MEETING INSTRUCTIONS

• The meeting will begin at 4:00 p.m.

• **While you’re waiting, go to the chat and add your name.**

• Please **mute** your microphones.

• The meeting will be recorded.

• During Q&A, raise your hand to ask questions/ provide comments.

• Enter your questions in the chat at any time.
AGENDA

• Greetings/introductions of new members 5 minutes
• Current timeline 5 minutes
• Phase 1 engagement updates 10 minutes
• Survey results to date 10 minutes
• Website/social media engagement thoughts 5 minutes
• Next steps 10 minutes
PROJECT TIMELINE

CITY OF DURHAM, NC / SPLASH & PLAY PROJECT
PHASE 1 – ENGAGEMENT UPDATE

• 20 Events / Interactions which include distribution of flyers, virtual presentations, information table with activities

• Public Engagement Plan is final

• 500 Survey responses to date

✓ Merrick Moore CDC Meeting
✓ PAC 1 Meeting – Project Introduction
✓ Durham Inter-neighborhood Council
✓ Merrick Moore Elementary School
✓ Campus Hills Easter Egg Hunt
✓ East End Park Youth Football Practice
✓ Bragtown Community Association Easter Egg Hunt
✓ Merrick Moore Easter Egg Hunt
✓ DPR Earth Day
✓ Swim Lessons Edison Johnson Aquatics
✓ Holloway Street Live! – Wellons Village
✓ W.D. Hill Recreation Center Open Gym
✓ Salvation Army Food Drive
✓ Young Male Achievers Banquet
✓ Durham Green Flea Market
✓ PAC 1 - Town Hall
✓ Bimbé Block Party
✓ Fayetteville Street Live!
✓ Bimbé Teen Pool Party – Campus Hills
✓ Public Open House at Long Meadow Park
PHASE 1 – ENGAGEMENT UPDATE

Popup events in the community

CITY OF DURHAM, NC / SPLASH & PLAY PROJECT
# PHASE 1 – ENGAGEMENT UPDATE

## Splash and Play PopUp Events Visual Preference Activity Results

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</table>
PHASE 1 – ENGAGEMENT UPDATE

- Map or event participation by Zip Code
- 27703 – East Durham has the greatest number
PHASE 1 – ENGAGEMENT UPDATE – Open House

Votes for potential activities for Long Meadow and East End Parks
PHASE 1 – ENGAGEMENT UPDATE

Votes for potential activities for the former Wheels Fun Park

PLACE A STICKER NEXT TO THE FEATURES YOU LIKE THE BEST
Vota poniendo una etiqueta junto a las características que más te gusten.
PHASE 1 – ENGAGEMENT UPDATE

Survey

What is your racial identity?

Answered: 415  Skipped: 54

- White or Caucasian: 68.98% (231)
- Black or African American: 26.86% (121)
- Hispanic or Latino: 6.12% (28)
- Asian or Asian American: 0.72% (3)
- Native Hawaiian or Other: 0.00% (0)
- Other: 0.00% (0)
- Prefer not to say: 0.00% (0)
Q7: Water can be an important part of recreation, fitness, enjoyment, and competition. Which type of facility would most excite you?
PHASE 1 – ENGAGEMENT UPDATE

Survey

Q8: Which of the following features would you like as part of a future aquatics facility? Select UP TO FIVE. This question requires at least one (1) answer.
• Did you share the webpage link, flyers, or repost on your social media
PHASE 1 – ENGAGEMENT UPDATE

Stats from the webpage

Splash & Play Project – Social Insights [May 16, 2023]

Facebook Insights – Content Posted on Saturday, May 14 at 12 p.m.

Hey Durham, it's Splash & Play! We want your input in bringing new or updated aquatic and recreational facilities to three locations – East End Park, Long Meadow Park, and the former Wheels Run Park. Here's two ways to get involved today:

1. Complete the online survey by Tuesday, May 31:
2. Attend a Community Engagement Event. Check the calendar:

For additional information about the Splash & Play Project, visit our website: https://www.durhamcity.gov

Interactions

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<th>Type</th>
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<td>Other Clicks</td>
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</table>

Post Impressions: 10,934
Post Reach: 10,687
Post Engagement: 658
STUDENT / YOUTH INVOLVEMENT

• Office on Youth Ambassadors
• My Durham Teens
• Protecting our Dignity in Education
• Planning virtual meeting after school is out
• Invite us to events your teen is attending
• Incentives will be added
NEXT STEPS / DISCUSSION

- Attending or working an event? We have materials to share?
- Next Residents Committee - July

FOR MORE INFORMATION CONTACT:
Henri Prosperi, Project Manager, Henri.Proserpi@durhamnc.gov
Mary Unterreiner, DPR Communications Manager, Mary.Unterreiner@durhamnc.gov
THANK YOU!