



## **GROVELAND OAKS PARK VISION AND FACILITY CONCEPTS**

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# Park Vision

Visitors to Groveland Oaks County Park enjoy a variety of recreational experiences within an active, sociable and family-friendly park setting. Over the next ten years, Oakland County Parks and Recreation will provide services and facilities that complement this distinctive character of Groveland Oaks, while increasing the long-term sustainability of the park and the Oakland County Parks system. The park vision looks forward ten years and describes the park after the recommended actions of the park planning process have been successfully implemented:

- The distinctive active, family-oriented character of Groveland Oaks is maintained and enhanced and is an integral part of the Groveland Oaks experience
- Groveland Oaks and its services are an important component of Groveland Township's recreational vision and to the multi-community participation in the Main Street Oakland County program<sup>\*</sup>
- New facilities are tied into the existing interconnected character of Groveland Oaks, providing visitors with easy access to a variety of active experiences for all ages
- The campground and cabins at Groveland Oaks, with easy access from I-75, are viewed as a hub from which visitors can enjoy a variety of other destinations – for example, the Renaissance Festival, local festivals, and Holly State Recreation Area – as well as signature Groveland Oaks events and activities
- Accessibility is enhanced throughout the park and the park is well-known for barrier-free experiences and facilities
- The former golf course area becomes a four-season destination that incorporates natural areas restoration with trails and new recreational opportunities
- Facility improvements and improvements to business and operating practices increase customer satisfaction of existing visitor populations; draw new target populations to the park; and create new programmatic and revenue-generation opportunities
- The proposed new off-road vehicle (ORV) park on the west side of Dixie Highway draws new groups of recreational enthusiasts and increased usage of Groveland's existing camping and day use areas

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<sup>\*</sup> <https://www.oakgov.com/advantageoakland/programs/Pages/main-street.aspx>

# Park Planning Units

The Baseline Park Analysis identifies distinct planning units where similar park and recreation services are delivered. Planning areas may be located in a specific geographic area in the park (Location-Specific Planning Units) or considered dispersed over the entire park (Park-Wide Planning Units). Park operations are called out as a separate category (Park Operation Planning Units).

## Park-Wide Planning Units

1. Natural Resource Management
2. Park Entrances, Roadways and Parking
3. Maintenance, Utilities and Security
4. Technology
5. Non-Recreational Features
6. Park Trails and Regional Connections

## Location-Specific Planning Units

7. Islands, Boat Rental and Beach
8. Concession Area

9. Central Recreation Area

10. Campground

11. Former Golf Course

## Park Operation Planning Units

12. Organized Programs and Events

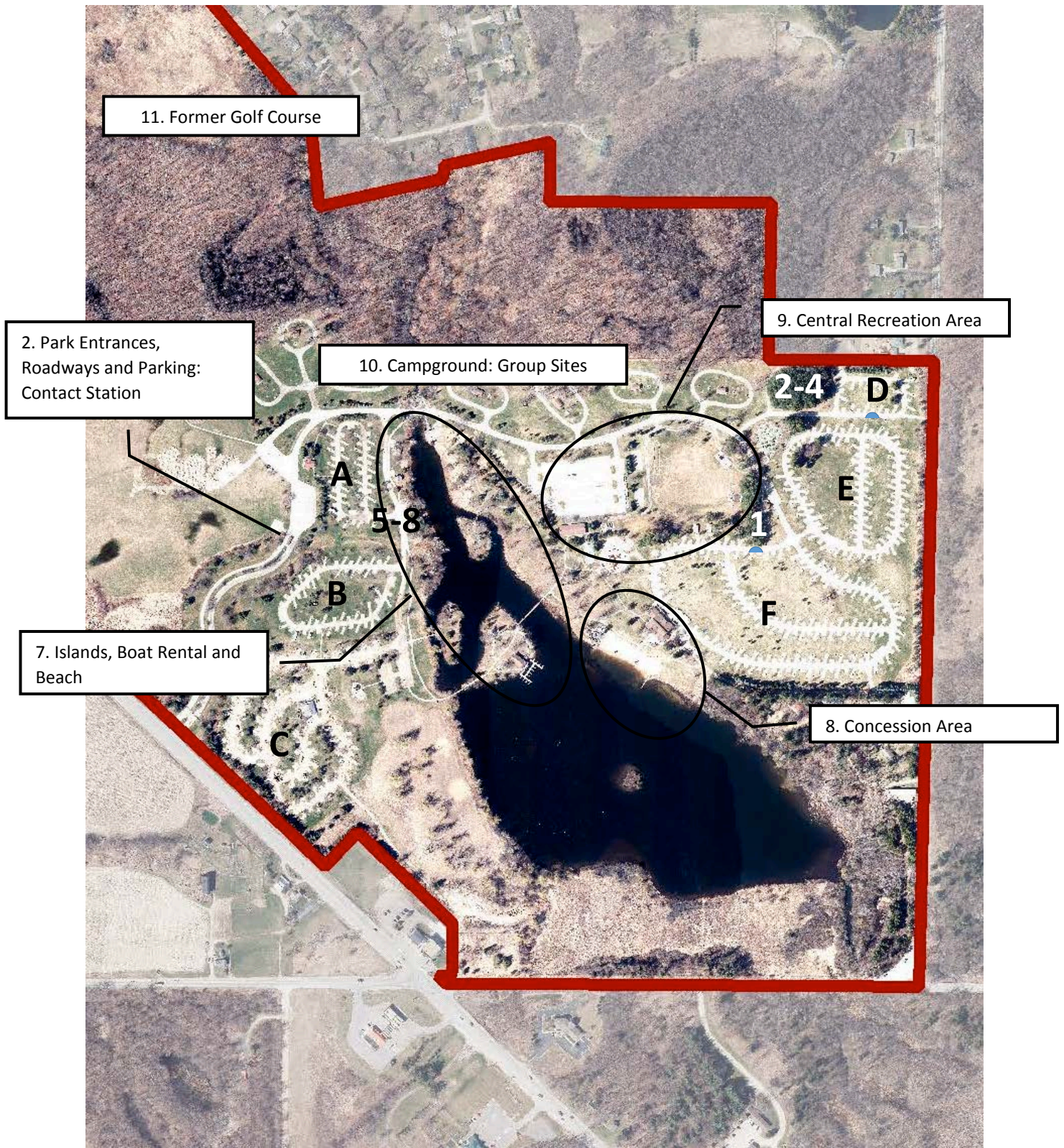
13. Data Collection and Management

14. Operational Improvements

15. Response to Changing Trends and Needs

16. Connectivity with Future ORV Park

Figure A: Park map showing locations of planning units, campground areas A-F, and cabins 1-8



# Summary 10-Year Facility Concepts

The following table links the Facility Concepts developed with existing or proposed capital improvement (CIP) or maintenance projects or identifies if the Facility Concept would be implemented through planning and/or operational actions. The table provides estimates of potential budgetary effects of implementing Facility Concepts. For more details about CIP and maintenance projects, please refer to the current Capital Improvement Budget & Maintenance Management Plan (OCPRC 8/4/2016)

