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## Comprehensive Cultural Arts & Recreation Master Plan 2025 – 2035

Adopted this 24th day of February, 2025 by the Pitt County  
Board of Commissioners.

# Acknowledgments

Pitt County wishes to express its sincere appreciation to those entities and individuals, who, in any way, contributed to the creation of the Pitt County Comprehensive Cultural Arts & Recreation Master Plan — some of which are identified below. Without the knowledge and expertise of these people, in both individual and team settings, this document would not be possible.

## Pitt County Officials

Ann Floyd Huggins, Commissioner  
Benji Holloman, Commissioner  
Christopher Nunnally, Commissioner  
Lauren White, Commissioner  
Mac Manning, Commissioner  
Mark C. Smith, Commissioner  
Mary Perkins-Williams, Commissioner  
Melvin C. McLawhorn, Commissioner  
Rochelle Brown, Commissioner  
Beth B. Ward, Commissioner (Retired)  
Tom Coulson, Commissioner (Retired)  
Janis Gallagher, County Manager

## Master Plan Committee

Eric Gooby, Assistant Planning Director, Pitt County Planning Department  
Alice F. Keene, Recreation Projects Coordinator, Pitt County Cultural Arts & Recreation Department  
Jennifer Lanier-Coward, Director, Pitt County Cultural Arts & Recreation Department  
Laura Jett, Secretary, Pitt County Community Schools and Recreation Advisory Council  
Allison Swart, Health Education Division Director, Pitt County Public Health Department  
James Rhodes, Planning Director (retired), Pitt County Planning Department

## Pitt County Staff

Jennifer Lanier-Coward, Cultural Arts & Recreation Director  
Jonas Hill, Planning Director  
Eric Gooby, Assistant Planning Director  
Alice F. Keene, Recreation Projects Coordinator

## Consultant

McGill Associates, PA | 5400 Trinity Road, Suite 107, Raleigh, North Carolina 27607



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# Foreword

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## History of Recreation in Pitt County

Historically, Pitt County Community Schools and Recreation (CSR) has been the primary provider for recreational programming and services for County residents who live outside of local municipalities. In 1977, the North Carolina General Assembly passed the Community Schools Act, which encouraged greater community involvement in public schools and allowed school facilities to be used by community residents. At the time, Pitt County had a primarily rural population and no County-owned parks, therefore residents that lived outside of municipal areas had very limited recreational opportunities. Subsequently, the Pitt County Board of Commissioners and the Pitt County Board of Education recognized that the Community Schools Act offered a chance to provide these recreational opportunities to residents through the use of school-based recreation facilities. In 1978, members of both Boards developed a collaborative agreement to allow for the joint-use of school facilities, which would be administered by a new “Pitt County Community Schools Department.” This would allow the maximization of County and school resources by serving students and faculty during school hours and the general population during non-school hours. In 1998, in recognition of the department’s pivotal role in providing county-wide recreation programs, the Board of Commissioners voted to rename the department as “Pitt County Community Schools and Recreation.”

In 2005, construction was completed on the Community Schools and Recreation Center, which houses the department and provides space for recreational programming. In 2008, the first County-owned park, Alice F. Keene District Park, was developed on the site surrounding the Center. The park was developed through a combination of federal, state, and local grants, family gifts, collaborative partnerships, and County

appropriations. This facility has allowed the County to provide additional programs and amenities to residents. The park is now also the anchor of the County Home Complex, which includes the Leroy James Farmers Market, the Making Pitt Fit Community Garden, East Carolina Village and Farm Museum, Pitt County Animal Services, Council on Aging/Greenville Senior Wellness Center, as well as Wintergreen Primary and Intermediate Schools. In 2015, the department worked collaboratively with the Pitt County Planning Department and ECU’s Recreation and Leisure Studies Department to update the Pitt County Comprehensive Recreation and Parks Master Plan. In 2023, the Board of Commissioners allocated \$10 million in American Rescue Plan Act (ARPA) funding along with additional County funds to construct two new community centers/gymnasiums in Pitt County. At the time of writing, both centers are under construction. One is located south of the Tar River at Alice F. Keene District Park, and the second is located north of the Tar River at the Pitt County Office Park Complex and is part of a new County park that is also under development. In 2024, the Board approved the development of a third County-owned park that will be located at Lake Glenwood in Greenville.



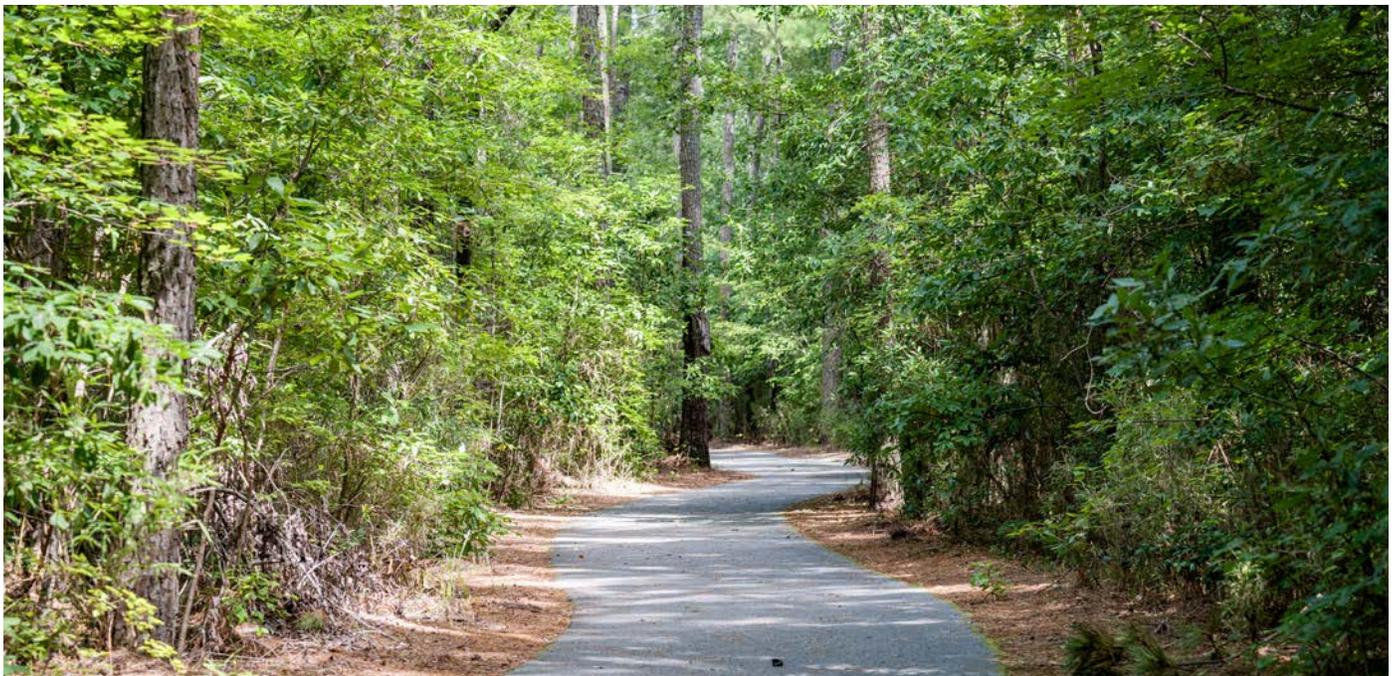
Community Garden | Source: Pitt County

Since its establishment, CSR was jointly funded by the Pitt County Board of Commissioners and Pitt County Schools with departmental oversight by the school system. After nearly four decades under Pitt County Schools, it had become apparent that CSR would need to transition from the school system to a new department under County government in order to continue developing new recreational facilities and programming. Additionally, school security has become an increasing concern nationwide, and school-based facilities are no longer as accessible to the public as they once were. In 2023, the Board of Commissioners authorized the creation of a new department, and beginning July 1, 2024, Community Schools and Recreation transitioned to a new parks and recreation department that is wholly managed and operated by Pitt County Government. This Comprehensive Cultural Arts & Recreation Master Plan acknowledges this important transition and is intended to provide guidance for establishing and growing the new department, and provides recommendations and strategies for expanding and continuing to improve the County's parks and recreation offerings over the next ten years.

## About Pitt County

In addition to the county seat of Greenville, other municipalities within Pitt County include Ayden, Bethel, Falkland, Farmville, Fountain, Grifton, Grimesland, Simpson, and Winterville. Adjacent counties include Beaufort, Craven, Edgecombe, Greene, Lenoir, Martin, and Wilson County.

Pitt County was established in 1760 through a legislative act to annex Beaufort County. It was named after William Pitt, a British statesman who championed the colonist's cause for freedom. The County was formed to meet the need for a regional courthouse and prison, a task entrusted to John Hardy and several other justices. The original county seat, named Martinsborough, was founded in 1771. In 1786, the name was changed to Greensville in honor of General Nathanael Greene, an American Revolutionary War hero, and was later shortened to Greenville.



Alice F. Keene District Park | Source: Pitt County



# 01 | Introduction

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This Pitt County Comprehensive Cultural Arts & Recreation Master Plan reflects an in-depth study and planning process undertaken for recreation in Pitt County, North Carolina. During this study, Pitt County Community Schools and Recreation, which previously operated as a division under Pitt County Schools, transitioned its operations to the new Pitt County Cultural Arts & Recreation Department under Pitt County government.

For decades, Pitt County Community Schools and Recreation offered cost-effective recreation opportunities for Pitt County residents through the utilization of school-based recreation facilities. However, in the wake of several acts of violence, school systems across the nation are increasing security measures and are becoming less accessible to the general public. Pitt County's school system is no exception. As a result, the County's reliance on these school facilities for recreation has increasingly become a limiting factor in the County's offerings to its residents.

As development and population growth occurs, recreation trends and needs also begin to shift. Census data shows that the County's population has grown over 2% since 2010. As North Carolina continues to be one of the fastest-growing states, Pitt County will inevitably see continued growth, creating additional demand for public services, such as new utilities (water, sewer, etc.), schools, roads, as well as more recreation opportunities.



Summer enrichment program

Pitt County recognizes the importance of planning to improve recreation opportunities for all residents and visitors. As a result, the County hired McGill to assist with the Pitt County Comprehensive Cultural Arts & Recreation Master Plan.

This plan provides the framework for guiding the Pitt County Board of Commissioners, the Cultural Arts & Recreation Department's advisory board, and County staff over the next ten years. The framework for this master plan is based upon an inventory of existing park and school system facilities, site observations, discussions with County staff and leadership, and significant community input. Additionally, state and national benchmarks were used as a guide to support recommendations for the County's recreation facilities. Undertaking a thorough assessment of the existing park system helps identify the immediate needs in the community and assists in predicting possible needs for the future.

As a result of these efforts, it is highly recommended that Pitt County should upgrade its existing recreational facilities and expand into rural and underserved areas of the County where possible. Expansion and development of new facilities will necessitate additional County investment into parks and recreation and will require the acquisition of new County-owned property.



Alice F. Keene District Park expansion

Seeking grant funding through the North Carolina Parks and Recreation Trust Fund (PARTF), the North Carolina Complete Trails Program, the Federal Land and Water Conservation Fund (LWCF), and other similar grants will help mitigate the costs of land acquisition and park development. Grants from these sources are very competitive, and this master plan will better position the County to seek out this funding for future recreation projects.

This document is intended to be an action-oriented plan that will provide Pitt County with a practical guide for enhancing its facilities, programs, and staffing in order to meet its recreational needs. It prioritizes specific projects, such as recommended facility upgrades and possible expansion, by considering the needs and desires of the community and applying nationally-recognized recreational standards and best practices. It is intended to develop a comprehensive park system that is accessible, inclusive, and diverse, and which fosters a sense of community spirit, collaboration, and cooperation between Pitt County and its residents.



North Carolina Senior Games State Finals



## 02 | Influencing Factors

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## Influencing Factors

Influencing factors are the various elements that impact the planning process. These include demographic trends, community needs and preferences, environmental considerations, economic conditions, and available resources. These factors help shape the vision, goals, and strategies for developing and maintaining parks and recreational facilities to meet the community's current and future needs.

## Natural Features

Pitt County is located in Eastern North Carolina's Coastal Plain and has a unique geography. The County lies within the Neuse and Tar-Pamlico River basins, and is home to many water bodies, including the Tar River, Contentnea Creek, Creeping Swamp, Fork Swamp, Middle Swamp, the Neuse River, Swift Creek, and Tranters Creek. The topography in the County is characterized by minimal changes in elevation which is a hallmark of eastern North Carolina landscapes.

## Social and Cultural Factors

Pitt County is a vibrant hub of academic and cultural activities. The County is home to East Carolina University (ECU), which was established as a teacher's training school in 1907. ECU now has the fourth-largest enrollment in the University of North Carolina System and is an integral part of Pitt County's economic and cultural fabric. Pitt Community College, located in the Town of Winterville, has an enrollment of over 10,000 students and provides affordable post-secondary education and workforce development for the community.

Pitt County boasts numerous historic sites, including several structures on the East Carolina campus and the Pitt County Courthouse (1910-11). Cultural enthusiasts can explore the Greenville Museum

of Modern Art and enjoy performing arts at the Magnolia Arts Center. In Ayden, they can learn about the history of the community and explore the work of local artists at the Ayden Historical and Arts Society Museum. The North Carolina Museum of Natural Sciences has partnered with A Time for Science to provide two facilities in the County: a natural science museum located in downtown Greenville and a second, nature-based facility located along Contentnea Creek in Grifton that provides opportunities for hiking and fishing, as well as a planetarium. The County also hosts various annual festivals, which contribute to its cultural vibrancy, including PirateFest in Greenville, the Fountain Peanut Festival, the Farmville Dogwood Festival, the Winterville Watermelon Festival, the Grifton Shad Festival, the Bethel Harvest Festival, and the Ayden Collard Festival.

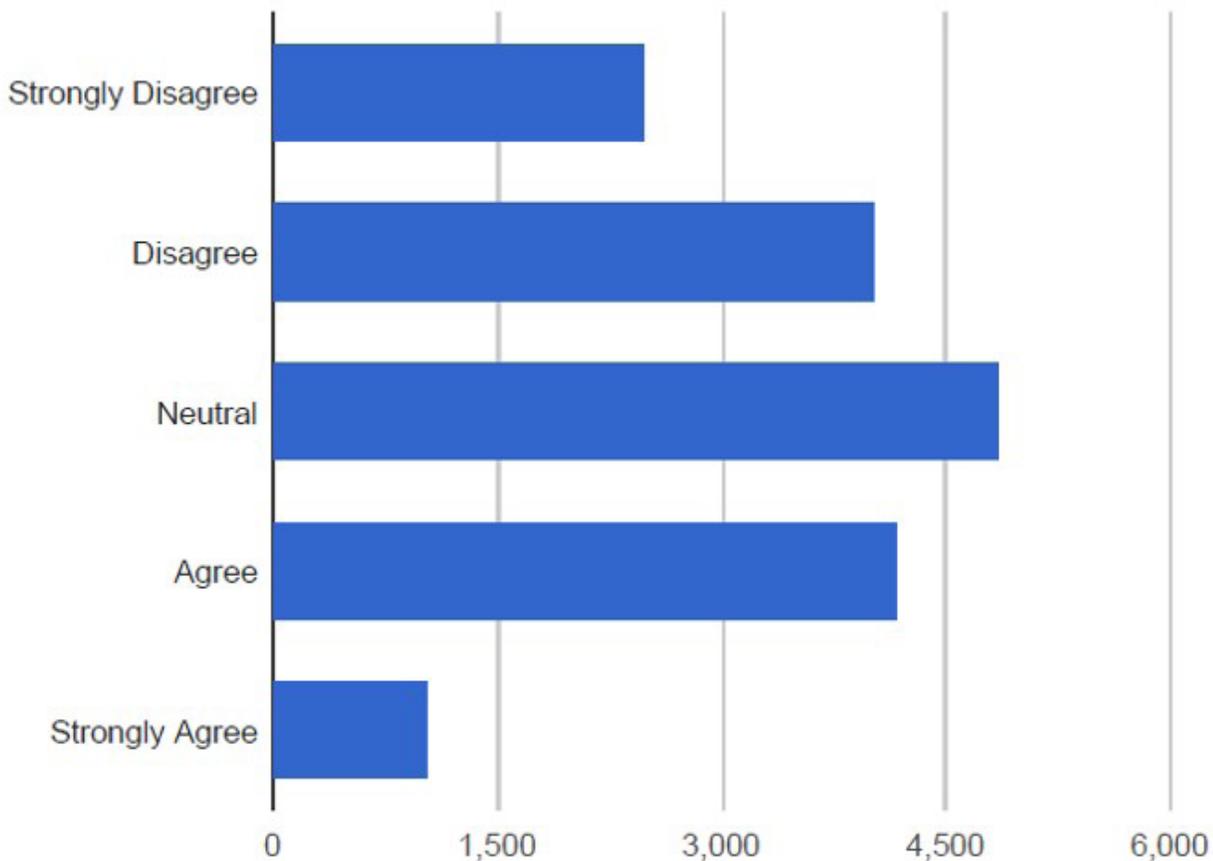
## Economic Factors

Pitt County has a rich history of agriculture and produces several crops including tobacco, soybeans, grain, peanuts, vegetables, and eggs, as well as swine and other livestock. Manufacturing companies produce a range of products including forklifts, electronic components, and heating apparatuses. In 1999, Hurricane Floyd flooded the Tar River, causing more than \$1.5 billion in damages to Pitt County communities and businesses.

## Health Considerations

In 2022, Pitt County conducted a Community Health and Needs Assessment (CHNA) to develop strategies that are intended to strengthen the health and quality of life for County residents. Per the assessment, 35.9% of residents "agreed" or "strongly agreed" that there are good parks and recreation facilities in the County, while 32.19% "disagreed" or "strongly disagreed." However, 31.9% of residents were "neutral" or did not have an opinion on the County's parks and recreation facilities.

Counts/frequency: Strongly Disagree (100, 10.9%), Disagree (195, 21.2%), Neutral (293, 31.9%), Agree (258, 28.1%), Strongly Agree (72, 7.8%)



**There are good parks and recreation facilities in this county.**

Source: Pitt County CHNA

### Critical:

Envision Pitt County 2045 and the US Census shows: “34% of the population lives in unincorporated Pitt County.”

**Total parks and recreation offerings (including municipalities):**

**Parks: 59**

**Residents per Park: 3,097**

**Acres of Park Land per 1,000: 12.19 acres**

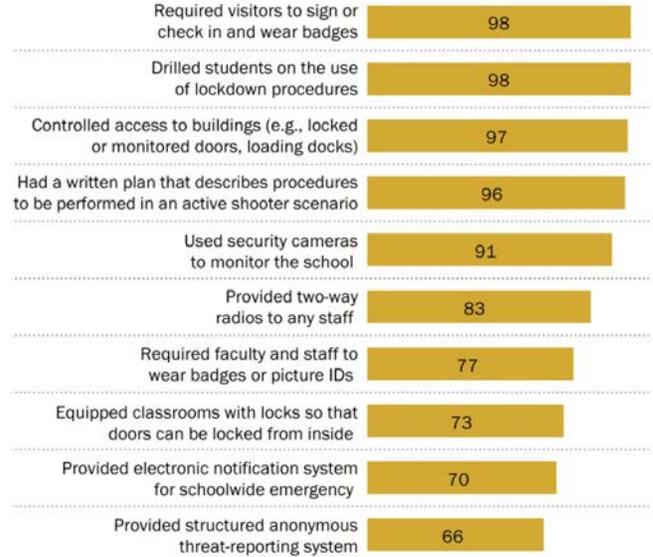
## Relationship with Pitt County Schools

An article by the PEW Research Center indicates that security measures in United States schools are becoming more stringent in order to control access to school buildings and other facilities. These measures result in limited opportunities for the public to recreate during school hours. Pitt County’s usage of school-based recreational facilities is not a permanent solution, however it currently allows the County to continue providing its current levels of service to residents. Pitt County should begin development of stand-alone recreational facilities that can provide recreation and programming without compromising school security during school hours (see chart to the right for source).

Pitt County has an approach to recreation found in few other places in North Carolina. Its ongoing efforts to maintain a strong use of the school system have allowed many opportunities and presents unique challenges. The potential cost savings for residents is a significant benefit, as it provides the opportunity to offer more uniform programming that is vital to the needs of children. However, ensuring that the general population has access to recreation opportunities during school hours will continue to be a critical factor.

### Visitor check-in, lockdown drills, controlled access to buildings are among most common U.S. school security measures

*% of U.S. public K-12 schools that reported the following security practices during the 2019-20 school year*



Source: U.S. Department of Education, National Center for Education Statistics, 2019-20 School Survey on Crime and Safety (SSOCS).

PEW RESEARCH CENTER

This study asked focus groups several public health-related questions:

**In your opinion, what are some health-related problems in your community?**

**Answer themes:**

COVID-19, chronic disease (diabetes, hypertension, heart disease), cost of medical care, mental health needs, asthma, unhealthy rental homes (disrepair, mold, rodents, smoking), and transportation.

These problems are caused by poor access to resources, unhealthy lifestyles, bad personal choices, and not getting vaccinated.

**What can be done to solve these problems?**

**Answer themes:**

Accessibility to healthy activities (transportation to parks, more sidewalks), community awareness of problems and how to address them, reduced cost of nutritious food, better follow-up by providers after hospital discharge, address poverty/Social Determinants of Health.

**How can the community be healthier?**

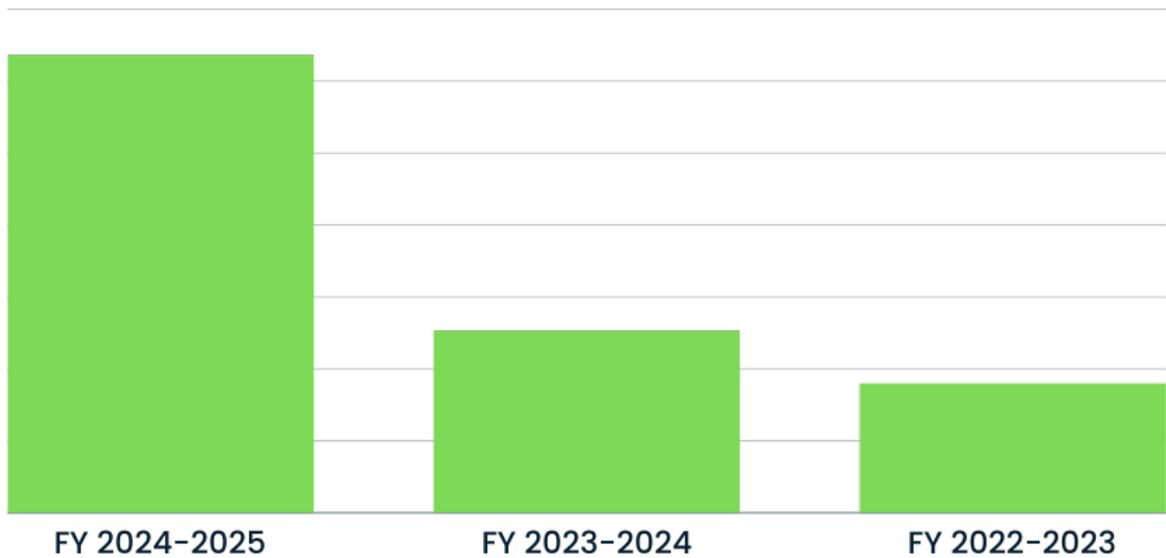
**Answer themes:**

Food trucks that make healthy food more available, access to safe places to exercise (bike lanes, parks, etc.), improve collaboration among agencies, more accessible access to health care (community paramedics, community screenings), transportation.

## Funding Prevention

Since FY 2022-2023, there has been a general increase in funding by Pitt County for cultural and recreational activities, which includes parks and recreation. The most dramatic increase toward improving residents’ access to parks and recreation was posed in the 2024 - 2025 budget, which saw a nearly threefold increase in expenditures for parks and recreation. This included appropriations for development of new park and recreation facilities at the Pitt County Office Complex and at Lake Glenwood. County funding has been trending upward since 2022, and with additional facilities coming one, this trend should continue. Additionally, the Pitt County Board of Commissioners re-evaluated its list of funding priorities and parks and recreation was given a higher priority, moving from #7 to #5 on the list.

The Pitt County Board of Commissioners approved the allocation of \$10 million (\$5 million each) in American Rescue Plan funding for two Community Centers/Gyms in November 2022. One facility will be at the Alice F. Keene District Park and the other at the Pitt County Office Park located north of the Tar River.



Cultural and recreation trend expenditures

## Social Determinants of Health

According to the United States Department of Health and Human Services, Social Determinants of Health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. The National Recreation and Parks Association claims, “Parks and green space improve air, water, and environmental conditions in communities. At the same time, parks and recreation promote access to physical activity opportunities for people to move more and provide access to healthy foods through meal programs, farmers markets, and community gardens” (NRPA.org, Keeping It Real: A Different Approach to Discussing the Social Determinants of Health, 11.26.19—Colman).

Pitt County is applauded for its ongoing efforts in directly engaging the different facets of the Social Determinants of Health (SDOH). The placement of recreation facilities and amenities near SDOH facilities allows for meaningful and long-lasting collaborations between the community and the Cultural Arts & Recreation Department. As part of this plan, each Pitt County park and recreation facility was analyzed to determine their impact on users’ Social Determinant of Health.



Information obtained from United States Center for Disease Control. Image CDC Social Determinants of Health

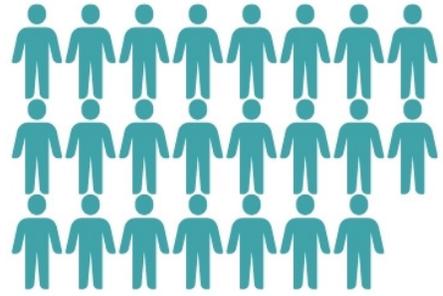
## Demographics

Pitt County's demographic information has been analyzed to better understand the community's characteristics. This analysis serves as a tool to identify future trends and projects that may influence parks and recreation planning.

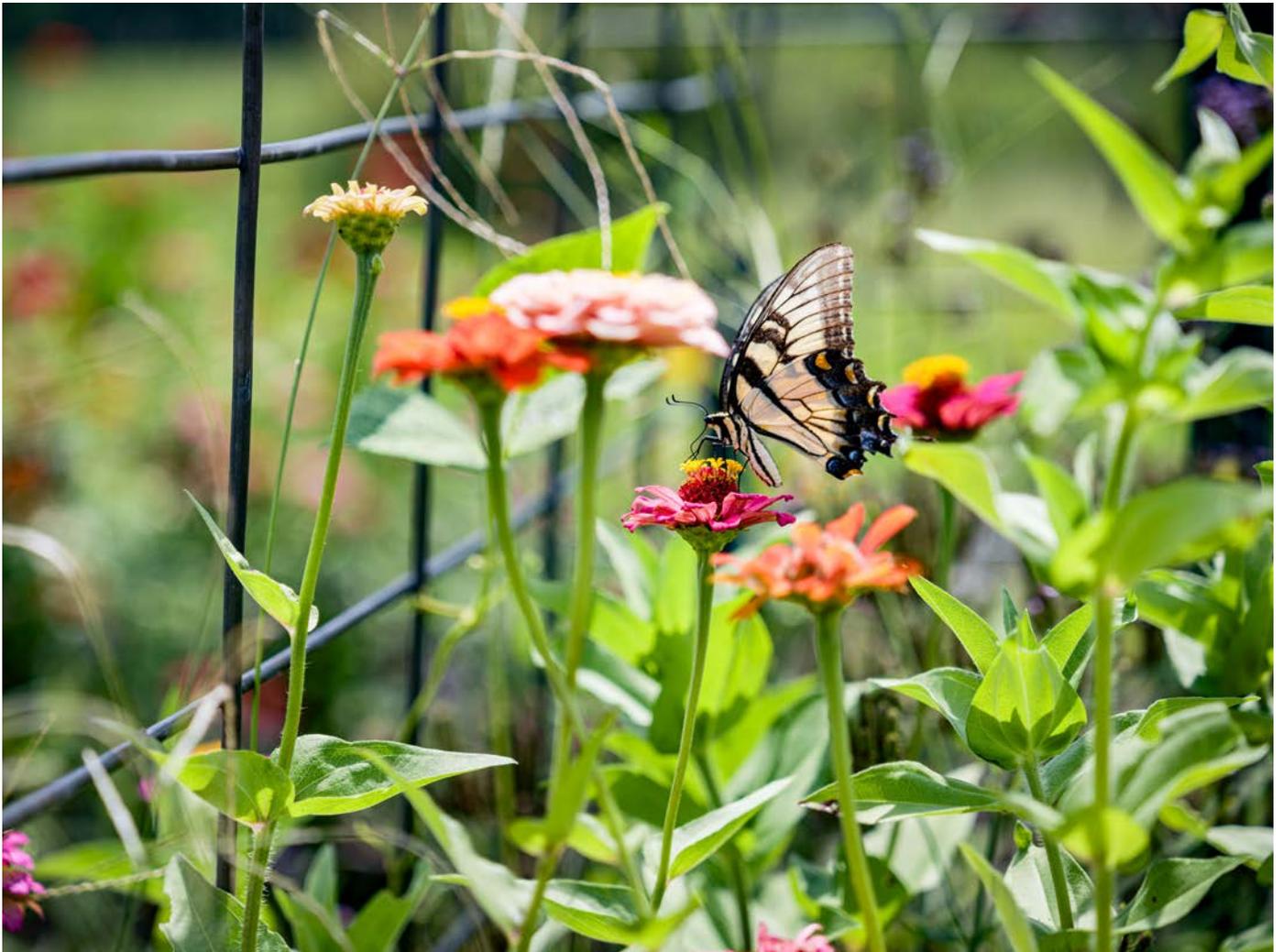
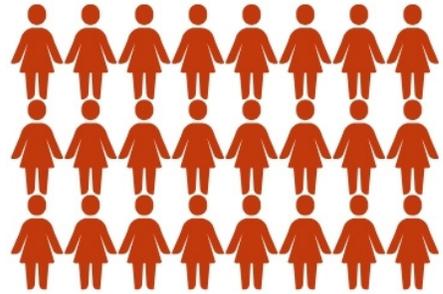
### Sex

In Pitt County, females comprise a slightly higher proportion of the County's population (53%) than males (47%).

Male



Female



Source: Pitt County

## Race and Ethnicity

The minimum categories for data on race and ethnicity for federal statistics, program administrative reporting, and civil rights compliance reporting are defined below:

The racial makeup of any community influences the experiences of park patrons and should be understood when making decisions on facility types, program offerings, and cultural enrichment initiatives. Pitt County is a diverse community with a strong cultural and racial background.



Source: Census Reporter, U.S. Census Bureau

### American Indian

This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.

### Asian

This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent (for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam).

### Black/African American

This includes a person having origins in any of the Black racial groups of Africa.

### Hispanic/Latino

This ethnic distinction is a subset of a race as defined by the federal government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

### Native Hawaiian/ Pacific Islander

This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

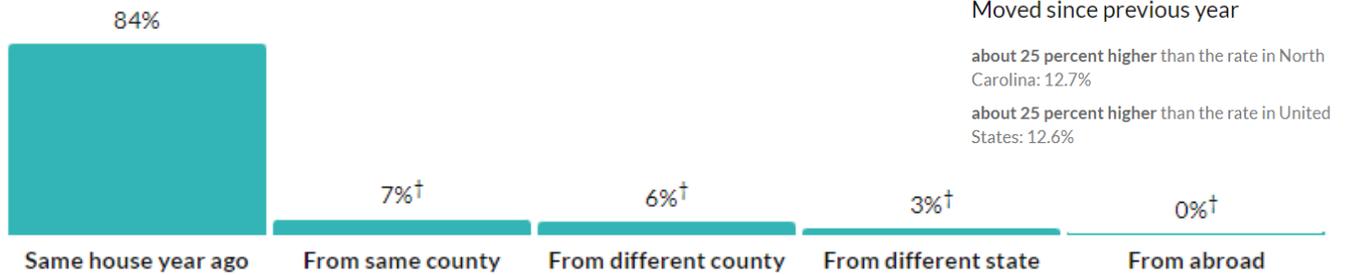
### White

This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

## Geographic Mobility

Pitt County has experienced a 27% increase in population since 2000 — a trend that is likely to continue as more individuals are attracted to the County’s lifestyle and proximity to North Carolina’s coast. Based on historical population growth between the 2010 and 2020 census data, Pitt County grew at an approximate rate of 1%. Based on this assumption, the population will be slightly over 175,000 by 2033. The Envision Pitt County 2045 Comprehensive Land Use Plan indicates that growth has been concentrated in municipalities and the southeastern area of the County—specifically east of Winterville and southeast of Greenville, toward Grimesland and the Chicod area. This growth has increased traffic congestion, school capacity issues, and loss of farmland. Input received during the planning process indicated that many residents would like more balanced growth, including investment north of the Tar River, which has experienced a decrease in population.

### Population migration since previous year



**16%**

Moved since previous year

about 25 percent higher than the rate in North Carolina: 12.7%

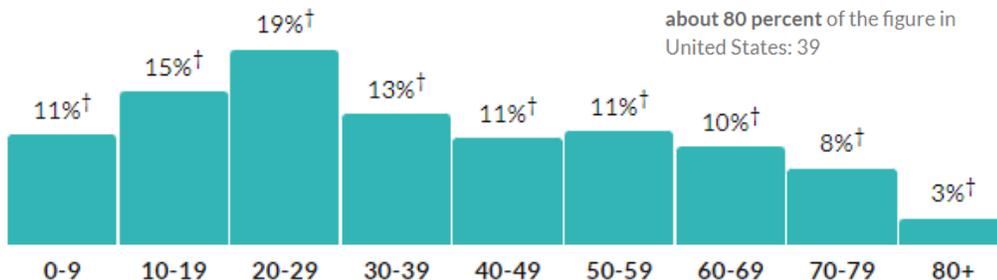
about 25 percent higher than the rate in United States: 12.6%

Census Reporter, U.S. Census Bureau

## Age

The median age in Pitt County (33.1 years) is substantially younger than the median ages for both the State of North Carolina (39.2 years) and the nation (39.0 years). This younger population makes up a significant proportion of the user base for recreational programming and facilities, and the County will have to increase the number and type of activities and facilities to effectively serve this population now and in the future.

### Population by age range



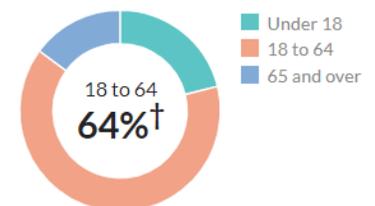
**33.1**

Median age

about 80 percent of the figure in North Carolina: 39.2

about 80 percent of the figure in United States: 39

### Population by age category

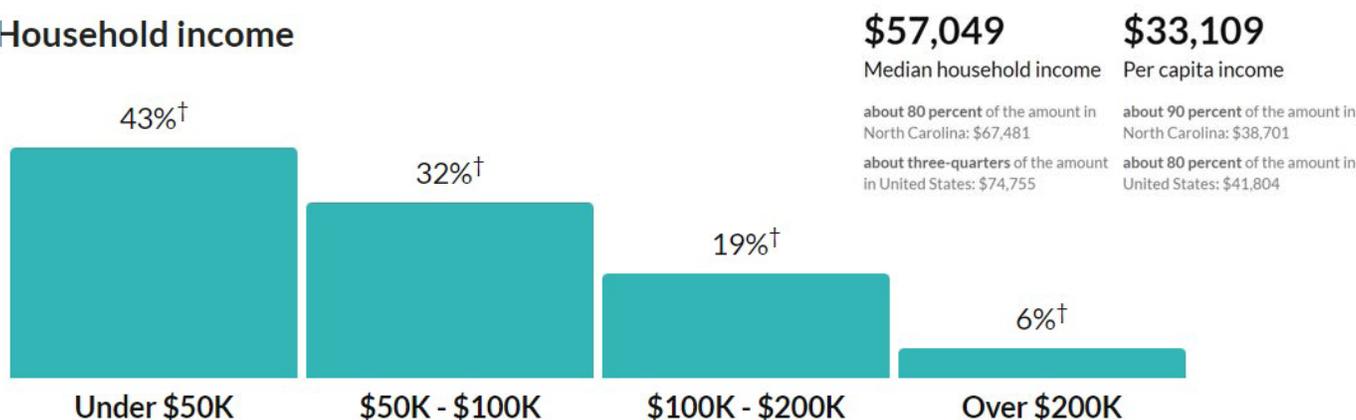


Census Reporter, U.S. Census Bureau

## Income

A review of demographic data relating to income levels and education was conducted to understand the community better. Understanding these data points provides a window into the recreational quality that residents may desire. United States Census data shows that residents in Pitt County have a median annual income of \$33,109 and a median household income of less than \$60,000. By comparison, this is lower than the state and national averages, and it also presents challenges as the tax base is less robust. Census block data shows that income levels are lower in rural areas of the County and areas north of the Tar River.

### Household income

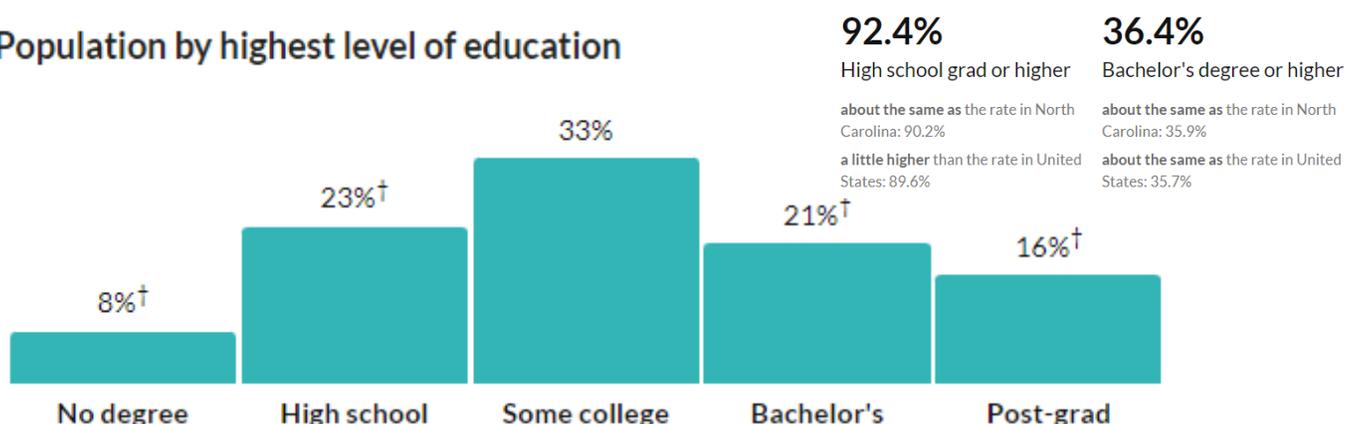


Census Reporter, U.S. Census Bureau

## Educational Attainment

According to the United States Census Bureau, the high school graduation and bachelor's degree rates of households in the county are nearly the same as state and national averages. In general, people with higher educational attainment are more likely to be healthier and have better access to healthcare/recreational opportunities than those who are less educated. The presence of major educational institutions, such as East Carolina University and Pitt Community College, contributes to the County's high educational attainment level.

### Population by highest level of education



Census Reporter, U.S. Census Bureau

## Poverty

Pitt County has higher than average poverty rates. Census data shows that areas north of the Tar River and in rural areas of the County generally have higher levels of poverty. As a result, residents in these areas have fewer means to access recreational facilities and programming.

Children (Under 18)



Seniors (65 and over)



**20.1%**

Persons below poverty line

about 1.5 times the rate in North Carolina: 12.8%

about 1.5 times the rate in United States: 12.6%

Census Reporter, U.S. Census Bureau

## Language

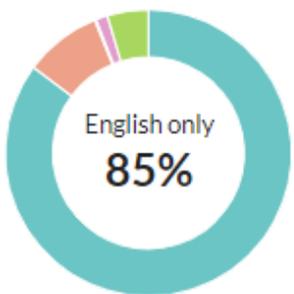
Striving to meet the needs of the future population is an integral part of the master plan. Population projections can vary widely due to intervening factors, such as the economy’s strength, the availability of jobs, and housing prices. Population projections identify potential challenges and needs that may confront the community.

Census data shows that 8% of Pitt County’s adult residents speak a language other than English at home. Providing information in other languages, particularly Spanish, should be considered when informing County residents about recreation opportunities and when new programs and facilities are developed. Having a diverse and knowledgeable staff who is prepared to address these needs is critical.

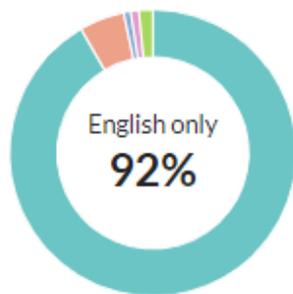
Persons with language other than English spoken at home

\* ACS 2021 5-year data

Language at home, children 5-17



Language at home, adults 18+



Census Reporter, U.S. Census Bureau

## Economic Development

Studies have shown that local economies are impacted positively when recreation is promoted and investments are made into parks and recreation. The number of people who feel comfortable walking or riding bicycles within a community is a measure of the quality of life in that area. In a 2023 area development survey, 87% of corporate executives who responded stated that quality of life features (such as parks and recreation areas) are an important factor when considering locations for a headquarters, factory, or other company facility.

### Parks and Recreation: Expense or Investment?

Local elected leadership generally views parks and recreation as either an expense or an investment, and decision-making generally falls somewhere along this spectrum:



#### Expense

- Parks and recreation are a service similar to the police and fire department
- Community receives benefits, but there is no significant economic impact

#### Parks and Recreation



#### Investment



- Parks and recreation provide a service and the community receives economic dividends from its investment

## Increased Property Values

The real estate market consistently demonstrates that residents throughout the country are willing to invest larger amounts of money in properties that are located close to parks and open space areas. The higher values of these homes produce increased revenues for the County in the form of higher property taxes. In some instances, these property taxes are sufficient to recoup the annual debt charges on bonds initially used to finance park acquisition and development.



Studies have shown that property values typically increase 8-20% when parks or outdoor programs are available in immediate areas. Studies also indicate that commercial rents near park properties are higher than rents in surrounding submarkets.



Lakeside Live at Wildwood Park | Source: City of Greenville



Source: City of Greenville

## Attracting New Businesses

Research demonstrates that the quality of life influences where businesses decide to locate. Given that parks and recreation directly impact the quality of life for many residents, the location of parks and recreational activities in urban, small town, or rural areas may be one of the deciding factors for businesses contemplating a move to Pitt County.

People want to live or work in an area where they can go for a stroll, walk their dog, or enjoy the outdoors. In studies of town revitalizations, the top recommendations include the dramatic expansion of parks and open spaces. While Greenville is the county seat and a central hub of activity, not all residents desire to live within an urbanized area; therefore Pitt County should give significant consideration to the development of new recreation areas and pedestrian facilities in rural areas.

## Tourism

A park often becomes a community's signature attraction and can be used as a marketing tool to attract residents, tourists, conventions, and businesses. Parks can help shape the area's identity and give residents a sense of pride.

Organized events held in public parks, such as art festivals, athletic events, food festivals, concerts, and plays, often bring substantial positive economic impacts to their communities. These events can help to fill hotel rooms and attract customers to local restaurants and other businesses.



5k participants in Pitt County | Source: Pitt County



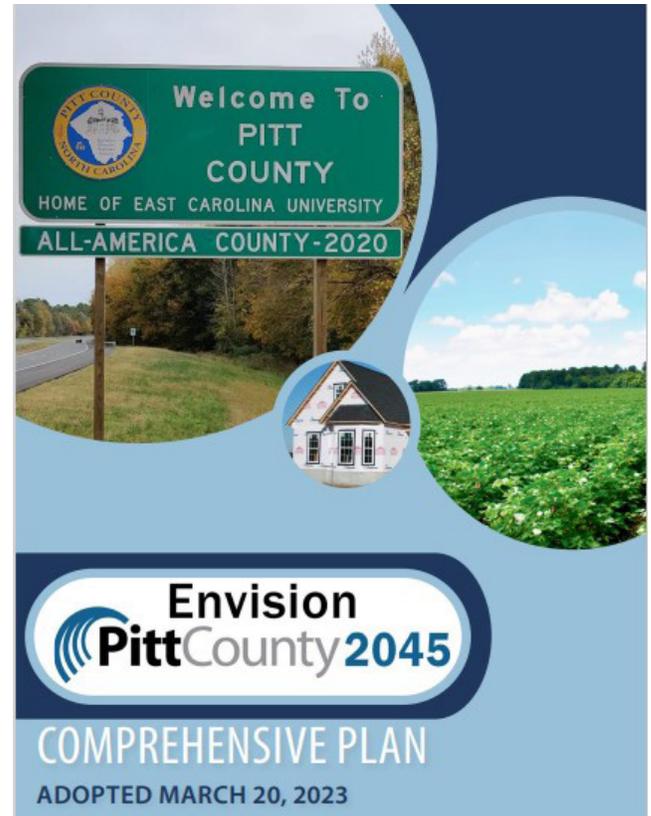
2023 Little League Softball World Series | Source: City of Greenville

## Envision Pitt County 2045

The Envision Pitt County 2045 Comprehensive Land Use Plan (EPC 2045) emphasizes the importance of parks and recreation and the role they play in improving overall community health. EPC 2045 helped lay the foundation for this master plan, as the goals and objectives laid out in EPC 2045 also served as guiding factors for this plan. During the development of EPC 2045, specific focus groups and stakeholders were asked to provide input on land use and development. These groups indicated that recreational development provides open space and programming for the community and is beneficial for the environment and local economy. Related goals identified in EPC 2045 were as follows:

1. Provide passive and active recreation opportunities for County residents
2. Coordinate with the Board of Education and Pitt County schools to plan future public-school facilities
3. Increase funding for parks
4. Continue enhancements to Alice F. Keene District Park
5. Improve access to recreational facilities north of the Tar River
6. Coordinate with local municipalities to improve access to parks and recreational facilities in growing areas

EPC 2045 also included recommendations for potential recreation sites, particularly in rural areas of the County, recognizing the need for additional parks and recreational services for residents in these areas.



The Envision Pitt County 2045 Comprehensive Land Use Plan also supports and encourages the expansion of trails and greenways in the County (see map on page 23). Multi-use trails are popular amenities for bicyclists and pedestrians and offer scenic recreation opportunities that are suitable for various ages and riding abilities. Tourists and visitors often return to communities that provide safe areas for walking and biking. Additionally, occupancy rates are generally higher for lodging located near popular trails. For residents in these locales, investments in trails and greenways can increase property values and improve the overall livability of a community.

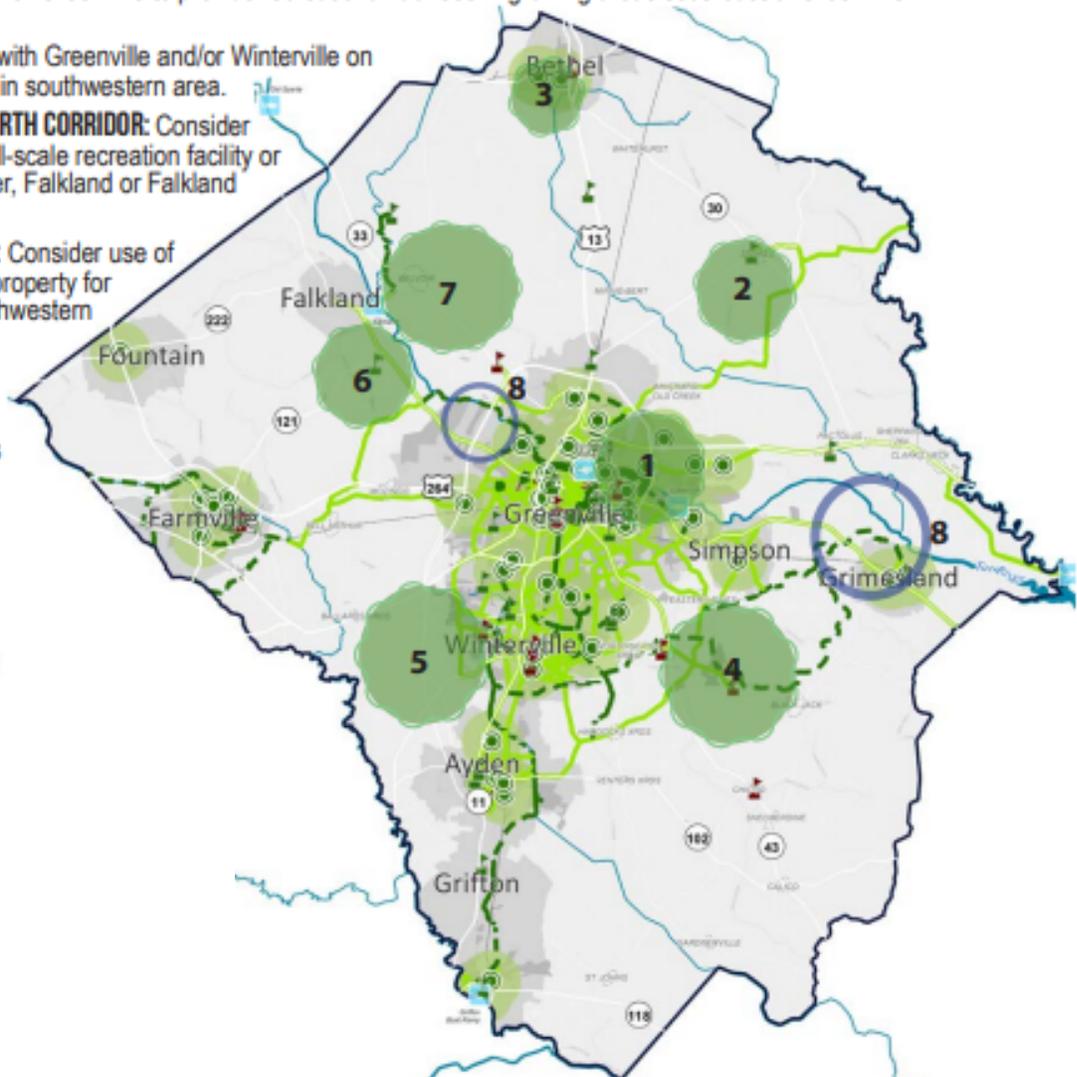
## Trail Development | Map 2-1

### POTENTIAL RECREATION ENHANCEMENTS

- POTENTIAL FUTURE COMMUNITY CENTER:** Utilize a portion of vacant land within the County Office Park for a community center.
- STOKES:** Study potential for additional parks and trails.
- BETHEL:** Study potential for additional parks and trails.
- SOUTHEAST:** Partner with Greenville to provide recreational facilities in growing areas southeast of Greenville and Simpson.
- SOUTHWEST:** Partner with Greenville and/or Winterville on recreational facilities in southwestern area.
- FALKLAND / NC 43 NORTH CORRIDOR:** Consider partnerships for small-scale recreation facility or trail near the Tar River, Falkland or Falkland Elementary School.
- NORTHWEST FACILITY:** Consider use of a portion of buy-out property for recreation in the northwestern part of the county.
- ADDITIONAL RIVER ACCESS:** Study potential river access points for canoe/kayak ramp.

#### Greenways and Parks

-  Existing Greenway
-  Future Multi-Use Path
-  Future Greenway
-  Park Trails
-  Parks
-  Parks access
-  Public River Access
- School Access**
-  Locked
-  Open
- Contact**
-  Municipal Limit

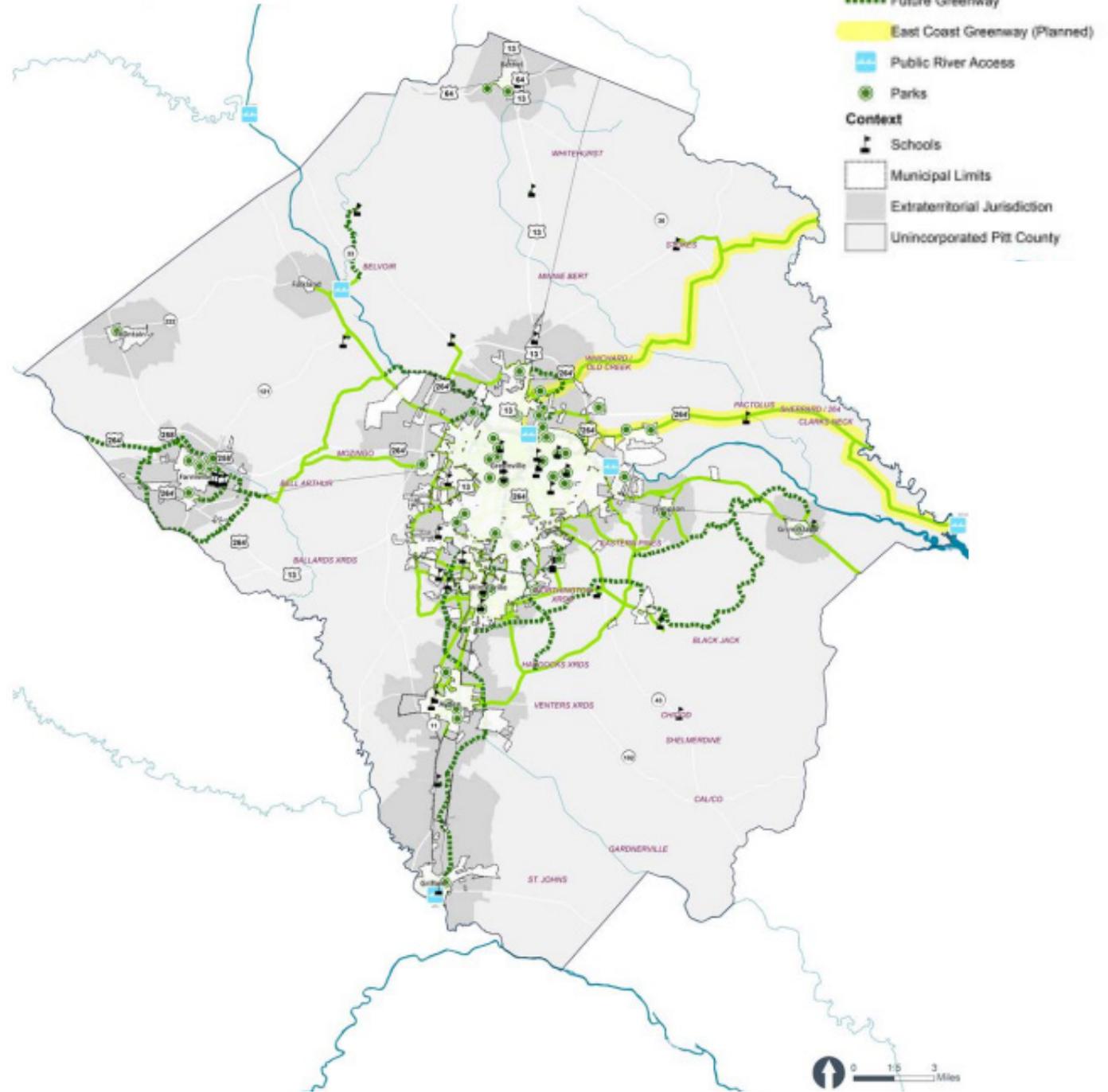


The light green areas indicate where parks or joint use agreements with schools exist in the county. The darker green areas show where future facilities are planned or where potential recreational enhancements should be studied. The blue circles show where additional public river access should be studied.

Source: Envision Pitt County 2045

# Greenway and Trail Development | Map 2-2

## PLANNED GREENWAYS MAP



Source: Envision Pitt County 2045



Alice F. Keene District Park | Source: Pitt County

Beyond the economic benefits, multi-use trails may provide vegetated buffers adjacent to waterways that act as filters to clean the water, trapping non-point source pollutants. These pollutants, including sediment, pesticides, fertilizers, oil, gas, and other chemicals, are conveyed into streams, rivers, and lakes by stormwater runoff.

Biking is a popular recreational activity in Pitt County, and connectivity of popular destination points makes biking a viable method of transportation. The East Coast Greenway (ECG) is a 3,000-mile bicycling and walking route from Maine to Florida that is anticipated to pass through Pitt County. As part of this national trail route, it will serve as the backbone for other spur trail connections and draw in state, national, and potentially international visitors. The ECG will create an opportunity to enhance the recreational opportunities available to County residents and support economic development via enhanced tourism. For additional information on economic development, see the recommendations section, which begins on page 91.



Source: [www.greenway.org](http://www.greenway.org) | East Coast Greenway Alliance



## 03 | Master Plan Process

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## Why Plan?

Pitt County wants to improve the quality of life for all its residents. Efforts to develop this Comprehensive Cultural Arts & Recreation Master Plan were undertaken to identify community needs, optimize resource allocation, enhance quality of life, and secure funding for future park development. This plan also helps guide the development and maintenance of Pitt County recreational facilities, ensuring they meet current and future demands while promoting health, wellness, and social equity.

## Overview

The degree of need for parks, recreation, and open space is most directly influenced by the expectations of Pitt County residents and visitors. This plan prioritizes the parks and recreation facilities that the County’s residents and visitors want and need and provides a framework guide for decision-making by the Board of County Commissioners and County staff.

## Methodology

This master plan contains an inventory of existing facilities owned by Pitt County. Additionally, it lists recreation facilities offered within local municipalities, stand-alone parks, school facilities, State-owned land, and other facilities within the immediate area or that are easily accessible by County residents. This detailed inventory includes the amenities available within each park to better understand the existing recreation opportunities in the County.

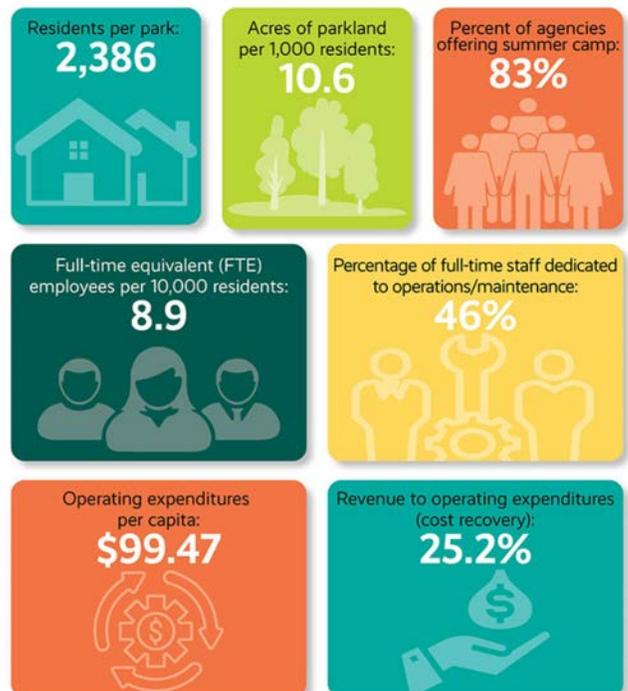
Community and staff input, as well as accepted benchmarks, were the primary methods used to determine the adequate types and number of park facilities needed for the County. Insight from Pitt County leaders and staff, Pitt County Schools administrators, public meetings, community surveys, and focus group interviews were used to gather

ideas, share thoughts, stimulate conversations, and answer questions. County staff consciously and intentionally sought out a diverse range of community participation and input. The information received from these efforts was essential in developing a master plan that will benefit the County’s entire population for many years to come.



AMEXCAN support was critical in this process.

### 2024 NRPA Agency Performance Review Key Findings



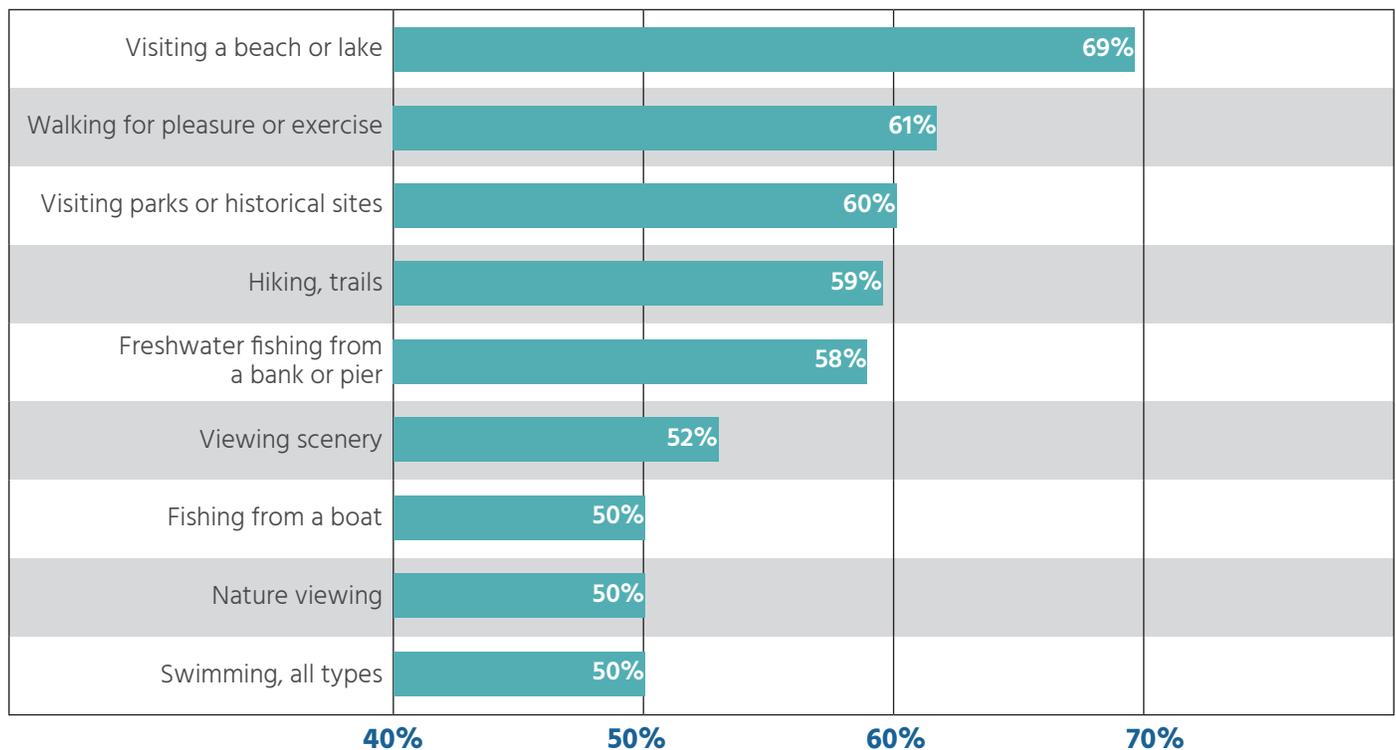
National benchmarks were incorporated.

During this process, recreational trends were evaluated and provided additional information about Pitt County's future recreation needs. Private, nonprofit, and governmental agencies on both the federal and state levels have conducted surveys that were designed to determine the demand for outdoor recreation and facilities. This information is essential because it established a baseline of popular amenities and activities that are expected by typical park users.

As shown in the graph below, the North Carolina Statewide Comprehensive Outdoor Recreation Plan for 2020-2025 (SCORP) produced by the North Carolina Division of Parks and Recreation identified the most popular outdoor activities in the state. The top three activities include visiting a beach or lake (69%), walking (61%), and visiting parks or historical sites (60%).

Pitt County is a destination that has historically attracted a younger demographic that wants more active recreation activities. The primary draw is the proximity to the beach and rivers; however, looking at recreation trends can help prepare the County for changes that may arise as the population grows.

### Most Popular Outdoor Activities in North Carolina | Graph 3-1



Outdoor activities data as provided by the 2020-2025 SCORP is available by request to North Carolina State Parks.

## Process

### Discovery + Data Collection

Understanding the community requires examining current demographics and identifying County-owned recreation-specific facilities and County-led programs. Inventory and analysis of this information are used to improve the current parks and recreation system. Whom the County is serving correlates directly to what improvements may be appropriate.

### Assessment

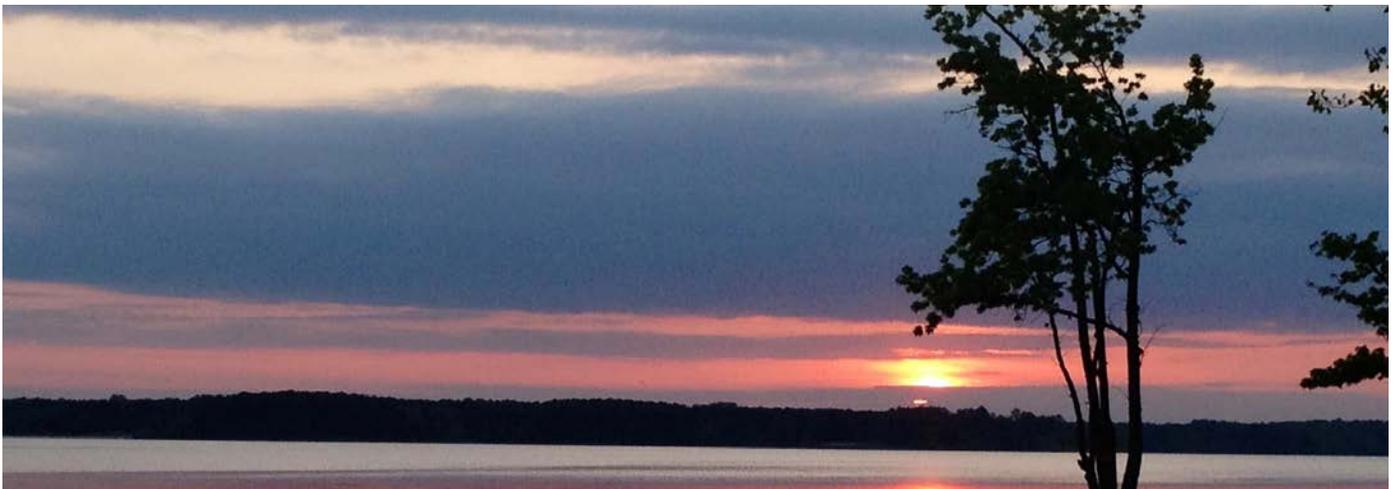
The future of Pitt County's parks and recreation system is determined by listening to stakeholders and other members of the community, understanding what has worked in the past, evaluating the current state of recreation facilities, and deciding what can be improved in the future. After holding open conversations with residents and County staff, receiving public survey input, and reviewing typical recreation standards, a picture begins to develop of how to move forward with improvements and future expansion of County recreation facilities and services.

### Recommendations

Resident and staff input identified through the discovery phase and needs assessment is evaluated and analyzed to identify actions that will benefit the County in the future. Based on community needs and desires, as well as departmental and consulting team experience, recommendations for improvements are made.

### Action Implementation Plan + County Commitment

While recommendations lay a solid foundation for improvement, well-developed staffing and a roll-out strategy are critical to making meaningful progress. This section of the plan will provide high-level strategies and staffing considerations that guide the County as it manages the recommended improvements and changes outlined in section 7.



Courtesy of North Carolina State parks



# 04 | Inventory Assessment

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## Inventory Assessment

Parks and recreation facilities are necessary because they provide places to play, opportunities to improve health and wellness, and allow for the conservation and protection of natural resources. This section will look at the typical parks and recreation facilities offered to a community. An inventory of all the facilities offered within Pitt County is also provided in order to fully understand the recreational opportunities that residents have access to. These recreational facilities are derived from many different sources, including the following:

- County-owned facilities
- Public school facilities under joint-use agreement
- Municipal facilities
- Private recreation facilities
- State-owned facilities

## Types of Parks and Recreation Facilities

To further understand Pitt County's role in providing recreation services to its residents, it is necessary to understand the elements of a comprehensive park system. This type of park system is comprised on various park types ranging from small neighborhood playgrounds to larger parks with athletic fields, playgrounds, community centers, and open spaces. This kind of park system reflects the different recreation preferences and needs of a diverse range of users. The model park types shown on pages 33-39 have been determined by National Parks and Recreation Association (NRPA) standards and best practices and may be used as guidelines for fulfilling communities' future recreational needs. It is not reasonable to expect that Pitt County will provide all of these park types; several other agencies, i.e., Federal, state, and local municipalities, are also responsible for providing recreational opportunities.

## Regional Parks

Per NRPA resources, regional parks are typically very large sites that may provide a wide range of recreational opportunities. For example, Goose Creek State Park, located in Washington, North Carolina serves as a regional park with passive and active recreational open spaces, as well as educational opportunities for patrons to learn about the area's natural resources and ecology. Regional parks preserve the unique qualities that exemplify the natural features found there, such as diverse land formations, vegetation, and wildlife. Most regional park facilities contain environmental centers, campsites, nature trails, observation decks, and picnic areas. In addition, open fields for non-structured activities, such as frisbee throwing or kite flying, may generally be found there as well.

Specific standards/criteria for developing regional parks are as follows:

### Acreage/Population Ratio

10 acres per 1,000 persons

### Service Area

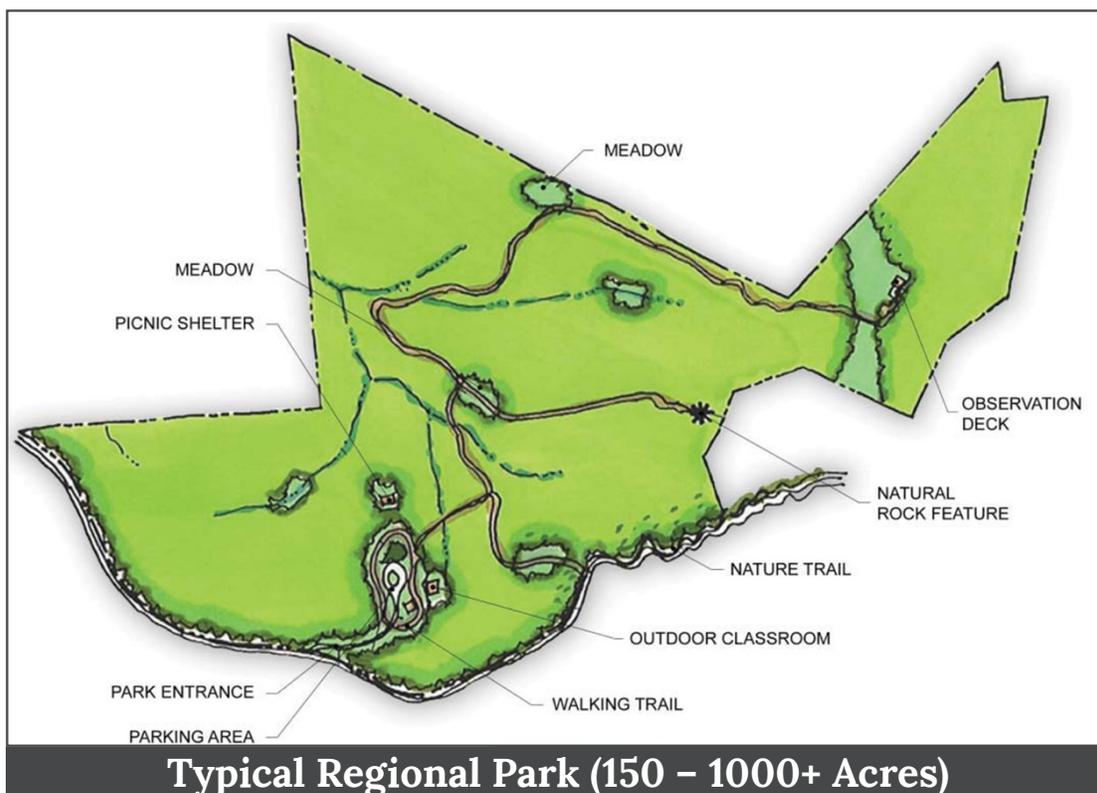
Region-wide

### Desirable Range

150– 1,000+ acres with sufficient area to encompass the resources to be preserved and managed (up to 10% of the site may be developed with facilities found in community parks.)

### Typical Facilities

- Environmental center
- Caretaker's house
- Equestrian center
- Primitive camping
- Group camping
- Recreational vehicle camping
- Nature trails
- Observation deck
- Picnic shelters/tables and grills
- Boating
- Parking
- Fishing piers
- Boat docks
- Restrooms
- Vending
- Swimming



## District Parks

District parks function as the major source of active recreation for several neighborhoods within a community. District parks are intensely developed, offering a multitude of facilities to serve the intended geographic user area, and activities are balanced between active and passive recreation. District parks are typically developed to accommodate athletic league sporting events and tournament competitions. Passive recreation opportunities, such as walking for pleasure, wildlife observation, and picnicking, may be found in undisturbed areas, preferably with surrounding buffers. District parks present great opportunities for non-traditional types of recreation. River Park North is an example of a district park within Pitt County.

Sites for district parks should be relatively level to alleviate excessive grading. When possible, there should be an equal balance of wooded and cleared areas. If a natural water feature is present, the adjoining land should be developed primarily for passive recreation. Accessibility to neighborhoods should be an important consideration when choosing sites. Developing district parks is typically the responsibility of county or municipal agencies.

Specific standards/criteria for developing district parks are as follows:

### Acreage/Population Ratio

1 to 2 ½-mile radius

### Service Area

5 acres per 1,000 persons

### Desirable Range

75 – 200 acres

### Typical Facilities

- Playgrounds
- Full- or half-size basketball courts
- Volleyball courts
- Baseball/softball/multipurpose field
- Soccer/football field
- Soccer practice field (movable goals)
- Tennis courts (lighted)
- Nature trails
- Picnic shelters/tables with grill
- Restrooms/concessions
- Benches or bench swings
- Parking/service yard
- 50% of site should remain undeveloped

### Alternate Facilities\*

- Tennis center
- Amphitheater
- Observation decks
- Fishing piers/boating/boat dock
- Recreation center
- Pickleball courts

\* Alternate facilities may be added or substituted



## Typical District Park



River Park North | Source: City of Greenville

## Community Parks

Community parks focus on meeting community-based recreational needs and preserving unique landscapes and open spaces. Compared to district parks, community parks typically provide a smaller range of recreation facilities. They may host athletic league sporting events and provide areas for passive recreation. Fifty percent of the community park property should be developed for only passive recreation, with these relatively undisturbed areas serving as buffers around the park and/or acting as buffers between active facilities.

Community park sites should have varying topography and vegetation, and several different tree species should be present in forested areas. Community parks should contain cleared areas to locate active recreational facilities, and at least one natural water feature (lake, river, or creek) is desirable. The land acquired for use as a community park should be contiguous in nature and strategically located to serve all users within the designated community. The development of community parks typically falls within the responsibility of local governments.

\*Park type acreage varies based on site limitations and amenity types

Specific standards/criteria for developing community parks are as follows:

### Acreage/Population Ratio

1 to 2-mile radius

### Service Area

2.5 acres per 1,000 persons

### Desirable Range

15 – 50 acres

### Typical Facilities

- Playgrounds
- Full-size or half-size basketball courts
- Swimming pool
- Tennis/volleyball courts
- Soccer/multipurpose fields
- Baseball/softball fields
- Nature trails
- Restrooms/concessions
- Benches or bench swings
- Parking
- Picnic tables/shelter (with or without grills)
- 50% of site should remain undeveloped

### Alternate Facilities\*

- Recreation center
- Natural water features
- Disc golf
- Amphitheater
- Observation decks
- Pickleball courts

\* Alternate facilities may be added or substituted



## Typical Community Park (15 – 50 Acres)



Example of a community park

## Nighborhood Parks

Neighborhood parks offer the public a convenient recreation source and may serve as the social focus point of surrounding neighborhoods. Usually located within walking distance of the service area, neighborhood parks provide active and passive recreation opportunities. The smaller size of neighborhood parks, as compared to those previously mentioned, requires intense development. 50% of each site should remain undisturbed to serve as a buffer between the park and adjacent property owners.

Specific standards/criteria for developing neighborhood parks are as follows:

### Service Area

¾- to 1-mile radius to serve walking

### Acreage/Population Ratio

2 acres per 1,000 persons

### Desirable Range

7 – 15 acres



Neighborhood Park

### Typical Facilities

- Softball or baseball field
- Multipurpose field
- Half-size basketball courts
- Picnic tables/shelters with grills
- Benches or bench swings
- Playground
- 50% of site should remain undeveloped

### Alternate Facilities\*

- Nature trails
- Tennis/pickleball courts

\* Alternate facilities may be added or substituted.



## Typical Neighborhood Park (7 - 15 Acres)

## Mini Parks

Mini parks are small places typically located in urban areas or associated with residential or institutional developments. These facilities can bring communities together with events, promote local history, or be a source of civic beauty. A mini park should provide very limited, isolated, or unique recreational needs. They are typically located within walking distance of the area served. J.Y. Monk Park in the Town of Farmville is an example of a mini park.

