



Amended, November 6, 2017

Durham Comprehensive Plan

Chapter 10 Parks and Recreation Element

Durham City-County Planning Department

The Durham Comprehensive Plan

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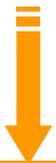
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Parks and Recreation



*Summary of Issues
Goal 10.1, Park,
Recreation
Facilities, Trails
and Greenways*

Parks, recreation and open space are essential elements to a community’s quality of life. A well-planned program of parks, recreation and open space will enrich people’s lives and will help to attract new residents and businesses by positively impacting tourism, real estate values and land development patterns. The Parks and Recreation Element identifies strategies for the provision of adequate parks, greenways and recreation facilities designed to meet the needs of Durham’s diverse and growing population. A system of parks, greenways and open space also provides many environmental benefits that are essential to the health of the community.

Summary of Issues

- 1. Parks.** Durham will need to acquire additional land resources for the development of future park and recreation facilities to meet the demands and needs of an ever growing and diverse population. It is estimated that the population of Durham County will increase from 268,000 in 2010 to 356,000 by 2030. That growth rate will reflect an increasing need for park and recreation facilities. The public will expect a system of parks, greenways, trails, recreation centers and programs that reflect the community desires and expectations of quality.
- 2. Funding.** Durham will need to identify funding strategies to provide the means to acquire future parkland, develop facilities and to upgrade and improve existing facilities. The City must identify additional funding sources to provide relief to traditional tax based sources and to build public support to finance the Master Plan. Development of partnerships with other local, state, federal agencies, non-profit groups and commercial providers of recreation will be crucial in identifying future funding.
- 3. Maintenance.** The City parks and recreation facilities are currently not maintained at the desired levels to promote use, safety and visitor appreciation. The City must establish minimum maintenance standards for all parks, recreation facilities, trails and greenways and open space areas. The City should develop

park standards to include development, signage, and facility standards. These standards will provide a guide for determining what appropriate land areas are needed for certain facilities and what type of parks and facilities are needed to support future populations.

4. **Safety.** Currently park users have reported that they do not feel safe in our parks and recreation facilities. The City should increase its police presence at all facilities, events and greenways to instill that sense of safety. Improved maintenance of facilities will also increase the public perception of cared for and maintained parks. Incorporation of volunteer park watch type programs can instill a sense of “ownership” that will dissuade undesirable activities.
5. **Greenways and Trails.** The City must continue its program of providing a comprehensive system of accessible, safe, and convenient greenways and trails. This greenway system must be a joint program of many departments to identify lands that serve multiple functions for transportation, connectivity, and storm-water control.

Goal 10.1, Parks, Recreational Facilities, Trails and Greenways

Provide a system of parks, recreational facilities, and greenways that meets the needs of Durham’s growing and diverse population.

Objective 10.1.1. Parks and Recreation Level of Service Standards

Establish comparable city benchmarks for the provision of parks and recreation facilities to meet expressed community desires.

Policy 10.1.1a. Parks and Recreation Level of Service Standards, City. Parks and Recreation Department shall establish benchmarks in the Parks and Recreation Master Plan as targets that the City shall strive towards in order to provide optimum access to recreational opportunities in the Durham community, meanwhile noting that adequate service areas for facilities are as critical as the number of facilities. The City Parks and Recreation Department shall review the benchmarked facilities at regular intervals to ensure that they address community desires for parks and recreation facilities.

Policy 10.1.1b. Parks and Recreation Level of Service Standards, County. The County shall continue to provide passive nature-based recreational opportunities, including trails and resource-oriented parks, on County-owned sites.

Objective 10.1.2. Existing Park and Recreation Facilities

Upgrade existing park and recreation facilities to improve their safety, accessibility, and functionality. Provide the highest possible level of maintenance for all park facilities within existing City resources.

Policy 10.1.2a. Capital Improvements Program, Existing Park Deficiencies. In the programming of capital facilities for parks, the City Parks and Recreation Department shall give equal priority to developing new facilities for underserved areas, and providing innovative facilities to serve new recreation demands.

