City of Durham Parks and Recreation Master Plan 2013

DURHAM 1869 CITY OF MEDICINE

DURHAM DPR Parks & Recreation

CAPRA ACCREDITED

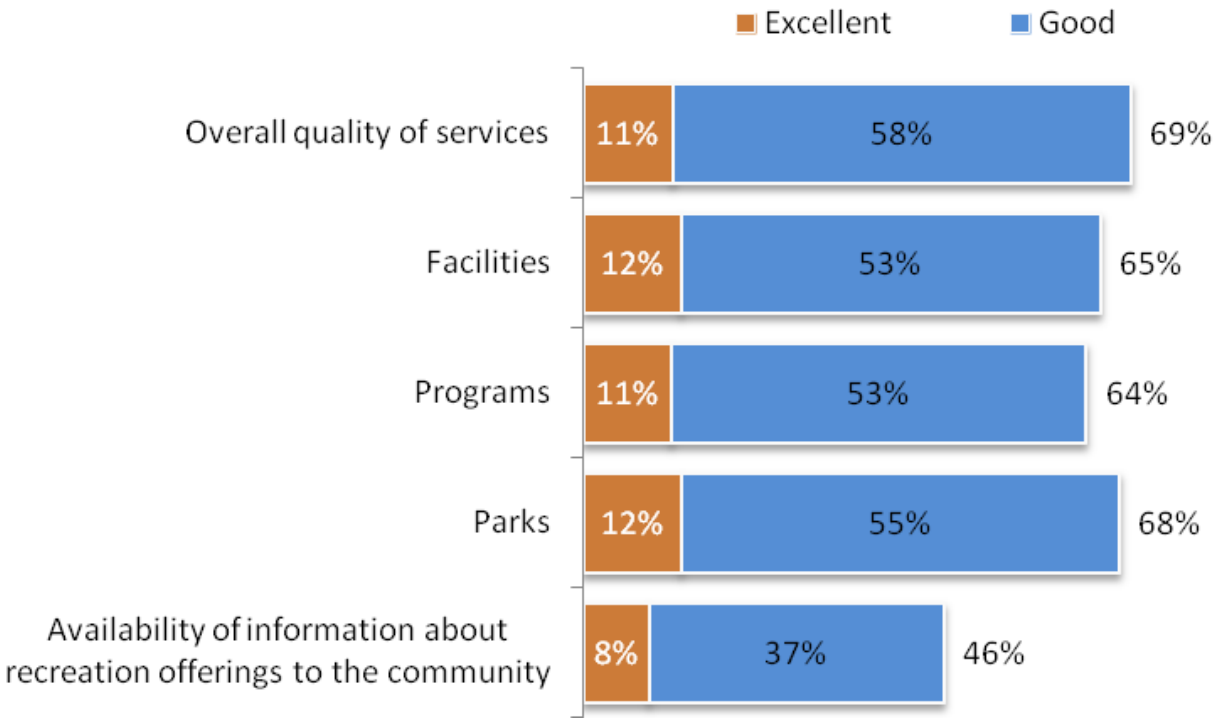
Gathering Information: Community Input

Community meeting at Holton on Nov 1, 2012

Focus Group meeting (DPR staff) at Holton on Nov 8, 2012

- PARCS survey
- MindMixer web site
- Community Meetings
- Focus Groups
- City web site review
- Existing plans
- Steering Committee
- Recreation Advisory Commission

Chart from PARCS survey data



a. survey was mailed to 4,000 households
b. 448 were returned for a response rate of 12%
c. accuracy of 95%

