Licking Park District Asset Mapping

January 2017

Licking Park District Asset Mapping Project Partners:

Proposed for the Licking Park District

By the Heath-Newark-Licking County Port Authority

Under the Potentia Program

Through the Ohio Public Leaders Initiative of Miami University's Center for Public Management and Regional Affairs (CPMRL)

Project Overview:

From Tuesday, January 3rd through Friday, January 6th a review of the Licking Park District parks and recreational trails was conducted through the county. Amanda Smith, an Ohio Public Leader student from Miami University, collected information and visited the Licking Park District's lands with the assistance of the Heath-Newark-Licking County Port Authority and the Licking Park District. She collected information from the 2010 US Census and the Licking County Mapping website.

The asset mapping for this project will look into what these assets are, the reach of them based on population data, and the district program's reach.

Licking Park District Assets: 10 Parks & 40 miles of Recreational Trails

40 miles Recreational trails

Hiking: 6 parks

Multi-Use Trails (Horse – Bike): 4 parks

Fishing: 3 parks

Water Access (including canoes launch): 3 parks

Disc Golf: 1 park

Dog Park: 1 park

Equestrian Area: 1 park

Not included: Fritz Drumm

Comparable Parks: Nearby or Around Licking County

Blacklick Woods Metro Park
      Biking – Hiking Trails
      Shelters
      Nature Center
      Advantage of population
Blackhand Gorge State Park
      Biking – Hiking Trails
Buckeye Lake State Park
      Fishing
      Boat – Canoe launch
      Playground
      Advantage of huge water access

Asset Reach:

Asset reach increases with unique programs, unique physical assets, popularity of those assets, visibility, upkeep, and word of mouth.

Population is a factor when it comes to reach. The more people in the surrounding area, the larger an audience in a similar amount of space.

Asset reach decreases with lack of upkeep, lack of programing and lack of assets. This project assesses population, physical assets, and programing.

Overall Census Data : Licking County

Total population of 166,492

Population density is 244 people per square mile : for comparison Spain's population density is 238 people per square mile

The United State's average is 86 people per square mile

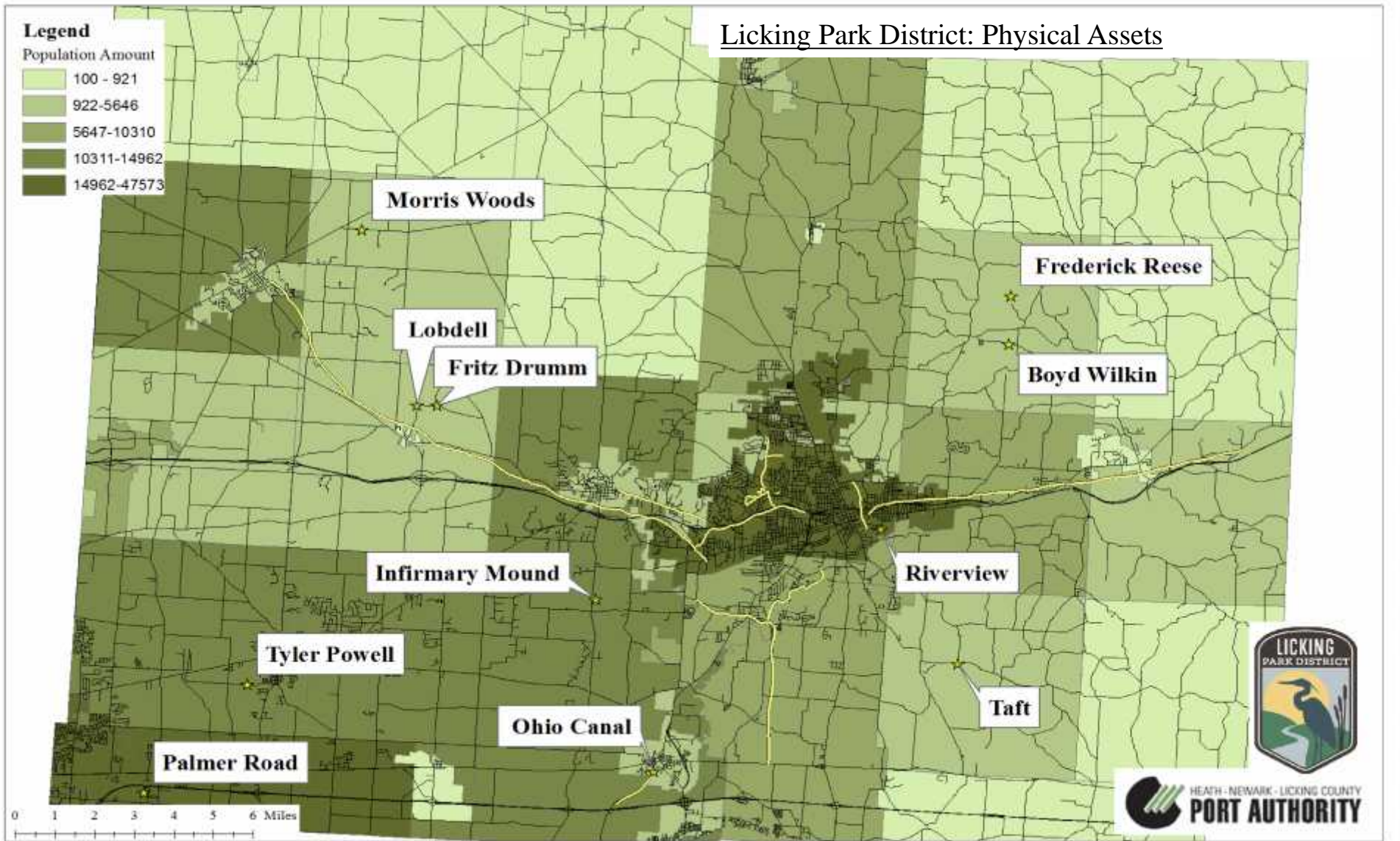Housing density is 101 houses per square mile