Policy 10.1.2b. City Parks Maintenance Standards. The City Parks and Recreation Department shall work to establish minimum standards for maintenance of park and recreation facilities. These standards shall ensure that Durham citizens enjoy safe, well-maintained and aesthetically pleasing facilities. They shall include maintenance inspections, and maintenance frequencies of parks, greenway trails and special use facilities.

Policy 10.1.2c. City Adopt-a-Park and Adopt-a-Trail Programs. The City Parks and Recreation Department shall continue to offer its voluntary Adopt-a-Park and Adopt-a-Trail Programs to invite citizen participation and ownership in park and recreation facility care and maintenance. Coordination of these programs shall include both the City General Services Department, including its “Keep Durham Beautiful” program, and the Durham Police Department. The department shall continue to encourage volunteers to add their services to park and trail facilities.

Objective 10.1.3. New Park and Recreation Facilities

Strive for access to comprehensive park and recreational services and leisure opportunities for all Durham citizens by implementing parks and recreation and greenways facilities plans and by requesting adequate funding for comprehensive recreational and leisure opportunities for all of Durham’s citizens.

Policy 10.1.3a. New Park Facility Priorities. The City Parks and Recreation Department shall prepare a regularly updated master plan for the City Council that identifies recommended locations for new and expanded parks, greenways, and community centers and recommended processes and timeframes for implementation.

Policy 10.1.3b. Co-Location for New Park Facilities. In the programming of capital facilities for new park facilities, the City Parks and Recreation Department shall fully explore, and wherever possible, utilize opportunities for co-location of parks facilities with other public uses, especially schools. The Durham

Public Schools shall be encouraged to work with Parks and Recreation in planning and shared use of facilities.

Policy 10.1.3c. Parks and Recreation Funding. The City Parks and Recreation Department and the County Engineering and Environmental Services Department shall identify all available funding sources to provide for adequate facilities, operations and recreational opportunities. The City Parks and Recreation Department and County Engineering and Environmental Services Department shall seek available grant funding from local, State and Federal agencies and from nonprofit foundations, and shall investigate partnerships with other departments and agencies to identify funding sources. The City Parks and Recreation Department shall continue to work with Keep Durham Beautiful as well as its own internal Parks Foundation to assist the City in several types of fundraising activities, including individual gifts to endowments for grant funding. The City Parks and Recreation Department shall continue to use the City's Half Penny for Parks funding program to perform maintenance in parks, recreation centers, trails, and other facilities.

Policy 10.1.3d. Urban Parks. In recognition of the importance of urban parks and public open spaces in the Downtown, Compact Neighborhood, and Urban Tiers, the City Parks and Recreation Department shall look for opportunities to provide these amenities in a public setting, rather than relying on privately provided space in these areas.

Policy 10.1.3e. Trails and Greenways. The City Parks and Recreation Department, in conjunction with the City General Services Department and the City-County Planning Department, shall continue its development of the trails and greenways system to work toward a comprehensive system of greenway corridors throughout Durham in order to provide passive recreation, transportation, connectivity, and protection of linear stream-based corridors, and associated wildlife habitat. The trails and greenways system shall link residential areas, schools, parks, institutions, shopping centers, and other greenway corridors. The Durham Trails and Greenways Master Plan should be updated at least every five years.

Objective 10.1.4. Parks and Recreation Long Range Planning

Ensure comprehensive park and recreational services and leisure opportunities for all of Durham's citizens by developing an ongoing planning process that includes updates of the park and recreation plans and public participation.

Policy 10.1.4a. Parks and Recreation Master Plan. In order to coordinate the Durham Comprehensive Plan with long range

parks and recreation planning, the City and County hereby adopt and include by reference in the Durham Comprehensive Plan the “Durham Parks and Recreation Master Plan, 2003-2013” (as may be amended from time to time).

Policy 10.1.4b. Durham Trails and Greenways Master Plan. In order to coordinate the Durham Comprehensive Plan with long range trails and greenways planning, the City and County hereby adopt and include by reference in the Durham Comprehensive Plan the “Durham Trails and Greenways Master Plan, 2011” (as may be updated from time to time). (See Policy 8.1.4a, Durham Trails and Greenways Master Plan.)

