



## Legislation Text

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### Resolution Adopting Greensboro Parks and Recreation Master Plan-Plan2Play

Department: Parks and Recreation  
Council District: All

Public Hearing: N/A  
Advertising Date/By: N/A

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**PURPOSE:** To adopt the Greensboro Parks and Recreation Master Plan, Plan2Play, designed based on public input, national trends and comparable city data to create a thriving parks and recreation system in Greensboro over the next 20 years

**BACKGROUND:** City Council approved the contract with Agency Landscape + Planning in October 2017. The kickoff event was held in February 2018 with community engagement continuing through June 2018. The final large community event revealed the 10 big ideas of the plan at the Parks and Rec Festival in July 2018. The plan's vision belongs to the community and is founded on deep, ongoing public input, and engagement. Over 6,900 residents participated in (11) focus groups, (3) community conversations, (17) existing community events, (6) participation polls located at strategic libraries and recreation centers, (1) statistically valid survey, (4) online surveys, continuous staff engagement and through social media over the yearlong planning effort. The quantity, diversity and extent of engagement surpasses previous efforts and is a strong foundation for future outreach by the Parks and Recreation department. The analysis of community input, national park and recreation trends, and comparable city data developed Plan2Play.

Plan2Play expresses a vision that will enhance and expand parks, facilities and programs, and reconnect Greensboro into a healthy community for all generations and neighborhoods. The vision is reinforced by an aspirational yet realistic framework to enhance the Department's existing assets, expand offerings by strengthening partnerships and creating transformative programs, and connect communities into a vibrant, healthy and equitable park system.

The framework for achieving the plan's vision includes ten big ideas: 1) Bring up the Basics - elevate basic amenities in each neighborhood, including the city's many neighborhood parks so that all facilities and programs are high-quality and well-maintained. 2) Create a Strong Brand - clearly communicate the Department's mission, offerings, and brand to the community. 3) Bring Nature into Our Backyards - Expand environmental education programs and invest in the city's green infrastructure by formally adopting the drainageways 4) Create Community Hearts - Activate existing public spaces by leveraging programming for a diverse mix of users and creating hubs of activity across the community. 5) Create Transformational Programs - Create programs that are adaptable to resident needs, inclusive and informed by recreation trends. 6) Strengthen Partnerships - Assess the opportunities and challenges of existing and potential alternative park stewardship

models, and examine a range of potential income sources. 7) Grow the Trail System - Work with other departments to build on the existing trail network. 8) Improve Connectivity to Parks and Community Hearts - establish safe walking and biking routes between neighborhoods and parks. 9) Make Greensboro Accessible - Make improvements to enable universal access to all parks, facilities and programs. 10) Connect and Empower Individuals Across the Department - it is essential for the health of the city's parks to plan for the ongoing operations and maintenance of new and existing open space.

The draft plan was released to the public on January 10, 2019 with public comment period until January 31, 2019. Comments received during this period were positive and acknowledged the importance of diverse offerings and connectivity for the public. The comments reinforced the importance of having a thriving Parks and Recreation Department in the community. The Parks and Recreation Commission received an update to the draft plan and approved the plan at the February 13, 2019 meeting to forward to City Council for consideration for approval

**BUDGET IMPACT:** Associated funding for program and project development will be established in the annual budget as approved by City Council.

**RECOMMENDATION / ACTION REQUESTED:**

City Council is being requested to consider adoption of a resolution approving Plan2Play.