Specific standards/criteria for developing mini parks are as follows:

### Service Area

¼- to ½-mile radius to serve walking

### Acreage/Population Ratio

½ acre per 1,000 persons

### Desirable Range

One or more acres

### Typical Facilities

- Half-size basketball courts
- Picnic tables with and without grills
- Benches or bench swings
- Open play area playground

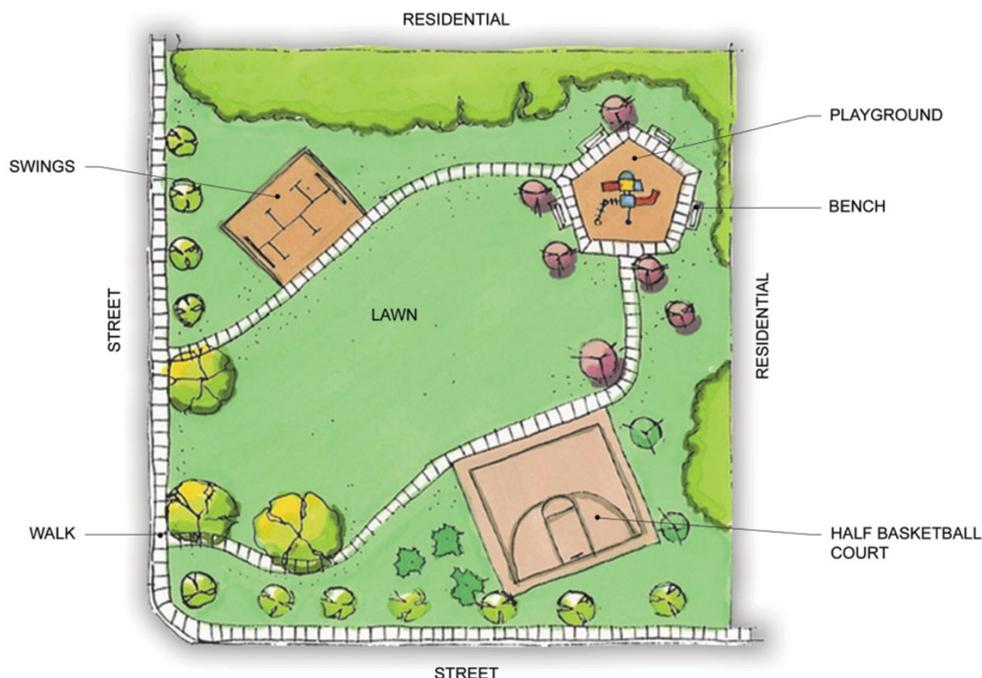
### Alternate Facilities\*

- Nature trails
- Tennis/pickleball courts

\*Alternate facilities may be added or substituted.



J.Y. Monk Park in the Town of Farmville



## Typical Mini Park

## Linear Parks and Greenways

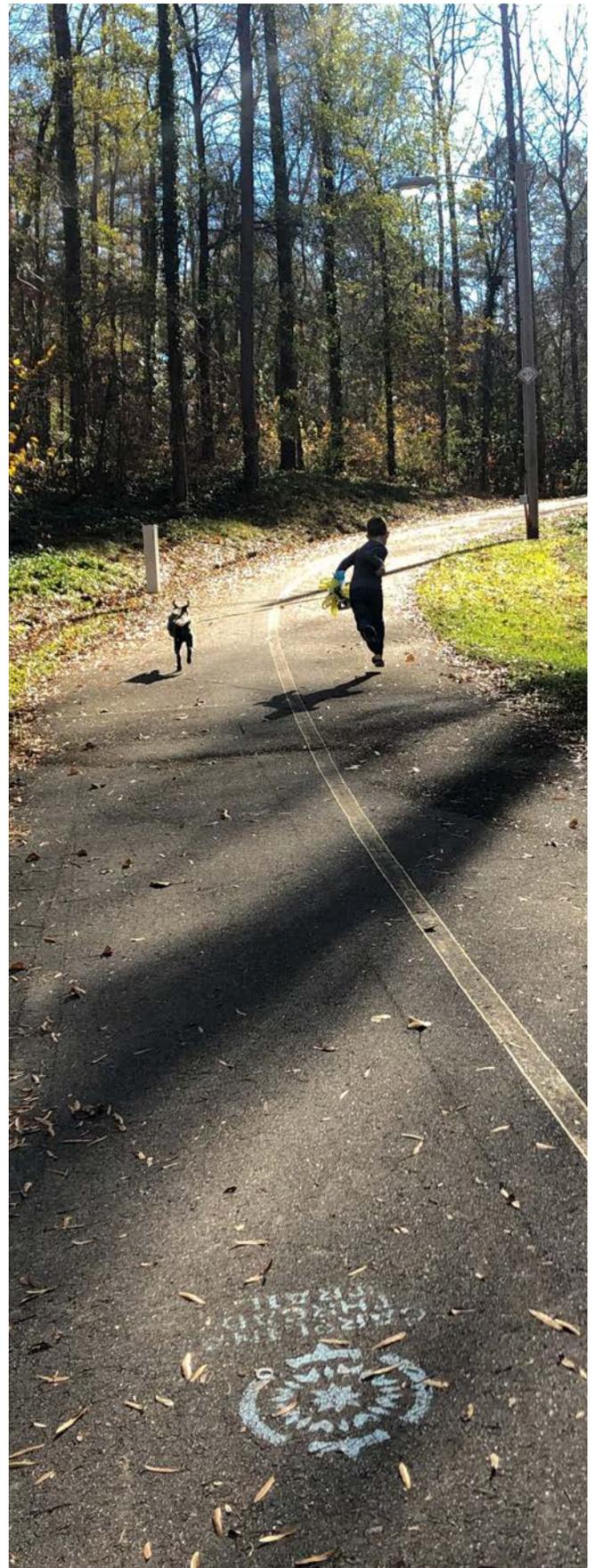
Linear Parks and Greenways are areas developed for a variety of modes of recreational travel, such as walking, running, hiking, and biking. The Greenville Greenways system is an example of this type of facility. Linear parks are developed for several reasons:

- To connect existing recreational facilities
- To facilitate public rights-of-way
- To connect destination points
- For scenic views and leisure touring

The length and size of linear parks vary considerably depending on their intended use, the terrain of the parkland, and the distance between entities to be connected, such as parks, schools, cultural and historical resources, residential areas, and businesses. Oftentimes, linear parks are developed within a large land area designated to protect and manage the natural environment, and recreation opportunities are often a secondary objective.

## Unique or Special-Use Facilities

Unique or special-use facilities are park types that exist for the sole purpose of enhancing or utilizing a specific man-made or natural feature. They can include civic spaces, parkways, historical sites, sites of archaeological significance, swimming pools, conservation easements, floodplains, etc. Minimum standards of acreage and population have not been established by the park and recreation industry for this category of park, however it should be of a size that is sufficient to protect the resource, while providing optimum use. Examples of special-use facilities are community pools, Greenville Aquatics and Fitness Center, and Extreme Park at Jaycee Park in Greenville, NC.



Linear parks and greenways offer recreation and connectivity

## Public Open Space

While it is realistic and appropriate to adopt population-based standards for parkland and facilities, it is not feasible to establish programming requirements for park open spaces as these are typically non-programmed by design and are open to a broad range of activities. A more reasonable method of establishing appropriate standards for open space is to identify significant natural resources within an area and then determine the criteria necessary for their protection.

Public open space is defined as any land acquired to keep it in a primarily undeveloped state. Some common functions of open space may include:

- Preservation of drainage areas for water supply watersheds
- Protection of areas which are particularly well-suited for growing crops (farmland preservation)
- Protection of communities to prevent urban sprawl (i.e. greenbelts)
- Protection of wildlife habitat
- Protection of approach and take-off areas near airports
- Utilization of remediated landfills that offer safe, capped land for recreational activities
- Protection of areas or corridors that are aesthetically pleasing (i.e. viewsheds)



Wildwood Park | Source: City of Greenville

# Pitt County Recreation Facilities

## Alice F. Keene District Park

District Park | 60 acres

4561 County Home Road, Greenville, NC 27858

Alice F. Keene is the County's flagship park and is named after former Community Schools and Recreation Director, Alice F. Keene. Ms. Keene has been influential in the parks and recreation field in North Carolina for over 40 years, and she was a pioneer at a time when most parks and recreation leadership was comprised of men. Her work with Pitt County Community Schools and Recreation laid the foundation for many parks and recreation departments across the state to supplement their offerings with school-based facilities.

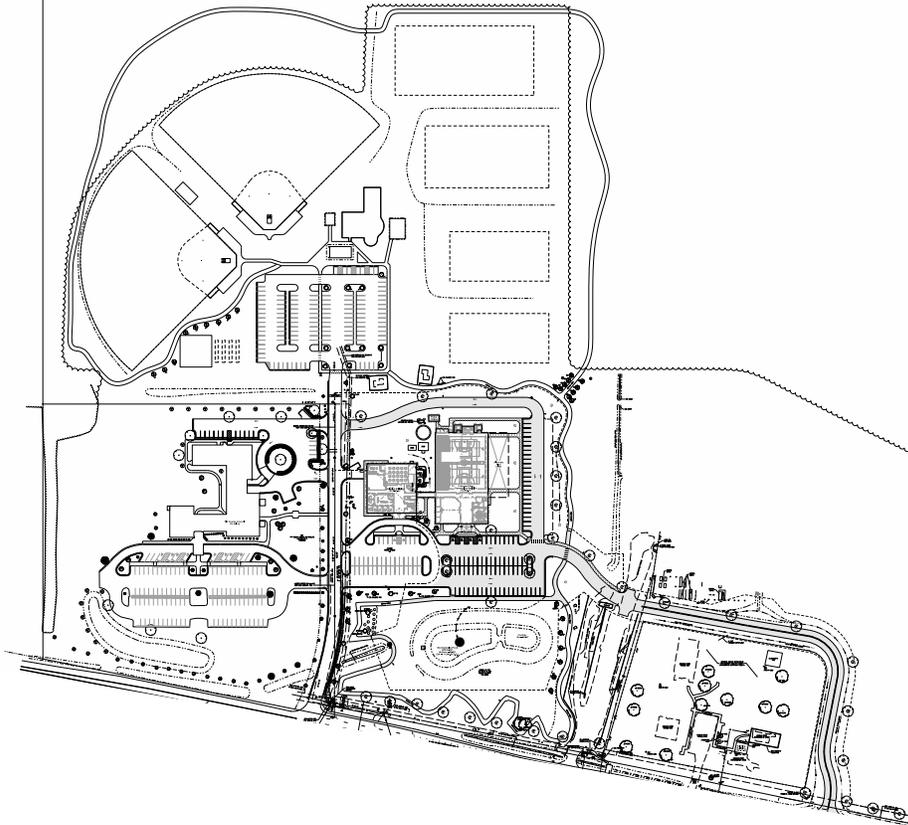
Development of this park showed how much could be done through collaborative partnerships and shared good will. The park is well-designed and presents a model for other parks and recreation departments seeking to maximize park space to address health and wellness needs for all ages, races, and abilities.

This park serves as the anchor for the County Home Complex, which includes the Pitt County Council on Aging, Leroy James Farmers Market, East Carolina Village and Farm Museum, and Wintergreen Primary and Intermediate Schools. In 2017, the park and County Home Complex were named a "Great Place in America" by the American Planning Association (APA).

The park is attractive and continues to experience high levels of use from the community. At the time of writing, a community center/gymnasium is under construction. This amenity will make the park even more attractive when it opens in early 2025. It should be noted that while the park is a "district park" in title, the park's offerings and size are that of a well-rounded community park. It is highly conceivable that the park may continue to expand into its district title as the site contains approximately 50 acres of undeveloped land.

- Softball/baseball fields (2) with lights
- Horseshoe courts (4)
- Gaga Ball court
- Half-court basketball with (2) pickleball courts marked on asphalt
- Picnic shelters (2)
- Soccer fields (4)
- Administrative building with 2 multi-use activity rooms and one conference room
- Gymnasium (in development)
- Fitness playground
- Large play center playground
- 1.2-mile asphalt trail
- 1-mile natural trail
- TRACK trail activities
- New community center/gym
- Anchor of County Home Complex
- 2017 "Great Place in America" award, APA
- Proximity to the following:
  - Making Pitt Fit Community Garden
  - Wintergreen Primary and Intermediate schools
  - Leroy James Farmers Market
  - East Carolina Farm Village and Museum
  - Council on Aging/  
Greenville Senior Wellness Center
  - Pitt County Animal Services

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Vision for Alice F. Keene District Park



Alice F. Keene District Park

## Pitt County Office Park Recreation Complex

Community Park | 25 acres

415 Government Circle, Greenville, NC 27834

The Pitt County Office Park Recreation Complex will include a recreation center and surrounding outdoor recreation offerings. This park is planned to serve as part of a broader government complex for Pitt County residents, which also includes the Pitt County Departments of Public Health and Social Services, as well as the Pitt County Agricultural Center. This facility’s location will promote the overall wellness of Pitt County residents who live north of the Tar River, and will benefit from its proximity to the NC Cooperative Extension office, Pitt County Arboretum, and Master Gardener Gardens. Significant public input was sought from residents on the types of amenities they would like to see at the park, and this input was used to develop a master site plan. In August 2024, the County received a PARTF grant in the amount of \$467,000 to help develop Phase 1 of the planned amenities for this park. At the time of writing, the first phase of development is underway with the construction of a community center/gymnasium that will open in early 2025. This site will have:

- Community Center/ Gymnasium
- Playground (2)
- Picnic Shelters (3)
- Multipurpose trail
- Nature play area
- Multi-purpose field



Master plan for Pitt County office recreation park complex

## Lake Glenwood Public Park

Neighborhood Park | 12 +/- acres

Intersection of Leon Drive and Eastern Pines Road

The area for Lake Glenwood Public Park was donated to Pitt County in 2024 by the surrounding Lake Glenwood Homeowners Association and includes a 12-acre lake and approximately two acres of land that can be utilized for passive and aquatic recreational activities. This facility presents the opportunity for a new park in the system and a quiet recreational space within a residential area. The park will also include a walking trail and picnic shelter, as well as a kayak launch and fishing opportunities. In August 2024, the County received an Accessible Parks grant in the amount of \$479,000 to develop the trail, picnic shelter, play area, handicap accessible restrooms, and parking area.



Vision for Lake Glenwood Park

## School Recreation Facilities

Historically, Pitt County's recreational structure has been built upon a partnership between the County and Pitt County Schools to utilize school-based recreation facilities. This partnership, which is based upon a joint use of facilities agreement between the County and the school system, has benefited the community for many years; however, it has also proven to have some limitations. Joint use of school-based facilities can help the community because it allows for investments into the school system as well as the community's recreational offerings. School facilities provide opportunities for a variety of recreational programs and activities during non-school hours, including recreation camps, athletic programs, playgrounds, and open space. Many of these school-based facilities were developed for the purposes of recreation for the entire community.

A major limiting factor in this type of system is the limited access to facilities during school hours. This creates access issues, as members of the general public must wait until school is out to use these facilities. A secondary problem with having schools serve as the foundation for recreational offerings is that school facilities are more open and accessible to non-students and non-school staff, thereby creating additional safety risks. These risks have largely been mitigated by good management and coordination between County staff and the schools, however potential risks still remain.

Recreational space and programs are available after school hours at the following facilities: Wintergreen Primary and Intermediate Schools, Chicod School, WH Robinson Elementary, Eastern Elementary, Elmhurst Elementary, JH Rose High School, EB Aycock Middle School, DH Conley High School, AG Cox Middle School, Ridgewood Elementary, Creekside Elementary, GR Whitfield School, Eppes Middle School, and Welcome Middle School.

## Other Local Municipal Recreation Facilities

### City of Greenville

Some popular facilities at the City of Greenville are:

#### Regional Parks

- River Park North
  - Amphitheater
  - Boat ramp
  - Boat rentals
  - Picnic tables
  - Natural playground
  - Public restrooms
  - Nature park
  - Hiking
  - Fishing
  - Fossil pit
  - Camping
  - Grill
- Walter L. Stasavich Science and Nature Center
  - Theatre
  - Freshwater aquarium
  - Live turtles and snakes
  - Shell collection
- Wildwood Park
  - Lake
  - Kayak launch
  - Bike trails
  - Camping
  - Fishing
  - Picnic shelter
  - Walking Trails

#### Community Parks

- Elm Street Park/Center
  - Green Mill Run greenway
  - Stallings stadium and baseball field
  - Sara Vaugh Fields of Dreams
  - Baseball fields
  - Grills
  - Lighted tennis courts
  - Picnic shelters/tables
  - Playground
  - Public restrooms
  - Lighted pickleball courts
- Evans Park
  - Tennis courts (12)
  - Softball fields (lighted)
  - Restrooms
  - Archery range
  - Picnic shelter/tables
  - Grills
- Greenfield Terrace/Community Center
  - Basketball courts
  - Grills
  - Meeting room
  - Playground
  - Recreation center
  - Walking trails
  - Picnic shelter/tables
  - Baseball field
  - Neos play station
  - Restrooms
- H. Boyd Lee Park
  - Basketball courts
  - Grill
  - Gymnasium with locker rooms
  - Picnic shelter/tables
  - Playground
  - Public restrooms
  - Recreation center
  - Baseball/softball fields
  - Walking trails
  - Sand volleyball courts
  - Cricket pitch
  - Exercise stations
  - Cross country track
  - Meeting room

### **Neighborhood Parks**

- Andrew A. Best Freedom Park
  - Restrooms
  - Picnic shelter/tables/grills
  - Ballfield
  - Playground
  - Walking trails
- Greensprings Park
  - Greenway/exercise trail
  - Grill
  - Picnic shelter/tables
  - Walking trails
- Jaycee Park
  - Grill
  - Picnic shelter/tables
  - Playground
  - Skateboard ramps
  - Softball fields
  - Meeting room
  - Restrooms
  - Tennis courts
  - Administrative offices
  - Auditorium
  - Recreation Center

- Matthew Lewis Park at West Meadowbrook
    - Baseball fields
    - Disc golf course
    - Grill
    - Picnic shelter/tables
    - Playground
    - Soccer field
    - Softball field
    - Little League practice field
  - Paramore Park
    - Picnic shelter/tables/grill
    - Playground
    - Walking trails
  - South Greenville Park/Center
    - Aerobics and exercise facilities
    - Baseball fields
    - Multipurpose field
    - Playground
    - Basketball courts, equipment
    - Fitness center
    - Gymnasium
    - Kids play area
    - Meeting room
    - Picnic shelter/tables/grills
    - Recreation center
    - Softball fields
    - Weight room
  - Thomas Foreman Park/Eppes Recreation Center
    - Baseball fields
    - Restrooms
    - Playground
    - Picnic shelters/tables
    - Outdoor swimming facility
    - Basketball courts
  - Grills
  - Gymnasium
  - Meeting rooms
  - Recreation center
  - Weight room
  - Town Common
    - Town Creek Bridge and South Tar Greenway
    - Veteran’s Memorial
    - Accessible play center
    - Amphitheater
    - Boat ramp/kayak launch
    - Fishing/fishing pier
    - Picnic shelter/tables
    - Restrooms
    - Walking trails
- Mini Parks**
- Belmont/Dream Park
    - Grills
    - Picnic shelter
    - Playground
    - Sprayground
  - Hillsdale Park
    - Picnic shelter/tables/grills
    - Playground
  - Peppermint Park
    - Grill
    - Pickleball
    - Picnic shelter/tables
    - Playground
  - Westhaven Park
    - Grills
    - Picnic shelter/tables
    - Baseball field
    - Playground

- Westpoint Park
  - Playground
  - Walking trails

- Woodlawn Park
  - Picnic shelter/tables
  - Playground
  - Basketball goal
  - Volleyball court

### **Sport Complexes**

- Bradford Creek Soccer Complex
  - Charles A Vincent field
  - Picnic shelter/tables
  - Public restrooms
  - Soccer fields
- Guy Smith Stadium Park
  - Home of the Greenville Yard Gnomes
  - Baseball fields
  - Batting cages
  - Locker rooms

### **Special-Use**

- Beatrice Maye Garden Park
  - Garden area with seating
- Bradford Creek Golf Course
  - 18-hole golf course
  - Clubhouse/pro shop
  - Driving range
- Drew Steele Center
  - Basketball courts
  - Cardio equipment
  - Fitness center
  - Meeting room
  - Recreation center
  - Weight room

- Eppes Recreation Center
  - Basketball courts
  - Computer lab
  - Game room
  - Gymnasium
  - Meeting room
  - Recreation center
  - Weight room
- Extreme Park
  - Skateboard ramps
  - BMX ramps
  - Freestyle area
- Greenville Aquatics and Fitness Center
  - Aerobics and exercise rooms
  - Basketball courts
  - Pickleball courts
  - Cardio equipment
  - Fitness center
  - Gymnasium
  - Indoor pool
  - Locker rooms
  - Weight room
- River Birch tennis center
  - Lighted tennis courts
  - Public restrooms
  - Recreation center
  - Sports Connection
  - Basketball courts
  - Batting cages
  - Gymnasium
  - Locker rooms
- Perkins Complex
  - Baseball fields
  - Batting cage

- Sand volleyball court
- Practice field
- Concessions
- Restrooms
- Disc Golf Course at “The Meadow”
  - Walking trails
  - Disc golf course
- Center for Arts and Crafts
  - Multi-purpose craft rooms
  - Pottery facility (6 wheels, 3 kilns)
  - Painting room
  - Dance

**Existing Undeveloped Parks**

- Phil Carroll Nature Preserve
- Eastside Park



Community garden | Source: Pitt County

**Town of Winterville**

**Parks**

- Winterville Recreation Park
  - Baseball/softball fields
  - Tennis courts
  - Lighted batting cages
  - Restrooms
  - Picnic shelter/tables
  - Playground
  - Concession stand
  - Walking trail
  - Tree identification area
  - Park benches
  - Amphitheater
- Hillcrest Park
  - Multi-purpose field
  - Basketball courts
  - Playground
  - Shelter
  - Multi-sport court
  - Baseball field
  - Walking trail
  - Pavilions
  - Restrooms
  - Traffic garden
- Water Tower Park
  - Open space
  - Benches
  - Swings

**Town of Farmville**

**Parks**

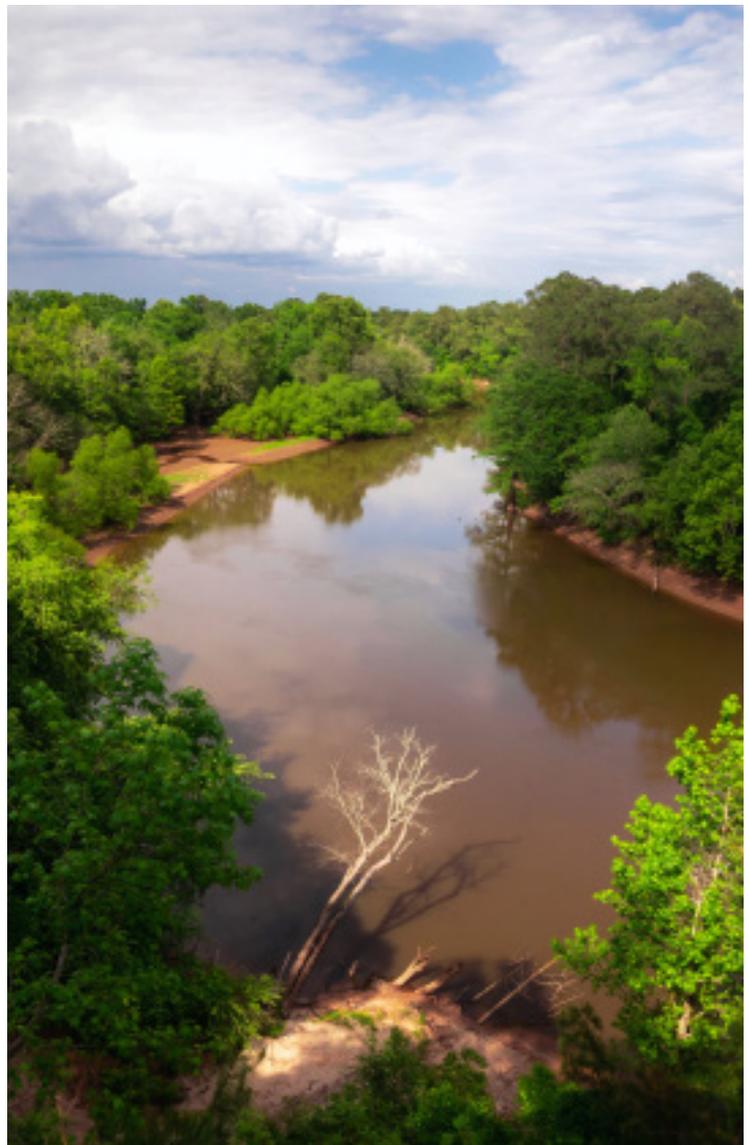
- J.Y. Monk Park
  - Shelter

- Picnic area
- Playground
- Beach volleyball
- Basketball/Pickleball court
- Splashpad
- R.T. Monk Park
  - Playground
  - Picnic tables
- Farmville Municipal Disc Golf Course
  - Disc golf course
  - Catch and release fishing pond
  - 2.2 mile nature trail
- Farmville Municipal Athletic Park
  - Baseball/softball field
  - Multipurpose field
  - Tennis courts
  - Batting cages
  - Public restrooms
- Soccer fields
- Dog park
- Shelter
- Disc golf course
- Restrooms
- Mary Alice Davenport splashpad
- JJ Brown Park
  - Picnic shelter/tables
  - Playground

## Town of Ayden

### Parks

- Veterans Park
  - Picnic shelter
  - Tennis courts
  - Accessible play center
  - Restrooms
  - Community garden
- Ayden Arts and Recreation Center
  - Recreation center
  - Administrative offices
  - Gymnasium
  - Pottery building
  - Softball field
  - Community building
- Ayden District Park



The State of North Carolina manages more than 250,000 acres throughout the state and a variety of state agencies. Photo courtesy of the NC Division of Parks and Recreation

## Village of Simpson

### Park

- Community Park on Telfair Street
  - Baseball fields
  - Picnic shelter
  - Playground
  - Public restrooms
  - Walking trails

## Village of Grimesland

### Park

- Grimesland Park
  - Walking track
  - Playground
  - Benches
  - Grill
  - Shelter

## Town of Bethel

### Parks

- Field of Dreams
  - Baseball/softball field
  - Basketball court
  - Picnic shelter
  - Walking track
- Smith Street Park
  - Walking trail
  - Playground
  - Basketball court

## Town of Grifton

### Parks

- Mattie's Mini Park
  - Natural play area
  - Picnic shelter/tables

- Playground equipment
- St. David Park and Recreation Center
  - Picnic shelter/tables
  - Paved walking trail
  - Play centers
  - Community center
  - Restrooms
  - Natural play area
- Grifton Civic Center
  - Arts and recreation room
  - Lighted tennis courts
  - Museum
- Creekside Overlook Park
  - Walking trails
  - Picnic shelter/tables
- Town Commons
  - Pavilion shelter/tables
  - Walking trail
  - Benches
- Contentnea Creek RV and Trail Park
  - Camping sites with hook ups
  - Primitive camping sites
  - Restrooms
  - Walking trails
  - Playground
  - Benches
  - Volleyball court
- M.B. Hodges Baseball Complex
  - Lighted baseball fields/batting cages
  - Restrooms/concessions/press box

## Town of Fountain

### Park

- Trevathan Pond Trail (1/2 mile loop)
  - Fishing

## State and Federal Recreation Opportunities

The State of North Carolina and United States government provide many recreational opportunities including state parks and national forests, as well as museums and East Carolina University recreational programs. North Carolina State Parks manages more than 250,000 acres throughout the state and makes public lands available for recreational opportunities and to protect and conserve the natural heritage of North Carolina. These sites also provide the public with a variety of historical and educational opportunities.

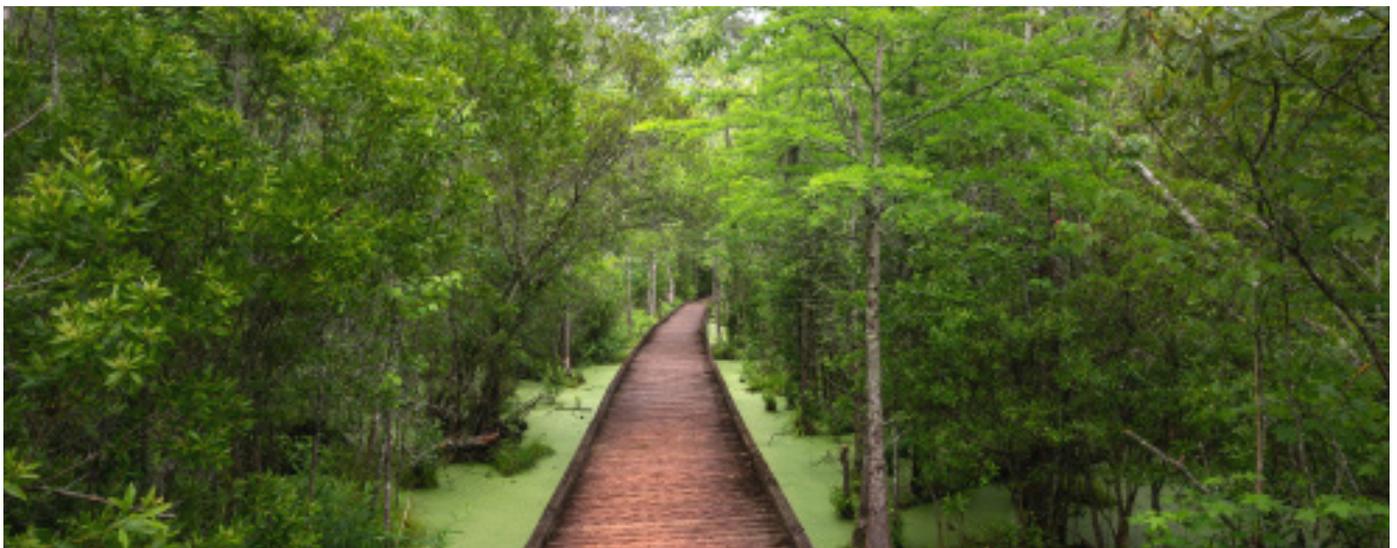
The United States Forest Service manages four national forests within North Carolina. National forests offer a wide variety of outdoor recreational opportunities including hiking, camping, and fishing. Pitt County is in close proximity to several of these offerings, which provide some of the best recreational opportunities in North Carolina. These facilities are described on the following pages.

### Goose Creek State Park

Address: 2190 Camp Leach Road,  
Washington, NC 27889

Goose Creek State Park is in Beaufort County, 34 miles southeast of Greenville. This park offers a broad range of coastal experiences, from wetlands along the Pamlico River to a cypress swamp visible from a long boardwalk. Remnants of boat piers, a trackless railroad bed, and burnt remains of tar kilns provide a glimpse of the heyday of the lumber industry that was once the center of life in the area. The park's estuarine habitats can be explored on foot or by paddling the Pamlico River.

- Camping: camper cabins, tent sites, trailer and RV sites, group tent sites, showers.
- Hiking (8.5 miles)
- Swimming/paddling (seasonal)
- Fishing/boat ramp
- Picnic areas
- Amphitheater/auditorium
- Outdoor classroom
- Visitor center
- Beach access
- Bathhouse



Goose Creek State Park

## Cliffs of the Neuse State Park

Address: 240 Park Entrance Road,  
Seven Springs, NC 28578

Cliffs of the Neuse State Park is located in Wayne County, 15 miles southeast of Goldsboro, and 55 miles south of Greenville. The park sits on 90-foot bluffs overlooking the Neuse River. Layers of sand, clay, seashells, shale, and gravel create a spectrum of colors on the face of the cliff. Completing the landscape are longleaf pine restoration areas and creeks that were once used to make moonshine and cornmeal but now offer quiet fishing spots. An 11-acre lake complements the river by providing opportunities for water recreation.

- Camping: camper cabins, tent sites, trailer and RV sites, dump station, showers
- Hiking (4 miles)
- Biking (3.5 miles)
- Paddling
- Swimming beach (seasonal)
- Fishing
- Picnic areas and shelter
- Boat rentals
- Amphitheater
- Auditorium
- Lake bathhouse

## Croatan National Forest

Craven County  
Havelock, NC 28532

The Croatan National Forest provides opportunities for hiking, camping, and fishing along the Neuse River. There are 160,000 acres of pine forests, saltwater estuaries, bogs, and raised swamps. Since the forest is surrounded by water, there are wading birds, ospreys, and alligators as well as deer, black bears, and turkeys. Other recreation activities at the Croatan National Forest include:

- Kayaking
- Canoeing
- Observing wildlife
- Swimming

## North Carolina Museum of Natural Sciences

226 West 8th Street  
Greenville, NC 27834

The North Carolina Museum of Natural Sciences is located in Downtown Greenville. It was founded by John and Nancy Bray who were looking to provide a science-focused resource to the region. The museum has several offerings, including:

- Kayaking
- Canoeing
- Swimming



Cliffs of the Neuse | Source: North Carolina State Parks

## East Carolina University Campus Recreation and Wellness Facilities

East 5th Street  
Greenville, NC 27858

The facilities at ECU are generally only open to student, faculty, staff, and alumni. The facilities throughout the campus include:

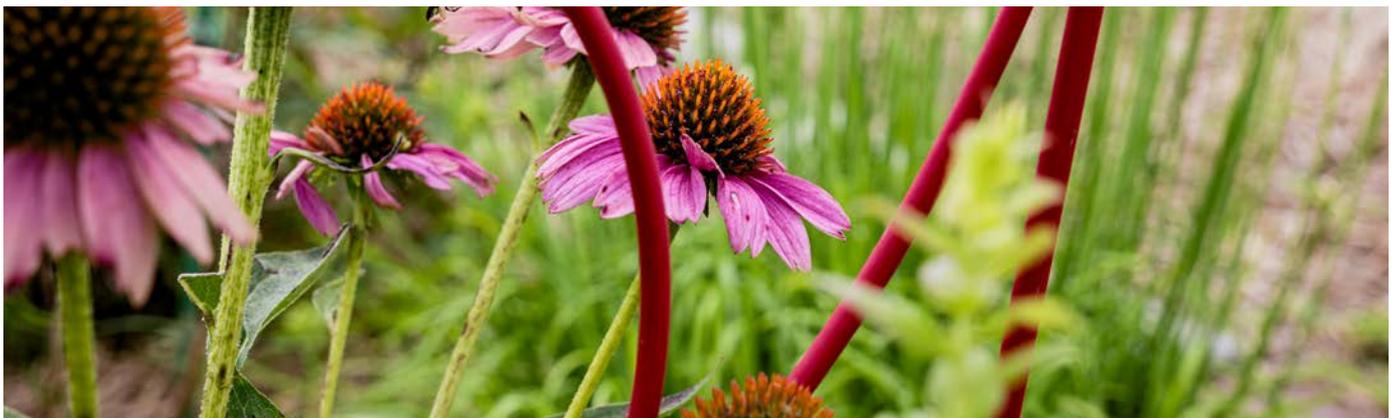
- North Recreational Complex
  - Disc golf
  - Exercise stations
  - Walking trails
  - Athletic fields
  - Lawn games
  - Volleyball
  - Ropes course
  - Kayaks/paddle boards
- Blount Sports Complex
  - Athletic fields
- Eakin Student Recreation Center
  - Indoor/outdoor pools
  - Indoor track
  - Basketball courts
  - Exercise equipment

## North Carolina Wildlife Boat Ramps

Greenville, NC 30480

The North Carolina Wildlife Resources Commission provides boating access areas across the state for over 100 bodies of water. Some of the access points in the Pitt County area include:

- Falkland Boat Ramp, NC 222, Falkland, NC
- Port Terminal Boat Access, Port Terminal Road, Greenville, NC
- Mason's Landing, Tranter's Creek, Clarks Neck Road, Washington, NC
- Grifton Boat Ramp, Water Street, Grifton, NC



Source: Pitt County

## Private Recreation Facility Offerings

Private recreation providers, nonprofit organizations, and developers provide limited, alternate resources and opportunities that supplement the County's recreation opportunities. While it is not feasible to provide an exhaustive list of the private recreation facilities throughout Pitt County, it is important to understand the types of recreational facilities that are offered. The types of organizations and businesses that provide these opportunities can include private fitness facilities, athletic clubs, recreational guide companies, recreational equipment rental businesses, neighborhood associations, and local nonprofit organizations. Some of the facilities available are:

### Golf Courses

- **Ironwood Golf & Country Club:**
  - Located at 200 Golf Club Wynd, Greenville, NC 27834, Ironwood is semi-private and offers a full-service golf experience. They have an 18-hole golf course, a pro shop, and amenities like tennis courts and a pool.
- **Brook Valley Country Club:**
  - Located at 311 Oxford Road, Greenville, NC 27858, Brook Valley is a private country club with an exceptional Ellis Maples-designed golf course. They also offer family-focused amenities.
- **Ayden Golf & Country Club:**
  - Located at 4343 Ayden Golf Club Road, Ayden, NC 28513. This semi-private course offers an 18-hole golf course, and their beautiful clubhouse and landscape make it an ideal venue for weddings and events.
- **Farmville Golf and Country Club:**
  - Located at 3427 Bynum Drive, Farmville, NC 27828, this is a semi-private course with 18 holes and tees for different skill levels.
- **Greenville Country Club:**
  - Located at 216 Country Club Drive,

Greenville, NC 27834, this is a private country club with a premier golf course, recreational facilities, social events, and dining.

### Bowling

- **Bowlero East Carolina:**
  - Located in Greenville, Bowlero East Carolina features 40 lanes with flat-screen scoring monitors, 6 flat-screen TVs, a game room, a billiard table, air hockey, a pro shop, and a meeting room (capacity up to 30 people).

### Trampoline Parks and Amusements

- Sawyer's Fun Park, Winterville
  - Trampoline park
  - Laser tag
  - Ropes/ninja courses
  - Arcade
  - Rock climbing wall
  - Cafe

### Private/Club Aquatics and Athletics

- Aquaventure Aquatic Campus, membership-based facilities in Winterville
  - Swim lessons/swim teams
  - Pool parties
  - Fitness classes
- Baywood Racquet club, membership-based facility in Greenville
  - Tennis courts
  - Youth and adult lessons/programs
- Wimbledon Tennis/Next Level Training Center
  - Tennis
  - Pickleball
  - Baseball/softball training
  - Pool

### Non-profit offerings

- Boys and Girls Club
- Pitt-Greenville Soccer Association (PGSA) Soccer Complex
- Sarah Law Softball Complex
- EC Velo Cycling Club
- Friends of Greenville Greenways (FROGGS)
- Scouting organizations



# 05 | Needs Analysis

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## Recreation Needs Assessment

It is essential that all of Pitt County's residents have access to parks and recreation areas that meet their needs. This plan analyzes the levels of service provided by Pitt County's parks and recreation facilities and programming in order to identify shortcomings or gaps in services that are desired by the community.

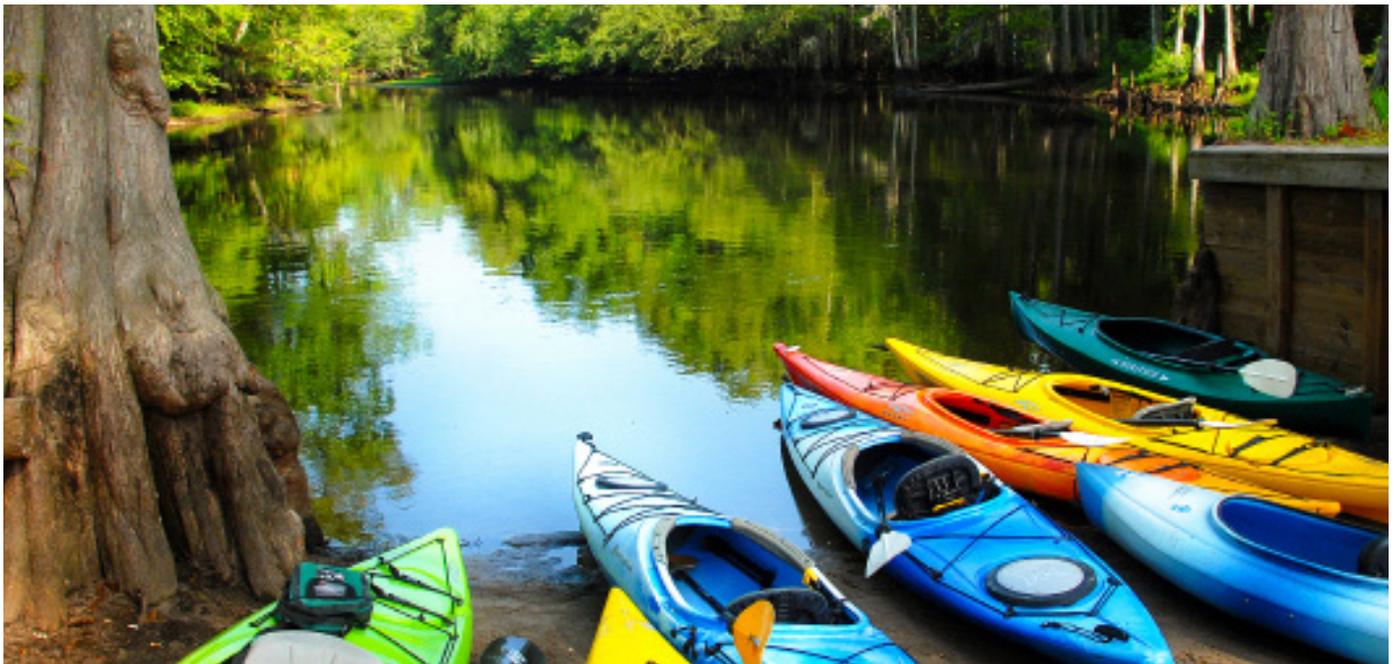
This analysis can then be used to develop priority recommendations for improving access, new land acquisition, new or expanded programming, and other types of improvements to the County's parks and recreation system.

Map 5-1 on page 59 shows the existing service areas for Pitt County recreation facilities and provides insight into how accessible County-owned facilities are to the general population. The outcome of this exercise reveals there are significant gaps in service for residents in rural areas of the County because most of them do not live near a County-owned facility that is easily accessible. Populations typically affected by poor accessibility include children and seniors who do not drive. Both user groups generally

have more leisure time and can directly benefit from access to parks and recreation facilities.

The existing recreation service areas illustrate that residents who live in rural areas of the County outside of the city and town limits, have the least access to parks and recreation facilities. Planning for a future parks and recreation system expansion should consider developing facilities outside of the County's core. The County should consider amendments to its development ordinances that would require reservation of additional open space or recreational areas as new residential and commercial land uses are developed. Currently, the County only requires open space in the Subdivision Ordinance and for specific uses in the Zoning Ordinance.

In order to determine projected deficits or surpluses of County-owned parkland and amenities, levels of service are analyzed based on the County's current population and its projected 2035 population. The analysis begins with an inventory and analysis of existing County-owned facilities, which are then compared to national recreation service standards. A tailored service standard is then created to reflect the increase in parks and recreation needs through



the ten-year scope of this plan. The final output of the analysis is a table representing the 2024 and 2034 levels of service, which shows the projected surpluses and deficits in park types and amenities if the County makes no further improvements to its park system over the next ten years.

For purposes of this master plan, only County-owned and operated parks and recreation facilities are being considered in the calculation for Level of Service. This parameter exists for three reasons. First, the level of service is the foundation for the priority recommendations of this plan. Recommended improvements should be ones that can be implemented by Pitt County within its jurisdiction. Second, other performance metrics, such as staffing, budgets, and maintenance, are related to the level of service provided by County facilities. For this reason, it is essential to only include acreage for

which the County is responsible for operation and maintenance. Third and finally, this process involves a comparison of County facilities to national standards or benchmarks. When utilizing these benchmarks, the data and parameters of the report should be limited only to facilities that are owned and operated by the County in order to make direct comparisons in levels of service.

It should be noted that standards based on the level of service are guidelines, not requirements, for communities to use in benchmarking the demand for recreation in their given geographic areas. To ensure that the County's master plan is distinctive yet versatile, input was sought from its integral components: resident representatives, stakeholder groups, elected officials, and County staff and leadership.



Source: City of Greenville

## Level of Service for Parkland

Below, Table 5-1 indicates the acreage for Pitt County's existing park facilities and Table 5-2 provides the level of service guidelines for these facilities based on the County's current 2024 population and the projected 2035 population. Population figures in this analysis are based on demographics obtained from United States Census Bureau data. The acreage standard is based on the acreage/population ration provided for the model park types shown in Section 4 of this plan. The facilities are measured against National Recreation and Parks Association (NRPA) standards.

Based on these ratios, the County's recreation facilities appear to exceed typical standards. Pitt County currently provides one district park and two additional parks are currently under development. As noted in the inventory, federal, state, and municipal agencies also provide additional regional and district park resources within or in close proximity to Pitt County.

Linear parks, special-use facilities, and open spaces are not designated under the parkland level of service evaluation. Due to the variability and nature of these facilities, determining a pre-established population ratio is very difficult. Table 5-2 denotes the levels of service for amenities offered by the County, which is the standard used in this analysis. It should be noted that the NRPA does not consider school-based recreation facilities as park facilities and therefore does not include them in calculations for park metrics. As Pitt County has relied heavily on the school system throughout its recreation history, it is not surprising that many of the categories do not meet the minimum level of service standards.

### Existing Parkland Acreage | Table 5-1

Pitt County Existing Parks	Acreage
Alice F. Keene District Park	60 acres
Pitt County Office Park Recreation Complex (under development)	25 acres
Lake Glenwood (under development)	12 acres (1.75 acres of land)
<b>Total Park Acreage</b>	<b>97 acres</b>

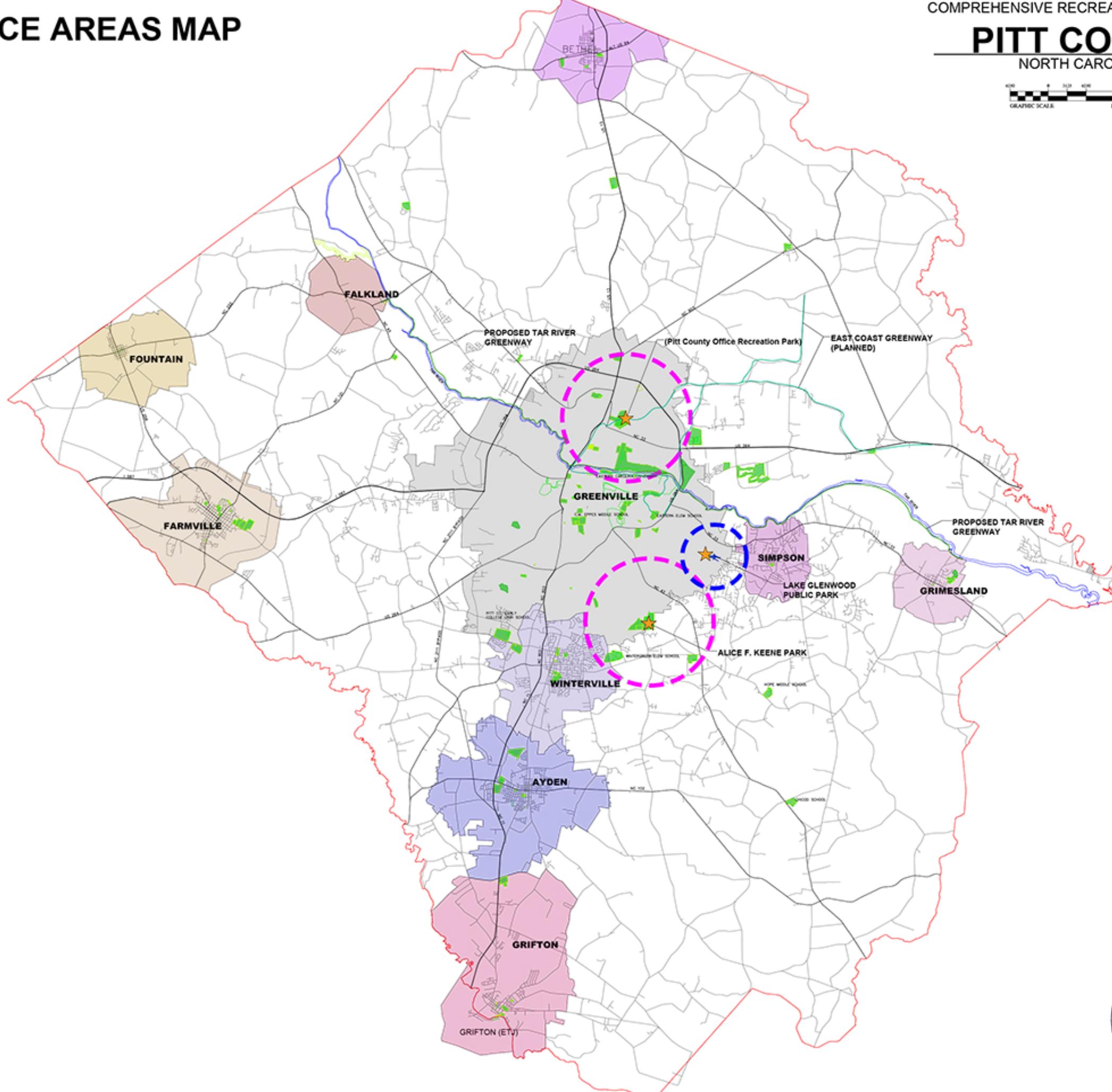
### Existing Parkland Levels of Service | Table 5-2

Type of Park	Current County Acreage	Recommended for 2024* (population 176,881)	Deficit for 2024 (population 176,881)	Recommended for 2035 (population 195,345)	Surplus/Deficit for 2035 (population 195,345)
District Park 200 acres or 5 acres/1,000 people	0	200 acres	200 acres needed	200 acres needed	200 acres needed
Community Park 2.5 acres/1,000 people	85	110 acres	25 acres needed	122 acres needed	37 acres needed
Neighborhood Park 2 acres/1,000 people	12	88 acres	76 acres needed	98 acres needed	86 acres needed
Mini Park 0.5 acres/1,000 people	0	22 acres	22 acres needed	25 acres needed	25 acres needed

\* OSBM-based population estimate used for this table is from 2024. NRPA influenced the acreage need levels.

# EXISTING SERVICE AREAS MAP

## PITT COUNTY NORTH CAROLINA



### LEGEND

#### TYPICAL SERVICE AREAS

-  2.5 Mi.  
(Existing District Park)
-  2.0 Mi.  
(Existing Community Park)
-  1 Mi.  
(Existing Neighborhood Park)
-  County-owned Park
-  Recreational Facility
-  County Boundary Line

## Level of Service for Amenities

Amenities are the elements within a park and recreation facility, and they are usually the key features that attract people to outdoor spaces. Amenities may include fields, courts, playgrounds, gathering spaces, trail systems, and special-use accommodations. Table 5-5 on page 67 provides the level of service for County-owned amenities and indicates that the County does not provide enough amenities to meet the populations needs.

As noted previously in this section, this information does not consider amenities that are not owned and operated by Pitt County. Other entities such as local municipalities, East Carolina University, area neighborhoods, the State of North Carolina, and surrounding counties may provide additional recreational amenities. Recreation trends and public needs vary over time, therefore it may not be necessary to implement all of the recommended amenities immediately. The recommendations are intended to meet the anticipated service needs over the next ten years. Still, implementation of specific projects may depend on available funding, land acquisition, and periodic re-evaluation of recreation needs. The projected surplus/deficit shown in the table below is in the event that no further improvements are made over the next ten years.

## Level of Service for Amenities | Table 5-3

Amenity	Number of amenities/ populations of 100,000 - 250,000 people	Median amenities/ population typically found for County recreation departments	Metrics Based Need Range Estimated Population of 178,881	Current County Owned Contribution to Service Level (green: in range orange: not in range)
Diamond Fields (baseball/softball)	1/6,821	1/9,545	18-26	2
Multipurpose Field	1/7,375	1/13,073	13-24	6
Basketball Courts (dedicated)	1/9,643	1/29,400	6-18	1
Community Gardens	1/55,326	1/141,580	1-3	1
Tennis/Pickleball	1/34,500	1/40,195	4-5	0
Multi-use Courts	1/47,676	1/50,665	3	0
Golf Courses	1/112,641	1/272,614	0-1	0
Playground	1/5,616	1/18,812	9-31	4
Inclusive Playgrounds	1/55,754	1/95,000	1-3	0
Dog Park	1/74,504	1/137,580	1-2	0
Recreation Centers (and gym)	1/57,750	1/71,089	2-3	0
Community Center (no gym)	1/55,135	1/74,442	2-3	2
Performance Amphitheater	1/116,135	1/209,375	0-1	0
Nature Center	1/139,248	1/242,776	0-1	0
Aquatic Centers	1/110,629	1/200,000	0-1	0
Stadiums	1/154,198	1/252,573	0-1	0
Teen Center	1/124,264	1/83,333	1-2	0

Metrics derived from 2024 NRPA agency performance data

 In range  
 Not in range

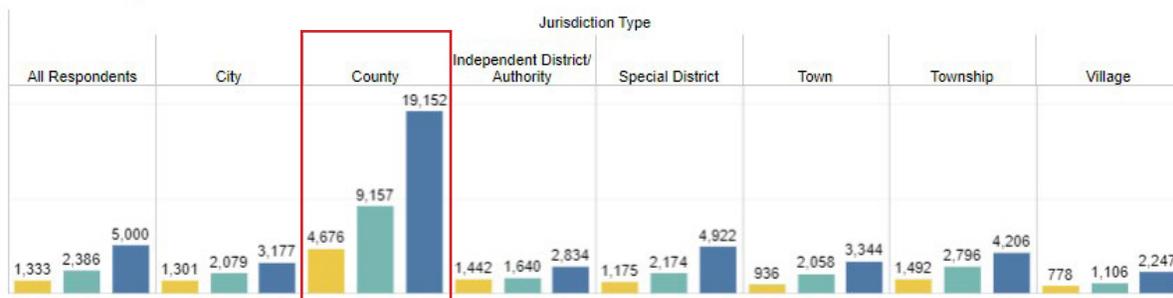
## A System with Few County-owned Parks

Pitt County budget data presents a broad picture of recreational offerings in the County by incorporating the total of all County, municipal, and school-based assets. Specifically, these budget reports indicate there are 59 parks and 2,110 acres of gardens and parkland in the County and compares them to national parks and recreation benchmarks. However, this does not present an accurate picture of recreational opportunities provided solely by Pitt County. Instead, this indicates a system that is heavily reliant on municipal parks and school facilities.

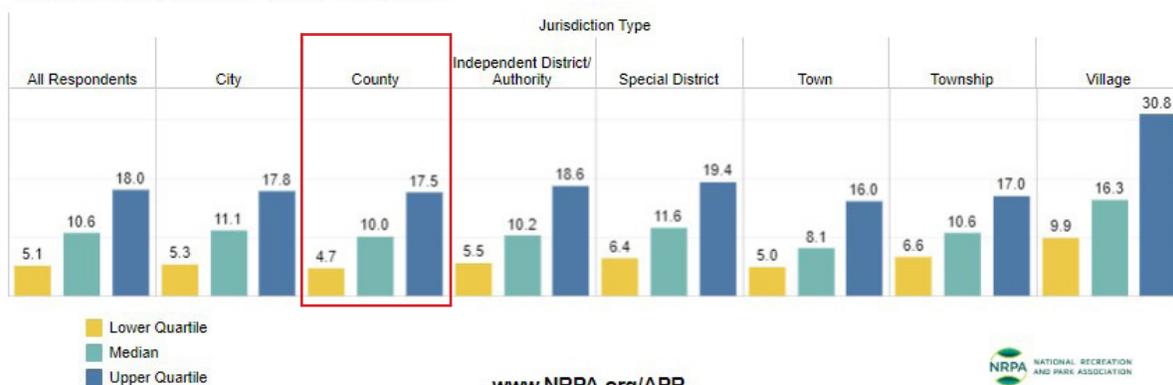
This data shows that when municipal parks and school facilities are considered as part of the overall recreational system, Pitt County, as a whole, provides a level of service that generally meets the needs of its residents. Based on this information, Pitt County generally falls within the median quartile for residents per park offering as shown on the following page, and is near the upper quartile for the number of acres offered per 1,000 residents.

However, when only County-owned facilities are considered, the level of service registers below any of the quartiles presented by National Recreation and Park Association (NRPA) standards. This indicates that the County needs to provide additional parkland in all park categories to meet the needs of the residents.

Residents per Park



Acres of Parkland per 1,000 Residents



[www.NRPA.org/APR](http://www.NRPA.org/APR)



NRPA does not consider school recreation facilities in their metrics analysis

## Comparative Budget Analysis

Performing a comparative analysis with other North Carolina counties of similar size to Pitt County is an essential part of the planning process because it establishes a benchmark by which Pitt County may be measured. When comparing Pitt County to different communities, several criteria are considered, including the number of parks provided, amenities offered per capita, per capita spending, and staffing levels. For the purposes of this analysis, the following counties were selected for comparison: Alamance, Cabarrus, Johnston, New Hanover, Onslow, Randolph, Rowan, and Union. By comparison, Pitt County's parks and recreation-related expenditures are notably lower than these other counties. Based on Pitt County's expenditure levels, it would be expected to find a park system with few or limited facilities and supporting programs. Table 5-3, on page 64, indicates that Pitt County has limited recreational offerings, even when the park facilities under development are considered.

From a fiscal perspective, Pitt County has a comparable tax rate to the comparison counties. However, its percentage of budgetary spending that is dedicated toward parks and recreation falls well below these counties. If this spending level is projected linearly over the next ten years, Pitt County's investments into parks and recreation will continue to fall far below the investments of these comparable counties. These other counties will see higher returns on their investments (better quality of life, greater economic returns, etc.) and Pitt County will lag far behind. Additionally, Pitt County's per capita spending falls well below that of the comparison counties, with exception to Johnston County (forming a new department) and Randolph County, which does not have a parks and recreation department. The Pitt County Board of Commissioners approved the allocation of \$10 million (\$5 million each) in American Rescue Plan funding for two Community Centers/Gyms in November 2022. One facility will be at the Alice F. Keene District Park and the other at the Pitt County Office Park located north of the Tar River.

### County Budget Comparison | Table 5-4

County	2022-2023 Certified OSBM population	Certified County Tax Rates	Approved Budgets	Approximate Capita Spending Rate
Alamance	178,232	.6500	\$4,074,203	\$22.86
Cabarrus	225,807	.7400	\$13,258,506	\$58.72
New Hanover	235,492	.4550	\$7,452,958	\$35.42
Onslow	209,492	.6550	\$7,452,958	\$35.58
Pitt	178,881	.6841	\$3,181,752	\$18.34
Rowan	146,875	.5800	\$7,487,544	\$50.98
Union	238,267	.5880	\$9,529,330	\$39.99
Johnston (forming department)	215,999	.6900	\$236,479	\$1.09
Randolph (no department)	144,171	.5000	\$40,000	\$.28
Averages	201,094	.6217	\$7,617,971	\$37.41

Data derived from 2022-2023 OSBM Tax Rates Report

As shown in Table 5-5 below, Pitt County’s current spending levels also fall below the lower quartile of accepted national benchmark levels established by NRPA.

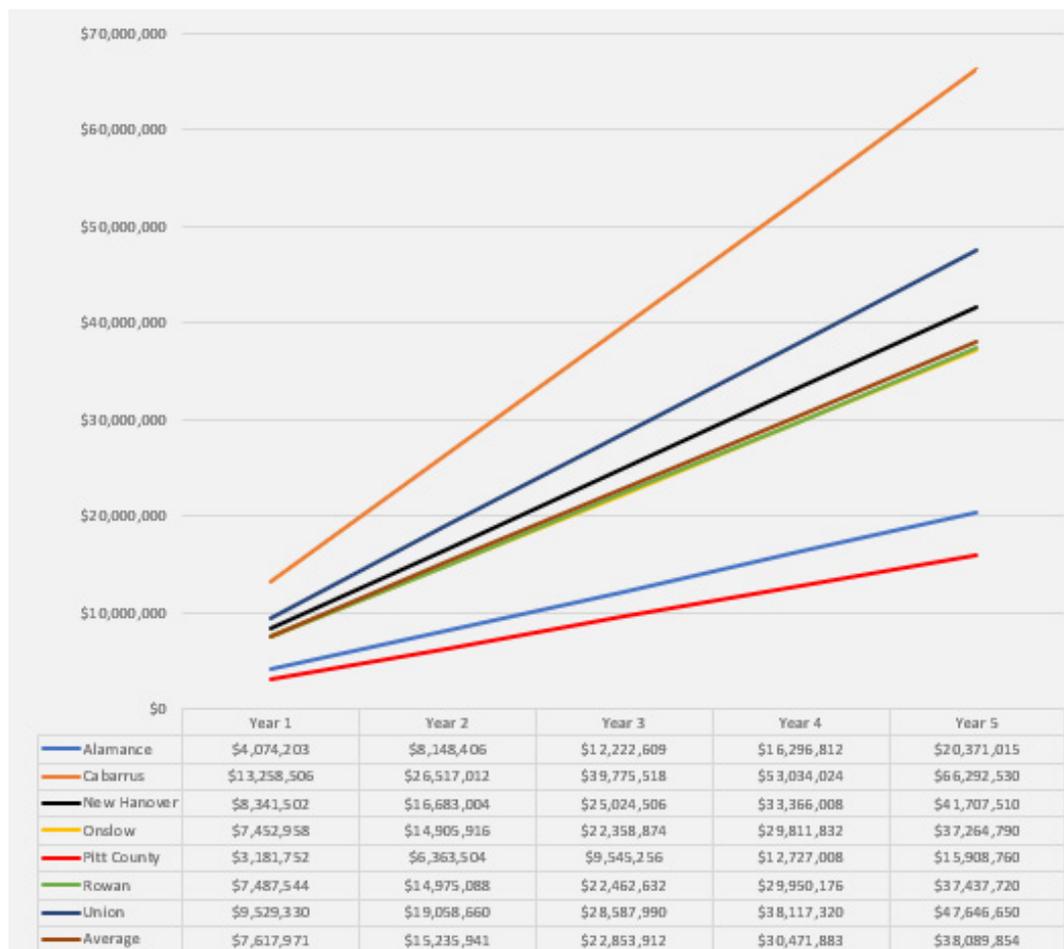
**Table 5-5**

Comparison to National Benchmark Spending

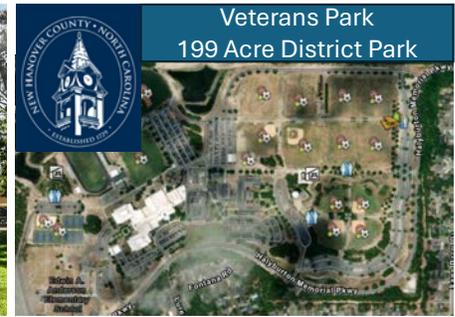
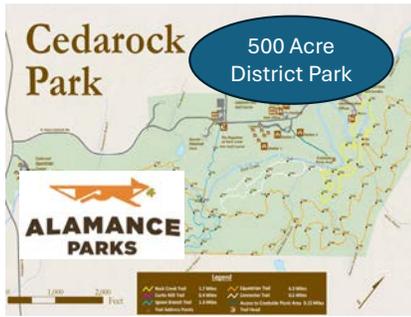
Per Capita Spending	\$18.34	Pitt County	\$3,181,642	Per Capita Application to Annual Budget
	\$39.69	Lower Quartile	\$6,885,461	
	\$87.10	Median	\$15,110,195	
	\$160.76	Upper Quartile	\$27,888,806	

National benchmark levels as established by NRPA

## 5 Year Budgetary Investment into Parks and Recreation



## Comparison Flagship Parks



## Comparative Fee Analysis

A study of parks and recreation-related fees was conducted to benchmark Pitt County offerings against other counties with similar-sized populations. Some of the fees shown are for programs or facilities provided when the department was Community Schools and Recreation and will no longer be charged by the new department under Pitt County. The study counties that were selected were Onslow (209,492), New Hanover (235,502), and Alameda (178,232). It should be noted that Pitt County offers some programs that are not provided by the comparison counties. In general, these offerings tended to be associated with after-school and senior health-related programs.

**Table 5-6**

Programs or Facilities Not Offered by Other Comparable Communities	Program or Facility Fee
After school application fee	\$25
After school full-time	\$220
After school part-time	\$220
Summer enrichment	\$130
Application fee for after school programs	\$35
Youth kickball	\$40
Variety sports camp	\$50
Summer volleyball	\$45-\$55
Basketball camp	\$50
Track and field	\$50
Volleyball camp	\$50
Soccer training camp	\$60
Basketball program (welcome)	\$45
Fall youth soccer	\$50
Fall youth volleyball	\$50
Fall youth flag football	\$50
Winter volleyball	\$65
Functional stretch (senior program)	\$25
Gentle yoga (senior program)	\$25
Pilates (senior program)	\$25
Tai Chi (senior program)	\$20
Gentle yoga 2023 (senior program)	\$25
Functional stretch (senior program)	\$25
Aerobic line dance (senior program)	\$20
Pilates (senior program)	\$20
Country line dance (senior program)	\$20
Belly dance (senior program)	\$20
School-based facilities (noted below)	
Cafeteria rental	\$50
Auditorium rental	\$200
Art room rental	\$60
Classroom rental	\$350
Cooking camp session	\$50
Security staff	\$90
Spotlight use fee (auditorium)	\$25
Sound system use fee	\$50
Music fee	\$75

In some instances, Pitt County and/or Community Schools and Recreation (CSR) offered comparable programs or facilities to the comparison counties. Noted below are the cases where this happened and the comparative costs. At times, more than one agency has provided a similar program, which is marked. Commonalities between facilities and programs were most often associated with facility rentals. See a full breakdown in Appendix G.

**Table 5-7**

Program/Facility Fee or Charge Item	Pitt County and/or CSR (fee associated or range)	Summary Comparison (fee associated or range)
Summer program, full summer	\$130-\$135	\$270-\$280
Cheer camp	\$40	\$45
Basketball	\$65	Department 1: \$45   Department 2: \$30-\$40
Pavilion	\$40-\$65 (half day/full day)	\$15 per hour
Small shelter	\$25-\$50 (half day/full day)	Department 1: \$25-\$50 (resident/non-resident) Department 2: \$30-\$40 (resident/non-resident)
Softball field	\$20/hour	Department 1: \$25-\$150 (hour rate/day rate) Department 2: \$10-\$20 (resident, non-profit/private) Department 3: \$10-\$20 (resident/non-resident)
Athletic lights	\$20-\$35/hour	Department 1: \$25 Department 2: \$0-\$20 (non-profit/private) Department 3: \$10-\$20 (resident/non-resident)
Meeting/multipurpose room	\$80	Department 1: \$25-\$50 Department 2: \$40-\$60 (resident/non-resident)
Park employee on-site fee	\$25-\$35	\$25
Electricity fee	\$15	Department 1: \$25 Department 2: \$35
Damage deposit fee	\$500 (refundable)	\$250-\$1,000 (refundable)



Wildwood Park picnic shelter | Source: City of Greenville

In some instances the comparison counties offered programs or facilities that Pitt County does not offer. See a full program breakdown of comparable communities in Appendix G.

## Table 5-8

Programs/Facilities offered by Comparable Communities	Summary of Associated Fees or Range
Camp counselor training	\$25
Baseball/softball	Department 1: \$45, Department 2: \$30-\$50
T-ball	Department 1: \$30, Department 2: \$30-\$50
Archery	\$40-\$50
Triathlon	\$40-\$50
Family campground	\$7-\$10
Family pickleball	\$5-\$7
Adventure race	\$60
Sandlot baseball	\$25
Center court basketball	\$25
Disc golf	\$20
Concert ticket	\$3-\$10
Pool entrance	\$2-\$4
Pool season pass	\$100-\$175
Tennis lesson	\$10
Tennis tournament entrance	\$3
Guided bird hike	\$5-\$9
Medium shelter	\$35-\$75
Large shelter	\$45-\$95
Ballfield complex (multiple fields)	\$125-\$300
Field set up	\$60
Tennis court	Dept. 1: \$15-\$100, Department 2: \$8
Pickleball court	\$2.50
Event space	Dept. 1: \$60-\$360, Dept. 2: \$500-\$1,000
Wedding venue	Dept. 1: \$1,000 (all day), Dept. 2: \$100-\$500 (per hour)
Social hall	Dept. 1: \$75-\$750 (hour/day), Dept. 2: \$150-\$300 (resident/non-resident)
Barn	\$250-\$500
Cabin	\$75
Kayak/canoe/paddleboard	\$5
Garden area	\$300
Garden entrance (adult)	\$5-\$10
Garden entrance (child)	\$0-\$3
Garden membership pass	Tiered
Food vendor	\$100
Walking trail use for event	\$150
Security fee	\$300
Easter Sunday sunrise service fee (garden)	\$500
Bridal portraits	\$200
Golf cart and driver (for weddings/events)	\$100
TV production	\$1,750
TV pre- and post-production	\$250
Historical farm tour	\$20-\$40
Camping	\$10-\$15
Fishing pond	\$5 (day), \$35 (annual)
Environmental education	\$3-\$5

## Summary of Fee Study

### Key Findings:

Analysis of the fees and charges information indicates that Community Schools and Recreation offerings were more health- and fitness-driven than those offered by the comparison departments. Based on this information, it is evident that the grounds and outdoor areas of Alice F. Keene District Park along with school-based facilities are utilized almost exclusively for youth athletic programs, and the community building at Alice F. Keene District Park is primarily used for senior programs and rental space. Key similarities and differences between Pitt County and the comparison counties are noted below. A more comprehensive review of the fees analysis can be found in Appendix E.

1. Community Schools and Recreation is the only agency that viewed schools as part of the park system.
2. Many of Community Schools and Recreation fees were directly related to the rental of school-based facilities.
3. Some of the comparison counties offer summer camp programs, however Community Schools and Recreation is the only one that offered after-school programs.
4. Community Schools and Recreation generally offers more youth athletic and senior health-related programs and the comparison counties offer more programs that serve a diverse age range.
5. The comparison counties offer more facilities and programs related to non-athletics.
6. In cases where similar programs were offered, the fees were within or very near the ranges of the other counties.

### Program and Fee Study Conclusion:

Community Schools and Recreation offered more youth athletics, senior programs, and school-based programs.

Comparable counties tend to offer a greater number of facilities and offer programs and opportunities that serve a more diverse age range.

## Evaluation of Staffing Needs

A successful parks and recreation department is comprised of staff members who understand the needs of the community and work together to provide quality offerings. This includes everyone from the parks and recreation director, support staff, athletics specialists, maintenance staff, and volunteers.

Parks and recreation departments face several market-driven demands and challenges including providing superior participant experiences, participant retention, cost recovery, marketing and brand awareness, managing capital improvements, staying abreast of industry regulations and changing recreational trends, and attracting and retaining the best possible employees. Departments that are able to address these challenges directly have the opportunity to improve their efficiency and effectiveness in delivering recreational services to the public. As shown in Table 5-9, on page 74, each area of the department requires specific skills to effectively manage the services they provide.

Some of the critical maintenance responsibilities of a parks and recreation department include operating

and maintaining parks and recreation facilities, providing recreational programs and services, matching budgetary responsibilities to the needs of the County, as well as planning, managing, and hosting special events.

In early 2024, leaders with Pitt County and Pitt County Schools initiated discussions about operation and maintenance of recreation facilities following the transition to a new County parks and recreation department. Historically, facilities at Alice F. Keene District Park have been maintained by the Pitt County Buildings and Grounds Department with assistance from a part-time park attendant. The Pitt County Soil and Water Conservation Service has provided additional assistance, particularly with trail maintenance and drainage improvements at the park.

The Pitt County Schools Facility Services Department has historically maintained the school-based recreation assets. Pitt County has worked closely with Facility Services to provide new equipment and mulch when funding is available through grants. Pitt County has also assisted in maintaining the trail at the Wintergreen Schools and its integration with the rest of the County Home Complex.

Multiple factors influence current and future staffing needs, such as population growth, demographic shifts, available tax monies, and tourism growth. Staff compensation should be based on market precedents and should be comparable to competing agencies in order to retain staff. The most significant cost factor will be the maintenance of new parks or facilities, and current funding levels for maintenance should be continued, if not increased. Providing parks, facilities, and programs impacts the quality of life for residents, businesses, and visitors. The budgetary impacts of recreation facility and staff expansion should be considered before any commitment to new park construction.

Prior to Pitt County Community Schools and Recreation’s transition to a new County department, a feasibility study was conducted to provide an organizational assessment of Pitt County’s needs. This study indicates that by establishing an independent parks and recreation department, Pitt County will have a focused and dedicated approach to providing a high-quality recreational services to residents of all ages.

## Programming Assessment

Tables 5-10 and 5-11 on pages 75 and 76 provide a summarized list of the current programming that Community Schools and Recreation provides to the community and indicate the level of staffing required for each program.



Jaycee Park art class | Source: City of Greenville

## Staffing Skill Areas | Table 5-9

Administration Management		Resource Management		Community and Recreation Management	
Administration	Support Services	Asset Upkeep and Planning	Community Relations	Experience Programs	Community Facilities
<ul style="list-style-type: none"> <li>• Resource allocation</li> <li>• Department initiatives</li> <li>• Human resources</li> <li>• Budgeting</li> <li>• Equity investments</li> <li>• Media/press contact</li> <li>• Sustainability initiatives</li> <li>• Accreditation &amp; professional standards</li> <li>• Employee training and recruitment</li> </ul>	<ul style="list-style-type: none"> <li>• IT and data</li> <li>• Web/IT services</li> <li>• Marketing</li> <li>• Graphic design</li> <li>• Web/social promotions</li> <li>• Registration system</li> </ul>	<ul style="list-style-type: none"> <li>• Park and facilities upkeep</li> <li>• Capital projects</li> <li>• Security/risk management</li> <li>• ADA coordination</li> <li>• Park planning</li> <li>• Project management</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement</li> <li>• Marketing and media</li> <li>• Advertising</li> <li>• Community events liaison</li> <li>• Programming with outside partners</li> <li>• Department outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Adventure programming</li> <li>• Educational</li> <li>• Therapeutic</li> <li>• Population with disabilities</li> <li>• Athletic (youth, adult, senior)</li> <li>• County-wide programs</li> <li>• Coaches training</li> <li>• Parent training</li> </ul>	<ul style="list-style-type: none"> <li>• Community centers</li> <li>• Senior centers</li> <li>• School sites</li> <li>• Equity</li> <li>• Rentals</li> <li>• Volunteer training</li> </ul>

## Senior Programs | Table 5-10

Senior Program	Number of Classes Per Week	Number of Sites	Number of Instructors	Hours Worked per Week and Instructor	Rate of Hourly Pay
Low impact aerobics	4	2	6 (includes 1 full-time employee)	2-3	\$12.5-\$15
Strength and conditioning	8	4	9 (includes 1 full-time employee)	2-3	\$12.5-\$15
Functional stretch	2	1	2	2-3	\$20-\$22
Pilates	2	1	4	2-3	\$20-\$22
Yoga	2	1	2	2-3	\$20-\$36
Country line dance	1	1	1	1-1.5	\$30
Aerobic line dance	1	1	1	1-1.5	\$36
Belly dance	1	1	1	1	\$20
Tai chi	8	1	2 (includes 1 full-time employee)	3-4	\$20
Soft foam roller	1	1	1	1-2	\$22



Senior exercise group | Source: Pitt County

## Youth Programs | Table 5-11

<span style="color: #008080;">■</span> Site Supervisors	<span style="color: #FF8C00;">■</span> Scorekeepers
<span style="color: #008000;">■</span> Officials	<span style="color: #800080;">■</span> Camp Leaders

Youth Program	Total Staff	# of Staff	Pay/Hour	# of Staff	Pay/Hour	# of Staff	Pay/Hour	# of Staff	Pay/Hour
Youth soccer (fall)	10-12	2	\$15-\$16	10	\$15-\$16				
Youth flag football (fall)	12	3	\$15	9	\$20-\$25				
Youth volleyball (fall)	17	6	\$12.50-\$16	5	\$20	6	\$12.50-\$15.50		
Youth basketball (winter)	23	4	\$15-\$20 (per game)	14	\$15-\$25	5	\$10-\$15 (per game)		
Youth volleyball (winter)	17	6	\$12.50-\$16	5	\$20	6	\$12.50-\$15.50		
Little kickers soccer (winter)	6	1		5	\$14-\$16				
Youth soccer (spring)	10-12	2	\$15-\$16	10	\$15-\$16				
Youth flag football (spring)	16	3	\$15	13	\$20-\$25				
Youth volleyball (summer)	14	6	\$12.50-\$16	4	\$20	4	\$12.50-\$15.50		
Youth basketball (summer)	6	3		3	\$15-\$25				
Youth soccer training camp (summer)	7	2						5	\$16
Cheer camp (2)	3							3	\$14
Volleyball camp (2)	2							2	\$25
Basketball camp	3	1	\$18					2	\$15
<b>Total</b>	<b>155</b>	<b>40</b>		<b>78</b>		<b>21</b>		<b>17</b>	

For detailed staffing recommendations, see Section 7.



# 06 | Community Engagement

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## Community Engagement

Community input is perhaps the most critical aspect of the planning process. Planning efforts that do not seek input from the community often struggle to gain support and result in plans that fail to adequately reflect the needs and desires of the community. When community members are given the opportunity to voice their opinions, ask questions, and share their visions for parks and recreation, they feel a sense of ownership over the plan. When community members see their needs and wishes come to fruition, they are more apt to show their support by participating in programs, assisting with fundraising, and helping to care for the facilities.

Plan development followed an equitable and inclusive multi-modal process that provided various input opportunities and methods for all community members and visitors to share their needs and desires. Insight from local leaders and County staff, public meetings, two community surveys, and focus group interviews were used to gather ideas, share thoughts, stimulate conversations, and answer questions. The public meetings and surveys were advertised on the Pitt County Community Schools and Recreation (PCCSR) website, Pitt County social media pages, and via fliers at park locations and other popular destinations. The input received from participants was essential for producing a plan that will benefit the community for generations to come.

Visual preference boards allow participants to quickly vote on the types of recreation and amenities they are most interested in.

This process was used at events and locations where members of the community would be gathered, such as holiday events and school pickup lines. It allowed staff members to quickly and conveniently collect data and input from the public. 546 people provided input via the visual preference boards.

