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City of Raleigh Parks and Recreation



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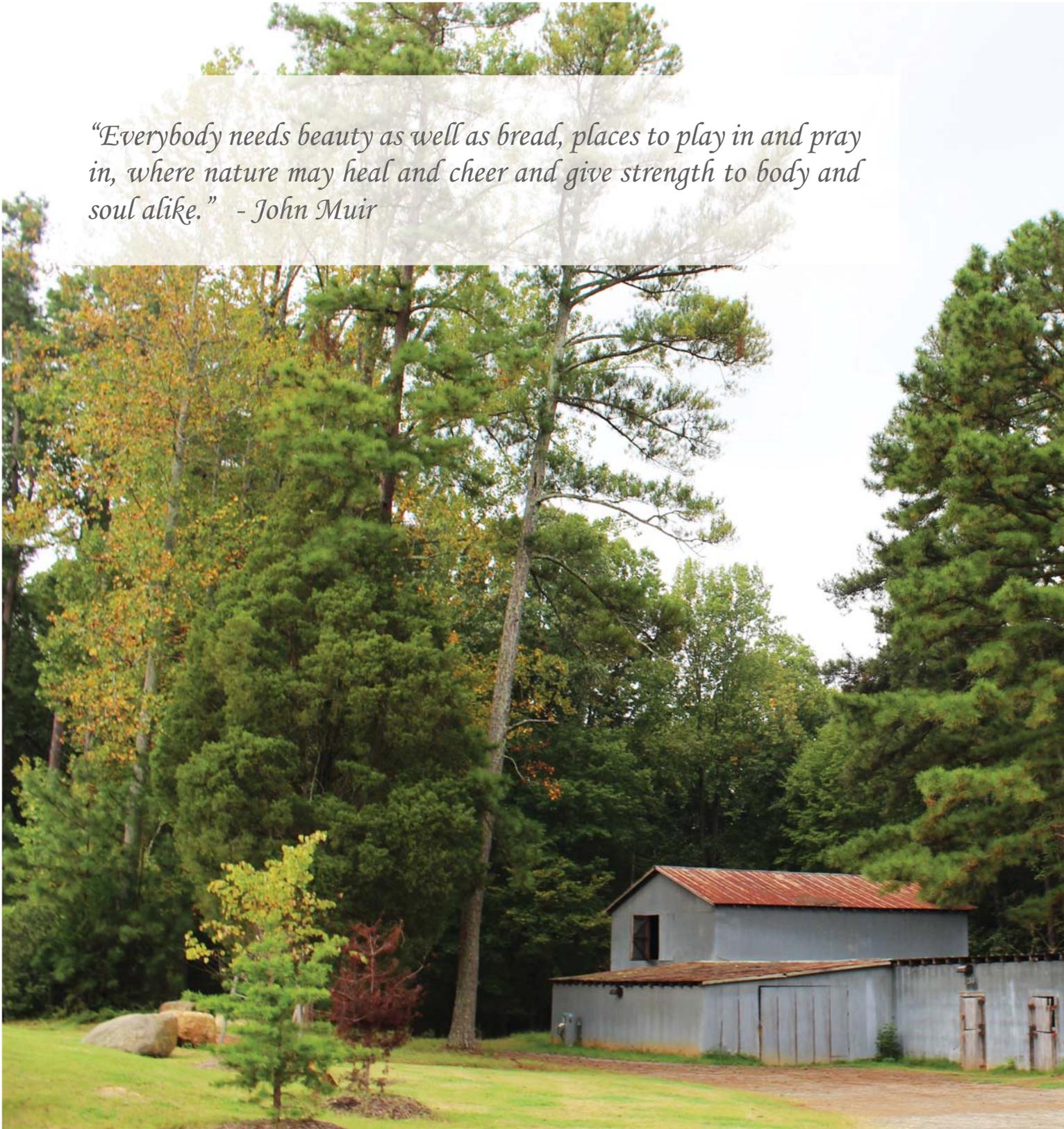
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“Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and cheer and give strength to body and soul alike.” - John Muir



Needs & Priorities Assessment



Annie Lousie Wilkerson MD Nature Preserve

Chapter 3 | Needs & Priorities Assessment

Building on the information gathered as part of the Existing System Overview, the consultant team utilized innovative techniques to conduct a comprehensive city-wide needs and priorities assessment process. Techniques used are a combination of qualitative and quantitative industry best practices that provide a system of cross-checks to determine the top needs and priorities for parks and recreation in the City of Raleigh. The following details summarize the findings from each technique.



Chapter III Needs & Priorities Assessment

- 3.1 - Public Participation**
- 1. Community Engagement
 - 2. Focus Groups
 - 3. Interviews
 - 4. Websites
 - 5. Summary

- 3.2- Online Public Opinion Survey**
- 1. Methodology
 - 2. Survey Responses
 - 3. Individual Questions
 - 4. Summary of Findings

- 3.3 - Citizen Opinion and Interest Survey**
- 1. Methodology
 - 2. Survey Responses
 - 3. Importance and Unmet Needs
 - 4. Summary of Findings

- 3.4 - Peer Comparison**
- 1. Methodology
 - 2. Agency-to-Agency
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 - 4. Summary of Findings

- 3.5- High Level Lifestyle Analysis**
- 1. Methodology
 - 2. Analysis
 - 3. Summary of Findings

- 3.6 - Recreation Programs and Services Assessment**
- 1. Survey Results for Programs
 - 2. Current Program Assessment
 - 3. Future Programs
 - 4. Recommendations

- 3.7 - Existing Level of Service Analysis**
- 1. Methodology
 - 2. Existing Acreage LOS
 - 3. Existing Facilities LOS
 - 4. Existing Access LOS
 - 5. Summary of Findings

- 3.8 - Summary of Needs and Priorities**

needs & priorities assessment



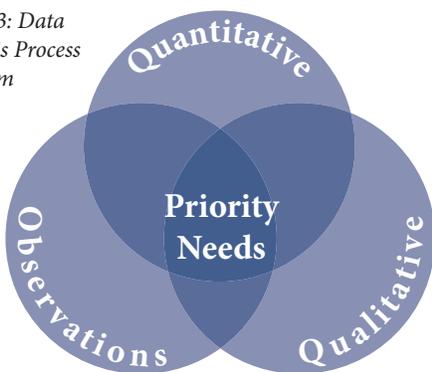
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Section 3.0 | Approach

Chapter Two, Existing Conditions Overview, utilizes a number of observational techniques to better understand the current condition of parks, recreation facilities/programs and greenways throughout the city of Raleigh. These techniques, though valuable to the consultant team, do not provide the data needed to understand how residents use, value and envision their parks, recreation facilities/programs and greenways. This chapter documents two additional research types; qualitative and quantitative which allow the team to gather this input through public participation, community surveys and inventory analyses.

In their singular form, each technique provides only a snapshot of information, but when combined, these three (3) research types form a mixed methods, triangulated approach which can demonstrate overall trends in needs and priorities. Thirteen (13) comprehensive methods of input or data collection were utilized as part of this triangulated approach, see **Figure 3**. Though some techniques are more statistically valid than others, by utilizing a comprehensive array of thirteen techniques, the consultant team can cross-check results to better determine an accurate understanding of the City's needs and priorities. **Techniques will continue to be utilized and refined in subsequent chapters of this planning process.**

Figure 3: Data Analysis Process Diagram



Observational Techniques:

- Individual Park and Greenway Evaluations
- Population & Demographic Overview
- Recreation Programs and Services Assessment

Quantitative Techniques:

- Citizen Opinion and Interest Survey
- Peer Comparison
- Level of Service Analysis
- High Level Life-style Analysis

Qualitative Techniques:

- Intercept Interview
- Focus Groups
- Planning Committee
- Community Workshops
- Websites
- Online Survey

Section 3.1 | Public Participation

3.1.0 Overview

Public participation is the cornerstone of the qualitative technique method. For the City of Raleigh's Parks and Recreation System Plan, a multi-faceted approach to public participation was developed that was consistent with the City's recently adopted Public Participation Policy (2012). A primary goal of the plan's public participation was to provide opportunities for geographical, topic specific, and policy related input. The first element of the public participation phase of the project included conducting four (4) community meetings in different geographical regions of the city, as well as one (1) teen workshop over a two week period. The second element consisted of conducting nineteen (19) topic-based focus groups for various park and recreation topics. The third element included stakeholder interviews with city administration and department leaders at the City of Raleigh. The final tool utilized for public participation was a public engagement website (www.yourparksyourfuture.com) which was launched on September 17, 2012 and remains operational throughout the entire system planning process. The following are summaries of findings for each method.

3.1.1 Community Meeting

Four (4) community meetings were held throughout the City of Raleigh in geographically distinct areas: Green Road Community Center (Northeast Raleigh); Chavis Community Center (Southeast Raleigh); Carolina Pines Community Center (Southwest Raleigh); and Lake Lynn Community Center (Northwest Raleigh). In addition, a teen workshop was held at the Chavis Community Center in order to gain input from this valuable age segment of the Raleigh community. Each meeting was publicly advertised in print, by flyers posted throughout the community, e-mail blasts by the Parks and Recreation Department, website postings, and business card handouts.

Needs & Priorities Assessment

Each meeting consisted of a presentation of the overall planning processes, findings from the Existing Condition Overview, interactive voting questions, a sample survey, and a review of additional public participation opportunities. Records of each meeting can be found in **Appendix D**, along with recorded comments and voting results. In addition to the scheduled community meetings, Park and Recreation Department staff attended Basketball League nights throughout the community and conducted 28 presentations to various Community Advisory Committees (CAC) and other interested groups. Together, these meetings and presentations reached out to over 1,000 residents. This report will summarize themes which emerged from each meeting.



Green Road Community Meeting

Community Meeting #1 Green Road Community Center

The first of four community meetings was held in the northeast area of Raleigh at the Green Road Community Center on January 10, 2013. Comments were provided by residents throughout the meeting by means of written responses to questions on flip charts, residents' written comments on display boards, survey results, and Park and Recreation staff recording comments at three topic stations: Parks, Programs, and Greenways. Primary comments summarizing all methods included:

- Better communication of information to public (RE: programs, parks, etc.)
- Collaborate with community programs (i.e. – Easter Seals, etc.)
- Require builders to include neighborhood parks again (comment regarding Wake County)
- Sidewalk needed on St. Albans and Atlantic Ave. (esp. near greenway)
- Additional gated/fenced dog parks in existing parks
- Parking needed at trailheads and greenway entrances
- On-trail wayfinding and destination/time information
- Coordinate senior/social services programming with Wake County

Community Meeting #1 Survey Results:

A. Most Important Facilities with Highest Unmet Needs

1. Greenway Trails
2. Natural Parks and Preserves
3. Smaller Neighborhood Parks
4. Playgrounds
5. Indoor Pools
6. Dog Parks
7. Outdoor Pools

B. Most Important Activities with Highest Unmet Needs

1. Fitness and Wellness
2. Aquatics
3. Visual Arts
4. Lake-Related Activities
5. Pre-school
6. Nature
7. Adventure Recreation

Community Meeting #2 – Chavis Community Center

The second of four community meetings was held at Chavis Community Center in the southeast area of Raleigh on January 12, 2013. Comments provided by residents throughout the meeting include:

- John Chavis Memorial Park's top priority in community and needs is to match Pullen Park in quality
- Tell story of African American history through the park or greenway interpretive signage
- Residents request an olympic-sized pool at John

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Chavis Memorial Park

- SE Raleigh needs more senior, adult and teen/youth programming, esp. at Barwell
- Request for outdoor restrooms and fountains at John Chavis Memorial Park
- Barwell needs more amenities for users, i.e. playground, better lighting, entrance sign, pool, etc.
- Ralph Campbell Center (Apollo Heights Park) needs improvements including lighting/safety
- Request for more smaller neighborhood parks that are connected via greenways or sidewalks



Chavis Community Meeting

Community Meeting #2 Survey Results:

A. Most Important Facilities with Highest Unmet Needs

1. Picnic areas/Shelters
2. Smaller Neighborhood Parks
3. Restrooms
4. Greenway Trails
5. Recreation Centers
6. Community Gardens
7. Youth Baseball and Softball Fields
8. Dog Parks

B. Most Important Activities with Highest Unmet Needs

1. Fitness and Wellness
2. Aquatics
3. Teen (6th – 12th Grade)
4. Youth Summer Camp
5. Specialized Recreation
6. Family
7. Lake-Related Activities

Community Meeting #3 – Carolina Pines Community Center

The third of four community meetings was held at Carolina Pines Community Center in the southwest area of Raleigh on January 16, 2013. Comments provided by residents throughout the meeting included:

- Crosswalks and safer street crossings needed to and from parks, more walkable parks
- Need expanded greenway wayfinding that identifies other connections and destinations
- Request for benches/ rest areas along stretches of greenways that do not connect to parks
- Connectivity in SW Raleigh is not as equitable as other areas of the City
- Consider providing greenway connections to surrounding communities, i.e. Cary
- Dog park operation hours could be expanded and lighting provided
- Leisure Ledger could be reformatted for easier use/ group similar programming
- Label Mountains to Sea Trail on maps and provide branding
- Priority needs in 5 years by residents are:
 - o Open spaces and public plaza for multi-story developments
 - o Greenway trail along Hillsborough from Maynard (Cary) to Jones Franklin Road
 - o Adventure recreation facilities/programs in South Raleigh area



Carolina Pines Community Meeting

Needs & Priorities Assessment

Community Meeting #3 Survey Results:

A. Most Important Facilities with Highest Unmet Needs

1. Greenway Trails
2. Smaller Neighborhood Parks
3. Indoor Pools
4. Playgrounds
5. Nature Centers
6. Natural Parks and Preserves
7. Community Gardens
8. Walking/ Running Tracks
9. Mountain Bike Trails
10. Picnic Areas/ Shelters

B. Most Important Activities with Highest Unmet Needs

1. Nature
2. Fitness and Wellness
3. Adventure Recreation
4. History and Museums
5. Visual Arts
6. Aquatics
7. Lake-Related Activities
8. Youth Summer Camp

Community Meeting #4 – Lake Lynn Community Center

The last of four community meetings was held in the northwest area of Raleigh at Lake Lynn Community Center on January 17, 2013. Comments provided by residents throughout the meeting included:

- Provide better transportation options for kids and teens to access facilities
- Many tennis courts throughout city are in need of repair
- Participants request for an indoor public tennis court
- Outside beltline (I-440) neighborhood parks are not easily accessible by walking
- Better coordination and joint-use agreements needed between schools and parks
- Request for better signage and wayfinding along greenways to highlight connections and destinations
- Coordinate with other City departments regarding how to accommodate growth
- As the city urbanizes, there will be an increased need for urban parks
- Plan for an increase in retiree population in Raleigh

- Do not build any more wooden greenway trail bridges and/or replace existing to provide smoother running, walking, biking surface



Lake Lynn Community Meeting

Community Meeting #4 Survey Results:

A. Most Important Facilities with Highest Unmet Needs

1. Greenway Trails
2. Tennis Courts
3. Dog Parks
4. Walking/ Running Tracks
5. Smaller Neighborhood Parks
6. Natural Parks and Preserves
7. Recreation Centers
8. Indoor Pools

B. Most Important Activities with Highest Unmet Needs

1. Nature
2. Tennis
3. Fitness and Wellness
4. Lake-Related Activities
5. Adventure Recreation

Teen Workshop – Chavis Community Center

A teen workshop was held at the Chavis Community Center on January 12, 2013. Over sixty teens attended the workshop which included a presentation of park trends, voting exercises and a group park planning exercise. Comments were provided by teens throughout the meeting and included:

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- Request to provide equipment (balls, pads, etc.) for rental with potential sponsorship program
- Desire to have more after school oriented programs and weekend programming, specifically the Tops programs
- Food/ Ice cream trucks in parks
- Request for indoor pool and gym fitness area, more indoor spaces
- Provide better security/ cameras in parking lots and at community centers
- More water activities in parks
- Request for wi-fi in parks



Teen Workshop

Teen Workshop Survey Results:

A. Most Important Facilities with Highest Unmet Needs

1. Greenway Trails
2. Smaller Neighborhood Parks
3. Tennis Courts
4. Indoor Pools
5. Walking/ Running Tracks
6. Picnic Areas/ Shelters
7. Dog Parks

B. Most Important Activities with Highest Unmet Needs

1. Fitness and Wellness
2. Nature
3. Aquatics
4. Lake-Related Activities
5. Senior Adults
6. Adventure recreation

Community Meetings Themes

Information gathered from each community meeting and the teen workshop was recorded in meeting notes and coded by the consultant staff to identify themes for community needs and priorities for parks, recreation programs and greenways. Primary themes from the meetings included:

- Greenway wayfinding to highlight destinations, healthy information and educational interpretative elements
- Small, neighborhood parks are needed with connections to sidewalks and greenways
- Access to greenways needed
- Walking access is desired to neighborhood parks
- Park solutions needed for urbanizing areas
- Better coordination between schools and parks for more opportunities
- More dog parks in neighborhood parks and provide extended hours at select locations

3.1.2 Focus Groups

Nineteen (19) focus groups were held at Jaycee Community Center, Chavis Community Center and Laurel Hills Community Center covering various topics ranging from facilities, geographical areas and social groups. The meetings occurred between January 10th and February 7th, 2013. Combined, the focus groups meetings were attended by over 200 residents and interested parties. Each meeting was one hour in length and started with a brief introduction of the parks and recreation system planning process, followed by an in-depth discussion of needs and priorities, then capped by a discussion on preliminary vision idea for each topic and potential implementation strategies. A member of the Planning Committee was present at most of the focus group meetings. The focus group topics were as follows (in order of completion):

- Greenways, Bike and Pedestrian
- Adventure/ Outdoor Recreation

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- CAPSER (Citizen Advocates for Parks in SE Raleigh)
- Arts
- Tennis
- Athletics
- Nature and the Environment
- Multi-Cultural (two groups)
- Healthy Living
- Historical/ Cultural
- Active Adult/ Seniors
- Special Populations
- Sustainability
- Aquatics
- Downtown Raleigh
- Education
- Greater Raleigh Convention and Visitor's Bureau (CVB)
- Youth (school based programs)



Multi-Cultural Focus Group Meeting at Chavis Community Center

Comments and ideas from participants were recorded in meeting notes, cross-checked through audio recordings and finally coded to reflect consistent themes for primary findings. Items coded include topics or ideas which had more than one comment or included a detailed discussion during the focus group meeting. These themes are as follows for each focus group:

Greenways, Bike and Pedestrian (1/10/13):

- Need for a hierarchy of greenway trails based on level of use and type, i.e commuting, recreation, etc.
- City Council has adopted the definition of greenways as an infrastructure which operates as a system. This is diminished by fragmentation
- Wayfinding needs to address destinations and include

more innovative techniques that inform the public of the greenway system

- Request to provide better connectivity into neighborhoods
- Request for key intersections to provide user amenities

Adventure/ Outdoor Recreation (1/10/13):

- Request for equitable distribution of access to safe opportunities for adventure and outdoor recreation
- Facilities and programs should be less competitive based and more experience based (family and individuals)
- Establish a mentoring or sponsorship program to help lower-income individuals, children, or families have opportunities in adventure or outdoor recreation which is costly
- Current registration website is difficult to navigate and sign-up when looking for adventure/outdoor recreation opportunities
- Target facilities in low-income areas or minority population areas to provide better transportation access
- Programs for river activities should be developed with safety classes
- Long-term funding options for adventure recreation are needed and should be used for intended purposes
- Seek creative or alternative funding sources such as naming rights, licensing fees, sponsorships, etc.

CAPSER (Citizen Advocates for Parks in SE Raleigh) (1/10/13):

- Department staff is not representational of the city's demographics
- Greenway safety is a major concern throughout SE Raleigh and need more open views
- Preserve and embrace heritage throughout Raleigh
- Residents request an olympic sized pool in SE Raleigh
- Focus on improving or reinvigorating existing facilities
- Need more programs for older youth and teenagers, older adults and young women
- Up-to-date IT equipment at community centers for community meetings and use
- Desire to establish a scholarship program sponsored by the business community

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Arts (1/11/13):

- Vision as the 'Creative Capital of the South'
- Should be able to enjoy art as both a participant and an observer
- Top need is for coordination or alignment efforts amongst the various arts groups, providers and facilities
- Need a common voice and lack of branding to achieve Vision
- Multiple arts calendars/ agendas make scheduling very difficult, need once a year coordination meeting
- Desire for a facilitated system for distribution of information and sharing of calendars
- Need festival coordinator position
- Need variety of performance arts spaces, primarily a need for 800-1500 seat venue, a 200-300 seat venue for experimental arts
- Include basic infrastructure in parks for arts (power, restrooms, stage space, etc.)
- Economic benefits require spaces that are active, i.e. downtown, commercial centers, etc.



Southeast Raleigh Focus Group Meeting at Jaycee Community Center

Tennis (1/11/13):

- Except for Millbrook, most courts are in fair or poor condition
- Future development of courts should include 5-6 courts to allow high school tournament use
- Annual pass needed for groups/clubs and online reservation system would be more up-to-date

- Participants expressed a need for indoor facilities/ courts (either bubble or vacant big box store)
- Northwest area of Raleigh lacks tennis courts that are playable or in fair condition
- Tournaments are economic boom to Raleigh with hundreds of teams coming into town, coaches and scouts

Athletics (1/11/13):

- Participants stated a need for more baseball/softball fields for middle school and high school kids, specifically in NW area of Raleigh, existing fields are in poor condition
- Increase maintenance at existing facilities before expanding
- Multipurpose fields are in poor condition
- Look at acquiring additional space outside of city limits
- Reconfigure existing fields to better accommodate various fields sizes
- Consider additional opportunities for revenue sources i.e. sponsor jerseys, score boards, naming rights
- Training programs for referees and coaches taught by students from local colleges and universities

Nature and the Environment (1/11/13):

- Funding should be endowed for natural preserves to ensure commitment of a high quality experience in perpetuity
- Docent program for greenways and natural areas is needed
- Vision should include a staffed nature park within 10-15 miles of every citizen
- Nature preserve should be accessible by public transportation
- Need to bridge gap between sports and nature facilities
- Should educate residents of value of natural areas
- Create a 'Future Lands to Acquire' map
- Desire to conduct a comprehensive inventory of flora and fauna in natural areas
- More opportunities for 'citizen science' e.g. bird banding, plant identifying, etc.

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Multi-Cultural Group #1 (1/11/13):

- Alternative transportation options are needed such as transit
- Universal symbols should be used on wayfinding and printed material
- Provide food/beverages in parks (cafes, snacks, food trucks)
- Art should be in parks, regardless of who funds it
- Provide spectator facilities at sports venues

Multi-Cultural (group #2) (1/12/13):

- More computer classes, especially in the Green Road area
- More sports leagues are needed and more space, especially in the Spring Forest and Capital Blvd. areas
- Better outreach in the Hispanic community as current programs and services are not well advertised. Radio or Univision (Hispanic TV Channel) should be primary avenues
- More programs for Spanish seniors
- Desire more food options in parks
- ESL classes should be fully funded and offered multiple times per week

Healthy Living (1/16/13):

- Role of the City as a health facilitator
- Make greenways more user friendly, bilingual signage
- Education outreach for obesity, smoking, low cost resources, safety in parks, how to protect yourself, bike safety, stranger danger; use volunteers
- Safe walk to school program
- Seek better joint-use agreement between schools and city
- Need overall healthy food procurement policy
- Parks are part of the health and wellness community
- Better communications regarding programs and willingness to host innovative programs
- Need healthy polices; healthy food procurement, no smoking [education], community gardens on public land, healthy vending, no weapons in parks
- Transportation system needs improvements; safe routes to school; crosswalks; bike lanes; inconsistency between schools

Historical/ Cultural (1/16/13):

- Dorothea Dix campus is a very historic site
- City does not have a good history of 'handling historic properties'
- Need commitment to African-American community beyond slavery, civil rights movement history
- Desire for a visitor center or historic center (City Museum potentially)
- Identify city owned properties that need to be preserved
- Use Historical Resources Advisory Board more
- Work with universities to prepare materials, marketing, etc.

Active Adult/ Seniors (1/16/13):

- Technology classes need to remain dynamic with a clear strategy for upgrades
- More classes/training for at-home senior health-care or self-care, potentially partner with Wake Med or other hospitals
- Inform service providers of programs and be innovative with outreach to newcomers to Raleigh
- Quality of programs and facilities is a draw for people to move to Raleigh
- Acknowledge need for hearing impaired programming and activities
- Need expressed for a therapeutic pool
- Equitably distribute facilities/programs throughout Raleigh
- Address grades/slopes at existing facilities
- Transportation issues are biggest barrier for seniors to participate. Need expressed for door-to-door service and other transportation alternatives.
- Adult day-care is needed throughout Raleigh

Special Populations (1/16/13):

- Current programs are too segregated in terms of skills/abilities
- Participants requested programming for older youth and young adults that is low cost and/or sponsored, this is biggest gap
- Better collaboration between partners and agencies/providers is needed
- Partner with surrounding communities in Wake County

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- Partner with universities and increase access to their facilities
- Transportation is one of the biggest barriers to participation
- Many participants live outside City of Raleigh
- Need better coordination of special programs, transportation needs, etc. with a point person at the P&R Department
- City of Raleigh should set the bar for programs and facilities for special populations
- Request to provide more programs that focus on social aspects i.e. hanging out time
- Provide Department-wide training to staff at all facilities to work with accessibility, inclusion, special recreation
- Special Olympics events are large economic benefit for region

Sustainability (1/16/13):

- Need clear understanding of what is the intent and meaning behind 'Most sustainable mid-size city in America'
- Need to identify the ranking organizations and metrics needed to achieve goal
- Clear coordination is needed with City of Raleigh's Office of Sustainability
- Work with business community to define acceptable metrics and draw support
- Metrics should include;
 - Resource Conservation & Management
 - Sustainable Planning
 - Sustainable Design
 - Green Building Practices
 - Carbon Footprint Tracking
 - Economic Development
 - Education & Awareness
 - Equity
 - Alternative Transportation

Aquatics (1/17/13):

- Demand for lane space at area pools is very high
- Raleigh public pools are a value to private facilities
- Desire to focus on 50m pools with moveable walls/bulkheads for flexibility
- Request for additional aquatic features such as therapeutic, warm water pools, etc.

- Pool/aquatic facilities needs to be multi-purpose in order to justify operation and maintenance costs
- Explore better partnerships
- Include teaching programs tied to curriculum at public schools to teach everyone to swim
- Should co-develop aquatic centers with mix-use areas to encourage economic impacts
- Co-locate with schools, libraries, community centers

Downtown Raleigh (1/17/13):

- Currently no dog facilities in downtown, these are needed
- Intertwine themes of downtown (i.e. art, social services, preservation/history, etc.)
- Activate empty spaces throughout downtown for temporary uses/ green spaces
- Work with downtown churches when planning events, especially on Sundays
- Provide incentives to developers to provide green spaces, public amenities
- Capitalize on Moore Square transit center
- Downtown requests more temporary 'pop-up' spaces and uses downtown
- Plan for immediate improvements and for longer-term strategies
- Better coordination between City and State facilities for public use of spaces
- Provide better connections from downtown to greenway system
- Coordinate downtown planning efforts and ordinances/ zoning requirements

Education (1/17/13):

- Indoor facilities for groups between 150-250 are needed
- A uniform scheduling/registration system which is searchable by facility capacity
- Focus on co-location of facilities for multiple benefits
- Develop outreach programs to schools/teachers with curriculum developed and handouts that follow standards
- Utilize existing empty school sites/ plan with schools for temporary uses of unbuilt sites for park uses, i.e. multi-purpose fields, dog parks, etc.
- Coordinate with schools for higher quality facilities

Needs & Priorities Assessment

at co-located sites

- Public transportation to sites is biggest barrier

Greater Raleigh Convention and Visitor's Bureau (CVB) (1/17/13):

- The number one selling aspect of Raleigh is the greenways
- Request for better facilities for indoor tournaments (basketball, tennis, etc.)
- A thorough and up-to-date database is needed that is searchable for events and facilities
- Greenway map is confusing and needs to highlight 'plain people' attractions
- Soccer tournament facilities is an underserved area
- Need for competitive pools has not been met
- Major tournaments are being turned away in favor of smaller events, some dates need to be based on revenue/economic impacts getting priority
- A centralized indoor/outdoor tournament facility is needed for basketball, soccer, competitive swimming and track, like Walnut Creek Softball complex
- Utilize long-term contracts for events (can be based on certain criteria for economic impact)
- Request for better, more comprehensive marketing/outreach to showcase Raleigh parks (digital, print, maps, apps, travelers, etc.)