Policy 10.1.4c. Open Space Master Plans. In order to coordinate the Durham Comprehensive Plan with open space planning, the City and County hereby adopts and includes by reference in the Durham Comprehensive Plan the following open space master plans: the “New Hope Creek Corridor Open Space Master Plan, April 1991”, the “Little River Corridor Open Space Master Plan, 2001”, and the “Eastern Durham Open Space Plan, 2007” (and any future updates of these plans). (see Policy 7.2.2d, Open Space Master Plans.

Policy 10.1.4d. Flat River Open Space Master Plan. The City-County Planning Department, in cooperation with the County Engineering Department, shall prepare an open space plan for the Flat River basin areas in northern Durham. Upon completion of this open space plan, the City and County shall amend the Durham Comprehensive Plan to incorporate the open space plan.

Policy 10.1.4e. Urban Open Space Plan. The City-County Planning Department shall prepare an urban open space plan(s) for the Downtown, Compact Neighborhood, and Urban Tiers to protect and link important open space areas and identify opportunities for open space preservation, appropriate low impact recreational opportunities, and improvement of environmental conditions in the urban core. (See Policies 2.3.3c, Provision of Open Space and 7.2.2f, Urban Open Space Plan).

Policy 10.1.4f. Parks and Open Space Plan Implementation. The City-County Planning Department and other City and County departments shall use the parks and open space plans when evaluating new development and may require that new development provide land in conformance with those plans. (See Map 10-1, Park Search Areas.)

Policy 10.1.4g. Park Dedication Requirements. Through the Unified Development Ordinance, require that new residential development within the City and County provide recreation facilities within the development that are accessible to residents and visible from the street to encourage its utilization.

Policy 10.1.4h. City Parks and Recreation Impact Fees. The City Budget and Management Services Department shall periodically assess impact fee zones to determine their appropriateness to current service standards and population distributions and, if necessary, bring a recommendation for change to the City Council.

Policy 10.1.4i. Public Participation in Parks Planning. The City and County shall provide parks and recreation planning processes that include public participation by providing the opportunity for public involvement on the long range plan updates, park facility development, and recreation and leisure services activities. The City and County shall offer the opportunity for citizens to serve on various advisory groups, including, but not limited to the Recreation Advisory Committee, the Durham Open Space and Trails Commission, the Bike and Pedestrian Advisory Commission, the New Hope Creek Corridor Advisory Committee, and the Durham Arts Council.

Objective 10.1.5. Partnerships and Intergovernmental Cooperation

Coordinate and communicate when possible with all providers of parks, recreation facilities, and open space including local, State, and Federal agencies and the private sector to ensure that the needs of the community are met in the most cost efficient and beneficial manner.

Policy 10.1.5a. Parks and Durham Public Schools. The City Parks and Recreation Department shall develop a partnership with the Durham Public Schools Board to establish a system of School Parks that assist in the provision of active facilities, cultural education and life enrichment programs. This partnership shall enable City and County agencies to make the best use of available and existing facilities and make them available for the most public use consistent with the agency's basic mission.

Policy 10.1.5b. Parks and Recreation Interlocal Agreements. The City Parks and Recreation Department and the County Engineering and Environmental Services Department shall investigate and expand interlocal agreements with other local, State and Federal parks and recreation providers in Durham.

Policy 10.1.5c. Partnership with the Durham Convention and Visitors Bureau. The City Parks and Recreation Department shall continue its partnership with the Durham Convention and Visitors Bureau (DCVB) to identify programs and activities where the DCVB can help support the Department's goals and mission.

