

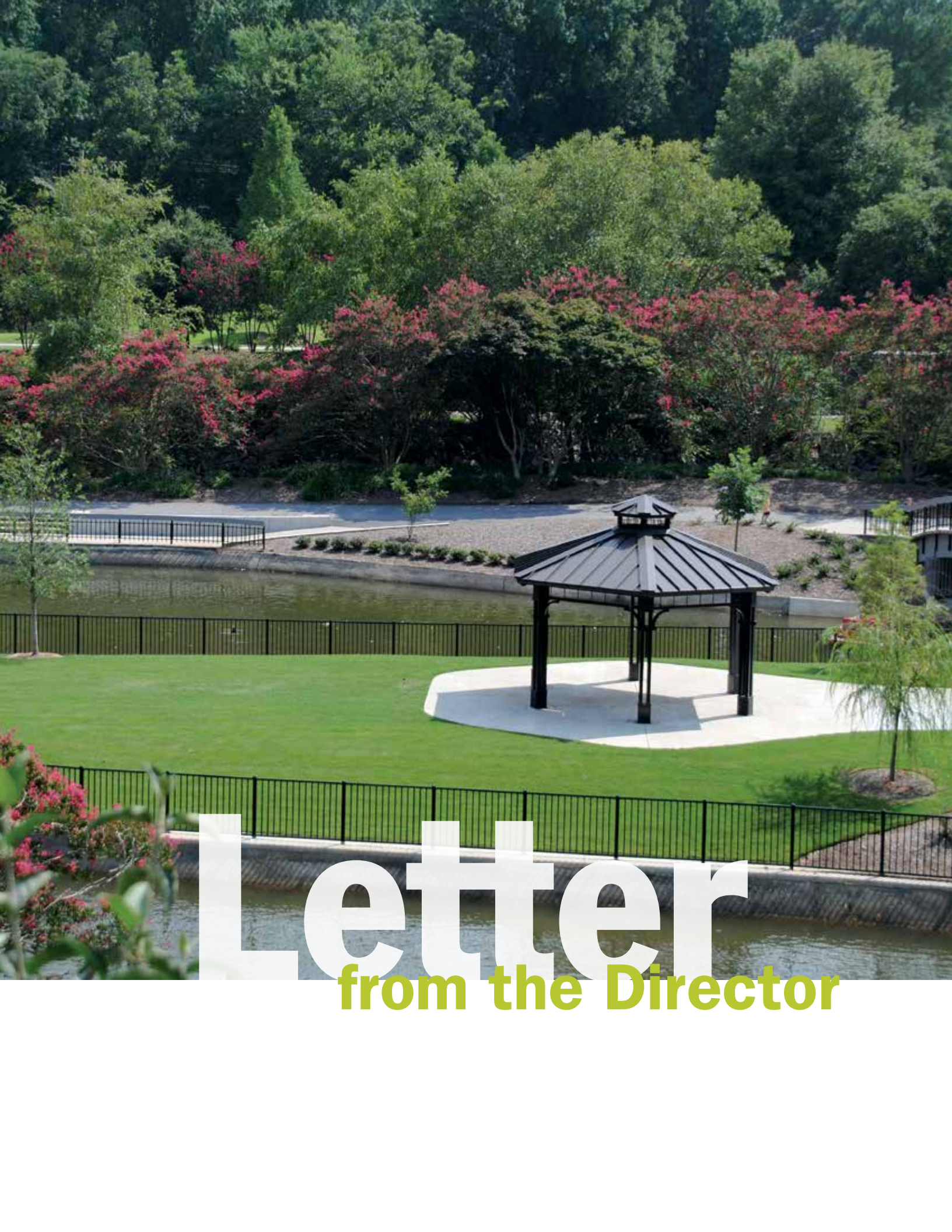
Annual Report

2014 2015



RALEIGH

Parks, Recreation *and*
Cultural Resources
parks.raleighnc.gov



Letter

from the Director



It is a great pleasure to present the 2014-2015 Annual Report for the Parks, Recreation and Cultural Resources Department. We are extremely proud of and take very seriously our mission: Together we connect and enrich our community through exceptional experiences.

The department continues to play a leading role in the quality of life and character of the Capital City. Our facilities and creative programs offer residents and visitors wide-ranging opportunities for social, cultural, educational and physical fitness activities. With more than **10,000** acres of parkland, over **2.2** million square feet of facility space and **117** miles of greenway trails, we provide something for everyone!

We had a momentous year, highlighted by voter approval of a **\$91.775** million bond issue in November. With bond financing, we can move forward with projects reflecting needs and priorities identified by citizens during our System Plan update. And in May 2015, Mayor Nancy McFarlane and Governor Pat McCrory signed a contract for the City to buy the **308-acre** Dorothea Dix campus. The City plans to transform the campus into a destination park.

