

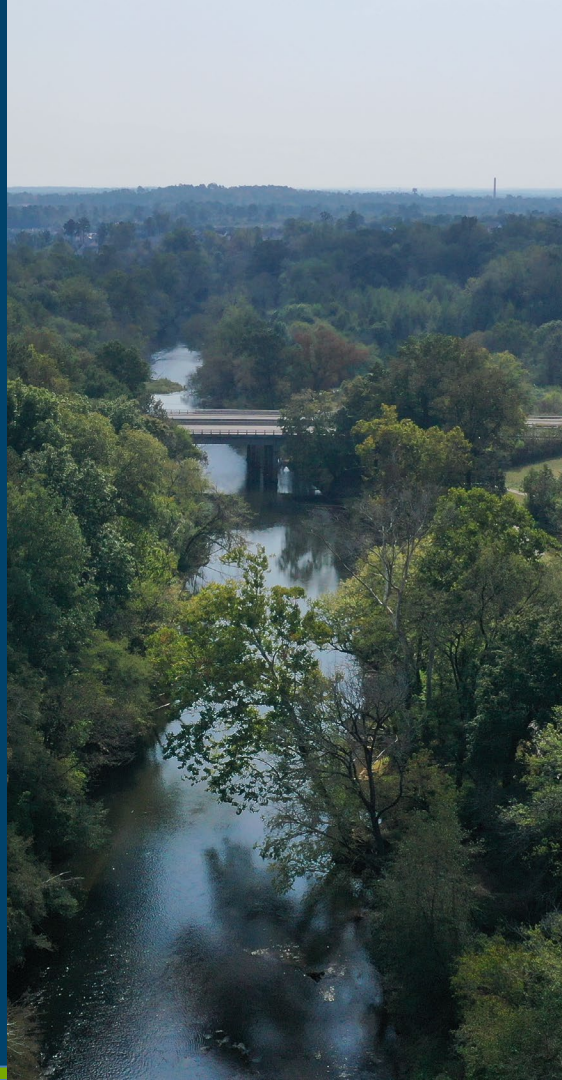
Neuse River Park & Kyle Drive Park – Situation Assessments

