FY 2016
Accomplishments Report
Mission
Play More: Connecting our whole community to wellness, the outdoors, and lifelong learning.

Vision
Durham is the leading city in providing an excellent and sustainable quality of life.

Purpose
Durham Parks and Recreation provides opportunities for our community to play more.
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Recreation Advisory Commission

Gene Carleton (RAC Chair)
Ronnie Ferrell (RAC Vice-Chair)
Omar Beasley
Marge Clemons
Loren S. Darden
David Green
Kevin Lloyd
Jason Parker
Pandora Simpson
Steve Schewel (City Council Representative)

The mission of the Recreation Advisory Commission is to advocate for Durham Parks and Recreation and the Durham community.

Cover Photos: (clockwise from top left)
Trinity Park, Administrative Building, West Point on the Eno Park, Forest Hills Park.

Executive Team

Rhonda B. Parker, CPRP
Director

Joy Guy, CPRP
Assistant Director

Thomas Dawson, RLA
Assistant Director

Jason Jones, CPRP
Assistant Director
As Director of Durham Parks and Recreation (DPR), I’m very honored to share this report with you. This report is a summary review of the Work Plan for DPR for FY16 (July 1, 2015-June 30, 2016). Once again we are reviewing, summarizing and yes, celebrating yet another successful Fiscal Year of Accomplishments for DPR. This report is reflective of DPR’s ongoing commitment to connecting communities with parks and recreational services, increasing accessibility and improving the quality of life for our residents. Join me as we take this virtual tour of the many accomplishments reached during this timeframe. We are proud of our many accomplishments and we understand there is still more work to be done. Of course our successes could not have been accomplished without the entire organization, volunteers, other City Employees, and the outstanding support we receive every day from the City Council, City Manager’s Office and most importantly our residents.

Rhonda
In FY2016, the Department spent the year transitioning from our previous Strategic Plan, adopted in 2013, to a new plan that would guide us for the next two to three years. The new plan will align with the City of Durham’s Strategic Plan adopted in 2015, “Durham: What’s Next Strategic Plan”.

DPR’s new Strategic Plan includes a focus on three of the five City-wide Strategic Plan goals:

- Thriving, Livable Neighborhoods
- Innovative & High Performing Organization
- Stewardship of Physical & Environmental Assets

The implementation of the new Plan will begin upon adoption by the City Manager, scheduled for October 2016.

The Plan was designed from full-time staff sharing their professional expertise and the input they receive from our users on a daily basis. This happened throughout several staff input meetings held in FY2016.

Much of the Plan prioritizes building skillsets for staff to increase quality, connectivity, and resiliency of programs and aligns our efforts with City-wide goals.

Proposed Objectives in the Plan:

**Objective 1**: Provide opportunities for, and to promote enjoyable, healthy behaviors.

**Objective 2**: Encourage a culture of environmental stewardship with our employees to create well-maintained environmental assets and an ability to transfer their knowledge to the community.

**Objective 3**: Increase opportunities through quality, diverse program offerings, physical spaces, natural areas, and lifelong learning.

**Objective 4**: Attract and retain a talented and dedicated workforce that values innovation, excellence, and customer-focused service.

**Objective 5**: Increase connectivity to programs and services through reductions in physical and economic barriers, and increasing relationships and awareness.
DPR received a $20,000 grant from NRPA and The Walt Disney Company to make improvements to the playground and nature trail at Holt School Road Park, as part of the 2015 Parks Build Community campaign. DPR was also selected to participate in the 2016 campaign. The funds will be used to renovate the outdoor roller rink at WD Hill to a futsal court.

Red Maple Park received a new playground and upgrades in fall 2015 through a grant from KaBoom valued at $100,000! Another Build it with KaBOOM! Playground grant was awarded for Crest Street Park, to be built in August 2016.

