



**GRAPEVINE
PARKS & REC**

GRAPEVINE PARKS & RECREATION

MASTER PLAN

2018

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SPECIAL THANKS & ACKNOWLEDGMENTS

The City of Grapevine Parks and Recreation developed the 2018 Master Plan to create a current vision of Grapevine's Park System. We would like to send a special thanks to all of the Grapevine residents who participated in the Plan's development, Mayor and City Council, Consultants, Parks and Recreation Advisory Board, Senior Citizens Advisory Board and to our City staff.

ELECTED OFFICIALS

- William D. Tate, *Mayor*
- Darlene Freed, *Mayor Pro-tem*
- Paul Slechta, *Place 1*
- Sharron Rogers, *Place 2*
- Mike Lease, *Place 3*
- Chris Coy, *Place 5*
- Duff O'Dell, *Place 6*

CONSULTANT TEAM

- Andrea Thomas, *National Service Research Company*
- Mick Massey, *Barker Rinker Seacat Architecture*

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- Isabelle Boyd, *Active Adults Liaison*
- MaryAnn Waddell, *GRACE Liaison*
- Teri Rhodes-Cantu, *Housing Authority Liaison*

GRAPEVINE CITY STAFF

- Bruno Rumbelow, *Grapevine City Manager*
- Jennifer Hibbs, *Assistant City Manager*

PARKS AND RECREATION DEPARTMENT

- Kevin Mitchell, *Director*
- Chris Smith, *Deputy Director*
- Amanda Rodriguez, *Marketing Manager*



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CHAPTER ONE

Introduction

OUR MISSION

It is the mission of Grapevine Parks and Recreation to enhance the quality of life of the citizens of Grapevine, through the stewardship of natural resources and the responsive provision of quality leisure opportunities. The Grapevine Parks and Recreation 2018 Master Plan provides a 10-year vision for development and maintenance of Grapevine's Parks and Recreation System.

OVERVIEW

Parks and recreation programs, services and facilities are key elements that enhance the community's quality of life and sense of place. The Department believes in a healthy community and is committed to making Grapevine a healthier and happier place to live and play. By providing access to miles of connected trails, high quality parks, recreational programs, state-of-the-art facilities, protection of natural resources, educational opportunities and social services, Grapevine Parks and Recreation enriches the quality of life for residents and brings all members of the community together.

PURPOSE

The 2018 Master Plan provides a comprehensive explanation of the community's vision, desires, and needs for their parks system. This system-wide approach to evaluating parks, programs and services allows Department and City leadership to develop a plan of action and to implement goals, policies and guidelines to follow now and well into the future. The purpose of the Plan is to guide the City's investment in parks, programs and facilities and to serve as a community roadmap that demonstrates that parks remain a vital community resource.

THE PROCESS

The process to develop the 2018 Master Plan was a four-step method, designed to heavily involve the community, promote transparency and ignite community engagement to better understand the desires of Grapevine residents.



The process was a four-step method that included data analysis that was collected from a third-party digital survey sent out through various online platforms, along with demographic and input collected from:

- Grapevine residents
- The City's Parks and Recreation Advisory Board
- Community organizations and groups (youth athletics organizations, Grapevine Police Department, The Grapevine Chamber of Commerce, Development Services and Economic Development, members of The REC and program participants, etc.)
- City staff

City staff and the Parks and Recreation Advisory Board (comprised of local residents and community leaders) help provide groundwork for our focus group meetings, which were then further developed for focus group sessions that followed. Groups that participated in the focus group sessions included community leaders, youth community, community families and Senior Citizens Advisory Board Members.

COMMUNITY ENGAGEMENT

The process used to develop the 2018 Master Plan was designed for community engagement. The community engaged by providing valuable feedback through the online survey, which yielded 844 completed surveys. This online survey was constructed and data was analyzed by the National Service Research Company, a third-party vendor that specializes in market research. The Grapevine community engaged by participating in focus group meetings that offered a collaborative atmosphere and open feedback sessions. To help engage the younger community, the Department created a visual survey that children could easily respond to by circling graphics showing their favorite activities in parks as well as what programs they like participating in the most.

In an effort to get an all-inclusive vision from citizens, the Department asked community leaders, community families, the youth community, and Senior Citizens Advisory Board members to answer a set of questions that assessed their views, desires and needs for their parks system. The focus group meetings were facilitated by a third-party vendor to create an avenue where the community could give feedback and ideas openly and honestly without influence from Department staff.



THE PROCESS USED TO DEVELOP THE
2018 MASTER PLAN WAS DESIGNED FOR
COMMUNITY ENGAGEMENT.



02

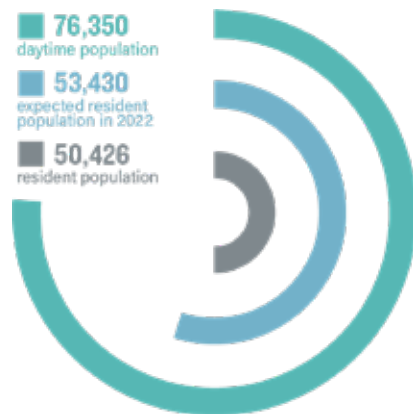


CHAPTER TWO

Community Demographic

OVERVIEW

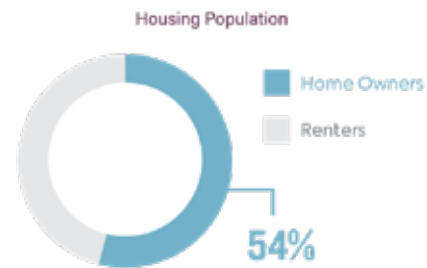
Grapevine, Texas is grounded strong in its history and residents enjoy and take pride in its small-town atmosphere, while being conveniently nestled in the center of the Dallas—Fort Worth (DFW) metroplex.



POPULATION

Grapevine has a resident population of 50,426 and a daytime population of 76,350, including workers and residents. Grapevine's resident population is expected to reach 53,430 by 2022, at ultimate build-out with full usage of available land. Due to Grapevine's proximity to the DFW Airport, Grapevine welcomes a visitor population of approximately 100,000 daily.

Average Home Value
\$271,295

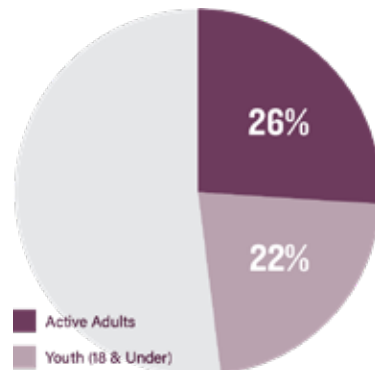


HOUSING & INCOME

Since the year 2000, Grapevine has added 4,340 housing units to total 21,083 in 2017. The average home value is \$271,295 and 54% of the housing population own their home. The median household income is \$81,749 with an average household size of 2.5.

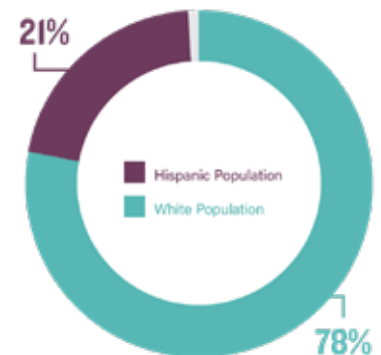
AGE

With a median age of 39, Grapevine's population has shown a 26% growth in the active adult population (ages 55 and up), that is a 6.4% increase since 2010. In addition, our youth population (ages 18 and under) has grown to 22%, which is a 3% increase since 2010.



ETHNICITY

Grapevine has a predominately white population with a growing Hispanic population. In 2017, 78% of the population identified as white and 21% identified as Hispanic, which is a 3% increase since 2010.



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022

ECONOMIC IMPACT OF LOCAL PARKS

According to the National Recreation and Parks Association (NRPA), seven in ten Americans regularly visit their local park and recreation facilities. An even larger number — nine in ten — agrees that their communities benefit from everything their local park and recreation agencies offer. This level of public support is not surprising; parks and recreation promotes healthy, prosperous and connected communities in nearly every city, town and county throughout the United States. Millions of people benefit directly from their local park and recreation agencies in many ways — as gathering places to meet with friends and family, open spaces to exercise and reconnect with nature or as community resources where they can get a nutritious meal.



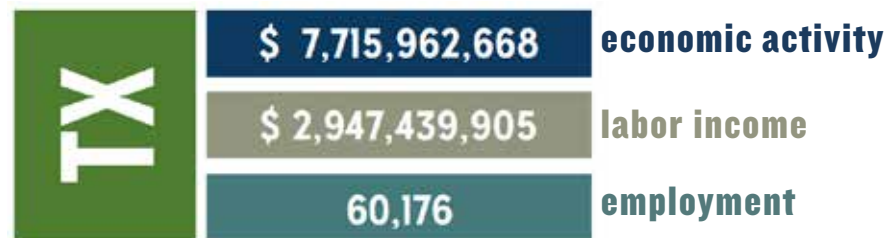
WHAT THESE RESULTS MEAN

These estimates of the economic impact generated from park and recreation agency spending come from an input-output model that estimates direct, indirect and induced effects of those expenditures.

- **DIRECT EFFECTS** are the spending by local park and recreation agencies, whether for operations or capital programs, and include spending for equipment, utilities, goods, services and personnel.
- **INDIRECT EFFECTS** capture the spending associated with local park and recreation agencies' vendors. An example is an agency contracting with a local company to spray for mosquitoes. The pest control company will need to hire employees, purchase pesticides and contract with a bookkeeping service. The bookkeeping service rents office space, hires workers, and purchases office supplies, etc.
- **INDUCED EFFECTS** reflect the impact of consumer spending (from wages) by park and recreation agency employees and employees working for an agency's vendors.

The model estimates the total effects on output, labor income, value added and employment. Output is essentially a measure of the value of transactions. Labor income includes salaries, wages and benefits. Value added is the measure most equivalent to GDP and includes property income, dividends, corporate profits and other measures. Employment is the number of headcount jobs. The databases used to build the economic input-output model account for full-time versus part-time employment in the relevant sectors of the economy.

Local park and recreation agencies generated **MORE THAN \$154 BILLION** in economic activity and over 1.1 million jobs in 2015. Texas came in as the **SECOND HIGHEST** generating state in this study.



Source: NRPA and the Center for Regional Analysis at George Mason University for the Economic Impact of Local Parks Report

ADDITIONAL ECONOMIC BENEFITS

Your local park and recreation agency generates additional economic benefits. While the figures presented in this report are significant, they represent only one aspect of the economic benefits of public parks, and consequently are conservative estimates of the full economic benefits of local parks and recreation.

Beyond the impact of local park and recreation agency spending, other critical economic contributions from public parks include:

- **ECONOMIC DEVELOPMENT:** Parks and recreation improves the quality of life in communities and benefits the local economic development of a region. A recent survey in Area Development notes that three-quarters of corporate executives rate quality-of-life features as important factors when choosing a location for a headquarters, factory or other company facility.
- **VISITOR SPENDING:** Many local park and recreation agency amenities spur tourism to their respective locales, generating significant economic activity, including (but not limited to) increased sales at local restaurants/bars and hotels. The August 2017 NRPA Park Pulse Poll found that park and recreation amenities—such as beaches, parks, trails and secluded and relaxing places—are important to people when choosing a vacation destination.
- **HEALTH AND WELLNESS:** Parks and recreation promotes improved physical and mental health. This not only helps people feel better, but can also help lower medical and insurance costs for those people taking advantage of those facilities and activities. Three in five respondents to the November 2017 NRPA Park Pulse poll indicate they would take up walking or jogging in local parks, trails or around their neighborhoods if advised by their doctors to be more physically active.
- **CONSERVATION AND RESILIENCY:** Park and recreation agencies' protection of land, water, trees, open spaces and wildlife improves air and water quality in communities. Through effective land management methods and green infrastructure investments, parks and recreation makes communities more resilient to natural disasters, reducing disaster recovery and insurance costs. Eighty-seven percent of respondents to the 2017 NRPA Americans' Engagement with Parks Survey agree that their local government and local park and recreation agency should make the needed investments to ensure their communities are more resilient to natural disasters.
- **PROPERTY VALUES:** Economic research has demonstrated consistently that homes and properties located near parklands have higher values than those farther away. Higher home values not only benefit the owners of these properties but also add to the tax base of local governments. Eighty-five percent of respondents to the 2017 NRPA Americans' Engagement with Parks Survey seek high-quality park and recreation amenities when they are choosing a place to live.

CONCLUSION

The community demographic has a significant impact on how Grapevine Parks and Recreation operates the current parks system and how to grow in the future. Grapevine's growth in the population and housing allows the Department to further assess parkland availability and visualize how the parks system can develop. Demographics such as age and ethnicity help with the understanding of different culture groups and help to determine future park design elements and a wide-variety of programming to meet their needs.

The powerful impact parks and recreation has on economic activity, when combined with the ability to deliver healthier and happier communities, highlights the fact that these offerings are not merely a "nice-to-have," luxury government service. Rather, parks and recreation is a critical aspect of what makes a city, town or county a vibrant and prosperous community.





THE ULTIMATE GOAL:



**HEALTHIER & HAPPIER
COMMUNITIES**



03



CHAPTER THREE

Grapevine's Parks and Recreation System

FACILITY AND PARKS INVENTORY

In order to understand the current park, open space, and facility resources owned or managed by Grapevine Parks and Recreation, the team completed an inventory and assessment of all of these resources and assets in the spring of 2018. This assessment included a park tour by department staff to gain an overview and feel of the system, followed by individual trips to analyze and assess the amenities and quality available at each area. *Complete site and facility assessments can be found in Appendix A.*

This assessment was followed by the refinement of a park classification system based on national best practice, tailored for the unique assets of Grapevine. Each site inventoried was classified according to this system. Once the inventory was completed, the team performed a Level of Service analysis to identify any gaps or redundancies in the system. This analysis is based on national and regional standards and best practice, tailored for the City of Grapevine.

METHODOLOGY

Each facility or amenity visited was mapped, inventoried, and assessed for quality.

The following sections, categorizations, and ratings were used for assessment:

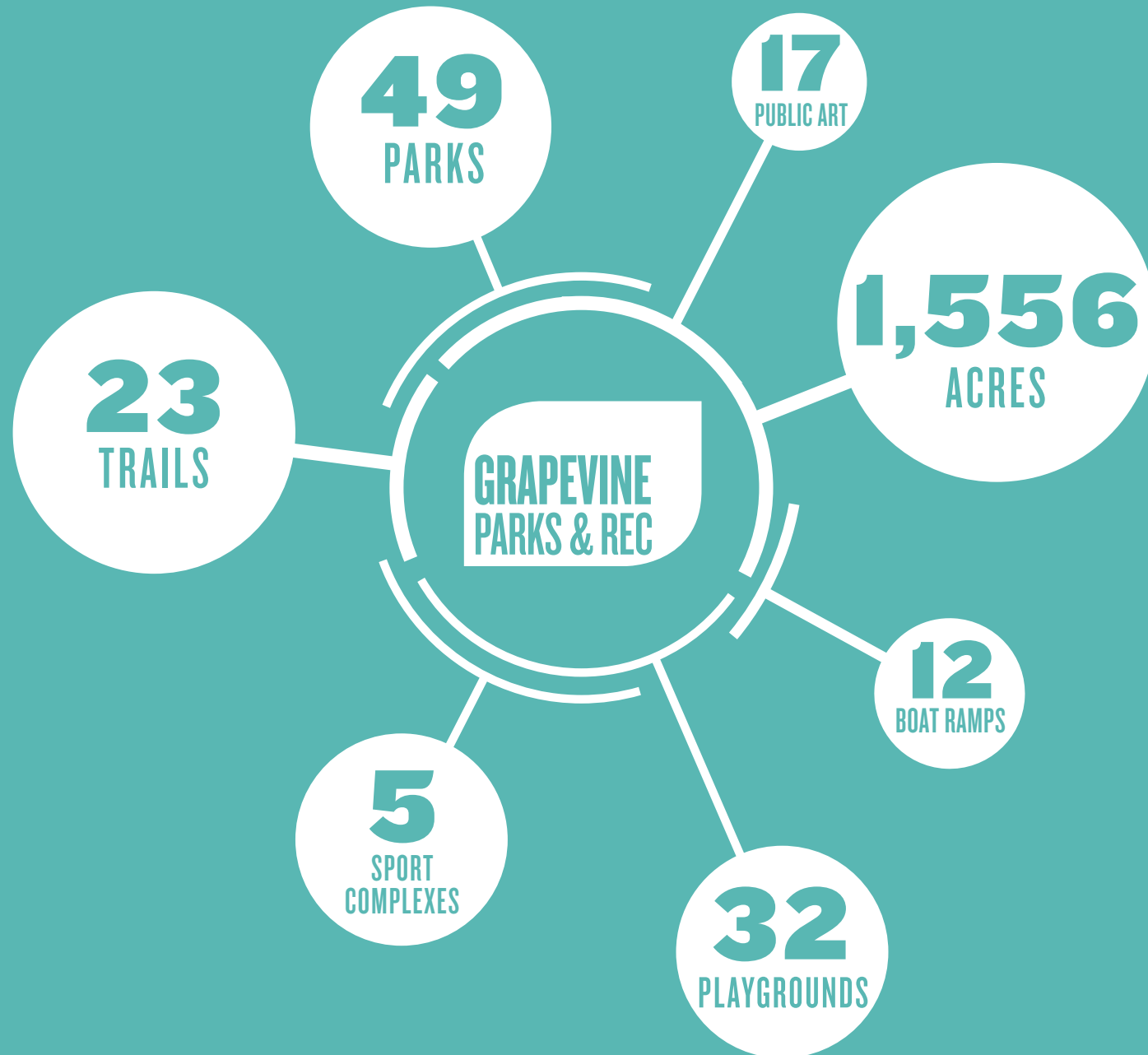
1. **General Site Description:** The classification of the amenity (i.e., Sports Complex, Community Park, etc.) is noted, as well as the size of the asset, the general maintenance requirements or schedule.
2. **Benefits and Design Criteria:** This section lists benefits per classification and the criteria used for design. This can be used to inform maintenance priorities and the Capital Improvement Plan. A chart of the amenities available at the asset are also noted, along with additional amenities and conflicting amenities.

All assets are classified into one of the following six categories based on size and amenity, the definitions of which are included in the following section.

- Neighborhood Parks
- Community Parks
- Regional Parks
- Special Use Parks
- Sports Complexes
- Trails
- Boat Ramps

The following information summarizes the extent and condition of parks, facilities, open space, trails and boat ramps by classification.

GRAPEVINE PARKS AND RECREATION MANAGES:



NEIGHBORHOOD PARKS

Definition: Neighborhood parks provide close-to-home recreation opportunities for nearby residents. Typically a half acre to ten acres in size, these parks are designed to serve neighbors within walking and bicycling distance of the park. Neighborhood parks include amenities such as playground equipment, outdoor sport courts, picnic tables, pathways, and multi-use open grass areas. A neighborhood park should accommodate the needs of a wide variety of age and user groups. These spaces are designed primarily for non-supervised, non-organized recreation activities. The needs of pedestrians, bicyclists and other non-motorized travelers should be a high priority consideration in the design of these parks. Connectivity to the surrounding neighborhood is vital to these parks. Sidewalks, bike paths, crosswalks and connections to larger trail systems should be established.

Typical Acreage: 0.5 to 10 acres (usable area measured). Preferred size is eight acres.

Service Radius: 0.5 mile radius

Site Selection: On a local or collector street. If near an arterial street, provide natural or artificial barrier. Where possible, locate next to a school. Encourage location to link subdivisions and be linked by trails to other parks.

Grapevine currently has 19 existing Neighborhood Parks

NEIGHBORHOOD PARKS	
Austin Oaks Park	Hazy Meadows Park
Banyan Park	Joint-use Park at Faith Christian School
Bellaire Park	Lake Pointe Park
C.J. Hutchings Park	Oak Ridge Park
Cluck Park	Parkwood Park
Community Outreach Center Park	Pecan Park
Dove Crossing Park	Shadow Glen Park
Glade Crossing Park	Sunshine Harbor
Glade Landing Park	Yorkshire Meadows Park
GRACE Park	



**Detailed maps of parks can be found in Chapter 6*

Benefits of a Neighborhood Park:

- Provides a variety of accessible recreation opportunities for all ages
- Provides opportunities for social and cultural activities
- Contributes to community identity
- Offers opportunities for increased neighborhood cohesion and safety
- Provides green space within neighborhoods
- Protects and enhances the City’s tree canopy
- Contributes to health and wellness
- Connects residents to nature
- Serves recreation needs of individuals, families, and small and large groups

Design Criteria: Approximately two-thirds of a neighborhood park should be reserved for active recreation uses such as: open grass area for free play, children’s playgrounds and space for outdoor events. Viewsheds should be highlighted by the placement of picnic areas (some should be reserveable), benches, gardens and natural areas. Vegetation can be thinned or planted on the site to accentuate or hide scenes of the surrounding area. Paved pathways should direct users to areas within the park as well as to adjacent trails, greenways, streets and sidewalks. Housing developments need to create access to parks if they are located on the boundary of a park. To promote further connectivity, these developments should connect to other neighborhoods as well, especially if those other neighborhoods are connected to a park.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Children’s play area (ages 2-12)▪ Picnic tables▪ ADA – compliant▪ Perimeter path or sidewalks▪ Park identification sign▪ Trees and landscaping▪ Open turf/multi-use area▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Drinking fountain▪ Fencing where adjacent to residential properties and streets▪ Rules/ordinance signage▪ Security lighting	<ul style="list-style-type: none">▪ Sports court▪ Picnic shelter, shade structure or gazebo▪ Restrooms▪ Public art	<ul style="list-style-type: none">▪ Destination facilities▪ Sports complexes▪ Swimming pools▪ Lighted practice facilities

COMMUNITY PARKS

Definition: Community Parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community Parks are generally larger in scale than neighborhood parks, but smaller than regional parks and are designed typically for residents who live within a five-mile radius. Community Parks provide recreational opportunities for the entire family and often contain facilities for specific recreational purposes: tennis courts, extreme sports amenities, loop trails, picnic areas, reservable picnic shelters, sports courts, permanent restrooms with drinking fountains, large turfed and landscaped areas and a playground or sprayground. Passive outdoor recreation activities such as meditation, quiet reflection, and wildlife watching also take place at Community Parks. Community Parks generally range from 10 to 100 acres depending on the community. Community Parks serve a larger area – radius of one to ten miles and contain more recreation amenities than a Neighborhood Park.

Typical Acreage: 10 to 60 acres normally. Can be up to 100 acres (usable area measured)

Service Radius: One to ten mile radius

Site Selection: On two collector streets minimum and preferably one arterial street. If near arterial street, provide natural or artificial barrier. Minimal number of residences abutting site. Preference is streets on four sides, or three sides with school or municipal use on fourth side. Encourage trail linkage to other parks.

Grapevine currently has 5 existing Community Parks

COMMUNITY PARKS	
Bear Creek Park	Pickering Park
Dove Park	Wall-Farrar Park
Heritage Park	



**Detailed maps of parks can be found in Chapter 6*

Benefits of a Community Park:

- Provides a variety of accessible recreation opportunities for all ages
- Provides opportunities for social and cultural activities
- Contributes to community identity
- Serves recreation needs of individual, families, small and large groups
- Provides green space within neighborhoods
- Protects and enhance the City’s tree canopy
- Contributes to health and wellness
- Connects residents to nature

Design Criteria: Approximately two-thirds of a community park should be reserved for active recreation uses such as: ball fields, tennis, basketball and volleyball courts, open grass area for free play, children’s playgrounds and space for outdoor events. Viewsheds should be highlighted by the placement of picnic areas (some should be reserveable), benches, gardens and natural areas. Vegetation can be thinned or planted on the site to accentuate or hide scenes of the surrounding area. Paved pathways should direct users to areas within the park as well as to adjacent trails, greenways, streets and sidewalks. Housing developments need to create access to parks if they are located on the boundary of a park. To promote further connectivity, these developments should connect to other neighborhoods as well, especially if those other neighborhoods are connected to a park.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Picnic tables▪ ADA – compliant▪ Parking▪ Perimeter path or sidewalks▪ Park identification sign▪ Trees and landscaping▪ Open turf/multi-use area▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Drinking fountains▪ Fencing where adjacent to residential properties and streets▪ Rules/ordinance signage▪ Picnic shelter, shade structure or gazebo▪ Security lighting	<ul style="list-style-type: none">▪ Children’s play area (ages 2-12)▪ Sports courts (tennis, basketball)▪ Sports fields (baseball, softball, soccer, football)▪ Restrooms▪ Public art	<ul style="list-style-type: none">▪ Regional facilities▪ Regional events

REGIONAL PARKS

Definition: A regional park serves a large area of several communities, residents within a town, city or county, or across multiple counties. Depending on activities within a regional park, users may travel as many as 60 miles for a visit. Regional parks include recreational opportunities such as soccer, softball, golf, boating, camping, conservation-wildlife viewing and fishing. Although regional parks usually have a combination of passive areas and active facilities, they are likely to be predominantly natural resource-based parks. A common size for a regional park is 50 to 1,000 acres but some parks can be 2,000 to 5,000 acres in size. A regional park focuses on activities and natural features not included in most types of parks and often based on a specific scenic or recreational opportunity. Facilities could include those found in a Community Park and have specialized amenities such as an art center, amphitheater, boating facility, golf course, or natural area with interpretive trails. Regional parks can and should promote tourism and economic development. Regional parks can enhance the economic vitality and identity of the entire region.

Typical Acreage: 50 to 1,000 acres

Service Radius: Three miles or greater radius

Site Selection: Prefer location that can preserve natural resources on-site such as wetlands, streams, and other geographic features or sites with significant cultural or historic features. Significantly large parcel of land. Access from public roads capable of handling anticipated traffic.

Grapevine currently has 10 existing Community Parks

REGIONAL PARKS	
Acorn Woods Park	McPherson Slough
Denton Creek Park	Meadowmere Park
Horseshoe Trails	Oak Grove Park
Katie's Woods Park	Parr Park
Lakeview Park	Rockledge Park



**Detailed maps of parks can be found in Chapter 6*

Benefits of a Regional Park:

- Provides a variety of accessible recreation opportunities for all ages
- Provides opportunities for social and cultural activities
- Contributes to community identity
- Provides green space
- Protects and enhances the City's tree canopy
- Contributes to health and wellness
- Regional connection to nature
- Allows space for community events
- Provides increased economic impact to the City

Design Criteria: Regional parks are generally the epicenter of many recreation programs and community events, and frequently draw visitors/users from a regional service area. These facilities are often considered major economic and social assets in a community.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Picnic tables▪ ADA – compliant▪ Perimeter path or sidewalks▪ Park identification sign▪ Trees and landscaping▪ Open turf/multi-use area▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Drinking fountains▪ Rules/ordinance signage▪ Natural/native areas▪ Parking▪ Trail connectivity	<ul style="list-style-type: none">▪ Children's play area (ages 2-12)▪ Picnic shelter, shade structure or gazebo▪ Restrooms▪ Public art▪ Natural/native areas▪ Sport Complexes, Special Use Park/Facilities▪ Fishing piers▪ Sports courts (tennis, basketball)▪ Sports fields (baseball, softball, soccer, football)▪ Outdoor stage▪ Hike and bike trails▪ Sports lighting▪ Motorized or non-motorized boat ramps▪ Sports tournament complexes or stadiums▪ Picnic shelter, shade structure or gazebo▪ Security lighting	<ul style="list-style-type: none">▪ Any resource, amenity, or facility that conflicts with the intended purpose of the site

SPECIAL USE PARKS

Definition: Special Use Parks and facilities are those spaces that don't fall within a typical park classification. A major difference between a Special Use Park facility and other parks is that they usually serve a single purpose whereas other park classifications are designed to offer multiple recreation opportunities and unique local environmental resources. These parks and facilities enhance native areas and green corridors to provide needed habitats and connections from one area to another. It is possible for a Special Use Park or facility to be located inside another park.

Special Use Parks and facilities generally fall into three categories:

- **Historic/Cultural/Social Sites** – Unique local resources offering historical, educational, and cultural opportunities. Examples include historic downtown areas, commercial zones, plaza parks, performing arts parks, arboretums, display gardens, performing arts facilities, indoor theaters, churches, and amphitheaters. Frequently these are located in Community or Regional Parks.
- **Indoor Recreation Facilities** – Specialized or single purpose facilities. Examples include community centers, senior centers and community theaters. Frequently, these are located in Community or Regional Parks.
- **Outdoor Recreation Facilities** – Examples include aquatic parks, disc golf, skateboard, BMX, and dog parks, which may be located in a park.

Typical Acreage: Ideal size is determined by use.

Service Radius: Depends upon facilities and activities included. Typically serves special user groups while a few serve the entire population.

Site Selection: Given the variety of potential uses, no specific standards are defined for site selection. As with all park types, the site itself should be located where it is appropriate for its use.

Grapevine currently has 15 existing Special Use Parks

SPECIAL USE PARKS		
911 Plaza	Dove Skatepark	Parr Sprayground
Bear Creek Dog Park	Dove Sprayground	Pleasant Glade Pool
Botanical Gardens/Bessie Mitchell House	Heritage Center	The REC of Grapevine
Casey's Clubhouse	Highpoint Park	Town Square Park
Dove Water Park	Liberty Park	Vineyards Campground and Cabins



**Detailed maps of parks can be found in Chapter 6*

Benefits of a Special Use Park:

- Provides regional or citywide opportunities for recreation, social and cultural activities
- Serves recreation needs of families
- May provide other benefits depending on its purpose
- Contributes to community identity

Design Criteria: Design standards are not applicable due to the diverse character in Special Use Parks.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Features and facilities to support a specialized recreation opportunity▪ ADA - compliant▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Rules/ordinance signage▪ Park identification sign▪ Trees and landscaping▪ Parking	<ul style="list-style-type: none">▪ Children’s play area (ages 2-12)▪ Picnic tables▪ Perimeter path or sidewalks▪ Open turf/multi-use area▪ Drinking fountains▪ Fencing where adjacent to residential properties and streets▪ Picnic shelter, shade structure or gazebo▪ Multit-purpose community recreation center▪ Botanical garden, arboretum or community garden▪ Restrooms▪ Security lighting and sports lighting▪ Public art▪ Natural/native areas▪ Sports courts (tennis, basketball)▪ Sports fields (baseball, softball, soccer, football)▪ Outdoor stage▪ Off-leash dog area▪ Hike and bike trails▪ Sprayground▪ Outdoor swimming pool	<ul style="list-style-type: none">▪ Any resource, amenity, or facility that conflicts with the intended purpose of the site

SPORTS COMPLEXES

Definition: Stand-alone Sports Complexes and those within Community Parks and Regional Parks are developed to provide multiple courts and/or playing surfaces in one setting. A Sports Complex may also support extreme sports facilities, such as BMX and skateboarding. Sports Complexes can be single focused or multi-focused and can include indoor or outdoor facilities to serve the needs of both youth and adults. Outdoor fields should be lighted to maximize value and productivity of the complex. Agencies developing sports complexes focus on meeting the primary needs of residents while also attracting sport tournaments for economic purposes to the community. Sport field design includes appropriate field distances for each sport's governing body and support amenities designed to produce revenue to offset operational costs. Signature Sports Complexes include enhanced amenities such as artificial turf, multipurpose field benches and bleachers, scoreboards, amplified sound, scorer's booths, etc.

