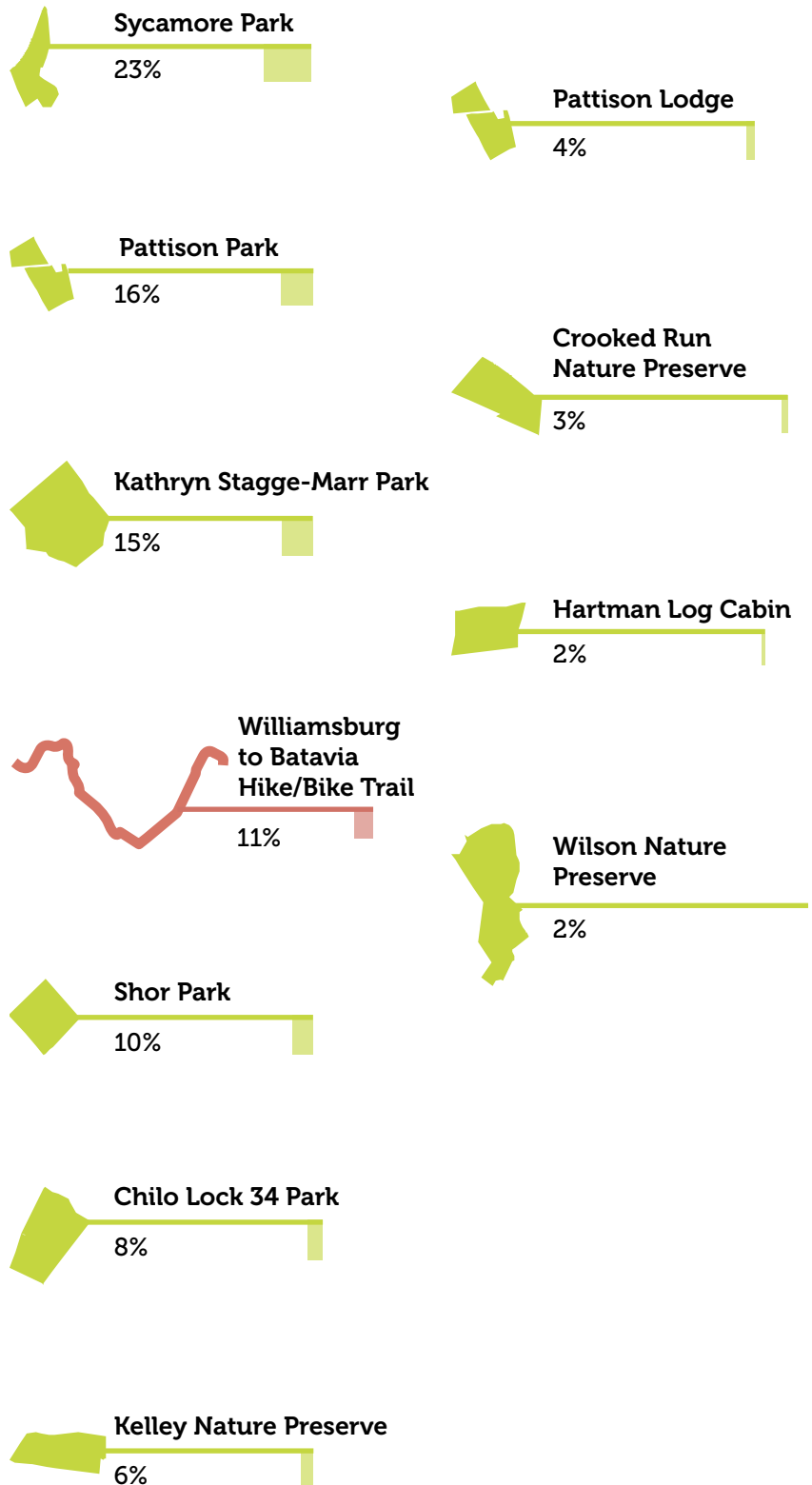
When asked which CCPD Parks they have visited in the past year, those surveyed gave a variety of answers, with no single park obtaining a majority or attracting more than a quarter of survey respondents.

The CCPD Park with the most visits was Sycamore Park (23%), followed by Pattison Park (16%), and Kathryn Stagge-Marr Park (15%). These three parks are located in the center and northern portion of the county, and include walking trails, playgrounds, and parking. The most popular park, Sycamore Park, is one of the more amenitized properties in the CCPD system, including tennis courts, and water access to the East Fork of the Little Miami River.

The CCPD Parks with the least amount of self-accounted visits tended to be nature preserves, such as Crooked Run and Wilson Nature Preserves, or facilities specifically for events, such as Pattison Lodge and Hartman Log Cabin.

Outside of CCPD Parks, we also asked which regional facilities survey respondents have visited in the last year. The results from this question are shown on the following page, with East Fork State Park (24%) and the Cincinnati Nature Center (21%) having the most visits.

Please CHECK ALL parks and recreation facilities in Clermont County you or a member of your household visited in the PAST YEAR. - Clermont County Park District Parks



Park & Recreation Opportunities

Meeting attendees and survey respondents were asked which activities or programs would encourage them to visit a CCPD Park more often.

From those surveyed, the top response was Outdoor Sports (16%), which included facilities like disc golf, pickleball, and bocce ball. With the exception of disc golf, most activities referenced by the responses are not currently found in CCPD Parks.

The second most requested activity was New Trails/Trail Improvements (12%), which mirrored the results of the activities that people currently like to engage in when visiting a CCPD Park.

Other enhancements to the park system included the addition of Nature Education and Workshops (10%), Kids Programming/Activities (8%), and Events (8%).

Top 5 activities or programs that would cause you to visit a Clermont County Park District Park more often

16%
Outdoor Sports
(Disc Golf,
Pickleball, Bocce
etc.)



12%
New Trails/Trail
Improvements



10%
Nature
Education,
Workshops



8%
Kids
Programming/
Activities



8%
Events (Holidays,
Festivals, Fitness,
Volunteering)



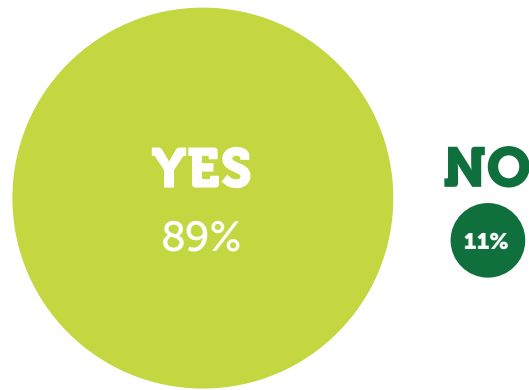
6% or Lower

- 6% | Water Access, Activities, and Rentals
- 5% | Natural Play
- 4% | Splash pads and other water play
- 4% | Biking/Mountain Biking/Bike Storage & Rentals
- 3% | Dog Activities/Park
- 3% | Workout Areas & Activities
- 3% | Camping
- 2% | Food Based Activities /Food Rally/Maple Activities
- 2% | Playground (All Ages)

Usage and Ratings of Parks And Facilities

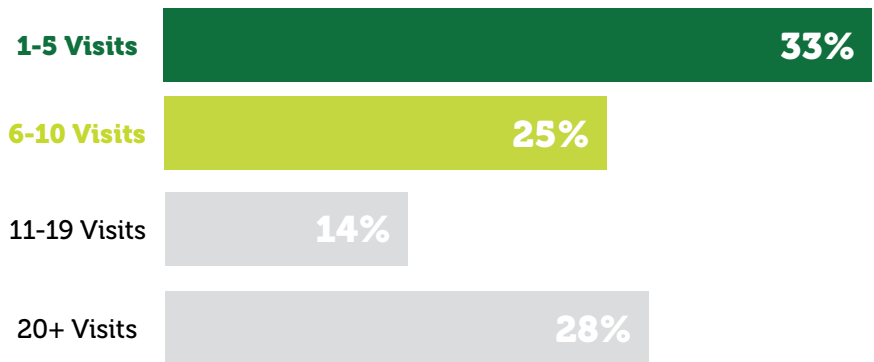
Eighty-nine percent (89%) of households surveyed indicated their household visited Clermont County parks or recreation facilities in the past year.

Have you or a member of your household visited any parks or recreation facilities offered by Clermont County Park District in the past year? By Percentage of Respondents



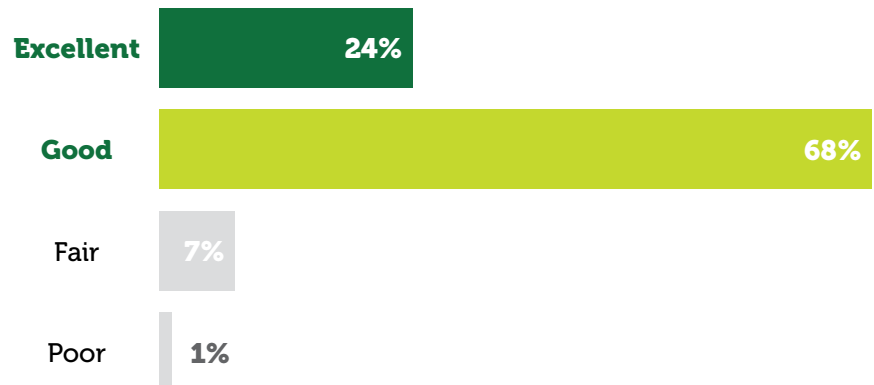
Of those who had visited parks or facilities, 42% who provided a response indicated they had made 11 visits or more in the past year; 25% had visited 6 to 10 times, and 33% had visited 1 to 5 times.

How often did you or any member of your household visit during the past year? By percentage of respondents who visited Clermont County Parks or Facilities during the past year? (Excluding "don't know")



Overall, 24% of respondents who visited parks or facilities in the past year and who had an opinion rated the physical condition as "excellent;" 68% rated the parks and facilities as "good," 7% gave a rating of "fair," and only 1% of those who visited parks or facilities rated the condition as "poor."

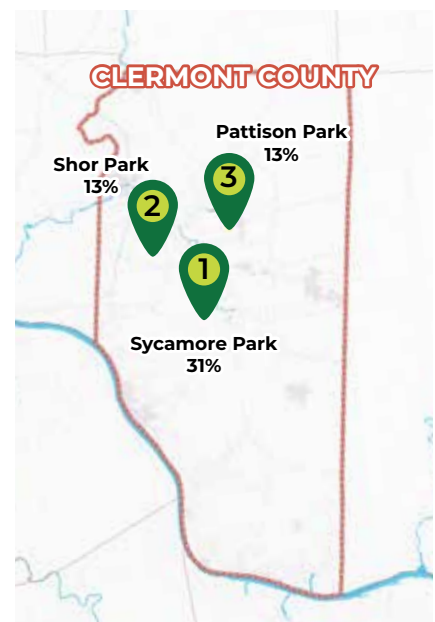
How would you rate their condition? By percentage of respondents who visited Clermont County parks or facilities during the past year (excluding "not provided")



Parks and Recreation Facilities that Households Have Visited

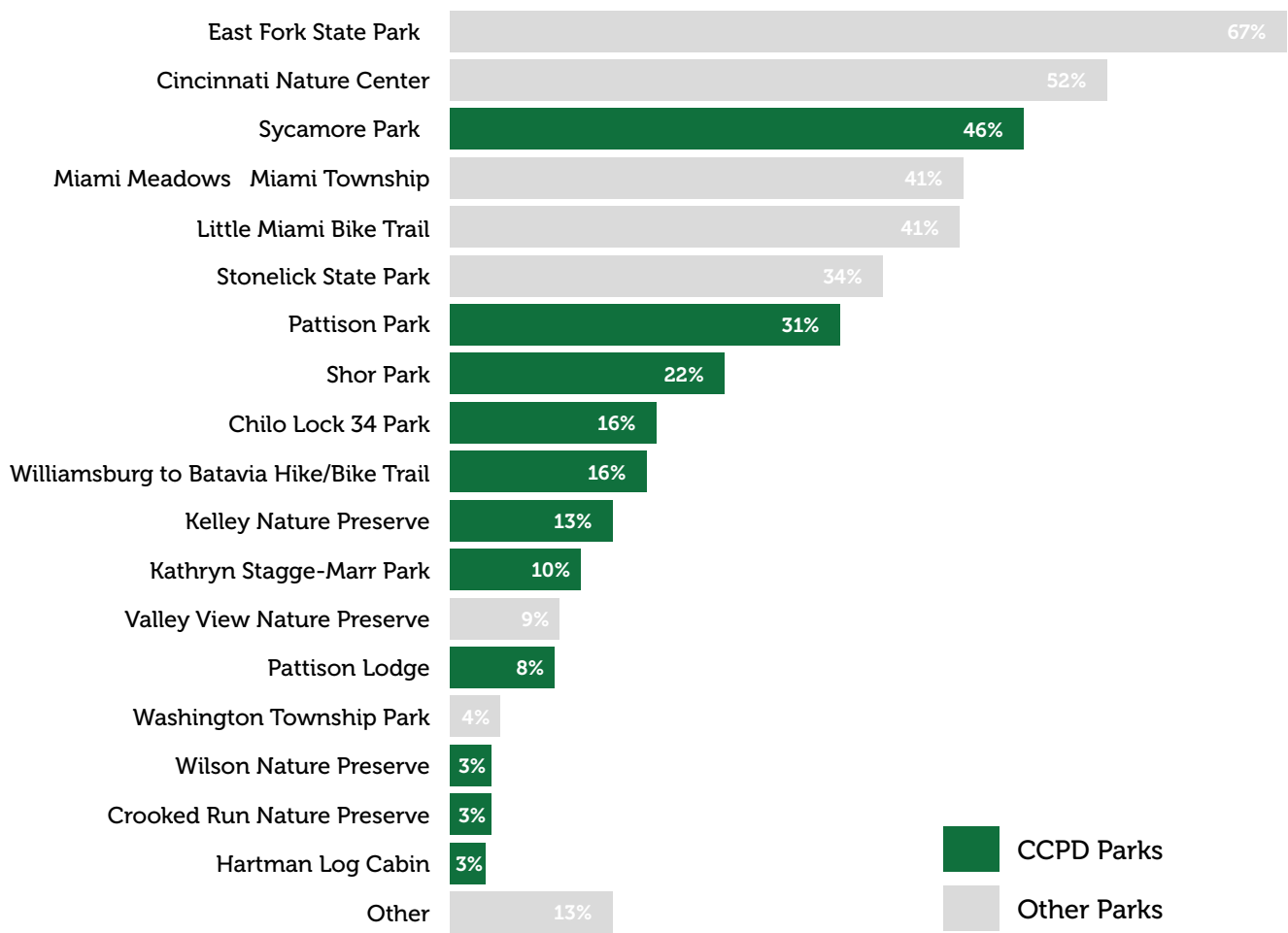
Residents were asked to indicate which of the 19 parks and recreation facilities listed on the survey their household had visited in the past year. The top responses were: East Fork State Park (67%), Cincinnati Nature Center (52%), Sycamore Park (46%), Miami Meadows Miami Township (41%), Miami Meadows Miami Township (41%), and Little Miami Bike Trail (41%).

Based on the sum of their top three choices, the Clermont County Park District Parks and recreation facilities that households visited most were: 1) Sycamore Park, 2) Shor Park, and 3) Pattison Park.



Parks and Recreation Facilities in Clermont County that Households have Visited in the PAST YEAR

By Percentage of Respondents (multiple selections could be made)



Priorities for Parks and Recreation Facility Investments

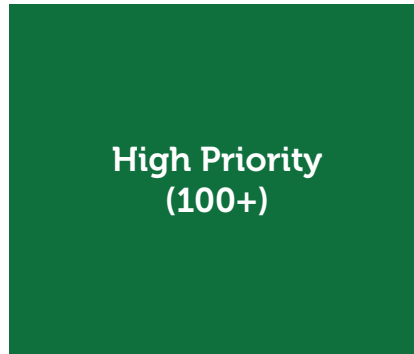
The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment.