## Local Leaders and Staff

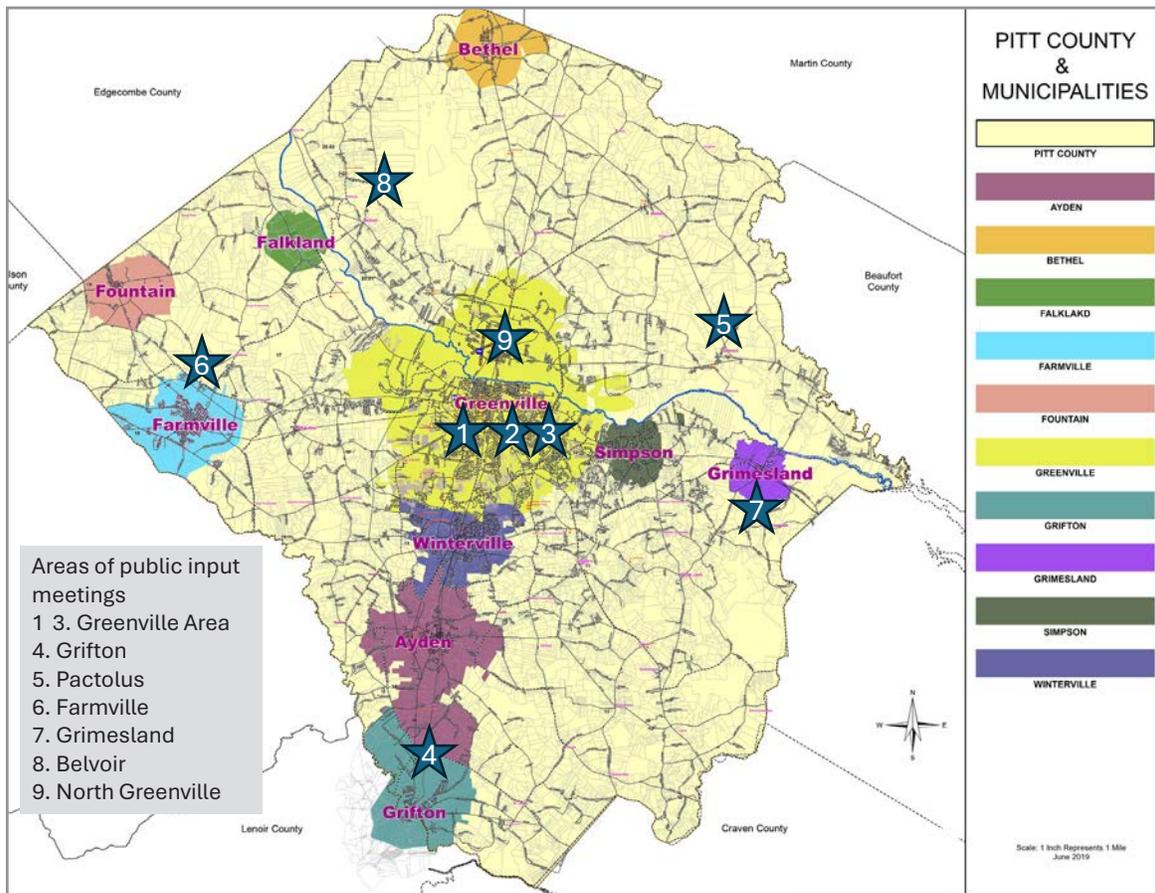
McGill team members communicated frequently with Pitt County staff. Overall, County staff wants to continue providing safe, affordable, and appropriate recreation opportunities to residents and visitors. They want to expand recreation programs and facilities in preparation for anticipated population growth and also want to provide better recreation opportunities for the County's rural residents. The most sought-after improvements are better resources for walking and biking and more open space for seasonal events.



Example of visual preference boards used to understand public need.

## Public Meetings | Map 6-1

A total of nine public input meetings were held for community members. Particular attention was given to gathering input from various locations across the entire County and ensuring representation from all demographics. These meetings were held from mid-December of 2023 through mid-February of 2024.



Four of these public meetings were held in conjunction with other events which included the following: a Christmas event sponsored by AMEXCAN at Holly Hill Free Will Baptist Church on December 16, 2023; a diabetes support group held at the Pitt County Public Health Department on January 10, 2024; a group of senior program participants held at Alice F. Keene District Park on January 24, 2024; and the Junior League Resource Fair held at the Greenville Convention Center on January 27, 2024. The meetings included a visual preference exercise and provided an opportunity for open dialog, between staff and participants. The meetings encouraged attendees to discuss their experiences with Pitt County recreation and share comments, see amenity examples, ask questions, and identify where recreation facilities are needed in the County. These meetings ensured that everyone who wanted to provide input would be heard and given opportunities to have their questions answered. Visual preference boards displayed a total of 36 amenities. Participants were given stickers to identify their top three preferred or desired amenities, and were also encouraged to write down other ideas on a large notepad for all participants to see and discuss.

Table 6-1 below provides a summary of the public meeting results. Noted below are the top 10 needs that were identified via visual preference surveys. Please see Appendix H for the complete list of results.

**Table 6-1**

Group	Belvoir	Health	Seniors	Wintergreen Elementary	Wintergreen Middle School	Volunteer Expo	Grifton Schools	Farmville	Grimesland	Pactolus	Combined Totals
Date	12.16.2023	1.10.2023	1.24.2024	1.24.2024	1.24.2024	1.27.2024	1.31.2024	2.1.2024	2.2.2024	2.14.2024	Date
Attendees	147	8	10	32	34	210	15	22	17	31	546
Ropes Course	10	1	2	11	3	65	5	4	4	17	122
Aquatics Center	15	0	2	12	11	58	3	6	5	8	120
Natural Trails	14	3	2	3	1	51	2	1	5	2	84
Soccer Fields	47	0	0	2	5	20	1	3	1	1	80
Fishing	22	0	0	4	10	29	5	3	4	3	80
Swimming	5	2	3	15	4	35	3	5	2	4	78
Accessible Playground	25	1	0	5	12	12	6	4	3	4	72
Paved Multi-use Trails	9	5	0	6	4	47	0	1	0	0	72
Splash Pad	11	2	1	9	10	15	1	6	1	9	65
Community Garden	7	4	2	6	4	25	2	2	2	6	60



School pickup lines allowed for quick and convenient public input.

## Surveys

In addition to in-person meetings, Pitt County conducted two community surveys to gather public input: a mailed survey that used statistically-valid methods and an online survey that was open to everyone. For full survey results, please see Appendices C and D.

### Statistically Valid Survey Methodology

For the statistically-valid survey, recipients were randomly sampled to ensure that all demographic areas were proportionally collected in line with the current Pitt County makeup area. The number of surveys collected allowed for a 95% confidence interval to be met. These processes align with academic-level research standards, which seek to accurately represent the community to reduce survey bias.

The statistically valid survey was administered in the spring of 2024. Survey packets were mailed to a random sample of households in Pitt County. Each survey packet contained a cover letter, a copy of the survey, and a postage paid return envelope. Online requests to complete the survey were also used. Residents who received the survey were allowed to return it by mail or complete it online at [PittCountySurvey.org](https://PittCountySurvey.org). After the surveys were mailed, residents were followed up with to ensure participation. To prevent people who were not residents of Pitt County from participating, everyone

who completed the survey online was required to enter their home address before submitting the survey. The address was then verified to match the addresses that had been initially selected for the random sample. If the address provided by the respondent did not match one of the addresses assigned for the sample, the online survey was not included in the final database for this report. The goal was to collect a minimum of 400 completed surveys from residents, and 403 completed surveys were collected. The overall results for the sample of 403 households have a precision of at least +/-4.9 at the 95% confidence level.

### Significant Findings of the Report

Respondents were asked to select all of the parks and recreation sites their household has visited over the past year. Alice F. Keene District Park, the only County-owned park, was attended by 56% of respondents. The other highest-attended parks within the County were larger parks within the City of Greenville's Recreation and Parks Department system: Town Common (71%), River Park North (40%), and Wildwood Park (40%).

#### Pitt County's Park

- Alice F. Keene District Park (56%)

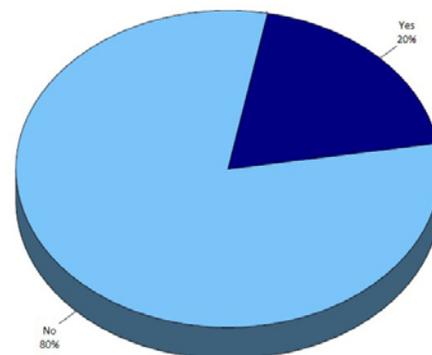
#### City of Greenville

- Town Common (71%),
- River Park North (40%)
- Wildwood Park (40%)



Junior League Resource Fair

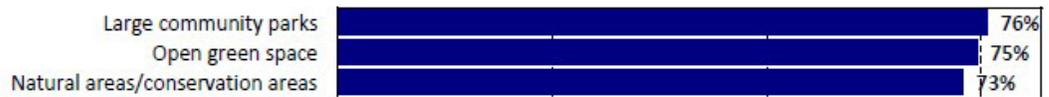
Have you/your household participated in any programs (offered by Pitt County CS&R) in the past year?  
by percentage of respondents



## Organizations Used

Respondents were asked to select all the organizations their household has used for parks, trails, and recreation activities over the past year: State parks of North Carolina (46%) were selected most often, followed by local municipal parks and recreation agencies (41%), and Pitt County Community Schools and Recreation (27%). In general, this points toward residents’ strong dependency on non-Pitt County facilities for recreational needs.

When asked to select the two organizations their household uses most, municipal parks and recreation agencies (20%) and North Carolina State Parks (20%) were selected most often. When asked what additional recreation facilities and amenities were needed, survey takers strongly leaned toward large community parks, open spaces, natural areas, and places with paved walking trails.



Graph showing the top three needed recreation facilities amenities

## Program Participants

Twenty percent (20%) of respondents participated in Pitt County Community Schools and Recreation programs over the past year. Of those who participated, over half (52%) participated in 2-3 programs. Most of these respondents (96%) rated the overall quality of programs as either “good” (62%) or “excellent” (34%). These results show that the need for before- and after-school programs and youth athletic programs are well-served by the County and are some of the lowest-based need areas for programs. Some of the most significant needs were cultural events, special events, adult programs, and nature-based programs. Unfortunately, Pitt County does not currently have the facilities or staffing to serve these recreational needs.



Graph showing the top three most needed recreation programs

## Household Needs

When this data is enumerated by the number of households in the community, it can be seen that a large portion of the County’s population has expressed the need for additional large community parks and more open space areas.

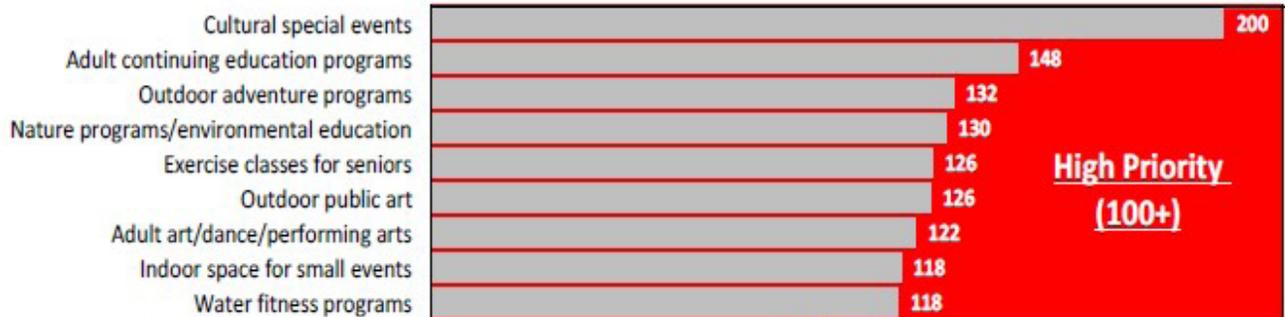


Graph showing the top three estimated number of households who need facilities/amenities

## Support for Open Space Use Options

Respondents were provided with six potential uses for open space areas and asked to rate their level of support for each. Respondents were “somewhat supportive” or “very supportive” in seeing currently acquired open space be developed for passive uses (79%), acquiring additional open space areas and developing it for passive uses (75%), and acquiring additional open space areas and leaving it undeveloped for future generations (70%). When asked to select the three most important options, the responses were: developing underdeveloped open space already acquired for passive uses (61%), acquiring additional open space areas, and developing for passive uses (47%), and acquiring additional open space areas and developing for water-based facilities (38%).

When survey takers’ priorities are lined up with expressed needs, it is evident that additional parks, gardens, trails, and cultural centers are top priorities. Lower priorities aligned with before and after-school programs, youth athletics, and the facilities needed to support them.



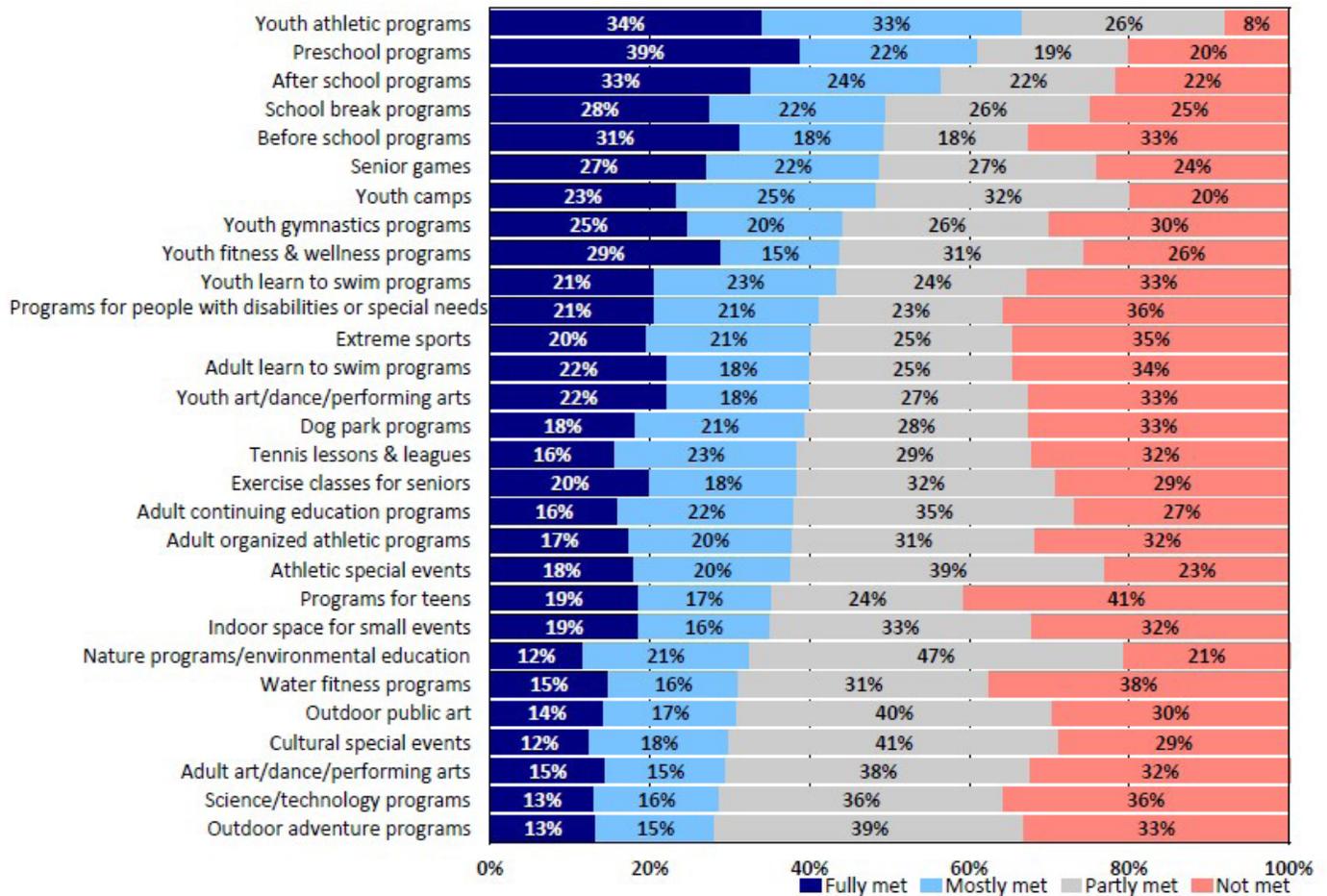
Pitt County's top priorities for recreation programs



Pitt County's top priorities for facility amenities

## Summary of Findings

The statistically valid survey findings suggest that youth athletics and school-based programs are being addressed. However, significant data indicates a need for more passive recreation spaces, improved walkability, and cultural, adventure, and environmental-related programs. There also is a general need for programs that serve the age group between teens and seniors. Serving this 13-55-year age range will require a strategic shift in the types of programs and facilities that the County has historically provided. Pitt County’s development efforts must align with current public interest, and additional needs will remain even after the new park is developed north of the Tar River. There is significant public support for expanding parks and recreation facilities and creating new programs, and several findings in the survey point toward the need for additional parks and recreation facilities. For the full statistically valid survey results, see Appendix D.



How well needs are being met in Pitt County

**School-based programs and senior programs represent the needs that are the most well-met in the community, while non-athletic programs are only marginally being met.**

## “Open to Everyone” Survey

Due to the randomized sampling of households for the statistically valid survey, Pitt County recognized that many within the community who would like to voice their opinion on the park system’s future would not likely have the chance to participate in that process. Therefore, staff created a second survey that was made available online to anyone who wanted to provide input. The survey was made available in both English and Spanish and was publicized through the County’s social media sites and partner organizations.



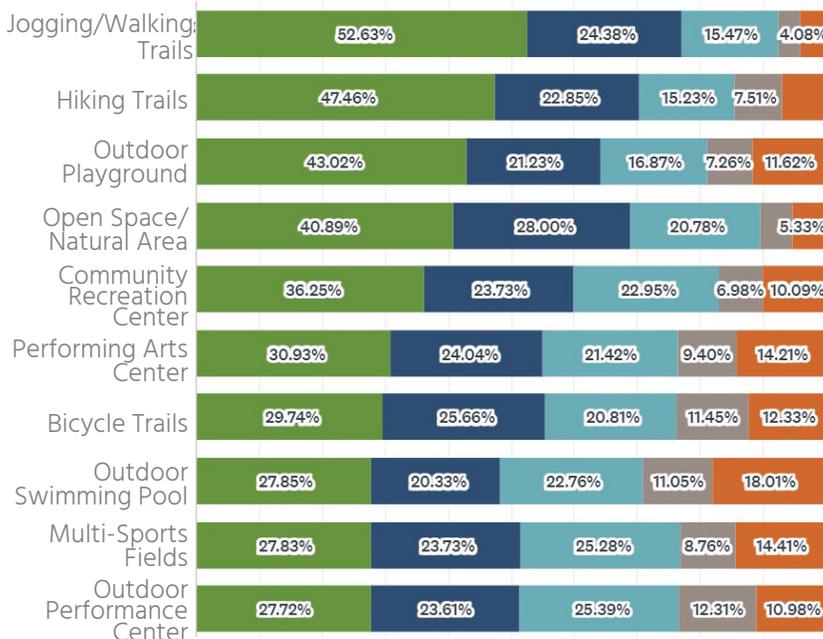
Additionally, a project marketing card was developed to encourage awareness of the project. The card was printed in English and Spanish, and provided a link and QR code that could be used to access the survey. A printed version of the survey was also made available at in-person meetings so that residents who have limited or no internet access could still provide input.

The County had robust participation in this survey, receiving 966 responses, which represented 1,962 individuals in the recreation master planning update data collection effort.

## Summary of Survey Findings

### “Open to Everyone” Survey Results

These results included both the paper survey handouts and the online survey results and collected responses from demographic areas of Pitt County regarding age, household size, and geographic distribution. The survey included a more robust representation of individuals older than the senior population and families with children under the age of 14. This is expected, as the County has a strong programming presence in these age categories. In general, the survey provided functional, broad-based responses and allowed for some valuable open-response data to be collected about Pitt County. The survey provided an ample correlation to the geographic distribution of the population.



The 10 most requested facilities/activities

From this survey data, there is overwhelming support for passive recreation, such as walking and hiking opportunities, outdoor playgrounds, and open space. The responses indicate that these spaces should be anchored by performing arts complexes and some of the community’s active recreation elements should include an outdoor pool and multi-purpose sports fields. The chart to the left shows the top 10 of 27 data pieces.



## Focus and Stakeholder Group Interview Summaries

Six focus and stakeholder group interviews were held over a period of approximately three months from November 29, 2023 to February 7, 2024 with approximately 84 participants. These meetings included open-ended discussions about desires and concerns regarding parks and recreation in the County, trending activities, potential land for system expansion, dealing with population increases, and current and future shortcomings in the system. The focus groups were strategically developed to provide a diverse range of input and to expand the planning process to include individuals who may not be adequately represented through other data collection methods.

The focus group meetings were held virtually in November and December, and all of the meetings lasted approximately one to two hours. The first focus group meeting occurred on November 29th at 11:00 AM with six participants from Pitt County Schools. The second group consisted of non-profit organizations with eight participants and was held virtually on December 13th at 8:30 AM. The third group consisted of economic development organizations with three attendees on December 14th at 8:30 AM. All remaining groups were held between December 14-19. Three meetings were held with members of the Pitt County Board of Commissioners in January and February and each lasted approximately one hour. The Pitt County Manager was interviewed on December 30th and the department's Associate Director was interviewed on January 3rd.

## Area Parks and Recreation Colleagues Group:

**December 14, 3:00 - 4:00 PM**

The participants discussed various aspects of the County's comprehensive recreational needs, including: avoiding duplication of service, improving communication, increasing connectivity, promoting rural development, and offering a variety of recreation programs. They suggested forming task forces and committees to involve middle-level managers and encourage creativity and strong communication. They also emphasized the importance of open transparency, new facilities, and the need for consensus among staff as leadership changes. The group highlighted the good regional opportunities and partnerships at the ground level, such as tying in with Wildwood Park, extending the Greenville greenway system to Washington, and providing more opportunities for rural constituencies. They suggested that partnerships are essential, and they should work together to discuss what they have and where they are going.

They suggested having one website and sharing links to find other departments. They also discussed financial barriers and the need for additional funding to improve Pitt County recreation offerings. They discussed Pitt County's efforts to develop a new Comprehensive Cultural Arts & Recreation Master Plan that will assess the current and future needs for parks and recreation facilities within the County. They noted that the plan should provide practical strategies that focus on park facilities, trails, programming, and staffing, which will guide the decisions of County leadership over the next ten years.

## Economic Development Group:

**December 15, 10:00 - 11:00 AM**

This group felt that Community Schools and Recreation is a vital contributor to the well-being of Pitt County residents and offers a variety of activities such as fitness, athletics, and other outdoor activities that attract younger generations. They also felt that tournaments and outdoor assets are family-friendly and can be used by residents and visitors. Pitt County's current parks and recreation system is school-based and exhibits some best practices; however the existing system is not keeping up with the demand, and more facilities are needed. They also noted that the Tar River is a great natural feature in the County and can be advertised as a destination. There was a sense that better marketing was needed, and the river could be a core part of relocation, recruitment, and retention. They stated that the community also wants multi-use sports facilities.

## Pitt County Health Partner Focus Group:

**December 15, 1:00 - 2:00 PM**

More than other groups, attendees were unaware of the difference between Community Schools and Recreation and the City of Greenville's Recreation and Parks Department. The focus group noted that Pitt County has a collaborative community that is focused on promoting public health. They felt that parks and recreation actively encourage physical activity and offer programs for youth and seniors. They felt their playgrounds, trails, and open spaces were designed to unite generations. Mental health is also a priority for this group, as being outside is believed to help with stress levels. They felt there should be a focus on active green spaces and trails, and promoting walkability and public access. They stated that the County park system is primarily oriented toward active recreation and sports,

however some passive recreation options are also available. They stated that some areas in the County need more resources, such as pharmacies and grocery stores. Addressing social determinants of health, like poverty and transportation, is a priority for some community members. They noted that the County should increase efforts to provide recreation closer to where individuals live, as transportation is a barrier for many.

## Public Schools Group:

**December 19, 9:30 - 10:30 AM**

The participants discussed the importance of athletics in Greenville and eastern North Carolina in general. They discussed the need for actual park facilities outside of Greenville and the role schools plays in providing recreational opportunities. The group highlighted the need for non-athletic programs and the shift toward more passive activities after the COVID-19 pandemic. They also discussed the need for increased participation of parks and recreation staff out in the community facilitating recreation programs.

## Homeschools and Private Schools Group:

**December 19, 1:30 - 2:30 PM**

It became apparent that utilizing the schools for recreation limits access for those who are homeschooled. Parents mentioned that there are very few activities specifically for homeschoolers and that athletics programs are often full or hard to get into. They stated that there are limited enrichment opportunities, such as music programs, and that different communities offer science and arts centers, which would be welcome additions. Less expensive and time-consuming athletics were also desired. They stated that finding a balance between fun and competition is challenging for many parents in Pitt County.

## County Commissioners Focus Group:

**December 30, 3:00 - 4:00 PM**

A meeting was held with Commissioner Mary Perkins-Williams and County Manager Janis Gallagher. They expressed a need for recreation in the County's rural areas that could serve residents of all ages. Retaining young professionals and improving connectivity should be considered as the County moves forward.

It was also noted that school-based recreation offerings are changing. These changes are due to broader national trends of increasing school security that have been emerging over decades, and from this, there is a need for more multi-purpose areas. Commissioner Perkins-Williams shared her concern that areas north of the Tar River would be forgotten. There was discussion about adding a recreation center and recreation space to the area north of the Tar River.

## Seniors Focus Group:

**January 24, 1:00 - 2:00 PM**

The senior focus group stated that more diverse programs are needed to cater to different age groups and interests. The following are some of the suggestions: Develop programs that stretch from early childhood to seniors, increase the number of fitness programs and programs for teens, implement intramural programs for after-school activities, add cultural programs, provide transportation to the sites, offer indoor pickleball, improve the basketball courts at Alice F. Keene District Park by separating them from the pickleball area, provide fitness facilities and therapeutic recreation, evaluate the needs of participants, offer water activities such as a pool, either indoors or outdoors, build a dog park and gardens, increase leadership for staff, maintenance, and programming, create a community that is more walkable and has more greenways, offer more indoor fitness rooms, provide non-traditional

recreation facilities like high adventure, climbing walls, and ropes courses, and build sand volleyball courts. Attendees stated that these improvements will help to encourage growth and retain residents in the Pitt County area.

## County Commissioners Focus Group:

**January 25, 1:00 - 2:00 PM**

Several key themes emerged in this meeting with Commissioner Chris Nunally. First, Pitt County has great open and green spaces and should take advantage of these natural resources for public recreation. Second, there are economic factors that are limiting for portions of the population, particularly in the County's rural areas. Greenville is well developed, but a hub-and-spoke model should be considered. Third, retaining recent ECU graduates should be a priority. Retaining these recent graduates is more than about athletics; having access to passive spaces and trails is essential. Next, it is important to acquire land and develop spaces that improve walkability and cultural arts, which do not overlap with other recreation providers. Finally, there needs to be staffing changes to meet community needs. The policies that guide these staff interactions and efforts will be critical.



Leroy James Farmers Market | Source: Pitt County

## County Commissioners Focus Group:

**February 7, 9:00 - 10:00 AM**

A meeting with Commissioner Tom Coulson provided several key points. First, while Greenville and Alice F. Keene District Park have some great walking opportunities, the County needs more trails for connectivity and biking. Next, the municipalities offer recreation that helps serve the County; however, smaller communities and those in rural areas still need additional recreational opportunities. Community centers that serve these areas should be considered. Next, there need to be recreation amenities that help retain ECU and Pitt Community College graduates and something that will attract companies to the area. Pitt County schools have historically been a great partner, but as needs shift, operations need to evolve to meet these needs.

## Public Input Analysis

When taken together, the three data collection methods (public meetings, surveys, and focus group interviews) provide a robust and diverse sample of concerns and ideas that should be considered with future developments. As seen in Table 6-2, this level of public input is exceptionally helpful when compared to benchmark level of service data.



AMEXCAN Christmas Event in Belvoir Community

**Table 6-2**

Amenity	Metrics Based Need Range Estimated Population 178,881	Existing County-owned Facilities	Community Input Interest Level	Recommended Number of Facilities by 2035
Adventure Facilities	N/A	0	Medium	0
Aquatic Centers	0-1	0	High	0
Basketball Court	6-18	1	Low	4
Community Center (no gym)	2-3	2	Medium	0
Community Gardens	1-3	1	High	1
Cultural Arts Center	N/A	0	High	0
Diamond Fields	18-26	2	Low	8
Dog Park	1-2	0	Medium	1
Fishing/Water Access	N/A	0	High	3
Golf Courses	0-1	0	Medium	0
Inclusive Playgrounds	1-3	0	Low	1
Multi-use Courts	3	0	Medium	3
Multipurpose Field	13-24	6	High	7
Nature Center	0-1	0	Medium	0
Open Space	N/A	N/A	High	See park acreage needs
Performance Amphitheater	0-1	0	High	1
Picnic Areas	N/A	N/A	High	4
Playground	9-31	4	Medium	5
Recreation Centers (and gym)	2-3	0	High	2
Skateboard Park	N/A	0	Low	0
Splashpad	N/A	0	Medium	2
Stadiums	0-1	0	Low	0
Teen Center	1-2	0	Medium	1
Tennis/pickleball	4-5	0	Medium	4
Walking/running trails	N/A	3.25	High	5+ miles

\*National Recreation and Parks Association (NRPA) metrics do not evaluate all types of recreation amenities (terminology variances can also occur)

 No range available	 High
 In range	 Medium
 Not in range	 Low

## Key Findings from Public Input:

- Respondents want additional parks, open space, walkability, and community centers. They also want more special events, non-traditional sports, cultural events, and health-related programs.
- Recreation programs and spaces should help retain recent graduates and attract new businesses to the area.
- There are limited recreation offerings in the rural areas of the County.
- The organizational structure of Community Schools and Recreation was considered a best practice in some regards (youth athletics and before/after school programs); however, it was limited in how it served all population groups.
- People want more recreation programs for those between the ages of 13-55.
- New spaces should be developed in an accessible, cost-conscious way while still working to generate revenue.
- Pitt County programs and facilities need better marketing in order to distinguish them from Greenville’s offerings.
- Communication between Pitt County and other recreation providers should occur regularly and there should be more collaboration between agencies.





## 07 | Cultural Arts & Recreation Recommendations

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## Goals

The following pages depict six goals and action items for the County to use in the implementation process.

Goal 1: Establish and Enhance Pitt County's Cultural Arts & Recreation Department		Immediate (0-3 years)	Short Range (4-7 years)	Long Range (8-10 years)	Future (10+ years)
1a	Transition existing CSR staff and hire qualified personnel to establish the new department	x			
1b	Enhance public health and well-being by providing accessible and cost-effective recreational and cultural opportunities for all of Pitt County	x			
1c	Continually evaluate staffing needs to ensure that parks and recreation facilities and programs are appropriately managed and able to accommodate the needs of the public	x			
1d	Implement a staff development plan to maximize skills of each employee and increase and maintain high department morale	x			
1e	Develop new policies and protocols for departmental operations and staff development	x			
1f	Develop and annually assess parks and recreation Capital Improvement Plan (CIP) to plan for additional staffing needs, improvements to existing facilities/programs, operational costs, and land acquisition, financing, and development of new parks and recreation facilities	x			
1g	Research and implement a new software system for program registration and payments to meet departmental and community needs	x			
1h	Incrementally increase annual County investment into parks and recreation facilities and programs to implement the CIP	x			
1i	Continue to identify private and public funding sources for additional expansion and development of parks and recreation facilities	x			
1j	Discontinue the practice of referring to school-based recreation facilities as "school parks" in order to distinguish between school-operated facilities and department-operated facilities	x			
1k	Improve the department's capacity for facility maintenance and reduce travel time by concentrating parks and recreation maintenance facilities at strategic locations in the County		x		

Goal 2: Continue to facilitate joint use of Pitt County Schools properties and pursue additional opportunities with agencies		Immediate (0-3 years)	Short Range (4-7 years)	Long Range (8-10 years)	Future (10+ years)
2a	Continue to facilitate joint use of Pitt County Schools and continue to leverage school-based facilities to provide recreation opportunities until comparable Pitt County-operated facilities can be developed	x			
2b	Coordinate recreation planning efforts with Pitt County Schools, the Pitt County Planning Department, local municipalities, and other recreation stakeholders in order to foster intergovernmental cooperation, to prevent redundancy in services, and to capitalize on partnership opportunities between facilities and programs	x			
2c	Continue to pursue partnerships with other potential partners such as ECU Health, non-profit organizations, and athletic associations, and develop mutually beneficial agreements with these entities to provide recreational opportunities to Pitt County residents	x			
2d	Pursue partnerships with universities, parks and recreation researchers, and educators to track and measure the long term impacts of public investment in parks and recreation on the health and well-being of Pitt County residents using social determinants of health as a framework		x		
2e	Continue to pursue public-private partnership opportunities that help to reduce taxpayer costs for development of recreational properties that provide goods and services to the public and help to promote the local economy		x		
2f	Facilitate periodic progress meetings with individual partners to provide status updates and review accomplishments in order to ensure that the needs of the County residents are being met		x		
2g	Pursue partnerships with East Carolina University and Pitt Community College to develop an internship program that will allow students to work within the department and engage with the community	x			

7 | CULTURAL ARTS & RECREATION RECOMMENDATIONS

Goal 3: Improve the marketing and branding of Pitt County's Cultural Arts & Recreation department		Immediate (0-3 years)	Short Range (4-7 years)	Long Range (8-10 years)	Future (10+ years)
3a	Work with the Pitt County Public Information Office to develop a marketing campaign to improve the public's awareness of Pitt County facilities and programs	x			
3b	Develop a new user-friendly website to provide information to the public about the department, facilities, and programs	x			
3c	Utilize Pitt County social media sites to advertise and draw attention to Pitt County facilities and programs	x			
3d	Improve wayfinding signage to promote and direct visitors to Pitt County parks and recreation facilities	x			
3e	Continue to enhance and improve the "Parks and Recreation in Pitt County, NC" app to provide updated information about parks and recreation	x			
3f	Develop informational packets about Pitt County parks and recreation programs and facilities and provide them to the Greenville-Pitt County and other Chambers of Commerce, the Greenville Convention and Visitors Bureau, Pitt County Economic Development, ENC Alliance, and local real estate groups	x			
3g	Develop informational material for the public regarding donating land to Pitt County for recreation purposes via legacy gifts, land trusts, etc.		x		
Goal 4: Expand and improve existing Pitt County Cultural Arts & Recreation facilities		Immediate (0-3 years)	Short Range (4-7 years)	Long Range (8-10 years)	Future (10+ years)
4a	Implement the recommendations for improvements to existing Pitt County park facilities as described by this master plan beginning on page 99	x			
4b	Continue to develop and provide quality, cost-effective programming that is accessible, inclusive, and diverse in order to meet the needs of all members of the community, particularly in community centers	x			
4c	Work with the Pitt County Planning Department, local municipalities, and other agencies (e.g. Greenville Urban Area MPO, Southeastern Drainage District, etc.) to develop land use policies and regulations that establish sidewalks, bicycle lanes, and greenway or trail connections to existing and future County parks and recreation facilities	x	x	x	x
4d	Provide additional programming and activities for Pitt County residents between the ages of 13 and 50, including non-traditional sports and non-athletic programs	x			

4e	Improve park security and provide a safer environment for park goers by constructing fencing along facility perimeters (where feasible), adding surveillance cameras, and increasing site attendant patrols	x			
4f	Identify appropriate locations to provide Wi-Fi connectivity, electronic vehicle (EV) charging stations, and mobile device charging stations at Pitt County parks and facilities in order to ensure that park goers are able to access information in a timely and efficient manner	x			
4g	Update existing Pitt County recreation facilities and programming as necessary to ensure that they are open and accessible to all residents and comply with the requirements of the Americans with Disabilities Act (ADA)	x			
4h	Improve signage at Pitt County parks and recreation facilities. Make it attractive and uniform in design and have it reflect the County's branding efforts	x			
4i	Monitor the development of properties adjacent to Alice F. Keene District Park to ensure future greenway connections are provided to park	x			
4j	Provide interpretive signage that identifies historic and natural landmarks along greenways and pedestrian corridors		x		
4k	Make reasonable efforts to acquire properties adjacent to existing Pitt County parks and recreation facilities as they become available or pursue conservation easements on adjacent properties in order to expand existing facilities		x		
4l	Conduct a natural and cultural heritage inventory to identify and evaluate areas in Pitt County that are deemed significant natural resources and should be considered for preservation and/or future use as a recreational resource			x	

Goal 5: Develop new Pitt County Cultural Arts & Recreation facilities and provide additional services and programming opportunities		Immediate (0-3 years)	Short Range (4-7 years)	Long Range (8-10 years)	Future (10+ years)
5a	Develop a consistent environmental education program to promote stewardship and management of natural areas and wildlife habitats in recreational areas and throughout Pitt County	x			
5b	Work with Pitt County Planning Department to assess existing County-owned properties (such as flood buyout property) to determine if they are suitable for future parks and recreation facilities or amenities	x			

7 | CULTURAL ARTS & RECREATION RECOMMENDATIONS

5c	Work with the Pitt County Planning Department to consider amendments to development regulations that would require or incentivize dedication of land for recreation and open space areas, or would require payment of fees in lieu for new residential development	x			
5d	Work with Pitt County to evaluate locations along the Tar River that may be utilized for future access for aquatic activities and recreation	x			
5e	Explore opportunities for a second Pitt County District Park in the western area of the County that provides better accessibility to recreation for residents in Farmville, Fountain, Falkland, and the Belvoir area. The County will need to appropriate funding for land acquisition and develop a site-specific master plan prior to development of the new park			x	x
5f	Explore opportunities for a community park in the northern part of Pitt County to serve the residents of Bethel and other areas north of the Tar River			x	x
5g	Identify an appropriate location for the development of a third district park in the southeastern area of Pitt County that will serve the significant population growth and development that is anticipated to occur as Pitt County, Greenville, Winterville, and Ayden continue to grow				x
5h	Identify an appropriate location for development of a new community or district park in the northeastern area of the County that will serve as a significant hub or connection point along the East Coast Greenway			x	x
5i	Explore opportunities to develop an inclusive park that is specifically designed for children with special abilities		x		
5j	Develop new cultural and arts programs that can be incorporated into new and existing parks and recreational facilities such as festivals, music concerts and programs, art displays, etc.		x		

## Existing Park Facility Recommendations

### Alice F. Keene District Park

#### Facility Assessment:

- The facilities are in good condition

#### Recommendations:

- Update the park's site-specific master plan to reflect improvements since 2015 and to plan for future expansion
- Construct new maintenance facilities to serve the park and future recreation facilities
- Provide additional shelters and shade structures around the playground
- Utilize the community center/gymnasium to develop new programs and events
- Continue to make improvements to stormwater drainage at the park
- Monitor development of adjacent properties to ensure future greenway connections are provided to the park
- Evaluate the remainder of the property for future park expansion/development
- Improve access to the remainder of the County Home Complex
- Develop amenities that provide inclusive opportunities for children with special abilities
- Hire more maintenance staff to keep the facility well-maintained
- Develop more parks to keep Alice F. Keene District Park from being overused



Social Determinants of Health Areas Most Impacted by this Park



## Pitt County Office Park Recreation Complex

At the time of writing, this park is being developed. This park, located north of the Tar River, plays a vital role in serving residents in this area. It also serves residents along the East Coast Greenway Corridor. The entire government greenspace should be viewed as part of the park. There should be attention on maximizing the available greenspace for use as a park. This park's location, focus on health, and focus on the environment have a strong impact on the social determinants of health.



Social Determinants of Health Areas Most Impacted by this Park

**Facility Assessment:** Under development

### Recommendations:

- Utilize awarded grant funding to develop outdoor recreation amenities in accordance with the master site plan and seek CIP resources
- Trailhead amenities in connectivity with the East Coast Greenway
- Plan for and integrate additional recreation amenities (walking trails, arboretum expansion, etc.) into the overall County office complex during the design of the new County administration building
- Identify a location for a greenway along Parker Creek that could connect to River Park North and Wildwood Park
- Develop amenities that provide inclusive opportunities for children with special abilities

## Lake Glenwood Public Park

This is one of the County's recent acquisitions and is in the planning/development phase for a small passive park in a residential area. Over time, as the park grows in size and impact, it will likely have additional impacts on the social determinants of health.

**Facility Assessment:** Under development

### Recommendations:

- Develop a master site for the park and utilize award grant funding to develop accessible facilities
- Repair the existing dam
- Pursue opportunities to fund and develop a paddle/kayak launch and fishing access
- When available, acquire land for the development of an additional parking area
- Investigate potential connectivity to public sanitary sewer



Social Determinants of Health Areas Most Impacted by this Park

## Future Facility Recommendations

All of Pitt County's existing and under-development park facilities are located within or near to Greenville's municipal limits. Approximately 34% of the County's population lives in the unincorporated area of the County and is not within the service area of a County or municipal recreation facility. Many of these residents have relied on school-based recreation facilities to meet their needs, however as noted in this plan, increasing concerns about school security have limited the public's access to these facilities.

Pitt County should begin a significant "catch-up" period and begin to develop recreational facilities in the unincorporated areas to better serve these residents. In time, the County's park system should offer multiple district and community parks with ample acreage for both passive and active recreation. These parks should be anchored by recreation centers that are able to provide a wide range of recreational programming and activities.

Offering larger parks that are strategically-located in the County will help reduce travel time for maintenance and also allows for a wider range of amenities and offerings within each park, thus meeting several needs.

### Land Acquisition

For most of the following recommendations, the County will need to acquire land to expand existing parks or to develop new facilities. In some cases, the County may already own properties within the recommended study areas, however, the characteristics of these properties may not be well-suited for park development or align with residents' recreation needs. The County should evaluate properties that have been acquired through past flood buyout programs to determine their suitability for passive recreation opportunities.

## Proposed Parks

The parks recommended in this section should generally be located in rural areas of the County outside of municipal jurisdictions. This will lessen the transportation burden on residents in these areas by providing recreational opportunities closer to home.

It is also recommended that the County seek out properties with significant natural and cultural resources in order to support the protection and public education of such assets.

### District Parks

It is recommended that Pitt County develop two large district parks, anchored by health-related recreation centers on 100 or more acres of land in the western and southeastern areas of the County.

The map on page 106 shows the service areas for existing County-owned parks and recreation facilities, as well as the proposed service areas for the future parks described below.

#### Priority One: Western District Park:

A large (100+ acre) district park is recommended for the rural Western area of Pitt County. This new park should be considered as a potential flagship park for the County and should offer a wide range of recreation amenities. It will serve the rural area west of Greenville and should be generally located an equal distance between Farmville, Fountain, and Falkland. This facility will help support the needs of residents in these municipalities and the surrounding rural area. The County should begin to identify suitable locations in this area that can be developed within the next five to ten years. After property has been acquired, a site-specific master plan should be developed for the site. Public input received during development of this master plan indicates there should be a balance of active and passive recreational opportunities at this site.

**Priority Two: Southeast District Park:**

Due to anticipated growth and development, a second district park will be needed in the rural area to the southeast of the County's center. As Greenville, Winterville, Ayden, and Simpson continue to grow toward this area of the County and it becomes more suburbanized, additional greenspace will be needed to serve the increase in population. The County should begin to identify potential locations for this park within the next 10 years. Public input gathered during development of this master plan indicates there should be a balance of active and passive recreation opportunities at this site.

**Community Parks**

It is also recommended that Pitt County develop two community parks north of the Tar River, that will be between 35-50 acres in size, and one community park in the southwestern area of the County.

Development rates are generally lower in areas north of the Tar River. However, there are also far fewer recreational opportunities for residents living in these areas, and available facilities generally have much lower levels of service than facilities located south of the river.

**Northern Community Park:**

It is recommended that this park should be developed within the next five to ten years, and should be located in the northern area of Pitt County to serve residents of Bethel, Belvoir, and surrounding rural areas. Based on public input received during development of this master plan, residents expressed a need for more active recreational opportunities in this area, such as multi-purpose fields, soccer facilities, indoor sports facilities, etc. The County should also consider partnerships with health providers such as the Pitt County Health Department and ECU Health to provide health and wellness services at the park.

**Southwestern Community Park**

It is recommended that the County develop this park in the southwestern area of Pitt County within the next five to ten years. The park should be situated to the west of Ayden and Winterville, and the County should consider partnerships with these municipalities to provide additional programming and services at this facility. The park should provide open space and a mix of passive and active recreation.

**Northeast Community Park:**

It is highly recommended that Pitt County consider utilizing land banking within the next ten years to acquire property in the northeastern area of the County to develop a park that would serve as a significant hub or connection along the East Coast Greenway. The East Coast Greenway is expected to become a major destination for hiking and bicycling along the eastern coast of the United States, and Pitt County is located very near to the geographic center of the greenway's route. This park and any surrounding development could potentially serve as a major stopping point or provisioning area for those traveling along the greenway. As this park and its connection to the greenway are developed, Pitt County will have an excellent opportunity to brand itself as the "Heart of the East Coast Greenway" and promote the County as a trendsetter in active living.



## Proposed Trails and Greenways

Additional multipurpose trails and greenways should be developed, specifically along the East Coast Greenway. Public interest in hiking, biking, and multi-use trails cannot be underestimated, and outdoor recreation is a lucrative business. Pitt County has a great opportunity to define itself as the heart of the East Coast Greenway. As an example, the Town of Damascus, Virginia, has capitalized on its location along the Virginia Creeper Trail, gaining national recognition and generating an economic impact of up to \$1.2 million annually. Given the higher profile of the East Coast Greenway, Pitt County could be in a position to receive even greater economic benefit.

Pitt County should also pursue development of a greenway along the Tar River, a greenway along Parker Creek that could serve as a connection from the Office Park Recreation Complex to River Park North and Wildwood Park, and development of the Greenville-to-Washington Greenway. The County should also continue to pursue opportunities to partner with the Southeast Drainage District to utilize existing drainage laterals for greenways.

## Recommended Programming Strategy

The selection and categorization of these services will be based on their potential contribution to the community's recreational needs. Services categories are based on current programming.

### Services and Programs

To meet the diverse recreational needs of Pitt County residents, the new department should provide a comprehensive range of services and programs, including but not limited to:

- Youth sports leagues
- Adult sports leagues
- Fitness classes and programs
- Arts and cultural activities
- Community events and festivals
- Outdoor recreational activities (e.g., hiking, biking, and camping)
- Senior citizen programs
- Special events and tournaments
- Inclusive facilities for children with special abilities

These services will cater to residents of all ages and abilities, fostering a sense of community, promoting physical activity, and encouraging a healthy lifestyle.

## Conclusion

The facilities, parkland, and greenways recommended in this plan establish a vision for Pitt County's next generation of leaders. The staffing decisions, growth, and focus they bring will be critical in continuing to expand and develop the County's parks and recreation offerings. With the creation of a new parks and recreation department and a commitment to follow the recommendations of this master plan, Pitt County will continue to set itself apart as a great and healthy place to live, work, and play. Furthermore, it will affirm Pitt County's vision to be a leader in the State, and best in the East.

In many ways, the recommendations are meant to lay the foundation for significant growth of Pitt County's parks and recreation system and greatly improved offerings for residents. The advent of a new recreation department and a strategic plan for the acquisition and development of multiple pieces of land for new County parks will help Pitt County continue to set itself apart as a great and healthy place to live, work, and play.

# PROPOSED SERVICE AREAS MAP

## PITT COUNTY NORTH CAROLINA



### LEGEND

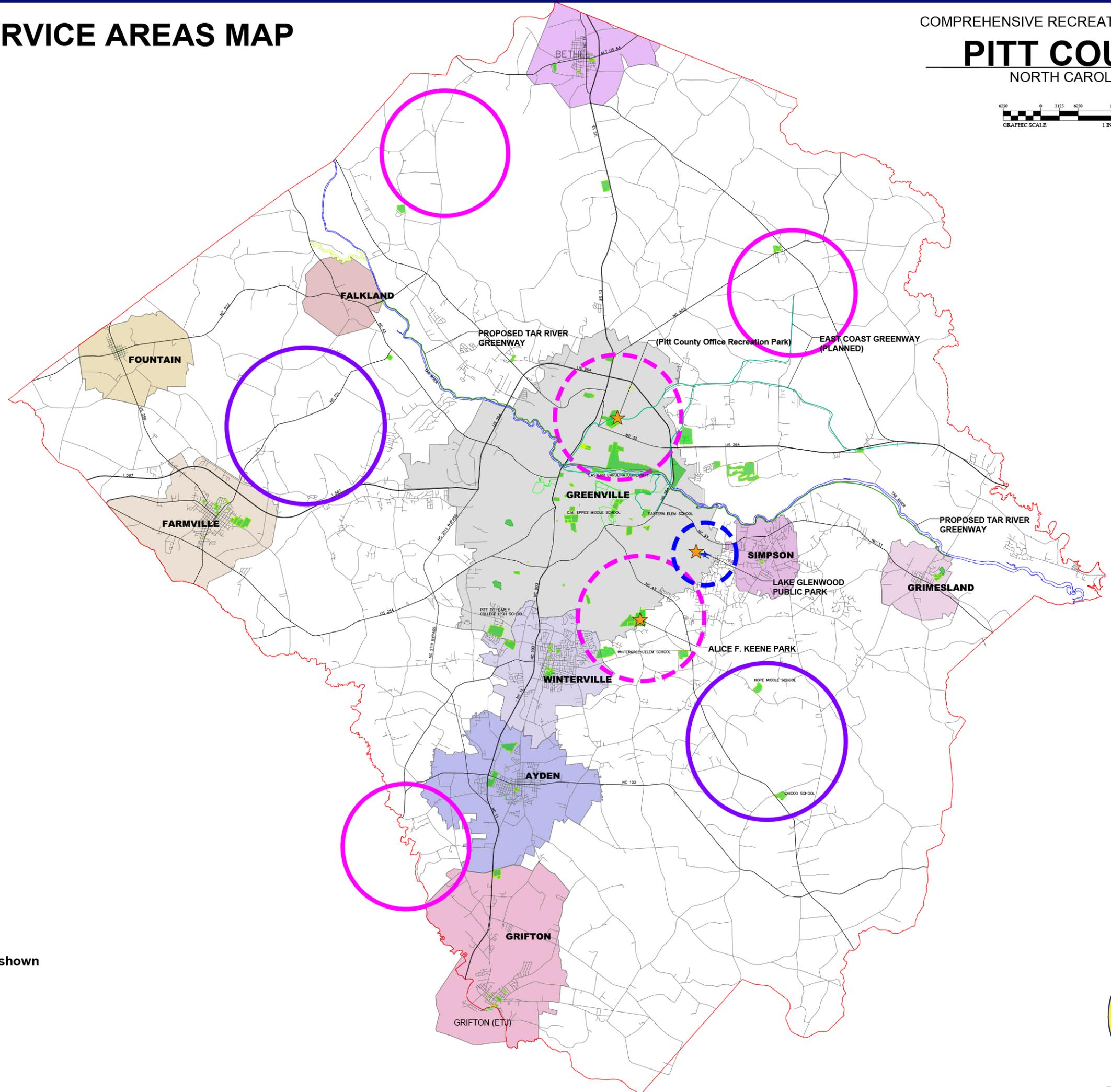
#### TYPICAL SERVICE AREAS

-  2.5 Mi.  
(Existing District Park)
-  2.0 Mi.  
(Existing Community Park)
-  1 Mi.  
(Existing Neighborhood Park)
-  County-owned Park
-  Recreational Facility
-  County Boundary Line

#### PROPOSED SERVICE AREAS

-  2.5 Mi.  
(District Park)
-  2.0 Mi.  
(Community Park)
-  1 Mi.  
(Neighborhood Park)
-  Proposed Tar  
River Greenway

Note: Municipal park service areas not shown





## 08 | Implementation Plan

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## Implementation Plan

This master plan is designed to be action-oriented and serve as a tool for improving and enhancing Pitt County's park and recreation system.

### Approach for the Next Ten Years

#### Build and Enhance Pitt County Cultural Arts & Recreation Department

- Coordinate transition of current CSR staff
- Develop comprehensive job descriptions with specific duties that reflect the needs of the department
- Coordinate hiring new staff within the desired timeline
- Develop basic policies and protocols for departmental operations
- Implement a staff development plan in order to maximize the skills of each employee and increase morale for staff in the department
- Develop a Capital Improvement Plan (CIP) to support facilities and grants and access annually
- Develop a Cultural and Recreation Budget to adequately support the new department
- Use participation statistics, financial reports, and other data to adjust offerings, manage the budget, and optimize programs
- Create, implement, and analyze a needs-based assessment tool to highlight the need for additional staff for the department
- Research, analyze, and implement a new software system to serve the department with registration and payments to meet the needs of the department and the community

#### Support Completion of Two Centers/ Gymnasiums

- Work with Site Superintendents along timeline schedule

- Introduce the new centers/gymnasiums to the community
- Work with Site Superintendents and County Staff on selection of all furnishings

#### Implement the Parks and Recreation Trust Fund (PARTF) and Accessible Parks (AP) Grants

- Utilize the PARTF grant to develop Phase II of the Pitt County Office Park Recreation Complex
- Utilize the AP grant to develop the Lake Glenwood Public Park
- Work with County Departments to develop implementation plans and timeline in concert with the CIP
- Implement plan through working with County departments on bids, proposals, and contractors
- Work with Finance Department on budget management

#### Maintain Joint-Use Agreements and Partnerships

- Maintain strong working relationship with Pitt County Schools through frequent communication and sharing of current facilities
- Continue current partnerships through transition with up to date communication
- Continue to pursue new partnerships with new opportunities created by center/gymnasium
- Facilitate progress meetings with individual partners to review the goals of each partnership agreement to ensure both parties and Pitt County residents have their needs met

### **Create, Implement, and Continue to Enhance Branding and Marketing Plan**

- Work with Public Information Office to develop branding and marketing plan for the new department
- Use brand and mission of new department with all marketing for the new department and programs
- Create a user-friendly website that identifies the Cultural Arts & Recreation Department as a department of Pitt County Government
- Develop informational packets to distribute across the County to all community-wide agencies and organizations

### **Expand and Improve Pitt County Cultural Arts & Recreation Facilities**

- Implement recommendations for current park facilities
- Improve park security and provide safe environments with cameras, fencing, and site attendants
- Monitor development of properties adjacent to the Alice F. Keene District Park to ensure connectivity to the Greenville Greenway and future greenways as property is developed
- Work with the Planning Department to consider amendments to development regulations that would require or incentivize dedication of land for recreation or open space areas
- Work with the Planning Department to assess County-owned properties (such as flood buyout properties) to determine if they are suitable for future parks and recreation facilities or amenities
- Work with the Planning Department to evaluate locations along the Tar River that may be utilized as future public access for aquatic activities and recreation
- Develop informational material for the public regarding donating land, leaving legacy gifts,

leaving designated will donations, or land trusts to Pitt County for parks and recreation development

- Pursue public-private partnership opportunities that help to reduce taxpayer costs for development of recreational properties that provide goods and services to the public and help promote the local economy

### **Enhance Current Cultural Arts & Recreation Department Programming as well as Develop New Programs and Services to Meet the Expressed Needs of the Community**

- Collect feedback from participants and stakeholders to assess satisfaction levels and identify areas for improvement
- Develop new programs recommended through the community engagement reported in the master plan
- Create new programs made possible by two new centers/gymnasiums
- Provide additional environmental education programs and events in collaboration with other County departments
- Pursue partnerships with universities, community colleges, and researchers in order to expand internships and research opportunities
- Conduct a natural and cultural heritage inventory and evaluate areas in Pitt County that are deemed significant natural resources and should be considered for preservation/use in the future as a recreational resource

## Geographic Priorities

### Serving the Rural Population

The County should adopt a strategy of building larger acreage parks in areas not within municipal boundaries. These larger parks should be in strategic locations that are able to serve several municipalities with high population density or in projected suburban growth areas. This strategy is specifically recommended to help retain the County's desire to retain rural heritage and minimize service overlap.

Envision Pitt County 2045 notes that "Pitt County has experienced a 27% increase in population since 2000. It also notes that major concerns include growth, encouraging growth north of the Tar River, protecting farmland, managing flooding, improving transportation infrastructure, and addressing the lack of affordable housing." Many of these significant concerns involve the rural population and protecting and making good use of natural spaces.

### Envision Pitt 2045 notes :

"34% of the population lives in incorporated areas" while 100% of county park properties are within municipal limits or ETJs

As Pitt County pivots its recreational offerings, it should be mindful of complimenting municipal recreation offerings rather than providing overlapping areas. Offering recreation in the rural areas of Pitt County, which also fulfills a need to the County's municipal populations, is recommended. For example, if the City of Greenville or Farmville has athletic focused parks in an area, but no large passive parks, this would allow an expansion of recreation offerings rather than a duplication of offerings. Doing so will help promote open space protection and indirectly address the above concerns regarding transportation, as rural residents will not have to travel as far to access quality parks and recreational programs.

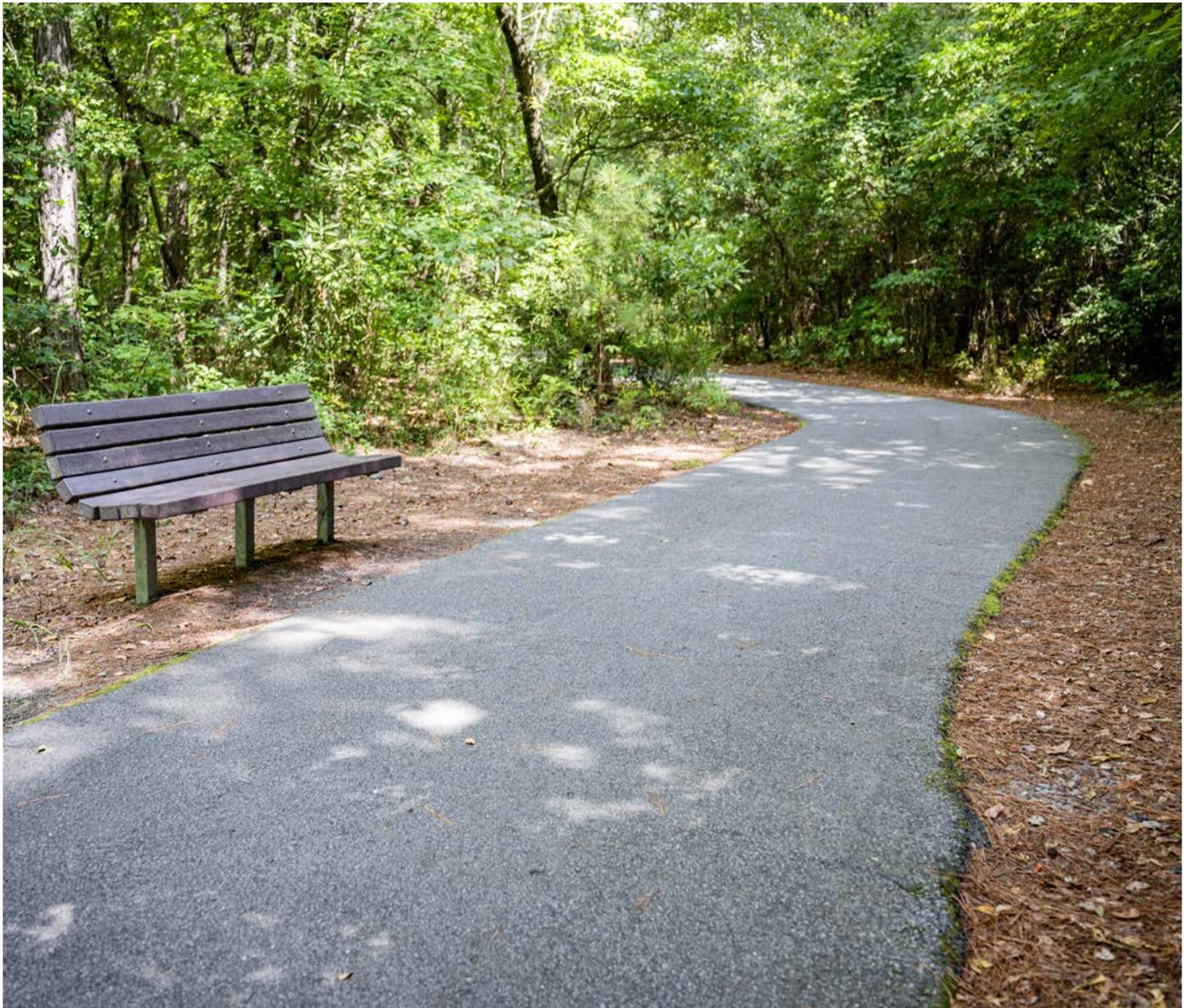


Source: City of Greenville

## Future (beyond the 10 year scope of this plan)

Pitt County is poised to reshape its future in alignment with its envisioned community model. The uniqueness of this community lies in its historically successful collaboration with local schools to cater to the recreational needs of their residents. However, the escalating demand for expanded recreational services and the pressures of a burgeoning population have underscored the deficiencies and challenges in delivering the desired level of service to existing and incoming residents. This plan's ten-year strategies are designed to steer the County toward a more expansive and promising future.

In many ways, Pitt County has led the state for decades by guiding other local governments interested in partnering with school systems to expand their parks and recreation. As times change, it is time for Pitt County to lead again. This pivot point is when Pitt County can choose how it will plan to lead moving forward.



Walking trail at Alice F. Keene Park | Source: Pitt County

## Anticipated Recreational Project Costs

Pitt County's efforts are best directed toward utilizing the expansion at Alice F. Keene District Park, Pitt County Office Recreation Park, and Lake Glenwood Public Park. We anticipate that it will take 3-5 years to bring these facilities up to full programming capacity.

Beyond this effort, the County should utilize the general development cost figures noted in Appendix A to develop capital outlay for the park unit needs depicted in the Proposed Service Map. The anticipated total cost to develop the new park units outlined on the Proposed Service Map is projected to be over \$50,000,000. Inflation will likely make the cost higher. We recognize that it is impractical for Pitt County to address all of these needs as new parks and expansions are being brought online.

The Proposed Service Map should be considered the long-range goal for the department to work toward. Taking on additional capital projects other than those currently underway and assigning adequate staff to manage those sites will set the pace for which the County's parks can be brought online. Additionally, the pace will be influenced by the public's interest in expanding the park system. Securing a recreation bond to address these needs would allow expansion to occur faster than if the County utilized regular budgetary appropriations.

Finally, the County and departmental leadership should avoid the pitfall of believing that grant funding can be used unilaterally to develop the proposed parks. Grant funding agencies generally frown upon, or declare ineligible, grant requests that do not have significant local investment.

## Funding Opportunities

Implementing the recommendations of this comprehensive master plan will require a combination of funding sources, including local, state, federal, and private money. Identification of sufficient funding is a crucial element needed to implement the master plan. The NC SCORP is a guide by which funding sources for park and recreation facilities may be identified. Funding for future projects will be a critical issue that must be addressed in the upcoming years if governments continue to provide essential minimum services.

This section lists the most used funds for park and greenway facility projects in North Carolina. Fortunately, the benefits of protected greenways and parks are many and varied. This allows programs in Pitt County to access money earmarked for various purposes, including water quality, hazard mitigation, recreation, air quality, alternative transportation, wildlife protection, community health, and economic development. Competition is always stiff for state and federal funds. It becomes imperative that local governments work together to create multi-jurisdictional partnerships and develop their local sources of funding. These sources can then be used to leverage outside assistance. The long-term success of this plan will almost certainly depend on the dedication of a local revenue stream for park and greenway projects.

The County should fully evaluate its available options and develop a funding strategy that can meet community needs, maximize local resources, improve quality of life, and leverage outside funding. Financing will be needed to administer the continued planning and implementation process, acquire parcels or easements, and manage and maintain facilities. These programs should be researched further to determine the requirements for specific grants. McGill advises Pitt County to pursue a variety of funding options.

## Dedicated Sources of Local Funding

Pitt County should evaluate the existing departmental budget and funding for capital improvements to leverage and provide matching funds for many programs listed.

### Property/Sales Tax Revenues

General tax revenues traditionally provide sources for general operations and maintenance of park systems for local governments. Parks and recreation development, along with health, public safety, utilities, etc., are scheduled in regular budgets established by the County. The assessed valuation of real and personal property and sales tax provides the framework for a significant portion of the County's tax base.

Traditionally, ad valorem tax revenue has been the primary source of funding for the park and recreation enhancement of properties/facilities owned by local governments. Recreational opportunities are considered a public service and often are a standard line item on general fund budgets. Creative financial opportunities are possible; however, ad valorem taxes will continue to be the primary revenue source to support the system. Consequently, communities often vote to temporarily raise their local tax rate to support their park and recreation systems.

### General Obligation Bonds

Many communities issue bonds typically approved by the shareholders to finance site development and land acquisition costs. The State of North Carolina grants local governments the authority to borrow funds for parks and recreation through the issuance of bonds. The amount is not to exceed the cost of acquiring or improving park and recreation facilities. Total bond capacities for local governments are limited for parks and recreation to a maximum percentage of assessed property valuation. Since the issuance of bonds relies on the support of the voting population, implementing awareness programs is essential before a referendum vote.

General obligation bonds are the preferred financing approach of the North Carolina Local Government Commission and the general securities market because the full faith and credit of the issuer backs these instruments. That means that the bonds represent an encumbrance against the property tax base of the issuing jurisdiction, offering the best security to the bondholder. The State of North Carolina does not allow the issuance of bonds to exceed the total cost of improvements (including land acquisition). Given the capital improvements suggested in this plan, Pitt County may consider continuing to use general obligation bonds to develop new facilities. Total bonding capacities for local government are limited for parks and recreation to a maximum percentage of assessed property valuation.



The following are key factors to consider before using this financing instrument:

- In North Carolina, the issuance of general obligation bonds requires a referendum of the voters within the issuing jurisdiction.
- The term of the debt may be extended to 20 to 30 years.
- The debt is publicly sold, so there are costs associated with the sale. These costs generally total 3% to 5% of the total bond principal. The issuance costs offset the lower interest rate and, therefore, this instrument becomes more attractive as the size of the issuance increases and the issuance costs are spread over the larger debt. It has been found that this financing option becomes financially superior as the debt principal exceeds \$10 to \$12 million.

Generally, debt prepayment cannot be accomplished until a call date is reached. This usually accounts for around 75% of debt retirement. Failure of the general obligation bond to be ratified by referendum could mean that Pitt County could not proceed with an alternative approach to financing without substantially changing the project's scope.

### **Fee In-Lieu of Contributions**

Pitt County should consider offering developers the option to pay a fee rather than dedicate land for open space or recreation within conventional subdivisions. This program has proven successful for many local governments in providing a dedicated source of revenue earmarked for park development. See Appendix C for examples of fee-in-lieu policies.

### **User Fees/Registration Fees**

Communities nationwide employ various user fees for public recreational programs and services within their recreation departments. The fee amount is usually determined by a portion of the recreation costs needed for improvements and operations. These user fees are typically levied for facilities, such

as water parks and golf courses; however, they can also be charged for using trails and ball fields. Pitt County should continue to generate revenue by charging user fees for using facilities, such as picnic shelters, to cover operation and administrative costs. In addition, the County should continue to have a separate fee rate structure for residents and non-residents. As the park system continues to develop, the County should examine its fee structure to identify opportunities and additional revenue. The current user fees appear fair and reasonable for most residents and non-residents. Elected officials should determine the fees and changes based on departmental input; the fees should not be so high that people of modest income would ultimately be denied the use of park facilities.

### **Grants**

State and federal agencies offer numerous grants to assist municipalities in financing their parks and recreation projects. The County should investigate and pursue this funding source for present and future park and recreation improvements.

#### ***Parks and Recreation Trust Fund***

The Parks and Recreation Trust Fund (PARTF) was established for local governments and the North Carolina Division of Parks and Recreation in 1994 as a funding source for the development or improvement of parks and recreation facilities and land acquisition. A state-funded program, PARTF matches monies spent by municipalities on parks and recreation, with each sharing 50% of the cost. The maximum matching fund amount provided by PARTF is \$500,000.

#### ***Recreation Trails Program***

The Recreation Trails Program (RTP) is a \$1.5-million federal grant program designed to help states provide and maintain recreational trails for both motorized and non-motorized recreational trail use. The program is administered by the United States

Department of Transportation's Federal Highway Administration.

RTP is a reimbursement grant program. Funds must be spent and then reimbursed upon completion of deliverables. Eligible applicants must be a state, federal, or local government agency or qualified nonprofit organization. All applications are reviewed by the North Carolina Trails Committee and recommendations are made to the secretary of the Department of Natural and Cultural Resources. The secretary makes the final determination on grant awards.

### ***Federal Aid Construction Funds***

Federal Aid Construction Funds are included in the National Highway System (NHS), Surface Transportation Block Grant Program (STBG), and Congestion Mitigation and Air Quality (CMAQ). The funds provide for the construction of pedestrian and bicycle transportation facilities. The primary source of funding for bicycle and pedestrian projects is STBG Enhancement Funding.

### ***Land and Water Conservation Fund***

The Land and Water Conservation Fund (LWCF) is a federally funded program that was established for local and state governments in 1965 as a funding source for outdoor recreational development and land acquisition. LWCF monies are derived from the sale or lease of nonrenewable resources, primarily offshore oil and gas leases, and surplus federal land sales. Acquisition and development grants may be used for a wide variety of outdoor projects, such as City parks, tennis courts, bike trails, outdoor swimming pools, and support facilities (roads, water supply, et cetera). Facility design must be basic and remain accessible to the public. No more than 50% of the project cost may be federally funded by LWCF, although all or part of the project sponsor's matching share may be obtained from certain other federal assistance programs.

### ***Environmental Enhancement Grant Program***

The Environmental Enhancement Grant Program (EEG) is used to fund projects that address the environmental needs of North Carolina, specifically to protect water quality and conserve natural areas. To be eligible, applicants must be nonprofit organizations or government entities for projects in North Carolina, with preference for programs focused on the eastern part of the state. The types of grants included are land acquisitions and easements, construction, remediation, restoration, and research, planning, education. The maximum award available is \$500,000, and the project must be completed in 3 years from the date of the fully executed memorandum of understanding.

### ***The United States Department of Agriculture***

The United States Department of Agriculture (USDA) Natural Resource Conservation Service (NRCS) assists state and local governments in their operation and maintenance of watersheds whose areas are less than 250,000 square acres. The NRCS provides financial and technical assistance to eligible projects for watershed protection, flood prevention, sedimentation control, public water-based fish and wildlife enhancements, and recreation planning. The NRCS requires a 50% local match for public recreation and fish/wildlife projects.

### ***State Construction Funds***

State construction funds (not including the Highway Trust Fund for urban loops and interchanges) may be used for the construction of sidewalks and bicycle accommodations that are part of roadway improvement projects.

### *Contributions*

The solicitation of contributions is an acceptable method of fundraising for recreation departments. These donations, typically in the form of land, cash, labor, and materials, could be solicited to assist Pitt County with its enhancement program. Corporations, civic organizations, individuals, and other groups generally donate to a specific park project; however, donations may also be solicited for multiple project improvements or additions. NRPA recommends the use of private, not-for-profit, tax-exempt foundations as a means of accepting and administering private gifts to a public park system.

### *Park Foundations*

Foundations are another source of financing by making direct contributions within communities, states, or the nation. These types of funds are usually described as special program foundations, general purpose foundations, or corporate foundations. Foundations can provide the needed resources to support park projects. Foundations generally have very few restrictions and/or limitations and are typically received from local entities. A list of appropriate foundations can be found at: <http://foundationcenter.org>.

### *Partnerships*

To implement the recommendations contained in the Comprehensive Master Plan, Pitt County should expand its partnership agreements with other public agencies and private sector organizations. Many different types of partnerships can be formed to achieve the goals established. Many local governments nationwide are partnering with public and private sector interests to accomplish community goals.

Listed below are the various types of partnerships that the County should consider in its efforts for the improvement and addition of parks and recreational facilities:

- Programming partnerships to co-sponsor events and facilities or to allow qualified outside agencies to conduct activities on properties that are County-owned
- Create a plan to solicit local businesses for sponsorship opportunities related to specific facilities, amenities, programs, and special events
- Operational partnerships to share the responsibility for providing public access and use of facilities
- Development partnerships to purchase land and build facilities
- Management partnerships to maintain properties and facilities

Pitt County should evaluate and update its current recreation partnerships to ensure they provide the community with the best opportunities. The County should also assess the formation of additional partnerships that address the need for a comprehensive park system. Direct requests should be made to meet potential partners, inviting them to evaluate the possible benefits of partnering. This step should be made to generate interest and agreement before solidifying any responsibilities for each participating party.

Private-sector partnerships can be beneficial. Developers can use private funds to develop facilities on municipal property and lease them to the County long term. Over time, the developer returns a portion of the revenue to the County, and at the end of the lease, the facility is turned over to public ownership. This arrangement would typically be a large capital investment for a special-use facility.

## Land Acquisition and Development

The solicitation of contributions is an acceptable method of fundraising for recreation departments. These donations, typically land, cash, labor, and materials could be solicited to assist Pitt County with its enhancement program. Corporations, civic organizations, individuals, and other groups generally donate to a specific park project; however, donations may be solicited for multiple project improvements or additions. The NRPA recommends using private, not-for-profit, tax-exempt foundations to accept and administer private gifts to a public park system.

### Life Estates

A life estate is a gift whereby a donor retains the land during his/her lifetime and relinquishes the title of the property after his/her death. In return, the owner (or family) is relieved of property tax for the given land.

### Local Gifts

Donations of land, money, labor, and construction can have a significant impact on the acquisition and development of park property. The solicitation of local gifts is highly recommended and should be organized thoroughly, with the utilization of very specific strategic methods. This often-untapped source of obtaining funds requires the contact of potential donors, such as individuals, institutions, foundations, and service clubs.

### Long Term Options

Long-term options allow local governments to purchase property over a long period. This method is beneficial because it enables the County to consider

a particular piece of land that may have future value, though it is not currently desired or affordable. The advantages of this method of property acquisition are that the county can protect the future of the land without purchasing it upfront, the purchase price of the land will not increase, and the county will have the right to exercise its option. The disadvantage to the County is that all privileges relinquished by the landowner require compensation in the form of securing the option.

### Easement

An easement is the most common type of less-than-fee interest in land. An easement seeks to compensate the property owner for the right to use their land in some way or for losing their privileges to use the land. Generally, the landowner may still use the land and, therefore, continue to generate property tax revenue for the County.

### Fee Simple Purchase

Fee simple purchase is the most common method used to acquire municipal property for park facilities. Although it has the advantage of simplifying justification to the public, fee simple purchase is the most difficult method to pursue due to limited monetary resources.

### Fee Simple with Lease Back or Resale

This method allows local governments to acquire land by fee simple purchase yet sell or lease the property to prospective users with restrictions that will preserve the land from future development. The fee simple with lease-back or resale method of development commonly results from situations in which landowners, who have lost considerable monetary amounts in property value, determine that it is more economical to sell the land to the County (with a lease-back option) than to keep it.

## Plan Adoption

The County's adoption is the first step of implementing this parks and recreation master plan. By adopting the plan, the community can help shape more significant regional decisions that fit within the plan's goals. The County also gives itself greater authority to shape local land use decisions to achieve this plan's goals and vision. In addition, adopting this master plan is essential to maximizing available grant opportunities.

This plan gives Pitt County the ability to build upon an already committed and active base of residents, visitors, and enthusiasts in the area. Through their organizations, institutions, publications, and networks, Pitt County can promote improved and new parks, greenway facilities, and programs.

Second among the opportunities is the availability of the existing park facilities, such as amenities, programs, and trails. Though some changes are being suggested in the short term and an expanded network is suggested for the long term, the presence of an existing network provides a strong foundation for building. Many residents are already accustomed to using the existing park facilities and should become used to seeing new park amenities, programs, signage, and other improvements. Building on their awareness of what is available is much easier than building on no awareness.

## Action Steps

Upon adoption of this plan, the key steps are:

1. Work aggressively to implement recommendations associated with years 1 through 3, which pertain to department development and are outlined in the master plan
2. Work toward the recommendations that are listed in the ten-year and beyond anticipated future recreational project list; from these opportunities come the framework for an initial implementation strategy
3. Secure a dedicated source of revenue to address the ten-year and beyond anticipated future recreation project list and address the goals of the master plan

These recommendations include:

- Expand and modify the existing park system into a comprehensive, multiuser system, distributed so that it better meets the needs of the community, provides opportunities to all, and enhances the current park system
- Aggressively begin to establish potential funding mechanisms for future park expansions; this high-priority goal is essential for realizing the proposed recommendations for the future growth and development of Pitt County's parks and recreation facilities
- Strengthen partnerships to optimize the utilization of available resources

These steps represent the core of the implementation strategy. As the individual policy and physical recommendations are addressed, they should each fit within one of these four primary strategies.

The County needs to ensure that facility planning is integrated with other regional planning efforts at the state and local levels, along with long-range and current land use, economic development, parks, environmental, and community planning. The following are mechanisms to achieve this action step:

1. Expand local capital improvements program for yearly appropriation for greenway and park development
2. Set aside money for future land acquisition, construction, and maintenance of parks and recreation facilities
3. Pursue and request pedestrian/bicycle projects to be added to NCDOT TIP
4. Pursue developing and expanding existing and new partnerships
5. Apply for PARTF grants and other related recreation grants for future parks and recreation projects
6. Seek other sources of revenue funding for parks and greenway improvements, such as including local assessment districts and developer exactions
7. Pursue funding from other sources listed in this section

To continue to fulfill this mission, Pitt County has pursued planning to improve the parks and recreation system throughout the community. This Comprehensive Cultural Arts & Recreation Master Plan has laid out a set of strategies for expanding and developing a safe, convenient, and usable park system. The plan has assessed the study area, analyzed the existing facilities, received and analyzed community input, reviewed recreation standards, developed recommendations, and provided strategies for implementing the plan. The Pitt County Comprehensive Cultural Arts & Recreation Master Plan is a comprehensive guide to improve and enhance the park system in the future.