Typical Acreage: Preferably 40 or more acres for stand-alone complexes

Service Radius: Determined by community demand

Site Selection: Stand-alone Sports Complexes are strategically located on or near arterial streets. Refer to Community or Regional Park sections if a Sport Complex is located within a park. Preference is streets on four sides, or three sides with school or municipal use on fourth side.

Grapevine currently has 5 existing Sports Complexes

SPORTS COMPLEXES	
Bear Creek Park Softball	Oak Grove Softball
Meadowmere Soccer	Oak Grove Soccer
Oak Grove Ballfield	



These Sports Complexes all have the number of fields and level of quality usually found in a much larger city. These are all rated excellent in maintenance, and the fields in particular are in excellent condition. All have been recognized as either state or national award winners.

Benefits of a Sports Complex:

- Provides local, regional and national participants safe places to participate in organized individual and team sports
- Develops sportsmanship and fosters sense of team
- Promote health and wellness
- Provides economic impact to the City through tournament play
- Allows sport specific training and development of participants

Design Criteria: Design standards are not applicable due to the diverse character for Sports Complexes.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Features and facilities to support a specialized recreation opportunity▪ ADA - compliant▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Rules/ordinance signage▪ Park identification sign▪ Sports fields (baseball, softball, soccer, football)▪ Restrooms▪ Infrastructure to support large crowds▪ Shelters, shade structures, or pavilions▪ Sports lighting▪ Parking▪ Security lighting	<ul style="list-style-type: none">▪ Children’s play area (ages 2-12)▪ Public art▪ Outdoor stage▪ Hike and bike trails	<ul style="list-style-type: none">▪ Any resource, amenity, or facility that conflicts with the intended purpose of the site

TRAILS

Definition: A trail system serves a large area of several communities, residents within a town, city or county, or across multiple counties. Depending on connections within a regional trail system, users may travel as many as 60 miles for a visit. Agencies developing trails should focus on meeting the primary needs of residents while also attaining regional connectivity for economic purposes to the community. This includes water trails, hard surface trails and soft surface trails.

Length of Trail: 0.5 to 10 miles

Service Radius: local and regional

Site Selection: On a local or collector street. If near an arterial street, provide natural or artificial barrier. Where possible, connectivity to a school, park, or City facility. Encourage location as links to subdivisions, other parks, and other cities.

Grapevine currently has 23 existing Trails

TRAILS		
Bear Creek Trail	Lakeview Trails	Parr Road Trail
C. Shane Wilbanks Trail	Links Trail	Pickering Park Trail
Cottonbelt Trail	Meadowmere Trail	Pool Road Trail
Dove Loop Trail	Mills Run Trail	The REC Trail
Dove Park Trail	Northfield Trail	Texan Trail
H2O Trail	Northshore Trail	Vineyards Trail
Horseshoe Trails	Oak Grove Loop Trail	Wall-Farrar Trails
Katie's Woods Trail	Parr Park Trail	



Benefits of Trails:

- Protect valuable natural resources and open space
- Contribute to the environmental health of the community, including protecting the tree canopy and improving water and air quality
- Contribute to community identity and quality of life
- Provide wildlife corridors through the City
- Improve the aesthetic quality and beauty of Grapevine
- Encourage non-motorized transportation, such as walking and biking
- Improve community connectivity, by linking parks and other community destinations, such as schools, neighborhoods, shopping areas, and recreation opportunities provided by others
- Provide opportunities for nature-based recreation and environmental education

Design Criteria: Sensitive areas such as wetlands, riparian zones and other ecologically sensitive areas should be protected. Trails that pass through sensitive areas should be designed with site sensitive materials as to not harm the resource. Providing views to these areas can be achieved through proper site layout.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ ADA - compliant▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Rules/ordinance signage▪ Park identification sign▪ Shelters, shade structures, or pavilions▪ Sports lighting▪ Water fountains	<ul style="list-style-type: none">▪ Restrooms▪ Exercise stations▪ Informational nodes▪ Security lighting	<ul style="list-style-type: none">▪ Any resource, amenity, or facility that conflicts with the intended purpose of the site

BOAT RAMPS

Definition: Boat Ramps provide access to bodies of water for passive and active recreation. Boat Ramps allow opportunities to safely launch motorized and non-motorized water craft.

Service Radius: local and regional

Site Selection: The site selection and approval is predetermined by the United States Army Corps of Engineers.

Grapevine currently has 12 existing Boat Ramps

BOAT RAMPS	
Dove Loop Ramp	McPherson Slough Ramp
Farris Branch Ramp	Meadowmere Lane Ramp
Katie's Woods Ramp	Meadowmere Park Ramp (low water)
Katie's Woods Ramp (high water)	Sand Bass Point Ramp
Lakeview Ramp North	Trawick Ramp
Lakeview Ramp South	Vineyards Campground Ramp



Benefits of Boat Ramps:

- Access to safely launch boats, kayaks, paddle boards and other water craft
- Contribute to community and quality of life
- Provides access to many water-based activities (fishing, water skiing, etc.)
- Provides an increase to the economic impact through local and regional usage
- Contributes to community identity

Design Criteria: Boat ramp must allow for safe transition for vehicles launching a boat. Includes a floating dock for passenger access to boats. Allows for parking of vehicles for boat owners along with community in general. Boat ramp must also allow for flexibility due to varying water levels.

MINIMUM AMENITIES	ADDITIONAL AMENITIES	CONFLICTING AMENITIES
<ul style="list-style-type: none">▪ Concrete ramp single lane, double preferred▪ Wipe down area▪ Parking to accommodate vehicles & trailers▪ ADA - compliant▪ Site furnishings (benches, trash receptacles, bike rack, etc.)▪ Rules/ordinance signage▪ Security lighting▪ Fee station▪ Courtesy dock	<ul style="list-style-type: none">▪ Restrooms▪ Fish cleaning station▪ High/low water ramp	<ul style="list-style-type: none">▪ Any resource, amenity, or facility that conflicts with the intended purpose of the site

LEVEL OF SERVICE ANALYSIS

METHODOLOGY

Level of Service standards begin with nationally accepted parks and recreation standards, and then are refined based on regional and statewide norms. The consulting team then refines the standards based on nationwide agency experience, comparison with benchmarking of peer agencies, and local trends that emerge from surveys and focus groups. The Level of Service analysis can help support investment decisions related to parks, facilities, and amenities. Levels of service can and will change over time as the program lifecycles change and demographics of a community change.

The recommended standards were evaluated using a combination of resources. These resources included: National Recreation and Park Association (NRPA) guidelines, recreation activity participation rates reported by the Sports & Fitness Industry Association’s (SFIA) Study of Sports, Fitness, and Leisure Participation (as it applies to activities that occur in the United States and in the Grapevine area), community and stakeholder input, findings from the benchmarking report, and general observations by the consulting team. This information allowed standards to be customized for the City of Grapevine.

The result is a Level of Service matrix displaying inventory for Grapevine Parks & Recreation Department. The current and forecasted population numbers are then applied to the inventory, to bring about an understanding of the current and future level of service for the City of Grapevine. The standards that follow are based upon city population figures for 2018 and 2022, and represent the latest estimates available at the time of analysis.

2018 POPULATION	2022 ESTIMATED POPULATION
50,426	53,430

By applying these facility standards to the City of Grapevine, gaps and surpluses in park and facility/amenity types are identified. These standards should be viewed as a conservative guide for future planning purposes. The standards are to be coupled with conventional wisdom and judgment related to the particular situation and needs of the community.

For the purposes of the Level of Service, and in order to best benchmark against national and regional standards, Pocket Parks were combined into the Neighborhood Parks classification.

RESULTS



PARK ACREAGE

In terms of total park acreage, current levels are above the national average. However, within that total acreage, more acreage should be dedicated to Community Parks, Special Use Park/Facilities, and a dog park in North Grapevine. This can be accomplished through acquisition of private land or renegotiating leases with United States Army Corps of Engineers.



TRAIL SYSTEM

Grapevine's trail system is among the highest in the DFW Metroplex and above the national average. Trail mileage is separated into paved and unpaved trails, and water trails, and each can have slightly different uses.














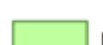




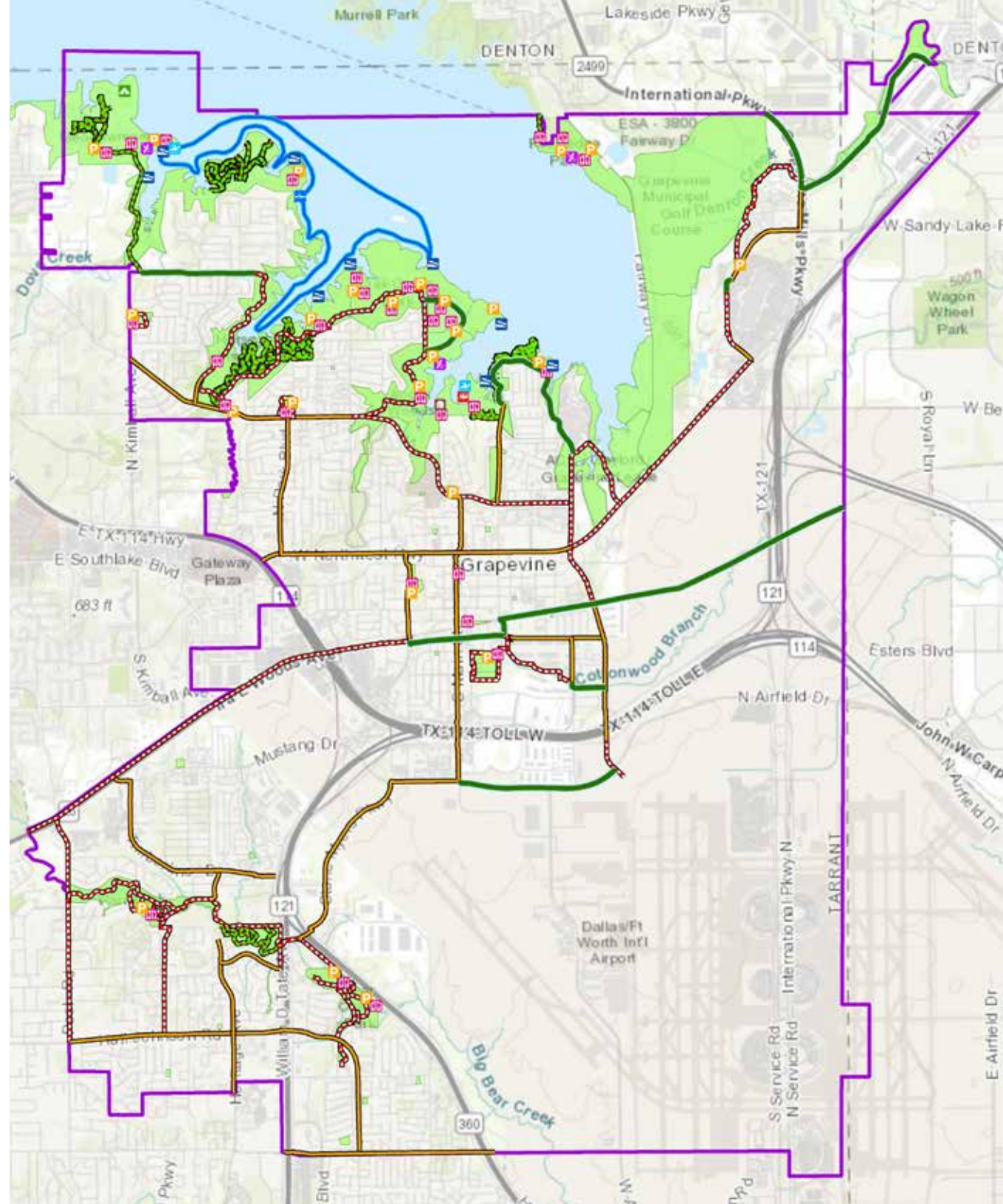
INDOOR FACILITIES

The current indoor recreation center, rental, and arena spaces meet the standard for current and near future needs of the City of Grapevine. However, as noted in the assessments, improvements are suggested to update and improve the quality of the current recreation center space, based on member surveys and feedback.

OVERALL, THE CITY OF GRAPEVINE PARKS & RECREATION DEPARTMENT PROVIDES A HIGHER LEVEL OF SERVICE TO ITS RESIDENTS THAN THE REGIONAL, STATE AND NATIONAL STANDARD.

PARKS & TRAILS SYSTEMS

-  Boat Ramp
-  Cabins
-  Non-Motorized Boat Ramp
-  Paddlesport Rental
-  Park Restroom
-  Parking
-  Primitive Camping
-  RV Camping
-  Swim Beach
-  Future Trail
-  Hard Surface Trail
-  Sidewalk Connector Trail
-  Soft Surface Trail
-  Water Trail
-  Parks
-  Grapevine City Limits



CURRENT INVENTORY

There are 49 parks totaling 1,555.64 acres, 5 sports complexes, 23 trails and 12 boat ramps in the Grapevine Parks and Recreation System. This system includes the following park types and major amenities:

INVENTORY	QUANTITY	SIZE
Neighborhood Parks	19	25.97 acres
Community Parks	5	103.82 acres
Regional Parks	10	1,294.09 acres
Special Use Parks (includes recreation facilities)	15	131.76 acres
TOTAL PARKS	49	1,555.64 ACRES
Sports Complexes	5	--
Trails (including connections and extensions)	23	67.68 miles
Boat Ramps	12	--

AMENITIES	QUANTITY
Natural surface trails (mileage)	14.71
Improved surface trails (mileage)	25.04
Sidewalk connector trails (mileage)	20.79
Water trails (mileage)	7.14
Diamond ballfields (includes practice fields)	19
Batting cages	19
Soft-toss stations	21
Rectangle sports fields (includes practice fields)	13
Basketball courts	6
Tennis courts	8

AMENITIES	QUANTITY
Sand volleyball courts	1
Large pavilion (50+ persons)	5
Gazebo/shelters (< 50 persons)	10
Picnic areas	27
Playgrounds	32
Restrooms	20
Drinking fountains	37
Amphitheater/performance venue	3
Public art	17
Swim beaches	2

AMENITIES	QUANTITY
Sprayground	3
Swimming pool	3
Cabins	15
Tent campsites	41
RV campsites	113
Historic features/facilities	2
Gardens	2
Dog park	1
Pickleball courts	7
Indoor volleyball courts	2

GRAPEVINE VS. THE NATIONAL AVERAGE

Park and recreation agencies are as diverse as the towns, cities and counties they serve. Grapevine's population may be 50,426, however we serve a visiting population of approximately 100,000 per day due to Grapevine's proximity to the Dallas/Fort Worth Airport. A successful agency is one that tailors its services to meet the unique needs of its community, including visitors. Knowing who uses Grapevine's resources and who may use them in the future (including age, race, income trends, etc.) are also factors in shaping the optimal mix of facilities and services to offer.

Here is a snapshot of how Grapevine Parks and Recreation measures up to the national average of parks and recreation agencies.

THE TYPICAL PARK AND RECREATION AGENCY...



GRAPEVINE HAS 31.31
ACRES PER 1,000 RESIDENTS

Source: National Recreation and Park Association 2017 Agency Performance Review

HAS 1 PARK
FOR EVERY

2,266
RESIDENTS



GRAPEVINE HAS 1 PARK PER EVERY

1,245
RESIDENTS

RECOVERS 29%

*OF OPERATING EXPENDITURES
THROUGH REVENUE GENERATION*

GRAPEVINE RECOVERS

52%

83% OF
AGENCIES
OFFER SUMMER
CAMPS

GRAPEVINE OFFERS OVER
50 SUMMER
CAMPS

EDUCATION PROGRAMS

Grapevine Parks and Recreation aims to continue developing robust and responsive education programming covering myriad topics from art and crafts to environmental education. The Department will continue to focus on creating tiered-level programs that involves lectures, demonstrations and hands-on learning in an indoor or outdoor environment. Extensive programming is available to the community because the Department has increased and optimized existing partnerships along with maximizing the use of existing resources to provide more meaningful experiences for the students.

ACTIVE ADULT PROGRAMS

- AARP Driver Safety
- Archery
- Arts & crafts (painting, ceramics, drawing, jewelry making)
- CarFit
- Chorus
- License to carry classes
- CPR Training
- Defensive driving classes
- Educational excursions
- Horseback riding
- Matter of Balance
- Music production
- Nutrition education
- Public speaking
- Quilting
- Rock climbing
- Technology
- Touring lunches
- Zip lining

ADULT PROGRAMS

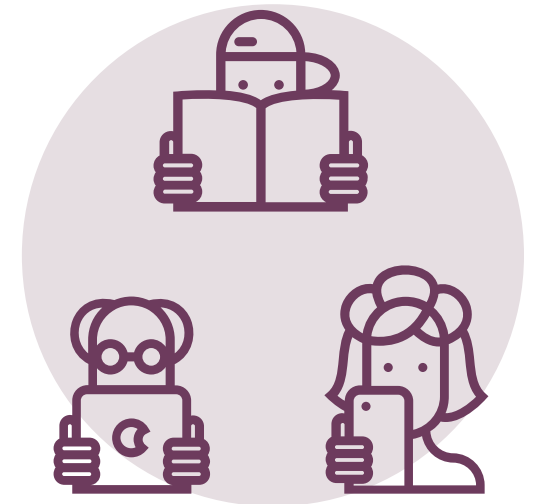
- Botanical Garden tours
- Go Wild
- Gardening Lecture Series
- Garden Docent Training
- Master Composter Training
- Fly Fishing

YOUTH PROGRAMS

- Archery
- Lifeguard Certification
- Music production
- Sailing
- Swim lessons
- Technology
- Water Safety

CAMPS

- Arts & crafts
- Culinary
- Excursion camps
- *LEGO* Camps
- Science
- Technology
- Teen Camps



ENVIRONMENTAL OUTREACH PROGRAMS

- **Grapevine Botanical Garden at Heritage Park** – The Grapevine Botanical Garden is the perfect outdoor laboratory to conduct the second and third tier levels for environmental and botanical educational programming. Our vision for the Botanical Gardens is for it to be the hub for these kinds of programming by increasing utilization of existing facilities and natural resources.
- **Living Legacy** – The Living Legacy Program invites patrons to recognize accomplishments, celebrations, the life of a loved one, amongst many other honors, by planting a new tree, adopting a mature, existing tree or donating a bench in one of Grapevine's parks. If planted, the City will professionally plant a minimum 2 inch caliper tree in irrigated park land that is approved to allow the tree to thrive and live for many years. If a new tree is planted or an existing tree is adopted, a custom engraved stone marker designed by the purchaser, will be set at the base of the tree for all to see and visit. With the donation of a park bench, a custom engraved plaque will be prominently placed on the bench for all to view for many years to come. The program benefits Grapevine residents and amenities, while honoring the accolades of loved ones.
- **Redbud Tree Program** – The Grapevine Parks and Recreation Department annually give trees to third grade students in local schools along with sharing the importance of trees to our community and the best way to plant a tree, in addition to the presentation of a book to each classroom.
- **Tree Sharing Program** – As of 2017, the City of Grapevine is proud to host the annual tree sharing program for the 32nd consecutive year. The City and Grapevine residents will "share" the cost of the tree 50/50, up to two trees per household in the homeowner's yard. The trees offered are local, thrive in Grapevine and planted professionally.
- **Go Wild Program** – A new environmental education initiative, engaging residents of all ages in exploring, restoring, and protecting wildlife and critical habitat in Grapevine parks. With hundreds of acres of Environmentally Sensitive Areas and valuable wildlife habitat throughout our park system, **Go Wild** programs offer diverse opportunities for the community, especially our youth, to learn about and care for these natural treasures.
 - **School Programs - Go Wild** engages students in hands-on, outdoor field investigations that build STEM skills, increase knowledge about local ecosystems, and restore valuable wildlife habitat. The program offers K-8 students a range of programs including low-cost, TEKS-aligned, field trips to local parks; school yard explorations; citizen science research opportunities; and support for establishing native plant gardens and wildscapes on school campuses.
 - **Community Outreach - Go Wild** provides a variety of community programs to learn about, restore, and protect wildlife habitat and natural resources in Grapevine parks. iNaturalist Explorers explore parks once a month with knowledgeable experts and document biodiversity using the iNaturalist mobile application. Habitat Builders restore grassland, woodland, and riparian habitats by planting native plants and removing invasive species. Texas Stream Team trains citizen monitors to test water quality at local creeks and lake sites and educate the community about protecting local waterways from non-point source pollution.

RECREATION PROGRAMS

Grapevine Parks and Recreation focuses on creating new recreational programs to keep the community active and healthy. From children's programs to active adult (senior) programs, there is something for everyone. The Department is on a constant mission to grow and develop innovative ways to attract new program participants. Through recreation programs, there is something for everyone in our community, at beginner, intermediate, advanced levels and also those who have adaptive needs.

ACTIVE ADULT PROGRAMS

- Chair Yoga
- Cycling
- Exercise Classes
- Fitness Court Workouts
- Line Dancing
- Park Workouts
- Tai Chi
- Water Aerobics
- Walking Excursions
- Yoga

ADULT PROGRAMS

- Aquatic Bootcamp
- Chair Yoga
- Culinary (adaptive recreation)
- Cycling
- Fit Float HIIT
- Fitness Court Bootcamp
- Jazzercise
- Pilates
- River Robotics
- Water Works
- Yoga
- Zumba

YOUTH PROGRAMS

- Arts & Crafts
- Camps (holiday and summer camps)
- Cheerleading
- Culinary
- Dance
- Gymnastics
- Martial Arts
- Music Production
- Soccer
- Special Needs (culinary, aquatic)

THE REC HOSTS OPEN PLAY FOR ATHLETIC SPORTS SUCH AS:

**PING PONG, FOOTBALL, SOCCER,
PICKLEBALL, BASKETBALL,
VOLLEYBALL AND RACQUETBALL.**

ATHLETIC PROGRAMS

With the focus to nurture athletic sports and a team-player and active atmosphere, the Department offers the following athletic programs to youth and adults.

ADULT PROGRAMS

- 4 on 4 Flag Football
- 8 on 8 Flag Football
- Basketball
- Kickball
- Indoor Volleyball
- Pickleball
- Ping Pong
- Racquetball
- Sand Volleyball
- Soccer
- Softball
- Tennis

YOUTH PROGRAMS

- Baseball
- Basketball
- Cheerleading
- Flag Football
- Soccer
- Softball
- Swim Team
- T-Ball Baseball
- Track
- Tennis
- Volleyball
- Wrestling

Grapevine Parks and Recreation directly manages all tournaments, full concession stand and catering, youth and adult leagues and co-sponsored youth associations. Our youth baseball and softball program is made up of a leadership committee to assist in facilitating the league operations.

The Department has also established a non-profit committee – Friends of Grapevine Baseball/Softball to help raise funds for a scholarship program as an opportunity for players. Additional support is provided from the Department for events including leagues, rentals, tournaments, concessions/ catering events and meetings for internal and external groups. The Department also manages rentals for fields, and gyms to youth and adult groups for basketball, baseball, and softball on a year round basis.



Source: This poll is part of NRPA's Park Pulse, a continuing series of monthly surveys on topics relating to parks and recreation: www.nrpa.org/Park-Pulse.

COMMUNITY & SPECIAL EVENTS

Grapevine Parks and Recreation hosts community and special events to allow residents and surrounding communities to enjoy their parks and facilities, and spend intentional time and create community.

ACTIVE ADULT EVENTS

- AARP Tax-Aide
- Christmas Party
- SeniorMovers
- Touring Lunches
- Volunteer Appreciation Lunch
- Valentine's Dance

AQUATIC EVENTS

- Dive-In Movies
- Doggie Dive-In
- Spooky Swim
- Lifeguard Skills Competition
- Annual Pool Opening
- Special Needs Swim Nights
- Wettest Egg Hunt

FAMILY EVENTS

- Amazing Race: Father Son Edition
- Arbor Day
- Butterfly Flutterby
- Carol of Lights
- Community Easter Egg Hunt
- Daddy/Daughter Dance
- Don't Mess with Texas Trash-off
- Earth Day Celebration (KGVB)
- Fourth Friday Film Series
- Fourth of July Celebration
- Fossil Fest
- Jurassic Gardens Exhibit
- GrapeFest
- GrapeFest Tennis Classic
- Grapevine Baseball/Softball Opening Day
- Grapevine Baseball/Softball Santa Cops
- Main Street Fest
- Main Street Fest Tennis Tournament
- Mother/Son Date Night
- Mom & Me Tea
- Spring Plant Sale
- Sunset Concert Series
- The GrapeYard
- Trash and Treasures
- Veteran's Day Parade and Fair
- Volunteer Appreciation Day

RECREATION EVENTS

- Breast Cancer Awareness Month
- Member Appreciation Day
- Health and Wellness Events (with Baylor Scott & White)
- The REC Race (5K)

The Department also offers unique and affordable meeting and party spaces and outdoor pavilions throughout the parks system that can be rented for a variety of special events and community needs. Events include birthday parties, weddings, meetings, workshops, showers and other special celebrations.

COMMUNITY & SPECIAL EVENTS
HELP FOSTER OPPORTUNITIES TO FURTHER
BOND FAMILY & COMMUNITY RELATIONSHIPS

PARTNERING FOR PROGRAMS

Grapevine Parks and Recreation partners to provide a wide variety of program offerings to the community. In addition, the Department strives to fill the role of being a “clearinghouse” for information about recreation services provided by other organizations in the community and the surrounding area. The following are partnerships that have been cultivated to offer innovative and unique programs in parks and recreation.

- **Grapevine-Southlake Soccer Association, Grapevine-Colleyville Youth Football Association, Grapevine Youth Wrestling, Grapevine Gators, and Grapevine Gazelles** – These partnerships with youth associations help the Department program a variety of sports and help host tournaments throughout the year.
- **Texas Ranger Foundation** – Helps with the MLB Youth baseball tournaments that are hosted at Oak Grove Ballfield Complex as well as adult softball tournaments that are hosted at the softball complex.
- **Frisco RoughRiders** – Provides raffle support and tickets to Frisco RoughRiders games for the Friends of Grapevine Baseball Softball, which aid with the funds that are available for graduating high school scholarships that are awarded by Grapevine Baseball Softball.
- **Travel Sports, Triple Crown Sports and Major League Baseball** – The Department partners with both local and national groups to host major baseball and softball tournaments for youth and adults. These partners plan and execute approximately 30 annual events.
- **Grapevine Metropolitan Soccer League** – Hosts year-round adult soccer leagues to the Grapevine community.
- **Fieldhouse USA** – Provides an avenue for youth and adult basketball and youth volleyball leagues and games.
- **Higher Goals Now** – The Department’s youth basketball partner that offers skills training and hosts youth sports camps throughout the year.
- **Texas Amateur Athletic Federation (TAAF)** – The Department is involved with TAAF regionally as well as statewide to host meetings, provide passage for individuals and teams to compete regionally and statewide for sporting events for our partners.
- **Positive Coaches Alliance (PCA)** – PCA helps to train coaches, players and parents on how to encourage a positive environment around winning and developing a culture around youth sports. This is provided for youth coaches in Grapevine.
- **Baylor Scott & White | Sports Care** – Hosts athletic trainers to all large tournament and leagues for our participants. Baylor also conducts clinics for our coaches and parents regarding concussion information and other safety issues as needed.
- **Lake Grapevine Walkers and Runners Club (LGRAW)** – Hosts and organizes weekly fitness walks/runs for the citizens of Grapevine as well as several races per year. LGRAW volunteers and facilitates various tasks and works very closely with the Department for clean-up efforts and trail enhancements.

- **RISE Adaptive Sports** – Helps provide various programs for people with disabilities within the local community and the north Texas area. They provide the equipment and most of the volunteers and the Department provides the location, infrastructure, marketing, staff and maintenance support. All programs are free of charge for participants and their families. Programs include adapted water skiing, jet skiing, sailing, fishing, tubing, para-sailing, kayaking and more.
- **Metroport Meals on Wheels** – Helps provide healthy and nutritious meals for the senior community on Tuesdays, Wednesdays and Thursdays.
- **GRACE** – Supports the HERO scholarship fund and usage of the funds, partners for volunteer clean-up opportunities and helps support people that are experiencing short term and longer term financial burdens. GRACE also teaches cooking classes and various type of life skill classes to the community.
- **Jazzercise** – Offers a variety of exercise programs which are 60-minute fitness classes incorporating cardio, dance, and strength training. This partner helps create community amongst the participants.
- **Camp Gladiator** – Offers outdoor fitness classes throughout the year in various Grapevine parks. This helps connect the community to the outdoors and challenge participants to meet their fitness goals.





04



CHAPTER FOUR

Key Findings and Community Input

SUMMARY OF FINDINGS

The community has played a vital role by completing an online survey that was prepared by, returned to, and analyzed by National Service Research Company, a third-party vendor who specializes in market research.

Through community input and feedback regarding the parks system, there were a few key themes that emerged from the findings:

- Satisfaction
- Variety
- Inclusivity
- Community Perception
- Communication



SATISFACTION

Input from the community was invaluable to the process of developing the Plan for the citizens we serve. Grapevine residents expressed a high level of overall satisfaction of their parks system. The 97% of survey responders far outweighed the 3 to 7% who answered unsatisfactory.

97%

of survey responders were satisfied with the overall quantity and quality of their parks system.

QUALITY OF PARKS



VARIETY IN THE PARKS SYSTEM

Grapevine residents gave input that showed they want a parks system that provides a wider variety of park improvements and programming to the existing parks system. Through expansion of parks and trails, increased programming and additional amenities, we can plan to further meet the needs of our citizens. *The full results on variety and expansion can be found in Appendix D.*

“IT WOULD BE AWESOME
IF WE HAD MORE...”