PlayPrints, colorful paintings on concrete to promote physical activity and coordination, were installed at Holton Career and Resource Center in October 2015. The location is ideal because there is no space for a playground on site. PlayPrints were made possible through a $4,000 grant from NC Recreation and Parks Association and Blue Cross Blue Shield of NC.

Additional grant funding included $2,562 from the Carolina Panthers for Challenger Program and $1,000 for Flag Football, and $2,500 from PNC for the Latino Festival.
DPR initiated a new timekeeping software—Kronos, replacing the previous paper system.

The benefits of the new system include:

**Automate Time and Attendance management**
- Optimize time and attendance data collection and reduce the administrative burden on Supervisors, Management, and the timekeepers of the department.
- Minimize compliance risks – consistent application of policies and procedures for timekeeping.
- Improve accuracies in timekeeping; charge work to the correct resource accounts (ORG Codes)
- Control Labor Costs - reduced payroll error, leave inflation, over-time, and absenteeism.

**Advanced Scheduling**
- Improve workforce efficiencies in the utilization of staffing resources through automated “real-time” scheduling data.
- Controls for the effects of employee absences

**Improve Workforce Productivity**
- Eliminate low-value activity and provide actionable, accessible information in real-time.
- Increase accountability
- Managers, payroll and HR staff are able to save hours each week, and upper management can often guide business decisions based on this real-time information

Bar|Scan, an asset management system was implemented to keep track of DPR’s non-fixed assets. Inventories of the Administrative Office and Walltown Park Recreation Center were completed.

Phase I of City Works implementation was completed. Maintenance staff began using the software to record their work on routes. The next phase will include training on service requests and work orders.
Renovations & Development
Renovations & Development

- The pump track at Solite Park was redesigned with help from Performance Bicycle and community members.
- Renovations were completed at the Armory, including replacement of doors, windows, ceiling, and lights, and repair of the stage stairs.
- The tennis courts at Forest Hills Park were refinished. DPR now has its first court lined for Pickleball.
- Twin Lakes Park was renovated to include replacement artificial turf, new fencing, a new bleacher pad, new concrete walkways and reworked ADA parking spaces, and replacement of the bathroom building. The new bathroom building is vandal-resistant and accessible.
- New athletic field lights were installed at C.M. Herndon Park.
- The City purchased four parcels of land within the boundaries of Edgemont Park.
- Lighting in the Administrative Office was upgraded from T-12 to T-8 and LED lights.
- The caretaker house at Duke Park was demolished, and the materials were re-purposed by Habitat for Humanity. The site is the location of the future Duke Park Dog Park.
Bathroom renovations were completed at:
- Northgate Park
- Forest Hills Park
- East End Park
- West Point on the Eno Park
- Elmira Avenue Park

Repair of the drainage pipe under the Forest Hills Park picnic shelter was replaced.

Bollards were replaced in the parking lots of Walltown Park and West Point on the Eno Park.

Red Maple Park ball field and East Durham Recreation Center received new fencing.

Trees were cleared in Red Maple Park, to increase visibility, following Crime Prevention Through Environmental Design (CPTED) guidelines.
Park Maintenance

Tier I = mow every 7 days
Tier 2 = mow every 14 days

720 out of 753 survey respondents rated the cleanliness of our facilities as having met or exceeded their expectations.
Community Partnerships
Community Partnerships

- DPR partnered with Bee Downtown and East Durham Children’s Initiative to install a honey bee hive at East Durham Recreation Center.

- Durham Tech established a Job Readiness Course at Holton Career and Resource Center.

- WD Hill was recognized by the Internal Revenue Service for 20 years of partnering with the Volunteer Income Tax Assistance (VITA) program.

- Bike Fest and the renovation of the pump track at Solite Park were made possible through partnership with Performance Bicycle, Durham Community Trail Watch, and Durham Bicycle and Pedestrian Commission.

- Outdoor Recreation partnered with NCCU Mathematics and Physics department to host Star Party, a NC Science Festival event, at Old North Durham Park.