We will continue to work hard to provide a model parks system that is a source of pride and enjoyment for all Raleigh citizens. We are committed to maintaining our parks and facilities in a clean and safe manner, to preserving and protecting our natural environment and to providing the highest quality recreation opportunities for people of all ages and abilities.

In closing, I would like to sincerely thank the Raleigh City Council and the citizens of Raleigh. Without their continued and unwavering support, these accomplishments would not have been possible.

Sincerely,

A handwritten signature in cursive script that reads "Diane B. Sauer".

Diane Sauer



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Together we connect and enrich our community through

The department's new mission statement and set of organizational values went into effect in the past year. Every departmental employee had the opportunity to participate in surveys and focus groups as part of our Mission Vision Values process, which defined the culture of our organization.



Mission Vision

exceptional experiences.

Values

We are making great progress as we carry out the System Plan, which was adopted in May 2014. Major projects underway include:

- **Greenway Planning and Design Guide** is complete and sets the standard for the purchase and design of future greenway trails.
- Projects resulting from approval of the 2014 **parks bonds**.
- **Raleigh Arts Plan** to strengthen arts and cultural offerings throughout the City.

The System Plan recognizes that many people enjoy our parks, community centers and other facilities without being part of an organized recreational program. Sitting on a park bench, taking children to a playground or riding a bike on a greenway trail are the kind of valuable at-will activities that don't require programming. We want to make sure opportunities are available in all parts of our City for people to take part in these unstructured experiences.





Progress

on System Plan





Strong Support for

2014 Parks Bond

Voter approval of the **\$91.775** million bond issue in November 2014 reflected a legacy of public support for parks and recreation in Raleigh. The bond issue passed with more than 68 percent of voters in favor. Citizens helped plan bond projects, and 34 volunteers led the bond campaign, participating in more than 60 community events. The funding will allow us to acquire parkland, construct facilities and reinvest in current infrastructure.

2014 Parks Bond Projects

Park and Facility Improvement Projects **\$41,425,000**

Brentwood \$2,000,000

Update the park master plan, review neighborhood center. Site improvements may include accessibility, fields, courts, signage and playground.

Apollo Heights (Ralph Campbell) \$600,000

Neighborhood Center renovations, site improvements may include accessibility, playground, shelter, lighting, etc.

Kiwanis \$700,000

Neighborhood Center renovations, site improvements may include a new playground, comfort station, shelter improvements, etc.

Eastgate \$600,000

Neighborhood Center renovations, site improvements may include accessibility, trails and walks, etc.

John Chavis Memorial Park Improvements \$12,500,000

Phase 1 implementation of the newly adopted park master plan.

Walnut Creek Athletic Complex Improvements \$5,000,000

Overall site and facility improvements that may include fence, drainage, lighting, utility infrastructure, site amenities, walks and tower renovations.

Walnut Creek Wetland Park Improvements \$1,000,000

Complete a park master plan, implement boardwalk and interpretive opportunities for sustainable access to the wetland areas.

Laurel Hills Playground \$1,000,000

Funding to partner with stakeholders on the implementation of the new accessible playground plan.

ADA Improvements \$2,000,000

Upgrade existing park sites and facilities to current accessibility standards.

Aquatic Facility Improvements \$8,000,000

Analysis of existing pools shells and address deferred maintenance.

Building Systems \$2,025,000

Upgrade heating, ventilation and air condition systems at existing park facilities

Lighting \$4,000,000

Upgrade sport field and court lighting across the park system.

Playgrounds \$1,500,000

Upgrade/replace various playground locations across the City to meet national guidelines.

Shelley Lake Comfort Station \$500,000

Design and build a new comfort station at Shelley Lake near the greenway.

Cultural Resources Projects **\$7,500,000**

Historic Site Improvements \$1,500,000

Improvements at Mordecai Historic Park, Pope and Tucker Houses and Raleigh's Historic Cemeteries.

Pullen Art Center Replacement \$6,000,000

Design and build a new Pullen Art Center in partnership with NCSU Gregg Museum.

Greenway Projects **\$15,600,000**

Miscellaneous Greenway Improvements **\$7,200,000**

Improvements to the existing greenway infrastructure that will typically include bridges, paving, retaining structures and signage.

Neighborhood & Community Connections **\$1,000,000**

Bike and pedestrian access improvements to/from various Greenways & Parks.

Trenton Road **\$ 1,000,000**

Construction of a multi-purpose path on the west side of Trenton Road from the Reedy Creek Trail to I-40.

Crabtree Creek Greenway / Lassiter Mill Gap **\$ 2,000,000**

Development of a continuous greenway trail connection from Herford Street extending to the east side of Lassiter Mill Road.