”



EXPANSION FOR VARIETY

Results also showed Grapevine residents desired new facilities and programs added to their parks system. Park developments included a dog park, disc golf course, and aqua park, while program developments included new community events, culinary classes and educational nature walks. *The full results on variety and expansion can be found in Appendix D.*

“IT WOULD BE AWESOME IF WE HAD A _____ FACILITY!”



“HOW ABOUT ADDING PROGRAMS THAT ARE ABOUT...”



CHILDREN'S SURVEY

In addition to the online digital survey, Grapevine Parks and Recreation created a visual survey that children could easily respond by circling graphics showing their favorite activities in parks as well as what programs they like participating in the most. This survey was given out at random to program participants and a total of 100 surveys were returned. The following were the **top four favorite activities and programs** in their parks system.

WHAT DO YOU WANT IN YOUR PARK?



WHAT CLASS DO YOU WANT TO DO?



INCLUSIVITY IN PROGRAMS

Grapevine's parks and programs should be welcoming and safe for people of all ages, abilities, ethnicities and interests. Our community expressed that we should offer more inclusive programming for those with special needs and adaptive programs for our active adults, age 55 and older.



PROGRAMS OF INTEREST

Which programs are you and your families MOST INTERESTED in?

PROGRAM	%
Walking/Hiking	48
Community Events	47
Fitness Classes/Events	37
Active Adults	37
Culinary Classes/Events	37
Aquatics – Indoor	34
Health/Wellness Classes	31
Biking	28
Gardening Classes/Events	27
Arts & Crafts	24
Aquatics – Outdoor	22
Music/Drama/Dance	21
Family Programs	21
Fishing, Hunting, Camping	20
Computer/Tech Classes	20

PROGRAM	%
Summer Youth Programs	19
Archery	19
Aquatics – Grapevine Lake	19
STEM Classes	17
Nature Interpretive Programs	15
Outdoor Rock Climbing	14
Parent/Child Programs	14
Disc Golf	13
Preschool/Toddler Programs	13
Youth Camps	11
Baseball	11
Basketball	11
Soccer	10
Tennis	10
Pickleball	10

PROGRAM	%
Volleyball – Sand	9
Kickball	8
Fishing Derby	8
Sport Specific Training	7
Racquetball	7
Volleyball – Indoor	7
Softball	6
Flag Football	6
Horseshoes	6
Other	6
None/not interested	2

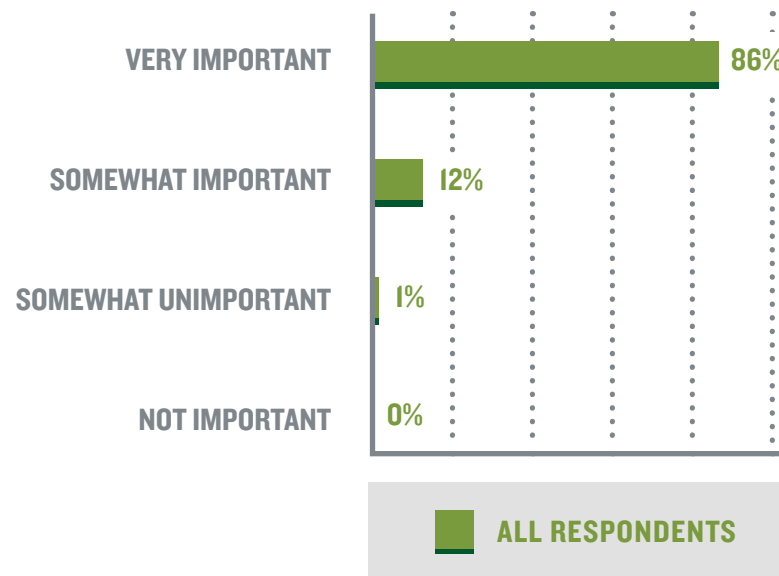
(Total percentage will add to more than 100% due to multiple answers allowed.)

COMMUNITY PERCEPTION

A total of 98% of survey respondents believe quality parks, facilities and programs are very or somewhat important to a **healthy and active lifestyle** and a total of 99% expressed that these were very or somewhat important to their **quality of life**.

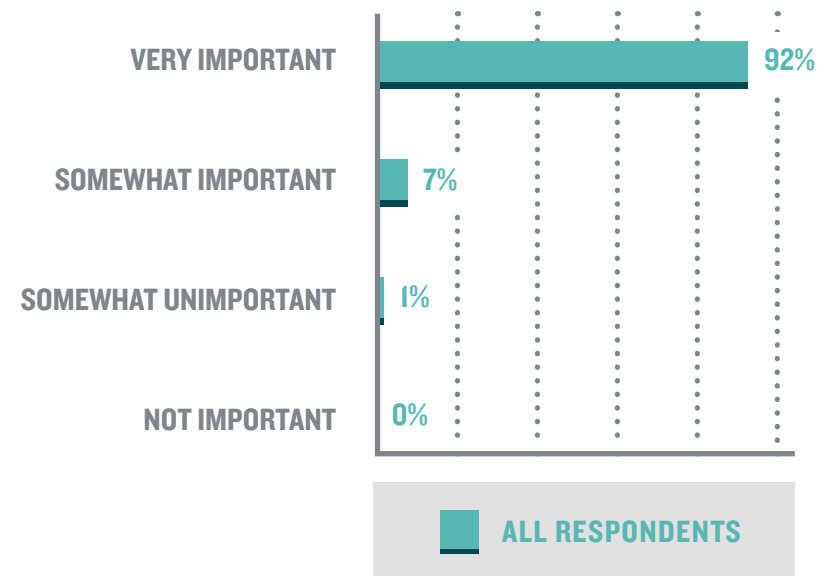
How important is the quality of parks, facilities and programs to your healthy lifestyle?

98% of survey responders said that this was very important or somewhat important



How important is the quality of parks, facilities and programs to your quality of life?

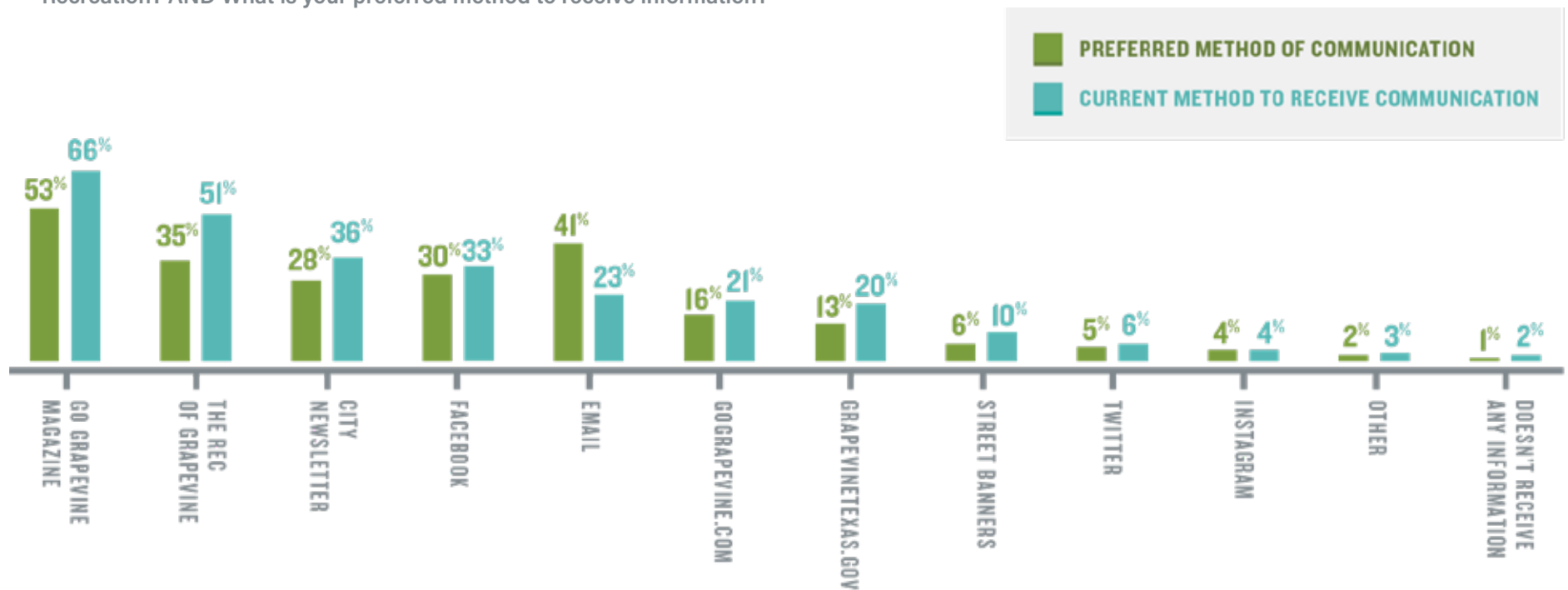
99% of survey responders said that this was very important or somewhat important



COMMUNICATION

The online survey results showed a majority of residents currently receive information related to Grapevine Parks and Recreation from our Go Grapevine Magazine, an activity and events guide produced three times throughout the year. This result allows us to improve on other forms of communication such as our website and social media platforms. Residents also expressed that they prefer to receive information via email communication, therefore we can plan to implement e-newsletters to residents.


How do you currently receive information related to Grapevine Parks and Recreation? AND What is your preferred method to receive information?



CONCLUSION

These key findings from community input allowed the Department to gauge strengths and weaknesses in different areas and helped to plan how to improve the facilities, programs and services to the community. From these results, improvements and park expansion have been suggested to enhance the residents' experience in the parks system. Below is a snapshot of key strengths and weaknesses that surfaced from the gatherings.

 STRENGTHS	
Quality of parks	Quality of staff
Customer satisfaction	Go Grapevine Magazine
Quantity of parks	Recreation programming
Trail connectivity	Summer camps
The REC of Grapevine	Athletic facilities

 WEAKNESSES	
Boat ramps (signage, lighting, and accessibility)	Additional programs (nature walks, arts & culture, etc.)
Lake Parks	Active Adult programs
Fishing piers	Special event park
Park restroom facilities	Online program registration
Special needs events & programming	More Communication



INPUT FROM THE COMMUNITY WAS
INVALUABLE TO THE PROCESS
OF DEVELOPING THE PLAN FOR THE CITIZENS WE SERVE.



05



CHAPTER FIVE

Vision and Objectives

OUR VISION

Grapevine Parks and Recreation's vision is to make our community a happier place to live and play through diverse programs, organized sports for youth and adults, dance, special events, health and fitness, outdoor recreation, volunteering, and more. The Department aims to empower citizens to learn, discover, and live life to the fullest and build a stronger community together. The overarching goal is that everyone have easy access to park and recreation opportunities in a sustainable community.

The agency offers more programs than any other North Texas city of similar size. The Department's objective is to ensure our community continues to take advantage of the many opportunities that Grapevine Parks and Recreation provides and strives to strengthen.

CORE VALUES

Grapevine Parks and Recreation adopts the following three pillars as core values established by the National Recreation and Park Association.

CONSERVATION – Public parks are critical to preserving natural resources and wildlife habitats, which offer significant social and economic benefits. Local park and recreation agencies are leaders in protecting open space, connecting children to nature, and providing programs that engage communities in conservation.

HEALTH AND WELLNESS – Park and recreation departments lead the nation in improving the health and wellness of communities. From fitness programs, to well-maintained, accessible walking paths and trails, to nutrition programs for underserved youth and adults, our work is at the forefront of providing solutions to these challenges.

SOCIAL EQUITY – The Department believes universal access to public parks and recreation is fundamental to all, not just a privilege for a few. Every day, City staff works hard to ensure all people have access to quality parks and programs and in turn, make the community more livable and desirable.

THE DEPARTMENT'S VISION IS TO MAKE THE COMMUNITY
A HAPPIER PLACE TO LIVE AND PLAY.

EDUCATION PROGRAMS

YOUTH PROGRAMS

A priority of the Department is to provide the youth community with an opportunity through classes, programs and camps to learn and grow in physical and mental education, in a social environment that promotes community. They can gain a basic knowledge of many different activities and move forward to specialize as their interests and passions develop in certain areas. The aquatic program instills confidence, teaches water safety and helps children develop a passion for aquatic activities.

ADULT PROGRAMS

Educational opportunities for adults are available to continue their growth, learning about new technology and improve their physical fitness through a variety of health and wellness classes. The Department promotes aquatic safety, health and teaches adults alternate methods of physical activity which stimulates a healthy lifestyle.



Provide the youth community
with opportunities to grow in

A SOCIAL ENVIRONMENT THAT PROMOTES COMMUNITY.



ACTIVE ADULT PROGRAMS

Education among the Active Adult (senior) community involve being creative in ways to engage cognitive and mental skills as well as raising awareness and informing them on preventative methods to stay active and healthy. Below are some objectives that the Department meets through partnerships and programs currently in place.

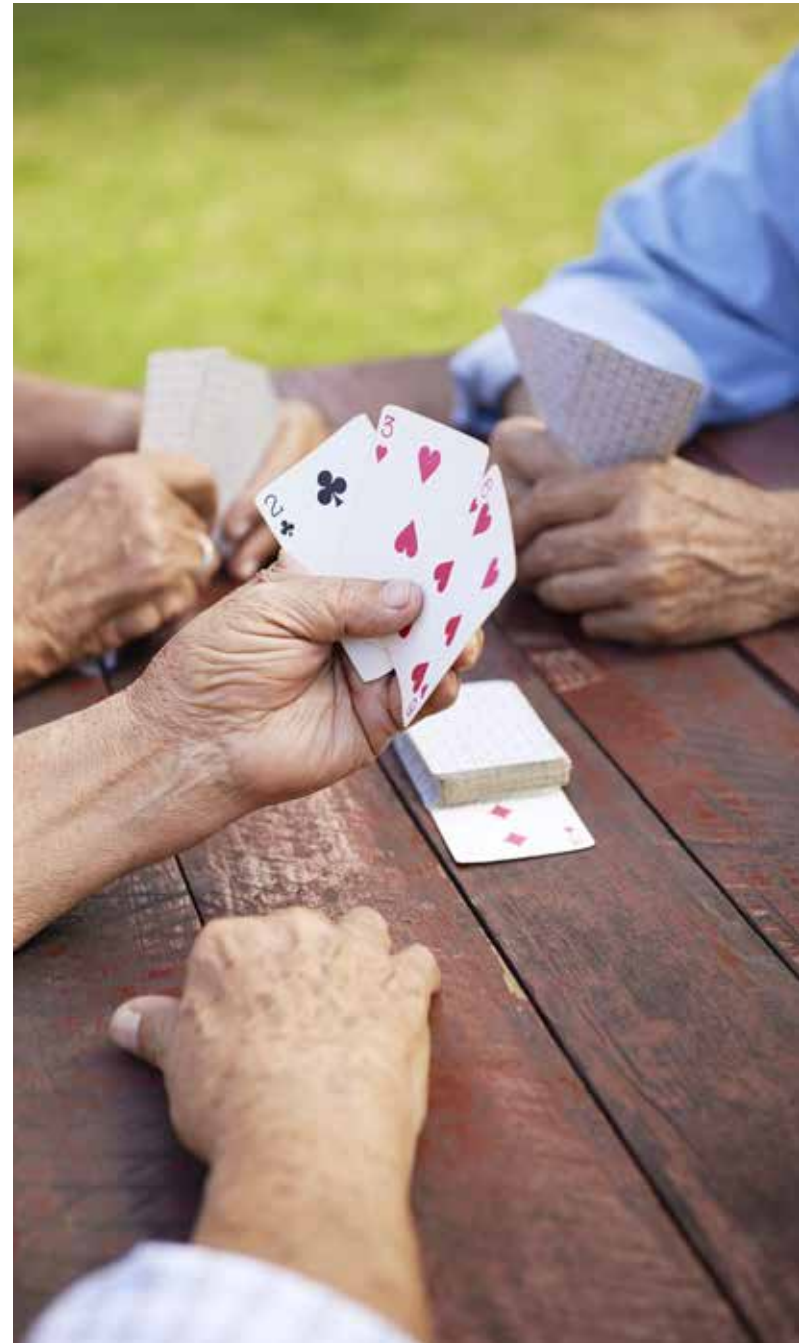
MATTER OF BALANCE – This program is a 16-hour program in partnership with Baylor Scott & White to inform adults on fall prevention techniques and reducing risk of falling. This partnership allows the Department to offer various educational opportunities for the Active Adult community.

TECHNOLOGY CLASSES – These classes are designed to help older adults keep up with technology and enable them to stay in touch with the changing world around them and to maintain contact with family and friends. The demand is changing from learning basic computer skills to more complex software programs and therefore, attracts in a broader audience.

ARTS & CRAFTS – Using creative approaches to learn and retain new skills in classes such as quilting, ceramics, jewelry making, crafting and oil painting. These classes help Active Adults stay sharp-minded and creative, improving their mental strength and overall health.

GAMES – Playing card games such as bridge and other games like dominos, can help to improve memory and concentration, and even prevent or delay the effects of Alzheimer's Disease. Simple games can keep seniors with dementia engaged and mentally active.

LICENSE TO CARRY – This program offers education on protection and safety for Active Adults. The program covers use of force, handgun safety, prohibited carry laws, scenarios, concealment methods and much more. Licensed professionals conduct this educational program.



RECREATION PROGRAMS

YOUTH & ADULT PROGRAMS

As the community needs continue to grow and expand, so should the recreation programs and services offered by the Department. While traditionally park and recreation agencies have brought a focus of fitness and fun to the community, now many also include healthy living classes, camps of all kinds, innovative outdoor programs and much more. The Department's objective to offer these more non-traditional programs will continue to grow in order to fill the gaps of needed services for the community.

By offering diverse programs that include children's classes like dance, cheerleading, soccer, gymnastics, and art, the demand for these programs show that recreational programs play an important role in the Grapevine community. During school breaks, the Department offers a variety of camps to meet community needs: arts, science, cooking, day camps, excursion camps, Lego camps and teen camps. Adaptive recreation opportunities are offered including education classes as well as life skills classes such as cooking and some physical education. Recreation programs will expand on the Adaptive Education programs, after-school programming for working parents, and more technology and STEM classes.

Recreation programming for adults includes fitness classes such as boot camps, martial arts, yoga, cycling, Pilates, Jazzercise, Zumba and more. Fitness Programming starts as easy as Chair Yoga and intensifies to HIIT (high-intensity interval training) style classes and workouts. The Department offers fitness classes that utilizes The REC's new outdoor Fitness Court as well as week-long fitness camps for youth and adult.

RECREATION PROGRAMS PLAY AN IMPORTANT ROLE IN COMMUNITIES NATIONWIDE



Source: This poll is part of NRPA's Park Pulse, a continuing series of monthly surveys on topics relating to parks and recreation: www.nrpa.org/Park-Pulse.

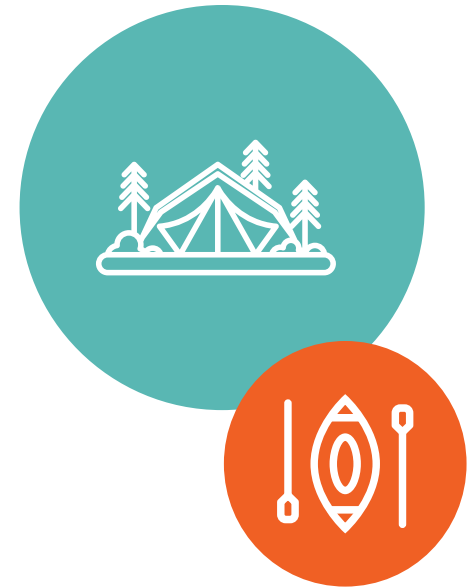
ACTIVE ADULT PROGRAMS

Recreation programs for the Active Adult community is an essential element to a healthy and active lifestyle. Grapevine Parks and Recreation's objective is to continue offering unique fitness classes, such as water aerobics, line dancing, yoga, cycling and classes that utilize an outdoor fitness court. The Department plans to introduce programs specific to certain health and wellness issues in partnership with groups such as the Arthritis Foundation. Below are a few overarching program areas that help compose the Active Adult recreation programming.

OUTDOOR PROGRAMS - Currently there are monthly hikes on various trails, monthly park workouts utilizing park equipment and outdoor work stations and monthly walks to sites of interest.

SOCIALIZING - Creating opportunities to be social is a key component to a well-rounded healthy lifestyle for the aging adult accomplished through the lunch program, special events and field trips. The Department has expanded transportation services to bring in more seniors who are somewhat isolated to help cultivate a social outlet for them.

EXTENDED TRIPS - Initially limited to short overnight trips by coach buses, the Department now has partnered with Collette Vacations to offer extended trips nationally and internationally, twice per year.



ATHLETIC PROGRAMS

YOUTH & ADULT PROGRAMS

The objective of the Department's athletic programs is to provide a variety of leagues and events that utilize Grapevine's natural resources. Grapevine Parks and Recreation also aims for athletic programs to foster a healthier lifestyle and to create a fun environment where users can learn and compete while learning to respect teamwork and improve athletic skills in a safe and encouraging environment.

Providing youth and adults with active experiences where they can play their favorite sports and enjoy Grapevine's facilities remains at the core for athletic programming. The Oak Grove Softball Complex renovations will help build on the opportunities for athletic programs in Grapevine. The complex is currently under renovation and will have an additional fourth field, making it four full-size multi-purpose fields. This will allow the Department to continue to bring in local, state and national tournaments to Oak Grove Ballfield Complex.



COMMUNITY & SPECIAL EVENTS

Grapevine Parks and Recreation aims to provide Grapevine residents with fun and unique opportunities to spend time with friends and families at unique and all-inclusive events. Community and special events allow Grapevine residents and surrounding communities intentional time together as well as an escape from reality through full-immersion experiences. The Department takes a creative approach to themes and decor to help families create memories that will last forever. Community and special events also allows for the community to stay connected and rooted in culture.

BRANDING & COMMUNICATION

In efforts to nurture creativity and innovation, Grapevine Parks and Recreation has launched a new visual brand. The new brand's visual identity symbolizes health, sustainability, growth, prosperity and life. The "Go Grapevine" tagline is simple in message, but allows for a kinetic system. The vision is for the tagline to empower the community to be active and to utilize their local Grapevine parks, programs and services: "Go Grapevine."

Grapevine Parks & Recreation is here to help citizens live healthier, happier lives. The Department aims to empower citizens to learn, discover, and live life to the fullest, while building a stronger community. The logo symbolizes exactly that – health, growth, and life. By utilizing a leaflet shape, bold typography, and "go forth" messaging, the new brand creates excitement within the community.

Find the Department's Brand Guidelines in Appendix C.

**GRAPEVINE
PARKS & REC**



GO DISCOVER your next outdoor adventure, **GO LEARN** for a tough sport, **GO CAMPING** at our parks or **GO EXPLORE** a new program, all on our Grapevine Parks and Recreation website.

GoGrapevine.com

SAFETY

The Grapevine Parks and Recreation Department takes a proactive approach to patron, staff, and resource protection. We are dedicated to providing safe places for recreation and the enjoyment of nature. Our Code of Conduct, located on the following page, was designed to inform and educate visitors on the safest and most enjoyable experiences, while ensuring their own personal safety and security while visiting our parks.

The Department partners with local law enforcement, as well as contracted security, to provide a proactive response to suspicious and/or emergency situations. We have video surveillance cameras in use throughout the parks, and a security-focused signage system is in place, reminding park visitors to Park Smart, and to help us with the Park Watch program, which asks our patrons to be the extra sets of eyes and ears that help to keep our parks safe for everyone.



Tips for Your Personal Safety:

- Don't leave anything of value in your vehicle.
- Transfer belongings into your trunk before you get to the park.
- Listen to your intuition - if something doesn't seem right, report it to park staff or the police.
- Be aware of your surroundings - distractions such as cellphones and earphones limit your ability to hear and see what is around you including traffic and other potential threats.
- Stay in well-lighted and open areas whenever possible.
- Keep children under close watch and near you at all times.



CODE OF CONDUCT

FOR PATRONS AND EMPLOYEES

In order to make Grapevine Parks & Recreation programs and facilities places where you and your family feel **welcome, comfortable, and safe**, we ask that you remember to:

- Be a good role model for others, especially children and youth
- Be safe, for the benefit of yourself and everyone else
- Dress appropriately for a public place
- Follow all rules described or posted
- Pick up after yourself, place trash in proper place (no storage)
- Respect the confidentiality of patrons and fellow employees
- Keep your pets on a leash
- Respect other persons, equipment, supplies and facilities
- Park in authorized areas
- Properly secure all valuables

By respecting this Code of Conduct everyone is **welcome, comfortable, and safe** in all facilities programs. Grapevine Parks and Recreation enforces immediate expulsion for violating certain aspects of this Code of Conduct.

**IF THERE IS AN ISSUE, PLEASE FIND THE
NEAREST UNIFORMED EMPLOYEE FOR ASSISTANCE.**

REFRAIN FROM THE FOLLOWING

- All forms of harassment
- Entering park property other than during posted park hours
- Bringing dogs or any other pets on or into any, children's playgrounds or water splash pads, swimming areas, water parks, or natural area (except service animals)
- Creating a nuisance because of personal hygiene and actions
- Defacing property (structures, land, plants, or equipment)
- Disruptive or disorderly behavior
- Improper use of restrooms
- Offensive physical contact
- Inflicting harm or hurting self or others
- Leaving young children unsupervised
- Playing audio equipment at a volume that disturbs others (including cell phones)
- Smoking in a prohibited area
- Using or being under the influence of any intoxicating substance in a prohibited area
- Using profanity, teasing, bullying, spitting or ridiculing others
- Capturing, annoying, feeding, hunting or disturbing wildlife
- Engaging in any lewd or lascivious conduct or sexual misconduct
- Removing, destroying, mutilating any landscape including, but not limited to lawns, shrubs, plants, flowers, sand, soil, trees, or a designated habitat area
- Possessing any glass containers
- Posting any signage, posters, or notices on any property without approval
- Engaging in any commercial activity on park property without proper approval
- Violation of any federal, state or local statute or ordinance

MAINTAINING YOUNGSTERS' SAFETY

Any parent or those who have children in their lives know how much fun little ones can have at the park. Remember to maintain a watchful eye on them as well as ensure they are close by at all times. Predators use parks as a location to hide and watch for possible loners, or a kid that has wandered off far away from adult supervision.

GRAPEVINE YOUTH PROGRAM STANDARDS OF CARE

The following Standards of Care have been adopted by the City Council of the City of Grapevine, Texas to comply with the amendment to Section 42.041 (b) (14), Human Resources Code as approved by the Texas Legislature during the 74th legislative session.

The Standards of Care are intended to be minimum standards by which the City of Grapevine will operate the City's Youth Programs. The programs operated by the City are recreational in nature and are not licensed by the state of Texas as certified day care programs. The Texas Department of Family and Protective Services has issued an exemption determination certificate to the City of Grapevine. Sec. 16-19. - Youth programs standards of care.

The City Council hereby adopted the City of Grapevine Youth Programs Standards of Care for providing basic child care regulations for day camp activities operated by the parks and recreation department, as well as other departments. As required by V.T.C.A., Human Resources Code § 42.041(b)(14), the standards adopted by this section include staffing ratios; minimum staff qualifications; minimum facility, health, and safety standards; and mechanisms for monitoring and enforcing the adopted local standards. A substantial copy of the City of Grapevine Youth Programs Standards of Care is incorporated herein for all intents and purposes and shall be available on the City's website under the parks and recreation subhead. (Ord. No. 2016-012, § 2, 2-16-16; Ord. No. 2017-006, § 2, 2-7-17)



All parks and playground managed by Grapevine Parks and Recreation adhere to the following standards:

THE PLAYGROUND RELATED STANDARDS AND GUIDELINES

- Consumer Product Safety Commission (CPSC) Public Playground Safety Handbook (free PDF from [cpsc.gov](https://www.cpsc.gov))
- American Society for Testing and Materials (ASTM) F1487 Standard Consumer Safety Performance Specification for Playground Equipment for Public Use (for purchase from ASTM Intl)
- ASTM F2223 Standard Guide for ASTM Standards on Playground Surfacing (for purchase from ASTM Intl)
- ASTM F2373 Playground Equipment for Children Under the Age of Two (for purchase from ASTM Intl)
- ASTM F1292 Standard Specification for Impact Attenuation of Surfacing Materials within the Use Zone of Playground Equipment (for purchase from ASTM Intl)
- ASTM F2479 Standard Guide for Specification, Purchase, Installation and Maintenance of Poured-In-Place Playground Surfacing (for purchase from ASTM Intl)
- ASTM F2075 Standard Specification for Engineered Wood Fiber for Use as a Playground Safety Surface Under and Around Playground Equipment (for purchase from ASTM Intl)
- ASTM F1951 Standard Specification for Determination of Accessibility of Surface Systems Under and Around Playground Equipment (for purchase from ASTM Intl)
- ASTM F1918 Standard Safety Performance Specification for Soft Contained Play Equipment (for purchase from ASTM Intl)
- ASTM F1148 Standard Consumer Safety Performance Specification for Home Playground Equipment (for purchase from ASTM Intl)
- Department of Justice ADA Guidelines and Standards



SAFETY AND SECURITY IN PARKS AND RECREATION PROGRAMS

Background

- Safety and security for people visiting Grapevine parks and recreation facilities and for those enrolled in recreation programs are very important factors in public satisfaction and participation. People will not visit parks or recreation facilities or participate in programs if they do not feel safe.

VIPS Patrol

- Patrol of parks and recreation facilities, trails, parks, picnic areas is enhanced by the use of Volunteers in Police Service (VIPS). The relationship maintained between Parks and Recreation, VIPS Patrol, and Grapevine Police Department is an invaluable asset to the department and community served. These volunteers serve as the “eyes and ears” for the police department’s motorcycle, vehicle, four-wheeler and bike patrols. VIPS carry police radios and can easily contact uniformed patrol when necessary.

Enforcement

- The VIPS patrol units are part of the Community Outreach Division of the Grapevine Police Department. The focus of this division is on community policing, which allows police and community residents to work closely together in new ways to solve the problems of crime, fear of crime, physical and social disorders, and neighborhood decay. This collaboration affects the strategy for enforcement within our parks and recreation facilities.
- Grapevine Parks & Recreation staff work with the Grapevine Police Department to listen to and address citizen concerns and specific crime problems, as well as educating the public about both departments. The most common issues addressed by police enforcement within the parks system are open container violations, consumption of alcohol by minors, dogs off leash, people in the park after dark, and vandalism.