Youth (2/7/13):

- Consistent follow through is needed to enforce the changes recently implemented [for after/before school programs]
- Staff and youth need training to prevent/ defend against school violence and proper CPR techniques
- Registration process needs to be simplified so that parents can sign up for Track Out, Summer Camp or Before/After School programming online
- Sign-in process needs to reuse information already provided each year, simply verify if information is correct
- Increase options for Track Out, Summer Camp and Before/After School programming as the school population increases through growth (More students = more schools = more programming)
- Designated free play space is needed throughout community daily

- Family oriented free play and programming is greatest need and should be expanded
- Partner with universities for early education and coaching programs and training

Focus Group Themes

Information gathered from each focus group meeting was recorded in meeting notes and coded by the consultant staff to identify consistent themes of community-wide needs and priorities for parks, recreation programs and greenways. The primary themes from the focus groups included:

- Equitable distribution of access to adventure and outdoor areas
- Better greenway connectivity to neighborhoods
- Hierarchy of greenway types based on level of use and function
- Focus on improving or reinvigorating existing facilities and parks
- Create common voice in the arts community
- Reconfigure and improve existing athletic fields
- Create world-class experiences in parks and greenways
- Identify natural lands for future preservation and conservation
- Improve existing tennis courts throughout Raleigh
- Offer more technology and English as a Second Language (ESL) courses on a regular basis
- Provide alternative transportation options at and to parks
- Education outreach for healthy lifestyles with the City as health facilitator
- Create joint visitor and historic center
- More programs and locations for special populations through partnerships
- Clearly outline metrics and coordination within City for sustainability measures (social, economic and environmental)
- Centralize database needed for event planning and major tournaments
- Plan facilities for an urban lifestyle with immediate and long-term solutions
- Co-develop aquatic center with partners such as surrounding communities and schools
- Better coordination with schools for after-school, before-school, summer camps, track-out programs, and curriculum development

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3.1.3 Elected Officials, Administration and Department Leaders Interviews

In order to better understand the priorities that the City of Raleigh's elected officials are facing, the consultant team conducted a series of eleven (11) interviews with the Mayor, City Council members, the City Manager, an Assistant City Manager and various City Department leaders. Each interviewee was asked a series of questions regarding the issues they are hearing from constituents throughout their district or the City, thoughts on comparable cities or regions, and potential implementation strategies for improvements or enhancements to the parks and recreation system. Responses were recorded by the consultant team and coded to identify consistent themes. The following are themes compiled from all eleven interviews:

Needs and Priorities:

- 5 of the 11 interviewees mentioned the need for new neighborhood, “walk-to” or “pocket” parks in under-served areas (this is related to the equity issue below; a total of 9 interviewees mentioned either “equity”, “walkability” or “new neighborhood/pocket/ walk-to” parks)
- 7 of the 11 interviewees said that they do not get calls from dissatisfied or under-served constituents, or hear much about the need for new sports or recreation facilities
- 6 of the 11 interviewees mentioned the need to update or expand existing parks and recreation facilities, with an emphasis on expanded amenities and programs (such as bathrooms, safer play equipment, lighting, air conditioning in gyms, computers with internet access, after school programs, expanded weekend/ Sunday hours for community centers, historical exhibits)
- 7 of the 11 interviewees mentioned the need to start planning for Dorothea Dix Park
- 6 of the 11 interviewees discussed the need to expand, complete and/or connect the greenways, trails and sidewalk system for transportation as well as recreation; the need to improve the “wayfinding” system was also mentioned
- 4 of the 11 interviewees discussed the need for equity in the geographic distribution of recreation facilities

across the City (as mentioned above)

- 4 of the 11 interviewees discussed the need to serve an aging population and/or the need for new senior centers, including one in southeast Raleigh
- 4 of the 11 interviewees discussed the need for urban parks in the downtown/ redevelopment areas to accommodate the growing urban population. Several noted that urban parks serve a different function than suburban parks and should be planned and designed differently. They also discussed the need for “vehicle” or “mechanism” to create these spaces as redevelopment occurs
- 3 of the 11 interviewees mentioned the need for “special use” sports venues – including an aquatics center, tournament athletics facility, and a velodrome - to serve the local population and to attract sports tourism. It was also mentioned that the high use of competition sports facilities are “forcing people out” of traditional recreational parks
- 2 of the 11 interviewees mentioned the need for joint planning and use with Wake County Schools and Parks
- Other needs mentioned by interviewees included arts, culture and historic preservation; more diversity and inclusiveness, particularly focusing on the needs of the Hispanic community; “branding” the City of Raleigh; and maintaining the legacy and character of a “City within a park”
- A focus on maintenance needs was also mentioned by interviewees

Funding/ Implementation:

- 9 of the 11 interviewees stated that voter-approved bond referendums have historically been successful in Raleigh and would be the preferred funding mechanism for proposed parks and recreation system improvements
- 8 of the 11 interviewees also mentioned impact fees as a traditional funding tool; however several interviewees cautioned against increasing the amount of current park impact fee rates
- Several interviewees also mentioned the general fund, grants, partnerships with schools and businesses, and/or the use of special assessments and taxing districts such as Business Improvement Districts (BIDs) and Tax Increment Financing (TIFs)

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- Several interviewees mentioned the need to keep user fees affordable

Comparable Communities:

- 4 of the 11 interviewees felt that no other cities were comparable with Raleigh
- Other interviewees mentioned Austin, Denver (healthy lifestyles, outdoor recreation), Pittsburgh (redevelopment), Minneapolis (greenways and parks), Boston (walkable), New York (re-capture and conversion of “throw-away” spaces), San Francisco (public art), Chicago (big urban parks), Charleston, Savannah, Washington, DC

Interview Themes

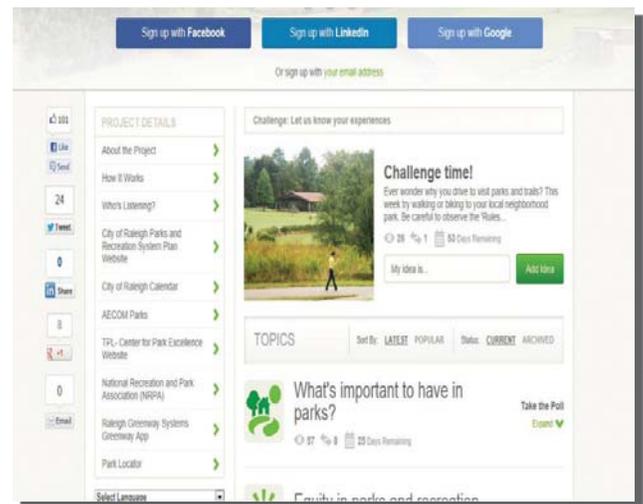
The following themes were recorded by consultant staff during multiple interviews with City of Raleigh stakeholders and elected officials. The primary themes for needs and priorities from the interviews included:

- Better connectivity for greenways and trails
- Improve or enhance existing park and recreation facilities first through reinvestment in maintenance
- Need for equity in the geographic distribution of recreation facilities across the City
- Start planning for Dorothea Dix Park site in overall park and recreation system
- Provide more walk-to park options for residents
- Meeting the needs of an ageing population
- Develop parks in urbanizing areas based on new urban lifestyles
- Keep the character of the City through integration of the arts, history and diversity

3.1.4 Public Engagement Website

A goal of the City of Raleigh’s Parks and Recreation Department is to utilize online content and social media to reach out to residents and users in a new way. This will help to gather input and create better opportunities for residents and workers to stay engaged in the planning process. To fully engage citizens, the City has also included an interactive public engagement website. In addition, the Parks and Recreation Department’s own website (<http://parks.raleighnc.gov>), serves as a depository of information such as meeting notes, project schedule and announcements.

The public engagement website (www.yourparksyourfuture.com) was utilized to gain input from area residents and visitors throughout the planning process with various topics, questions and polls posted for public input and feedback. Comments, ideas and votes submitted through this website have been saved, compiled and coded by the consultant team and City Staff. At the time of publishing, the website has received over 12,000 visits with over 33,000 page views. Over 775 participants have posted comments, ideas or voted online and all zip codes included in the City of Raleigh have active participants. The following are examples of ideas submitted through the website as well as coded themes which have received the highest amount of votes of support or have been identified by numerous residents in submitting their ideas or comments:



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Public Engagement Website Themes

Needs and Priorities:

- Development of a destination playground that is accessible by children of all needs
- More disc golf opportunities throughout the City and at Dorothea Dix Park
- Lighting for existing skatepark at Marsh Creek Park
- Develop lighted soccer fields with artificial turf fields for league and pick-up play
- Provide more nature parks
- Provide benches and rest areas along existing greenway trails
- Provide nighttime activities for some parks
- Additional off-leash dog parks, some with lights
- More playgrounds for toddlers and better playground options such as natural and barrier free playgrounds
- Better parking options and additional restrooms at Lake Johnson
- Develop outdoor destination water park
- Provide more electric vehicle charging stations
- More greenways in northeast Raleigh and Capital Boulevard areas
- Develop a cross-country course and market it for local and regional events
- Improve existing tennis courts and provide better equitable distribution
- Improvements are needed for Ralph Campbell Center for afterschool programs
- More sand volleyball courts
- Downtown to Midtown multi-use path
- More and better specialized recreation classes (i.e. art classes, fitness, dancing, safety, volunteering, practical living, etc.)
- Provide small eating areas and vendors at select parks
- Finish the greenway trail connection to Umstead State Park
- Regional wayfinding system with destinations and time indicators along greenway trails



Community Meeting input

Additional topics were posted on the public engagement website to gain feedback for specific issues. These topics include:

Barriers which prevent residents from using the Capital Area Greenways Network (in descending order of votes):

- Inadequate connections to other trails or gaps in the network
- Inadequate connections to adjacent uses such as businesses and neighborhoods
- Inadequate or inconsistent location and wayfinding signage
- Psychological safety concerns (perceived safety)
- Lack of adequate parking at trailheads
- Inadequate support facilities such as restrooms, drinking fountains or parking
- User safety at roadway intersections
- Physical conditions (e.g. surface, bridges, intersections)
- Lack of time
- Inadequate number of passive use areas such as picnic areas and benches
- Lack of interest

Additional topics will be summarized upon completion.

Needs & Priorities Assessment

3.1.5 Public Participation Summary

Forming the foundation of the qualitative research, public participation provides a snapshot of residents', stakeholders' and elected officials' views for the vision, needs and priorities of the City of Raleigh's Parks and Recreation System. With the interaction of over 6,500 residents through face-to-face meetings and online conversations, the consultant team gained a better understanding of the community's needs. Below is a list which summarizes the top needs for facilities and activities based on input provided during all four (4) community meetings and one (1) teen workshop. Following the needs list, a list of the top priorities themes is provided which summarizes input from each of the public participation events.

Needs (Compiled from Community Meetings and Online):

A. Most Important Facilities with Highest Unmet Needs

1. Greenway Trails
2. Smaller Neighborhood Parks
3. Tennis Courts
4. Picnic Areas/ Shelters
5. Nature Parks and Preserves
6. Restrooms
7. Indoor Pools
8. Dog Parks
9. Accessible Playgrounds
10. Disc Golf

B. Most Important Activities with Highest Unmet Needs

1. Fitness and Wellness
2. Nature
3. Aquatics
4. Tennis
5. Visual Arts
6. Adventure Recreation
7. Teens (6th - 12th Grade)
8. Food Vendors

Priorities:

- Greenway wayfinding needs to highlight destinations, fitness and nutrition information, educational/interpretative elements and amenities such as benches
- Better greenway connectivity to neighborhoods
- Hierarchy of types and functions of greenways
- Equitable distribution of small, neighborhood parks with connections to sidewalks and greenways needed
- Focus on improving or reinvigorating existing facilities (athletic fields, tennis) and parks
- Develop new urban lifestyle based parks and greenway connection options for urbanizing areas with immediate and long-term solutions
- Identify future natural lands for preservation and provide an equitable distribution of nature parks
- Provide better coordination with schools for educational curriculum recreation programs and greenway connection options.
- Additional off-leash dog parks, some with lights and extended hours
- More playgrounds for toddlers and better playground options such as natural and barrier free playgrounds
- More and better specialized recreation classes (i.e. art classes, fitness, dancing, safety, volunteering, practical living, technology and English as a Second Language)
- Create common voice in the arts community
- Provide alternative transportation options at and to parks
- More programs and locations for special populations through partnerships
- Co-develop aquatic center with partners such as surrounding communities and schools
- Keep the character of the City through integration of the arts, history and diversity
- More disc golf opportunities throughout the City
- Provide small eating areas and vendors at select parks

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Section 3.2 | Online Public Opinion Survey

3.2.0 Methodology

Starting on January 1, 2013 and concluding on March 4, 2013, City of Raleigh residents and anyone with an interest had an opportunity to participate in an on-line public opinion survey via Survey Monkey. Consultant and City Staff developed a questionnaire which closely resembled the Citizen Opinion and Interests survey document in Section 3.3 of this report. The On-line Public Opinion Survey was accessible by two means; a link was provided on the public engagement website (www.yourparksyourfuture.com); and a link was e-mailed out to contacts via e-mail blasts from the City of Raleigh. At each public event, the consultant and/or Parks and Recreation Department staff provided business cards to attendees with a domain address and QR Code to access the public engagement website and encouraged attendees to complete the survey. In total, 1,962 surveys were completed over the course of two months.

While findings from on-line surveys are instructive, it is important to note that this survey is not considered statistically accurate and does not reflect the demographics of the City of Raleigh. Respondents self-select to complete the survey, rather than being randomly contacted in a sample such as the survey used in Section 3.3. Even though the survey is not statistically valid, results are valuable to the overall analysis process specifically because almost 2,000 people responded, which reflects a large body of input from throughout the community.

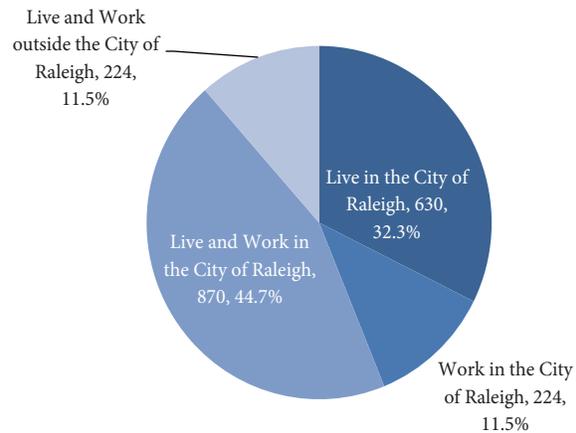
3.2.1 Survey Respondents

The intention of the survey was to reach as many City of Raleigh residents and interested parties as possible. Before completing questions regarding park and recreation facilities and activities, a series of basic demographic questions were asked to better understand the respondents. The following are select results of these basic questions:

Question 1: Which one of the following best describes you? (Table 16: Responses: 1,948/ Skipped: 14)

The majority of respondents either live and/or work in the City of Raleigh, with only 11.5% as neither option. This indicates a strong participation level by residents, workers and visitors to the City of Raleigh.

Table 16. Respondent's place of residence



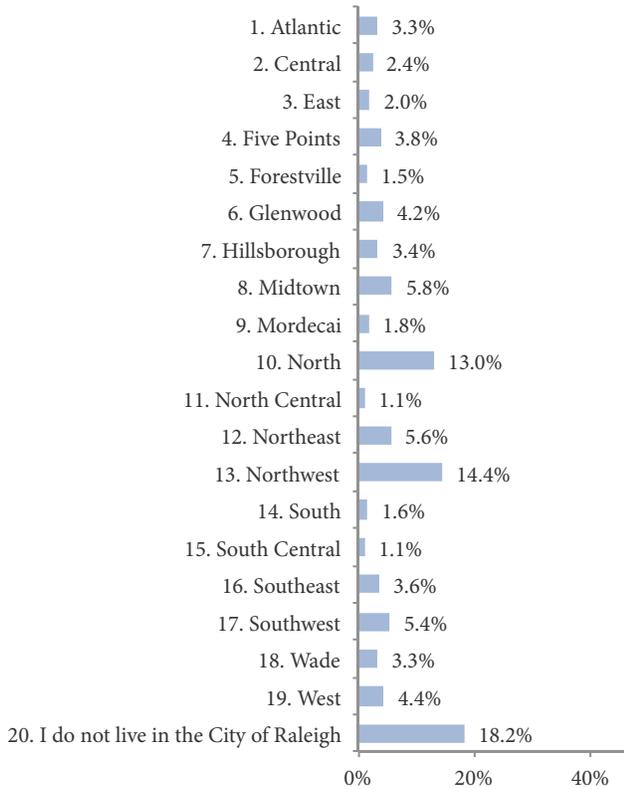
Question 2: Which Citizen Advisory Council (CAC) do you or your family live in? (Table 17: A reference map was provided) (Responses: 1,927/ Skipped: 35)

The CACs with the highest level of participation include Northwest, North and Midtown CACs. Lowest participation was from the South Central, North Central and Forestville CACs. The CAC participation rates in Table 18 indicate the distribution across all CACs, and are not adjusted for population differences between CACs. Approximately 18.2% of respondents did not live in the City of Raleigh, or did not know their CAC.



Needs & Priorities Assessment

Table 17. Respondent's CAC

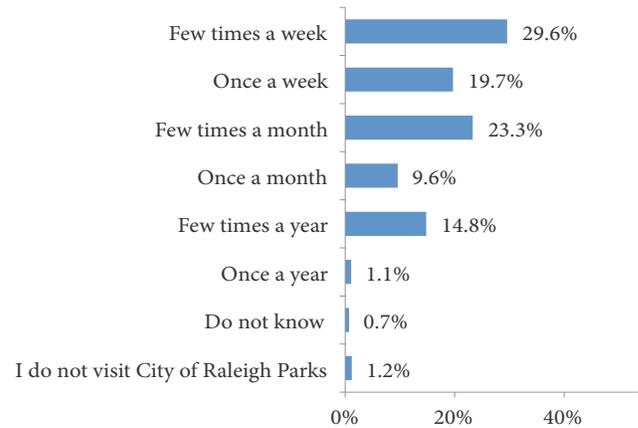


Park and Facilities Questions:

1. **Approximately how often did you or members of your household visit City of Raleigh parks during the past year?** (Table 18: Responses: 1,839/ Skipped: 123)

Almost 50% of respondents visit a City of Raleigh park on a weekly basis. An additional 30% of respondents visited City of Raleigh parks at least monthly over the last year. Response to the question indicate that participants are very familiar with City of Raleigh parks by the high level of visitations.

Table 18. How often do you visit?



3.2.2 Individual Park and Recreation Questions

A series of questions specific to park and recreation issues were asked of each respondent. The number of responses vary for each question, however, each question shown in detail below had over 1,000 actual responses. Questions are organized into five (5) categories:

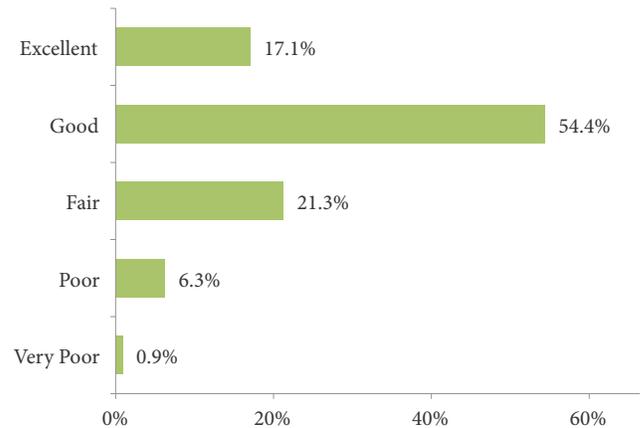
- Park and Facilities
- Recreation Program
- Satisfaction
- Priorities
- Communication

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2. Overall, how would you rate the condition and appearance of ALL the parks and recreation sites in the City of Raleigh you have visited? (Table 19: Responses: 1,824/ Skipped: 138)

Over 92% of respondents had a positive or fair rating to the condition and appearance of City of Raleigh parks with over 71% stating an excellent or good rating. This reflects a very positive view of parks in the City of Raleigh by residents, visitors and workers, and is consistent with feedback received at several public participation events.

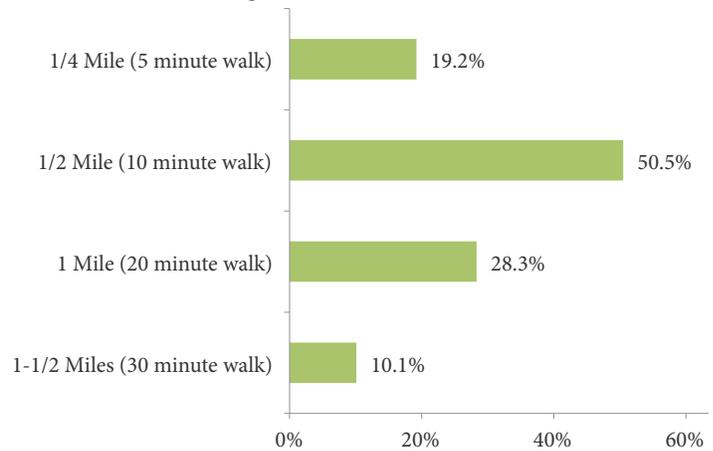
Table 19. Condition and Appearance



3. How would you define 'walking distance?' (Table 20: Responses: 1,825/ Skipped: 137)

A little over 50% of respondents indicated that a ½ mile or a ten (10) minute walk is their definition of 'walking distance,' which is consistent with most post-war, first-tier suburban and urban development patterns. The second highest number of respondents selected one (1) mile or a twenty (20) minute walking distance.

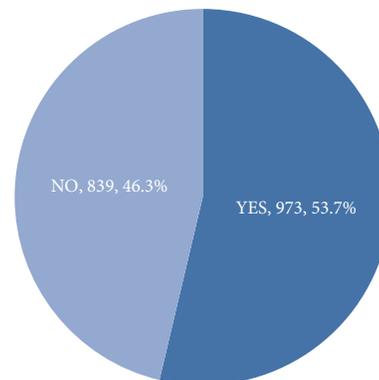
Table 20. Walking Distance



4. Do you feel there is sufficient access to greenway trails from your residence? (Table 21: Responses: 1,812/ Skipped: 150)

Slightly over 53% of respondents stated that they feel there is sufficient access to greenway trails from their residence. Over 46% of respondents do not feel there is sufficient access.

Table 21. Access to Greenways



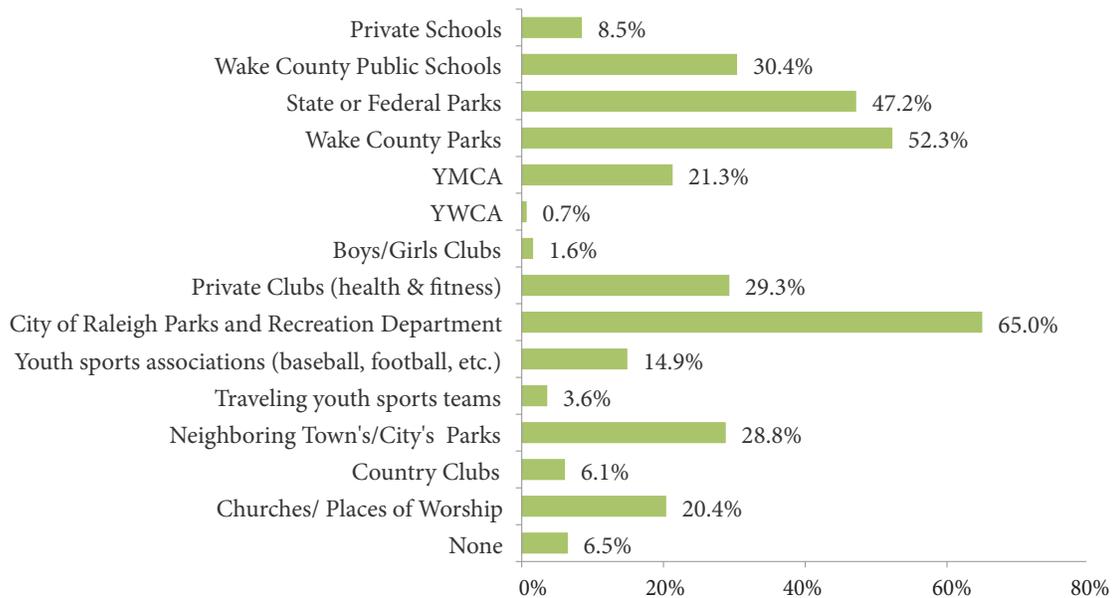
Needs & Priorities Assessment

5. Check ALL the organizations that you and members of your household use for parks and recreation programs and services.

(Table 22: Responses: 1,616/ Skipped: 346)

The most commonly selected organization that respondents or members of their household have used for parks and recreation programs and services was the City of Raleigh Parks and Recreation Department (65%); with 52% using Wake County Parks; 47% using state or federal parks; and 30% using Wake County Public Schools. The least common organization was YWCA (0.7%) and Boys/Girls Clubs (1.6%).

Table 22. Organizations Used



6. Select the three most significant reasons that prevent you or other members of your household from using parks, recreation or greenway facilities or programs of the City of Raleigh Parks and Recreation Department more often. *(Twenty options were provided and respondents could select a most significant, 2nd most significant and 3rd most significant reasons)*

(Responses: 1,616/ Skipped: 346)

The most significant reason that prevents respondents from using parks, recreation or greenway facilities or programs was a lack of greenway access, followed closely by 'parks and facilities being too far from my home,' and 'I do not know what is being offered.' The most votes, however, were for none which identifies that a large amount of respondents did not have a reason that prevents them from using facilities or currently used facilities without impediments. The least significant reasons were lack of handicap accessibility, poor customer service by staff and lack of transportation.



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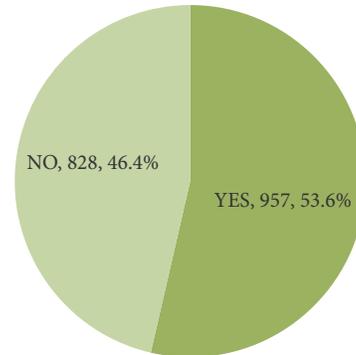
Recreation Program Questions

7. Have you or other members of your household participated in any recreation programs offered by the City of Raleigh Parks and Recreation Department?

(Table 23: Responses: 1,785/ Skipped: 177)

Over 53% of respondents selected that they or members of their households have participated in a recreation program offered by the City of Raleigh Parks and Recreation Department.

Table 23. Recreation Program Participation

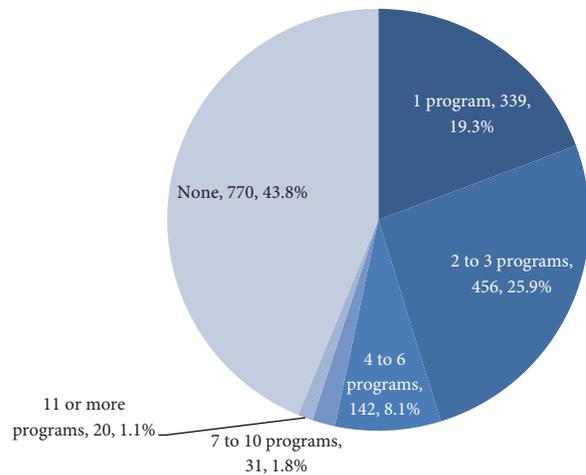


8. Approximately how many different recreation programs offered by the City of Raleigh Parks and Recreation Department have you or members of your household participated in over the last twelve months?

(Table 24: Responses: 1,758/ Skipped: 204)

56% of respondents have participated in one or more recreation programs with the City of Raleigh Parks and Recreation Department. The largest group of participants has attended 2 to 3 programs (25.9%).

Table 24. Recreation Program Participation

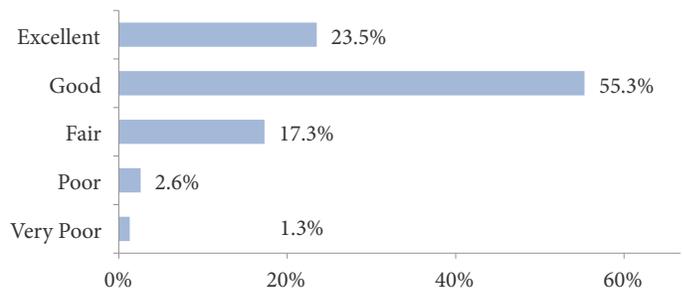


9. How would you rate the overall quality of the recreation programs that you and members of your household have participated in?

(Table 25: Responses: 1,249/ Skipped: 713)

Over 96% of respondents had a positive or fair rating for the overall quality of recreation programs with over 78% stating an excellent or good rating. This reflects a relatively positive view by residents, visitors and workers of recreation programs offered by the City of Raleigh.

Table 25. Quality of Recreation Programs

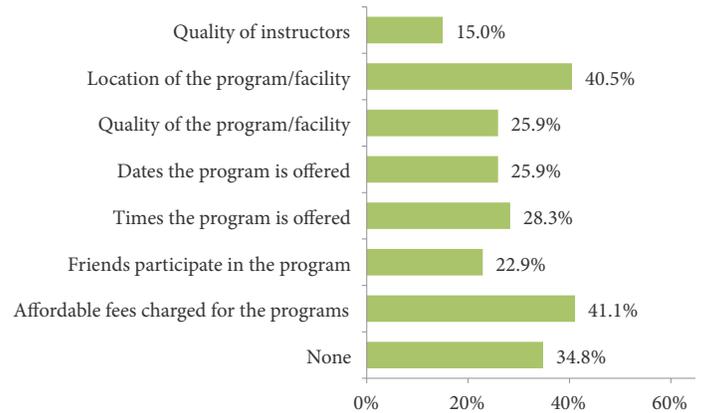


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10. Check the reasons why your household has participated in City of Raleigh Parks and Recreation Department programs. (Select all that apply) (Table 26: Responses: 1,557/ Skipped: 405)

The most common reason a respondent chose to participate in a recreation program provided by the City of Raleigh Parks and Recreation Department was the affordable fee charged for the programs (41%), followed by location of the program/facility (40%). The least common reasons were quality of instructors (15%) and friends participate in the program (22.9%).

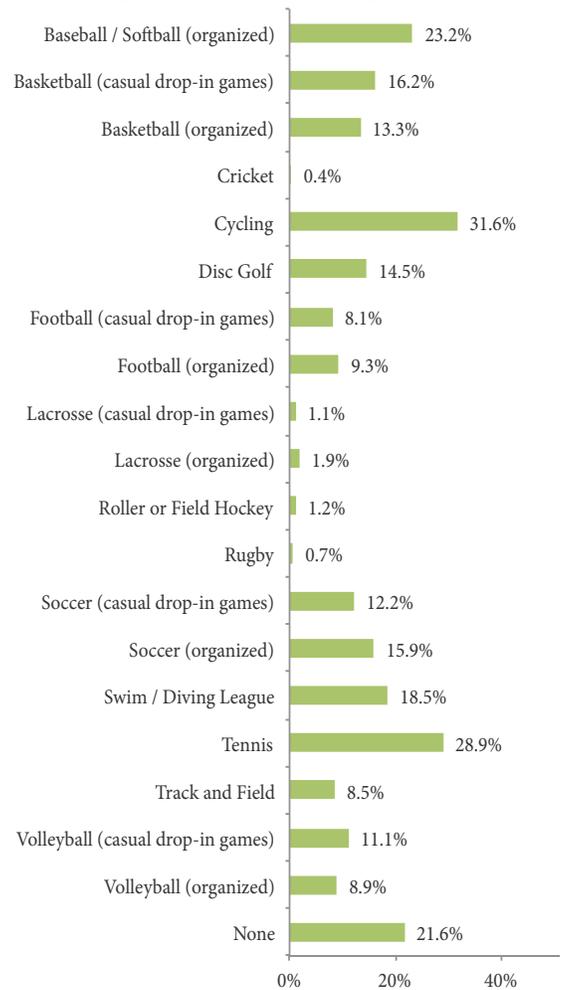
Table 26. Reason to Participate in Programs



11. What recreational/ team sports do you and/or your household members currently engage in? (Table 27: Responses: 1,688/ Skipped: 274)

Of the 1,688 respondents over 31% currently engage in cycling, 28% play tennis, 23% play organized baseball/softball, and 18% swim or dive on a league. Over 21% of respondents do not engage in any recreation or team sports. The four recreation/team sports with the lowest level of participation include; cricket (0.4%); rugby (0.7%); lacrosse (1.1%); and roller or field hockey (1.2%).

Table 27. Top Recreation/ Team Sports Engagement



12. Which three recreation/ team sports are most important to your household irrespective of where you participate in that program? (Twenty options were provided and respondents could select a most important, 2nd most important and 3rd most important choice) (Responses: 1,546/ Skipped: 416)

The recreation/ team sports which received the most important votes include (in descending order); baseball/softball; cycling; tennis; organized soccer; and swim/ dive league. The activities which received the most 2nd important votes (in descending order) include: cycling; swim dive league; tennis; organized soccer; baseball/ softball. Recreation/ team sports receive the highest number of 3rd most important votes (in descending order) include; tennis; swim/ dive league; cycling; disc golf; and baseball/ softball.

needs & priorities assessment



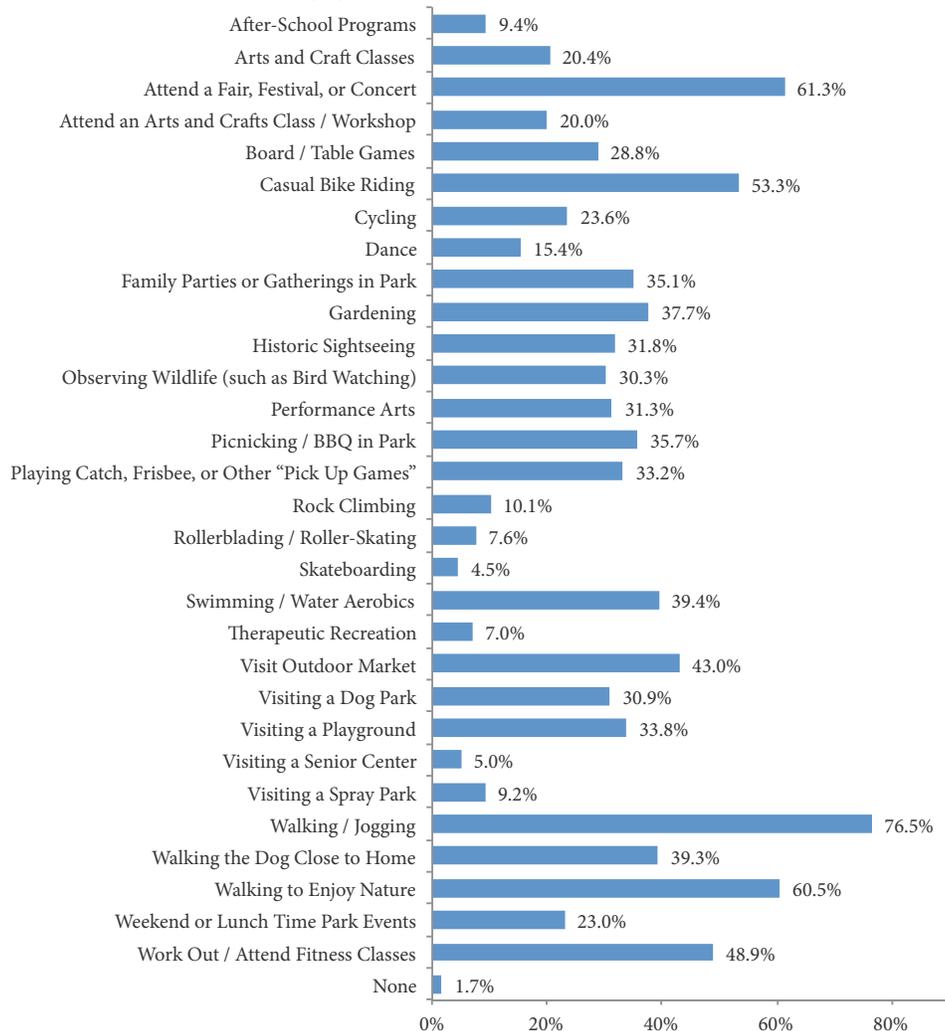
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13. What recreational activities or hobbies do you and/or your household members currently engage in? (Thirty-One options were provided and respondents could select all that apply)

(Table 28: Responses: 1,807/ Skipped: 155)

Of the 1,807 respondents over 76% currently engage in walking/ jogging; 61% attend a fair, festival or concert; 60% walking to enjoy nature; and 53% casual bike riding. Only 1.7% of respondents do not engage in any recreation activities or hobbies. The four recreation activities or hobbies with the lowest level of participation include; skateboarding (4.5%); visiting a senior center (5%); therapeutic recreation (7%); and rollerblading/ roller-skating (7.6%).

