



City of Pataskala
Mr. BJ King, City Administrator
Administrator's Report to Council

During their meeting on February 14th, the Pataskala Parks Advisory Board unanimously recommended the placement of a .75-mill permanent park operations levy on the November 7, 2017 general election ballot. The revenue collected from the levy would be used to fund staffing, maintenance, and improvements to the parks department. Approval of a levy would create a dedicated revenue source for the parks department. The parks department has not had a dedicated revenue since the last parks levy expired in 1998 (collected in 1999). Several attempts were made the following years to get a new levy approved, all of which were defeated.

The Parks Advisory Board recently completed a survey to seek input from the community about their knowledge of our parks system, what they would like to see in the parks, and if they would support a levy initiative. Almost 71% of the respondents voted that they would support a parks levy, in the amount of .75-mills. (A copy of the parks survey results is attached for your review.)

A member of the Parks Advisory Board will attend the first meeting in March to address Council about the levy recommendation and the results of the survey that was conducted. I believe this is a great opportunity to seek a much needed permanent and dedicated funding source for the parks department.

Provided below is information about the process for placement of a levy on the ballot, information about what the millage rate would generate, and a proposed timeline for legislative action for placing the levy on the November 7, 2017 ballot.

Process and dates (based on November 7, 2017 General Election)

1. Recommendation from Parks Advisory Board to City Council to proceed with placing levy on ballot (including recommended millage)
2. Council, if concurs with placement of levy, pass legislation to ask Licking County Auditor to certify the amount of millage
3. City Council pass legislation to place levy on ballot (requires 3 readings of an ordinance)
4. Levy is submitted to Licking County Board of Elections. (Must be submitted to Licking County Board of Elections by August 9th)
5. Election occurs (November 7th)

Current millage rate: 1-mill currently collects (based on Pataskala valuation) \$336,668 per year.
Cost of each mill per \$100,000 home value is \$35 annually.

.75-mill would generate \$252,501 annually
Cost for each \$100,000 home value would be \$26.25

Schedule:

- ✓ May 1, 2017..... Legislation to certify millage rates
- ✓ June 5, 20171st reading to place levy on ballot
- ✓ June 29, 2017.....2nd reading to place levy on ballot
- ✓ July 3, 2017..... 3rd reading of ordinance to place levy on ballot
- ✓ August 9, 2017..... Ballot language and petition due to Board of Elections
- ✓ November 7, 2017..... General Election
- ✓ January 1, 2018Collections begin

Considerations:

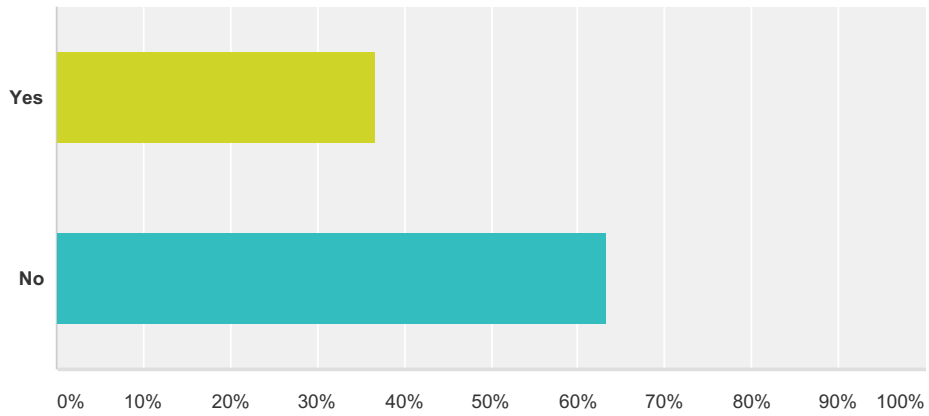
Permanent levy

What is adequate funding level (75-mill recommended)

Adequate staffing level for parks maintenance/operations (full-time versus part-time)

Q1 Were you aware that the City of Pataskala has 6 parks?

