

Chelsea Friends and Family Wellness Coalition | Plan Year 5

NAME OF THE INTERVENTION	Chelsea Bark Park	
5HF Element* to Impact	Move More, Connect With Others	
Fiscal Agent	City of Chelsea	
Tax I.D	38-	
Implementation Contacts (2 or more required)	Andrew Thomson	John Hanifan
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Date Funding Required	June 15, 2016	
Implementation Date	June 15, 2016	
Estimated Completion Date	July, 28, 2016	
Total Amount Requested from 5HF	\$15,000	

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</p> <p><i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Chelsea Bark Park will include the creation of an approximately 1.1 acre fenced dog park. The location is partially fenced and maintained by utility staff.</p> <p>A new single fence row will create the approximately 1.1 acre fenced area. The existing site has some fencing. This phase will require approximately 350 ft. of new fence. In addition, a new “air lock” type gate will be added at the north end of the fence line to serve as the entry/exit point. The gate will use a key fob entry system with a fob issued upon registration. This configuration could also accommodate another fenced area for smaller dogs.</p> <p>The target population is dog owners of all ages. All ages are welcome to attend the park, but you must be over 18 to register for the park and an adult must accompany minors.</p>
<p>2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?</p> <p><i>Please be specific and refer to the current documents stating the Coalition’s 1 and 5 year plans and goals. Should include specific health/wellness indicators.</i></p>	<p>Because it is nearly a .5 mile walk from the street to the park, it will encourage people to move more. A dog park will provide another active recreation area opportunity for dogs and their owners. Also, the park will provide public gathering space for dogs and their owners to connect others.</p>
<p>3. What are the specific goals for the intervention?</p>	<ul style="list-style-type: none"> • Provide additional active recreation area(s)

<p><i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<ul style="list-style-type: none"> - By making the park a node on a larger trail effort, it will enhance exposure and use of the trail system. - Adding the park and tracking users will be the measurable for accomplishment - City will collect the data - The land is available and the demand is there. Dog parks are everywhere! - Adding ACTIVE recreation area (s) certainly is relevant to the Coalition and community wellness needs. - Construction is anticipated to begin in June 2016, so the achieving the goal begins soon after! <ul style="list-style-type: none"> • Provide an interactive area for dogs and dog owners to build a sense of community <ul style="list-style-type: none"> - We will track the number of users and have an annual survey about the park - City will collect data - Dog park (s) were identified in the City’s Parks Plan survey as desirable by the community - Building a sense of community for people and dogs! - Same as above.
<p>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention?</p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> • <i>Units of Engagement</i> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>One of the main pieces of data we will collect is participation in the program:</p> <ul style="list-style-type: none"> • Number of registered park users • Survey of users
<p>5. What are the estimated Units of Engagement for the intervention?</p> <p><i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p> <p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>Note- if participation is not part of the key data,</i></p>	<ul style="list-style-type: none"> • Estimated number of participants: the household national average for dog ownership is 36%. Using 2000 households just in the City of Chelsea, up to 720 potential households could be users. Registration is also open to the surrounding townships. Based on survey data from the Chelsea Parks plan, it is estimated there will be 200 users in year 1. • Estimated time each participant spends annually (100 hours per year) • Estimated number of events to be held (park open 365 days/year) • 100 hours x 200 users = 20,000 units of engagement (very conservative estimate)

<p><i>describe how you will measure engagement of community members.</i></p>	
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	<ul style="list-style-type: none"> • City of Chelsea issues all permits for use of the park • City Staff responsible for maintenance and upkeep • City Staff will collect and analyze data collected through registration forms • City Parks Committee, along with staff and other interested groups will provide input on how to improve the park – physically and operationally. • City staff will make all reports and presentations • City Parks committee will recruit volunteers and community groups. A number of groups have already expressed an interest volunteering.
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>Chelsea City Council approved the concept plan and the 2015-2019 Parks and Recreation Master Plan update.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability). <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the</i></p>	<p>Other organizations who have been partners with this intervention include:</p> <p>The Community organization Chelsea Bark Park: <i>"...a committee founded with the goal of working with the City of Chelsea to provide a public dog park to the citizens of our community."</i> has assisted with the planning and promotion of the concept of a dog park. The group has discussed fundraising to provide amenities to the park once it is complete.</p>

<i>contribution from the organization(s).</i>	
<p>9. If this is a continuing intervention:</p> <p>A. How many years has this intervention been funded by the coalition?</p> <p>B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	First Request
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	Annual Registration fees will pay for maintenance. City staff will self-perform additional maintenance and improvements.
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	Dog Parks are in place nationwide in communities of all sizes and demographics. The City researched numerous dog parks in the area, including Saline, Swift Run (Ann Arbor), Pinckney and Canton.

~ INSERT A BUDGET which shows all sources of income and categories for expenses. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

Chelsea Dog Park PHASE 1 Capital Budget		
	SUMMARY OF MATERIALS	Cost
PHASE 1	350 linear feet of 6' Ft high fencing	\$8,000
	Entry gate with fob reader	\$5,000
	Signage (2)	\$600
	Refuse containers (2)	\$200

	SUB - TOTAL PHASE 1	\$13,800
	10% Contingency	\$1,380
	TOTAL PHASE 1	\$15,180

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$15,000	13%
Total funds from other sources	\$100,000 (valuation of land)	87%
Marketing/Advertising	\$1,000	17%
Compensation – to one or more people	0	0%
Infrastructure (structure that lasts 5 years or more)	0	0%
Other expenses - maintenance	\$5,000	83%