# 09 | Appendices

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## Appendix A

<b>Estimated Development Costs</b>	
District Park	\$3,000,000 - \$5,000,000
Community Park	\$1,000,000-\$3,000,000
Neighborhood Park	\$250,000-\$1,000,000
Mini Park	\$50,000-\$200,000
1 Mile of Greenway	\$1,000,000-\$2,000,000
1 Mile of Natural Surface Trail	\$50,000-\$100,000
Maintenance Costs (annually)	\$2,000-\$5,000 per acre
Trail Maintenance Costs (annually)	\$1,200-\$2,500 per mile

## Appendix B

### Recommended Programming Strategy

The selection and categorization of these services will be based on their potential contribution to the community's recreational needs. Services categories are based on current programming.

#### Services and Programs

To meet the diverse recreational needs of Pitt County residents, the new department should provide a comprehensive range of services and programs, including but not limited to:

- Youth sports leagues
- Adult sports leagues
- Fitness classes and programs
- Arts and cultural activities
- Community events and festivals
- Outdoor recreational activities (e.g., hiking, biking, and camping)
- Senior citizen programs
- Special events and tournaments
- Inclusive facilities for children with special abilities

These services will cater to residents of all ages and abilities, fostering a sense of community, promoting physical activity, and encouraging a healthy lifestyle.

### Staffing Analysis

This section is a comprehensive list of the positions that Pitt County held in 2023-2024.

#### Recreation Department Director

- Responsible for overall management and supervision of the department
- Develop and implement policies and procedures
- Coordinates with other county departments and community organizations

#### Assistant Director

- Assists the Director in managing and supervising the department
- Supports the Director in policy development and implementation

#### Program Manager

- Oversees the planning, development, and implementation of recreational programs
- Manages program budget and resources
- Coordinates with community organizations for program partnerships

#### Recreation Facility Manager

- Manages all recreation facilities owned and operated by the department
- Responsible for facility maintenance, scheduling, and safety regulations
- Hires, trains, and supervises facility staff

#### Community Relations Coordinator

- Develop and implement marketing and outreach strategies to promote department services and programs
- Engages with the community to identify recreation needs and develop new initiatives
- Manages the department's communication channels

### **Program Coordinators (multiple positions based on program offerings such as sports, arts, fitness, etc.)**

- Plan, organize, and coordinate specific recreational programs
- Recruit and train program staff and volunteers
- Oversee program implementation and evaluation

### **Administrative Assistant**

- Provides administrative support to the department
- Assists with budgeting, bookkeeping, and record-keeping
- Coordinates department meetings and maintains department calendar

### **Customer Service Representative**

- Assists community members with inquiries and registrations
- Provides information about department services and programs
- Handles facility reservations and permits

## **Salary Range**

Offering competitive salary ranges for each position is essential for attracting and retaining highly qualified individuals. The salary ranges will be based on market research and will consider job responsibilities, qualifications, and experience. The specific salary ranges will be determined through thorough consultation with relevant stakeholders.

### **Salary Range for each Position**

- Recreation Department Director: \$70,000 - \$90,000 annually
- Assistant Director: \$60,000 - \$80,000 annually
- Program Manager: \$50,000 - \$70,000 annually
- Recreation Facility Manager:

\$45,000 - \$65,000 annually

- Community Relations Coordinator: \$45,000 - \$60,000 annually
- Program Coordinators: \$40,000 - \$55,000 annually
- Administrative Assistant: \$30,000 - \$40,000 annually
- Customer Service Representative: \$25,000 - \$35,000 annually

Please note that the provided salary ranges are approximate and can vary depending on experience, qualifications, and local budget constraints. The Recreation Department Director should have significant influence on the organizational structure after the transition plan has been created.

## **Critical!**

An organizational chart should be developed, after a department director is hired and a transition plan has been developed.

## Implementation Strategy and Budget

This section will outline a multi-year phased implementation strategy for the transition, detailing the funding required for each phase. It will also propose a budget divided into staffing, operational, and programming costs, along with a strategy for efficient budget allocation in future years.

### Operational Budget for the Recreation Department

The operational budget for the Recreation Department will depend on various factors, including program offerings, staff size, facility needs, and community demand. Conducting a detailed budget analysis based on specific needs and goals is recommended. However, considering a budget allocation in the range of \$500,000 - \$1,000,000 per year could be a reasonable starting point.

The budget should cover expenses related to staff salaries and benefits, facility maintenance and upgrades, program materials and supplies, marketing and promotions, equipment purchases, special events, and administrative costs. Additionally, it is important to allocate funds for training and professional development so that staff members can enhance their skills and stay up-to-date with industry trends.

The budget should be carefully planned and regularly reviewed to ensure it aligns with the department's goals and creates high-quality recreational services for the Pitt County community.

### Transition to a New Department

Hire a Transition Manager to develop a detailed transition and implementation plan for the shift from the current setup to the new department.

### Transition Plan

1. S.W.O.T. Analysis: addressing potential internal threats and developing strategies for successful implementation
2. Communication and Collaboration: develop strategies for enhancing communication and collaboration with the Pitt County School system during the transition and among department employees
3. Employee Considerations: develop strategies for maintaining staff morale and ways to reduce turnover rates

### Implementation Plan

- Timeline for department establishment and program development
- Resource allocation and budget considerations
- Staff recruitment and training strategies
- Collaboration with community organizations and stakeholders
- Research recreational management software and explore the potential use of artificial intelligence (AI) and data analytics to improve services and programs in conjunction with customer relationship management (CRM) software to enhance the recreational services provided by the new department

## Appendix C

UNC-CH SOG article on Extractions and Subdivision approval,  
<https://canons.sog.unc.edu/2013/02/exactions-and-subdivision-approval/>

Excerpt below.  
 Recreation

A subdivision ordinance may require a developer to provide recreation areas to serve the residents of the neighborhood. Significantly, the statutes allow for the “dedication or reservation of recreation areas.” Alternatively, the ordinance may require the developer to contribute funds for the local government to acquire recreational areas serving residents in the immediate area (not necessarily limited to the particular subdivision).

The city statute offers additional language on the matter of funds for recreation lands. For cities, such funds “shall be used only for the acquisition or development of recreation, park, or open space sites,” and any formula for determining funds shall be based on property tax values of the development or subdivision. Cities may require a mix of funds and land dedication from developers.

Example policies:

Garner  
[https://codelibrary.amlegal.com/codes/garner/latest/garner\\_nc/0-0-0-11786](https://codelibrary.amlegal.com/codes/garner/latest/garner_nc/0-0-0-11786)

Newport  
[https://codelibrary.amlegal.com/codes/newportnc/latest/newport\\_nc/0-0-0-29626](https://codelibrary.amlegal.com/codes/newportnc/latest/newport_nc/0-0-0-29626)

Apex  
<https://www.apexnc.org/DocumentCenter/View/18203/Park-Recreation-and-Open-Space-Sites-PDF?bidId=>

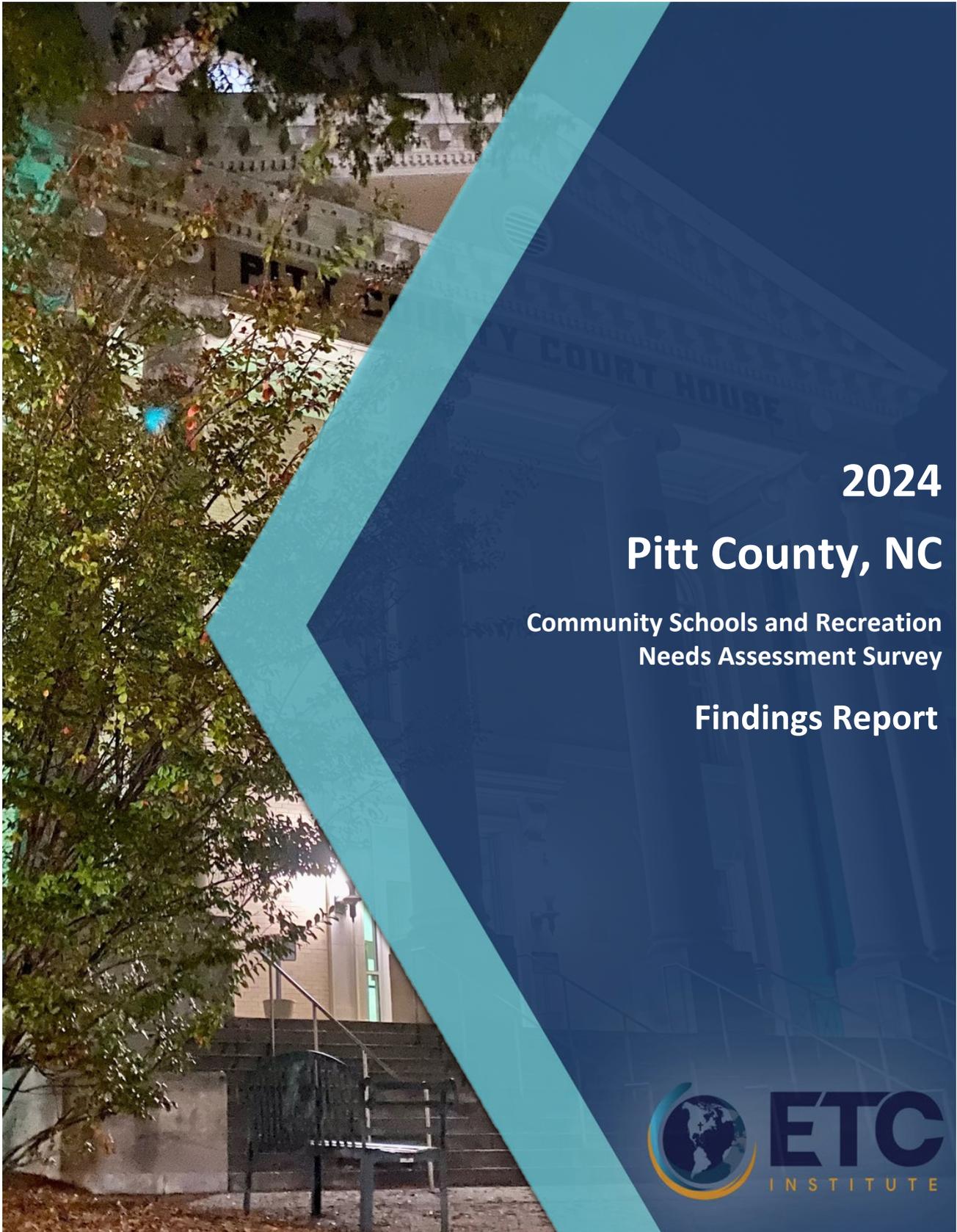
Brevard  
[https://library.municode.com/nc/brevard/codes/code\\_of\\_ordinances?nodeId=UNDEOR\\_CH7OPSP](https://library.municode.com/nc/brevard/codes/code_of_ordinances?nodeId=UNDEOR_CH7OPSP)

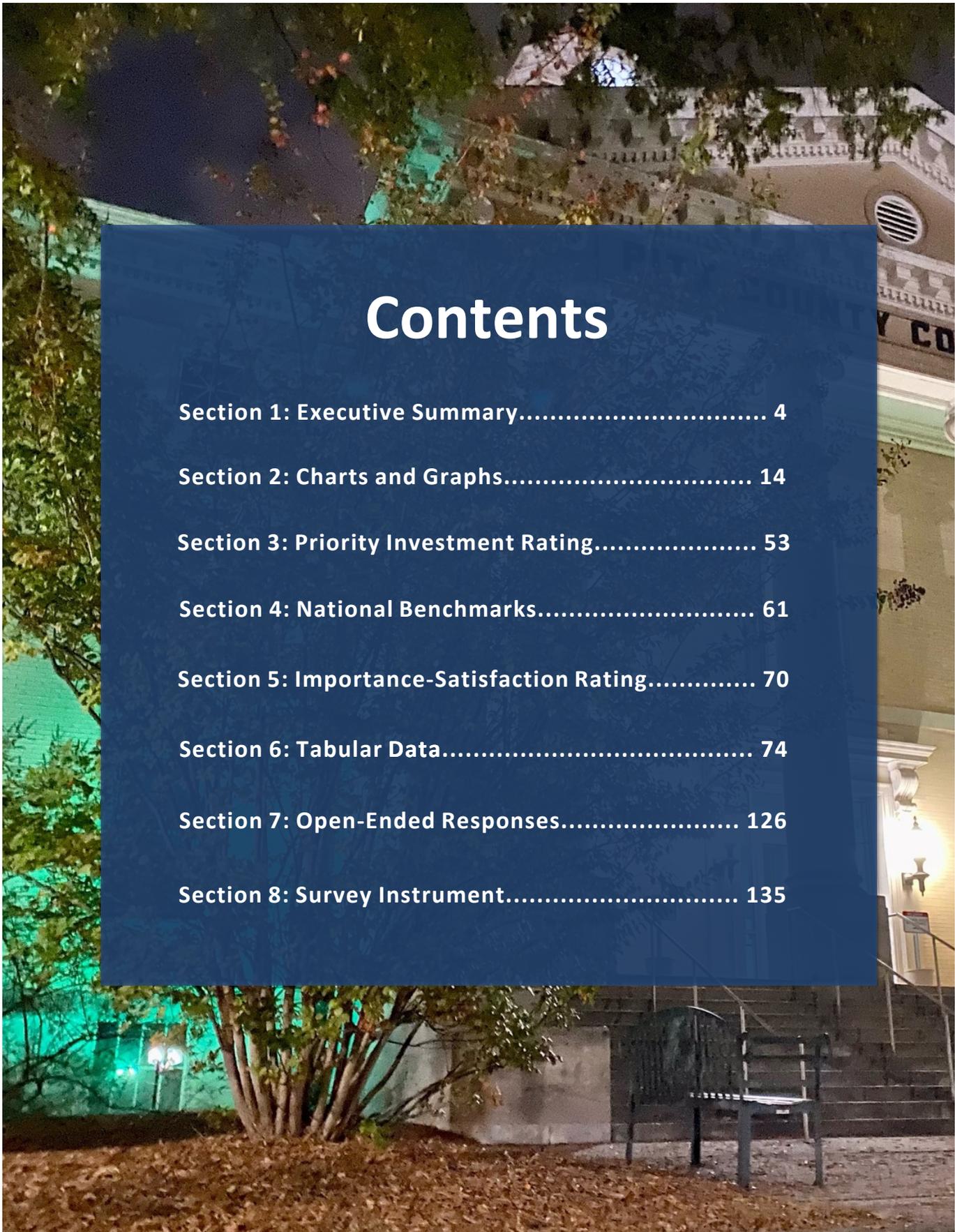
Study from Town of Zebulon on impact Fees, 2021  
[https://www.townofzebulon.org/sites/default/files/uploads/Parks/pr\\_recreation\\_impact\\_fee\\_attachment.pdf](https://www.townofzebulon.org/sites/default/files/uploads/Parks/pr_recreation_impact_fee_attachment.pdf)

Cary's  
[https://codelibrary.amlegal.com/codes/cary/latest/cary\\_nc/0-0-0-72314](https://codelibrary.amlegal.com/codes/cary/latest/cary_nc/0-0-0-72314)

Raleigh's is embedded in their UDO under Facility Fees, article 8.9  
<https://user-2081353526.cld.bz/UnifiedDevelopmentOrdinance/277/>

## Appendix D





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# 2024 Pitt County Community Schools and Recreation Survey Executive Summary

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## Overview

ETC Institute administered a community schools and recreation survey for Pitt County during the months of winter 2024. This survey will be used to gather input to help determine parks and recreation priorities for the community.

## Methodology

ETC Institute mailed a survey packet to a random sample of households in Pitt County. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at [PittCountySurvey.org](http://PittCountySurvey.org).

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Pitt County from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to collect a minimum of 400 completed surveys from residents. The goal was met with 403 completed surveys collected. The overall results for the sample of 403 surveys has a precision of at least +/-4.9 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 3)
- Benchmarks comparing data from Pitt County to national averages (Section 4)
- Importance-Satisfaction Analysis that provides priorities for investment for services provided by Pitt County Community Schools and Recreation (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- Answers to open-ended questions (Section 7)
- A copy of the cover letter and survey instrument (Section 8)

The major findings of the survey are summarized in the following pages.

## Pitt County Parks and Recreation Facilities

**Use of Parks and Sites.** Respondents were asked to select all the parks and recreation sites their household has visited over the past year. Town Common (71%), Alice F. Keene Park (56%), River Park North (40%), and Wildwood Park (40%) were visited most often by respondents. Most respondents (91%) rated the overall physical condition of facilities they have visited as either “good” (64%) or “excellent” (27%).

**Organizations Used.** Respondents were asked to select all the organizations their household has used for parks, trails, and recreation activities over the past year. State parks of North Carolina (46%) was selected most often followed by local town/city parks and recreation agency (41%) and Pitt County Community Schools and Recreation (27%). When asked to select just the two organizations their household uses most, local town/city parks and recreation agency (20%) and state parks of North Carolina (20%) were selected most often.

## Pitt County Recreation Programs and Special Events

**Program Participation.** Twenty percent (20%) of respondents report participating in programs offered by Pitt County Community Schools and Recreation in the past year. Of those who did participate, over half (52%) participated in 2-3 programs. Most of these respondents (96%) rated the overall quality of programs as either “good” (62%) or “excellent” (34%).

**Reasons for Participating.** Respondents who report participating in programs offered by Pitt County Community Schools and Recreation were asked to select the top three reasons they chose to participate. Reasonable cost (62%), location of facility (47%), and family/friends participating (39%) were chosen most often.

**Communication Methods.** Respondents most often reported learning about Pitt County Community Schools and Recreation via word of mouth (57%), the website (51%), and social media (49%). The top three ways respondents prefer to learn about Pitt County Community Schools and Recreation is via the website (48%), social media (47%), and word of mouth (37%).

**Barriers to Participation.** Respondents were asked to select all the reasons their household does not use, or does not more often use, recreation facilities, amenities, parks, or participate in programs. Not knowing what is available (29%) and busy schedules (21%) were selected most often. Thirty-nine percent (39%) of respondents report having no barriers to participation.

**Special Events Offerings.** Respondents would most like to see (selecting the item as one of their top three choices) more festivals (54%), concerts (44%), and family events (35%) offered by Pitt County Community Schools and Recreation.

## Pitt County Recreation, Parks, and Cultural Services

**Satisfaction with Services.** Respondents were provided with a list of 13 recreation, parks, and cultural services provided by Pitt County Community Schools and Recreation and asked to rate their level of satisfaction with each. The services respondents were most satisfied with (rating “satisfied” or “very satisfied”) were maintenance of parks (79%), maintenance of trails (77%), and number of parks in the County’s system (56%).

**Importance of Services.** Respondents were asked to select the three services they think should receive the most emphasis from the County over the next five years. Security at parks (30%), maintenance of parks (30%), and security on trails (25%) were selected most often. Importance and satisfaction for services were further examined in section 5 of this report, “Importance-Satisfaction Analysis”.

## Improvements, Funding, and Benefits of Recreation

**Support for Open Space Use Options.** Respondents were provided with six potential uses for open spaces and asked to rate their level of support for each. Respondents most supported (rating “somewhat supportive” or “very supportive”) currently acquired open space being developed for passive uses (79%), acquiring additional open space areas and developing it for passive uses (75%), and acquiring additional open space areas and leaving undeveloped for future generations (70%). When asked to select the three options most important, developing underdeveloped open space already acquired for passive uses (61%), acquiring additional open space areas and developing for passive uses (47%), and acquiring additional open space areas and developing for water-based facilities (38%) were selected most often.

**Funding Allocation Priorities.** When asked to select the top priority way in which Pitt County Community Schools and Recreation should allocate funding, developing land that has already been purchased with new parks and facilities (42%) was selected most often followed by renovating existing facilities (30%).

**Satisfaction with Overall Value.** Over half of respondents (57%) feel either “satisfied” (44%) or “very satisfied” (13%) with the overall value their household receives from Pitt County Community Schools and Recreation.

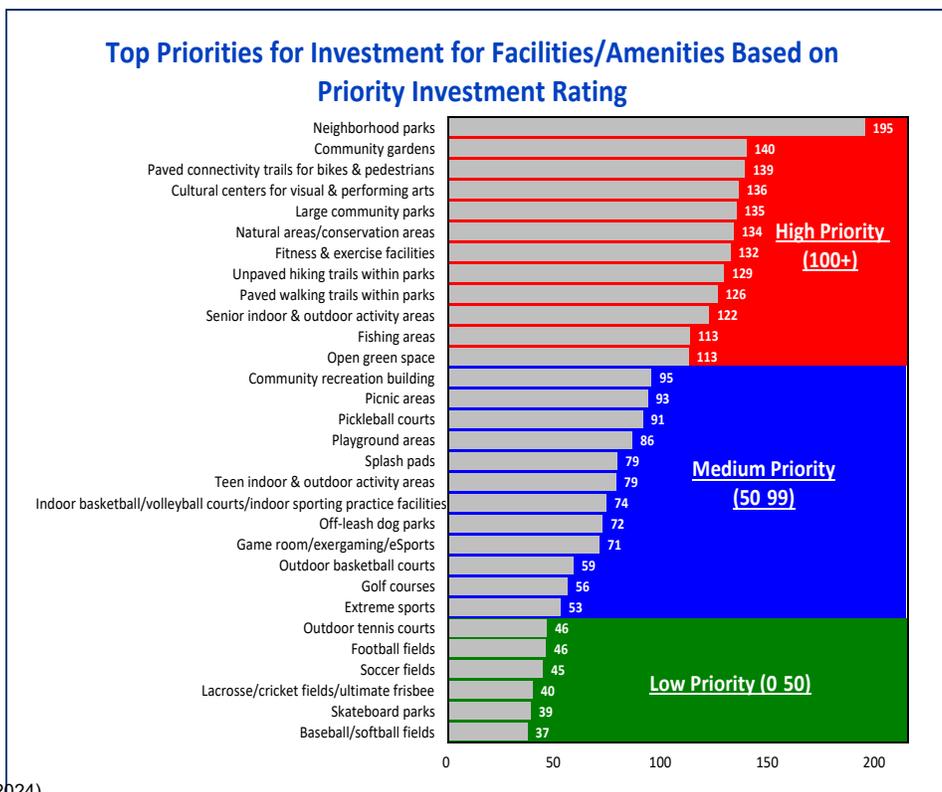
**Benefits of Pitt County Community Schools and Recreation.** Respondents were asked to rate their level of agreement with 11 statements regarding potential benefits of Pitt County CS&R. Respondents most often agreed (selecting “agree” or “strongly agree”) that Pitt County CS&R makes Pitt County a more desirable place to live (85%), improves physical health and fitness (82%), and improves mental health and reduces stress (79%). These were also the three items most often selected when respondents were asked to choose the three benefits most important to their household.

**Priorities for Facility Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on amenities/facilities and (2) how many residents have unmet needs for the amenity/facility. [ Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following amenities/facilities were rated as high priorities for investment:

- Neighborhood parks (PIR=195)
- Community gardens (PIR=140)
- Paved connectivity trails for bikes and pedestrians (PIR=139)
- Cultural centers for visual and performing arts (PIR=136)
- Large community parks (PIR=135)
- Natural areas/conservation areas (PIR=134)
- Fitness and exercise facilities (PIR=132)
- Unpaved hiking trails within parks (PIR=129)
- Paved walking trails within parks (PIR=126)
- Senior indoor and outdoor activity areas (PIR=122)
- Fishing areas (PIR=113)
- Open green space (PIR=113)

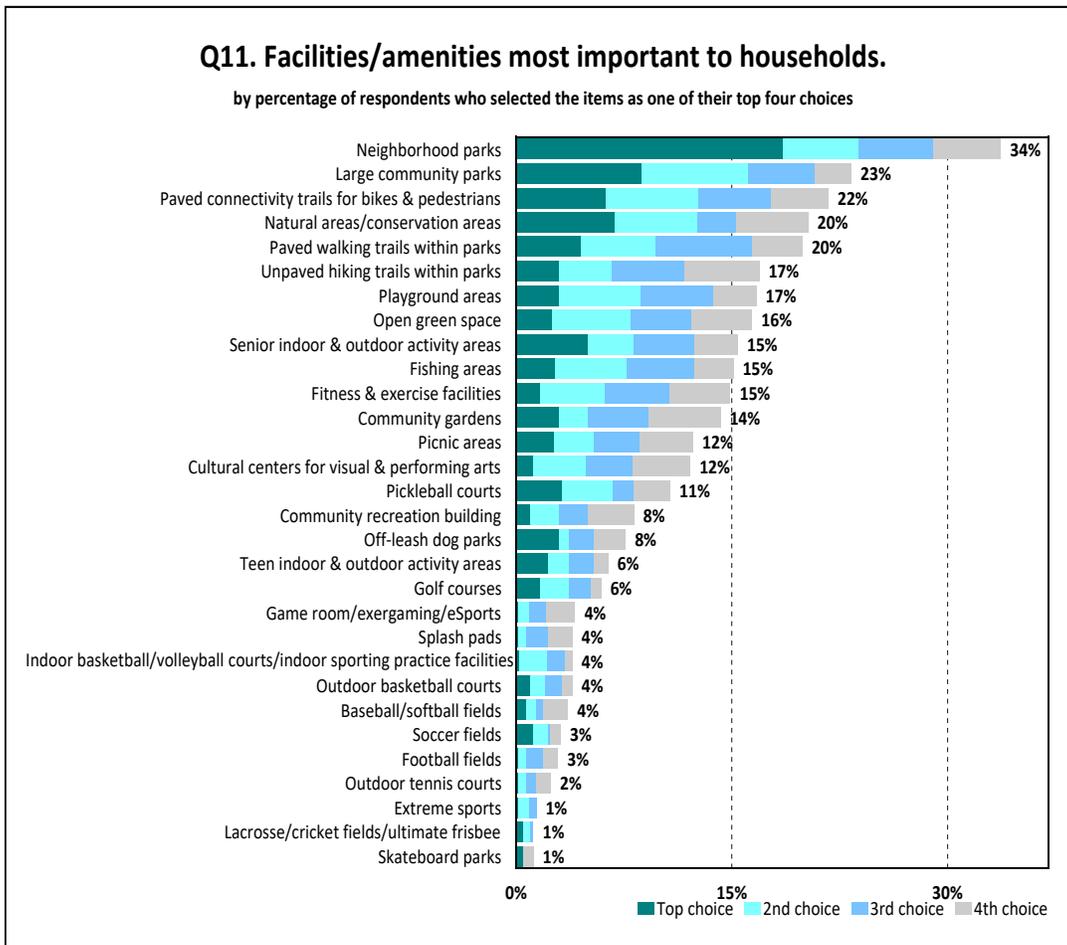
The chart below shows the Priority Investment Rating for each of the 30 activities/programs assessed on the survey.



**Amenities/Facilities Importance:** In addition to assessing the needs for each amenity/facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four amenities/facilities ranked most important to residents:

1. Neighborhood parks (34%)
2. Large community parks (23%)
3. Paved connectivity trails for bikes and pedestrians (22%)
4. Natural areas/conservation areas (20%) and Paved walking trails within parks (20%)

The percentage of residents who selected each amenity/facility as one of their top four choices is shown in the chart below.



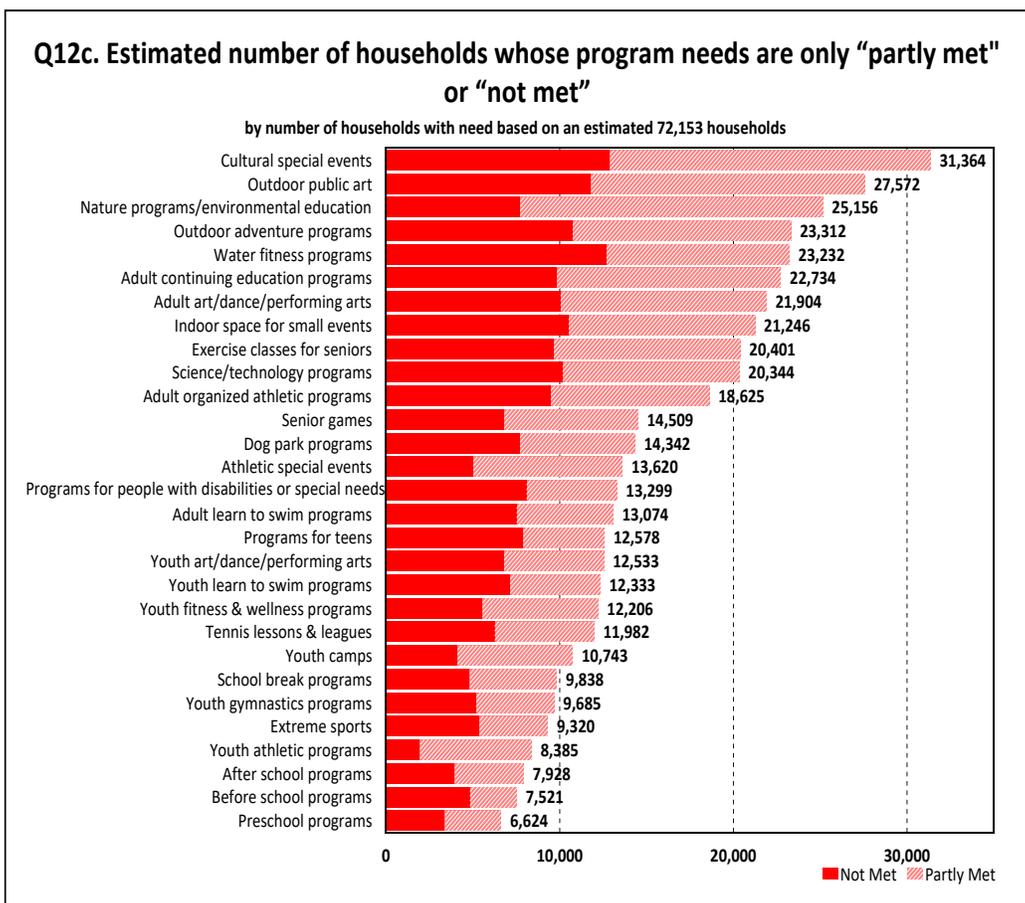
## Recreation Program Needs and Priorities

**Program Needs:** Respondents were asked to identify if their household had a need for 29 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest number of households that have an unmet need:

1. Cultural special events – 31,364 households
2. Outdoor public art – 27,572 households
3. Nature programs/environmental education – 25,156 households

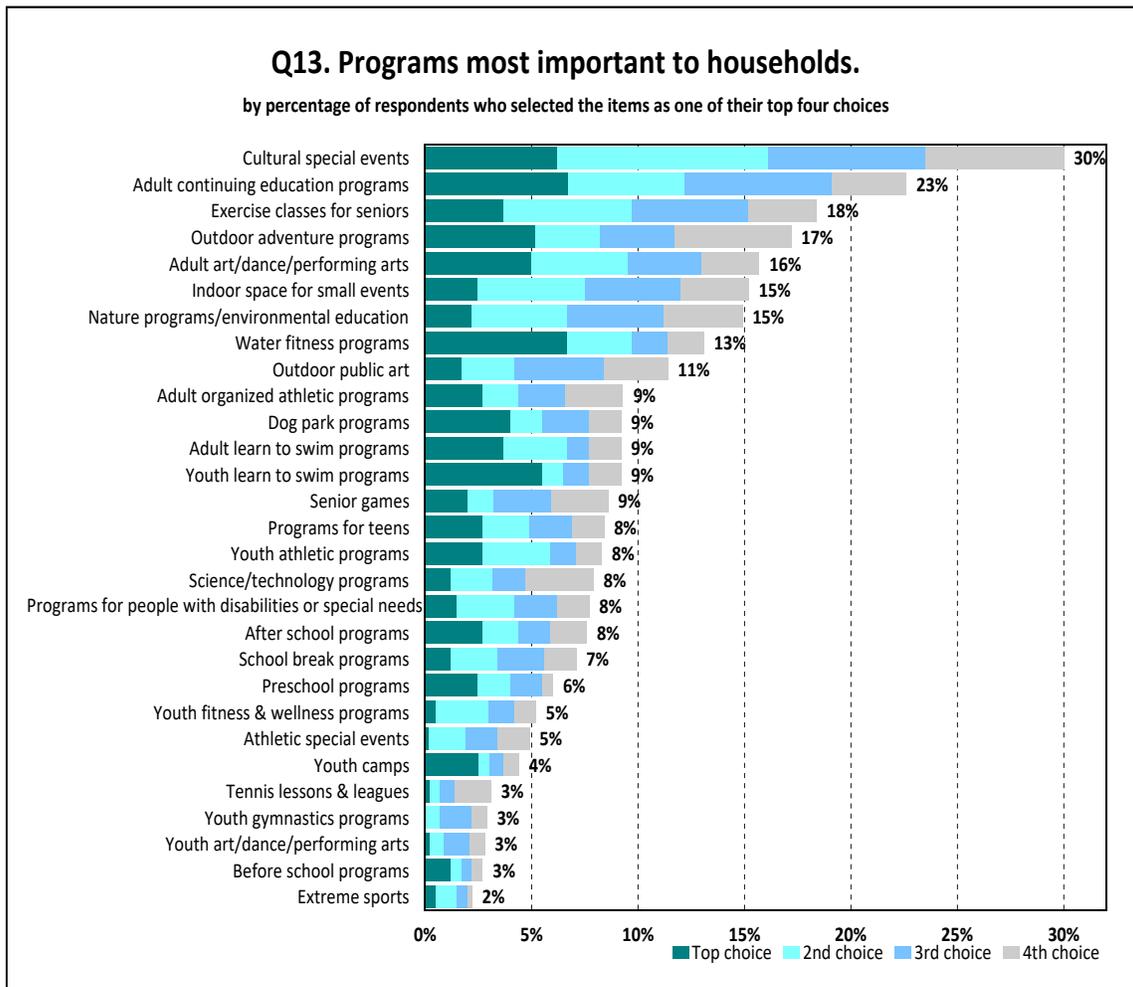
The estimated number of households that have unmet needs for each of the 29 programs assessed is shown in the chart below.



**Programs Importance:** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four programs ranked most important to residents:

1. Cultural special events (30%)
2. Adult continuing education programs (23%)
3. Exercise classes for seniors (18%)
4. Outdoor adventure programs (17%)

The percentage of residents who selected each program as one of their top four choices is shown in the chart below.

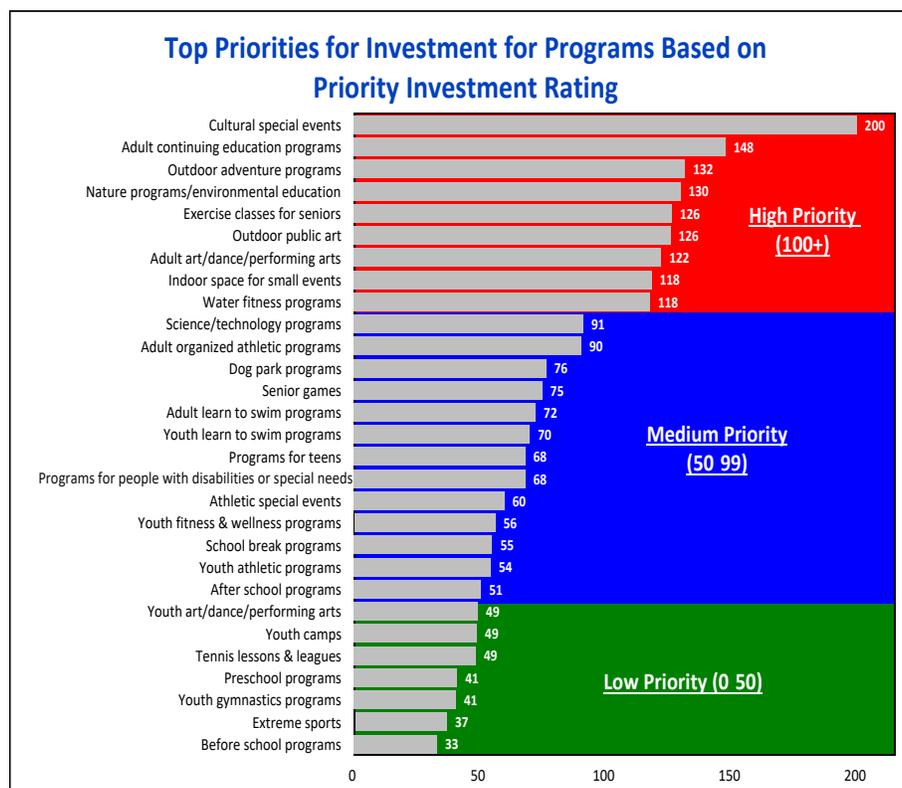


**Priorities for Program Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the program. [ Details regarding the methodology for this analysis are provided in Section 3 of this report.]

Based the Priority Investment Rating (PIR), the following activities/programs were rated as high priorities for investment:

- Cultural special events (PIR=200)
- Adult continuing education programs (PIR=148)
- Outdoor adventure programs (PIR=132)
- Nature programs/environmental education (PIR=130)
- Exercise classes for seniors (PIR=126)
- Outdoor public art (PIR=126)
- Adult art/dance/performing arts (PIR=122)
- Indoor space for small events (PIR=118)
- Water fitness programs (PIR=118)

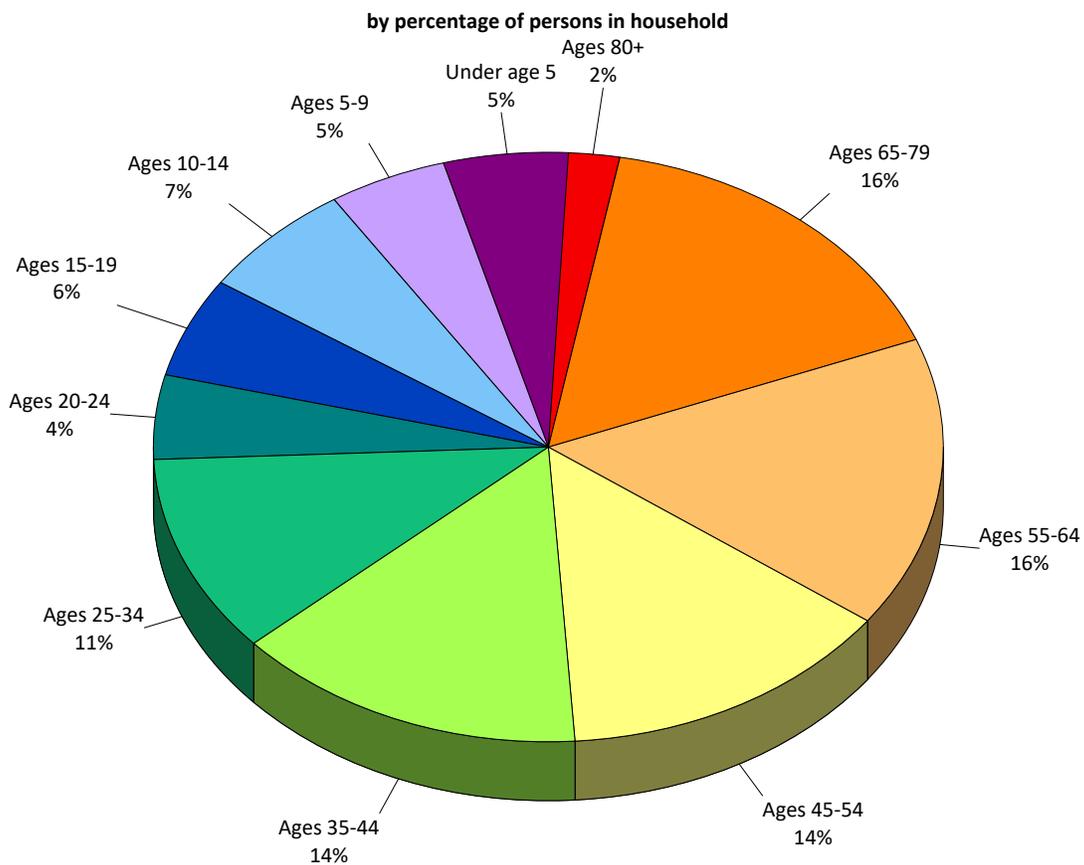
The chart below shows the Priority Investment Rating for each of the 29 programs assessed on the survey.





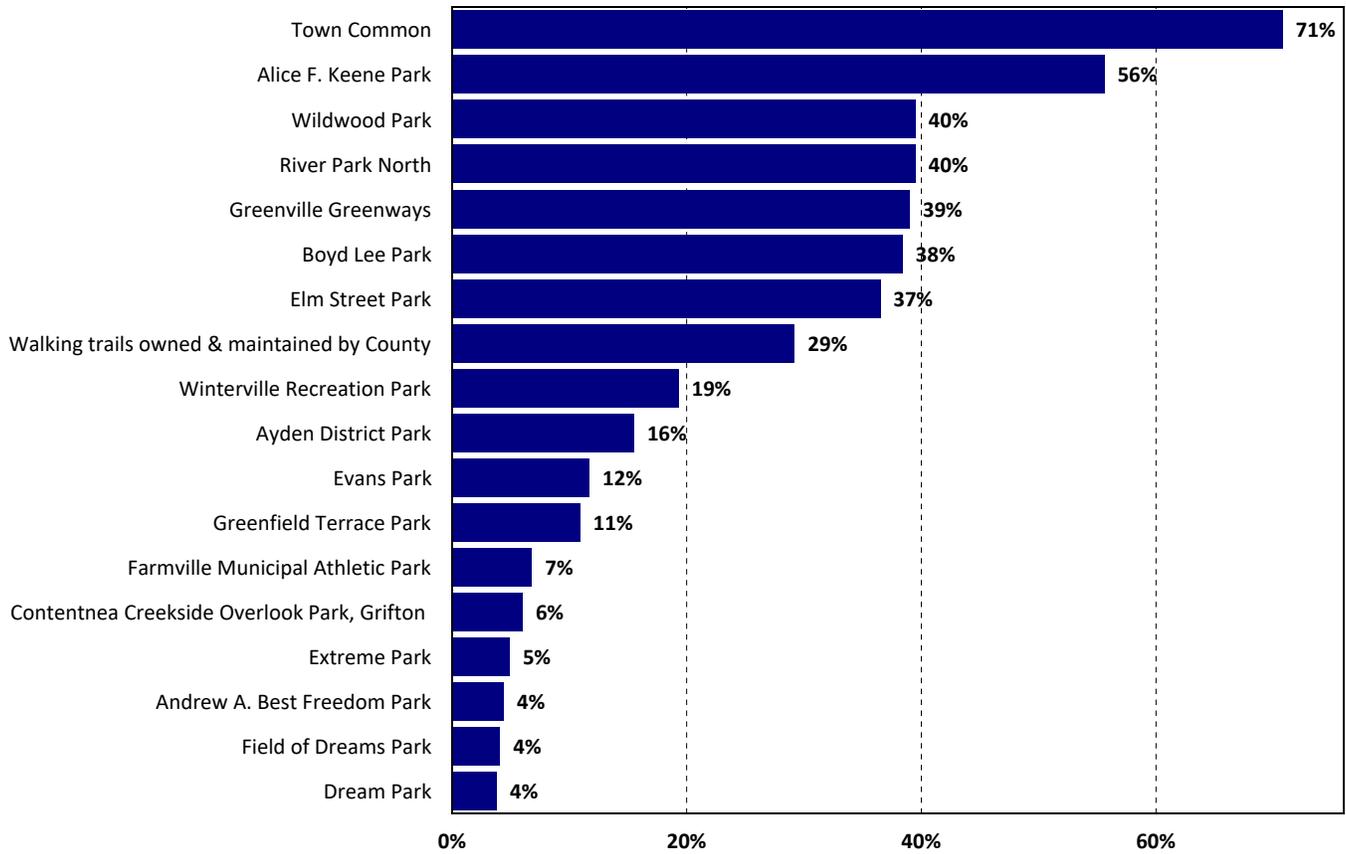
# 2 Charts & Graphs

### Q1. Counting yourself, how many people in your household are...



**Q2. From the following list, please check all the Parks and Recreation sites in Pitt County you/your household have visited in the past year.**

by percentage of respondents (excluding "none")

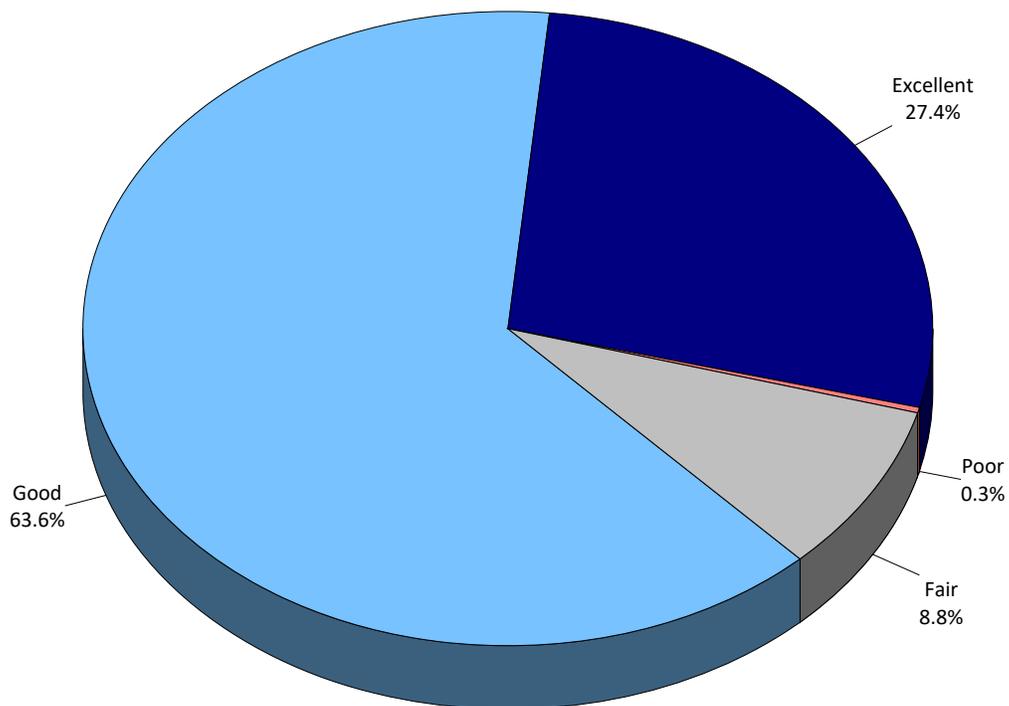


ETC Institute (2024)

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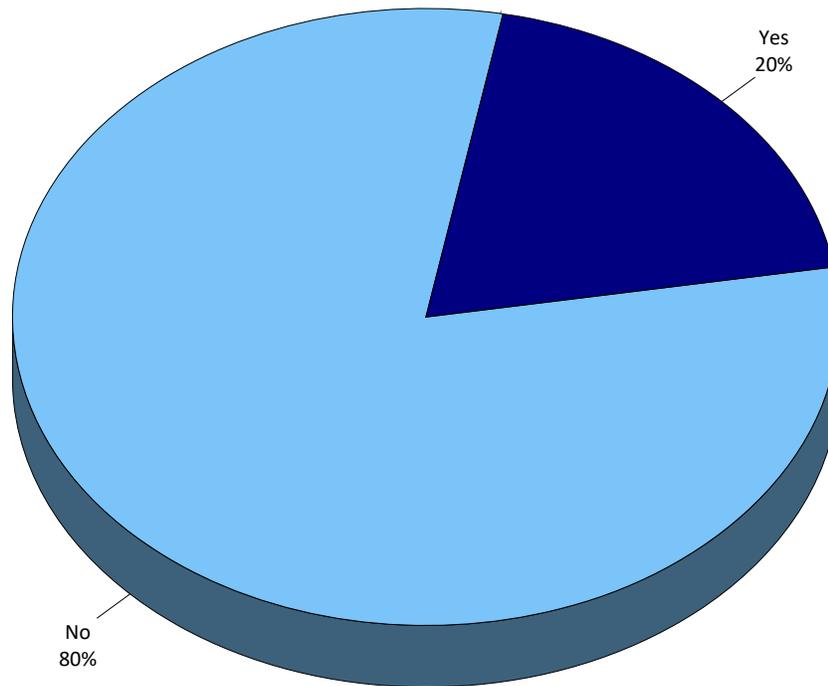
### Q3. Overall, how would you rate the physical condition of all the facilities that you have visited?

by percentage of respondents (excluding "not provided")



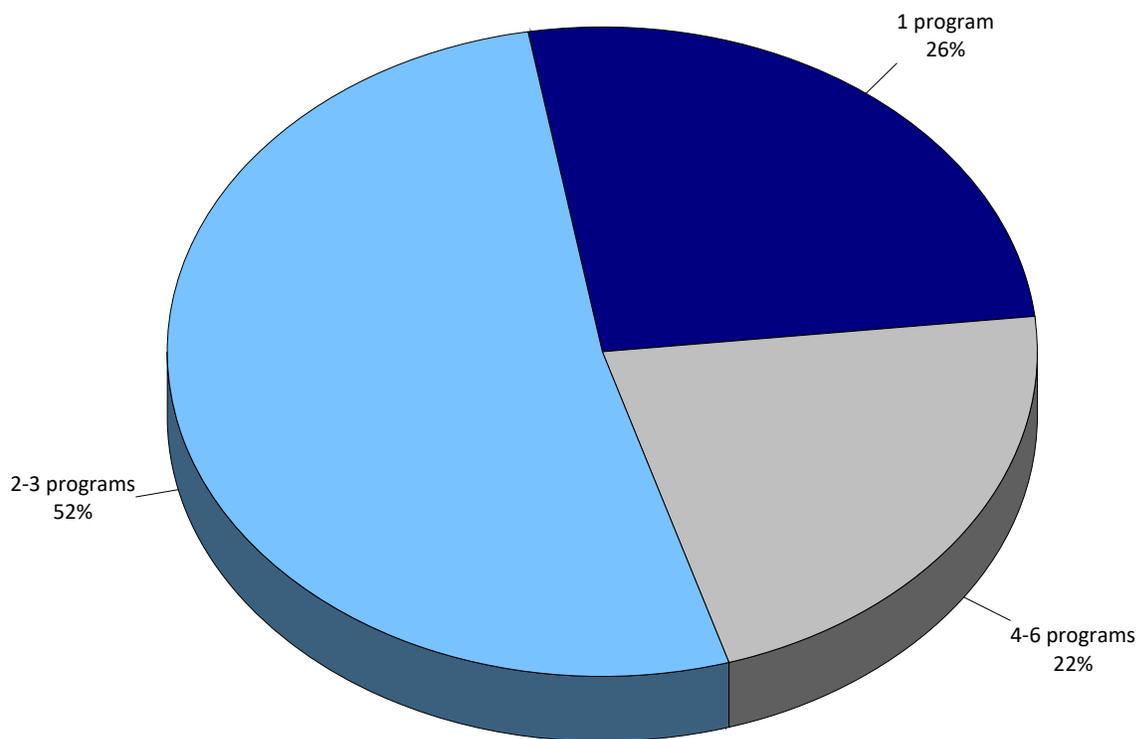
### Q4. Have you/your household participated in any programs (offered by Pitt County CS&R) in the past year?

by percentage of respondents



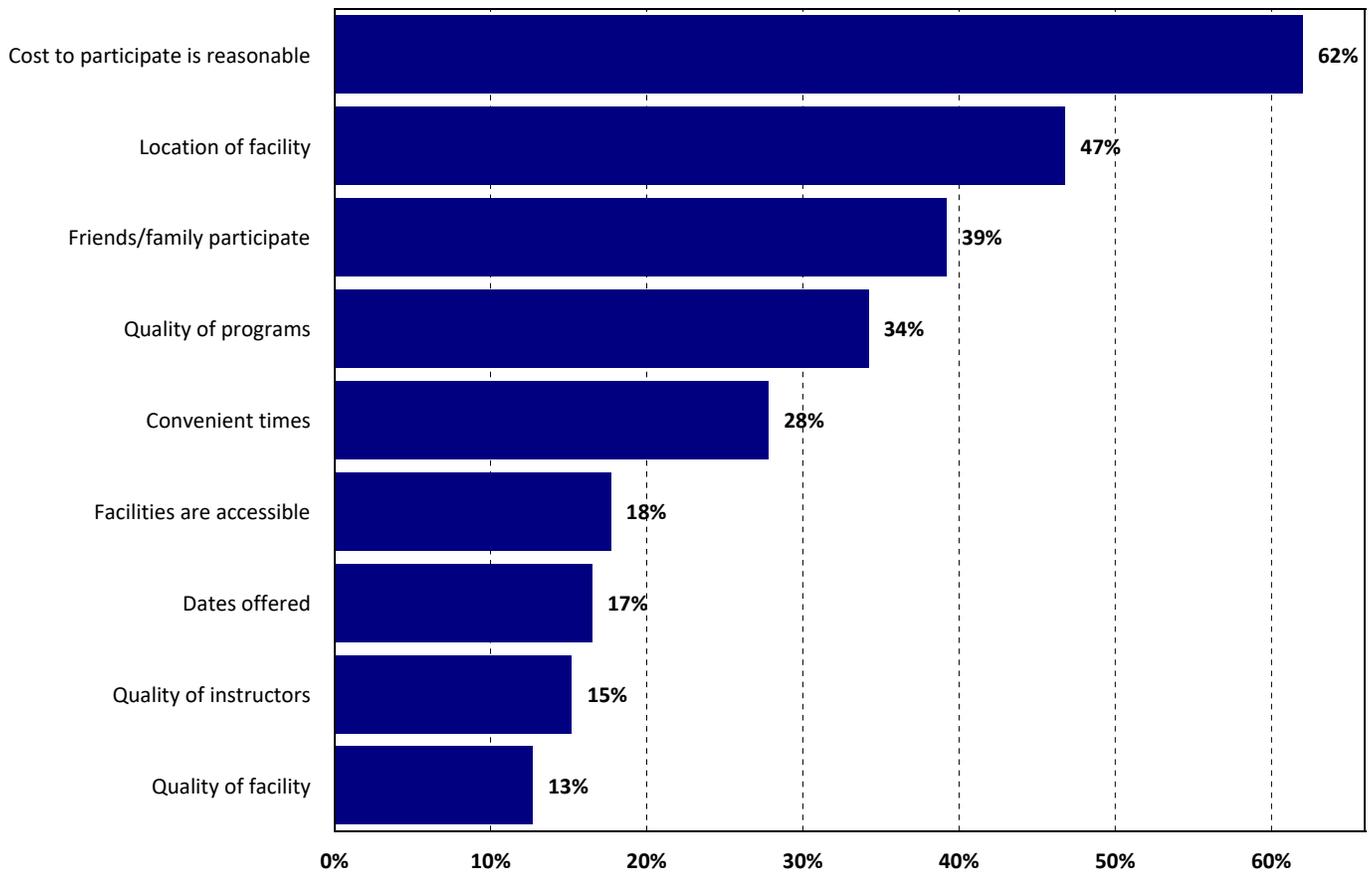
### Q4a. Approximately how many different programs have you/your household participated in over the past year?

by percentage of respondents who reported participating in programs (excluding "not provided")



### Q4b. Please check the three primary reasons your household participates in Pitt County CS&R programs.

by percentage of respondents who report participating in programs (only three options may be selected)

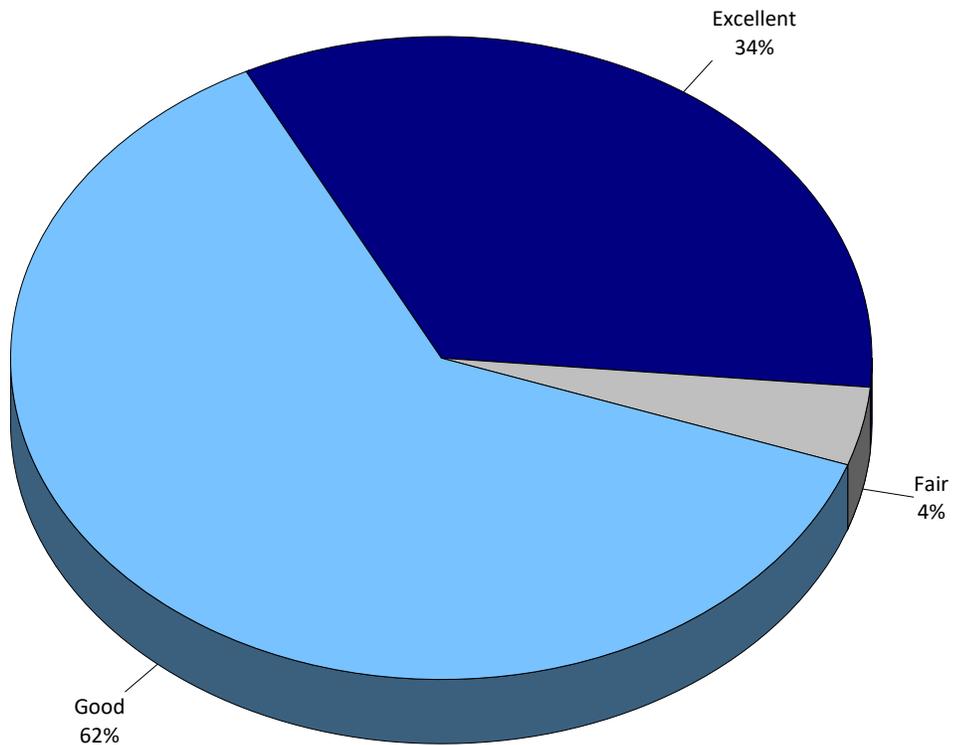


ETC Institute (2024)

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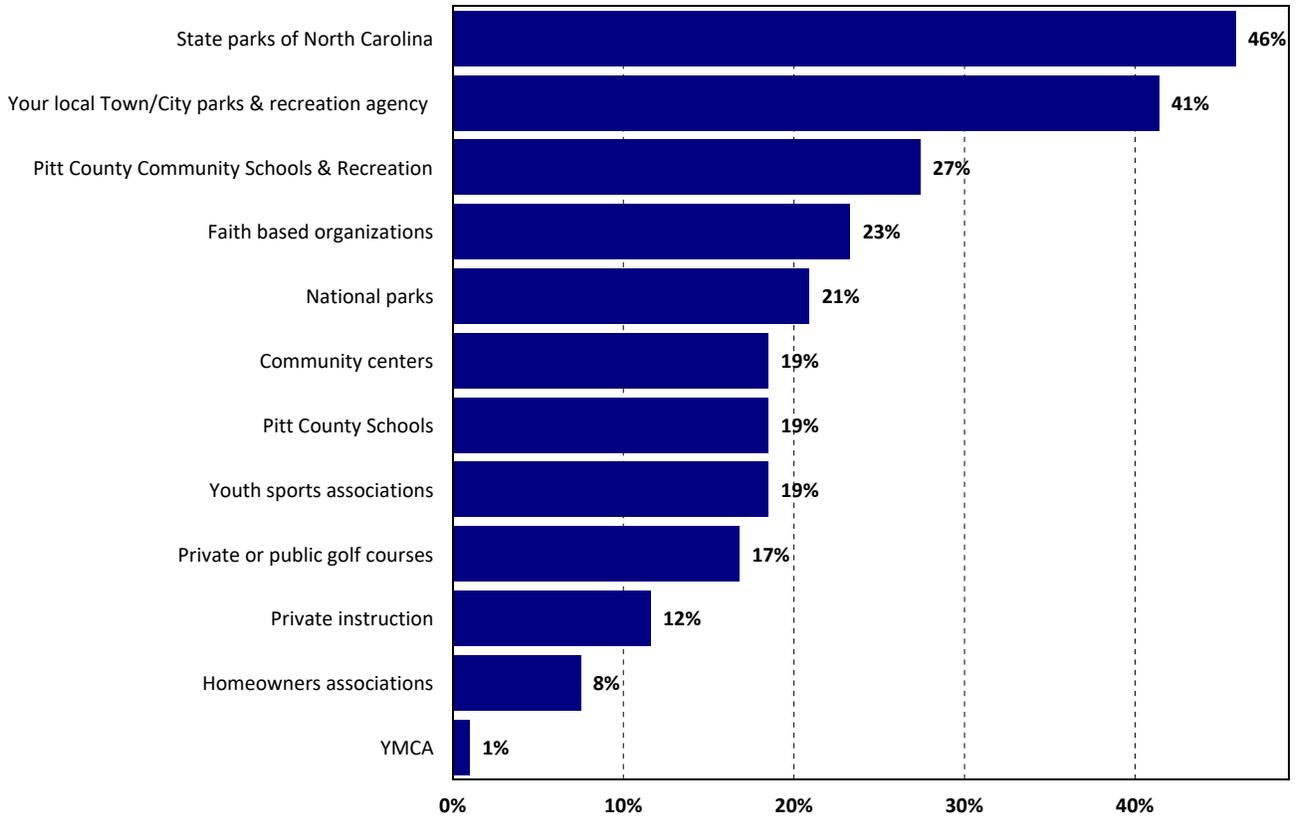
### Q4c. Overall, how would you rate the quality of all the programs that you have participated in?

by percentage of respondents who report participating in programs (excluding "not provided")



**Q5. Please check all of the organizations that you/your household have used for parks, trails, and recreation activities in the past year.**

by percentage of respondents (excluding "none")



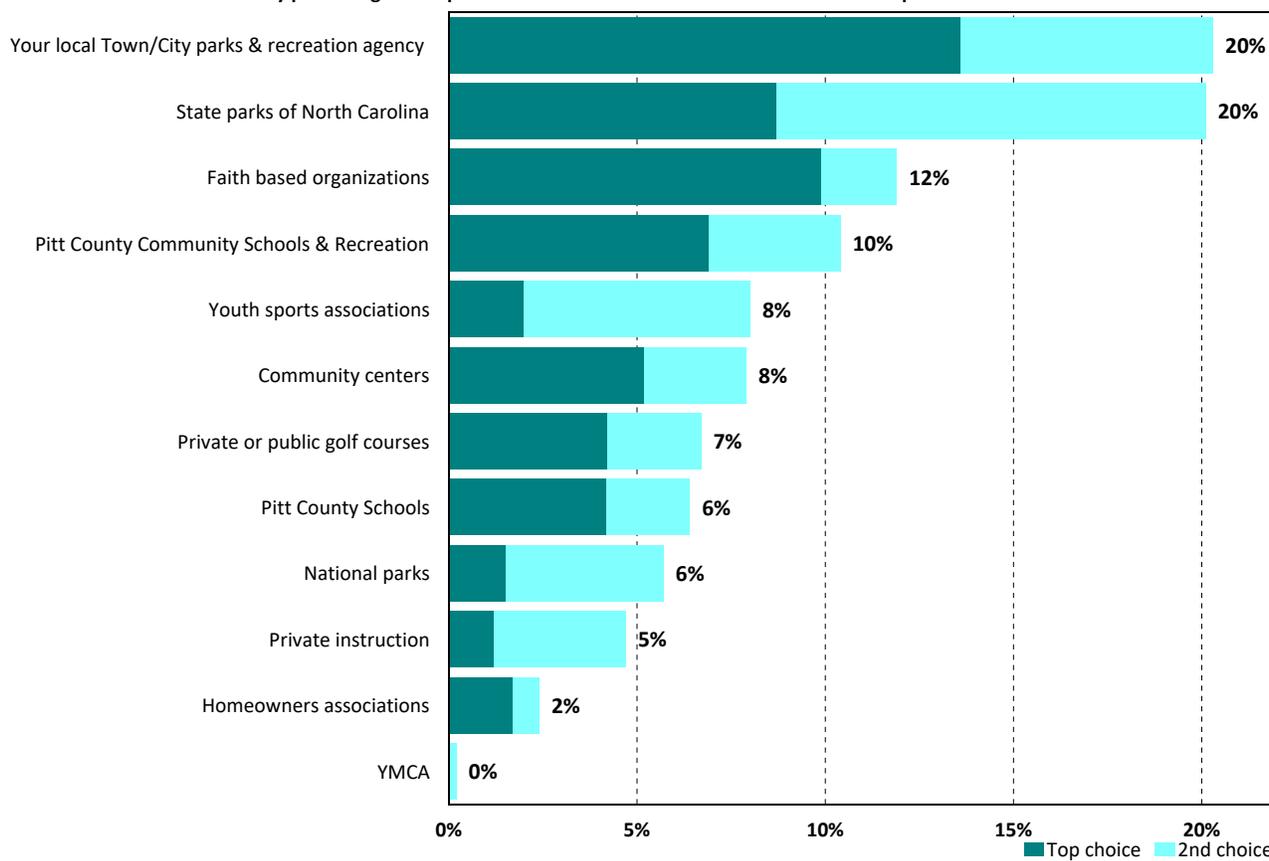
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q6. Which two of the organizations do you/your household use most?

by percentage of respondents who selected the items as one of their top two choices

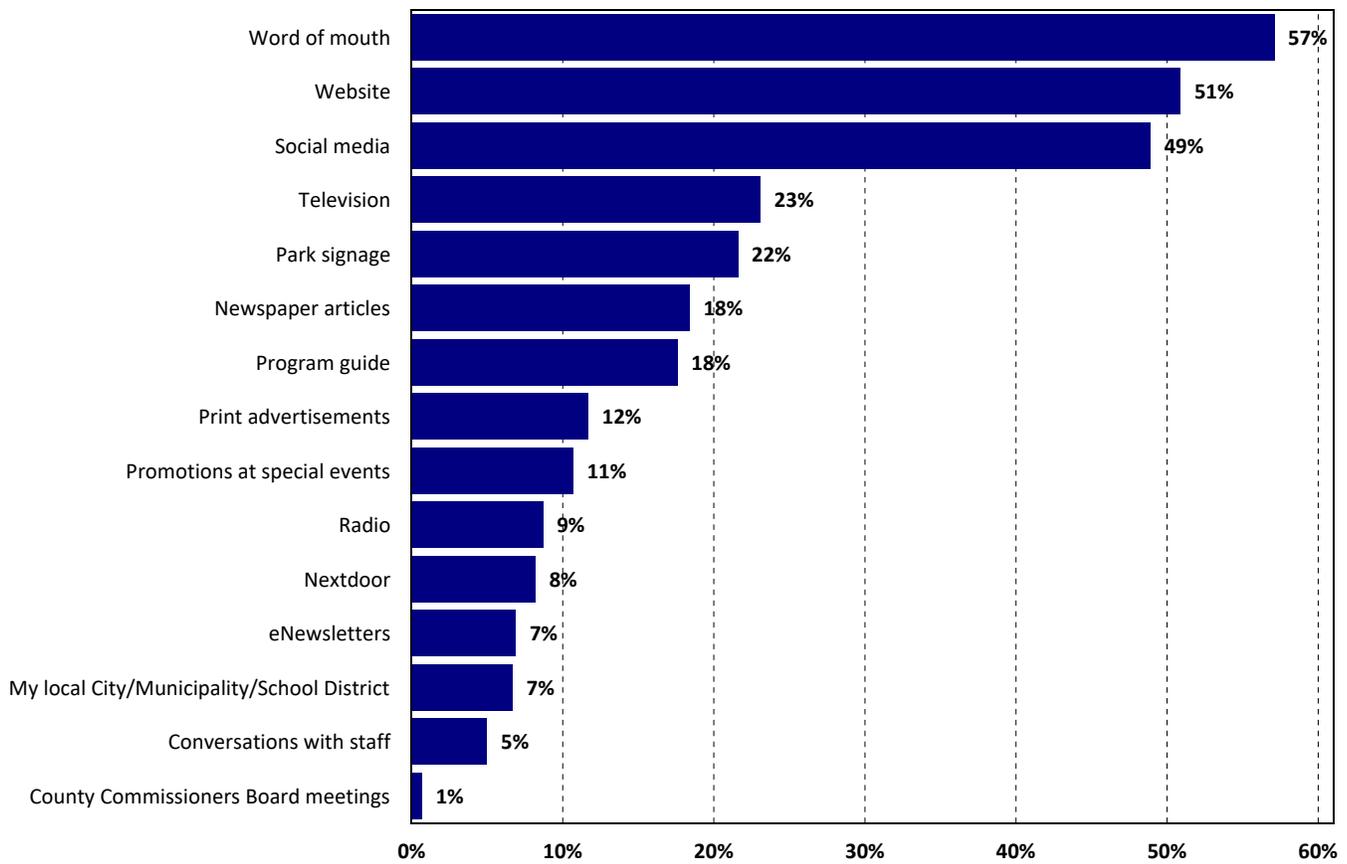


ETC Institute (2024)

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### Q7. Please check all of the following ways you currently use to learn about Pitt County CS&R.

by percentage of respondents who selected sources they use (multiple selections could be made)

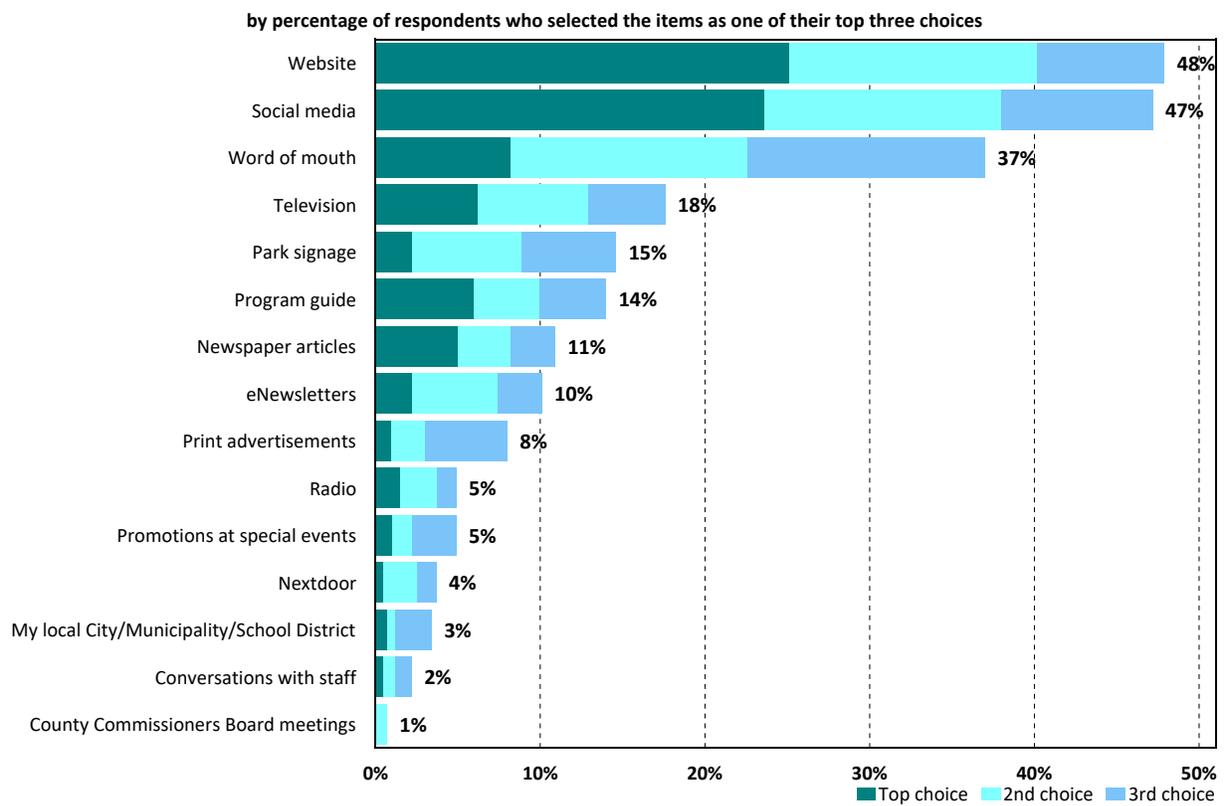


ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q8. Which three sources are your most preferred sources for learning about Pitt County CS&R?