Table 28. Top Recreation Activities Engagement



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14. Which three recreation activities or hobbies are most important to your household irrespective of where you participate in that program? (Thirty-One options were provided and respondents could select a most important, 2nd most important and 3rd most important choice)
(Responses: 1,732/ Skipped: 230)

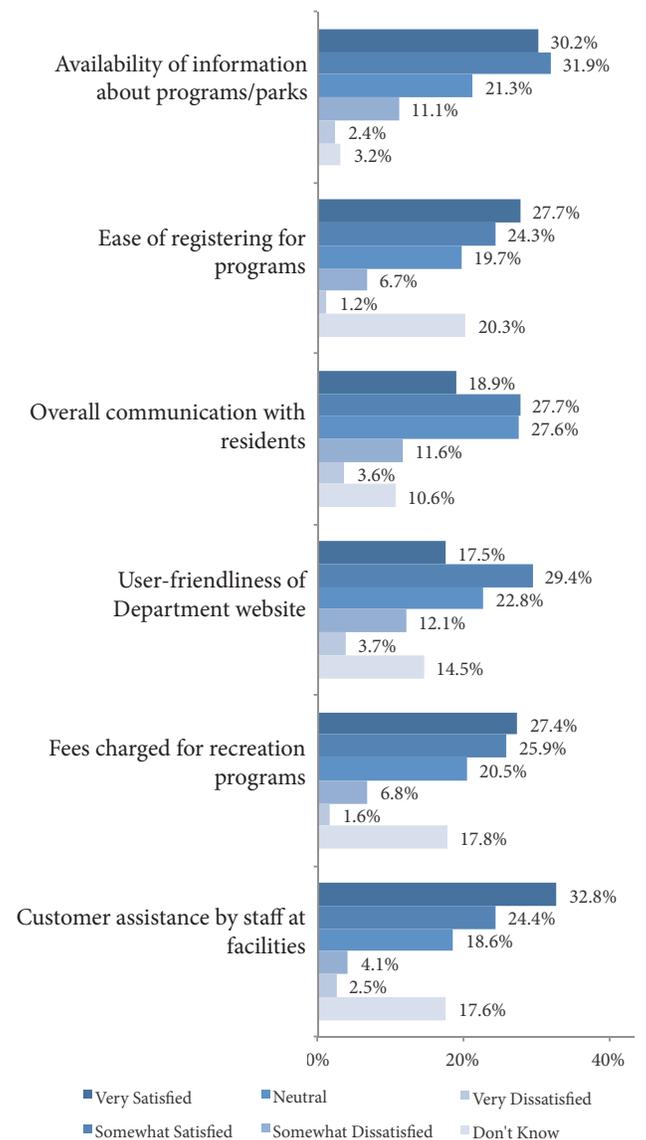
The recreation activities which received the most important votes include (in descending order); walking/ jogging; walking the dog close to home; walking to enjoy nature; and work out/ attend fitness class. The activities which received the most 2nd important votes (in descending order) include; walking/ jogging; walking to enjoy nature; walking the dog close to home; and casual bike riding. Recreation activities that received the highest number of 3rd most important votes (in descending order) include; walking to enjoy nature; walking/ jogging; attend a fair, festival or concert; and casual bike riding.

Satisfaction Questions:

15. Rate your satisfaction with the following parks and recreation services provided by the City of Raleigh Parks and Recreation Department. (Respondents were asked to rank each service as either very satisfied; somewhat satisfied; neutral; somewhat dissatisfied; very dissatisfied, or don't know)(Table 29: Responses: 1,519/ Skipped: 443)

The highest levels of satisfaction (either very satisfied or somewhat satisfied) were for customer assistance by staff at facilities and availability of information about programs/parks. The service with the highest level of dissatisfaction is the user-friendliness of the Department's website and overall communications with residents.

Table 29. Satisfaction of Services



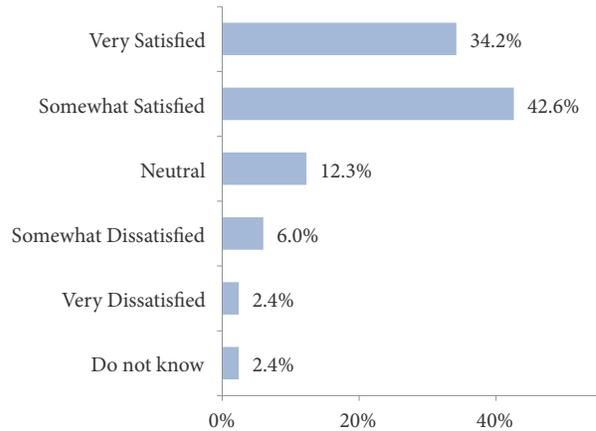
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16. Rate your satisfaction with the overall value your household receives from the City of Raleigh Parks and Recreation System. (Table 30: Responses: 1,480/ Skipped: 482)

Over 76% of respondents are very satisfied or somewhat satisfied with the overall value their household receives from the City of Raleigh Parks and Recreation System. Only 8.4% responded that they were dissatisfied with the overall value.

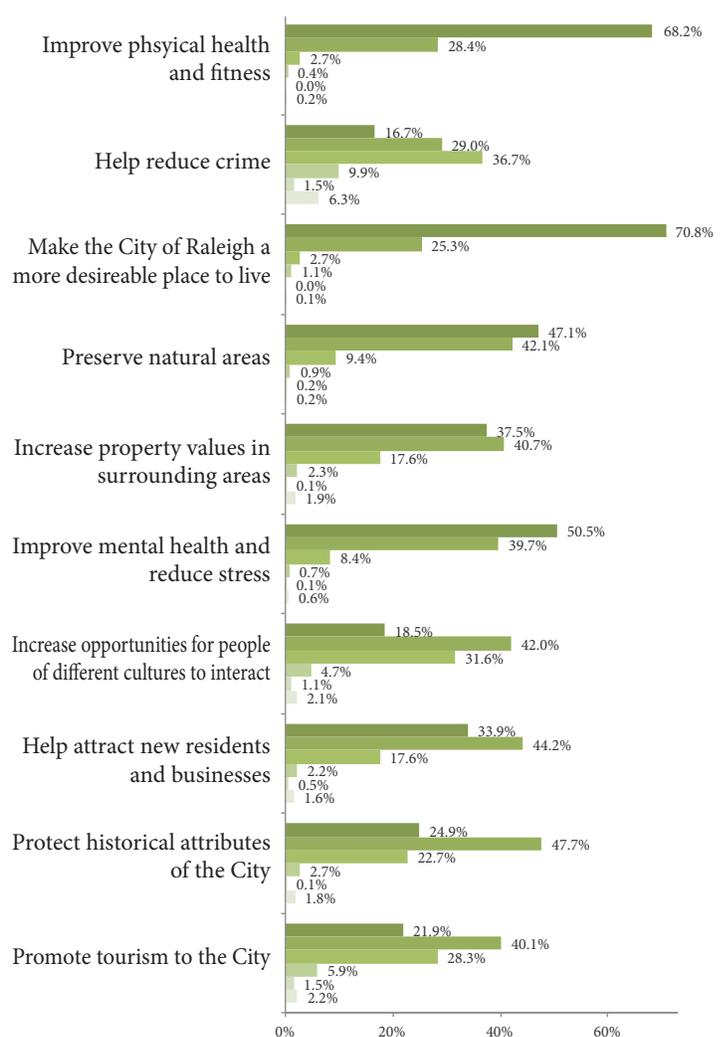
Table 30. Overall Satisfaction to Household



17. For each potential benefit, please indicate your level of agreement with the benefit provided by parks, trails and recreation facilities and services by selecting the level of agreement. (Respondents were asked to rank each benefit as either strongly agree, agree, neutral, disagree, strongly disagree, or not sure) (Table 31: Responses: 1,429/ Skipped: 533)

The benefits with the highest level of agreement (strongly agree or agree) was 'Improve physical health and fitness' (96.6%) and 'Make the City of Raleigh a more desirable place to live' (96.1%). The next highest ranked benefits are 'Improve mental health and reduce stress' (90.2%) and 'Preserve natural areas' (89.2%). The benefits with the lowest level of agreement are 'Help reduce crime' (11.4%) and 'Promote tourism to the City' (7.4%) for either disagree or strongly disagree.

Table 31. Park and Recreation Benefits



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- Not Sure



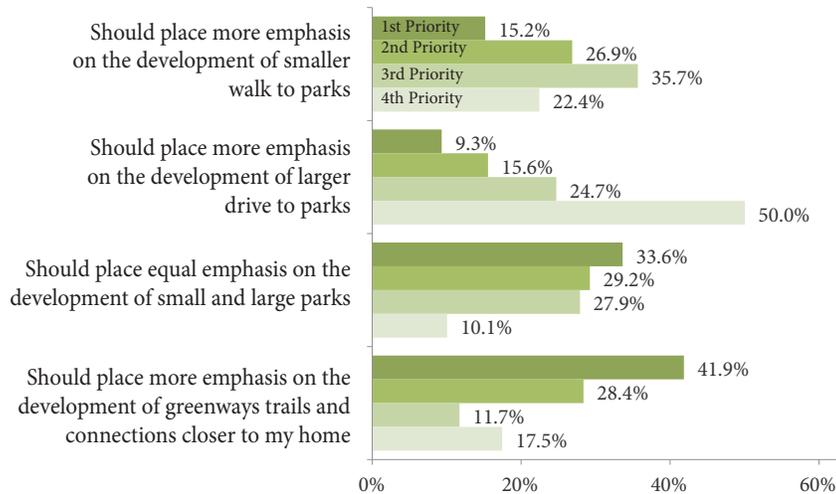
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Priority Questions:

18. Indicate the priorities that best describe the emphasis that should be placed on the development of parks and greenway facilities. (Respondents were asked to select their 1st, 2nd, 3rd and 4th priorities) (Table 32: Responses: 1,479/ Skipped: 483)

The highest level of priority by respondents was for ‘more emphasis on the development of greenways trails and connections close to my home,’ while the second highest level of emphasis was for ‘equal emphasis on the development of small and large parks.’ The lowest level of priority was for ‘more emphasis on the development of larger drive to parks.’

Table 32. Park and Greenway Development Priorities



19. The following are actions that the City of Raleigh could take to improve the parks and recreation system. Indicate which actions you would be most willing to fund with your City tax dollars. (Respondents were asked to select the action they would be most, 2nd most, 3rd most and 4th most take) (Responses: 1,475/ Skipped: 487)

The action respondents selected as the most willing action they would take to improve the parks and recreation system is ‘Maintain existing parks, recreation facilities and fields.’ The second most selected action was ‘Develop new greenways and connect existing trails.’ The action respondents are least willing to take was ‘Purchase land for development of sports fields’ and ‘Purchase land to preserve historic sites.’



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20. If an additional \$100 were available for Parks and Recreation facilities in the City of Raleigh, how would you allocate the funds amount to the categories listed. (Respondents were asked to allocate \$100 into six categories)(Responses: 1,310/ Skipped: 652)

Respondents chose to allocate the highest amount of funding to ‘Improvements/ maintenance of existing parks and greenways’ (\$18.98). Maintaining and developing youth and adult sports fields received the second highest allocation at \$17.16. The lowest amounts allocated were for ‘Development of new outdoor areas’ (\$9.57) and ‘Acquisition of nature preserves’ (\$11.79).

Communication Question:

21. Check ALL the ways you learn about City of Raleigh Parks and Recreation Department programs and activities. (Respondents allowed to select all that applied) (Table 33: Responses: 1,456/ Skipped: 506)

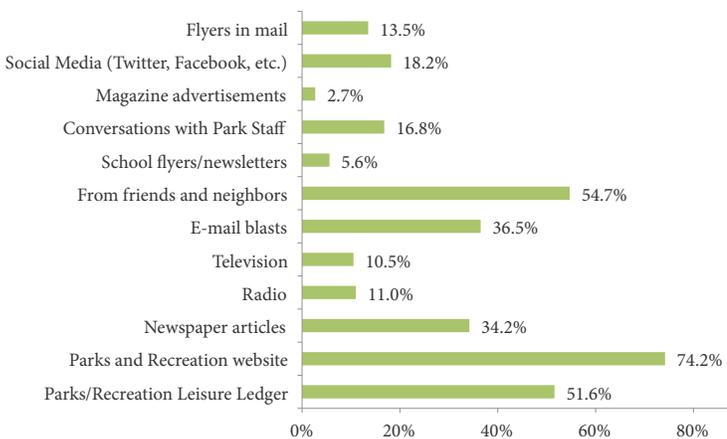
Most respondents learn about City of Raleigh Parks and Department programs and activities by the Department’s website (74%); from friends and neighbors (54%); and the Department’s Parks/ Recreation Leisure Ledge (51%). The means that is least used by respondents were magazine advertisements (2%); school flyers/ newsletters (5%) and television (10%).

3.2.3 Summary of Findings

Though the On-line Public Opinion Survey is not statistically valid, it did have a large number of responses and can contribute to a better understanding of how residents, workers and visitors of the City of Raleigh identify key issues with parks and recreation. Significant findings include:

- A high level of satisfaction with the condition and appearance of parks and recreation facilities in the City of Raleigh
- A majority of respondents define ‘walking distance’ as within ½ mile or a ten (10) minute walk
- In addition to the City of Raleigh park sites, a majority of respondents use Wake County Parks and Wake County Public School sites for recreation
- The most significant reason that prevented respondents from using the City of Raleigh park and recreation facilities was a lack of greenway connections and locations being too far from their homes
- A relatively high (78%) amount of respondents had either an excellent or good rating for the quality of recreation programs by the City of Raleigh Parks and Recreation Department
- The most important reason for selecting to participate in a recreation program was the affordability and location of the facility
- The most important recreation/ team sports were; baseball/softball; cycling; tennis; organized soccer; and swim/ dive league
- The most important recreation activities or hobbies were; walking/ jogging; walking the dog close to home; walking to enjoy nature; and work out/ attend fitness class
- Highest levels of satisfaction for services provided by the City of Raleigh Parks and Recreation Department were for customer assistance by staff at facilities, while overall communication with residents and the user-friendliness of the department website received the highest levels of dissatisfaction.
- Highest level of priority by respondents was for more emphasis on the development of greenways trails and connections close to my home while the second highest level of emphasis was for equal emphasis on

Table 33. Communications



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the development of small and large parks.

- The action respondents selected as the most willing action they would take to improve the parks and recreation system is 'Maintain existing parks, recreation facilities and fields.'
- Respondents chose to allocate the highest amount of funding to 'Improvements/ maintenance of existing parks and greenways' (\$18.98) and lowest amount was allocated for 'Development of new outdoor areas' (\$9.57)
- Most respondents learn about City of Raleigh Parks and Department programs and activities by the Department's website (74%); from friends and neighbors (54%); and the Department's Parks/ Recreation Leisure Ledger (51%).

City Cemetery looking west towards Downtown Raleigh



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Section 3.3 | Citizen Opinion and Interest Survey

3.3.0 Methodology

The consultant team conducted a Citizen Opinion and Interest Survey on behalf of the City of Raleigh during February, 2013. The purpose of the survey was to establish needs and priorities for the future development of parks, recreation facilities/ programs and services and greenways within the community. The survey was designed to obtain statistically valid results from households throughout the City of Raleigh and was administered by a combination of mail and telephone.

The survey was developed in cooperation with Parks and Recreation Department staff, first through a workshop on October 22, 2012, and then through a series of drafts of the survey instrument. A final survey was approved by the Parks and Recreation Department in early January, 2013. The final survey was seven print pages in length and contained 22 questions. A target sample size of 800 was set for mail and telephone responses. Questions focused on parks, park and recreation facilities, needs and priorities, satisfaction, communications and simple demographics, which were used to validate the survey to the demographics of the City of Raleigh.

Approximately 4,000 printed surveys were mailed to randomly selected households throughout the City. Respondents were provided three means to complete the survey; by mail, by phone (in either English or Spanish); and through a website. An automatic voice message was mailed to each house that had been sent a printed survey. Three weeks after the mailing of surveys, follow-up phone calls were made to households. Households that indicated they had not returned a completed survey were provided an option to complete one by phone. The survey was completed by 802 respondents and has a level of confidence of 95%, which means results could be replicated 95 times out of 100. In addition, the survey has a margin of error of +/-3.4%. A detailed copy of the questionnaire and full survey results can be found in the appendices.

3.3.1 Survey Respondents

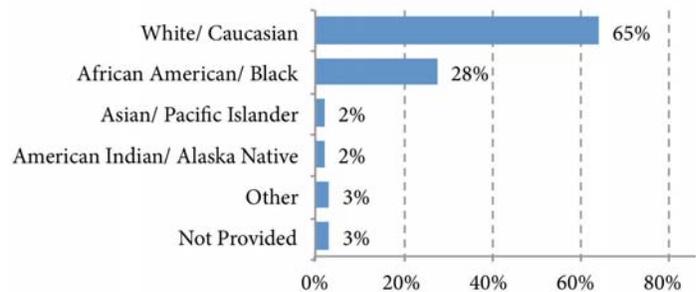
The Citizen Opinion and Interest Survey had a sample size of 802 respondents and was designed to match the demographic characteristics of the City of Raleigh. In order to validate the survey, a series of basic demographic questions were asked at the end of the survey. The following are select results of these basic questions:

Note: These responses are presented in this section as one-way analysis; they have not been cross-tabulated to discern patterns.

Question 1: Which of the following best describes your race? (Check all that apply) (Table 34)

The race/ethnicity of respondents closely resembles the 2010 US Census results identified in **Table 3** of this report on page 28. One variation is the number of respondents that selected ‘White/Caucasian’ which is slightly higher than the US Census data from 2010. This may be due to the fact that the survey had a separate question for ancestry (Latino, Hispanic or Spanish, which 9% selected) and that 3% of respondents did not provide an answer.

Table 34. Race/ Ethnicity by percentage of respondents.

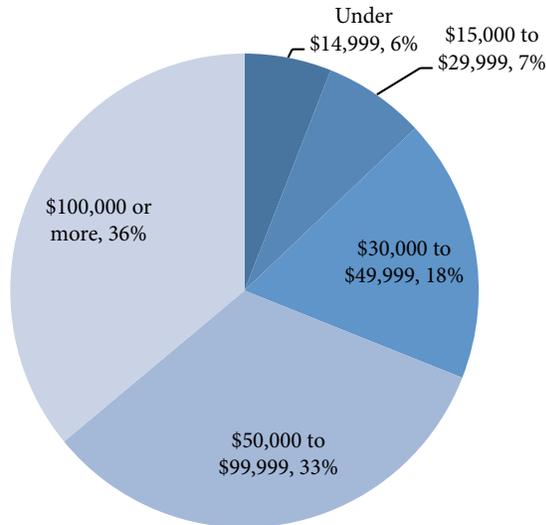


Question 2: What is your household income? (Table 35)

Household income, as indicated by respondents that provided information, also closely resembles the 2010 US Census data shown in Table 6 on page 29 of this report. Responses for this survey are slightly higher for the \$100,000 or more categories.

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Table 35. Annual Household Income by percentage of respondents.



3.3.2 Individual Park and Recreation Questions

A series of questions specific to park and recreation issues were asked of each respondent. The following information provides a summary of key findings for a selection of survey questions. Detailed results can be found in the appendix. Questions are organized into five (5) categories:

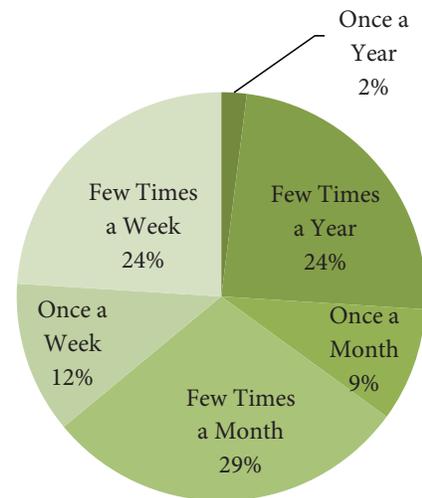
- Park and Facilities
- Recreation Program
- Satisfaction
- Priorities
- Communication

Parks, Facilities and Greenway Questions:

1. Approximately how often did you or members of your household visit City of Raleigh parks during the past year? (Table 36)

Of the 83% of households that visited City of Raleigh parks in the past 12 months, 36% visited at least once per week. Twenty-nine percent (29%) visited a few times a month; 9% visited once a month; 24% visited a few times a year, and the remaining 2% of households visited once a year.

Table 36. How often do you visit?

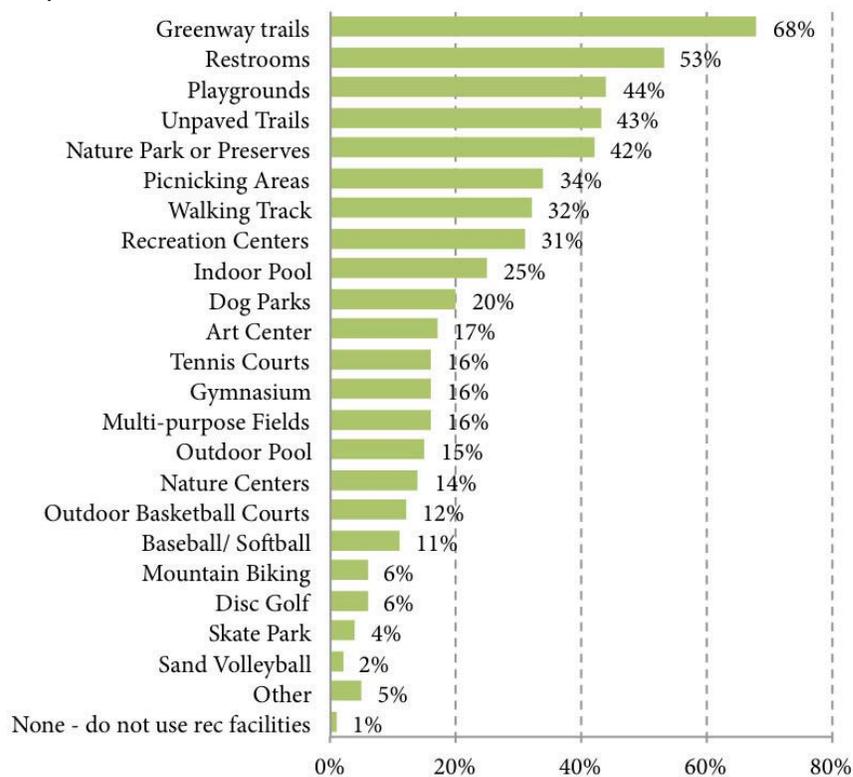


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2. Check ALL the City of Raleigh recreation facilities you or members of your household have used or visited in the City of Raleigh over the past 12 months? (Table 37)

Of the 83% of households that visited City of Raleigh parks in the past 12 months, 68% used Greenway Trails. Other facilities used include: Restrooms (53%), Playgrounds (44%), Unpaved Trails (43%), Nature Park or Preserves (42%), and Picnicking Areas (34%).

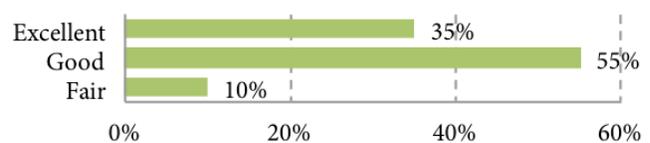
Table 37. Which facilities have you visited?



3. Overall, how would you rate the condition and appearance of ALL the parks and recreation sites in the City of Raleigh you have visited? (Table 38)

Of the 83% of households that visited City of Raleigh parks in the past 12 months, 35% rated the overall condition and appearance as “excellent.” Fifty-five percent (55%) rated them as “good,” and the remaining 10% rated the condition and appearance of the parks as “fair.”

Table 38. How would you rate the conditions and appearance of parks in the City of Raleigh?

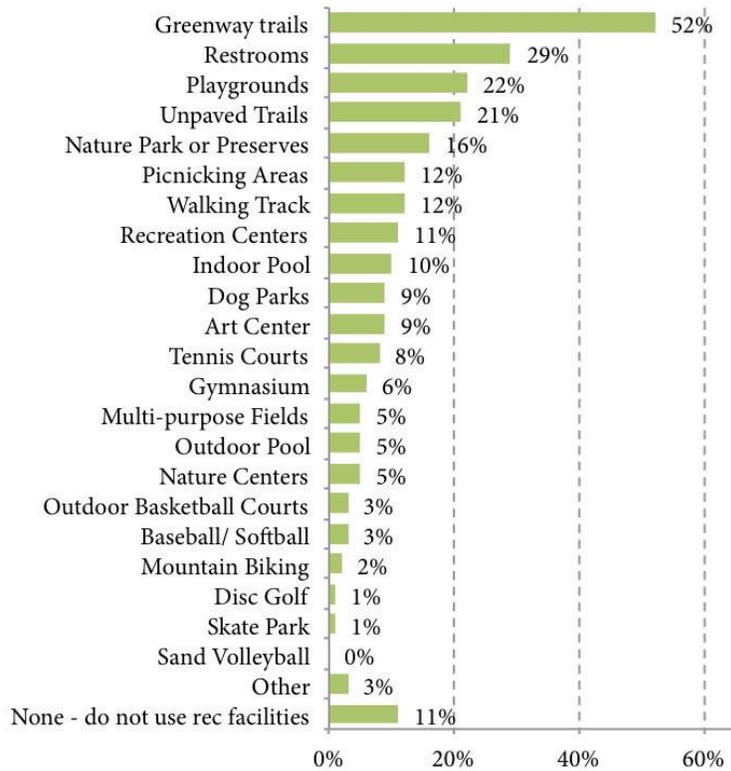


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4. Which three park and recreation facilities do you or members of your household visit the most often? (Table 39)

Based on the sum of their top three choices, the parks and recreation facilities visited most often include: Greenway Trails (52%), Playgrounds (29%), Nature Park or Preserves (22%), Unpaved Trails (21%), and Walking Track (15%).

Table 39. Which three facilities do you visited most often?

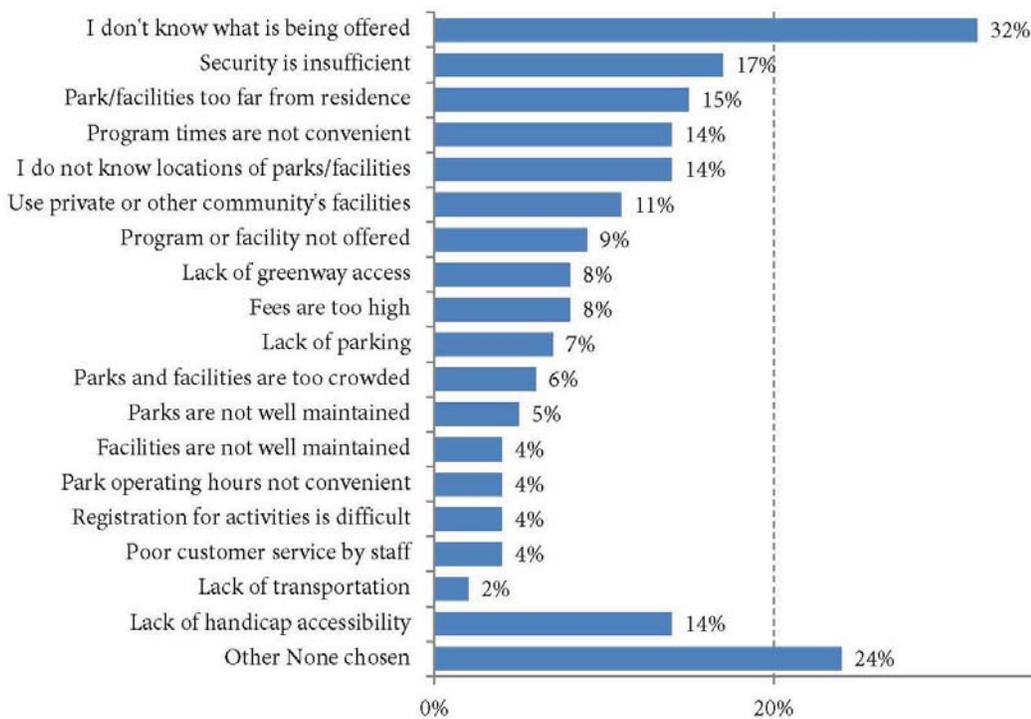


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- Check all the reasons that prevent you or other members of your household from using parks, greenways trails, recreation facilities or programs of the City of Raleigh Parks and Recreation Department more often. (Respondents were provide 19 choices and asked to select all that apply) (Table 40)

Thirty-two percent (32%) of households indicated they do not use Raleigh’s parks, facilities, etc. more often because they do not know what is being offered. Other reasons preventing more frequent usage include: insufficient security (17%), parks/facilities are too far from residence (15%), program times are not convenient (14%), and not knowing locations of parks/facilities (14%).

Table 40. What reasons prevent you from using recreation facilities?