Parks, Recreation and
Greenway Advisory Board

October 19, 2023



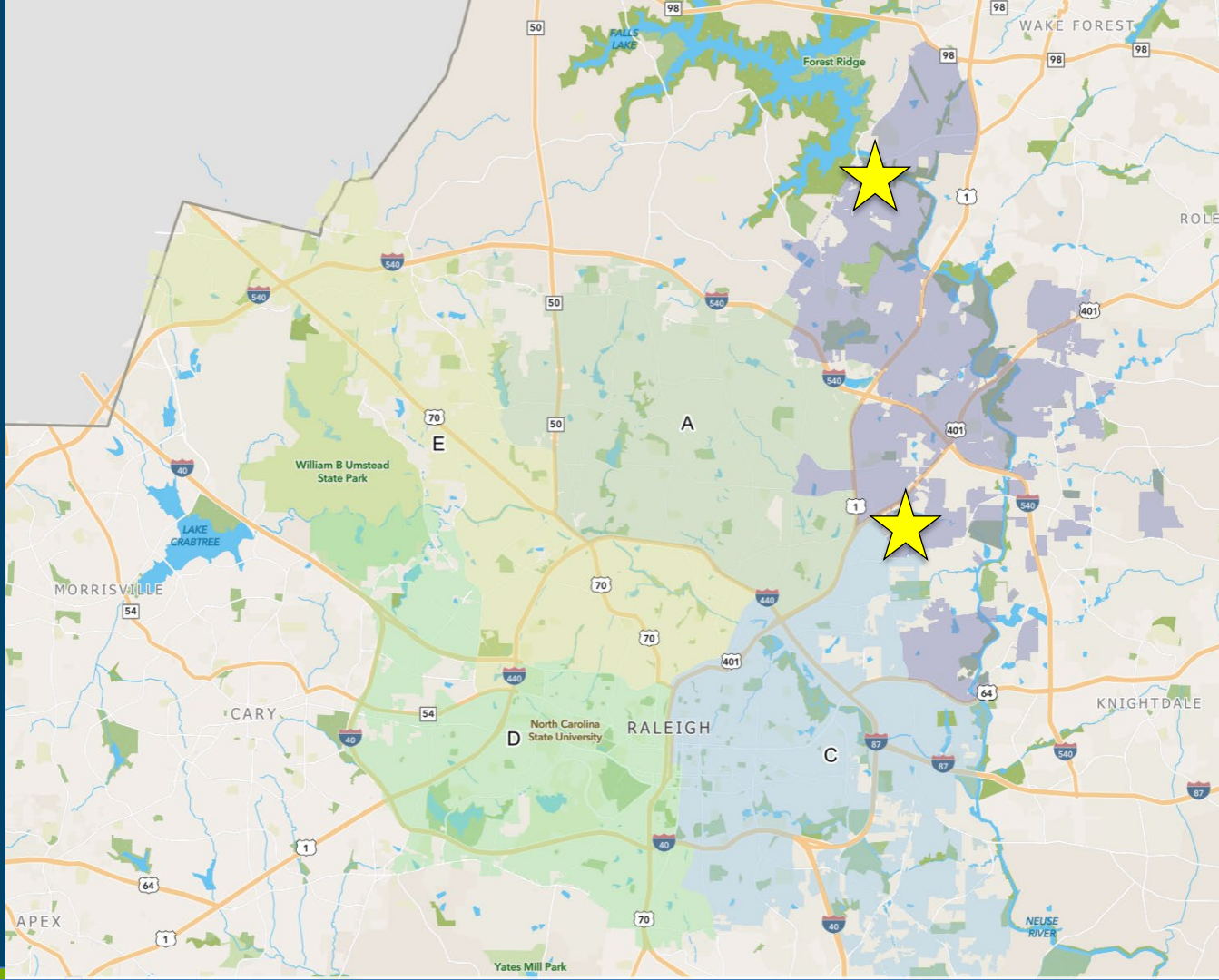
Raleigh





Agenda

- Project Overview
- Community Advisory Group (CAG) Selection Process
- Recommended CAGs
- Draft Engagement Plans
- Next Steps

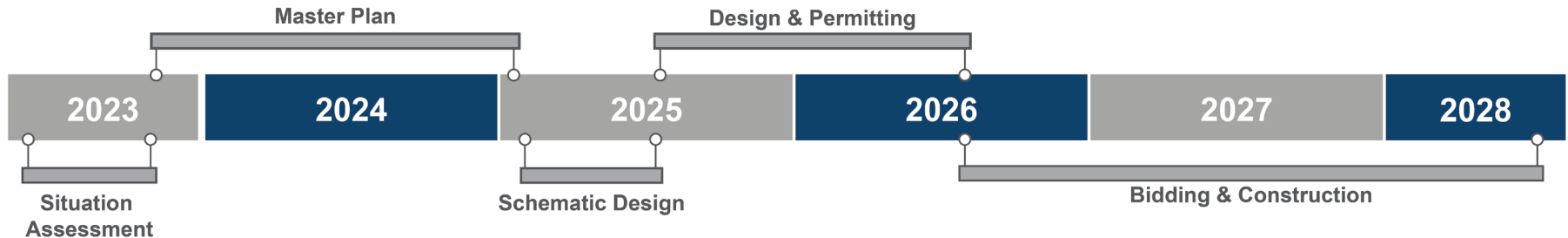




2022 Parks Bond

- Funding for community engagement, Master Plan development, design, and construction
- Neuse River Park: \$11.5M
- Kyle Drive Park: \$9M

OVERALL PROJECT TIMELINE





Community Advisory Group Selection Process

May 26	CAG Application Period Opened
July 20	Draft Situation Assessment to PRGAB
July 31	CAG Application Period Ended
Sept 7	Parks Committee – CAG Selection
Oct 5	Parks Committee – CAG Selection
Oct 19	PRGAB Action on Situation Assessment & CAG