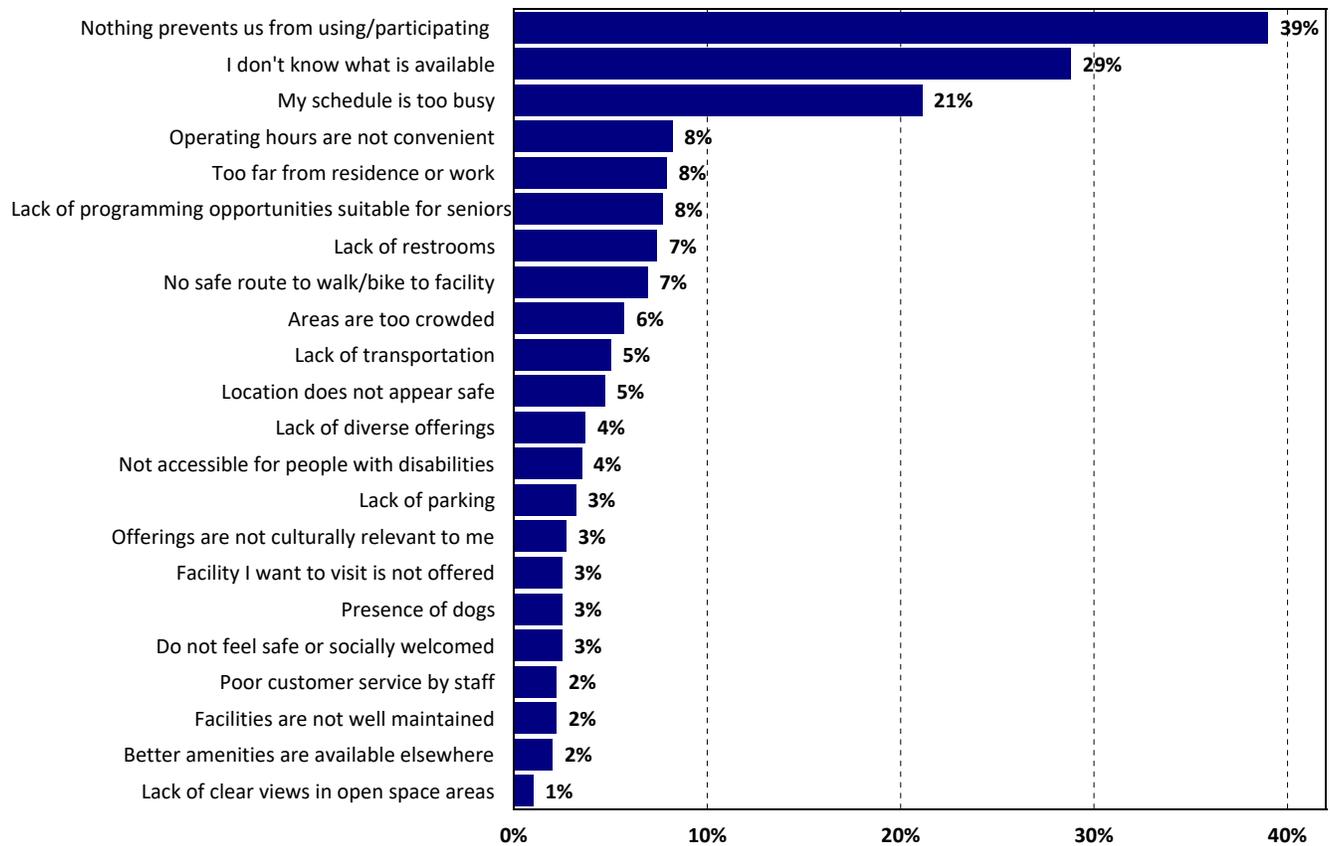


ETC Institute (2024)

24

### Q9. Please check all the reasons why you/your household currently do not use recreation facilities, amenities, and parks or participate in programs more often.

by percentage of respondents who selected barriers (multiple selections could be made)



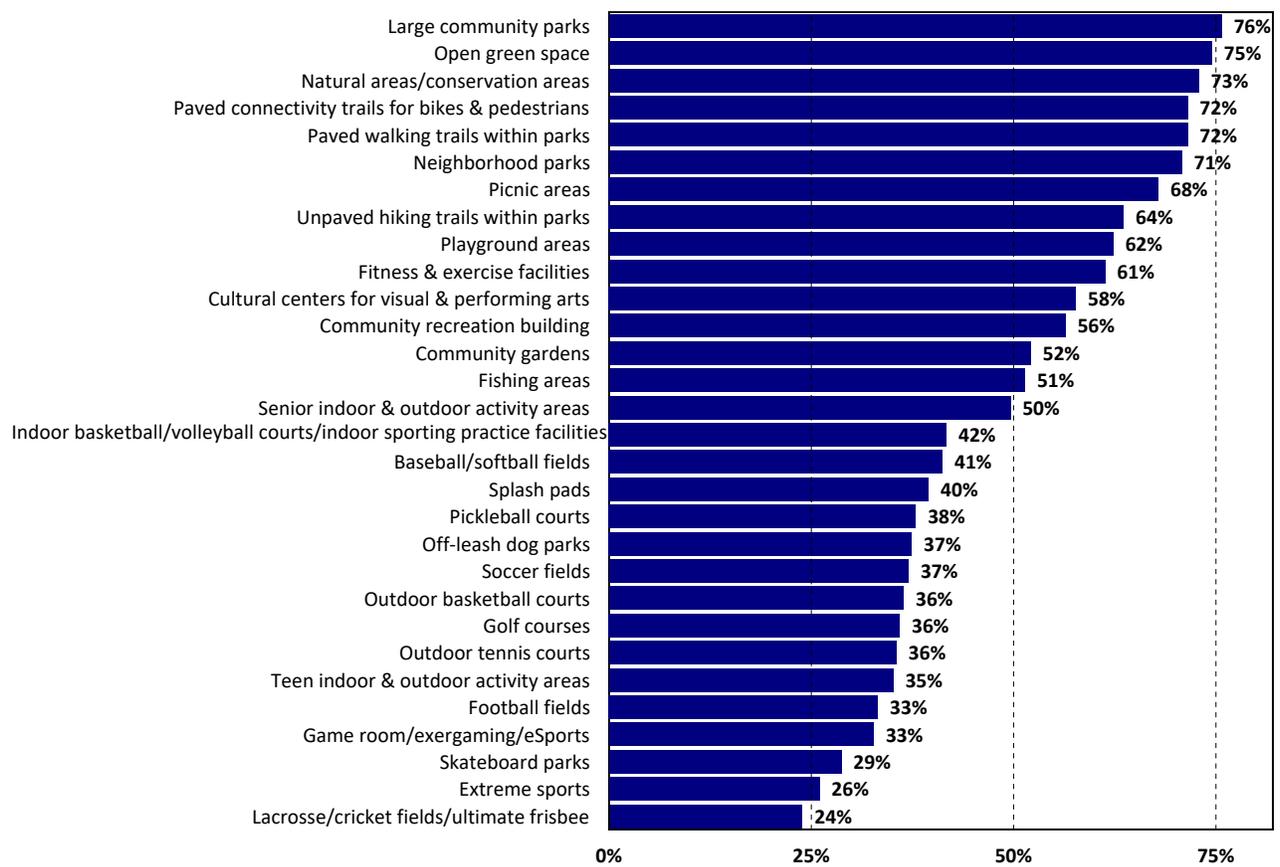
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q10. Need for Recreation Facilities/Amenities.

by percentage of respondents who indicated need

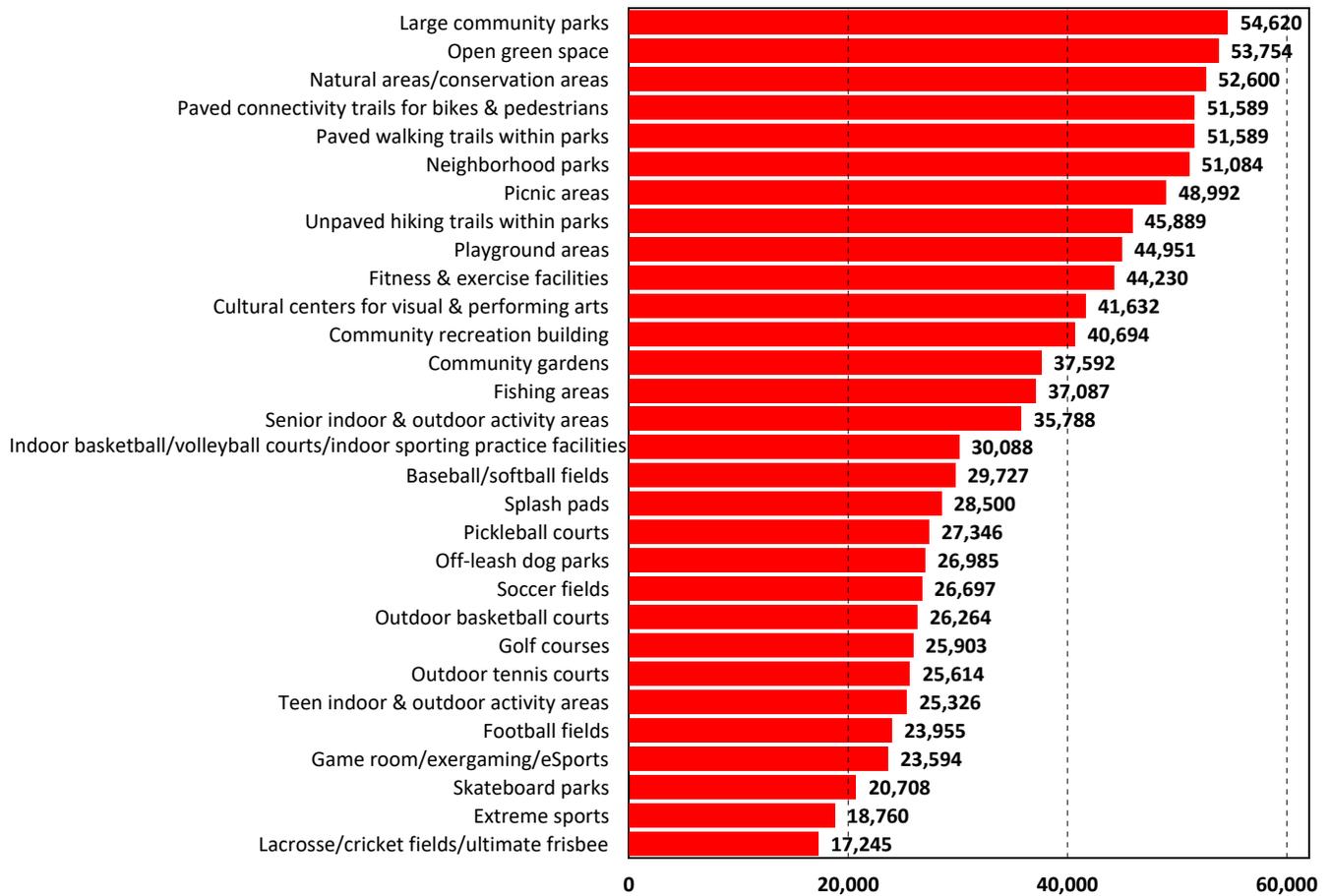


ETC Institute (2024)

26

### Q10. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 72,153 households



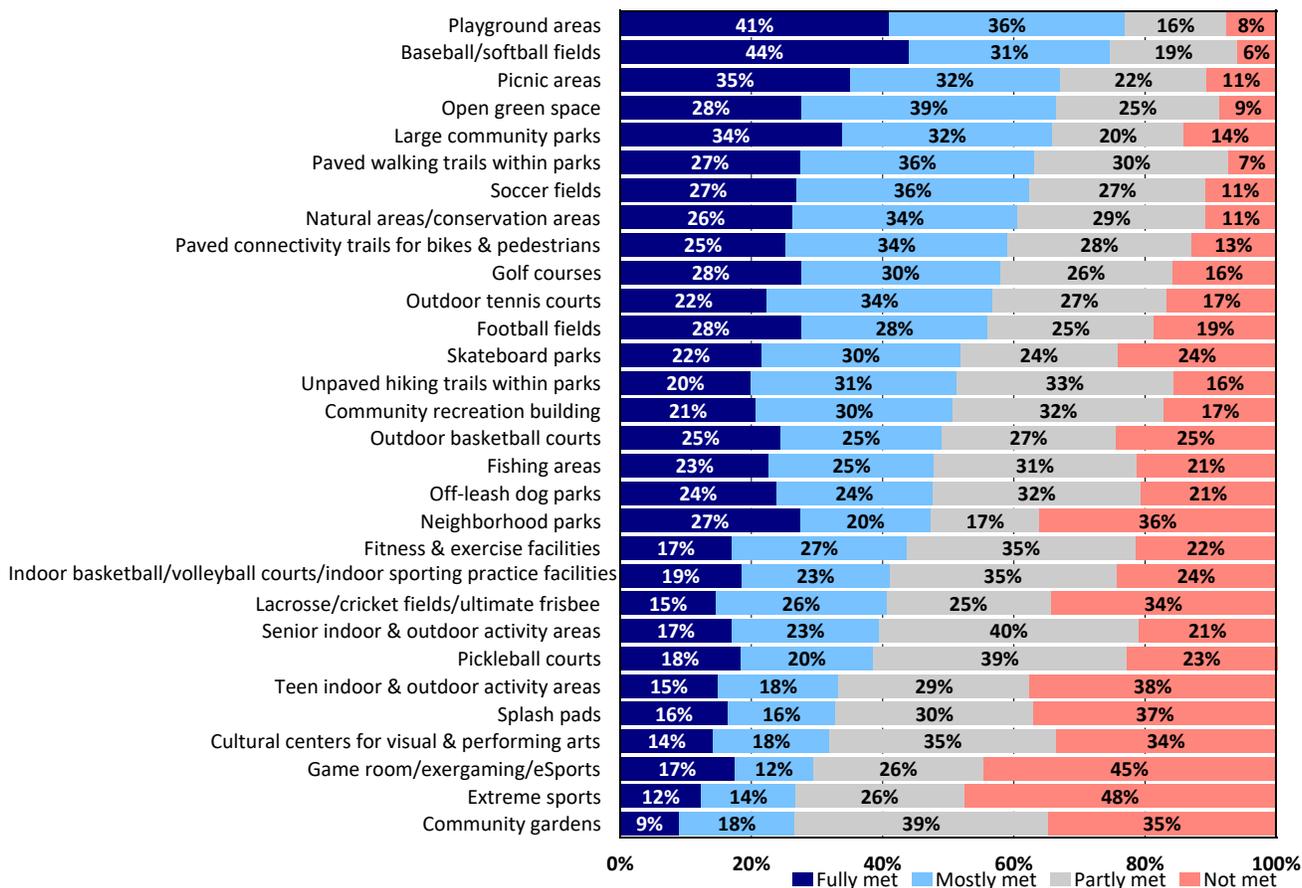
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q10b. How well needs are met for facilities/amenities

by percentage of respondents

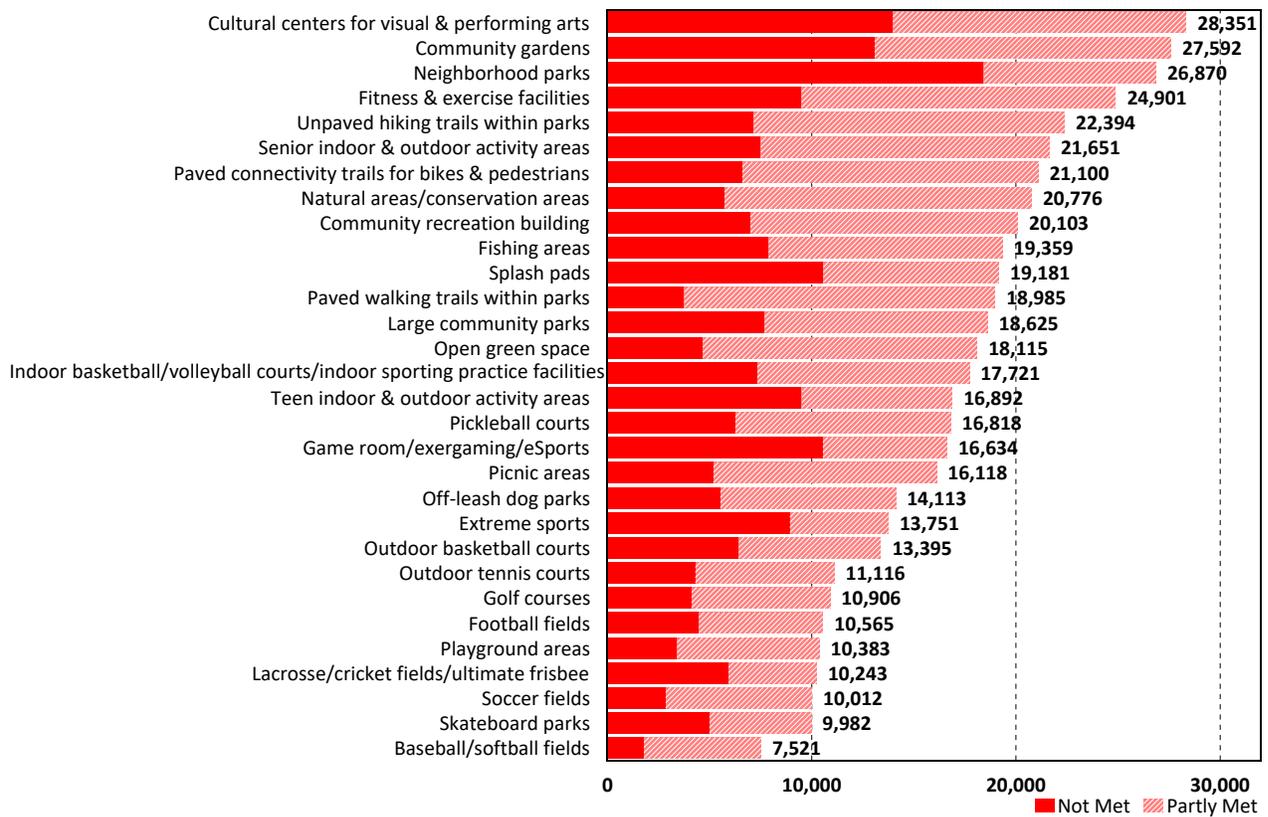


ETC Institute (2024)

28

### Q10c. Estimated number of households whose facility/amenity needs are only “partly met” or “not met”

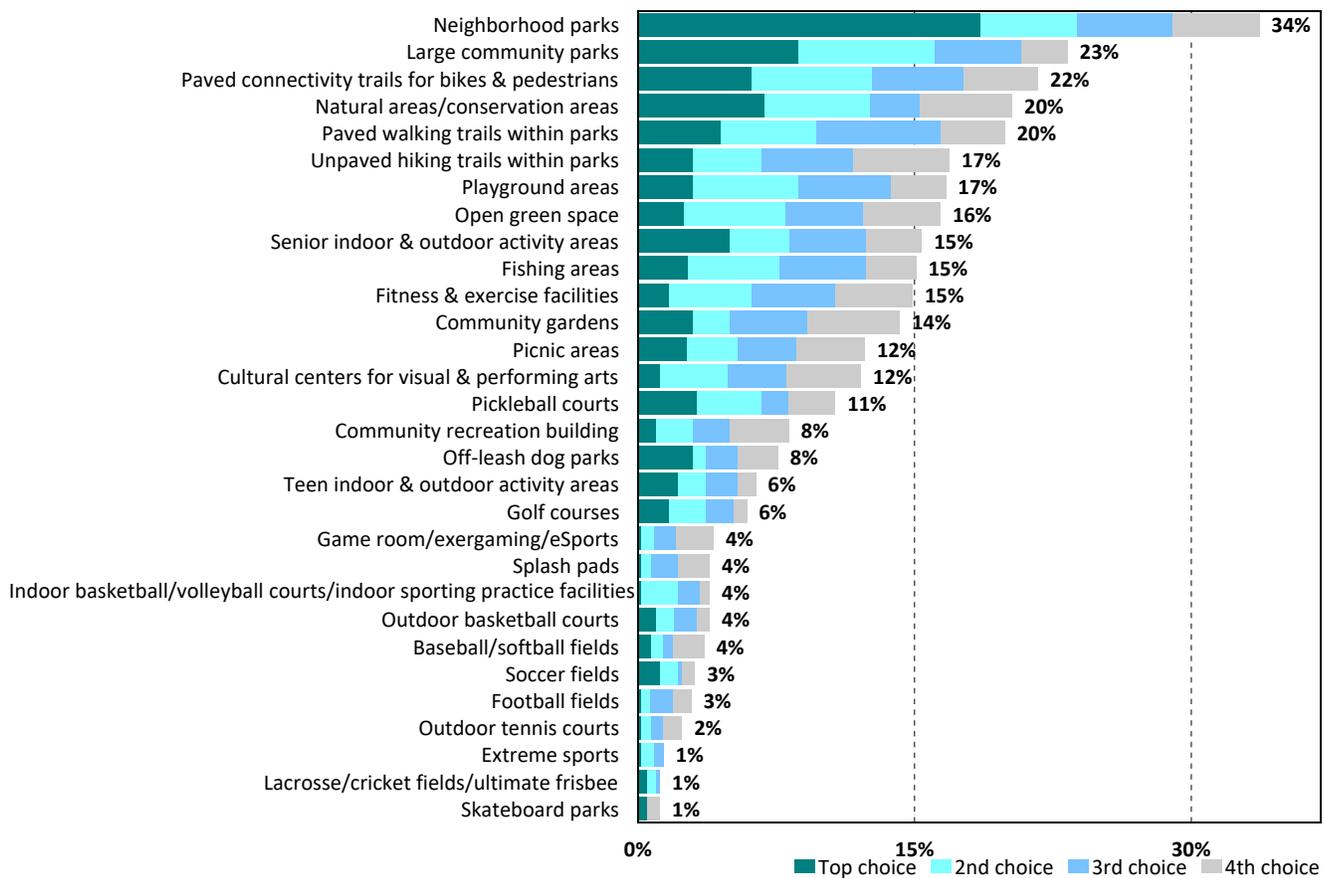
by number of households with need based on an estimated 72,153 households



ETC Institute (2024)

### Q11. Facilities/amenities most important to households.

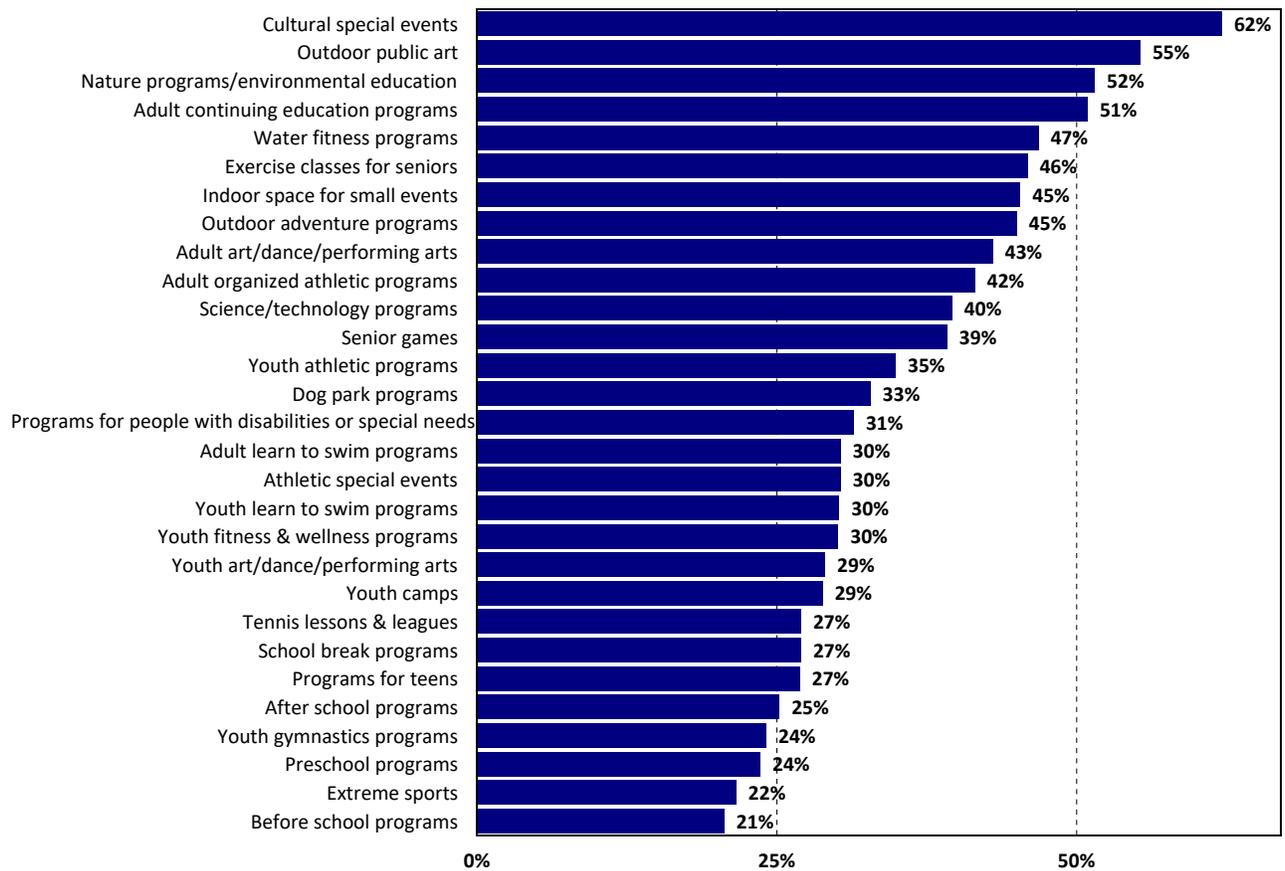
by percentage of respondents who selected the items as one of their top four choices



ETC Institute (2024)

### Q12. Need for recreation programs.

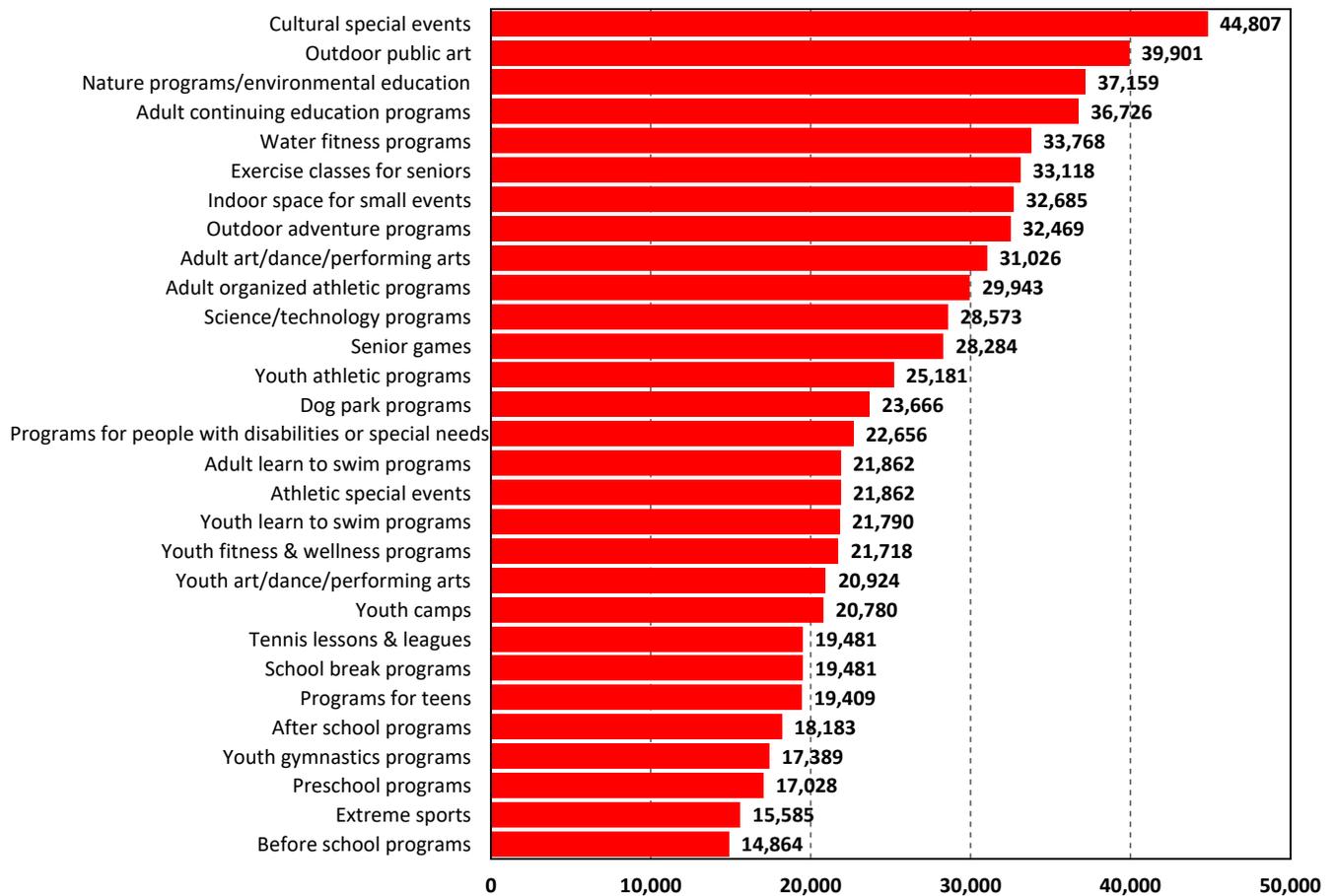
by percentage of respondents who indicated need



Pitt County, NC 2024 Survey

### Q12. Estimated number of households who have a need for programs

by number of households based on an estimated 72,153 households

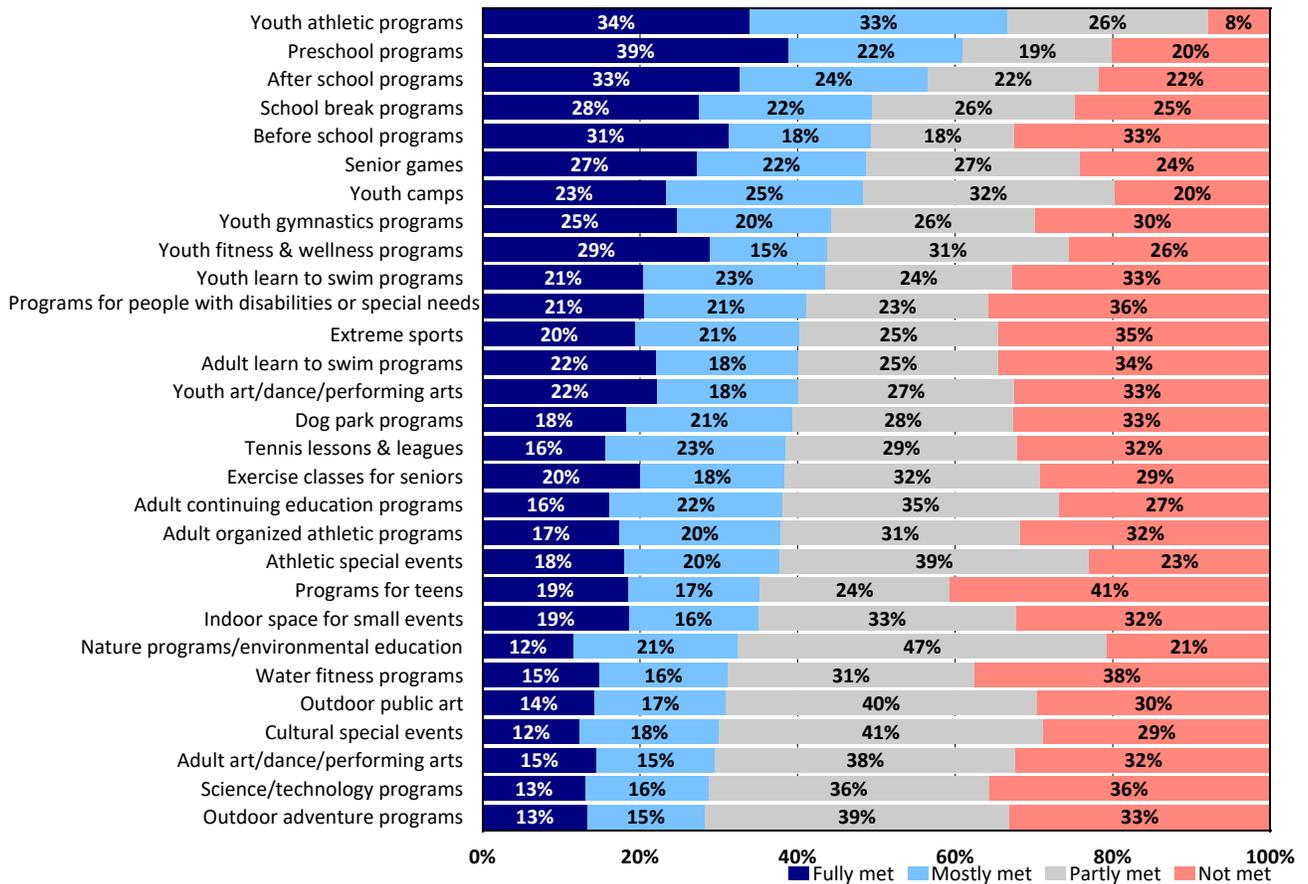


ETC Institute (2024)

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### Q12b. How well needs are met for recreation programs

by percentage of respondents



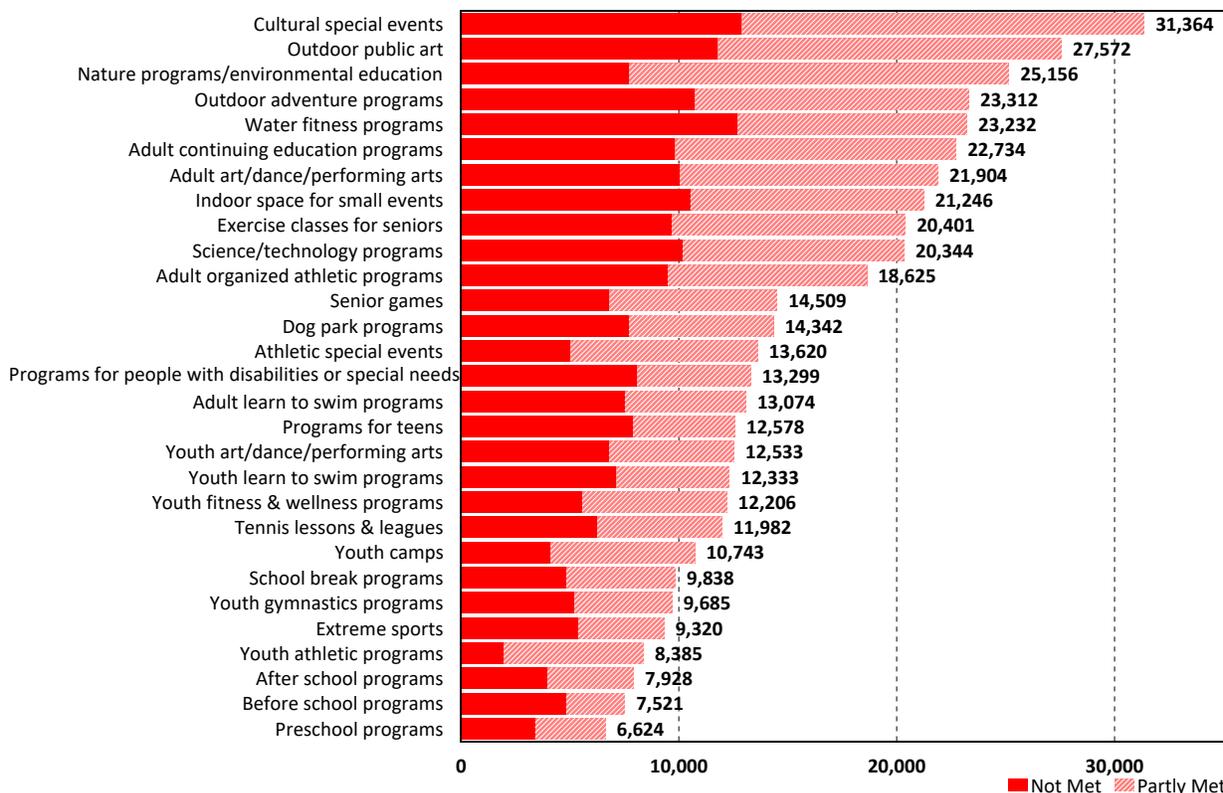
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q12c. Estimated number of households whose program needs are only “partly met” or “not met”

by number of households with need based on an estimated 72,153 households

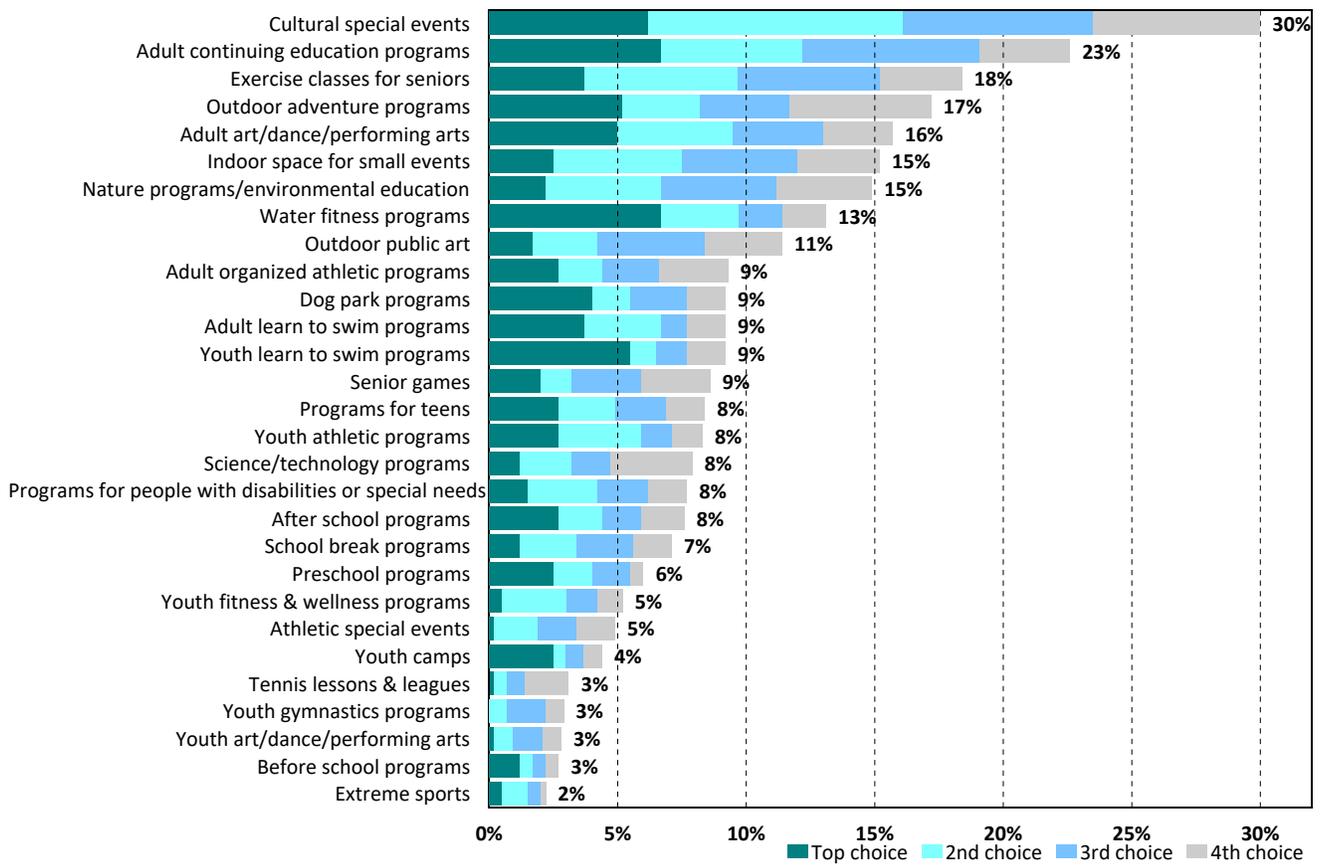


ETC Institute (2024)

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### Q13. Programs most important to households.

by percentage of respondents who selected the items as one of their top four choices



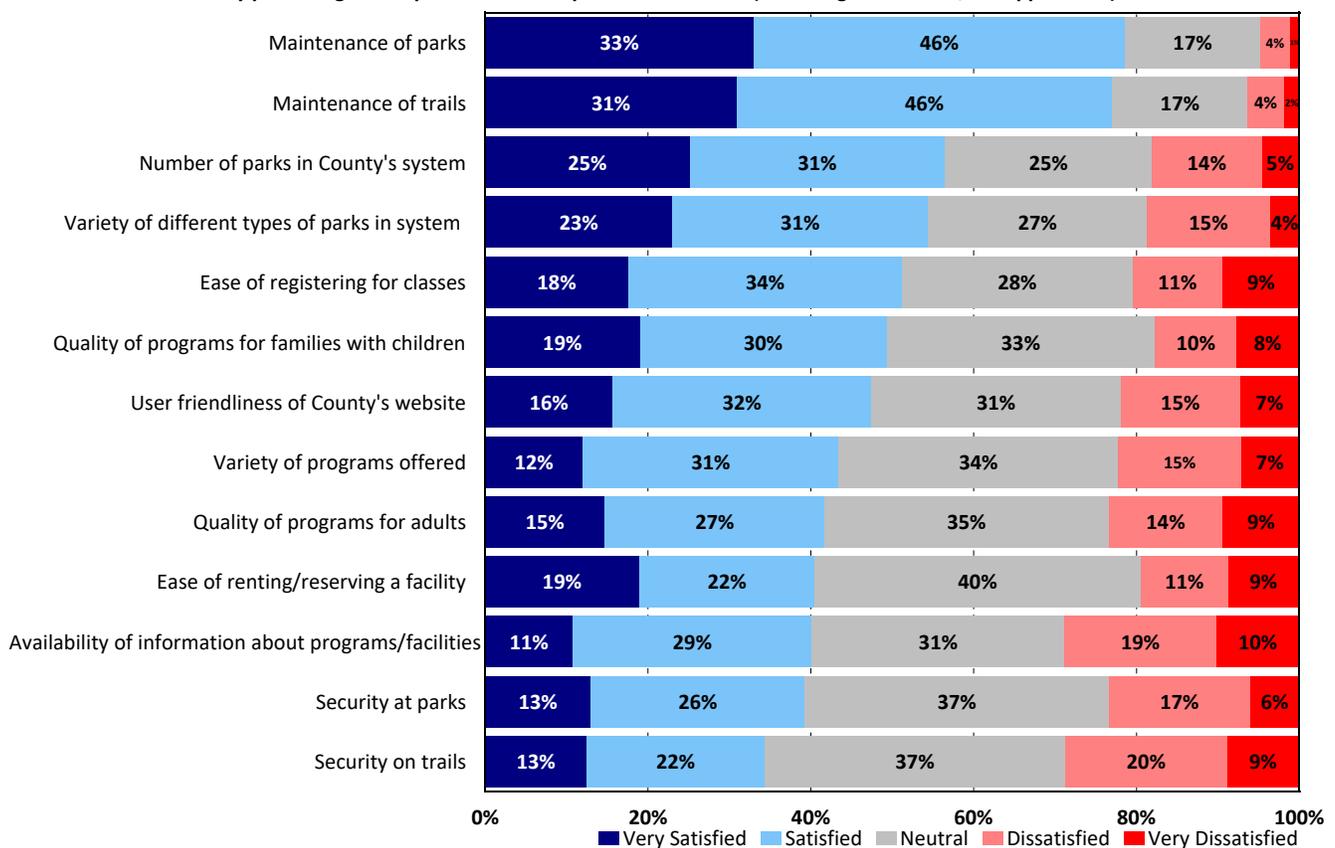
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q14. Please rate your satisfaction with the following recreation, parks, and cultural services.

by percentage of respondents who reported satisfaction (excluding don't know/not applicable")

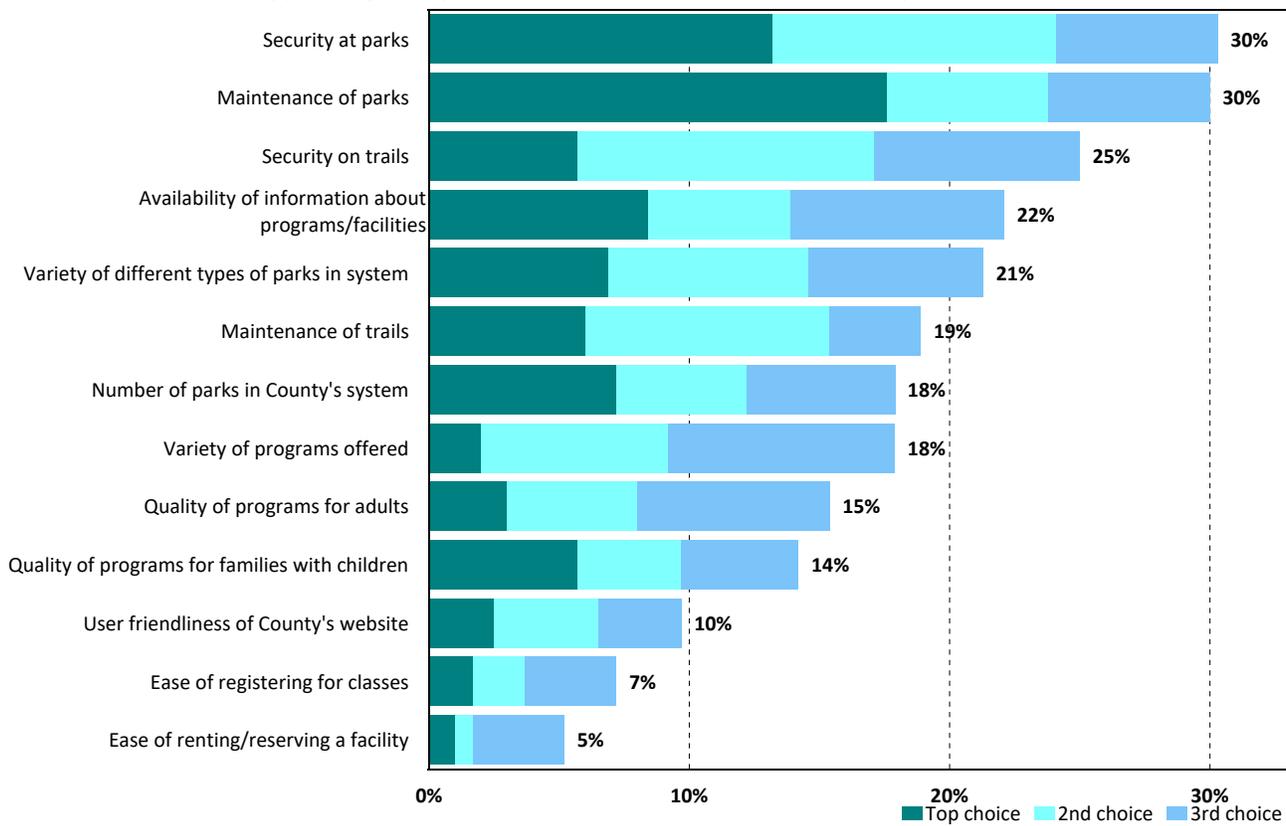


ETC Institute (2024)

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### Q15. Which three of the items should receive the most emphasis over the next five years?

by percentage of respondents who selected the items as one of their top three choices



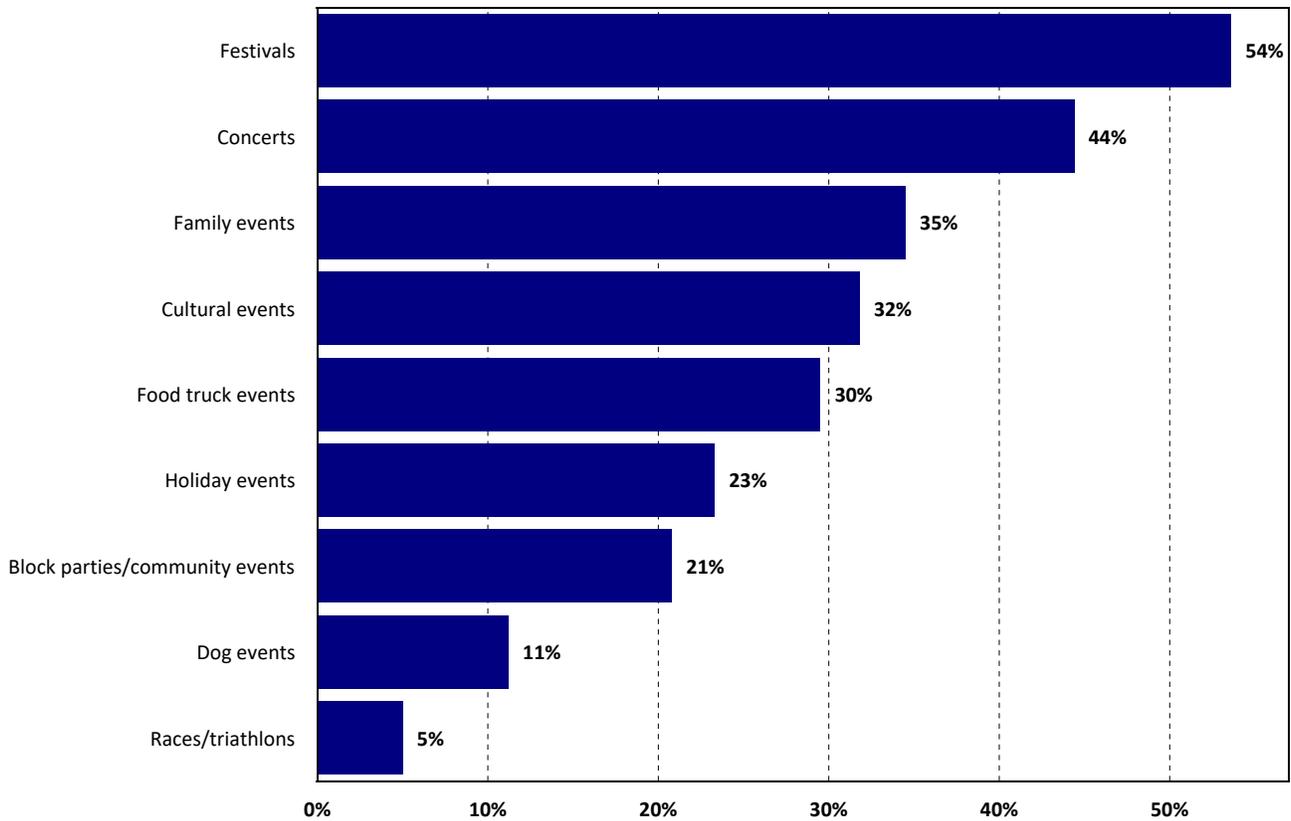
ETC Institute (2024)

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Pitt County, NC 2024 Survey

**Q16. Please select the three types of special events you would like to see Pitt County CS&R offer more of.**

by percentage of respondents who selected three options

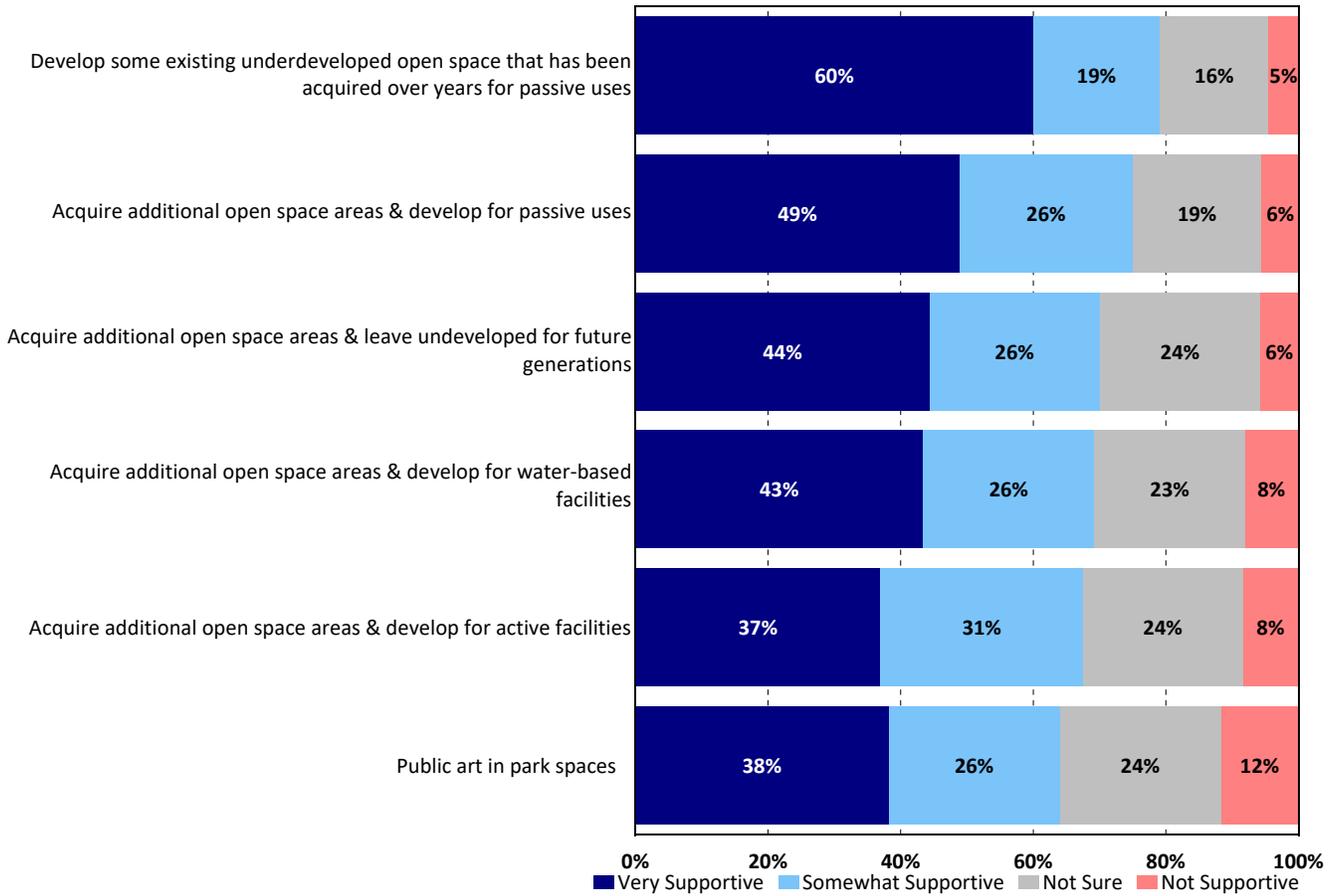


ETC Institute (2024)

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### Q17. Please rate how supportive you are of Pitt County CS&R pursuing these options.

by percentage of respondents who indicated level of support



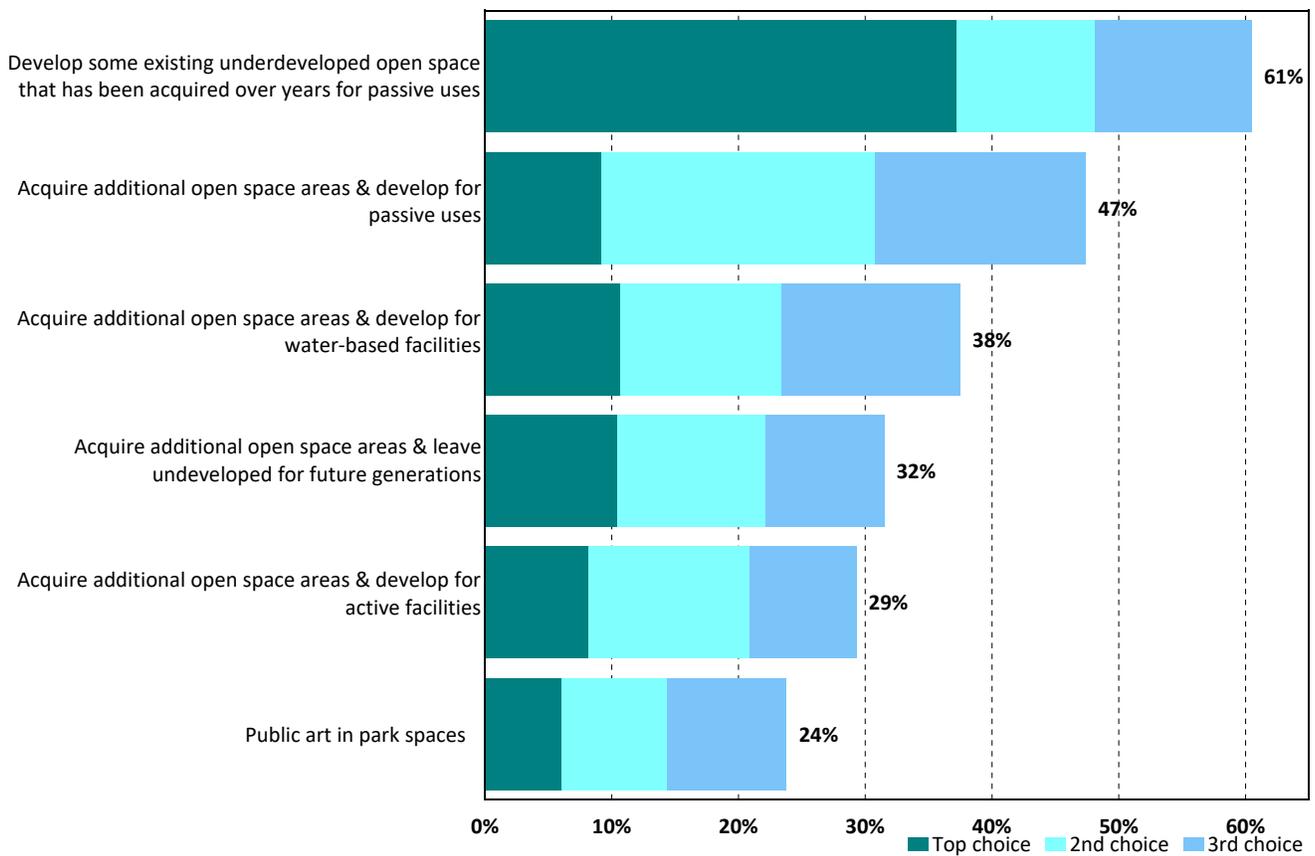
ETC Institute (2024)

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Pitt County, NC 2024 Survey

### Q18. Which three of the options for open space do you think should be most important for Pitt County CS&R to take?

by percentage of respondents who selected the items as one of their top three choices

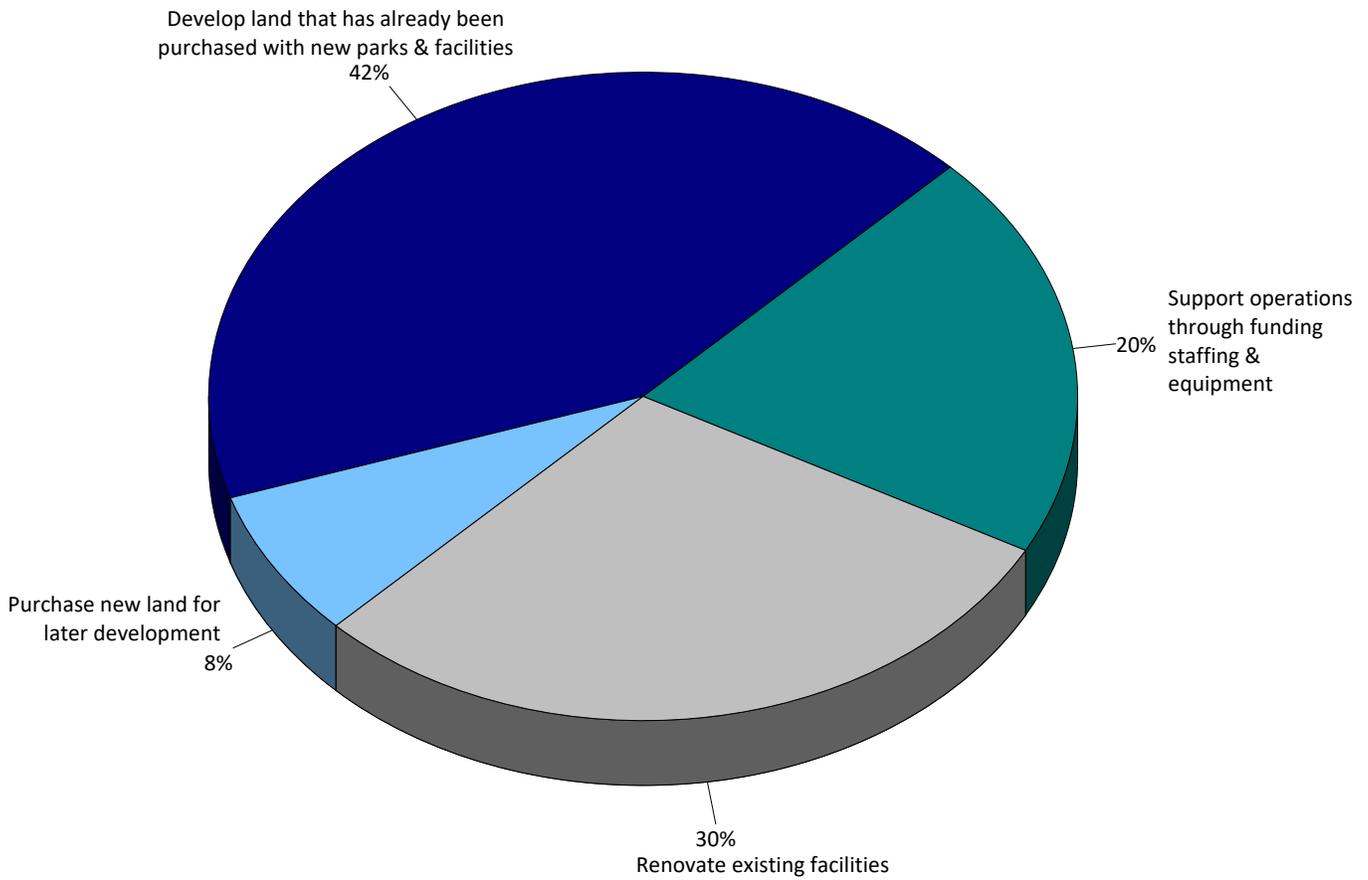


ETC Institute (2024)

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### Q19. Of the following ways in which Pitt County CS&R could allocate funding, which should be the top priority?

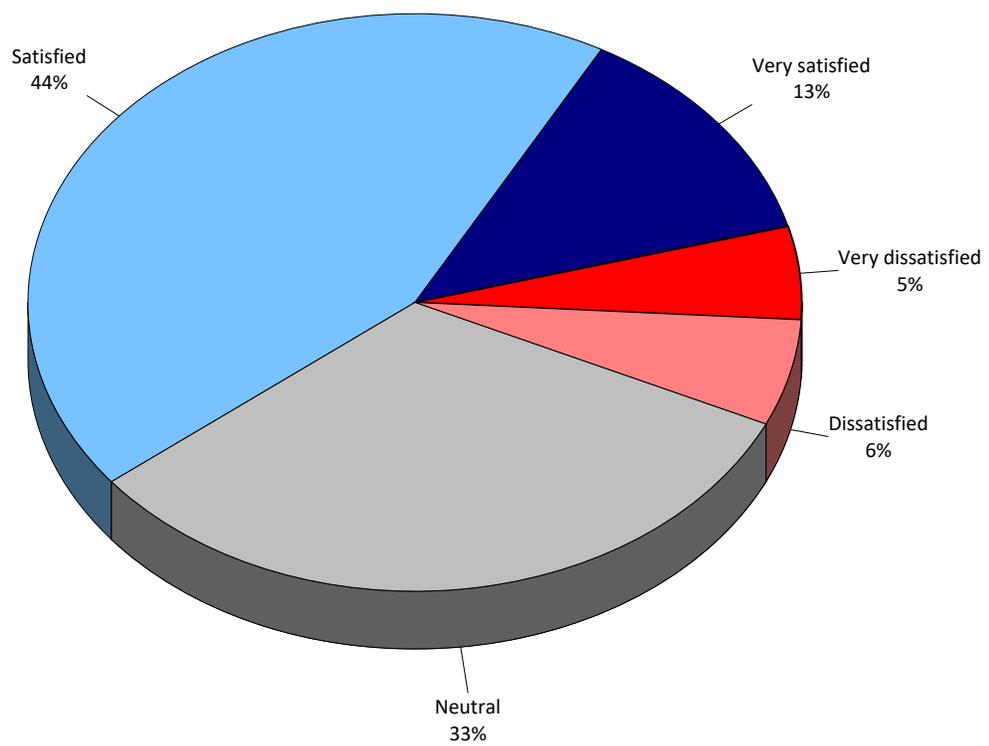
by percentage of respondents who selected a top priority (excluding "not provided")



Pitt County, NC 2024 Survey

### Q20. How satisfied are you with the overall value your household receives from Pitt County CS&R?

by percentage of respondents (excluding "don't know")

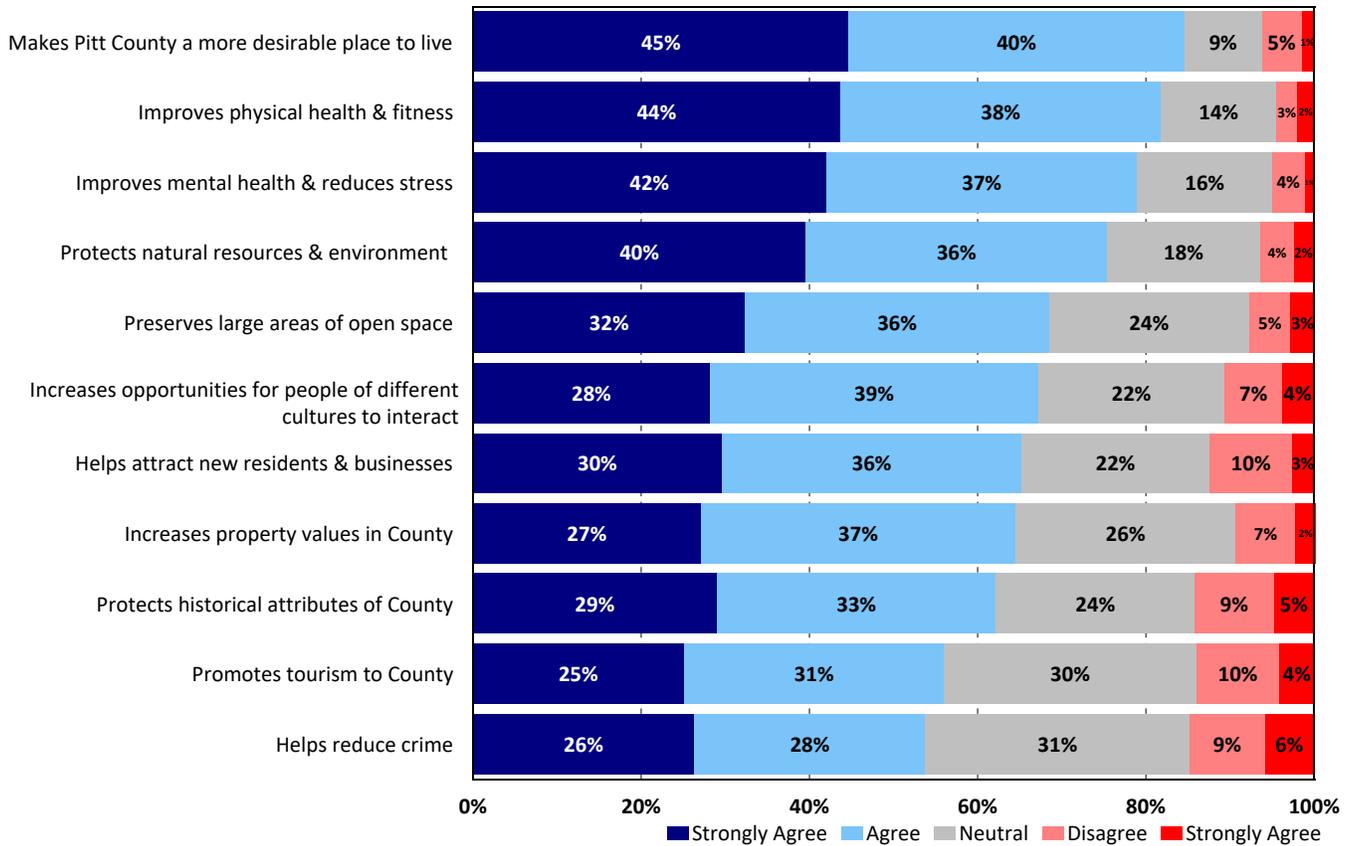


ETC Institute (2024)

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### Q21. Please indicate your level of agreement with the benefits being provided by Pitt County Community Schools and Recreation

by percentage of respondents who indicated level of agreement (excluding "don't know")



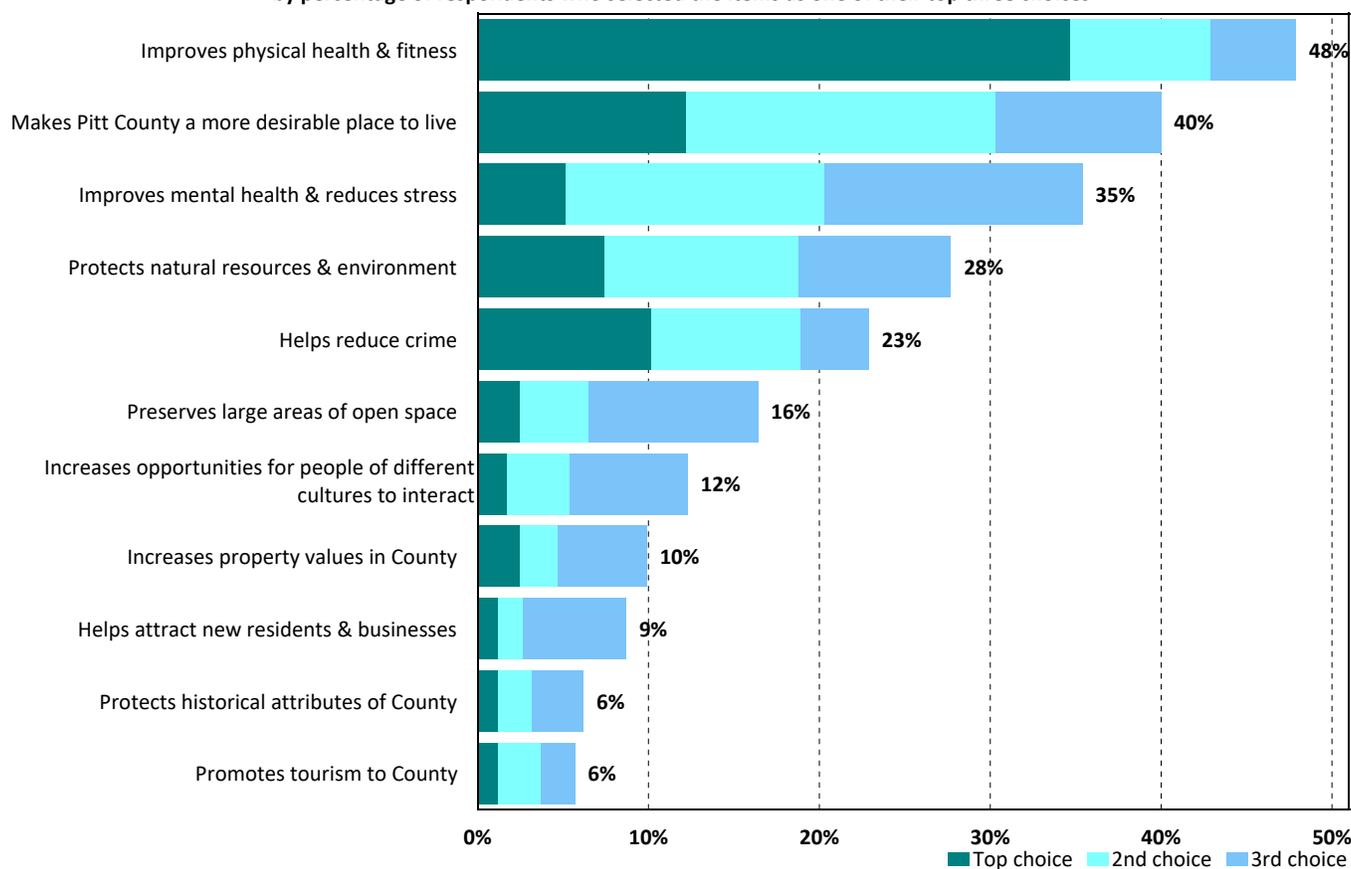
ETC Institute (2024)

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Pitt County, NC 2024 Survey

## Q22. Which three of the potential benefits are most important to you/your household?

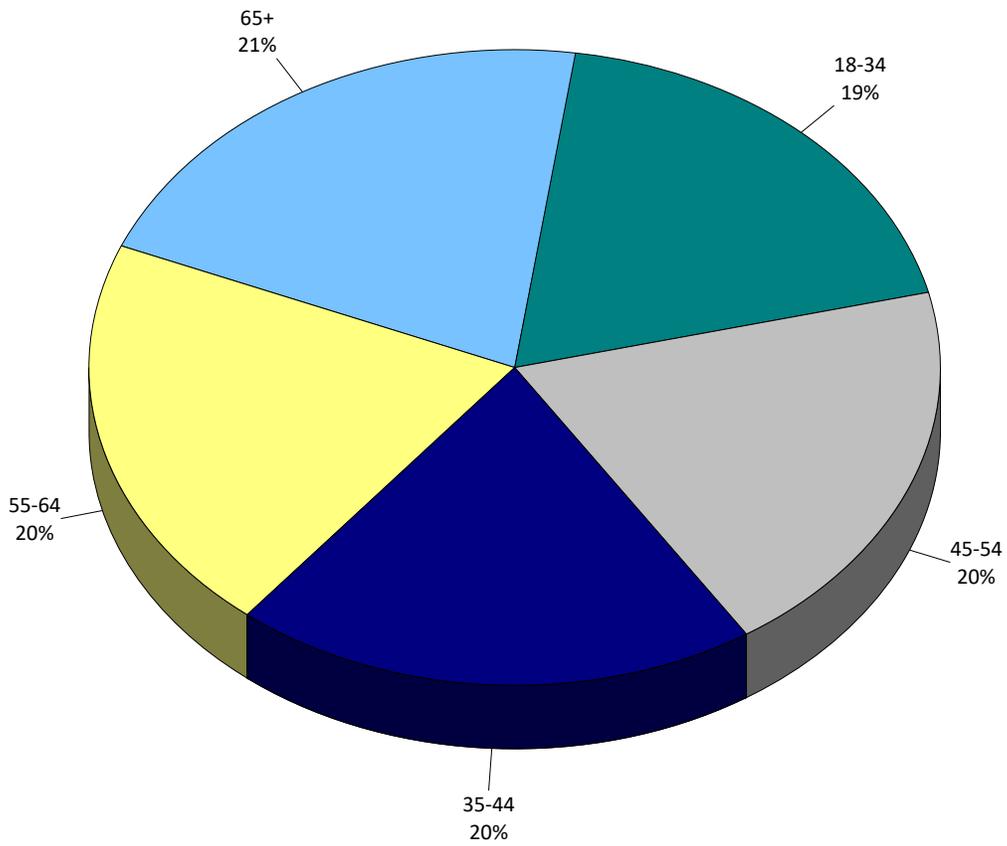
by percentage of respondents who selected the items as one of their top three choices



ETC Institute (2024)

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### Q23. What is your age? by percentage of respondents

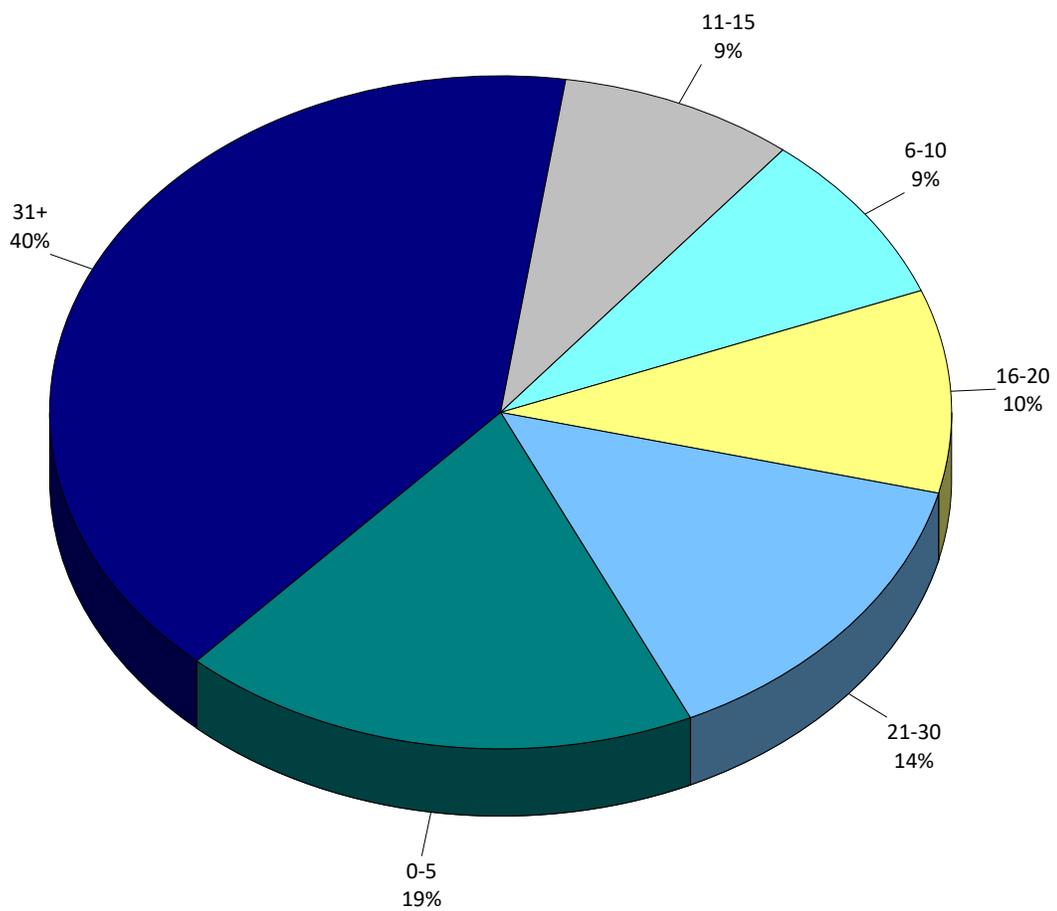


ETC Institute (2024)

45

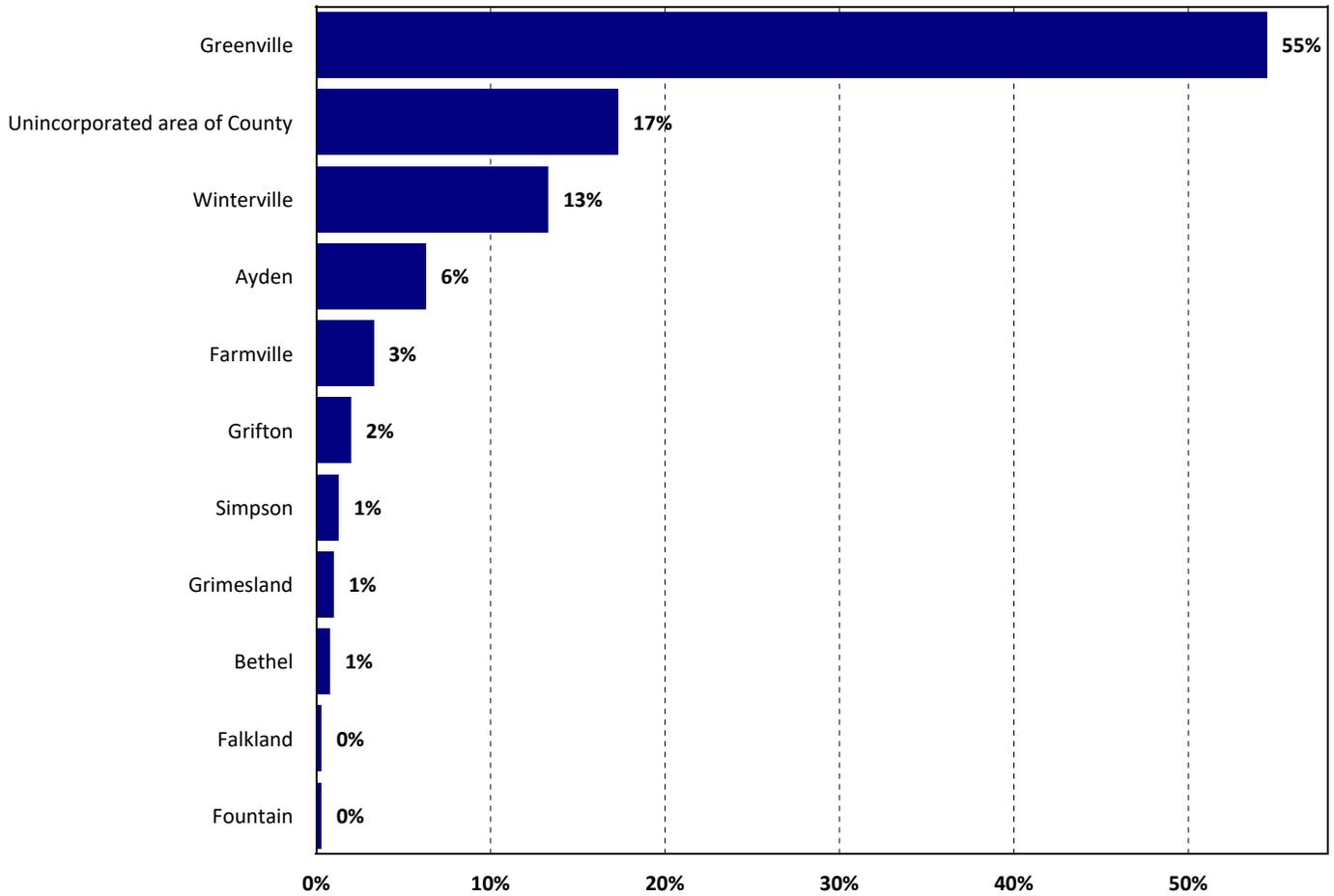
### Q24. How many years have you lived in Pitt County?

by percentage of respondents (excluding "not provided")



**Q24a. Is your home located inside the incorporated town limits of...**

by percentage of respondents (excluding "not provided")

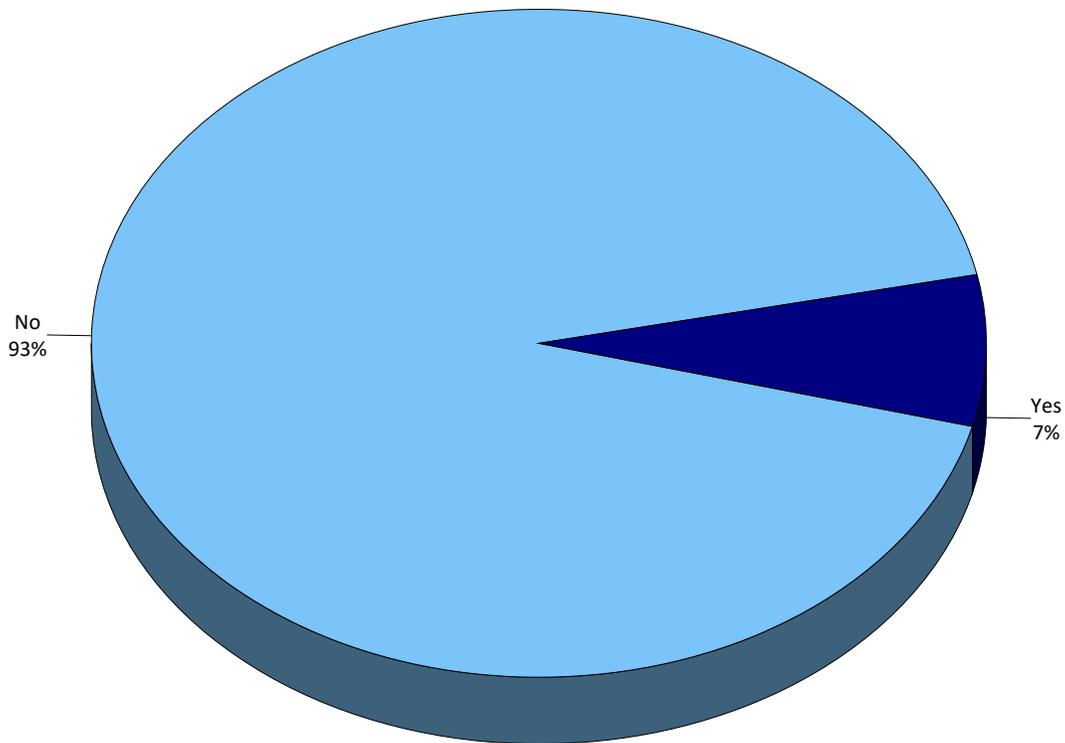


ETC Institute (2024)

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Pitt County, NC 2024 Survey

**Q25. Are you or any members of your family of Hispanic, Latino, or Spanish ancestry?**  
by percentage of respondents

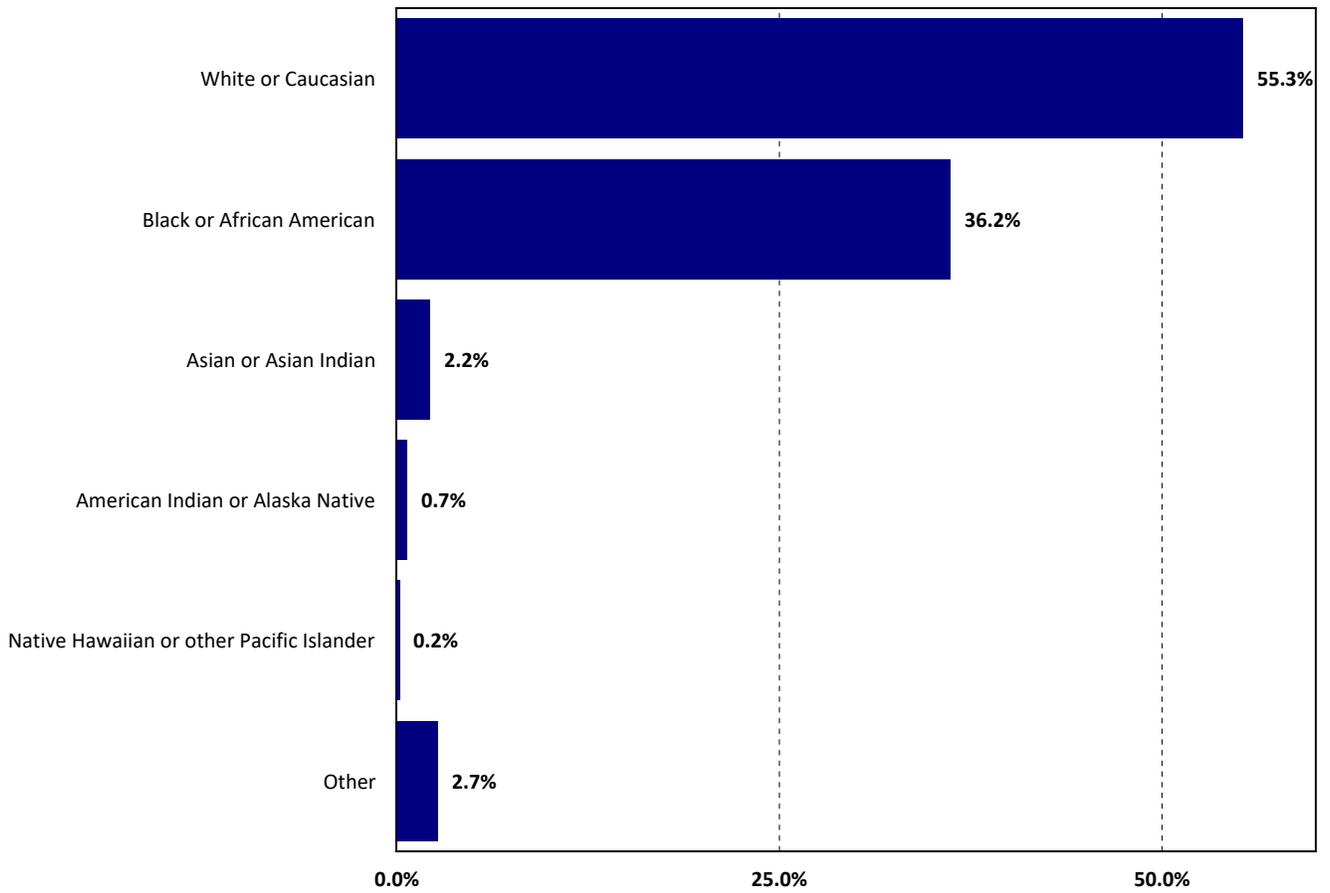


ETC Institute (2024)

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### Q26. Which of the following best describes your race?