*Table 1: Summary Table of Facility Concepts and Budget Effects*

|  | Planning Concepts                          | Planning and/or Operations Actions | Transition Plan/ Accessibility Actions | Maintenance Forecast                         | CIP Forecast | CIP or Maintenance Management Plans Project Name   |
|--|--|------------------------------------|--|--|--------------|--|
| <b>PARK-WIDE PLANNING UNITS</b>                |  |                                    |  |  |              |  |
| <b>1. Natural Resource Management</b>          |  |                                    |  |  |              |  |
| A  | Mgt. of Open Water Resources               | ✓                                  |  |  |              |  |
| B  | Stormwater Compliance                      | ✓                                  |  |  |              |  |
| C  | Invasive Plant Management                  | ✓                                  |  |  |              |  |
| D  | Wildlife Management                        | ✓                                  |  |  |              |  |
| E  | Forestry Management                        | ✓                                  |  |  |              |  |
| F  | Management of No-Mow and Restored Areas    | ✓                                  |  |  |              |  |
| <b>2. Park Entrances, Roadways and Parking</b> |  |                                    |  |  |              |  |
| A  | Building Management                        | ✓                                  |  |  |              |  |
| B  | Park Entrance Update                       | ✓                                  |  |  |              |  |
| C  | Firewood Storage Building                  | ✓                                  | ✓                                      |  | \$ 15,000    | GRV Firewood Storage Building (unsched)  |
| D  | Contact Station Accessibility Improvements | ✓                                  | ✓                                      |  |              |  |
| E  | Parking Lot Accessibility Improvements     | ✓                                  | ✓                                      |  |              |  |
| F  | Concepts for Future Consideration          | ✓                                  | ✓                                      |  |              |  |
| <b>3. Maintenance, Utilities and Security</b>  |  |                                    |  |  |              |  |
| A  | Boundary Management                        | ✓                                  |  |  | \$ 40,000    | GRV Fenceline Replacement (FY2017)   |
| B  | Building Management                        | ✓                                  |  |  |              |  |
| C  | Septic Field Management                    | ✓                                  |  | \$ 5,000                                     |              | GRV Septic Field Insp (FY2018)   |
| D  | Bridge Structural Management               | ✓                                  |  | \$ 2,500<br>\$ 2,500<br>\$ 2,500<br>\$ 2,500 |              | GRV Bridge Insp Main 1 (FY2018)<br>GRV Bridge Insp Main 2 (FY2018)<br>GRV Bridge Insp Virgin Isl (FY2018)<br>GRV Bridge Insp Devils Isl (FY2018) |
| E  | LUST Remediation                           | ✓                                  |  | \$ 10,000                                    |              | GRV Fuel Tank Remed Engineering (FY2018)   |
| F  | Storage Yard                               | ✓                                  |  |  | \$ 15,000    | GRV Storage Yard Improvements (FY2017)   |

|   | Planning Concepts   | Planning and/or Operations Actions | Transition Plan/Accessibility Actions | Maintenance Forecast | CIP Forecast                        | CIP or Maintenance Management Plans Project Name  |
|---|---|------------------------------------|---------------------------------------|----------------------|-------------------------------------|---|
| <b>4. Technology</b>                            |   |                                    |                                       |                      |                                     |   |
| A   | <i>Fiber Optic Upgrades</i>                                 | ✓                                  |                                       |                      | TBD                                 |   |
| B   | <i>Wireless Network and Smartphone Apps</i>                 | ✓                                  | ✓                                     |                      | TBD                                 |   |
| <b>5. Non-Recreational Features</b>             |   |                                    |                                       |                      |                                     |   |
| A   | <i>Building Management</i>                                  | ✓                                  |                                       |                      |                                     |   |
| <b>6. Park Trails and Regional Connectivity</b> |   |                                    |                                       |                      |                                     |   |
| A   | <i>Access Routes</i>  | ✓                                  | ✓                                     |                      |                                     |   |
| B   | <i>Trail Accessibility Improvements</i>                     | ✓                                  | ✓                                     |                      |                                     |   |
| C   | <i>Concepts for Future Consideration</i>                    | ✓                                  | ✓                                     |                      |                                     |   |
| <b>LOCATION-SPECIFIC PLANNING UNITS</b>         |   |                                    |                                       |                      |                                     |   |
| <b>7. Islands, Boat Rental and Beach</b>        |   |                                    |                                       |                      |                                     |   |
| A   | <i>Building Management</i>                                  |                                    |                                       |                      |                                     |   |
| B   | <i>Waterslide Maintenance</i>                               | ✓                                  |                                       | \$ 15,000            |                                     | GRV Slide Painting (FY2017)   |
| C   | <i>Waterfront Accessibility Improvements</i>                | ✓                                  | ✓                                     |                      |                                     |   |
| D   | <i>Devils Island Yurts</i>                                  | ✓                                  | ✓                                     |                      | \$ 55,000<br>\$ 55,000              | *GRV Devils Island Yurts (FY2017)<br>*GRV Devils Island Yurts (FY2018)  |
| E   | <i>Devils Island Accessibility Improvements</i>             | ✓                                  | ✓                                     |                      |                                     |   |
| F   | <i>Virgin Island Accessibility Improvements</i>             | ✓                                  | ✓                                     |                      |                                     |   |
| G   | <i>Paradise Island Accessibility Improvements</i>           | ✓                                  | ✓                                     |                      |                                     |   |
| H   | <i>Boat Rental Building Accessibility Improvements</i>      | ✓                                  | ✓                                     |                      |                                     |   |
| <b>8. Concession Area</b>                       |   |                                    |                                       |                      |                                     |   |
| A   | <i>Building Management</i>                                  | ✓                                  |                                       |                      | \$ 15,000<br>\$ 30,000<br>\$ 61,000 | GRC Concession Restroom Water Softener (FY2021)<br>GRC Walk-In Freezer (FY2019)<br>GRV Beach Restroom Water Heater (Boiler)(FY2019) |
| B   | <i>Retaining Wall</i>                                       | ✓                                  |                                       |                      | \$50,000                            | GRC Retaining Wall Replacement (FY2017)   |
| C   | <i>Concession Remodeling and Accessibility Improvements</i> | ✓                                  | ✓                                     |                      | \$60,000<br>\$600,000               | GRV Concession Remodeling Phase II Design (unsched)<br>GRV Concession Remodeling Phase II Construction (unsched)                    |