Signage

- The ability to notify park visitors of rules, regulations, directions, and safety hazards is important for the public’s safety and enjoyment of park and recreation facilities. The Department formed a Sign Team to address all sign needs and specifications. The purpose of the team is to ensure that all parks have the appropriate signage needed, information and grammar in signs are correct, and signs throughout the system are consistent and easy to read and interpret. The Sign Team reviews and approves all requests for permanent signs. This process has considerably improved the quality, consistency, and aesthetics of park signage. It has also improved efficiency by decreasing duplication and providing “one-stop shopping” for the requester.



Design and Maintenance

- Because the Department seeks to provide and maintain safe and secure park experiences for its users, it firmly believes in implementing principles of crime prevention and public safety through its design and maintenance efforts. The Department designs all new parks with public safety and security in mind. The Department also tries to use major repair and maintenance projects to retrofit existing parks and recreation facilities to address potential safety or security needs. Maintenance activities include ensuring that limbs of mature trees are pruned to a minimum height of 8 feet above ground level, maintaining vegetation along pathways to retain sight distances and remove sight obstructions, conducting regular safety inspections of park and recreation facilities, and scheduling regular preventative maintenance of park lighting systems, playgrounds, restrooms, and drainage features, and conducting other site improvements that could pose public safety or security risks. The Department also provides safety, security, and CPR training to all staff.

Graffiti and Vandalism

- The Department is aggressive in removing graffiti and addressing other acts of vandalism at public parks and recreation facilities. The Department seeks to document, remove, and restore features that have been affected by graffiti within 24 hours of identification. Prompt restoration of vandalized items are scheduled; however, restoration can take longer depending on the extent of damage. Grapevine Parks & Recreation works with Grapevine Police to investigate such crimes, find the perpetrators, and prosecute to obtain restitution.

Risk Management

- The Department has worked to become more proactive in addressing employee and public safety needs. The Department has emphasized training employees, reducing accident rates, providing a safe working environment, and prompting action on public safety needs by instituting regular facility inspections and adhering to national safety standards in design, construction, and maintenance of facilities. In addition, the Department requires certain employees to be trained and hold certifications for specific job duties that pose higher levels of risk or liability for public safety. The areas in which training and certifications are required include, but are not limited to: lifeguard, water safety, aquatic facility operations, commercial driver's license, pesticide and herbicide application, supervision, and maintenance; equipment operation, playground inspection, and childwatch supervision.

THE DEPARTMENT REQUIRES EMPLOYEES TO BE
TRAINED & CERTIFIED
FOR SPECIFIC JOB DUTIES THAT POSE HIGHER
LEVELS OF RISK OR LIABILITY FOR PUBLIC SAFETY.

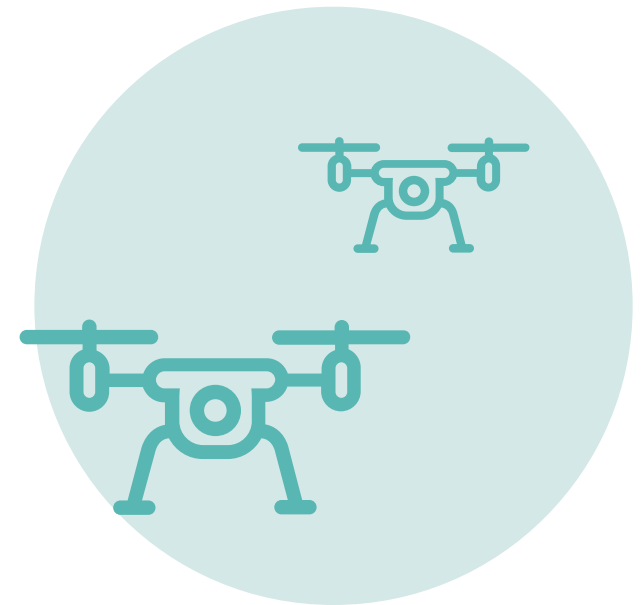
Recreation Programs

- The recreation programs offered by Grapevine Parks & Recreation are instructed by professionals that are experts in the given topic, activity or discipline. To ensure the quality of the programs and the safety of the students who participate in these programs the Department requires each instructor to participate in a comprehensive background check and skill demonstration prior to being accepted as an instructor. Recognized certifications are required for specialized programs. Department staff who supervise these programs will either participate in or observe the instructor's class periodically to act as quality control. In addition, class surveys are conducted every session to allow participants to provide anonymous feedback on the quality of the instructor, accommodations and subject matter.

Drone Policy

Grapevine Parks & Recreation prohibits hazardous activities at all parks, facilities, trails and open space, which may include model craft of any kind that is not operated in a safe manner. The United States Department of Transportation issued Model Aircraft Operating Standards, which can be summarized as follows:

- Fly below 400 feet and remain clear of surrounding obstacles
- Keep the model craft within visual line of sight at all times
- Remain well clear of and do not interfere with manned aircraft operations
- Do not fly within restricted airspace determined by the Federal Aviation Administration (FAA), without proper approval
- Do not fly near people, bicyclists, motorists, roadways, parking lots or stadiums
- Do not fly model craft that weigh more than 55 lbs.
- Do not be careless or reckless with your model craft – you could be fined for endangering people or other aircraft
- Do not fly over active sports, games, and activities taking place on fields and playgrounds, etc.
- Effective December 12, 2017, all drone owners are required to register (H.R.2810)



PARK LAND IDENTIFICATION

Grapevine Parks and Recreation strives to provide exceptional active and passive outdoor recreation opportunities throughout our lake park system through stewardship of natural resources and quality facilities, while also enhancing environmental awareness and educational opportunities. The Department is committed to providing parks, trails, equipment, amenities, facilities, environmental programs and other opportunities for people of all ages to enhance their quality of life through a genuine love and connection with nature and the outdoors. This exposure and relationship with the natural environment will also organically develop an important and genuine passion to help sustain it.

The vision behind this effort is to have all citizens, regardless of age, ability or previous exposure to the great outdoors to have an opportunity to engage with nature and outdoor pursuits. There is a direct positive correlation between our citizens engaging with nature through outdoor programs, activities, environmental stewardship and educational opportunities that positively affects their health, happiness and the sustainability of our community.



There is a direct positive correlation between our citizens engaging with nature through outdoor programs, activities, environmental stewardship and educational opportunities that positively affects their

HEALTH, HAPPINESS AND THE SUSTAINABILITY OF OUR COMMUNITY.

DESIGN & MAINTENANCE

To uphold the design and maintenance of our park system to a high standard in order to provide a level of experiences and services that are greatly valued by our citizens. The Department is progressive in the use of new information, new technologies and best management practices that are sustainable.

RESTROOMS

Restrooms are an important public amenity in high-use park facilities. The components, design, and placement of restroom structures are important decisions to consider when specifying facilities. Restroom facilities should be safe, easy to maintain, and consistent with the park system vision.

STANDARDS

- Interior surfaces and exterior surfaces of restrooms should be non-porous for easy cleaning (i.e., glazed block, glazed tile, painted block or epoxy concrete). Specify only stainless steel restroom fixtures with powder coat.
- The drain inside the structure should always operate correctly. If the facility is near an athletic field, such as volleyball courts or a spray park, there should be an area outside the restroom with a faucet/shower and drain for users to rinse off.
- Including separate storage areas adjacent to the restroom structure can increase efficiency. Storage areas may house recreation equipment for fair weather activities and maintenance supplies for park crews.
- Skylights can maximize the use of natural light. Minimizing light fixtures helps prevent tampering, destruction and keeps cost down. Facilities that are open in the evening should have lighting that is designed with vandalism in mind.
- A 5 to 6 foot apron around the structure should be provided to protect the building from debris and water. Trees should be avoided next to the restroom.

PARKING

Parking lots should be representative of the experience the user will have at the park. The entrance to the parking area should be considered an entrance to the park itself, with trees, other plantings, and signage included.

STANDARDS

- A minimum of 3 to 5 spaces per acre of usable active park area should be provided if less than 300 lineal feet of on-street parking is available.
- Park design should encourage access by foot or bicycle.
- Provide bicycle racks at each primary access point and at restrooms.
- The size of planting areas within the parking lot should be as large as possible with adequate room for maintenance to be performed safely.

PLAY AREAS

Playgrounds should meet the needs of children of different ages and abilities. Playground facilities should ensure accessibility and safety for children of all ages.

STANDARDS

- Parks that have playground equipment, sports fields and spray parks should be accessible to all children under sixteen.
- Play areas should be level to reduce the surface substance from slumping to low points. Consider using engineered wood chip surfaces, or PIP poured in place.
- Play structures and equipment come in many different materials.
- Natural play areas created from boulders, logs and land forms and playground equipment made from 100% recycled plastic or steel is recommended. Steel can become very hot in the summer months. If it is necessary to use steel, planting trees or other structures to shade the play area is recommended.

TURF AREAS

Turf areas allow different experiences in parks. Groomed areas provide field sports, picnicking and free play while rough mowed areas provide an aesthetic to the park while buffering natural and riparian areas. The process of maintaining and mowing turf should be efficient and appropriate to the area being maintained.

STANDARDS

- Rough mown areas are mowed up to 4 times a year. There should be 15 feet between vertical obstacles in these areas. Maximum mowing slopes for rough turf or natural areas should be less than 5:1. Use native grasses such as Buffalograss, Blue Grama, Lovegrass, and common Bermudagrass.
- Lessen the number of acreage that is mowed to increase a greater diversity of flora and fauna in the park system allowing the reallocation of monies saved to be redistributed to areas requiring attention to detail.
- Groomed turf slopes should be less than 4:1, with less being preferable. Irrigation systems should take into account solar aspect, wind and topography to minimize the overuse of water. The minimum distance between vertical objects is 7 feet for mower access. Design for continuous mowing, taking care to avoid the creation of dead ends, tight corners or areas where a mower cannot easily reach. Provide a concrete mowing strip around vertical objects such as fence posts, signs, drinking fountains, light poles and other site furniture with a 12" minimum offset between the object's vertical edge and turf. Also, plant trees in groups.
- Providing vehicular access for maintenance personnel is an important consideration. Curb cuts should be provided in logical areas such as turn-a-rounds. Curb edges should have large radial corners to protect adjacent planting or lawn areas.
- Herbicide use should be limited to promote stream health as well as health of nearby flora, fauna, and humans.

FIXTURES AND FURNISHINGS

Fixtures and furnishings are important design elements that adds an influential level of detail to the style and character of place in addition to acting as a unifying element throughout the design project. The selection of fixtures and furnishings (i.e., benches, trash receptacles, light poles, etc.) should be based on an established standard.

Consistency in fixtures and furnishings will help establish an identity in our parks, through the use of repeatable aesthetic elements, for the park system as a whole. These furnishings should offer comfort, aesthetic beauty and be of formidable stature to prevent vandalism.

STANDARDS

- Seating and tables should be made from a material that is comfortable both in winter and the heat of summer while being able to withstand vandalism. Benches should be provided to offer places of rest, opportunities to experience views, and congregate.
- Develop a few styles/themes that best represents the purpose of the park or facility with Department branding, for example a more rustic style for nature areas with nature trails as opposed to a plaza with an urban trail. This will be more cost effective for replacement purposes.
- Drinking fountains must be ADA - compliant and should be available at a ratio of 1 per acre with the exception of mini parks (typically smaller than 1-acre) which should have one. Drinking fountains should be complimentary to other site furnishings, such as benches, and be operational in freezing conditions. Consider drinking fountains that are friendly not only to human users but to canines as well.
- Signage should be located in every park in areas visible to all users. For example, place a sign at the entrance of the park that is visible to vehicular traffic, also place signs along greenways and trails to inform pedestrians and bicyclists. Signage should be easy to read and informative. Interpretive signs fall into this category as well. They can be useful in natural and historic areas . When used in natural areas these signs should be placed outside environmentally sensitive areas (i.e., wetlands and endangered habitat) and should be placed in areas that are accessible to all.



NATURAL AREAS

ENVIRONMENTALLY SENSITIVE AREAS (ESA'S)

The City of Grapevine has identified 558 +/- acres of U.S. Army Corps of Engineers leased park land on Grapevine Lake as Environmentally Sensitive Areas (ESA's), in conjunction with the 482 +/- acres that the USACE identified in the USACE Grapevine Lake Master Plan Supplement (January 11, 2001). The City of Grapevine has also identified approximately 55 +/- acres along Big Bear Creek in south Grapevine as ESA's. The total acreage of ESA's designated in Grapevine is 1,090 +/- acres and represents 70% of the total park acreage in the City.





The purpose for designating these additional areas is to provide for and protect the native species of flora and fauna habitat by minimizing improvements. Park amenities within these areas may include soft surface or hard surface trails, benches, trash receptacles, water fountains, or interpretive areas. The City reserves the right to remove invasive flora from these areas and to reintroduce native species to encourage a natural habitat and to allow the native flora to flourish.

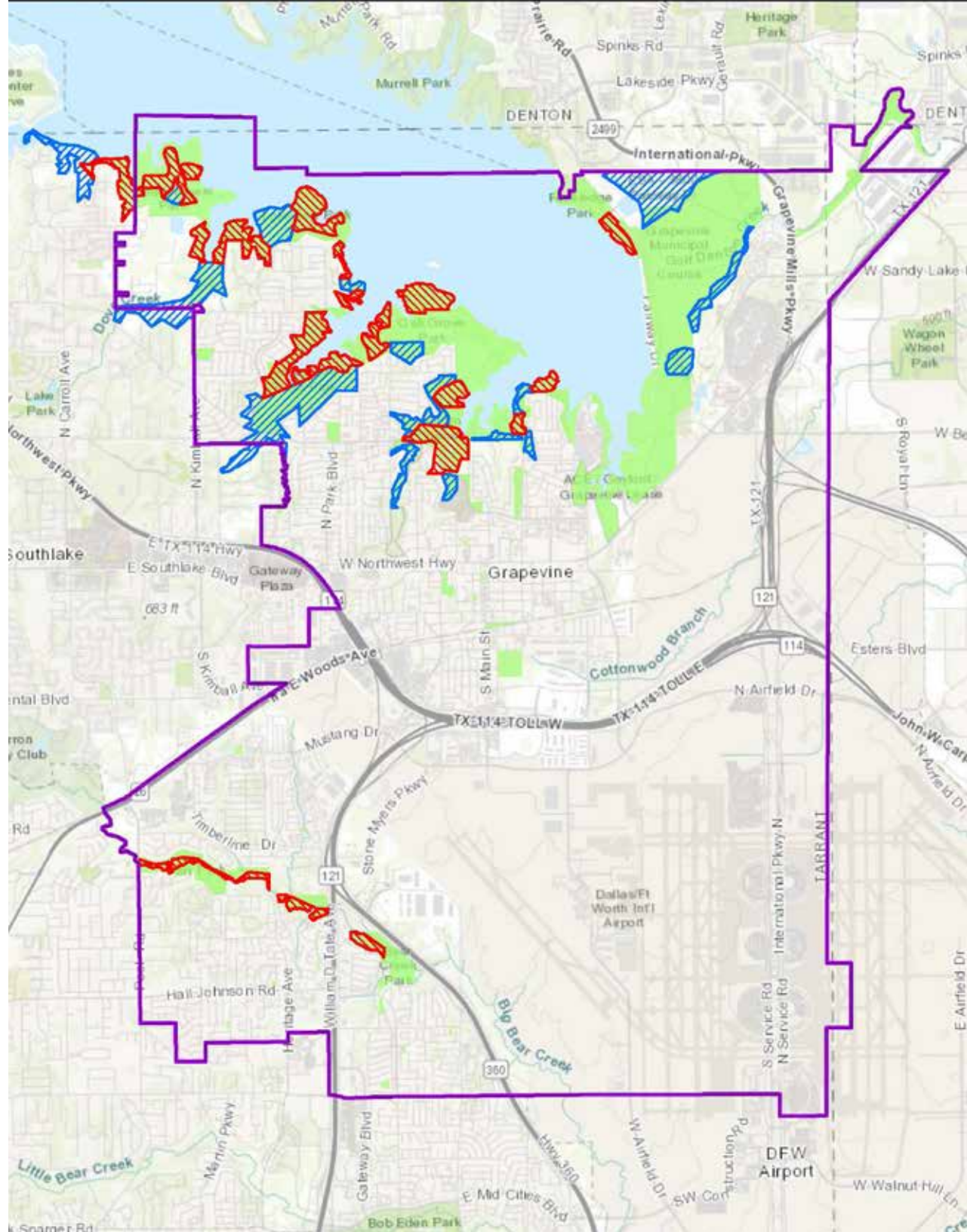
ENVIRONMENTALLY SENSITIVE AREAS (ESA'S)

This map shows the Environmentally Sensitive Areas defined within Grapevine City limits.

The areas in blue are ESA's put in place and determined by the United States Army Corps of Engineers.

The areas in red are additional ESA's determined by the City to offer protection and conservation of the natural resources.

-  Army Corp of Engineers ESA's
-  Grapevine ESA
-  Grapevine City Limits
-  Parks





06



CHAPTER SIX

Recommendations

SITE AND FACILITY RECOMMENDATIONS

RECOMMENDED ENHANCEMENTS TO EXISTING SITES AND FACILITIES

The following recommendations are organized as “general” recommendations either pertaining to the whole system or to features in the community that are not located at a specific park. Park-by-park recommendations for each site, and facility recommendations for recreation centers are listed below.

GENERAL

- Update all boat ramps
- Incorporate opportunities for large group shelters at select parks throughout the system
- Develop a consistent signage program for the whole parks system
- Improve existing landscaped medians
- Continue to integrate art, recreation and hospitality into the approach to parks development in the City
- Add multi-purpose practice fields
- Consider additional parks in underserved areas of the City
- Create loop trails in the parks to add more health and wellness components, increase frequency of park usage, and to create a stronger social atmosphere in the parks
- Improve lighting on existing sports complexes and practice areas
- Add new restrooms and renovate older restrooms
- Consider identifying and marking birding/wildlife viewing areas in the system
- Systematically replace outdated playgrounds with suggestions received at community input sessions

PARK-BY-PARK RECOMMENDATIONS

ACORN WOODS PARK

- Develop restroom
- Develop day use amenities and expand trails
- Revamp & formalize parking lot
- Add group pavilion
- Renovate picnic stations
- Consider feasibility of moving non-motorized paddle sports rentals to this area.

AUSTIN OAKS PARK

- No recommendations at this time

BANYAN PARK

- No recommendations at this time

BEAR CREEK PARK

- Replace and refurbish park and interpretive signage
- Add foul poles to ballfields
- Replace bleachers and benches in dugouts
- Add scorer's tables and shade structures
- Consider parking lot expansion to north
- Extend trail south to Euless
- Complete construction of Bear Creek Dog Park.

See park expansion plans in Chapter 7.

BELLAIRE PARK

- No recommendations at this time

BOTANICAL GARDENS (AT HERITAGE PARK)

- Modernize Bessie Mitchell Grapevine Meeting Facility
- Formalize the main entry point to the Gardens
- Fence entire property
- Complete walkways, irrigation and planting areas on east side of the Gardens
- Develop a Children's Garden
- Develop Vegetable Garden
- Address erosion issues in the creek
- Advance plant collection
- Replace, repair, add security and "night" lighting through garden
- Rehabilitate turfgrass areas
- Replace all pond sump pump boxes

C.J. HUTCHINGS PARK

- Replace wooden fence to north

COMMUNITY OUTREACH CENTER PARK

- No recommendations at this time

CLUCK PARK

- Improve drainage issues
- Resurface basketball court
- Replace sports lighting with LED sports lighting

DENTON CREEK PARK

- Master Plan is currently under development
- Link to Lewisville master planned trail

See park expansion plans in Chapter 7.

DOVE CROSSING PARK

- No recommendations at this time

DOVE PARK

- Continue to add shade at Casey's Clubhouse
- Add storage by water tower
- Replace spectator seating for sand volleyball
- Rebuild/renovate sand volleyball court pit with new drainage
- Replace shade structure for sand volleyball
- Add additional sand volleyball court and scoreboards

JOINT-USE PARK AT FAITH CHRISTIAN SCHOOL

- Replace irrigation control box

GLADE CROSSING PARK

- Address erosion near Hughes and the wrought iron fence issues

GLADE LANDING PARK

- No recommendations at this time

GRACE PARK

- No recommendations at this time

HAZY MEADOWS PARK

- Enhance directional/wayfinding signage leading to trailhead; notify users that the park is the trailhead for Bear Creek Trail

HERITAGE PARK

- Address erosion issues in the creek
- Add small pavilion by basketball and tennis court

HERITAGE CENTER

- No recommendations at this time

HIGHPOINT PARK

- Master Plan trail
- Connect to Lewisville's trail system

HORSESHOE TRAILS

- Develop restrooms near the trail at Dove trailhead and McPherson Slough trailhead
- Improve the trail surfacing
- Formalize parking and entrance on Dove Road
- Enhance directional/wayfinding and safety signage
- Enhance zone and distance markers for general users and to assist emergency personnel with a more specific location when responding
- Rehabilitate picnic shelters for day use
- Add education nodes regarding nature, lake, etc.
See park expansion plans in Chapter 7.

KATIE'S WOODS

- Add a loop trail and trail connections throughout the park
- Add permanent parking spaces servicing the park, per approved plan
- Replace picnic stations with modern shade and amenities
- Renovate boat ramp to meet current standards
- Add motion activated lighting and other deterrents to help mitigate unauthorized after-hour use
- Enhance and repaint restroom facility
- Add park signage
See park expansion plans in Chapter 7.

LAKEVIEW PARK

- Gradually phase-out amenities that are under-utilized in the park
- Renovate one of the existing boat ramps into a non-motorized use for kayaks, canoes etc.
- Renovate boat ramp to meet current standards
- Create a "No Wake Zone" near the swimming area
- Explore options to minimize the traffic/use of the park as overcrowding occurs at times during the summer months
- Enhance directional/wayfinding signage
- Formalize, improve and add parking
- Consider pay station for park
- Add park signage
- Formalize soft surface trails

LIBERTY PARK

- No recommendations at this time

MCPHERSON SLOUGH

- Replace picnic stations with modern shade and amenities
- Add motion activated lighting and other deterrents to help mitigate unauthorized after-hour use
- Gradually phase-out amenities that are under-utilized in the park

- Renovate boat ramp to meet current standards
- Enhance directional/wayfinding signage
- Formalize, improve and add parking
- Consider pay station for park
- Add park signage
- Add restroom facility
- Formalize soft surface trails

MEADOWMERE PARK

- Add restroom/shower facility on the north end to better serve camping and adaptive sports partner programs
- Renovate/replace original Corps restroom near park entrance to match current building standards and improve user experience
- Complete ADA sidewalk to accessible kayak dock
- Replace remaining picnic stations with modern shade and amenities
- Add additional picnic shelters/areas where appropriate
- Add themed playground to the day use area
- Explore additional lake-based recreation concessionaires to operate within the park to expand outdoor activity opportunities
- Add section for designated swim beach
- Develop a blue bird trail
- Enhance habitat restoration zones to enhance native plant and animal growth/migration
- Enhance bird/nature watching, educational and environmental programming and exploration within the park
- Add park signage

MEADOWMERE SOCCER

- Add playground
- Add ADA pedestrian walkways to all areas
- Replace bleachers and players benches
- Pave “overflow” parking lot on the west
- Add wayfinding signage

- Replace large fabric pavilions with solid surface pavilions
- Replace sports field lighting with LED
- Add park signage
- Replace/add amenities (benches, trash cans, dog waste stations)

OAK GROVE BALLFIELD COMPLEX

- Add a group/tournament pavilion
- Add synthetic turf to the following fields: C, D, E, F, G
- Pave overflow parking lot/improve pedestrian access
- Replace backstop netting on all fields
- Add storage building and/or expand current building
- Replace restroom by fields H and I with larger capacity and repurpose existing building to other location
- Add batting cage to third base side of Field A and first base side of Field B
- Acquire more lease land for parking (potential joint use with Safe Harbor Marina)
- Add automatic gate to main entrance

OAK GROVE PARK

- Extend trail along Oak Grove Loop to provide additional mileage for walkers, runners, and bicyclists
- Repurpose Farris Boat Ramp into high water ramp and bring up to standards
- Install a privacy fence or vegetative screening around maintenance area and storage yard of marina
- Renovate/repurpose restroom and concession facility at soccer fields
- Explore shared use space, including parking and other complimentary assets/amenities, between Soccer Complex and Softball Complex in currently open areas
- Rehabilitate infield practice areas near Trawick Pavilion & Minnow Loop
- Renovate and repair Trawick Pavilion
- Develop restrooms near Trawick Pavilion
- Develop playground near Trawick Pavilion

- Develop a sprayground/sprayscape at the park
- Develop two (2) large group pavilions at the park
- Develop Disc Golf Course

OAK GROVE SOCCER

- Add ADA pedestrian walkways to all spectator areas
- Replace bleachers & players benches
- Add wayfinding signage
- Replace large fabric pavilions with solid surface pavilions
- Replace/add sports field LED lighting to game/practice fields
- Add automatic gate to west entrance

OAK RIDGE PARK

- No recommendations at this time

PARKWOOD PARK

- Add park signage using current sign standards

PARR PARK

- Extend concrete street into park to allow for additional parking including curbing and gutters
- Erect LED lighting for the two (2) athletic fields
- Regrade baseball fields, backstop fencing, dugouts and bleacher area
- Add lighting and player activation to batting cages
- Address perimeter of sprayground where run-off water collects
- Rehabilitate sports diamonds and football fields
- Add automatic gate to main entrance

PECAN PARK

- No recommendations at this time

PICKERING PARK

- Renovate infield areas
- Replace site amenities
- Explore alternative parking options

ROCKLEDGE PARK

- Implement master plan for the site. *See master plan in Chapter 7.*

SHADOW GLEN PARK

- No recommendations at this time

SUNSHINE HARBOR PARK

- No recommendations at this time

TOWN SQUARE

- No recommendations at this time

VINEYARDS CAMPGROUND AND CABINS

- Add RV and cabin sites
- Implement Systematic Cabin Replacement Plan
- Add additional Wi-Fi access points
- Add new flooring to west restroom
- Renovate east restroom facility to include private and family changing
- Expand Camp Store
- Add ADA access ramp to Gate House
- Convert and expand asphalt sites to concrete
- Enhance decking and amenities to Gold Level RV sites
- Explore pavilion enclosure options
- Systematic reforestation/tree replacement plan
- Add wayfinding signage

WALL-FARRAR PARK

- Add bridge to connect the two loop trails

YORKSHIRE MEADOWS PARK

- Address drainage issue at the park

911 MEMORIAL PLAZA

- Maintain public art and landscaping

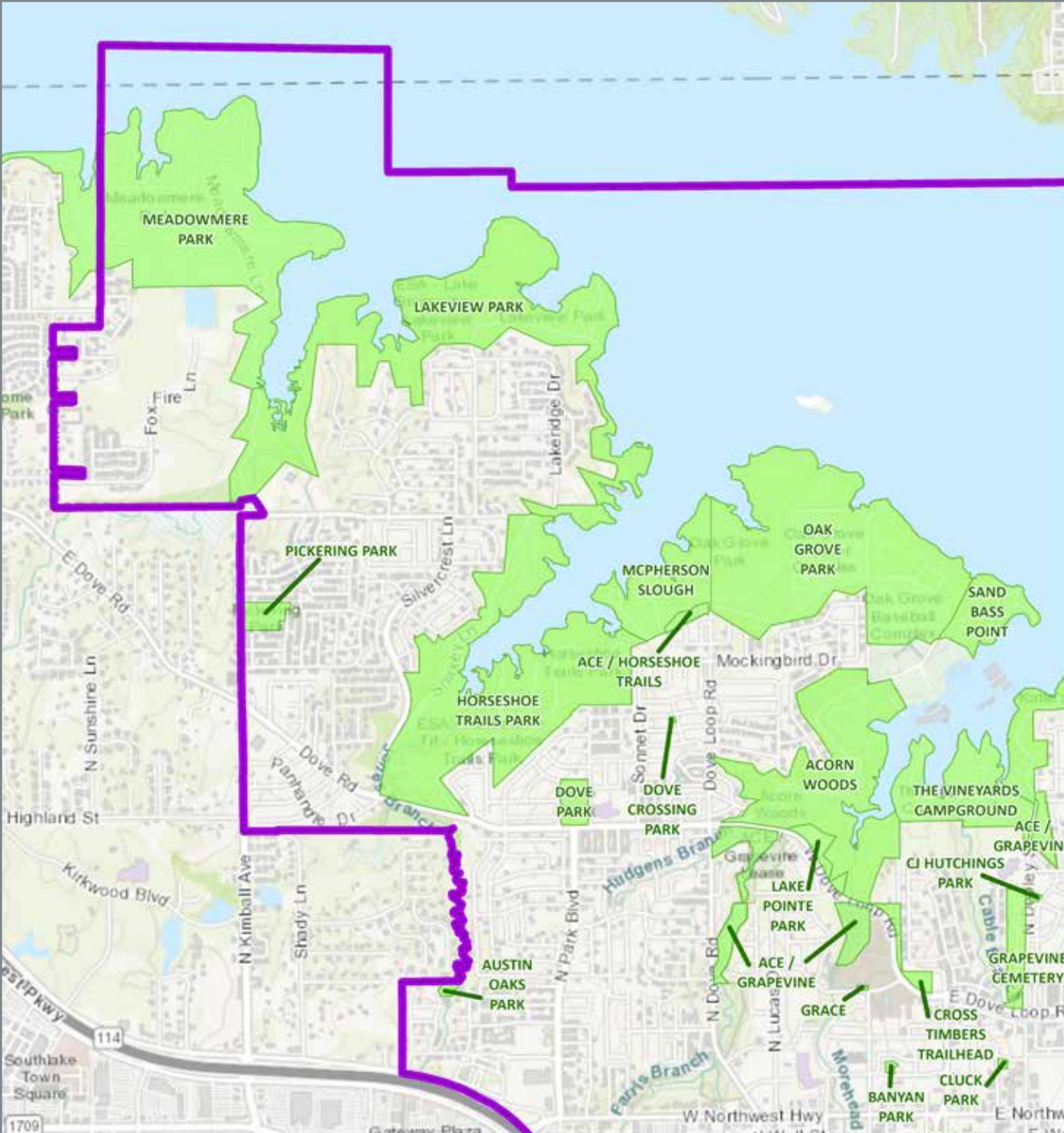
OVERALL, OUR PARKS...



