
Clarksburg Region Community Recreation & Aquatics Center Planning

2016



data-driven performance ▪ strategic governance ▪ government transparency ▪ culture of accountability

Agenda

Welcome

Who are we (introduction of staff)

Introduction of the Project Phase

County facility examples

Introduction to remainder of meeting

Community engagement

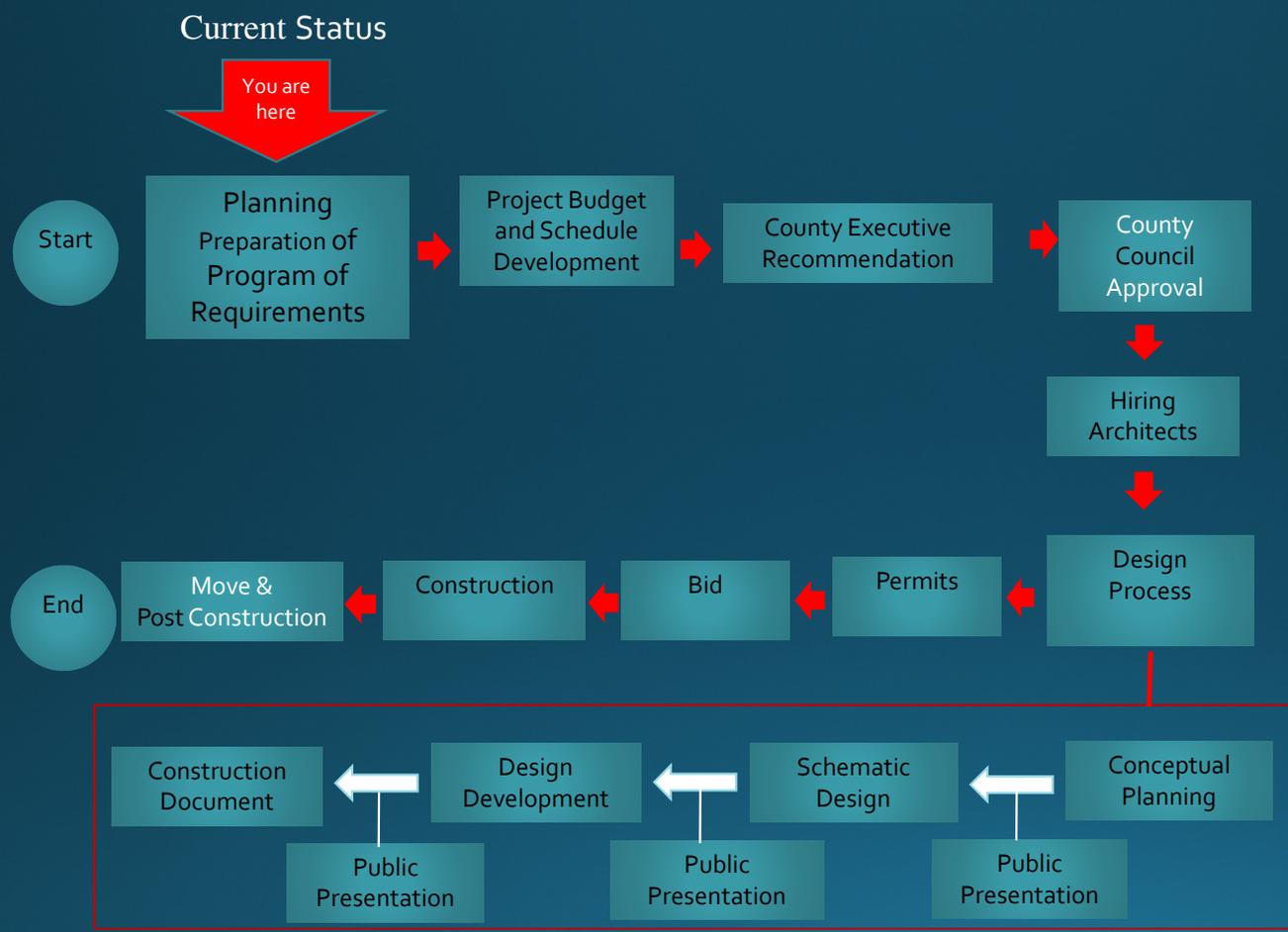
Discussion groups

Report back to the whole

Closing



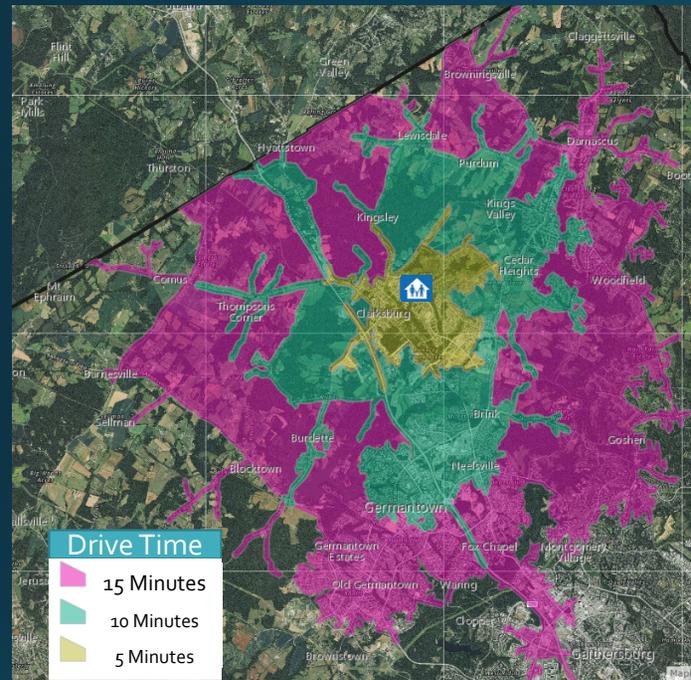
Process



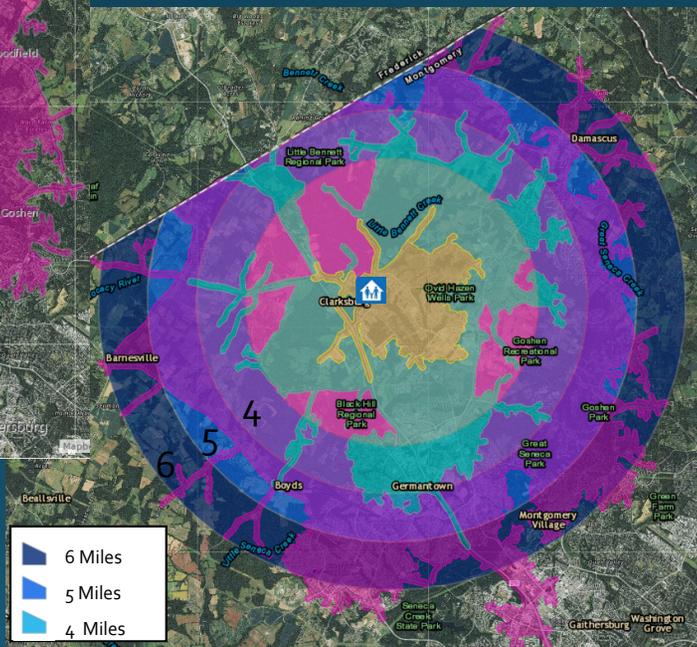
Typical Project Implementation Process



Projected Service Area



A forecasted 2015 Total Population of **143,126** residents live within a 15 Minute Drive Time of the Clarksburg Center