PARCS data: Drilling down with demographic information

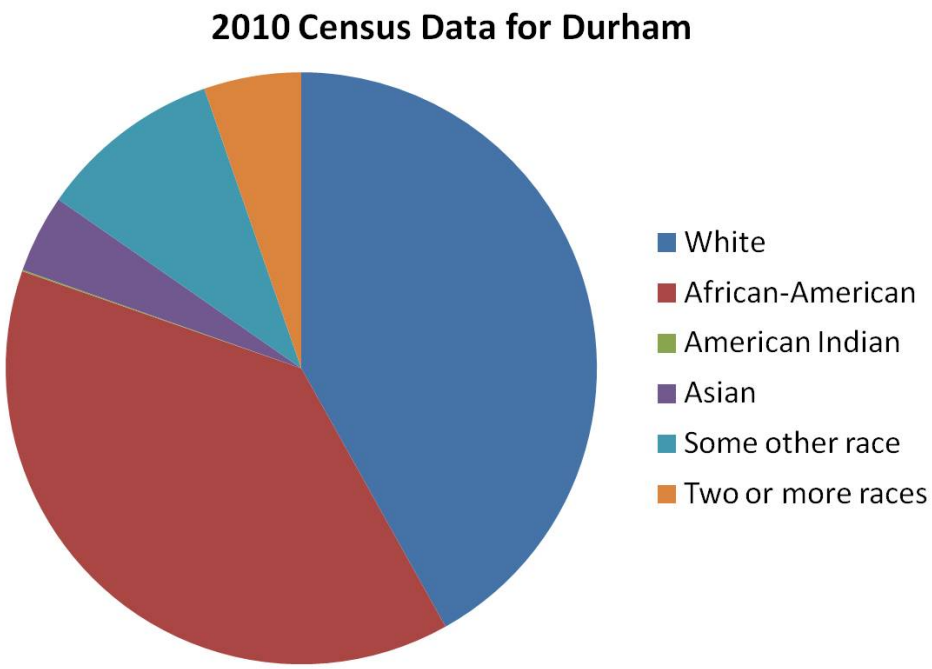
Table 17: Question 2

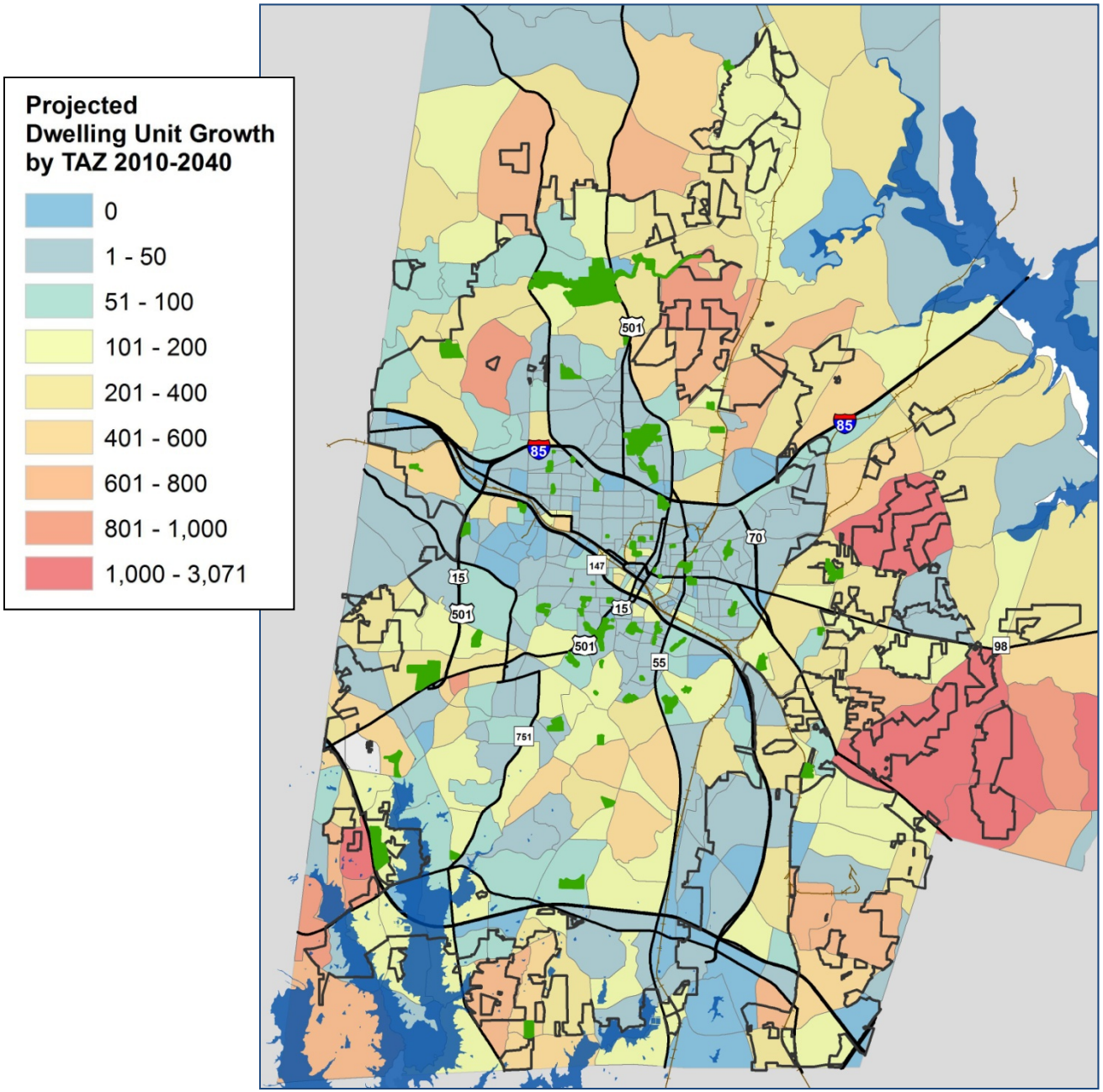
Percent of respondents who rated the following as "excellent" or "good"	Ethnicity/origin			Children under 17 in household		Household members 55+		Overall
	White	African American	Hispanic or other	Yes	No	Yes	No	
Overall quality of services	75%	60%	76%	67%	70%	65%	71%	69%
Facilities	62%	65%	71%	68%	65%	62%	68%	65%
Programs	55%	67%	65%	60%	66%	58%	68%	64%
Parks	76%	61%	67%	65%	69%	57%	74%	68%
Availability of information about recreation offerings to the community	42%	49%	43%	47%	45%	50%	43%	46%