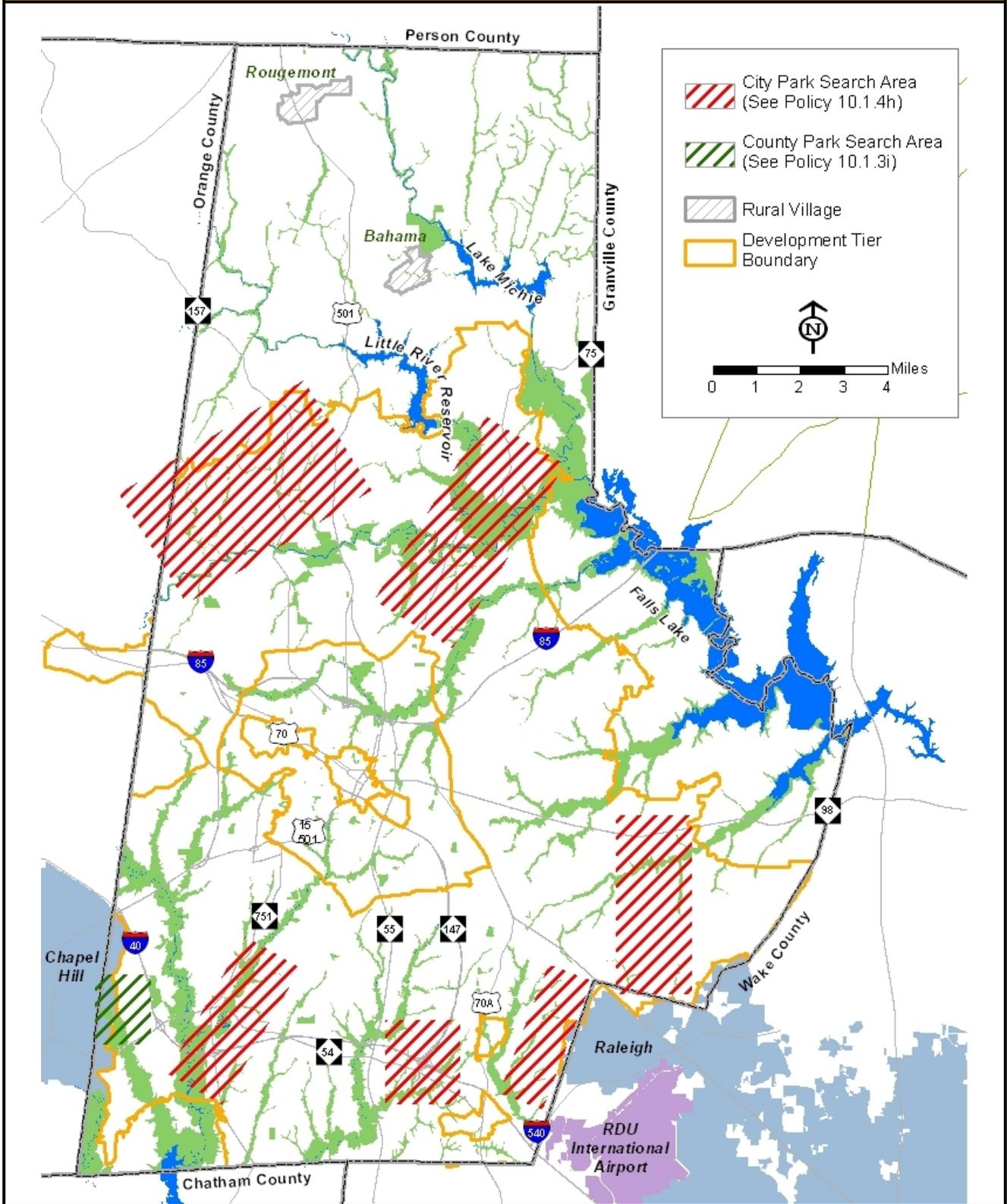
Objective 10.1.6. Public Outreach and Community Education

Implement a public outreach and community education program with materials to inform citizens about the benefits of a comprehensive parks and recreation program.

Policy 10.1.6a. Parks and Recreation Marketing Plan. The City Parks and Recreation Department shall disseminate information on parks, greenways, recreation programs, and other services through the Parks and Recreation Marketing Plan.

Policy 10.1.6b. Parks and Recreation Public Outreach. The City Parks and Recreation Department shall continue to dedicate staff to serve as liaisons with the local community, including the local Latino/Hispanic community and the community of persons with disabilities.