The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

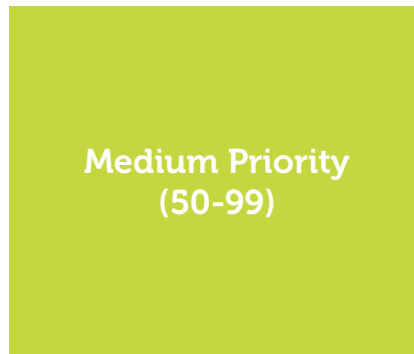
The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation: $PIR = UNR + IR$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

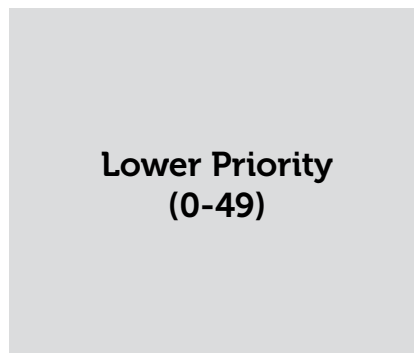
Nonetheless, the results do not suggest that all facilities or programs with a PIR of 100+ (High Importance) will be considered for improvements, nor does it imply that facilities or programs with lower PIRs will



High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.



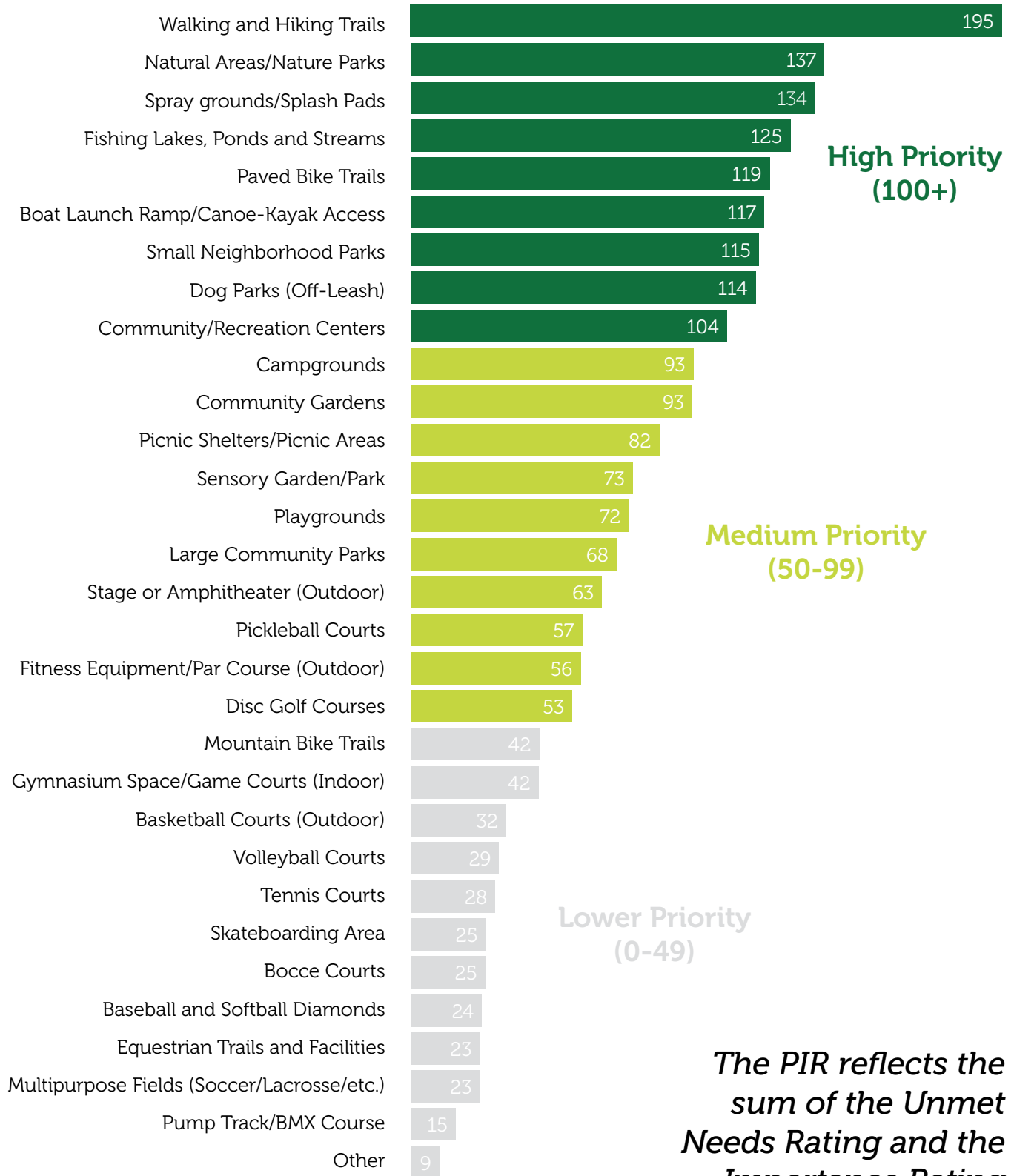
Medium Priority Areas are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.



Low Priority Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

be excluded. For instance, some facilities with high PIRs, such as splash pads, may be best provided by partner park districts. The PIR provides a guide that needs to be aligned with the mission and abilities of CCPD.

Top Priorities for Investments: Facilities

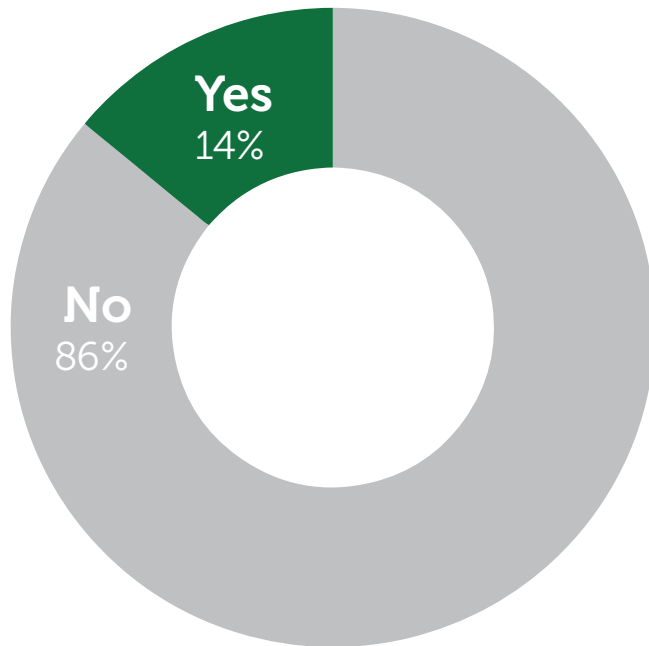


The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating

Participation in/Ratings of Parks and Recreation Programs

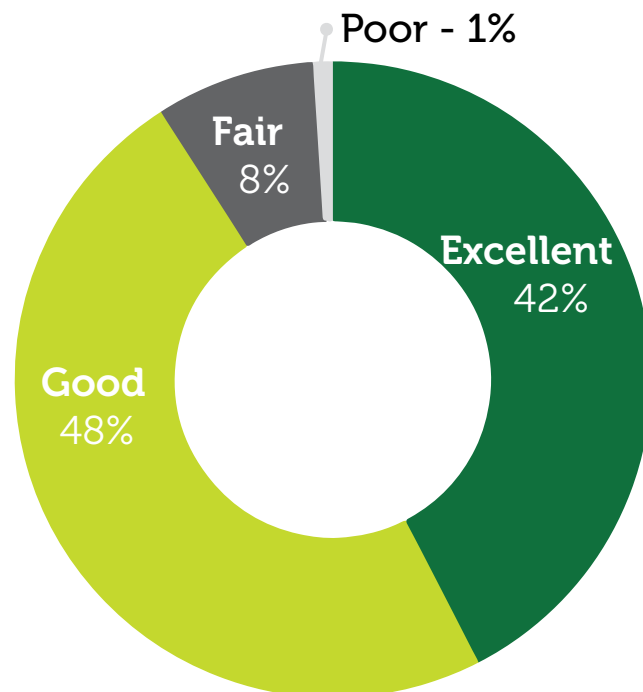
Fourteen percent (14%) of households surveyed indicated their household attended programs offered by the Clermont County Park District in the past year.

Have you or a member of your household attended programs offered by Clermont County Park District in the past year?
By percentage of respondents



Of those who had participated in programs, 42% of respondents who had an opinion rated the quality as "excellent," 48% rated the quality of programs as "good," 8% gave a rating of "fair," and only 1% rated the quality of programs as "poor."

Have you or a member of your household attended programs offered by Clermont County Park District in the past year?
By percentage of respondents

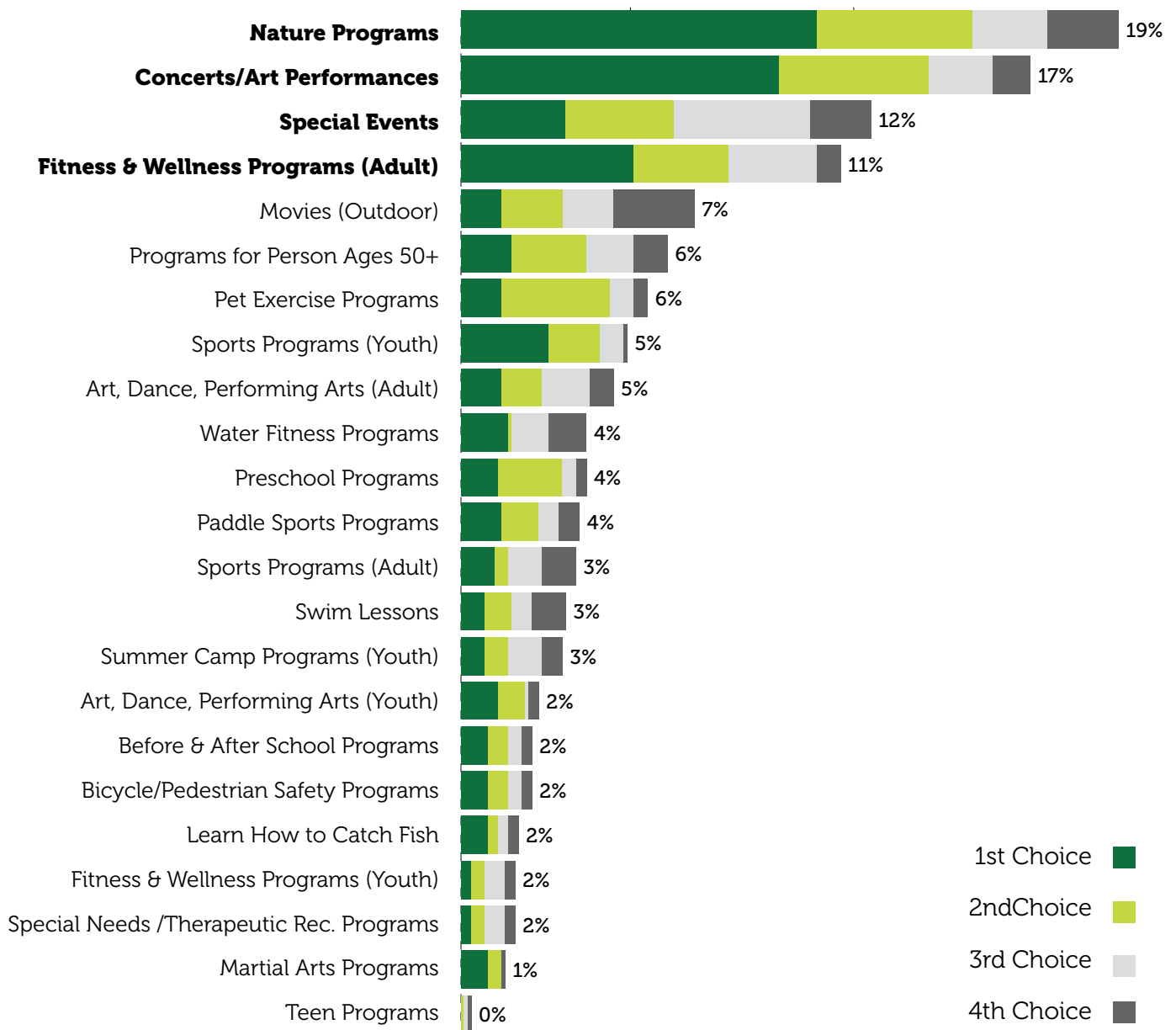


Participation in Recreation Programs

Of those who had participated in programs, the programs with the most participation were nature programs, concerts/art performances, special events, and fitness and wellness programs.



Program categories that households currently participate in most often. By percentage of respondents who selected the item as one of their top four choices

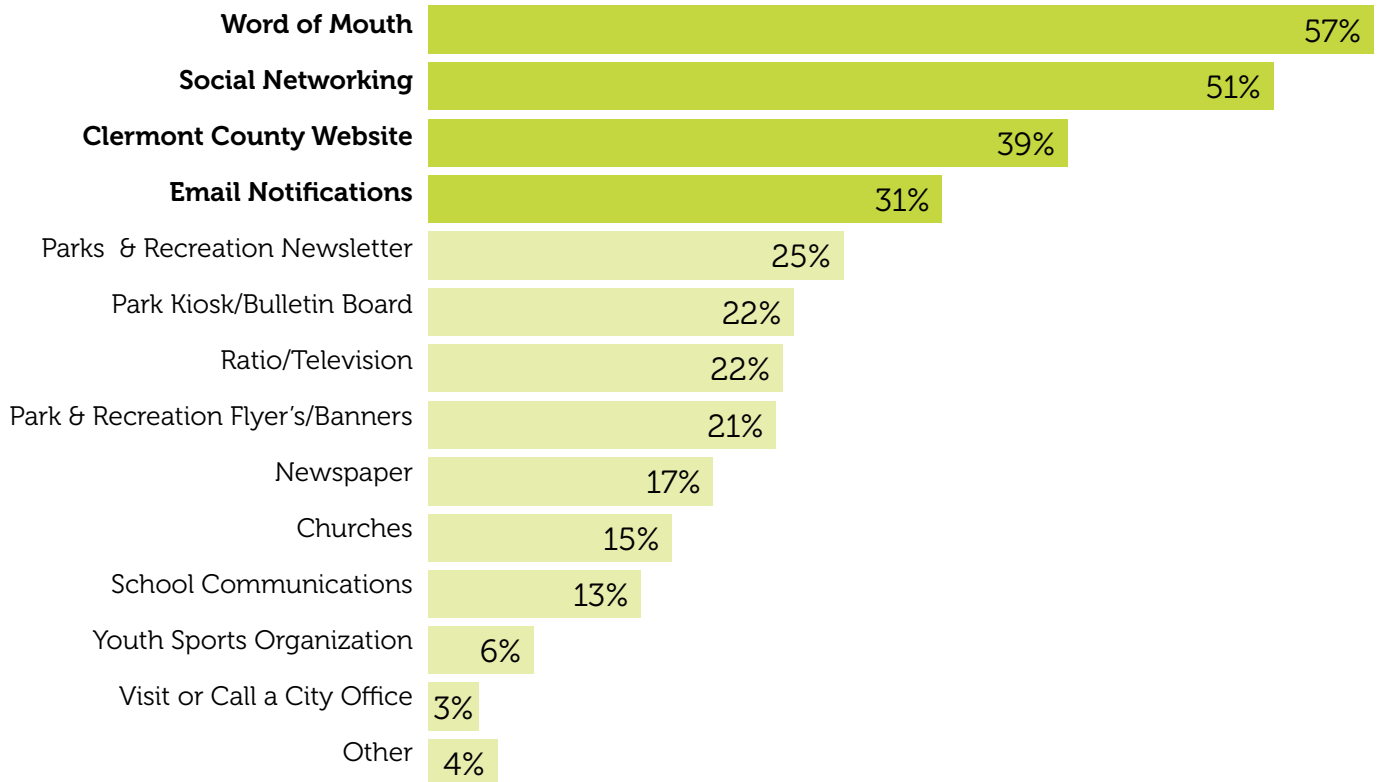


Sources of Information about Programs and Activities

Fifty-seven percent (57%) of respondents indicated they learn about Clermont County programs and activities through word of mouth. Other sources of information include: social networking (Facebook/Twitter) (51%), Clermont County website (39%), email notifications (31%), and parks and recreation newsletter (25%).