(areas shaded gray are areas with statistically significant differences)

Gathering Data: Technical Information

- US Census Report
- Population projections from EPA, Smart Growth America, and the Long Range Transportation Plan
- City Park Facts 2012
- NRPA National Database Report





Where growth is happening in Durham, shown in Transportation Analysis Zones from the <u>Long Range Transportation Plan</u>

Benchmark City Data*

Benchmark city comparison data from City Park Facts 2012	Acres of park land per 1000 residents	Park acres as a percent of City land area	Number of playgrounds / units per 10,000 residents	Public skateboard parks / units per 100,000 residents	Public swimming pools / units per 100,000 residents	Public tennis courts/ units per 10,000 residents	Basketball hoops/ units per 10,000 residents	Dog parks / units per 100,000 residents
Baton Rouge (LA)	6.4	3.0	69/3.1	2/0.9	5/2.2	71/3.2	120/5.3	2/0.9
Birmingham (AL)	16.9	3.8	80/3.5	0/0	17/7.4	90/3.9	110/4.8	2/0.4
Chandler (AZ)	6.5	3.7	54/2.2	1/0.4	6/2.4	27/1.1	64/2.6	4/1.6
Chesapeake (VA)	252.3	25.7	55/2.5	1/0.4	0/0	63/2.8	30/1.3	3/1.3
Durham	**11.8**	**3.9**	**57/2.5**	**1/0.4**	**5/2.2**	**72/3.1**	**74/3.0**	**3/1.3**
Greensboro (NC)	23.0	7.6	103/4.0	0/0	4/1.6	111/4.4	76/3.0	1/0.4
Norfolk (VA)	2.5	1.7	100/4.3	1/0.4	6/2.6	148/6.3	202/8.7	12/5.1
Raleigh (NC)	31.1	13.7	89/2.2	1/0.2	10/2.5	112/2.8	237/5.8	3/0.7
Rochester (NY)	7.1	6.6	46/2.2	0/0	2/1.0	43/2.1	46/2.2	0/0
Winston-Salem (NC)	15.0	4.1	47/2.0	0/0	8/3.5	108/4.7	30/1.3	1/0.4
Average / median			2.3/2.2	0.5/0.4	2.5/2.1	2.0/1.8	2.6/2.3	1/0.6