A forecasted 2015 Total Population of **155,836** residents live within a 6 Mile Radius of the Clarksburg Center

According to the Market Potential Index Survey for the American Consumer there are an estimated **35,354** residents that work out at home 2+ a week within a 15 minute drive of the Clarksburg Center

Notes/Source

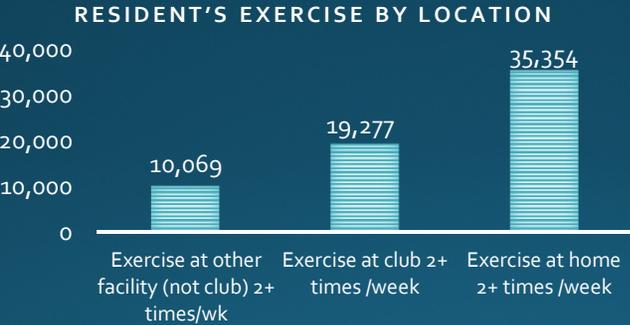
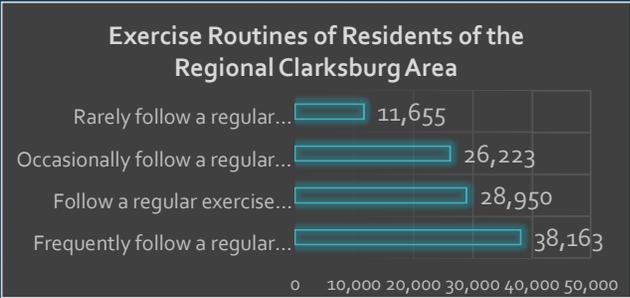
ACS DEMOGRAPHIC AND HOUSING ESTIMATES
2010-2015 American Community Survey 5-Year Estimates

Market Potential Index Survey for American Consumer 2015



Exercise Habits in the Clarksburg Regional Area(15 Minute Drive Time)