Raleigh

Community Advisory Group Selection Process

September Meeting:

- Established Target Demographic & Stakeholder Thresholds
- Kyle Drive Park
 - 5-min Drive Demographics
- Neuse River Park
 - City-wide Demographics
 - Stakeholder Categories – Special Interest Groups, Immediate Community, Broader Community

September – October:

- Parks Committee reviewed applications & chose top ten

October Meeting:

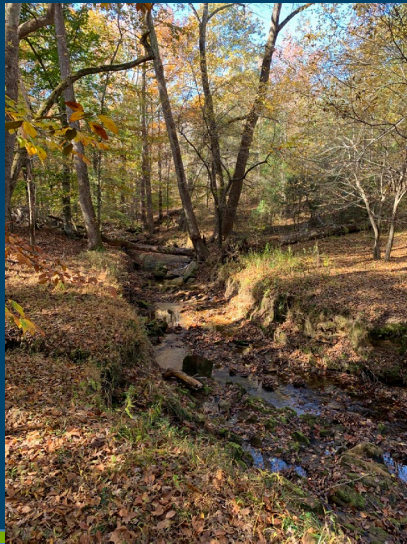
- Finalized CAG selections



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Neuse River Park

112 Acres

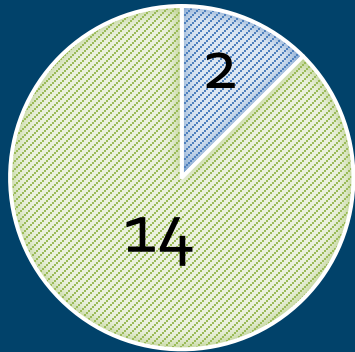




Recommended CAG Demographics

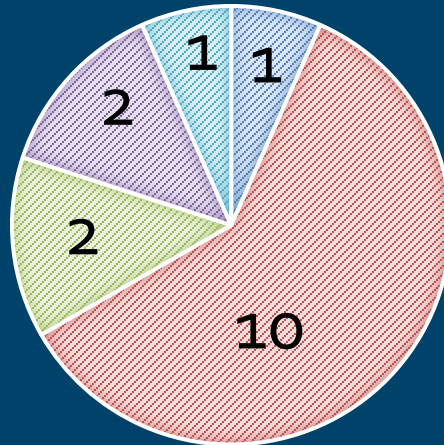
HISPANIC, SPANISH, OR LATINO/A/E ETHNICITY

Yes No



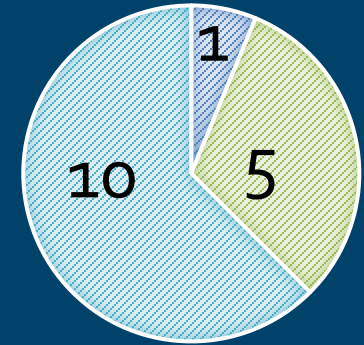
RACE

- Prefer not to disclose
- White or Caucasian
- Black or African American
- Multi-Racial
- Asian