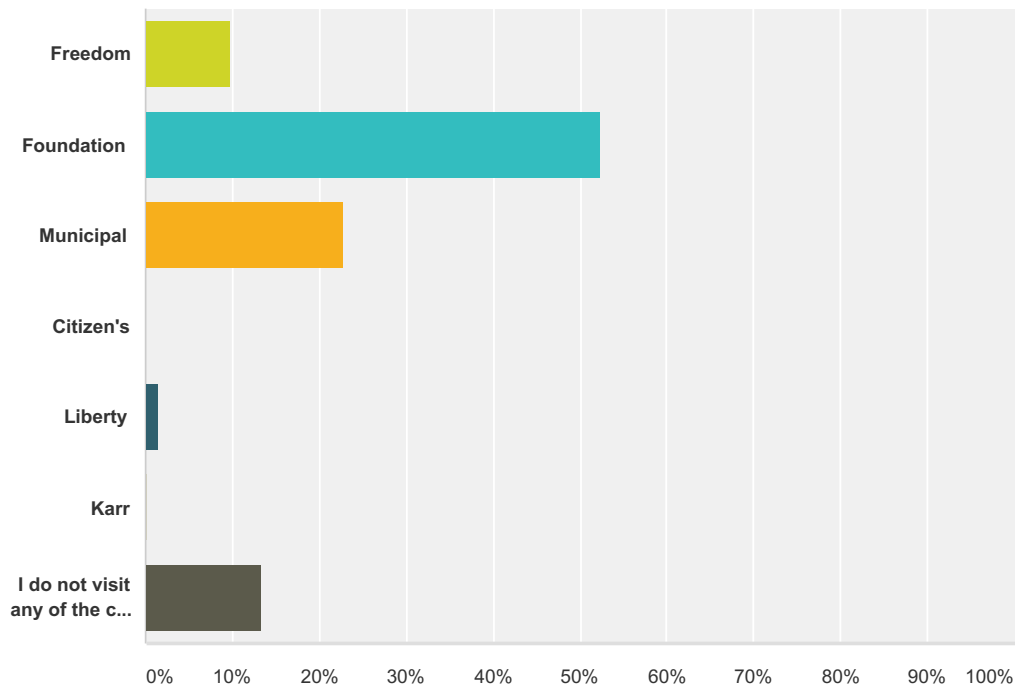
Answered: 446 Skipped: 0



Answer Choices	Responses	
Yes	36.77%	164
No	63.23%	282
Total		446

Q2 Which community park do you most often frequent?

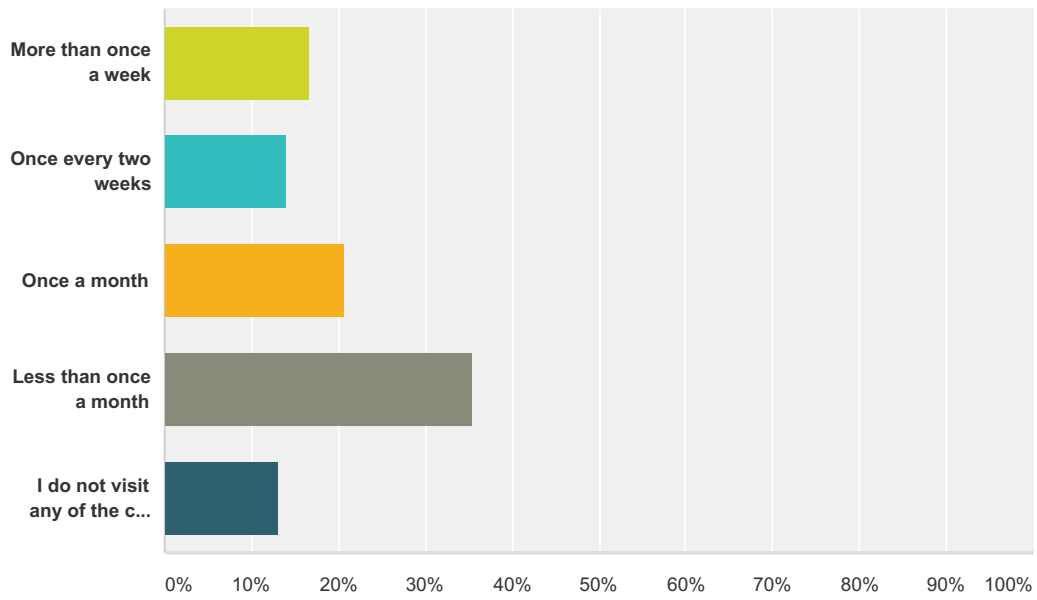
Answered: 442 Skipped: 4



Answer Choices	Responses	Count
Freedom	9.73%	43
Foundation	52.49%	232
Municipal	22.85%	101
Citizen's	0.00%	0
Liberty	1.36%	6
Karr	0.23%	1
I do not visit any of the city parks	13.35%	59
Total		442

Q3 How often do you visit the park in Question 2?

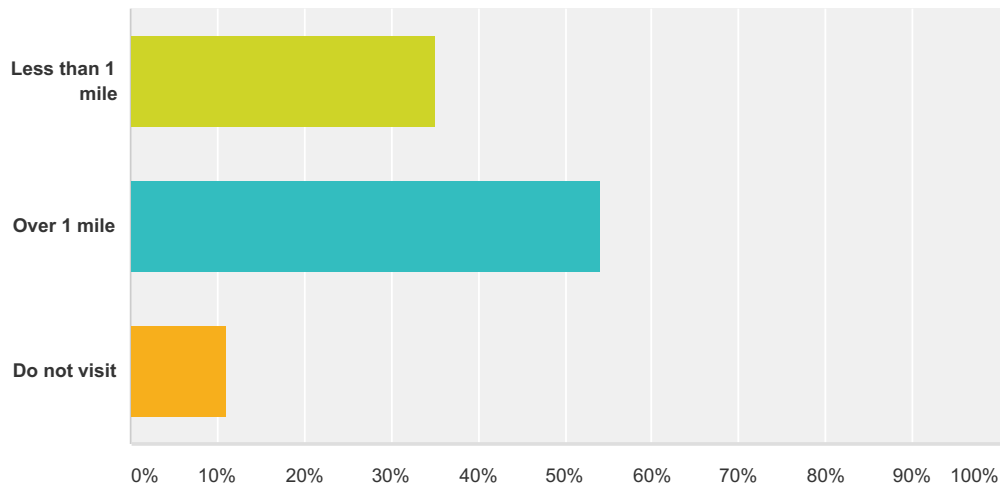
Answered: 443 Skipped: 3



Answer Choices	Responses	
More than once a week	16.70%	74
Once every two weeks	14.00%	62
Once a month	20.77%	92
Less than once a month	35.44%	157
I do not visit any of the city parks	13.09%	58
Total		443

Q4 How far do you normally travel to enjoy your visit to the community park?