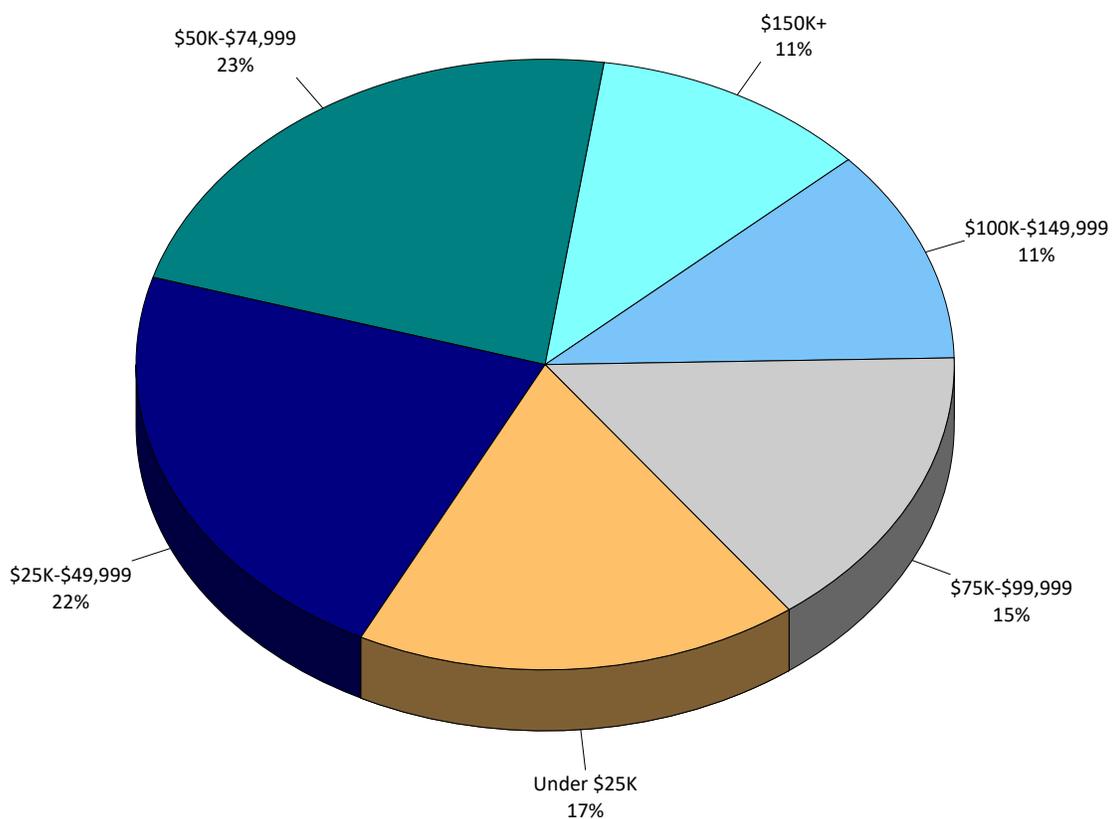
by percentage of respondents



Pitt County, NC 2024 Survey

### Q27. What is your household income?

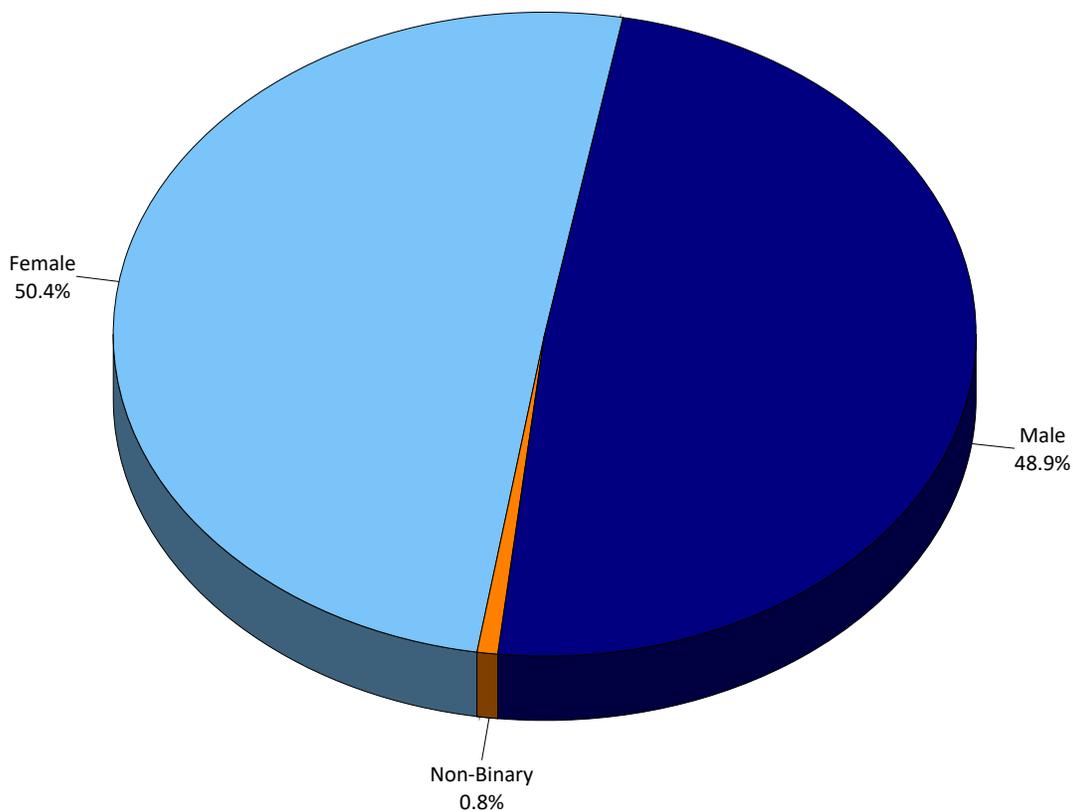
by percentage of respondents (excluding "not provided")



ETC Institute (2024)

50

**Q28. Your gender:**  
by percentage of respondents (excluding "prefer not to answer")



ETC Institute (2024)

51



**3** **Priority Investment  
Rating**

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## Priority Investment Rating Pitt County, NC

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The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 3 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, if the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

### How to Analyze the Charts:

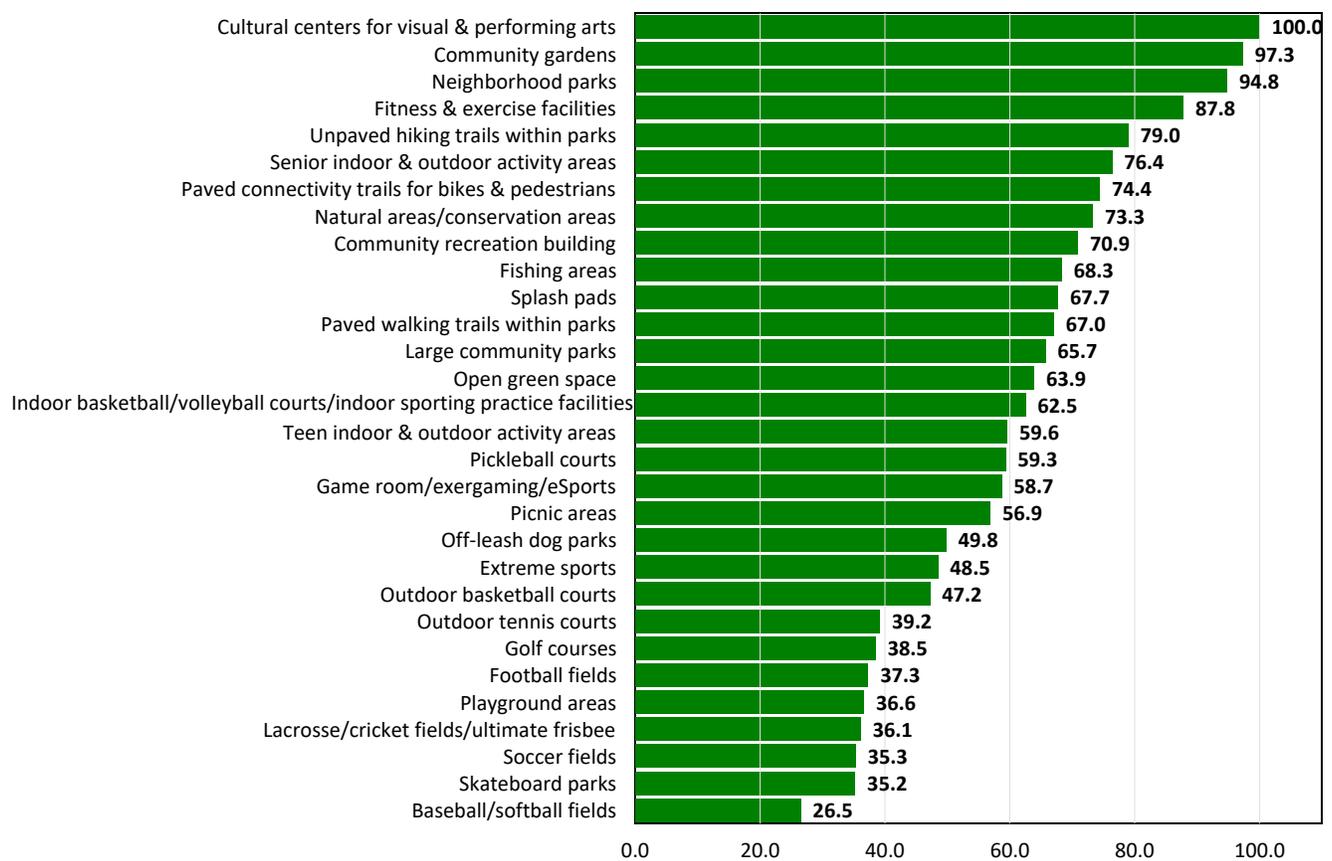
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Pitt County, NC 2024 Survey

## Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100  
 the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

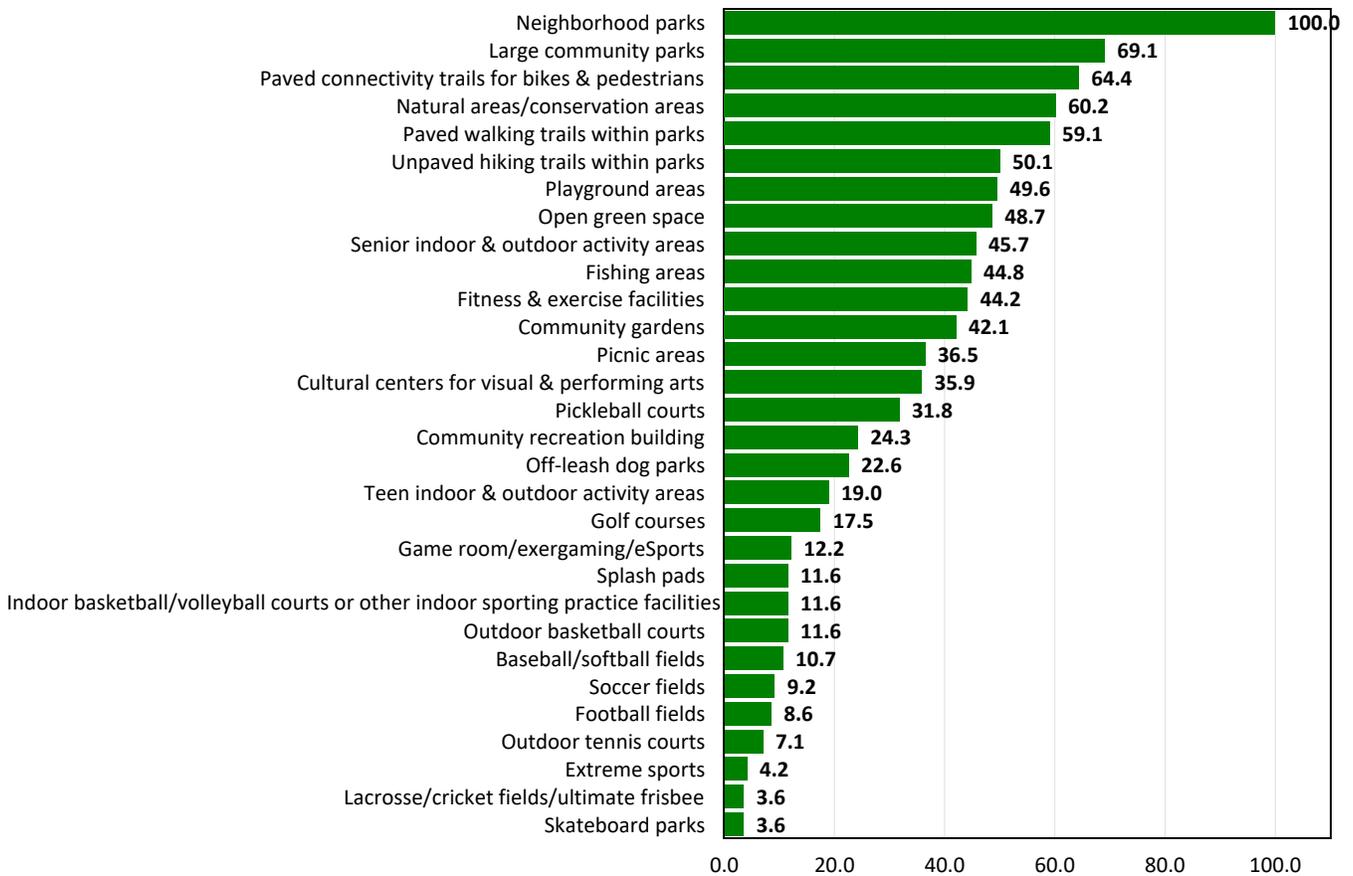


ETC Institute (2024)

54

## Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100  
 the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important

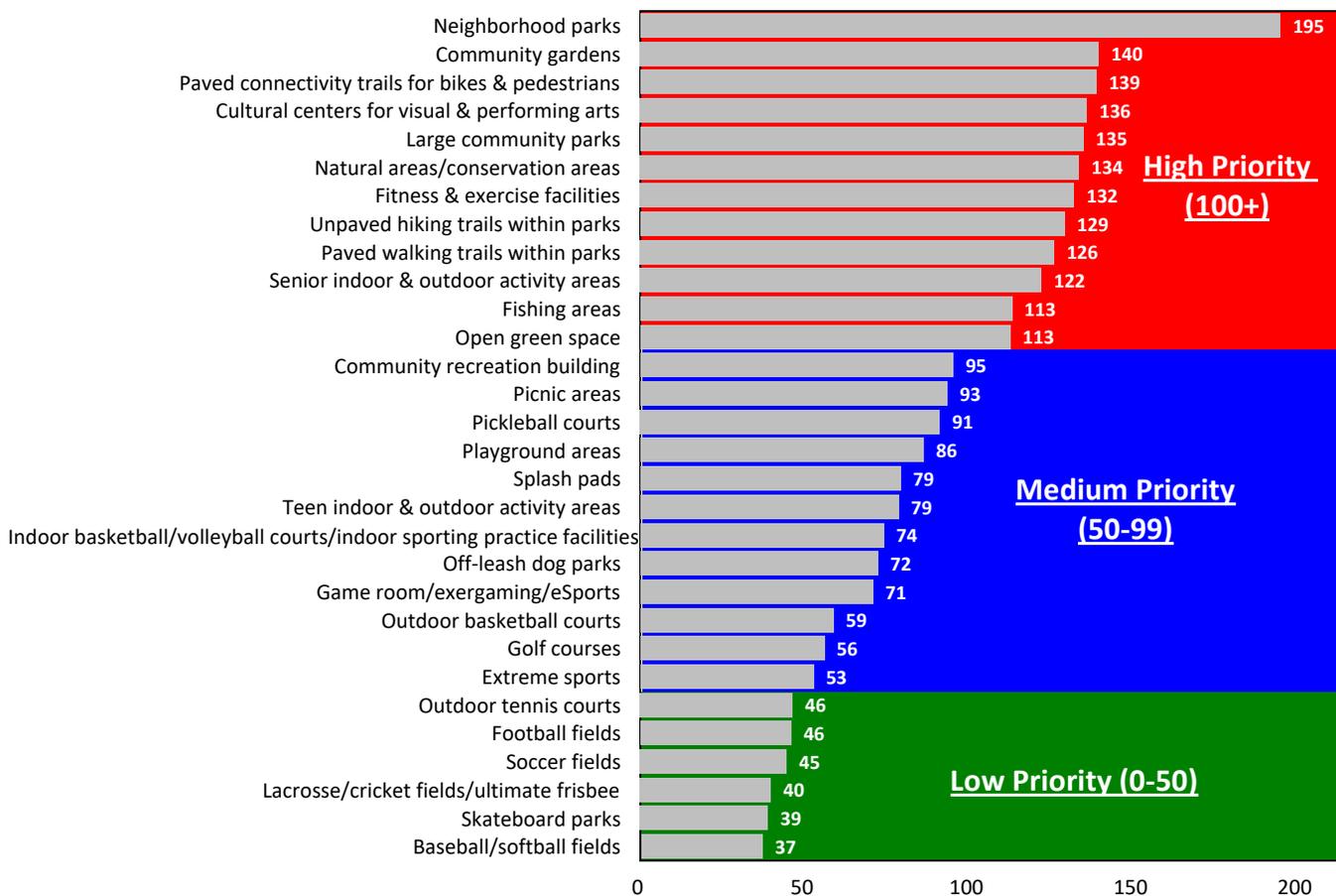


ETC Institute (2024)

55

Pitt County, NC 2024 Survey

## Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



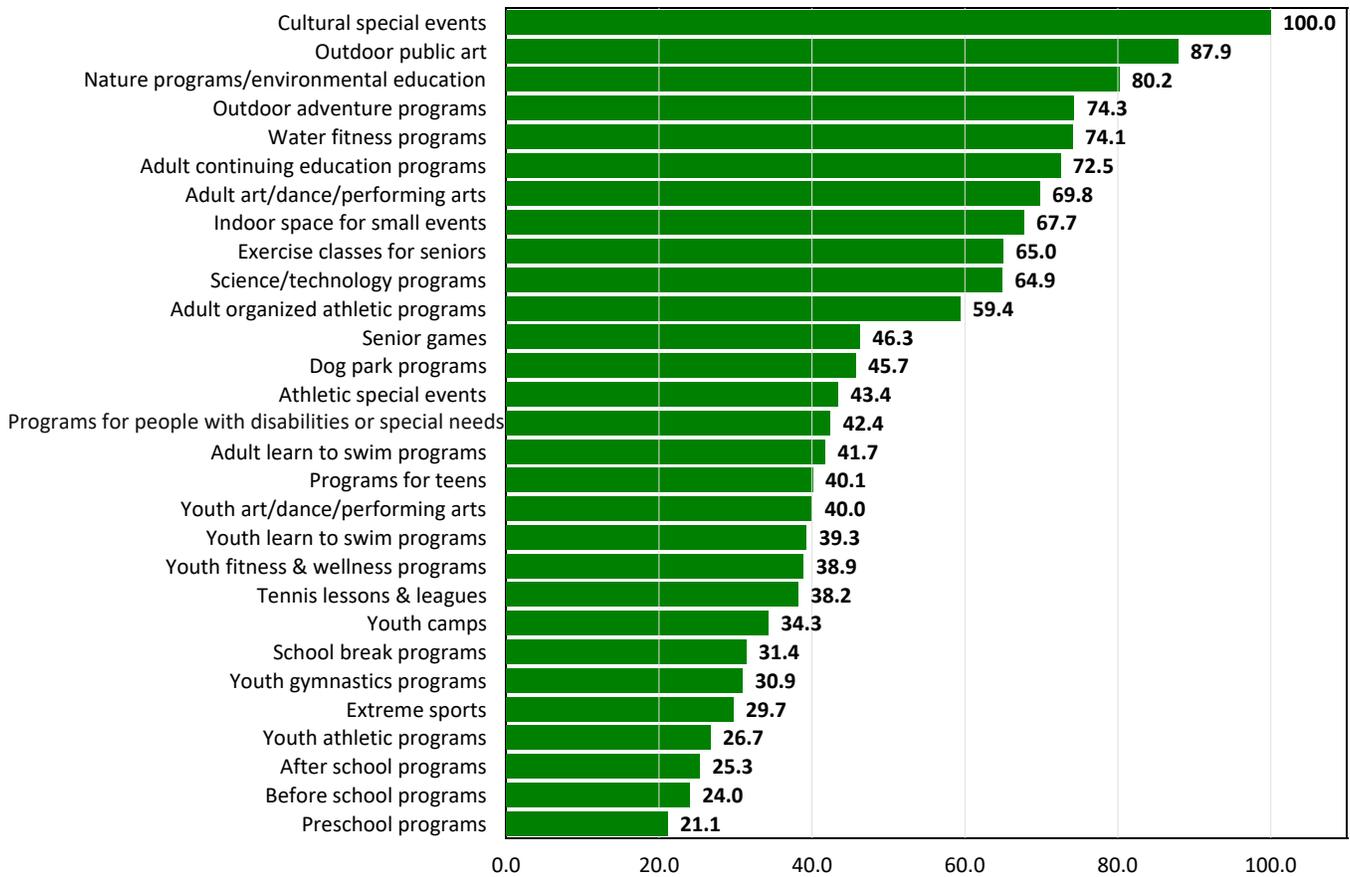
ETC Institute (2024)

56

## Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

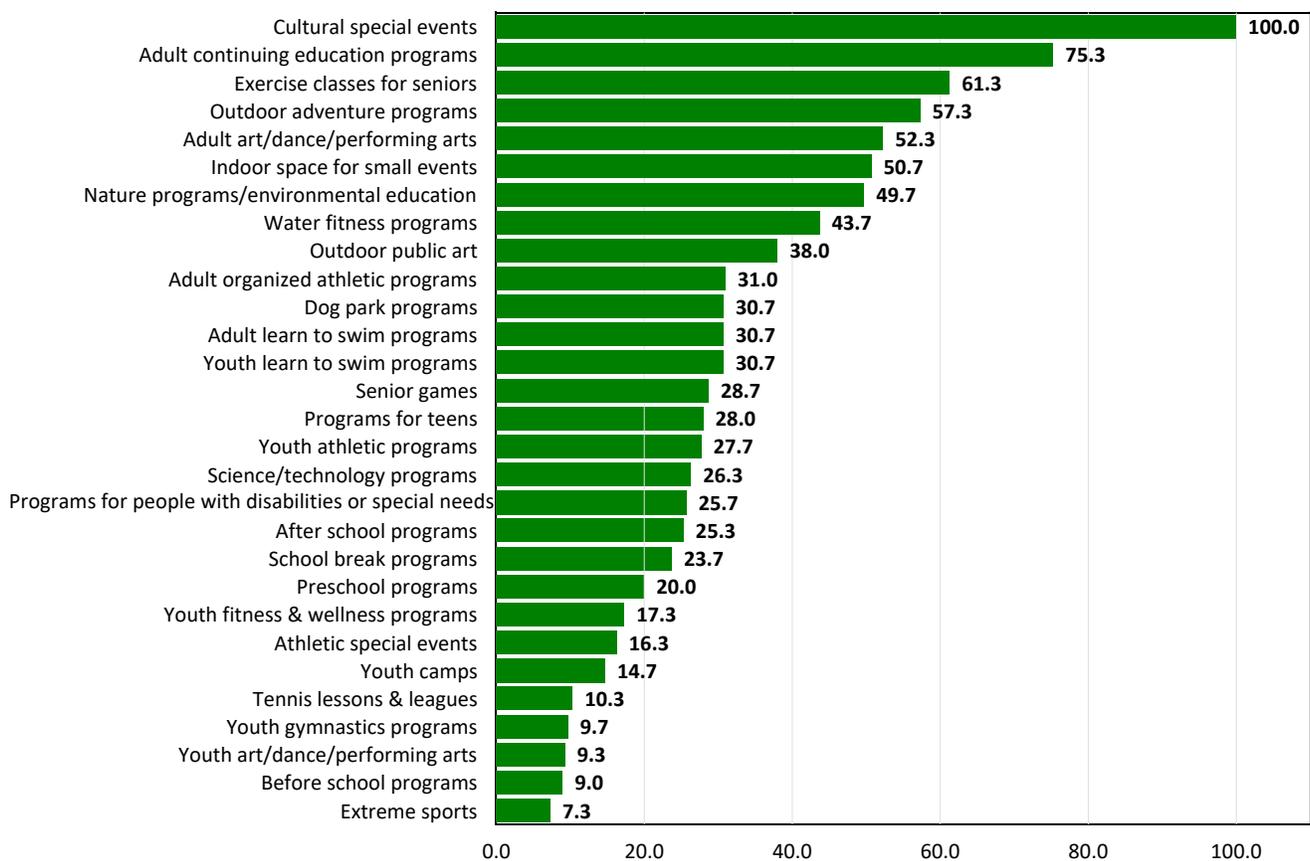


ETC Institute (2024)

57

## Importance Rating for Programs

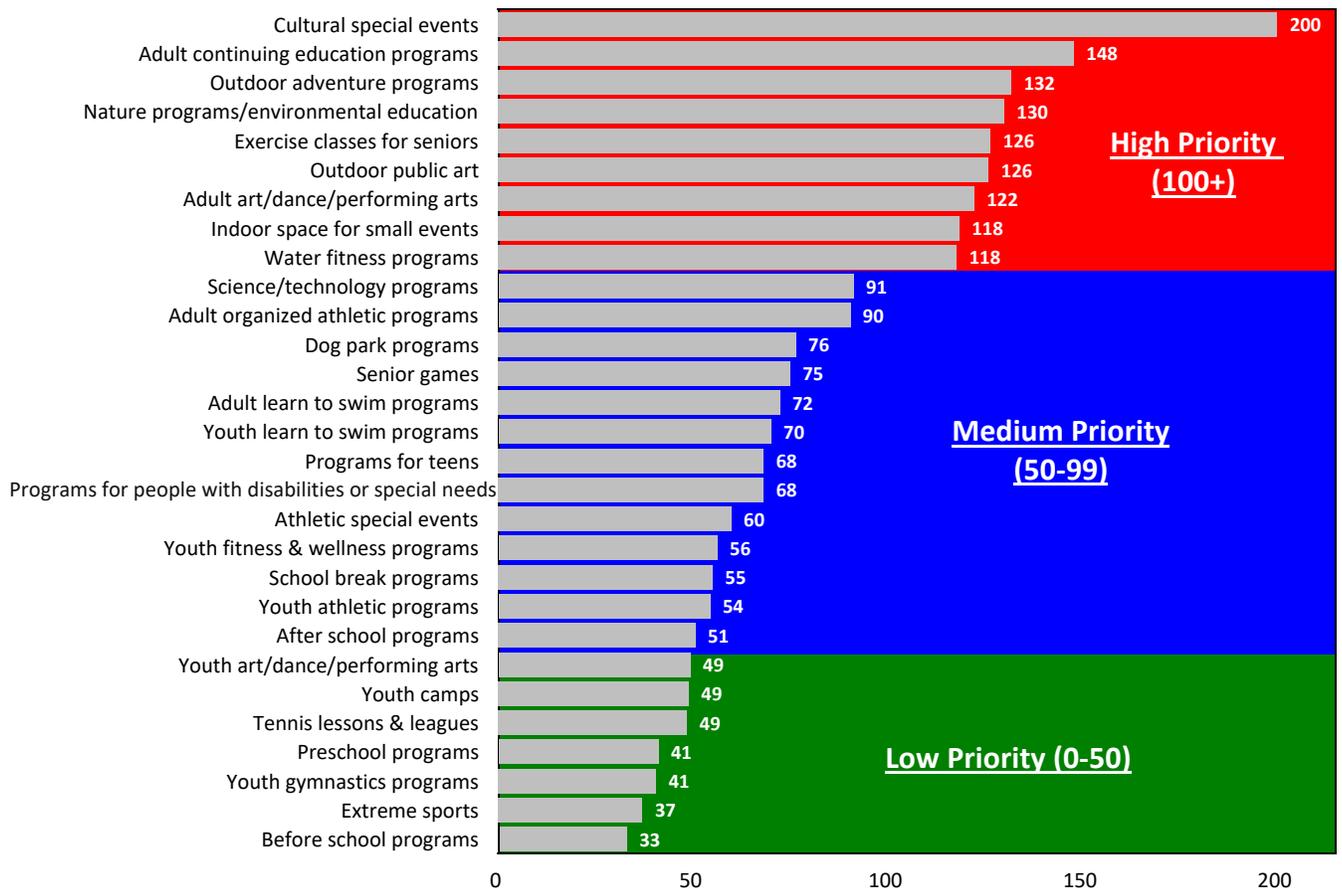
the rating for the item rated as the most important=100  
 the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



ETC Institute (2024)

58

## Top Priorities for Investment for Programs Based on Priority Investment Rating



ETC Institute (2024)

59

A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '4' in a bold, dark blue font. To the right of the circle, the word 'Benchmarks' is written in a bold, white, sans-serif font.

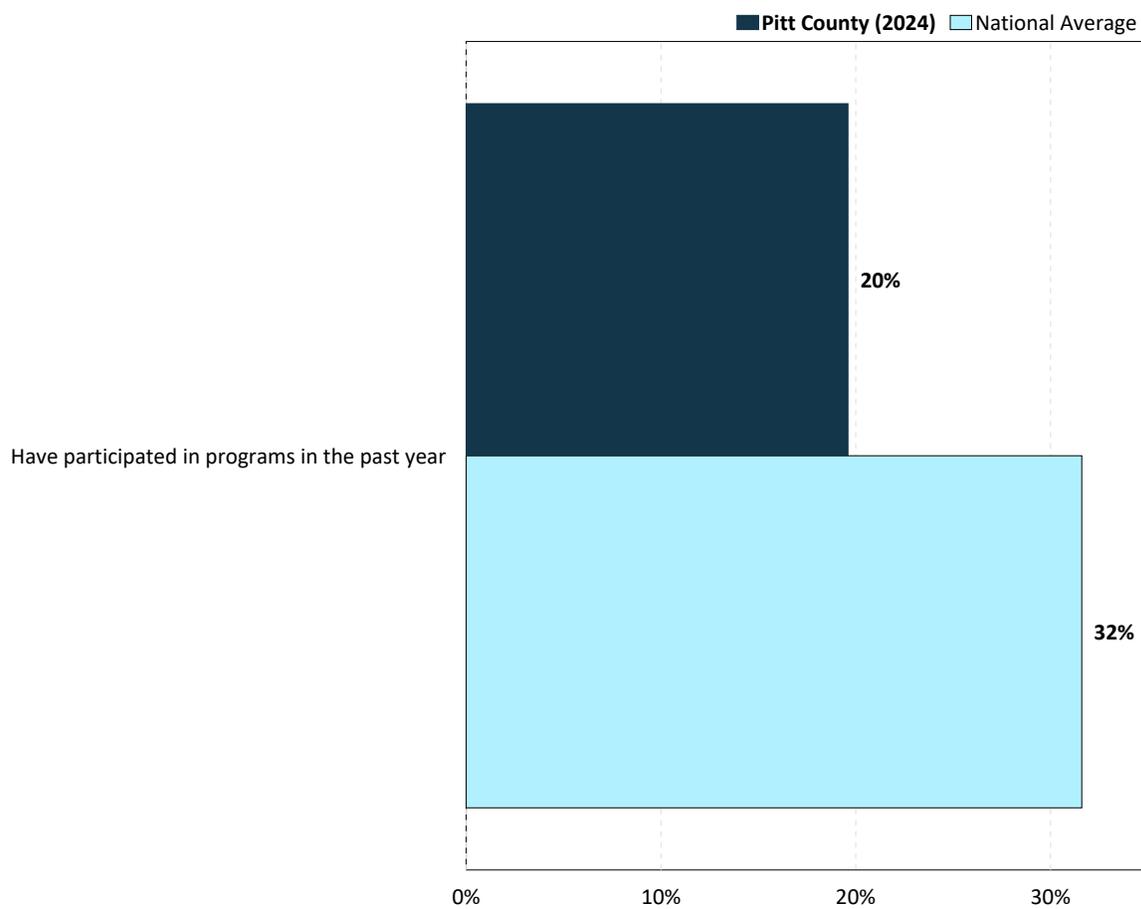
# 4 Benchmarks

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Pitt County Community Schools and Recreation is not authorized without written consent from ETC Institute.**

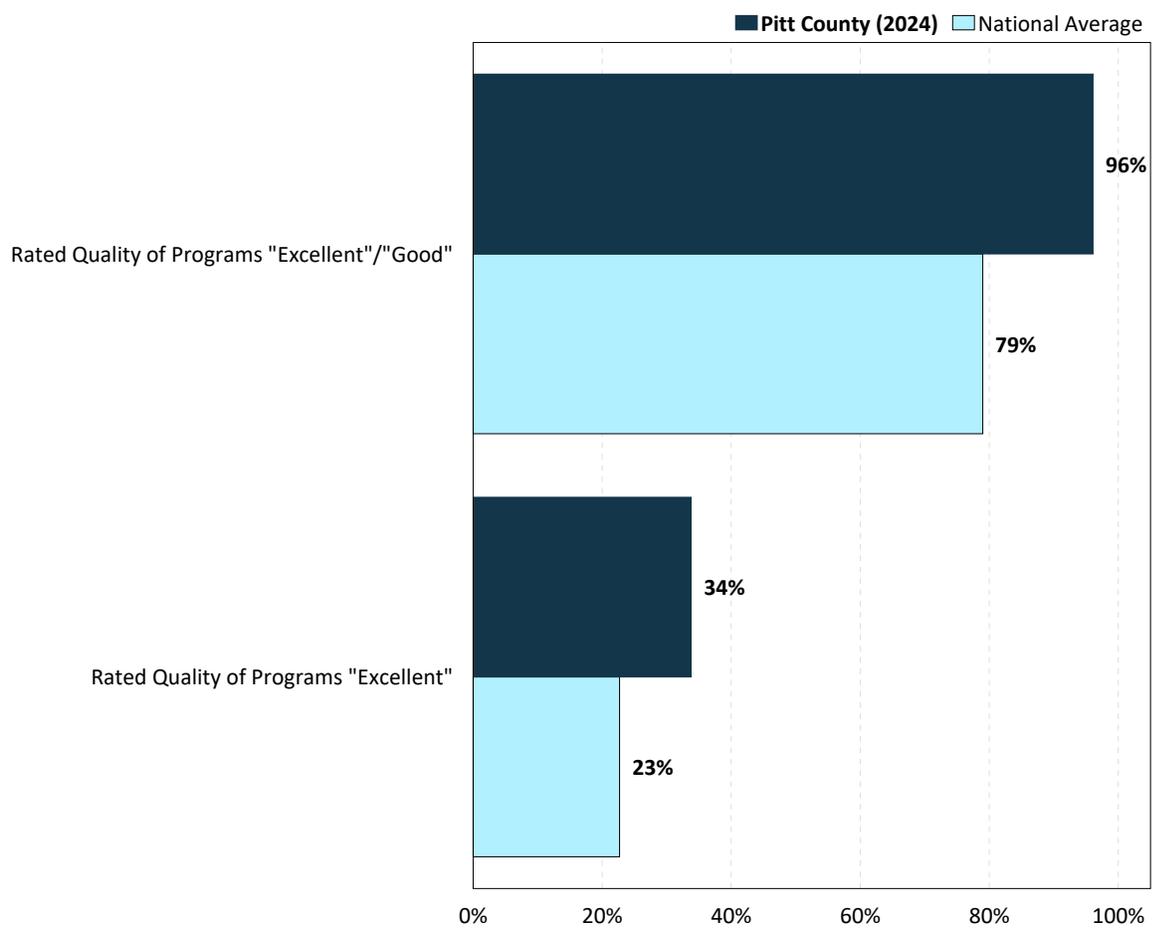
# Use of Recreation Programs

by percentage of respondents



# Rating Programs

by percentage of respondents



ETC Institute (2024)

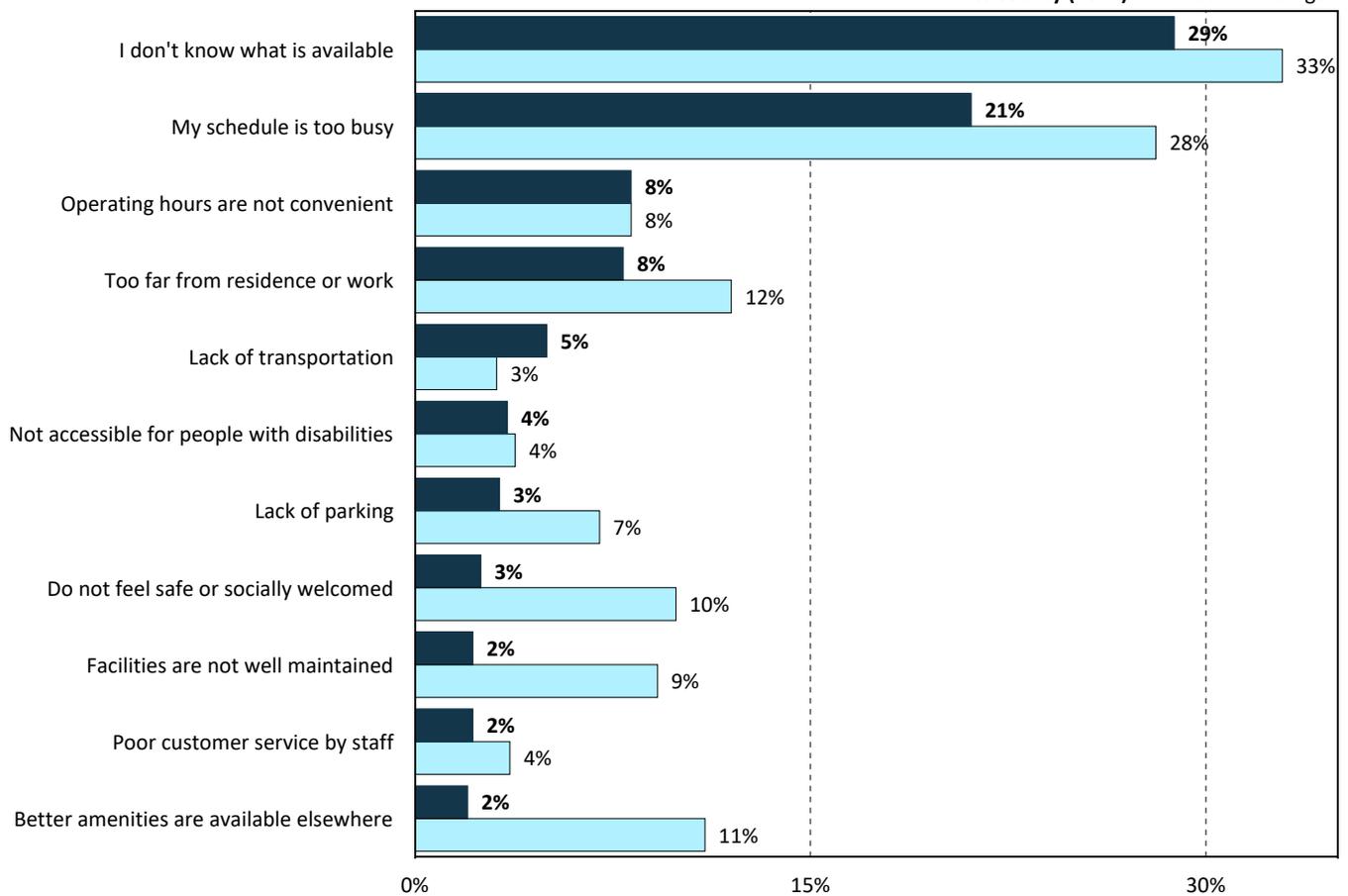
t

Pitt County, NC 2024 Survey

## Barriers to Use

by % of respondents

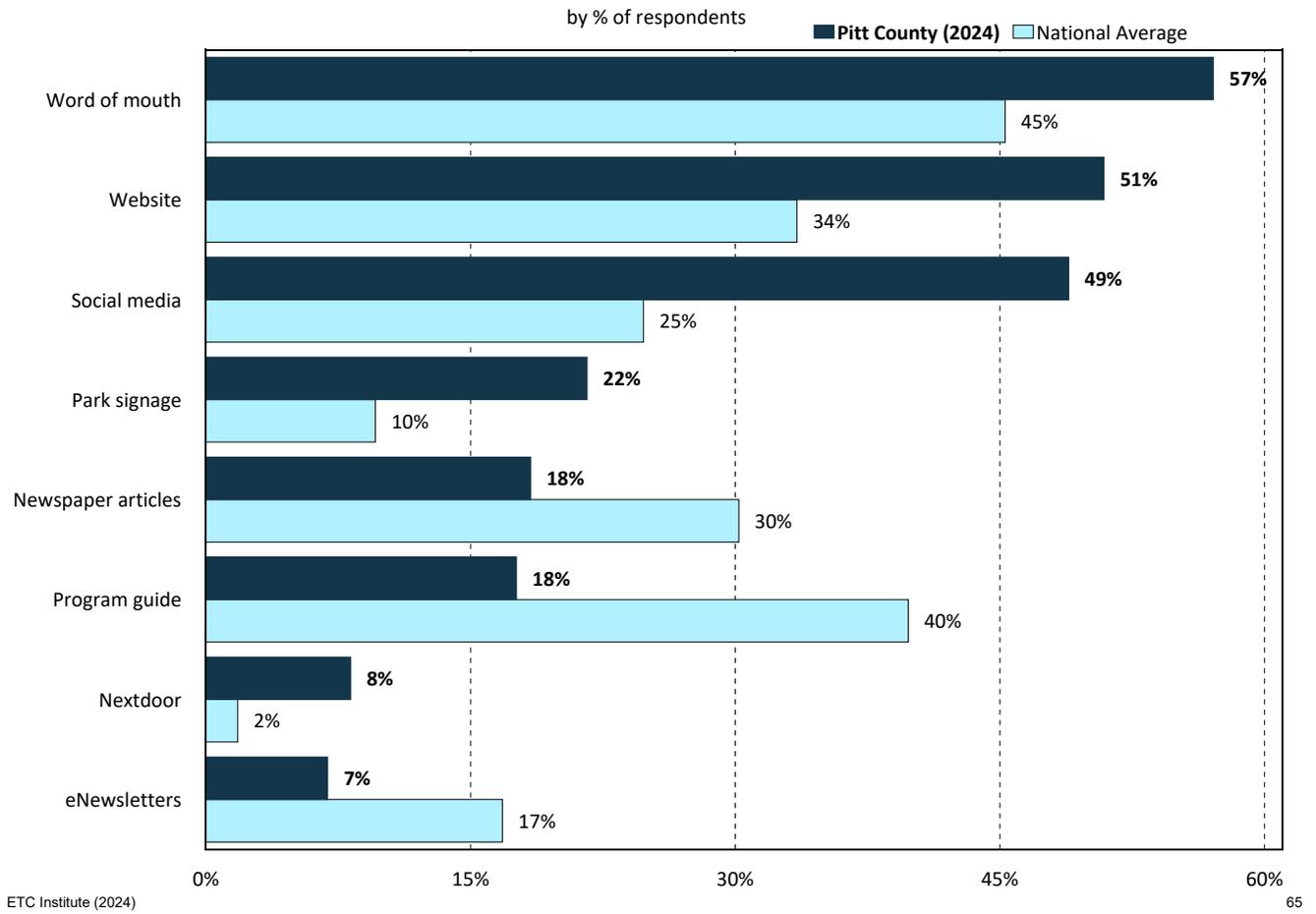
■ Pitt County (2024) ■ National Average



ETC Institute (2024)

64

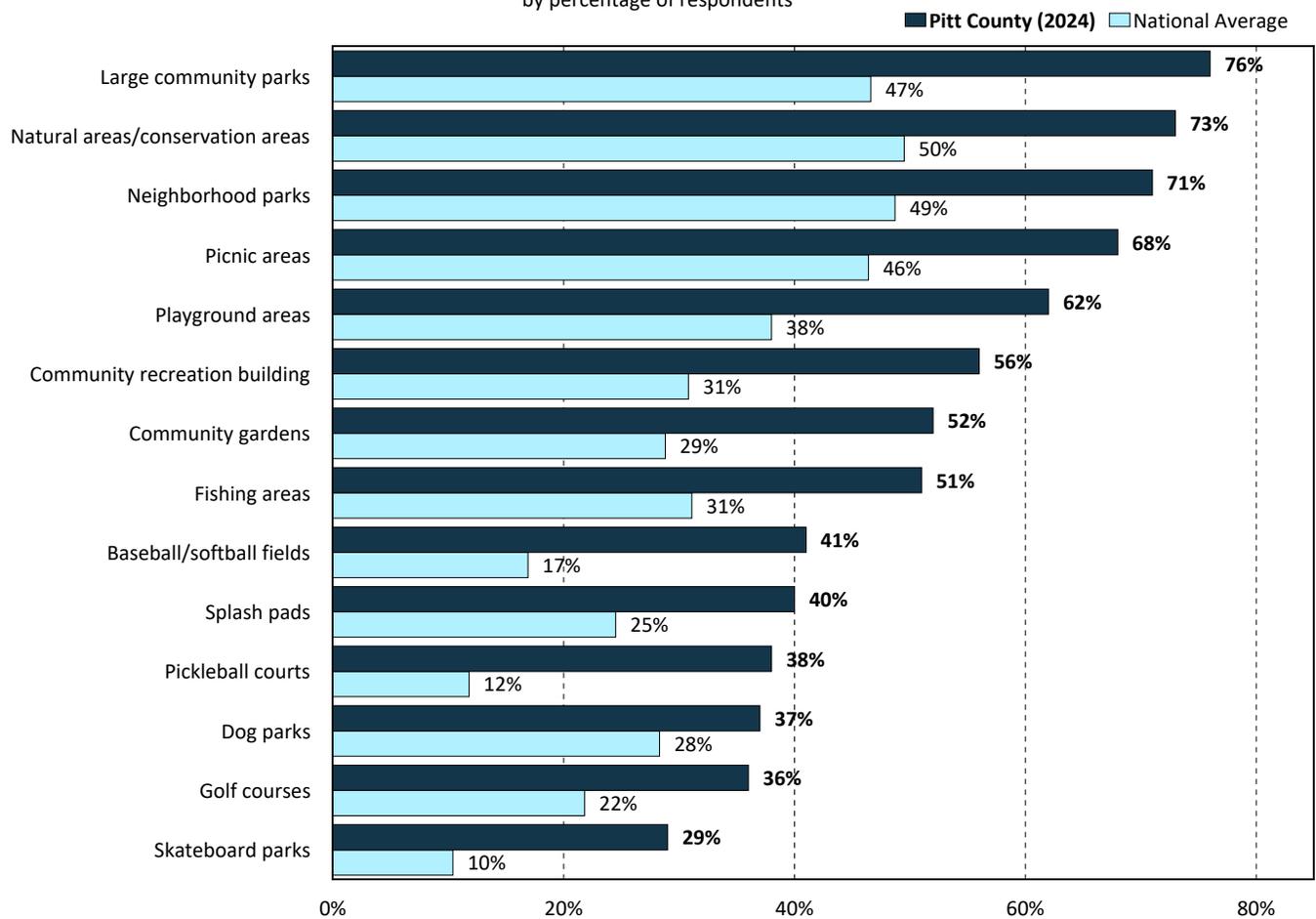
## Sources Used for Information about Parks and Recreation



Pitt County, NC 2024 Survey

## Respondents with Need for Facilities and Amenities

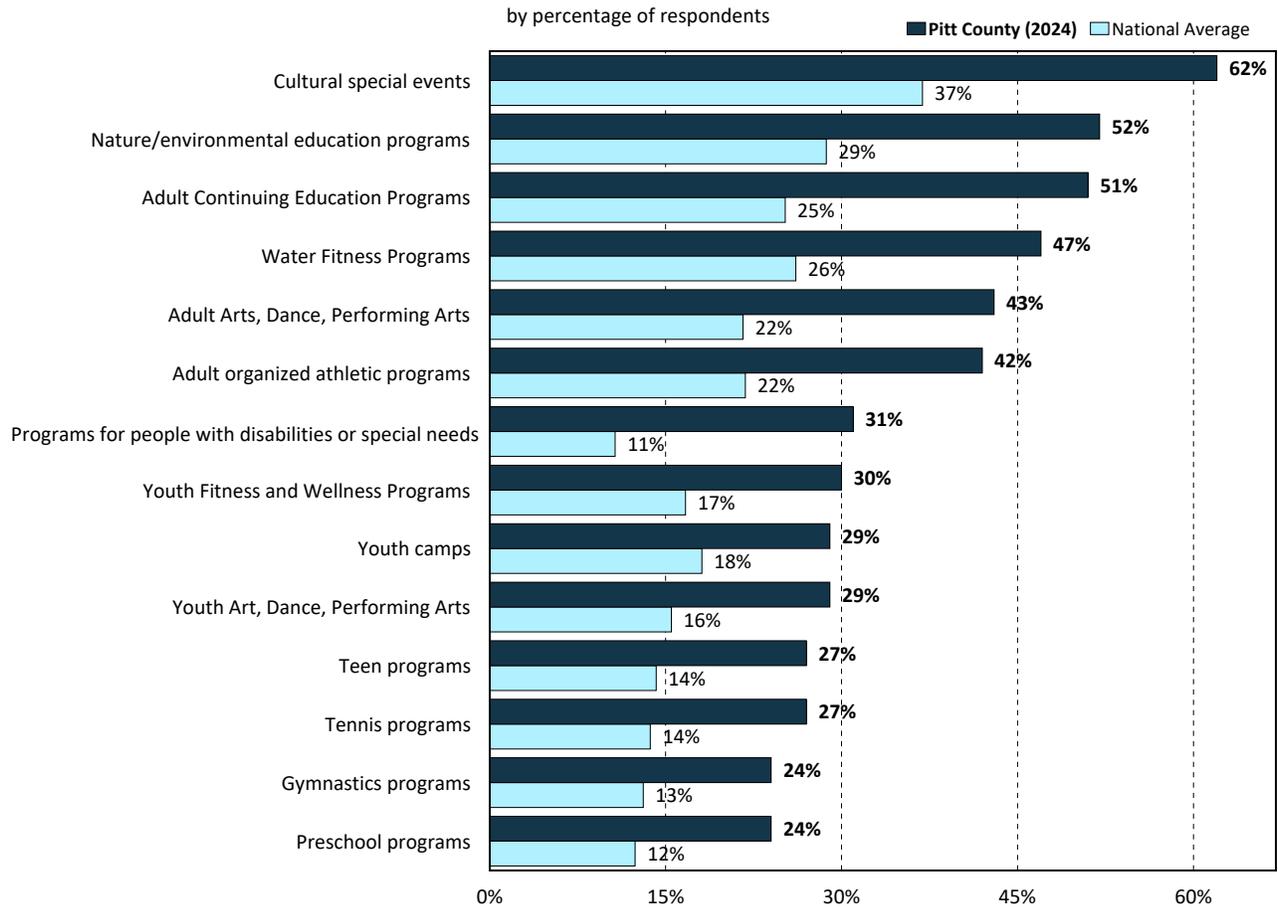
by percentage of respondents



ETC Institute (2024)

66

## Respondents with Need for Recreation Programs

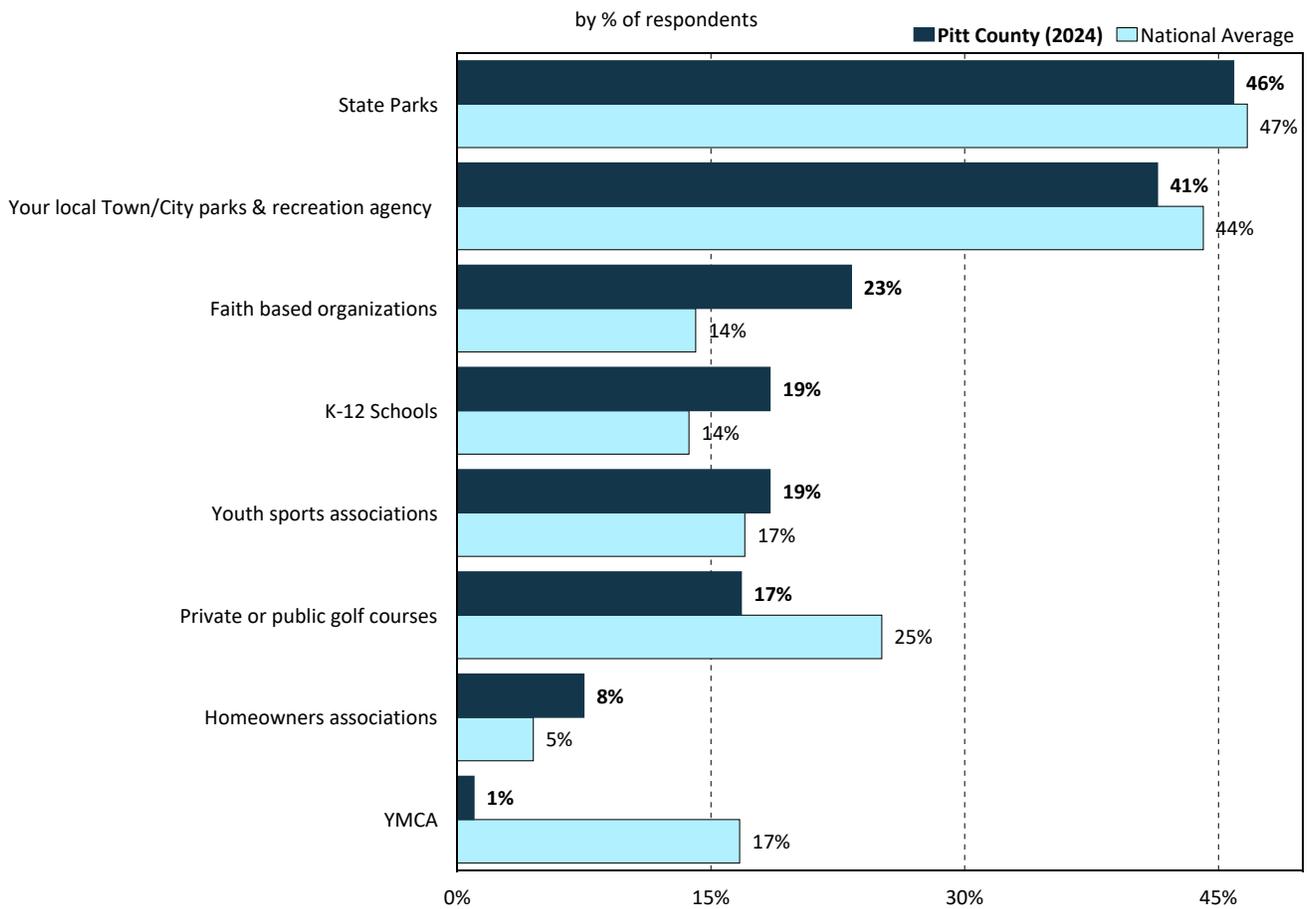


ETC Institute (2024)

67

Pitt County, NC 2024 Survey

## Organizations Used for Recreation



A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Importance-Satisfaction Rating' is written in a white, sans-serif font, stacked in two lines.

**5** Importance-Satisfaction Rating

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## Importance-Satisfaction Analysis

### Pitt County, NC

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#### Overview

Today, city officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

#### Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 ("good") and 5 ("excellent") on a 5-point scale excluding "don't know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.  $[IS = Importance \times (1 - Satisfaction)]$ .

**Example of the Calculation:** In an example scenario, respondents were asked to rate their satisfaction parks and facilities then select the top three most important aspects to their household. In this example, twenty-eight percent (28%) of respondents selected *quality/number of outdoor amenities* as one of the most important services.

Regarding satisfaction, 73% of respondents rated the city's overall performance in the *quality/number of outdoor amenities* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *quality/number of outdoor amenities* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 28% was multiplied by 51% (1-0.73). This calculation yielded an I-S rating of 0.0750 which ranked 3rd out of 15 city services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ( $IS \geq 0.20$ )
- *Increase Current Emphasis* ( $0.10 \leq IS < 0.20$ )
- *Maintain Current Emphasis* ( $IS < 0.10$ )

The results for the Pitt County are provided on the following pages.

## 2024 Importance-Satisfaction Rating Pitt County Community Schools and Recreation Survey Recreation, Parks, and Cultural Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Security at parks	30%	1	39%	12	0.1839	1
Security on trails	25%	3	34%	13	0.1649	2
Availability of information about programs/facilities	22%	4	40%	11	0.1324	3
Variety of programs offered	18%	8	43%	8	0.1013	4
<b>Medium Priority (IS &lt; .10)</b>						
Variety of different types of parks in system	21%	5	54%	4	0.0971	5
Quality of programs for adults	15%	9	42%	9	0.0898	6
Number of parks in County's system	18%	7	57%	3	0.0779	7
Quality of programs for families with children	14%	10	49%	6	0.0715	8
Maintenance of parks	30%	2	79%	1	0.0642	9
User friendliness of County's Website	10%	11	47%	7	0.0510	10
Maintenance of trails	19%	6	77%	2	0.0435	11
Ease of registering for classes	7%	12	51%	5	0.0351	12
Ease of renting/reserving a facility	5%	13	41%	10	0.0309	13

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis from County leaders over the next five years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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# 6 Tabular Data

**Q1. Counting yourself, how many people in your household are...**

	Mean	Sum
number	2.3	942
Under age 5	0.1	47
Ages 5-9	0.1	46
Ages 10-14	0.2	62
Ages 15-19	0.1	52
Ages 20-24	0.1	42
Ages 25-34	0.3	103
Ages 35-44	0.3	136
Ages 45-54	0.3	132
Ages 55-64	0.4	149
Ages 65-79	0.4	154
Ages 80+	0.0	19

**Q2. From the following list, please check ALL the Parks and Recreation sites in Pitt County you or members of your household have visited over the past 12 months.**

Q2. All Parks & Recreation sites in Pitt County you have visited over past 12 months	Number	Percent
Alice F. Keene Park	204	50.6 %
Andrew A. Best Freedom Park	16	4.0 %
Ayden District Park	57	14.1 %
Contentnea Creekside Overlook Park, Grifton	22	5.5 %
Dream Park	14	3.5 %
Elm Street Park	134	33.3 %
Evans Park	43	10.7 %
Extreme Park (BMX & Skateboard Park)	18	4.5 %
Farmville Municipal Athletic Park	25	6.2 %
Field of Dreams Park	15	3.7 %
Greenfield Terrace Park	40	9.9 %
Walking trails owned & maintained by County	107	26.6 %
Wildwood Park	145	36.0 %
Town Common	260	64.5 %
River Park North	145	36.0 %
Boyd Lee Park	141	35.0 %
Greenville Greenways	143	35.5 %
Winterville Recreation Park	71	17.6 %
Other	36	8.9 %
None, we have not visited any public facilities during past 12 months	36	8.9 %
<b>Total</b>	<b>1672</b>	

**WITHOUT "NONE"**

**Q2. From the following list, please check ALL the Parks and Recreation sites in Pitt County you or members of your household have visited over the past 12 months. (without "none")**

Q2. All Parks & Recreation sites in Pitt County you have visited over past 12 months	Number	Percent
Alice F. Keene Park	204	55.6 %
Andrew A. Best Freedom Park	16	4.4 %
Ayden District Park	57	15.5 %
Contentnea Creekside Overlook Park, Grifton	22	6.0 %
Dream Park	14	3.8 %
Elm Street Park	134	36.5 %
Evans Park	43	11.7 %
Extreme Park (BMX & Skateboard Park)	18	4.9 %
Farmville Municipal Athletic Park	25	6.8 %
Field of Dreams Park	15	4.1 %
Greenfield Terrace Park	40	10.9 %
Walking trails owned & maintained by County	107	29.2 %
Wildwood Park	145	39.5 %
Town Common	260	70.8 %
River Park North	145	39.5 %
Boyd Lee Park	141	38.4 %
Greenville Greenways	143	39.0 %
Winterville Recreation Park	71	19.3 %
<u>Other</u>	<u>36</u>	<u>9.8 %</u>
Total	1636	

**Q3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities in Pitt County that you have visited?**

Q3. How would you rate physical condition of all parks & recreation facilities	Number	Percent
Excellent	100	27.2 %
Good	232	63.2 %
Fair	32	8.7 %
Poor	1	0.3 %
Not provided	2	0.5 %
Total	367	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities in Pitt County that you have visited? (without "not provided")**

Q3. How would you rate physical condition of all parks & recreation facilities	Number	Percent
Excellent	100	27.4 %
Good	232	63.6 %
Fair	32	8.8 %
Poor	1	0.3 %
Total	365	100.0 %

**Q4. Have you or other members of your household participated in any programs (including classes, camps, leagues, or events) offered by Pitt County CS&R during the past 12 months?**

Q4. Have you participated in any programs offered by Pitt County CS&R during past 12 months	Number	Percent
Yes	79	19.6 %
No	324	80.4 %
Total	403	100.0 %

**Q4a. Approximately how many different programs offered by Pitt County CS&R have you or members of your household participated in over the past 12 months?**

Q4a. How many different programs have you participated in	Number	Percent
1 program	20	25.3 %
2-3 programs	40	50.6 %
4-6 programs	17	21.5 %
Not provided	2	2.5 %
Total	79	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q4a. Approximately how many different programs offered by Pitt County CS&R have you or members of your household participated in over the past 12 months? (without "not provided")**

Q4a. How many different programs have you participated in	Number	Percent
1 program	20	26.0 %
2-3 programs	40	51.9 %
4-6 programs	17	22.1 %
Total	77	100.0 %

**Q4b. Please check the THREE primary reasons your household participates in Pitt County CS&R programs.**

Q4b. Primary reasons your household participates in Pitt County CS&R programs	Number	Percent
Cost to participate is reasonable	49	62.0 %
Location of facility	37	46.8 %
Friends/family participate	31	39.2 %
Quality of programs	27	34.2 %
Convenient times	22	27.8 %
Facilities are accessible	14	17.7 %
Dates offered	13	16.5 %
Quality of instructors	12	15.2 %
Quality of facility	10	12.7 %
Other	2	2.5 %
Total	217	

**Q4b-10. Other:**

Q4b-10. Other	Number	Percent
Need something to do on weekends & something for kids	1	50.0 %
Enjoyable	1	50.0 %
Total	2	100.0 %

**Q4c. Overall, how would you rate the quality of ALL the programs offered by Pitt County CS&R that you have participated in?**

Q4c. How would you rate quality of all programs you have participated in	Number	Percent
Excellent	26	32.9 %
Good	48	60.8 %
Fair	3	3.8 %
Not provided	2	2.5 %
Total	79	100.0 %

**WITHOUT “NOT PROVIDED”**

**Q4c. Overall, how would you rate the quality of ALL the programs offered by Pitt County CS&R that you have participated in? (without "not provided")**

Q4c. How would you rate quality of all programs you have participated in	Number	Percent
Excellent	26	33.8 %
Good	48	62.3 %
Fair	3	3.9 %
Total	77	100.0 %

**Q5. Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months?**

Q5. All the organizations you have used for parks, trails, & recreation activities during past 12 months

	Number	Percent
Faith based organizations	68	16.9 %
Homeowners associations	22	5.5 %
Community centers	54	13.4 %
Pitt County Community Schools & Recreation	80	19.9 %
Private or public golf courses	49	12.2 %
Private instruction (gymnastics, dance, martial arts)	34	8.4 %
Pitt County Schools	54	13.4 %
State parks of North Carolina	134	33.3 %
National parks	61	15.1 %
YMCA	3	0.7 %
Your local Town/City parks & recreation agency	121	30.0 %
Youth sports associations	54	13.4 %
Other	23	5.7 %
None, do not use any organizations	111	27.5 %
<b>Total</b>	<b>868</b>	

**WITHOUT "NONE"**

**Q5. Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months? (without "none")**

Q5. All the organizations you have used for parks, trails, & recreation activities during past 12 months

	Number	Percent
Faith based organizations	68	23.3 %
Homeowners associations	22	7.5 %
Community centers	54	18.5 %
Pitt County Community Schools & Recreation	80	27.4 %
Private or public golf courses	49	16.8 %
Private instruction (gymnastics, dance, martial arts)	34	11.6 %
Pitt County Schools	54	18.5 %
State parks of North Carolina	134	45.9 %
National parks	61	20.9 %
YMCA	3	1.0 %
Your local Town/City parks & recreation agency	121	41.4 %
Youth sports associations	54	18.5 %
Other	23	7.9 %
<b>Total</b>	<b>757</b>	

**Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most?**

Q6. Top choice	Number	Percent
Faith based organizations	40	9.9 %
Homeowners associations	7	1.7 %
Community centers	21	5.2 %
Pitt County Community Schools & Recreation	28	6.9 %
Private or public golf courses	17	4.2 %
Private instruction (gymnastics, dance, martial arts)	5	1.2 %
Pitt County Schools	17	4.2 %
State parks of North Carolina	35	8.7 %
National parks	6	1.5 %
Your local Town/City parks & recreation agency	55	13.6 %
Youth sports associations	8	2.0 %
Other	1	0.2 %
<u>None, do not use any organizations</u>	<u>163</u>	<u>40.4 %</u>
Total	403	100.0 %

**Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most?**

Q6. 2nd choice	Number	Percent
Faith based organizations	8	2.0 %
Homeowners associations	3	0.7 %
Community centers	11	2.7 %
Pitt County Community Schools & Recreation	14	3.5 %
Private or public golf courses	10	2.5 %
Private instruction (gymnastics, dance, martial arts)	14	3.5 %
Pitt County Schools	9	2.2 %
State parks of North Carolina	46	11.4 %
National parks	17	4.2 %
YMCA	1	0.2 %
Your local Town/City parks & recreation agency	27	6.7 %
Youth sports associations	24	6.0 %
<u>None, do not use any organizations</u>	<u>219</u>	<u>54.3 %</u>
Total	403	100.0 %

**Q6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most? (top 2)**

Q6. Top choice	Number	Percent
Faith based organizations	48	11.9 %
Homeowners associations	10	2.5 %
Community centers	32	7.9 %
Pitt County Community Schools & Recreation	42	10.4 %
Private or public golf courses	27	6.7 %
Private instruction (gymnastics, dance, martial arts)	19	4.7 %
Pitt County Schools	26	6.5 %
State parks of North Carolina	81	20.1 %
National parks	23	5.7 %
YMCA	1	0.2 %
Your local Town/City parks & recreation agency	82	20.3 %
Youth sports associations	32	7.9 %
Other	1	0.2 %
None, do not use any organizations	163	40.4 %
Total	587	

**Q7. From the following list, please check ALL of the following ways you currently use to learn about Pitt County CS&R.**

Q7. All the ways you currently use to learn about Pitt County CS&R		
	Number	Percent
Program guide	71	17.6 %
Website	205	50.9 %
Newspaper articles	74	18.4 %
Radio	35	8.7 %
Television	93	23.1 %
Word of mouth	230	57.1 %
Park signage	87	21.6 %
Conversations with staff	20	5.0 %
Print advertisements	47	11.7 %
eNewsletters	28	6.9 %
Social media (Facebook, X (Twitter), Instagram)	197	48.9 %
Nextdoor	33	8.2 %
My local City/Municipality/School District	27	6.7 %
County Commissioners Board meetings	3	0.7 %
Promotions at special events	43	10.7 %
Other	9	2.2 %
<b>Total</b>	<b>1202</b>	

**Q7-16. Other:**

Q7-16. Other		
	Number	Percent
Phone	4	44.4 %
Phone calls	1	11.1 %
Signage on road for state park	1	11.1 %
Friends	1	11.1 %
Phone, emails	1	11.1 %
From a friend that volunteers at Senior Center two days a week	1	11.1 %
<b>Total</b>	<b>9</b>	<b>100.0 %</b>

**Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Pitt County CS&R?**

Q8. Top choice	Number	Percent
Program guide	24	6.0 %
Website	101	25.1 %
Newspaper articles	20	5.0 %
Radio	6	1.5 %
Television	25	6.2 %
Word of mouth	33	8.2 %
Park signage	9	2.2 %
Conversations with staff	2	0.5 %
Print advertisements	4	1.0 %
eNewsletters	9	2.2 %
Social media (Facebook, X (Twitter), Instagram)	95	23.6 %
Nextdoor	2	0.5 %
My local City/Municipality/School District	3	0.7 %
Promotions at special events	4	1.0 %
Other	1	0.2 %
<u>None chosen</u>	<u>65</u>	<u>16.1 %</u>
Total	403	100.0 %

**Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Pitt County CS&R?**

Q8. 2nd choice	Number	Percent
Program guide	16	4.0 %
Website	61	15.1 %
Newspaper articles	13	3.2 %
Radio	9	2.2 %
Television	27	6.7 %
Word of mouth	58	14.4 %
Park signage	27	6.7 %
Conversations with staff	3	0.7 %
Print advertisements	8	2.0 %
eNewsletters	21	5.2 %
Social media (Facebook, X (Twitter), Instagram)	58	14.4 %
Nextdoor	8	2.0 %
My local City/Municipality/School District	2	0.5 %
County Commissioners Board meetings	3	0.7 %
Promotions at special events	5	1.2 %
<u>None chosen</u>	<u>84</u>	<u>20.8 %</u>
Total	403	100.0 %

**Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Pitt County CS&R?**

Q8. 3rd choice	Number	Percent
Program guide	16	4.0 %
Website	31	7.7 %
Newspaper articles	11	2.7 %
Radio	5	1.2 %
Television	19	4.7 %
Word of mouth	58	14.4 %
Park signage	23	5.7 %
Conversations with staff	4	1.0 %
Print advertisements	20	5.0 %
eNewsletters	11	2.7 %
Social media (Facebook, X (Twitter), Instagram)	37	9.2 %
Nextdoor	5	1.2 %
My local City/Municipality/School District	9	2.2 %
Promotions at special events	11	2.7 %
None chosen	143	35.5 %
Total	403	100.0 %

**Q8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Pitt County CS&R? (top 3)**

Q8. Top choice	Number	Percent
Program guide	56	13.9 %
Website	193	47.9 %
Newspaper articles	44	10.9 %
Radio	20	5.0 %
Television	71	17.6 %
Word of mouth	149	37.0 %
Park signage	59	14.6 %
Conversations with staff	9	2.2 %
Print advertisements	32	7.9 %
eNewsletters	41	10.2 %
Social media (Facebook, X (Twitter), Instagram)	190	47.1 %
Nextdoor	15	3.7 %
My local City/Municipality/School District	14	3.5 %
County Commissioners Board meetings	3	0.7 %
Promotions at special events	20	5.0 %
Other	1	0.2 %
None chosen	65	16.1 %
Total	982	

**Q9. Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Pitt County CS&R MORE OFTEN.**

Q9. All the reasons why you currently do not use recreation facilities, amenities, & parks or participate in programs more often

	Number	Percent
Nothing prevents us from using/participating	157	39.0 %
Lack of clear views in open space areas (sightlines)	4	1.0 %
I don't know what is available	116	28.8 %
Operating hours are not convenient	33	8.2 %
Areas are too crowded	23	5.7 %
Poor customer service by staff	9	2.2 %
Lack of restrooms	30	7.4 %
Better amenities are available elsewhere	8	2.0 %
Facility I want to visit is not offered	10	2.5 %
Facilities are not well maintained	9	2.2 %
Location does not appear safe	19	4.7 %
My schedule is too busy	85	21.1 %
Not accessible for people with disabilities	14	3.5 %
Lack of programming opportunities suitable for seniors	31	7.7 %
Lack of parking	13	3.2 %
Presence of dogs	10	2.5 %
Too far from residence or work	32	7.9 %
Lack of transportation	20	5.0 %
Lack of diverse offerings	15	3.7 %
Do not feel safe or socially welcomed	10	2.5 %
Offerings are not culturally relevant to me	11	2.7 %
No safe route to walk/bike to facility	28	6.9 %
Other	23	5.7 %
Total	710	

**Q10. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

(N=403)