- +** Are high quality and well maintained
- +** Have great outdoor facilities, particularly sports fields
- +** Enjoy strong support from users
- Need stronger entries, particularly signage
- Update all boat ramps
- Need additional wayfinding signage
- Update park restroom facilities

NORTHWEST AREA

(MAP 1 OF 4)



INSET MAP



- Northwest Area
- Grapevine City Limits



- Grapevine City Limits
- Parks



NORTHEAST AREA

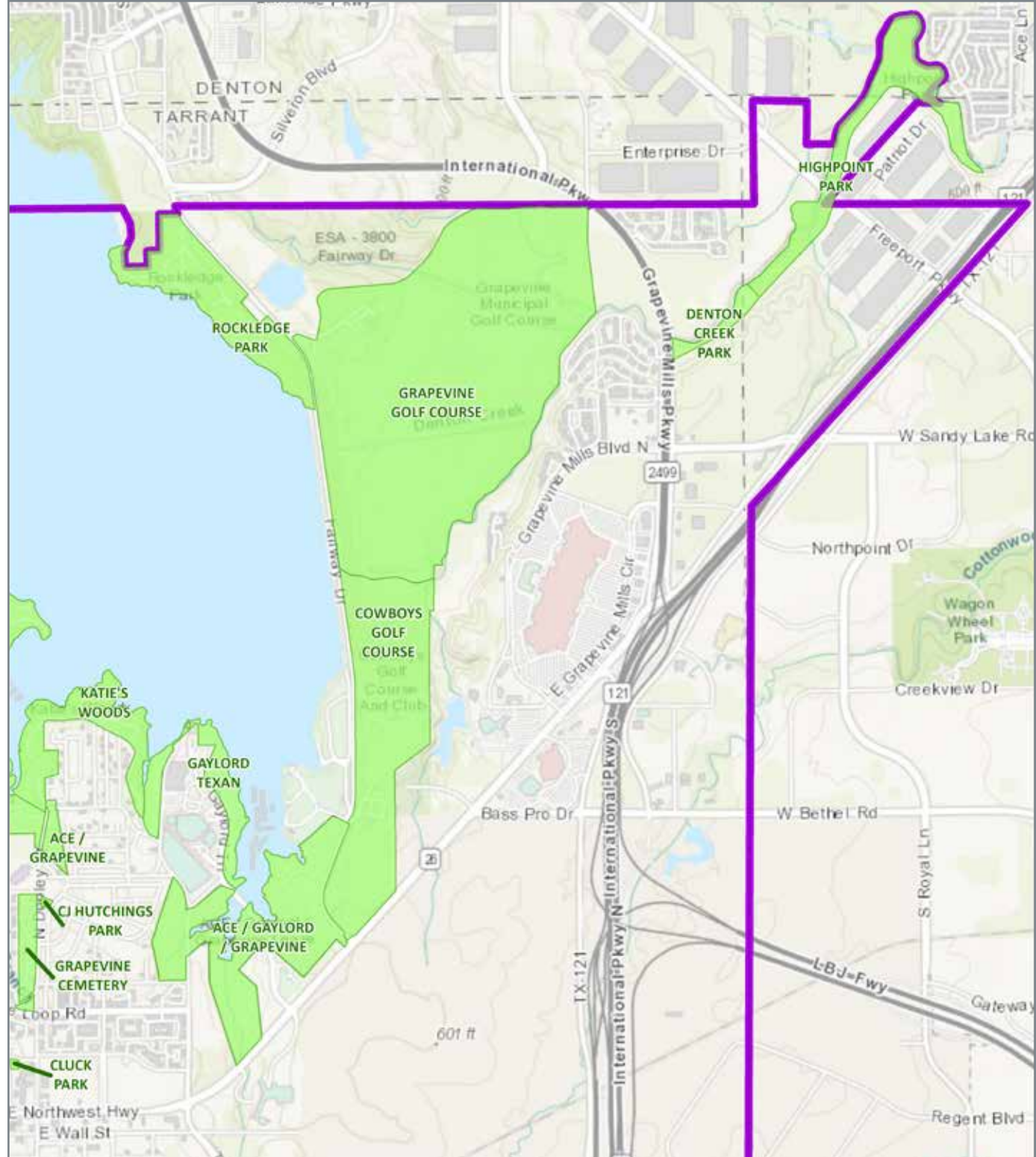
(MAP 2 OF 4)

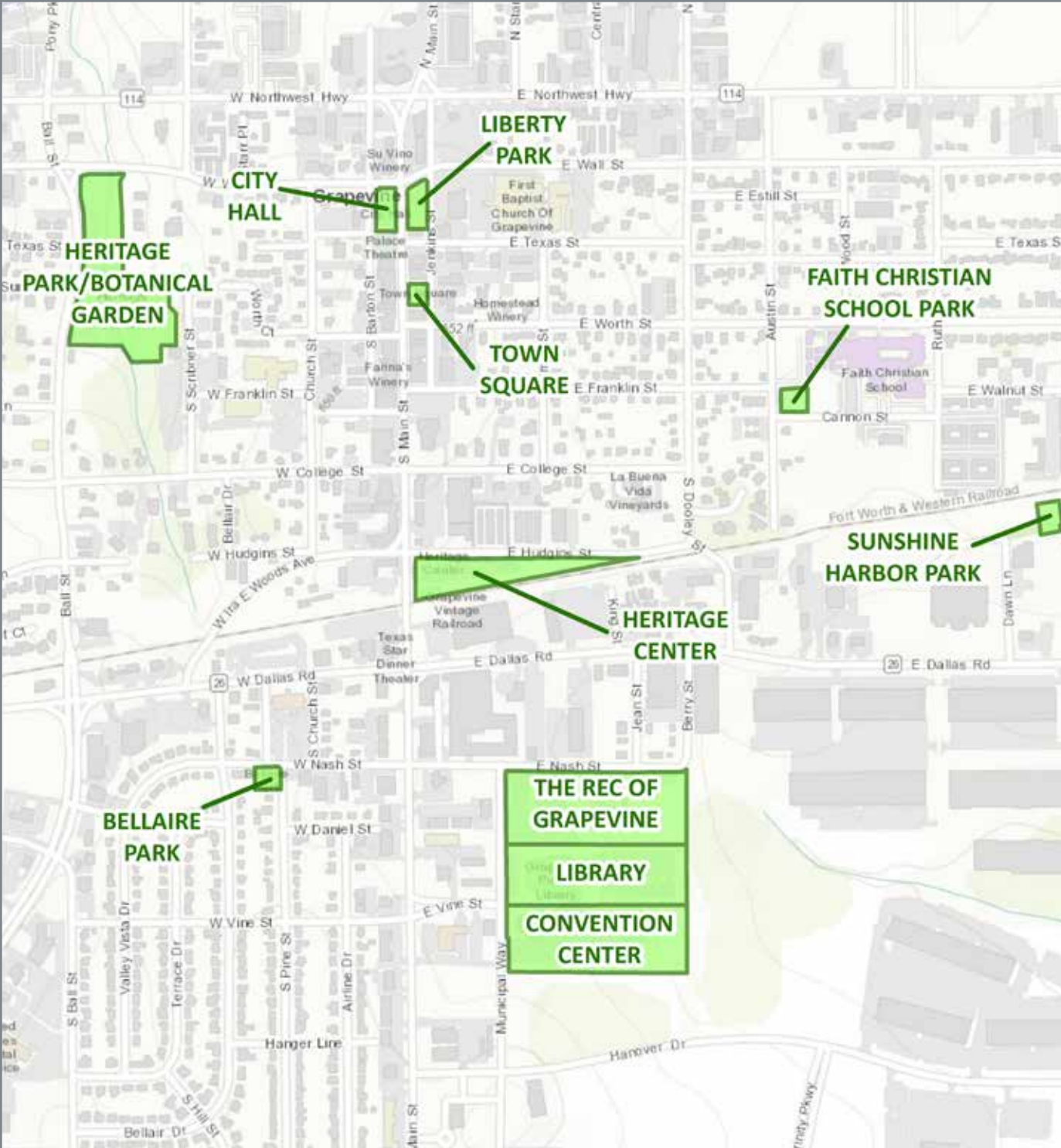
INSET MAP



-  Northeast Area
-  Grapevine City Limits

-  Grapevine City Limits
-  Parks









CENTRAL AREA

(MAP 3 OF 4)

INSET MAP



-  Central Area
-  Grapevine City Limits



-  Grapevine City Limits
-  Parks



SOUTHWEST AREA

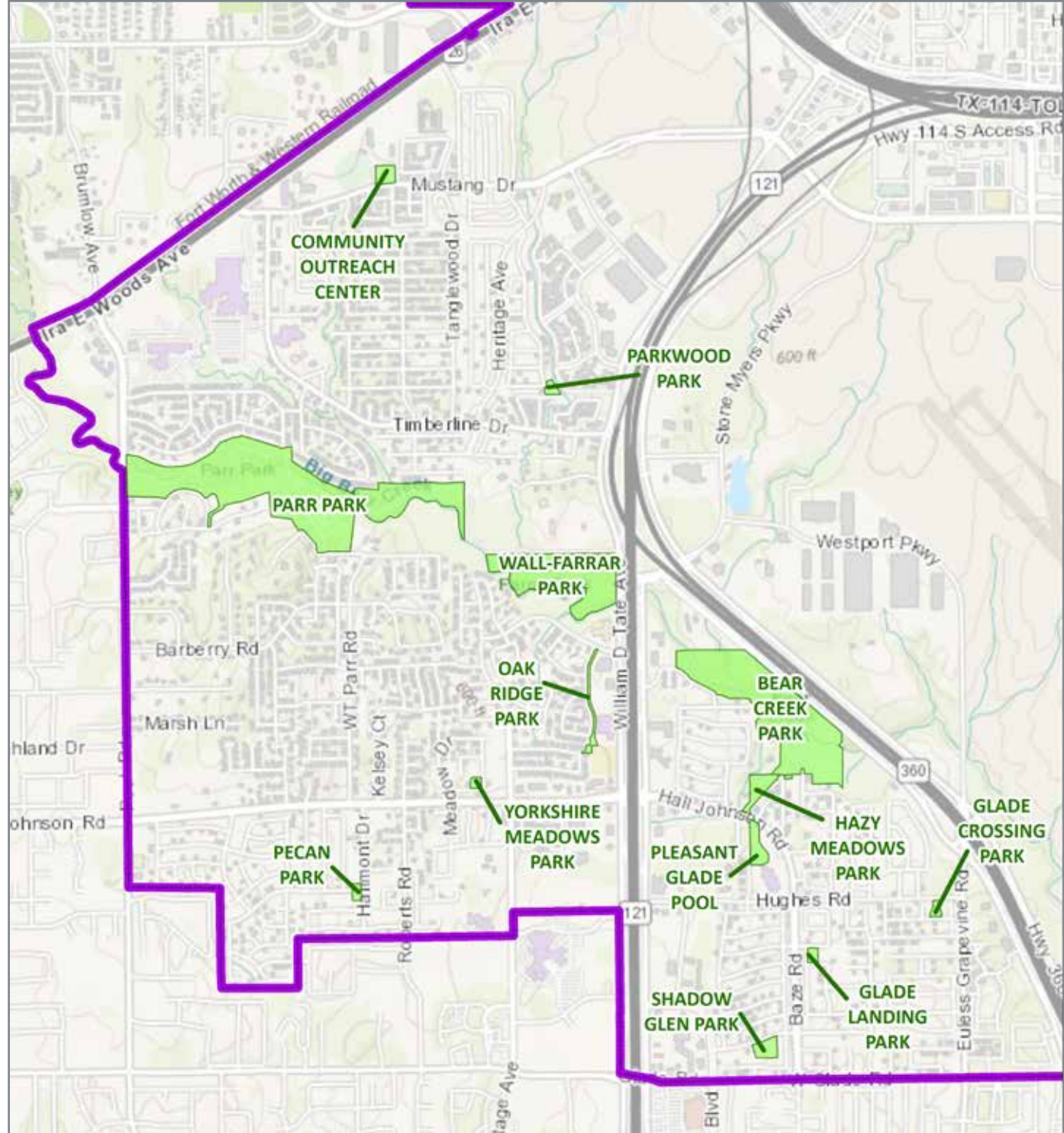
(MAP 4 OF 4)

INSET MAP



-  Southwest Area
-  Grapevine City Limits

-  Grapevine City Limits
-  Parks



FACILITY RECOMMENDATIONS

BESSIE MITCHELL MEETING FACILITY

- Redevelop the meeting facility, currently in progress

DOVE WATERPARK

- A custom playground as a part of the Dove Sprayground
- Renovate the play structure in the baby area
- Resurface the deck
- Replace shade sails

PLEASANT GLADE POOL

- Develop site signage and clear sense of arrival to the facility
- Update pool design and install aquatic play features for children
- Explore development of sprayground/sprayscape
- Repair and enhance the existing bath house
- Install a zip line
- Completely renovate into a resort style facility
- Add big slides, lazy river, Wave Rider, baby area
- Renovate guard room, concession, entry and restrooms

THE REC OF GRAPEVINE

- Improve layout of staff office area
- Add a room (preferably attached to indoor play) for preschool education classes, after school care, day camps and parties
- Create a downstairs conference room for small meeting space/rentals
- Digital display monitors on the outside of classrooms to show schedules and announcements
- Renovate south gymnasium and racquetball court
- Develop a universal fitness pass
- Playground for outdoor play connected to child watch
- LED lighting and/or projected graphics inside the slides
- Aquatic water display feature
- Aquatic offices expansion



TRAIL RECOMMENDATIONS

BEAR CREEK TRAIL (hard surface, 3.51 miles)

- Replace bridge decks
- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

C. SHANE WILBANKS TRAIL (hard surface, 3.19 miles)

- Replace bridge decks
- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage and information nodes/signage
- Add water fountains

COTTONBELT TRAIL (hard surface, 3.01 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion (under hwy 114 bridges)
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add drinking fountain
- Expand trail to east to link with The Links Trail as part of Dallas Road Corridor Project
- Pursue expanding trail across Texan Trail to connect with DFW North Rail Station

DOVE LOOP TRAIL (hard surface, 1.83 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

DOVE PARK TRAIL (hard surface, 0.34 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

H2O TRAIL (water, 7.14 miles)

- Delineate trail
- Replace/add amenities (benches, trash cans)
- Add wayfinding signage

HORSESHOE TRAILS (soft surface, 5.61 miles)

- Replace/add wooded bridges
- Address erosion
- Formalize/delineate trail edges
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

KATIE'S WOODS TRAILS (soft surface, 2.10 miles)

- Replace/add wooded bridges
- Address erosion

- Formalize/delineate trail edges
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

LAKEVIEW TRAILS (soft surface, 2.42 miles)

- Formalize/delineate trail edges
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

MEADOWMERE TRAIL (soft surface, 2.60 miles)

- Redo surface
- Address erosion
- Formalize/delineate trail edges
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

MILLS RUN TRAIL (hard surface, 1.09 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

NORTHSHORE TRAIL (soft surface, 0.15 miles)

- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

NORTHFIELD TRAIL (hard surface, 0.66 miles)

- Replace bridge railings
- Address erosion

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

OAK GROVE LOOP TRAIL (hard surface, 1.33 miles)

- Replace bridge decks/rails (wooded bridges)
- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

PARR PARK TRAIL (hard surface, 1.16 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion and drainage issues
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

PARR ROAD TRAIL (hard surface, 0.81 miles)

- Seal expansion joints
- Add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

PICKERING PARK TRAIL (hard surface, 0.37 miles)

- Seal expansion joints
- Replace cracked/damaged concrete panels
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

POOL ROAD TRAIL (hard surface, 0.37 miles)

- Seal expansion joints
- Add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage

TEXAN TRAIL (hard surface, 2.02 miles)

- No recommendations

THE LINKS TRAIL (hard surface, 2.21 miles)

- Seal expansion joints
- Address erosion
- Add amenities (dog waste stations)
- Add wayfinding signage
- Add lighting at trail head
- Replace signage at trail head
- Assess solar lighting options for safety, marking and enhanced ambiance

THE REC TRAIL (hard surface, 0.85 miles)

- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage (Historic Bridge)
- Assess solar lighting options for safety, marking and enhanced ambiance

VINEYARDS TRAIL (soft surface, 0.52 miles)

- Replace/add wooded bridges
- Add trail head
- Formalize/delineate trail edges
- Add wayfinding signage
- Assess solar lighting options for safety, marking and enhanced ambiance

WALL-FARRAR TRAILS (soft surface, 1.31 miles)

- Add bridge
- Address erosion
- Replace/add amenities (benches, trash cans, dog waste stations)
- Add wayfinding signage
- Add information nodes/signage

BOAT RAMP RECOMMENDATIONS

DOVE LOOP

- Add wayfinding signage
- Automate fee collection system
- Replace dock and concrete area to dock
- Add new security LED lighting
- Remove conflicting amenities for ease and safe boat access
- Clean and fill in rip-rap

FARRIS BRANCH RAMP

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

KATIE'S WOODS

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

See park expansion plans in Chapter 7.

KATIE'S WOODS (HIGH WATER)

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

LAKEVIEW RAMP NORTH

- Expand width of ramp for ease of access/launching and to accommodate larger vessels
- Pave parking
- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

LAKEVIEW RAMP SOUTH

- Convert to non-motorized ramp
- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

MCPHERSON SLOUGH RAMP

- Pave parking
- Add new security lighting
- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

MEADOWMERE LANE RAMP

- Add wayfinding signage
- Automate fee collection system
- Repave formalize parking lot
- Replace dock



- Add new security LED lighting
- Clean and fill in rip-rap

MEADOWMERE PARK RAMP (LOW WATER)

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

SAND BASS POINT RAMP

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

TRAWICK RAMP

- Add wayfinding signage
- Automate fee collection system
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

VINEYARDS CAMPGROUND RAMP

- Add wayfinding signage
- Replace dock
- Add new security LED lighting
- Clean and fill in rip-rap

COMMUNITY INVOLVEMENT

The following community involvement recommendations are provided to assist and guide the collaboration of the residents with Grapevine Parks and Recreation:

- Continue to hold community input sessions while planning for park improvements and expansion to park system.
- Conduct additional opportunities for feedback and community input through online platforms and surveys.
- Create a “Share Your Story” initiative and seek out success stories from citizens to publish in the *Go Grapevine Magazine* to create community and showcase how the Department serves as a public health leader in the community.
- Increase social media engagement through interaction with audience and keep response rate between 90% to 100%.
- Expand on the “Happy To Help” brand and increase communication efforts for upcoming events and opportunities to stay involved.
- Create and build-out program for City-wide “Happy to Help Saturday” events which will be a consistent opportunity for the community to stay involved in volunteer opportunities, occurring every fourth Saturday of each month.
- Expand on “Adopt-An-Area” program and allow for easy application through online system and interactive map. This creates a sense of ownership over the “adopted” area for the community to keep clean and presentable.
- Increase awareness for volunteerism with affiliates such as Keep Grapevine Beautiful, and offer incentives for volunteer hours.
- Continue to create mutually beneficial opportunities for partners to become involved and take lead in projects.



SAFETY RECOMMENDATIONS

- Continue to maintain the highest level of public safety and security in City parks and recreation facilities through coordination, communication, design, and maintenance efforts.
- Continue to staff a liaison from Grapevine Parks & Recreation to work closely with the Grapevine Police Department liaison on deployment of uniformed, ranger, and volunteer patrol staff.
- Attend Neighborhood Meetings to address issues of mutual concern.
- Work with Grapevine Police Department on the following tasks:
 - Educate the Patrol Division on issues related to the parks system and recreation facilities.
 - Track crime statistics for parks and recreation facilities to better understand the location of crimes.
- Continue funding to address signage needs within established parks.
- Ensure that all public parks and recreation facilities are appropriately signed to welcome visitors, allow for quick identification by emergency response personnel and the public, and promote adherence to adopted rules, regulations and ordinances.
- Maintain funding and staffing for graffiti and vandalism removal and repair.
- Document and track acts of vandalism and the cost of repair.
- Maintain a working relationship with police department units to address repeat vandalism acts.
- Ensure that the design and maintenance of park amenities and recreation features promote public security and maintain user safety.
- Conduct regular inspections and preventative maintenance of parks and recreation facilities, including playgrounds, lighting, trees that need pruning, and others.
- Continue efforts to ensure safe delivery of recreation program services.
- Continue to implement proactive risk management programs, strategies, and projects that promote safety for the public, City staff, and environment.
- Train staff to work safely, address public safety needs, and protect the environment.





07



CHAPTER SEVEN

Department Expansion

PARKS SYSTEM EXPANSION

The following recommendations address developing new sites and/or facilities as a part of the Grapevine Park and Recreation System. The following recommendations are based on a thorough review of the community and its current assets, extensive public input, and a general analysis of the market in which Grapevine Parks and Recreation facilities operate.

SPECIAL EVENTS PARK

It is recommended to develop a 50-70 acre special events park near The REC that would incorporate multiple amenities to further energize the central area of the community. This site and its facilities could become a focal point of special events, concerts and other outdoor performances, and a highly valued area of gathering and socializing with friends and family.

The following amenities are recommended:

- Large amphitheater/outdoor performance venue
- Restrooms/concession building
- Loop trail
- Playground
- Sprayground/sprayscape
- Parking area
- Open space for free play
- Group pavilion



*Conceptual festival layout for Oak Point Park, Plano, TX
– Rendering by Robin Frye, copyright MESA©*

ROCKLEDGE PARK

It is recommended to further develop Rockledge Park, which is situated along the shoreline of Grapevine Lake. Rockledge Park will feature a variety of indoor and outdoor archery ranges catering to multiple skill levels and interests. Spacious indoor educational facilities will provide dynamic spaces for a broad mix of user groups to socialize, practice skills, and engage in recreational and team building activities. A Pro Shop will offer supplies and provide a gathering space for post-recreational relaxation and camaraderie.

This expansion will be a joint partnership between the City of Grapevine and the Texas Parks & Wildlife Department. The expansion will transform Rockledge Park into an outdoor education complex that will be a first of its kind in the nation to offer such a diverse collection of recreational and educational amenities. Visitors will have the opportunity to engage in activities that will increase their appreciation, understanding, and stewardship of the natural environment.

The following amenities are recommended:

- Event archery ranges
- Spectator seating structure
- Event pavilion
- Playground
- Hybrid range
- Indoor shooting range
- Terrace
- Sunset pavilion and restroom
- Overlook pavilions
- Marine Safety/Education Center
- Junior sailing
- Staff/demonstration boat ramp
- Jackson Event Pavilion/Junior Sailing Clubhouse
- Fishing pier
- Non-motorized craft bay & marine recreation outdoor classroom
- Event overflow parking
- Bowhunting proficiency range



DENTON CREEK PARK

Denton Creek Park is a forward thinking sustainable project that provides unique recreational and educational opportunities while creating a stable creek channel and a healthy floodplain and riparian ecosystem with significant amenity value to the Grapevine community. The creek stabilization and park creation is a major step forward in increasing water quality and public education.

The following amenities are recommended:

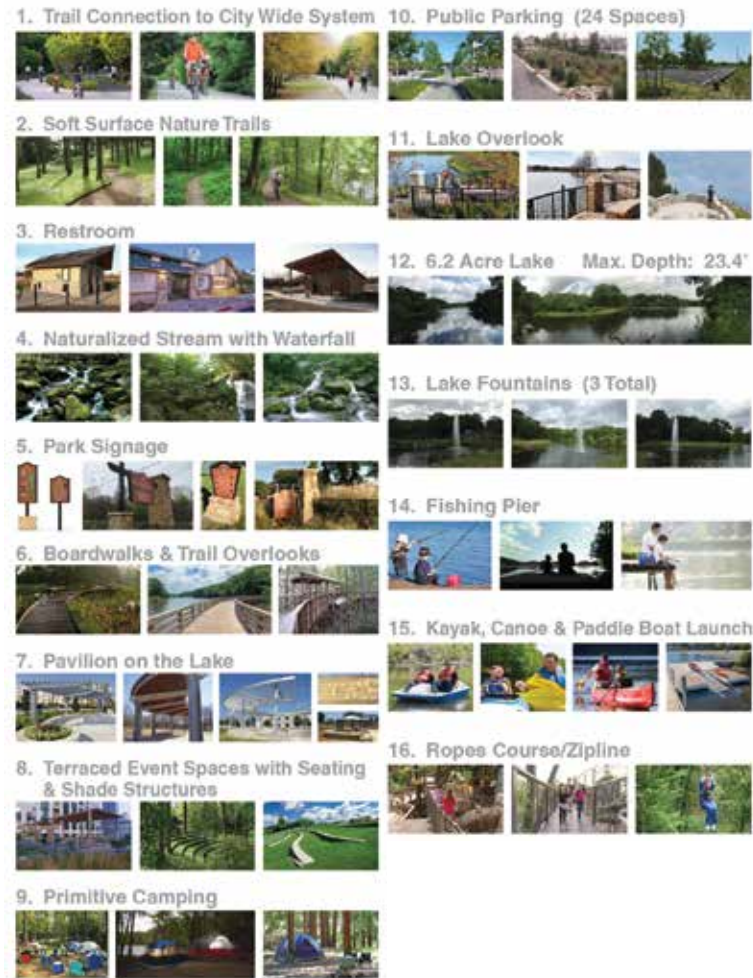
- Regional trail
- Pavilion/picnic areas
- Outdoor event space
- Habitat restoration
- Riparian education zone



SILVER LAKE PARK

It is recommended that Grapevine Parks and Recreation acquire 17 acres of natural spring-fed pond and surrounding land to properly manage the natural area and build outdoor and educational programming. Silver Lake Park will be a great amenity to the future construction which includes multi-family living space, retail shops, office space, and hotel and restaurant development.

The following amenities are recommended:



BEAR CREEK DOG PARK

The Bear Creek Dog Park will provide a safe and fun place to take our four-legged friends. The park is currently under construction and will feature six enclosed off-leash areas, also known as paddocks that can accommodate different size dogs and activities. Some paddocks will be available for special events and parties. Special features include a splash pad, agility course, shade structures and an all-weather area. The dog park will encompass 14 acres on both sides of Bear Creek.

The following amenities are recommended:

- All weather area
- Agility course area
- Pavilion
- Shade structure
- Splash area
- Entrance plaza
- Turn around
- Bridge
- Restrooms
- Picnic area
- Park entrance signage
- Paddock with double gate
- Wash down station
- Public art
- Metal wire fencing
- Enhanced connection
- Boulders



KATIE'S WOODS PARK

Katie's Woods Park contains the only high water boat ramp in the parks system, therefore overuse occurs during high-inch rainfall. Due to the proximity to the neighborhood, there is presently conflict between lake users and homeowners. It is recommended that drive areas and parking areas are reconfigured to allow for better traffic flow and optimal use of boat ramp and picnic areas.

The following amenities are recommended:

- Add defined trailhead parking space
- Reconfigure parking for picnic areas
- Add additional high water boat trailer parking
- Formalize park road with fire lanes and curbs

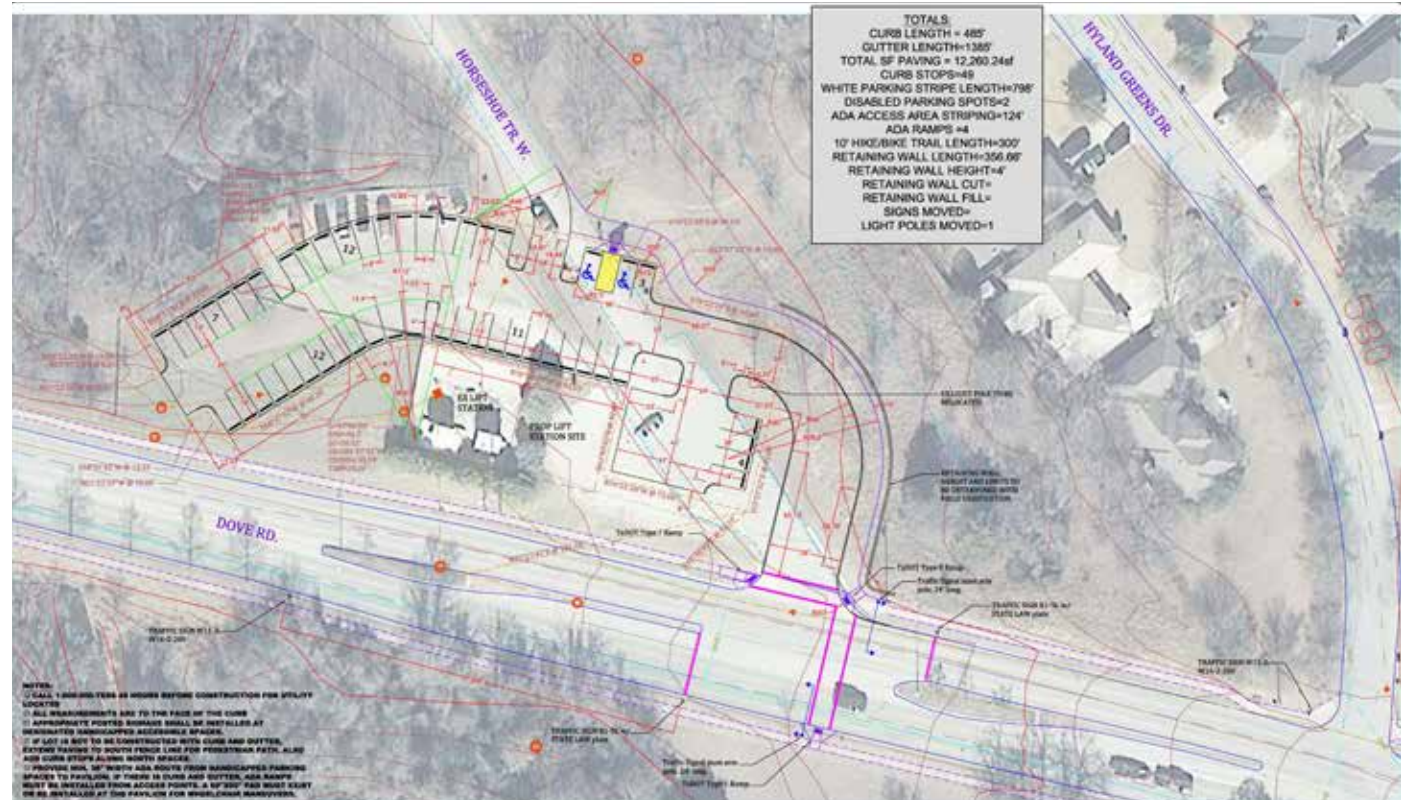


HORSESHOE TRAILS

The Horseshoe Trails currently offers a great route for the community to experience Grapevine Lake while hiking, walking, running, biking, or fishing. Horseshoe Trail is 5.5 miles in length and is one of Grapevine's more popular trails; it has been recommended to formalize parking and enhance patrons' experience.