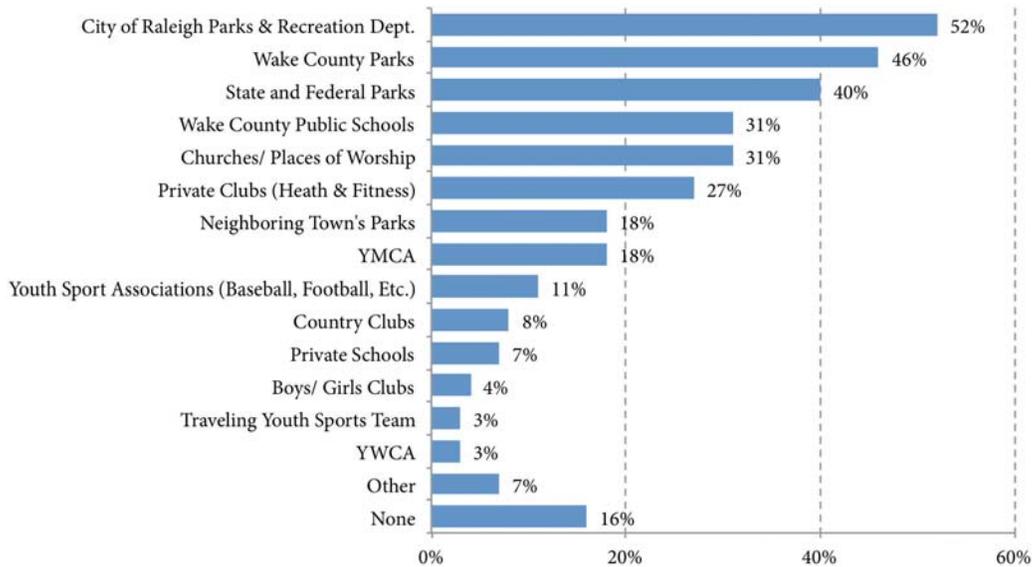


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6. Check ALL the organizations that you and members of your household use for parks and recreation programs and services? (Respondents were provided sixteen options and asked to select all that apply) (Table 41)

Fifty-two percent (52%) of households indicated they use the City of Raleigh Parks and Recreation Department for programs and services. Other organizations used include: Wake County Parks (46%), State and Federal parks (40%), Wake County Public Schools (31%), and churches/ places of worship (31%).

Table 41. Which organizations do you use?

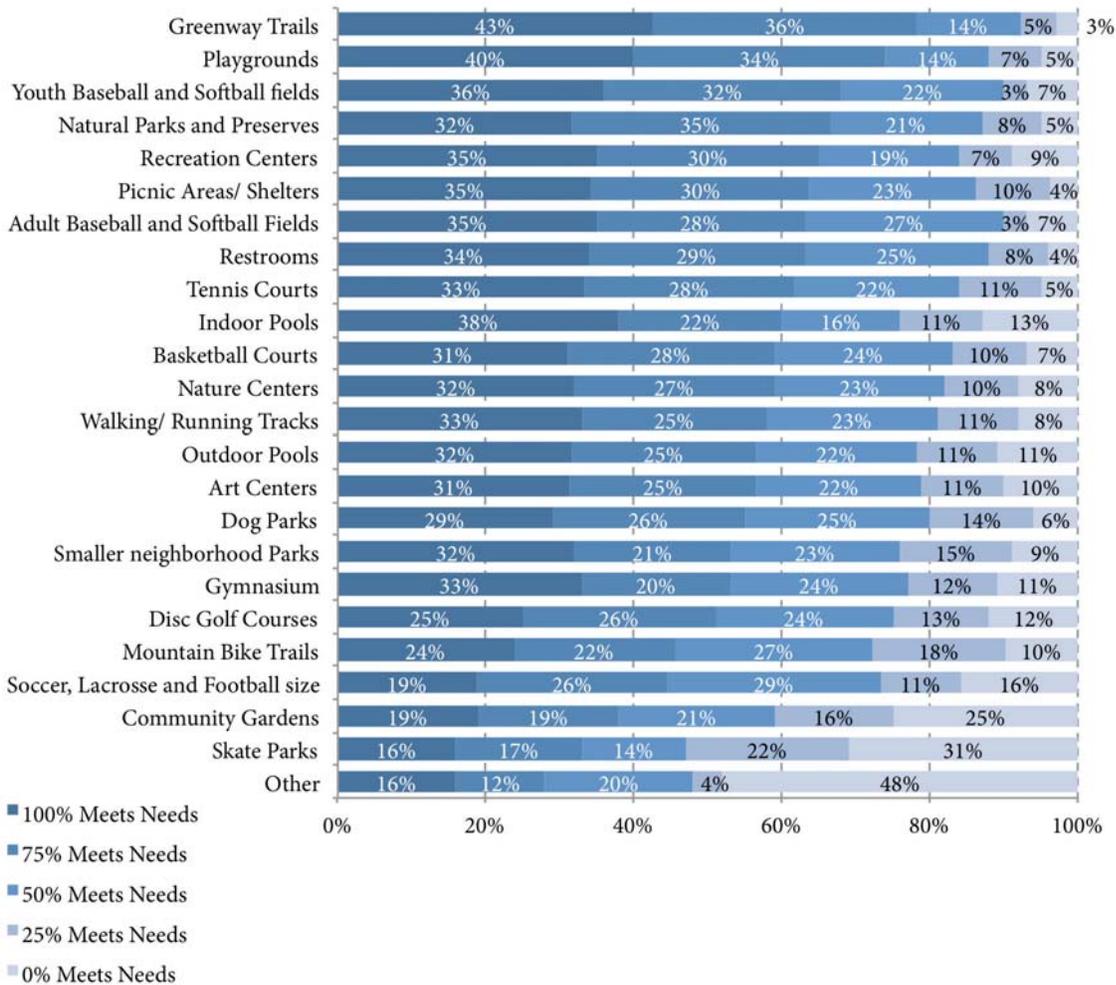


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7. If you have a **need** for a recreation facility, how well is your need being met? (Respondents were asked a two part question; first if they or a member of their household has a need for the facility type; and secondly, if they have a need, how much is currently being met.) (Table 42)

Seventy-nine percent (79%) of households with a need for parks and recreation facilities indicated that their need for greenway trails is being met 75% or more. Other facilities with similar met needs include: playgrounds (74%), youth baseball and softball fields (68%), natural parks and preserves (67%), recreation centers (65%), and picnic areas/shelters (65%).

Table 42. How are your needs being met?

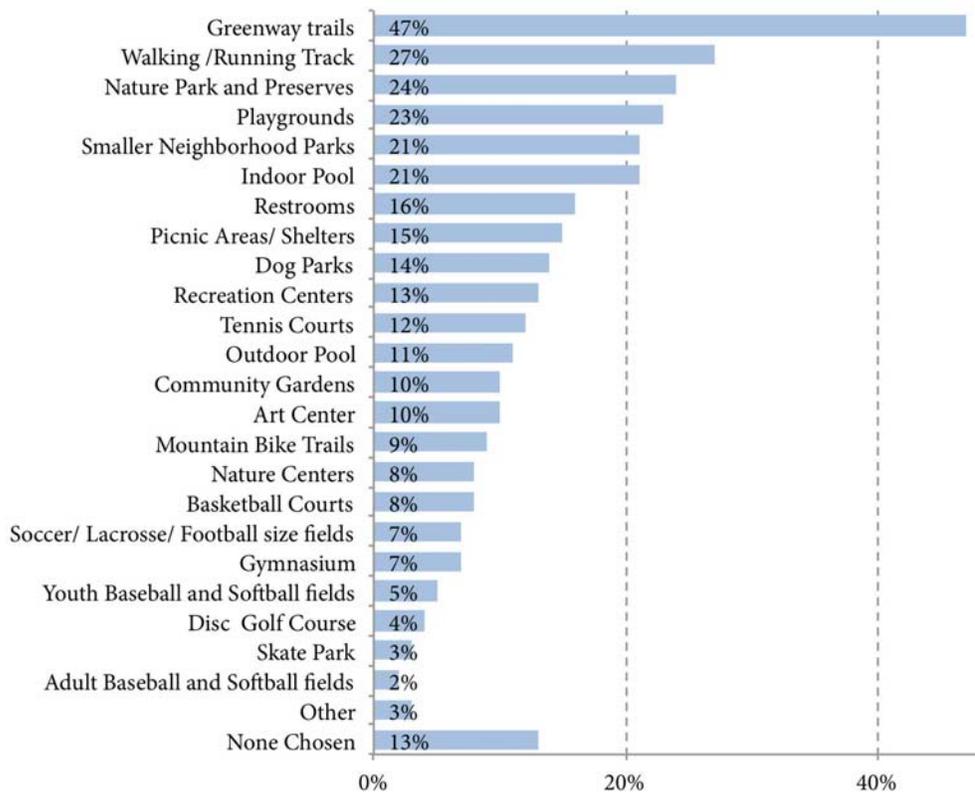


Needs & Priorities Assessment

8. Which park and recreation facilities are most important to you or your household?
(Respondents were asked to select their top four most important facility types) (Table 43)

Based on the sum of their top four choices, the parks and recreation facilities that are most important to households are: greenway trails (47%), walking/running tracks (27%), natural parks and preserves (24%), and playgrounds (23%).

Table 43. Which park and recreation facilities are most important to you and your household?



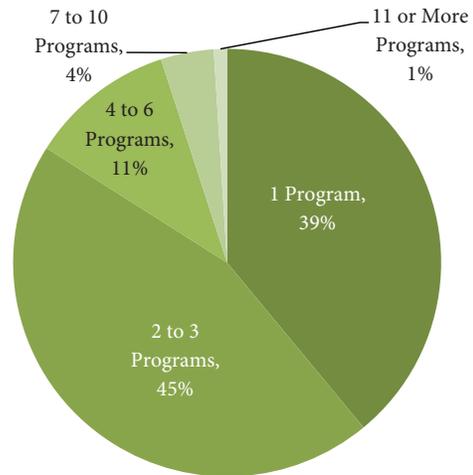
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Recreation Activities Questions:

9. Approximately how many different recreation programs offered by the City of Raleigh Parks and Recreation Department have you or members of your household participated in over the last 12 months? (Table 44)

Of the 30% of households that indicated they had participated in recreation programs offered by the City of Raleigh Parks and Recreation during the past 12 months, 39% participated in one program. Forty-five percent (45%) participated in 2 to 3 programs; 11% participated in 4 to 6 programs; 4% participated in 7 to 10 programs, and the remaining 1% participated in 11 or more programs.

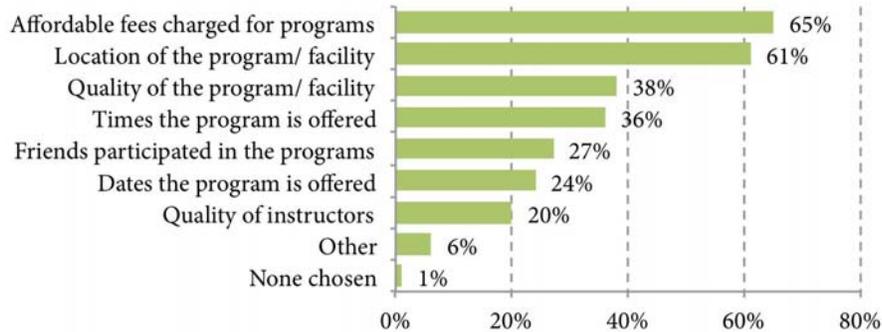
Table 44. How many different recreation programs have you participated in during the last 12 months?



10. Check the three primary reasons why your household has participated in City of Raleigh Parks and Recreation Department program? (Table 45)

Of the 30% of households that indicated they had participated in recreation programs offered by the City of Raleigh Parks and Recreation during the past 12 months, 64% indicated that the affordable fees charged for programs was a primary reason. Other reasons for participating include: location of the program facility (61%), quality of the program/facility (38%), and times the program is offered (36%).

Table 45. What are the primary reasons you participated in recreation programs?

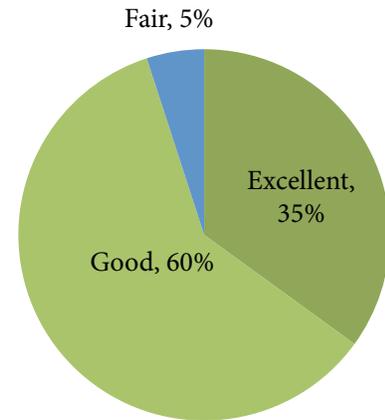


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11. How would you rate the overall quality of the recreation programs that you and members of your household have participated in?(Table 46)

Of the 30% of households that indicated they had participated in recreation programs offered by the City of Raleigh Parks and Recreation during the past 12 months, 35% rated the overall quality of the programs as “excellent”. Sixty percent (60%) rated them as “good” and the remaining 5% rated them as “fair”.

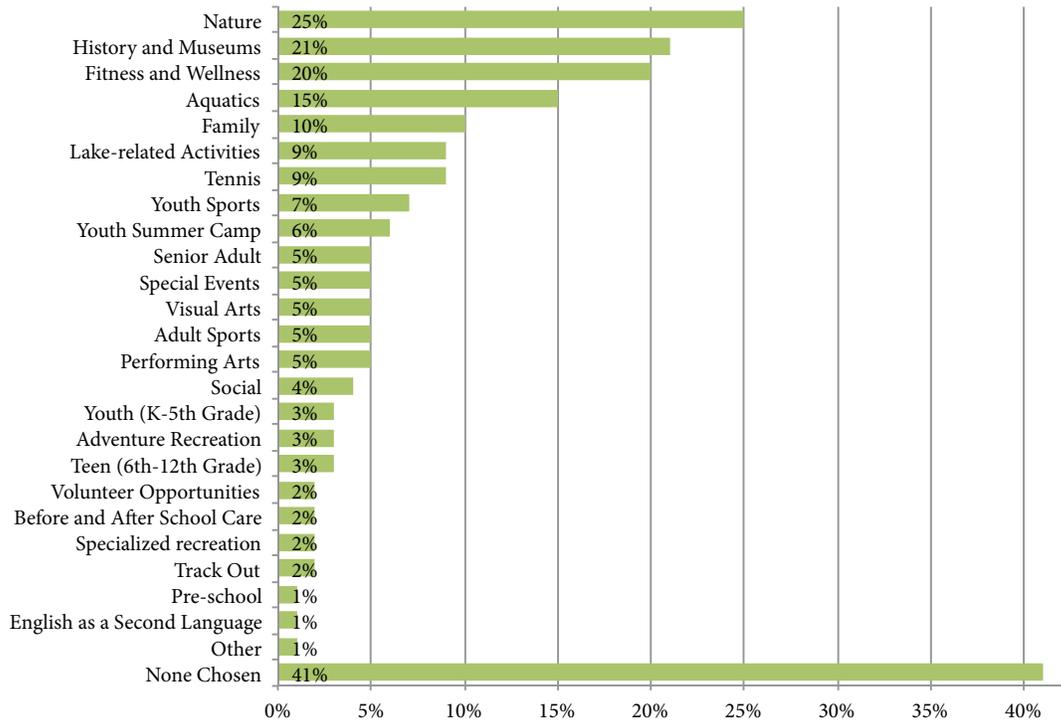
Table 46. How would you rate the overall quality of recreation programs.



12. Which recreation activities do you and members of your household participate in most often? (Respondents were asked to select the top four activities for participation) (Table 47)

Based on the sum of their top four choices, the parks and recreation activities in which households participate most often include: nature (25%), history and museums (21%), fitness and wellness (20%), and aquatics (15%).

Table 47. Which programs do you participate in most often?

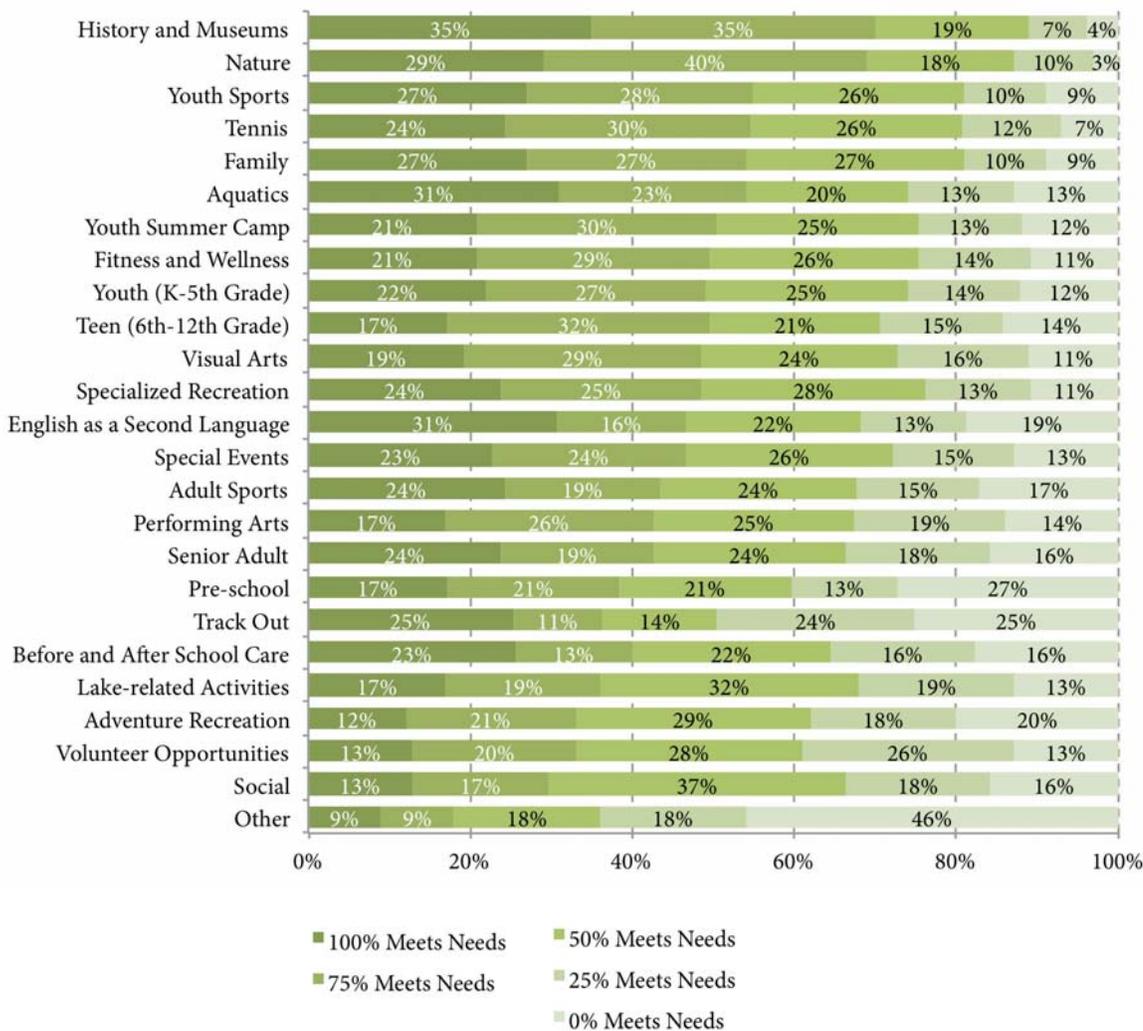


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13. If you have a need for a recreation activity, how well is your need being met? (Respondents were asked a two part question; first if they or a member of their household has a need for the activity; and secondly, if they have a need, how much is currently being met.) (Table 48)

Seventy percent(70%) of households with a need for recreation activities indicated that their need for history and museums is being met 75% or more. Other activities with similar met needs include: nature (69%), youth sports (55%), tennis (54%), family (54%), and aquatics (54%).

Table 48. How well are your needs being met?

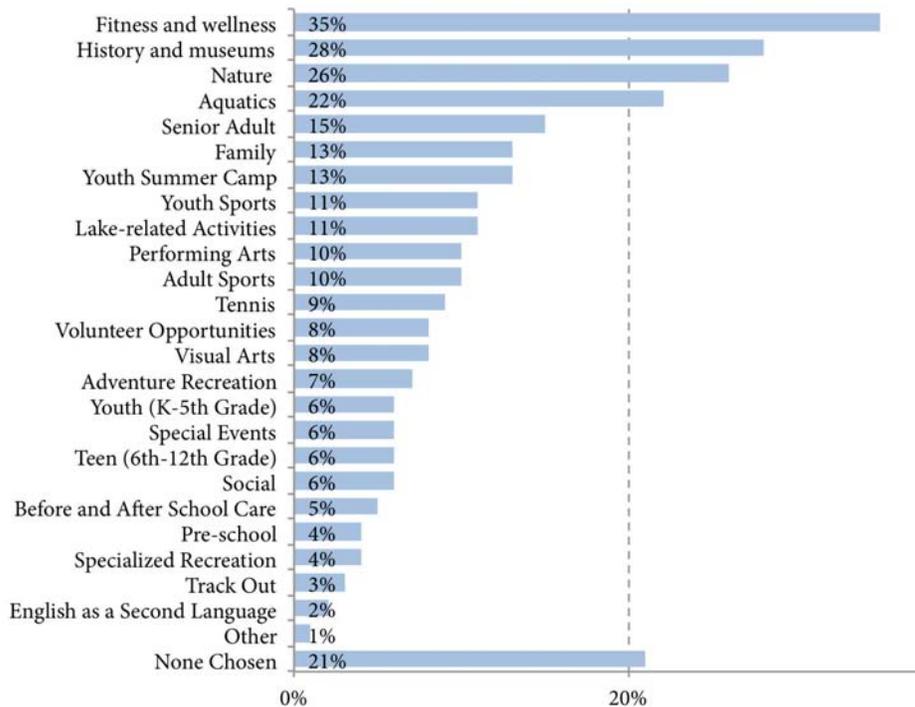


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14. Which park and recreation activities are **most important** to you or your household? (Respondents were asked to select their top four most important activities) (Table 49)

Based on the sum of their top four choices, the parks and recreation activities in which households participate most often include: nature (26%), history and museums (28%), fitness and wellness (35%), and aquatics (22%).

Table 49. Which activities are most important to you?

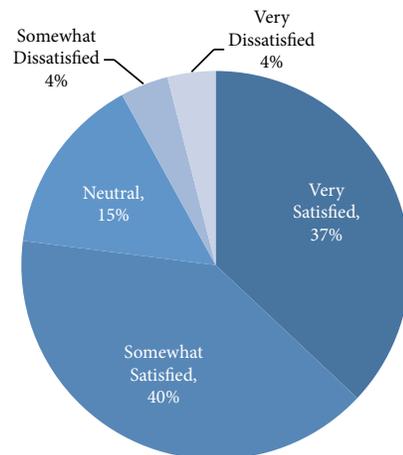


Satisfaction Questions:

15. Rate your satisfaction with the overall value your household receives from the City of Raleigh Parks and Recreation System. (Table 50)

Over 77% of respondents are very satisfied or somewhat satisfied with the overall value their household receives from the City of Raleigh Parks and Recreation System. Only 8% responded that they were dissatisfied with the overall value, with both figures being almost identical to the results from the on-line public opinion survey.

Table 50. Overall satisfaction



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16. Rate your satisfaction with the following parks and recreation services provided by the City of Raleigh Parks and Recreation Department. (Respondents were asked to rank each service as either very satisfied; somewhat satisfied; neutral; somewhat dissatisfied; very dissatisfied, or don't know) (Table 51)

Seventy-three percent (73%) of households indicated they are either very satisfied (42%) or somewhat satisfied (31%) with the customer assistance provided by staff at parks and recreation facilities. Other services with similar satisfaction levels include: availability of information about programs/parks (38% “very satisfied”, 34% “somewhat satisfied”), ease of registering for programs (35% “very satisfied”, 35% “somewhat satisfied”), and fees charged for recreation programs (36% “very satisfied”, 32% “somewhat satisfied”).

Table 51. Satisfaction with recreation services.

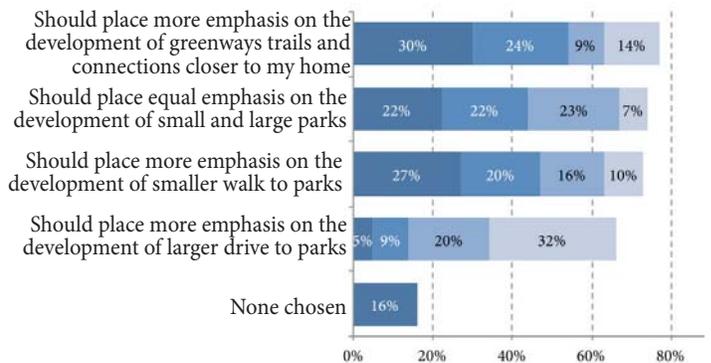


Priority Questions:

17. Indicate the priorities that best describe the emphasis that should be placed on the development of parks and greenway facilities. (Respondents were asked to select their 1st, 2nd, 3rd and 4th priorities) (Table 52)

Thirty percent (30%) of households indicated that the highest priority should be placed on the development of greenway trails/connections closer to home. Other areas that were given highest priority were: more emphasis on the development of smaller “walk to” parks (27%), equal emphasis on the development of small and large parks (22%), and more emphasis on the development of larger “drive to” parks (5%).

Table 52. Indicate the priorities of development.

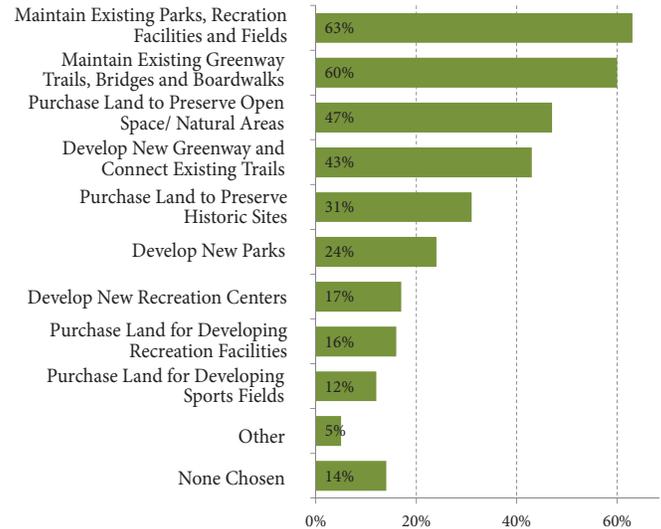


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18. The following are actions that the City of Raleigh could take to improve the parks and recreation system. Indicate which actions you would be most willing to fund with your City tax dollars. (Respondents were asked to select the action they would be most, 2nd most, 3rd most and 4th most willing to fund) (Table 53)

Sixty-three percent (63%) of households indicated their 1st or 2nd priority was to fund maintaining existing parks, recreation facilities and fields most in the City of Raleigh. Other potential improvements with similar levels of support include: maintaining existing greenway trails, bridges and boardwalks (60%), and purchase land to preserve open space/natural areas (47%), develop new greenways and connect existing trails (43%).

Table 53. What actions would you fund with tax dollars?

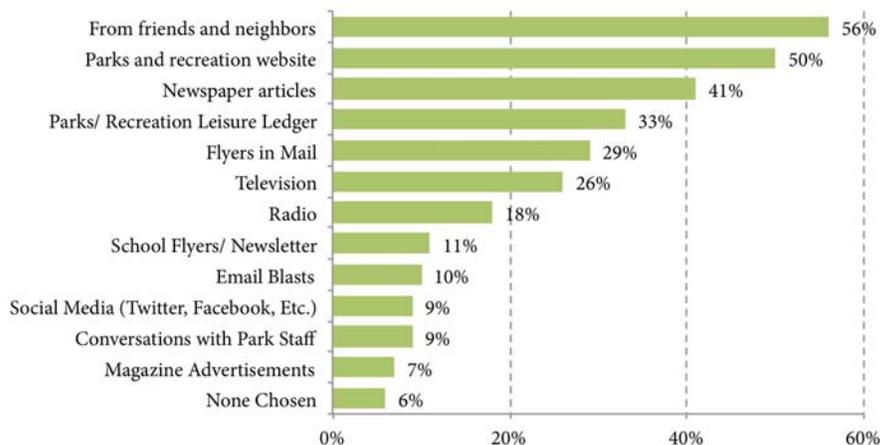


Communications Question:

19. Check ALL the ways you learn about City of Raleigh Parks and Recreation Department programs and activities. (Respondents allowed to select all that applied) (Table 54)

Fifty-six percent (56%) of households indicated they learn about parks and recreation department programs and activities from friends and neighbors. Other ways households learn include: Parks and Recreation website (50%), newspaper articles (41%), Parks/Recreation Leisure Ledger (33%), flyers in mail (29%), and television (26%).

Table 54. Ways of learning about programs and activities



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3.3.3 Importance/ Unmet Needs Matrices

The Importance-Unmet/Needs Matrix is a tool for assessing the level of priority that should be placed on parks and recreation facilities and recreation activities in the City of Raleigh. Each of the facilities (Table 55) and activities (Table 56) that were assessed in the survey were placed in one of the following four quadrants:

Top Priorities - (*higher unmet need and higher importance*)
Items in this quadrant should be given the highest priority for improvement. Respondents placed a high level of importance on these items, and the unmet need rating is high. Improvements to items in this quadrant will have positive benefits for the highest number of City of Raleigh residents.

Special Needs - (*higher unmet need and lower importance*)
Respondents placed a lower level of importance on these items, but the unmet need rating is relatively high. Items in this quadrant should be given secondary priority for improvement.

Continued Emphasis - (*lower unmet need and higher importance*) This quadrant shows where improvements may be needed to serve the needs of residents. Respondents placed a high level of importance on these items, but the unmet need rating is relatively low. These items need continued emphasis because the City of Raleigh is meeting the need of the items which the community has deemed important.

Less Important - (*lower unmet need and lower importance*)
Items in this quadrant should receive the lowest priority for improvement. Respondents placed a lower level of importance on these items, and the unmet need rating is relatively low.