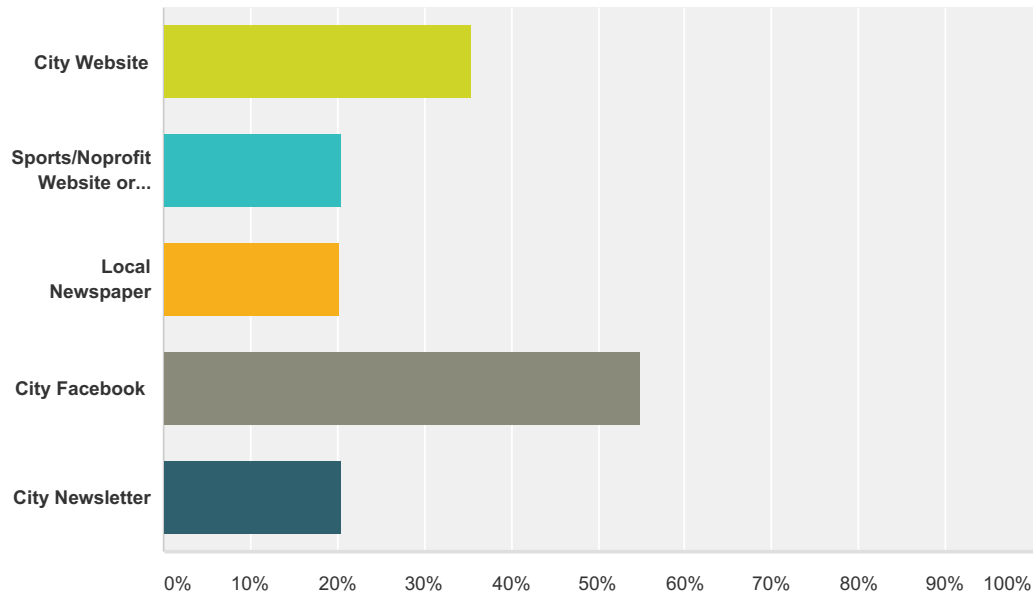
Answered: 446 Skipped: 0



Answer Choices	Responses	
Less than 1 mile	34.98%	156
Over 1 mile	54.04%	241
Do not visit	10.99%	49
Total		446

Q5 Where do you look for information about the recreational programs, community events or other happenings in the area?

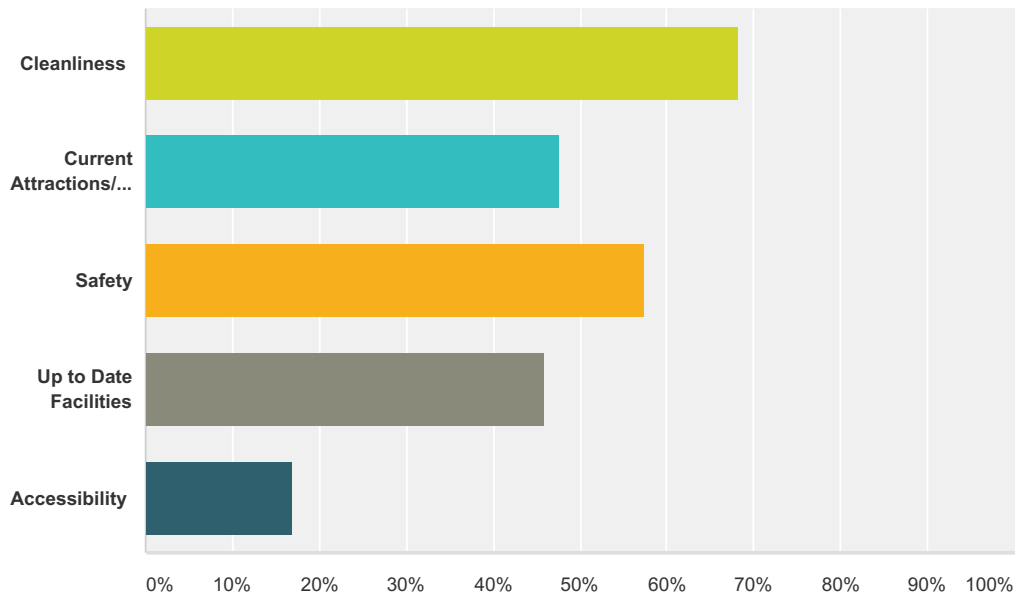
Answered: 411 Skipped: 35



Answer Choices	Responses	
City Website	35.52%	146
Sports/Noprofit Website or Facebook	20.44%	84
Local Newspaper	20.19%	83
City Facebook	54.99%	226
City Newsletter	20.44%	84
Total Respondents: 411		

Q6 What are your top priorities for the community parks?