Crabtree Creek Connection to Umstead **\$4,400,000**

Connecting Crabtree Creek Greenway from the Duraleigh area to Umstead State Park.

Land Acquisition and Development Projects **\$27,250,000**

Land Acquisition **\$10,000,000**

Acquire additional park property based on the recommendations from the new PRCR System Plan.

Baileywick Community Center **\$12,000,000**

Design and build a new community center at Baileywick Park.

Sierra / Lineberry Park **\$1,250,000**

Implement the new park master plan.

Capital Blvd Corridor Plan Implementation (Devereux Meadows Park) **\$2,000,000**

Planning, design and phasing of the implementation of a new park in the Devereux Meadows area at the corner of Peace Street and Capital Blvd. Partnership with City Stormwater, Public Utilities and Transportation Planning.

Perry Creek (5401) New Park Development **\$2,000,000**

A new neighborhood park, master plan and phase 1 implementation in partnership with a private developer and Wake County Public School System.



The Raleigh Arts office of the PRCR Department is developing a 10-year master plan to strengthen arts and cultural offerings in our City. The process started in July 2014 and is expected to culminate in adoption of the plan by the City Council in fall 2015.

Our goals are to:

- Nurture creativity and opportunities to live creatively throughout the City.
- Grow participation in the arts citywide.
- Encourage and support artists and arts organizations.
- Increase the economic impact of arts.
- Amplify public and private investment in the arts.

A City Council steering committee was formed to oversee the plan's development and advocate for its adoption. The planning process has emphasized community engagement through public workshops, town hall meetings, focus groups, interviews, surveys and social media. An online discussion can be found at **www.RaleighArtsPlan.com** and **#RaleighArtsPlan** on Twitter.

The draft plan will be widely circulated for review by those who took part in the planning process as well as the general public. Their feedback will be incorporated in the final draft.





anning

for the Arts

Dix

On May 5, 2015, the Council of State approved the sale of the 308-acre Dorothea Dix campus to the City for use as a park. The City agreed to pay \$52 million for the property and to lease back portions of the campus to the N.C. Department of Health and Human Services for \$1 a year. The deal followed more than a year of negotiations.

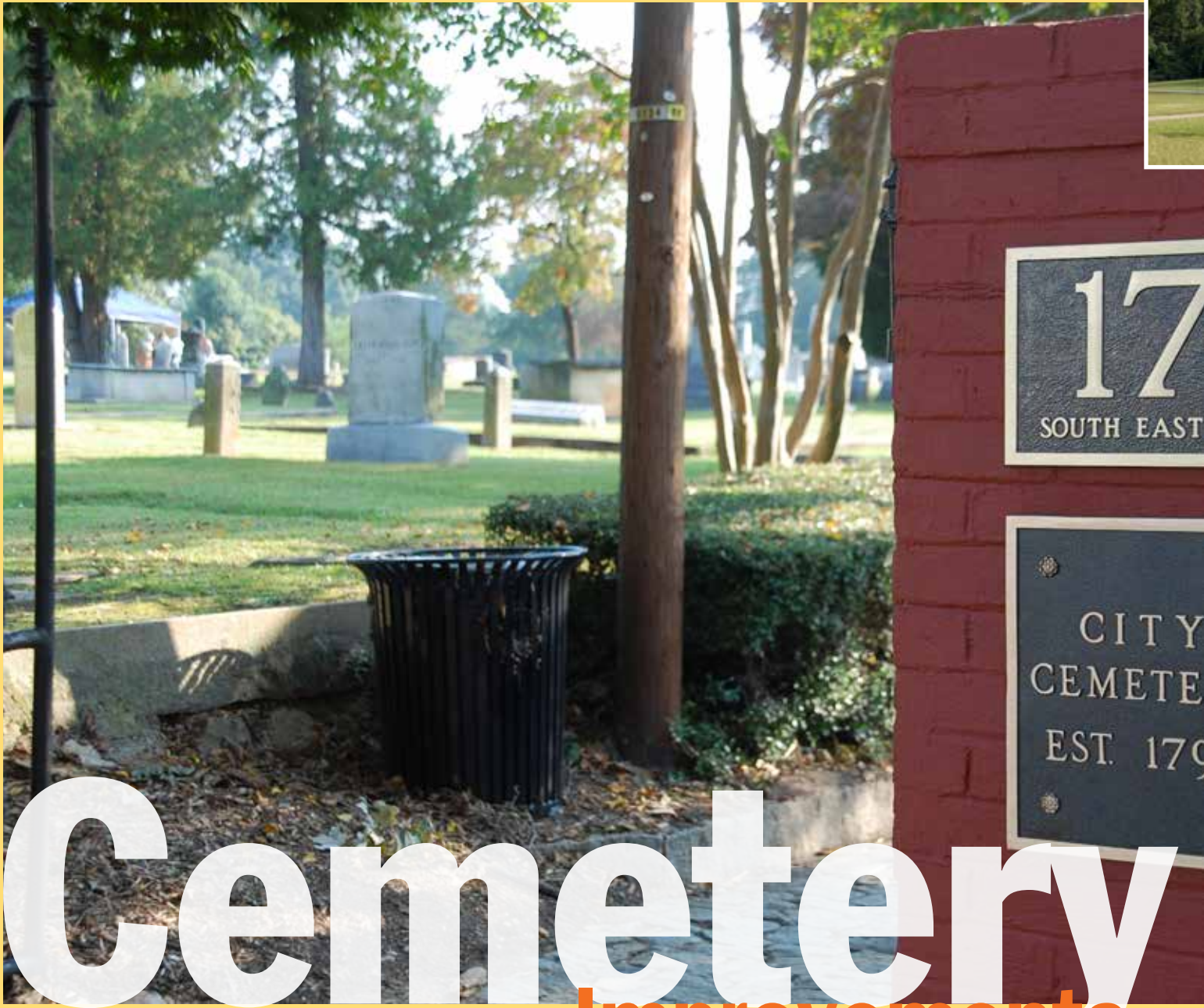
The acquisition of the Dix property represents a rare and exciting opportunity to create an outstanding urban park that will be a destination for residents of Raleigh and beyond.



