ANNUAL DASHBOARD AND DATA BOOK

FISCAL YEAR 2015

FINAL: January 6, 2016

OAKLAND COUNTY PARKS

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Acknowledgements

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Executive Summary

The staff and Parks Commission of the Oakland County Parks and Recreation Commission (OCPRC) have access to park-related data from many sources – surveys, vehicle and trail counters, external databases, natural resource monitoring and point-of-sale information, for example. The purpose of this report is to organize these data into a comprehensive document that provides a broad overview of park statistics and trends (the Dashboard), as well as richer, more detailed, facility-level data. Both levels of data are need for making plans and decisions regarding park facilities.

As decisions are made and park plans are implemented, consistent data collection and analysis will help evaluate the success of a given project. Are more visitors coming to the facility? Are they satisfied? Did we have a positive impact on natural resources? By following best practices for data collection and analysis, we can understand the impact of changes and improvements.

Over the past three years, methods of data collection and analysis have improved. RecTrac point-of-sale system was introduced in 2010 and its use for entering and reporting data is expanding. The accuracy of estimated visitor numbers has increased in 2015 with studies that generated better estimates for the numbers of visitors entering the parks in vehicles. Planning staff continue to work with park supervisors to improve data collection methods throughout the park system.

The data management program looks beyond Oakland County Parks' facilities and considers nation-wide recreational trends, as well as population and economic trends on the county and national level. These analyses will help us to identify target markets and plan facilities that are enthusiastically welcomed by the residents of our county.

This report is prepared by the Planning and Resource Development (PRD) unit for use by Oakland County Parks staff and Commissioners. Data in this report will also be entered into the PROGRAGIS[1] national database. Systems are now in place to update these data on a monthly basis. In addition to this park-system Data Book, park-specific documents are being prepared for park and administrative staff to monitor performance metrics on a month-to-month basis.

For questions and comments regarding the FY2015 Dashboard and Data Book, please contact:

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Annual Park System Dashboard

The Annual Park System Dashboard is a snapshot of the characteristics and performance of the Oakland County Parks system. It provides overall statistics about the county and the park system and three years of data regarding fiscal, cost recovery and park visitation trends.

Oakland County Statistics

Table 1: Dashboard – Oakland County Statistics

Statistic	2010 Oakland County	2014 Estimates Oakland County	2014 Estimates United States
Geography			
Land area	867.66 sq. mi.*		
Population per square mile	1,385.7		
Population			
Total	1,202,362	1,237,868	318,857,056
Percent Change		3.0%	3.3%
Age			
Persons under 5 years	5.7%	5.5%	6.2%
Population younger than 18 years of age	23.5%	22.1%	23.1%
Population older than 65 years of age	13.2%	15.1%	14.5%
Race and Hispanic Origin			
White alone	77.3%	76.5%	77.4%
Black or African American alone	13.6%	14.5%	13.2%
American Indian or Alaska Native alone	0.3%	0.3%	1.2%
Asian alone	5.6%	6.5%	5.4%
Two or More Races	2.2%	2.1%	2.5%
Hispanic or Latino	3.5%	3.8%	17.4%
White alone, not Hispanic or Latino	75.1%	73.3%	62.1%
Housing			
Housing units	527,255	533,047	

Statistic		2010-2014 Oakland County	2010-2014 United States
Housing			
Owner-occupied housing unit rate		70.9%	64.4%
Median value of owner-occupied housing units		$170,600	$175,700
Education			
High school graduate or higher, percent of persons age 25+ years		93.0%	86.3%
Bachelor's degree or higher, percent of persons age 25+ years		43.7%	29.3%
Disability			
With a disability, under age 65 years		7.8%	8.5%
Income and Poverty			
Median household income		$66,436	$53,482
Per capita Income		$37,089	$28,555
Persons in poverty		10.0%	14.8%

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* Southeast Michigan Council of Governments reports Oakland County's land area as 907 square miles (SEMCOG).

The source for the selected Oakland County statistics above is the U.S. Census Bureau Quick Facts report (U.S. Census Bureau). Southeast Michigan Council of Governments is an additional excellent source of in-depth data regarding the population, economy, and land use in Oakland County (SEMCOG).

Park System Statistics

Table 2: Dashboard – Park System Statistics

Statistic	FY2014	FY2015
Geography		
Number of Parks	13 parks	13 parks
Total Park System Acreage	6,701 acres	6,701 acres
Total Park System Natural Area Acreage	3,173 acres	3,173 acres
% of Parkland under Natural Resource Management		33%
Park System Usage		
Estimated Total Park Visits	1,423,439	1,660,010
Percent Increase in Total Park Visits from Previous Year		17%
Percent Park Visits by Oakland County Residents[*]	78%	77%
Percent Park Visits by Visitors from other Michigan Counties	22%	23%
Park Assets		
Total Square Feet of Buildings		472,700 sq. ft.
Estimated Replacement Value of Buildings		$ 70,989,932
Estimated Replacement Value of Park Improvements		$ 36,356,696
Human Resources		
Number of Full-Time Employees	73 employees	76 employees
Number of Part-Time Employees	608 employees	626 employees
Total Number of Full-Time Equivalent Employees[†]	158 FTE employees	166 FTE employees
Number of Volunteers	452 volunteers	1164 volunteers
Total Hours Worked by Volunteers	24,974 hours	26,035 hours

For more detailed information about the geography and natural resources of the Oakland County Parks system, see "Park Properties" section on page 19 and "Natural Resources" section on page 23. For detailed information about the value of park assets, see "Asset Inventory" section on page 34.

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[*] Residency percentages are calculated for valid Michigan zip codes that are recorded at point-of-sale and do not include non-Michigan zip codes. Non-Michigan residents account for less than 1% of total sales.
[†] Full time equivalent (FTE) employees are calculated by summing the number of hours worked in a year and dividing by 2080 hours per year per FTE

Fiscal Trends

The fiscal summaries in this document were developed from Oakland County Fiscal Services reports for the purpose of tracking park system performance metrics. They do not represent an official or audited statement of Oakland County finances. For more information about fiscal data for Oakland County – please contact Brian Menghini, Oakland County Fiscal Services, at menghinib@oakgov.org.

Table 3: Dashboard – Fiscal Trends

Budget Category	FY2013	% of Total	FY2014	% of Total	FY2015*[*]	% of Total
ACTUAL REVENUE						
Taxes	11,398,104	57%	11,567,251	56%	11,832,814	54%
Charges for Services	8,402,116	42%	8,505,985	41%	9,893,635	45%
Contributions	96,241	0%	92,689	0%	69,032	0%
Investment Income	81,802	0%	546,541	3%	157,136	1%
Other Revenues	13,174	0%	6,465	0%	52,063	0%
Exchange of Assets	15,689	0%	12,643	0%	32,687	0%
Transfers In	0	0%	0	0%	0	0%
Total Actual Revenue	**$ 20,007,125**	**100%**	**$ 20,731,575**	**100%**	**$ 22,037,367**	**100%**
ACTUAL EXPENSE						
Salaries	7,510,532	35%	7,785,307	34%	8,508,876	36%
Fringe Benefits	2,779,972	13%	2,900,069	13%	2,971,568	12%
Contractual Services	5,551,031	26%	6,527,694	29%	6,402,409	27%
Commodities	926,290	4%	1,106,563	5%	993,912	4%
Depreciation	2,969,344	14%	3,032,207	13%	3,331,106	14%
Internal Services	1,444,556	7%	1,508,851	7%	1,533,485	6%
Transfers Out	23,051	0%	7,785,307	0%	208,852	1%
Total Actual Expense	**$ 21,204,776**	**100%**	**$ 22,860,691**	**100%**	**$ 23,950,208**	**100%**
Revenue LESS Expense	**($ 1,197,652)**		**($ 2,129,116)**		**($ 1,912,841)**	
CAPITAL INVESTMENT						
Buildings	0	0%	1,088,207	43%	3,956,847	62%
Land	0	0%	0	0%	0	0%
Park Improvements	1,484,661	100%	1,455,916	57%	2,438,379	38%
Total Capital Investment	**$ 1,484,661**	**100%**	**$ 2,544,123**	**100%**	**$ 6,395,225**	**100%**

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[*] FY2015 Actuals are preliminary and unaudited

FINAL: January 6, 2016

Service Portfolio – Cost Recovery Trends

The Service Portfolio is a comprehensive planning product that provides market analysis and cost recovery analysis of the recreation services OCPRC provides. The overarching goal of the cost recovery analysis is to create a clear understanding of the services we provide, as well as who benefits from those services, thus helping determine the appropriate level of cost recovery (and therefore fees/charges, marketing efforts, partner/sponsor opportunities, etc.). This will help the Commission and staff to design an optimal mix of recreation services that serve Oakland County residents and help sustain the park system financially into the future. The Service Portfolio Pyramid in Figure A shows the resulting five tiers of beneficiaries of OCPRC services and the target cost recovery for each tier.

Figure A: Service Portfolio Pyramid

TIER 5: Mostly Individual Benefit
Cost Recovery Target: **150%** (Tier Minimum)

TIER 4: Considerable Individual Benefit
Cost Recovery Target: **125%** (Tier Minimum)

TIER 3: Balanced Community / Individual Benefit
Cost Recovery Target: **100%** (Tier Minimum)

TIER 2: Considerable Community Benefit
Cost Recovery Target: **75%** (Tier Minimum)

TIER 1: Mostly Community Benefit
Cost Recovery Target: **5%** (Tier Minimum)

Staff created templates and standards for calculating cost recovery by service over time. Table 4 shows the results of cost recovery calculations and trends over the past three years. Knowledge of cost recovery trends will allow the Commission and staff to focus on areas for improvement, while gaining a better understanding of where/how tax resources should be allocated.

Each tier comprises multiple categories of service and cost recovery is calculated at the category of service level. The categories of service in Table 4 are defined in the Notes section of this document. The definitions include a list of individual services that comprise each category for OCPRC.

At this time, we are not calculating cost recovery for every service offered by OCPRC. Instead, we utilize a representative sample in each category of service. Moving forward, staff is working toward a more comprehensive analysis of individual services.

It should be noted that all categories of services do not contribute equally to the tier aggregate cost recovery. Within Tier 4, for example, Equipment Rentals makes the greatest contribution to the aggregate and the other categories make a fairly small contribution. Quantification of the relative contribution of individual categories of service is underway and is not included in this document.

Table 4: Annual Dashboard – Cost Recovery Trends

Category of Service[*]	FY2012	FY2013	FY2014	3-Year Ave
Tier 5: Aggregate Cost Recovery: Target = 150%	**76%**	**79%**	**86%**	**80%**
Merchandise for Resale[2]	125%	142%	138%	135%
Rentals/Exclusive Use - Private/Non-Profit[3]	82%	77%	86%	82%
Concession/Vending/Banquet[4]	48%	44%	41%	46%
Long Term Leases[5]	642%	464%	269%	384%
Organized Parties/Events[6]	104%	110%	211%	111%
Tier 4: Aggregate Cost Recovery: Target = 125%	**156%**	**205%**	**208%**	**196%**
Classes, Workshops and Clinics Int/Adv[7]	254%	260%	260%	258%
Leagues (BMX)[8]	32%	30%	45%	37%
Tournaments/Outings[9]	95%	60%	52%	59%
Equipment Rentals[10]	168%	247%	233%	223%
Contracted Professional Services to Others[11]	139%	131%	131%	134%
Application/Permitted Service[12]	360%	351%	625%	488%
Therapeutic/Adaptive/Special Services[13]	71%	67%	129%	87%
Tier 3: Aggregate Cost Recovery: Target = 100%	**98%**	**134%**	**134%**	**129%**
Classes, Workshops and Clinics - Beg/Multi-Level[14]	98%	134%	188%	129%
Tier 2: Aggregate Cost Recovery: Target = 75%	**89%**	**75%**	**72%**	**79%**
Community-Wide Events[15]	22%	24%	46%	30%
Staffed Park/Facility Usage[16]	91%	78%	73%	81%
Tier 1: Aggregate Cost Recovery: Target = 5%	**19%**	**19%**	**18%**	**18%**
Open Park Usage[17]	19%	19%	18%	18%
Support[18] and Inclusionary[19] Services	0%	0%	0%	0%

All cost recovery calculations updated November 16, 2015

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[*] See end notes for definitions of individual categories of service

Estimated Annual Park System Visits

The categories of park visit data in Table 5 group data according to the estimation method for park visits. Estimating methods are consistent over the three years presented in the table. In some instances, the data may be inconsistent due to missing data and this has been noted. The data table is intended to provide an overview of the trends in park visits on both a facility basis and system-wide. Descriptions of the categories are presented below.

Parks, Dog Parks and County Market Visits

The number of visits to day use parks, dog parks and to the Oakland County Market are estimated based on vehicle counts. Vehicle counts are obtained with manual counts at the contact station or using a vehicle counter – a variety of models are in use throughout the park system. The vehicle counts comprise one variable in the formula used to calculate the number of visits. See "Estimating Visits from Vehicle Counts" on page 36 for detailed information.

Campground Visits

Camper visits for all nights when the campgrounds are open are determined using information collected at point-of-sale when campsites are rented. See "Estimating Visits from Campsite Rentals" on page 40 for detailed information.

Conference Center Guests

Oakland County Parks' four conference centers are managed by private concessionaires. The number of individuals that attend banquets, weddings, conferences, and other functions are reported to Oakland County Parks by the concessionaire.

Golf Course Visits

The number of visits to Oakland County Parks' golf courses are calculated using information collected at point-of-sale for golf rounds (9- and 18-hole), driving range use (buckets of balls), league play, and golf outing attendance.

Waterpark Visits

Waterpark visits are determined using point-of-sale data on the number of tickets sold for entry to the waterparks at Red and Waterford Oaks.

Facility Uses and Rentals

Catalpa, Springfield, and Waterford Oaks do not lend themselves easily to an overall counting of visits, but contain various facilities that can be rented or where usage is tracked in other ways. This section reports visit estimates that are not included in other major categories above. We will continue to improve counting methods and expand efforts to include currently uncounted types of visits.

Recreation Programs Participation

This section includes participation counts for specific program areas, including adaptive programs, bus trips, and mobile recreation. Nature programming is also included. Participation counts for Wint and Red Oaks nature centers include both programs at the nature centers and at other community locations. Nature education programs are conservation-focused and include training and implementation of citizen science activities. See "Natural Resources" on page 23 for more information about citizen science activities.