Ways that households learn about programs or activities By percentage of respondents (multiple selections could be made)



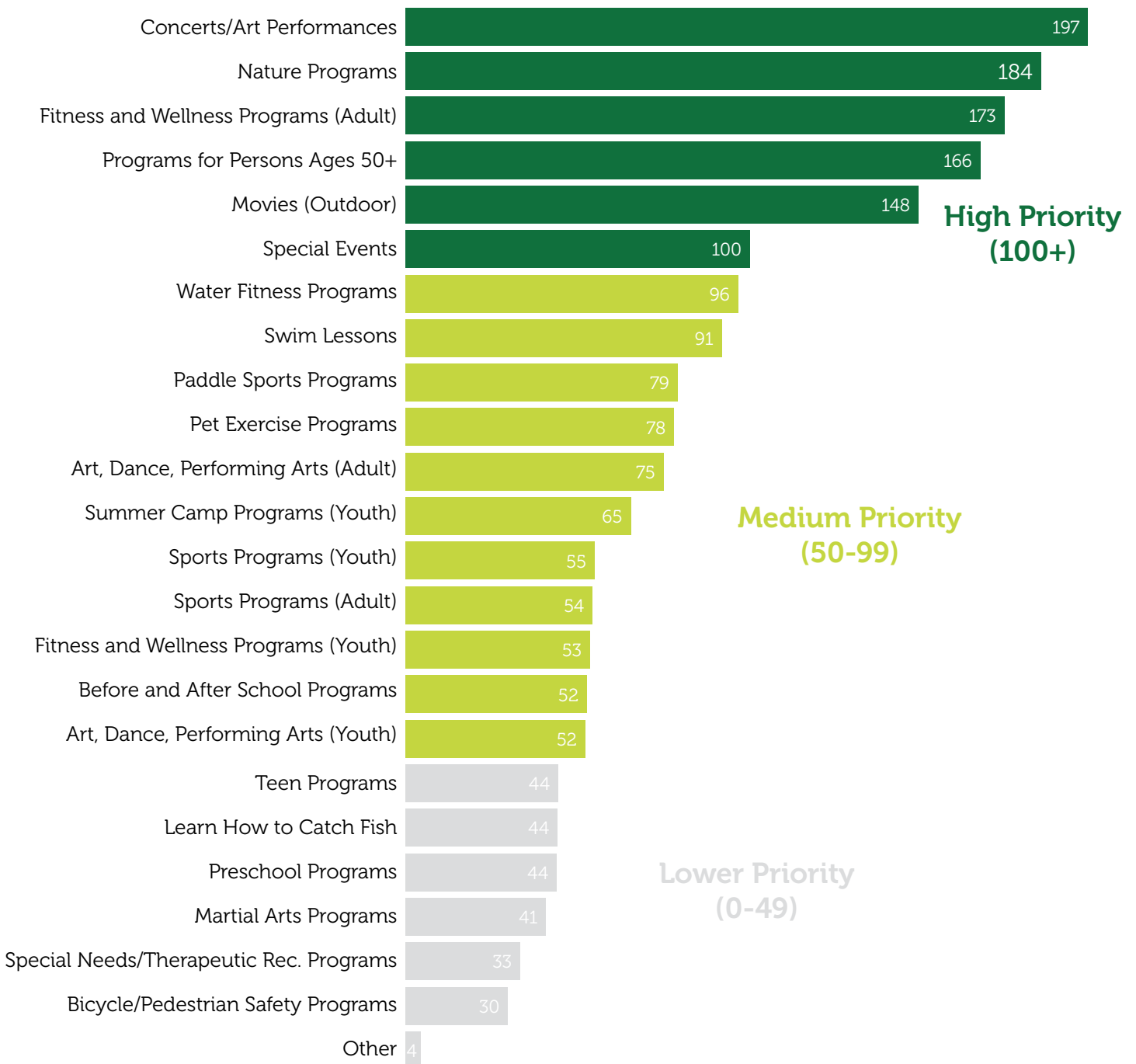
Top Priorities for Investment for Programs

Based on the priority investment rating (PIR), which was described in an earlier page within this section, the following six programs were rated as “high priorities” for investment:

1. Concerts/art performances (PIR=197)
2. Nature programs (PIR=184)
3. Fitness and wellness programs (adult) (PIR=173)
4. Programs for persons ages 50+ (PIR=166)
5. Movies (outdoor) (PIR=148)
6. Special events (PIR=100)

The chart below shows the Priority Investment Rating (PIR) for each of the programs that were rated.

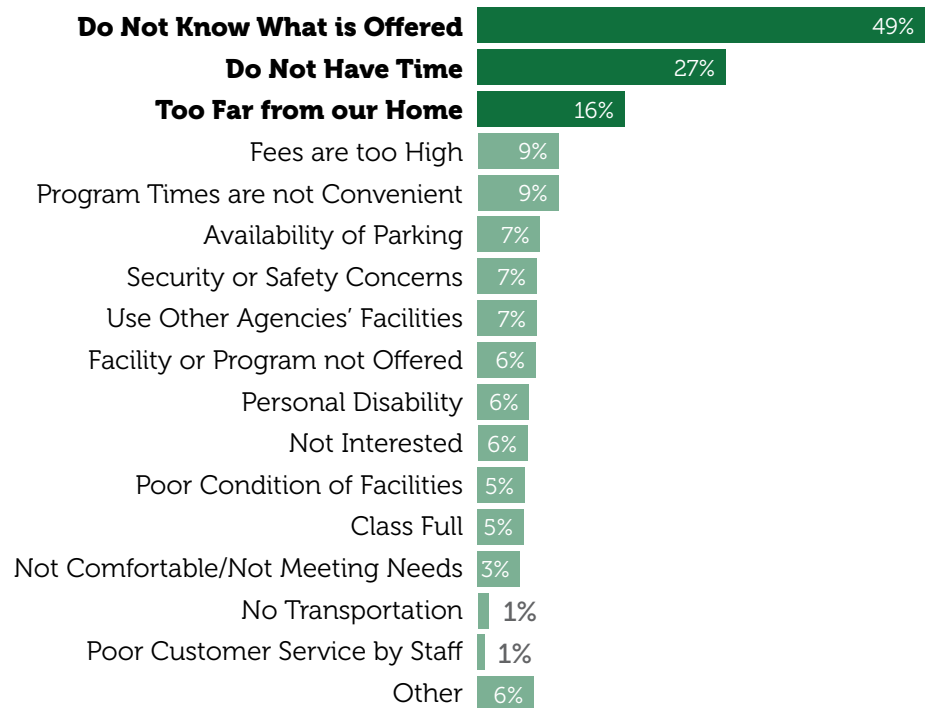
Top Priorities for Investments: Programs



Reasons Preventing Usage of Parks, Facilities, Trails and Programs

Forty-nine percent (49%) of respondents indicated the lack of knowledge of what is offered prevented them from using parks, recreation facilities, trails and programs more often. Other reasons include: do not have the time (27%), too far from home (27%), fees are too high (9%), and program times are not convenient (9%).

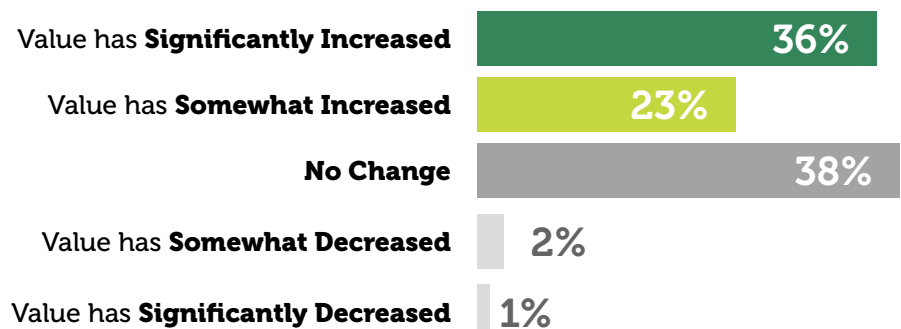
Reasons preventing households from using parks, recreation facilities, trails and programs of clermont county park district more often. By percentage of respondents (excluding "none" - multiple selections could be made)



Changes in Perception Of The Value Of Parks And Recreation Since COVID-19

Respondents were asked how their perception of the value of parks, trails, open spaces and recreation has changed since COVID-19. Thirty-six percent (36%) who had an opinion believe the value has "significantly increased;" 23% feel the value has "somewhat increased," 38% believe there has been no change, and 3% believe the value has decreased since COVID-19.

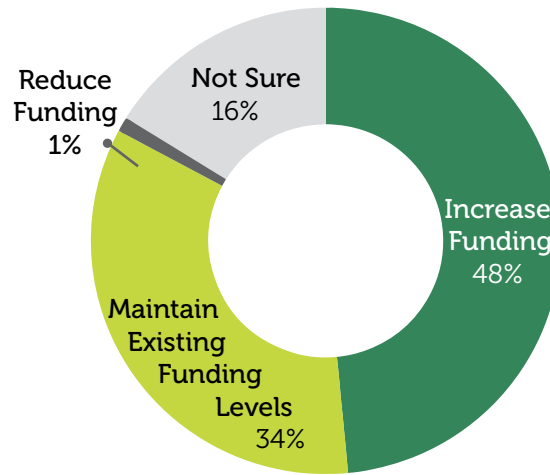
How the perception of the value of parks, trails, open spaces and recreation has changed since COVID-19? By percentage of respondents (excluding "not provided")



Future Funding for Parks, Recreation, Trails And Open Space Needs

Respondents were asked how the County should fund future parks, recreation, trails and open space needs. Nearly half (48%) of the respondents who had an opinion believe the County should increase funding; 34% feel the County should maintain existing funding levels, 1% would like to see a reduction in funding, and 16% are not sure.

How the county should fund future parks, recreation trails and open space needs. By percentage of respondents (excluding "not provided")



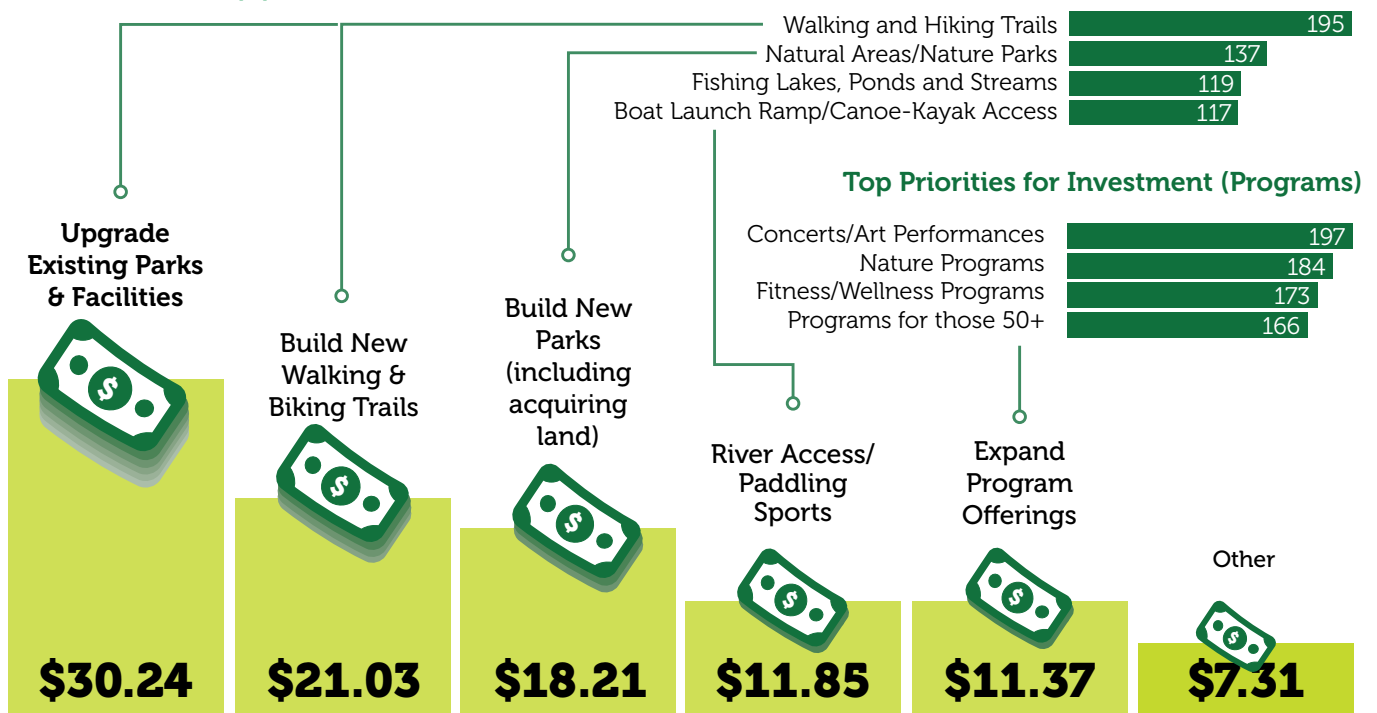
How Respondents Would Allocate Funds For Improvements

Residents were asked how they would allocate \$100 on various parks and recreation improvements in Clermont County. The results were: upgrading existing parks and

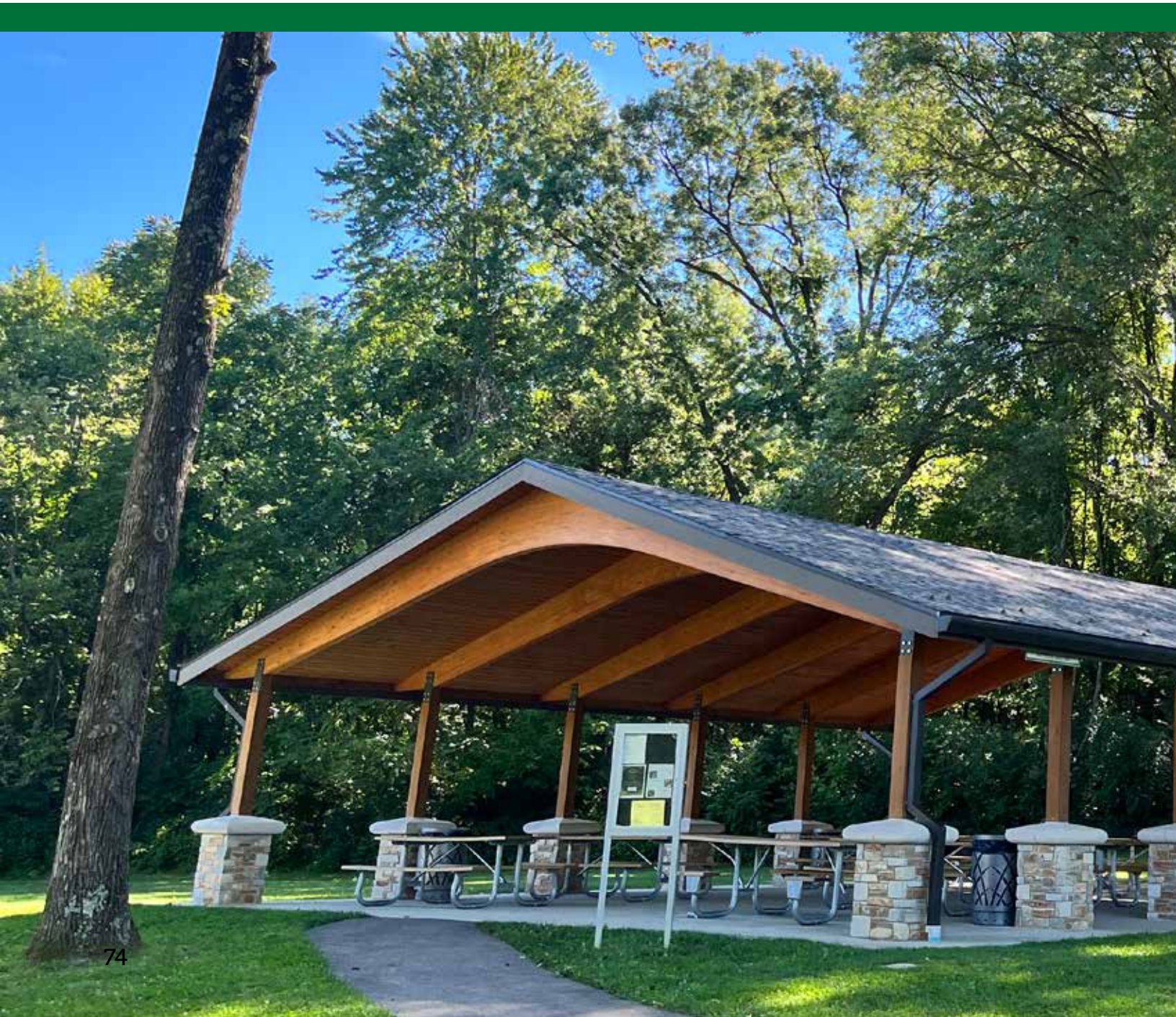
facilities (\$30.24), building new walking and biking trails (\$21.03), building new parks (including acquiring land) (\$18.21), river access/paddling sports (\$11.85), expanding program offerings

(\$11.37), and other improvements (\$7.31). As shown in the graphic below, these priorities mirror those identified in the Priority Investment Rating (PIR) results for both facilities and programs.