Approval of Purchase



Dedications



Cemetery Improvements





An outbreak of tornadoes in April 2011 destroyed landscaping and damaged headstones at three historic cemeteries. The Historic Cemetery Advisory Board created the Landscape Committee to oversee repairs and debris removal. In 2014, we celebrated restoration of these important properties.

O'Rorke-Catholic Cemetery: In June 2014, we unveiled improvements at O'Rorke-Catholic Cemetery. Along the cemetery's perimeter, cyclone fencing and landscaping were removed and replaced by a decorative black aluminum fence. Four small flowering trees were planted along Pender Street. A red oak was planted at the corner of Tarboro Road and E. Lane Street in memory of Alpha Howze, a long-time member of North Central Citizens Advisory Council.

Mount Hope Cemetery: A tornado damaged 120 headstones and destroyed about 50 trees at the 142-year-old Mount Hope Cemetery, the final resting place for many influential Raleigh citizens. In September 2014, we celebrated the completion of repairs at Mount Hope, which is still used for interments.

City Cemetery: In a gathering in October 2014 at City Cemetery, we celebrated an ongoing partnership of our department, the Historic Cemeteries Advisory Board and the affiliated nonprofit Raleigh City Cemeteries Preservation, Inc. Some of Raleigh's founding fathers and state legislators are buried at the four-acre City Cemetery, which was established by the N.C. General Assembly in 1798 and taken over by the City in 1917.

Dedications (cont.)

We created new opportunities for children and adults to learn about the natural world with the renovation of the former home of Dr. Annie Louise Wilkerson into a nature education and research center. The center features a science lab, multipurpose room and exhibit area as well as pedestrian walkways and outdoor teaching space.

The renovation followed environmentally-responsible standards, and the building will be submitted for LEED certification. Sustainable features include an advanced water reuse system in which wastewater is reclaimed and used for flushing toilets, a solar array, car-charging station and permeable pavement in the parking area.

The center is located at the Annie Louise Wilkerson, MD Nature Preserve Park near Falls Lake. The property was a gift from Dr. Wilkerson, who stipulated in her will that the land be maintained as a nature preserve park. Visitors to the preserve find an oak and hickory forest, open fields that are maintained as Piedmont prairie and three farm ponds and five perennial streams abounding with aquatic life.





AWL

Education Center

March 5, 2015

Dedications (cont.)



March 24, 2015

The 5.6-mile Honeycutt Creek Greenway Trail opened on March 24, 2015, providing a link between the popular Shelley Lake loop trail and the Mountain-to-Sea Trail at Falls Lake.

The trail, which took about two years to complete, connects to the East Fork Mine Creek Trail at Longstreet Drive. It travels along East Fork Mine Creek through the Summerfield North neighborhood, crosses Strickland Road, continues through the Bent Tree neighborhood, moves through a pedestrian tunnel beneath I-540 and reaches the intersection of Honeycutt and Durant roads. There, it transitions to an unpaved surface trail along Honeycutt Creek to Raven Ridge Road.

The \$4 million project was funded by the 2003 and 2007 parks bonds.

The sport of Pickleball has grown in popularity, creating a need for more places for people to play. To help answer the demand, we dedicated our first outdoor pickleball courts on April 11, 2015, at Method Road Park.

Pickleball combines elements of tennis, badminton and ping pong. Players use a paddle to hit a ball, similar to a wiffleball, over a net. People of all ages and skill levels can succeed at the sport, which makes it fun for everyone.