3.3.4 Summary of Findings

The mail/telephone survey is the strongest, most accurate tool available to determine parks and recreation needs of the general population and will serve to cross-check results of the On-line Public Opinion Survey. Significant findings include:

- Smaller neighborhood parks, dog parks, and outdoor pools are the top priority facilities with the highest level of unmet need

- Lake-related activities, senior adults, performing arts and adult sports are the top priorities activities with the highest level of unmet need
- Greenway trails and fitness/wellness are the top facility type and activity that needs continued emphasis in order to meet need and importance
- An exceptionally high satisfaction rating for condition and appearance of park and recreation facilities, similar to results from the on-line survey
- A majority of respondents use Wake County Parks and Wake County Public School sites for recreation in addition to the City of Raleigh park sites, similar to the on-line survey results
- The most significant reason that prevented respondents from using the City of Raleigh park and recreation facilities was a lack of knowledge of what is being offered (32%) and security being insufficient (17%), significantly different results from the on-line survey; lack of greenway connections (14%) and locations being too far from their homes (13%)
- A high satisfaction rating for the quality of recreation programs, similar to results from the on-line survey
- The most important reason for selecting to participate in a recreation program was the affordability and location of the facility, similar to the on-line survey results
- The recreation activities with the highest level of participation are; Nature, History and Museums, Fitness and Wellness, Aquatics, and Family activities
- Highest levels of satisfaction for services provided by the City of Raleigh Parks and Recreation Department were for customer assistance by staff at facilities and availability of information about programs/parks, similar to the on-line results
- Highest level of priority by respondents was for more emphasis on the 'development of greenway trails and connections close to my home,' while the second highest level of emphasis was for more emphasis on the development of smaller 'walk-to' parks.
- The action respondents selected as the most willing action they would fund to improve the parks and recreation system is 'Maintain existing parks, recreation facilities and fields,' similar to on-line results
- Most respondents learn about City of Raleigh Parks and Department programs and activities from friends and neighbors (54%); by the Department's website (74%); and newspaper articles (41%), slightly different results than from the on-line survey which had the Department's website first, from friends and neighbors second and the Department's Parks/ Recreation Leisure Ledger third

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Table 55. Importance/ Unmet Needs Matrix for Park and Recreation Facilities

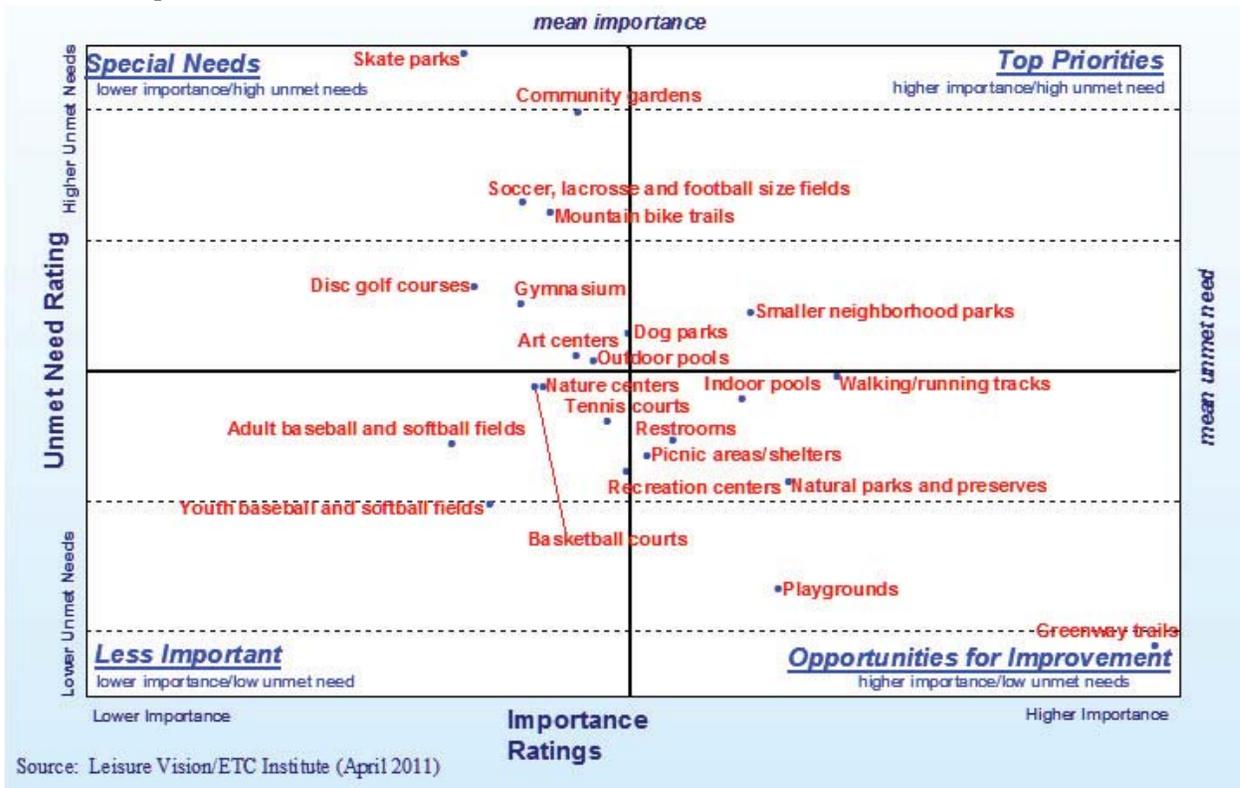
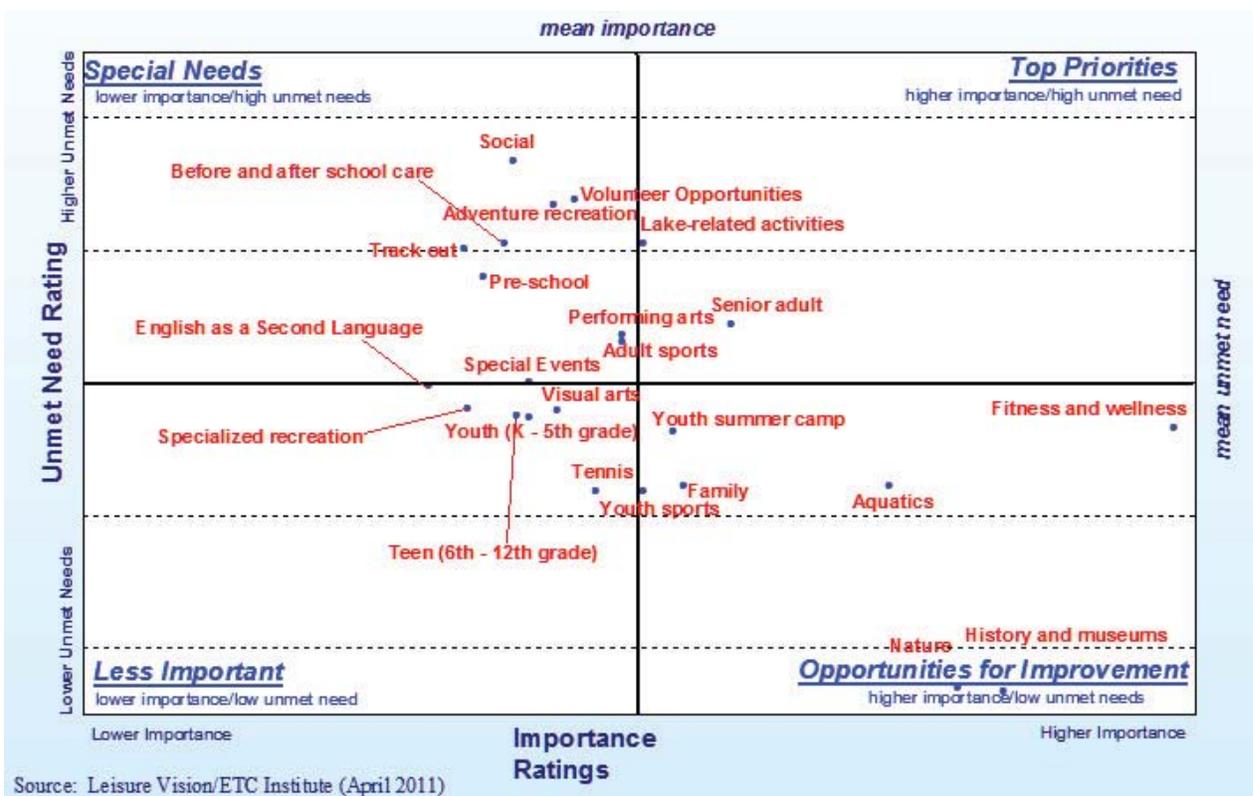


Table 56. Importance/ Unmet Needs Matrix for Park and Recreation Activities



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Section 3.4 | Peer Comparison

3.4.0 Methodology

In order to fully analyze the City of Raleigh's Parks and Recreation Department and the overall system, two separate peer comparisons were undertaken. One comparison, an agency-to-agency comparison, focuses on the operations and management of the Parks and Recreation Department. Topics in this comparison include: total acreages managed, capital improvement funding, fee revenues, employment figures and program funding. Surveys for this comparison were sent to nineteen (19) cities and one (1) county with similar population, park acreages, demographic characteristics, land sizes or trends.

The second comparison, a citizen-to-citizen comparison, relies on data provided by team consultant Leisure Vision. Since 1998, Leisure Vision has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 40 states across the country. The results of these surveys have provided an unparalleled data base of information to compare responses from household residents in the City of Raleigh to "National Averages" and therefore provide a unique tool to assist organizations in better decision making. Results from the City of Raleigh's Citizen Opinion and Interest Survey, Section 3.3, will be compared to national averages as part of this exercise to identify trends unique to Raleigh.

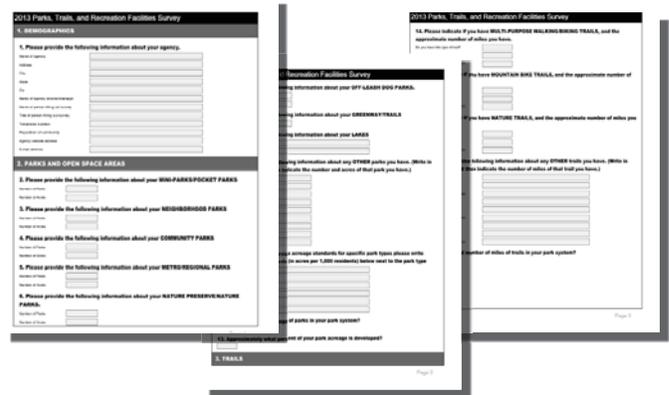
Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

Notes: At time of review; Peer Comparison data was not available for inclusion in this report.

3.4.1 Agency to Agency Comparison

Comparing the City of Raleigh's Parks and Recreation Department to similar agencies and departments throughout the United States provides the best opportunity to review and compare operations, management and funding characteristics, which citizens typically do not engage in on a detailed level.

Two agency-to-agency surveys were sent to nineteen (19) cities and one (1) county throughout the country with similar population, geographic land areas, budgets and/or park acreages. One survey focused on governing, personnel, operating budget, capital budget and fee policies. The second survey focused on parks, greenways, outdoor and indoor recreation facilities totals, sizes and other unique characteristics.



Peer Comparison Survey samples

The twenty cities and counties identified for participation include:

- Portland, OR
- Austin, TX
- Birmingham, AL
- Phoenix, AZ
- Denver, CO
- Seattle, WA
- Miami, FL
- Kansas City, MO
- Mesa, AZ
- Nashville, TN
- Sacramento, CA
- Virginia Beach, VA
- Colorado Springs, CO
- Atlanta, GA
- Minneapolis, MN
- Mecklenburg County, NC
- Omaha, NE
- Henderson, NV
- Columbus, OH
- San Antonio, TX

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Table 57. Agency-to-Agency Peer Comparison

To be completed

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3.4.2 Citizen-to-Citizen Comparison

National averages have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs; and unmet needs for facilities and activities.

Results from household responses for the City of Raleigh were compared to national benchmarks to gain further strategic information. Following is a detailed summary of all tabular comparisons.

Notes:

- Benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Raleigh is not authorized without written consent from Leisure Vision.
- The following charts are color-coded to increase legibility; and do not display the positive or negative implications of the corresponding results. For example, numbers in red are below national average which is not necessarily positive or negative.

3.4.3 Summary of Findings

National agency-to-agency and citizen-to-citizen comparisons allow the City of Raleigh to better understand how the City's parks and recreation system 'stacks up' against cities of similar characteristics as well as to national averages. Significant findings include:

Notes: At time of review; Peer Comparison data was not available for inclusion in this report.

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Table 58. Citizen-to-Citizen Peer Comparison

To be completed

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Section 3.5 | High Level Life-style Analysis

3.5.0 Methodology

One shortcoming of a demographic analysis is the compartmentalization of information about people. In truth, it is the combination of many characteristics that drive a person's behaviors and preferences. Environmental Systems Research Institute (Esri) is the leading worldwide supplier of Geographic Information System (GIS) software and services to most federal, state, local and non-profit agencies as well as all 50 U.S. State Health and Transportation Departments. One of the company's major innovations is the aggregation of demographic data into composite lifestyle groups called "Tapestry segments." Tapestry segments represent a compilation of different socioeconomic data into cohesive lifestyle profiles. Although there are 66 lifestyle profiles, these are organized into 12 broad lifestyle segments abbreviated as L1 through L12. Generally, lower L-number equals a higher economic impact.

Two levels of analysis were completed using Esri's Tapestry data to better understand the Department's customer profiles. One analysis captures the City of Raleigh's Extraterritorial Jurisdiction (ETJ). This calculates to an area of approximately 181 square miles in size. A second analysis was completed which captures a larger area based on a five (5) mile buffer from the City's ETJ. This area is approximately 619 square miles in size. This larger analysis area begins to capture the Parks and Recreation Department's customers from neighboring areas which may still use facilities and participate in programs at City parks.

Map F illustrates the locations of different lifestyle segments in Raleigh. In general, the closer to Downtown Raleigh, the more mixed the lifestyles are, with a dominance of prosperous and middle-class urban dwellers (L2, L3, and L4 Segments). North of the urban core, lifestyles segments become suburban (L1 and L2); a dominance of the "College Town" profile exists in the southwest area of the city (27606 zip code). In the ex-urban area of the southwest, there is a large group of "High Society" and "Upscale Avenues" lifestyle segments.

3.5.1 Analysis

The City's ETJ:

Within the City's core neighborhoods, there is one dominant lifestyle group, and a number of other prevalent groups. About one out of every five households in Raleigh can be classified as "Enterprising Professionals;" about one in eight are "Up and Coming Families," and small percentages are "In-Style," "Boomburbs," and "Aspiring Young Families." Table 59 lists the top ten lifestyle segments in the City's ETJ, and compares their proportions to the United States as a whole.

Table 59. Most Common Lifestyle Segments in the City's ETJ

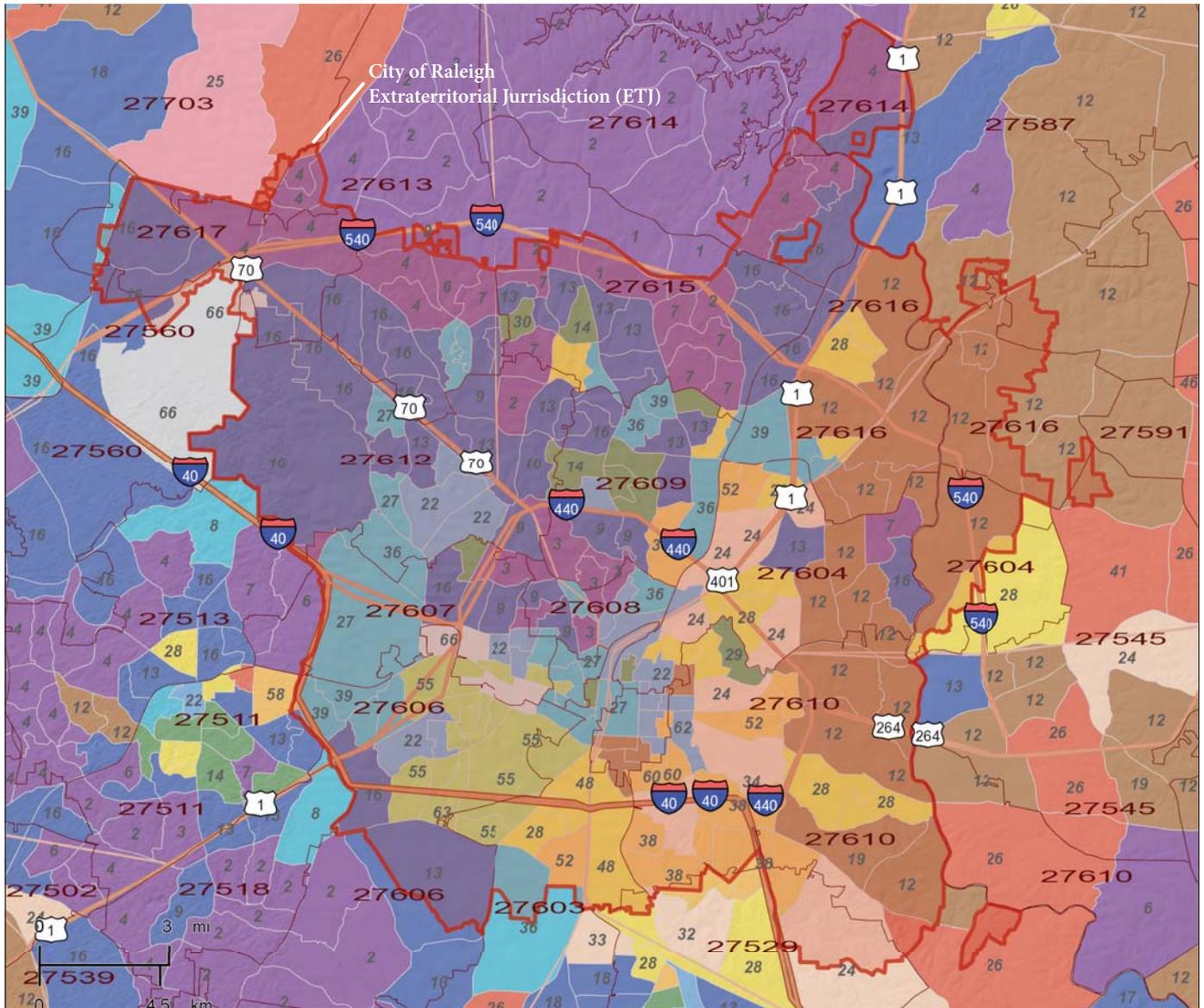
Lifestyle Segment	% of pop. in ETJ	% of pop. in U.S.
L2. Enterprising Professionals	18.0%	1.9%
L9. Up and Coming Families	11.9%	4.1%
L2. In-Style	6.4%	2.3%
L1. Boomburbs	6.3%	2.4%
L7. Aspiring Young Families	5.6%	2.3%
L4. Young and Restless	5.6%	1.5%
L6. College Towns	5.3%	0.9%
L3. Metropolitan	5.0%	1.4%
L4. Metro Renters	4.5%	1.6%
L1. Industrious Urban Fringe	2.8%	1.7%
Total	71.4%	20.1%

Source: Esri; Date: April, 2013

"Enterprising Professionals," at 18 percent, are by far the most common of the Lifestyle Profiles; the full lifestyle profile follows. Both Enterprising Professionals and "In Style" (the third largest) segments are part of the "Upscale Avenues" lifestyle group, which are characterized as highly-educated, relatively affluent, and display "prosperous domesticity"⁷ This indicates that they are households that are well-established and tend to invest in their homes. The next three largest groups; "Up and Coming Families"

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Map F. Lifestyle Segment Distribution in City of Raleigh ETJ



- | | |
|--|---|
|  High Society (L1): Affluent, well-educated, married-couple homeowners |  High Hopes (L7): Young households striving for the "American Dream" |
|  Upscale Avenues (L2): Prosperous, married-couple homeowners in different housing |  Global Roots (L8): Ethnic and culturally diverse families |
|  Metropolis (L3): City dwellers in older homes reflecting the diversity of urban culture |  Family Portrait (L9): Youth, family life, and children |
|  Solo Acts (L4): Urban young singles on the move |  Traditional Living (L10): Middle-aged, middle income--Middle America |
|  Senior Styles (L5): Senior lifestyles by income, age, and housing type |  Factories and Farms (L11): Hardworking families in small communities |
|  Scholars and Patriots (L6): College and military environments |  American Quilt (L12): Households in small towns and rural areas |

Source: Esri; Date: April, 2013

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“Aspiring Young Families;” and “Young and Restless” are younger populations, and in some cases are likely the households that will become “Enterprising Professionals” and “In Style” in ten-to-twenty years.

Lifestyle Profile: Enterprising Professionals

At approximately twenty percent of Raleigh’s population, the “Enterprising Professionals” merit a closer look. The following profile is taken directly from Esri’s Tapestry Segmentation Reference Guide.

Demographic

Young, educated, single, married, working professionals, residents of “Enterprising Professionals” neighborhoods have a median age of 32.8 years. Forty-three percent of the households are singles who live alone or share housing with roommates, and 43 percent are married couple families. With an annual household growth of 1.95 percent per year since 2000, the households in this segment comprise approximately two percent of total US households. The diversity of the population is similar to that of the United States. Most of the residents are white; however, 12.4 percent are Asian.

Socioeconomic

Median household income for the “Enterprising Professionals” profile is \$63,837. Ninety percent of these households earn income from wages and salaries; 39 percent receive income from investments. This is an educated group: approximately half of the population aged 25 years and older hold a bachelor’s or graduate degree; more than three in four have attended college. These working professionals are employed in various jobs, especially in management, finance, computer, sales, and office/administrative support.

Residential

“Enterprising Professionals” residents move frequently to find growth opportunities and better jobs, especially in cities such as Chicago, Atlanta, and Seattle. Forty-six percent of the households are located in the South, 29 percent are in the West, and 20 percent are in the Midwest. They prefer to own instead of rent in newer neighborhoods of townhouses or apartments. For those who rent, the average gross rent is 36 percent higher than the US average.

Preferences

They are young and mobile with growing consumer clout. Those who rent hold renter’s insurance policies. They rely on cell phones and e-mail to stay in touch. They go online to download videos and music, track their investments, and shop for items, including personal computers and software. They own laptops, video game systems, and digital camcorders. They love to travel abroad and in the United States often. They play video games, visit theme parks, jog, and swim. They read computer, science, and technology magazines and listen to alternative, public-all-talk, and sports radio. They eat out at higher end chain restaurants. They shop for groceries at stores such as Harris Teeter and Whole Foods.

Five-Mile Buffer Analysis:

The City of Raleigh is a growing municipality, primarily in terms of population and less so in land. By analyzing a City’s ETJ with a five (5) mile buffer, the analysis can capture an area of adjoining jurisdictions that influence fringe areas of the City. In many ways, this buffer is an indication of the populations Raleigh is current serving and will likely continue to serve in the future for some services. Table 60 contains the top ten (10) most common lifestyle profiles in the five mile buffer.

Table 60. Most Common Lifestyle Segments in the Five Mile Buffer (Source: Esri; Date: April, 2013)

Lifestyle Segment	% of pop. in Buffer	% of pop. in U.S.
L2. Enterprising Professionals	15.2%	1.9%
L9. Up and Coming Families	13.7%	4.1%
L1. Boomburbs	9.9%	2.4%
L2. In-Style	6.9%	2.3%
L7. Aspiring Young Families	5.7%	2.3%
L1. Suburban Splendor	5.2%	1.7%
L4. Young and Restless	4.5%	1.5%
L3. Metropolitan	3.3%	1.4%
L6. College Towns	3.0%	0.9%
L12. Midland Crowd	2.5%	3.2%
Total	69.9%	21.7%

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When compared to the City’s ETJ lifestyle percentages, there are some noticeable differences. In the Five-Mile Buffer, the percentage of “Enterprising Professionals,” “In Styles,” “College Towns,” “Metropolitans,” and “Young Restless” each decreased by a few percentage points. On the other hand, the percentage of “Up and Coming Families” increased by 1.9% and “Boomburbs” increased by 3.6% with the expanded buffer. There are also two other lifestyle profiles present in the top ten: “Suburban Splendor,” and “Midland Crowds.” This result is unsurprising, as these lifestyle groups represent more typical suburban and exurban preferences and demographics, whereas the City’s ETJ has higher concentrations of households with more urban characteristics of the city’s core neighborhoods.

3.5.2 Summary of Findings

The Tapestry Lifestyle Segments were created primarily as a tool for businesses to understand their geographic markets. The Parks and Recreation Department has traditionally served residents as customers, which is why this type of analysis is a useful tool in better understanding the Department’s customer base. From the profiles created by Esri, general parks and recreation needs can be identified by national trends for each lifestyle profile (Table 61). The top lifestyle segments for both analyses are highlighted in green.

⁷ Esri. Tapestry Segmentation Reference Guide. Pg Online: <http://www.esri.com/library/brochures/pdfs/tapestry-segmentation.pdf> 14

Table 61. Parks and Recreation Facilities Needs by Lifestyle Profiles

Lifestyle Segment	% of pop. in City’s ETJ	% of pop. in 5 Mile Buffer	Typical Parks and Recreation Facilities Needs
Enterprising Professionals	18.0%	15.2%	Multi-purpose trails, swimming pools, wi-fi, sports fields
Up and Coming Families	11.9%	13.7%	Community parks, youth sports programs and fields, destination parks
In-Style	6.4%	6.9%	Dog parks, fitness facilities, hiking trails, special events venues, wi-fi
Boomburbs	6.3%	9.9%	Golf courses, tennis courts, wi-fi, multi-purpose trails, fitness facilities
College Towns	5.3%	3.0%	Wi-fi, community parks, biking trails, sports fields and programs
Metropolitans	5.0%	3.3%	Urban open spaces, special events, kayaking, trails, dog parks
Young and Restless	5.6%	4.5%	Wi-fi, sports fields and programs, fitness facilities
Aspiring Young Families	5.6%	5.7%	Youth sports programs and facilities, basketball courts, neighborhood parks
Metro Renters	4.5%		Walking paths, community centers, swimming pools
Industrious Urban Fringe	2.8%		Sports fields, basketball courts, neighborhood parks
Suburban Splendor		5.2%	Fitness facilities, multi-purpose trails, tennis courts, golf courses
Midland Crowd		2.5%	Fishing piers, event venues, boat launches

Source: Esri; Date: April, 2013



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Section 3.6 | Recreation Programs and Services Assessment

3.6.0 Introduction

This assessment includes an analysis of the City of Raleigh Parks and Recreation Department's program and service offerings. This section offers a detailed perspective of recreation programs and events and helps to identify the strengths, weaknesses, and opportunities for future program direction. It also assists in identifying core programs, program gaps within the community, and future program offerings for residents based on community input and trends.

Program findings were based on comments from the statistically valid Citizen Interest and Opinion Survey results, public participation process, a review of program information, program assessment worksheets completed by staff, and interviews and meetings with the staff. In addition, marketing materials such as the Leisure Ledger and the Website were reviewed.

To be completed

The content of this section is organized as follows:

- Household Survey Results Relating to Programs
- Current Program Assessment

Note: At time of review; the Recreation Program and Services Assessment data was not available for inclusion in this report.

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Section 3.7 | Existing Level of Service Analysis

3.7.0 Methodology

The purpose of an Existing Level of Service (LOS) analysis is to quantify how well the existing parks system is meeting the needs of residents. The National Recreation and Park Association's definition of LOS is "an allocation mechanism for the delivery of park land and basic recreation facilities throughout a community. By adoption of such a standard, a community in essence says that all citizens, [...], will have an equal opportunity to share in the basic menu of services implicit in the standard and accompanying spatial distribution and allocation of policies."

For Raleigh, the LOS analysis was measured based on three basic principles that will be **continually refined** based on public input in subsequent phases of this planning process.

- Acreage (Amount of Park Land)
- Facilities (Amount of Facilities)
- Access (Distance or Travel Time)

3.7.1 Existing Acreage Level of Service Analysis

The most common way to measure LOS for existing acreage is the number of public park acres per 1,000 residents in a community. Currently, there are 9,764 acres of developed and undeveloped public park and greenway lands within the City of Raleigh. The estimated 2011 population of Raleigh is 416,468 residents, which translates into an Acreage LOS of 23.44 acres per 1,000 residents. In 2035, the population is projected to increase to 590,560 (CAMPO). If no additional park or greenway land is acquired, the acreage LOS will drop to 16.53 acres per 1,000 residents. **Table 63** shows the LOS analysis for each park type, and calculates the deficit or surplus that these currently provide, and the projected LOS for 2035.

Acreage LOS Findings

Based on this technique, the City of Raleigh is currently experiencing a deficit in acreage for neighborhood and metro parks, with the neighborhood park deficit being 65% of the current acreage. Community parks provide a surplus of acreage, but will experience a deficit as the

Table 63. City of Raleigh Existing Acreage LOS Analysis per 1,000 Population

Park Classification	Existing Acreage (Dec. 2012 dev. & undev. acreage)	Existing Number of Parks	LOS Standard (Acres/1000 Population)	Existing Acreage Needed for LOS (2011)#	2011 Acreage Deficit or (Surplus)	Projected Acreage Needed for LOS (2035)##	2035 Acreage Deficit or (Surplus)	Projected Park Sizes (2030 Comp Plan)	Number of New Parks Needed by 2035
Mini Parks	13.55	15	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Neighborhood Parks	657.76**	50 (5)*	2.6	1,082.81	425.05	1,535	877.24	15 ac	59
Community Parks	1,298.98	24	3.1	1,291.05	(7.93)	1,831	532.02	60 ac	9
Metro Parks	1,729.81	8	4.2	1,749.16	19.35	2,480	750.19	300 ac	3
Special Parks	1,049.12	39	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nature Parks and Preserves	850.73	4	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Open Spaces	118.96	82	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Greenway Corridors	3,750.24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

* Includes five School Parks that are recognized as currently serving the communities needs as Neighborhood Parks

** Presumes six acres equivalent for each of five school parks currently functioning as Neighborhood Parks as defined in the 2030 Comp Plan

= July 2011 American Community Survey, U.S. Census Population for City of Raleigh

##= Capital Area Metropolitan Planning Organization (CAMPO) Projection for 2035 population of 590,560



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population grows towards the 2035 estimate. Based on the park sizes of these three categories, it is estimated that the city will need 2,055.45 additional acres in 71 new parks by 2035, based on this one level of service analysis technique.

While the Acreage LOS helps ensure a commitment to park land as the City develops, it has shortcomings. Comparison to other cities may be difficult as some cities operate golf courses, conservation areas, and other non-recreation facilities which are high in acreage but low in available capacity. Acreage LOS also does not consider amenities that are accessible to residents but owned and operated by entities other than the City or consolidated City/County park systems. Examples include school ball fields and playgrounds, County and State parks located near the City border, and privately operated programs such as YMCAs, church after-school programs, community meeting facilities, and non-profit senior programs.

For these reasons, **this System Plan explores additional techniques** such as Existing Facility LOS and Access LOS to better determine the extent to which parks and recreation facilities and programs are able to meet the needs of City of Raleigh residents. This methodology assumes the following principles:

- **Facilities** (*Capacity of Facilities*) – Every resident should have similar opportunities to use recreation facilities.
- **Access** (*Distance or Travel Time*) – Every resident should be able to access specific park facilities within similar walking, bicycling, public transit and/or driving distances.

3.7.2 Existing Facilities Level of Service Analysis

Another way to measure existing LOS is by the number of facilities per population. Like acreage, there are no strict standards for the number of facilities that a community needs.

Demand for Outdoor Recreation

The 2002-2007 National Survey on Recreation and the Environment (NSRE) is the eighth survey in a series started in 1960 by the Outdoor Recreation Resources Review Commission and now coordinated by the US Forest Service.

This survey interviewed approximately 90,000 Americans aged 16 and older through random telephone samples. In North Carolina, the NRSE produced almost 3,000 survey results.

The survey identifies the top 20 most popular outdoor recreation activities with responses from North Carolina highlighted in **Table 64**. Walking for pleasure is the most popular activity, with 82 percent of state residents participating. Approximately 75 percent of the population enjoys outdoor gatherings, and almost two-thirds participate in gardening or landscaping. These numbers are helpful in determining the kind of recreational activities that citizens wish to engage in, and identifying what types of facilities can best serve these demands.

Table 64. 2002-2007 Percentage of State Residents Participating in Outdoor Recreation Activities (NSRE)

Activity	Percent
Walking for Pleasure	82
Family Gathering	74.6
Gardening or Landscaping	65.4
Driving for Pleasure	58.2
View/Photo Natural Scenery	57
Visit Nature Centers	52.9
Sightseeing	52.9
Picnicking	50
Attend Sports Events	48.6
Visit a Beach	44.2
Visit Historic Sites	43.1
View/Photo Wildlife	43
View/Photo Wildflowers, Trees	41
Swimming in an Outdoor Pool	39.9
Swimming in Lakes, Streams, Etc.	39.7
Yard Games, e.g., Horseshoes, Cornhole	38.5
View/Photograph Birds	34
Bicycling	31
Boating (Any Type)	31
Freshwater Fishing	30.9

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Supply of Recreational Opportunities

Prior to 1995, the North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) provided standards to describe the adequate quantity of public recreational acreage and facilities based on population. The move away from this system in North Carolina was supported by the National Recreation and Park Association, who stated, “these standards take a cookie-cutter approach that recommends the same services for all counties when in fact each county and community has unique characteristics and preferences”.

Current levels of recreation services by unit are not prescribed on a county-by-county basis. Instead of applying a standard, the SCORP provides information that allows each North Carolina county to be compared to each other according to current recreation resources and county population. Table 64 and Table 65 show the current Facility LOS for the City of Raleigh and Wake County. This data is evaluated based on the number of residents each unit is serving, and then compared to the North Carolina state median using 2011 and 2035 population estimates.

Facility LOS Findings

Based on this technique, the City of Raleigh lacks athletic fields (baseball, softball, football and soccer fields) as well as greenway trail mileage. There is a slight deficiency for picnic areas when compared to statewide standards. The City enjoys a surplus of basketball, tennis and volleyball courts as well as playgrounds. These conditions are projected to continue as the city grows to an estimated population of 590,560 (CAMPO) by the year 2035. The one facility type which changes, multi-purpose fields, has a slight deficient by the year 2035.

Though a Facility LOS analysis provides a snapshot condition of the outdoor recreation facility capacity, it does not capture whether facilities are accessible by all residents and conflicts with input from public participation such the number of tennis courts or indoor recreation facilities. For this analysis the consultant team will conduct an Access LOS analysis to identify gaps in accessibility to facilities.