	Fully met	Mostly met	Partly met	Not met	No need
Q10-1. Neighborhood parks (smaller parks within 10-minute walking distance)	19.4%	14.1%	11.7%	25.6%	29.3%
Q10-2. Large community parks (regional attractions that draw in users)	25.6%	24.3%	15.1%	10.7%	24.3%
Q10-3. Natural areas/conservation areas	19.1%	25.1%	20.8%	7.9%	27.0%
Q10-4. Open green space	20.6%	28.8%	18.6%	6.5%	25.6%
Q10-5. Picnic areas	23.8%	21.8%	15.1%	7.2%	32.0%
Q10-6. Playground areas	25.6%	22.3%	9.7%	4.7%	37.7%
Q10-7. Fishing areas	11.7%	12.9%	15.9%	10.9%	48.6%
Q10-8. Paved connectivity trails for bikes & pedestrians (Greenways)	18.1%	24.1%	20.1%	9.2%	28.5%
Q10-9. Unpaved hiking trails within parks	12.7%	19.9%	21.1%	9.9%	36.5%
Q10-10. Paved walking trails within parks	19.6%	25.6%	21.1%	5.2%	28.5%
Q10-11. Off-leash dog parks	8.9%	8.9%	11.9%	7.7%	62.5%
Q10-12. Baseball/softball fields	18.1%	12.7%	7.9%	2.5%	58.8%
Q10-13. Outdoor basketball courts	8.9%	8.9%	9.7%	8.9%	63.5%
Q10-14. Soccer fields	9.9%	13.2%	9.9%	4.0%	63.0%
Q10-15. Football fields	9.2%	9.4%	8.4%	6.2%	66.7%
Q10-16. Skateboard parks	6.2%	8.7%	6.9%	6.9%	71.2%
Q10-17. Outdoor tennis courts	7.9%	12.2%	9.4%	6.0%	64.5%
Q10-18. Golf courses	9.9%	10.9%	9.4%	5.7%	64.0%
Q10-19. Lacrosse/cricket fields/ultimate frisbee	3.5%	6.2%	6.0%	8.2%	76.2%

**Q10. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

	Fully met	Mostly met	Partly met	Not met	No need
Q10-20. Extreme sports (i.e., zipline, BMX)	3.2%	3.7%	6.7%	12.4%	73.9%
Q10-21. Pickleball courts	6.9%	7.7%	14.6%	8.7%	62.0%
Q10-22. Splash pads	6.5%	6.5%	11.9%	14.6%	60.5%
Q10-23. Community recreation building	11.7%	16.9%	18.1%	9.7%	43.7%
Q10-24. Fitness & exercise facilities (indoor or outdoor)	10.4%	16.4%	21.3%	13.2%	38.7%
Q10-25. Indoor basketball/volleyball courts or other indoor sporting practice facilities	7.7%	9.4%	14.4%	10.2%	58.3%
Q10-26. Game room/exergaming/eSports	5.7%	4.0%	8.4%	14.6%	67.2%
Q10-27. Cultural centers for visual & performing arts	8.2%	10.2%	19.9%	19.4%	42.4%
Q10-28. Senior indoor & outdoor activity areas	8.4%	11.2%	19.6%	10.4%	50.4%
Q10-29. Teen indoor & outdoor activity areas	5.2%	6.5%	10.2%	13.2%	65.0%
Q10-30. Community gardens	4.7%	9.2%	20.1%	18.1%	47.9%

**WITHOUT "NO NEED"**

**Q10. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

(N=403)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Neighborhood parks (smaller parks within 10-minute walking distance)	27.4%	20.0%	16.5%	36.1%
Q10-2. Large community parks (regional attractions that draw in users)	33.8%	32.1%	20.0%	14.1%
Q10-3. Natural areas/conservation areas	26.2%	34.4%	28.6%	10.9%
Q10-4. Open green space	27.7%	38.7%	25.0%	8.7%
Q10-5. Picnic areas	35.0%	32.1%	22.3%	10.6%
Q10-6. Playground areas	41.0%	35.9%	15.5%	7.6%
Q10-7. Fishing areas	22.7%	25.1%	30.9%	21.3%
Q10-8. Paved connectivity trails for bikes & pedestrians (Greenways)	25.3%	33.7%	28.1%	12.8%
Q10-9. Unpaved hiking trails within parks	19.9%	31.3%	33.2%	15.6%
Q10-10. Paved walking trails within parks	27.4%	35.8%	29.5%	7.3%
Q10-11. Off-leash dog parks	23.8%	23.8%	31.8%	20.5%
Q10-12. Baseball/softball fields	44.0%	30.7%	19.3%	6.0%
Q10-13. Outdoor basketball courts	24.5%	24.5%	26.5%	24.5%
Q10-14. Soccer fields	26.8%	35.6%	26.8%	10.7%
Q10-15. Football fields	27.6%	28.4%	25.4%	18.7%
Q10-16. Skateboard parks	21.6%	30.2%	24.1%	24.1%
Q10-17. Outdoor tennis courts	22.4%	34.3%	26.6%	16.8%
Q10-18. Golf courses	27.6%	30.3%	26.2%	15.9%
Q10-19. Lacrosse/cricket fields/ultimate frisbee	14.6%	26.0%	25.0%	34.4%

**WITHOUT "NO NEED"**

**Q10. A variety of recreation FACILITIES AND AMENITIES are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

	Fully met	Mostly met	Partly met	Not met
Q10-20. Extreme sports (i.e., zipline, BMX)	12.4%	14.3%	25.7%	47.6%
Q10-21. Pickleball courts	18.3%	20.3%	38.6%	22.9%
Q10-22. Splash pads	16.4%	16.4%	30.2%	37.1%
Q10-23. Community recreation building	20.7%	30.0%	32.2%	17.2%
Q10-24. Fitness & exercise facilities (indoor or outdoor)	17.0%	26.7%	34.8%	21.5%
Q10-25. Indoor basketball/volleyball courts or other indoor sporting practice facilities	18.5%	22.6%	34.5%	24.4%
Q10-26. Game room/exergaming/eSports	17.4%	12.1%	25.8%	44.7%
Q10-27. Cultural centers for visual & performing arts	14.2%	17.7%	34.5%	33.6%
Q10-28. Senior indoor & outdoor activity areas	17.0%	22.5%	39.5%	21.0%
Q10-29. Teen indoor & outdoor activity areas	14.9%	18.4%	29.1%	37.6%
Q10-30. Community gardens	9.0%	17.6%	38.6%	34.8%

**Q11. Which FOUR of the facilities and amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10-minute walking distance)	75	18.6 %
Large community parks (regional attractions that draw in users)	35	8.7 %
Natural areas/conservation areas	28	6.9 %
Open green space	10	2.5 %
Picnic areas	11	2.7 %
Playground areas	12	3.0 %
Fishing areas	11	2.7 %
Paved connectivity trails for bikes & pedestrians (Greenways)	25	6.2 %
Unpaved hiking trails within parks	12	3.0 %
Paved walking trails within parks	18	4.5 %
Off-leash dog parks	12	3.0 %
Baseball/softball fields	3	0.7 %
Outdoor basketball courts	4	1.0 %
Soccer fields	5	1.2 %
Football fields	1	0.2 %
Skateboard parks	2	0.5 %
Outdoor tennis courts	1	0.2 %
Golf courses	7	1.7 %
Lacrosse/cricket fields/ultimate frisbee	2	0.5 %
Extreme sports (i.e., zipline, BMX)	1	0.2 %
Pickleball courts	13	3.2 %
Splash pads	1	0.2 %
Community recreation building	4	1.0 %
Fitness & exercise facilities (indoor or outdoor)	7	1.7 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	1	0.2 %
Game room/exergaming/eSports	1	0.2 %
Cultural centers for visual & performing arts	5	1.2 %
Senior indoor & outdoor activity areas	20	5.0 %
Teen indoor & outdoor activity areas	9	2.2 %
Community gardens	12	3.0 %
<u>None chosen</u>	<u>55</u>	<u>13.6 %</u>
<b>Total</b>	<b>403</b>	<b>100.0 %</b>

**Q11. Which FOUR of the facilities and amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10-minute walking distance)	21	5.2 %
Large community parks (regional attractions that draw in users)	30	7.4 %
Natural areas/conservation areas	23	5.7 %
Open green space	22	5.5 %
Picnic areas	11	2.7 %
Playground areas	23	5.7 %
Fishing areas	20	5.0 %
Paved connectivity trails for bikes & pedestrians (Greenways)	26	6.5 %
Unpaved hiking trails within parks	15	3.7 %
Paved walking trails within parks	21	5.2 %
Off-leash dog parks	3	0.7 %
Baseball/softball fields	3	0.7 %
Outdoor basketball courts	4	1.0 %
Soccer fields	4	1.0 %
Football fields	2	0.5 %
Outdoor tennis courts	2	0.5 %
Golf courses	8	2.0 %
Lacrosse/cricket fields/ultimate frisbee	2	0.5 %
Extreme sports (i.e., zipline, BMX)	3	0.7 %
Pickleball courts	14	3.5 %
Splash pads	2	0.5 %
Community recreation building	8	2.0 %
Fitness & exercise facilities (indoor or outdoor)	18	4.5 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	8	2.0 %
Game room/exergaming/eSports	3	0.7 %
Cultural centers for visual & performing arts	15	3.7 %
Senior indoor & outdoor activity areas	13	3.2 %
Teen indoor & outdoor activity areas	6	1.5 %
Community gardens	8	2.0 %
<u>None chosen</u>	<u>65</u>	<u>16.1 %</u>
<b>Total</b>	<b>403</b>	<b>100.0 %</b>

**Q11. Which FOUR of the facilities and amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10-minute walking distance)	21	5.2 %
Large community parks (regional attractions that draw in users)	19	4.7 %
Natural areas/conservation areas	11	2.7 %
Open green space	17	4.2 %
Picnic areas	13	3.2 %
Playground areas	20	5.0 %
Fishing areas	19	4.7 %
Paved connectivity trails for bikes & pedestrians (Greenways)	20	5.0 %
Unpaved hiking trails within parks	20	5.0 %
Paved walking trails within parks	27	6.7 %
Off-leash dog parks	7	1.7 %
Baseball/softball fields	2	0.5 %
Outdoor basketball courts	5	1.2 %
Soccer fields	1	0.2 %
Football fields	5	1.2 %
Outdoor tennis courts	3	0.7 %
Golf courses	6	1.5 %
Lacrosse/cricket fields/ultimate frisbee	1	0.2 %
Extreme sports (i.e., zipline, BMX)	2	0.5 %
Pickleball courts	6	1.5 %
Splash pads	6	1.5 %
Community recreation building	8	2.0 %
Fitness & exercise facilities (indoor or outdoor)	18	4.5 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	5	1.2 %
Game room/exergaming/eSports	5	1.2 %
Cultural centers for visual & performing arts	13	3.2 %
Senior indoor & outdoor activity areas	17	4.2 %
Teen indoor & outdoor activity areas	7	1.7 %
Community gardens	17	4.2 %
None chosen	82	20.3 %
<b>Total</b>	<b>403</b>	<b>100.0 %</b>

**Q11. Which FOUR of the facilities and amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q11. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10-minute walking distance)	19	4.7 %
Large community parks (regional attractions that draw in users)	10	2.5 %
Natural areas/conservation areas	20	5.0 %
Open green space	17	4.2 %
Picnic areas	15	3.7 %
Playground areas	12	3.0 %
Fishing areas	11	2.7 %
Paved connectivity trails for bikes & pedestrians (Greenways)	16	4.0 %
Unpaved hiking trails within parks	21	5.2 %
Paved walking trails within parks	14	3.5 %
Off-leash dog parks	9	2.2 %
Baseball/softball fields	7	1.7 %
Outdoor basketball courts	3	0.7 %
Soccer fields	3	0.7 %
Football fields	4	1.0 %
Skateboard parks	3	0.7 %
Outdoor tennis courts	4	1.0 %
Golf courses	3	0.7 %
Pickleball courts	10	2.5 %
Splash pads	7	1.7 %
Community recreation building	13	3.2 %
Fitness & exercise facilities (indoor or outdoor)	17	4.2 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	2	0.5 %
Game room/exergaming/eSports	8	2.0 %
Cultural centers for visual & performing arts	16	4.0 %
Senior indoor & outdoor activity areas	12	3.0 %
Teen indoor & outdoor activity areas	4	1.0 %
Community gardens	20	5.0 %
<u>None chosen</u>	<u>103</u>	<u>25.6 %</u>
Total	403	100.0 %

**Q11. Which FOUR of the facilities and amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household? (top 4)**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Neighborhood parks (smaller parks within 10-minute walking distance)	136	33.7 %
Large community parks (regional attractions that draw in users)	94	23.3 %
Natural areas/conservation areas	82	20.3 %
Open green space	66	16.4 %
Picnic areas	50	12.4 %
Playground areas	67	16.6 %
Fishing areas	61	15.1 %
Paved connectivity trails for bikes & pedestrians (Greenways)	87	21.6 %
Unpaved hiking trails within parks	68	16.9 %
Paved walking trails within parks	80	19.9 %
Off-leash dog parks	31	7.7 %
Baseball/softball fields	15	3.7 %
Outdoor basketball courts	16	4.0 %
Soccer fields	13	3.2 %
Football fields	12	3.0 %
Skateboard parks	5	1.2 %
Outdoor tennis courts	10	2.5 %
Golf courses	24	6.0 %
Lacrosse/cricket fields/ultimate frisbee	5	1.2 %
Extreme sports (i.e., zipline, BMX)	6	1.5 %
Pickleball courts	43	10.7 %
Splash pads	16	4.0 %
Community recreation building	33	8.2 %
Fitness & exercise facilities (indoor or outdoor)	60	14.9 %
Indoor basketball/volleyball courts or other indoor sporting practice facilities	16	4.0 %
Game room/exergaming/eSports	17	4.2 %
Cultural centers for visual & performing arts	49	12.2 %
Senior indoor & outdoor activity areas	62	15.4 %
Teen indoor & outdoor activity areas	26	6.5 %
Community gardens	57	14.1 %
None chosen	55	13.6 %
<b>Total</b>	<b>1362</b>	

**Q12. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

(N=403)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. Youth learn to swim programs	6.2%	6.9%	7.2%	9.9%	69.7%
Q12-2. Adult learn to swim programs	6.7%	5.5%	7.7%	10.4%	69.7%
Q12-3. Water fitness programs	6.9%	7.7%	14.6%	17.6%	53.1%
Q12-4. Tennis lessons & leagues	4.2%	6.2%	7.9%	8.7%	73.0%
Q12-5. Preschool programs	9.2%	5.2%	4.5%	4.7%	76.4%
Q12-6. Before school programs	6.5%	3.7%	3.7%	6.7%	79.4%
Q12-7. After school programs	8.2%	6.0%	5.5%	5.5%	74.9%
Q12-8. School break programs (fall/winter/spring)	7.4%	6.0%	6.9%	6.7%	73.0%
Q12-9. Youth athletic programs	11.9%	11.4%	8.9%	2.7%	65.0%
Q12-10. Youth fitness & wellness programs	8.7%	4.5%	9.2%	7.7%	70.0%
Q12-11. Youth gymnastics programs	6.0%	4.7%	6.2%	7.2%	75.9%
Q12-12. Programs for teens	5.0%	4.5%	6.5%	10.9%	73.2%
Q12-13. Youth art/dance/performing arts	6.5%	5.2%	7.9%	9.4%	71.0%
Q12-14. Adult art/dance/performing arts	6.2%	6.5%	16.4%	13.9%	57.1%
Q12-15. Adult organized athletic programs	7.2%	8.4%	12.7%	13.2%	58.6%
Q12-16. Adult continuing education programs	8.2%	11.2%	17.9%	13.6%	49.1%
Q12-17. Programs for people with disabilities or special needs	6.5%	6.5%	7.2%	11.2%	68.7%
Q12-18. Indoor space for small events (i.e., parties, meetings)	8.4%	7.4%	14.9%	14.6%	54.6%

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**Q12. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all.**

	Fully met	Mostly met	Partly met	Not met	No need
Q12-19. Cultural special events (i.e., concerts, movies, history programs, & cultural events)	7.7%	10.9%	25.6%	17.9%	38.0%
Q12-20. Outdoor public art	7.9%	9.2%	21.8%	16.4%	44.7%
Q12-21. Athletic special events (i.e., cross-country or running races)	5.5%	6.0%	11.9%	6.9%	69.7%
Q12-22. Nature programs/environmental education	6.0%	10.7%	24.1%	10.7%	48.6%
Q12-23. Extreme sports	4.2%	4.5%	5.5%	7.4%	78.4%
Q12-24. Dog park programs	6.0%	6.9%	9.2%	10.7%	67.2%
Q12-25. Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	6.0%	6.7%	17.4%	14.9%	55.1%
Q12-26. Science/technology programs (kids outdoor science programs/computer classes, etc.)	5.2%	6.2%	14.1%	14.1%	60.3%
Q12-27. Exercise classes for seniors	9.2%	8.4%	14.9%	13.4%	54.1%
Q12-28. Senior games	10.7%	8.4%	10.7%	9.4%	60.8%
Q12-29. Youth camps	6.7%	7.2%	9.2%	5.7%	71.2%

**WITHOUT "NO NEED"**

**Q12. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

(N=403)

	Fully met	Mostly met	Partly met	Not met
Q12-1. Youth learn to swim programs	20.5%	23.0%	23.8%	32.8%
Q12-2. Adult learn to swim programs	22.1%	18.0%	25.4%	34.4%
Q12-3. Water fitness programs	14.8%	16.4%	31.2%	37.6%
Q12-4. Tennis lessons & leagues	15.6%	22.9%	29.4%	32.1%
Q12-5. Preschool programs	38.9%	22.1%	18.9%	20.0%
Q12-6. Before school programs	31.3%	18.1%	18.1%	32.5%
Q12-7. After school programs	32.7%	23.8%	21.8%	21.8%
Q12-8. School break programs (fall/ winter/spring)	27.5%	22.0%	25.7%	24.8%
Q12-9. Youth athletic programs	34.0%	32.6%	25.5%	7.8%
Q12-10. Youth fitness & wellness programs	28.9%	14.9%	30.6%	25.6%
Q12-11. Youth gymnastics programs	24.7%	19.6%	25.8%	29.9%
Q12-12. Programs for teens	18.5%	16.7%	24.1%	40.7%
Q12-13. Youth art/dance/performing arts	22.2%	17.9%	27.4%	32.5%
Q12-14. Adult art/dance/performing arts	14.5%	15.0%	38.2%	32.4%
Q12-15. Adult organized athletic programs	17.4%	20.4%	30.5%	31.7%
Q12-16. Adult continuing education programs	16.1%	22.0%	35.1%	26.8%
Q12-17. Programs for people with disabilities or special needs	20.6%	20.6%	23.0%	35.7%
Q12-18. Indoor space for small events (i. e., parties, meetings)	18.6%	16.4%	32.8%	32.2%

**WITHOUT "NO NEED"**

**Q12. A variety of recreation PROGRAMS are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. (without "no need")**

	Fully met	Mostly met	Partly met	Not met
Q12-19. Cultural special events (i.e., concerts, movies, history programs, & cultural events)	12.4%	17.6%	41.2%	28.8%
Q12-20. Outdoor public art	14.3%	16.6%	39.5%	29.6%
Q12-21. Athletic special events (i.e., cross-country or running races)	18.0%	19.7%	39.3%	23.0%
Q12-22. Nature programs/environmental education	11.6%	20.8%	46.9%	20.8%
Q12-23. Extreme sports	19.5%	20.7%	25.3%	34.5%
Q12-24. Dog park programs	18.2%	21.2%	28.0%	32.6%
Q12-25. Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	13.3%	14.9%	38.7%	33.1%
Q12-26. Science/technology programs (kids outdoor science programs/ computer classes, etc.)	13.1%	15.6%	35.6%	35.6%
Q12-27. Exercise classes for seniors	20.0%	18.4%	32.4%	29.2%
Q12-28. Senior games	27.2%	21.5%	27.2%	24.1%
Q12-29. Youth camps	23.3%	25.0%	31.9%	19.8%

**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	22	5.5 %
Adult learn to swim programs	15	3.7 %
Water fitness programs	27	6.7 %
Tennis lessons & leagues	1	0.2 %
Preschool programs	10	2.5 %
Before school programs	5	1.2 %
After school programs	11	2.7 %
School break programs (fall/winter/spring)	5	1.2 %
Youth athletic programs	11	2.7 %
Youth fitness & wellness programs	2	0.5 %
Programs for teens	11	2.7 %
Youth art/dance/performing arts	1	0.2 %
Adult art/dance/performing arts	20	5.0 %
Adult organized athletic programs	11	2.7 %
Adult continuing education programs	27	6.7 %
Programs for people with disabilities or special needs	6	1.5 %
Indoor space for small events (i.e., parties, meetings)	10	2.5 %
Cultural special events (i.e., concerts, movies, history programs, & cultural events)	25	6.2 %
Outdoor public art	7	1.7 %
Athletic special events (i.e., cross-country or running races)	1	0.2 %
Nature programs/environmental education	9	2.2 %
Extreme sports	2	0.5 %
Dog park programs	16	4.0 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	21	5.2 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	5	1.2 %
Exercise classes for seniors	15	3.7 %
Senior games	8	2.0 %
Youth camps	10	2.5 %
<u>None chosen</u>	<u>89</u>	<u>22.1 %</u>
Total	403	100.0 %

**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?**

Q13. 2nd choice	Number	Percent
Youth learn to swim programs	4	1.0 %
Adult learn to swim programs	12	3.0 %
Water fitness programs	12	3.0 %
Tennis lessons & leagues	2	0.5 %
Preschool programs	6	1.5 %
Before school programs	2	0.5 %
After school programs	7	1.7 %
School break programs (fall/winter/spring)	9	2.2 %
Youth athletic programs	13	3.2 %
Youth fitness & wellness programs	10	2.5 %
Youth gymnastics programs	3	0.7 %
Programs for teens	9	2.2 %
Youth art/dance/performing arts	3	0.7 %
Adult art/dance/performing arts	18	4.5 %
Adult organized athletic programs	7	1.7 %
Adult continuing education programs	22	5.5 %
Programs for people with disabilities or special needs	11	2.7 %
Indoor space for small events (i.e., parties, meetings)	20	5.0 %
Cultural special events (i.e., concerts, movies, history programs, & cultural events)	40	9.9 %
Outdoor public art	10	2.5 %
Athletic special events (i.e., cross-country or running races)	7	1.7 %
Nature programs/environmental education	18	4.5 %
Extreme sports	4	1.0 %
Dog park programs	6	1.5 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	12	3.0 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	8	2.0 %
Exercise classes for seniors	24	6.0 %
Senior games	5	1.2 %
Youth camps	2	0.5 %
None chosen	97	24.1 %
Total	403	100.0 %

**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?**

Q13. 3rd choice	Number	Percent
Youth learn to swim programs	5	1.2 %
Adult learn to swim programs	4	1.0 %
Water fitness programs	7	1.7 %
Tennis lessons & leagues	3	0.7 %
Preschool programs	6	1.5 %
Before school programs	2	0.5 %
After school programs	6	1.5 %
School break programs (fall/winter/spring)	9	2.2 %
Youth athletic programs	5	1.2 %
Youth fitness & wellness programs	5	1.2 %
Youth gymnastics programs	6	1.5 %
Programs for teens	8	2.0 %
Youth art/dance/performing arts	5	1.2 %
Adult art/dance/performing arts	14	3.5 %
Adult organized athletic programs	9	2.2 %
Adult continuing education programs	28	6.9 %
Programs for people with disabilities or special needs	8	2.0 %
Indoor space for small events (i.e., parties, meetings)	18	4.5 %
Cultural special events (i.e., concerts, movies, history programs, & cultural events)	30	7.4 %
Outdoor public art	17	4.2 %
Athletic special events (i.e., cross-country or running races)	6	1.5 %
Nature programs/environmental education	18	4.5 %
Extreme sports	2	0.5 %
Dog park programs	9	2.2 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	14	3.5 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	6	1.5 %
Exercise classes for seniors	22	5.5 %
Senior games	11	2.7 %
Youth camps	3	0.7 %
None chosen	117	29.0 %
<b>Total</b>	<b>403</b>	<b>100.0 %</b>

**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?**

<u>Q13. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	6	1.5 %
Adult learn to swim programs	6	1.5 %
Water fitness programs	7	1.7 %
Tennis lessons & leagues	7	1.7 %
Preschool programs	2	0.5 %
Before school programs	2	0.5 %
After school programs	7	1.7 %
School break programs (fall/winter/spring)	6	1.5 %
Youth athletic programs	5	1.2 %
Youth fitness & wellness programs	4	1.0 %
Youth gymnastics programs	3	0.7 %
Programs for teens	6	1.5 %
Youth art/dance/performing arts	3	0.7 %
Adult art/dance/performing arts	11	2.7 %
Adult organized athletic programs	11	2.7 %
Adult continuing education programs	14	3.5 %
Programs for people with disabilities or special needs	6	1.5 %
Indoor space for small events (i.e., parties, meetings)	13	3.2 %
Cultural special events (i.e., concerts, movies, history programs, & cultural events)	26	6.5 %
Outdoor public art	12	3.0 %
Athletic special events (i.e., cross-country or running races)	6	1.5 %
Nature programs/environmental education	15	3.7 %
Extreme sports	1	0.2 %
Dog park programs	6	1.5 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	22	5.5 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	13	3.2 %
Exercise classes for seniors	13	3.2 %
Senior games	11	2.7 %
Youth camps	3	0.7 %
<u>None chosen</u>	<u>156</u>	<u>38.7 %</u>
Total	403	100.0 %

**Q13. Which FOUR of the facilities and amenities listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household? (top 4)**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Youth learn to swim programs	37	9.2 %
Adult learn to swim programs	37	9.2 %
Water fitness programs	53	13.2 %
Tennis lessons & leagues	13	3.2 %
Preschool programs	24	6.0 %
Before school programs	11	2.7 %
After school programs	31	7.7 %
School break programs (fall/winter/spring)	29	7.2 %
Youth athletic programs	34	8.4 %
Youth fitness & wellness programs	21	5.2 %
Youth gymnastics programs	12	3.0 %
Programs for teens	34	8.4 %
Youth art/dance/performing arts	12	3.0 %
Adult art/dance/performing arts	63	15.6 %
Adult organized athletic programs	38	9.4 %
Adult continuing education programs	91	22.6 %
Programs for people with disabilities or special needs	31	7.7 %
Indoor space for small events (i.e., parties, meetings)	61	15.1 %
Cultural special events (i.e., concerts, movies, history programs, & cultural events)	121	30.0 %
Outdoor public art	46	11.4 %
Athletic special events (i.e., cross-country or running races)	20	5.0 %
Nature programs/environmental education	60	14.9 %
Extreme sports	9	2.2 %
Dog park programs	37	9.2 %
Outdoor adventure programs (rock climbing/hikes/paddling & kayaking, etc.)	69	17.1 %
Science/technology programs (kids outdoor science programs/ computer classes, etc.)	32	7.9 %
Exercise classes for seniors	74	18.4 %
Senior games	35	8.7 %
Youth camps	18	4.5 %
<u>None chosen</u>	<u>89</u>	<u>22.1 %</u>
Total	1242	

**Q14. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided by Pitt County CS&R.**

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know/ not applicable
Q14-1. Maintenance of parks	28.5%	39.5%	14.4%	3.2%	1.0%	13.4%
Q14-2. Maintenance of trails	24.3%	36.2%	13.2%	3.5%	1.5%	21.3%
Q14-3. Number of parks in County's system	20.8%	26.1%	21.1%	11.2%	3.7%	17.1%
Q14-4. Variety of different types of parks in system	18.9%	25.8%	22.1%	12.4%	3.0%	17.9%
Q14-5. Security at parks	10.2%	20.6%	29.3%	13.6%	4.7%	21.6%
Q14-6. Security on trails	9.4%	16.4%	27.8%	14.9%	6.7%	24.8%
Q14-7. Availability of information about programs/facilities	8.9%	24.3%	25.8%	15.4%	8.4%	17.1%
Q14-8. Quality of programs for families with children	10.4%	16.6%	18.1%	5.5%	4.2%	45.2%
Q14-9. Quality of programs for adults	10.2%	18.6%	24.1%	9.7%	6.5%	31.0%
Q14-10. User friendliness of County's website	11.2%	22.6%	21.8%	10.4%	5.2%	28.8%
Q14-11. Variety of programs offered	8.9%	23.3%	25.6%	11.2%	5.2%	25.8%
Q14-12. Ease of registering for classes	10.7%	20.3%	17.1%	6.7%	5.7%	39.5%
Q14-13. Ease of renting/reserving a facility	8.7%	9.9%	18.4%	5.0%	4.0%	54.1%

**WITHOUT "DON'T KNOW/NOT APPLICABLE"**

**Q14. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided by Pitt County CS&R. (without "don't know/not applicable")**

(N=403)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14-1. Maintenance of parks	33.0%	45.6%	16.6%	3.7%	1.1%
Q14-2. Maintenance of trails	30.9%	46.1%	16.7%	4.4%	1.9%
Q14-3. Number of parks in County's system	25.1%	31.4%	25.4%	13.5%	4.5%
Q14-4. Variety of different types of parks in system	23.0%	31.4%	26.9%	15.1%	3.6%
Q14-5. Security at parks	13.0%	26.3%	37.3%	17.4%	6.0%
Q14-6. Security on trails	12.5%	21.8%	37.0%	19.8%	8.9%
Q14-7. Availability of information about programs/facilities	10.8%	29.3%	31.1%	18.6%	10.2%
Q14-8. Quality of programs for families with children	19.0%	30.3%	33.0%	10.0%	7.7%
Q14-9. Quality of programs for adults	14.7%	27.0%	34.9%	14.0%	9.4%
Q14-10. User friendliness of County's website	15.7%	31.7%	30.7%	14.6%	7.3%
Q14-11. Variety of programs offered	12.0%	31.4%	34.4%	15.1%	7.0%
Q14-12. Ease of registering for classes	17.6%	33.6%	28.3%	11.1%	9.4%
Q14-13. Ease of renting/reserving a facility	18.9%	21.6%	40.0%	10.8%	8.6%

**Q15. Which THREE of the items from the list in Question 14 should receive the MOST EMPHASIS over the next five years?**

Q15. Top choice	Number	Percent
Maintenance of parks	71	17.6 %
Maintenance of trails	24	6.0 %
Number of parks in County's system	29	7.2 %
Variety of different types of parks in system	28	6.9 %
Security at parks	53	13.2 %
Security on trails	23	5.7 %
Availability of information about programs/facilities	34	8.4 %
Quality of programs for families with children	23	5.7 %
Quality of programs for adults	12	3.0 %
User friendliness of County's website	10	2.5 %
Variety of programs offered	8	2.0 %
Ease of registering for classes	7	1.7 %
Ease of renting/reserving a facility	4	1.0 %
None chosen	77	19.1 %
Total	403	100.0 %

**Q15. Which THREE of the items from the list in Question 14 should receive the MOST EMPHASIS over the next five years?**

Q15. 2nd choice	Number	Percent
Maintenance of parks	25	6.2 %
Maintenance of trails	38	9.4 %
Number of parks in County's system	20	5.0 %
Variety of different types of parks in system	31	7.7 %
Security at parks	44	10.9 %
Security on trails	46	11.4 %
Availability of information about programs/facilities	22	5.5 %
Quality of programs for families with children	16	4.0 %
Quality of programs for adults	20	5.0 %
User friendliness of County's website	16	4.0 %
Variety of programs offered	29	7.2 %
Ease of registering for classes	8	2.0 %
Ease of renting/reserving a facility	3	0.7 %
None chosen	85	21.1 %
Total	403	100.0 %

**Q15. Which THREE of the items from the list in Question 14 should receive the MOST EMPHASIS over the next five years?**

Q15. 3rd choice	Number	Percent
Maintenance of parks	25	6.2 %
Maintenance of trails	14	3.5 %
Number of parks in County's system	23	5.7 %
Variety of different types of parks in system	27	6.7 %
Security at parks	25	6.2 %
Security on trails	32	7.9 %
Availability of information about programs/facilities	33	8.2 %
Quality of programs for families with children	18	4.5 %
Quality of programs for adults	30	7.4 %
User friendliness of County's website	13	3.2 %
Variety of programs offered	35	8.7 %
Ease of registering for classes	14	3.5 %
Ease of renting/reserving a facility	14	3.5 %
None chosen	100	24.8 %
Total	403	100.0 %

**Q15. Which THREE of the items from the list in Question 14 should receive the MOST EMPHASIS over the next five years? (top 3)**

Q15. Top choice	Number	Percent
Maintenance of parks	121	30.0 %
Maintenance of trails	76	18.9 %
Number of parks in County's system	72	17.9 %
Variety of different types of parks in system	86	21.3 %
Security at parks	122	30.3 %
Security on trails	101	25.1 %
Availability of information about programs/facilities	89	22.1 %
Quality of programs for families with children	57	14.1 %
Quality of programs for adults	62	15.4 %
User friendliness of County's website	39	9.7 %
Variety of programs offered	72	17.9 %
Ease of registering for classes	29	7.2 %
Ease of renting/reserving a facility	21	5.2 %
None chosen	77	19.1 %
Total	1024	

**Q16. Of the following, please select the THREE types of special events you would like to see Pitt County CS&R offer more of.**

Q16. Types of special events you would like to see Pitt County CS&R offer more of	Number	Percent
Festivals	216	53.6 %
Concerts	179	44.4 %
Family events	139	34.5 %
Cultural events	128	31.8 %
Food truck events	119	29.5 %
Holiday events	94	23.3 %
Block parties/community events	84	20.8 %
Dog events	45	11.2 %
Races/triathlons	20	5.0 %
Something else	15	3.7 %
Total	1039	

**Q16-10. Other:**

Q16-10. Other special events	Number	Percent
Vendor events	1	6.7 %
Some local history events and education of the outdoors	1	6.7 %
Museum or historical walks	1	6.7 %
More educational events that could teach more history of our area	1	6.7 %
Water park	1	6.7 %
Everything is great	1	6.7 %
History programs	1	6.7 %
No street events & river events	1	6.7 %
Legal gardening	1	6.7 %
Senior events	1	6.7 %
More farmer's market	1	6.7 %
Community art events	1	6.7 %
Baseball, volleyball, softball, etc.	1	6.7 %
Turn canals into county trails	1	6.7 %
Lacrosse tournaments	1	6.7 %
Total	15	100.0 %

**Q17. For each of the following open space options, please rate how supportive you are of Pitt County CS&R pursuing each option on a scale of 4 to 1, where 4 means "Very Supportive," and 1 means "Not Supportive."**

(N=403)

	Very supportive	Somewhat supportive	Not sure	Not supportive
Q17-1. Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	60.0%	19.1%	16.4%	4.5%
Q17-2. Acquire additional open space areas & leave undeveloped for future generations	44.4%	25.6%	24.3%	5.7%
Q17-3. Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	48.9%	26.1%	19.4%	5.7%
Q17-4. Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	37.0%	30.5%	24.1%	8.4%
Q17-5. Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	43.4%	25.8%	22.8%	7.9%
Q17-6. Public art in park spaces	38.2%	25.8%	24.3%	11.7%

**Q18. Which THREE of the options for open space listed in Question 17 do you think should be most important for Pitt County CS&R to take?**

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	150	37.2 %
Acquire additional open space areas & leave undeveloped for future generations	42	10.4 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	37	9.2 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	33	8.2 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	43	10.7 %
Public art in park spaces	24	6.0 %
<u>None chosen</u>	<u>74</u>	<u>18.4 %</u>
Total	403	100.0 %

**Q18. Which THREE of the options for open space listed in Question 17 do you think should be most important for Pitt County CS&R to take?**

<u>Q18. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	44	10.9 %
Acquire additional open space areas & leave undeveloped for future generations	47	11.7 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	87	21.6 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	51	12.7 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	51	12.7 %
Public art in park spaces	34	8.4 %
<u>None chosen</u>	<u>89</u>	<u>22.1 %</u>
Total	403	100.0 %

**Q18. Which THREE of the options for open space listed in Question 17 do you think should be most important for Pitt County CS&R to take?**

<u>Q18. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	50	12.4 %
Acquire additional open space areas & leave undeveloped for future generations	38	9.4 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	67	16.6 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	34	8.4 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	57	14.1 %
Public art in park spaces	38	9.4 %
<u>None chosen</u>	<u>119</u>	<u>29.5 %</u>
Total	403	100.0 %

**Q18. Which THREE of the options for open space listed in Question 17 do you think should be most important for Pitt County CS&R to take? (top 3)**

<u>Q18. Top choice</u>	<u>Number</u>	<u>Percent</u>
Develop some existing underdeveloped open space that has been acquired over years for passive uses (trails, picnic areas, playgrounds)	244	60.5 %
Acquire additional open space areas & leave undeveloped for future generations	127	31.5 %
Acquire additional open space areas & develop for passive uses (greenways, trails, picnic areas, playgrounds)	191	47.4 %
Acquire additional open space areas & develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	118	29.3 %
Acquire additional open space areas & develop for water-based facilities (fishing, boating, beach areas)	151	37.5 %
Public art in park spaces	96	23.8 %
<u>None chosen</u>	<u>74</u>	<u>18.4 %</u>
Total	1001	

**Q19. Of the following ways in which Pitt County CS&R could allocate funding, which should be the top priority?**

Q19. In which way Pitt County CS&R could allocate funding	Number	Percent
Develop land that has already been purchased with new parks & facilities	157	39.0 %
Purchase new land for later development	28	6.9 %
Renovate existing facilities	110	27.3 %
Support operations through funding staffing & equipment	75	18.6 %
<u>Not provided</u>	<u>33</u>	<u>8.2 %</u>
Total	403	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q19. Of the following ways in which Pitt County CS&R could allocate funding, which should be the top priority? (without "not provided")**

Q19. In which way Pitt County CS&R could allocate funding	Number	Percent
Develop land that has already been purchased with new parks & facilities	157	42.4 %
Purchase new land for later development	28	7.6 %
Renovate existing facilities	110	29.7 %
Support operations through funding staffing & equipment	75	20.3 %
Total	370	100.0 %

**Q20. How satisfied are you with the overall value your household receives from Pitt County CS&R?**

Q20. How satisfied are you with overall value your household receives from Pitt County CS&R	Number	Percent
Very satisfied	46	11.4 %
Satisfied	155	38.5 %
Neutral	116	28.8 %
Dissatisfied	21	5.2 %
Very dissatisfied	18	4.5 %
Don't know	47	11.7 %
Total	403	100.0 %

**WITHOUT "DON'T KNOW"****Q20. How satisfied are you with the overall value your household receives from Pitt County CS&R?  
(without "don't know")**

Q20. How satisfied are you with overall value your household receives from Pitt County CS&R	Number	Percent
Very satisfied	46	12.9 %
Satisfied	155	43.5 %
Neutral	116	32.6 %
Dissatisfied	21	5.9 %
Very dissatisfied	18	5.1 %
Total	356	100.0 %

**Q21. The following are some benefits that you and your household may receive from Pitt County CS&R. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, programming, and recreation facilities.**

(N=403)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q21-1. Improves physical health & fitness	38.7%	33.7%	12.2%	2.2%	1.7%	11.4%
Q21-2. Helps reduce crime	21.8%	22.8%	26.1%	7.4%	4.7%	17.1%
Q21-3. Makes Pitt County a more desirable place to live	39.7%	35.5%	8.2%	4.2%	1.2%	11.2%
Q21-4. Protects natural resources & environment	34.0%	30.8%	15.6%	3.5%	2.0%	14.1%
Q21-5. Increases property values in County	22.8%	31.5%	22.1%	6.0%	2.0%	15.6%
Q21-6. Improves mental health & reduces stress	37.2%	32.8%	14.1%	3.5%	1.0%	11.4%
Q21-7. Increases opportunities for people of different cultures to interact	24.6%	34.0%	19.4%	6.0%	3.2%	12.9%
Q21-8. Helps attract new residents & businesses	25.6%	30.8%	19.4%	8.4%	2.2%	13.6%
Q21-9. Protects historical attributes of County	23.8%	27.3%	19.4%	7.7%	4.0%	17.9%
Q21-10. Preserves large areas of open space	28.0%	31.3%	20.6%	4.2%	2.5%	13.4%
Q21-11. Promotes tourism to County	21.3%	26.3%	25.6%	8.4%	3.5%	14.9%

**WITHOUT “DON’T KNOW”**

**Q21. The following are some benefits that you and your household may receive from Pitt County CS&R. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, programming, and recreation facilities. (without "don't know")**

(N=403)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q21-1. Improves physical health & fitness	43.7%	38.1%	13.7%	2.5%	2.0%
Q21-2. Helps reduce crime	26.3%	27.5%	31.4%	9.0%	5.7%
Q21-3. Makes Pitt County a more desirable place to live	44.7%	39.9%	9.2%	4.7%	1.4%
Q21-4. Protects natural resources & environment	39.6%	35.8%	18.2%	4.0%	2.3%
Q21-5. Increases property values in County	27.1%	37.4%	26.2%	7.1%	2.4%
Q21-6. Improves mental health & reduces stress	42.0%	37.0%	16.0%	3.9%	1.1%
Q21-7. Increases opportunities for people of different cultures to interact	28.2%	39.0%	22.2%	6.8%	3.7%
Q21-8. Helps attract new residents & businesses	29.6%	35.6%	22.4%	9.8%	2.6%
Q21-9. Protects historical attributes of County	29.0%	33.2%	23.6%	9.4%	4.8%
Q21-10. Preserves large areas of open space	32.4%	36.1%	23.8%	4.9%	2.9%
Q21-11. Promotes tourism to County	25.1%	30.9%	30.0%	9.9%	4.1%

**Q22. Which THREE of the potential benefits listed in Question 21 are most important to you and the members of your household?**

Q22. Top choice	Number	Percent
Improves physical health & fitness	140	34.7 %
Helps reduce crime	41	10.2 %
Makes Pitt County a more desirable place to live	49	12.2 %
Protects natural resources & environment	30	7.4 %
Increases property values in County	10	2.5 %
Improves mental health & reduces stress	21	5.2 %
Increases opportunities for people of different cultures to interact	7	1.7 %
Helps attract new residents & businesses	5	1.2 %
Protects historical attributes of County	5	1.2 %
Preserves large areas of open space	10	2.5 %
Promotes tourism to County	5	1.2 %
<u>None chosen</u>	<u>80</u>	<u>19.9 %</u>
Total	403	100.0 %

**Q22. Which THREE of the potential benefits listed in Question 21 are most important to you and the members of your household?**

Q22. 2nd choice	Number	Percent
Improves physical health & fitness	33	8.2 %
Helps reduce crime	35	8.7 %
Makes Pitt County a more desirable place to live	73	18.1 %
Protects natural resources & environment	46	11.4 %
Increases property values in County	9	2.2 %
Improves mental health & reduces stress	61	15.1 %
Increases opportunities for people of different cultures to interact	15	3.7 %
Helps attract new residents & businesses	6	1.5 %
Protects historical attributes of County	8	2.0 %
Preserves large areas of open space	16	4.0 %
Promotes tourism to County	10	2.5 %
<u>None chosen</u>	<u>91</u>	<u>22.6 %</u>
Total	403	100.0 %

**Q22. Which THREE of the potential benefits listed in Question 21 are most important to you and the members of your household?**

Q22. 3rd choice	Number	Percent
Improves physical health & fitness	20	5.0 %
Helps reduce crime	16	4.0 %
Makes Pitt County a more desirable place to live	39	9.7 %
Protects natural resources & environment	36	8.9 %
Increases property values in County	21	5.2 %
Improves mental health & reduces stress	61	15.1 %
Increases opportunities for people of different cultures to interact	28	6.9 %
Helps attract new residents & businesses	24	6.0 %
Protects historical attributes of County	12	3.0 %
Preserves large areas of open space	40	9.9 %
Promotes tourism to County	8	2.0 %
None chosen	98	24.3 %
Total	403	100.0 %

**Q22. Which THREE of the potential benefits listed in Question 21 are most important to you and the members of your household? (top 3)**

Q22. Top choice	Number	Percent
Improves physical health & fitness	193	47.9 %
Helps reduce crime	92	22.8 %
Makes Pitt County a more desirable place to live	161	40.0 %
Protects natural resources & environment	112	27.8 %
Increases property values in County	40	9.9 %
Improves mental health & reduces stress	143	35.5 %
Increases opportunities for people of different cultures to interact	50	12.4 %
Helps attract new residents & businesses	35	8.7 %
Protects historical attributes of County	25	6.2 %
Preserves large areas of open space	66	16.4 %
Promotes tourism to County	23	5.7 %
None chosen	80	19.9 %
Total	1020	

**Q23. What is your age?**

<u>Q23. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	77	19.1 %
35-44	80	19.9 %
45-54	79	19.6 %
55-64	82	20.3 %
65+	85	21.1 %
Total	403	100.0 %

**Q24. How many years have you lived in Pitt County?**

<u>Q24. How many years have you lived in Pitt County</u>	<u>Number</u>	<u>Percent</u>
0-5	72	17.9 %
6-10	33	8.2 %
11-15	33	8.2 %
16-20	37	9.2 %
21-30	56	13.9 %
31+	157	39.0 %
Not provided	15	3.7 %
Total	403	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. How many years have you lived in Pitt County? (without "not provided")**

<u>Q24. How many years have you lived in Pitt County</u>	<u>Number</u>	<u>Percent</u>
0-5	72	18.6 %
6-10	33	8.5 %
11-15	33	8.5 %
16-20	37	9.5 %
21-30	56	14.4 %
31+	157	40.5 %
Total	388	100.0 %

**Q24a. Is your home located inside the incorporated town limits of...**

Q24a. What incorporated town limits is your home located inside	Number	Percent
Ayden	25	6.2 %
Bethel	3	0.7 %
Falkland	1	0.2 %
Farmville	13	3.2 %
Fountain	1	0.2 %
Greenville	218	54.1 %
Grifton	8	2.0 %
Grimesland	4	1.0 %
Simpson	5	1.2 %
Winterville	53	13.2 %
Unincorporated area of County	69	17.1 %
Not provided	3	0.7 %
Total	403	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24a. Is your home located inside the incorporated town limits of... (without "not provided")**

Q24a. What incorporated town limits is your home located inside	Number	Percent
Ayden	25	6.3 %
Bethel	3	0.8 %
Falkland	1	0.3 %
Farmville	13	3.3 %
Fountain	1	0.3 %
Greenville	218	54.5 %
Grifton	8	2.0 %
Grimesland	4	1.0 %
Simpson	5	1.3 %
Winterville	53	13.3 %
Unincorporated area of County	69	17.3 %
Total	400	100.0 %

**Q25. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?**

Q25. Are you of Hispanic, Latino, or Spanish ancestry	Number	Percent
Yes	28	7.1 %
No	367	92.9 %
Total	395	100.0 %

**Q26. Which of the following best describes your race?**

Q26. Your race	Number	Percent
Asian or Asian Indian	9	2.2 %
Black or African American	146	36.2 %
American Indian or Alaska Native	3	0.7 %
White or Caucasian	223	55.3 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	11	2.7 %
Total	393	

**Q26-6. Self-describe your race:**

Q26-6. Self-describe your race	Number	Percent
Hispanic	3	27.3 %
More than one	2	18.2 %
Hispanic/Latino	1	9.1 %
Middle Eastern	1	9.1 %
Mexican	1	9.1 %
Puerto Rico	1	9.1 %
Mixed	1	9.1 %
Latino	1	9.1 %
Total	11	100.0 %

**Q27. What is your household income?**

Q27. Your household income	Number	Percent
Under \$25K	63	15.6 %
\$25K-\$49,999	80	19.9 %
\$50K-\$74,999	82	20.3 %
\$75K-\$99,999	55	13.6 %
\$100K-\$149,999	41	10.2 %
\$150K+	40	9.9 %
<b>Not provided</b>	<b>42</b>	<b>10.4 %</b>
Total	403	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. What is your household income? (without "not provided")**

Q27. Your household income	Number	Percent
Under \$25K	63	17.5 %
\$25K-\$49,999	80	22.2 %
\$50K-\$74,999	82	22.7 %
\$75K-\$99,999	55	15.2 %
\$100K-\$149,999	41	11.4 %
\$150K+	40	11.1 %
Total	361	100.0 %

**Q28. Your gender:**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	195	48.4 %
Female	201	49.9 %
Non-Binary	3	0.7 %
Prefer not to answer	4	1.0 %
Total	403	100.0 %

**Q28. Your gender: (without "prefer not to answer")**

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	195	48.9 %
Female	201	50.4 %
Non-Binary	3	0.8 %
Total	399	100.0 %



# 7 Open-Ended Responses

**Open-Ended Questions Responses**

**Q2—“Other”:** From the following list, please check ALL the Parks and Recreation sites in Pitt County you or members of your household have visited over the past 12 months.

- Aquatics and Fitness Ctr. , Jaycee Park, Perkins Athletic Complex, Peppermint Park, Bradford Creek Golf Course
- Bradford Creek Soccer Complex
- Drew Steel
- Drew Steele Complex
- Farmville parks
- Farmville playground
- GAFC
- Green Springs Park, Jaycee Park
- Greenville Dog Park
- Hillcrest in Winterville
- Jaycee Park
- Jaycee Park
- Jaycee Park, Pitt County Arboretum, Dog Park
- Jaycee Park
- JJ Brown Park
- Paramore Park, Peppermint Park, Jaycee Park
- Paramore Park, Peppermint Park, Ayden Veterans Park
- Peppermint Park
- Peppermint Park and Paramore Park
- Pickleball
- Tar River Walk
- Village of Simpson park
- We have seven grandchildren that use the many parks in and around Greenville, Farmville and Pitt County.
- West Haven park
- Wildlife Park
- Woodlawn Park

**Q5—“Other”:** Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months?

- Abortorium (plants)/Library
- beaches
- Bicycle post mountain bike trail
- birthday party
- Boy Scout Activities
- Eastern Carolina Village and Farm Museum
- Ech health Wellness ctr
- ECU
- Frnville Aquatics/fitness
- Greenville Quilters Guild
- Local coffee shop allowed us to use their conference room for a Bible Study @no charge.
- NC Forest Service
- Personal use. Playground and running
- Pitt Community College
- Private hike trail
- Sorority and Greek organizations
- Specialized rec.
- To let kids play; BIG problem though when parks don't have bathroom capability, Ayden District Park bathrooms were locked some have port -potty like Paramore Park does. Would stay longer if bathroom was readily available
- We've used private community centers, not owned by Parks and Recreational, for private events.

**Q5a—“If you selected Pitt County Schools, which ones have you or members of your household used?”**

- AG COX
- AGCox Middle school Football
- Alice Keene
- Ayden Elementary and Middle.
- Ayden Elementary School
- Ayden Middle School
- Belvoir Elem
- D H Conley
- D. H. Conley High School
- D H Conley
- DH Conley, Rose High School
- E B Aycock Middle School
- Eastern Elementary, Rose High
- Eduardo Ventura Mewndez
- Elmhurst Elementary, AG Cox Middle
- Eppes
- Farmville Schools
- Flag football.
- GGR Whitfield and DH Conley
- GR Whitfield
- JH Rose
- JH Rose High School
- JH Rose High, DH Conely
- JH Rose Track
- North Pitt
- Northwest Elementary
- Oakwood school
- Our children attend Conley
- Our granddaughters participate in extra classes at Conley for dance and drama. We have one granddaughter that participates in Conley basketball and softball.
- PC Early College
- PCS Early College High School
- Robinson Elementary
- Sam Bundy, Farmville Middle School and Farmville Central High School
- volleyball
- WH Robinson, Ridgewood, AG Cox (current)
- WH Robison, AG cox
- Wintergreen
- Wintergreen intermediate
- Wintergreen Intermediate
- Wintergreen Intermediate, CM Epps
- Wintergreen Intermediate, Hope Middle
- Wintergreen Primary and Intermediate, Hope Middle school, Pitt County High School, Ridgewood Elementary
- Wintergreen, Hope DH Conley

**Q9—“Other”:** Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Pitt County CS&R MORE OFTEN.

- Access is bad. It takes time to travel to these sites. There is nothing centrally located in Greenville and restrooms are often locked when we are able to visit. What centrally located green space could be used for parks is about to be cut down to make way for townhomes
- Busy farming.
- City parks/programs.
- disabled
- Health issues.
- Husband has been in chemo for past 8 months. . . prior to that did more.
- I don't feel safe in social gatherings anymore. Too much gun violence in the world today.
- I just don't think of it. Now and then I will think about it and tell myself that I'm going to go walk, enjoy some trails, learn about what all is there, etc. but I never remember when free time comes along.
- I live in the country out side of Greenville I want nature I walk outside
- lack of age-appropriate activities available for working parents ( weekends)
- Lack of interest
- Lack of programming for adults who are not seniors.
- limited in my area
- Mostly designed for BMX.
- new to area
- Nice facilities. Usually only go to the parks for activities like little league baseball or scouting events
- Not a lot for kids under 3 -5 or adults with toddlers that safe and not alcohol. Concerts are nice but it's at kids bedtime. Why aren't they in the fall?
- not fenced in to keep small children safe.
- Often times when I would like to rent some of the facilities, they are already booked. A lot of the buildings are small and are not always set up for the types of events I need.
- Recreation not defined to include cultural destinations like museums or historic preservation trails
- Senior citizen can only do so much.
- We did soccer with Pitt Co CS R last year and it was so unorganized, I will be going back to future stars.
- Weight room hrs. needs to be the same at every facility and they all need to have the same equipment at all facilities so people don't have to drive a distance just to use 1 machine.

**Q11a—“What other specific recreational facilities or amenities not listed in Question 10 above should Pitt County CS&R consider for future development?”:**

- 50 meter x 25 yard pool
- A place for dancing (group dancing, line dancing, dance lessons for adults).
- A skating area would be nice.
- a water park, public golf course
- A water park.
- Access to water and shades for the playground during the summer and trash cans
- Alcohol free concert venues where staff is not partaking in the drinking (park rangers).
- Aquatics facility in southern Pitt county
- Art/Mural trail, Riverwalk
- Baseball fields with lights
- Better access to boating
- Bike trails. There are no paved bike trails for families to ride together without pedestrians.
- Bocce Ball and wiffle ball.
- Campgrounds for RV’s
- Chess tables near playgrounds
- Community events within the space. Look at Maymont in Virginia. They have glow parties with food trucks.
- Community park clean up opportunities
- Community swimming pool with swimming lessons and lifeguard certification classes.
- concert venue/botanical gardens
- connect Greenways throughout Greenville. For example: connect the sidewalk on Charles all the way t Alice Keene Park, this would allow a safe pedestrian/bikers/skateboarding connections from North to South
- Cultural Activities or activities for various cultures (educational, recreational, etc.) This was listed in Question 9 I think but not in Question 10.
- disc golf courses
- Dog parks, toddler parks
- Epps center
- Expand opportunities for devices for loan to support recreation: 3-D printers, woodworking equipment, long arm quilting machines, tables/space to baste quilts or complete larger art projects.
- Expanded senior center, Swimming pools
- Extended youth baseball complex to go compliment Elm Street
- farmers markets, more often in different areas.
- food center/help elderly with fixing up their homes for free
- getting more stores and shopping centers
- Go cart track
- Greenville United is growing and will need partnerships across Pitt County to determine where their stadium needs to be located and who and what other sports can play in it when it’s not in use.

- handicap accessible natural areas
- Helping to sponsor historic sites and museums
- Hiking trails
- How about shuffle board, bocce ball, mini golf,
- I believe safety should be a huge consideration for all of the above. We have had a few times that we/our grandchildren have felt uncomfortable about some of the people that maybe at the parks. In these times, they either didn't have children with them or they tried to make conversation with our children that made them want to leave.
- I would love to see things natural as possible but also have a separate area for kids to play and not cross into activity areas of adults. This way no one does not get hurt from inattention.
- I'd love to see more police presence in places where drug use/alcohol use is common. I am also upset at the amount of trash present on our trails. The bike park near Eastern is not in great shape despite them recently updating it.
- Improved bike trails
- Inclusive communication boards for adults without developmental limitations
- Indoor walking facility.
- Just adding sidewalks along all the roads or bike lines to allow people to walk and bike to the parks. The west side of town people have to drive everywhere nothing is close to us or accessible safely via bike or walking or running trails. Many people would bike to work but you can't get there safely in this town or even College kids can't. It's honestly sad there isn't a push for active transportation and exercise.
- Kayak/Canoe trails
- Kayak rental and river access
- Lacrosse Fields are an absolute must! The sport is fast growing in eastern NC & matches draw families from all over the Southeast. Turf and lights are the standard at ALL the Raleigh area locations - especially in the suburban locales.
- Large sports complex for multiple sports.
- more dog parks closer to Winterville
- More greenways that connect
- More handicap assessable
- more handicap trails, parks
- more kayak launches on creeks, rivers, lakes, and ponds. Trails or open areas with bird feeders, botanical gardens
- More parks/playgrounds and teen zip line/ropes course near south west Greenville. No parks are within walking distance for all the subdivisions off of frog level road between Davenport farm road and Dickinson.
- More pickleball courts and clubs/courses for them.
- More senior activities.
- More things for kids to do safely.
- More water access options with boats for rent or places to pit boats in
- Mountain bike trails (wildwood is a great start) and bike/walking paths that have connectivity.
- Natural History Museum

- Need more natural trails for biking/hiking/walking. Wildwood is a start, but need more trails with distance and elevation that don't flood. Also, many many miles of paths along creeks already established that some gravel bike user use. Make a map of these and more established.
- Outdoor activities and the river or runs/walks on the greenway.
- Outdoor exercise equipment, as seen in other major parks, would be a real benefit at the parks for fitness usage.
- Outdoor theater space aside from Town Common.
- Park areas where children less than 1 can play safely. Hard to keep a baby occupied while a sibling enjoys the parks
- parking, more outdoor activities and classes, - I like the changes in parks, additions, and upgrades. Upgrades and cleaning is important.
- Pitt County needs to build parks in the four corners of the county.
- Pitt County needs to emphasize greenways within the county. We cannot rely on Greenville to provide all of the Greenway system within the county. The commissioners need to convince neighborhoods that greenways are a good value.
- Please more support lash pad areas near Winterville
- Pool
- Possibly outdoor fitness challenge course
- Performing Arts Center
- Programs for cultural exchange teachers
- Redo the fitness and aquatic center. Model it after the ymca in Champaign, IL
- rentable private dog parks for reactive dogs
- RV Parks for families
- Shade at resting areas of parks.
- skating
- Spaces where folks can gather to have a class, Bible Study, book club, etc. in the community.
- Swimming facility that is affordable. afterschool and summer camps.
- Swimming pool for teens. open the basket ball park in Meadow brook for them.
- Swimming pool.
- There are not enough sidewalks in Pitt County.
- There is no Community Recreation Building in Grimesland (Indoor or outdoor basketball courts and fitness/exercise facilities).
- There should be more restrooms by the paved walking trails, Greenway.
- This facility needs to be in all parts of the county not just Greenville area. And the privilege.
- Trails that connect Greenville to Winterville to Ayden to Farmville to Little Washington
- Unpaved biking trails.
- Urgent need for a miniature golf course
- VR/AR gaming facilities and esports, at least on a community level for the latter.
- Walking facilities next to roads (sidewalks, expanded pavement, crosswalks).
- Walking/hiking trails are always important. I so wish we had an outdoor concert venue here somewhere that could draw bigger name acts that could keep us from going to Raleigh or Wilmington-NOT a Walnut Creek by any means but a step down from it in a park area.
- water park

- water sports
- water sports like kayaking
- We need a centrally located green space and natural area. There is too much development and not enough consideration of breaking up the suburban sprawl with parks.
- Would like something for infants ages 0-1 years old.
- Would like to shark tooth hunting along Greenway but haven't due to safety concerns. We frequent Aurora fossil museum. But have heard Greenville has wealth of teeth as well.
- YMCA

**Q13a—“What other specific recreational programs not listed in Question 12 above should Pitt County CS&R consider for future development?”**

- A true coliseum for concerts and sports.
- adult computer classes
- agriculture programs
- Alternative communication training classes for ASL, speaking devices and speech generating devices to create awareness of the diversity and needs of non verbal population.
- Ceramic classes, or maker places with other seniors
- Community gardening/environmental programs would be phenomenal! I'd love to learn about the local planting environment and what kinds of native plants would be the best to use in gardening. I'd also enjoy workshops on gardening in general- when to plant veggies/herbs/fruits, what kind of soil and light and heat is best for what plants, what grows well in this area, etc. etc. etc.
- Cooking classes for adults, teens and children.
- craft classes for older adults
- cycling program for teens.
- farmers markets in different areas, more often.
- Fishing dock, boat ramp
- Five activities for kids to keep them out of trouble and crime down. Honestly it's all important seniors need activities and places. Kids need things. I don't know how to choose except to think long term.
- Horseback riding with an extensive trail system throughout the county.
- Hunting and fishing license classes.
- I can't think of any recreational programs at this time. But the lack of greenways connectivity within the county is a major problem. Young adults and families are attracted to areas that have a strong Greenway, pedestrian, and bike path presence.
- I Like intergenerational programs.
- I think if Greenville wants to grow it needs to consider the needs of teens and pre-teens. There are programs for school aged kids but I don't think you have found anything appealing to teens.
- I would like to see more on the western side of the county. (I live in Farmville, so the population may not be there to support such activities.)
- In rural areas, parents don't always have way to get to where activities are.
- Indoor concert venue like Tanger Center in Greensboro.
- It would be nice to have recreational bowling or skating.

- keep cultural exchange teachers in the county for more than 5 years.
- many of the youth items will become important when we have our first child this year
- Maybe offer some sewing, knitting or other classes for seniors.
- mental health and wellness
- More concerts and festivals to bring people downtown.
- more dog parks
- More kayaking lessons, running/trail walking clubs, community fitness programs
- More meet people outside
- more programs for jobs & veterans
- more programs for seniors
- more sidewalks
- more soccer fields
- more trails (walking, running, bike trails)
- Multicultural sports
- Once a year County barbecue maybe around Memorial Day or the Fourth of July at Alice Kean senior center.
- one more grocery store and pharmacy
- Open mic opportunities (music).
- Outdoor concert venues for live concerts, other than the Town Commons. Something more like an amphitheater, that does not allow pets.
- Pickleball
- Pickleball programs, Adult swim for fitness, Road Biking trails
- Please don't give in to what the City of Greenville is pushing for - more baseball fields.
- Please put a park and walking trails near colony woods sub division.
- Program for teens, programs for disabled, programs for seniors. history classes
- Programs for seniors that occur in the afternoon
- rock climbing
- Roller skating rink, with specific times for various age groups.
- Senior Basketball League (50+).
- Small rooms rentable to host small business events. Need a single room to host a class as an example.
- There are ditches/canals throughout the county turn these into unpaved trails.
- These need to be Reasonable prices or for free that all can take advantage of it.
- Track and field.
- Transportation free of charge to and from these programs
- Wildlife viewing areas
- Yoga classes for seniors specifically chair yoga.
- You covered them all
- You covered them pretty well.
- Youth after school programs

A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing a large, bold, dark blue number '8'. To the right of the circle, the words 'Survey Instrument' are written in a bold, white, sans-serif font.

# 8 Survey Instrument

## A Few Minutes of Your Time Will Help Make Pitt County a Better Place to Live, Work and Play!



Dear Pitt County Resident:

***Your response to the enclosed survey is extremely important...***

Pitt County Community Schools and Recreation is conducting a Community Survey to help establish priorities for future improvements and development of parks, recreation center(s), trails, water and land-based recreation facilities and services within the County. The survey is being conducted as a component of an update to our long range strategic plan for Parks and Recreation.

**Your household is one of a limited number selected at random to receive this survey, and it is very important that you participate.**

***We appreciate your time...***

We realize this survey will take approximately 12-15 minutes to complete, and each question is important. The time you invest in completing this survey will aid the County in taking a resident-driven and data-based approach to making decisions. This will enrich the future of our community and positively affect the Quality of Life for our residents.

***Please complete and return your survey within the next two weeks...***

We have selected ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the County. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you would like to take the survey online, the address is [PittCountySurvey.org](https://PittCountySurvey.org)

***As a way to say thank you, at the end of the survey you will have a chance to opt-in to receive a \$500 prepaid Visa gift card for fully completing your survey.***

If you have any questions, please feel free to contact ETC Institute's Project Manager, Ryan Murray at: 913-254-4598 or at [Ryan.Murray@etcinstitute.com](mailto:Ryan.Murray@etcinstitute.com). This Community Survey is a tool that will benefit all Pitt County residents.

Please take this opportunity to let your voice be heard!

## 2024 Pitt County Community Schools & Recreation Survey

Pitt County Community Schools & Recreation (CS&R) would like your input to help determine park and recreation priorities for our community. This survey will take 12-15 minutes to complete. We greatly appreciate your time. If you would prefer to complete the survey online, please go to [PittCountySurvey.org](https://PittCountySurvey.org). **As a way to say thank you, at the end of the survey you will have a chance to opt-in to receive a \$500 prepaid Visa gift card for fully completing your survey.**

### 1. Counting yourself, how many people in your household are...

Under age 5: \_\_\_\_      Ages 15-19: \_\_\_\_      Ages 35-44: \_\_\_\_      Ages 65-79: \_\_\_\_  
 Ages 5-9: \_\_\_\_      Ages 20-24: \_\_\_\_      Ages 45-54: \_\_\_\_      Ages 80+: \_\_\_\_  
 Ages 10-14: \_\_\_\_      Ages 25-34: \_\_\_\_      Ages 55-64: \_\_\_\_

### 2. From the following list, please check ALL the Parks and Recreation sites in Pitt County you or members of your household have visited over the past 12 months.

<input type="checkbox"/> (01) Alice F. Keene Park	<input type="checkbox"/> (12) Walking trails owned and maintained by the County
<input type="checkbox"/> (02) Andrew A. Best Freedom Park	<input type="checkbox"/> (13) Wildwood Park
<input type="checkbox"/> (03) Ayden District Park	<input type="checkbox"/> (14) Town Common
<input type="checkbox"/> (04) Contentnea Creekside Overlook Park, Grifton	<input type="checkbox"/> (15) River Park North
<input type="checkbox"/> (05) Dream Park	<input type="checkbox"/> (16) Boyd Lee Park
<input type="checkbox"/> (06) Elm Street Park	<input type="checkbox"/> (17) Greenville Greenways
<input type="checkbox"/> (07) Evans Park	<input type="checkbox"/> (18) Winterville Recreation Park
<input type="checkbox"/> (08) Extreme Park (BMX and Skateboard Park)	<input type="checkbox"/> (19) Other: _____
<input type="checkbox"/> (09) Farmville Municipal Athletic Park	<input type="checkbox"/> (20) None, we have not visited any public facilities during the past 12 months [Skip to Q4.]
<input type="checkbox"/> (10) Field of Dreams Park	
<input type="checkbox"/> (11) Greenfield Terrace Park	

### 3. Overall, how would you rate the physical condition of ALL the parks and recreation facilities in Pitt County that you have visited?

(4) Excellent       (3) Good       (2) Fair       (1) Poor

### 4. Have you or other members of your household participated in any programs (including classes, camps, leagues, or events) offered by Pitt County CS&R during the past 12 months?

(1) Yes       (2) No [Skip to Q5.]

#### 4a. Approximately how many different programs offered by Pitt County CS&R have you or members of your household participated in over the past 12 months?

<input type="checkbox"/> (1) 1 program	<input type="checkbox"/> (4) 7-10 programs
<input type="checkbox"/> (2) 2-3 programs	<input type="checkbox"/> (5) 11 or more programs
<input type="checkbox"/> (3) 4-6 programs	

#### 4b. Please check the THREE primary reasons your household participates in Pitt County CS&R programs. [Check up to THREE.]

<input type="checkbox"/> (01) Quality of instructors	<input type="checkbox"/> (06) Quality of programs
<input type="checkbox"/> (02) Location of facility	<input type="checkbox"/> (07) Dates offered
<input type="checkbox"/> (03) Quality of facility	<input type="checkbox"/> (08) Friends/family participate
<input type="checkbox"/> (04) Cost to participate is reasonable	<input type="checkbox"/> (09) Facilities are accessible
<input type="checkbox"/> (05) Convenient times	<input type="checkbox"/> (10) Other: _____

#### 4c. Overall, how would you rate the quality of ALL the programs offered by Pitt County CS&R that you have participated in?

(4) Excellent       (3) Good       (2) Fair       (1) Poor

**5. Please check ALL of the organizations below that you or members of your household have used for parks, trails, and recreation activities during the past 12 months? [Check all that apply.]**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) Faith based organizations                             | <input type="checkbox"/> (08) State parks of North Carolina                    |
| <input type="checkbox"/> (02) Homeowners associations                               | <input type="checkbox"/> (09) National Parks                                   |
| <input type="checkbox"/> (03) Community centers                                     | <input type="checkbox"/> (10) YMCA   |
| <input type="checkbox"/> (04) Pitt County Community Schools and Recreation          | <input type="checkbox"/> (11) Your local town/city parks and recreation agency |
| <input type="checkbox"/> (05) Private or public golf courses                        | <input type="checkbox"/> (12) Youth sports associations                        |
| <input type="checkbox"/> (06) Private instruction (gymnastics, dance, martial arts) | <input type="checkbox"/> (13) Other: _____                                     |
| <input type="checkbox"/> (07) Pitt County Schools [Please answer 5a.]               | <input type="checkbox"/> (99) None, do not use any organizations [Skip to Q7.] |

**5a. If you selected Pitt County Schools, which ones have you or members of your household used? [Write your answer in the space provided below.]**

\_\_\_\_\_

**6. Which TWO of the organizations listed in Question 5 do you and the members of your household use most? [Write-in your answers below using the numbers from the list in Question 5.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

**7. From the following list, please check ALL of the following ways you currently use to learn about Pitt County CS&R. [Check all that apply.]**

- |  |   |
|--|---|
| <input type="checkbox"/> (01) Program Guide            | <input type="checkbox"/> (09) Print advertisements                            |
| <input type="checkbox"/> (02) Website                  | <input type="checkbox"/> (10) E-newsletters                                   |
| <input type="checkbox"/> (03) Newspaper articles       | <input type="checkbox"/> (11) Social media (Facebook, X (Twitter), Instagram) |
| <input type="checkbox"/> (04) Radio                    | <input type="checkbox"/> (12) Nextdoor  |
| <input type="checkbox"/> (05) Television               | <input type="checkbox"/> (13) My local city/municipality/school district      |
| <input type="checkbox"/> (06) Word of mouth            | <input type="checkbox"/> (14) County Commissioners Board Meetings             |
| <input type="checkbox"/> (07) Park signage             | <input type="checkbox"/> (15) Promotions at special events                    |
| <input type="checkbox"/> (08) Conversations with staff | <input type="checkbox"/> (16) Other: _____                                    |

**8. Which THREE sources from the list in Question 7 are YOUR MOST PREFERRED SOURCES for learning about Pitt County CS&R? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**9. Please check ALL the reasons why you or members of your household currently DO NOT use recreation facilities, amenities, and parks or participate in programs offered by Pitt County CS&R MORE OFTEN. [Check all that apply.]**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Nothing prevents us from using/participating             | <input type="checkbox"/> (12) My schedule is too busy                                |
| <input type="checkbox"/> (02) Lack of clear views in the open space areas (sightlines) | <input type="checkbox"/> (13) Not accessible for people with disabilities            |
| <input type="checkbox"/> (03) I don't know what is available                           | <input type="checkbox"/> (14) Lack of programming opportunities suitable for seniors |
| <input type="checkbox"/> (04) Operating hours are not convenient                       | <input type="checkbox"/> (15) Lack of parking  |
| <input type="checkbox"/> (05) Areas are too crowded                                    | <input type="checkbox"/> (16) Presence of dogs                                       |
| <input type="checkbox"/> (06) Poor customer service by staff                           | <input type="checkbox"/> (17) Too far from residence or work                         |
| <input type="checkbox"/> (07) Lack of restrooms  | <input type="checkbox"/> (18) Lack of transportation                                 |
| <input type="checkbox"/> (08) Better amenities are available elsewhere                 | <input type="checkbox"/> (19) Lack of diverse offerings                              |
| <input type="checkbox"/> (09) Facility I want to visit is not offered                  | <input type="checkbox"/> (20) Do not feel safe or socially welcomed                  |
| <input type="checkbox"/> (10) Facilities are not well maintained                       | <input type="checkbox"/> (21) Offerings are not culturally relevant to me            |
| <input type="checkbox"/> (11) Location does not appear safe                            | <input type="checkbox"/> (22) No safe route to walk/bike to the facility             |
|  | <input type="checkbox"/> (23) Other: _____   |

10. A variety of recreation **FACILITIES AND AMENITIES** are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."

01.	Neighborhood parks (smaller parks within 10 minute walking distance)	4	3	2	1	9
02.	Large community parks (regional attractions that draw in users)	4	3	2	1	9
03.	Natural areas/conservation areas	4	3	2	1	9
04.	Open green space	4	3	2	1	9
05.	Picnic areas	4	3	2	1	9
06.	Playground areas	4	3	2	1	9
07.	Fishing areas	4	3	2	1	9
08.	Paved connectivity trails for bikes and pedestrians (Greenways)	4	3	2	1	9
09.	Unpaved hiking trails within parks	4	3	2	1	9
10.	Paved walking trails within parks	4	3	2	1	9
11.	Off-leash dog parks	4	3	2	1	9
12.	Baseball/softball fields	4	3	2	1	9
13.	Outdoor basketball courts	4	3	2	1	9
14.	Soccer fields	4	3	2	1	9
15.	Football fields	4	3	2	1	9
16.	Skateboard parks	4	3	2	1	9
17.	Outdoor tennis courts	4	3	2	1	9
18.	Golf courses	4	3	2	1	9
19.	Lacrosse/cricket fields/ultimate frisbee	4	3	2	1	9
20.	Extreme sports (i.e., zipline, BMX)	4	3	2	1	9
21.	Pickleball courts	4	3	2	1	9
22.	Splash pads	4	3	2	1	9
23.	Community recreation building	4	3	2	1	9
24.	Fitness and exercise facilities (indoor or outdoor)	4	3	2	1	9
25.	Indoor basketball/volleyball courts or other indoor sporting practice facilities	4	3	2	1	9
26.	Game room/Exergaming/Esports	4	3	2	1	9
27.	Cultural centers for visual and performing arts	4	3	2	1	9
28.	Senior indoor and outdoor activity areas	4	3	2	1	9
29.	Teen indoor and outdoor activity areas	4	3	2	1	9
30.	Community gardens	4	3	2	1	9

11. Which **FOUR** of the facilities and amenities listed in Question 10 do you think are **MOST IMPORTANT** to you and the members of your household? *[Write in your answers below using the numbers from the list in Question 10. If you don't believe any of these are important, circle "NONE."]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

11a. What other specific recreational facilities or amenities not listed in Question 10 above should Pitt County CS&R consider for future development?

---

12. A variety of recreation **PROGRAMS** are listed below. Please indicate how well your needs for each facility or amenity are met on a scale of 4 to 1, where 4 means your needs are "Fully Met" and 1 means your needs are "Not Met" at all. If you do not have a need for one of the items listed, please circle "9" for "No Need."

01.	Youth learn to swim programs	4	3	2	1	9
02.	Adult learn to swim programs	4	3	2	1	9
03.	Water fitness programs	4	3	2	1	9
04.	Tennis lessons and leagues	4	3	2	1	9
05.	Preschool programs	4	3	2	1	9
06.	Before school programs	4	3	2	1	9
07.	After school programs	4	3	2	1	9
08.	School break programs (fall/winter/spring)	4	3	2	1	9
09.	Youth athletic programs	4	3	2	1	9
10.	Youth fitness and wellness programs	4	3	2	1	9
11.	Youth gymnastics programs	4	3	2	1	9
12.	Programs for teens	4	3	2	1	9
13.	Youth art/dance/performing arts	4	3	2	1	9
14.	Adult art/dance/performing arts	4	3	2	1	9
15.	Adult organized athletic programs	4	3	2	1	9
16.	Adult continuing education programs	4	3	2	1	9
17.	Programs for people with disabilities or special needs	4	3	2	1	9
18.	Indoor space for small events (i.e., parties, meetings)	4	3	2	1	9
19.	Cultural special events (i.e., concerts, movies, history programs, and cultural events)	4	3	2	1	9
20.	Outdoor public art	4	3	2	1	9
21.	Athletic special events (i.e., cross-country or running races)	4	3	2	1	9
22.	Nature programs/environmental education	4	3	2	1	9
23.	Extreme sports	4	3	2	1	9
24.	Dog park programs	4	3	2	1	9
25.	Outdoor adventure programs (rock climbing/hikes/paddling and kayaking, etc.)	4	3	2	1	9
26.	Science/technology programs (kids outdoor science programs/ computer classes, etc.)	4	3	2	1	9
27.	Exercise classes for seniors	4	3	2	1	9
28.	Senior Games	4	3	2	1	9
29.	Youth camps	4	3	2	1	9

13. Which **FOUR** of the facilities and amenities listed in Question 12 do you think are **MOST IMPORTANT** to you and the members of your household? *[Write in your answers below using the numbers from the list in Question 12. If you don't believe any of these are important, circle "NONE."]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

13a. What other specific recreational programs not listed in Question 12 above should Pitt County CS&R consider for future development?

---

14. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following recreation, parks, and cultural services provided by Pitt County CS&R.

01.	Maintenance of parks	5	4	3	2	1	9
02.	Maintenance of trails	5	4	3	2	1	9
03.	Number of parks in County's system	5	4	3	2	1	9
04.	Variety of different types of parks in system	5	4	3	2	1	9
05.	Security at parks	5	4	3	2	1	9
06.	Security on trails	5	4	3	2	1	9
07.	Availability of information about programs/facilities	5	4	3	2	1	9
08.	Quality of programs for families with children	5	4	3	2	1	9
09.	Quality of programs for adults	5	4	3	2	1	9
10.	User friendliness of County's Website	5	4	3	2	1	9
11.	Variety of programs offered	5	4	3	2	1	9
12.	Ease of registering for classes	5	4	3	2	1	9
13.	Ease of renting/reserving a facility	5	4	3	2	1	9

15. Which THREE of the items from the list in Question 14 should receive the MOST EMPHASIS over the next five years? [Write in your answers below using the numbers from the list in Question 14, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

16. Of the following, please select the THREE types of special events you would like to see Pitt County CS&R offer more of. [Check up to THREE.]