Pickleball Courts

April 11, 2015



Dedications (cont.)



Neuse River Greenway Trail



City of Raleigh Parks, Recreation and Cultural Resources Department invited guests to a celebration on Thursday, June 4 at Anderson Point Park to celebrate the completion of the Neuse River Greenway Trail and its connections. Activities included local food trucks, outdoor music presented by PineCone from Lorraine Jordan and Carolina Road, bike ride and a fun run.

The completion of the Neuse River Trail added 28 miles of trail to the Capital Area Greenway System and Connections. The trail system extends from Falls Lake Dam to the Wake/Johnston County line.

The Neuse River Corridor is:

- The central spine of the Capital Area Greenway
- Longest greenway trail in North Carolina
- The longest paved trail between northern Virginia and western Georgia
- A segment of the Mountains to Sea Trail – which is a long distance trail that runs across NC from Great Smoky Mountains to the Outer Banks
- Part of the East Coast Greenway – which extends from Maine to Florida

Dedications (cont.)



Worthdale Community Center



e Renovation

June 23, 2015

Renovations at the Worthdale Community Center will lead to energy savings and make the facility more useful and comfortable for all of our visitors. The kitchen and restrooms were remodeled, and new flooring was placed in the lobby, restrooms, kitchen and hallways. We put in a new HVAC system and a new roof, upgraded the lighting and installed a security system. The gymnasium now has new windows and ceiling baffles to control sound. These investments will help Worthdale remain a great place for community gatherings and recreation.

We are committed to environmental responsibility in all aspects of our operations. By installing solar-powered trash compacting and recycling stations, we are saving money, reducing litter and cutting staff time at parks and trails. Special sensors and software monitor trash levels at each site and alert staff by email when a pickup is needed.

Because of this initiative, we use **46 fewer cases of trash bags each year**, have greatly expanded recycling and have reduced weekly trash collections from seven days a week to three days a week.

Sust

BigBelly
SOLAR™

see Trash?

Take a minute to pick up litter
you see around the park.



Picking up litter helps the environment,
keeps waterways and communities
safe and clean and reduces cost.

Thank you for keeping
Raleigh parks clean!

ainability:

Big Belly Initiative

The City of Oaks Foundation, a nonprofit aligned with the Department of Parks, Recreation and Cultural Resources, is making it possible for more children and teens to participate in outdoor, nature-based programs and summer camps.

The foundation's Give Play initiative provides need-based scholarships for youth ages 7-17 to attend a week of summer camp free of charge! As of press time, **85** full scholarships had been awarded for summer 2015.

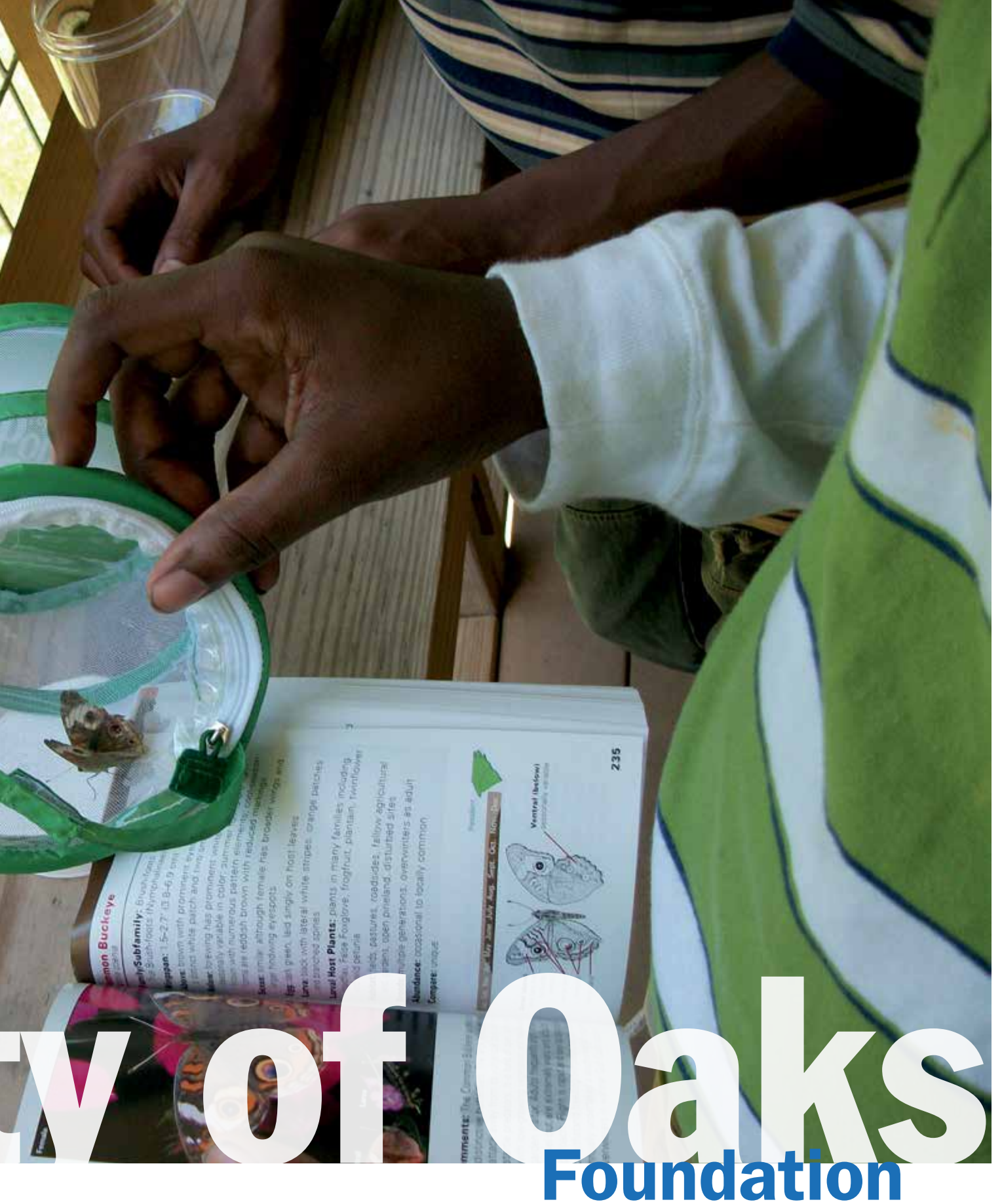
The foundation:

- Raised **\$25,000** for youth development from the Duke Energy Foundation, with a portion going toward Give Play.
- Co-hosted the annual open garden day on April 4 at Joslin garden with the Joslin family and the Parks, Recreation and Cultural Resources Department.
- Participated in Indy Week's Give!Guide 2014, which helps fund and promote local nonprofits. The foundation raised **\$7,000** through this program.



CITY OF OAKS
foundation





ty of Oaks

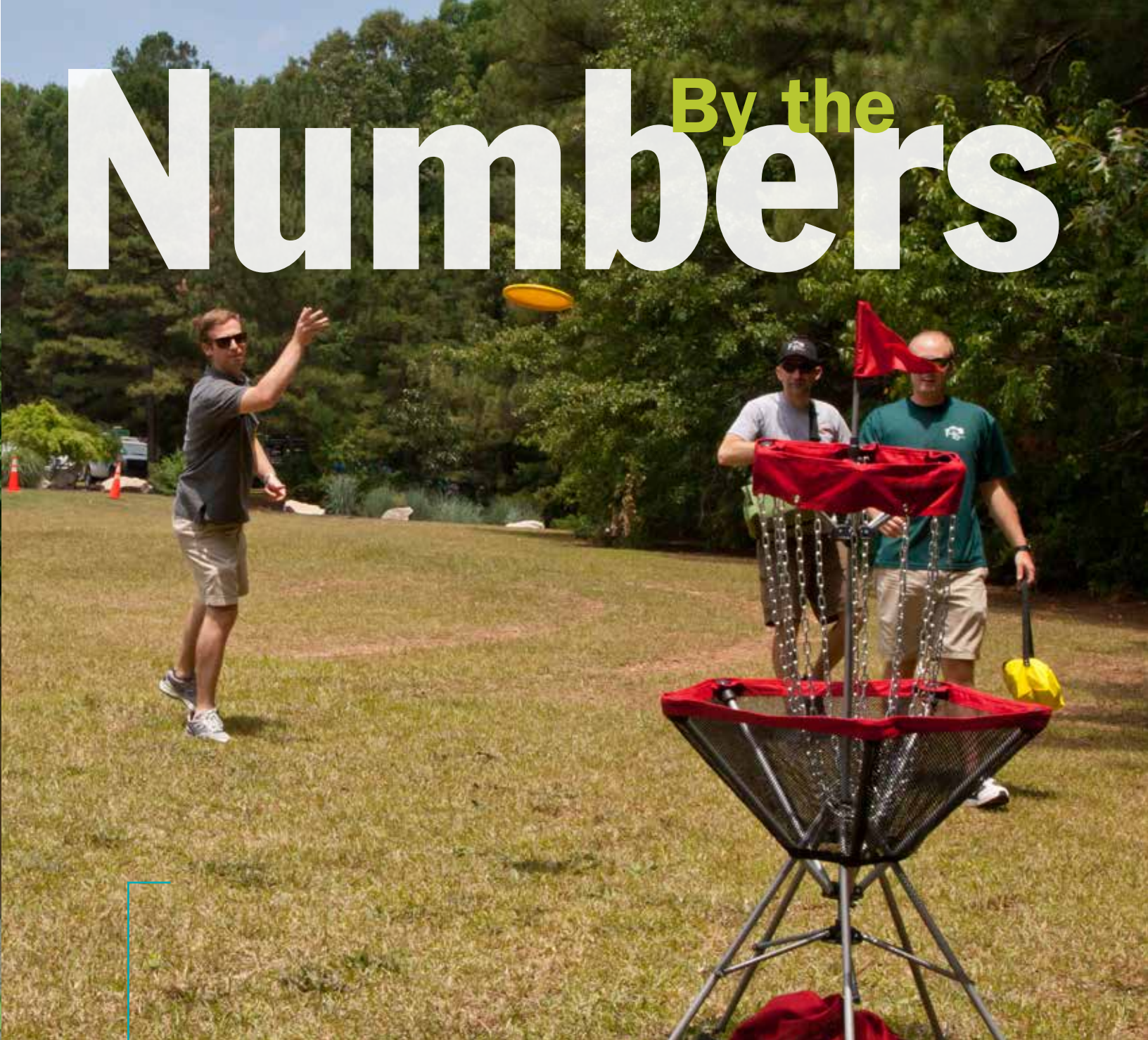
Foundation