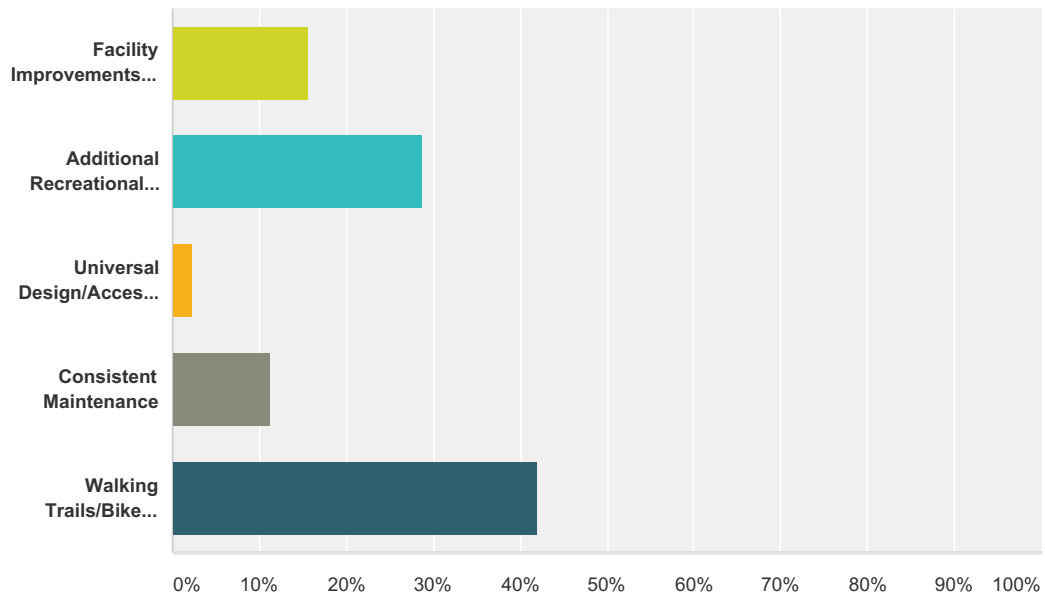
Answered: 433 Skipped: 13



Answer Choices	Responses	Count
Cleanliness	68.36%	296
Current Attractions/Activities	47.58%	206
Safety	57.51%	249
Up to Date Facilities	45.96%	199
Accessibility	16.86%	73
Total Respondents: 433		

Q7 What would you say requires the most urgent attention in our community parks?