Support for funding improvements match top priorities for investments



04 Recommendations



Recommendations

The recommendations for the Clermont County Park District's Comprehensive Master Plan were informed by a combination of data analysis and engagement results.

The planning team, working with park staff and leadership and the project Steering Committee, distilled these recommendations from community and stakeholder conversations, the statistically valid survey, site visits and observations, analysis of demographic and participatory trends, and an assessment of current programs and activities. Taken together, these points of information and community priorities led to eight themes to explore as recommendations for the future of the park system were developed.

Recommendation Themes

The themes of Preserve, Evolve, Connect, Float, Market, Program, Gather, Grow reflect community values and aspirations and will be the guiding force behind the continued improvement and evolution of the Clermont County Park District.

- **Preserve:** Continue to preserve open spaces and connect people to nature and history.
- **Evolve:** Enhance, improve and add features in every park.
- **Connect:** Focus on park-to-park, park-to-neighborhood, and regional connections.
- **Float:** Invest in additional water access and create/participate in regional blueways.
- **Experience:** Increase program opportunities for diversity of park users.
- **Gather:** Become a destination for community events.
- **Grow:** Explore opportunities for continued expansion of the park system.
- **Market:** Market CCPD parks and programs to the community.

Turning Input and Engagement into Action

Engagement and analysis have brought us to this point, now is the time to turn these community needs and desires into actions that can be implemented and measured. This section addresses each theme in detail, providing insights from community engagement, survey results and trend data and connecting this information to recommendations for park and program improvements. These recommendations range from system wide improvements, to specific park ideas, to strategic policies to guide the park system.

Each recommendation is implementation focused, whether it is something that can be accomplished by CCPD or whether it will require partners and collaboration. An implementation section follows this portion of the Comprehensive Master Plan that will discuss prioritization, timing and partners in greater detail.



1 | PRESERVE

Continue to preserve open spaces and connect people to nature and history.



5 | EXPERIENCE

Increase program opportunities for diversity of park users.



2 | EVOLVE

Enhance, improve and add features in every park.



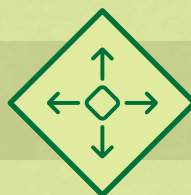
6 | GATHER

Become a destination for community events.



3 | CONNECT

Focus on park-to-park, park-to-neighborhood, and regional connections.



7 | GROW

Explore opportunities for continued expansion of the park system.



4 | FLOAT

Invest in additional water access and create/participate in regional blueways.



8 | MARKET

Market CCPD parks and programs to the community.



1. PRESERVE

Continue to preserve open spaces and connect people to nature and history.

Protect and invest in existing parks, restore natural areas, and create new education and outdoor experiences.

There is a clear connection between the mission of the Clermont County Parks District and the vision that the Clermont County community has for the future of the park system. Survey findings, stakeholder engagement and community conversations showed that residents value the role that CCPD plays in preserving the county's open spaces and connecting people to nature and history.

Protect, preserve, and invest in current parks.

As the planning team assessed engagement findings and community priorities, there is a strong desire to spend improvement dollars on upgrading existing parks and facilities. In addition to protecting and improving existing parks, natural areas, and properties, the community also showed that they value natural areas within parks, ranking investments in this area second in terms of overall priorities for investment. Finally, nature observation was ranked as a top three favorite thing to do at a CCPD park.

Maintain a system-wide goal to have 10% of the land holdings developed for park uses and 90% preserved as natural areas.

Currently, CCPD land holdings are 10% developed and 90% preserved natural areas. Developed areas are defined as paved areas, building sites, and manicured landscapes. Recognizing that there will be parts of parks that provide needed access, activities, and amenities, the vast majority of CCPD parks are intended to be passive, natural areas.

Focus on restoring natural environments within parks.

Recent improvements illustrate the ability of CCPD to invest in the restoration of natural environments with parks. Investments at Shor Park and Sycamore Park have created prairies and wetlands to provide needed habitat and restore landscapes. Other such opportunities exist across the park district whether it is

forest management, farmland conversions, stream restoration and other improvements.

Create interactive educational opportunities and outdoor experiences for all ages to create nature enthusiasts and environmental stewards.

As CCPD works to fulfill the community's vision, there is an opportunity to merge the mission of preservation and conservation with educational programming and outdoor experiences. Doing so will allow CCPD to play an important role in the lives of Clermont County residents and create the nature enthusiasts and environmental stewards that will support future investments in park improvements and experiences.



2. EVOLVE

Enhance, improve and add features in every park. Focus plans for improvements on features that park visitors use and value the most.

Through community engagement, survey analysis and examination of national and regional trends, the planning team has developed a set of potential park improvements that enhance existing experiences and identify future improvements that will attract existing and potential park users. These recommendations combine multiple data points to guide investments in park facilities and amenities.

For example, hiking, trail walking/jogging, and nature observation are the top favorite things for people to do in a Clermont County Park District park. Likewise, hiking, walking, and nature observation (along with fishing and river and stream access) are activities that scored highly in terms of priority investments. Hiking, walking, biking and river access also score highly in regard to funding future improvements with tax dollars. Outdoor sports activities, trails, and nature education and observation were at the top of the list of activities that would bring people back to CCPD Parks more often. These same activities

also some of the fastest growing activities nationally (along with the addition of camping). Regionally, these activities (with the addition of mountain biking) also rank highly in terms of importance and likelihood of participation.

This data has been combined with planning team observations, the mission and direction of CCPD, and the ability to implement improvements across parks, to shape recommendations around investments in current facilities and the provision of new experiences for the residents of Clermont County.

This section explores nine broad categories of park improvements and park features that address current needs, elevate existing park facilities, and create new park experiences.

Key Takeaways

Improve

- **Walking & Hiking Trails**
- **Nature Observation**
- **Pond & Stream Access**
- **Camping**
- **Mountain Biking Skills Opportunity**
- **Active Recreation**
- **Play Experiences**
- **Shade & Comfort**
- **Signage**
- **Wayfinding & Education**



3. CONNECT

Focus on park-to-park, park-to-neighborhood, and regional connections. Connect Clermont County Park District parks to each other and with nearby destinations through an improved and expanded regional trail network that builds on existing and potential regional partnerships.

Trails, both paved and natural, both walking and multi-use, are in high demand across the region. Trails are also a priority for continued community investment. CCPD has an opportunity to better connect its parks and to partner in a collaborative community effort to expand regional trail access across Clermont County.

- **Park to Park** – CCPD should prioritize opportunities to connect its parks to each other and extend the length of available continuous trail mileage.

- **Parks to Neighborhoods and Destinations** – CCPD should focus on connecting existing parks to surrounding neighborhoods and destinations to enable nearby residents to access parks and attractions on foot or on bike.
- **Regional Connections** – Partnering with others, CCPD should continue to advocate for and participate in the planning and construction of regional trails throughout Clermont County that link people, places and parks across a broader geography.

Key Takeaways

- **Connect Clermont County Park District Parks with other CCPD parks and properties**
- **Connect parks to a regional trail system, and extend and improve the existing regional trail system**
- **Improve connectivity between parks and neighborhoods**

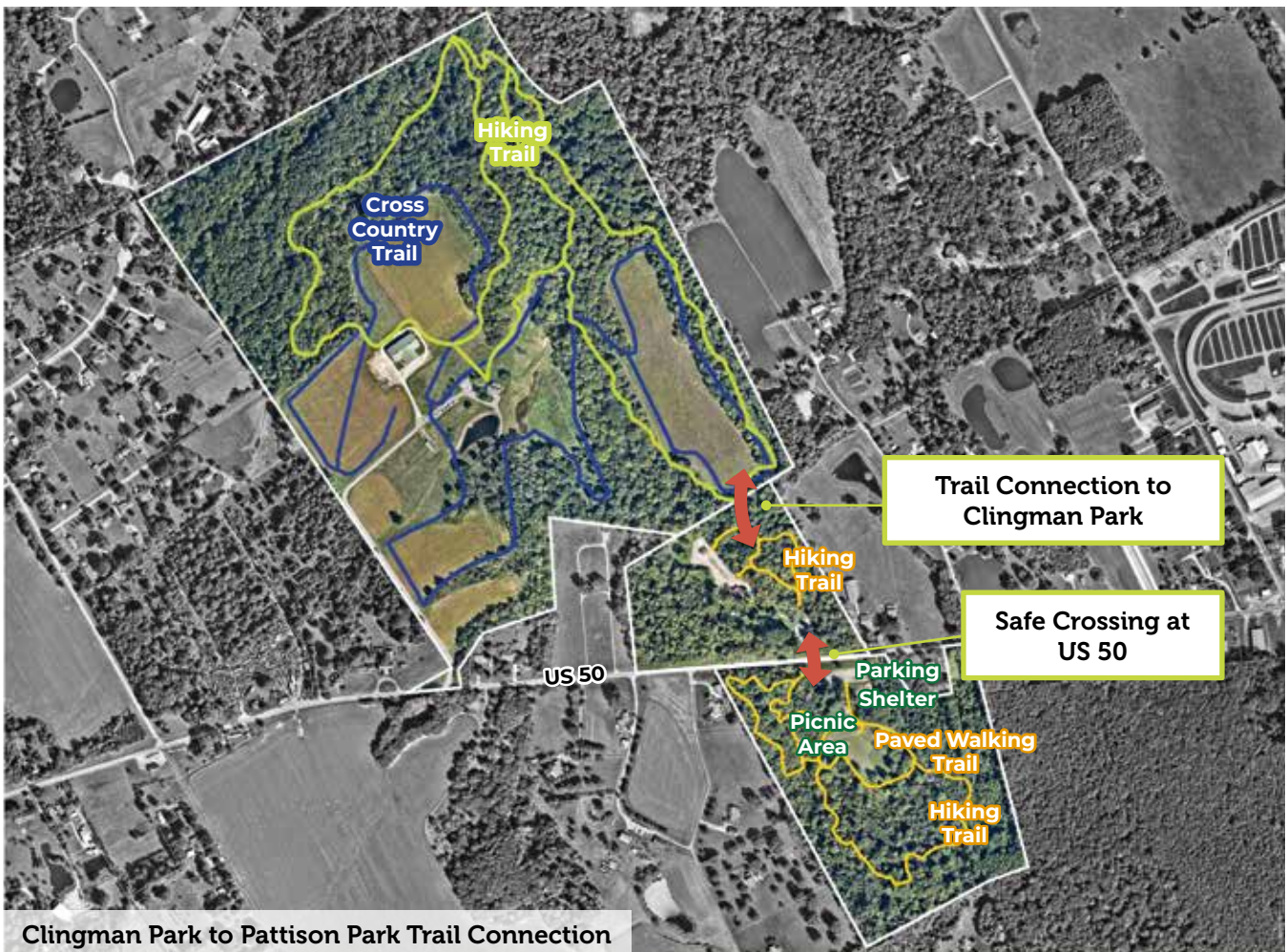


Park to Park

Clingman Park to Pattison Park

CCPD's newest park, Clingman Park has the potential to have multiple miles of natural surface trails. These trails should link up with the existing trails at Pattison Park, extending the length of available hiking trails. Pattison Park is divided into two halves by US 50, with the bulk of the park activities (playground, shelter, restrooms, fishing pond,

paved path, etc.) located on the south side of the park. A new crossing of US 50, complete with a crosswalk and a Rapid Flashing Beacon, would improve pedestrian safety and encourage people to use both sides of the park. With this linkage between Clingman Park, Pattison Park and the crossing improvements, +/- 3.25 trail miles would be connected and the offerings of both parks would be available to users no matter where they start their visit.



Parks to Neighborhoods and Destinations

Several CCPD parks are located adjacent to or are close to residential neighborhoods. In a number of instances the roads connecting parks and neighborhoods lack sidewalks or multi-use paths that could enable residents to walk or ride a bike to a park and increase recreational activity as part of their daily lives. There is an opportunity for CCPD improve access along existing park frontages and to partner with local municipalities to improve access. This could take the form of crosswalk improvements, the addition of sidewalks and/or multi-use paths.

WHERE could this happen?

- Pattison Park: Safe crossing on Route 50
- Pattison Park: Connect to Owensville
- Shor Park: Connect to neighborhoods
- Kathryn Stagge-Marr: Connect to neighborhoods & schools
- Kelley Nature Preserve: Connect to Miamiville
- Wachs Property: Connect to neighborhoods
- Sycamore: Connect to Batavia



Path Connection from Neighborhood to Parks



Safe Crossings



Prioritize Paths at Park Exits

Regional Trails

The regional trail network in Clermont and Hamilton counties is extensive, with plans for more trail miles in the works. In Clermont County, the primary trail network that CCPD has been working on with other partners is the Williamsburg to Batavia Trail. There is a planned extension of this trail to eventually connect all the way to Batavia, passing by Sycamore Park.

Other nearby trails are the Little Miami Scenic Trail and the Ohio River Trail. The Little Miami Trail is close to Kelley Nature Preserve but not directly connected to it. Likewise the Ohio River Trail extends west into Clermont County, but does yet reach Chilo Lock 34 Park.