|                                   | Planning Concepts   | Planning and/ or<br>Operations<br>Actions | Transition Plan/<br>Accessibility<br>Actions | Maintenance<br>Forecast | CIP Forecast            | CIP or Maintenance Management Plans<br>Project Name  |
|-----------------------------------|---|---|--|-------------------------|-------------------------|--|
| <b>9. Central Recreation Area</b> |   |   |  |                         |                         |  |
| A                                 | Building Management   | ✓   |  |                         |                         |  |
| B                                 | Bicycle Skills Course                                       | ✓   | ✓  |                         |                         |  |
| C                                 | Pavilion Accessibility<br>Improvements                      | ✓   | ✓  |                         |                         |  |
| D                                 | Skate Park Accessibility<br>Improvements                    | ✓   | ✓  |                         |                         |  |
| E                                 | Mini-Golf Accessibility<br>Improvements                     | ✓   | ✓  |                         |                         |  |
| F                                 | Concepts for Future<br>Consideration                        | ✓   | ✓  |                         |                         |  |
| <b>10. Campground</b>             |   |   |  |                         |                         |  |
| A                                 | Building Management   | ✓   |  |                         |                         |  |
| B                                 | Section A Restrooms<br>Renovation                           | ✓   | ✓  |                         | \$ 63,000<br>\$ 315,000 | GRV Restroom/Shower Section A Design<br>(adjust scope and forecast) (unsched)<br>GRV Restroom/Shower Section A Constr<br>(adjust scope and forecast) (unsched) |
| C                                 | Campground<br>Requirements for<br>Accessibility             | ✓   | ✓  |                         |                         |  |
| D                                 | Camper Cabins – 4 Person<br>Accessibility<br>Improvements   | ✓   | ✓  |                         |                         |  |
| E                                 | Camper Cabins – 6 Person<br>Accessibility<br>Improvements   | ✓   | ✓  |                         |                         |  |
| F                                 | Section C Play Area<br>Accessibility<br>Improvements        | ✓   | ✓  |                         |                         |  |
| G                                 | Section E Play Area<br>Accessibility<br>Improvements        | ✓   | ✓  |                         |                         |  |
| H                                 | Yurts Accessibility<br>Improvements                         | ✓   | ✓  |                         |                         |  |
| I                                 | Pines Restroom and<br>Laundry Accessibility<br>Improvements | ✓   | ✓  |                         |                         |  |
| J                                 | Concepts for Future<br>Consideration                        | ✓   | ✓  |                         |                         |  |

|  | Planning Concepts                                | Planning and/ or<br>Operations<br>Actions | Transition Plan/<br>Accessibility<br>Actions | Maintenance<br>Forecast | CIP Forecast | CIP or Maintenance Management Plans<br>Project Name |
|--|--|---|--|-------------------------|--------------|---|
| <b>11. Former Golf Course</b>                    |  |   |  |                         |              |   |
| A  | <i>Concepts for Future Consideration</i>         | ✓   | ✓  |                         |              |   |
| <b>PARK OPERATION PLANNING UNITS</b>             |  |   |  |                         |              |   |
| <b>12. Organized Programs and Events</b>         |  |   |  |                         |              |   |
| A  | <i>Linkage to Area Events</i>                    | ✓   |  |                         |              |   |
| <b>13. Data Collection and Management</b>        |  |   |  |                         |              |   |
| A  | <i>Camping Statistics</i>                        | ✓   |  |                         |              |   |
| B  | <i>Park Visitor Surveys - Campground</i>         | ✓   |  |                         |              |   |
| C  | <i>Park Visitor Surveys – Day Use</i>            | ✓   |  |                         |              |   |
| <b>14. Park Operation Changes</b>                |  |   |  |                         |              |   |
| A  | <i>Online Reservations</i>                       | ✓   |  |                         |              |   |
| B  | <i>Group Campsites</i>                           | ✓   |  |                         |              |   |
| <b>15. Response to Changing Trends and Needs</b> |  |   |  |                         |              |   |
| A  | <i>Waterslide Alternatives</i>                   | ✓   |  |                         |              |   |
| <b>16. Connectivity with Proposed ORV Park</b>   |  |   |  |                         |              |   |
| A  | <i>Campground</i>                                | ✓   |  |                         |              |   |
| B  | <i>Concession</i>                                | ✓   |  |                         |              |   |
| C  | <i>Parking</i>                                   | ✓   |  |                         |              |   |
|  |  |   |  |                         |              |   |
|  | FORECAST AMOUNTS                                 |   |  | \$ 40,000               | \$ 1,309,000 |   |
|  | REINVESTMENT CALCULATION*                        |   |  |                         |              |   |
|  | Total Combined Maintenance and CIP               |   |  |                         | \$ 1,349,000 |   |
|  | CIP Forecast for New Assets                      |   |  |                         | (\$110,000)  | * New assets  |
|  | Total Reinvestment in Existing Assets            |   |  |                         | \$1,239,000  |   |
|  | Value of Existing Assets (2015)                  |   |  |                         | \$5,311,579  |   |
|  | <b>Average annual reinvestment over 10 years</b> |   |  |                         | <b>2.33%</b> |   |

\* REINVESTMENT CALCULATION: The **Average Annual Reinvestment** is expressed as a percentage of the total replacement value of park assets and is calculated with the following formula:

$$\frac{[(A + B - C) / D]}{E}$$

Where:

A = Total forecast maintenance costs (\$)

B = Total forecast CIP costs (\$)

C = Total forecast CIP costs for new assets (\$)

D = Replacement Value of Park Assets (Groveland Oak's assets have an estimated value of **\$5,311,579** in 2015 dollars)

E = Number of years of the planning period (10 years for park plans)

# Park-Wide Planning Units

## 1. Natural Resource Management

### 10-Year Planning Concepts

#### A. Management of Open Water Resources

Install bioswales and lake buffers to decrease sedimentation into Stewart Lake.

#### B. Stormwater and Turfgrass Certification Compliance

Renew certification of The Michigan Turfgrass Environmental Stewardship Program (MTESP) every 3 years.

#### C. Invasive Plant Management

Control invasive species using prescribed burning, manual, and chemical removal methods. Target species include buckthorn, honeysuckle, autumn olive, multiflora rose, black swallow-wort, garlic mustard and Phragmites.

Remove buckthorn along Stewart lake buffer.

#### D. Wildlife Management

Eastern Massassauga rattlesnake recently listed as a Threatened species. Manage Massassauga per best practices outlined in the Eastern Massassauga Rattlesnake Implementation Plan (EMRIP)\*. Perform intermittent nuisance beaver control by trapping. Perform periodic goose management which may include culling or egg and nest destruction. Wildlife surveys may also be conducted--surveys of deer, grassland birds, amphibians, reptiles and Eastern bluebird nest box monitoring.

#### E. Forestry Management

Forestry management includes prioritized hazardous tree removal, tree replacement program, and pest and disease diagnostics.

#### F. Management of No-Mow and Restored Areas

There are two areas of restoration along the north end of Stewart Lake. These include: 1) Three separate bioswales on the west side; and 2) 4-acre shoreline buffer on the east side. Maintenance of these areas will include periodic mowing, controlling invasive species by selective herbicide applications, and hand weeding.

Maintain communication with ITC regarding vegetative maintenance within the utility corridor.

### Public Engagement – 2010 Community Survey

**Acquiring and Developing Open Space:** Based on the sum of their top two choices, the open space options that households most support are: “open space should be acquired and improved for passive use” (40%), “open space should be acquired and left undeveloped for future generations” (39%), and “open space should be acquired and improved for passive and active use” (37%) (Leisure Vision / ETC Institute 2010).