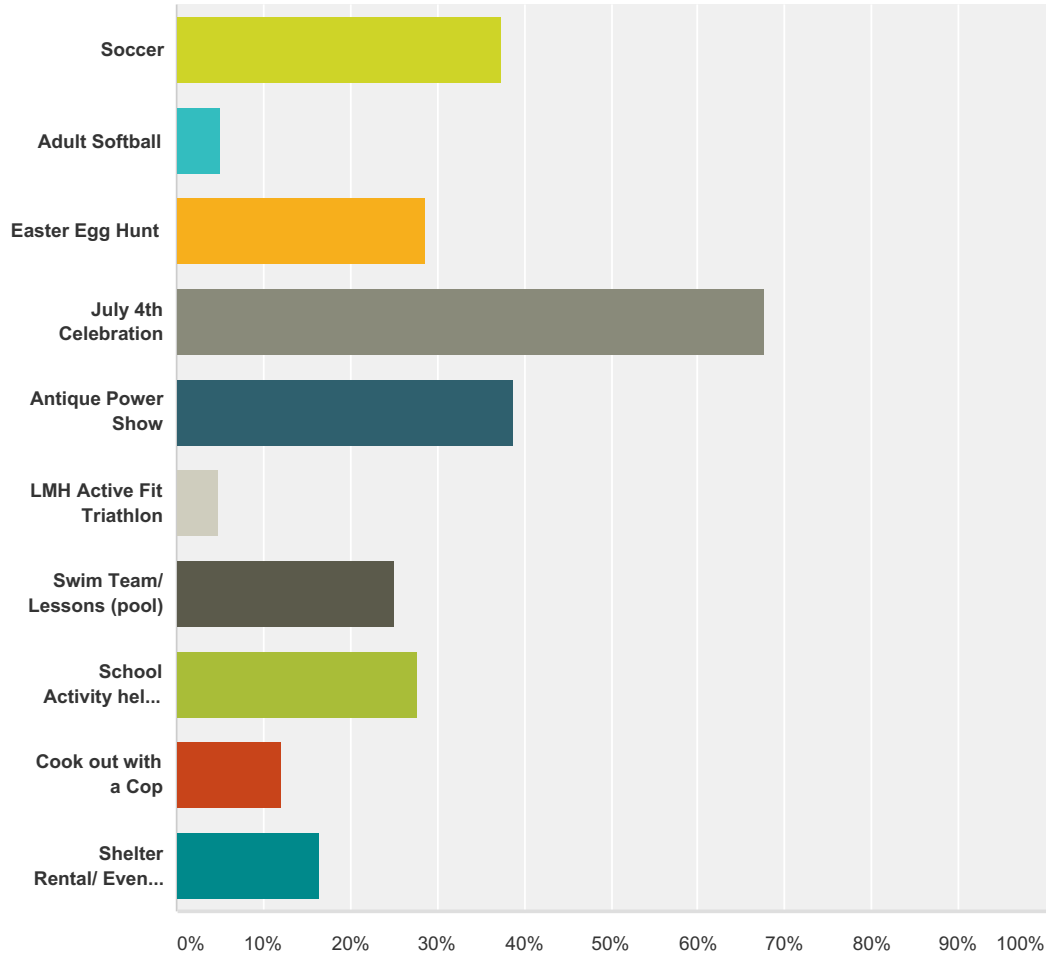
Answered: 409 Skipped: 37



Answer Choices	Responses
Facility Improvements (Buildings, Parking, Etc)	15.65% 64
Additional Recreational Opportunities	28.85% 118
Universal Design/Accessibility	2.20% 9
Consistent Maintenance	11.25% 46
Walking Trails/Bike Paths	42.05% 172
Total	409

Q8 What community events, activities, or recreational programs have you or your family members participated in the past 3 years?

Answered: 378 Skipped: 68



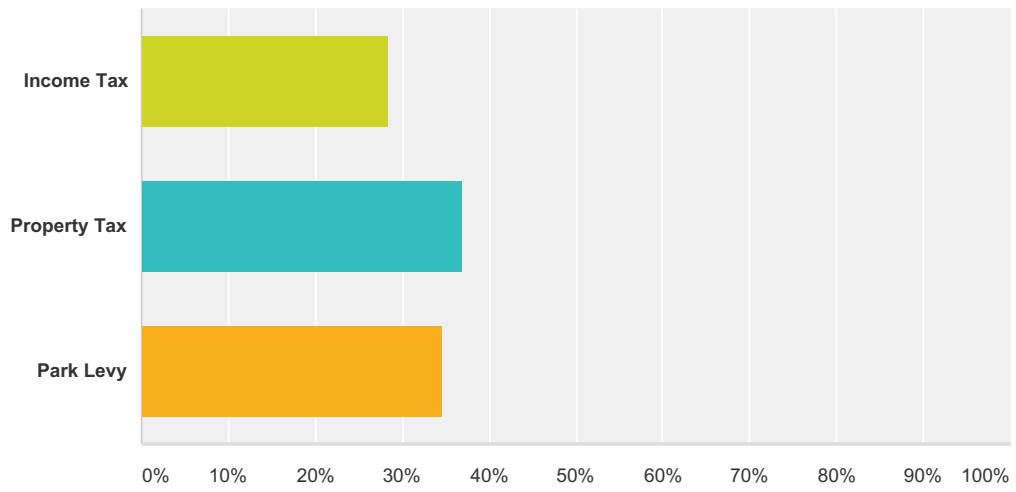
Answer Choices	Responses	Count
Soccer	37.30%	141
Adult Softball	5.03%	19
Easter Egg Hunt	28.57%	108
July 4th Celebration	67.72%	256
Antique Power Show	38.89%	147
LMH Active Fit Triathlon	4.76%	18
Swim Team/ Lessons (pool)	25.13%	95
School Activity held at Community Parks	27.78%	105
Cook out with a Cop	12.17%	46

2016 PAB Survey

Shelter Rental/ Event at a Shelter House	16.40%	62
Total Respondents: 378		

Q9 How do you believe the Community parks are currently funded and maintained?

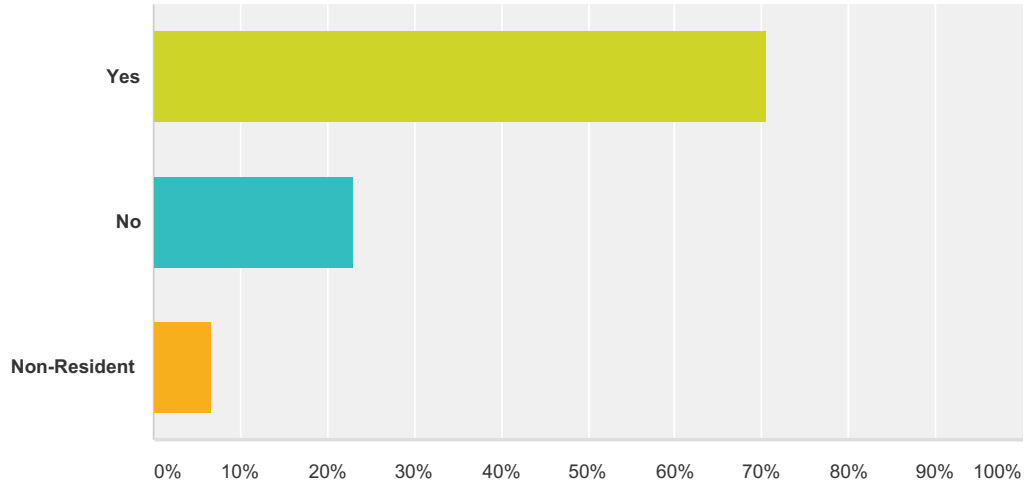
Answered: 405 Skipped: 41



Answer Choices	Responses
Income Tax	28.40% 115
Property Tax	37.04% 150
Park Levy	34.57% 140
Total	405

Q10 Would you support a small park levy of .75 mils (\$28.00 per \$100K Home Value per year) that would be a permanent funding for the parks for facilities, activities, and improvements to our park system?