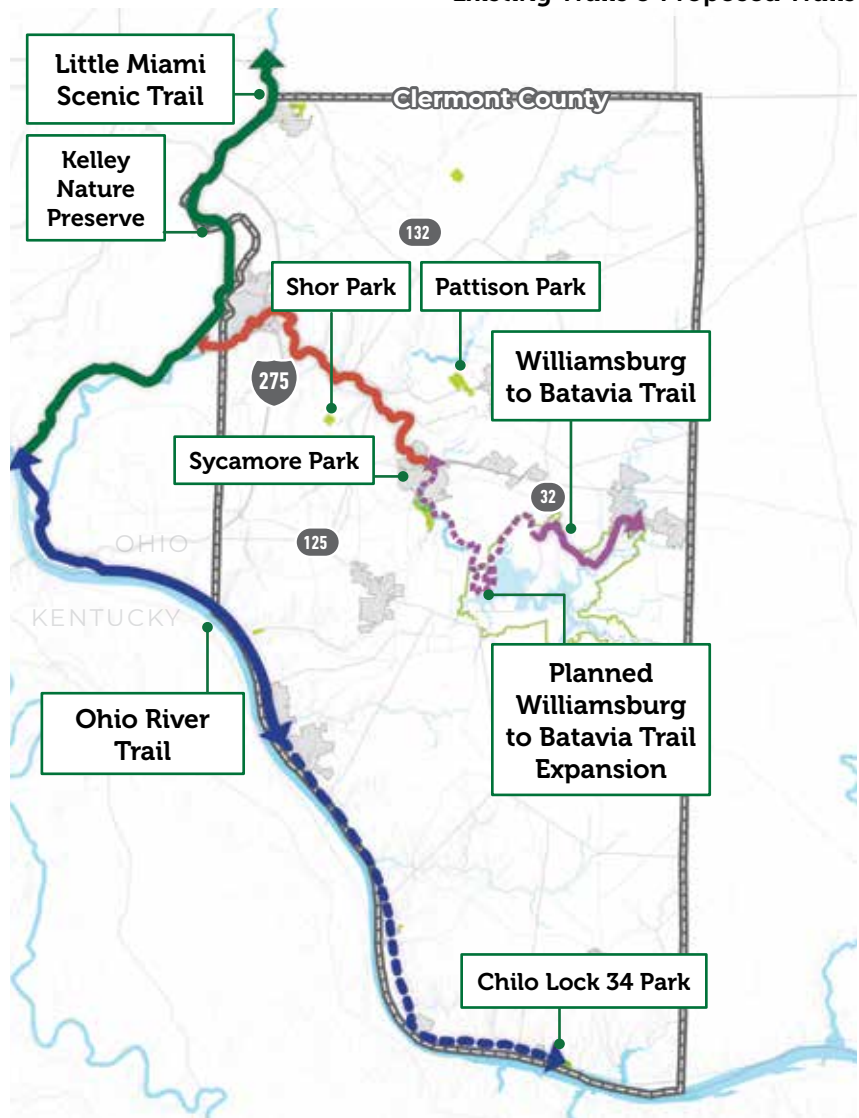
The following trail connections and potential trail extensions should be considered by CCPD in collaboration with other community partners:

- Complete the Williamsburg to Batavia Trail and connect the trail to Sycamore Park
- Connect to Kelley Nature Preserve and Sycamore/ Wilson Nature Preserve to regional trail network
- Advocate for the extension of the Ohio River Trail East to Chilo Lock 34 Park, and improve connectivity to 10 Mile Preserve
- Advocate for the extension of the Williamsburg to Batavia Trail to the Little Miami Trail
- Advocate for the extension of the Williamsburg to Batavia Trail to Mt Orab and connect to Brown County

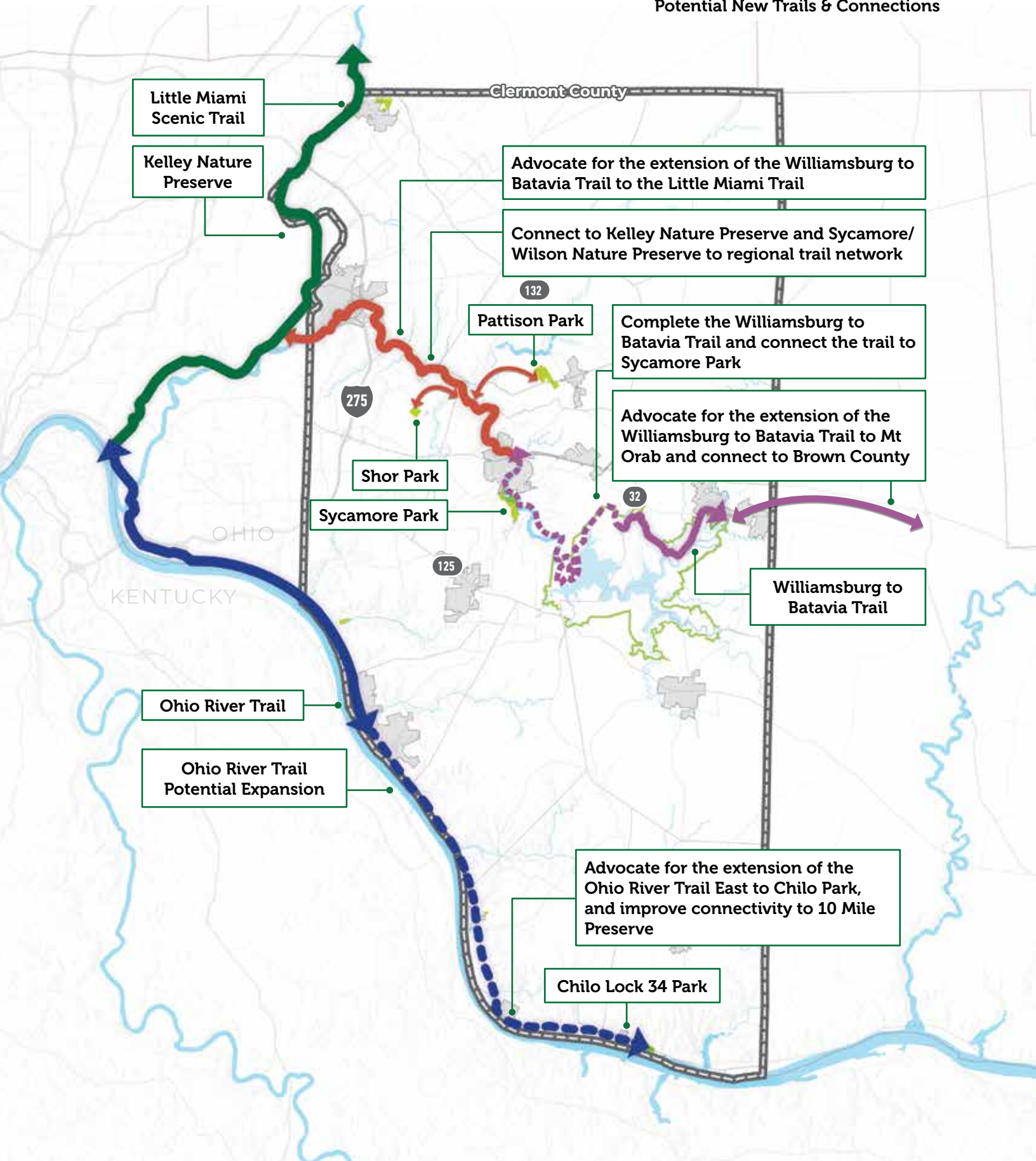


Little Miami Scenic Trail

Existing Trails & Proposed Trails



Potential New Trails & Connections



Little Miami Scenic Trail

Kelley Nature Preserve

Advocate for the extension of the Williamsburg to Batavia Trail to the Little Miami Trail

Connect to Kelley Nature Preserve and Sycamore/Wilson Nature Preserve to regional trail network

Pattison Park

Complete the Williamsburg to Batavia Trail and connect the trail to Sycamore Park

Shor Park

Advocate for the extension of the Williamsburg to Batavia Trail to Mt Orab and connect to Brown County

Sycamore Park

Williamsburg to Batavia Trail

Ohio River Trail

Ohio River Trail Potential Expansion

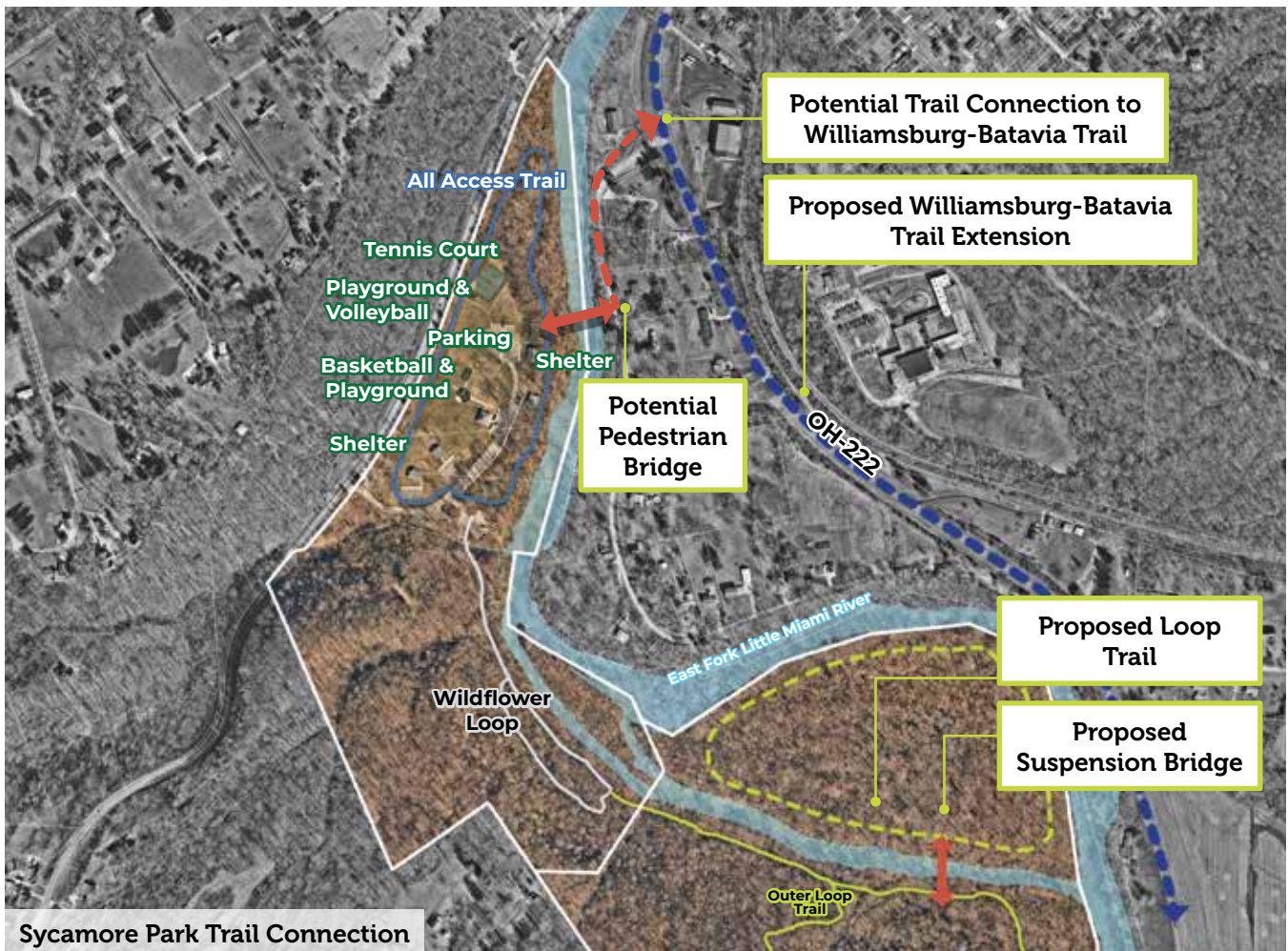
Advocate for the extension of the Ohio River Trail East to Chilo Park, and improve connectivity to 10 Mile Preserve

Chilo Lock 34 Park

Sycamore Park to Williamsburg-Batavia Trail Extension

Sycamore Park is on the opposite side of the East Fork of the Little Miami River from the planned Williamsburg to Batavia Trail extension. As trail expansion plans are finalized, CCPD should also be planning on building a connection to this regional trail to give both trail users and Batavia residents easy access to Sycamore Park. This would

allow more people to enjoy this park and have access to activities, hiking, and canoe/kayak access points on the East Fork of the Little Miami River. Initial conversations with CCPD staff indicate that a pedestrian bridge crossing would be best suited to the northern part of the park, providing the shortest distance to connect and the least amount of private property to traverse to link up with the Williamsburg to Batavia Trail.



Kelley Nature Preserve to Little Miami Scenic Trail

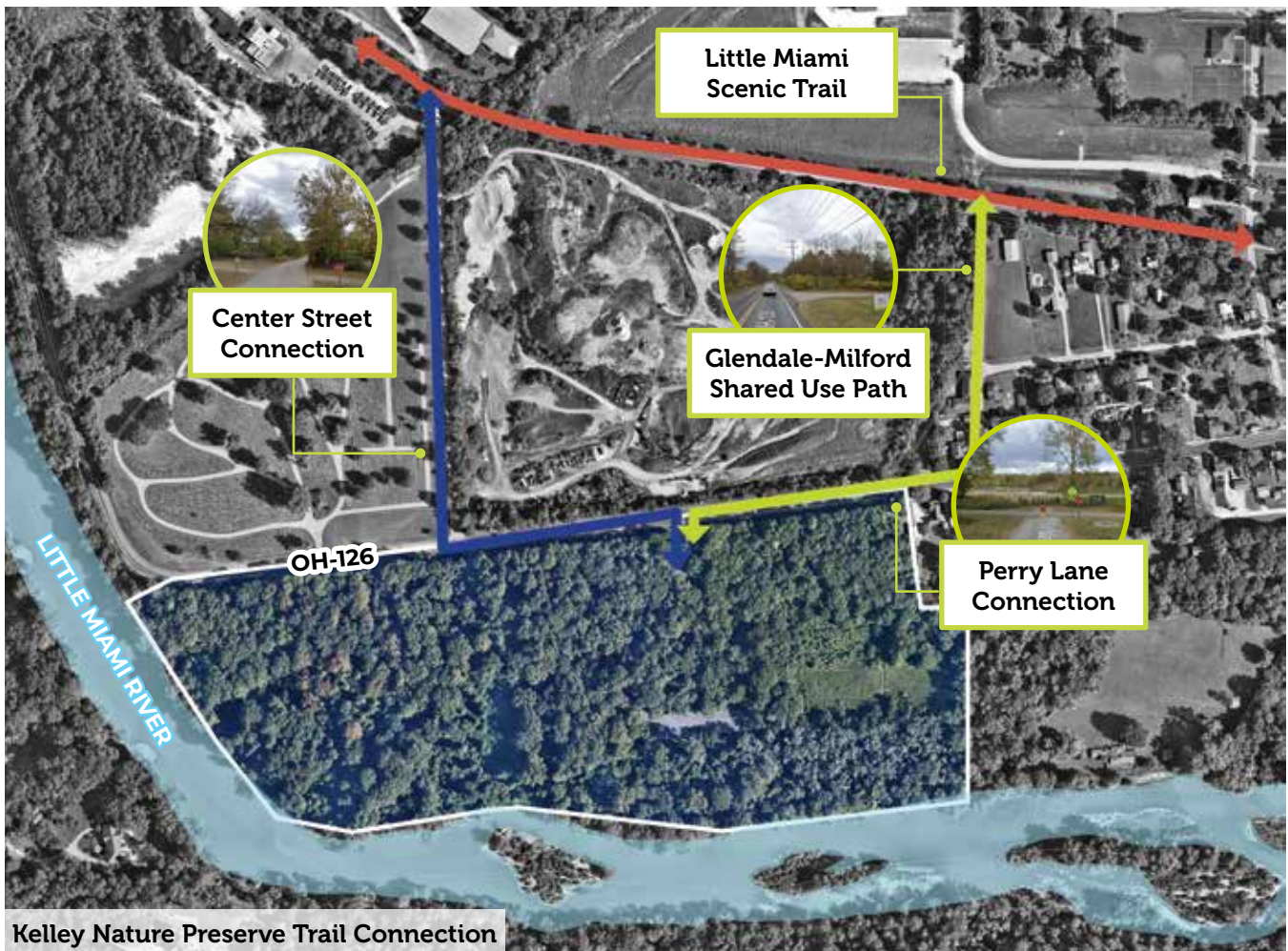
Kelley Nature Preserve is .15 mile away from the Little Miami Scenic Trail, one of the busiest multi-use trails in the region. Located on the western edge of the county, this connection from the trail to Kelley Nature Preserve represents an opportunity to make more people aware of CCPD and expand access to those looking to paddle on the Little Miami River. Creating this linkage would give more people an opportunity to “pedal and paddle” along the Little Miami River and Scenic Trail, giving another access point that brings bikes and kayaks/

canoes together. This also opens up additional programmatic opportunities and activities that could take place at Kelley Nature Preserve, from camping that might appeal to trail and river users, to picnicking and hiking for those visiting for just a few hours.