GENDER

- Prefer not to disclose
- Male
- Female

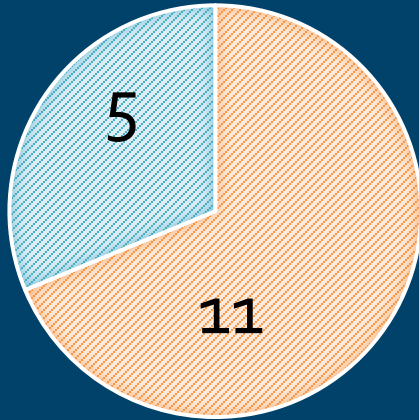




Recommended CAG Demographics

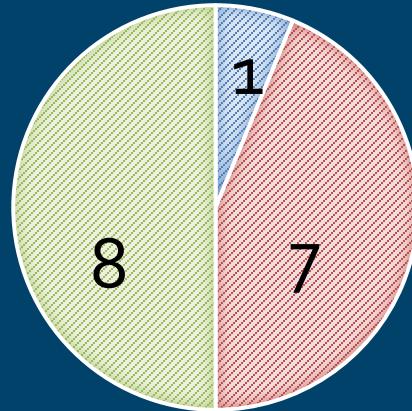
AGE

24-54 Over 55



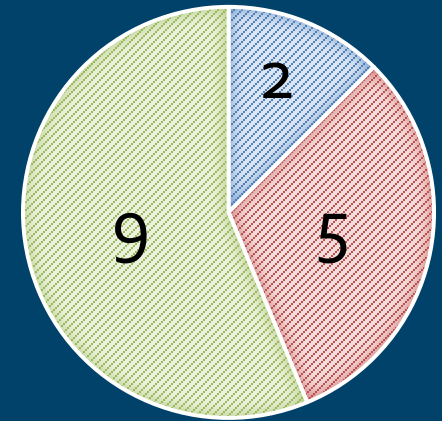
HIGHEST LEVEL OF EDUCATION ATTAINED

Special/Technical Training
Bachelor's Degree
Graduate or Professional Degree



LENGTH AT CURRENT ADDRESS

1-4 years 5-9 years 10+ years



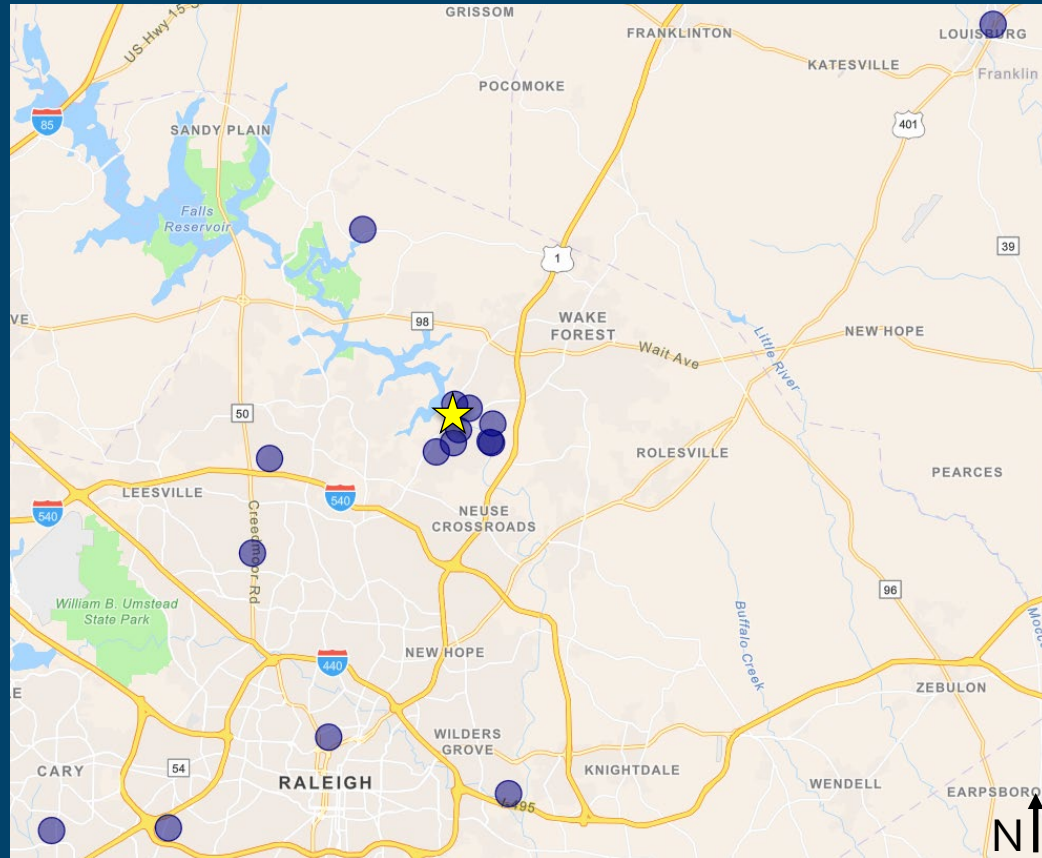


Neuse River Park – Recommended CAG

#	Name	Stakeholder Category
1	Alicia Hall	Immediate Community
2	CE 'Dallas' Hoffman	Special Interest Group
3	Craig Foster	Special Interest Group
4	Elizabeth Gardner	Special Interest Group
5	Heidi Cowley	Immediate Community
6	Kendra Williams	Immediate Community
7	Kuanyu Chen	Special Interest Group
8	Leigh Ann Hammerbacher	Special Interest Group
9	Matty Lazo-Chadderton	Broader Community
10	Michelle Tomlinson	Immediate Community