Table 5: Annual Dashboard – Estimated Annual Park System Visits

Park / Facility / Program	Budget Center	FY2013	FY2014	FY2015	3-Year Average
Parks, Dog Parks and County Market Visits		**537,891**	**567,150**	**662,181**	**589,074**
Addison Oaks Day Use	ADD	43,724	50,198	52,511	48,811
Groveland Oaks Day Use	GRV	31,537	31,416	32,945	31,966
Highland Oaks Day Use	HGH	8,101	11,394	11,645	10,380
Independence Oaks Day Use	IND	75,676	36,170*	69,962	60,602
Lyon Oaks Day Use and Dog Park	LYP	105,408	89,280	113,431	102,706
Orion Oaks Day Use and Dog Park	ORN	156,929	24,100*	73,013*	84,681
Red Oaks Day Use/Nature Center	RDP	0	68,400	65,030	44,477
Red Oaks Dog Park	RDD	44,791	42,496	33,374*	40,220
Rose Oaks Day Use	RSE	12,841	23,301	28,049	21,397
Waterford Oaks County Market	WCM	58,886	190,394	182,222	143,834
Campground Visits		**101,422**	**117,095**	**119,806**	**112,775**
Addison Oaks Campground	ADD	38,828	47,055	43,566	43,150
Groveland Oaks Campground	GRV	62,594	70,040	76,240	69,625
Conference Center Guests		**90,915**	**87,436**	**89,888**	**89,413**
Addison Oaks Conference Center	ACC	30,937	26,777	29,600	29,105
Glen Oaks Conference Center	GLC	31,641	31,720	32,623	31,995
Lyon Oaks Conference Center	LYC	14,594	15,001	12,797	14,131
White Lake Conference Center	WLC	13,743	13,938	14,868	14,183
Golf Course Visits		**163,604**	**158,570**	**164,067**	**162,080**
Glen Oaks Golf Course	GLG	40,895	38,743	38,489	39,376
Lyon Oaks Golf Course	LYG	35,554	37,665	37,362	36,860
Red Oaks Golf Course	RDG	19,435	18,109	18,951	18,832
Springfield Oaks Golf Course	SPG	29,905	29,059	32,473	30,479
White Lake Oaks Golf Course	WLC	37,815	34,994	36,792	36,534
Waterpark Visits		**159,000**	**156,024**	**189,755**	**168,260**
Red Oaks Waterpark	RWP	87,413	93,401	111,465	97,426
Waterford Oaks Waterpark	WWP	71,587	62,623	78,290	70,833
Facility Uses and Rentals		**192,886**	**215,150**	**251,343**	**219,793**
Catalpa Oaks Miscellaneous Usage	CAT	55,885	61,604	65,170	60,886
Oakland County Fair	SAC	100,000	110,000	120,000	110,000
Springfield Oaks Facility Rentals	SAC	10,947	16,591	39,046	22,195
Waterford Oaks BMX	WBX	2,350	2,654	2,649	2,551
Waterford Oaks Facility Rentals	WTR	23,704	24,301	24,478	24,161
Recreation Programs Participation		**142,537**	**122,014**	**182,969**	**149,173**
Adaptive Programs	REC	4,501	5,114	8,368	5,994
Bus Trips	REC	23,228	25,635	28,835	25,899
Mobile Recreation	REC	97,673	75,577	126,663	99,971
Wint Nature Center Programs	REC	16,077	13,072	13,927	14,359
Red Oaks Nature Center Programs	REC	0	1,291	4,051	1,781
Nature Education Programs	REC	1,058	1,325	1,125	1,169
TOTAL ANNUAL ESTIMATED VISITS		**1,388,255**	**1,423,439**	**1,660,010**	**1,490,568**

* Visit numbers may be under-estimated due to missing data

FINAL: January 6, 2016

Park Profiles

Purpose

- Provide a concise and comprehensive description of each park for use by the Commission, staff, and the public

Background

Comprehensive descriptions of the 13 Oakland County Parks were incorporated into the 2013-2017 Recreation Plan (OCPRC, 2013). These have been used many times as a ready reference for participants of park system tours and education programs – for example, the annual park system tour for new staff and the Special Parks District Forum held at Oakland County Parks in 2015. Due to the demonstrated usefulness of the descriptions, we have created a more concise format that can be easily updated and ensure that current information is always available.

Methods

The park profiles were compiled by the Planning Section staff and the content reviewed and revised as needed by park supervisors and district chiefs.

Results

The park profiles provide park locations and phone numbers, the year the park was founded, park acreage, and summarized information related to natural resources, recreational facilities, trails, accessibility, and recreational events and programs. For more detailed information, see "Facilities" section on page 27.

Table 6: Park Profiles

	Addison Oaks	Catalpa Oaks	Glen Oaks
PARK	1480 West Romeo Road, Leonard, MI 248-693-2432 **Supervisor:** Katie Pardy	27725 Greenfield Road Southfield, MI 248-424-7081 **Supervisor:** Doug Ammon	30500 13-Mile Road Farmington Hills, MI 248-851-8356 **Supervisor:** Doug Ammon
EST.	Established in 1969	Became part of OCPR system in 2007	Established in 1978
SIZE	1,140 acres	24 acres	122 acres
NATURE	**46%** of the park is identified as potential natural area by the Michigan Natural Features Inventory (MNFI)[20]; including open space, natural areas and wetlands in the headwaters of the Clinton River watershed	Open space in an urban area in the Rouge River watershed	Woodlands along west boundary and south of the creek at the north boundary. No-mow areas filter and slow rainwater before it enters the creek. This park is in the Rouge River watershed.
FACILITIES	Campground (campsites, group camping areas, cabins, and yurts) conference center, disc golf course, play structures, picnic area, rentable picnic pavilions, beach area, and non-motorized boating.	Baseball and softball diamonds, soccer fields, concession building, playscape, and picnic pavilion; the OC Health Department Building adjacent to the park hosts the South Office for the Recreation Section	18-hole, par-70 golf course, conference center, grill room, and pro shop
TRAILS	Trail system features: Addison Connector Trail, Buhl Lake Loop, and a mountain bike route. Equestrians can access 8.5 miles of trails	Park visitors and track teams use the perimeter of the park for walking, jogging and running	
ACCESSIBILITY	All campgrounds, two cabins, two yurts, portions of the paved Buhl Lake Trail Loop, beach concession building, campground restrooms, and portable toilets have accessible features. The Addison Oaks Connector Trail is fully accessible.	Playscape and picnic pavilion have accessible features	Conference Center and Pro Shop have accessible features; Adaptive golf carts are available
PROGRAMS	Disc golf tournaments, July 4th Fireworks, Halloween Boo Bash, Mountain bike races, Volunteer stewardship activities, and Campground Recreation programs including concerts, crafts and games	British soccer camp, Marshmallow Drop, Spring, summer and fall soccer offered by South Oakland County Soccer, Stay and Play Soccer Club	Adult golf leagues, golf lessons and clinics, golf outings, high school golf matches and tournaments, junior golf camps and tournaments

OAKLAND COUNTY PARKS
PLANNING AND RESOURCE DEVELOPMENT

Table 5: Park Profiles – continued

	Groveland Oaks	Highland Oaks	Independence Oaks
PARK	14555 Dixie Highway Holly, MI 248-634-9811 **Supervisor:** Boyd Brokenshaw	6555 Milford Road Highland, MI 248-858-0906 **Supervisor:** Boyd Brokenshaw	9501 Sashabaw Road Clarkston, MI 248-625-0877 **Supervisor:** D.J. Coffey
EST.	Established in 1968	Established in 2007	Established in 1967; north unit added in 2010
SIZE	361 acres	302 acres	1,286 acres
NATURE	**22%** of the park is identified as potential natural area by MNFI; including natural areas that can be enjoyed from the park's trail system. This park is in the Flint watershed.	**45%** of the park is identified as potential natural area by MNFI; including rolling hills, wetlands and old pastures in the headwaters of the Shiawassee River	**71%** of the park is identified as potential natural area by MNFI; including ecologically significant wetlands and natural areas within the headwaters of the Clinton River watershed
FACILITIES	Campground (campsites, group camping areas, cabins, and yurts), miniature golf, skate park, picnic and play areas, beach area, waterslide, bike and non-motorized boat rental	Multi-purpose trails, fishing and hunting opportunities	Lewis Wint Nature Center, Camp Wilderness for organized youth groups, picnic and play areas, beach area, and non-motorized boating.
TRAILS	Trail system includes the paved Thread Creek Trail and a mowed trail; paved pathways are available throughout the campground and day use areas	Trails are available for hiking, biking, horse-back riding, cross-country skiing (ungroomed), and snowshoeing	Hiking trails, both natural and paved, with boardwalks and wildlife viewing, are at the main park unit. An accessible gravel trail in the north unit leads to boardwalks and fishing docks.
ACCESSIBILITY	Campgrounds, cabins, and yurts have accessible features; hand-operated paddle boats are available for rent; paved trails are accessible for wheelchairs and other mobility assistance devices	Recent improvements have increased the accessibility of Highland Oaks, including new trails and boardwalks	The Wint Nature Center and Camp Wilderness restrooms, four platform tents at Camp Wilderness, River Loop Trail, All Visitors Loop, and Independence Oaks North Trail all have accessible features. Hand-operated pedal boats and seat canes are available.
PROGRAMS	July 4th Fireworks, Air Fair, Campground Recreation Programs including concerts, crafts and games, Volunteer stewardship activities		Archery for disabled veterans, Nordic ski patrol, Running events, Star parties and Star Lab events, Summer Sizzler picnic for individuals with developmental disabilities, Volunteer stewardship activities

Table 5: Park Profiles – continued

	Lyon Oaks	Orion Oaks	Red Oaks
PARK	Lyon Oaks 52221 Pontiac Trail Wixom, MI 248-437-1488 **Supervisor:** Thomas Hughes (Chief of Park Operations and Maintenance – South District)	Orion Oaks 2301 West Clarkston Road Orion, MI 248-625-0877 **Supervisor:** D.J. Coffey	Red Oaks 3113 Dequindre (Dog Park) 29600 John R (Golf Course) 29601 John R (Soccer Complex) 30300 Hales (Nature Center) 1455 East 13-Mile (Waterpark) 248-541-5030 (Golf Course) 248-585-0100 (Nature Center) 248-858-0918 (Waterpark) **Supervisor:** Matt Pardy
EST	Established in 2002	Established in 1980	Established in 1967
SIZE	1,041 acres	916 acres	141 acres
NATURE	**46%** of the park is identified as potential natural area by MNFI; including 800 acres of environmentally sensitive wetlands in the headwaters of the Huron River watershed	**36%** of the park is identified as potential natural area by MNFI; including open space and natural areas in the Clinton River watershed	**36%** of the park is identified as potential natural area by MNFI; including wooded areas surrounding the Red Oaks Nature Center. This park is in the Clinton River watershed.
FACILITIES	Golf course (18-hole, par-72), conference center, grill room, pro shop, soccer fields, cricket field with batting cage, 13-acre dog park with a field for training and trials, picnic and play areas	24-acre dog park, fishing and ice-fishing on Lake Sixteen, small boat launch for non-motorized boats	Golf course (9-hole,par-31), youth soccer complex, waterpark, dog park, nature center, picnic and play areas
TRAILS	Trails are available for hiking, biking, and cross-country skiing; a segment of paved trail provides direct access to the regional Huron Valley Trail	Unpaved trails for hiking, mountain biking, cross-country skiing (ungroomed); off-leash dog walking trails lead to the dog-swim dock; safety paths provide connectivity with the regional Polly Ann Trail	Park trails include three loops of asphalt trail at Friendship Woods (Nature Center area) and the new Red Oaks Connector Trail, an accessible trail connecting the Dog Park on Dequindre with the Waterpark on 13-Mile Road
ACCESSIBILITY	Recent improvements have increased the accessibility of Lyon Oaks, including new trails and boardwalk. Conference Center and golf course have accessible features, including the availability of adaptive golf carts	Accessible features include a wheelchair-accessible fishing pier/dock, accessible parking lots at the dog park swimming dock and fishing dock	The Red Oaks Connector Trail is accessible.
PROGRAMS	Cricket and soccer tournaments, golf lessons and clinics, golf outings, high school golf tournaments, Junior Play Free program, volunteer stewardship activities	Canines, Coffee and Conversation, Doggie Dash and Expo, volunteer stewardship activities	Canines, Coffee and Conversation, Dog swim at Waterpark, Golf clinics, Golf leagues and tournaments, Junior golf camps, Warren Orlick inclusive golf outing, Waterpark River Walk, Women's Just for Fun No Score League

Table 5: Park Profiles – continued

	Rose Oaks	Springfield Oaks	Waterford Oaks
PARK	10400 Fish Lake Road Holly, MI 248-858-0906 **Supervisor:** Boyd Brokenshaw	12450 Andersonville Road (Golf Course) 12451 Andersonville Road (Activity Center and County Fair Complex) 248-625-2540 **Supervisor:** Steve Whaley	1702 Scott Lake Road (Main Park Entrance) 2800 Watkins Lake Road (Activity Center and Administrative Complex) 248-858-0918 (Waterpark) 248-858-0916 (Activity Center) **Supervisor:** Mike Boyd
EST.	Established in 1993	Established in 1966	Established in 1967
SIZE	640 acres	333 acres	199 acres, including County Market (14 acres)
NATURE	**84%** of the park is identified as potential natural area by MNFI; including gently rolling open meadows and wooded uplands, valuable wetlands and frontage on several glacial lakes. This park is in the headwaters of the Shiawassee River watershed.	**15%** of the park is identified as potential natural area by MNFI; including open space and ecologically significant wetlands areas in the headwaters of the Shiawassee River	**15%** of the park is identified as potential natural area by MNFI; including extensive wetlands and upland complex within the Clinton River watershed; park also contains a demonstration area for stormwater and water quality best management practices
FACILITIES	Multi-purpose trails, fishing and hunting opportunities	Oakland County Fair complex, multi-purpose activity center, historic Ellis Barn and Davis House, 18-hole, par-71 golf course, community service building and greenhouse	Waterpark, BMX track, accessible playground, greenhouse complex, picnic areas and pavilions, multi-purpose activity center, platform tennis and sand volleyball courts
TRAILS	Trails are available for hiking, biking, horseback riding, and cross-country skiing (ungroomed). This includes one mile of accessible trail, boardwalk, and floating docks, constructed in 2014.	The southern part of the park has a small section of wooded trails and open fields that can be used for hiking, biking, horse-back riding or cross-country skiing (ungroomed)	Park trails include three loop options with a variety of surfaces for hiking, biking, skating, and cross-country skiing (un-groomed)
ACCESSIBILITY	Recent improvements have increased the accessibility of Rose Oaks, including new trails, boardwalks and floating docks.	Accessible features include the availability of adaptive golf carts.	Accessible features include Paradise Peninsula, a universally-accessible playscape. The waterpark wave pool and kiddie pool have zero depth entry.
PROGRAMS	Rose Equine Adventurers Color Ride, Volunteer stewardship activities	Oakland County Fair, Craft shows, Dog shows, Golf clinics, Golf leagues and tournaments, Horse shows, Outdoor Garage Sale, Senior 4-person scramble series	BMX racing, Waterpark dog swim, Socials for individuals with developmental disabilities, Volunteer stewardship activities

Table 5: Park Profiles – continued

	Waterford Oaks / County Market 2350 Pontiac Lake Road Waterford, MI 248-858-5495 **Asst. Supervisor:** Jeremy Brown	White Lake Oaks 991 N Williams Lake Rd White Lake, MI 248-698-2700 **Supervisor:** Darlene Rowley
PARK		
EST.	Established in 1955; management transferred to OCPR in 2010	Established in 1970
SIZE	14 acres as part of Waterford Oaks	196 acres
NATURE	A small woodlot and orchard are located east of the Market	**33%** of the park is identified as potential natural area by MNFI; including natural areas along the boundary; golf course also incorporates no-mow areas that filter and slow rainwater before it enters the creek
FACILITIES	Market building and canopy	Golf course (18-hole, par-70), conference center, grill room and pro shop
TRAILS	There is no trail access or internal trails. The Market can be accessed via public transit.	Cross-county skiing (ungroomed) in winter – weather conditions permitting
ACCESSIBILITY	The County Market strives to be accessible to all patrons.	Conference Center and Pro Shop have accessible features; Adaptive golf carts are available
PROGRAMS	Oakland Uncorked, Farm to Fork, Community Garage Sale, Holiday Shopping Nights, Health & Nutrition programs (MSU Extension), Master Gardeners programs (MSU Extension), programs from Oakland Conservation District, 4-H, and Oakland County Health Division	Golf clinics, Golf leagues and tournaments, junior programs and tournaments

Park Properties

Purpose

- Maintain a record of documents pertaining to property acquisitions
- Be aware of potential historical and community significance of park properties
- Be aware of prior land uses that could have caused environmental or other issues
- Work towards parcel consolidation of all park properties

Background

Oakland County Parks and Recreation was established in 1966 with the acquisition of 167 acres in Springfield Township. Over the past 50 years, the park system has increased at an average rate of 130 acres per year to 6,701 acres in 13 parks. The total parkland includes land owned in fee simple, land that is leased by Parks, and land that is managed by Parks (management contract). Planning and Resource Development unit staff has researched the acquisition history of park properties and maintains an extensive archive of documents related to property acquisitions, including deeds, appraisals, environmental assessments, and grant documents. We are in the process of digitizing all documents.

