



Town of Chapel Hill, NC

Comprehensive Parks and Recreation Plan

Town Council Work Session

Wednesday, May 14, 2025



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Agenda



1. Project Management: Schedule & Approach
2. Project Highlights
3. Equitable Engagement Strategy
4. Town Council: Mind Mapping Exercise

Four Stages of Master Planning

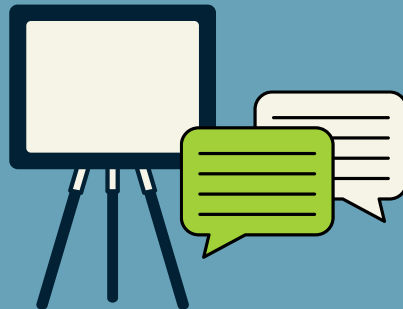
1 Information Gathering

- Needs Assessment
- Inventory
- Level of Service Analysis
- Community Profile
- Trends



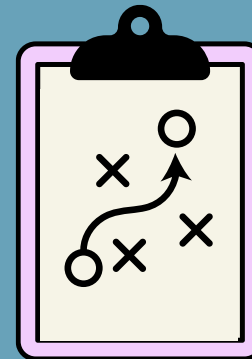
2 Findings & Visioning

- Presentation/ Feedback
- Staff and Collaborator Sessions
- Key Issues Matrix
- Key Ideas and Themes
- Analysis



3 Draft Recommendations

- Findings Summary
- Strategies
- Implications
- Recommendations
- Action Plan
- Review and Revisions



4 Final Plan

- Staff and Collaborator Review
- Distribute and Share



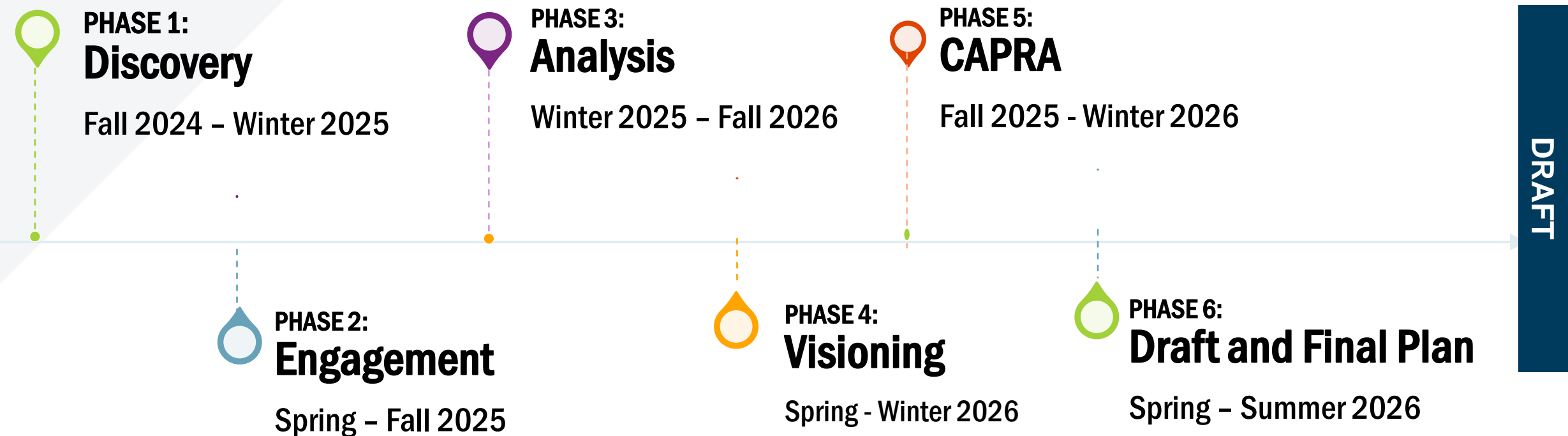
Implementation

- Action Plan
- Annual Review



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Project Approach –Project Schedule