The following amenities are recommended:

- Formalize parking lot (additional disabled parking)
- Add parking signage
- Add restroom facility



COMMUNITY TRAIL CONNECTIVITY

Grapevine is a community that is well poised to significantly improve the internal connectivity provided by paved commuter trails. It is recommended that the community adopt a priority to develop trails that connect parks, enhance recreation opportunities, and improve non-motorized transportation throughout the City.

The following specific projects are provided:

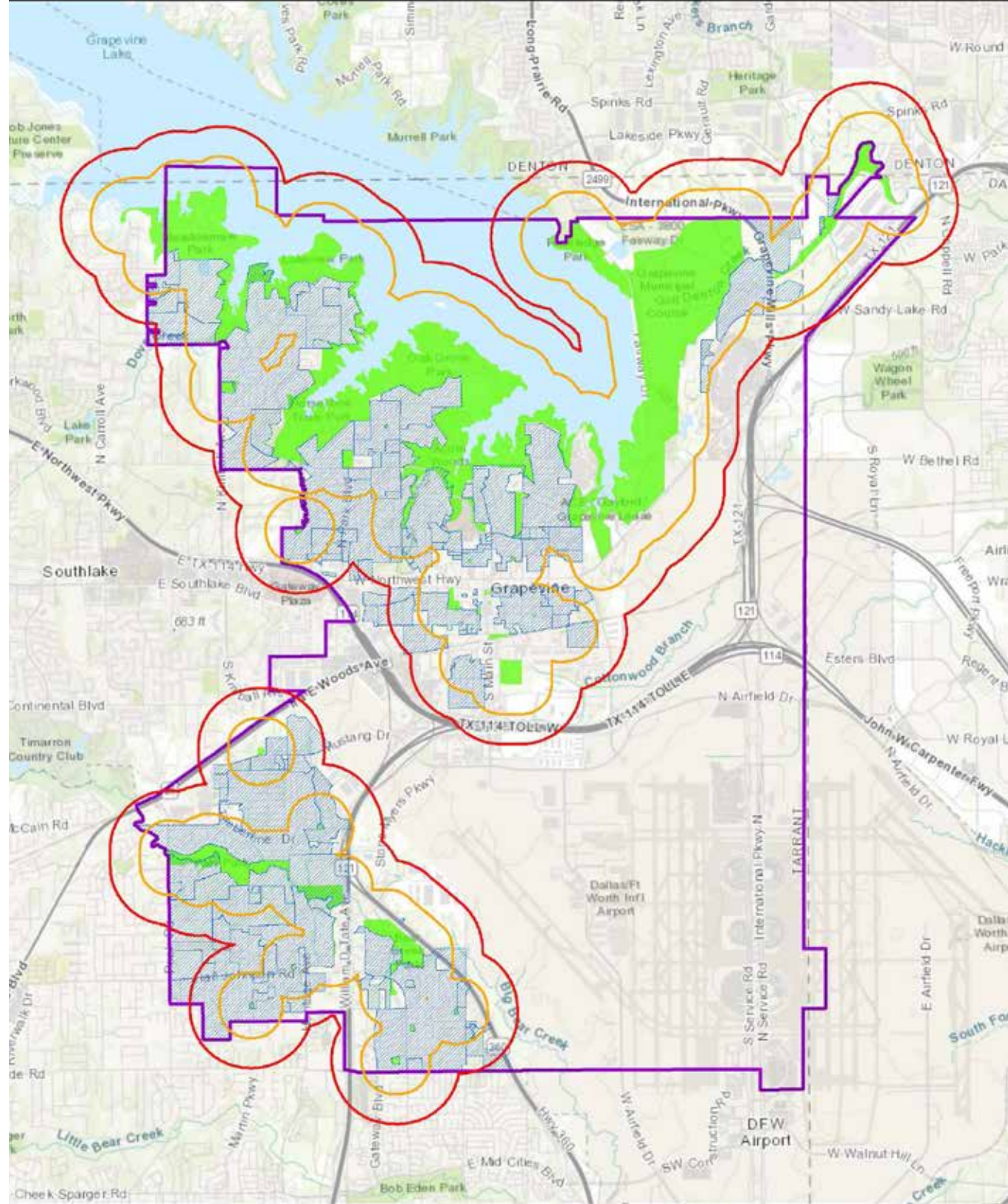
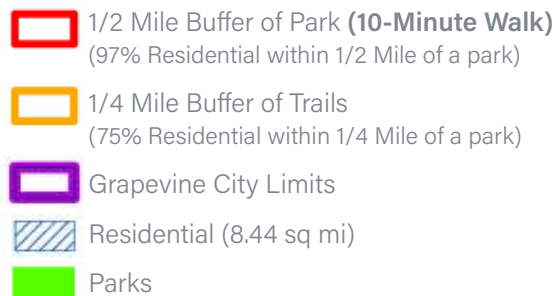
- Develop trails approved on the Hike and Bike Trail Master Plan
- Include Safe Routes to school trails
- Include Cultural Trail within the community that integrates public art into the trail
- In cooperation with Public Works, develop a City-wide on-road bike plan
- Trails - Interpretive trails with wildlife viewing areas



ACCESSIBILITY TO PARKS

A total of 97% of Grapevine residents live within a 1/2 of a mile of a park and 75% live within a 1/4 of a mile of a park. When planning for park system expansion, Grapevine Parks and Recreation should consider the following:

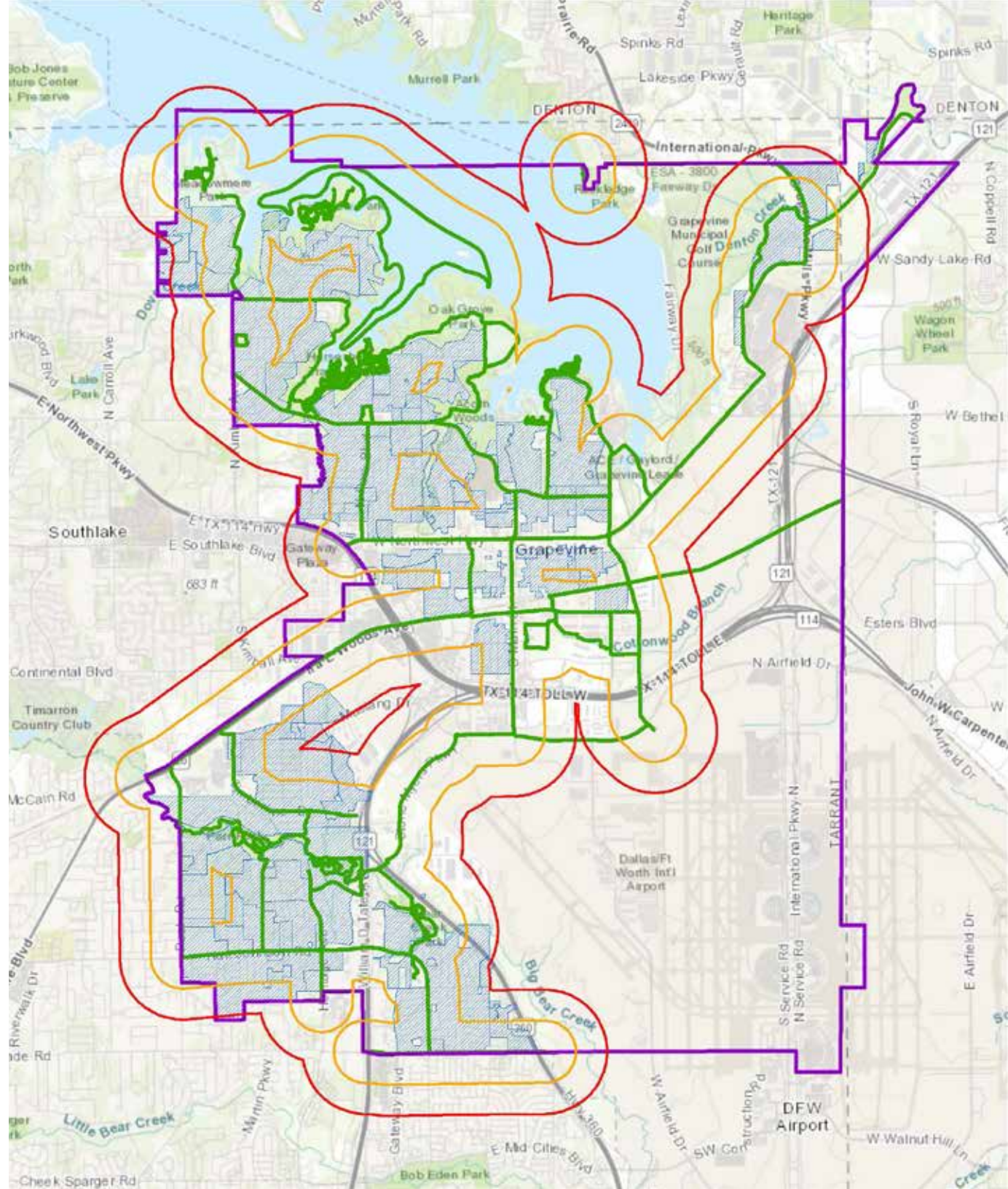
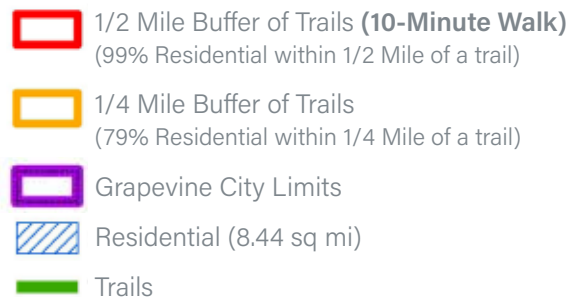
- Fill the gaps in the proposed system, mostly those within a 1/2 of a mile, which is the nation-wide distance for a 10-minute walk
- Continue to identify park land to expand and meet the desires and needs of the community



ACCESSIBILITY TO TRAILS

A total of 99% of Grapevine residents live within a 1/2 of a mile of a trail and 79% live within a 1/4 of a mile of a trail. When planning for trail connection, Grapevine Parks and Recreation should consider the following:

- Fill the gaps in the proposed system, mostly those within a 1/4 of a mile
- Continue to make regional trail connections
- Connect to community destinations - schools, shopping centers, other community facilities, other transportation stations



OPERATIONAL RECOMMENDATIONS

There are multiple recommendations for the Grapevine Parks and Recreation Department to continue the best practices of the agency.

RECOMMENDATIONS

- Update and develop Emergency Action Plans for special events and facilities
- Improve online registration system
- Continue use of The REC of Grapevine Business Plan and Facility Utilization Analysis
- Staff training and continuing education
- Element 26
- Pool manager in-training
- Next Generation Leadership
- Leadership Grapevine
- Evaluate present contracts for mowing, etc.
- Appropriately budget for new programs, facilities, parks, etc.
- Continue benchmarking against National Recreation Park Association's standards of parks and recreation
- Continue development and implementation of the Department's new brand
- Increase usage of recycled materials (paper, serving ware, cups, etc.)
- Implement additional survey methods
 - Identify performance metrics and goals. Use additional survey methods to track performance against goals; incorporate this information into the Mini Business Plan process.
- Provide greater consistency and breadth of quality management
 - Ensure the performance review process with all staff is fair and consistent. Assess training needs to help fulfill recommendations in the program assessment and master plan process and implement additional training of staff to meet those needs.



PROGRAM EXPANSION

The relationship between meeting the needs of the community, achieving the agency's mission, and executing service delivery is of critical importance. With an understanding of this important dynamic, the following section provides an analysis of the service system and includes building on the service foundation that already exists within the City's programs and events. The City may not meet all of the recreation program needs of the community. Instead, the Department should fill the role of being a **"clearinghouse" for information about recreation services** provided by other organizations in the community and the surrounding area.

Based on the team's observations, the City's program offerings are solid for a system of its size, but enhancements to performance management practices would yield overall improvements to the services provided to the community. This section is intended to provide resources and insight to move the City to a higher level of sophistication in quality management.

PROGRAM STANDARDS

The practice of using program standards is essential for agencies desiring to perform at high levels and that aspire to be community and industry leaders. One of the most significant issues in managing a program system includes the challenges faced with the complexity associated with thousands of service transactions, in-person and online, from multiple staff members dealing with a diverse audience at a variety of facilities within the system. Currently the City measures participation numbers and participant to staff ratios, mainly through post-program surveys or anecdotal comments. Additional metrics to consider include tracking program success rate or program cancellation rate, based on programs offered vs. cancelled, and customer satisfaction and customer retention levels.

SURVEYS

Surveys can be very useful indicators of success if used in the right way – keeping the number of questions to a minimum and avoiding survey fatigue. Additional ways to collect customer feedback include a pre-program survey, used alongside a post-program survey to measure change, recurring user surveys, and lost customer surveys. Non-user and focus groups can also be used to collect information on residents who are not regular users of parks programs and services. While this information is useful in tracking satisfaction throughout the year, it is also a good idea to regularly conduct a web survey that will serve to substantiate the more informal surveys to use with key decision-makers.

QUALITY MANAGEMENT METHODS

In addition to measuring satisfaction, it is useful to have procedures in place to ensure that core program standards are being met across the spectrum of program offerings. This is particularly important when managing part-time, contractor, and seasonal staff. While all staff should be trained to perform to a core set of standards, it is useful to have extra training and checks in place for staff who are not as regularly exposed to the standards as full-time staff are. For staff who are delivering programs that require an extra layer of health and safety knowledge or training, such as vehicle drivers or lifeguards, training and quality checks should be extra rigorous.

Currently, the City has systems in place to:

- Regularly and consistently update policies and procedures
- Check on the quality of instructors
- Develop lesson plans
- Train staff in customer service
- Marketing training
- Train staff in basic life safety
- Enhanced life safety training
- Review full-time staff performance
- Evaluate programs
- Provide continuing education opportunities

Additional performance or quality standards for the City to consider implementing include:

- Specialty skill training
- Training on tracking/calculating cost of service and cost of facility operations
- Diversity training, with a focus on aging adults, to meet demographic changes
- Review part-time and seasonal staff performance
- Targeted training on working with special needs population

PROGRAM DECISION-MAKING MATRIX

When developing program plans and strategies, it is useful to consider all of the Core Program Area and individual program analysis discussed in this Program Assessment. Lifecycle, Age Segment, Classification, and Cost Recovery Goals should all be tracked, and this information along with the latest recreation program trends and community input should be factors that lead to program decision-making. A simple, easy-to-use tool similar to the table below will help compare programs and prioritize resources using multiple data points, rather than relying solely on cost recovery. In addition, this analysis will help staff make an informed, objective case to the public when a program in decline, but beloved by a few, is retired.

PROGRAM	CORE PROGRAM AREA	AGE SEGMENT	LIFECYCLE	CLASSIFICATION	COST RECOVERY	OTHER FACTORS

TRACKING AND EVALUATION

Here are some key metrics to track and evaluate programming:

- Rates of fill for classes and programs (number of registrants compared to the capacity)
- Participation numbers by individual programs and totals by program areas, along with comparisons to past years/seasons (3- to 5-year comparisons)
- Rate of program cancellations
- Financial performance of individual programs (operating expenses versus revenues) including cost per participant
- Evaluations from participants with a numeric scoring system for comparative purposes

TRACK PROGRAM TRENDS

ON A REGIONAL AND NATIONAL BASIS TO
ENSURE PROGRAM OFFERINGS ARE CURRENT
AND REFLECT WHAT PEOPLE WANT TODAY
– AND MAY WANT TOMORROW.

SPECIFIC PROGRAM RECOMMENDATIONS

The Department should start to emphasize programs that focus on family/multi-generational opportunities, active seniors, and teens. Following are recommendations for overall programming in **education, recreation, and athletic** areas:

FITNESS/WELLNESS: These programs should have special emphasis and go beyond fitness classes to include programs on wellness and healthy living. This effort should focus on youth obesity as well as senior wellness activities.

GENERAL INTEREST: Developing a series of general interest programming (such as dog obedience classes and trip programs) for youth, teens, adults, families and seniors should be a priority.

SPECIAL NEEDS: It is difficult for most recreation agencies to have a broad special needs program on their own. In addition to increasing programming for the special needs population, the Department should consider partnering with organizations that are skilled in this area.

TEENS: Additional services and programs will need to be targeted to this age group. It is anticipated that these will primarily be offered by the City and other providers with experience with teens.

OUTDOOR EDUCATION/RECREATION:

The Department has a number of parks with great natural resources, such as forested areas and streams. These sites could be used to expand outdoor recreation programming. Given national trends, this program area is likely to increase in demand over the next years.

COMMUNITY/SPECIAL EVENTS: Creating community through quality special events involves examination of the overall experience. Create themed experiences for audiences and maintain balance of catering to residents while attracting visitors into the City.

EDUCATION PROGRAM EXPANSION

Grapevine Parks and Recreation values education in the community; therefore, it seeks opportunities to educate with innovative programs and utilization of natural resources. The following recommendations were noted for increased education programs.

RECOMMENDATIONS

- Increase special needs education programming.
- Add educational nature walks and hikes in parks and trails.
- Create culinary programming allowing for an educational experience.
- Include STEM (Science, Technology, Engineering, and Math) focused programming and events.
- Increase educational arts and crafts opportunities.
- Computer/technology programs for all ages, including active adults, 55 and older.
- Expand and implement Go Wild program:
 - Go Wild is an environmental education initiative, engaging residents of all ages in exploring, restoring, and protecting wildlife and critical habitat in Grapevine parks. With hundreds of acres of Environmentally Sensitive Areas and valuable wildlife habitats in the park system, Go Wild programs offer diverse opportunities for the community, especially our youth, to learn about and care for these natural treasures.

EDUCATION PROGRAM GUIDELINES

When reviewing education programs for consideration, they must meet the following criteria:

- Does the program meet the mission of Grapevine Parks and Recreation?
- How does this program address the need for social equity and ability to provide opportunities for those with adaptive needs?
- How does this program meet the goals of health and wellness?
- How does this program meet the desire to educate participants on nature, conservation, and protection of natural resources?



TOP PICKS

CULINARY PROGRAMS
ARTS & CRAFTS
MUSIC PRODUCTION
DANCE CLASSES
PERFORMING ARTS

RECREATION PROGRAM EXPANSION

Grapevine Parks and Recreation strives to be at the forefront of recreation trends by not only providing the most popular current programs but by also offering programs that are the first of their kind and as diverse as the community the Department serves. The Department identifies three core programs areas: children, adult, and active adult. These areas provide a generally well-rounded and diverse array of programs that serve the community at present. Based upon the observations of the planning team and demographic and recreation trends information, City staff evaluates core program areas and individual programs, ideally on an annual basis, to ensure offerings are relevant to evolving demographics and trends in the local community. The following recommendations were noted for increased recreation programs.

RECOMMENDATIONS

▪ Children

- o Morning “Mommy N Me” arts & craft classes
- o Indoor swim lessons
- o Play night on The REC field
- o Outdoor playground for child watch program
- o Gaga ball league
- o Outdoor programs and partnerships
- o Increase offsite and outdoor programming (nature/trail hikes)
- o Informal play

▪ Adults

- o Universal pass that includes fitness programs
- o Increase outdoor programming
- o Free fitness room orientations
- o Diverse aquatic fitness programming

▪ Active Adults (55+)

- o Increase offsite and outdoor programming (nature/trail hikes)
- o Increase aquatic fitness programming
- o Create more pickleball offerings
- o Table tennis
- o Additional group destination trips

RECREATION PROGRAM GUIDELINES

When reviewing recreation programs for consideration, they must meet the following criteria:

- Will this program achieve the class success rate and the classroom occupancy rate expected for the designated facility?
- Does the program meet the mission of Grapevine Parks and Recreation?
- How does this program address the need for social equity and ability to provide opportunities for those with adaptive needs?
- How does this program meet the goals of health and wellness?
- How does this program meet the desire to educate participants on nature, conservation, and protection of natural resources?

ATHLETIC PROGRAM EXPANSION

To ensure the Department is creating new and innovative programs that appeal to all needs and ages, the Team performs continuous research and testing of national trends to stay at the forefront of the rapid growth of the sports market. It's a priority to Grapevine Parks and Recreation to be open to expanding and adding quality athletic programs for our community.

RECOMMENDATIONS

- Add disc golf program
- Increase special needs athletic programming
- Add Active Adult (55+) softball league
- Add programs and activities for millennials
- Provide youth and adult softball tournaments
- Add an additional sand volleyball court to increase participation
- Create an Ultimate Frisbee league

ATHLETIC PROGRAM GUIDELINES

When reviewing athletic programs for consideration, they must meet the following criteria:

- Does the program meet the mission of Grapevine Parks and Recreation?
- How does this program address the need for social equity and ability to provide opportunities for those with adaptive needs?
- How does this program meet the goals of health and wellness?
- How does this program meet the desire to educate participants on nature, conservation, and protection of natural resources?



PROGRAM EVALUATION CYCLE

Using the Age Segment and Lifecycle analysis, and other established criteria, program staff should evaluate programs on an annual basis to determine program mix.

COMMUNITY & SPECIAL EVENTS

Grapevine Parks and Recreation recognizes the importance of community-wide festivals, special events and celebrations and the expanding potential for direct and in-direct impact on overall quality of life within all demographics of our community. The Department also understands that the interests and general make-up of our citizens are dynamic and growing. Grapevine Parks & Recreation is committed to expanding, adapting and creating community events that strengthen relationships, increase community pride and engagement, promote health and well-being, encourage participation and exceed expectations.



RECOMMENDATIONS

- Expand event opportunities for passive and active engagement in music, food and the arts.
- Expand event opportunities that promote engagement in natural, educational, historical and environmental activities.
- Develop events that target particular special needs while also continuing to make events more accessible overall for groups or individuals with special and adaptive needs.
- Examine ways to make sure Grapevine residents have priority to participate in community event opportunities.

EVENT GUIDELINES

- Events should meet the overall mission and values of Grapevine Parks and Recreation.
- Grapevine residents should be assured opportunities or given priority when limits on participation are appropriate or necessary.
- Events should be high quality and high value for the participant.
- Events should be inclusive and sensitive to cultural, social equity and adaptive needs.
- Events should promote an overall sense of health, safety, security and overall well-being.

BRANDING & COMMUNICATION

Grapevine Parks and Recreation's mission to tell our story effectively to the community remains a priority and a conscious effort. The Department aims to be at the forefront of the digital media movement and create convenient avenues that our listeners can best hear our story. The community views the Department the primary resource and subject matter experts on Grapevine's parks, programs, facilities, and services. Protecting the reputation of the Grapevine Parks and Recreation brand involves consistency in messaging and visuals and also following brand guidelines and standards.



RECOMMENDATIONS

- Build on market strategy to increase the following and engagement on social media platforms.
- Enhance the user experience on registration website.
- Continue to improve the functionality of the GoGrapevine.com website.
- Create a recurring, email newsletter that will inform the community about parks, facilities, programs services and upcoming events.
- Increase quality of digital content by adding video.
- Focus on the quality, consistency and implementation of brand guidelines and standards when visually representing the department.
- Enhance relationships with partners that can leverage marketing efforts through cross-promotion.
- Establish and review regularly performance measures for marketing; performance measures can be tracked through increased use of customer surveys as well as some web-based metrics.

BRAND GUIDELINES

When reviewing branding and communication efforts, they must meet the following criteria:

- Must not break the Department's Brand Guidelines.
- Meets the mission of Grapevine Parks and Recreation.
- Communicates how the Department addresses social equity and adaptive needs.
- Shows how Grapevine Parks and Recreation addresses health and wellness.
- Communicates how the Department encourages education participants on nature, conservation, and protection of natural resources.



08



CHAPTER EIGHT Volunteers and Partnerships

VOLUNTEERS

Grapevine Parks and Recreation seeks to provide a very rewarding and mutually beneficial volunteer experience that will further enhance the quality of life and strengthen commitment to the community. Studies show that the more a person volunteers, the happier they become because they are creating new connections with people, gaining new experiences and insights, and most importantly making a difference.



Today's realities require most public park and recreation departments to seek productive and meaningful partnerships with both community organizations and individuals to deliver quality and seamless services to their residents. These relationships should be mutually beneficial to each party to better meet overall community needs and expand the positive impact of the agency's mission. Effective partnerships and meaningful volunteerism are key strategy areas for the City to meet the needs of the community in the years to come.



RECOMMENDATIONS

- Continue to track volunteers, volunteer hours, and track partners. Ensure that the database that tracks all volunteers and volunteer hours also tracks partners, and partner resources leveraged (dollar value of partnering, if possible). Assign volunteer and partner tracking responsibility to one staff person; include this in the job description.
- Conduct purposeful and productive volunteer projects that are developed through matching needs with resources and skills.
- Develop tiered levels of volunteer opportunities within each volunteer category/effort based on the skill level and responsibility required (i.e. Botanical Garden Docent, propagation/greenhouse volunteer and special community event volunteer).
- Identify and summarize volunteer policies in a Volunteer Policy document.
- Continue to host the annual Volunteer Appreciation event and find innovative ways to recognize volunteers that have dedicated their time to serve.
- Evaluate other volunteer opportunities such as data entry, office organization etc. that may fulfill a need and give volunteers new experiences.

VOLUNTEER MANAGEMENT

When managed with respect and used strategically, volunteers can serve as the primary advocates for the City and its offerings. Currently, the Department tracks volunteer hours. Tracking all volunteer hours can be used in budget discussions showing how well the City is able to leverage limited resources. Engaging and rewarding volunteers will enhance community ownership and pride in the recreation programs and facilities the Department provides.

VOLUNTEER MANAGEMENT GUIDELINES

In developing the policy, some best practices that the City should be aware of in managing volunteers include:

- Involve volunteers in cross-training to expose them to various departmental functions and increase their skill. This can also increase their utility, allowing for more flexibility in making work assignments, and can increase their appreciation and understanding of the City.
- Ensure volunteers are coordinated with the City of Grapevine as a whole, and that he or she is communicating with associated park staff to stay fully informed about the strategic direction of the agency overall, including strategic initiatives for all divisions. Periodically identify, evaluate, or revise specific tactics the volunteer services program should undertake to support the larger organizational mission.
- A key part of maintaining the desirability of volunteerism in the agency is developing a good reward and recognition system. The consultant team recommends using tactics similar to those found in frequent flier programs, wherein volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events, or any other City function.
- Be proactive and specify projects that can be ready for potential groups and partners that are seeking an opportunity to be involved.
- Regularly update volunteer position descriptions. Include an overview of the volunteer position lifecycle in the Volunteer Policy, including the procedure for creating a new position.
- Add end-of-lifecycle process steps to the Volunteer Policy to ensure that there is formal documentation of resignation or termination of volunteers. Also include ways to monitor and track reasons for resignation/termination and perform exit interviews with outgoing volunteers when able.
- In addition to number of volunteers and volunteer hours, categorize and track volunteerism by type and extent of work, such as:
 - o **Regular volunteers:** Those volunteers whose work is considered to be continuous, provided their work performance is satisfactory and there is a continuing need for their services.
 - o **Special event volunteers:** Volunteers who help out with a particular event with no expectation that they will return after the event is complete.
 - o **Episodic volunteers:** Volunteers who help out with a particular project type on a recurring or irregular basis with no expectation that they will return for other duties.
 - o **Volunteer interns:** Volunteers who have committed to work for the agency to fulfill a specific higher-level educational learning requirement.
 - o **Community service volunteers:** Volunteers who are volunteering over a specified period of time to fulfill a community service requirement.

Encourage employees to volunteer themselves in the community. Exposure of staff to the community in different roles will raise awareness of the agency and its volunteer program. It also helps staff understand the role and expectations of a volunteer if they can experience it for themselves.

PARTNERSHIPS

The Department currently works with several different types of partners throughout the community, from sports associations to the Active Adult area. A database should be developed to track these partners and partnerships. As with tracking of volunteer hours, tracking partnerships helps show leadership making budget decisions how well the staff are able to leverage resources. *Learn more about our Parks Partners Program in Appendix E.*

Below is an overview of opportunities that the Department pursues in partnership development:

- **Operational Partners:** Other entities and organizations that can support the efforts of the City to maintain facilities and assets, promote amenities and park usage, support site needs, provide programs and events, and/or maintain the integrity of natural/cultural resources through in-kind labor, equipment, or materials.
- **Vendor Partners:** Service providers and/or contractors that can gain brand association and notoriety as a preferred vendor or supporter of the City Parks in exchange for reduced rates, services, or some other agreed upon benefit.
- **Service Partners:** Non-profit organizations and/or friends groups that support the efforts of the agency to provide programs and events, and/or serve specific constituents in the community collaboratively.
- **Co-Branding Partners:** Private, for-profit organizations that can gain brand association and notoriety as a supporter of the City in exchange for sponsorship or co-branded programs, events, marketing and promotional campaigns, and/or advertising opportunities.
- **Resource Development Partners:** A private, non-profit organization with the primary purpose to leverage private sector resources, grants, other public funding opportunities, and resources from individuals and groups within the community to support the goals and objectives of the agency on mutually agreed strategic initiatives.

RECOMMENDATIONS

- Establish partner policies and agreements that are tailored to the different types of partnerships the City encounters. Assign management of the policies and agreements to one staff person and include this in his or her job description.
- Partnerships need to be defined via contractual agreement; prior to renewal, all partnerships should be reviewed for equity



THE END

The following appendices (A-E) are provided as supporting information.