- DPR offered free swimming lessons to community members in partnership with the Safe Kids program of Duke Medical Center. Two sessions served 40 youth and 5 adults.
Community Partnerships, continued

A list of many of DPR’s partner organizations that have benefitted from discounted or waived rental fees as part of our efforts to support partner organizations with similar missions.

- Antioch Baptist Church
- Art of Cool
- Durham Area Masters Aquatics (DAMA)
- Durham Arts Council
- Durham Bulls Youth Athletic League (DBYAL)
- Durham County Board of Elections
- Durham County Cooperative Extension
- Durham County Special Olympics
- Durham Exchange Club Industries
- Durham Housing Authority
- Durham-Orange County Tennis Association (DOCTA)
- Durham Public Schools
- Durham Regional Theater
- Durham Together for Resilient Youth
- Durham's Partnership for Children
- East Coast Greenway Alliance
- East Durham Children's Initiative
- El Centro Hispano
- El Kilombo Intergalactico
- Eno River Association
- Environment North Carolina
- Forest Hills Neighborhood Association
- Full Frame Festival
- Girl Scouts NC Coastal Pines
- Junior League of Durham-Orange
- Kid's Voting NC
- Kidznotes
- Long Ball Durham Triple Play
- McMannen United Methodist Church
- Neighborhood Allies/ABCD of Durham
- North Carolina Recreation and Parks Association
- North Carolina Tennis Association
- One Hit Community Empowerment Program
- Partners Against Crime
- Pet Partners
- Preston Avenue Neighborhood Association
- Retired and Senior Volunteer Program Tax
- South Durham Little League
- South East Durham Joint Community Council
- Step Up Durham
- Tobaccoland Kiwanis Foundation
- Triangle Projects, LLC
- Walltown Reunion Committee

**FY16: % of DPR Facility Rents - Collected and Waived**

- $39,033 6%
- $229,948 38%
- $225,972 37%
- $115,943 19%

- Rents Collected - Actual Revenue
- Facility and Field Fee Waiver Program
- General Waivers (nonprofit, cooperative agreements, and Durham County Special Olympics)
- Durham Public Schools (interlocal agreement for joint use)
Programs
Programs

- New Year, New You week of events was held at all recreation centers during the first week of January. Participants were able to try out fitness programs and equipment at no cost. Drop-in registration for the week totaled 1,492, a 40% increase from 2015. The Fitness Explosion event was also held that week, and showcased fitness programs from all recreation centers to the 63 residents in attendance.

- Walltown Park Recreation Center hosted its first annual Pickleball Tournament on December 12. All 24 spaces in the tournament were filled.

- DPR began offering a pilot program which will allow City Residents to participate in programs and classes at Holton Career and Resource Center for free. The program includes the fitness center, open gym, open computer lab, and all programs with the exception of care programs, Jr. NBA, and rentals.

- DPR hosted a summer employment job fair at Holton Career and Resource Center on February 6. Approximately 700 residents attended. Attendees were able to learn about employment opportunities and apply for City jobs online.

- Over 40 teens were taken to a Charlotte Hornets game in February. For many of the teens, it was their first time attending an NBA game.

- Fun Caravan returned in celebration of Parks and Recreation Month. Games and crafts were provided at various parks each Wednesday during the month of July.
Events
Events