To connect the park with the trail, CCPD will need to work with surrounding jurisdictions to consider design options, path types, road treatments and right-of-way issues. On OH 126 there appears to be room for a multi-use path on one side of the roadway. As the connector trail turns north toward the Little Miami Scenic Trail, there are two options. Center Street has lower traffic volumes, but has



truck traffic. The road is not wide enough for a multi-use path, so it would need to be an on-street facility. Another option would be to use Perry Lane, which has low traffic volumes as well, less potential for truck traffic and would be better suited for this connection.





4. FLOAT

Invest in additional water access and create/participate in regional blueways. Expand the offerings of kayak and canoe put-ins, recreational river access, and blueways at existing and future Clermont County Park District parks.

CCPD has the opportunity to expand river access along the Ohio River, the East Fork of the Little Miami River and the Little Miami River. Doing so will create the opportunity for additional activities and programming, the ability for individuals to run their own river trips, and the potential of partnerships with outfitters that would be able to conduct river trips for groups of people.

Upgrade existing access points to a baseline standard

Each of these corridors presents different opportunities and experiences. The Ohio River is a large river with several access points, the East Fork is a smaller river with few existing access points, and the Little Miami River is an popular, established blueway corridor. Regardless of location, CCPD should upgrade access points to provide a consistent baseline standard in terms of ease of access and quality of facility. The recent improvements to Kelley Nature Preserve is a good example of a baseline standard that should be applied to existing access points at the Park

Maintenance Facility, Sycamore Park, and Chilo Lock 34 Park.

Establish, market, and program blueway trails

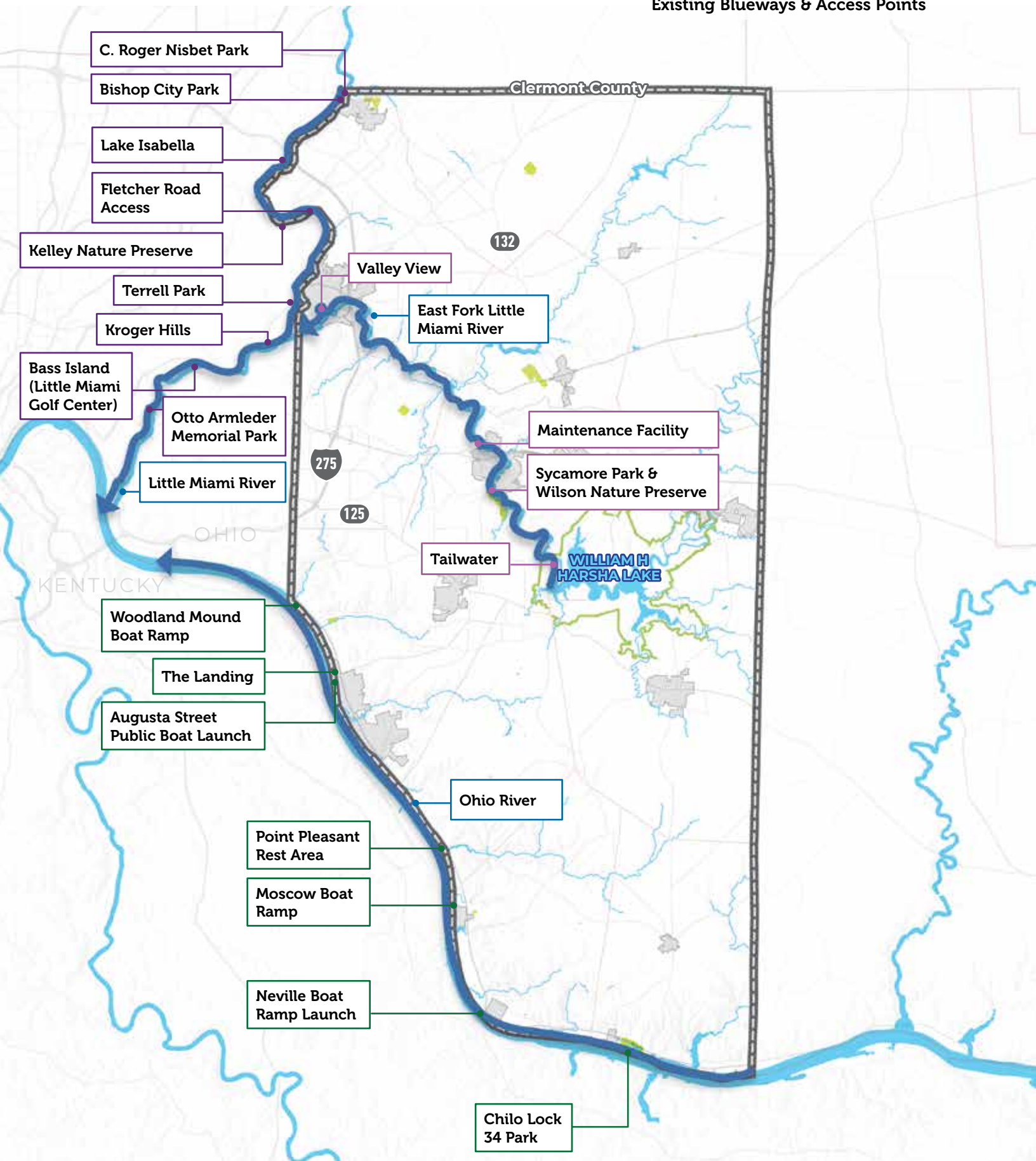
CCPD should establish, market and program blueway trails along each of these three main waterways. Beyond access point improvements, this involves providing blueway trail information both on site and online. This information would relate to the quality of experience and the safety of conditions based on the current weather and water levels. Signage and wayfinding should exist both in parks and along the blueway trail itself to guide users to put in and take out locations and provide information along the way. Development of trail maps with mileage markers and experiences along the way would also help people to plan their trips and enable CCPD to promote and market parks and park experiences along the way.

Key Takeaways

- Upgrade existing access points to a baseline standard
- Establish, market, and program blueway trails



Existing Blueways & Access Points

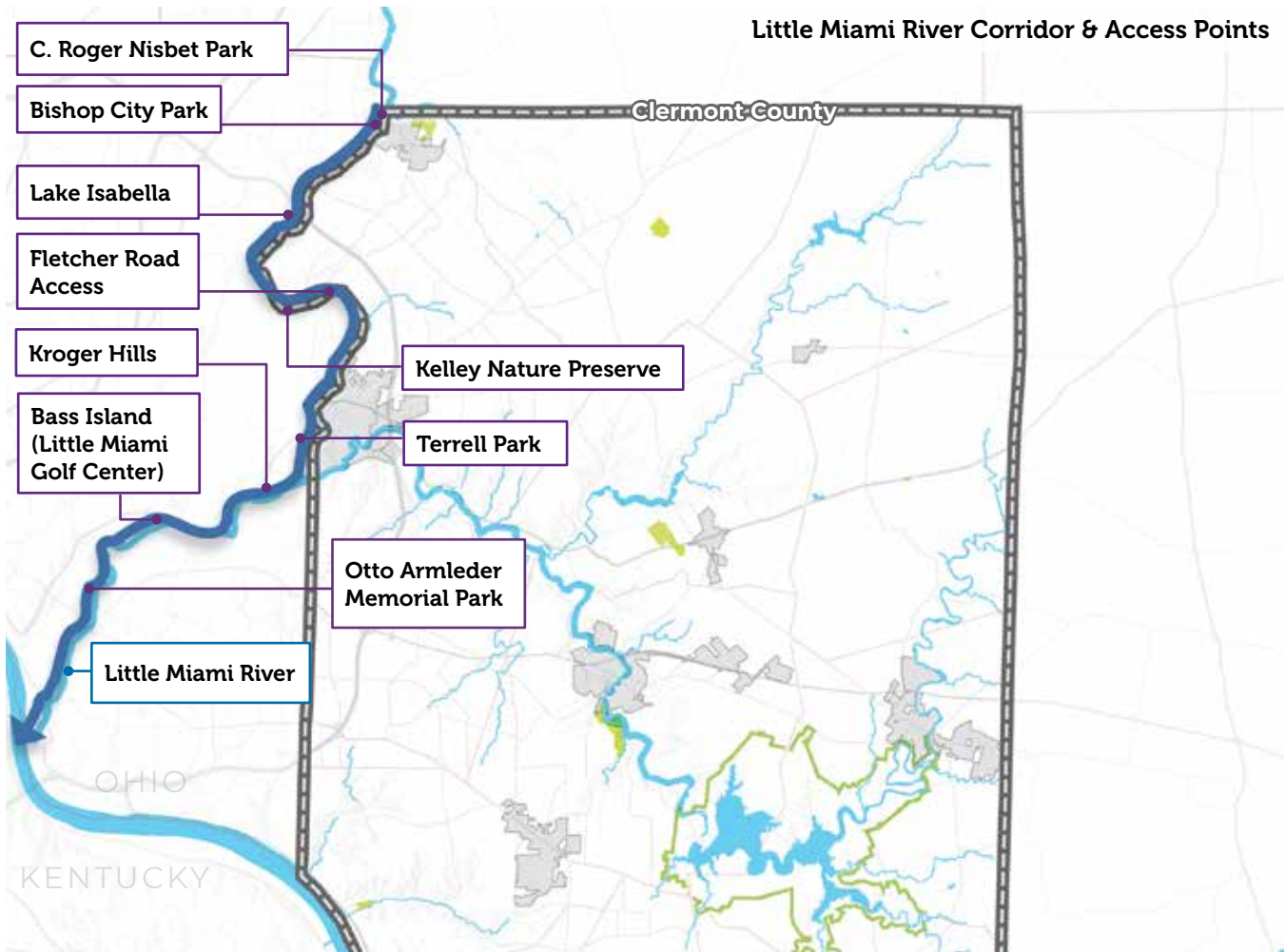


Little Miami River Corridor

The Little Miami River is one of the most popular places in the Cincinnati area to paddle. Making the trail connection to the Little Miami Scenic Trail to Kelley Park would open up the opportunity for CCPD to be a bigger part of the greenway and blueway trail system. Offering trail and river access at Kelley Nature Preserve would enable a number of different recreational opportunities, from bicyclists or paddlers stopping off for a picnic or hike, or to potentially camp overnight if those facilities are added in the future. This also opens up paddle and pedal opportunities at this park, making it a more popular destination for trail and river users. Located

| Put In | Take Out | Distance |
|-----------------------------|-----------------------------|-----------|
| C. Roger Nisbet Park | Bishop City Park | 0.2 Miles |
| Bishop City Park | Lake Isabella | 3.4 Miles |
| Lake Isabella | Kelley Nature Preserve | 3 Miles |
| Kelley Nature Preserve | Fletcher Road Access | 0.9 Miles |
| Fletcher Road Access | Terrell Park | 4 Miles |
| Terrell Park | Kroger Hills | 2.2 Miles |
| Kroger Hills | Bass Island | 2.5 Miles |
| Bass Island | Otto Armleder Memorial Park | 4.1 Miles |
| Otto Armleder Memorial Park | Ohio River | 3.9 Miles |

toward the middle of the Little Miami River in Hamilton County, there are number of trip distances that could start our end at Kelley Nature Preserve that are half day or full day options.



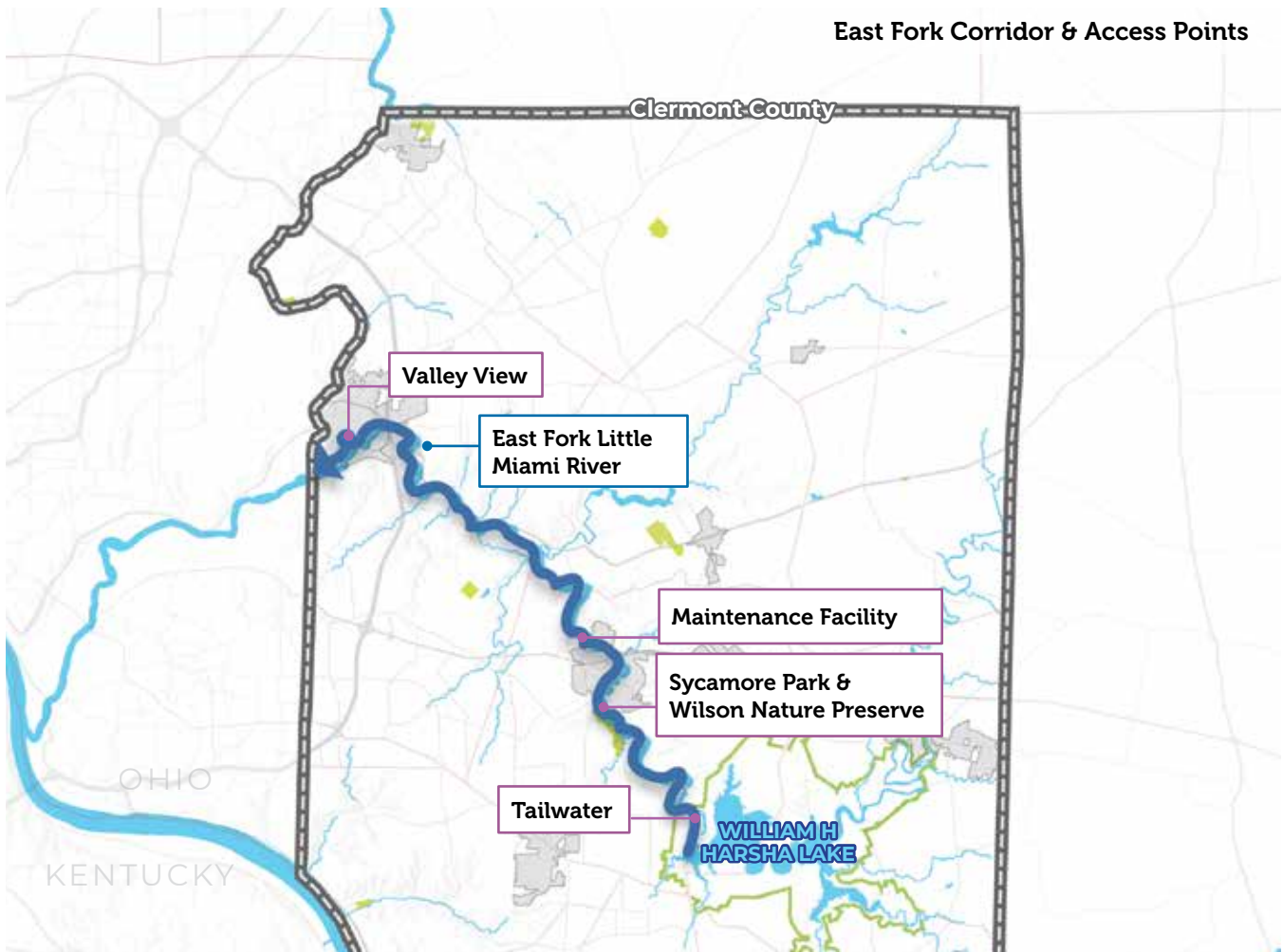
East Fork Little Miami River Corridor

The East Fork of the Little Miami River is a bit more challenging as a blueway corridor because it currently has very few access points. At either end there is the Valley View and Tailwater access points, which are owned by other entities. CCPD provides two access points at Sycamore Park and the Park Maintenance Facility, but they are both very close to one another. Therefore, today the trip opportunities are limited to longer journeys of more than five miles or approximately 11 miles. It would be beneficial to explore other access point opportunities either through partnerships or land purchase, especially as you head down river from the Park

| Put In | Take Out | Distance |
|--|--|-----------|
| Tailwater | Sycamore Park & Wilson Nature Preserve | 5.3 Miles |
| Sycamore Park & Wilson Nature Preserve | Maintenance Facility | 2 Miles |
| Maintenance Facility | Valley View | 11 Miles |

Maintenance Facility. This would provide another option of trip length as you head west. This blueway trail also lacks access to a greenway trail, however the Williamsburg to Batavia Trail extension should address this as it relates to Sycamore Park in the future. Longer term, this would be another reason to advocate

for another extension of the Williamsburg to Batavia Trail so that it connected all the way to the west to meet the Little Miami Scenic Trail. Although this would require additional partners, it would create a fully connected set of blueway and greenway trails in Clermont County providing ample access and recreational opportunities.