*From those cities included in the TPL survey data

The plan itself

Summing up the data

- Chapter One: Executive Summary
- Chapter Two: Data Collection
- Chapter Three: The Plan Network

The parts of the plan

- Chapter Four: Facilities Plan
- Chapter Five: Recreation Programming Plan
- Chapter Six: Best Practices in Maintenance and Operations
- Chapter Seven: A Sustainable Organization
- Chapter Eight: Implementation

What the community wants, overall…

Access – physical access by walking and biking to park facilities, increasing awareness of programs and facilities offered by the City, even possibly assisting with transportation to parks and centers;

Equity –parks, centers, and programs well distributed around the City and programs that serve as many different demographic groups as possible;

Sustainability – balancing the upkeep of existing facilities and programs with creating new facilities and programming to serve underserved areas and populations, all while keeping within available budget resources;

Community –park facilities and programming acting as a catalyst to strengthen communities within the City;

Connections – of all sorts: making physical links between parks and trails and enlarging the trails system; partnerships to strengthen the parks system and other elements in the community; marketing and outreach to help make residents aware of opportunities.

What the community wants, specifically…

Top Priorities: supporting a green and natural environment, providing activities for health and wellness, offering positive activities for teens and children, and providing trails and greenways for mobility

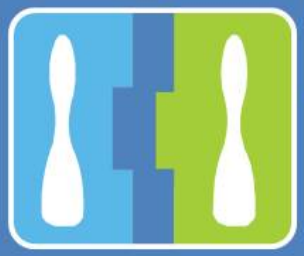
The most important recreation programs: activities for fitness and health, teen and children summer camp, after-school programs, and opportunities for athletic field sports

The most important facilities in the parks system: trails and greenways, recreation centers, playgrounds, and athletic fields

The most preferred features in a recreation center: a pool, a gym, and a walking/running track

The most preferred new facilities: an outdoor pool with water play features, an amphitheater, a sports field complex

Steering Committee Key Concepts



Making Connections

- connecting parks and trails physically with each other and with surrounding neighborhoods; connecting people with their neighborhoods with the parks as a catalyst; connecting people with programs that will enhance their lives.

Improving Sustainability

- minimizing park facilities' footprint on the environment; increasing the use of green business practices and green design and construction; using all DPR resources in ways that strengthen rather than deplete them.

Optimizing Current Facilities and Programs

- renovating and renewing existing facilities and programs to their top operational capacity; working toward an equitable distribution of recreation resources and opportunities; funding ongoing staff training; funding park maintenance.