- Latino Festival was held on September 26, 2015 with 1,000 participants. It was moved to Holton Career and Resource Center due to inclement weather.
- DisABLE the Label was held on October 3, 2015 and had an estimated 275 attendees.
- On October 4, Woofstock was held at Rock Quarry Park, attended by 300 people.
- The inaugural Monarch Festival was held on October 10, 2015 at Sandy Creek Park.
- The annual Campout! Carolina overnight camping event was held at West Point on the Eno Park October 17-18, 2015.
- The annual Remembrance Day event was held at Edison Johnson Recreation Center on November 7, 2015. The event included a formal ceremony honoring veterans, followed by a reception.
- The 6th annual Holiday Fun Fest was held on December 5, 2015 at Rock Quarry Park. Over 5,000 people attended.
- During a very eventful weekend in December (12/11/15-12/13/15) four different events attracted a total of 800 people to DPR programs: Pickleball Tournament at Walltown Park Recreation Center, Christmas Open House at West Point on the Eno, DREAM Showcase at Holton Career and Resource Center, and Santa Paws at the Durham Armory.
- Holton Career and Resource Center hosted Frosty Family Affair on December 17, 2015 with over 100 participants, and Kwanza Celebration on December 30, 2015, which had 198 participants.
• The Dr. Martin Luther King Jr. Celebration was held at WD Hill Recreation Center with 90 residents in attendance.

• Outdoor Recreation hosted the inaugural Lake Michie Crappie Tournament in conjunction with the annual Lakes Season Opening Celebration. Over 115 people attended the event, and 23 registered for the tournament.

• The 2016 Earth Day Festival was held on April 23 at Holton Career and Resource Center.

• The 2016 Special Olympics Spring Games were held at Durham Academy on April 25. The event included 367 athletes and over 1,000 spectators.

• Canine Field Day was held on May 7, 2016 at Rock Quarry Park. 237 people attended with their canine companions.

• Bike Fest was held on May 7, 2016 at Solite Park, with 150 people in attendance.

• The Bimbe Cultural Arts Festival took place on May 21, 2016 with an estimated 13,000 participants. Three events were held during the week leading up to the festival—a basketball game, skate party, and block party. Combined attendance at these events totaled 600.
NATIONAL ACCREDITATION

DPR has been accredited by the Commission for Accreditation for Park and Recreation Agencies (CAPRA) since 2008, with the most recent reaccreditation occurring in October 2013. CAPRA accreditation is a quality assurance and quality improvement process demonstrating an agency’s commitment to its employees, volunteers, patrons, and community.

2016 PLAYFUL CITY USA COMMUNITY DESIGNATION

KaBOOM!, a national non-profit dedicated to bringing play back into children’s lives, honored Durham, as a Playful City USA for the eighth straight year. The nationwide announcement by KaBOOM! was made in May 2016. The honor is Durham’s ongoing commitment to play and “for being a pioneer in play, investing in children, and believing in the vision of a great place to play within walking distance of every child in Durham, North Carolina.”
The responsibilities of the Recreation Advisory Commission (RAC) include:

- Representing different groups from Durham – sometimes particular sports, sometimes areas of the community.
- Attending different City functions and communicating between resident groups and Durham Parks and Recreation.
- Discussing and making recommendations to the department and City Management on issues affecting parks and recreation in Durham, including budget priorities.
- Attending statewide training conferences on citizen boards.
- Serving as members of the North Carolina Recreation and Park Association.
- Building community partnerships by making recommendations on fee waivers for community and athletic groups using City park facilities; lobbying and affecting legislation; and believing in the purpose, value, and benefits of parks and recreation.

Accomplishments:

- RAC members made connections with the community through Coffees with Council, PAC meetings, the Red Maple Park KaBoom playground build, Bike Fest at Solite Park, DPR events, and by serving on various Commissions and Committees.
- Liaison to the Durham Community Trail Watch program. The “Take Back the Trail” initiative celebrated its third year, logging over 6,300 volunteer patrol hours. Volunteers provide education of trail etiquette, trail safety directions, bicycle repair training and assistance, and trash pickup.
Certified Park and Recreation Professionals:
Rhonda Parker, Director
Joy Guy, Assistant Director
Jason Jones, Assistant Director
Robert Jennings, Park Superintendent
Colleen Fear, Recreation Manager
Jeff Forde, Recreation Manager
Gina Morais, Recreation Manager
Michelle Burger, Program Administrator
Jennifer Yowell, Program Administrator
Andre White, Recreation Supervisor
Alex Hurdle, Recreation Assistant Supervisor
Jonathan Ray, Recreation Assistant Supervisor