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\* The Eastern Massassauga Rattlesnake Implementation Plan (EMRIP) was approved by the Parks Commission and Board of Commissioners and submitted for inclusion with the Department of Natural Resources (MDNRR)'s Candidate Conservation Agreement with Assurances (CCAA) (OCPRC 2016)

## 2. Park Entrances, Roadways and Parking

### 10-Year Planning Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset | CAMS Asset ID | Component | Summary  | Replacement Forecast Year |
|-------------------|---------------|-----------|--|---------------------------|
| Contact Station   | 61            | Roof      | 1 layer; architectural; barkwood; good condition | 2020                      |
| Firewood Shed     | 62            | Roof      | 1 layer; 3-tab; hickory; good condition          | 2020                      |

#### B. Park Entrance Update

Review park entrance signage for appearance, communication effectiveness, and compatibility with park system branding and plan for appropriate update.

#### C. Firewood Storage Building

Replace existing firewood shed with an enclosed pole barn type building – approximately 24' x 18', with a cement floor. Building needs to be large enough and doorway wide enough to accommodate a tractor stacking firewood pallets. New building will accommodate sufficient firewood for campers needs, provide dry storage, and make inventory easier.

#### D. Contact Station Accessibility Improvements

Add concrete patch where entry sidewalk meets road; adjust entry door threshold; adjust information signage; lower a section of the service counter (OCPRC 11/7/2016) pp. 1-2, photos 1-4.

#### E. Parking Lot Accessibility Improvements

Provide accessible parking spaces, including van accessible, and accessibility signage at the Day Use and Island parking lots (OCPRC 11/7/2016) p. 2-3, photos 5-9

At the Concession Building parking lot, add accessible parking spaces in front and side lots, including van accessible; provide accessible parking signage; create access route from parking lots to concession building (OCPRC 11/7/2016) pp. 11-12, photos 34-37.

#### F. Concepts for Future Consideration

Continue concept development and make recommendations regarding the following concepts that have been discussed but that are currently beyond the scope of this 10-year park plan include:

- Consider redesign of entrance road and contact station to create a greater space between lanes and accommodate a larger building with more room for staff to work and a restroom for staff.
- Consider paving main road all the way to the maintenance area.
- Improve overflow parking area because it becomes too wet during large events – Air Fare and Fireworks.
- Create additional queuing road to accommodate high volume weekends and holidays when queue backs up to Dixie Highway.
- Consider providing parking to supplement parking at future ORV park on the west side of Dixie Highway.

### Public Engagement – 2013 Park-Use Survey

“Convenience of Parking” ranked 8<sup>th</sup> out of 15 choices for the question “How would you rate the following characteristics at Groveland Oaks?” There were 8 comments regarding ingress/egress mainly focused on the need for both lanes of the entrance road to be open. 3 comments focused on the roads – need for paving and for more gravel in low spots.

### 3. Maintenance, Utilities and Security

#### 10-Year Planning Concepts

##### A. Boundary Management

Maintain a schedule of boundary inspections and plan for repairs to fencing and other boundary markers as needed. Priority area for fence line replacement is along Grange Hall Road from the Dixie Highway intersection to the western property boundary.

##### B. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset     | CAMS Asset ID | Component   | Summary   | Replacement Forecast Year |
|-----------------------|---------------|-------------|---|---------------------------|
| Maintenance Building  | 60            | Unit heater | 2 infrared tube heaters in maintenance building | 2022                      |
|                       |               | Unit heater | Lunch room                                      | 2025                      |
|                       |               | Unit heater | Restrooms                                       | 2025                      |
|                       |               | Unit heater | Office  | 2025                      |
|                       |               | Roof        | 1 layer; spray foam; gray; fair condition       | 2018                      |
| Maintenance Carpenter | 54            | Roof        | 1 layer; 3-tab; shakewood; fair condition       | 2018                      |
|                       |               | Roof        | 1 layer; 3-tab; barkwood; fair condition        | 2018                      |

##### C. Septic Field Management

Conduct septic field inspections every 5 years

##### D. Bridge Structural Management

Conduct inspections every 5 years for four bridges: Main 1 and 2; Devils Island; Virgin Island

##### E. LUST Remediation

Conduct engineering studies to understand extent of contamination and plan for remediation of unresolved leaking underground storage tank (LUST) listed by the Michigan Department of Environmental Quality (MDEQ).

##### F. Storage Yard

Access to the materials storage area is located at the southwest corner of the property just behind the Groveland Township fire hall. Move the entrance further east so that it does not conflict with the Dixie Highway/Grange Hall Road intersection. Double the size of the storage yard by expanding it to the south as far as Grange Hall Road with the new access road as its eastern boundary. The new access drive will also prevent expansion of materials storage into nearby wetlands areas to the east. .

#### Public Engagement – 2013 Park User Survey

In response to the question “How would you rate the following characteristics at Groveland Oaks?” there were 3 maintenance- or security-related choices among the 15 total choices. “Sense of security/safety” ranked 1<sup>st</sup> and “Condition of restrooms/showers/laundry facilities” ranked 14<sup>th</sup> out of 15. There were 6 comments related to the cleanliness of the restrooms. Miscellaneous comments asked for more recycling bins and complained about seaweed in the lake.

## 4. Technology

### 10-Year Planning Concepts

#### A. Fiber Optic Upgrades

Upgrades to the lines servicing the Contact Station are needed for faster processing of RecTrac transactions, as well as providing high speed Wi-Fi to visitors.

#### B. Wireless Network and Smartphone Apps

Improve the wireless network at Groveland Oaks and create web-based apps that will enrich the Groveland Oaks experience for visitors, help draw more young adults into the park, and encourage an increase in the diversity of park visitors

### Recreational Trends

Modern technology is changing the way we access outdoor recreation. According to the 2013 Outdoor Participation Report, outdoor participants ages 18-24 use technology the most to engage in outdoor recreation with adults ages 25 to 44 coming in second. For these two age groups, 30-40% use smart phones and iPods or other music players. There is little variation between genders, except for a somewhat higher iPod/music player use among females (Outdoor Foundation, 2013, pp. 30-31). The Report also looked at use of technology among diverse populations – Hispanic participants used technology the most (40% use smart phones), followed by participants from Asian/Pacific Islander (38% use smart phones) and African American (33% use smart phones) populations. Caucasian participants reported the least use of technology (23% use smart phones) while engaging in outdoor recreation (Outdoor Foundation, 2013, p. 51).

## 5. Non-Recreational Features

### 10-Year Planning Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset                        | CAMS Asset ID | Component | Summary                                       | Replacement Forecast Year |
|--|---------------|-----------|---|---------------------------|
| House 6000 Grange Hall Road (Park House) | 48            | Roof      | 1 layer; 3-tab; mission brown; fair condition | 2018                      |

## 6. Park Trails and Regional Connectivity

### 10-Year Planning Concepts

#### A. Access Routes

For the existing park circulation walkway, adjust running slope, cross slope, and uneven surfaces to meet ADA requirements (OCPRC 11/7/2016) p. 4, photo 10-11.

**B. Trail Accessibility Improvements**

Adjust running slope, cross slope, and surface type on the Thread Creek Trail to meet ADA requirements (OCPRC 11/7/2016) p.5, photo 12-13.

**C. Concepts for Future Consideration**

Consider developing an aggregate or asphalt trail with boardwalk segments over wetland areas through the eastern side of the woods that connects with the Thread Creek Loop.