The Property Acquisition and Management (PAM) Work Group was established in 2014 and is a collaboration of multiple Oakland County Departments: Parks and Recreation; Facilities, Maintenance and Operations; and Corporation Counsel. The PAM Work Group develops and implements best practices for property acquisition and management. PAM monitors potential acquisitions, leases, and management contracts within the Oakland County Parks system, providing a quarterly update to the Parks Commission in closed session.

Methods

Compilation of property data started online with Oakland County Property Gateway[*] to access property profiles for legal descriptions and previous connected parcels. Current and previous (if warranted) Parcel Identification Numbers (PIN) were entered in Oakland County Register of Deeds records (County Real Property Official Records/ Land Access)[†] to access deeds and easements.

A visit to the County Clerk/Register of Deeds office was needed if no documents were found using the above means (no PINs connected before the 1980's). Legal descriptions (Town, Range, Section and quarter Section) are used to search in the Register of Deeds acreage books. Oakland County and/or previous landowner names were searched to pull up the Liber and Page numbers of the legal documents. For properties that were acquired with grant assistance, further information was accessed from archived grant documents.

Results

Figure B shows the growth of the Oakland County Parks system over the past 50 years – from the initial 167 acres to the current size of 6,701 acres.

Table 7 provides a breakdown of each park of property that is owned fee simple, leased, or managed under contract. For fee simple properties, it provides the percentage of land that was acquired with grant assistance. For details on grant history of park properties see Appendix B of the *2013-2017 Recreation Plan* (OCPRC, 2013). Table 8

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[*] https://gis.oakgov.com/PropertyGateway/Home.mvc
[†] http://hosted.uslandrecords.com/cgibin/homepage?County=8039

shows the acquisition history for each park and notes conditions which may restrict future uses of the property, such as grant agreements, easements, and leases. Comprehensive property files are maintained by the Planning and Resource Development unit.

Figure B: Growth of the Oakland County Parks System 1966-2015
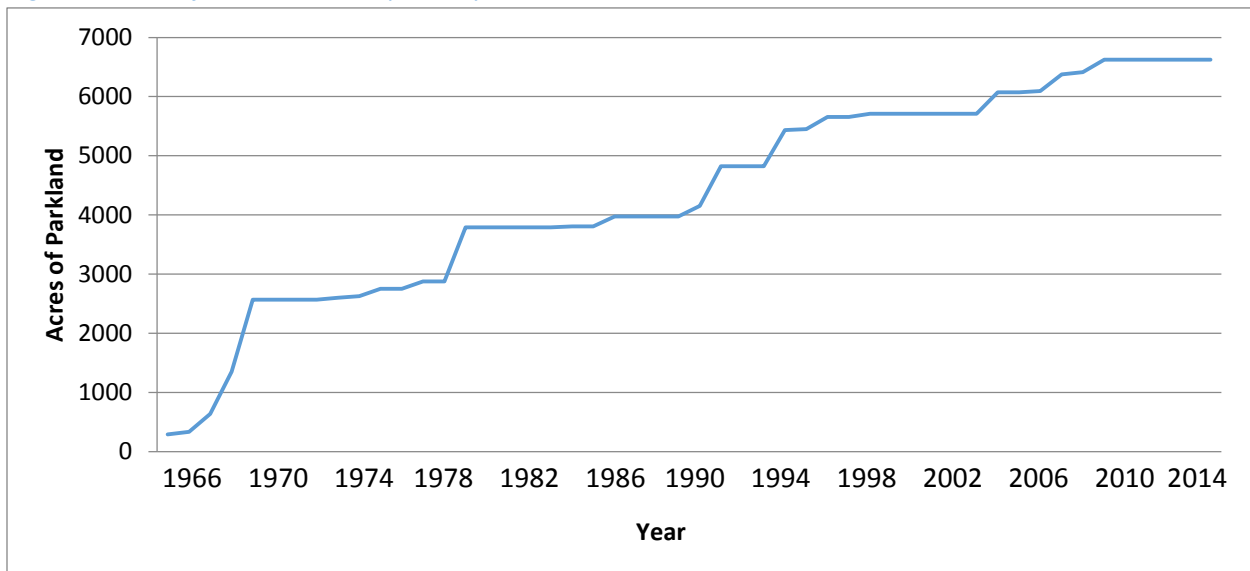
Table 7: Park Property Types: Fee Simple, Grant-Assisted, Leased, and Contracted

Park	Fee Simple (Acres)	Fee Simple / Grant-Assisted (Acres)	Percentage Grant-Assisted	Leased (Acres)	Management Contract (Acres)	Park Total (Acres)
Addison	1140	783	69%	0	0	1140
Catalpa	24	0	0%	0	0	24
Glen	122	122	100%	0	0	122
Groveland	361	361	100%	0	0	361
Highland	302	260	86%	0	0	302
Independence	1286	1267	99%	0	0	1286
Lyon	1041	998	96%	0	0	1041
Orion	916	916	100%	0	0	916
Red	19	0	-	113	9	141
Rose	640	610	95%	0	0	640
Springfield	333	50	15%	0	0	333
Waterford	185	111	56%	0	14	199
White Lake	196	0	0%	0	0	196
TOTAL	**6565**	**5478**	**84%**	**113**	**23**	**6701**

Table 8: Park Acquisition History and Parcel Identification Numbers

Park	Acquisition Grant(s)	Development Grant(s)	Easement(s)	Residential Lease(s)	Parcel ID	Year of Acquisition	Acreage from County Records	Sum of Parcel Acreages from County Records	GIS Total Park Acreage
Addison	✓	✓	✓	✓	05-33-100-004	1969	524.94	1139.13	1140
					05-33-200-001	1969	174.96		
					10-04-100-006	1991	93.35		
					05-34-300-004	2005	285.93		
					05-34-400-002	2005	41.12		
					05-35-301-001	2005	18.83		
Catalpa			✓		24-13-426-003	2007	23.79	23.79	24
Glen	✓	✓	✓		23-02-177-033	1978	6.96	121.82	122
					23-02-177-034	1978	3.26		
					23-02-376-001	1978	111.6		
Groveland	✓	✓	✓	✓	02-19-201-005	1987	165.91	361.68	361
					02-19-426-001	1968	42.27		
					02-20-301-001	1969	153.5		
Highland	✓	✓	✓	✓	11-03-200-015	2008	263.96	301.46	302
					11-03-400-014	2009	13.42		
					11-03-400-015	2009	10.07		
					11-03-400-016	2009	10.07		
					06-34-327-001	2010	3.94		
Independence	✓	✓	✓	✓	08-03-201-006	1968	22.8	1284.00	1286
					08-09-200-004	1970	1058		
					08-15-100-007	1985	36.7		
					08-03-201-007	2010	164.1		
					08-03-401-004	2010	2.4		
Lyon	✓	✓	✓		21-12-126-001	1991	8.64	1043.14	1041
					21-12-226-001	1991	12.5		
					21-12-226-002	1991	15.74		
					21-12-226-003	1991	45.85		
					21-01-100-002	1992	637.5		
					21-01-200-005	1992	34.7		
					21-01-400-003	1996	20		
					22-06-100-007	1997	198.44		
					21-02-200-002	1999	13.89		
					22-07-101-003	1999	39.4		
					22-06-400-025	2005	16.48		
Orion	✓		✓		09-17-200-003	1980	876.9	915.14	916
					09-17-351-015	1980	38.24		
Red		✓	✓		25-01-426-012	1975	12.37	19.02	141
					25-01-426-021	1985	6.26		
					25-12-203-011	1976	0.39		
					Mult. Leased[*]			NA	

[*] Multiple parcels and parts of parcels that are part of the G.W. Kuhn Drainage District are leased by OCPRC

FINAL: January 6, 2016

Park	Acquisition Grant(s)	Development Grant(s)	Easement(s)	Residential Lease(s)	Parcel ID	Year of Acquisition	Acreage from County Records	Sum of Parcel Acreages from County Records	GIS Total Park Acreage
Rose	✓	✓	✓		06-09-300-020	1995	170.97	631.25	640
					06-16-100-006	1995	418.43		
					06-21-101-001	1995	20		
					06-16-100-003	1997	3		
					06-09-201-006	2008	4.87		
					06-09-251-001	2008	13.98		
Springfield	✓		✓	✓	07-17-400-006	1966	168.72	328.07	333
					07-20-201-016	1966	110.83		
					07-17-252-014	1966	1.56		
					07-17-254-004	1966	8.39		
					07-17-178-011	1967	0.6		
					07-17-253-003	1969	9.45		
					07-17-254-001		0.05		
					07-17-328-011	1975	17.4		
					07-20-201-022	2004	11.07		
Waterford	✓	✓	✓	✓	13-13-300-201[*]	2012	182.98	196.98	199
					▪ 126-006				
					▪ 126-009				
					▪ 126-003	1968			
					▪ 300-010	1968			
					▪ 300-006	1972			
					▪ 300-007	1974			
					▪ 126-013	1975			
					▪ 300-196	1975			
					▪ 126-015	1984			
					▪ 126-016	1984			
					▪ 451-001	1988			
					▪ 126-004	1990			
					▪ 126-004	1990			
					▪ 126-012	2008			
					▪ 152-008	2008			
					▪ 126-018	2009			
					▪ 300-195	2009			
					13-24-426-001	2012	14[†]		
White Lake			✓	✓	12-24-200-007	1970	160.83	189.03	196
					12-24-401-002	1974	19.5		
					12-24-426-028	1974	4.1		
					12-13-478-008	N/A	4.6		
TOTAL									6701

[*] Parcel consolidated from 17 parcels acquired 1968 through 2009
[†] Oakland County Market: 14 acres managed by OCPRC out of a 36-acre parcel owned by Oakland County

FINAL: January 6, 2016

Natural Resources

Purpose

- Understand parkland within a watershed and green infrastructure context
- Identify ecological communities and their significance statewide
- Document the management of natural areas within parks

Background

Oakland County comprises 910 square miles, is the origin of 5 major river headwaters (Shiawassee, Huron, Flint, Clinton, Rouge) contains 88,000 acres of public parkland and 1,400 lakes, rivers and streams. The county falls within the southeast Michigan interlobate region and contains a wealth of remnant natural communities and associated flora and fauna as documented by the Michigan Natural Features Inventory (MNFI). This includes 800 Potential Natural Areas (PNAs) covering over 93,500 acres, representing 16% of the total county acreage, and 104 documented Element Occurrences (MNFI online database for Oakland County). The Oakland County Park System comprises significant hubs, sites, and links within the county-wide green infrastructure resource base. In 2006, OCPR initiated a Natural Resources Management Program to stewards and ensure the conservation of natural areas within the park system. Threats to these remnant park natural areas and the wildlife they support include habitat destruction, natural area fragmentation, and invasive species impacts, as influenced by development and expansion of an urban population. To address these threats, adaptive management techniques and monitoring programs are used.

Methods

Identification of Natural Areas and Water Resources

Compilation of data related to the management of Potential Natural Areas within the park system consisted of GIS-based analysis of the proportion of MNFI's 2004 Oakland County Potential Natural Areas layer that OCPR Natural Resources staff is actively managing system-wide and by park. Water resources within the parks is based on Oakland County GIS data available and is broken down by pond, wetland, and stream. The county wetland inventory identifies potential wetlands based on the National Wetland Inventory, state landcover and wetland soils.

Collection of Monitoring Data & Biodiversity Surveys and Inventories

A variety of natural resource-based monitoring efforts are in place. Due to staff and resource constraints, monitoring is focused on the most salient measures of stewardship effects. Long-term photo-monitoring is used to capture changes in the landscape over time as a result of land management activities such as prescribed burning and other invasive species control techniques. Wildlife surveys are performed to gauge the impact of wildlife populations on the landscape and the parks' recreational amenities, as well as, to track the abundance and health of rare species. Wildlife surveys and inventories are conducted both in-house, and in consultation with scientific experts and ecological consultants, using study designs unique to the species.

Citizen Science

Citizen Science projects allow average citizens to gather data that are used by scientists studying ecology, climate, water quality, plants and animals. Citizen scientists are individuals in all walks of life including the general public, students and even professional scientists. Scientists cannot be everywhere and rely on citizen scientists to report field observations that help contribute to scientific research. Oakland County Parks is involved in seven citizen science projects at various parks and also works with Stream Leaders through the Clinton River Watershed Council.

Results

The tables on the following pages provide a breakdown of the managed natural areas, water resources, and survey and monitoring programs.