APPENDIX A – SITE AND FACILITY ASSESSMENTS

A park and facility tour was performed to confirm and modify assets and amenities, as well as perform a Supply Analysis to identify existing and potential parks and recreation resources and facilities provided across the community. The on-site assessment provided the consulting team the opportunity to gain an understanding of the system from the customer's point of view. During this tour, general observation of park and recreation facilities included:

- General state and condition of parks
- Compatibility and connectivity with neighborhoods as well as general access
- Compatibility of amenities offered through the City
- Aesthetics and design
- Safety and security
- Program capacity and compatibility with users
- Partnership and revenue generation opportunities

The following is a summary of general observations from the park and facility assessment:

- The Grapevine Parks and Recreation Department offers many high quality assets representative of the “Grapevine” distinction; attention to detail in the design and aesthetics of park assets and amenities elevates the brand.
- As the City nears projected build-out, most neighborhood and community park sites, assets, and amenities should have reached the maximization of usage.
- Aggressive routine and preventative maintenance schedules and replacement schedules have replenished park stock on a regular basis.
- Infusion of non-traditional play-structures including climbing and balance apparatus enhance youth health and fitness; continuation of design standard at regularly scheduled replacement intervals will ensure that the Grapevine youth have exceptional recreational experiences that also increase fitness levels.
- Park sites, assets, and amenities are generally compatible with the neighborhoods and community; larger parks and many of the lake parks lack circulatory ease for patrons.
- Lake parks offering is diverse; however, expanse of acreage available presents an abundance of development opportunities at many of the park sites.
- Abundance of system wide use of pipe railing dates the park system and fails to uphold image and value associated with the park system; all non-lake park sites should have all pipe fencing removed and replaced with an accepted standard or left open depending on location.
- As the City reaches build-out and the tax base matures, future tax-based revenues will conceivably stagnate if rates are not increased; due to this, all allocations of programs and services will need to be classified to determine what is essential.
- Park system is lacking permanent restrooms at the majority of sites.
- The Department should continue replacing play equipment, picnic tables, benches, trash enclosures, and water fountains as part of the annual capital improvements.

ACORN WOODS PARK – 1000 OAK GROVE LOOP S.

- Classification – Regional Park
- Size – 1.35 Acres
- Assets/Amenities – access to Grapevine Lake, day use picnic shelters

AUSTIN OAKS PARK – 528 AUSTIN CREEK DRIVE

- Classification – Neighborhood Park
- Size – 1.25 Acres
- Assets/Amenities – play structure, basketball court, walkways, benches and picnic tables

BANYAN PARK – 350 BANYAN DRIVE

- Classification – Neighborhood Park
- Size – 1.77 Acres
- Assets/Amenities – play structure, picnic tables, walkways and benches

BEAR CREEK PARK – 3230 SOUTH STATE HIGHWAY 360

- Classification – Special Use Park
- Size – 54.63 Acres
- Assets/Amenities – playground structures, numerous picnic facilities, pavilion with capacity of 40 persons, irrigation, trails, a creek overlook, 18 hole disc golf course, interpretation stations, two softball fields, and a dog park
- Park Observation:
 - o Great example of new standard of trail signage/markings
 - o Connection to trail
 - o Diamond sports fields appear to be of high quality; feature spectator seating w/shade, lights, scoreboards, and outdoor fencing
 - o Park floods due to close proximity to Bear Creek; diamond sports fields damaged during most recent flood in September 2017; infield aggregate mix on both sports fields required complete replacement

BELLAIRE PARK – 1004 PINE STREET

- Classification – Neighborhood Park
- Size – 0.33 Acres

BOTANICAL GARDENS AND BESSIE MITCHELL MEETING FACILITY – 411 BALL STREET

- Classification – Special Use Park / Special Use Facility
- Size – 5.86 acres
- Assets/Amenities – Phase I included a loop walk, benches, annual color planting areas, and the Great Lawn; Phase II was built in a natural bowl area behind the Bessie Grapevine Meeting Facility featuring a loop walkway that connects to the Phase I walkway, a garden court, performance stage, amphitheater seating, a gazebo, perennial beds, over 250 different species of plants, and an 8,500 gallon water garden complete with two bridges, waterfall, aquatic plants, koi, and goldfish and a 1,000-gallon pond; the third phase includes a central water feature in the great lawn, perimeter fencing, development of the east side of the property and an outdoor educational pavilion
- Park Observation:
 - o Bessie Grapevine Meeting Facility has shared restrooms with Botanical Gardens; facility has capacity of 60 people
 - o Botanical Gardens are an excellent example of quality integrated into environmental education
 - o Excellent usage of signage and informational “kiosks”
 - o Pavilion is of exceptional aesthetics and finish out
 - o One staff person is allocated to the Botanical Garden
 - o Garden has issues with professional photographs; difficult to distinguish between professional and family photographs; Gardens has implemented a policy that requires any activity with 5 or more persons to reserve a time
 - o Garden does not charge for admission, concerts, or other events
 - o Greenhouse has been completed

C.J. HUTCHINGS PARK – 1201 CABLE CREEK DRIVE

- Classification – Neighborhood Park
- Size – 0.68 Acres
- Assets/Amenities – playground equipment, picnic facilities and walkways
- Park Observation:
 - o Park is bordered on three sides by streets
 - o Playground was replaced in 2010; great addition of youth health/fitness enhancing play structure and tot/infant structure
 - o Park is across the street from an elementary school; receives heavy usage after school hours

CLUCK PARK – 312 CENTRAL DRIVE

- Classification – Neighborhood Park
- Size – 0.73 Acres

- Assets/Amenities – a lighted basketball court, playground equipment, walkways and picnic facilities
- Park Observation:
 - o Neighborhood is in transition; playground appears to get little use

COMMUNITY OUTREACH CENTER PARK - 3010 MUSTANG DRIVE

- Classification – Neighborhood Park
- Size – 2.01 acres
- Assets/Amenities – sport courts with basketball and soccer goals, playground equipment, picnic tables

DENTON CREEK PARK – 1401 GRAPEVINE MILLS PKWY.

- Classification – Regional Park
- Size – 0.30 Acres
- Park Observation:
 - o Master plan is currently underway

DOVE CROSSING PARK – 1701 STONEWAY DRIVE

- Classification – Neighborhood Park
- Size – 0.30 Acres
- Assets/Amenities – playground equipment, walkways and picnic facilities
- Park Observation:
 - o Corner lot park; streets run along two boundaries
 - o Playground and swing set

DOVE PARK & POOL – 1509 HOOD LANE

- Classification – Community Park / Special Use Park
- Size – 8.61 Acres
- Assets/Amenities – a swimming pool, six lighted tennis courts, two lighted basketball courts, two large playground areas (Casey's Clubhouse), a lighted sand volleyball court, two pavilions with capacities of 50 people per, an in-line skating rink, a .45 mile hike and bike trail and picnic facilities
- Park Observation:
 - o Park is currently in the process of a redevelopment concept plan in which most structures will be replaced/renovated with a universally accessible playground
 - o Park sign is of total different design standard than any other in park system
 - o Located adjacent to an elementary school site

- o Only universally accessible playground in system; currently in process of redevelopment
- o Loop trail around park provides good circulation
- o Parking is limited; prior to addition of assets/amenities, parking should be expanded
- o Dove Pool is same basic design (flat pool) as other City pool
- o Pool is in need of renovation/overhaul to increase desirability and usage

JOINT-USE PARK AT FAITH CHRISTIAN SCHOOL – 730 EAST WORTH STREET

- Classification – Neighborhood Park
- Size – 1.25 acres
- Assets/Amenities – playground and open space
- Park Observation:
 - o Park land is owned by Faith Christian School
 - o Site used as neighborhood park

GLADE CROSSING PARK – 512 WESTBURY DRIVE

- Classification – Neighborhood Park
- Size – 0.85 Acres
- Assets/Amenities – playground equipment, picnic facilities, walkways, wrought iron fencing with stone pillars, decorative stone benches, a memorial marker, and irrigation
- Park Observation:
 - o Located in a Trammell Crowe Development
 - o No park signage
 - o Mature trees; good canopy provides for an abundance of shade, but hinders grass growth/coverage
 - o Recommendations/Actions:
 - o Add park signage

GLADE LANDING PARK – 5201 BRETENMEADOW DRIVE

- Classification – Neighborhood Park
- Size – 0.95 Acres
- Assets/Amenities – playground equipment, walkways and picnic facilities
- Park Observation:
 - o Playground replaced in 2011

GRACE PARK - 610 SHADY BROOK DRIVE

- Classification – Neighborhood Park
- Size – 0.32 acres
- Assets/Amenities – small group pavilion, playground equipment

HAZY MEADOWS PARK – 4300 HAZY MEADOWS DRIVE

- Classification – Neighborhood Park
- Size – 2.5 Acres
- Assets/Amenities - play equipment, picnic facilities, walkways and an open field play area
- Park Observation:
 - o Park is a connector/easement to Bear Creek Trail; trailhead/access point
 - o Trailhead is not clearly defined; this is a common issue with trailheads in the southern portion of the system
 - o Park entrance and boundary is located adjacent to private residence
 - o Trail extension leads to Pool

HERITAGE CENTER- 701 S. MAIN STREET

- Classification – Special Use Park
- Size – 3.03 acres
- Assets/Amenities – Grapevine Heritage Center and museum, public restrooms

HERITAGE PARK – 201 BALL STREET

- Classification – Community Park
- Size – 8.28 Acres (including Botanical Gardens)
- Assets/Amenities – two-lighted tennis courts, a lighted basketball court, walkways, playground equipment, picnic facilities and the Bessie Grapevine Meeting Facility and is now the site of Grapevine's Botanical Garden
- Park Observation:
 - o Located adjacent to the Botanical Gardens
 - o Creek poses a safety threat along eastern boundary
 - o Experience heavy use of basketball and tennis courts
 - o Excellent addition of health and fitness component to playground structure

HIGHPOINT PARK – 4121 FREEPORT PARKWAY

- Classification – Community Park
- Size – 65.5 Acres
- Assets/Amenities – undeveloped
- Park Observation:
 - o Utility corridor
 - o Site is surrounded by warehouses

HORSESHOE TRAILS PARK – 2099 HOOD LANE

- Classification – Regional Park
- Size – 293 Acres
- Assets/Amenities – The C. Shane Wilbanks Trail is located in this lease area

KATIE'S WOODS PARK – 1700 KATIE'S WOODS LOOP

- Classification – Regional Park
- Size – 56 acres
- Assets/Amenities – Boat ramp and picnic areas
- Park Observation:
 - o Free day-use park; boat launch does require a fee
 - o Popular boat launch
 - o Park experiences high level of use; adjacent neighborhood is critical of high use and associated traffic

LAKE POINTE PARK - 1150 WEST DOVE LOOP ROAD

- Classification – Neighborhood Park
- Size – 710 acres
- Assets/Amenities – Access to Dove Loop Trail, open space

LAKEVIEW PARK – 3850 LAKEVIEW DRIVE

- Classification – Regional Park
- Size – 147.0 Acres
- Assets/Amenities – two fee-based boat ramps, picnic facilities, playgrounds, and restrooms

- Park Observation:
 - o Only park that is closed every night via gate
 - o Blank slate of a park; limited development includes a playground, restrooms, and boat ramps

LIBERTY PARK – 215 SOUTH MAIN STREET

- Classification – Special Use Park
- Size – 0.44 Acres
- Assets/Amenities – the historical Torian Cabin, public art, extensive landscaping and is the site of the Wallis Building as well as the current home (circa 2010) of the Convention & Visitors Bureau

MEADOWMERE PARK – 3000 MEADOWMERE LANE

- Classification – Regional Park
- Size – 268.0 Acres
- Assets/Amenities – high-quality natural turf soccer fields, a designated swim beach, ropes-inspired playground and picnic pavilion complete with shade, a low-water boat ramp and several restroom facilities. Meadowmere Park boasts individual and group camping sites and is the paddle sports hub of North Texas with a dedicated rental facility for kayaks, stand-up paddle board, corcl boats and has an ADA accessible kayak dock with transfer stations.
- Park Observation:
 - o Park contains two of the four lighted multipurpose fields in the system
 - o Department is exploring developing RV camping and expanding tent camping at the site
 - o Park has two hosts to open/close gate (currently a day use site)
 - o Heavily used park in summer
 - o High-quality natural turf soccer/multi-purpose fields that can accommodate all ages/ability levels
 - o Designated Swim Beach
 - o Ropes-inspired Playground
 - o Multiple Picnic Pavilions complete with shade, tables and grills
 - o Paddle sports rental facility including kayaks, SUPs and Corcl boats
 - o Multiple trails natural and soft surface trails
 - o Wildlife migration and observation areas
 - o Habitat Restoration and Environmentally Sensitive Areas

OAK GROVE PARK – 2520 OAK GROVE LOOP SOUTH

- Classification – Regional Park
- Size – 228.0 Acres
- Assets/Amenities – three lighted regulation softball fields, nine regulation soccer fields (two lighted), nine lighted regulation baseball fields, picnic areas, four concession stands/restrooms, playground equipment, and a large pavilion with a capacity of 260 people; the C. Shane Wilbanks Trail begins in this park and runs west for 3 miles
- Park Observation:
 - o Main signage to park (red with stainless lettering) is extremely cluttered and difficult to read; does not conform to any other signage standard in the system
 - o Park experiences heavy use
 - o Bicycle and vehicular traffic issues arise from bicyclists not wanting to use the trail to ride
 - o Informal parking along roadside persist; image of roadside parking does not fit the overall image of the system or that of “Grapevine”
 - o Scott’s Landing Boat Ramp is one of the city’s least used boat ramps
 - o McPherson Slough has experienced issues relating to loitering; limited development/offering at park site
 - o Marina maintenance yard is an eyesore along the main entry to the top-tier Ballfield Complex; trailer overflow and boat storage yard is hideous and in direct contradiction to the design and finish of the complex located adjacent
 - o Playgrounds throughout park have recently been replaced; excellent examples of youth health and fitness
 - o Trawick Pavilion is located in this park and is the most heavily used pavilion in the system
 - o Ballfield Complex is excellent example of the image Grapevine wishes to project
 - o Epoxy coating on restroom floors and walls needs to be a design standard throughout the system
 - o Youth association operates the concession stand
 - o Sports field quality, player areas, spectator areas, and added finishing touches of complex distinguish this as a premier sports complex destination
 - o Image of complex is first class; rarely duplicated from a national/regional/local perspective
 - o Four of the seven fields at the Soccer Complex are lighted
 - o Limited access to the soccer fields; no sidewalks
 - o Youth association has requested lighting of additional fields
 - o Softball Complex is under construction

OAK RIDGE PARK – 2590 JUNIPER LANE

- Classification – Neighborhood Park
- Size – 0.81 Acres
- Assets/Amenities – play equipment, picnic facilities, benches and walkways

- Park Observation:
 - Inherited adjacent greenbelt maintenance with park dedication
 - Due to terraced design, playground area washes frequently

PARKWOOD PARK – 1901 WOODCREEK DRIVE

- Classification – Neighborhood Park
- Size – 0.88 Acres
- Assets/Amenities – playground equipment, picnic facilities, and walkways
- Park Observation:
 - Approximately 3/4 of site is wooded
 - Located adjacent to an multi-family development
 - Playground structure was replaced in 2009

PARR PARK – 3010 PARR LANE

- Classification – Regional Park
- Size – 31.51 Acres
- Assets/Amenities – two regulation baseball fields, two regulation football/soccer fields, play equipment, a large pavilion, a shade structure, picnic facilities, exercise stations, and a two-mile jogging trail (including the Big Bear creek Nature Preserve trails); two 48-space concrete parking lots, a restroom, a sand volleyball court and a bridge crossing Big Bear Creek and connecting the Bear Creek trail have been added to this park
- Park Observation:
 - Park signage is blocked by overgrown vegetation (on date of assessment; October 14, 2010)
 - Connects to Bear Creek Trail
 - Park has entrance that appears to be incomplete; unfinished; Parr Lane leads to an asphalt drive
 - Park has tendency to flood due to close proximity to Bear Creek; are under pecan trees holds water; extensive drainage projects have been conducted in September and October (2010) to mitigate flooding issues
 - Restroom facility has the perception of “being dirty”; this is attributable to the stainless fixtures and color of the concrete block used in the construction; based on observation, restroom facility is clean and free of all unpleasant odor; Department regularly powerwashes the structure
 - Pavilion is in the process of being renovated; renovation will be in same vein as bathroom facility to create park synergy; will include electrical/lights/plugs
 - Facility experiences high number of rentals on the weekends
 - Three separate play structures; all receive high usage; poured-in-place surfaces for infant and toddler structures and Fibar surface for 6-12 structure; 6- to 12-year play structure is an excellent example of the shift in play-structures the Department has been implementing; integration of climbing/balance/hand-eye coordination/etc. in play-structure provides for excellent health and fitness benefits

- o Two multipurpose fields and two diamond fields; no lights
- o One sand volleyball court
- o Three loop trails within the park allow for site specific fitness; connection to Bear Creek Trail allows for regional fitness/circulation
- o Park is adjacent to the Carriage Glen Ditch #2 detention area; no use occurs in this space
- o Carriage Glen neighborhood has requested a bridge to connect to the Bear Creek Trail at the northern boundary of the neighborhood (over Carriage Glen Drainage Ditch #1); would provide access to Parr Park via the Bear Creek Trail

PECAN PARK – 4200 HALLMONT DRIVE

- Classification – Neighborhood Park
- Size – 0.88 Acres
- Assets/Amenities – playground equipment, walkways, picnic facilities and a basketball court
- Park Observation:
 - o Park entrance off of Summerfield Drive does not meet ADA standards

PICKERING PARK – 1901 NORTH KIMBALL ROAD

- Classification – Community Park
- Size – 6.5 Acres
- Assets/Amenities – playground equipment, picnic facilities, a small picnic pavilion with capacity of 80 people, walkways and a practice baseball field
- Park Observation:
 - o Playground was installed in 2008; last playground of traditional post and platform construction
 - o Recently begun to rent out pavilion

PLEASANT GLADE POOL – 1805 HALL-JOHNSON ROAD

- Classification – Special Use Park
- Size – 3.0 Acres
- Assets/Amenities – Pool features a children’s pool with water features, 8 lanes of swimming in the 25-meter pool, shade covered areas, picnic tables and a vending area; parking for the pool is provided through an agreement with GCISD; park also serves as a trailhead in the south Grapevine hike and bike trail system
- Park Observation:
 - o No clear/distinct entrance to pool; if attendee is not familiar with the facility, it is difficult to find/navigate parking and facility entrance
 - o Some customers believe that the maintenance entrance to the pool pump-house is the main entrance
 - o Joint use of school parking lot for all pool patron parking; parking lot is located behind the school with no direct entry off of main thoroughfare
 - o Open air designed bathhouse had to be covered with a sunshade due to privacy concerns

ROCKLEDGE PARK – 3800 PILOT POINT

- Classification – Regional Park
- Size – 86.3 Acres
- Assets/Amenities – day-use park contains a large pavilion with capacity of 260 people, picnic areas, and trailhead for mountain biking and hiking
- Park Observation:
 - o Boasting the best and most sought-after views of Grapevine Lake
 - o Has high vistas and rocky outcroppings that are perfect for both romantic picnics, group gatherings or professional photo shoots
 - o Image of park is not that of Grapevine; in need of a facelift
 - o Extensive use of highway cones, placement of highway barrier, and random product advertisement “sandwich signs” at park entrance give a “cheap” feel to the park prior to initiation of experience
 - o Park checkpoint/store structure is rented
 - o Trailhead located at back of park site is only evident to frequent park users
 - o Restrooms are in need of replacement
 - o Park is in need of upgraded utilities (water and sewer)

SHADOW GLEN PARK – 1815 ALTACREST DRIVE

- Classification – Neighborhood Park
- Size – 2.33 Acres
- Assets/Amenities – play equipment, walkways, and picnic facilities
- Park Observation:
 - o Approximately half of the property is heavily wooded
 - o Drainage ditch running across the back of the park is considered an inconvenience and safety issue by the adjacent neighbors; complaints indicate each neighbor would like a personal bridge built directly behind property line

SUNSHINE HARBOR PARK – 821 DAWN LANE

- Classification – Neighborhood Park
- Size – 0.34 Acres
- Assets/Amenities – play structure, walkways, basketball goal and picnic tables

THE REC OF GRAPEVINE AND OPEN SPACE – 1175 MUNICIPAL WAY

- Classification – Special Use Park / Special Use Facility
- Size – 8.58 Acres; 115,000 Square Feet Recreation Center
- Assets/Amenities – The REC contains two gymnasiums, a 1/8 mile walk/jog track, two racquetball courts, 8 classrooms, a game room, locker rooms, 10 private family changing rooms, an 8,000 sq/ft fitness room, an indoor playground, childwatch room, a music studio, a computer lab, a massage studio, a dry sauna, an events hall with a catering kitchen, an 18,000 sq/ft aquatic center with 2 birthday party rooms, an outdoor sprayground, an Active Adult Lounge, a full-size outdoor turf field, an outdoor fitness court and an outdoor courtyard ; offices for administration are housed at The REC, free Wi-Fi offered and the campus has a Central Utility Plant that supports The REC and the Library
- Park Observation:
 - o Point of sale has increased healthy offerings but still has an abundance of sugary drinks and junk-food snacks
 - o Staff offices have become extremely cramped as staffing has been revised from projected to actual operations and portions of the facility have been repurposed. The office situation must be investigated and addressed.
 - o The latest survey for The REC revealed a current online registration rate of 10%; would like to reach goal of 30-40% but ease of use for the client must improve
 - o Concession revenues amount to approximately \$25K; Net of \$14K
 - o With the addition of the dry sauna, a steam room has become a major request; staff should investigate cost and ROI
 - o During the summer months the main classroom at The REC is used as a camp hub; recommend exploring a designated camp room addition that can double as a preschool education center
 - o The front desk staff struggles with the east sun at the front desk in the morning from 7:24am-8:53am; a reflective 3M tint was added to the windows
 - o Changes should be made to the computer lab to allow more flexibility so the room can operate as a multi-purpose room
 - o An Active Adult outdoor exercise feature is needed to enhance the experience of the senior adult population

THE VINEYARDS CAMPGROUND & CABINS – 1501 NORTH DOOLEY STREET

- Classification – Special Use Park
- Size – 73 acres
- Assets/Amenities – RV campground with 50 amp hookups and premier pull-through sites, cabins with cable TV and Wi-Fi, onsite camp store, pavilion with capacity of 60 people, guest-only boat ramp with fish cleaning station, playground, swimming beach, restrooms, and laundry. Park is within minutes from restaurants, entertainment, historic downtown Grapevine and world class attractions.
- Park Observation:
 - o RV sites and cabins are exceptional and offer a great experience
 - o Concrete blocks in main restrooms were not sealed correctly; calcium deposits make the shower stalls/walls appear dirty
 - o Camp Hosts are onsite to offer hospitality and make guests' stay more enjoyable

TOWN SQUARE – 325 SOUTH MAIN STREET

- Classification – Special Use Park
- Size – 0.25 Acres
- Assets/Amenities – a gazebo, farmers market, decorative streetlights, decorative benches and a pavestone sidewalk

WALL-FARRAR PARK – 3300 W.D. TATE AVENUE

- Classification – Community Park
- Size – 29.56 Acres
- Assets/Amenities – N/A
- Park Observation:
 - o Heavily wooded park
 - o Adjacent to church; original trail easement was through church property

YORKSHIRE MEADOWS PARK – 2700 WHITBY LANE

- Classification – Neighborhood Park
- Size – 0.75 Acres
- Assets/Amenities – playground equipment, picnic facilities, walkways and a volleyball court
- Park Observation:
 - o Small corner-lot park
 - o Neighborhood in transition; playground appears to have little use
 - o Drainage issue in back corner of parcel has resulted in adjacent neighbor (western property owner) adding makeshift berm which has amplified the issue

911 MEMORIAL PLAZA – 2 TEXAN TRAIL

- Classification – Special Use Park
- Size – 0.25 Acres
- Dedicated on July 4, 2008

APPENDIX B – COMPLETE HISTORY BY PARK

ACORN WOODS – 135 acres (Regional Park); In September of 2004, the City Council approved a 25 year lease for Acorn Woods as part of the Oak Grove Park lease. There is a day use area with picnic facilities in Acorn Woods. Also the Oak Grove Hike and Bike Trail goes through Acorn Woods.

AUSTIN OAKS PARK – 1.25 acres (Neighborhood Park); Acquired through parkland dedication in 1990. Amenities in the park include a play structure, basketball court, walkways, benches and picnic tables. The park was named after the subdivision.

BANYAN PARK – 0.77 acres (Neighborhood Park); Acquired through parkland dedication in 1988. Amenities in the park include play equipment, picnic tables, walkways and benches. The park was named after the subdivision.

BEAR CREEK PARK – 54.63 acres (Community Park); This park was deeded in four sections with 1.25 acres being acquired through parkland dedication in 1987, two additional acres through parkland dedication in 1989 and 46.74 acres were purchased in 1992. Also, 4.64 acres of parkland was donated to the City by Huddleston/Curnes in 1995 in memory of Deborah Joan Swanson, late daughter of the previous property owners. This park has two playground structures, restroom facility, numerous picnic facilities, irrigation, a 1-mile hike/bike trail referred to as the “Deborah Joan Swanson Trail”, a creek overlook, 10 hole disc golf course, interpretation stations, and two multi-purpose fields. The park is named after the creek that flows through it.

BELLAIRE PARK – 0.33 acres (Neighborhood Park); The City purchased two residential lots in November of 2005 for a park for the Bellaire subdivision. The park was named after the subdivision. The park was designed by Ironwood Design Group and amenities installed in the park in mid 2007. The park was dedicated on September 6, 2007.

C. J. HUTCHINGS PARK – 0.68 acres (Neighborhood Park); Donated to the City by the Woods Development Corp. in 1982 and named in 1984. This park contains playground equipment, picnic facilities and walkways. This park was named after a Grapevine resident.

CLUCK PARK – 0.73 acres (Neighborhood Park) Purchased in 1984. This park contains a lighted basketball court, playground equipment, walkways and picnic facilities. It was named after the owner of the property whose children sold it to the City in 1984.

COMMUNITY OUTREACH CENTER PARK – 2.01 acres (Neighborhood Park) Park is leased from the Grapevine-Colleyville Independent School District (GCISD). The Community Outreach Center exists to facilitate communication and cooperation between law enforcement and local residents. The Community

Outreach Center was founded in 2006 in an apartment front along Mustang Drive as a way for Grapevine Police Officers to build relationships with residents from the surrounding apartments and trailer homes. In 2009 the Community Outreach Center moved to its current location at 3010 Mustang Drive. The Community Outreach Center is a partnership between the GCISD and the City of Grapevine. In 2013 a playground and in 2015 a lighted sport court was installed; amenities in the park include walkways, benches, and picnic tables. The park contains a sports court with basketball and soccer goals, open space for play, playground equipment and picnic tables.

DENTON CREEK PARK – 8.68 acres (Regional Park) Purchased in 2015 as part of the City of Grapevine's purchase of the "185". Currently Kubota North America has funded development plans for the newly acquired park. This parkland is very important ecologically to protect and sustain the Denton Creek Watershed. Future amenities in the park will include hike & bike trails and educational nodes.

DOVE CROSSING PARK – 0.30 acres (Neighborhood Park); Acquired through parkland dedication in 1984. This park contains playground equipment, walkways and picnic facilities. This was the first park to be dedicated through the Open Space Ordinance. It was named after the subdivision in which it is located.

DOVE PARK – 8.61 acres (Community Park / Special Use Park); Purchased in 1970, this park contains a swimming pool, six lighted tennis courts, two lighted basketball courts, two large playground areas (Casey's Clubhouse), a lighted sand volleyball court, two pavilions, an in-line skating rink, a .45 mile hike and bike trail and picnic facilities. The park was probably named after the existing elementary school across the street from the park.

JOINT-USE PARK AT FAITH CHRISTIAN SCHOOL – 1.25 acres (Neighborhood Park); At one time, the gymnasium at the then Grapevine Middle School served as the only Recreation Center available to Grapevine citizens. It averaged 182 citizens per day in the summer months and 164 citizens per day during the school year. The center is still utilized under a verbal agreement with Faith Christian School. The City and school district jointly built two lighted tennis courts (since removed from the site), paid to air condition the two school gymnasiums, acquired a basketball scoreboard, and have made general improvements to the recreation center, tennis courts, and adjacent football stadium. The cost of the amenities was \$95,000.

GLADE CROSSING PARK – 0.85 acres (Neighborhood Park); Acquired through parkland dedication in 1984. This park contains playground equipment, picnic facilities, walkways, wrought iron fencing with stone pillars, decorative stone benches, a memorial marker, and irrigation. The land and all of the initial amenities for the park were provided by the developer, Trammel Crow. It was named after the subdivision.

GLADE LANDING PARK – 0.95 acres (Neighborhood Park); Acquired through parkland dedication in 1986. This park contains playground equipment, walkways and picnic facilities. It was named for the subdivision it is located in.

GRACE PARK - 0.32 acres (Neighborhood Park) Located on the site of the original Public Works building at 610 Shady Brook Drive, currently the site is leased to GRACE. Built in 2014 as a community-built project, the park supports programming at GRACE and nearby residents. Amenities in the park include a play structure, basketball court, walkways, benches and picnic tables.

HAZY MEADOWS PARK – 2.5 acres (Neighborhood Park); Acquired through parkland dedication in 1990. Amenities in this park include play equipment, picnic facilities, walkways and an open field play area. The hike and bike trails in this park are linked to Pleasant Glade Pool and Bear Creek Park.

HERITAGE CENTER - 3.03 acres (Special Use Park); Grapevine Heritage Center and Historical Museum is a three-acre site encompassing a blacksmith shop, leather shop, foundry and the restored 1901 Cotton Belt Railroad Depot. The depot houses the Grapevine Historical Museum and the Grapevine Convention and Visitors Bureau Information Center. It's also home to the historic Grapevine Vintage Railroad. Named for an early spider-like railroad map, this restored 1896 steam excursion train runs daily 21 miles to the Fort Worth Stockyards.

HERITAGE PARK AND BOTANICAL GARDENS – 8.28 acres (Community Park / Special Use Park); This park was the first park in Grapevine's park system. In 1938, the school district dedicated land for this park. In 1977, approximately six additional acres were acquired. Also, 1.94 acres were purchased in 1995 that included the Bessie Mitchell home. This park contains two-lighted tennis courts, a lighted basketball court, walkways, playground equipment, picnic facilities and the Bessie Mitchell Meeting Facility and is now the site of Grapevine's Botanical Garden. The origin of the name of this park is not known, but was probably named because of the City's heritage. The site was once a basket-making factory for the cantaloupe farming in the area. Also nearby was a brick kiln that supplied much of the brick for downtown Grapevine. This park also is home to a recognized historic post oak tree in Grapevine, believed to be over 200 years old and alive during the signing of the U.S. Constitution; it is appropriately named the Heritage Oak.