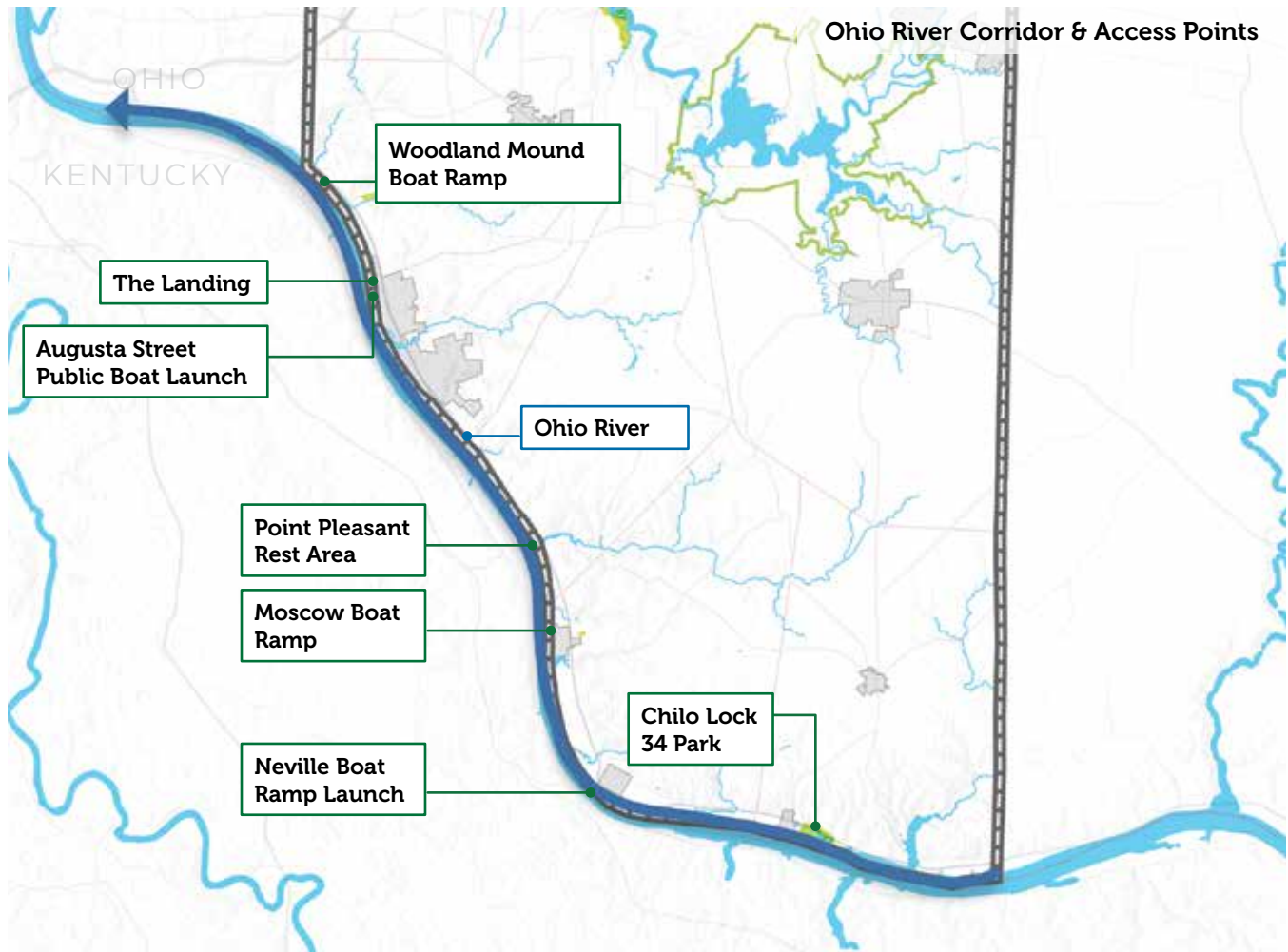


Ohio River Corridor

The Ohio River corridor offers a larger river experience. Improving the access at Chilo Lock 34 Park would help make this park a bigger part of the Ohio River Blueway and enable individuals and outfitters to make greater use of this park and put-in/take-out location. Further, CCPD should advocate for the extension of the Ohio River Trail east along US 52 to continue all the way to Chilo Lock 34 Park. River trips from this location range in length from a few hours to all day or overnight. With camping already an option at Chilo Lock 34 Park, the upgraded access point facilities and extension of the Ohio River Trail would make this location more attractive for a variety of river and park users.



| Put In | Take Out | Distance |
|--------------------------------|--------------------------------|-----------|
| Chilo Lock 34 Park | Neville Boat Ramp | 5 Miles |
| Neville Boat Ramp | Moscow Boat Ramp | 4 Miles |
| Moscow Boat Ramp | Point Pleasant Rest Area | 2.4 Miles |
| Point Pleasant Rest Area | Augusta St. Public Boat Launch | 4.3 Miles |
| Augusta St. Public Boat Launch | The Landing | 2.9 Miles |
| The Landing | Woodland Mound Boat Ramp | 3.8 Miles |



Establish, Market, and Program Blueway Trails

CCPD should establish, market and program blueway trails along each of these three main waterways. Beyond access point improvements, this involves providing blueway trail information both on site and online. This information would relate to the quality of experience and the safety of conditions based on the current weather and water levels. Signage and wayfinding should exist both in parks and along the blueway trail itself to

guide users to put in and take out locations and provide information along the way. Development of trail maps with mileage markers and experiences along the way would also help people to plan their trips and enable CCPD to promote and market parks and park experiences along the way.

Blueway Information



Signage and Wayfinding



Program and Partner





5. EXPERIENCE

Increase program opportunities for diversity of park users. Community members would like additional nature programs, and adult fitness and wellness programs at all age levels.

Combined with the results from the engagement efforts, the program analysis conducted as part of this process revealed a need to continue to evaluate CCPD's current program offerings to better serve the County's population. This analysis illustrated that CCPD's core programs are well suited for the demographics of the county, and are operating at an adequate lifecycle. Nonetheless, the statistically valid survey found an unmet need for additional programming serving teens and adults, in addition to new special events offerings.

CCPD has an opportunity to leverage these findings into expanding its program offerings, and focusing future programs on those that both serve a wide range of ages and highlight the park system's unique properties. In order to continue to provide quality programming that is well suited for the county, it is recommended that CCPD continue to monitor its offerings and keep track of partner districts or institutions to avoid duplicating these services.



Key Takeaways

- Create new programming aimed at a wider range of ages.
- Create programs around each park's unique experiences.
- Focus programming around priority activities.
- Establish a program evaluation cycle (with life-cycle stages).
- Track similar providers in the area to avoid duplication of services





Wildlife Experiences



Outdoor Nature Experiences



Paddle Sports



Children Nature Programs



Fishing



Rock Climbing



Nature Fitness Programs



Biking Opportunities

Provide Programming for All Ages

Based on the age demographics of the county, current programs seem to be well-aligned with the community’s age profile, which represents a notable segment of adults and seniors.

Moving forward, it is recommended that the Park District continues to introduce new programs in order to address any potential unmet needs. Particularly, dedicated teen programs, as this age segment makes up a percentage of the community and is typically the hardest segment from which to acquire participation.

Staff should continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It would be best practice to establish a plan including what age segment to target, establish the message, which marketing method(s) to use, create the social media campaign, and determine what to measure for success before allocating resources towards a particular effort.

Expand Park Experiences

CCPD’s greatest assets are the distinctive natural landscapes found in each of the park districts parks, open spaces, and nature preserves. These properties connect Clermont residents with nature, providing an environment where one can contemplate, observe, and learn from nature. The distinctiveness of these properties, from the creeks and ravines running through them, to rich the histories in their past, present a programming opportunity.

Future programs should be conceived around each park’s unique experiences, highlighting what make these properties a destination. Programs that showcase the properties’ more unique features have the opportunity to introduce and inspire new users, and in turn increase participation.

Outdoor Skills

CCPD’s future programs have an opportunity to reflect the district’s clear mission to preserve natural landscapes and connect people with nature.

As new programs are developed, special consideration should be given to those that highlight opportunities for people of all ages to connect with nature, and thus become stewards of these environments. Programs aimed at children, teens, and young adults are especially important, as they help shape the naturalists of tomorrow, and thus advance the park district’s mission.

These programs may include wildlife experiences, outdoor nature experiences, paddle sports, nature programs & events, fishing, rock climbing, nature fitness programs and biking opportunities.

Current Distribution: 55% | Recommended Distribution: 50% - 60%



Evaluate Program Evaluation Cycle

As introduced in the analysis section on pages 66-69, a Program Lifecycle Analysis involves reviewing each program offered by the Park District to determine the stage of growth or decline for each.

As noted in the graphic above, the Lifecycle Analysis depicts a current healthy program distribution when compared to the recommended distribution.

Nonetheless, 11% of programs are identified as Saturated or Declining. While it is a natural progression for programs to eventually evolve into saturation and decline stages, if programs reach these stages rapidly, it could be an indication that the quality of the programs does not meet expectations, or there is not as much of a demand for the

programs. As programs enter into the Decline Stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, the Park District should modify these programs to begin a new lifecycle within the Introductory Stage or replace the existing programs with new programs based upon community needs and trends.

Staff should complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Furthermore, the Park District could include annual performance measures for each Core Program Area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.





East Fork State Park

Track Similar Providers

CCPD Parks are part of a network of county-wide parks, open spaces, and recreational facilities. The nature and conservation-focused services and facilities offered by CCPD complement the more active recreational facilities offered by nearby park districts and municipalities or townships in Clermont County. Despite differences in their core mission, there is potential for overlap between CCPD's offerings and those of these other providers. It is recommended that the Park District continue to forge partnerships with these providers, and track their facilities and programs offered, to avoid a duplication of services. A list of similar providers is shown in the graphic to the right.

Tracking these providers will support decision-making on which recreational programs or facilities the Park District should prioritize, or provide context on programming currently in mature to declining stages as revealed by a Programming Evaluation Cycle.

Additionally, a number of the recreational facilities and programs highlighted as desired by the community in the engagement findings, and in the results of the Priority Investment Rating (PIR) of the statistically-valid survey, do not align with CCPD's core mission or services. For instance, both of these metrics showed a community need and desire for splash pads, athletic fields, and small neighborhood parks. These types of facilities are best suited for park systems of nearby municipalities and partner institutions.

WHO are the similar providers within the county?



- Loveland
- Milford
- East Fork State Park
- Stonelick State Park
- YMCA
- Cincinnati Nature Center
- Miami Township
- Batavia Township
- Pierce Township
- Libraries
- Valley View
- State Parks



6. GATHER

Become a destination for community events.

Community members would like more arts events, concerts, and community gatherings at CCPD parks and facilities. Park facilities may need to be expanded or new facilities may need to be added to accommodate this unmet need.

As destinations within the county, CCPD Parks already function as spaces where the Clermont County residents and visitors come together to gather as a community. CCPD parks and open spaces are already home to various venues that allow for these gatherings of various sizes, from weddings and special events at the Lodge at Pattison Park, to small meetings and banquets at the Hartman Log Cabin, and the informal gatherings at the four shelters at Sycamore Park.

There are various opportunities to continue to build on CCPD's strength in providing a home to these gatherings, and continue to expand the types of events that are possible at these parks. To accomplish this, CCPD has to continue to leverage partnerships, build flexible facilities of various sizes at existing parks, and have a year-round strategy on how to best activate these spaces. This section provides a road map for how to build on these successes.

Key Takeaways

- Establish Community Partnerships to promote use of CCPD parks and facilities for community events.
- Expand and create new facilities, including larger pavilions, an amphitheater or concert venue, and additional nature programming/classroom.
- Consider a stand-alone nature center as a long term opportunity.
- Establish four major events one in the spring, summer, fall and winter.
- Collaborate with local groups and school districts to promote use of CCPD parks and facilities for cross country events.



Community Partnerships

As a means of serving Clermont County residents, it is understood that CCPD will continue to partner with several agencies, organizations, and corporations throughout the community. These partnerships will support the facilitation of programs and sponsorships of community events throughout the county.

The following recommended partnership principles will promote fairness and equity within these partnerships while helping staff to manage against potential conflicts:

- Partnerships require a working agreement with measurable outcomes and will be evaluated on a regular basis.
- Partnerships should track costs associated with the partnership investment to demonstrate a shared level of equity.
- Partnerships should maintain a culture that focuses on collaborative planning on a regular basis, regular communications, and annual reporting on performance and outcomes.

New Facilities

Expand and create new facilities to allow for larger gatherings, increased event capacity and increased variety of facility types.

Larger Pavilions

Enable large community gatherings by adding larger pavilions with capacity for 100-200 people. These structures should be designed with flexibility in mind, and be suitable to provide a setting for daily use, small group gatherings, and larger community events. The shelter under construction at Kathryn Stagge-Marr Park is recommended to be used as a standard for these structures.



WHERE could spaces be offered?

Kathryn Stagge-Marr Park: 100 person shelter currently being constructed

Clingman Park: Potential for a larger 100+ person pavilion

Amphitheater and Concert Venue

To accommodate events, such as concerts or movie nights, there is an opportunity to create an amphitheater or concert venue space in a CCPD Park. Given the nature of these parks as natural environments, it is recommended that this space be designed to integrate with the topography and landscape of the park, and avoid visually disrupting natural vistas by focusing on a stage with space for temporary tent use.



WHERE could spaces be offered?

Clingman Park

Nature Programming/ Classroom

A core aspect of CCPD's programming is inspiring and shaping future naturalists. To enhance the district's nature programming and events, additional or improved classrooms or exhibit space should be included at parks with existing indoor facilities. These classroom spaces should allow for outdoor access, and be designed to flow into outdoor classroom spaces and natural play areas.



WHERE could spaces be offered?

Chilo Lock 34 Park
Hartman Cabin
Pattison Park
Clingman Park



Nature Center Opportunity

While improving nature programming through existing classroom space is a shorter term solution, a longer term strategy involves an opportunity for a nature center at an existing CCPD park as a stand-alone and dedicated building. This opportunity, not to duplicate the services or offerings of partner institutions like the Cincinnati Nature Center, can showcase CCPD's commitment to conservation and preservation, while strengthening existing nature programming that shapes future naturalists.

WHERE could a nature center be located?