Median Age 39.1 : Large child and middle-aged to elderly population

Licking Park District: Physical Assets

Legend

Population Amount

	100 - 921
	922-5646
	5647-10310
	10311-14962
	14962-47573

Morris Woods

Frederick Reese

Lobdell

Fritz Drumm

Boyd Wilkin

Infirmary Mound

Riverview

Tyler Powell

Taft

Ohio Canal

Palmer Road

0 1 2 3 4 5 6 Miles

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Licking Park District: Parks

Legend
Population Amount

- 100-921
- 922-5646
- 5647-10310
- 10311-14962
- 14963-47573

Five Mile Radius

Morris Woods

Frederick Reese

Lobdell

Fritz Drumm

Boyd Wilkin

Infirmary Mound

Riverview

Tyler Powell

Taft

Ohio Canal

Palmer Road

0 1 2 3 4 5 6 Miles

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Park Buffer Information:

Chose a 5 mile radius because it means a 0-7 minutes drive from anywhere within the area to any one Licking Park District parks, a 15 minute bike ride or a 45 minute walk.

Data from: 2010 census

Parks Population Reach (5 mile radius):

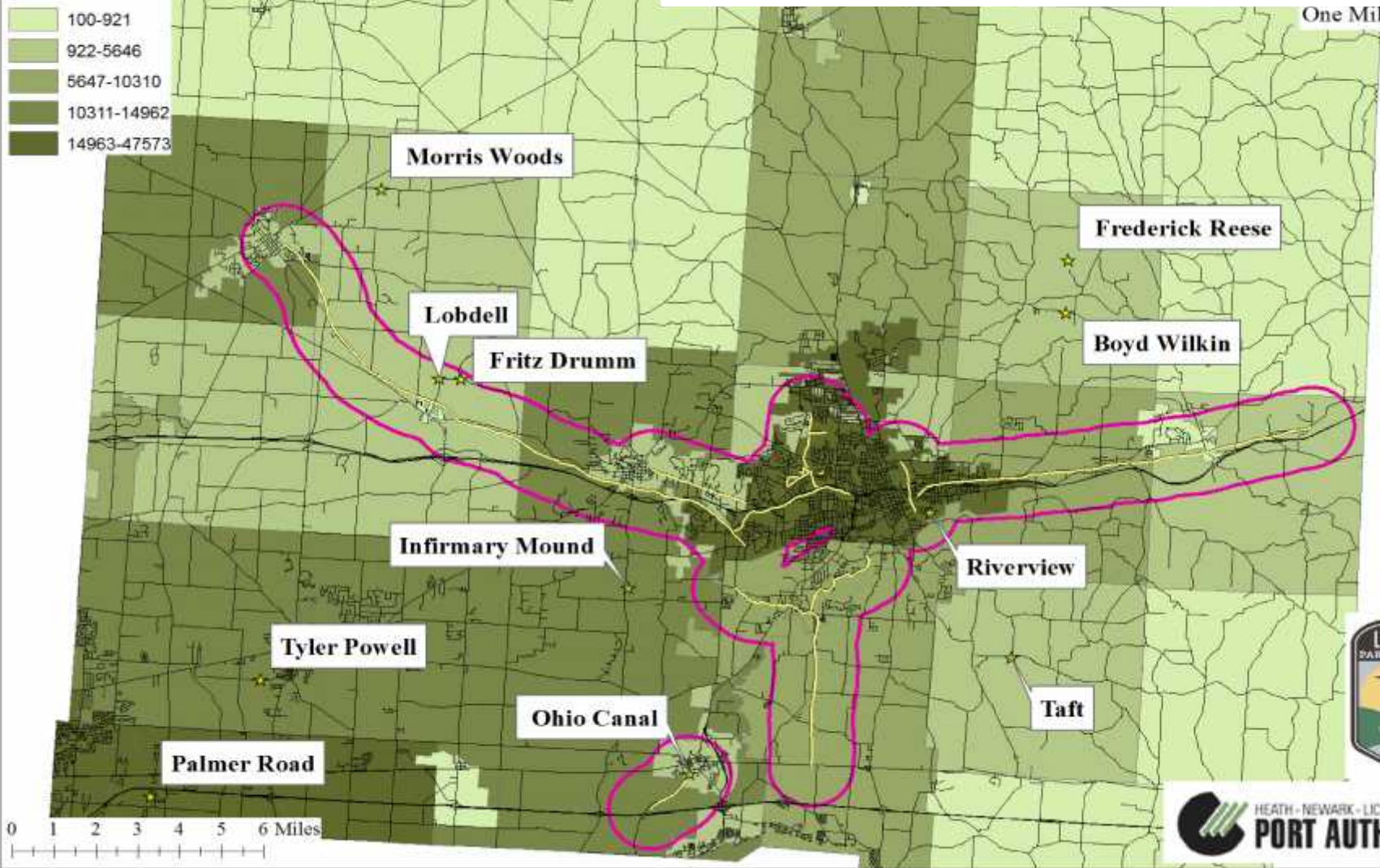| Amount of People:	Percent of Population:	Park Name:
57,537	35%	Riverview Reserve
29,195	18%	Tyler Powell Preserve*
27,687	17%	Infirmary Mound Park
23,619	14%	Palmer Road Swamp*
14,992	9%	Lobdell Reserve
13,902	8%	Taft Reserve
11,125	7%	Morris Woods State
8,239	5%	Fredrick Reese / Boyd Wilkin*
5,884	4%	Ohio Canal Greenway