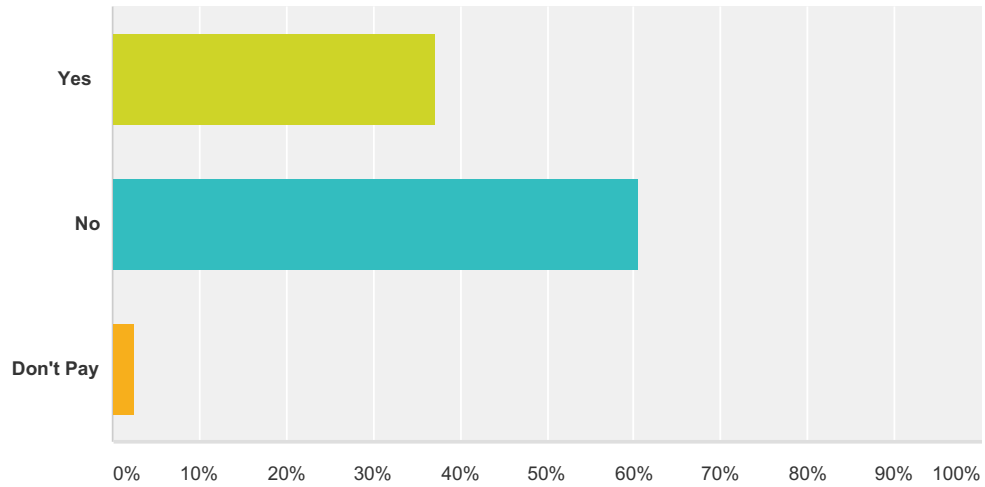
Answered: 437 Skipped: 9



Answer Choices	Responses
Yes	70.48% 308
No	22.88% 100
Non-Resident	6.64% 29
Total	437

Q11 Were you aware that you currently pay a Licking County .25 mils levy (passed in 2012 for five years) to support or improve Licking County parks?

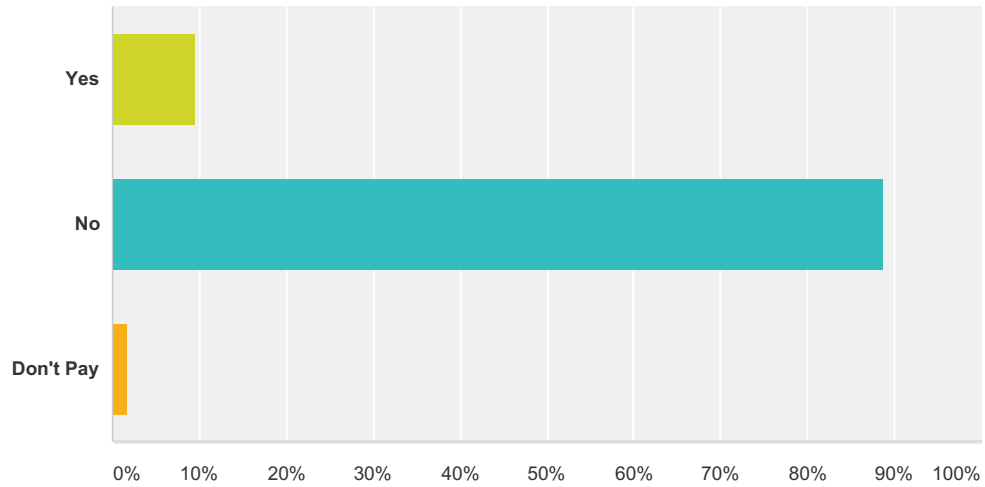
Answered: 445 Skipped: 1



Answer Choices	Responses	
Yes	37.08%	165
No	60.45%	269
Don't Pay	2.47%	11
Total		445

Q12 Were you aware that Pataskala receives none of the Licking County levy to support or improve our community parks and programs?