HIGHPOINT PARK – 65.5 acres (Community Park); Donated to the City in 1985. This park is currently undeveloped. Future plans call for a hike/bike trail and interpretive signs. This park parallels Denton Creek and will allow the City to connect a trail system to Coppell. Part of the park is actually located in Coppell after a boundary line dispute was settled. Its name is derived from the name of the original project name when dedicated to the City.

HORSESHOE TRAILS – 293.0 acres (Regional Park); Approximately 120 acres were originally leased in 1992. The City Council approved a 25-year lease agreement in September of 2004 for this park which was included in the Oak Grove Park lease. The C. Shane Wilbanks Trail goes through this park. Also, there are approximately 4 miles of mountain bike trails in the park.

KATIE'S WOODS – 56.0 acres (Regional Park); Facilities in this park include numerous picnic stations, two boat ramps and a restroom. The City Council approved a temporary lease agreement for Katie's Woods in 2002 and a 25-year lease agreement in September of 2004. Katie's Woods is included in the Silver Lake Park lease. This day use only park area has a low and high water boat ramp, picnic areas and great hiking/biking trails.

LAKE POINTE PARK – 7.10 acres (Neighborhood Park); Acquired through parkland dedication in 2015. Amenities in the park include a trail connection to Dove Loop Trail, native areas and a planned monarch habitat. The park was named after the subdivision.

LAKEVIEW PARK – 147.0 acres (Regional Park); The City Council approved a 25 year lease agreement for the park in September of 2004. Facilities in the park include numerous picnic stations, play equipment, two boat ramps and a restroom. This park is included in the Oak Grove Park lease.

LIBERTY PARK – 0.44 acres (Special Use Park); Purchased by the City in the 1960's. This park contains the historical Torian Cabin, extensive landscaping and is the site of the Wallis Building, home of the Convention & Visitors Bureau. It is here that the City erected its first piece of public art, "Walking to Texas" statue and fountain in 1996. There are no records as to the naming of this park.

MEADOWMERE PARK – 268 acres (Regional Park / Special Use Park); The City of Grapevine originally leased 80 acres from the Corps of Engineers in 1988. The Grapevine City Council approved a 25 year lease with the Corps of Engineers for the 268 acres in September of 2004. This park currently has soccer fields, a beach and picnic stations, one boat ramp and a restroom facility. The City Council approved a concept plan of the entire park in 1998 that includes an athletic complex for soccer, football and baseball fields, a concession/restroom facilities, an outdoor amphitheater, fishing/sailing pier, 18 hole disc golf course, landscaping and hike/bike trails. The name of this park was passed on from the U.S. Army Corps of Engineers.

OAK GROVE PARK – 228 acres (Regional Park / Special Use Park); Originally, 12 acres were leased from the U.S. Army Corps of Engineers in 1969. In 1971, 52 acres were added to the lease. An additional 55 acres was leased in 1979. Finally, the City Council approved a 25-year lease agreement with the Corps of Engineers for all of Oak Grove Park in September of 2004 that includes an additional 684 acres of parkland. This park contains three lighted regulation softball fields, nine regulation soccer fields (two lighted), nine lighted regulation baseball fields, picnic areas, two concession facilities, six restroom facilities, one large picnic pavilion and numerous small picnic stations, five boat ramps and playground equipment. The C. Shane Wilbanks Trail begins at the soccer complex and continues west for 3 miles. The Oak Grove Hike and Bike Trail links with the east end of the C. Shane Wilbanks Trail and with the new Dove Loop West Trail. The Corps of Engineers established the name of the park during the construction of the lake.

OAK RIDGE PARK – 0.81 acres (Neighborhood Park); Acquired through parkland dedication in 1994 from the developers of the Western Oaks and Belfort subdivisions. Amenities in the park include play equipment, picnic facilities, benches and walkways.

PARKWOOD PARK – 0.88 acres (Neighborhood Park); Acquired through parkland dedication in 1987. This park contains playground equipment, picnic facilities, and walkways. This park was named for the subdivision it is located in.

PARR PARK – 31.51 acres (Regional Park); A total of 27 acres was purchased in 1979. Also, 1.37 acres were acquired through parkland dedication in 1991, 2.75 acres through dedication in 1992 and .39 acres through dedication in 1994. This park contains two regulation baseball fields, two regulation football/soccer fields, play equipment, a large pavilion, a shade structure, picnic facilities, exercise stations, and a two-mile jogging trail (including the Big Bear creek Nature Preserve trails). In addition, two 48 space concrete parking lots, a restroom, a sand volleyball court and a bridge crossing Big Bear Creek and connecting the Bear Creek trail have been added to this park. The park was named after the family that sold the land to the City.

PECAN PARK – 0.88 acres (Neighborhood Park); Acquired through parkland dedication in 1988. This site was developed in 1990. It includes playground equipment, walkways, picnic facilities and a basketball court. The park was named for the large pecan tree that graces the center of the park. The park is also referred to as the “Milton T. Burro Park” for the friendly burro that used to graze on the sight prior to the development of the park.

PICKERING PARK – 6.5 acres (Community Park); Donated to the City in the 1976 by the Pickering Family. This park contains playground equipment, picnic facilities, a small picnic shelter, walkways and a practice baseball field. It was named after the owners of the land who donated it to the City in 1976.

PLEASANT GLADE POOL – 3.0 acres (Special Use Park); Purchased from the Grapevine-Colleyville Independent School District (GCISD) in 1997 for the site of an outdoor swimming pool. Completed in 1999, the pool features a children’s pool with water features, 8 lanes of swimming in the 25-meter pool, shade covered areas, picnic tables and a vending area. Parking for the pool is provided through an agreement with GCISD. This park also serves as a trailhead in the south Grapevine hike and bike trail system. The pool was named after the Pleasant Glade Community that once existed in the area.

ROCKLEDGE PARK – 86.3 acres (Regional Park); The City Council approved the lease on March 3, 2009. The lease agreement with the Corps of Engineers states that the acreage is 44.5. However, Grapevine’s GIS has calculated the acreage at 86.3 acres. As of March 2009, Leon Younger and Pros has been contracted by the City to prepare a feasibility study for the park.

SHADOW GLEN PARK – 2.33 acres (Neighborhood Park); Acquired through parkland dedication in 1986. This park contains play equipment, walkways, and picnic facilities. It was named for the subdivision where it is located.

SUNSHINE HARBOR PARK – 0.28 acres (Neighborhood Park); Originally set aside as a street right-of-way with the adjoining subdivision, this park was established to provide recreational opportunities for the residents in the Sunshine Harbor Estates 1998. The park contains a play structure, walkways, basketball goal and picnic tables. It was named after the adjoining subdivision.

THE REC OF GRAPEVINE – 4.0 acres (Special Use Park); The portion of the park containing the sidewalk, benches and irrigation was developed in 1988. The in-line hockey rink was constructed in 1995 and the lighted open field play area was developed in 1998. The Community Activities Center (CAC), opened to the

public in October of 1996, contains two gymnasiums, a 1/8 mile walking/jogging track, two racquetball courts, an exercise area, 7 classrooms, a game room, locker rooms, and is the office for the Recreation Division. In 2014 the CAC closed the entire campus and construction of a new 115,000 sq/ft facility and silicon turf field began as a result of a 2012 bond election. The Recreation Division operated temporarily from the CAC Annex in the shopping center between PETCO and JoAnn's on William D. Tate. The REC of Grapevine opened on April 25, 2015 and in the first year achieved 24,000 members which was double the estimate of the business plan completed by Pros Consulting.

THE VINEYARDS CAMPGROUND AND CABINS – 73.0 acres (Special Use Park); The City Council approved a 25-year lease agreement with the Corps of Engineers in September of 2004 for this park that was then called Silver Lake Campground and originally included about 60 RV sites and tent camping. The park was renamed The Vineyards Campground and Cabins and underwent a complete facility, amenity and branding overhaul under the management of the Grapevine Parks & Recreation Department. The Vineyards Campground and Cabins has been transformed into a nationally recognized and award-winning park that now has 101 RV full hook-up sites and 15 cabins. Most have been converted from asphalt to concrete pads and all now have up to 50 amp service, water, electricity, sewer and even cable TV and Wi-Fi service. There are multiple restrooms, family changing units and laundry facilities. In addition to the spacious wooded lots and beautiful lake and marina views, The Vineyards Campground and Cabins also has a private boat ramp and a white sandy beach exclusive for guest use. Guests with kids/grandkids can also enjoy the modern playground complete with the very popular rail-swing. The Vineyards Campground and Cabins also boasts a Camp Store where guests can grab those essentials they may have forgot or a souvenir from their stay. Kayak, Corcl, bike and golf cart rentals are also available from the Camp Store. Despite being completely submerged for portions of both 2015 and 2016, The Vineyards Campground and Cabins remains a favorite park for both local enthusiast and full time RV-ers from across the country. The crown jewel of The Vineyards Campground and Cabins is the beautiful open-air pavilion that opened in 2017. Complete with built-in grill, bar, buffet tables, deck and seating for about 100 makes this the perfect location for reunions, weddings, parties or most other special events.

TOWN SQUARE – 0.25 acres (Special Use Park); Purchased in 1985, this park is the smallest park in Grapevine and contains a gazebo, decorative streetlights, decorative benches and a pavestone sidewalk. It was named for its location in downtown Grapevine.

WALL - FARRAR PARK – 29.56 acres (Community Park); Donated to the City on May 11, 2005 by the Farrar Family, kin to B.R. Wall, former Mayor of Grapevine. The property was formally a pecan farm and is located on the north side of Big Bear Creek on the west side of the W.D. Tate service road of SH 121.

YORKSHIRE MEADOWS PARK – 0.75 acres (Neighborhood Park); Acquired through parkland dedication in 1986. This park contains playground equipment, picnic facilities, walkways and a volleyball court. It was named for the subdivision it is located in.

911 MEMORIAL PLAZA – 0.25 acres (Special Use Park); Dedicated to the flight crews who lost their lives on September 11, 2001, from terrorist attacks in New York, Pennsylvania, and Washington D.C.. The public art was dedicated on July 4, 2008.

APPENDIX C – BRAND GUIDELINES

OUR LOGO

Grapevine Parks & Recreation is here to help people in our community live healthier, happier lives. We empower our citizens to learn, discover and live life to the fullest. Together we are building a stronger community. Our logo symbolizes exactly that – health, growth, and life. By utilizing a leaf, bold typography, and “go forth” messaging, we create excitement within our community.

PRIMARY LOGO

The Grapevine Parks & Recreation logo should be used with proper spacing around it and should never be sized in a way where it becomes illegible. The logo can be used in our brand green, all white, or all black. The logo should never be altered outside of the brand color palette in order to retain brand consistency.

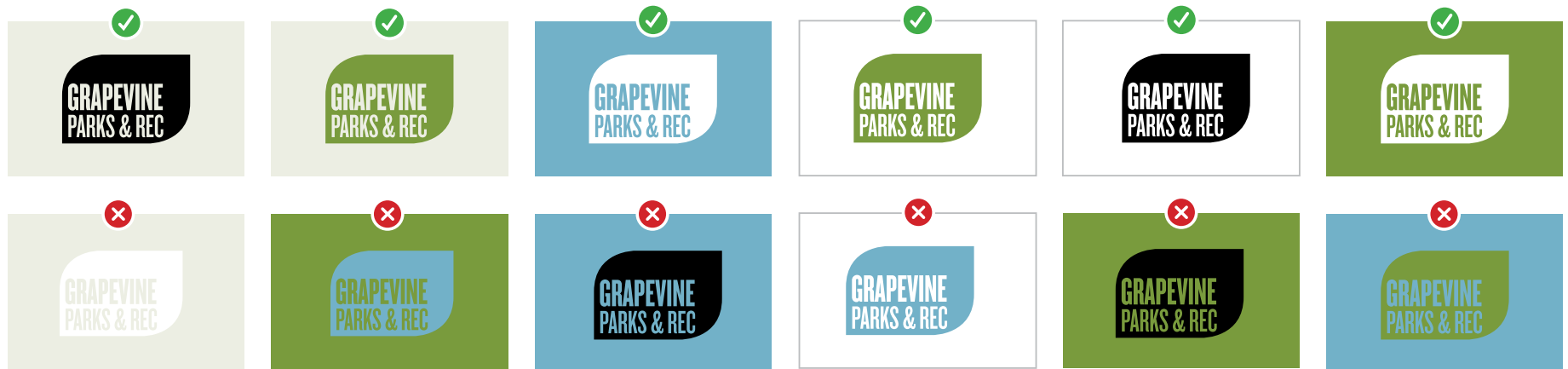


CLEAR SPACE - the height of our ampersand, approximately 1/3 of full logo height



.75 INCHES

MINIMUM SIZE - to retain legibility, our logo should never be smaller than .75 inches



OUR TAGLINE

By providing access to high quality parks, recreational programs, facilities, educational opportunities and social services, Grapevine Parks & Recreation enriches the lives of citizens and brings all members of the community together. We benefit the physical, mental and social well-being of Grapevine citizens to foster healthy, fun, connected and productive lives through multiple programs, which means we needed a tagline that is just as versatile as our community.

LEAF TAGLINE

Our tagline is simple in message, but allows for a kinetic system. This can be used to empower our community to be active and utilize their local Grapevine parks, programs and services: "Go Grapevine." When using our core tagline only utilize our brand green, white, or black. Alternative taglines can be used if pushing a specific program or service within our department and may utilize our secondary color palette.



PROPER USE

The use of the “Go Grapevine” tagline can be used in the branded color palette and used to describe a specific program. A single action word works best when using the “Go” initiative.



TYPE-ONLY TAGLINE

When a vertical version of our tagline is more appropriate (or a simpler treatment is needed), our type-only tagline is ideal. Much like our leaf tagline, this should always be used in our brand green when it says “Go Grapevine.” Other activity or aspirational words may be used within brand. Some examples can be found below.

ACTION & ASPIRATIONAL WORDS

CAMPING	PERFORM	RUN	ENJOY	GROW
HIKING	PLAY	WALK	RELAX	WONDER
SWIMMING	JOIN	KAYAKING	PICNIC	HELP
FISHING	CONNECT	SAILING	PLAY	SHARE
HELP	GROW	PADDLE	LEARN	REGISTER
VOLUNTEER	LEARN	BIKING	DISCOVER	ACHIEVE
COMPETE	WORKOUT	RIDE	ADVENTURE	EXERCISE
			LIVE	

GO
GRAPEVINE

COLOR & TYPOGRAPHY

Our color palette and typography are two of the most important visual components to our style. Proper implementation of these elements will distinguish Grapevine Parks & Recreation marketing collateral from those of our competitors by conveying a look that is easily recognizable and uniform throughout all pieces. When graphic elements such as logo, typefaces, colors and photography are coordinated in a consistent manner, marketing materials will convey a unified image and enhance the organization’s ability to communicate effectively with its target audiences.

PRIMARY COLOR PALETTE

Our color palette is bright and cheery, but avoids feeling elementary or childish through the use of slightly desaturated tones. We use large blocks of color and ample white space to create a feeling of boldness and creativity. When utilizing our palette, it’s important to not use each color in equal proportions to maintain a sense of calmness. An example of maintaining optimal color proportion is below.

BRAND GREEN & SECONDARY COLORS // CMYK & WEB



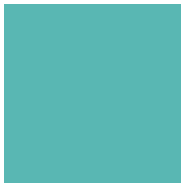
BRAND GREEN
#799a3d

C: 58 R: 121
M: 22 G: 155
Y: 100 B: 62
K: 4



SKY BLUE
#71b0c8

C: 55 R: 114
M: 16 G: 177
Y: 15 B: 200
K: 0



TEAL
#58b6b3

C: 63 R: 89
M: 7 G: 183
Y: 33 B: 179
K: 0



EGGPLANT
#6c3a5d

C: 56 R: 109
M: 84 G: 59
Y: 39 B: 93
K: 24



CLEMENTINE
#e28331

C: 9 R: 227
M: 57 G: 132
Y: 93 B: 49
K: 0



SUNRISE
#eaa820

C: 7 R: 235
M: 36 G: 169
Y: 100 B: 33
K: 0

NEUTRALS // CMYK & WEB



POTATO
#beb275

C: 28 R: 190
M: 24 G: 179
Y: 64 B: 118
K: 0



WARM GREY
#978b86

C: 42 R: 151
M: 41 G: 139
Y: 42 B: 135
K: 4

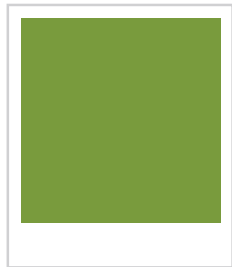


PEWTER
#7e868c

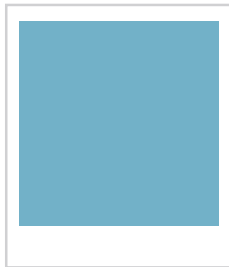
C: 54 R: 126
M: 41 G: 134
Y: 38 B: 140
K: 4

WHEN TO USE PANTONE

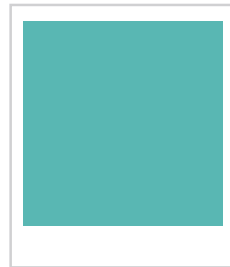
PMS stands for Pantone Matching System colors. There can be so much variation in color using CMYK that Pantone set out to create a system that allowed for consistent color. This way a designer can create a print piece that will print consistently from job to job and printer to printer. There can be a substantial price difference between both options and you'll want to adhere to your company/organization's branding guidelines. If accuracy in color is important and a piece only has a few colors (for example, business cards), Pantone matching system may be the better option.



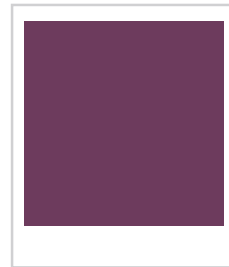
BRAND GREEN
377C



SKY BLUE
7458C



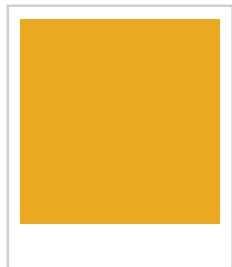
TEAL
7472C



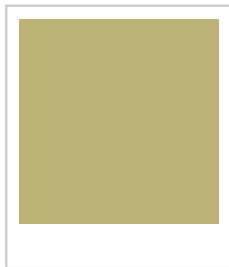
EGGPLANT
5125C



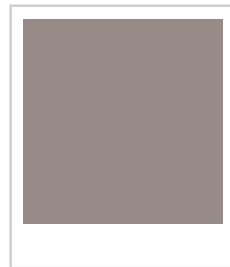
CLEMENTINE
7413C



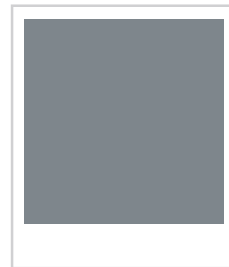
SUNRISE
124C



POTATO
617C



WARM GREY
408C



PEWTER
430C

TYPOGRAPHY

Our typography feels modern, utilizing Knockout, a sans-serif typeface that exists in 16 weights and versions. An assortment is listed below. These should be used wisely, and always aim to be as legible as possible, while creating a clear hierarchy. When needed, an additional sans-serif can be brought in (Acumin) that isn't quite as condensed or detailed for large blocks of copy at small sizes. Typography utilizes ample white space for a modern tilt.

KNOCKOUT
BANTAM WEIGHT
(ALL VERSIONS)
Headlines & Titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

KNOCKOUT
WELTER WEIGHT
(ALL VERSIONS)
Subtitles & Accents

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

KNOCKOUT
MIDDLE WEIGHT
(ALL VERSIONS)
Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

KNOCKOUT
CRUISER WEIGHT
(ALL VERSIONS)
Large Accents

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

ACUMIN
PRO LIGHT
Large blocks
of small copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

TYPOGRAPHY USAGE

Below are examples of ways we use our robust font family to attract readers with visuals as well as utilizing our color palette.

KNOCKOUT
BANTAM WEIGHT

MAKING OUR COMMUNITY A HEALTHIER, HAPPIER PLACE.

ACUMIN PRO
LIGHT & KNCKOUT
CRUISER WEIGHT

By providing access to high quality parks, recreational programs, facilities, educational opportunities and social services, Grapevine Parks & Recreation enriches the lives of citizens and brings all members of the community together.

[READ MORE](#)

KNCKOUT JUNIOR
WELTER WEIGHT

When you discover more, you
become more. When there's more
to do, there's more to you.

KNCKOUT
BANTAMWEIGHT
& KNCKOUT
JUNIOR
MIDDLEWEIGHT

2018

Our parks and lakes, first class facilities, and unique programs empower Grapevine citizens to learn, discover and live life fuller.

KNCKOUT
ULTIMATE CRUISER
WEIGHT &
KNCKOUT JUNIOR
WELTER WEIGHT

01 // GO DISCOVER NEW TRAILS.

02 // GO EXPLORE NEW PLACES.

BRAND ELEMENTS & TREATMENTS

Below are examples of different brand elements and treatments we use to market our parks, programs, facilities, and services.



COLOR OVERLAY

BRAND TREATMENT



ICONOGRAPHY

BRAND ELEMENTS



PHOTOGRAPHY IN TYPOGRAPHY

BRAND TREATMENT

BRAND VOICE // SOCIAL MEDIA GUIDE

We depend on social media to be an open forum of communication to our community. Including everything from new class offerings to construction updates, we aim to be transparent and responsive. It's important that our social media presence is consistent with our longterm goals and is always viewed as a friendly voice within the community.

OUR BRAND IS:

EMPATHETIC
POSITIVE
FRIENDLY
TRUSTWORTHY
HELPFUL
SUPPORTIVE
FUN
INSPIRING
RESPECTFUL
AUTHENTIC

OUR BRAND NEVER:

HARSH
DRY
CORPORATE
RIGID
UNRESPONSIVE
CARELESS
PRETENTIOUS
CASUAL OR CALLOUS
HOLIER THAN THOU
SAPPY

OUR BRAND EXUDES:

VIBRANCY
HAPPINESS
BEING HEALTHY & ACTIVE
STAYING LOCAL
STRENGTH
COMMUNITY
CONNECTION
SIMPLICITY
HUMANITY
EMPATHY

A HELPFUL REMINDER

We always have

EMPATHY FIRST

Showing our citizens that we care about their needs and feelings first and then

RESPONSE SECOND

Addressing their concern, need or want, etc. We want our citizens to know they are heard, and that we truly care.

THE KEY TO HAVING A CLEAR VOICE

BE CONSISTENT

We want our citizens to know that they can count on Grapevine Parks and Recreation to be helpful, friendly, and well, just plain human. This means we are consistent across all platforms, bringing life to our communication efforts.

HASHTAGS

Hashtags are important for creating a mini-community within our social media presence. They allow our citizens to share their experiences directly with their friends and followers and directly with us. Our hashtags resemble our tagline, maintaining consistency in message. An alternative tagline used as a hashtag should always accompany our #GoGrapevine tag.

#GoGrapevine #GoSwim #GoAchieve #GoDiscover, etc.

MARKETING STRATEGY

We focus on the following factors for content, graphics, and communication for our social media strategy.

- CONVERSATION & ENGAGEMENT
- ENCOURAGING & MOTIVATIONAL CONTENT
- USE OF BRANDING OPPORTUNITY
- ONGOING ANALYSIS
- SOCIAL INTELLIGENCE & USE OF TOOLS

OUR SOCIAL CHANNELS



/GoGrapevineTX

<https://www.facebook.com/GoGrapevineTx/>



@GoGrapevine

<https://www.instagram.com/gograpevine/>



@GoGrapevine

<https://twitter.com/gograpevine>

APPENDIX D – RESULTS ON VARIETY AND EXPANSION

NEEDED FACILITIES were determined based off the following survey.

Q. Which facilities do you feel are **MOST** needed in the City of Grapevine? Q. Which facilities are **MOST IMPORTANT** to you (top three)?

These facilities are in order by importance rank and not mean score.

FACILITIES	DEFINITELY NEEDED %	SOMEWHAT NEEDED %	NOT NEEDED %	NO OPINION %	MEAN SCORE	IMPORTANCE RANK
Trails	56	22	10	12	2.53	1
Dog Park	40	27	18	16	2.27	2
Amphitheater/Outdoor Performance Space	26	39	16	19	2.13	3
Open Space/Natural Areas	55	27	7	11	2.54	4
Fishing Piers	33	33	9	25	2.32	5
Playgrounds	42	23	15	19	2.34	6
Pleasant Glade Pool Renovation	19	16	13	52	2.13	7
Benches/Seating	38	32	13	17	2.30	8
Off Road Bike Trails	24	30	18	28	2.09	9
Median Landscaping	28	37	18	17	2.12	10
Disc Golf	16	28	24	32	1.88	11
Archery Range (outdoor & indoor)	11	29	28	32	1.74	12
Spraygrounds	27	26	18	29	2.13	13
Public Art	20	33	23	24	1.97	14
Public Event/Meeting Space	26	32	18	24	2.11	15

FACILITIES	DEFINITELY NEEDED %	SOMEWHAT NEEDED %	NOT NEEDED %	NO OPINION %	MEAN SCORE	IMPORTANCE RANK
Primitive Camping	17	20	23	40	1.88	16
Athletic Fields (lighted)	32	23	16	29	2.23	17
Ropes/Challenge Course	17	30	23	30	1.90	18
Pickleball Courts	9	20	28	43	1.66	19
Baseball/Softball Fields	28	19	20	33	2.12	20
Outdoor Covered Gym	13	27	32	28	1.74	21
Picnic Shelters/Picnic Tables	36	34	13	17	2.27	22
Outdoor Rock Climbing	14	29	28	29	1.81	23
Mountain Bike Skills Course	18	27	22	33	1.93	24
Volleyball Courts	21	33	16	30	2.07	25
Tennis Courts	23	28	18	31	2.07	26
Skateboard Park	12	25	31	32	1.72	27
Athletic Practice Fields (not lighted)	20	24	22	35	1.96	28
Basketball Courts	24	23	17	35	2.11	29
Football/Soccer Fields	27	21	18	33	2.14	30

Mean Score is calculated: 3=definitely needed, 2=somewhat needed, 1=not needed. Excludes no answer respondents

APPENDIX E – PARK PARTNERSHIP PROGRAM

WHY PARTNER WITH GRAPEVINE PARKS & RECREATION?

The Grapevine Parks & Recreation Department has a specific mission:

To enhance the quality of life of the citizens of Grapevine, through the stewardship of our natural resources and the responsive provision of quality leisure opportunities.

We keep that goal at the forefront of our efforts for our residents and **YOU** can be a part of that.

HELP US MAKE GRAPEVINE A HEALTHIER AND HAPPIER PLACE TO LIVE AND PLAY.



Year-round exposure with advertising opportunities at many parks, recreation facilities and community events.



Your tailored message can reach over 750,000 people annually, which include Grapevine residents and visitors.



Display your support for programs and events that promote health & wellness and outdoor lifestyles.

PARTNERSHIP OPPORTUNITIES

The Grapevine Parks & Recreation Department is proud to continue our Parks Partnership Program, designed to align your message with over 750,000 people annually and help us expand the communication of our vision and goals to the community and visitors.

We make the decision an easy two-step process:

STEP

\$2,850

1 ONE INVESTMENT PER YEAR MAKES YOU A “PARKS PARTNER”

- Annual presence on GoGrapevine.com website.
- One (1) half page, color ad in the Go Grapevine Magazine, three issues/year.
- Rights to use the Grapevine Parks & Recreation logo in your marketing.

STEP

optional

2 CHOOSE EVENT OR VENUE PACKAGE TO FINE TUNE YOUR MESSAGE

EVENTS PACKAGE

Daddy Daughter Dance, *A Night on Broadway*
Mother Son Date Night, *Rock of Ages*
NEW! Twilight Community Egg Hunt
Annual Outdoor RV Show
Mom & Me Tea, *An Adventure in Candyland*
3rd Annual Amazing Race, *Father Son Edition*
Fourth Friday Film Series
Sunset Concert Series
The GrapeYard at Oak Grove Park
Carol of Lights

VENUE PACKAGE

Carol of Lights & Lightshow Spectacular (Main Street)
Dove Waterpark
Oak Grove Ballfield Complex
The REC of Grapevine
The Vineyards Campground and Cabins
Bear Creek Dog Park

INVESTMENT LEVELS & BENEFITS

PARTNER LEVEL	INVESTMENT	LOGO ON OUR WEBSITE	1/2 PAGE AD IN GO GRAPEVINE MAG.	RIGHTS TO OUR LOGO
Parks Partner	\$2,850	✓	✓	✓

SINGLE EVENT PACKAGES

SPONSORSHIP LEVEL	EXPO SPONSOR \$500	PREMIER SPONSOR \$750	PRESENTING SPONSOR \$1,500
Banner on Event Site	✓	✓	✓
10 x 10 Activation Space	✓	✓	✓
Comp Tickets	10	20	40
Logo on Website (with link)	✓	✓	✓
Social Media Mention	2	5	10
Verbal Recognition at Event	✗	✓	✓
Magazine/Newsletter Mentions	✗	✗	✓
Presenting Sponsor Company name will be included everywhere the event is mentioned, "The GrapeYard, presented by..."	✗	✗	✓

**Final marketing benefits per event are subject to final marketing plan. Inventory subject to change without notice.*

INVESTMENT LEVELS & BENEFITS

The Grapevine Parks & Recreation's state-of-the-art facilities bring thousands of residents and visitors together for state-wide, regional and international tournaments as well as experiences at our waterparks, world-class recreation facility and at our nationally-recognized and top-rated campground and cabins.

VENUES PACKAGE	INVESTMENT	LOGO ON SIGNAGE	(2) ACTIVATION DAYS PER YEAR	RADIO AD (:30) SPOTS PER DAY	RADIO AD (:30) SPOTS PER SEASON	SEASON LENGTH	TERM
DOVE WATERPARK	\$2,050	✗	✓	✓ (5)	✓ 500	MAY - SEPT.	2 YRS
OAK GROVE COMPLEX	\$3,500	✓ scoreboard	✓	✗	✗	FEB. - NOV.	2 YRS
THE REC OF GRAPEVINE	\$3,500	✓ static signage	✓	✓ (5)	✓ 1,500	ANNUAL	2 YRS
VINEYARDS CAMPGROUND AND CABINS	\$1,500	✓ static signage	✓	✗	✗	ANNUAL	2 YRS

*Investment is per term