Volunteers of all ages enrich our community by working on park projects, coaching athletic teams, assisting at special events and keeping parks clean through the Adopt-A-Park program. In 2014-2015, we worked with **9,340 volunteers** who gave more than **141,898 hours** of service. Their volunteer service represented a value of **\$3,141,621**.



Volunteer Contributions

By the Numbers



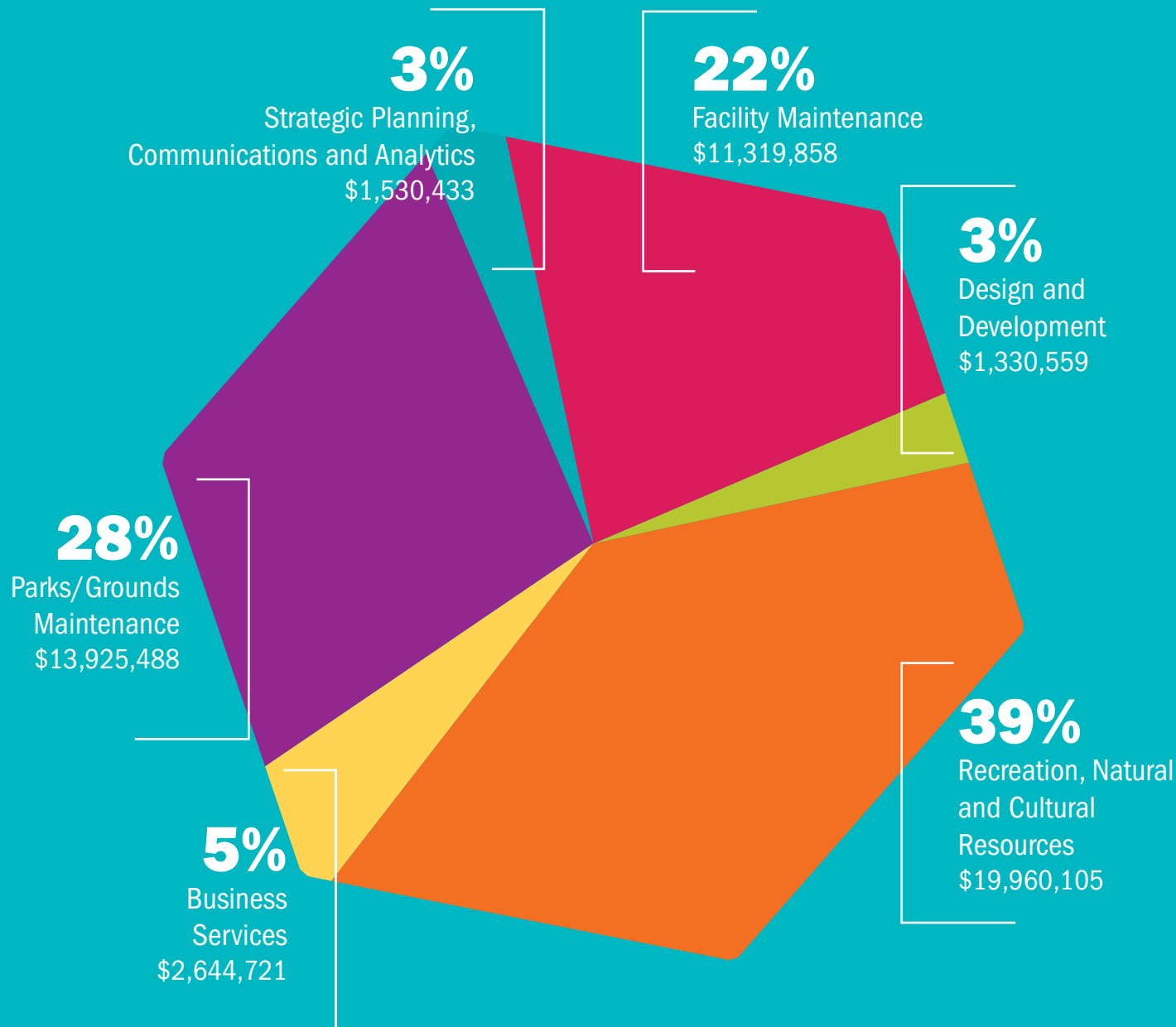
Acres of Parkland 10,194
Miles of Greenway 117
Acres of Nature Preserve 850
Tennis Courts 112
Aquatic Facilities 9