Table 64. Resident Per Unit Comparison for City of Raleigh and Wake County

Facility Type	Number of Existing Facilities in City of Raleigh	City Residents Per Unit (2011)*	City Residents Per Unit (2035)**	Wake County*** Residents Per Unit (2011)*	Wake County*** Residents Per Unit (2035)**	State Median Population Per Unit***
Baseball Fields	34	12,249	17,369	7,208	11,733	7,764
Softball Fields	28	14,874	21,091	11,479	18,868	10,870
Football Fields	0	N/A	N/A	154,963	252,270	54,349
Soccer Fields	3	52,059	73,820	10,217	16,633	13,587
Multi-Purpose Fields	14	21,919	31,082	17,218	28,030	27,174
Basketball Courts (outdoor)	67	6,216	8,814	9,787	15,933	9,058
Tennis Courts	112	3,718	5,272	4,246	7,106	5,435
Volleyball Courts	25	16,659	23,622	26,565	43,246	36,232
Picnic Shelters	71	5,866	8,317	5,344	8,699	5,435
Playgrounds	103	4,043	5,734	5,502	8,956	6,794
Indoor/Outdoor Swimming Pools	11	37,861	53,687	51,654	84,090	54,349
Trails (Miles) (includes paved and unpaved)	82	5,079	7,202	4,169	6,788	3,045

* 2011 populations based on July 2011 American Community Survey, U.S Census. Raleigh: 416,468, Wake County: 929,780

** 2035 populations based on Capital Area Metropolitan Planning Organization (CAMPO) projections. Raleigh: 590,560, Wake County: 1,513,674

*** Number of units is based on information from the 2009-2013 North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) and City of Raleigh Parks and Recreation Department data



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Table 65. City of Raleigh Resident Per Unit Surplus/Deficiency Based on North Carolina Medians and Existing City LOS

Facility Type	State Median Population Per Unit***	City of Raleigh Deficit/(Surplus) Per Unit Based on State Median Pop. Per Unit (2011)	City of Raleigh Deficit/(Surplus) Per Unit Based on State Median Pop. Per Unit (2035)	City of Raleigh # of Units Needed Based on 2035 Pop. to Match 2011 Pop. LOS
Baseball Fields	7,764	20	42	12
Softball Fields	10,870	10	26	12
Football Fields	54,349	8	11	N/A
Soccer Fields	13,587	23	36	8
Multi-Purpose Fields	27,174	(4)	3	16
Basketball Courts (outdoor)	9,058	(21)	(2)	28
Tennis Courts	5,435	(35)	(3)	47
Volleyball Courts	36,232	(14)	(8)	11
Picnic Shelters	5,435	6	37	30
Playgrounds	6,794	(42)	(16)	43
Indoor/Outdoor Swimming Pools	54,349	(3)	0	5
Trails (Miles) (includes paved and unpaved)	3,045	55	112	35

* 2011 populations based on July 2011 American Community Survey, U.S Census. Raleigh: 416,468, Wake County: 929,780

** 2035 populations based on Capital Area Metropolitan Planning Organization (CAMPO) projections. Raleigh: 590,560, Wake County: 1,513,674

*** Number of units is based on information from the 2009-2013 North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) and City of Raleigh Parks and Recreation Department data

3.7.3 Existing Access Level of Service Analysis

A third approach explored to better determine existing LOS is analyzing the level of access that residents have to park facilities. This is typically measured as a distance, either in miles or travel time. The City of Raleigh has not established access standards for park and recreation facilities in the 2030 Comprehensive Plan, however, the following park types and facilities were analyzed using distances consistent with the park classification or park type each facility is typically found in. Facilities types analyzed are also consistent with facilities identified in both surveys included in this chapter. Elements analyzed include:

Existing Park Classifications Types:

- Neighborhood Parks- 1/2 mile and 1 mile
- Community Parks- 2 miles
- Metro Parks- 5 miles
- Nature Preserves Parks- 5 miles

Neighborhood-Based/ Walk-to Facilities:

- Playgrounds- 1/2 mile
- Picnic Shelters- 1/2 mile
- Outdoor Basketball Courts- 1/2 mile
- Greenway Trailheads - 1/2 mile
- Tennis Courts- 1/2 mile

Community-Based/ Walk-to or Bike-To Facilities:

- Gymnasiums- 2 miles
- Dog Parks- 2 miles
- Baseball/Softball Fields- 2 miles
- Recreation Centers- 2 miles
- Outdoor Swimming Pools- 2 miles

Metro-Based/ Bike-to or Drive/Transit-to Facilities:

- Disc Golf Courses- 5 miles
- Skate Parks- 5 miles
- Indoor Swimming Pools- 5 miles
- Art Centers- 5 miles

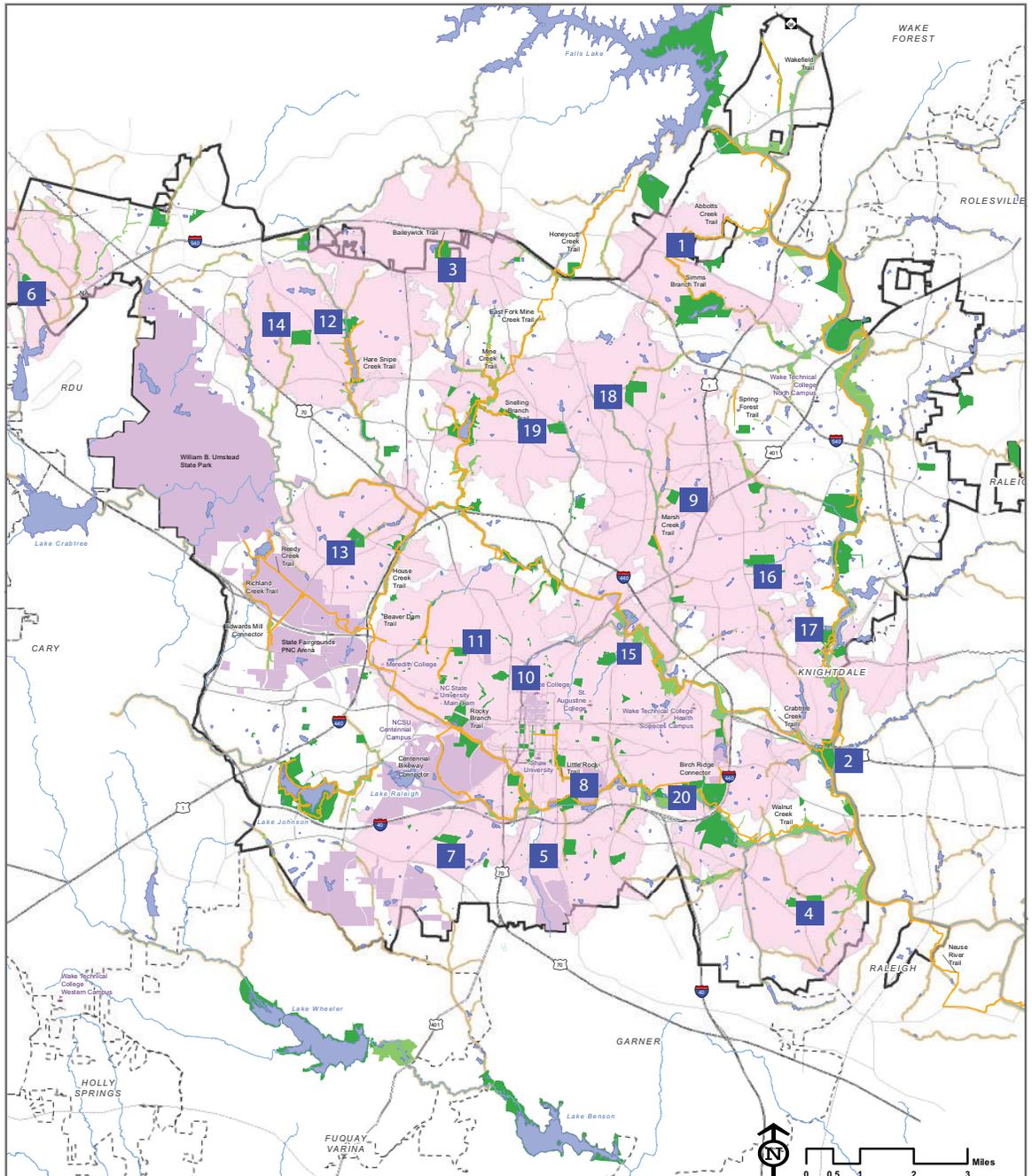
Maps F - Z identify gaps in accessibility for each park classification and facility type listed above.

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Map G. Existing Community Parks Two Mile Access Level of Service Map

Park Name

1. Abbotts Creek
2. Anderson Point
3. Baileywick
4. Barwell Road
5. Biltmore Road
6. Brier Creek
7. Carolina Pines
8. John Chavis Memorial
9. Green Road
10. Halifax
11. Jaycee
12. Lake Lynn
13. Laurel Hills
14. Leesville
15. Lions
16. Marsh Creek
17. Milburnie
18. Millbrook-Exchange
19. Optimist
20. Worthdale



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Community Park Access LOS 2 Miles	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

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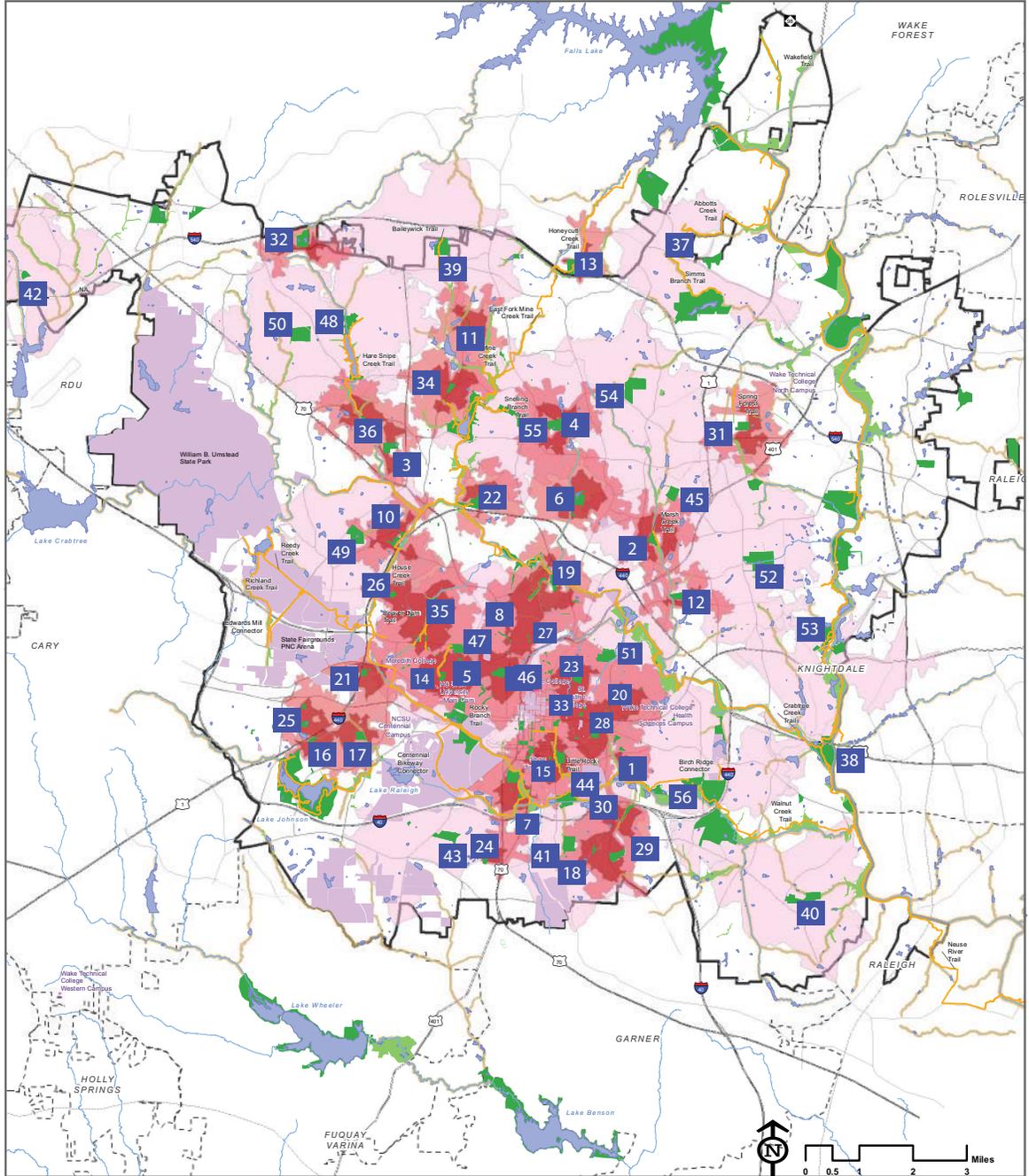
Map H. Existing Neighborhood 1/2 - One Mile and Community Parks Two Miles Access Level of Service Map

Park Name
Neighborhood

1. Apollo Heights
2. Brentwood
3. Brookhaven
4. Cedar Hills
5. Chamberlain
6. Eastgate
7. Eliza Pool
8. Fallon
9. Fred Fletcher
10. Glen Eden
11. Greystone Recreation Center
12. Hill Street
13. Honeycutt
14. Isabella Cannon
15. John P Top Greene
16. Kaplan
17. Kentwood
18. Kingwood Forest
19. Kiwanis
20. Longview
21. Method
22. North Hills
23. Oakwood
24. Peach Road
25. Powell Drive
26. Ridge Road
27. Roanoke
28. Roberts
29. Sanderford Road
30. Southgate
31. Spring Forest Road
32. Strickland Road
33. Tarboro Road
34. Williams Memorial
35. Windemere Beaver Dam
36. Wooten Meadow

Park Name
Community

37. Abbotts Creek
38. Anderson Point
39. Baileywick
40. Barwell Road
41. Biltmore Road
42. Brier Creek
43. Carolina Pines
44. John Chavis Memorial
45. Green Road
46. Halifax
47. Jaycee
48. Lake Lynn
49. Laurel Hills
50. Leesville
51. Lions
52. Marsh Creek
53. Milburnie
54. Millbrook-Exchange
55. Optimist
56. Worthdale



LEGEND

- | | | | |
|---------------------------------------|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Neighborhood Park Access LOS 1/2 Mile | Rivers and Streams | | Proposed Street |
| Neighborhood Park Access LOS 1 Mile | | | |
| Community Park Access LOS 2 Miles | | | |

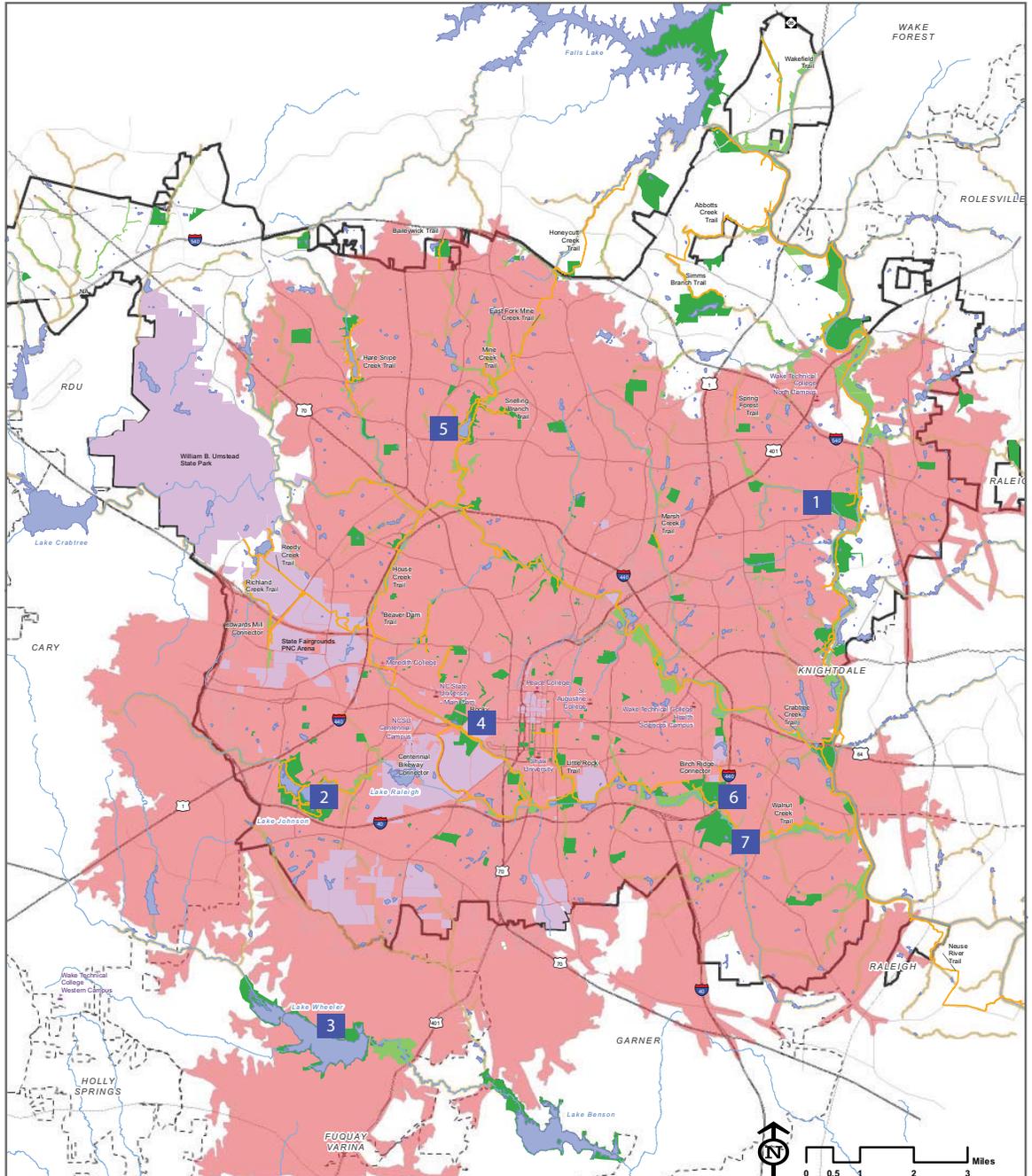
GIS data provided by the City of Raleigh Parks and Recreation Department

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Map I. Existing Metro Parks Five-Mile Access Level of Service Map

Park Name

1. Buffalo Road
2. Lake Wheeler
3. Pullen
4. Shelley Lake- Sertoma
5. Walnut Creek North
6. Walnut Creek South



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Metro Park Access LOS 5 Miles	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

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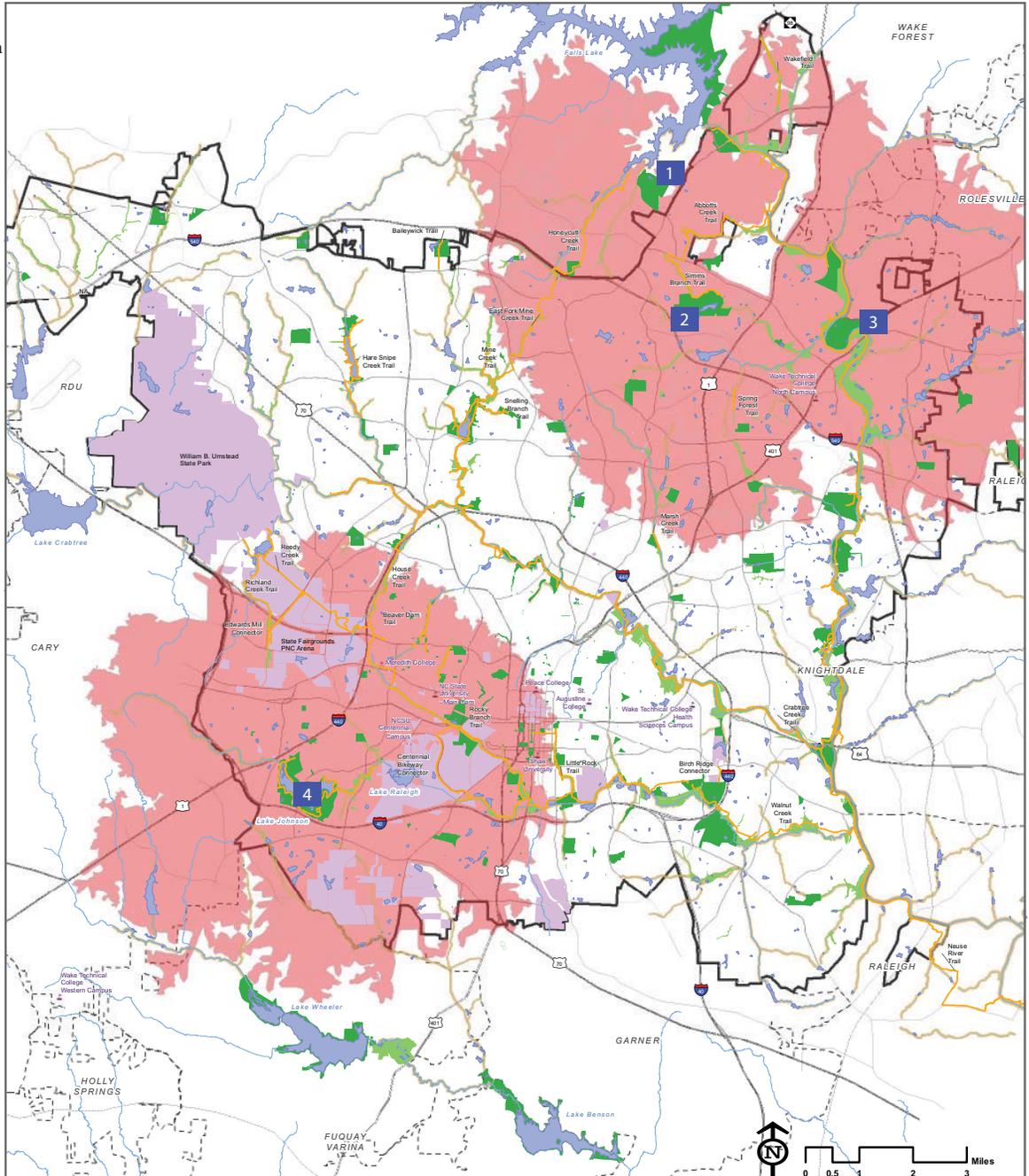


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Map J. Existing Nature Preserves Parks Five-Mile Access Level of Service Map

Park Name

1. Annie Louise Wilkerson MD Naure Preserve
2. Durant Nature
3. Horseshoe Farm
4. Lake Johnson Nature Preserve



LEGEND

- | | | | |
|------------------------------------|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Nature Preserve Access LOS 5 Miles | Rivers and Streams | | Proposed Street |

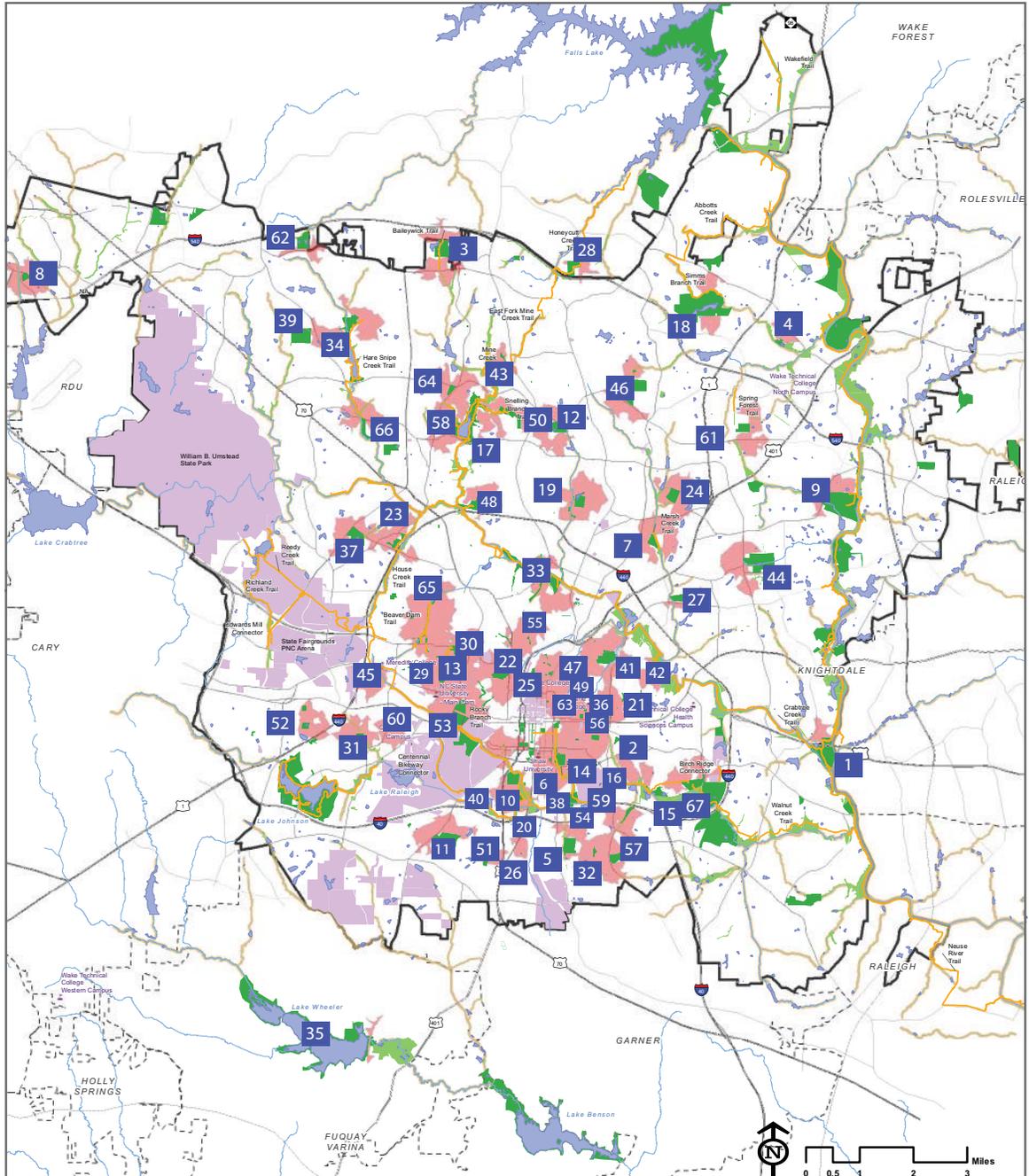
GIS data provided by the City of Raleigh Parks and Recreation Department

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Map K. Existing Playgrounds 1/2 Mile Access Level of Service Map

Park Name

1. Anderson Point
2. Apollo Heights
3. Baileywick
4. Berkshire Downs West
5. Biltmore Hills
6. Bragg Street
7. Brentwood
8. Brier Creek
9. Buffalo Road
10. Caraleigh
11. Carolina Pines
12. Cedar Hills
13. Chamberlain
14. John Chavis Memorial
15. Dacian
16. Davie Street
17. Dixon
18. Durant Nature
19. Eastgate
20. Eliza Pool
21. Fisher Street
22. Fred Fletcher
23. Glen Eden
24. Green Road
25. Halifax
26. Hertford Village
27. Hill Street
28. Honeycutt
29. Isabella Cannon
30. Jaycee
31. Kentwood
32. Kingwood Forest
33. Kiwanis
34. Lake Lynn
35. Lake Wheeler
36. Lane Street
37. Laurel Hills
38. Lee Street
39. Leesville
40. Lenoir Street
41. Lions
42. Lockwood
43. Longstreet
44. Marsh Creek
45. Method
46. Millbrook-Exchange
47. Mordecai
48. North Hills
49. Oakwood Common
50. Optimist
51. Peach Road
52. Powell Drive
53. Pullen
54. Quarry Street
55. Roanoke
56. Roberts
57. Sanderford Road
58. Shelley Lake - Sertoma
59. Southgate
60. Spring
61. Spring Forest Road
62. Strickland Road
63. Tarboro Road
64. Williams Memorial
65. Windemere Beaver Dam
66. Wooten Meadow
67. Worthdale



LEGEND

- City of Raleigh Park
- City of Raleigh Greenway
- Greenway Trail
- Playground Access LOS 1/2 Mile
- State Site
- COR CAG Corridors
- Lake/Pond/Reservoir
- Rivers and Streams
- Raleigh ETJ
- Jurisdiction
- Universities and Colleges
- Major Road
- Proposed Major Road
- Street
- Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

needs & priorities assessment

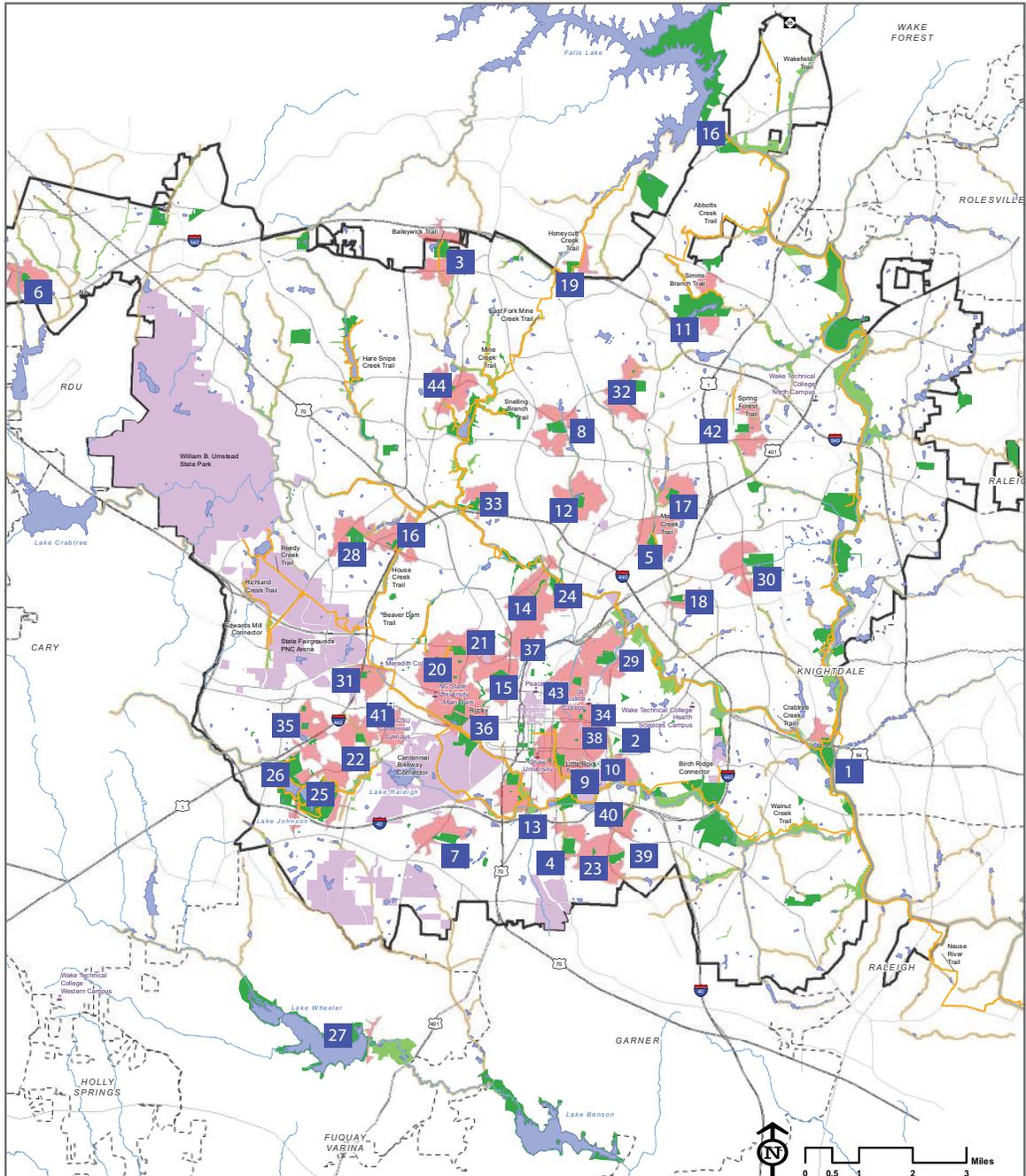


Chapter Three

Map L. Existing Picnic Shelters 1/2 Mile Access Level of Service Map

Park Name

1. Anderson Point
2. Apollo Heights
3. Baileywick
4. Biltmore Hills
5. Brentwood
6. Brier Creek
7. Carolina Pines
8. Cedar Hills
9. John Chavis Memorial
10. Davie Street
11. Durant Nature
12. Eastgate
13. Eliza Pool
14. Fallon
15. Fred Fletcher
16. Glen Eden
17. Green Road
18. Hill Street
19. Honeycutt
20. Isabella Cannon
21. Jaycee
22. Kentwood
23. Kingwood Forest
24. Kiwanis
25. Lake Johnson
26. Lake Johnson Nature Preserve
27. Lake Wheeler
28. Laurel Hills
29. Lions
30. Marsh Creek
31. Method
32. Millbrook-Exchange
33. North Hills
34. Oakwood
35. Powell Drive
36. Pullen
37. Roanoke
38. Roberts
39. Sanderford Road
40. Southgate
41. Spring
42. Spring Forest Road
43. Tarboro Road
44. Williams Memorial