Chapter Eight: Implementation

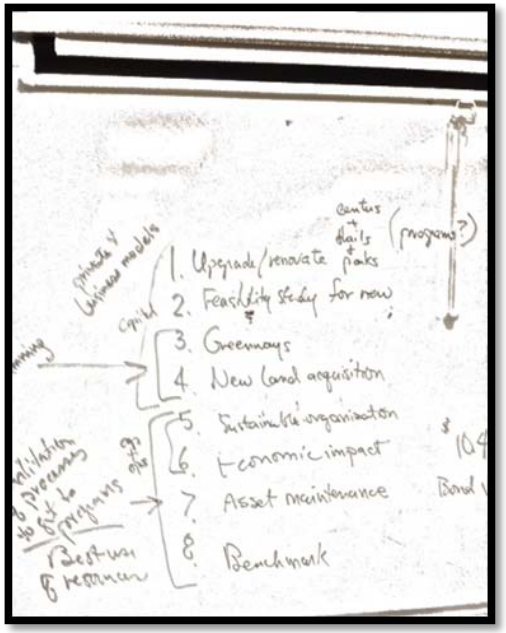
Category One	Recommendations for City recreation facilities The public and the advisory bodies uniformly suggest new and better facilities as a top priority for the City. These four recommendations are ranked at the top of all the suggested recommendations.
1	**Continue to upgrade and renovate existing parks and facilities.** • Existing neighborhood parks – p. 59 • Neighbors as partners – p. 59 • Upgrading older athletic facilities – p. 62 • Multi-purpose fields – p. 62 • Underused community parks – p. 62 • National Register Historic Sites – p. 64 • Flood plains in regional parks – p. 63 • Parks with several athletic facilities – p. 64
2	**Make DPR facilities and organization sustainable.** • Conduct a feasibility study prior to developing any new facility—p. 69 • Include maintenance plans and costs into design – p. 103 • Continue to enhance efficiency with use of technology – p. 124 • Recovery of full costs for any new program or service – p. 124
3	**Continue to make trails and greenways projects a high priority.** • New trails – p. 79 • Trails maintenance – p. 79 • Connectivity with parks – p. 103
4	**Acquire land and build new parks in underserved areas; add new uses as possible to existing parks.** • Southeastern Durham – p. 62 • Southern Durham – p. 62, p. 68, p. 83 • Northern Durham – p. 62, p.65 • Active individual use features – p. 62 • Additional recreational uses at the City Lakes – p. 64, p. 69 • Event sites – p. 65 • New recreation center –p. 67 • Work with partners on low-impact projects – p. 79

2014 CIP supports this!

Category Two	Recommendations for planning and processes While these recommendations are not as high a priority as the ones for facilities, they are recognized as very necessary to support the need for the facilities and to maintain the facilities after construction.
1	**Create a non-profit organization within DPR to enhance fundraising and volunteer support.** • A non-profit within DPR to enhance fund-raising – p. 124
2	**Complete an economic impact study on DPR's contribution to the Durham economy.** • DPR's impact on the economy – p. 129
3	**Make asset maintenance a department priority.** • Incorporate by reference the DPR Maintenance Plan – p. 104 • Maintenance plans for each facility – p. 105 • Designing with CPTED principles – p. 108 • A plan for restroom replacement – p. 110 • Conduct a full asset evaluation and inventory – p. 127 • A deferred maintenance fund specifically for recreation facilities – p. 104, p. 127
4	**The City should aim to be at or above the average number of facilities for the surrounding communities in the region.** • Benchmark numbers – p. 79ff.

Category Three	Recommendations for DPR operations These recommendations are recognized as very important for maintaining DPR as a top quality organization, but they are also seen as being more within DPR's internal control to implement.
1	**Enhance revenue generation.** • Food vendors – p. 96 • Exploring private concessions and advertising in parks – p. 105 • Amphitheater and sports complex – p. 69 • Special interest programs – p. 96 • Transportation assistance to DPR facilities and programs –p. 93
2	**Make natural resource management a department priority.** • Incorporate by reference the DPR Resources Management Plan –p. 113 • Consider natural resource value in all property acquisition- p. 113
3	**Continue quality control by monitoring program growth and customer feedback.** • Evaluations – p. 93, p. 94 • Marketing outreach to different demographics – p. 93 • Programs in new venues – p. 93 • Programs with partners – p. 93, p. 95 • Programs for different types of users – p. 93, p. 95
4	**Make ongoing staff training a department priority.** • Training for recreation programmers – p. 95 • Training staff in best maintenance practices – p. 105 • Include ongoing staff training in performance standards – p. 120

On the recommendations



- <u>They are intended to be supportive and complementary</u> across the categories. Thus, for example, a recommendation for a new facility in the first category is supported by data from benchmark cities in the second category and may reflect natural resource management goals in the third. Or, for another example, the recommendation for an economic impact study of parks in the second category bolsters the feasibility study recommendation in the first category and the enhancement of revenue in the third.

- <u>Marketing, marketing, marketing!</u> All of the recommendations are critically reliant upon better information getting to the public about the City's plans, facilities, and programming, whatever the particular context.

Questions?
Comments?