11	Norma Marti	Broader Community
12	Robert Parker	Immediate Community
13	Sara Buttine Parsatoon	Broader Community
14	Scott Greenman	Special Interest Group
15	Shaneka Thurman Griffin	Broader Community
16	Thomas Walencik	Immediate Community
17	Beverley Clark	Other: PRGAB Representative
18	Hugh Fuller	Other: PRGAB Representative



Recommended CAG Addresses





Raleigh

Kyle Drive Park

27 Acres



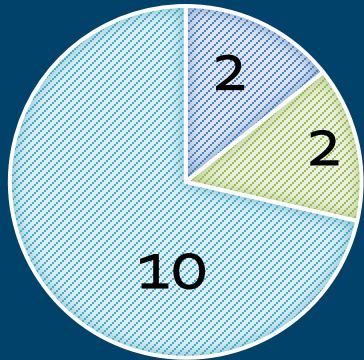


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Recommended CAG Demographics

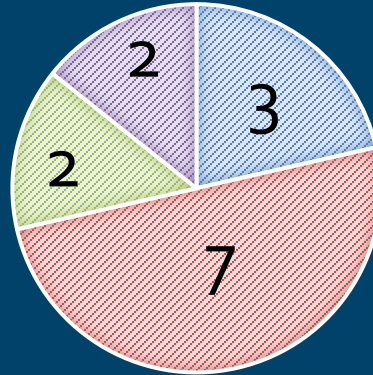
HISPANIC, SPANISH, OR LATINO/A/E ETHNICITY

■ Prefer not to disclose ■ Yes ■ No



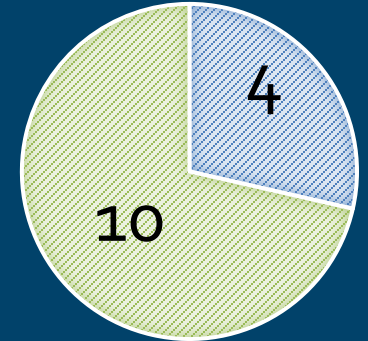
RACE

■ Prefer not to disclose
■ White or Caucasian
■ Black or African American
■ Multi-Racial



GENDER

■ Male ■ Female



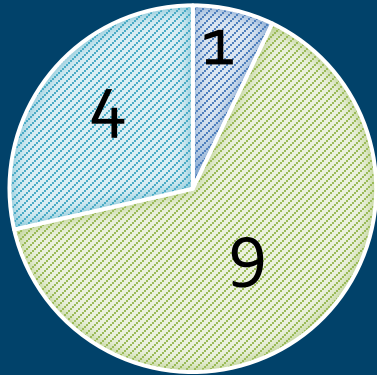


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Recommended CAG Demographics