LEGEND

- | | | | |
|------------------------------------|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Picnic Shelter Access LOS 1/2 Mile | Rivers and Streams | | Proposed Street |

GIS data provided by the City of Raleigh Parks and Recreation Department

needs & priorities assessment

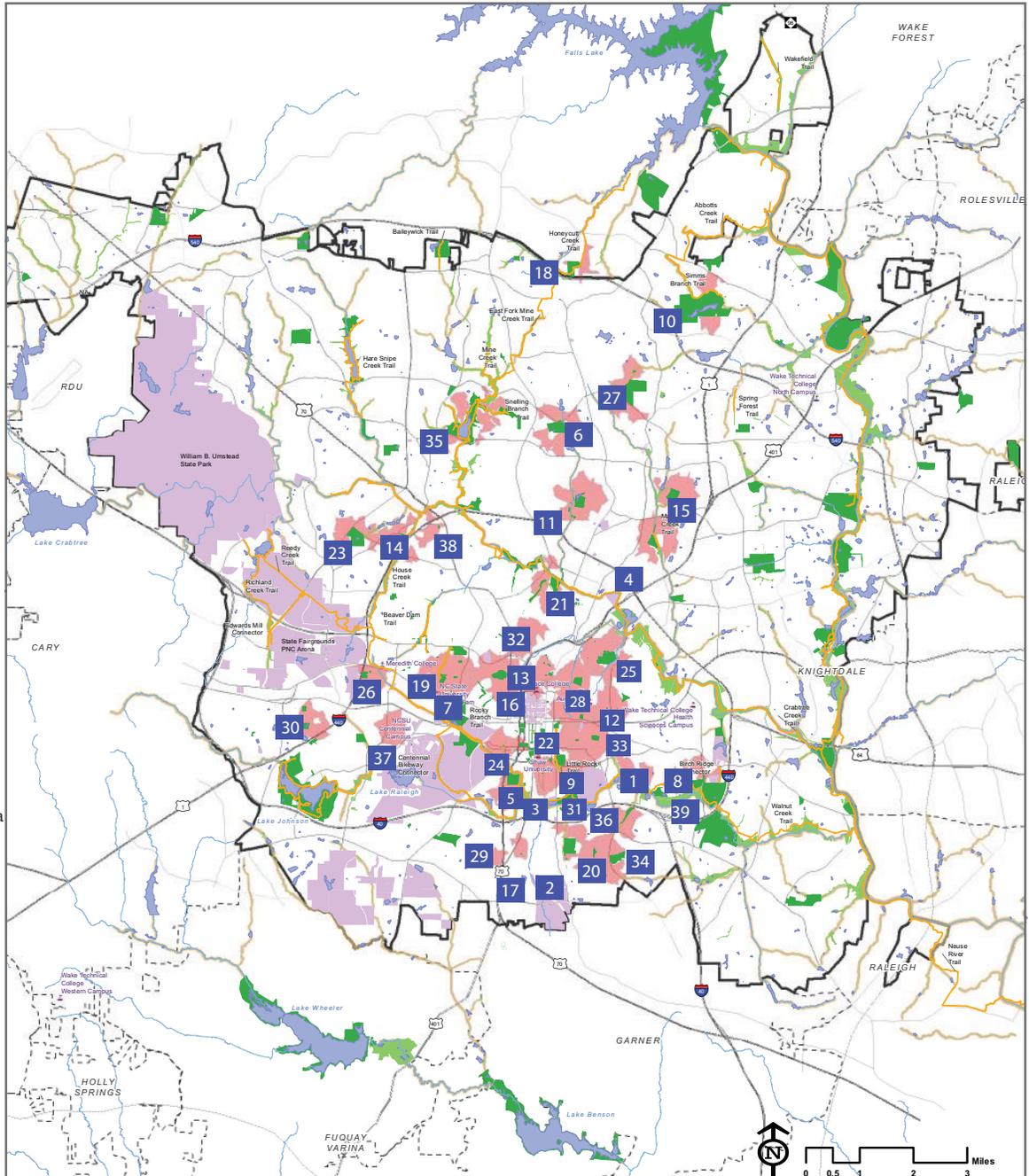


Needs & Priorities Assessment

Map M. Existing Outdoor Basketball Courts 1/2 Mile Access Level of Service Map

Park Name

1. Apollo Heights
2. Biltmore Hills
3. Bragg Street
4. Brentwood
5. Caraleigh
6. Cedar Hills
7. Chamberlain
8. Dacian
9. Davie Street
10. Durant Nature
11. Eastgate
12. Fisher Street
13. Fred Fletcher
14. Glen Eden
15. Green Road
16. Halifax
17. Hertford Village
18. Honeycutt
19. Isabella Cannon
20. Kingwood Forest
21. Kiwanis
22. Lane Street
23. Laurel Hills
24. Lenoir Street
25. Lions
26. Method
27. Millbrook-Exchange
28. Oakwood
29. Peach Road
30. Powell Drive
31. Quarry Street
32. Roanoke
33. Roberts
34. Sanderford Road
35. Shelley Lake - Sertoma
36. Southgate
37. Spring
38. Varnell
39. Worthdale



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Outdoor Basketball Court Access LOS 1/2 Mile	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

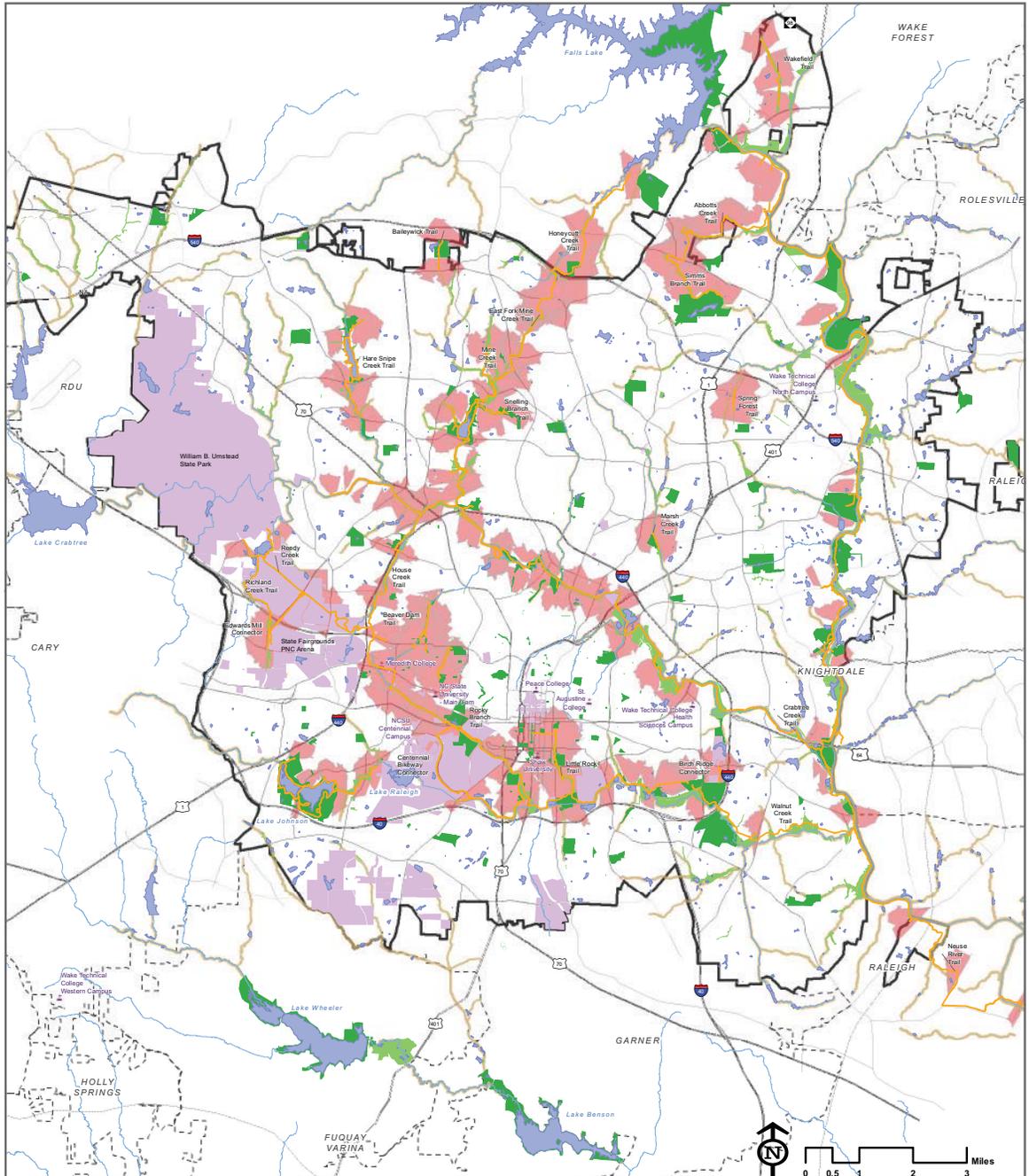
needs & priorities assessment



Chapter Three

Map N. Existing Greenway Trailheads 1/2 Mile Access Level of Service Map

Note: Park names are not applicable for greenway trailheads



LEGEND

- | | | | |
|--|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Greenway Trailhead Access LOS 1/2 Mile | Rivers and Streams | | Proposed Street |

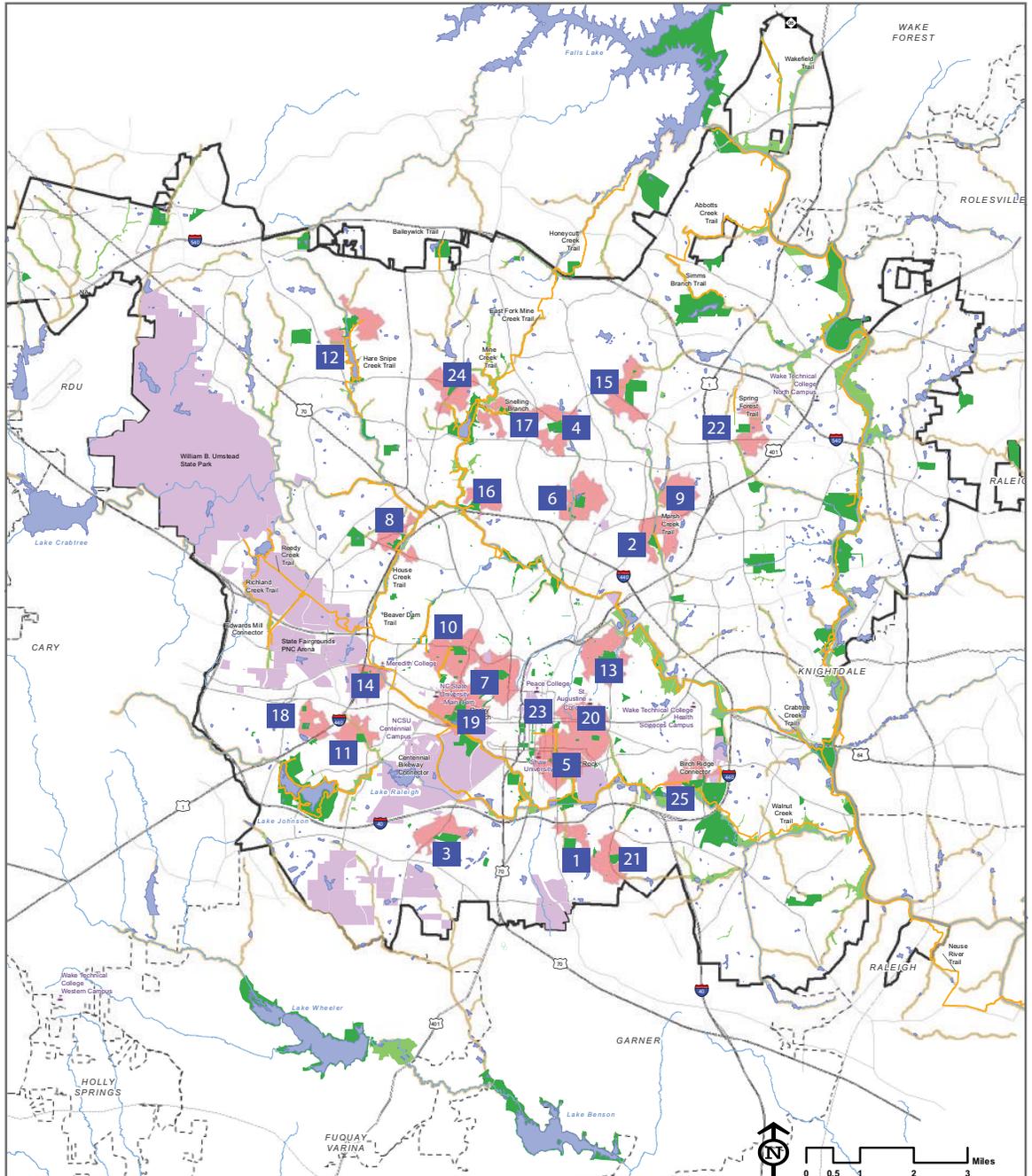
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Needs & Priorities Assessment

Map O. Existing Tennis Courts 1/2 Mile Access Level of Service Map

Park Name

1. Biltmore Hills
2. Brentwood
3. Carolina Pines
4. Cedar Hills
5. John Chavis Memorial
6. Eastgate
7. Fred Fletcher
8. Glen Eden
9. Green Road
10. Jaycee
11. Kentwood
12. Lake Lynn
13. Lions
14. Method
15. Millbrook-Exchange
16. North hills
17. Optimist
18. Powell Drive
19. Pullen
20. Roberts
21. Sanderford Road
22. Spring Forest Road
23. Tarborro Road
24. Williams Memorial
25. Worthdale



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Tennis Court Access LOS 1/2 Mile	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

needs & priorities assessment

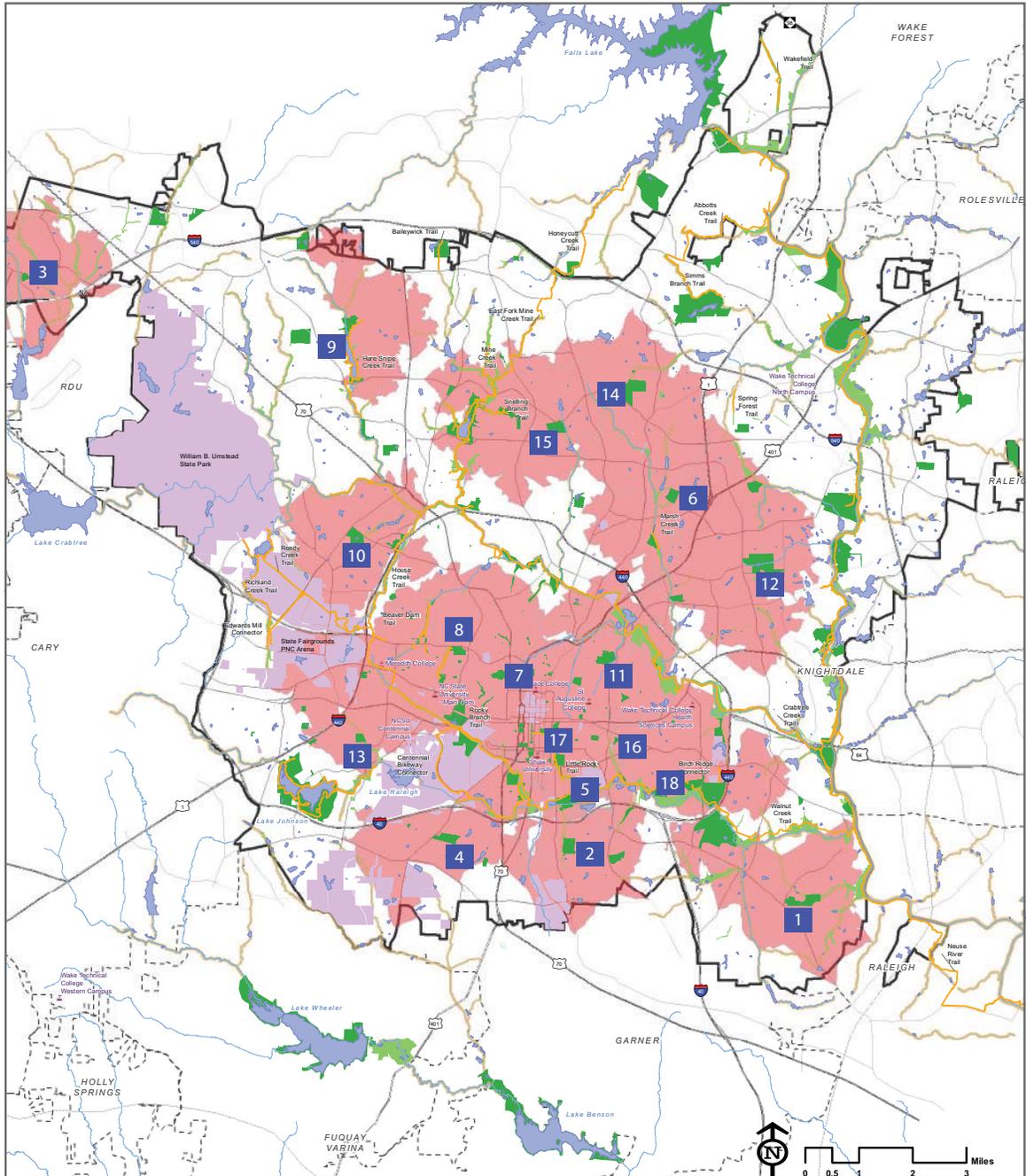


Chapter Three

Map P. Existing Gymnasiums Two-Mile Access Level of Service Map

Park Name

1. Barwell Road
2. Biltmore Hills
3. Brier Creek
4. Carolina Pines
5. John Chavis Memorial
6. Green Road
7. Halifax
8. Jaycee
9. Lake Lynn
10. Laurel Hills
11. Lions
12. Marsh Creek
13. Method
14. Millbrook-Exchange
15. Optimist
16. Roberts
17. Tarboro Road
18. Worthdale



LEGEND

- | | | | |
|--|---|--|---|
| ■ City of Raleigh Park | ■ State Site | Raleigh ETJ | — Major Road |
| ■ City of Raleigh Greenway | ■ COR CAG Corridors | Jurisdiction | — Proposed Major Road |
| — Greenway Trail | ■ Lake/Pond/Reservoir | ● Universities and Colleges | — Street |
| ■ Gymnasium Access LOS 2 Miles | — Rivers and Streams | | — Proposed Street |

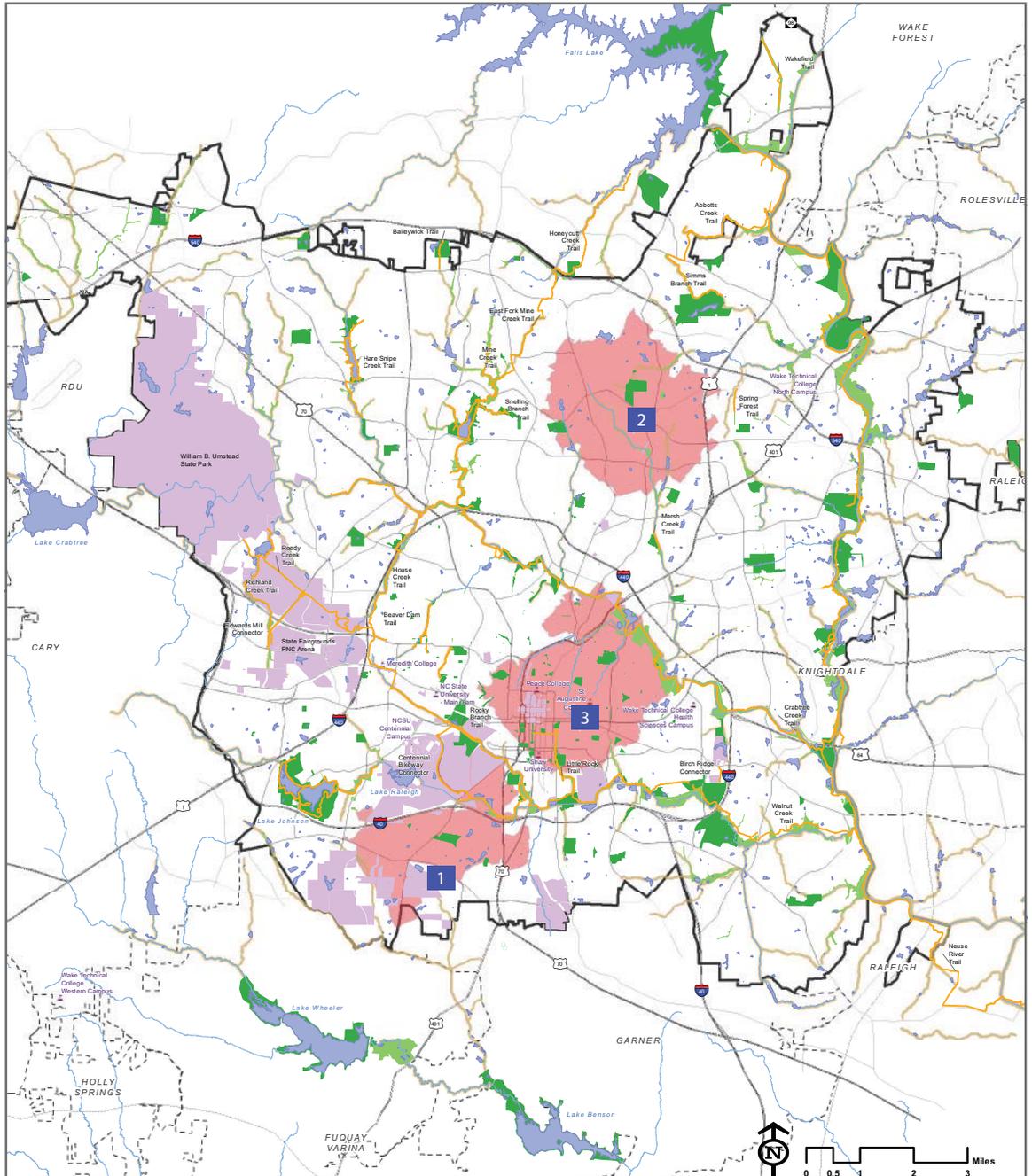
GIS data provided by the City of Raleigh Parks and Recreation Department

Needs & Priorities Assessment

Map Q. Existing Dog Parks Two-Mile Access Level of Service Map

Park Name

1. Carolina Pines
2. Millbrook-Exchange
3. Oakwood



LEGEND

■ City of Raleigh Park	■ State Site	□ Raleigh ETJ	— Major Road
■ City of Raleigh Greenway	■ COR CAG Corridors	□ Jurisdiction	— Proposed Major Road
— Greenway Trail	■ Lake/Pond/Reservoir	● Universities and Colleges	— Street
■ Dog Park Access LOS 2 Miles	— Rivers and Streams		— Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

needs & priorities assessment

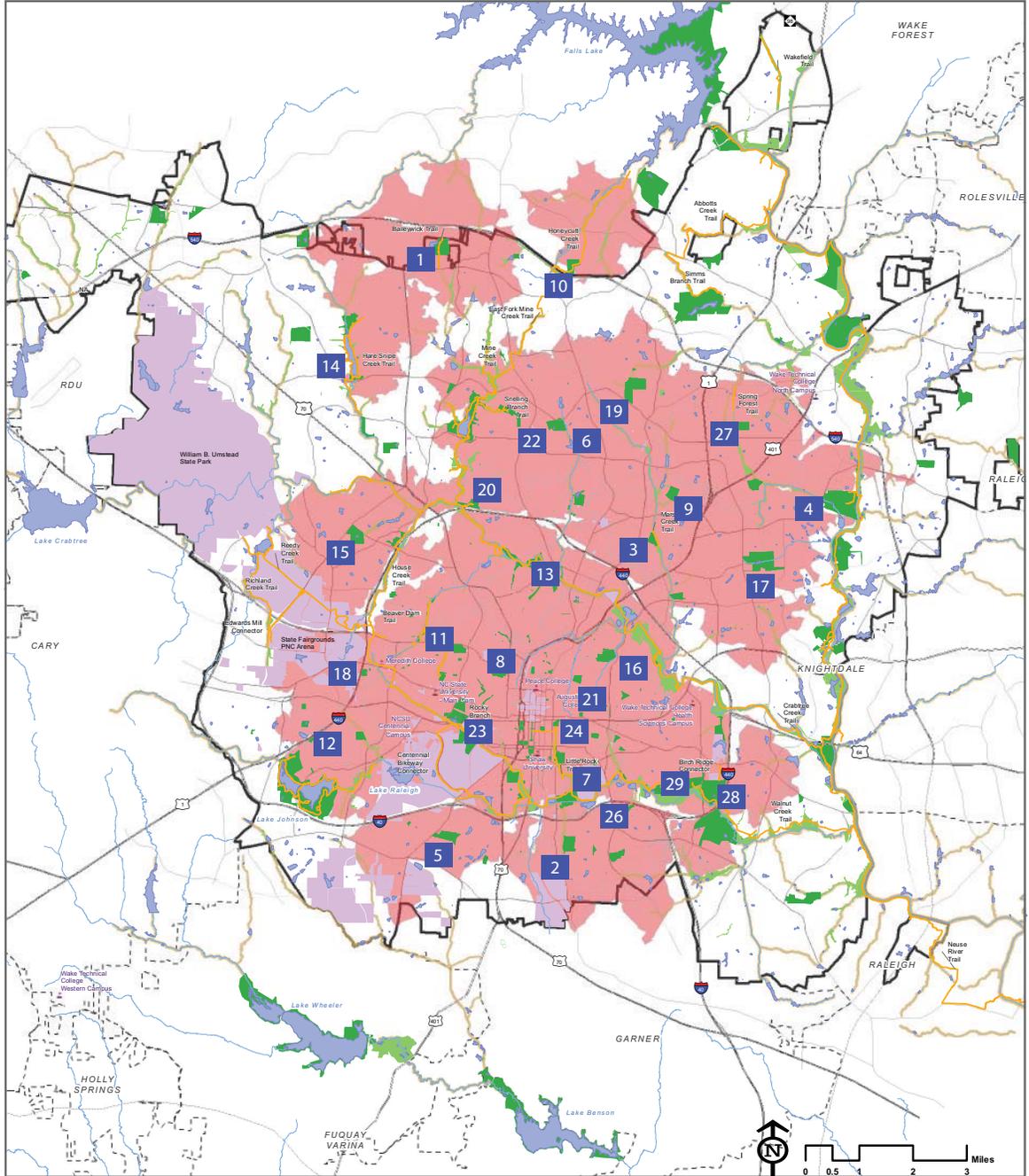


Chapter Three

Map R. Existing Baseball/ Softball Fields Two-Mile Access Level of Service Map

Park Name

1. Baileywick
2. Biltmore hills
3. Brentwood
4. Buffaloe Road
5. Carolina Pines
6. Cedar Hills
7. John Chavis Memorial
8. Fred Fletcher
9. Green Road
10. Honeycutt
11. Jaycee
12. Kentwood
13. Kiwanis
14. Lake Lynn
15. Laurel Hills
16. Lions
17. Marsh Creek
18. Method
19. Millbrook-Exchange
20. North Hills
21. Oakwood
22. Optimist
23. Pullen
24. Roberts
25. Sanderford Road
26. Southgate
27. Spring Forest Road
28. Walnut Creek North
29. Worthdale



LEGEND

- | | | | |
|-------------------------------------|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Baseball/Softball Field LOS 2 Miles | Rivers and Streams | | Proposed Street |

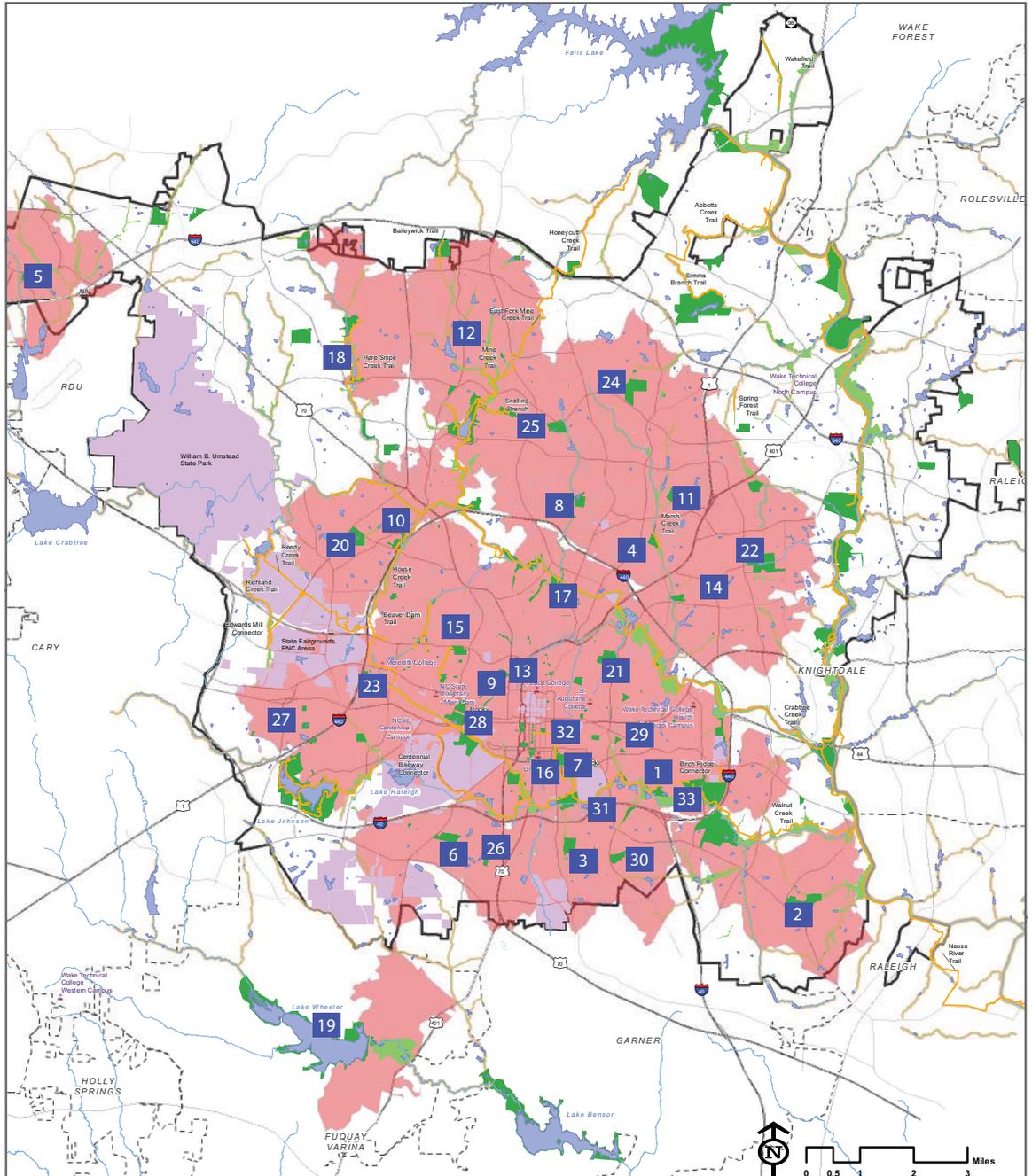
GIS data provided by the City of Raleigh Parks and Recreation Department