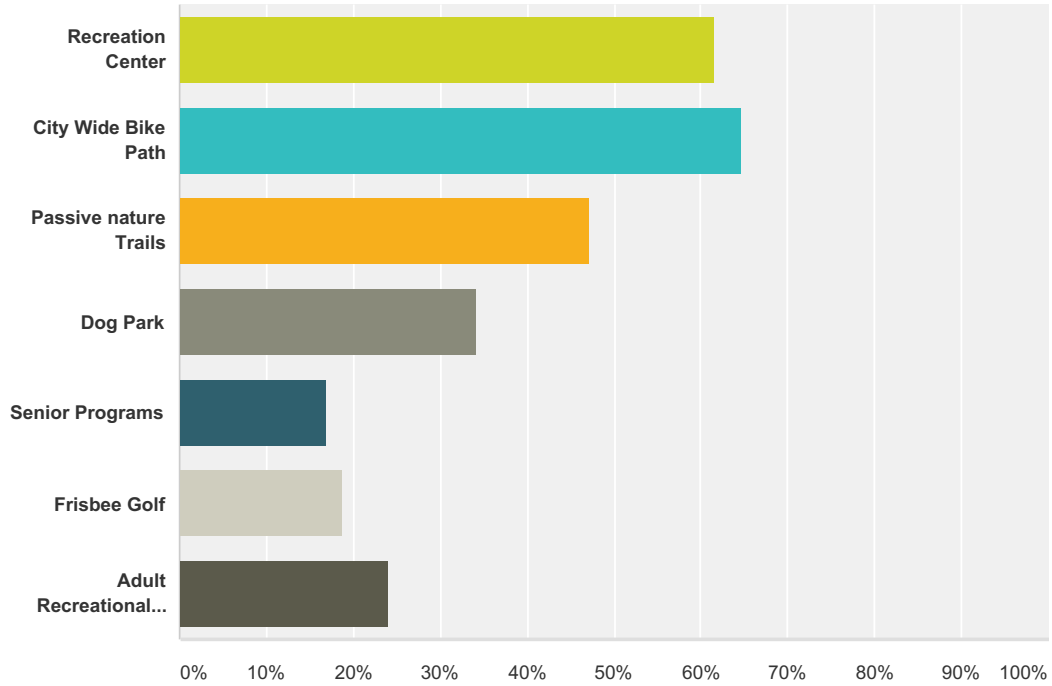
Answered: 443 Skipped: 3



Answer Choices	Responses
Yes	9.71% 43
No	88.71% 393
Don't Pay	1.58% 7
Total	443

Q13 What new activity or facility would you support for our community parks? Check all that apply.

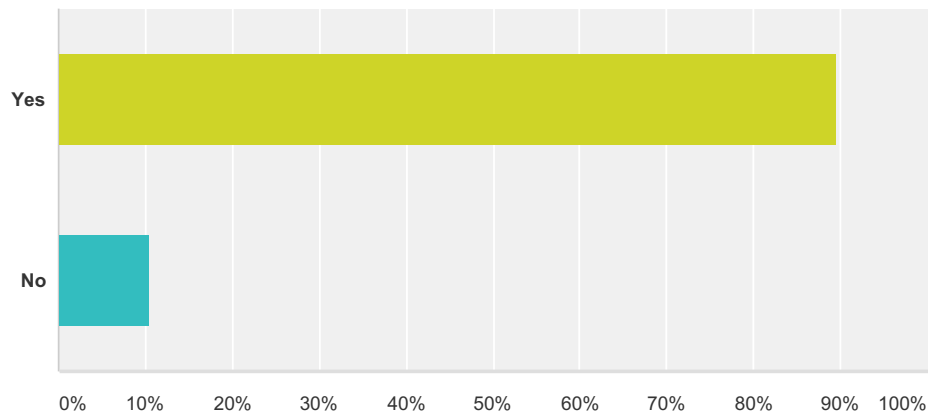
Answered: 430 Skipped: 16



Answer Choices	Responses
Recreation Center	61.63% 265
City Wide Bike Path	64.65% 278
Passive nature Trails	47.21% 203
Dog Park	34.19% 147
Senior Programs	16.98% 73
Frisbee Golf	18.84% 81
Adult Recreational Program	23.95% 103
Total Respondents: 430	

Q14 Do you agree that our community parks are safe?

Answered: 431 Skipped: 15



Answer Choices	Responses
Yes	89.56% 386
No	10.44% 45
Total	431

**Q15 Are there any additional safety features
that you would like to see?**

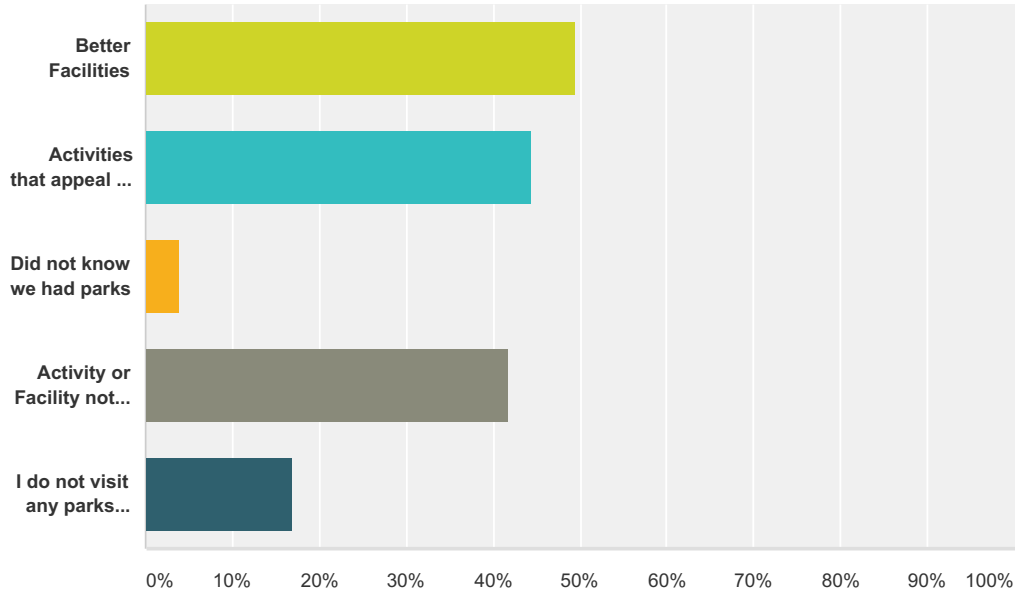
Answered: 76 Skipped: 370

Q16 If you could name one reason why you do NOT visit our parks, what would that be?