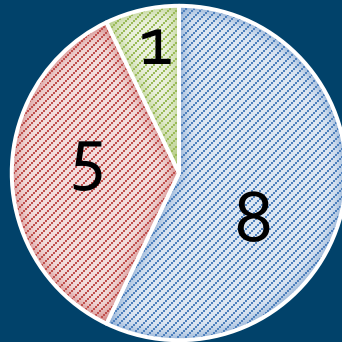
AGE

- Prefer not to disclose
- 24-54
- Over 55



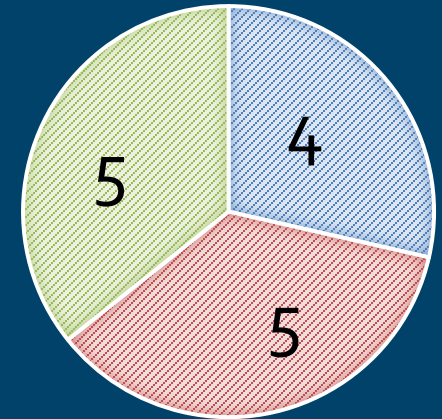
HIGHEST LEVEL OF EDUCATION ATTAINED

- Bachelor's Degree
- Graduate or Professional Degree
- Some College



LENGTH AT CURRENT ADDRESS

- 1-4 years
- 5-9 years
- 10+ years





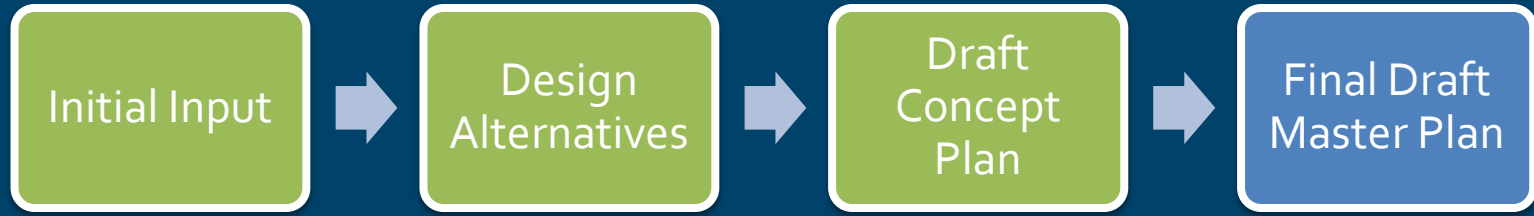
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Kyle Drive Park – Recommended CAG

#	Name
1	Adam Schreiner
2	Alexis Arterberry
3	Bekah Torcasso Sanchez
4	Crystal Scarborough
5	Debora Thomas
6	Hezekiah Goodson Jr.
7	Jeannette Arrowood
8	Melissa Deann Forde
9	Michael Wentz
10	Mikaela Rojas
11	Mysti Stewart
12	Peter Giambattista
13	Rebecca Burmester
14	Sherry Stephen
15	Carol Ashcraft – PRGAB
16	Hugh Fuller - PRGAB



Draft Engagement Plans



Engagement Methods

- CAG working meetings
- Public Workshops and Open Houses (offered virtually and in-person)
- Pop-Up information table at community events
- Online surveys
- Mailer notifications for nearby residents
- Community Connectors program



Neuse River Park - Draft Engagement Plan



Engagement Methods

- CAG working meetings
- Public Workshops and Open Houses (offered virtually and in-person)
- Pop-Up information table at community events
- Online surveys
- Mailer notifications for nearby residents
- Community Connectors program
- Intercept Surveys
- Focus Group Meetings



Neuse River Park - Draft Engagement Plan

Public Engagement Period	Engagement Tool	Tentative Dates
Initial Input	Survey	October-November 2023
	Pop-Up Outreach	October 2023
	Public Workshop	November 2023
	Community Advisory Group Meeting	November 2023
	Focus Groups	November 2023
Design Alternatives	Community Advisory Group Meeting	March 2024
	Online Survey	March 2024
	Pop-Up Outreach	March 2024
	Public Workshop	March 2024
Draft Concept Plan	Community Advisory Group Meeting	May 2024
	Focus Groups	May 2024
	Community Advisory Group Meeting	August 2024
	Survey	August-September 2024
	Pop-Up Outreach	September 2024
	Public Workshop	September 2024
Final Draft Master Plan	Community Advisory Group Meeting	October 2024
	Parks, Recreation and Greenway Advisory Board Meeting	November 2024
	Parks, Recreation and Greenway Advisory Board Meeting	December 2024
	City Council Meeting	January 2025