Needs & Priorities Assessment

Map S. Existing Recreation Centers Two-Mile Access Level of Service Map

Park Name

1. Apollo Heights
2. Barwell Road
3. Biltmore Hills
4. Brentwood
5. Brier Creek
6. Carolina Pines
7. John Chavis Memorial
8. Eastgate
9. Fred Fletcher
10. Glen Eden
11. Green Road
12. Greystone
Recreation Center
13. Halifax
14. Hill Street
15. Jaycee
16. John P Top Greene
17. Kiwanis
18. Lake Lynn
19. Lake Wheeler
20. Laurel Hills
21. Lions
22. Marsh Creek
23. Method
24. Millbrook-Exchange
25. Optimist
26. Peach Road
27. Powell Drive
28. Pullen
29. Roberts
30. Sanderford Road
31. Southgate
32. Tarboro Road
33. Worthdale



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Recreation Center Access LOS 2 Miles	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

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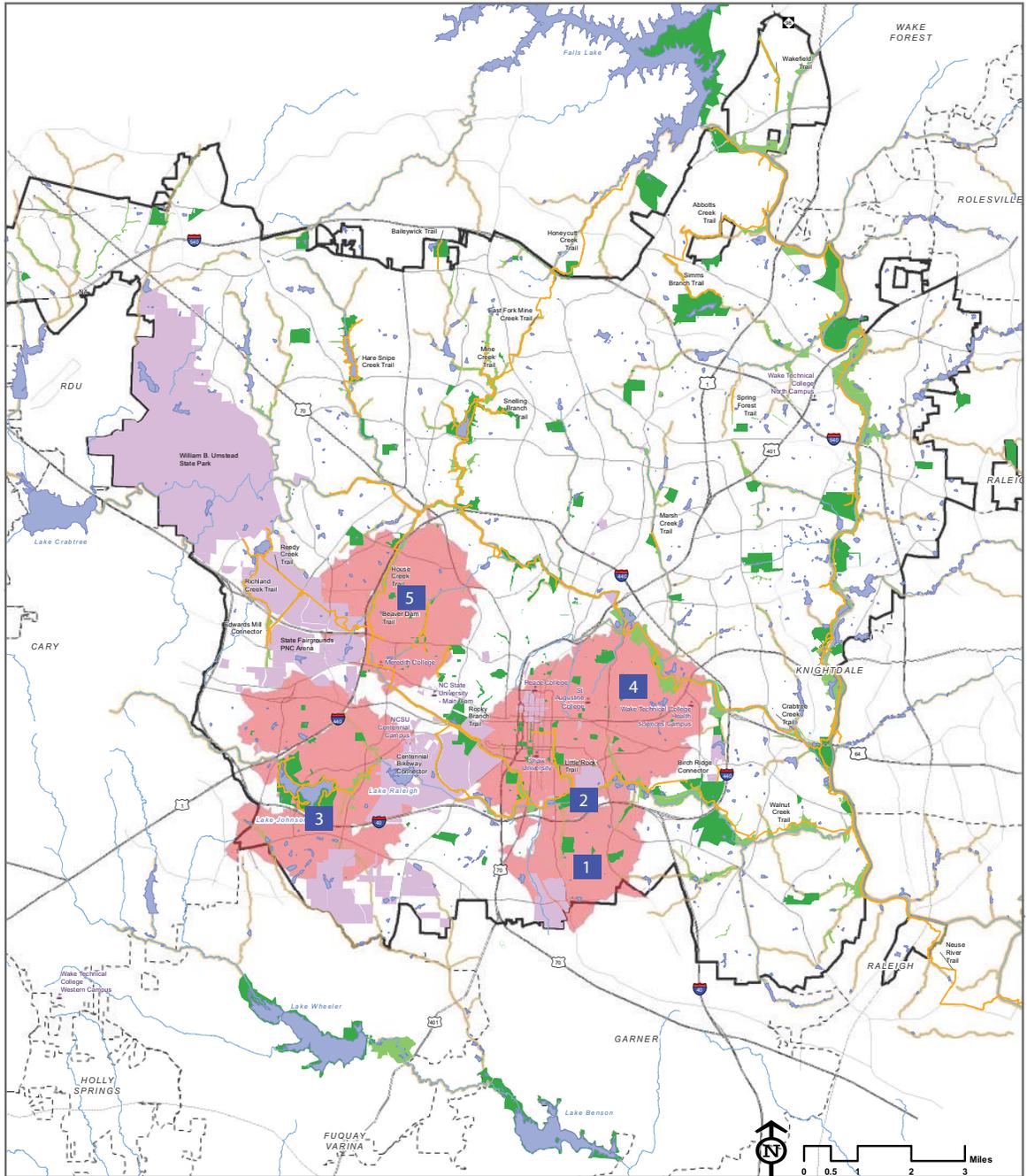


Chapter Three

Map T. Existing Outdoor Swimming Pools Two-Mile Access Level of Service Map

Park Name

1. Biltmore Hills
2. John Chavis Memorial
3. Lake Johnson
4. Longview
5. Ridge Road



LEGEND

- | | | | |
|--|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Outdoor Swimming Pool Access LOS 2 Miles | Rivers and Streams | | Proposed Street |

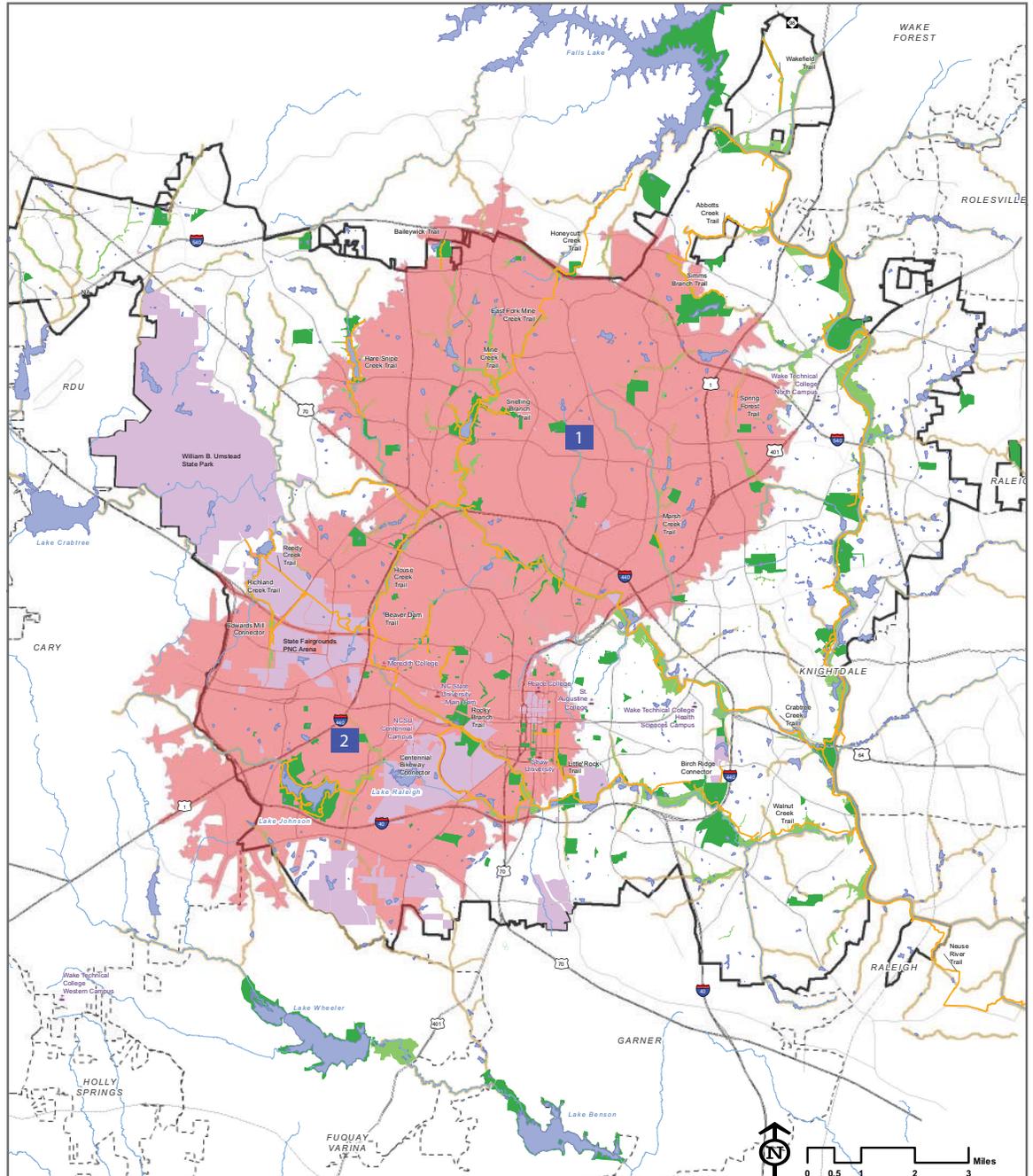
GIS data provided by the City of Raleigh Parks and Recreation Department

Needs & Priorities Assessment

Map U. Existing Disc Golf Five-Mile Access Level of Service Map

Park Name

1. Cedar Hills
2. Kentwood



LEGEND

City of Raleigh Park	State Site	Raleigh ETJ	Major Road
City of Raleigh Greenway	COR CAG Corridors	Jurisdiction	Proposed Major Road
Greenway Trail	Lake/Pond/Reservoir	Universities and Colleges	Street
Disc Golf Access LOS 5 Miles	Rivers and Streams		Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

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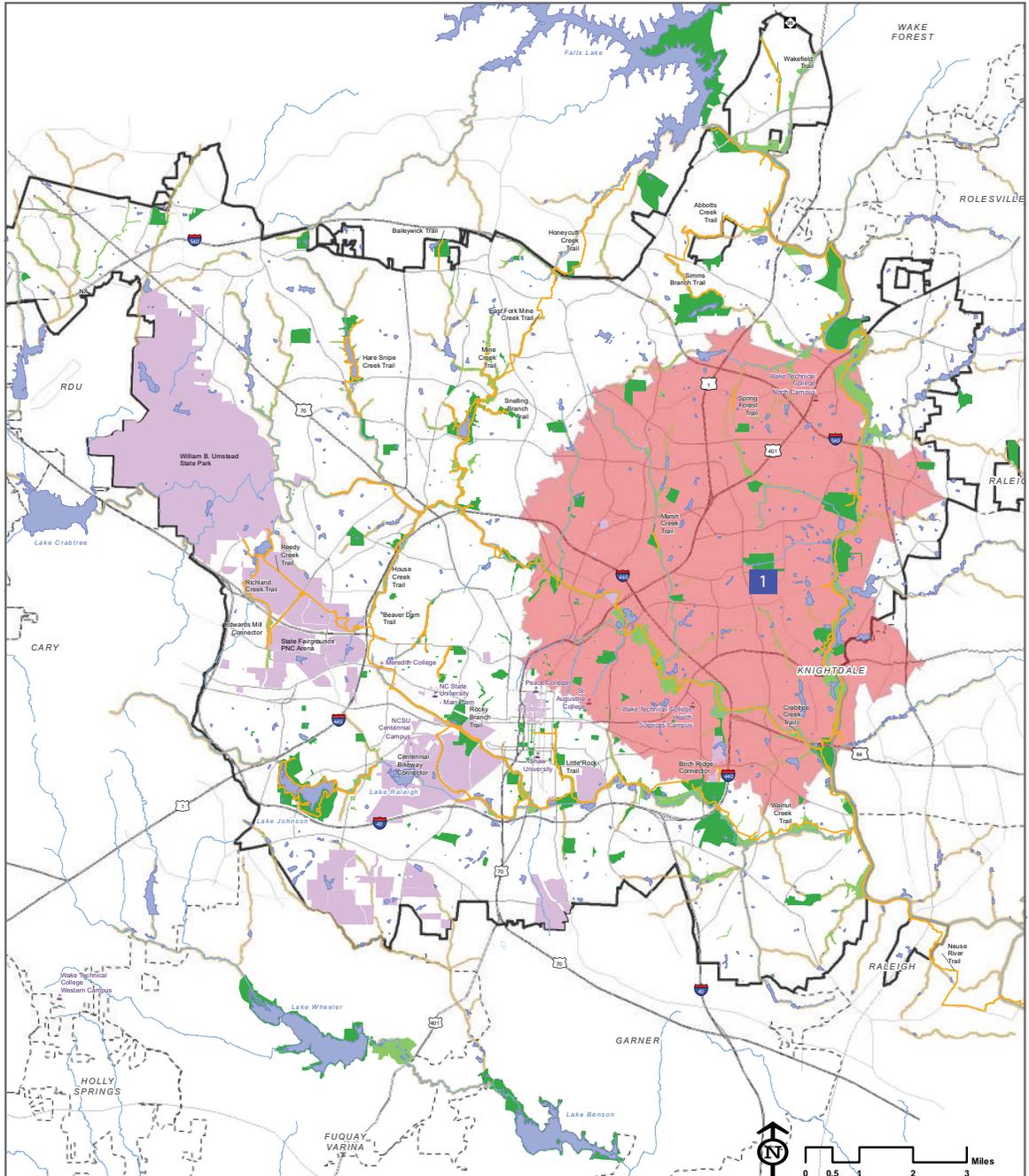


Chapter Three

Map V. Existing Skate Parks Five-Mile Access Level of Service Map

Park Name

1. Marsh Creek



LEGEND

- City of Raleigh Park
- City of Raleigh Greenway
- Greenway Trail
- State Site
- COR CAG Corridors
- Lake/Pond/Reservoir
- Raleigh ETJ
- Jurisdiction
- Universities and Colleges
- Major Road
- Proposed Major Road
- Street
- Proposed Street

GIS data provided by the City of Raleigh Parks and Recreation Department

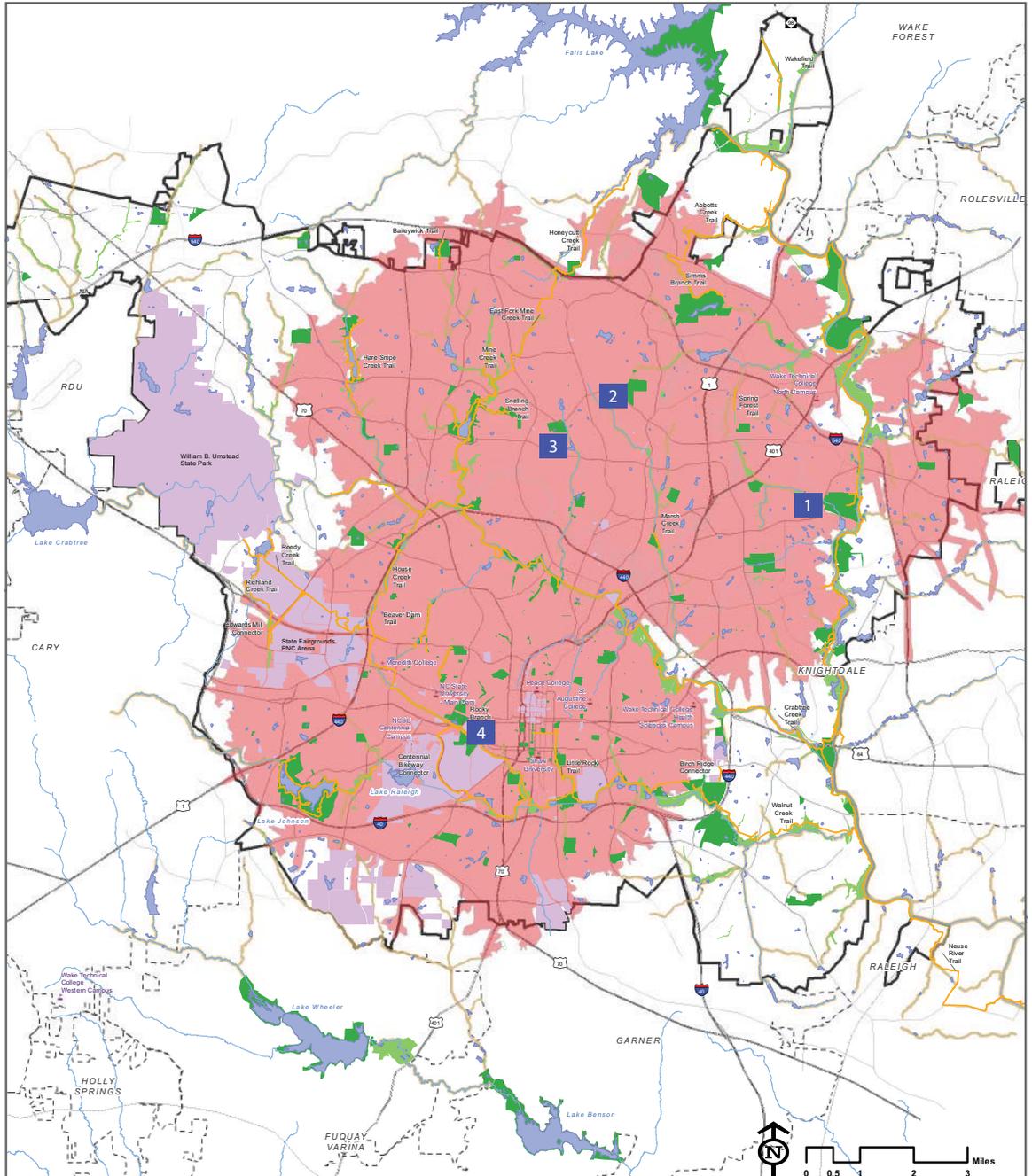
needs & priorities assessment

Needs & Priorities Assessment

Map W. Existing Indoor Swimming Pools Five-Mile Access Level of Service Map

Park Name

1. Buffalo Road
2. Millbrook- Exchange
3. Optimist
4. Pullen



LEGEND

■ City of Raleigh Park	■ State Site	□ Raleigh ETJ	— Major Road
■ City of Raleigh Greenway	■ COR CAG Corridors	□ Jurisdiction	— Proposed Major Road
— Greenway Trail	■ Lake/Pond/Reservoir	— Universities and Colleges	— Street
■ Indoor Swimming Pool Access LOS 5 Miles	— Rivers and Streams	— Proposed Street	

GIS data provided by the City of Raleigh Parks and Recreation Department

needs & priorities assessment

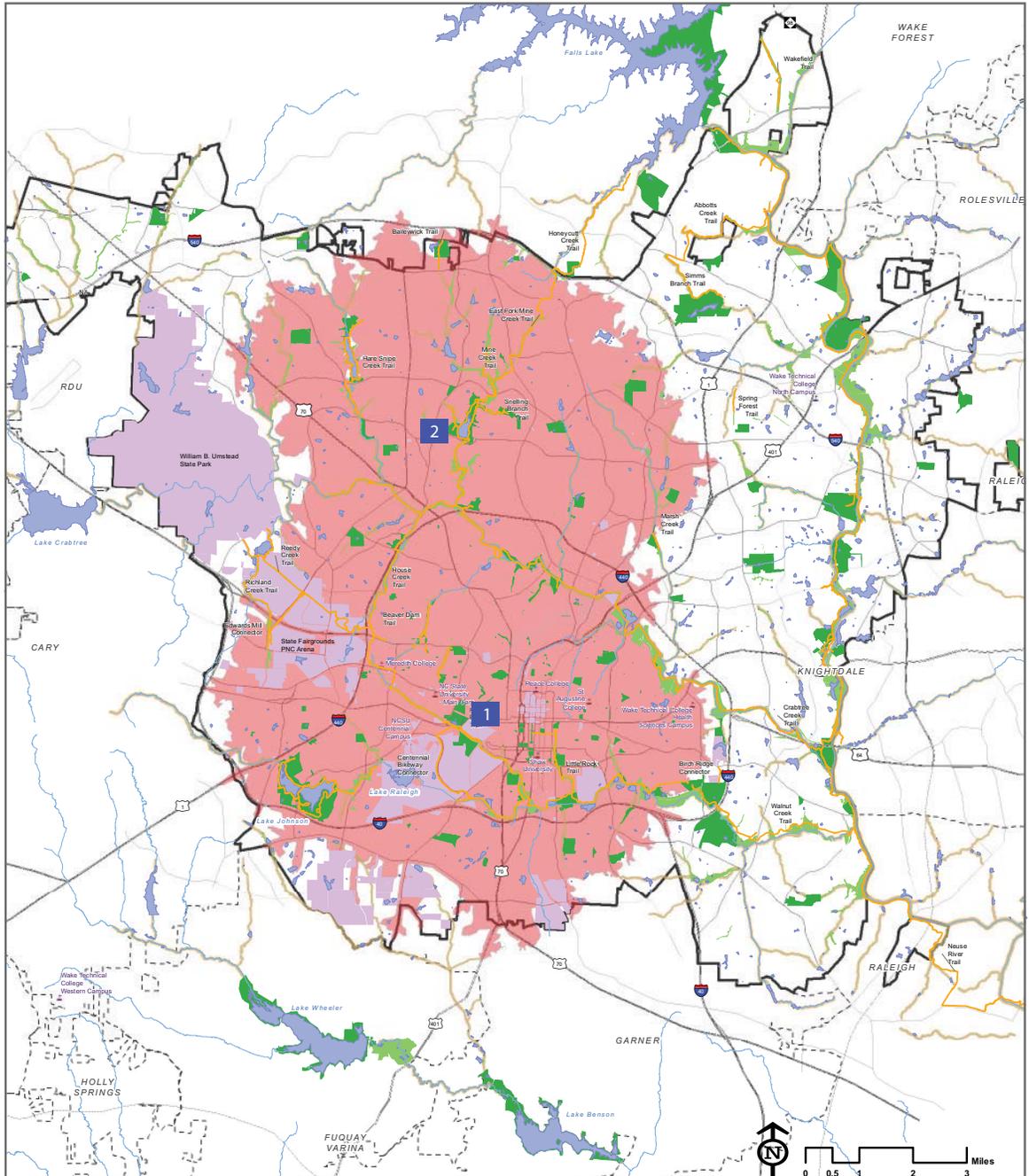


Chapter Three

Map X. Existing Art Centers Five-Mile Access Level of Service Map

Park Name

1. Pullen
2. Shelley Lake- Sertoma



LEGEND

- | | | | |
|-------------------------------|---------------------|---------------------------|---------------------|
| City of Raleigh Park | State Site | Raleigh ETJ | Major Road |
| City of Raleigh Greenway | COR CAG Corridors | Jurisdiction | Proposed Major Road |
| Greenway Trail | Lake/Pond/Reservoir | Universities and Colleges | Street |
| Art Center Access LOS 5 Miles | Rivers and Streams | | Proposed Street |

GIS data provided by the City of Raleigh Parks and Recreation Department

Needs & Priorities Assessment

Access LOS Findings

Overall, the Access LOS analysis findings were consistent with other means of identifying needs and priorities such as other LOS analysis techniques, survey results and resident input from community meetings, and through a public engagement website.

Neighborhood and Community Parks were found to have several gaps in services areas, or areas which are either within walking, biking, transit or driving range of this park or facility type), that are consistent with Acreage LOS findings, survey results and public input. When combined, however, these two park classification types provide a better level of service with only gaps in the extreme northwest and northeast areas of Raleigh and in small areas of southeast and southwest Raleigh.

For other park classification types, the Access LOS technique identified gaps in service areas primarily along the fringe of the city. The gaps for Metro Parks are primarily in northwest Raleigh while gaps for Nature Preserves are primarily in the northwest, central and southeast areas of Raleigh.

Facilities were analyzed on three different levels (distances) categorized as: neighborhood/ walk-to (1/2 mile service area); community/ bike-to or walk-to (2 miles service area); and metro/ bike-to or drive/transit-to (5 miles service area). For neighborhood-based facilities such as playgrounds and picnic areas, large service area gaps exist throughout Raleigh. Tennis and outdoor basketball courts have service area gaps primarily in the northwest and eastern areas of the city. Greenways trailheads have significant service area gaps in the northwest, northeast and north central areas of Raleigh.

Community-based, or bike-to or walk-to, facilities analyzed had the following gaps in services areas when analyzed with a two (2) mile service area: gymnasiums in the northwest, northeast, eastern and southeast areas of Raleigh; dog parks had a significant service area gaps in the northwest, eastern and western areas of the community; baseball/softball fields had significant gaps in the northwest, northeast and southeastern areas of the city; and recreation centers and outdoor pools had roughly the same significant gaps in services areas in the northwest, northeast and eastern areas of Raleigh.

Metro-based facilities were analyzed using a five (5) mile service area in order to explore regionally based facilities such as disc golf and art centers. Both of these facilities types were found to have service area gaps in the northwest, eastern and southeastern areas of the City. Skate parks have service area gaps in the northwest, southwest and western areas of Raleigh; while indoor pools had significant gaps in the northwest and southeastern areas of the city.

3.7.4 LOS Summary

By utilizing a three level approach to analyze the existing level of service (LOS) for park and recreation facilities, the consultant team identified a number of trends which will be explored and refined further through the development of a Vision Plan and Implementation Plan. These preliminary findings included:

Acreage LOS - This technique identifies a current deficit in parks classified as neighborhood and community by standards document in 2030 Comprehensive Plan. This trend increases as the population projections for the City of Raleigh are applied to current acreages.

Facilities LOS - This technique identifies a deficiency in the number of athletic fields (baseball, softball, football and soccer fields) as well as greenway trail mileages when compared to North Carolina Statewide Comprehensive Outdoor Recreation Plan (SCORP) medians population services figures. Based on SCORP medians, the city enjoys a surplus of basketball, tennis and volleyball courts as well as playgrounds. These conditions continue as the city grows to 2035 population estimates.

Access LOS - Overall, the Access LOS technique confirmed many findings the consultant team received during community meetings and by the on-line website input from participants. In general, historically fast growing regions of the city have identified gaps in service areas for existing park and recreation facilities. The northwest area has been identified as the area with the highest amount of services area gaps (18 out of 19 analyzed).

Though independent in approach and findings, when these techniques are combined with others documented throughout this report, a more accurate snapshot of the City's needs and priorities becomes clearer.

Chapter Three

Section 3.8 | Summary of Needs and Priorities

Through the compilation of findings from various research techniques, a number of parks and recreation needs have emerged. The table below is an overview of the preliminary findings from each analysis technique which will be further refined based on additional public input and analysis.

Three (3) types of research were utilized in a mixed methods, triangulated approach as part of this needs assessment process: observational, qualitative, and quantitative. Together these three (3) types of research

provided thirteen techniques to cross-check results and better determine an accurate understanding of the City of Raleigh residents' needs and priorities for parks and recreation facilities. **Table 66** summarizes the synthesized findings of all thirteen methods which included observational evaluations, community and stakeholder input, two community surveys, a recreation programs and services assessment, and an existing level of service analysis.

The top ten (10) facilities and activities needs are highlighted in Table 66. These facilities and activities are ones identified through these thirteen techniques to have the highest level of importance and largest unmet need by the community.

Table 66. Top Ten Park and Recreation Facilities and Activities Needs

Ranking	Facility or Activity	Existing Conditions Observations	Community Meetings	Focus Groups	Stakeholder Interviews	On-line Website	On-line Public Opinion Survey	Citizen Opinion and Interest Survey	Peer Comparison	High Level Lifestyle Analysis	Recreation Programs and Services Assessment	Average Level of Service Analysis	Facility Level of Service Analysis	Access Level of Service Analysis
Facilities:														
1	Smaller Neighborhood Parks													
2	Dog Parks													
3	Outdoor Pools													
4	Greenway Trails													
5	Tennis Courts													
6	Picnic Areas/ Shelters													
7	Nature Preserves													
8	Restrooms													
9	Indoor Pools													
10	Accessible Playgrounds													
Activities:														
1	Fitness and Wellness													
2	Lake-Related													
3	Senior Adults													
4	Performing Arts													
5	Adult Sports													
6	Social													
7	Volunteer Opportunities													
8	Before/ After School													
9	Aquatics													
10	Adventure Recreation													

 Indicated Unmet Needs  Not Applicable



Needs & Priorities Assessment

In addition to the identification of the top community-wide needs, throughout the public participation and survey techniques, overall priorities have emerged. Below is a summary of the top priority themes as identified by the following methods:

- Community Meetings (five, including a teen workshop)
- Focus Groups (nineteen)
- Stakeholder/ Elected Officials Interviews (eleven)
- On-line Engagement Website
- On-line Public Opinion Survey
- Citizen Opinion and Interest Survey
- Recreation Program and Services Assessment (pending)
- Existing Level of Service Analysis

Priority themes include:

- Maintain and enhance existing parks, greenways and athletic fields
- Equitable distribution of small, neighborhood parks with connections to sidewalks and greenways within 1/2 mile of each resident
- Better greenway connectivity to neighborhoods with hierarchy of types and functions
- Highest priority programs are fitness and wellness; history and museums; nature; aquatics; family, senior adult; performing arts; and lake-related activities
- Focus on improving or reinvigorating existing facilities (athletic fields, tennis) and parks
- Develop new urban lifestyle based parks and greenway connection options for urbanizing areas with immediate and long-term solutions
- Identify future natural lands for preservation and provide an equitable distribution of nature parks
- Provide better coordination with schools for educational curriculum recreation programs and greenway connection options.
- Additional off-leash dog parks, some with lights and extended hours
- Greenway wayfinding to highlight destinations, healthy information and educational/ interpretative elements and amenities such as benches
- More playgrounds for toddlers and better playground options such as natural and barrier free playgrounds

- Continue to provide affordable and easily accessible recreation programs
- More and better specialized recreation classes (i.e. art classes, fitness, dancing, safety, volunteering, practical living, technology and English as a Second Language)
- Create common voice in the arts community
- Provide alternative transportation options at and to parks
- More programs and locations for special populations through partnerships
- Co-develop aquatic center with partners such as surrounding communities and schools
- Keep the character of the City through integration of the arts, history and diversity
- More disc golf opportunities throughout the City
- Provide small eating areas and vendors at select parks
- Focus on programs and activities which can grow participation for key age groups and meet their needs
- Improve athletic facilities to meet the needs for quality of residents and enhance awareness of programs offered by city

Together the needs and priorities identified in this chapter begin to form themes which can be explored further in subsequent public participation opportunities such as Visioning and Implementation Workshops. These preliminary themes, in alphabetical order, include:

- Adventure and Outdoor Recreation
- Ageing and Active Adults
- Arts
- Athletic and Aquatic Special Use Venues
- Cultural and Historical Resources
- Education, Youth and Teens
- Existing Parks and Equity
- Greenways and Trails
- Health and Fitness
- Multiculturalism
- Natural Areas
- Parks and Transportation
- Special Populations
- Sustainability
- Urban Populations



System Plan
your parks, your future

AECOM