**Recreational Trends**

Running, including jogging and trail running, is the most popular outdoor activity in the United States with 53.2 million participants, nearly 19% of all Americans. It's also the most popular activity in terms of frequency, with an average of 87 outings per runner. Nearly 15% of trail runners were first-time participants, while only approximately 9% of runners/joggers were first-time participants. a surge of nearly 35% of triathlon runners were first-timers, indicating a growth in this movement (Outdoor Foundation 2014).

**Public Engagement – 2010 Community Survey**

The Oakland County residents who responded to the 2010 Community Survey were positive about investment in a regional trail network. When asked which actions households were most willing to fund with county parks and recreation dollars – the 3rd ranked choice was “purchase land to develop walking and hiking trails” (27%) and the 4th ranked choice was “develop new hard surface walking and biking trails that connect to regional trails” (22%) (Leisure Vision / ETC Institute 2010).

# Location-Specific Planning Units

## 7. Islands, Boat Rental and Beach

### 10-Year Facility Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset      | CAMS Asset ID | UnitType | Summary  | Replacement Forecast Year |
|------------------------|---------------|----------|--|---------------------------|
| Boathouse              | 58            | Roof     | 1 layer; architectural; barkwood; fair condition       | 2018                      |
|                        |               | Roof     | 1 layer; architectural; weathered wood; good condition | 2020                      |
|                        |               |          |  |                           |
| Pavilion Virgin Island | 66            | Roof     | 1 layer; architectural; weathered wood; fair condition | 2018                      |

#### B. Waterslide Maintenance

Continue to maintain waterslide and waterslide tower for visitor safety and enjoyment.

#### C. Waterfront Accessibility Improvements

Create access route to the edge of the water using an accessible mat (OCPRC 11/7/2016) p. 18, photo 61.

#### D. Devils Island Yurts

Construct two yurts on Devil's Island to accommodate the strong interest by visitors in renting yurts.

#### E. Devils Island Accessibility Improvements

Develop an access route; repair holes in boardwalk on bridge; reconstruct walkway and bridge to achieve accessible slope or add accessible handrails (OCPRC 11/7/2016) p. 6-8, photos 14-19.

#### F. Virgin Island Accessibility Improvements

Reconstruct walkway to island with accessible surface and to reduce running and cross slopes; repair holes on bridge; reconstruct access route on island to pavilion and grill with an accessible surface and to eliminate abrupt changes in level; create accessible clear space for grill (OCPRC 11/7/2016) p. 8-10, photos 20-26.

#### G. Paradise Island Accessibility Improvements

Add accessible handrails, repair gaps in boardwalk, reconstruct walkway on island to achieve accessible slope, and eliminate abrupt changes in level at both approaches to east bridge. For west bridge, eliminate abrupt changes in level and gaps in boardwalk (OCPRC 11/7/2016) p. 10-11, photos 27-34.

#### H. Boat Rental Building Accessibility Improvements

Correct abrupt changes in level and add handrails to ramps; relocate fire extinguisher box or add posts underneath; add or reposition accessible signage; lower counter; lower threshold at entrance door; add accessible handrails to exterior stairs (OCPRC 11/7/2016) pp. 11-13, photos 35-45.

#### Public Engagement – 2013 Park-User Survey

The top four reasons people come to Groveland Oaks are 1) Beach area; 2) swimming; 3) Relax/hang out; 4) Waterslide. Fishing and Boat Rental ranked 7<sup>th</sup> and 8<sup>th</sup> respectively. Bike Rental ranked 14<sup>th</sup>; Non-Motorized Boating ranked 18<sup>th</sup>; and Bike Rental came in 20<sup>th</sup> out of a total 27 choices. In response to the question “How would you rate the following amenities at Groveland Oaks?” the Beach Area ranked 6<sup>th</sup>; Boat Rental ranked 8<sup>th</sup>; Waterslide ranked 11<sup>th</sup>, and the Arcade (located in the Boathouse) ranked 20<sup>th</sup> out of 20 choices. Note that these results were gathered prior to replacement of the Waterslide/Bike Rental Building.

A total of 48 comments related to the Beach. 28 focused mostly on asking for expanded swimming and beach areas, more staffing, and a deeper swimming area. 6 comments asked for a beach area for dogs. 6 comments suggested improvements or lower fees for the Waterslide. 8 miscellaneous beach comments noted seaweed in the water among other comments.

There were also 4 comments asking for a smaller water slide for younger children and 2 miscellaneous comments asking for splash pads.

## 8. Concession Area

### 10-Year Facility Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset   | CAMS Asset ID | Component    | Summary  | Replacement Forecast Year |
|---------------------|---------------|--------------|--|---------------------------|
| Concession Building | 53            | Water heater | Concession water heater and (2) 250 gallon storage tanks | 2019                      |
|                     |               | Roof         | 1 layer; architectural; barkwood; poor condition         | 2014                      |

#### B. Retaining Wall

Remove and replace existing failing concrete masonry unit retaining walls located on the beach side of the existing concession building, including installation of a stone masonry cap.

#### C. Concession Remodeling and Accessibility Improvements

Remodel Concession Building to better serve both campers and day use visitors. Consider inclusion of a camp store.

Update restrooms, including making multiple improvements to both men's and women's restrooms to comply with accessibility requirements; consider converting smaller restrooms to family restrooms (OCPRC 11/7/2016) pp. 19-33, photos 62-92.

Improve accessibility on the exterior of the Concession Building. Build an accessible passenger loading area; relocate fire extinguisher box or add posts underneath; adjust ramp slope to meet requirements; add compliant handrails to walkway and stairway; add handrail extensions; create accessible routes to horseshoe area and picnic facilities; replace drinking fountain and water faucet with accessible models; replace public telephone with accessible model (OCPRC 11/7/2016) pp. 16-18, photos 50-60.

### Public Engagement – 2013 Park User Surveys

Concession was 13<sup>th</sup> (out of 27) in response to the question "What amenities and/or facilities bring you to Groveland Oaks?" The Concession ranked 17<sup>th</sup> (out of 20) in response to the question "How would you rate the following amenities at Groveland Oaks?" In response to the question "How would you rate the following characteristics at Groveland Oaks?" availability of consumer items/firewood/ice ranked 11<sup>th</sup> out of 15 total choices.

There were 6 comments on the Concession asking for improved services and products. 3 comments asked for a camp store.

## 9. Central Recreation Area

### 10-Year Planning Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset   | CAMS Asset ID | Component | Summary  | Replacement Forecast Year |
|---------------------|---------------|-----------|--|---------------------------|
| Pavilion Recreation | 50            | Roof      | 1 layer; architectural; barkwood; good condition | 2020                      |

#### B. Bicycle Skills Course

Continue to improve and add new features

#### C. Pavilion Accessibility Improvements

Add compliant power outlets (OCPRC 11/7/2016) p. 33, photo 94.

#### D. Skate Park Accessibility Improvements

Rebuild switchback gate to meet minimum clearance requirement at turn (OCPRC 11/7/2016) p. 34, photo 95.