*= not open to public

Licking Park District: Recreational Trail

One Mile Radius

Legend
Population Amount

- 100-921
- 922-5646
- 5647-10310
- 10311-14962
- 14963-47573

Morris Woods

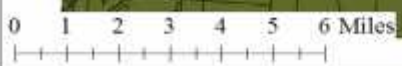Frederick Reese

Lobdell

Boyd Wilkin

Fritz Drumm

Infirmary Mound

Riverview

Tyler Powell

Taft

Ohio Canal

Palmer Road

0 1 2 3 4 5 6 Miles

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Recreational Trail Buffer Data:

49% of the population of Licking County lives within 1 mile of the recreational trail, which is 81,694 people.

Chose a 1 mile radius because it would take an average biker to bike 3 to 4 minutes to reach the trail. It would take a driver less than 3 minutes and a walker 10 minutes.

Within this 1 mile buffer, there are four parks: Riverview Reserve, Lobdell Reserve, Ohio Canal Greenway, and Fritz Drumm.

Data from: 2010 Census

Asset Reach: Programs in 2016

Programs conducted in other parks and speakers not included

Amount of Programs:	Percent of Programs:	Asset's Name:
70	77%	Infirmary Mound Park
8	9%	Taft Reserve
6	7%	Lobdell Reserve
4	5%	Riverview Reserve
3	2%	Morris Woods State
0	0%	Ohio Canal Greenway
0	0%	Recreational Trail

Asset Reach : Programs in 2016

Only programs that needed these physical assets included

Amount of Programs:	Percent of Programs:	Asset's Name:
22	55%	Hiking
14	35%	Water Access
1	2.5%	Equestrian Center
1	2.5%	Fishing
1	2.5%	Disc Golf
1	2.5%	Dog Park
0	0%	Recreational Trail

Findings :

Top Physical Assets by Population:

1. Recreational Trail
2. Riverview Reserve
3. Infirmary Mound Park
4. Lobdell Reserve
5. Taft Reserve

Top Physical Assets by Conducted Program:

1. Infirmary Mound Park
2. Taft Reserve
3. Lobdell Reserve
4. Riverview Reserve
5. Morris Woods State Natural Reserve

Suggestions:

Rank priorities of the Park District in terms of assets, physical and non-physical – these might be: reach of people, programing location which creates visibility or another factor that might be an asset to the park. Prioritizing assets makes reallocating resources easier and goals more clear.

Research into more non-physical assets: surveys of people in the buffer zones to view their opinions, look at types of business in the buffer zones and if they match assets the park district has, program turnout, how repetition creates turnout, or online visibility.