Ball fields 59
Playgrounds 69
Staffed Facilities 40
Historic Sites 12
Square Feet of Facilities . . . 2,291,575



Funding

2014/2015 Budget



The PRCR Department's 2014-2015 operating budget is **\$50.7M**.

GRANTS

PARTF 2014	\$250,000
John Rex Endowment	\$210,000
Alliance Behavioral Healthcare*	\$110,000
Juvenile Crime Prevention Council	\$93,350
COR Sustainability Fund	\$35,000
2014 Community Waste Reduction and Recycling Grants	\$12,450

CSX Restoration	\$2,500
VSA Children's Visual Art Discovery Program	\$8,250
NC Urban Forest Council - Legacy Tree Fund Grant 2014	\$2,999
Total	\$724,549

*Alliance Behavioral Healthcare is an annual contract to provide inclusion services.

Tagurik



Keeping In Touch

Raleigh Parks, Recreation and Cultural Resources continues to engage customers in various ways such as traditional print publications, website, program evaluations and social media outlets.

Satisfaction Surveys

Program participants and visitors fill out evaluations to tell us whether we are meeting their needs and providing an exceptional experience. In the past year, we invited 55,000 people to complete online surveys; 11 percent did so, reporting their overall satisfaction rating as **4.5 out of 5**.

Get Social with Raleigh Parks

We embrace social media as a way to connect with community members and learn about their interests and concerns. We count **34,713** members of our social media community.

- Twitter followers: 9,757
- Facebook likes: 2,871
- Pinterest followers: 252
- YouTube views: 21,678
- Instagram followers: 155

Join the conversation

Have a question about parks? **Ask us.**

Got a shout-out about something fun in the parks? **Tell us.**

 **Facebook.com/raleighparks**

 **Twitter.com/raleighparks**

 **Instagram.com/raleighparks**

 **Pinterest.com/raleighparks**

TagURit Contest

In July 2014, we asked Raleigh residents and visitors to celebrate Parks and Recreation Month by entering their images and videos in our TagURit contest. Contestants uploaded their fun, inspiring and special images to Facebook, Twitter, Pinterest and Instagram.

Council Members and Citizen Volunteer Boards

Current at time of printing

Raleigh City Council

Mayor: Nancy McFarlane

Russ Stephenson
Mary Ann Baldwin
Wayne Maiorano
John Odom
Eugene Weeks
Kay Crowder
Bonner Gaylord

Parks, Recreation and Greenway Advisory Board Members

Chair: Kimberly Wicker

Mike Surasky
Richard Bostic
Patrick Buffkin
Jay Chaudhuri
Christopher Dillon
Dexter Hebert
Steve Hepler
Jennifer Hoverstad
Rodger Koopman
Clodagh Lyons-Bastian
Shane Mellin
David Millsaps
Thomas Moore
Amy Simes

Raleigh Arts Commission Members

Chanda Branch
Joe Cebina
Jason Craighead
Linda Dallas
Gene Davis
Laurent de Comarmond
Clyde Lundy
Andy Martin
Nancy Novell
Sarah Powers
Joanne Sullivan
Stan Williams

Historical Resources and Museum Advisory Board Members

Chair: Barbara Freedman

Al Brothers
Dwight Coleman
Nick Fountain
Melissa Hockaday
Treva Jones
Joe Mobley
Ed Morris
Greg Paul
Cyrus Stacey
Tom Ward
Andy Witcher

Public Art and Design Board

Clymer Cease
Laurent de Comarmond
Linda Noble
Bob Rankin
Kathleen Rieder
Thomas Sayre
Brian Starkey

Historic Cemeteries Advisory Board

Chair: Jimmy Thiem

Jenny Harper
David Brown
Jane Thurman
Terry Harper
Danny Morgan
Wayne Schindler
Danny Coleman
Jose Fraser