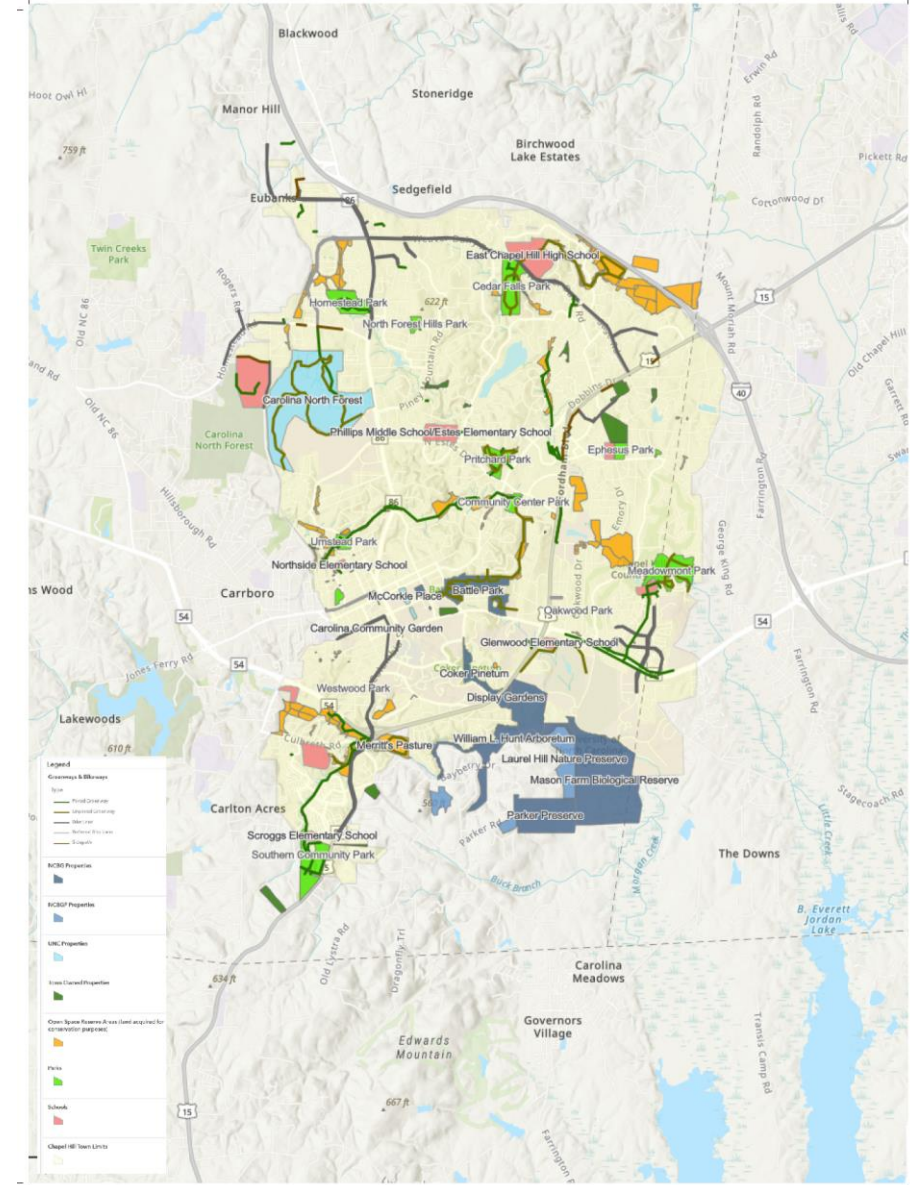
Benefits of Accreditation



- ▲ Recognition of Excellence
- ▲ Improved Service Delivery
- ▲ Accountability and Transparency
- ▲ Professional Development
- ▲ Strategic Planning and Continuous Improvement
- ▲ Increased Community Confidence and Support
- ▲ Stronger Funding Opportunities

Park and Facility Assessment and Cost Estimates

- Inventory of Facilities, Parks, and Trails
- Conditions Assessment
- Recommended Updates/Additions
- Rendering and Cost Estimates
- Alternative Funding Strategies