Table 9: Managed Natural Areas in Park System in FY2015

Priority Level	Acres In Park System	Acres Managed for Natural Resources	% Managed
MNFI Priority One Natural Areas	2134	753	35%
MNFI Priority Two Natural Areas	907	302	33%
MNFI Priority Three Natural Areas	132	39	30%
TOTAL NATURAL AREAS	**3,173**	**1,074**	**34%**
No Priority – Not Designated by MNFI as Natural Area	3,528	1143	32%
TOTAL ALL PARK AREAS	**6,701**	**2,217**	**33%**

Updated November 16, 2015

Table 10: Acres and Percentages of Parkland with Managed Natural Areas

Park	Total Park Acres	MNFI Natural Areas			Non-MNFI Areas			% of Total Park Managed for Natural Resources
		Acres in Park	Managed Acres in Park	% Acres Managed in Park	Acres in Park	Managed Acres in Park	% Acres Managed in Park	
Addison	1140	523	223	43%	617	163	26%	**34%**
Catalpa	24	0	0	N/A	24	0	0%	**0%**
Glen	122	0	0	N/A	122	8	7%	**7%**
Groveland	361	79	54	68%	282	139	49%	**53%**
Highland	302	137	62	45%	165	105	64%	**55%**
Independence	1286	918	277	30%	368	180	49%	**36%**
Lyon	1041	484	107	22%	557	95	17%	**19%**
Orion	916	326	32	10%	590	292	49%	**35%**
Red	141	28	0	2%	113	0.27	0%	**1%**
Rose	640	535	299	56%	105	80	76%	**59%**
Springfield	333	50	0	0%	283	37	13%	**11%**
Waterford	199	29	12	41%	170	5	3%	**9%**
White Lake	196	64	26	41%	132	41	31%	**34%**
TOTAL	**6,701**	**3,173**	**1,092**	**34%**	**3,528**	**1,145**	**32%**	**33%**

Updated November 16, 2015

Table 11: Water Resources in Parks[*]

Park	Lake/Pond Acres	Lake/Pond Shoreline (Ft)	Swamp Marsh/Wetland Acres	Stream River Perimeter (Ft)
Addison	46.4	17491.16	130.8	3324
Catalpa	0	0	0	0
Glen	1.9	2866.15	0.2	0
Groveland	35.8	13998.14	7	6949.42
Highland	4.7	1146.44	72.1	0
Independence	103.8	28142.5	223.7	28889.7
Lyon	8.9	12419.72	99	0
Orion	103.9	13957.5	122.5	4126.57
Red	0.3	669.36	0	0
Rose	44.7	17981.92	203.9	12713.8
Springfield	13.8	12165.44	32.5	2690.41
Waterford	2.8	2067.42	27.8	0
White Lake	9.8	7650.75	12.4	5748.71
TOTALS	**376.8**	**130,556.50**	**931.9**	**64442.61**

Table 12: Summary of Species Inventory Activities and Results

Species/Activity	FY 2013	FY 2014	FY 2015
White-tailed Deer Survey (Natural Resources staff)	8 parks surveyed-densities decreased at 3 parks (Highland, Orion and Rose)	8 parks surveyed-densities at 5 parks (Groveland, Highland, Independence, Lyon and Rose) were greater than 20 deer/ acre. Additional analysis needed.	9 parks surveyed-densities decreased at 2 parks (Groveland and Rose)
Coyote Project (Bill Dodge, Wayne State University)	Tracking at Waterford in 2012, winter scat counts in 2013—no summary available.		
Canada Goose Count (Natural Resources staff)	Flock counts with dog control and other management at 6 parks	Flock counts with dog control and other management at 8 parks	Flock counts with dog control and other management at 5 parks
Herpetological Survey Herpetological Resource and Management (HRM) and Environmental Consulting & Technology, Inc. (ECT)			Surveys conducted at all parks except Catalpa (report due Feb 2016)
Photo-monitoring (Natural Resources Staff)	Photo-monitoring is conducted using a standardized methodology for all burn units, maintained storm water swales, and other active restoration areas once annually throughout all parks.		

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[*] The water resources in the parks may be under-reported. The data in this table is based on aerial photography and has not been verified on the ground.

Table 13: Summary of Citizen Science Activities and Results

Activity	FY 2013	FY 2014	FY 2015
Christmas Bird Count (Addison, Independence and Orion within count circle) Partner: Oakland Audubon Society https://www.audubon.org	64 species observed 9, 961 Individuals counted	67 species observed 20,207 individuals counted	Count to be held on 12/19 and information will follow in January
Grassland Bird Survey (Addison, Highland, Independence, Orion, Rose). Results posted on eBird http://ebird.org	28 species observed 11 grassland species observed singing NOTE: No data from Independence or Rose	32 species observed 13 grassland species observed singing 35 additional non-grassland bird species reported	26 species observed 12 grassland species observed singing 43 additional non-grassland bird species reported
NestWatch (Addison, Groveland, Highland, Independence, Orion, Lyon, Waterford) Partner: Cornell Lab of Ornithology http://nestwatch.org	**634 birds fledged** Tree Swallow -258 House Wren -147 E. Bluebird – 224 House Sparrow - 5	**559 birds fledged** Tree Swallow -315 House Wren -96 E. Bluebird -148 House Sparrow – 0 NOTE: Addison started This year	**467 birds fledged** Tree Swallow -238 Black-capped Chickadee – 8 House Wren -78 E. Bluebird – 141 House Sparrow -2
Feeder Watch Independence (Wint Nature Center) Partner: Project Feederwatch: (eBird, Cornell, Bird Studies of Canada) http://feederwatch.org	No data this year.	Program Started Jan 2014 – March 2014 Highest Count Day 12 species 40 individuals Lowest Count Day 8 species 15 individuals 15	Nov 2014– Mar 2015 Highest Count Day 13 species 60 individuals Lowest Count Day 6 species 17 individuals
Annual Butterfly Count (Independence) Partner: North American Butterfly Association http://www.naba.org/	29 species observed 186 individuals observed	22 species observed 101 individuals observed	24 species observed, 126 individuals observed
Frog and Toad Survey (Independence, Rose) Partner: Michigan Department of Natural Resources- Wildlife Division http://www.michigan.gov/dnr/0,1607,7-153-10370_12143_12194---,00.html	6 species Independence 8 species Rose	8 species Independence 7 species Rose	8 species Independence 7 species Rose

Facilities

Purpose

- Document type, number and size of recreational and support facilities in parks
- Facilitate market analysis of various types of recreational facilities
- Facilitate state-level (5-Year Parks and Recreation Master Plan) and national-level reporting (PRORAGIS)
- Provide a structure for development of facility-based standards and specifications

Background

A facility can be defined as a place-based accommodation for an activity – i.e. a sport, recreational activity, or supporting activity. This accommodation may be an asset, such as a building or a trail, or a management practice, such as grooming a trail for cross-country skiing.

Methods

The list of facility types was developed by a staff working group in 2014. The inventory for each park is developed from the Asset Inventory (see section on page 34), GIS mapping, and staff knowledge of the parks.

Results

Table 14 presents a preliminary inventory of facilities throughout the park system. It will continue to be refined in 2016.

Table 14: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Bike and Skate[21]	Camping[22]	Court Games[23]	Disc Golf[24]
Addison		Campsites (174) Group Areas (6 areas with 92 sites) Cabins (6) Yurts (2)	Sand Volleyball	24-Hole Course
Catalpa				
Glen				
Groveland	Skate Park Bike Park	Campsites (269) Group Areas (13 areas with 194 sites) Cabins (8) Yurts (2)		
Highland				
Independence		Group Areas		
Lyon				
Orion				
Red				
Rose				
Springfield				
Waterford	BMX Track		Platform Tennis (2) Sand Volleyball	
White Lake				

Table 14 continued: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Dog Recreation Facilities[25]	Enclosed Recreation Facilities[26]	Equestrian Recreation[27]	Field Sports[28]
Addison		Bike and Boat Rental Concession Building	Horse Trailer Parking Mounting blocks Horse Corral	
Catalpa				Soccer Fields (5) Baseball Diamond (1) Softball Diamond (1)
Glen				
Groveland		Bike and Boat Rental Video Arcade		
Highland				
Independence	Lake Dog Swim	Wint Nature Center Amphitheater Boathouse		
Lyon	Dog Park	Former Nature Center		Soccer Fields Cricket Pitch
Orion	Dog Park			
Red	Dog Park Waterpark Dog Swim (post-season)	Red Oaks Nature Center		Soccer Fields
Rose				
Springfield		Activity Center Ellis Barn Exhibit Buildings (6) Rodeo Judges Building		
Waterford	Waterpark Dog Swim (post-season)	Activity Center Lookout Lodge Landing Pavilion		
White Lake				

Table 14 continued: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Fitness Facilities[29]	Food Service Facilities[30]	Golf[31]	Heritage Sports[32]
Addison		Conference Center Vending		Hunting Access Fishing Access
Catalpa		Concession Vending		
Glen		Conference Center Grill Room Vending	18-Hole Course Pro Shop	
Groveland		Concession Vending	Miniature Golf	Fishing Access
Highland				Hunting Access Fishing Access
Independence		Vending		Fishing Access
Lyon		Conference Center Grill Room Vending	18-Hole Course Driving Range Pro Shop	
Orion				Fishing Access
Red		Clubhouse Concession Vending	9-Hole Course Pro Shop	
Rose				Hunting Access Fishing Access
Springfield		Grill Room Vending	18-Hole Course Pro Shop Starter Shack	
Waterford	Outdoor Fitness Stations	Concession Buildings (2) Vending		
White Lake		Conference Center Grill Room Vending	18-Hole Course Pro Shop	

FINAL: January 6, 2016

Table 14 continued: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Historical/Cultural Assets[33]	Horticultural / Agricultural Facilities[34]	Non-Recreational Facilities[35]	Open Space Areas[36]
Addison	Evaluation in process		House Cell Tower Water Tower	Open Picnic Area Radio Flying Area Astronomy Area
Catalpa				
Glen	Evaluation in process			
Groveland			House	Open Picnic Area
Highland			House	
Independence	Evaluation in process		Houses (5)	Open Picnic Area
Lyon				Open Picnic Area
Orion				Open Picnic Area
Red				Open Picnic Area
Rose				
Springfield	Evaluation in process	Greenhouse	Houses (2) Cell Tower	
Waterford	Evaluation in process	Greenhouses (20) County Market (90 market stalls: 38 indoor; 32 under canopy; 20 on exterior walls)	Houses (3)	Open Picnic Area
White Lake			House (1)	

FINAL: January 6, 2016

Table 14 continued: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Pavilions and Gazebos[37]	Play Areas[38]	Support Facilities[39]
Addison	Picnic Pavilions (3) Group Camp Pavilions Recreation Pavilion (1) Recreation Gazebo (1)	Play Structures (2)	Contact Station Maintenance/Storage Buildings Pump House, Dam and Bridge Restroom Buildings (5)
Catalpa	Picnic Pavilion (1)	Play Structure (1)	South Park Office Restroom Building (1)
Glen	Wedding Gazebo (1)		Maintenance/Storage Buildings Pump House Restroom Buildings (2)
Groveland	Picnic Pavilions (2) Group Camp Pavilions Recreation Pavilion (1)	Play Structures (2)	Contact Station Maintenance/Storage Buildings Restroom Buildings (3)
Highland			
Independence	Picnic Pavilions (5) Gazebos	Play Structures (2)	Contact Station Maintenance/Storage Buildings Restroom Buildings (7)
Lyon	Picnic Pavilions Day Use Shelters		Contact Station Maintenance/Storage Buildings Pump House Restroom Buildings (4)
Orion	Picnic Pavilion (1)		Maintenance/Storage Building Restroom Building (1)
Red	Picnic Pavilions (3)	Play Structure (1)	Contact Station Maintenance/Storage Building Cart Barn, Pump Houses (2) Group Entrance Ticket Booth Restroom Buildings (2)
Rose			
Springfield	Activity Pavilion		Maintenance/Storage Buildings Cart Barn, Pump House Restroom Buildings (5) Greens Nursery Water Tower
Waterford	Picnic Pavilions	Barrier Free Play Area (1)	Administration Buildings Sheriff's Office Maintenance/Storage Buildings Control Buildings and Pump Houses
White Lake			Maintenance/Storage Buildings Cart Barn, Pump House Restroom Buildings (2)

Table 14 continued: Preliminary Inventory of Facilities in Oakland County Parks

Park Name	Trails[40]	Water Recreation – Natural[41]	Water Recreation – Pool[42]	Winter Recreation[43]
Addison	22 miles Paved & unpaved trails Connector Trail Mountain Bike Course	Beach Non-Motorized Boating		Fat Tire Biking Groomed Trail Ice Fishing, Skate-skiing Skating and Hockey *
Catalpa	Route along berm on perimeter			Sledding Hill *
Glen	Paved cart paths			*
Groveland	1.8 miles Paved & unpaved trails	Beach Non-Motorized Boating Waterslide		Closed in Winter
Highland	2.5 miles Unpaved Trails	Non-Motorized Boating		*
Independ-ence	12.5 miles Paved and unpaved trails	Beach Non-Motorized Boating		Cleared Pathway Equipment Rentals Groomed Trail Ice Fishing, Skate-skiing Skating and Hockey *
Lyon	5.7 miles Paved & unpaved trails Paved cart paths			*
Orion	12.7 miles Unpaved trails	Beach Non-Motorized Boating		Ice Fishing *
Red	1.5 miles Connector trail Paved trails Paved cart paths		Waterpark	Cleared Pathway (Nature Center) *
Rose	5.8 miles Unpaved trails			Ice Fishing *
Springfield	Approx. 1 mile Unpaved trails Paved cart paths			*
Waterford	3.5 miles Paved & unpaved trails		Waterpark	Platform Tennis Sledding Hill
White Lake	Paved cart paths			*

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* Most parks and golf courses are open in the winter for cross-country skiing (ungroomed), hiking, and snowshoeing – check with individual park.

Asset Inventory

Purpose

- Provide a foundation for assessing the life-cycle and replacement value of built elements in parks
- Identify assets with specific historical and other values
- Link documentation pertaining to assets, e.g. construction documents and inspection reports

Background

Understanding the condition and replacement value of current assets is an important foundation for maintaining safe facilities that meet the needs of Oakland County residents and visitors. There are several sources of documentation of the built assets in the parks:

- Oakland County Fiscal Services documentation of year-end capital project closures
- As-built drawings and other project documentation on file with the Project Unit of Facilities Maintenance & Development section
- Insurance appraisals that were historically conducted every 5 years. This document contains a detailed list of buildings and park improvements with construction details and replacement values. The most recent appraisal was conducted in 2006, with an adjustment for inflation and new assets provided in 2010. OCPRC has discontinued contracting for this appraisal to bring our practices in line with the rest of Oakland County government departments.
- More recently, the Project Unit contracted with Oakland County's Facilities Maintenance & Operations (FM&O) department for detailed inventories to inform maintenance programs. Detailed roofing and pavement management plans were completed in 2015. Fencing management plan is underway.
- Inspection reports for playgrounds, rental properties, kitchens and concessions are on file
- OCPRC participates in Oakland County's geo-spatial database of assets – the Collaborative Asset Management System (CAMS)[44].

Methods

The 2010 update of the insurance appraisal conducted by the Industrial Appraisal Company provides a baseline for the current asset inventory. We are working to reconcile individual assets within the appraisal with the other data sources listed in the History section above, especially with the CAMS database. Fiscal Services year-end project closure lists were consulted for each year from 2010-2015 and new buildings and park improvements were added to the inventory. All replacement values were adjusted for inflation to 2015 dollars using the Consumer Price Index calculator provided by the U.S. Bureau of Labor Statistics.

Results

The asset inventory and the valuation of assets will continue to be a work in progress over the next year, with the current work serving as a foundation. A high priority for continued work will be consolidation of all asset information into the CAMS database.

Table 15: Summary of 2015 Asset Inventory

Park	Building Area (Square Feet)	Buildings Replacement Value (2015 Dollars)	Park Improvements Replacement Value (2015 Dollars)	Total Replacement Value (2015 Dollars)	Percentage of Total Park System Replacement Value
Addison	65,190	9,678,815	1,295,997	10,974,812	10%
Catalpa	2,858	817,637	688,221	1,505,858	1%
Glen	37,193	7,254,423	1,536,987	8,791,410	8%
Groveland	36,538	3,972,673	1,338,906	5,311,579	5%
Highland	900	89,046	544,856	633,902	1%
Independence	50,940	6,551,043	2,431,994	8,983,037	8%
Lyon	53,097	9,821,296	2,414,137	12,235,433	11%
Orion	432	426,722	780,388	1,207,110	1%
Red	22,664	6,174,254	10,825,383	16,999,637	16%
Rose	0	0	771,456	771,456	1%
Springfield	108,086	9,374,191	2,815,179	12,189,370	11%
Waterford	7,318	11,179,129	10,035,275	21,214,404	20%
White Lake	7,484	5,650,703	877,917	6,528,620	6%
SUBTOTALS	**472,700**	**$ 70,989,932**	**$ 36,356,696**	**$ 107,346,629**	**100%**

Estimating Visits from Vehicle Counts

Purpose

- Document and evaluate methods used to estimate numbers of visitors in parks
- Facilitate continued improvements in estimating visitor numbers
- Document trends in the use of parks by the public
- Track responses to improvements or other changes to parks
- Facilitate calculation of parking spaces needed at parks

Background

The number of visitors who arrive in Oakland County Parks in vehicles has historically been estimated by counting the number of vehicles (manually or using a vehicle counter) entering a park and multiplying by a constant that represents the average vehicle occupancy. The average vehicle occupancy values traditionally used by OCPRC are 3.5 for day use parks and 2.5 for dog parks. The County Market uses a constant of 1.4 which is based on a market study conducted by MSU in 2011 (Miller, McCole, & Montri, 2011). A survey of the literature suggests that some of the multipliers in use, particularly the 3.5 parameter, may be too high to provide an accurate estimate of the number of visits to Oakland County Parks.