#### E. Mini Golf Accessibility Improvements

Improve surface of access route to entrance to meet accessibility requirements; reconstruct course so that at least nine consecutive golf holes are accessible and connected to accessible route to entrance and exit of course (OCPRC 11/7/2016) pp. 34-35, photos 96-99.

#### F. Concepts for Future Consideration

Permanent campground recreation stage and/or entertainment gazebo

### Public Engagement – 2013 Park User Surveys

In response to the question “What amenities and/or facilities bring you to Groveland oaks?” Playgrounds came in 5<sup>th</sup>, followed by Picnicking (9<sup>th</sup>), Miniature Golf (12<sup>th</sup>), Campground Recreation Programs (14<sup>th</sup>), Activity Shelter (13<sup>th</sup>), Special events/shows (15<sup>th</sup>), Activity stage (16<sup>th</sup>), Skate park (21<sup>st</sup>), Volleyball (22<sup>nd</sup>), and Basketball (23<sup>rd</sup>) out of 27 total choices.

In response to the question “How would you rate the following amenities at Groveland Oaks?” Playgrounds ranked 1<sup>st</sup>, followed by Picnic Areas (5<sup>th</sup>), Activity Shelter (9<sup>th</sup>), Activity Stage (13<sup>th</sup>), Volleyball Courts (15<sup>th</sup>), Mini Golf (16<sup>th</sup>), Skate Park (18<sup>th</sup>), and Basketball Courts (19<sup>th</sup>) out of 20 total choices.

In response to the question “How would you rate the following characteristics at Groveland Oaks?” Variety of recreational opportunities ranked 6<sup>th</sup> out of 15 total choices.

There were 6 comments asking for an added dog park; 4 comments asking for more basketball equipment or more court games opportunities for small children.

## 10. Campground

### 10-Year Planning Concepts

#### A. Building Management

Maintain a schedule of inspections, track lifecycle based on condition and manufacturer specifications and schedule maintenance and/or replacement as indicated.

| Building or Asset         | CAMS Asset ID | UnitType    | Summary  | Replacement Forecast Year |
|---------------------------|---------------|-------------|--|---------------------------|
| Cabin 1                   | 56            | Roof        | 1 layer; 3-tab; shakewood; fair condition              | 2018                      |
| Cabin 2                   | 46            | Roof        | 1 layer; 3-tab; shakewood; fair condition              | 2018                      |
| Cabin 3                   | 45            | Roof        | 1 layer; 3-tab; shakewood; fair condition              | 2018                      |
| Cabin 4                   | 47            | Roof        | 1 layer; 3-tab; shakewood; fair condition              | 2018                      |
| Cabin 5                   | 39            | Window unit | Cordless remote with heat                              | 2020                      |
|                           |               | Roof        | 1 layer; architectural; weathered wood; good condition | 2020                      |
| Cabin 6                   | 40            | Window unit | Cordless remote with heat                              | 2021                      |
|                           |               | Roof        | 1 layer; architectural; weathered wood; good condition | 2020                      |
| Cabin 7                   | 44            | Window unit | Cordless remote with heat                              | 2022                      |
|                           |               | Roof        | 1 layer; architectural; weathered wood; good condition | 2020                      |
| Cabin 8                   | 43            | Window unit | Cordless remote with heat                              | 2023                      |
|                           |               | Roof        | 1 layer; architectural; weathered wood; good condition | 2020                      |
| Pavilion Group Camp 01    | 59            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 02-3  | 37            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 04-5  | 38            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 06-7  | 41            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 08-9  | 42            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 10-11 | 51            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Pavilion Group Camp 12-14 | 52            | Roof        | 1 layer; 3-tab; hickory; fair condition                | 2018                      |
| Restroom Pines            | 35            |             |  |                           |
|                           |               | Window unit |  | 2024                      |
|                           |               | Roof        | 1 layer; architectural; barkwood; good condition       | 2020                      |
| Restroom Section A        | 36            |             |  |                           |
|                           |               | Roof        | 1 layer; 3-tab; hickory; poor condition                | 2014                      |
| Restroom Section C        | 68            |             |  |                           |
|                           |               | Roof        | 1 layer; architectural; weathered wood; good condition | 2020                      |

#### B. Restrooms Section A Renovation

Update restroom and shower building in Section A, incorporating accessibility improvements – create van accessible parking space; relocate or modify fire extinguisher boxes; adjust signage (OCPRC 11/7/2016) pp. 46-51, photos 137-150.

**C. Campground Requirements for Accessibility**

Create required number of accessible camping units; modify yurts to be completely accessible; create two accessible group camping units (OCPRC 11/7/2016) p. 37, photos 100-102.

**D. Camper Cabins – 4-Person – Accessibility Improvements (minimum of one cabin)**

Adjust cabin parking area to meet requirements; develop access route from accessible parking space to ramp; add non-slip surface to ramp; add handrails to ramp; replace entry threshold; securely attach mat to porch; relocate or reconfigure fire extinguisher box; lower mirror; adjust height of coat rack, coat hook, circuit breaker box, electrical outlets, and light switches; move picnic table to flat area; construct access route to portable toilet; replace entry threshold to portable toilet (OCPRC 11/7/2016) pp. 38-40, photos 103-113.

**E. Camper Cabins – 6-Person – Accessibility Improvements (minimum of one cabin)**

Adjust cabin parking area to meet requirements; develop access route from accessible parking space to ramp; add non-slip surface to ramp; add handrails to ramp; lower mirror (OCPRC 11/7/2016) p. 41, photos 114-116.

**F. Section C Play Area Accessibility Improvements**

Create accessible routes to play areas from Restroom C and the Island Parking Lot; modify or replace play structures to achieve compliance; maintain or replace play surface; create access route and clear ground space at bench (OCPRC 11/7/2016) p. 42, photos 117-122.

**G. Section E Play Area Accessibility Improvements**

Remove railroad tie and maintain level transition from walkway; maintain or replace play surface; adjust play components and clear ground space as noted; create access route to transfer platform and steps; create access route and clear ground space at bench (OCPRC 11/7/2016) pp. 43-44, photos 123-128.

**H. Yurts Accessibility Improvements**

Modify outdoor features, including picnic and campfire area to achieve accessibility requirements; widen parking spaces and improve surface; create access routes within camping area and to restroom building (OCPRC 11/7/2016) p. 45, photos 129-136.

**I. Pines Restroom and Laundry Accessibility Improvements**

Create standard and van accessible parking spaces; create access route from parking lot to restroom; rebuild curb ramp; add compliant signage; lower counter height; make multiple improvements to toilet and shower areas to achieve accessibility requirements; adjust laundry room counter edge; reposition change and vending machines on walls; adjust force needed to operate vending machines; add signage; replace one washer and one dryer with models with controls that do not have to be twisted, grasped, or pinched to operate; replace public telephone with accessible model (OCPRC 11/7/2016) pp. 51-60, photos 151-180.

**J. Concepts for Future Consideration**

- Track revenue data trends related to full hook-up sites implemented in 2015. If the data supports, consider adding more full-hookup sites, premium campsites, and/or pull-through sites as higher value rentals.
- Consider adding a restroom building that serves group camp areas and day use visitors.