Many staff maintain certifications that are essential to the daily operations of the department:

- Certified Pool Operators
- Basic School Age Care
- Pesticide Application Certification
- Multiple instructional certifications (i.e. Lifeguarding, First Aid, Group Fitness, Water Fitness, etc.)
- Registered Landscape Architect
- Certified Planner

Certified Therapeutic Recreation Specialist
William Clemmons
Special Programs Assistant Supervisor

Abby Walls
Recreation Assistant Supervisor

Retirees
Sarah Hogan
Lucille Patterson
Beth Timson
Rosetta Radtke

Certified Playground Safety Inspector
Michelle Burger
Program Administrator

Gina Morais
Recreation Manager

Robert Jennings
Parks Superintendent
Professional Staff

DPR “GIVES BACK” TO OUR COMMUNITY HIGHLIGHTS

- Staff participated in the Habitat for Humanity build on 1101 Spruce Street in early December. Eight staff members worked a total of 64 service hours.

- Donations of cleaning supplies, toiletries, and canned/boxed food from DPR staff were collected and delivered to the Ronald McDonald House of Durham (from their “wish list”) in December 2015.

- Four Administrative Division staff members created and donated a gift basket for the Emergency Communications annual gift basket contest, benefiting the Jim Valvano Kid’s Klassic to support pediatric cancer research.

- Staff from the Administrative Services Building participated in the Clean Your Block Party coordinated by Keep Durham Beautiful. Staff walked through the neighborhoods surrounding the Administrative Building picking up litter.
Staff Development

- Outdoor Recreation staff members Kim Oberle, Recreation Manager, and Ryan Sailstad, Recreation Supervisor, were selected to present at the Association for Challenge Course Technology (ACCT) Annual Conference in Austin, TX on January 29, 2016. ACCT is the professional membership organization in the United States that sets the safety, operational, and ethical standards for the challenge course industry. They presented “Avoiding the Theme Park Effect: Client-Centered Programming.”

- The Annual LeadHERship Conference was held in April in Greensboro. These conferences are hosted by Recreation Resource Services, and each year they attract 100+ attendees from across the state. The conference is designed to motivate and empower women, in both their personal and professional lives. They feature successful women who share their “personal story” of how they reached their goals. This year’s attendees were: Cathy Baldwin, DeAnne Brown, Michelle Burger, Patricia Coates, Felicia Griffin, Kathryn Mathias, Lauren McKinnis, Gina Morais, Amy Pehowic, Diertra Spellman, and Amber Walker.

- The Recreation and Aquatics Team led by Colleen Fear participated in a teambuilding activity at the High Ropes Course.

- Maintenance staff completed chain saw training.
CITY’S SEVEN STARS RECOGNITION PROGRAM
DPR Employees recognized in 2016 through the City’s Seven Stars Program:
- August 2015—Michelle Burger, “Integrity”
- August 2015—Lucille Patterson, “Open Communication”
- August 2015—Tina Chavis, “Fairness”
- September 2015—Andre White, “Fairness”
- October 2015—Brian Watson, “Teamwork”
- December 2015—Amy Pehowic, “Teamwork”
- January 2016—Thomas Dawson, “Teamwork”
- May 2016—Colleen Fear, “Teamwork”
- May 2016—Jeff Forde, “Teamwork”
- May 2016—Kim Oberle, “Teamwork”
- May 2016—Annette Smith, “Teamwork”
- May 2016—Deirtra Spellman, “Teamwork”
- June 2016—Brandon Reed, “Integrity”