The federal government periodically conducts the National Household Travel Survey (NHTS) which calculates average vehicle occupancy rates for various trip purposes. In the most recent survey (2009), the average vehicle occupancy rate for social and recreational trips was 2.20 (USDOT, 2009, p. 33).

OCPRC contracted with Michigan State University to conduct a rapid market assessment at the newly acquired Oakland County Market. The assessment included an estimate of market attendance and a calculation of average shopping party size. The average number of adults per shopping party was 1.4. The most common response was two people per shopping party, with one person predominate near the end of the market day (Miller, McCole, & Montri, 2011, pp. 19-21).

In 2003, Kaczynski and Crompton conducted a study for Texas Parks and Wildlife Division (TPWD) to address the technical aspects of estimating visits from vehicle counts in response to concerns from policymakers regarding the accuracy of visitation counts. TPWD had traditionally applied the same parameters system-wide. These included the parameter for vehicle occupancy (3.5) and the proportion of vehicles attributable to visitors (90%). The study included estimates based on vehicle counts for both day use and camping and calculated the average vehicle occupancy per axle (not vehicle) to account for both two-axle regular vehicles and multi-axle RVs and towed trailers (Kaczynski & Crompton, 2003).

The study was conducted in 92 Texas State Parks from December 1999 through November 2000, collecting data for one hour on alternate weekdays and on every weekend day. The time of day of data collection was varied to result in 10 full weekdays and 10 full weekend days being sampled each month. Some key results and conclusions from the Kaczynski & Crompton study include:

- The average parameter for proportion of recreation visits across all parks was 76% (as opposed to 90%).
- The overall occupancy rate across all parks was 1.11 visitors per axle – which would relate to 2.22 occupants per regular two-axle vehicle (as opposed to 3.5 visitors per vehicle).
- Another major source of error was the reliance on a single set of parameters across the entire system and the authors recommended use of park-specific parameters.

- Using the revised parameter values from the study, the authors estimated a 33% decrease in the reported aggregate visitation at all Texas State Parks.

Methods

We propose that estimates of park and recreation visits based on vehicle counts can be expressed with the following formula:

$$PR_V = (V * A * B) + C^*$$

PR_V = ESTIMATED VISITS BASED ON VEHICLE COUNTS
A visit is defined as a "visitor (not staff, vendor, or other official personnel) entering a park for the first time on a given day" (Kaczynski & Crompton, 2003).

V = NUMBER OF VEHICLES COUNTED BY STAFF OR VEHICLE COUNTER
Vehicle counters are in use at most parks. Consistency and quality of data still varies from park to park, with non-functional counters being fairly common, causing fluctuations from month to month. When vehicle counts were not available at parks that sell vehicle permits, vehicle permit sales was used as a proxy for vehicle counts. This results in undercounting because it would not count visits by annual permit holders. At two parks, Addison Oaks and Groveland Oaks, vehicles are counted manually by contact station staff who distinguish day use vehicles from camping vehicles.

A = PROPORTION OF RECREATION VISITS
This parameter has not traditionally been included in OCPRC visitation estimates. As a means of establishing a baseline, Planning staff are in the process of interviewing park supervisors to arrive at an estimate per park of the average daily number of non-recreational vehicle entries into the park. This number will be multiplied by 365 days in the year, subtracted from total vehicle entries and then divided by total vehicle entries. This is necessary only for parks using vehicle counters; in the two parks where vehicles are counted by staff (Addison and Groveland), the counts do not include non-recreational vehicles.

B = AVERAGE VEHICLE OCCUPANCY
We recommend continuing to calculate occupancy per vehicle and not per axle as recommended by Kaczynski & Crompton. This is because vehicle counts are utilized in the OCPRC system at day use areas only. Visitors to campgrounds, where multiple-axle vehicles are expected, are calculated using point-of-sale data that includes a question about the size of camping party. An exception would be horse-trailers at day-use areas with equestrian trails and amenities – this would tend to result in overestimation in these areas with the vehicle and trailer being counted as two vehicles.

In the summer of 2015, staff conducted a series of Park Entrance Vehicle Surveys. The surveys were conducted at the entrances to day use and dog park areas in six parks: Addison Oaks, Groveland Oaks, Independence Oaks, Lyon Oaks, Orion Oaks and Red Oaks. In parks with staffed contact stations, the surveys were conducted by contact station staff. In other parks, the surveys were conducted by planning staff who wore reflective vests and used a series of traffic cones to indicate that cars needed to pause before parking their vehicle. The surveys were conducted during a daily two-hour window over a two-week period for a total 28 hours per survey. The two-hour window was changed daily to ensure that all times of day were sampled. Drivers were asked how many persons were in their vehicle and their home zip code. The zip codes were used to calculate drive-time service areas. Other questions were added relevant to the specific park. At dog parks, the number of dogs per vehicle was recorded,

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[*] Adapted from (Kaczynski & Crompton, 2003)

and at a park with playing fields, drivers were asked if they were there to use the sports fields. The data was analyzed using Microsoft Excel to total the number of vehicles, number of persons, and to calculate average vehicle occupancy.

C = OTHER OBSERVED VISITS
Certain parks may have visitation numbers that are not recorded by vehicle counts. An example is the "walk-in" entries recorded by the contact station staff at Addison Oaks.

Results

PROPORTION OF RECREATION VISITS (A): Park supervisors reported a variety of values for the calculation of A, mostly due to whether or not they have internal maintenance complexes and service roads and therefore little maintenance traffic crossing vehicle counters. The values calculated for parks with vehicle counters are as follows:

Table 16: Estimated Percentage of Recreational Park Entries

Park Name	Proportion of Recreation Visits
Highland Oaks	96%
Independence Oaks	91%
Lyon Oaks	90%
Orion Oaks	97%
Red Oaks (Park and Nature Center)	79%
Red Oaks (Dog Park)	93%
Rose Oaks	98%
Waterford Oaks (Oakland County Market)	86%

AVERAGE VEHICLE OCCUPANCY (B): The 2015 OCPRC study was based on daily sampling over two-week periods and was therefore much less comprehensive than the yearlong study conducted in Texas. However, it yielded results that are comparable with the results of both the federal traffic surveys and the Kaczynski & Crompton survey and is a milestone in OCPRC's effort to increase accuracy and transparency in the reporting agency outcomes. The tables below show the results of Vehicle Entry Surveys in the six parks.

Based on the results below, we propose that two different values for the Average Vehicle Occupancy be used based on whether the park has the type of amenities that draw larger family groups, i.e. playgrounds, beaches and nature centers, (B = 2.47) and dog parks or day use areas with uses focused on trails, natural areas, and recreational field use that draw individuals or smaller groups per vehicle (B = 1.57)

Table 17: Average Vehicle Occupancy: Day Use Parks containing family-focused amenities

Park Name	Location	Surveyor	Sample Size: Vehicles	Sample Size: People in Vehicles	Average Vehicle Occupancy
Addison	Contact Station	Park Staff	153	399	2.61
Groveland	Contact Station	Park Staff	122	308	2.52
Independence	Contact Station	Park Staff	475	1145	2.41
TOTAL			**750**	**1852**	**2.47**

Table 18: Average Vehicle Occupancy: Dog Parks and other Day Use Areas

Park Name	Location	Surveyor	User Group	Sample Size: Vehicles	Sample Size: People in Vehicles	Average Vehicle Occupancy
Lyon	Contact Station	Park Staff and Planning Staff	Dog Park	224	321	1.43
			Day Use	10	15	1.5
			Rec Fields	150	270	1.8
Orion	Joslyn Road Entrance	Planning Staff	Dog Park	470	760	1.62
Red	Dog Park Contact Station	Park Staff and Planning Staff	Dog Park	187	273	1.46
TOTAL				**1041**	**1639**	**1.57**

Table 19: Average Number of Dogs per Vehicle (dog parks only)

Park Name	Location	Surveyor	Sample Size: Vehicles	Sample Size: Dogs in Vehicles	Average Number of Dogs/ Vehicle
Lyon	Contact Station	Park Staff and Planning Staff	224	311	1.39
Orion	Joslyn Road Entrance	Planning Staff	470	612	1.30
Red	Dog Park Contact Station	Park Staff and Planning Staff	187	223	1.19
TOTAL			**1041**	**1146**	**1.30**

Estimating Visits from Campsite Rentals

Purpose

- Document and evaluate methods used to estimate numbers of campers
- Facilitate continued improvements in estimating camper numbers
- Document trends in the use of campgrounds by the public
- Track responses to improvements or other changes at campgrounds

Background

The number of campers at an OCPRC campground has historically been estimated by multiplying the number of campsite rentals by 4.5, with 4.5 representing the average number of campers at a campsite. A survey of the literature suggests that this 4.5 parameter may be too high to provide an accurate estimate of the number of camping visits to Oakland County Parks.

Methods

We propose that estimates of park and recreation visits based on campsite rentals (PR_C) can be expressed with the following formula:

$$PR_C = D * E$$

D = TOTAL RENTED DAYS: Using point-of-sale data from RecTrac, we can generate a report of the total days that each rentable camping amenity is rented – including cabins, reservable campsites, walk-in campsites, yurts, and group campsites

E = AVERAGE CAMPSITE OCCUPANCY: Beginning in 2005, OCPRC began asking each camper party the number of campers in their party and entering this number into the RecTrac at point-of-sale. This provided a means to calculate numbers of campers based on actual occupancy over the season.

Results

Analysis of RecTrac reports over the 2015 season resulted in the determination of an Average Campsite Occupancy of 3.27 campers per site. Due to the availability of point-of-sale data, this value is readily re-evaluated on an annual basis.

Table 20: Average Campsite Occupancy

Day Use Park	Location	Type of Count	Sample Size: Camper Parties	Sample Size: Campers	Average Campsite Occupancy
Addison	Contact Station	Point of Sale	1,316	4,174	3.17
Groveland	Contact Station	Point of Sale	4,354	14,378	3.30
TOTAL			**5,670**	**18.552**	**3.27**

Drive-Time Service Area

Purpose

- Identify the service area of each park and facility
- Facilitate identification of target markets by understanding demographics within service areas

Background

Oakland County Parks and Recreation operates regional parks and facilities. That means that OCPRC expects to serve people from a wider geographic area than would be expected from a local or community park or facility. Because OCPRC is funded in part by a property tax millage in Oakland County, the service area for the entire Parks system is considered to the County of Oakland and system-wide planning is targeted to the recreation needs of Oakland County residents.

The service areas for individual parks and facilities, however, are more varied. Our parks contain facilities that serve regions of varying size – often including parts of adjacent counties. They also contain amenities, such as picnic areas and dog runs, which are valued and frequently used by residents of the local community.

The drive-time analysis was developed by Planning Section staff and provides a snapshot of the effective service area of each park and facility. When viewed across the entire system, the analysis effectively illustrates the regional nature of the Oakland County Parks system.

Methods

The first-step in creating the drive-time analysis was to use GIS to create a master drive-time file for each park with the drive-times from the center points of each zip code in the state to the main park address (this was created in 2014). Those zip codes were then compared to the zip codes transactions entered into RecTrac by parks staff in a fiscal year. Zip codes that were not included in the park's staff count were deleted and a final count was found for the remaining zip codes. From there, the zip code counts were segmented by drive time distance, as shown in the results section below. A 50th (median) and 75th drive time percentile was found as well. The median drive-times – indicating that half of all visitors drive that far or less – are used to approximate the service area for each park and facility.

Quality of the drive time data varies quite a bit. Some of the error can be attributed to human error entering zip codes into RecTrac. Additionally, a high number of out-of-state zip codes could skew the results. Only transactions that contained a valid five-digit Michigan zip code were included in the drive-time analysis. For 2015 RecTrac data – the percentage of valid Michigan zip codes ranged from 28.10% to 87.97%.

Results

The following table shows the results of the drive time analysis for parks and facilities where zip code is collected at point of sale. Varying fiscal years were used based on the best availability of data by park. This table will be continually updated as the RecTrac data entry process improves in the coming years. The results show a majority of park visitors live within 20 minutes of any park within the system, with some park visitors driving 45 minutes or more indicating the popularity of the parks beyond Oakland County.

Table 21: Drive-Times of Selected Parks and Facilities

Park Type and Name	N = Number of Transactions	Median Drive-Time (minutes)	75th %-ile Drive-Time (minutes)	Greatest Drive-Time (minutes)	Shortest Drive-Time (minutes)	Percentage Driving Less Than 15 minutes	Percentage Driving > 15 and < 30 minutes	Percentage Driving > 30 and < 45 minutes	Percentage Driving 45 minutes or more
DAY USE, DOG PARKS & CAMPGROUNDS									
Addison Oaks (2015)	12,849	25.29	39.09	509.62	8.81	16.78%	41.62%	25.20%	16.40%
Groveland Oaks (2015)	10,146	24.40	39.62	430.44	10.24	24.92%	35.50%	20.64%	17.80%
Independence (2015)	5,231	15.76	21.18	588.62	13.55	27.26%	39.25%	11.60%	1.61%
Lyon Oaks (2015)	17,820	18.09	25.86	395.41	3.97	39.38%	44.13%	11.35%	5.14%
Red Oaks (2015)	13,994	8.61	14.53	699.08	3.31	72.07%	17.84%	6.95%	3.14%
Orion Oaks (2013)[*]	1,857	22.88	34.17	166.78	3.97	17.12%	52.45%	25.63%	4.79%
GOLF COURSES									
Glen Oaks (2015)	16,343	9.78	16.03	449.88	4.04	71.16%	22.31%	5.65%	.87%
Lyon Oaks (2015)	17,633	18.09	25.84	395.41	3.97	39.80%	44.08%	11.07%	5.05%
Red Oaks (2015)	13,046	8.11	15.35	699.08	3.31	72.28%	17.48%	7.11%	3.14%
Springfield Oaks (2015)	15,017	14.02	22.89	461.68	0.12	46.74%	36.45	10.44%	6.37%
White Lake (2015)	16,407	8.62	16.49	251.68	3.41	62.03%	35.61%	1.68%	2.36%
WATERPARKS									
Red Oaks (2015)	21,111	23.20	34.48	437.99	3.31	28.32%	34.39%	27.90%	9.39%
Waterford Oaks (2015)	14,370	17.57	29.43	227.44	4.63	44.06%	32.32%	19.11%	4.51%

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[*] Orion Oaks zip code data is not currently entered into RecTrack. Update for 2015 is not available at this time.