**Recreational Trends**

More than 40 million Americans age 6 and over went camping in 2013. The camping participation rate for the population was 14%. The average age for campers was 32 years old. 63% of campers age 16 and over were married or living with a domestic partner. Camping was a gateway to other outdoor activities, with 87% of campers participating in multiple outdoor activities. Hiking was the most popular daytime activity, while hanging out by the campfire was the most popular nighttime activity (Outdoor Foundation 2014a).

Car, backyard, and RV camping is the fourth most popular activity in terms of participation rate, with nearly 38.0 million participants annually. Even though the percentage of participants for first-time camping is low,

approximately 10%, this activity is able to retain its already existing participants in order to remain a popular activity (Outdoor Foundation 2014a).

Car, backyard, and RV camping is the third most popular activity for youth ages 6-17, with 10.2 million participants annually. Being with family and friends significant to youth, with 77% stating that is the main factor for spending time outdoors. Nearly 53% of families with children (ages 1-17) participate in outdoor activities, at an average of 85 annual outings. Enhancing campground playground areas may help to support this statistic in concepts for Groveland Oaks (Outdoor Foundation 2014a).

According to the Statewide Comprehensive Outdoor Recreation Plan (SCORP) Outdoor Recreation Telephone Survey, 24% of participants indicated that they engaged in camping as an outdoor recreational activity, with 27% of those respondents willing to travel up to 2 hours away.

#### Public Engagement – 2010 Community Survey

In the 2010 Community Survey, 8% of the households surveyed in Oakland County reported that they made use of the camping facilities at Oakland County Parks in the last 12 months (Leisure Vision / ETC Institute 2010). In a survey conducted by the Huron-Clinton Metropark Authority, 8.9% of Oakland County respondents and 7.4% of respondents from the wider HCMA service region indicated that they typically participated in camping as an outdoor activity at any location.

#### Public Engagement – 2013 Park User Surveys

In response to the questions “What amenities and/or facilities bring you to Groveland Oaks?” Camp-Modern came in 6<sup>th</sup>. Camp-Group Sites and Camp-Cabins came in 26<sup>th</sup> and 27<sup>th</sup> respectively, out of 27 total choices.

In response to the question “How would you rate the following amenities at Groveland oaks? Camp-Modern ranked 2<sup>nd</sup>, followed by Camp-Group Sites (7<sup>th</sup>) and Camp-Cabins (10<sup>th</sup>).

There were a total of 43 comments regarding the campgrounds. 25 recommended general and specific site improvements, such as more campsites, adding and/or improving utility services and better maintenance/furnishing in the cabins. 10 comments were about the placement of yurts and cabins, including multiple complains about using ‘prime sites’ for cabin/yurt placement. 7 comments called for more trees and shade in the campgrounds. There were 32 comments about the campsite reservation system, including wanting more or fewer Reservable sites, comments on the arrangement of Reservable sites, and calling for online campsite registration.

## 11. Former Golf Course

### 10-Year Planning Concepts

#### A. Concepts for Future Consideration

A variety of ideas have been considered as recreational uses for the former golf course; including transfer of BMX facility to this site, development of a dog park, and integration into the ORV park. Future uses would coordinate with management of natural resources and would require removal of old golf course infrastructure from the site. Commence a planning project that thoroughly explores alternatives and the feasibility of each related to site appropriateness and market trends.

# Park Operation Planning Units

## 12. Organized Programs and Events

### 10-Year Planning Concepts

#### A. Link Park with Area Events

Maintain current level of programming because the main program areas – Campground Recreation themed weekends, Air Fair and Fourth of July Fireworks – are working well and are the major draw that fills the campground every weekend. The growth areas for Groveland Oaks are the provision of diverse and improved camping services that draw visitors from area events, such as the Renaissance Festival and the future ORV park.

## 13. Data Collection and Management

### 10-Year Planning Concepts

#### A. Track Detailed Camping Statistics

Evaluating the success of recent investments in the campground as well as forecasting future improvements will require the analysis of more detailed camping statistics, such as participation and revenue comparisons and trends for full hookup and other premium sites. Launch this in FY2017.

#### B. Park Visitor Surveys – Campground

Conduct voluntary park visitor surveys to help assess trends in park user perceptions and needs. When major change or investment is anticipated, use appropriate methods to obtain statistically significant results.

The survey will ask the following questions:

#### 1. Please rate the CAMPING EXPERIENCE at Groveland Oaks\*

|                       | Excellent                | Good                     | Fair                     | Poor                     | I don't know             |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Modern Campsite       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Full Hook-Up Campsite | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cabin                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Yurt                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Group Campsite        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Activity Pavilion     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Campground Recreation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Beach                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Concession            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Camp Store            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

\* Survey for the entire park is available at the Contact Station

#### 2. Please rate these park characteristics

|                        | Excellent                | Good                     | Fair                     | Poor                     | I don't know             |
|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Beauty of Park         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Barrier-Free Access    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condition of Restrooms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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|                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Convenience of Parking   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Helpfulness of Staff     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Level of Maintenance     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park Information         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sense of Security/Safety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety of Things to Do  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Showers and Laundry      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Campsite/Cabin/Yurt      |                          |                          |                          |                          |                          |
| Reservation Process      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### 3. Please tell us a little about yourself

What is the zip code where you live?

What is your gender? ☐ Male ☐ Female

What is your age?

Including yourself, how many people in your household are:

|  |   |
|--|---|
| <input type="checkbox"/> Under 5 years old | <input type="checkbox"/> 25-34 years old  |
| <input type="checkbox"/> 5-9 years old     | <input type="checkbox"/> 35-44 years old  |
| <input type="checkbox"/> 10-14 years old   | <input type="checkbox"/> 45-54 years old  |
| <input type="checkbox"/> 15-19 years old   | <input type="checkbox"/> 55 -64 years old |
| <input type="checkbox"/> 20-24 years old   | <input type="checkbox"/> 65+ years old    |

In the past 12 months, how often have you visited this park?

|   |   |
|---|---|
| <input type="checkbox"/> Less than once a month | <input type="checkbox"/> 2-4 times a week         |
| <input type="checkbox"/> 1-3 times a month      | <input type="checkbox"/> More than 5 times a week |
| <input type="checkbox"/> Once a week            |   |

How long was your camping stay?

|                                     |                                     |                                    |
|-------------------------------------|-------------------------------------|------------------------------------|
| <input type="checkbox"/> 1-2 nights | <input type="checkbox"/> 3-7 nights | <input type="checkbox"/> 8+ nights |
|-------------------------------------|-------------------------------------|------------------------------------|

### 4. Do you have any comments or suggestions?

#### C. Park Visitor Surveys – Day Use

Conduct voluntary park visitor surveys to help assess trends in park user perceptions and needs. When major change or investment is anticipated, use appropriate methods to obtain statistically significant results.