LOCAL RECREATION ACTIVITY



The MPI represents the relative likelihood of adults living near your facility to engage in a particular activity in comparison to the U.S. average

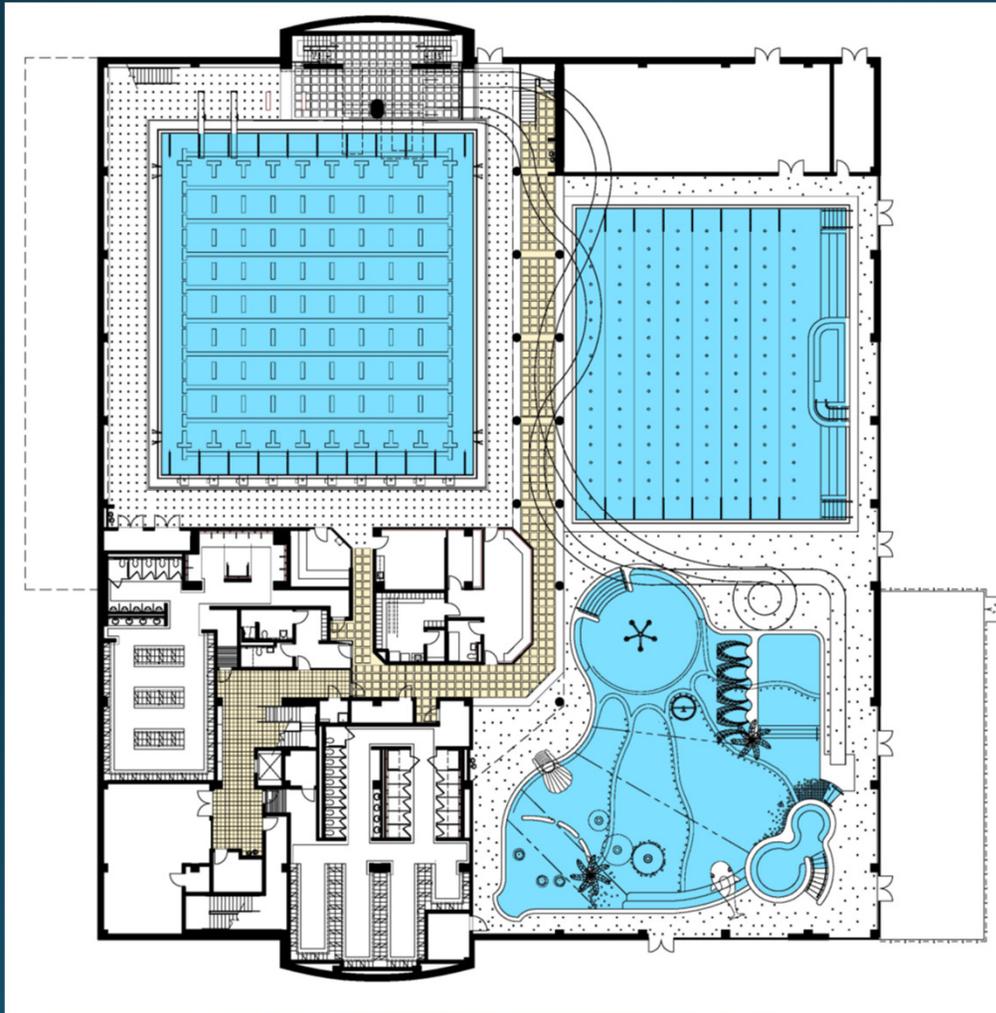
These Figures were formulated for Market Potential by combining 2015 Tapestry™ Segmentation data with Doublebase® 2013 data from GfK MRI. Doublebase 2013 is an integration of information from four consumer surveys. Each surveyed respondent can be identified by Tapestry segment, so a rate of consumption by Tapestry segment



North Potomac Community Recreation Center



Germantown Aquatics Center



Discussion Group

A Regional Facility is likely to have multiple activities similar to other facilities such as a Community Recreation Center, Senior Center or Aquatics Center.

What one or two word combination comes to mind to describe what you want in a Regional Recreation Facility?

For example:

Modern



Discussion Group

1. What services/capabilities do you see being needed in a Recreation Center?
2. What services/capabilities do you see being needed in a Swim Center?
3. What types of Senior/Adult programming need to be part of design and operations?
4. What types of Youth programming need to be part of design and operations?
5. What one thing do you want to make sure is included in the design?



Conclusion



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<http://www.montgomerycountymd.gov/DGS-BDC/NeighborhoodProjects.html>

<http://www.montgomerycountymd.gov/DGS-BDC/UMC/451502.html>

<http://www.montgomerycountymd.gov/D>



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