Answered: 165 Skipped: 281

Q17 Do you visit other parks outside of Pataskala? If so, what is the reason? Check all that apply.

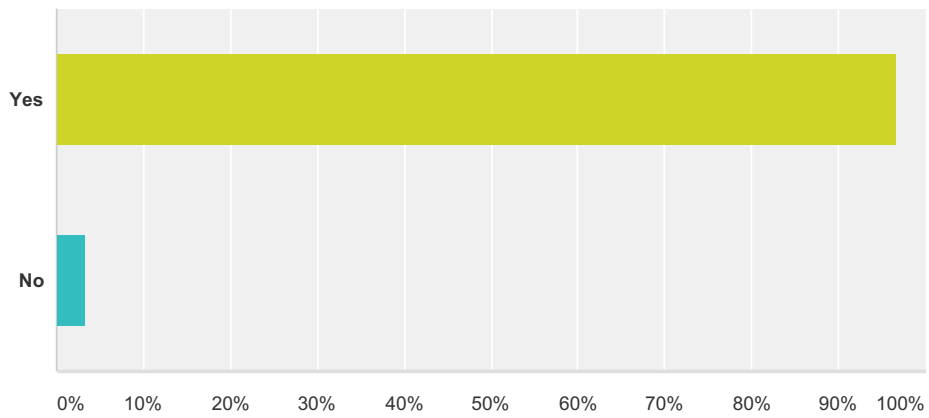
Answered: 384 Skipped: 62



Answer Choices	Responses
Better Facilities	49.48% 190
Activities that appeal to me/my family	44.53% 171
Did not know we had parks	3.91% 15
Activity or Facility not offered at Pataskala Parks	41.67% 160
I do not visit any parks outside of Pataskala	16.93% 65
Total Respondents: 384	

Q18 Do you think parks are important to the Pataskala community and businesses?

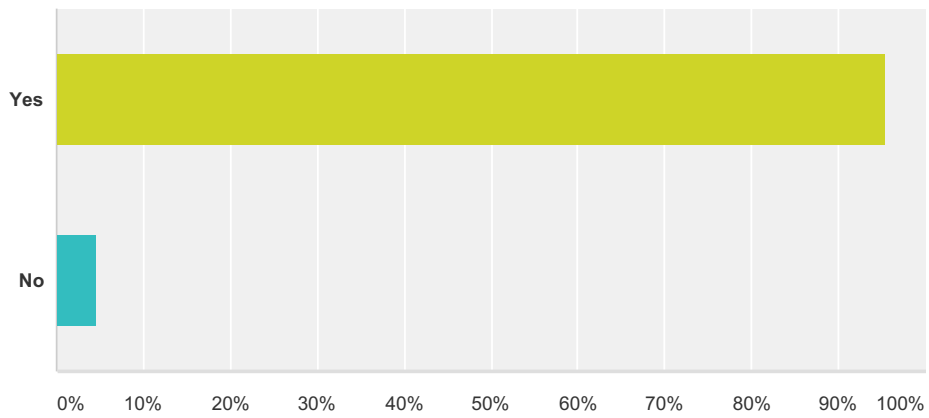
Answered: 443 Skipped: 3



Answer Choices	Responses
Yes	96.61% 428
No	3.39% 15
Total	443

Q19 Are parks important to you and your family?

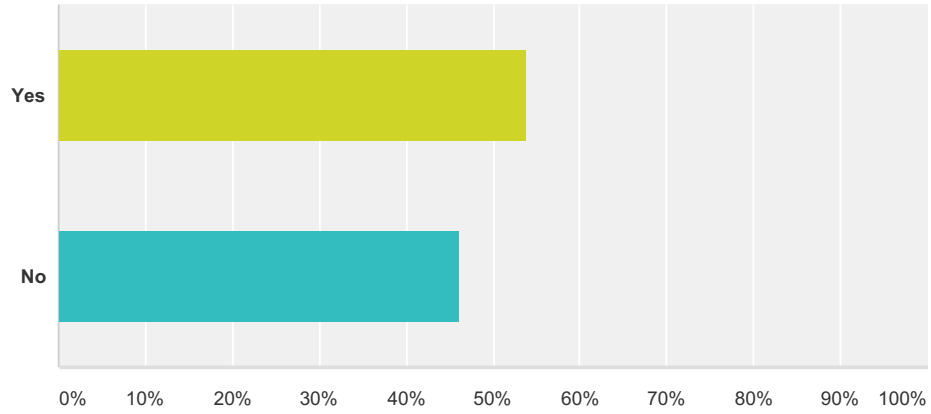
Answered: 442 Skipped: 4



Answer Choices	Responses
Yes	95.48% 422
No	4.52% 20
Total	442

Q20 Would you be interested in attending an information session about parks, facilities, and other parks?

Answered: 436 Skipped: 10



Answer Choices	Responses
Yes	53.90% 235
No	46.10% 201
Total	436

**Q21 How can we better serve you in our
community parks in the future?**

Answered: 117 Skipped: 329