Map 10-1, Park Search Areas



Amendment History

Amended – June 26, 2006

Policy 10.1.3g, Budgeting Parks Maintenance Costs. The City Budget and Management Services Department shall, upon approval of parks and recreation capital projects, ~~automatically~~ add the appropriate maintenance costs into the General Services Department operations budget as requested by the Department and approved by City Council beginning in the year the project is expected to begin operation.

~~**Policy 10.1.3i, Southwest Durham County Park.** The County Engineering Department shall consider developing a regional park in southwest Durham in the area bounded by Ephesus Church Road, I-40, NC 54 and the Orange County line.~~

Amended – May 14, 2012 – See Appendix X

Amended – February 25, 2013

Maps. Amend the maps of the *Durham Comprehensive Plan* by removing the Urban Growth Area.

Amended – June 10, 2013

Policy 10.1.1a. Parks and Recreation Level of Service Standards, City. ~~The level of service standards indicated below in Table 10-1 Parks and Recreation~~ shall establish Level of Service Standards in the Parks and Recreation Master Plan, shall be established as targets that the City shall strive towards in order to provide optimum access to recreational opportunities in the Durham community, meanwhile noting that adequate service areas for facilities are as critical as the number of facilities. The City Parks and Recreation Department shall review the level of service standards at regular intervals to ensure that they address community desires for parks and recreation facilities.

Table 10.1 Parks and Recreation Level of Service Standards		
Type of Facility	Level of Service Standard	Facility Needs By 2020
Adult baseball fields (lighted)	1 per 20,000 people	14 fields
Youth baseball/adult softball	1 per 5,000 people	54 fields
Ball fields (soccer and football)	1 per 5,000 people	54 fields
Basketball courts	1 per 5,000 people	54 courts
Tennis courts	1 per 2,000 people	135 courts
Picnic tables	1 per 125 people	2156 tables
Picnic shelters	1 per 2,000 people	135 shelters
Playgrounds	1 per 1,000 people	270 playgrounds
Trails	0.4 mile per 1,000 people	108 miles
Recreation Centers, with gym	1 per 25,000 people	11 centers
Swimming pools	1 per 20,000 people	14 pools
Golf courses, 18-hole	1 per 50,000 people	6 courses

Open Space/Park Lands	16 acres per 1,000 people	4312 acres
Dog Parks	1 per 50,000 people	6 parks
Skateboard Parks	1 per 100,000 people	3 parks

Note: Assumes 2020 City of Durham population of 270,000 people. These numbers are not intended to represent “minimally acceptable levels” of parks and recreation facilities; however, they are target numbers for our population as suggested by the National Recreation and Park Association to work toward for an optimum level of service for the Durham community. These numbers can be achieved by park facilities alone or by park facilities in combination with school facilities and possibly even private facilities when they can be used by the public. Existing facilities can be found in the Existing Conditions report.

Objective 10.1.2 Existing Park and Recreation Facilities

Upgrade existing park and recreation facilities to improve their safety, accessibility, and functionality, and provide a higher the highest possible level of maintenance for all park facilities within existing City resources.

Policy 10.1.2a. Capital Improvements Program, Existing Park Deficiencies. In the programming of capital facilities for parks, the City Parks and Recreation Department shall give equal priority to ~~upgrading and renovating existing facilities,~~ to developing new facilities for underserved areas, and providing innovative facilities to serve new recreation demands.

Policy 10.1.2b. City Parks Maintenance Standards. The City Parks and Recreation Department shall work ~~collaboratively with the City General Services Department~~ to establish minimum standards for maintenance of park and recreation facilities. These standards shall ensure that Durham citizens enjoy safe, well-maintained and aesthetically pleasing facilities. They shall include minimum standards for response times for maintenance requests, an effective request procedure, maintenance inspections, and maintenance frequencies of parks, community centers, greenway trails and special use facilities.