FINAL: January 6, 2016

Figure C: Drive-Time Map – Addison, Groveland, and Independence Oaks

FINAL: January 6, 2016
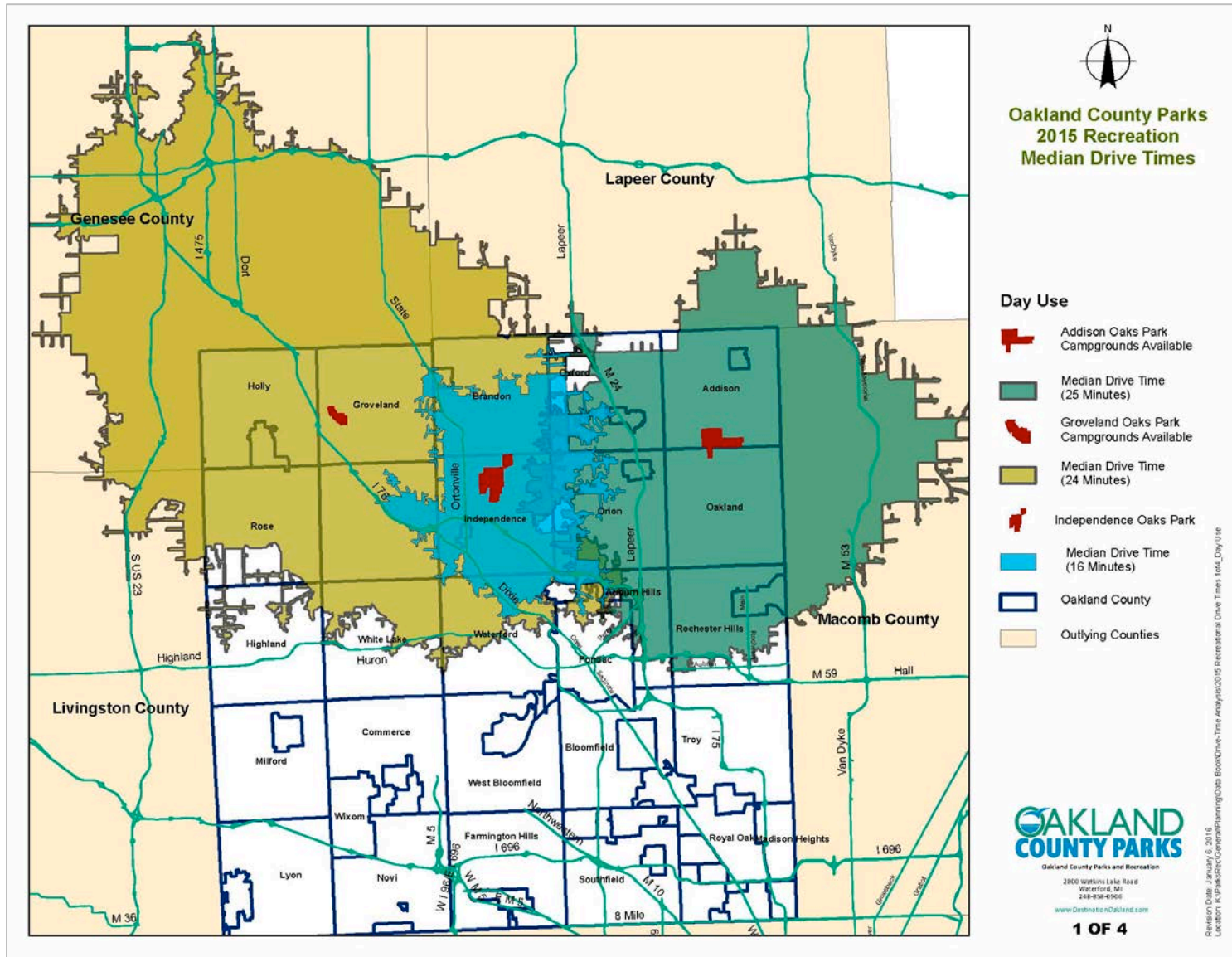
Figure D: Drive-Time Map – Golf Courses

FINAL: January 6, 2016
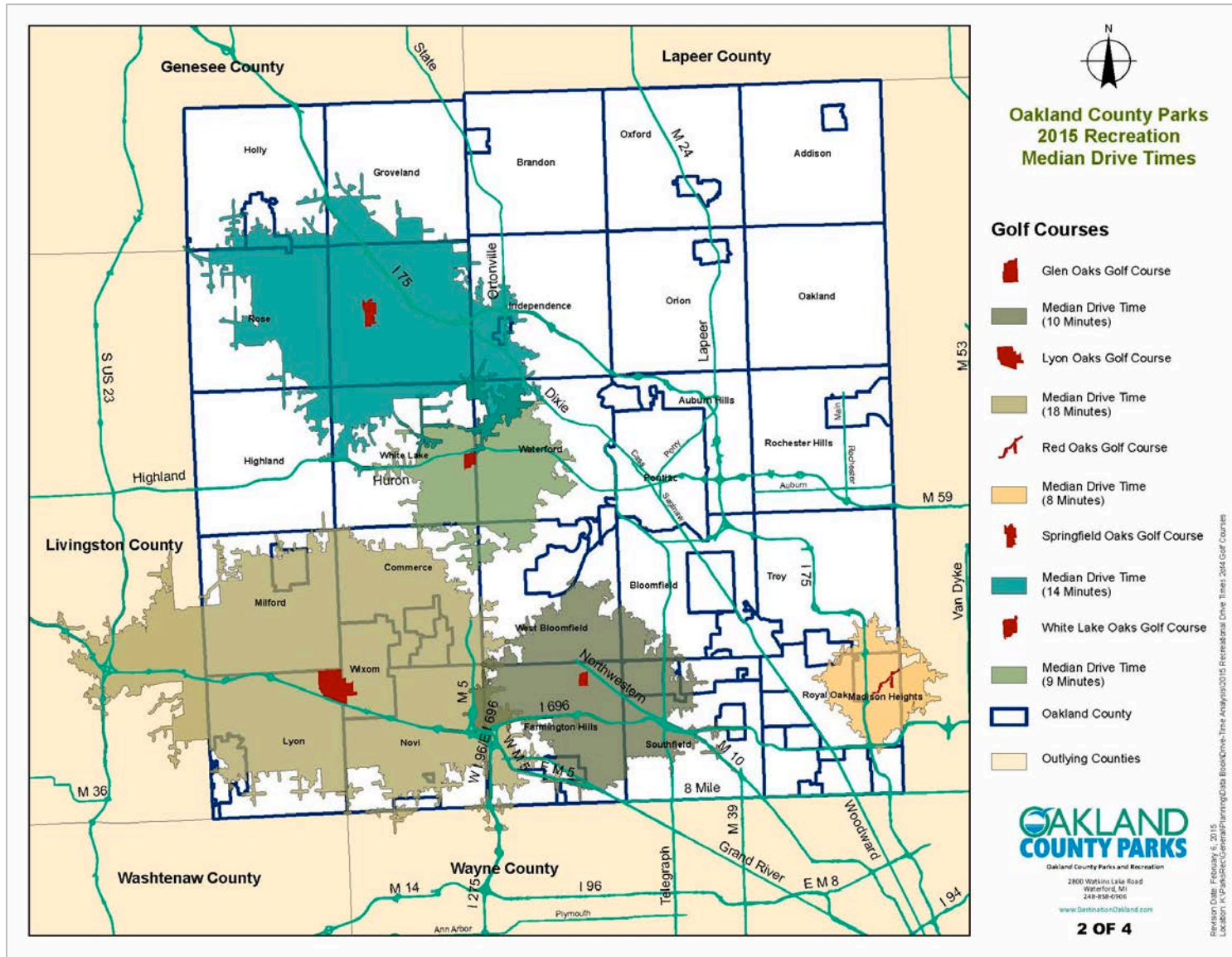
Figure E: Drive-Time Map – Lyon Oaks, Orion Oaks, Red Oaks (Dog Park)

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OAKLAND COUNTYPARKS
PLANNING AND RESOURCE DEVELOPMENT
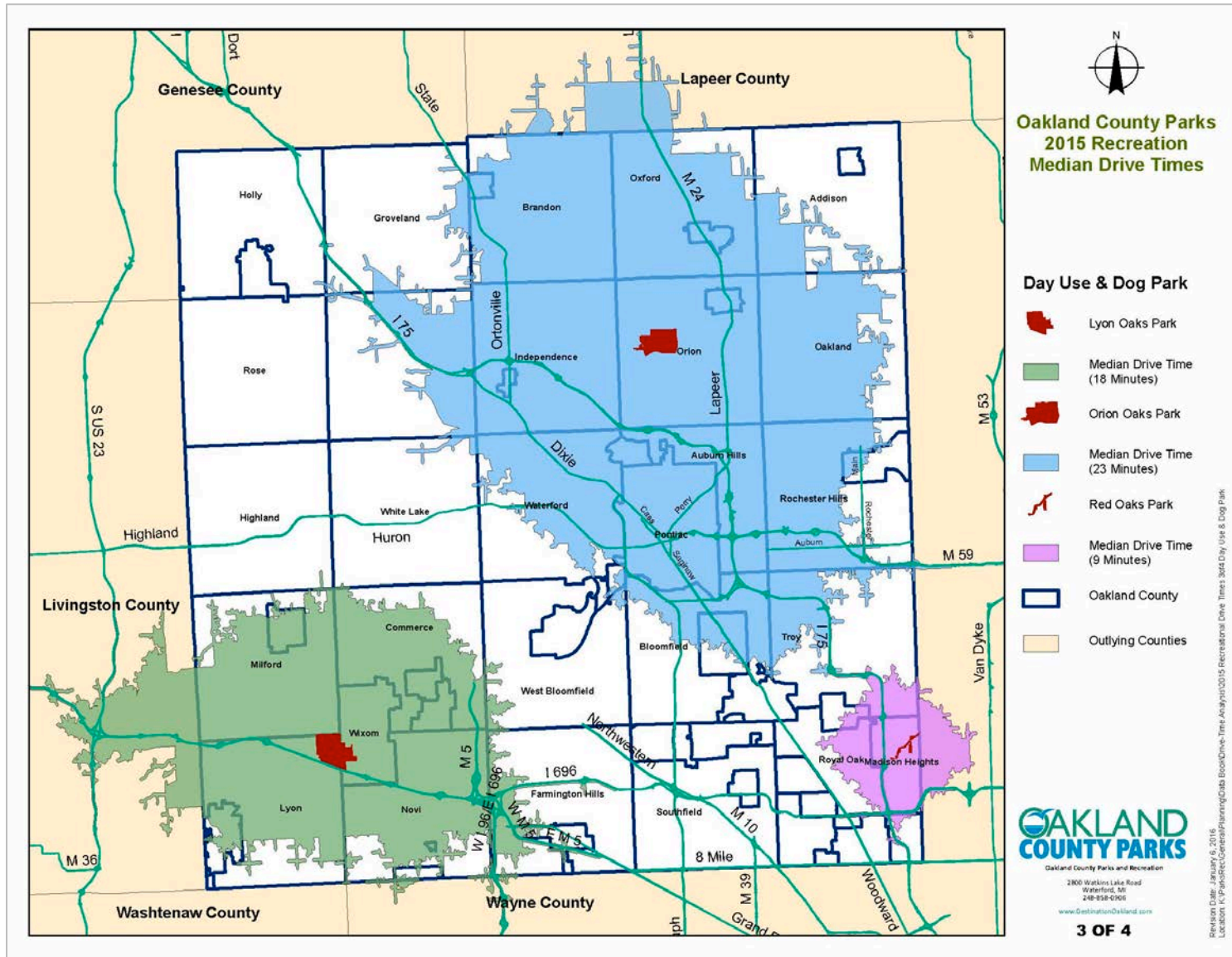
Figure F: Drive-Time Map – Red Oaks and Waterford Oaks Waterparks

FINAL: January 6, 2016
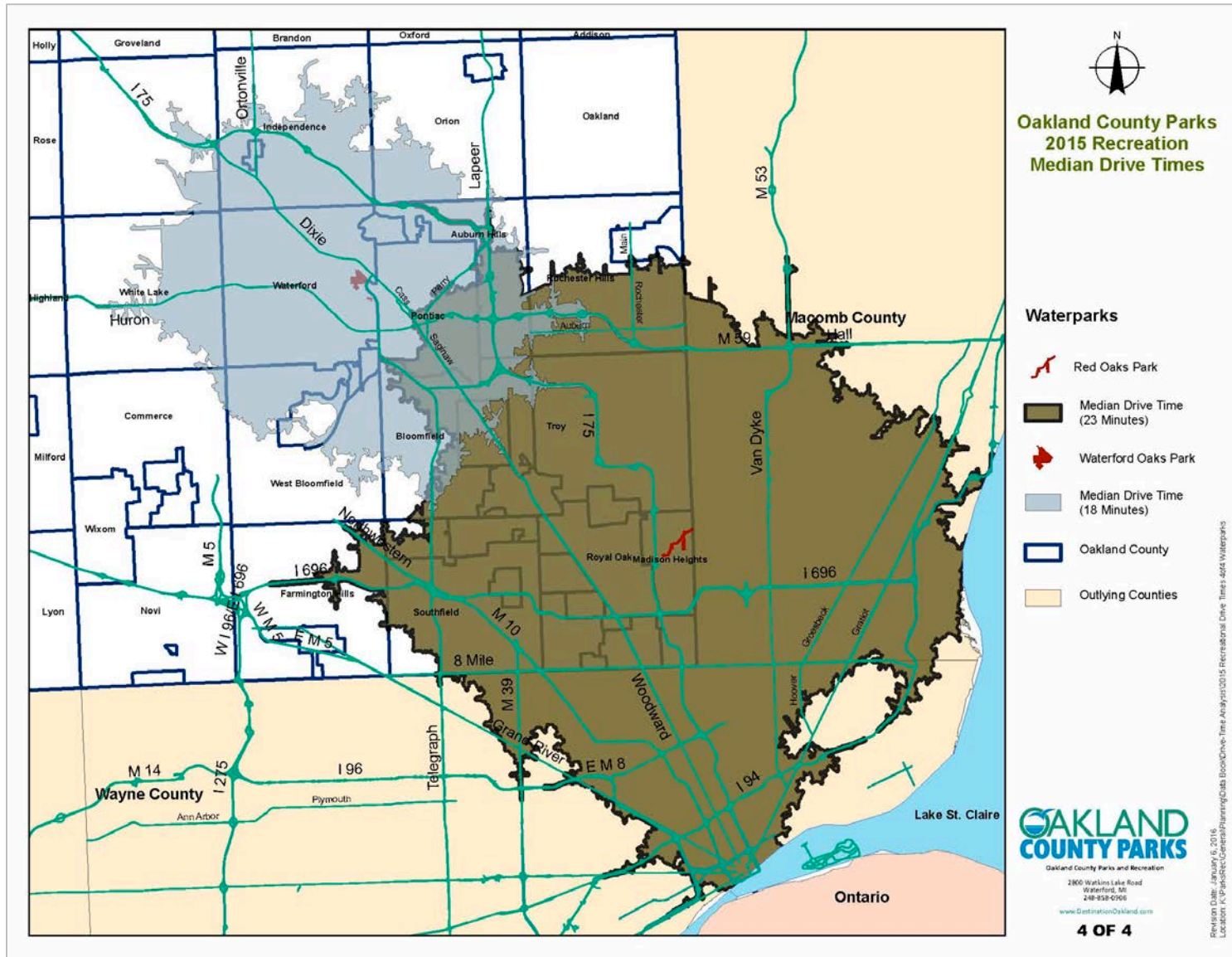
Outreach and Market Impressions

Purpose

- Understand the reach and effectiveness of communication and marketing efforts

Background

The Communications and Marketing Unit functions as an in-house agency for the 13 parks providing advertising, marketing, design, printing, photography, video, signage, media relations, public relations, social media and internal communications services. This comprehensive approach ensures OCPR's brand is solid and misinformation is not presented, providing a One Look One Voice approach to external communications.