DPR EMPLOYEE OF THE MONTH AWARDS
This staff monthly recognition program was implemented in 2011 and is managed by an employee recognition committee, comprised of staff representing work units throughout the department. These monthly awards are determined through peer nominations and confirmed by the Director.
- August 2015—Amanda Johnson, “Leadership”
- September 2015—Linda Rambert, “Leadership”
- October 2015—Josh Powell, “Customer Service”
- November 2015—Danny Blake, “Teamwork”
- December 2015—Quantric Via, “Our Employees”
- January 2016—Alberto Carrasquillo, “Teamwork”
- February 2016—Stephena Digsby, “Teamwork”
- April 2016—Karen Ipock, “Customer Service” and “Teamwork”
- May 2016—Frank Sidoti, “Customer Service”
- June 2016—Matthew Sprouse, “Service to Community”
STAFF RODEO
Carrying on the tradition started by the Maintenance Unit, Outdoor Recreation staff hosted a Rodeo at Lake Michie. Staff enjoyed several well-planned activities highlighting outdoor recreation programs, including a campfire race, tent assembly competition, jeopardy game, and canoe race. Following the activities, everyone enjoyed lunch coordinated by the Maintenance unit.

EMPLOYEE APPRECIATION DAY
On March 4th, 2016, National Employee Appreciation Day, the Executive Team delivered breakfast baskets to show appreciation to DPR's hardworking staff.

ICE CREAM CELEBRATION
DPR staff had a lot to celebrate in April! The quarterly all-staff meeting was used to celebrate the City’s birthday, DPR’s success on the most recent Resident Satisfaction Survey, and the addition of two new crews to the Maintenance unit. The meeting concluded with an ice cream social catered by Ben & Jerry’s.
EMPLOYEE APPLCIATION EVENT

DPR hosted its annual Employee Appreciation Event to recognize and celebrate individual and departmental successes on Friday, December 15, 2016. After last year’s success, we also combined the employee appreciation event with the department’s annual Holiday staff event this year. Staff participated in ugly sweater contests and had hot chocolate. The event also provided an opportunity for staff to participate in the tradition of giving back to our community by donating items to be provided to the Ronald McDonald House.

DPR Director, Rhonda Parker, presented eight awards to employees as part of the annual DPR Employee Appreciation Event. All DPR full time employees and part-time employees with benefits were eligible for the awards and were invited to attend the annual event.

Awards were given to employees selected by their peers to have demonstrated each of the individual values, as identified by DurhamFirst:

- Integrity – Michael Honeycutt (Mature Adults)
- Customer Service – Felecia Griffin (Reservations)
- Teamwork – Will Thorpe (Maintenance)
- Leadership – Tammy Brown (Athletics/Walltown)
- Open Communication – Cicely Parrish (Administration)
- Fairness – Cicely Parrish (Administration)
- Our Employees – Richard Trice (Maintenance)
- DPR Play More Award – Jonathan Ray (Walltown)
DURHAM PARKS AND RECREATION by the NUMBERS

1,800 Acres of Parkland
68 Parks
29+ Miles of Greenway
57 Playgrounds

2 City Lakes
fishing, canoeing, kayaking, boating

44 Athletic Fields
baseball, softball, soccer, tennis, basketball, multi-purpose

72 Tennis Courts

3 Dog Parks

4 Disc Golf Courses

2 Ropes Courses
low ropes course & high ropes course

12+ Athletic Programs
baseball, softball, basketball, flag football, lacrosse, soccer, tennis, volleyball

100+ Programs & Activities
for everyone!

2 Indoor Pools
exercise/fitness, family swim, lap swim, swim lessons, swim teams

9 Recreation Centers
including summer camp locations

4 School-Age Care Programs
after school, intersession, fun days, summer camps

3 Outdoor Pools

4 Fitness/Wellness Centers
cardio, strength equipment

1 Futsal Court

13+ Special Events
Earth Day, Bimbé Cultural Arts Festival, Rock the Park Concert & Movie Series, Latino Fiesta & Soccer Challenge, DisAble the Label, Barktoberfest, Holiday Fun Fest, Holiday Parade, Senior Holiday Party, Santa Paws & More!

The Benefits Are Endless...®
Play More: Connecting our whole community to wellness, the outdoors, and lifelong learning.

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