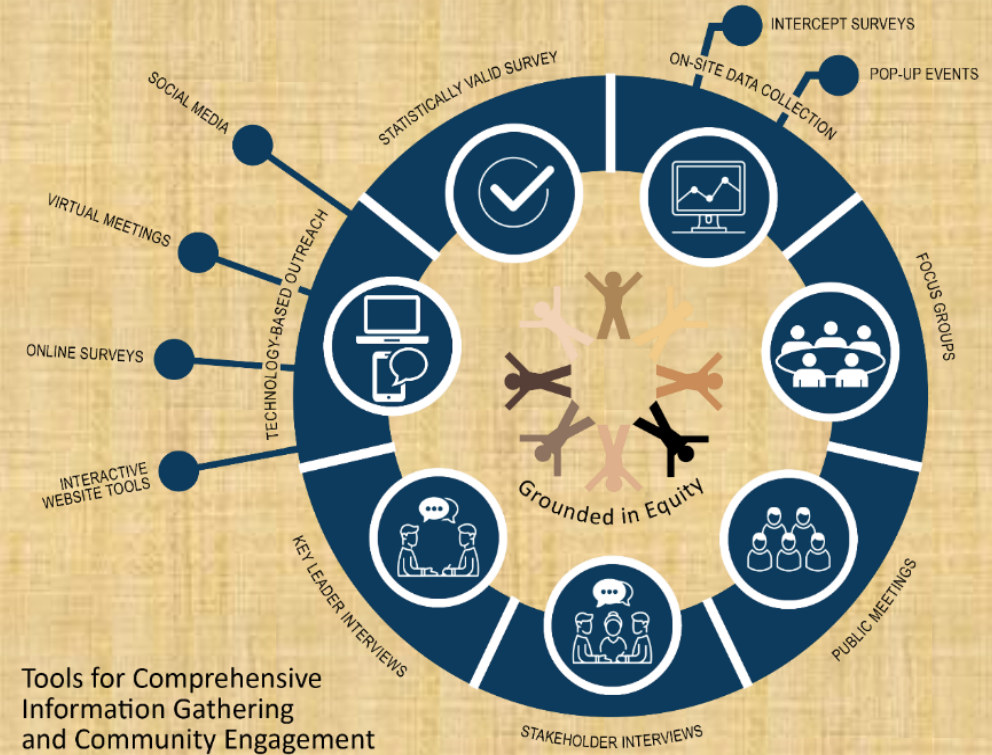


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Mixed Methods Information Gathering

▲ Mixed methods approach

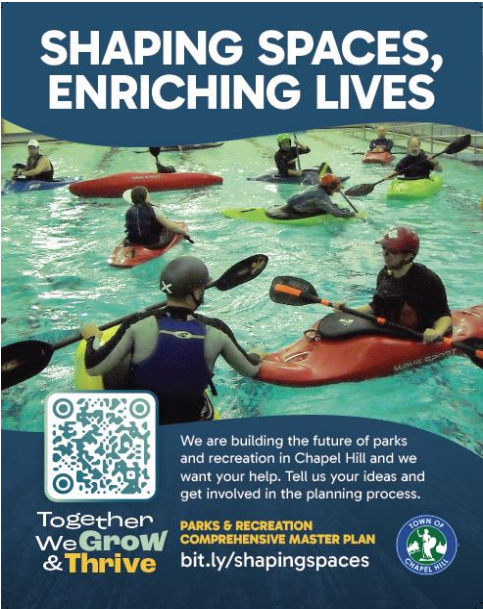
- Develop engagement strategy
- Multiple channels of engagement
- Geographic equity
- Intercept engagement at community events
- Online Engagement Site (Engage Chapel Hill)
- Collaboration with Town's communication team



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Memorable & Recognizable Project Brand

Branding the planning process tells your community that they are a part of something important and long-lasting.



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Equitable Community Engagement



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Traditional Engagement Opportunities

- Leadership Interviews – Participants
 - Town Council
 - Town Manager Office
 - Town Department Directors
- Listening Sessions- Participants
 - Parks and Recreation users/community members
 - Teen community members
 - Civic groups
 - Public safety
 - Educators
 - Sports group leaders
 - Public schools
 - Local non-profit groups
- Staff Focus Groups Meeting – Participants
 - Department staff



What do you think the Town's Parks and Recreation priorities should be over the next 5 years?



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What three things would you like to see as an outcome of this planning process?



What are key challenges or values in the community that should be considered while developing the Comprehensive Plan?



Next Steps



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