Strategic and multifaceted approaches are used to identify and reach target audiences for each of the system's individual revenue areas (golf, waterparks, camping and county market) and service areas (adaptive recreation, BMX, nature centers, nature education, Recreation Programs & Services) and amenities (trails and dog parks).

OCPRC's integrated marketing and communications initiatives parallel National Recreation and Park Association standards and keep focus on creating general awareness and measurable results and driving attendance.

Methods

Marketing and advertising plans are tracked and assessed by circulation numbers, subscribers, click-thru rates, viewers (ads in newspapers and magazines, on websites) eyes on impressions (digital billboards) and return rates (coupons and Group Golfer).

CisionPoint, an online media database and media coverage monitoring system, measures the value of broadcast media coverage garnered through media relations efforts, including news releases. The online paid search engine for TV and radio monitors, searches and downloads clips for broadcast media. TVEyes provides a clip, market viewership, publicity value and the date/time the clip was originally broadcast.

Social media strategies and tactics are developed that integrate with public relations and marketing efforts to drive awareness, engagement and traffic to OCPRC social media pages. The unit maintains Facebook, Twitter, the Wilder Side of Oakland County blog and content on DestinationOakland.com.

OCPRC's Mobile Recreation program incorporates branded mobile units, buses, and stages that travel an estimated total of 100,000 miles per year. Analysis of "eyes on" impressions for the routes travelled by these units is being developed. In addition to the "eyes-on" impressions from road travel, OCPRC stages are visible at festivals and events throughout Oakland County that are attended by a total of approximately 700,000 persons.

Results

Quantification of results for market impressions is being developed in 2016.

Recreational Trends

Purpose

- Identify recreational activities that are on the rise across the country
- Identify trends among age and ethnic groups to participate in recreational activities
- Identify current services in parks to increase or new services to establish to capture interest in national trends

Background

There are many sources of recreational trends data from industry sources. For an overall look at nationwide recreational trends, this section relies on results from the *Outdoor Recreation Participation Report* that is published annually by the Outdoor Foundation (Outdoor Foundation, 2015).

Methods

The *Outdoor Recreation Participation Report* is based on a total of 10,778 online interviews conducted during January and February 2014. The total panel is designed to be representative of the US population for people six and older. Over sampling of ethnic groups took place to boost response from typically under-responding groups (Outdoor Foundation, 2015).

Results

Nearly half of all Americans – 48.4% - participated in at least one outdoor activity in 2014. This equates to 141.4 million participants, who went on a collective 11.8 billion outdoor outings (Outdoor Foundation, 2015).

The top 5 outdoor activities that increased in 2014 were adventure racing[45], triathlon (off-road or cross)[46], stand-up paddling[47], kayak fishing[48], and triathlon (traditional)[49].

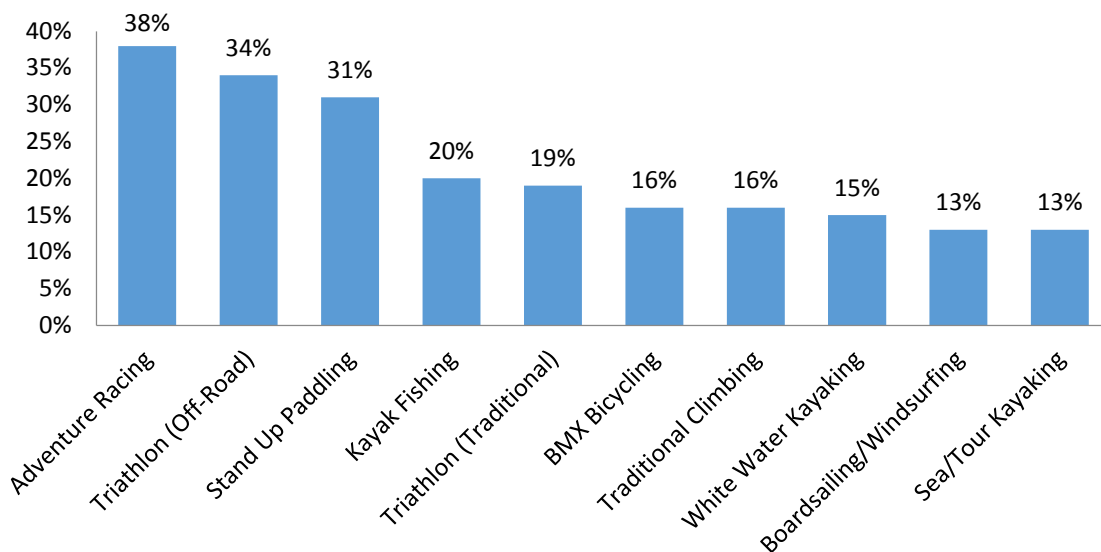*Figure G: Activities with increased participation of 10% or more in the past 3 years*

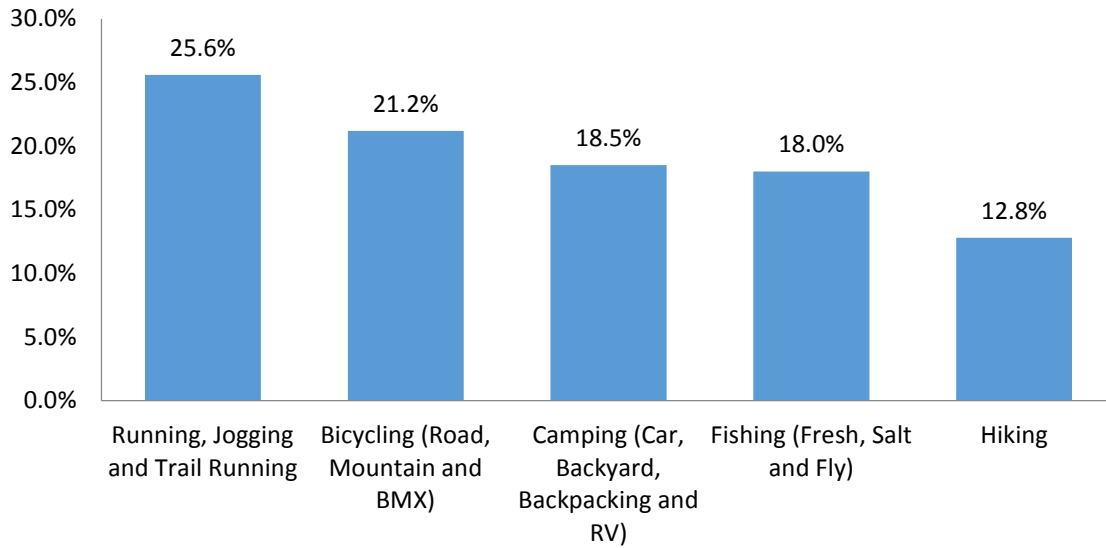*Figure H: Most Popular Outdoor Activities for Americans age 6 to 24 (percentage of respondents)*
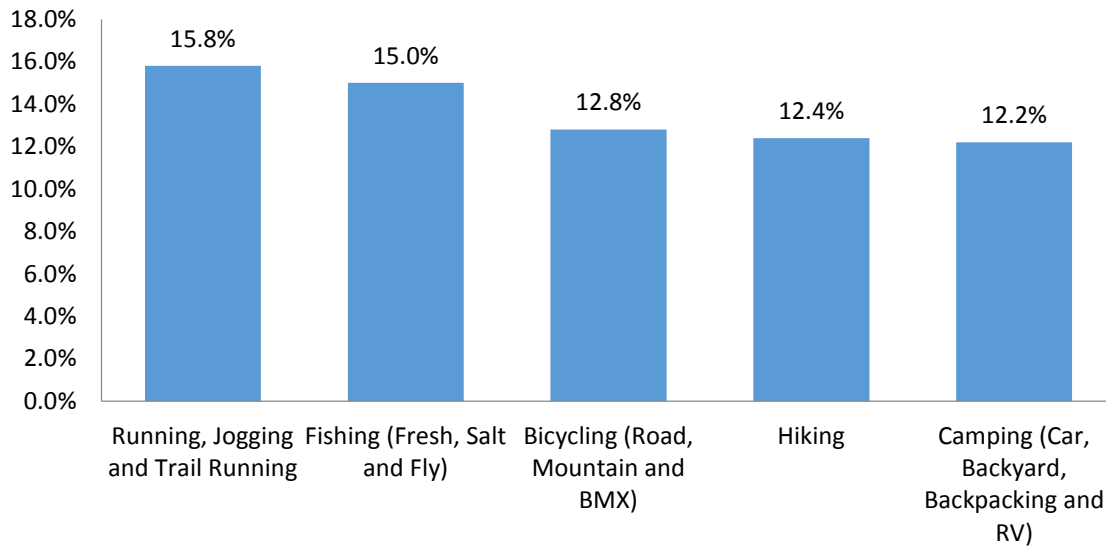

Figure I: Most Popular Outdoor Activities for Americans age 25+ (percentage of respondents)

Facility Season Length

Purpose

- Identify the season length for Oakland County campgrounds, golf courses and waterparks
- Identify weather patterns recorded in each park

Background

Facility season length is mainly determined by weather conditions and closures during the year may occur due to extreme weather, construction and other reasons.

Methods

Each campground, golf course and waterpark records day-to-day temperatures and general weather conditions. The park staff receives weather data from the National Weather Service. Each temperature category increases incrementally by five to ten degrees with a total of eight different ranges. The staff also recorded daily general conditions, and noted when the parks were closed due to storms. The park's opening and closing dates were obtained from park staff and the total days open was calculated using those dates and subtracting out the number of days the parks were closed due to storms.

Each campground, golf course and waterpark records day-to-day temperatures and general weather conditions. The temperature categories increase incrementally by five to ten degrees with a total of eight different ranges. The weather temperature is recorded by staff from the National Weather Service

Results

The results show that, on average, the various facilities are similar to one another based on number of days open to the public. Addison campground typically has a longer season than Groveland campground due to equestrian weekends that are held post season. The golf courses all open/close within a week of each other, except for Springfield Oaks which tends to open later due to late spring drainage issues. The number of days the courses are open is varied due to the weather conditions in different parts of the county. The waterparks shows similarities in days open to the public with significantly fewer days open as compared to the other facilities as waterparks are very dependent on weather conditions and school vacations.

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Table 22: Season Length for Selected Facilities

Facility	FY 2013			FY 2014			FY 2015		
	Opening Date	Closing Date	Total Days (Open)	Opening Date	Closing Date	Total Days (Open)	Opening Date	Closing Date	Total Days (Open)
Campgrounds									
Addison	5/17/2013	10/20/2013	156	5/2/2014	10/19/2014	171	5/1/2015	10/18/2015	170
Groveland	5/17/2013	9/19/2013	153	5/2/2014	9/27/2014	149	5/1/2015	10/3/2015	156
Golf Courses									
Glen	3/25/2013	11/27/2013	227.75	3/31/2014	11/17/2014	219.5	3/29/2015	11/20/2015	224.25
Lyon	3/29/2013	11/27/2013	196.25	4/9/2014	11/17/2014	213.25	3/30/2015	11/20/2015	246
Red	3/29/2013	11/27/2013	193.25	4/2/2014	11/17/2014	208.75	3/29/2015	11/20/2015	217.25
Springfield	4/3/2013	11/27/2013	233.25	4/11/2014	11/17/2014	205	3/29/2015	11/20/2015	223.25
White Lake	3/29/2013	11/27/2013	190	4/9/2014	11/17/2014	215.75	3/29/2015	11/20/2015	229.5
Waterparks									
Red	5/25/2013	9/2/2013	92	5/24/2014	9/1/2014	93	5/23/2015	9/8/2015	99
Waterford	6/7/2013	9/2/2013	81.25	6/9/2014	9/1/2014	78.5	5/23/2015	9/7/2015	105

Table 23: Recorded Weather Conditions and Closures

FACILITY	Fiscal Year	Sunny (Days)	Part Sunny (Days)	Overcast (Days)	Storms (Days)	TOTAL DAYS with Recorded Conditions	Closures (Days)
GLG **Glen Oaks Golf** **Course**	**FY2013**	73	105	77	2	**255**	19.25
	FY2014	70	95	68	3	**233**	12.5
	FY2015	51	115	67	4	**233**	11.75
LYG **Lyon Oaks Golf** **Course**	**FY2013**	101	121	55	10	**277**	23.75
	FY2014	73	106	55	12	**234**	9.75
	FY2015	102	96	50	7	**248**	7.5
RDG **Red Oaks Golf** **Course**	**FY2013**	84	75	82	2	**241**	26.75
	FY2014	71	88	78	6	**237**	21.25
	FY2015	80	84	68	1	**232**	18.75
SPG **Springfield** **Oaks Golf** **Course**	**FY2013**	77	102	59	8	**238**	31.25
	FY2014	77	90	63	7	**230**	16
	FY2015	75	85	67	2	**227**	12.75
WLG **White Lake** **Oaks Golf** **Course**	**FY2013**	102	47	74	2	**223**	30
	FY2014	89	73	67	3	**229**	7.25
	FY2015	80	76	67	0	**223**	9.5
RWP **Red Oaks** **Waterpark**	**FY2013**	35	54	22	2	**111**	5.75
	FY2014	34	5	22	7	**61**	5.25
	FY2015	39	40	27	4	**106**	6.5
WWP **Waterford** **Oaks** **Waterpark**	**FY2013**	27	35	18	3	**80**	4.75
	FY2014	19	46	23	7	**88**	4.5
	FY2015	27	36	20	6	**83**	1

Table 24: Recorded Temperatures

FACILITY	Fiscal Year	Recorded Temperature Ranges (Days)								TOTAL DAYS
		<59°	60°-69°	70°-74°	75°-79°	80°-84°	85°-89°	90°-94°	>95°	
GLG	FY2013	87	43	43	25	32	14	8		252
Glen Oaks Golf	FY2014	60	39	38	46	41	6	1		231
Course	FY2015	67	38	19	47	38	23	4		236
LYG	FY2013	87	36	36	41	29	20	6	3	258
Lyon Oaks Golf	FY2014	61	37	33	49	38	7	3		228
Course	FY2015	63	41	27	43	36	15	4	1	230
RDG	FY2013	74	44	28	42	33	16	6		243
Red Oaks Golf	FY2014	63	41	43	56	29	6			238
Course	FY2015	54	50	38	43	27	18	1		231
SPG	FY2013	73	33	43	41	29	10	6		235
Springfield Oaks	FY2014	53	34	44	52	34	5	1		223
Golf Course	FY2015	67	36	41	38	36	12	3		233
WLG	FY2013	77	48	52	28	22	9	3		239
White Lake Oaks	FY2014	61	50	47	49	14	1			222
Golf Course	FY2015	64	54	60	36	8	6	1		229
RWP	FY2013		12	15	23	28	16	5		99
Red Oaks	FY2014		7	12	29	34	15	2		99
Waterpark	FY2015		6	13	32	23	19	11		104
WWP	FY2013	1	8	19	24	16	16	3		87
Waterford Oaks	FY2014		8	25	24	20	5	1		83
Waterpark	FY2015		8	22	18	17	11	5		81

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Notes

[1] PRORAGIS: The National Recreation and Parks Association (NRPA) advocates the use of comparative benchmarking to help provide planning guidance to parks and recreation agencies. They have introduced the Parks and Recreation Operating Ratio and GIS (PRORAGIS™) system as a tool to collect and analyze data about parks and recreation agencies across the country, allows users to compare themselves to departments that they identify as similar to themselves – whether similar in geography, climate, size, or number of total employees. Users complete a survey that captures data about their agency and its responsibilities, and are then able to analyze their data and compare themselves to individual agencies or aggregated groups of agencies. PRORAGIS also allows agencies to upload existing GIS information about their facilities, or build a GIS dataset for their agency. PRORAGIS is the largest collection of parks and recreation operating data in existence – and provides a powerful tool for agencies to examine their facilities and operations. http://www.nrpa.org/PRORAGIS/About/

[2] MERCHANDISE FOR RESALE CATEGORY OF SERVICE (Tier 5: Mostly Individual Benefit): Merchandise sold for individual or team use. Current examples are firewood, golf balls, apparel, logo clothing, memorial benches, bait and tackle, dog accessories, laundry supplies, ice, and other items.