Neuse River Park – Communication Strategies

Digital:

- Websites at raleighnc.gov and publicinput.com
- Social Media announcements (Parks & City-wide)
- Raleigh Parks weekly digital newsletter & [Raleigh Greenways quarterly digital newsletter](#)
- Email outreach to identified community stakeholders & subscribers
- Online Survey

In-Person:

- Event outreach at Abbotts Creek ‘Howling at the Creek’ (10/20)
- Drop-In Open House Public Meeting (11/3)
- Community Advisory Group Meeting (11/7 or 11/8)
- [Focus Group Meetings \(11/28 & 11/29\)](#)
- Intercept Surveying – by community connectors along Neuse River Greenway Trail (11/4, 11/11, & 11/18)



Neuse River Park – Communication Strategies

Print:

- Bi-lingual Yard Signs – at park site, along Neuse River Greenway Trail at existing boat launches, Forest Ridge Park, Abbotts Creek Park, Annie Louise Wilkerson Nature Preserve
- Bi-lingual Posters & Rack Cards - Forest Ridge Park, Abbotts Creek Park, Annie Louise Wilkerson Nature Preserve, North Regional Wake County Public Library, & at Marketing Ambassador tables during Raleigh Parks events
- Mailers - delivered to residents within 1 mile of park site
- Bi-lingual Flyers – at all Raleigh Parks staffed centers, at Marketing Ambassador tables during Raleigh Parks events, and distributed by Community Connectors to nearby businesses & churches



Kyle Drive Park - Draft Engagement Plan

Public Engagement Period	Engagement Tool	Tentative Dates
Initial Input	Survey	October-November 2023
	Pop-Up Outreach	October 2023
	Public Workshop	October 2023
	Community Advisory Group Meeting	November 2023
Design Alternatives	Community Advisory Group Meeting	February 2024
	Survey	February 2024
	Pop-Up Outreach	February 2024
	Public Workshop	February 2024
Draft Concept Plan	Community Advisory Group Meeting	July 2024
	Survey	July 2024
	Pop-Up Outreach	July 2024
	Public Workshop	July 2024
Final Draft Master Plan	Community Advisory Group Meeting	September 2024
	Parks, Recreation and Greenway Advisory Board Meeting	October 2024
	Parks, Recreation and Greenway Advisory Board Meeting	November 2024
	City Council Meeting	December 2024



Kyle Drive Park – Communication Strategies

Digital:

- Websites at raleighnc.gov and publicinput.com
- Social Media announcements
- Raleigh Parks weekly digital newsletter
- Email outreach to identified community stakeholders & subscribers
- Online Survey

In-Person:

- Event outreach at Marsh Creek Wellness Fair (10/28)
- Drop-In Open House Public Meeting (10/30)
- Community Advisory Group Meeting (11/6)



Kyle Drive Park – Communication Strategies

Print:

- Bi-lingual Yard Signs – at park site, along sidewalks within surrounding neighborhoods, Marsh Creek Park, Spring Forest Road Park, Green Road Park
- Bi-lingual Posters & Rack Cards - at nearby parks, including Marsh Creek Park & Green Road Park, and Green Road Wake County Public Library
- **Bi-lingual** Mailers - delivered to residents within 1 mile of park site
- Bi-lingual Flyers – distributed by Community Connectors to nearby businesses & churches



Next Steps

Kyle Drive Park

- Online Survey – 10/20
- CAG Intro Call – 10/24
- Public Meeting – 10/30
- CAG Meeting – 11/6

Neuse River Park

- Online Survey – 10/20
- CAG Intro Call – 10/25
- Public Meeting – 11/3
- CAG Meeting – 11/7 or 11/8

Call to Action: Help us promote our public meetings & online surveys!

Questions?