Policy 10.1.2c. City Adopt-a-Park and Adopt-a-Trail Programs. The City Parks and Recreation Department shall continue and expand its voluntary Adopt-a-Park and Adopt-a-Trail Programs to invite citizen participation and ownership in park and recreation facility care and maintenance. Coordination of these programs shall include both the City General Services Department, including its “Keep Durham Beautiful” program, and the Durham Police Department.

Policy 10.1.3a. New Park Facility Priorities. The City Parks and Recreation Department shall prepare a regularly updated master plan ~~an annual report~~ for the ~~governing bodies~~ City Council that identifies recommended locations for new and expanded parks, greenways, and community centers and recommended processes and timeframes for implementation. ~~in relation to underserved population concentrations and connections to existing facilities, both public and private.~~

Policy 10.1.4h. City Parks and Recreation Impact Fees. The City Parks and Recreation and Budget departments shall periodically assess impact fee zones to determine their appropriateness to current levels of service standards and population distributions.

Policy 10.1.6a. Parks and Recreation Marketing Plan. The City Parks and Recreation Department ~~and the County Engineering Department~~ shall develop a comprehensive marketing plan that provides citizens with information on parks, greenways, recreation programs and other services in Durham. This

information shall be disseminated by means such as newsletters, program brochures, enhanced web site presence, and other media information.

Amended - June 2, 2014

Policy 10.1.1a. Parks and Recreation Level of Service Standards, City. Parks and Recreation shall establish ~~Level of Service Standards~~ benchmarks as targets toward which the City shall strive to provide optimum access to recreational opportunities in the Durham community, meanwhile noting that adequate service areas for facilities are as critical as the number of facilities. The City Parks and Recreation Department shall review the level of service standards at regular intervals to ensure that they address community desires for parks and recreation facilities.

Policy 10.1.2b. City Parks Maintenance Standards. The City Parks and Recreation Department shall establish minimum standards for maintenance of park and recreation facilities. These standards shall ensure that Durham citizens enjoy safe, well-maintained, and aesthetically pleasing facilities. They shall include minimum standards for response times for maintenance requests, an effective request procedure, maintenance inspections, and maintenance frequencies of parks, ~~community recreation~~ centers, greenway trails, and special use facilities.

Policy 10.1.2c. City Adopt-a-Park and Adopt-a-Trail Programs. The City Parks and Recreation Department shall continue to expand its voluntary Adopt-a-Park and Adopt-a-Trail Programs, inviting citizen participation and ownership in park and recreation facility care and maintenance. Coordination of these programs shall include both the City General Services Department, including its “Keep Durham Beautiful” program, and the Durham Police Department. The department shall continue to encourage volunteers to add their services to park and trail facilities.

Objective 10.1.3. New Park and Recreation Facilities. Ensure access to comprehensive park and recreational services and leisure opportunities for all Durham citizens by implementing parks and recreation and greenways facilities plans and by ~~providing~~ requesting adequate funding to ensure comprehensive recreational and leisure opportunities for all of Durham’s citizens.

Policy 10.1.3d. Parks and Recreation Funding. The City Parks and Recreation Department and the County Engineering Department shall identify all available funding sources to provide for adequate facilities, operations, and recreational opportunities. ~~to supplement traditional funding sources.~~ Durham Parks and Recreation and the County Engineering Department shall seek available grant funding from local, State, and Federal agencies and from nonprofit foundations, investigating partnerships with other departments and agencies to identify funding sources. Durham Parks and Recreation shall continue to work with Keep Durham Beautiful to assist the City in operating several types of fundraising activities, including individual gifts to endowments for grant funding.

Policy 10.1.5b. Parks and Recreation Interlocal Agreements. The City Parks and Recreation Department and the County Engineering Department shall investigate and expand interlocal agreements with other local, State, and Federal parks and recreation providers in Durham. ~~The Departments shall establish joint-use agreements with private and nonprofit providers of recreation activities and facilities to make them more available to the public.~~

Amended August 17, 2015

Objective 10.1.1. Parks and Recreation Level of Service Standards. Establish comparable city benchmarks ~~level of service standards~~ for the provision of parks and recreation facilities to meet expressed community desires.