- Bellar Property
- Grailville

Special Events

A need and desire for additional concerts and events was a key finding in both the engagement results and statistically-valid survey. Leveraging existing and potential partnerships, CCPD should focus on a year-round strategy to activate parks around major events.

There is thus an opportunity to establish four major events at different CCPD parks, one in the spring, summer, fall and winter. These events should highlight the parks they are held in, and include an outdoor recreation component as a core element.

Events should showcase outdoor recreation opportunities for youth and adults, either by highlighting a special occasion at the park, or building the event around a yearly natural occurrence like solstice. Events should include food, music and nature art as part of the program and last 4-6 hours in length.





Cross Country Course

Collaborate with local groups and school districts to promote use of CCPD parks and facilities for cross country events.

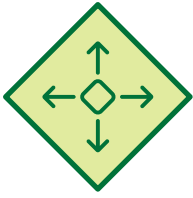
WHO could CCPD collaborate with?

- Local Running Groups
- School Districts
- Local Recreation Shops

WHERE could spaces be offered?

- Clingman Park
- Kathryn Stagge-Marr Park





7. GROW

Explore opportunities for continued expansion of the park system. Continue to expand Clermont County Park District's parks, open spaces, and nature preserves through acquisition or development of existing properties.

In addition to maintaining and enhancing current parks, CCPD has plans to continue to acquire property and add parks to the system over time. As these new parks come on line they have the opportunity to both protect and conserve important natural areas, but also to add new park experiences that meet the needs of county residents.

Key Takeaways

- **Establish land acquisition guidelines to support the decision making process for new properties.**
- **Plan for Future Parks and Properties for the following:**
 - » Clingman Park
 - » The Grailville Property
 - » The Wachs Property
 - » The Bellar Property

Land Acquisition Guidelines

As new properties are considered, the following land acquisition guidelines should be used:

- **Acquire land that is environmentally sensitive:** CCPD should prioritize properties that are along major waterways, contain sensitive habitats or protect natural features.
- **Acquire land that is next to existing parks:** Consider land adjacent to existing parks to either add park space or provide connections to regional trails.
- **Acquire land for a specific purpose:** CCPD should target properties that enable them to add needed park features and amenities including trail connections, water access points, historic sites, etc.
- **Acquire land to preserve open space:** CCPD should prioritize high value sites close to major population centers that are not currently served by the park system.
- **Acquire land to support partnerships:** Land acquisition should also be guided by partnership needs, working with school districts, conservancies, other park districts, etc. to explore additional park spaces.

Acquire land that is environmentally sensitive.

Acquire land next to existing parks.

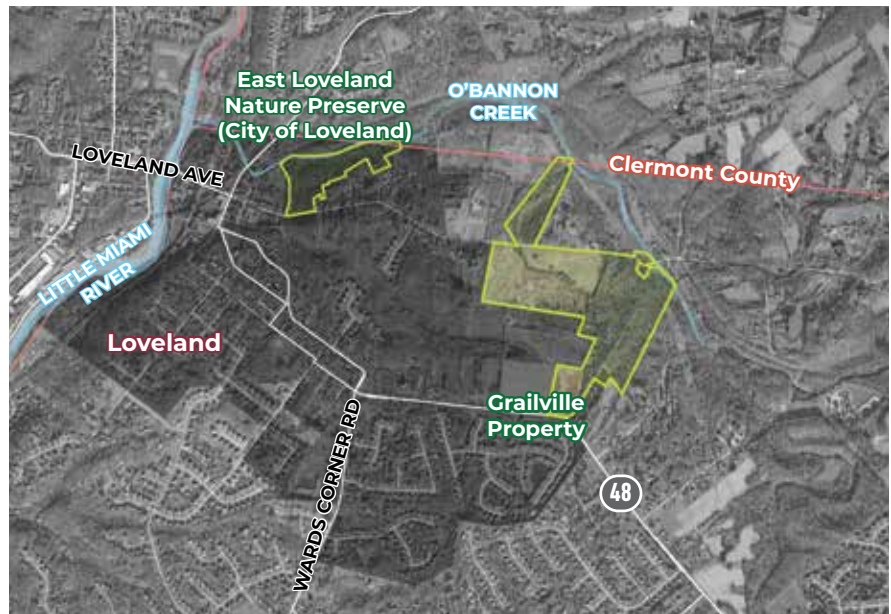
Acquire land for a specific purpose.

Acquire land to preserve.

Acquire land to support partnerships.

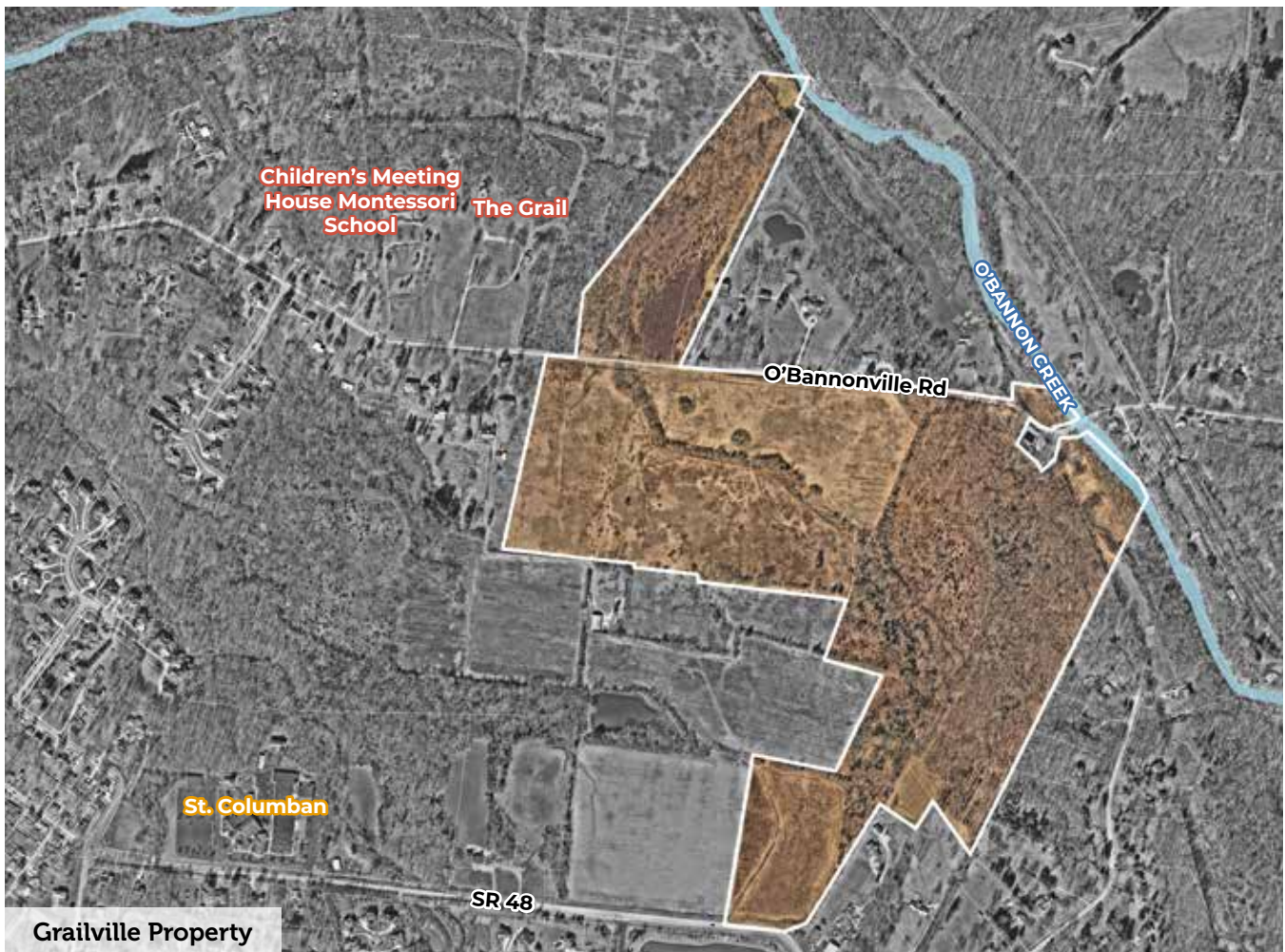
The Grailville Property

The Grailville Property is located east of the City of Loveland and is adjacent to the Children’s Meeting House Montessori School and The Grail. Bifurcated by O’Bannonville Road, the 115-acre property is a mix of grasslands and woodlands and provides access to O’Bannon Creek. Opportunities for park features on this site include hiking, stream access, nature observation and view overlooks. Programming opportunities for education and history abound from the natural environment to the history of The Grail. The Grail and the Montessori School could be potential partners in educational and history programming in this park.



There is the potential to connect this property to the East Loveland Nature Preserve over time to provide a continuous protected

park space along O’Bannon Creek and enable a connection to the City of Loveland and the Little Miami Scenic Trail.





8. MARKET

Market CCPD parks and programs to the community.

There is a lack of information and marketing materials available about parks, programming, events and activities. A more strategic approach will identify target markets and key messages.

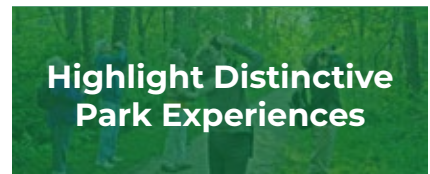
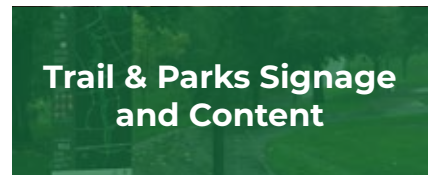
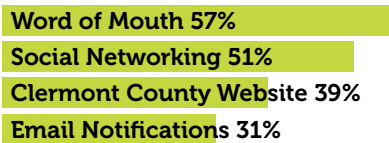
As noted in the statistically-valid survey results, Clermont County residents largely rely on word of mouth to learn about CCPD's programs or activities. Similarly, through the community engagement process and in conversations with stakeholders, many expressed a lack of awareness on the types of facilities found at CCPD Parks and the breadth of programs offered. This presents both a challenge and an opportunity to improve how the District communicates with Clermont County residents.

Effective communication and engagement strategies require striking an appropriate balance between the content with the volume of messaging, while utilizing the "right" methods of delivery. A strategic marketing approach should be used to build upon and integrate with supporting plans and directly coordinate with CCPD's priorities. This section provides best practices for the methods of communication that can build awareness, while strengthening community partnerships.

Key Takeaways

- Grow newsletter with new content and improvements.
- Highlight trail and park availability, offerings and features through consistent signage and content.
- Utilize website and social media platforms to provide cohesive information on parks and events
- Highlight the distinctive experiences found within each park.
- Create a content release calendar to assist with publishing information, promote events and increase community visibility.
- Connect with local groups and organizations to promote use of parks and facilities.

Ways that households learn about programs or activities By (Top 4 responses only)





Live the outdoor life in Cleveland Metroparks. Explore 118 reservations located throughout Cuyahoga County



Newsletter/Booklet

The current CCPD newsletter is an invaluable tool in sharing the park district's events and destinations. Already accessible online, creating additional and improved content based around what makes CCPD Parks and programs unique will support building awareness of CCPD's facilities and programs.

WHAT are the possible content opportunities?

- Programming Offerings
- Park District Improvements
- Park Features
- Nature Content
- Park Information

Trail & Parks Signage

Despite having an extensive trail system, the CCPD trail network lacks consistent and informative trail signage or wayfinding. New signage should highlight trail and park availability, provide wayfinding directing trail users toward nearby park offerings and features, and reflect consistent signage and content.

WHAT are the possible signage and content opportunities?

- Trail Maps
- Park Specific Pamphlet
- Cohesive Trail/Park Signage throughout Park District Parks

Website and Social Media

The Park District's new website already has several features making it easy to navigate and user friendly. The site includes facility and program information, along with links to CCPD's social media accounts, which provide event information and compelling park imagery about recent events and happenings.

These are already good tools that can help increase program/event awareness and enhance users experience when utilizing the website.

There is an opportunity to continue to utilize website and social media platforms to provide cohesive information on parks and events, focusing on showcasing and disseminating the various tools discussed in this section.



Park Experiences

As noted in this plan's engagement section, many residents and park users are unaware of the many experiences available at CCPD's parks and facilities. To raise awareness about the park district's offerings, there is an opportunity to showcase CCPD's distinctive park experiences through social media, brochures, and signage or wayfinding.

WHAT are the possible experience offerings?

- Off Trail Hike Series
- Suspension Bridges
- Critter Walks/Watch
- Woodcock Watch
- Salamander Migration
- Firefly Walk



| Title | Publishing date | Post Type |
|---|--|--|
| Top 10 secrets to make the best fresh New Juices #1 | Saturday, Aug 08 Sunday, Aug 09 | Blog post Graphic |
| Guess the ingredients #1 | Tuesday, Aug 11 Wednesday, Aug 12 Friday, Aug 14 Saturday, Aug 15 Saturday, Aug 15 | Graphic Text Text Link Share |
| New Juices #2 | Monday, Aug 17 | Graphic |
| Guess the ingredients #2 | Tuesday, Aug 18 | Graphic |
| How to Juice Ginger With and Without Juicer | Wednesday, Aug 19 | Link Blog |
| Easy Juice Recipes to Get You Started Juicing | Thursday, Aug 20 | Link Blog |
| New Juices #3 | Friday, Aug 21 | Graphic |
| Guess the ingredients #3 | Sunday, Aug 23 | Graphic |
| Happy Birthday, Joel | Monday, Aug 03 | Text |
| New Juices #4 | Monday, Aug 03 | Graphic |
| Guess the ingredients #4 | Monday, Aug 03 | Graphic |
| Rock Anniversary Hilarity | Monday, Aug 03 | Text |
| Month's quiz | Monday, Aug 03 | Text |
| Guess the ingredients #5 | Monday, Aug 03 | Graphic |
| New Juices #5 | Monday, Aug 03 | Graphic |
| Lemon Time | Monday, Aug 03 | Share |
| Sustainability | Monday, Aug 03 | Share |

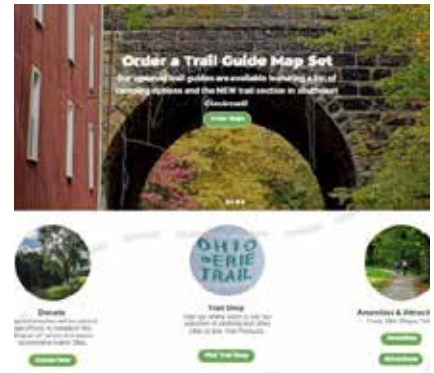
Content Calendar

While additional events and programs provide a greater opportunity for community awareness of the park system, these require an organized and consistent marketing strategy to disseminate information.

As a result, CCPD should create a content release calendar to assist with publishing information, promote events and increase community visibility. There is an opportunity to create content templates that enable CCPD staff to release content frequently and with cohesive language and graphics.

HOW can CCPD release content on a schedule?

- Content Scheduler
- Content Calendar
- Template or Format for Content Release



Community Partnerships

As CCPD's events, programs, and facilities continue to evolve and expand, partnerships are critical to ensure the success of this growth. CCPD staff should connect with local groups and organizations to promote the use of parks and facilities, and leverage these partnerships to market the Park District's facilities, events, and programs through other partners' websites.

WHO could CCPD partner with?

- Soil and Water Conservation District
- Office of Environmental Quality
- Solid Waste District
- Cardinal
- Cincinnati Nature Center
- Green Umbrella
- Tristate Trails
- Ohio River Way
- Ohio River Scenic Byway
- Townships and Villages
- Schools
- Scout Troops and Districts
- Grassy Run Historical Arts Committee
- Log Cabin Herb Society
- Clermont County Convention and Visitors Bureau
- Historical Societies
- Valley View Foundation