[3] RENTALS – PRIVATE/NON-PROFIT CATEGORY OF SERVICE (Tier 5: Mostly Individual Benefit): Rentals for exclusive use of spaces and facilities on a one-time or one-season basis by a private individual, group, for-profit business, or non-profit agency. Current examples are rental of activity centers and pavilions, picnic pavilions, expo buildings, Ellis Barn and other facilities.

[4] CONCESSION/VENDING/BANQUET CATEGORY OF SERVICE (Tier 5: Mostly Individual Benefit): Food and beverage sold for individual use or consumption. May be provided by OCPRCC or may be provided by long- or short-term lease or rental agreement with a vendor.

[5] LONG-TERM LEASES CATEGORY OF SERVICE (Tier 5: Mostly Individual Benefit): Rentals for exclusive use of spaces and facilities for ongoing or multiple time-periods by a private individual, group, non-profit, or for-profit business. Current examples are cell towers, residential property leases and other uses.

[6] ORGANIZED PARTIES/EVENTS CATEGORY OF SERVICE (Tier 5: Mostly Individual Benefit): Includes a rental of space as well as an organized and monitored activity by staff; may or may not include food, cake, entertainment, and favors. Current example is nature center birthday parties.

[7] CLASSES, WORKSHOPS AND CLINICS – INTERMEDIATE/ADVANCED (Tier 4: Considerable Individual Benefit): Group recreational and/or instructional programs and activities with a focus on intermediate- to advanced-level activities; has a pre-requisite for attendance. Current example is adult golf lessons at Lyon Oaks.

[8] LEAGUES CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Scheduled series of games for participants of multi-skill-levels and various age groups that are organized and/or managed by OCPRCC. Current example is BMX league activities (golf leagues are managed by an outside party).

[9] TOURNAMENTS/OUTINGS CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Scheduled one-time sporting events for various age groups that are organized and/or managed by OCPRCC. Current examples are Chilly Open, Four Person Golf Scramble, Barbeque Competition and other competitive events).

[10] EQUIPMENT RENTALS CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Various OCPRCC-owned equipment available to users which may or may not include supervision, instruction, driving, or other guidance by

OCPRCC staff. Current examples are buckets of driving range balls, pedal-boats, kayaks, rowboats, sports equipment, bleachers, stage, inflatables and festival packages, buses, and other mobile recreation, Star Lab, waterpark lockers and other items.

[11] CONTRACTED PROFESSIONAL SERVICES TO OTHERS CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Services provided by OCPRCC through contract to outside groups or other agencies. Current example is facility maintenance at Red Oaks Youth Soccer Complex.

[12] APPLICATION/PERMITTED SERVICES CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Non-rental permitted services by OCPRCC. Current examples are beehive management, filming/photography rights, parking, concession/vending cart operations, dead wood/tree removal, special events by others, geocaching and letterbox container placements and other activities.

[13] THERAPEUTIC/ADAPTIVE/SPECIAL RECREATION SERVICES CATEGORY OF SERVICE (Tier 4: Considerable Individual Benefit): Specialized leisure opportunities for people with disabilities designed and managed to be specific to the physical, cognitive, social, and affective needs of these populations. These are not unified programs, nor are they reasonable accommodations required as inclusionary services. Current examples are adaptive sports, events, socials, outreach and other activities.

[14] CLASSES, WORKSHOPS AND CLINICS – BEGINNING/MULTI-LEVEL CATEGORY OF SERVICE (Tier 3: Balanced Community/Individual Benefit): Entry level group recreational and/or instructional programs and activities for all ages or specific age groups and with no pre-requisite for attendance. Current examples are nature education programs, interpretive programs, beginning golf, guided trail hikes and other activities.

[15] COMMUNITY-WIDE EVENTS CATEGORY OF SERVICE (Tier 2: Considerable Community Benefit): Community-wide events typically offered on an annual basis that do not require registration. Current examples are Fire and Ice Festival, Lyon Township Winterfest, Marshmallow Drop, Fourth of July Fireworks, Howl-o-ween, Concerts and other events.

[16] STAFFED PARK/FACILITY USAGE CATEGORY OF SERVICE (Tier 2: Considerable Community Benefit): Restricted drop-in use of a park/facility/activity that is non-registered and non-instructed, and is monitored by OCPRCC staff/volunteer supervision. Current examples are waterpark, nature center, BMX open riding, putting and chipping green, beaches, platform tennis and other activities. This category of service includes the costs associated with the operations and management of assets, facilities and natural resources.

[17] OPEN PARK USAGE CATEGORY OF SERVICE (Tier 1: Mostly Community Benefit): Drop-in use of a park/facility/activity that is non-registered and non-instructed, and is unguided by OCPRCC staff/volunteer supervision. Current examples are trail use, playgrounds, fishing, geocaching, unmonitored lake access, seasonal archery deer hunting, disc golf, dog parks, sensory garden and other activities. This category of service includes the costs associated with the operations and management of assets, facilities and natural resources.

[18] SUPPORT SERVICES CATEGORY OF SERVICE (Tier 1: Mostly Community Benefit): Services and facilities that are provided by the staff and volunteers that support the administration and/or general OCPRCC operations that are not allocated as direct expenses. Current examples are park planning, information technology, finance and accounting services, human resources, department-wide marketing, internal trainings, county service allocations, risk management services and other services.

[19] INCLUSION SERVICES CATEGORY OF SERVICE (Tier 1: Mostly Community Benefit): Provides for universal accommodation and programs to any agency activity, park, and/or facility providing leisure opportunities to

people with disabilities. Inclusion services are intended to comply with the Americans with Disabilities Act (ADA federal mandate).

[20] MICHIGAN NATURAL FEATURES INVENTORY (MNFI): The mission of MNFI is "To actively contribute to decisions that impact the conservation of biological and ecological diversity by collecting, analyzing, and communicating information about rare and declining plants and animals, and the array of natural communities and ecosystems native to Michigan." MNFI gets its information from teams of scientists with expertise in botany, zoology, aquatic ecology, and ecology. Information about Michigan's native plants, animals, aquatic animals and natural ecosystems is collected through field surveys, museum and herbaria records, aerial photography studies, and collaboration with other scientists. http://mnfi.anr.msu.edu/

[21] BIKING AND SKATING: Biking and skating facilities are developed sites that accommodate specialized bicycles – such as moto-cross (BMX) bikes and mountain bikes, skate boards, and in-line skates. These facilities often feature race tracks and skills courses. Current OCPRC facilities include skate parks and BMX facilities.

[22] CAMPING: Camping is an outdoor activity where participants sleep outdoors for one or multiple nights, in a temporary or semi-permanent structure. The structures can be cabins, tents, recreational vehicles, towed campers, automobiles, tarp shelters, or no shelter at all. The camping areas can be a cleared place on the ground, a constructed platform, or an open or multi-sided shelter, and with or without amenities like bathrooms, barbecue grills, electricity or water. Current OCPRC facilities include campsites, group campsites, cabins, yurts and group camp platform tents.

[23] COURT GAMES: Court games are sports that are played on a court with a ball. The surface material of the court is specific to the sport being played. Current OCPRC facilities include sand volleyball courts and platform tennis courts.

[24] DISC GOLF: Disc golf is an outdoor recreational activity played with specially made plastic flying discs instead of balls and clubs, and players aim for a disc pole hole, which is a pole extending up from the ground with chains and a basket where the disc lands. The scoring system is similar to that of golf where each hole has a par number assigned to it. The object of the game is to complete each hole at or below par, stating from a tee area and finishing at the disc pole hole, with a course typically being 9 or 18 holes long. Current OCPRC facilities include one 24-hole course.

[25] DOG RECREATION: Dedicated dog park facilities consist of two or more fenced enclosures for dogs to exercise and play off-leash under the supervision of their owners. OCPRCS also provides temporary off-leash facilities. Dogs are also welcomed in most park areas for on-leash dog walking. Current OCPRC facilities include fenced dog runs, a dog swimming dock, and temporary, end-of-season use of waterparks and beaches for dog swims.

[26] ENCLOSED RECREATION FACILITIES: For the purpose of the inventory, enclosed recreation facilities are defined as a building enclosed by walls that hosts a recreational activity – Current OCPRC facilities include nature centers, activity centers, boat rental facilities, video arcades, etc.

[27] EQUESTRIAN RECREATION: Horses are used for a variety of recreational purposes. This includes showings, dressage, jumping, racing, and pleasure and trail riding. The facilities required for these activities are stables for boarding, trails for riding, and arenas for riding and showing. Trail riders also participate in horse camping where they stay overnight at remote locations. This activity requires specialized campsites with additional space and resources to accommodate the needs of the riders and their mounts as well as appropriate trailhead facilities. Current OCPRC facilities include mounting blocks, a horse corral, and horse trailing parking areas.

[28] FIELD SPORTS: Field sports refer to sports that are played on a usually natural playing surface, such as grass or dirt. Current OCPRC facilities include soccer fields, cricket pitch, baseball and softball diamonds.

[29] FITNESS: Currently OCPRC's only facility is a set of outdoor fitness stations at Waterford Oaks where participants can exercise on a variety of equipment.

[30] FOOD SERVICE FACILITIES: OCPRC operates a number of food service facilities that stores, prepares, packages, and serves food at a retail level. The facilities are offered at OCPRC golf courses, waterparks and campgrounds.

[31] GOLF: Current OCPRC facilities include 9- and 18-hole courses, driving range, and foot golf course.

[32] HERITAGE SPORTS: Current OCPRC facilities include access to fishing and hunting in certain parks.

[33] HISTORICAL/CULTURAL ASSETS: OCPRC is currently conducting an evaluation process to determine and categorize historic and cultural assets related to the parks system. Determination will be based on both the physical characteristics of the asset and the context of the asset, including relevance to the community. Once an asset is deemed historic, a standardized process will be used to decide how the asset is prioritized for stabilization, preservation, adaptive reuse, or dispossession.

[34] HORTICULTURAL/AGRICULTURAL: Current OCPRC facilities include greenhouses, outdoor gardens, and the Oakland County Market.

[35] NON-RECREATIONAL FACILITIES: Non-recreational facilities for OCPRC are defined as assets on park property that are not available for public use. This includes residential houses (which may be leased to private parties) and cell towers. The water tower at Addison Oaks is included because it no longer serves a support function for the park.

[36] OPEN SPACE AREAS: These are open areas, generally with a grass surface. Current OCPRC facilities include areas for remote-control airplanes and astronomy, areas for open unstructured play, as well as picnic areas with tables and grills.

[37] PAVILIONS AND GAZEBOS: Picnic Pavilions are designed for use by groups, with multiple tables and permanent barbecue grills. They can generally be reserved and rented for a fee. Activity Pavilions used for scheduled outdoor activities, such as campground recreation, may have an alternative function as a rentable pavilion for group gatherings. Gazebos are often used to host entertainment, such as musical performances. Current OCPRC facilities include picnic pavilions, activity pavilions, and gazebos.

[38] PLAY AREAS: OCPRC operates several outdoor areas equipped with facilities for recreation especially for children, such as swings, slides, and climbing structures.

[39] SUPPORT FACILITIES: OCPRC support facilities function to serve recreational facilities or complement them. These facilities include contact stations, restroom buildings, maintenance facilities, storage buildings, etc.

[40] TRAILS: OCPRC maintains over 65 miles of trails throughout the parks, including connectors to regional trail systems. The trails are made up of both paved and unpaved materials and markers provide navigation for each trail system.

[41] WATER RECREATION – NATURAL: Recreational activities that can take place in and around a freshwater body includes kayaking, wakeboarding, canoeing, stand-up paddling, fishing, swimming, visiting the beach, rowing, and

ice-skating. A constructed and maintained feature is often required, such as a beach or dock or specialized boat launch. Current OCPRC facilities include beaches, docks, and boat launches.

[42] WATER RECREATION – POOL: Current OCPRC facilities include two waterparks.

[43] WINTER RECREATION: Asset or management practices that facilitate winter recreation. Current OCPRC facilities include sledding hills, groomed cross-country ski trails, access to lakes for skating, hockey and ice-fishing, and general access to parks for winter hikes, snowshoeing and cross-country skiing (ungroomed).

[44] COLLABORATIVE ASSET MANAGEMENT SYSTEM (CAMS): The Collaborative Asset Management System (CAMS) is provides customer service in Oakland County's public works community. It is a standardized, countywide infrastructure (water, sewer, storm and roads) management system that will allow Oakland County and its local governments to proactively manage assets and mitigate long-term costs associated with the operations and maintenance of critical infrastructure. https://www.oakgov.com/it/gis/Pages/info_pub_projectdocuments.aspx

[45] ADVENTURE RACING: Adventure races can vary anywhere from 2-5 person teams, with some events now offering solo categories. The disciplines can also vary from race to race. Adventure racing can include shredding through tight single track on a mountain bike or orienteering and hiking through a dense forest. Adventure racers may find themselves ripping down rapids in a canoe and then rappelling off a 100 foot rock face. The races can last a few hours or several days and can cover 10 - 100 miles or more. http://www.usara.com/default.aspx?ReturnUrl=%2f

[46] OFF-ROAD OR CROSS TRIATHLON: an off-road triathlon discipline that typically takes place over a 1 kilometer (km) swim, 20 to 30km mountain bike and 6 to 10km trail run. http://www.triathlon.org/multisports/cross_triathlon

[47] STAND UP PADDLING (SUP): This activity involves standing while paddling a surfing-style craft and using a long paddle to propel the craft forwards. http://www.supworldmag.com/the-history-of-stand-up-paddling/

[48] KAYAK FISHING: The kayak has long been a means of transportation and a stealth means of approaching easily spooked fish, such as cobia and flounder. Kayak fishing has gained popularity in recent times due to its broad appeal as an environmentally friendly and healthy method of transportation, as well as its relatively low cost of entry compared to motorized boats. https://en.wikipedia.org/wiki/Kayak_fishing

[49] TRADITIONAL TRIATHLON: a multiple-stage competition involving the completion of three continuous and sequential endurance disciplines. While many variations of the sport exist, triathlon, in its most popular form, involves swimming, cycling, and running in immediate succession over various distances. Triathletes compete for fastest overall course completion time, including timed "transitions" between the individual swim, cycle, and run components. https://en.wikipedia.org/wiki/Triathlon