Policy 10.1.1a. Parks and Recreation Level of Service Standards, City. The City Parks and Recreation Department shall establish benchmarks as targets that the City shall strive towards in order to provide optimum access to recreational opportunities in the Durham community, meanwhile noting that adequate service areas for facilities are as critical as the number of facilities. The City Parks and Recreation Department shall review the ~~numbers of level of service standards~~ benchmarked facilities at regular intervals to ensure that they address community desires for parks and recreation facilities.

Objective 10.1.2. Existing Park and Recreation Facilities. Upgrade existing park and recreation facilities to improve their safety, accessibility, and functionality, ~~and to p.~~ Provide the highest possible level of maintenance for all park facilities within existing City resources.

Policy 10.1.2b. City Parks Maintenance Standards. The City Parks and Recreation Department shall establish minimum standards for maintenance of park and recreation facilities. These standards shall ensure that Durham citizens enjoy safe, well-maintained, and aesthetically pleasing facilities. They shall include ~~minimum standards for response times for maintenance requests, an effective request procedure,~~ maintenance inspections and maintenance frequencies of parks, ~~recreation centers,~~ greenway trails, and special use facilities.

Policy 10.1.2c. City Adopt-a-Park and Adopt-a-Trail Programs. The City Parks and Recreation Department shall continue to ~~expand~~ offer its voluntary Adopt-a-Park and Adopt-a-Trail Programs, inviting citizen participation and ownership in park and recreation facility care and maintenance. Coordination of these programs shall include both the City General Services Department, including its “Keep Durham Beautiful” program, and the Durham Police Department. The department shall continue to encourage volunteers to add their services to park and trail facilities.

Objective 10.1.3. New Park and Recreation Facilities. ~~Ensure~~ Strive for access to comprehensive park and recreational services and leisure opportunities for all Durham citizens by implementing parks and recreation and greenways facilities plans and by requesting adequate funding ~~to ensure for~~ comprehensive recreational and leisure opportunities for all of Durham’s citizens.

~~**Policy 10.1.3c. Co-Location for New Park Facilities in Relation to Private Development.** The City Parks and Recreation Department shall actively look for co-location opportunities with private developments, such as large shopping centers, offices, or mixed-use projects, where all citizens may benefit from shared parking or unique public spaces.~~

Policy 10.1.3d. Parks and Recreation Funding. The City Parks and Recreation Department and the County Engineering and Environmental Services Department shall identify all available funding sources to provide for adequate facilities, operations and recreational opportunities. The City Parks and Recreation Department and County Engineering and Environmental Services Department shall seek available grant funding from local, State and Federal agencies and from nonprofit foundations, and shall investigate partnerships with other departments and agencies to identify funding sources. The City Parks and Recreation Department shall continue to work with Keep Durham Beautiful as well as its own internal Parks Foundation to assist the City in several types of fundraising activities, including individual gifts to endowments for grant funding.

Policy 10.1.3f. Trails and Greenways. Durham Parks and Recreation, in conjunction with the City General Services Department and the City-County Planning Department, shall continue its development of the trails and greenways system to work toward a comprehensive system of greenway corridors throughout Durham, seeking to provide passive recreation, transportation, connectivity, and protection of linear stream-based corridors and associated wildlife habitat. The trails and greenways system shall link residential areas, schools, parks, institutions, shopping centers, and other greenway corridors.

~~**Policy 10.1.3g. Budgeting Parks Maintenance Costs.** The City Budget and Management Services Department shall, upon approval of parks and recreation capital projects, automatically add the appropriate maintenance costs into the General Services Department operations budget as requested by the Department and approved by City Council beginning in the year the project is expected to begin operation.~~

Policy 10.1.4h. City Parks and Recreation Impact Fees. The City ~~Parks and Recreation Department~~ Budget and Management Services Department shall periodically assess impact fee zones and impact fee levels to determine their appropriateness to current ~~levels of service standards and population distributions~~ and, if necessary, bring a recommendation for change to the City Council.