The survey will ask the following questions:

#### 1. Please rate the amenities at Groveland Oaks

|             | Excellent                | Good                     | Fair                     | Poor                     | I don't know             |
|-------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Beach Area  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Waterslide  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Boat Rental | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Bike Rental | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mini-Golf   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Campground* | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|                  |                          |                          |                          |                          |                          |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Picnic Pavilions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Picnic Areas     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Playgrounds      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Blue Water Grill |                          |                          |                          |                          |                          |
| Concessions      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails - Paved   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trails - Unpaved | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

\* Detailed Campground survey is available at the Contact Station

## 2. Please rate these park characteristics

|                          | Excellent                | Good                     | Fair                     | Poor                     | I don't know             |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Beauty of Park           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Barrier-Free Access      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Condition of Restrooms   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Convenience of Parking   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Helpfulness of Staff     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Level of Maintenance     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Park Information         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sense of Security/Safety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety of Things to Do  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pavilion                 |                          |                          |                          |                          |                          |
| Reservation Process      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## 3. Please tell us a little about yourself

What is the zip code where you live?

What is your gender? ☐ Male ☐ Female

What is your age?

Including yourself, how many people in your household are:

☐ Under 5 years old    ☐ 25-34 years old  
☐ 5-9 years old    ☐ 35-44 years old  
☐ 10-14 years old    ☐ 45-54 years old  
☐ 15-19 years old    ☐ 55-64 years old  
☐ 20-24 years old    ☐ 65+ years old

In the past 12 months, how often have you visited this park?

☐ Less than once a month    ☐ 2-4 times a week  
☐ 1-3 times a month    ☐ More than 5 times a week  
☐ Once a week

## 4. Do you have any comments or suggestions?

## 14. Operational Improvements

### A. Online Campsite Reservations

Develop an online reservation and payment system for campsite rentals.

### B. Operational Changes to Boost Group Campsite Rentals

Consider lowering the required group size for group campsite rentals, acknowledging the trend over time for the size of camping groups to become smaller. Group camp areas could be split into two sections as needed to accommodate multiple groups that are smaller in size.

## 15. Response to Changing Needs and Trends

Our communities and the nature of recreation are constantly changing and evolving. One important outcome of OCPR's planning work is a constantly renewed understanding of recreational needs and trends and a nimbleness in adapting to changes in the community. For this reason, in the next few years, OCPR will evaluate a range of alternative recreational uses for our existing parks and facilities – based on current documented recreational need and appropriateness to the physical site.

### A. Waterslide Alternatives

Track trends for a variety of types of amenities that complement the beach and evaluate as alternatives to future replacement of the waterslide.

## 16. Connectivity with Future ORV Park

### A. Camping

The proposed ORV park, located on the west side of Dixie Highway, is expected to result in additional campers at Groveland Oaks. This expectation is supported by public engagement with ORV-users and by the documentation of Dixie Gully Run participants who camped at Groveland. See below for a summary of public engagement and a forecast of campsite rentals and annual revenue.

Consider the following actions to accommodate additional campers from the ORV park:

- Identify a section of the campground that is most appropriate for ORV campers
- Identify campsite improvements that will better accommodate trailers and additional vehicles
- Identify potential restrictions for use of ORVs within the campground
- Develop an ORV camping package and market it to the ORV community
- Target marketing to the shoulder seasons when the campground is not normally at capacity

### B. Concession and Day Use

Provision of food and beverage services is not currently a priority at the ORV park. Public engagement (see below) indicates that ORV users would welcome the availability of food and beverage service. Consider marketing the Groveland Oaks Concession and other Day Use services, such as play areas and the beach, to ORV park users. Decisions will need to be made if ORV users will be admitted to Groveland Oaks with their ORV pass or if they need to purchase an additional OCPR vehicle pass.

### C. Parking

Consider providing overflow parking for ORV park visitors.

### Public Engagement

The ORV study conducted by Michigan State University was contracted by OCPR. A sample size of 4,032 subjects was randomly selected from a list of people who registered an ORV in Michigan during 2012. The study primarily explored the preferences of ORV users for characteristics and amenities, as well as pertinent demographic and other data to help identify the potential market for ORV recreation in southeast Michigan (McCole, et al. 2014).

Respondents were asked to rank possible ORV park amenities based on which ones they would most like to have available at an ORV park. Campground ranked second and Concessions ranked fourth.

*Table 2: Collective ranking of ORV Amenities*

| RANK | FEATURE          | RELATIVE SCORE |
|------|------------------|----------------|
| 1    | Other Recreation | 51.7           |
| 2    | Campground       | 51.5           |
| 3    | Wash Station     | 48.5           |
| 4    | Concessions      | 42.7           |
| 5    | Service Center   | 37.5           |
| 6    | Showers          | 36.9           |
| 7    | Meeting Space    | 32.2           |
| 8    | Playground       | 23.4           |

The Dixie Gully Run survey was a 17-question survey conducted at the Dixie Gully Run I event on August 9, 2014 during a 2-hour lunch break (177 surveys were completed); and via email after Dixie Gully Run II (166 surveys completed) (OCRPC 12/11/2014). Respondents were asked "What factors do you consider when choosing an ORV recreation area (check all that apply)? Approximately one third of respondents considered the presence of concessions and a campground (both amenities provided by Groveland Oaks) when selecting an ORV area.

*Table 3: Preferences for features within ORV recreational areas*

| FACTORS  | DGR I | DGR II |
|--|-------|--------|
| The proper enforcement of the area's rules/policies                                  | 55%   | 53%    |
| Picnic tables/designated places to eat   | 54%   | 38%    |
| An available meeting space for groups/clubs  | 50%   | 48%    |
| An available place to ride/drive fast  | 42%   | 36%    |
| On-site concessions (food and beverage)  | 39%   | 37%    |
| An on-site campground  | 36%   | 30%    |
| A vehicle wash station with high pressure hoses                                      | 35%   | 39%    |
| Trails that are only for the type of ORV I am using                                  | 34%   | 37%    |
| A service center with access to tools, tire changer, etc.                            | 31%   | 23%    |
| On-site recreation opportunities (e.g. fishing, swimming, boating, horseshoes, etc.) | 29%   | 23%    |
| The presence of very few other vehicles in the riding /driving area                  | 26%   | 20%    |
| A place to take showers after riding/driving   | 25%   | 12%    |
| A play area or playground for children   | 23%   | 10%    |

**Campsite Rentals – Dixie Gully Run and Potential from ORV Park**

Campground records indicated that 15 campsites had been rented by event participants – or 12% of the number of drivers participating (122). These data can be used to forecast the potential number of additional campers that the ORV park may generate and the amount of additional campground revenue.

*Table 4: Hypothetical increase in campsite rental revenue*

| AMOUNT       | DESCRIPTION  |
|--------------|--|
| 10,000       | Hypothetical number of annual vehicle entries to ORV park                                  |
| 12%          | Percentage of drivers who will camp at Groveland Oaks based on 2014 Dixie Gully Run events |
| 1200         | Forecast number of ORV park-related campers  |
| \$30         | Average campsite rental fee  |
| \$36,000     | Estimated additional annual campsite rental revenue  |
| \$810,356    | Groveland Oaks campsite rental revenue in FY2016   |
| <b>4.44%</b> | <b>Hypothetical increase in Groveland Oaks annual camping revenue</b>                      |

## References

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