Policy 10.1.4i. Public Participation in Parks Planning. The City shall provide parks and recreation planning processes that include public participation by providing the opportunity for public involvement on the long range plan updates, park facility development, and recreation and leisure services activities. The City and County shall offer the opportunity for citizens to serve on various advisory groups, including, but not limited to the Recreation Advisory Committee, the Durham Open Space and Trails Commission, the Bike and Pedestrian Advisory Commission, ~~the Lyon Park Advisory Board~~, the New Hope Creek Corridor Advisory Committee, and the Durham Arts Council.

Objective 10.1.5. Partnerships and Intergovernmental Cooperation. Coordinate and communicate when possible with all providers of parks, recreation facilities, and open space, including local, State, and Federal agencies and the private sector, to ensure that the needs of the community are met in the most cost-efficient and beneficial manner.

Policy 10.1.5a. Parks and Durham Public Schools. The City Parks and Recreation Department ~~and the County Engineering Department~~ shall develop a partnership with the Durham Public Schools Board to establish a system of School Parks that assist in the provision of active facilities, cultural education and life enrichment programs. This partnership shall enable City and County agencies to make the best use of available and existing facilities and make them available for the most public use consistent with the agency's ies' basic mission.

Policy 10.1.5b. Parks and Recreation Interlocal Agreements. The City Parks and Recreation Department and the County Engineering and Environmental Services Department shall investigate and expand interlocal agreements with other local, State and Federal parks and recreation providers in Durham.

Policy 10.1.5c. Partnership with the Durham Convention and Visitors Bureau. The City Parks and Recreation Department shall ~~investigate establishing a~~ continue its partnership with the Durham Convention and Visitors Bureau (DCVB) to identify programs and activities where the DCVB can help support the Department's goals and mission.

Policy 10.1.6a. Parks and Recreation Marketing Plan. The City Parks and Recreation Department shall develop a comprehensive marketing plan that provides citizens with information on parks, greenways, recreation programs, and other services in Durham. This information shall be disseminated information on parks, greenways, recreation programs, and other services through the Parks and Recreation Marketing Plan by means such as newsletters, program brochures, enhanced web site presence, and other media information.

Policy 10.1.6b. Parks and Recreation Public Outreach. The City Parks and Recreation Department shall continue to dedicate use staff to serve as liaisons with the local community, including the local Latino/Hispanic community, to improve involvement and participation from this growing population group and the community of persons with disabilities.

Amended – November 6, 2017

Policy 10.1.3c. Parks and Recreation Funding. The City Parks and Recreation Department and the Durham County Engineering and Environmental Services Department shall identify all available funding sources to provide for adequate facilities, operations, and recreational opportunities. The City Parks and Recreation Department and Durham County Engineering and Environmental Services Department shall seek available grant funding from local, State, and Federal agencies and from nonprofit foundations, and shall investigate partnerships with other departments and agencies to identify funding sources. The City Parks and Recreation Department shall continue to work with Keep Durham Beautiful as well as its own internal Parks Foundation to assist the City in several types of fundraising activities, including individual gifts to endowments for grant funding activities, including individual gifts to endowments for grant funding. The City Parks and Recreation Department shall continue to use the City's Half Penny for Parks funding program to perform maintenance in parks, recreation centers, trails, and other facilities.

Policy 10.1.3e. Trails and Greenways. The City Parks and Recreation Department, in conjunction with the City General Services Department and the City-County Planning Department, shall continue its development of the trails and greenways system to work toward a comprehensive system of greenway corridors throughout Durham in order to provide passive recreation, transportation, connectivity, and protection of linear stream based corridors, and associated wildlife habitat. The trails and greenways system shall link residential areas, schools, parks, institutions, shopping centers, and other greenway corridors. The Durham Trails and Greenways Master Plan should be updated at least every five years.

Policy 10.1.4b. Durham Trails and Greenways Master Plan. In order to coordinate the Durham Comprehensive Plan with long range trails and greenways planning, the City and County hereby adopt and include by reference in the Durham Comprehensive Plan the "Durham Trails and Greenways Master Plan, 20011" (as may be updated from time to time). (See Policy 8.1.4a, Durham Trails and Greenways Master Plan.)