- |  |                                 |
|--|---------------------------------|
| ____ (01) Block Parties/Community Events | ____ (06) Festivals             |
| ____ (02) Concerts                       | ____ (07) Food Truck Events     |
| ____ (03) Cultural Events                | ____ (08) Holiday Events        |
| ____ (04) Dog Events                     | ____ (09) Races/Triathlons      |
| ____ (05) Family Events                  | ____ (10) Something else: _____ |

17. For each of the following open space options, please rate how supportive you are of Pitt County CS&R pursuing each option on a scale of 4 to 1, where 4 means "Very Supportive," and 1 means "Not Supportive."

1.	Develop some of the existing underdeveloped open space that has been acquired over the years for passive uses (trails, picnic areas, playgrounds)	4	3	2	1
2.	Acquire additional open space areas and leave undeveloped for future generations	4	3	2	1
3.	Acquire additional open space areas and develop for passive uses (greenways, trails, picnic areas, playgrounds)	4	3	2	1
4.	Acquire additional open space areas and develop for active facilities (sports fields/courts, recreation centers, event or specialized venues, etc.)	4	3	2	1
5.	Acquire additional open space areas and develop for water-based facilities (fishing, boating, beach areas)	4	3	2	1
6.	Public Art in park spaces	4	3	2	1

18. Which THREE of the options for open space listed in Question 17 do you think should be most important for Pitt County CS&R to take? [Write-in your answers below using the numbers from the list in Question 17, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ NONE

**19. Of the following ways in which Pitt County CS&R could allocate funding, which should be the top priority? [Check only ONE.]**

- (1) DEVELOP land that has already been purchased with new parks and facilities
- (2) PURCHASE new land for later development
- (3) RENOVATE existing facilities
- (4) SUPPORT operations through funding staffing and equipment

**20. How satisfied are you with the overall value your household receives from Pitt County CS&R?**

- (5) Very satisfied       (3) Neutral       (1) Very dissatisfied
- (4) Satisfied       (2) Dissatisfied       (9) Don't know

**21. The following are some benefits that you and your household may receive from Pitt County CS&R. For each potential benefit, please indicate your level of agreement with the benefits being provided by parks, trails, programming, and recreation facilities by circling the corresponding number.**

01.	Improves physical health and fitness	5	4	3	2	1	9
02.	Helps reduce crime	5	4	3	2	1	9
03.	Makes Pitt County a more desirable place to live	5	4	3	2	1	9
04.	Protects natural resources and the environment	5	4	3	2	1	9
05.	Increases property values in the County	5	4	3	2	1	9
06.	Improves mental health and reduces stress	5	4	3	2	1	9
07.	Increases opportunities for people of different cultures to interact	5	4	3	2	1	9
08.	Helps attract new residents and businesses	5	4	3	2	1	9
09.	Protects historical attributes of the County	5	4	3	2	1	9
10.	Preserves large areas of open space	5	4	3	2	1	9
11.	Promotes tourism to the County	5	4	3	2	1	9

**22. Which THREE of the potential benefits listed in Question 21 are most important to you and the members of your household? [Write-in your answers below using the numbers from the list in Question 21, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**Demographics**

**23. What is your age? \_\_\_\_\_ years**

**24. How many years have you lived in Pitt County? \_\_\_\_\_ years**

**24a. Is your home located inside the incorporated town limits of... [Check only ONE.]**

- (01) Ayden       (05) Fountain       (09) Simpson
- (02) Bethel       (06) Greenville       (10) Winterville
- (03) Falkland       (07) Grifton       (11) Unincorporated area of County
- (04) Farmville       (08) Grimesland

**25. Are you or other members of your household of Hispanic, Latino, or Spanish ancestry?**

- (1) Yes       (2) No

**26. Which of the following best describes your race? [Check all that apply.]**

- (01) Asian or Asian Indian       (04) White or Caucasian
- (02) Black or African American       (05) Native Hawaiian or other Pacific Islander
- (03) American Indian or Alaska Native       (99) Other: \_\_\_\_\_

**27. What is your household income?**

- (1) Under \$25,000                       (4) \$75,000 - \$99,999  
 (2) \$25,000 - \$49,999                 (5) \$100,000 - \$149,999  
 (3) \$50,000 - \$74,999                 (6) \$150,000 or more

**28. Your gender:**  (1) Male     (2) Female     (3) Non-Binary     (4) Prefer not to answer**29. Would you be willing to participate in parks and recreation related surveys in the future that are sponsored by Pitt County and/or would you like to opt-in to a drawing for a \$500 prepaid Visa gift card for completing your survey? [Check ALL that apply.]**

- (1) I would like to participate in future parks and recreation related surveys sponsored by Pitt County  
 (2) I would like to opt-in to a drawing for a \$500 prepaid Visa gift card for completing my survey  
 (3) I would not like to participate in either option

**29a. Please provide your contact information to be added to the project distribution list and/or so ETC Institute can contact you if you have been chosen as the recipient of the \$500 prepaid Visa gift card.**

Name: \_\_\_\_\_

Mobile Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

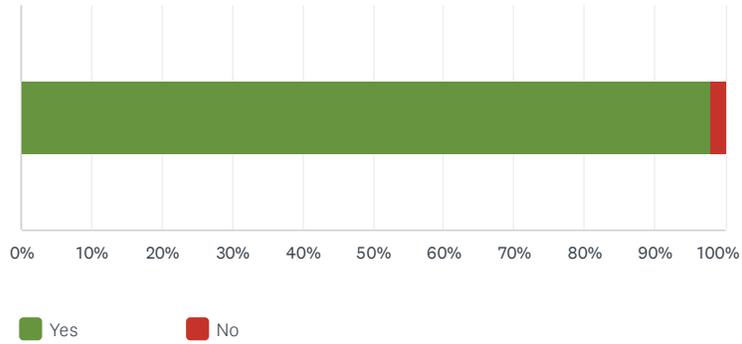
Your response will remain completely confidential.  
 The address information printed to the right will  
 ONLY be used to help identify areas with special  
 interests. Thank you.

# Appendix E

Pitt County Comprehensive Parks & Recreation Master Plan Survey

## Q1 Are you a resident of Pitt County?

Answered: 950 Skipped: 19

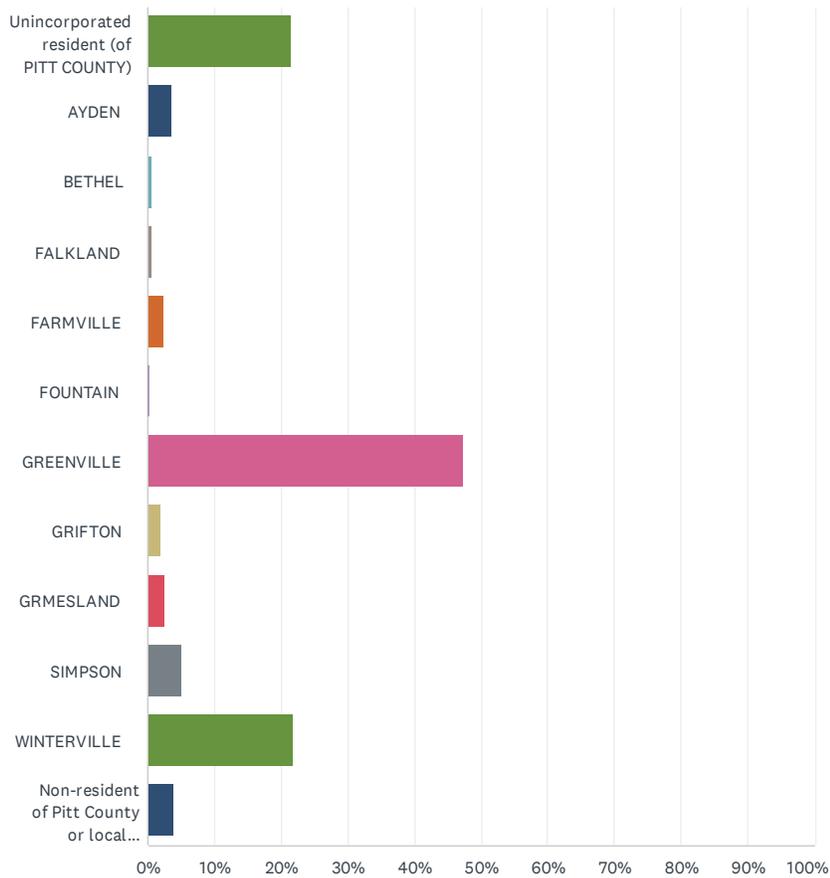


ANSWER CHOICES	RESPONSES	
Yes	98.00%	931
No	2.00%	19
TOTAL		950

Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q2 Referring to the image above, in which general area (municipal limits or unincorporated area of Pitt County) do you live?

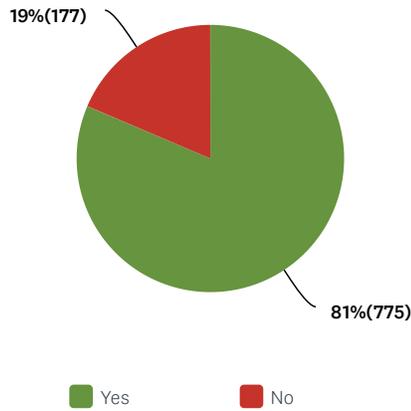
Answered: 966 Skipped: 3



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q3 Would you be willing to pay a nominal fee to attend an event or use a special facility?

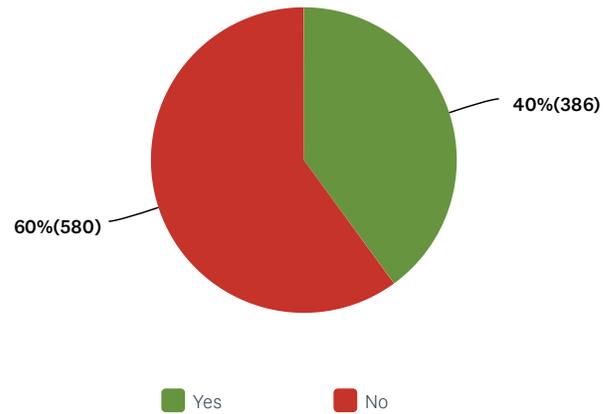
Answered: 952 Skipped: 17



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q4 Do you live within one-half mile of a public park or recreational facility?

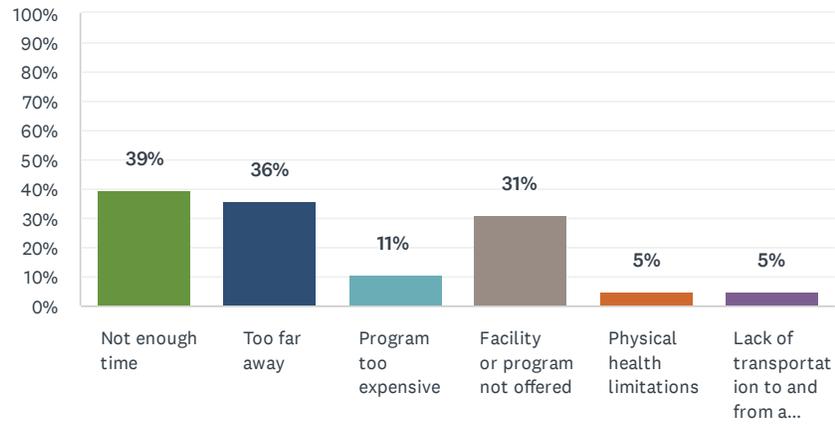
Answered: 966 Skipped: 3



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q5 What is the greatest household barrier to more regular use of a park or recreational facility?

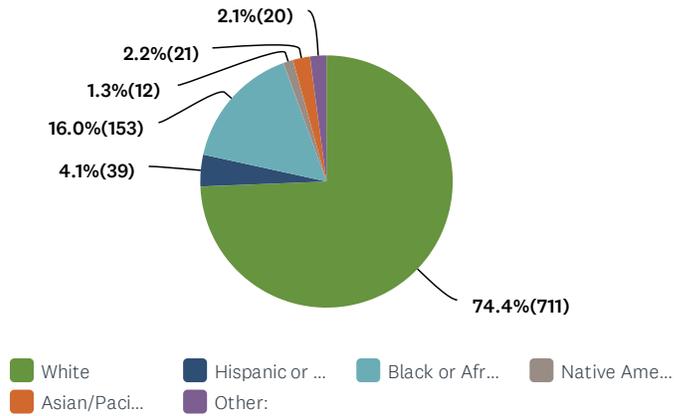
Answered: 832 Skipped: 137



Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q6 Ethnicity origin (or Race): Please specify your ethnicity

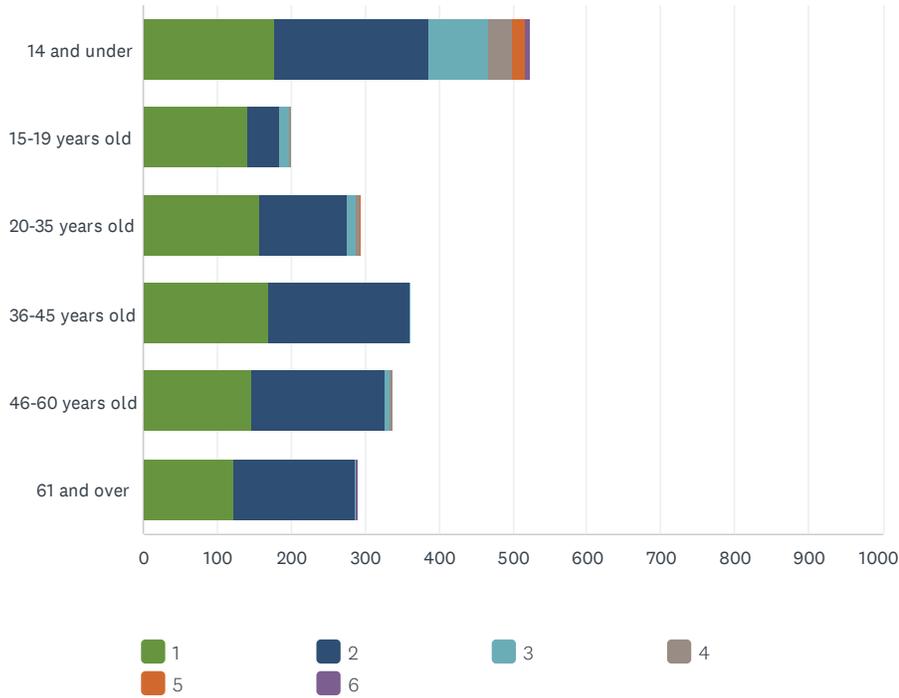
Answered: 956 Skipped: 13



Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q7 Select the number of persons in your household including yourself who are in the age brackets below:

Answered: 966 Skipped: 3

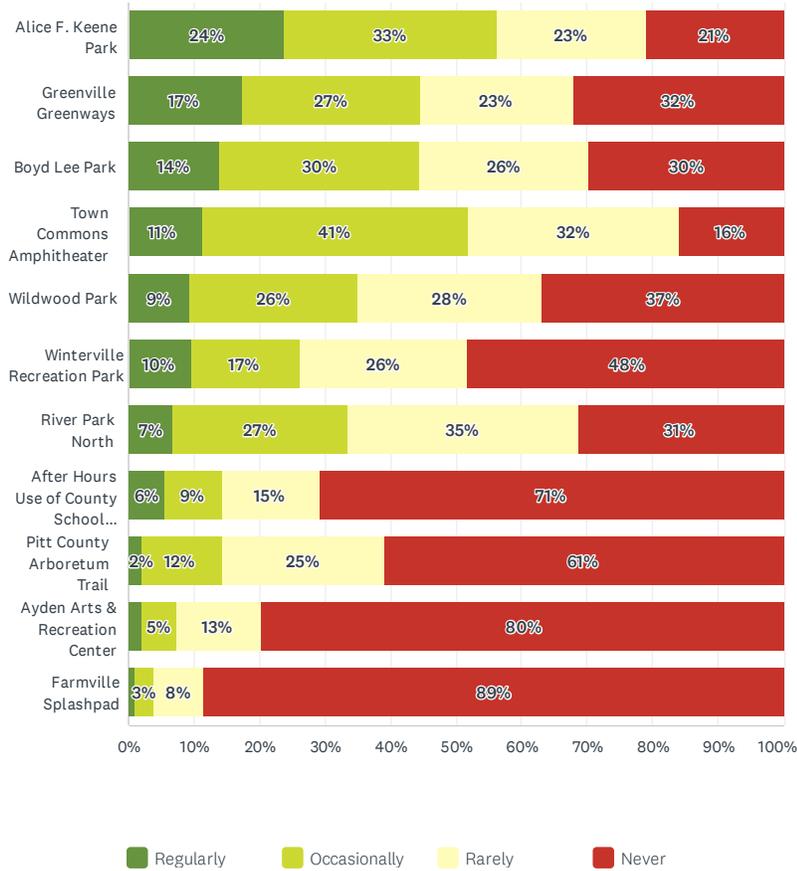


	1	2	3	4	5	6	TOTAL RESPONDENTS
14 and under	35.04% 178	41.14% 209	15.55% 79	6.50% 33	3.54% 18	1.18% 6	508
15-19 years old	70.65% 142	20.90% 42	6.97% 14	1.00% 2	0.50% 1	0.00% 0	201
20-35 years old	54.14% 157	41.38% 120	4.14% 12	1.38% 4	0.34% 1	0.00% 0	290
36-45 years old	47.34% 169	53.50% 191	0.28% 1	0.28% 1	0.00% 0	0.00% 0	357
46-60 years old	44.82% 147	54.88% 180	2.13% 7	0.91% 3	0.00% 0	0.00% 0	328
61 and over	43.16% 123	57.19% 163	0.70% 2	0.35% 1	0.00% 0	0.35% 1	285

Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q8 Check below how frequently you or others in your household have visited the following facilities in the past year.

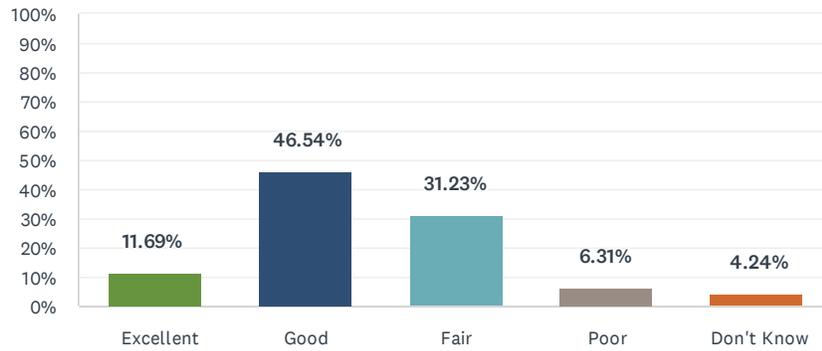
Answered: 966 Skipped: 3



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q9 Overall, how would you rate the existing recreational facilities in Pitt County?

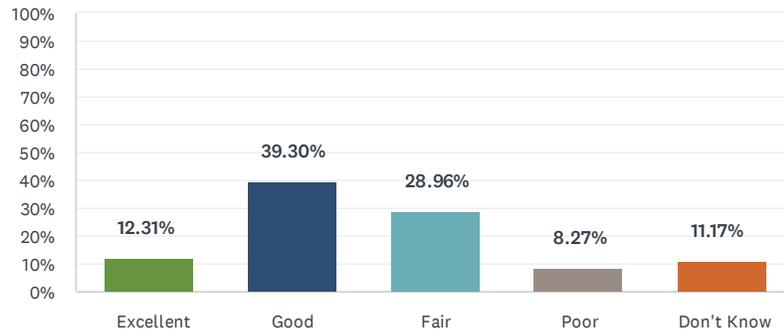
Answered: 967 Skipped: 2



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q10 Overall, how would you rate the recreational programs offered by Pitt County

Answered: 967 Skipped: 2



Pitt County Comprehensive Parks & Recreation Master Plan Survey

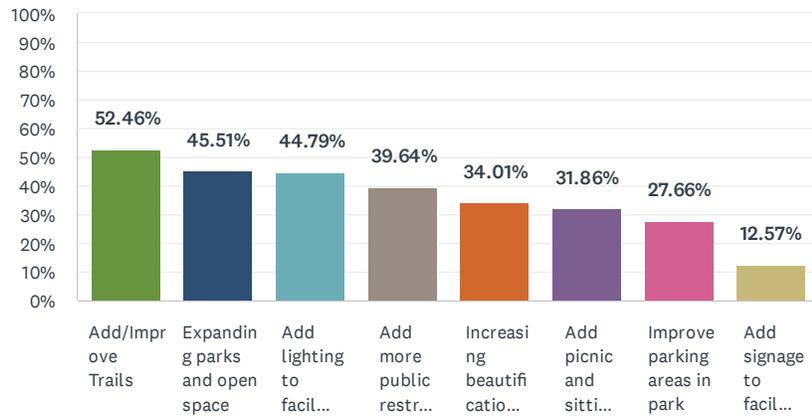
**Q11** In which of the following County recreation programs and special events (where applicable) do you or others in your household participate on a regular basis? Please list in the space provided.

Answered: 480 Skipped: 489

Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q12 Check below improvements that could be made to EXISTING parks and list facilities

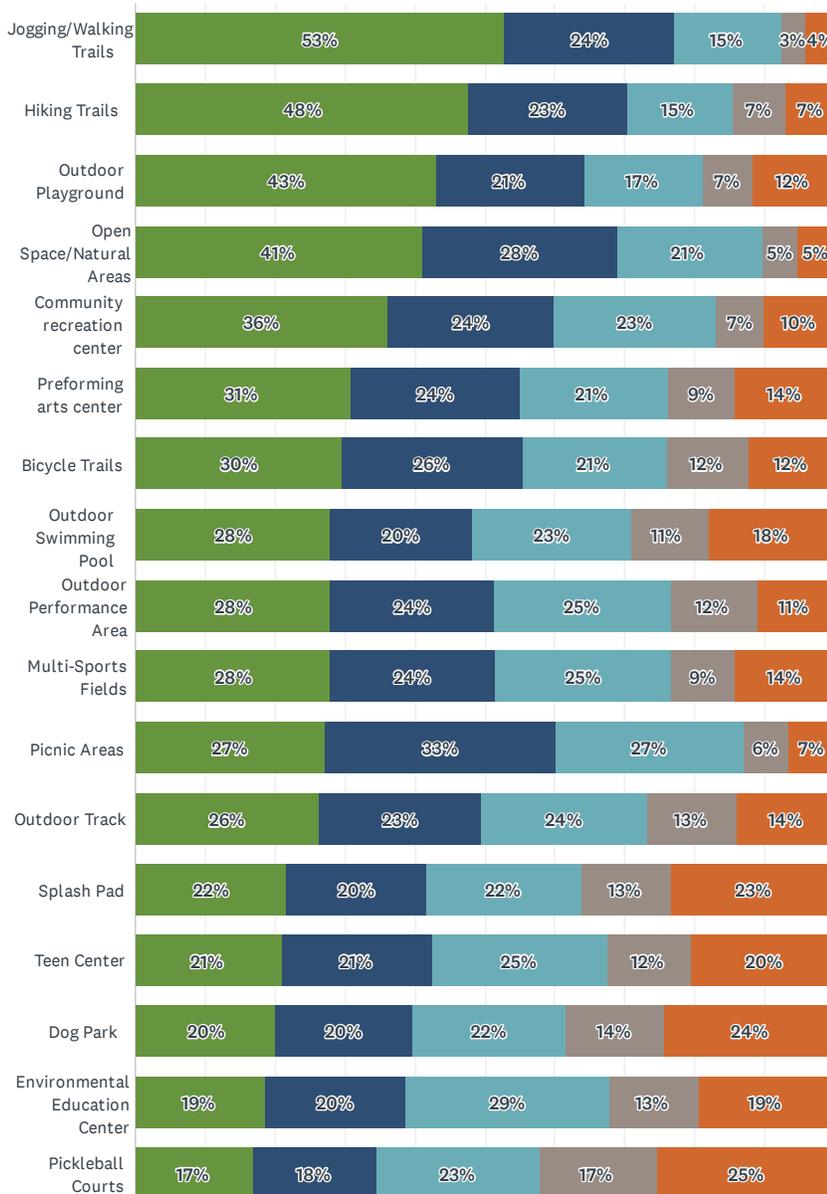
Answered: 835 Skipped: 134



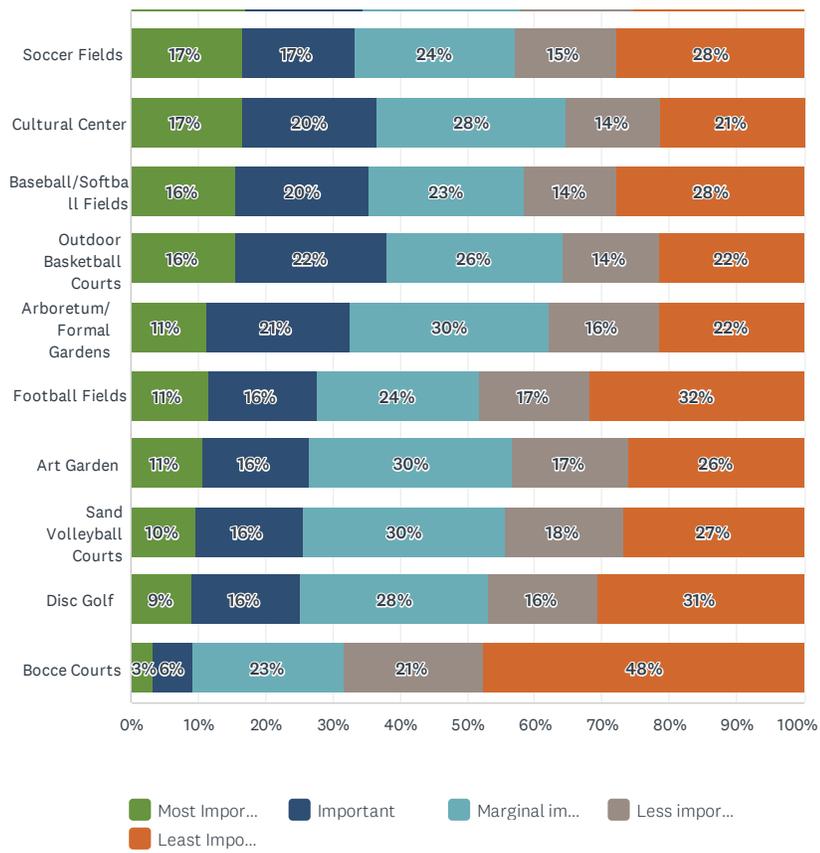
Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q13 The following is a list of recreation activities that you could do at a public park or recreation facility. Rank the importance of each activity with 1 being most important and 5 being least important. Please consider other members of your household.

Answered: 955 Skipped: 14



Pitt County Comprehensive Parks & Recreation Master Plan Survey



Pitt County Comprehensive Parks & Recreation Master Plan Survey

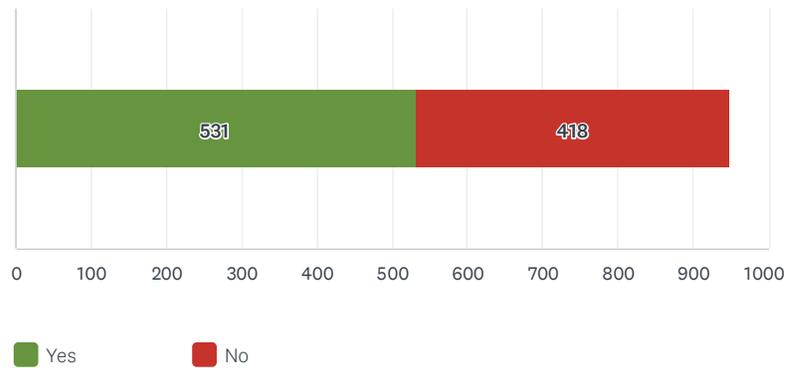
Q14 Please list below, any recreation programs or special events that you would like to see offered within Pitt County:

Answered: 342 Skipped: 627

## Pitt County Comprehensive Parks &amp; Recreation Master Plan Survey

### Q15 Do you use any school or private facilities (Sawyer's Fun Park, Aquaventure, Sports Connection, etc.) for recreation or leisure activities?

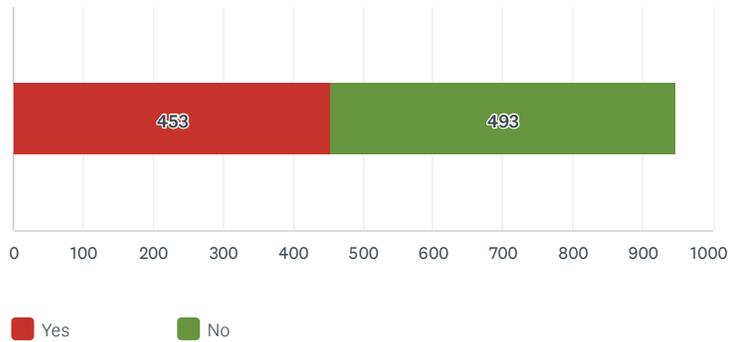
Answered: 945 Skipped: 24



Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q16 Within the last year have you traveled out of Pitt County to use a recreation facility or program?

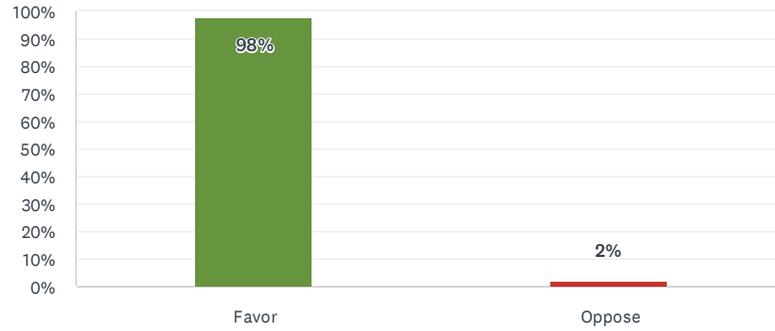
Answered: 942 Skipped: 27



Pitt County Comprehensive Parks & Recreation Master Plan Survey

### Q17 Would you favor or oppose expanding recreational opportunities in Pitt County?

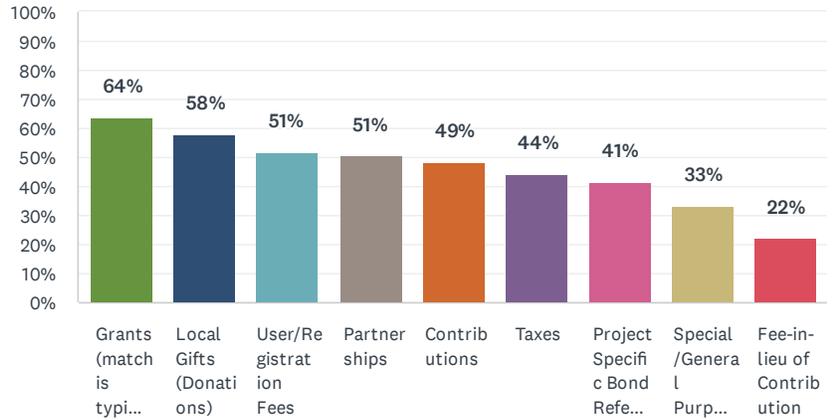
Answered: 953 Skipped: 16



Pitt County Comprehensive Parks & Recreation Master Plan Survey

Q18 What, if any, sources of funding are you willing to support in order to make improvements, build new facilities, and create programs? Check all that apply.

Answered: 895 Skipped: 74



Pitt County Comprehensive Parks & Recreation Master Plan Survey

## Q19 Additional Comments:

Answered: 165 Skipped: 804

## Appendix F

Program	Year	Participant #	Cost
After school application fee	5/20/22-4/18/23		414 \$25
After school full-time	5/20/22-6/9/23		267 \$195
Withdrawals	7/25/22-5/12/23		122 total= 10.239
After school part- time fee	5/20/22-2/4/23		25 \$100

### 2022 Summer

Summer Enrichment 2022	3/21/22-7/16/22		128 \$100/\$95 second child
application fee	3/21/22-7/16/22		142 \$35
Summer Enrichment withdrawals	3/21/22-6/13/22		14 Total=1350

Summer Enrichment 2023	3/21/23-6/26/23		120 \$135/\$130 second child
Summer Enrichment withdrawal	5/30/23-6/16/23		8 Total=1038
application fee	3/21/23-6/26/23		128 \$35

### 2022 Summer Youth Sports/Camps

Youth Kickball	June 14-July 28, 2022		69 \$40
Summer 2022 Volleyball	June 13-July 28, 2022		154 81(\$50) and 73 (\$40)
Cooking Camp Session 1	July 25-28, 2022		20 \$50
Variety Sports Camp	July 18-21, 2022		25 \$35
Cheer Camp 1	July 18-21, 2022		21 \$40

### 2023 Summer Youth Sports/Camps

Youth Kickball	June 26-August 18, 2023)		65 \$40
Summer 2023 Volleyball	June 12-July 27, 2023		168 81(45) 81(55) 6(20)
Basketball Camp	June 19-23, 2023		36 \$50
Track and Field	June 19-23, 2023		16 \$50
Volleyball Camp	June 26-29, 2023		24 \$50
Soccer Training Camp	June 12-July 27, 2023		72 \$60
Basketball Program (Wellcome)	June 12-July 27, 2023		154 \$45

### 2022 Fall

Fall Youth Soccer	September 17-Nov. 5, 2022		286 \$50
Fall Youth Volleyball	September 10-Octo. 29		164 \$50
Fall Youth Flag football	September 10-Octo. 29		191 \$50

### 2023 Winter

Winter Basketball	January 7-March 4, 2023		394 \$65
Winter Volleyball	January 7-February 25, 23		213 \$65

### 2023 Spring

Spring 2023 Soccer	April 15-May 27, 2023		522 April 15-May 27, 2023
Spring 2023 Flag football	April 15-May 27, 2023		383 April 15-May 27, 2023

Home and Community Care Block Grant

July 2022-June 2023

59,000

Senior Health and Wellness

Cost per class

Functional Stretch	July-August 2022		64 20
Gentle Yoga	July-August 2022		34 20
Pilates	July-August 2022		20 20
Tai Chi 1 2022 Fall	September 12-December 18		\$15
Tai Chi for Arthritis	September 12-December 18		14 \$15
Tai Chi 2 2022 Fall	September 12-December 18		6 \$15
Tai Chi 73 2022 Fall	September 12-December 18		3 \$15

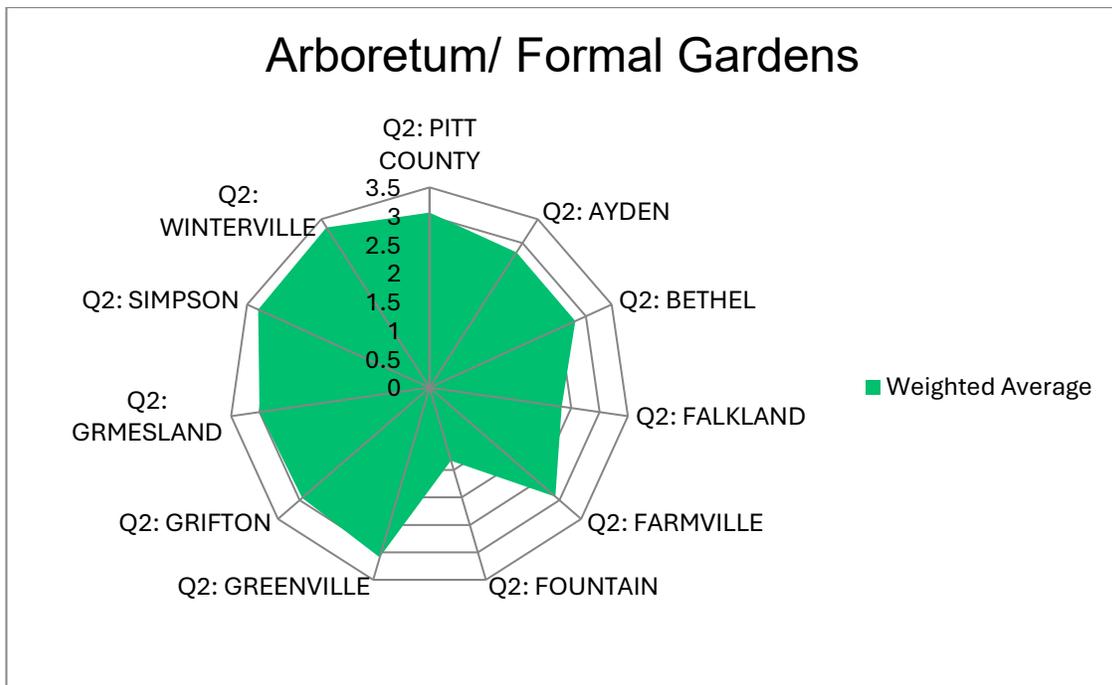
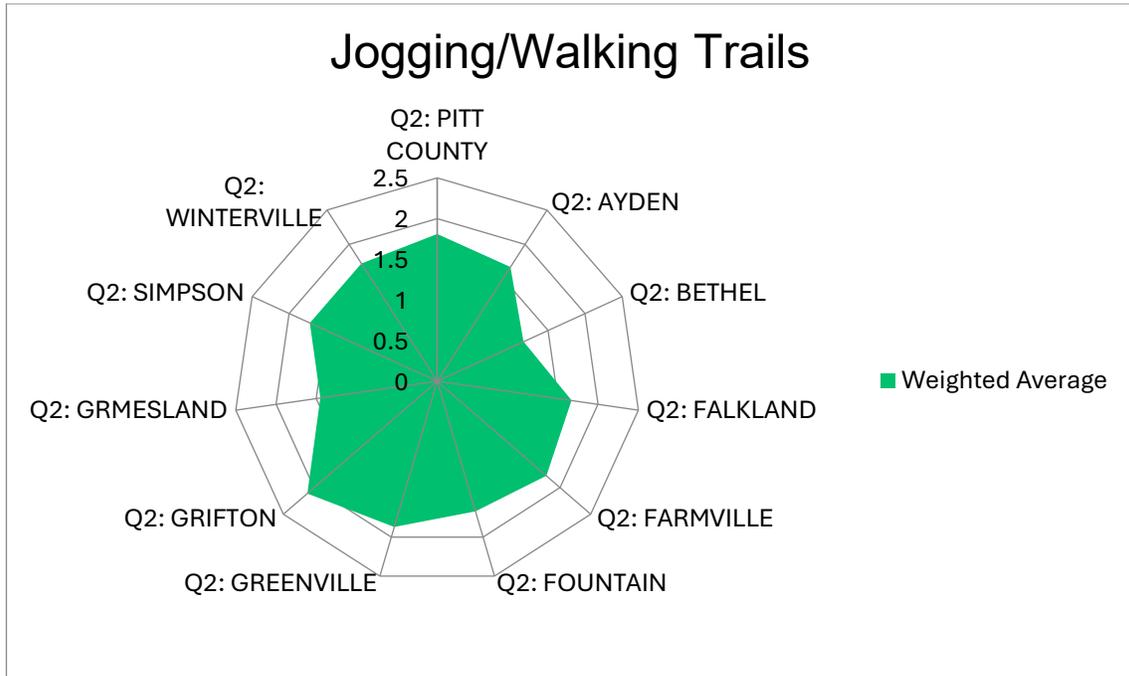
Gentle Yoga 2022 Fall	September 12-December 18	20	\$20
Soft Foam roller 2022 Fall	September 12-December 18	31	\$15
Functional Stretch 2022 Fall	September 12-December 18	58	\$20
Aerobic Line Dance 2022 Fall	September 12-December 18	40	\$15
Pilates 2022 Fall	September 12-December 18	40	\$20
Country Line Dance 2022 Fall	September 12-December 18	8	\$15
Tai Chi 2 2023	January 12-May 27, 2023	6	\$15
Tai Chi 73 2023	January 12-May 27, 2023	3	\$15
Tai Chi for Arthritis	January 12-May 27, 2023	13	\$15
Gentle Yoga 2023	January 12-May 27, 2023	86	\$20
Soft Foam roller 2023	January 12-May 27, 2023	75	\$15
Functional Stretch 2023	January 12-May 27, 2023	171	\$20
Aerobic Line Dance 2020 2023	January 12-May 27, 2023	120	\$15
Pilates 2023	January 12-May 27, 2023	110	\$20
Country Line Dance 2023	January 12-May 27, 2023	24	\$15
Belly Dance 2023	January 12-May 27, 2023	21	\$15

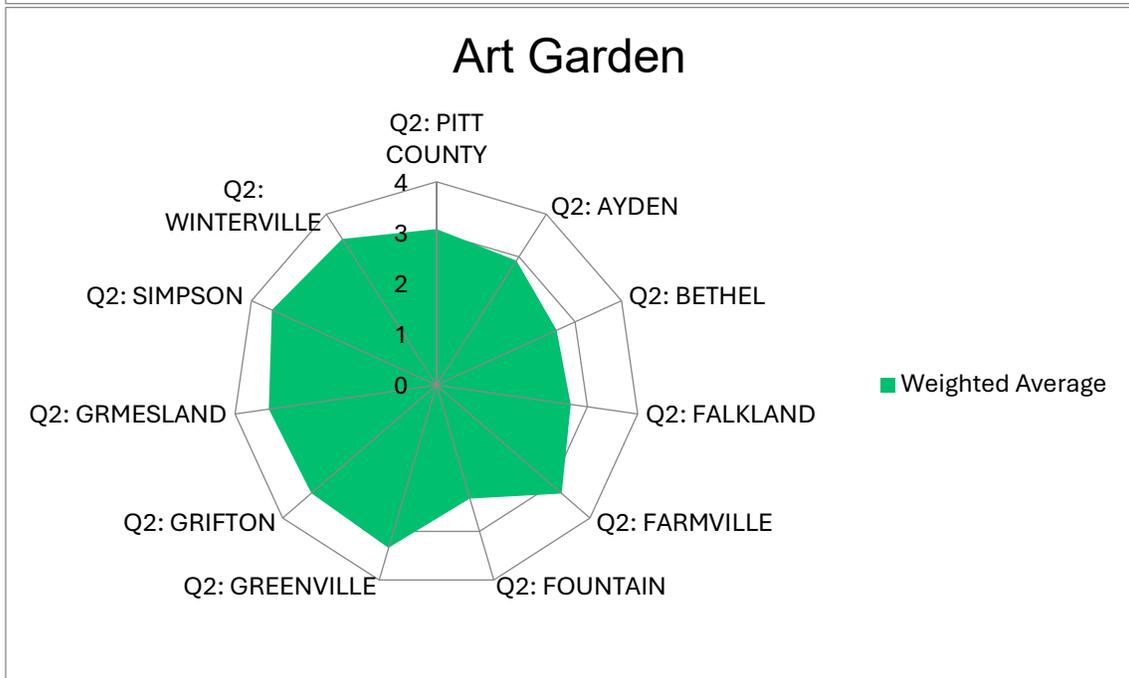
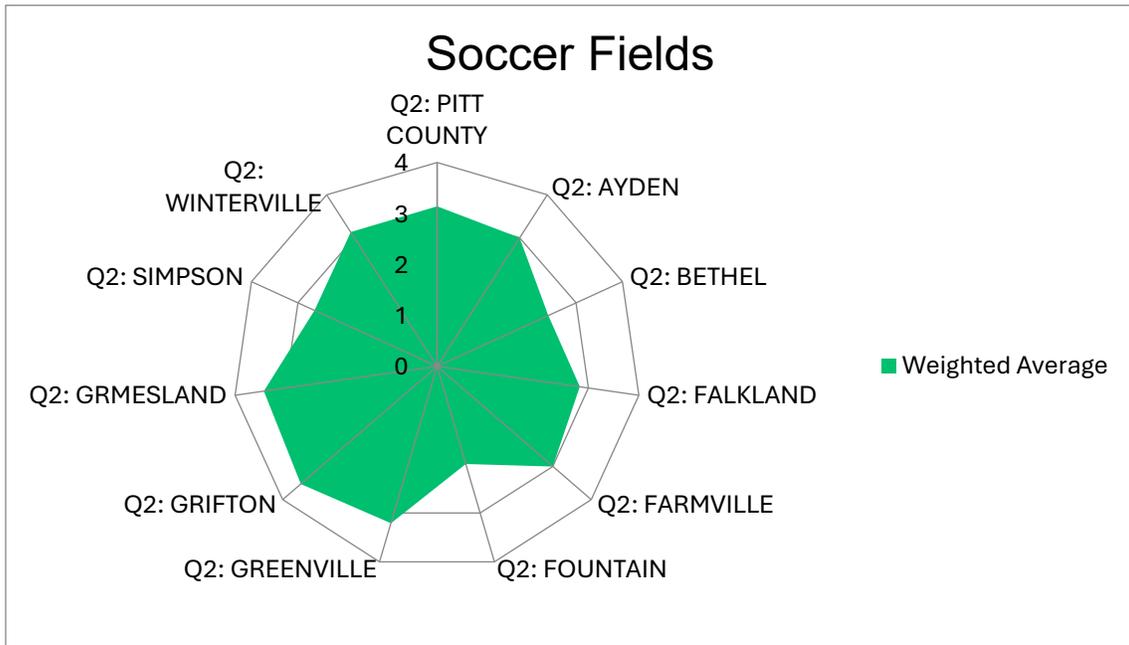
# Appendix G

Fee area	Pitt County (Standard Fee)	Pitt County (Secondary Fee)	Pitt Description	Onslow County (Standard)	Onslow (Secondary Fee)	Onslow Description	New Hanover (Standard)	New Hanover (Secondary Fee)	New Hanover Description	Alamance Co. (Standard)	Alamance Co. (Secondary Fee)	Alamance Co. Description
<b>Child care/camp related</b>												
After school application fee	\$25.00		5/20/22-4/18/23									
After school full-time	\$195.00		5/20/22-6/9/23									
After school part-time fee	\$100.00		5/20/22-2/4/23									
Summer Enrichment 2022 application fee	\$35.00	\$95.00	3/21/22-7/16/22									
Summer Program (Full season)	\$135.00	\$130.00	3/21/23-6/26/23	\$280.00	\$270.00	Full/additional child discount						
Summer (one Week) application fee	\$35.00		3/21/23-6/26/23	\$90.00								
Camp Counselor Training				\$25.00								
<b>Athletics</b>												
Baseball/Softball				\$45.00						\$40.00	\$30.00	Standard/sibling rate (add \$10 for non-resident fees)
T-ball				\$30.00						\$40.00	\$30.00	Standard/sibling rate (add \$10 for non-resident fees)
Youth Kickball	\$40.00		June 18-July 26, 2022									
Women's Sports Camp	\$35.00		July 18-21, 2022									
Cheer Camp 1	\$40.00		July 18-21, 2022	\$45.00								
Youth Kickball	\$40.00		June 26-August 18, 2023									
Summer 2023 Volleyball	\$55.00	\$45.00	June 12-July 27, 2023									
Basketball Camp	\$50.00		June 19-23, 2023									
Track and Field	\$50.00		June 19-23, 2023									
Volleyball Camp	\$50.00		June 26-29, 2023									
Soccer Training Camp	\$60.00		June 12-July 27, 2023									
Basketball Program (Welcome)	\$45.00		June 12-July 27, 2023									
Fall Youth Soccer	\$50.00		September 17-Nov. 5, 2022									
Fall Youth Volleyball	\$50.00		September 10-Octo. 29									
Fall Youth Flag football	\$50.00		September 10-Octo. 29									
Basketball	\$65.00		January 7-March 4,	\$45.00						\$40.00	\$30.00	Standard/sibling rate (add \$10 for non-resident fees)
Winter Volleyball	\$65.00		January 7-February 25, 23									
Spring 2023 soccer		April 15-May 27, 2023	April 15-May 27, 2023									
Spring 2023 flag football		April 15-May 27, 2023	April 15-May 27, 2023									
Archery										\$40.00	\$50.00	Resident/ non-resident
Triathlon										\$50.00	\$40.00	Adult/youth
Family Campout										\$7.00	\$10.00	Resident/ Non-resident
Summer Sports Camp-per week										\$40.00	\$50.00	Resident/ Non-resident
Family Foot										\$10.00	\$12.00	Resident/ Non-resident
Family Pickleball										\$5.00	\$7.00	Resident/ Non-resident
Adventure Race										\$60.00		Per team
Sandlot baseball										\$15.00	\$10.00	Standard/ Sibling (add \$10 for non-resident)
Centercourt basketball										\$25.00	\$25.00	
Disc Golf										\$20.00	\$20.00	
<b>Adult programs and functions</b>												
Functional Stretch	\$20.00		Senior program									
Gentle Yoga	\$20.00		Senior program									
Pilates	\$20.00		Senior program									
Tai Chi 1 2022 Fall	\$15.00		Senior program									
Tai Chi for Arthritis	\$15.00		Senior program									
Tai Chi 2 2022 Fall	\$15.00		Senior program									
Tai Chi 73 2022 Fall	\$15.00		Senior program									
Gentle Yoga 2022 Fall	\$20.00		Senior program									
Soft foam roller 2022 Fall	\$15.00		Senior program									
Functional Stretch 2022 Fall	\$20.00		Senior program									
Aerobic Line Dance 2022 Fall	\$15.00		Senior program									
Pilates 2022 Fall	\$20.00		Senior program									
Country Line Dance 2022 Fall	\$15.00		Senior program									
Tai Chi 2 2023	\$15.00		Senior program									
Tai Chi 73 2023	\$15.00		Senior program									
Tai Chi for Arthritis	\$15.00		Senior program									
Gentle Yoga 2023	\$20.00		Senior program									
Soft foam roller 2023	\$15.00		Senior program									
Functional Stretch 2023	\$20.00		Senior program									
Aerobic Line Dance 2020 2023	\$15.00		Senior program									
Pilates 2023	\$20.00		Senior program									
Country Line Dance 2023	\$15.00		Senior program									
Belly Dance 2023	\$15.00		Senior program									
Concert							\$10.00	\$3.00	Adult/Child			
Pool Entrance							\$4.00	\$2.00	Adult/Child			
Pool Season Pass							\$175.00	\$100.00	Family/Individual			
Tennis lesson							\$10.00					
Tennis Tournament							\$3.00					
Bird Hikes							\$5.00	\$9.00	Resident/ Non-resident			
<b>Facilities</b>												
Gym, Cafeteria	\$50.00	\$150.00	Category A/ Category B. NOTE per hour (unless school employee and then it may be free)									2 hour rental (resident/non-resident)
Pavilion Reservation	\$65.00	\$40.00	Full day/ half day	\$15.00		Per hour				\$40.00	\$60.00	
Small Shelter	\$50.00	\$25.00	Full day/ half day				\$25.00	\$50.00	Resident/Non-res	\$30.00	\$40.00	Half day (Resident/Non resident)
Medium Shelter							\$35.00	\$70.00	Resident/Non-res			
Large Shelter							\$45.00	\$90.00	Resident/Non-res			
Auditorium	\$200.00											
Athletic Field	\$75.00	\$150.00	Category A/ Category B	\$25.00	\$150.00	Hour/ Day	\$20.00	\$10.00	Tourney/private / Non-profits are free	\$10.00	\$15.00	per hr (resident /non-resident) \$50 per day
Athletic Lights	\$20.00	\$25.00	Standard/ Whiteout	\$25.00			\$20.00	\$0.00	Private use/ Non-profit	\$10.00	\$20.00	per hr (resident /non-resident)
Ballfield Complex Multiple Fields					\$300.00	Day	\$125.00					
Field Set up					\$60.00	Day						
Tennis Court Rental				\$15.00	\$100.00	Hour/Day	\$8.00					
Pickleball court							\$2.50					
Event Space				\$60.00	\$360.00	Hour/ Day	\$1,000.00	\$500.00	per hour 1000+ event/-1,000 event			
Wedding venue							\$1,000.00		Per hour	\$100.00	\$500.00	Per hour depending on venue
Meeting/ Multi purpose room	\$80.00			\$50.00	\$25.00	High-low range				\$40.00	\$60.00	2 hour slot (resident/non-resident)
Art room	\$60.00											
Concession Stand/ kitchen	\$50.00	\$100.00	Resident or non-profit/ for profit		\$60.00	Day	\$35.00					
Social Hall				\$75.00	\$750.00	Hour/Day	\$150.00	\$300.00	Per hour resident/Per hour non-resident			
Barn				\$500.00	\$250.00	Facility alone/add on to other rental						
Cabin				\$75.00		Tax extra						
Kayak, Canoe, Paddleboard rent				\$5.00		Hour						
Garden Area/ Gazebo							\$300.00		4 hour rental			

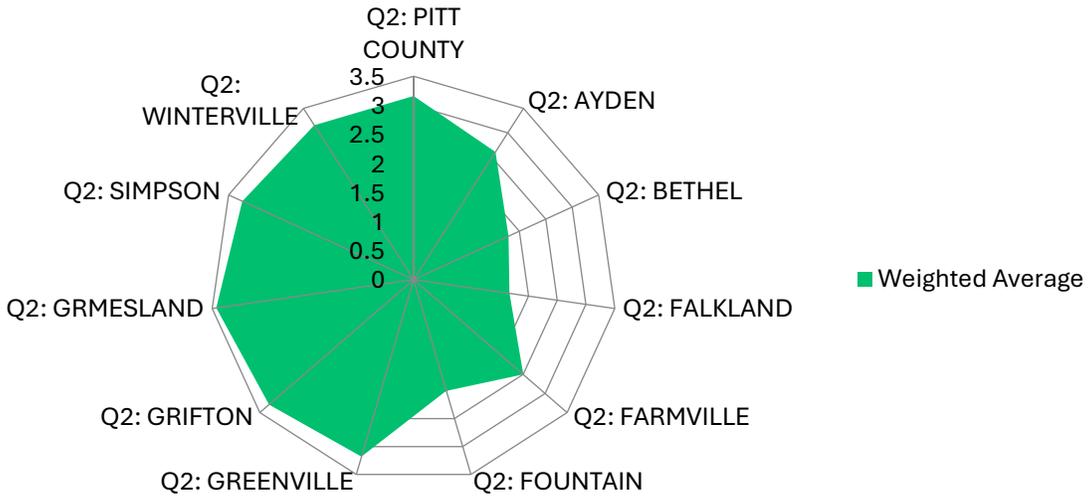
Garden attendance (youth)							\$3.00	\$0.00	Child/ Under 4 rate			
Classroom	\$350.00		Per semester									
Misc												
Permit Fee	\$10.00		School application f	\$10.00		Per item						
Cooking Camp Session 1	\$50.00		July 25-28, 2022									
Park Employee On-site fee	\$35.00		or 15% of tourname	\$25.00								
Security staff	\$90.00		per hour									
Electricity Fee	\$0.00	\$15.00	Spot light	\$25.00			\$35.00		Per electrical box			
Food Vendors				\$100.00		\$50.00	Large event/Small ev.					
Out of town fee for tourney team	\$75.00		per team				\$30.00					
Walking trail for fitness event							\$150.00		Per day			
Damage deposit	\$500.00		refundable				\$1,000.00	\$250.00	Wedding and private event/ High/low all are Refundable			
Long term facility use rate	\$300.00		monthly use				\$100.00		Once per month use rate			
Garden Membership pass							Membership leveled					
Security Fee							\$300.00		non-refundable			
Easter Sunday Sunrise Service							\$500.00		Per hour			
Bridal Portraits							\$200.00					
Golf Staff and driver							\$100.00					
TV Production							\$1,750.00		Per day			
TV Pre and Post production							\$250.00		Per day			
Sound system fee	\$50.00		1-3 mics and sound board									
Musik Fee	\$75.00	\$1.00	Piano/ music stands									
Historical Farm Tour										\$20.00	\$40.00	Resident group/ Non-res group
Camping										\$10.00	\$15.00	Single site/ group site
Fishing at stocked pond										\$5.00	\$35.00	Per day / annual pass
Environmental Education							\$3.00	\$5.00	Resident/ Non-resident			

# Appendix H

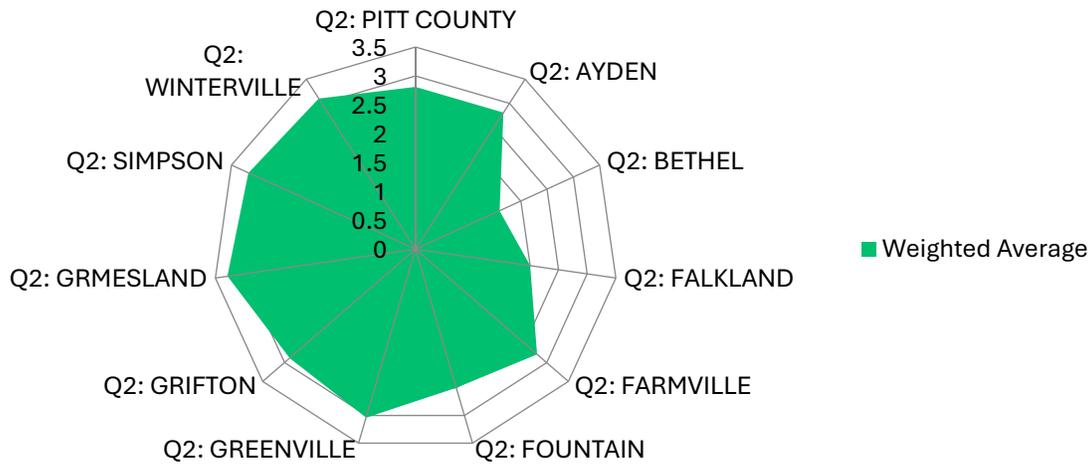




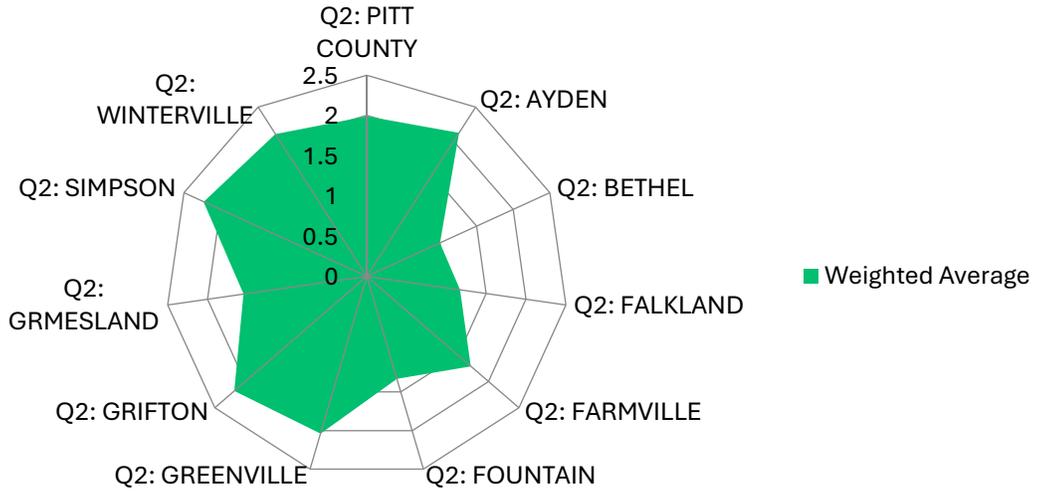
### Baseball/Softball Fields



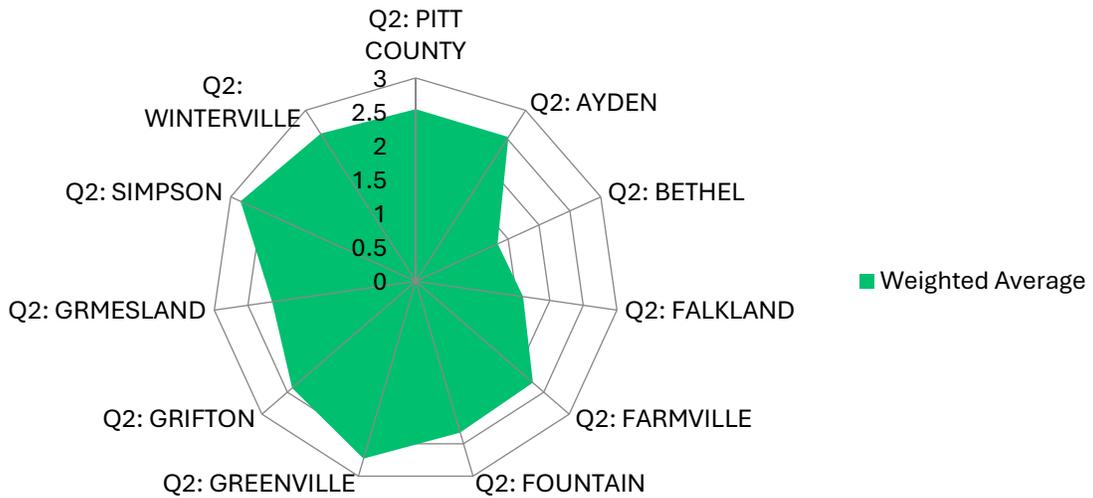
### Outdoor Basketball Courts

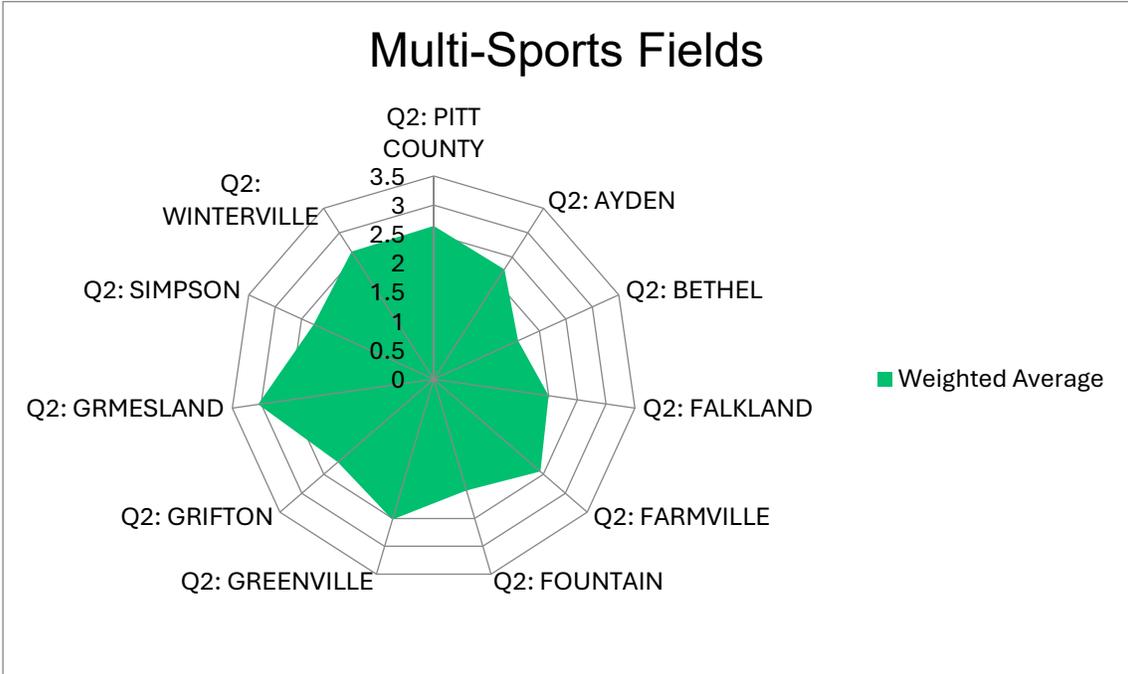
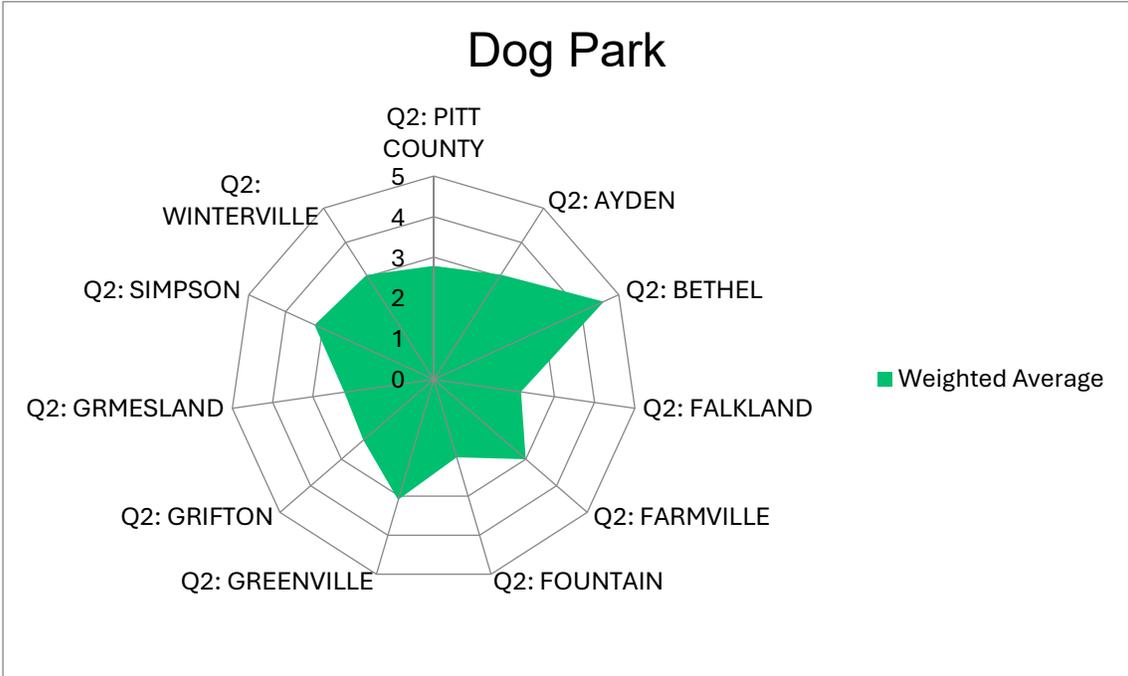


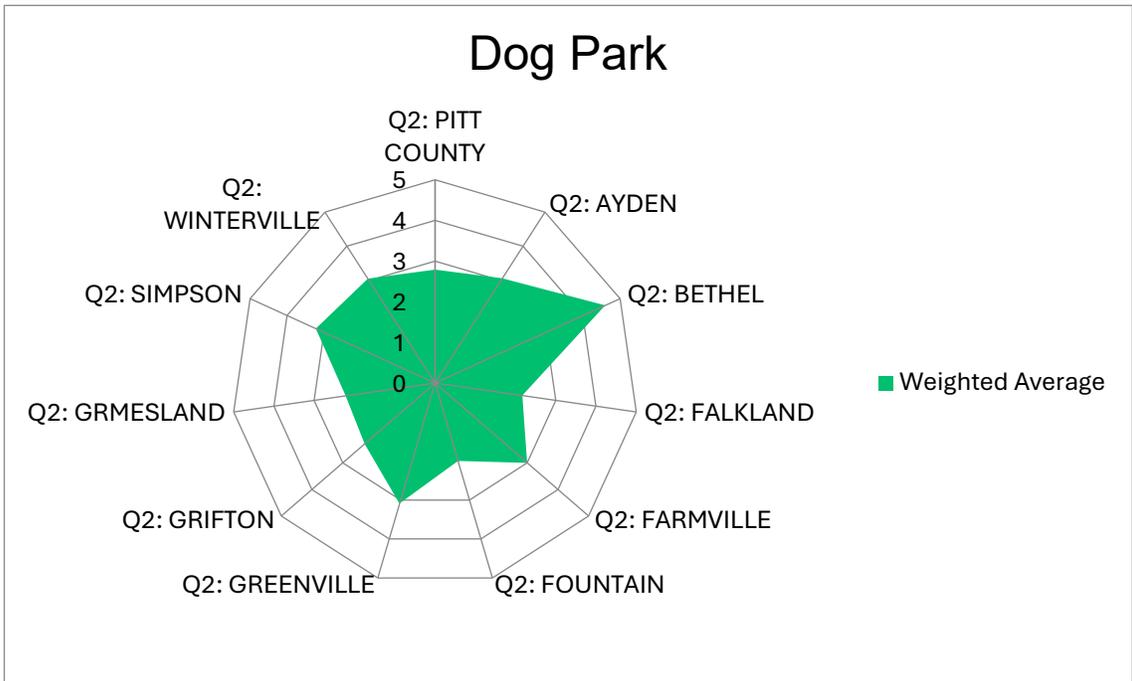
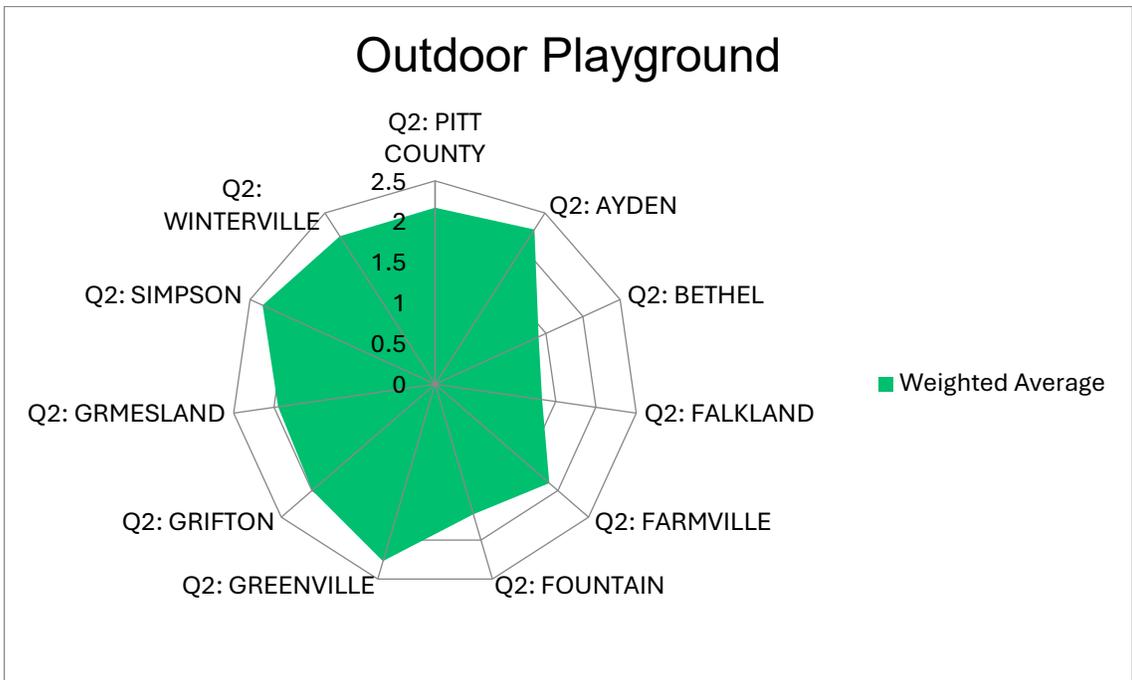
### Open Space/Natural Areas

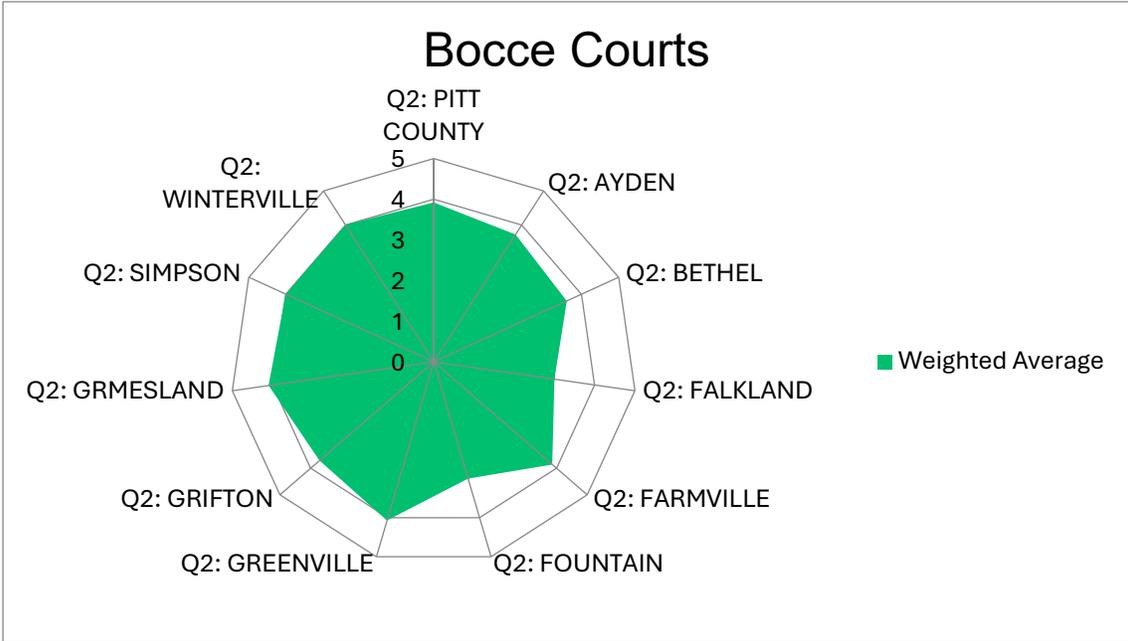
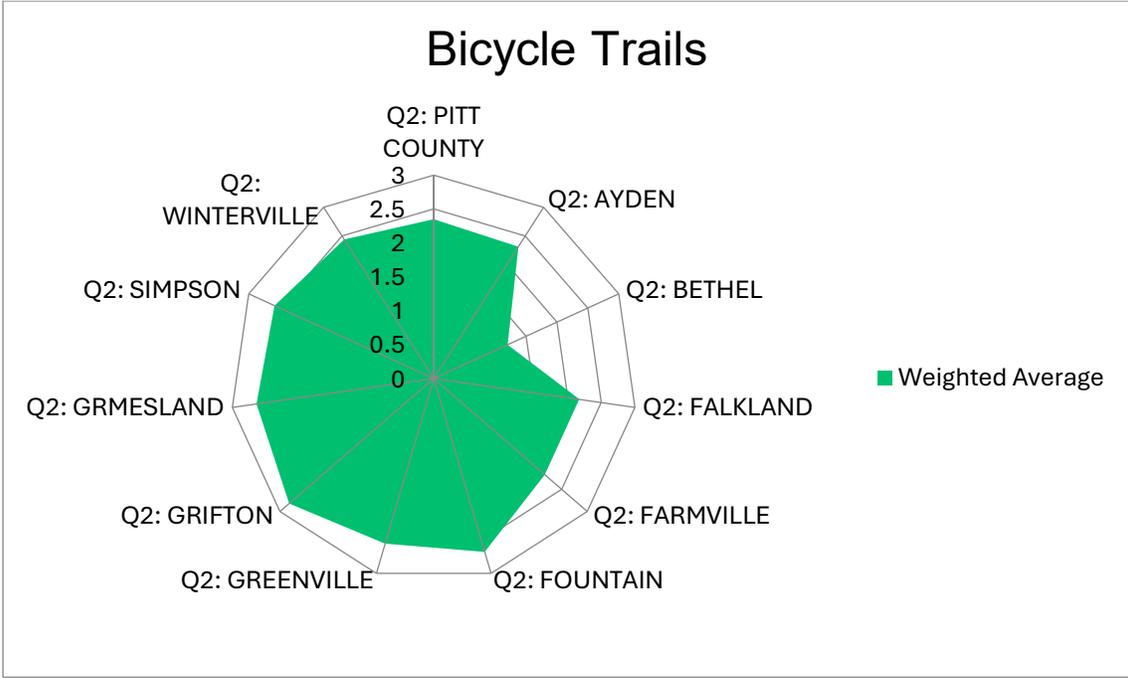


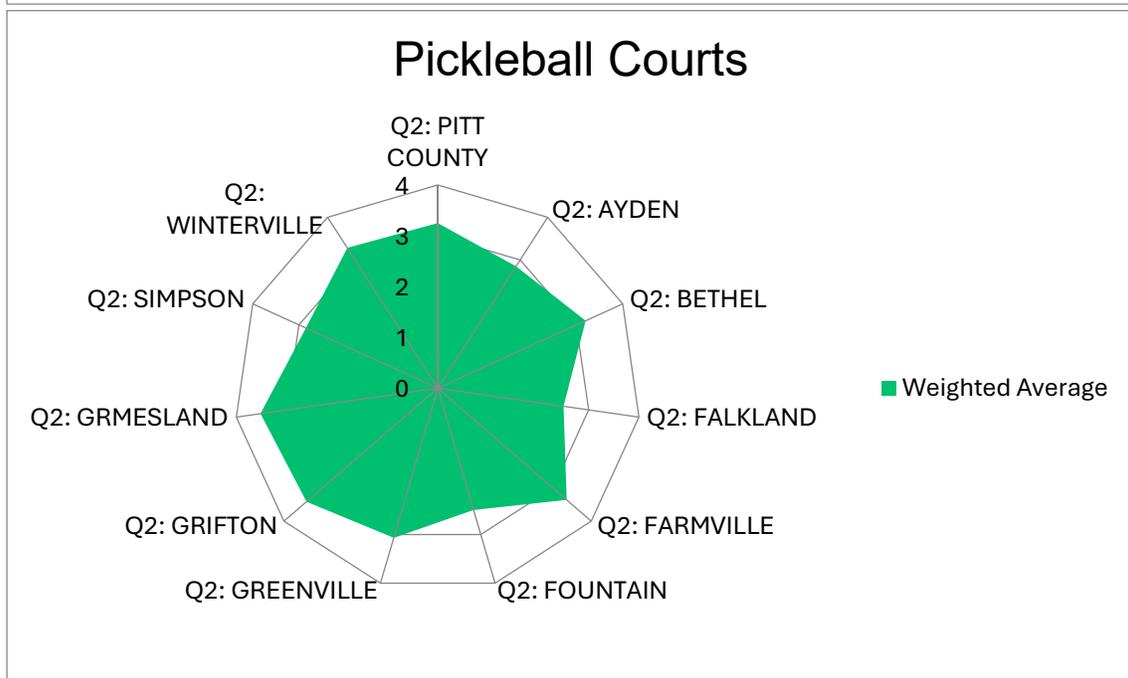
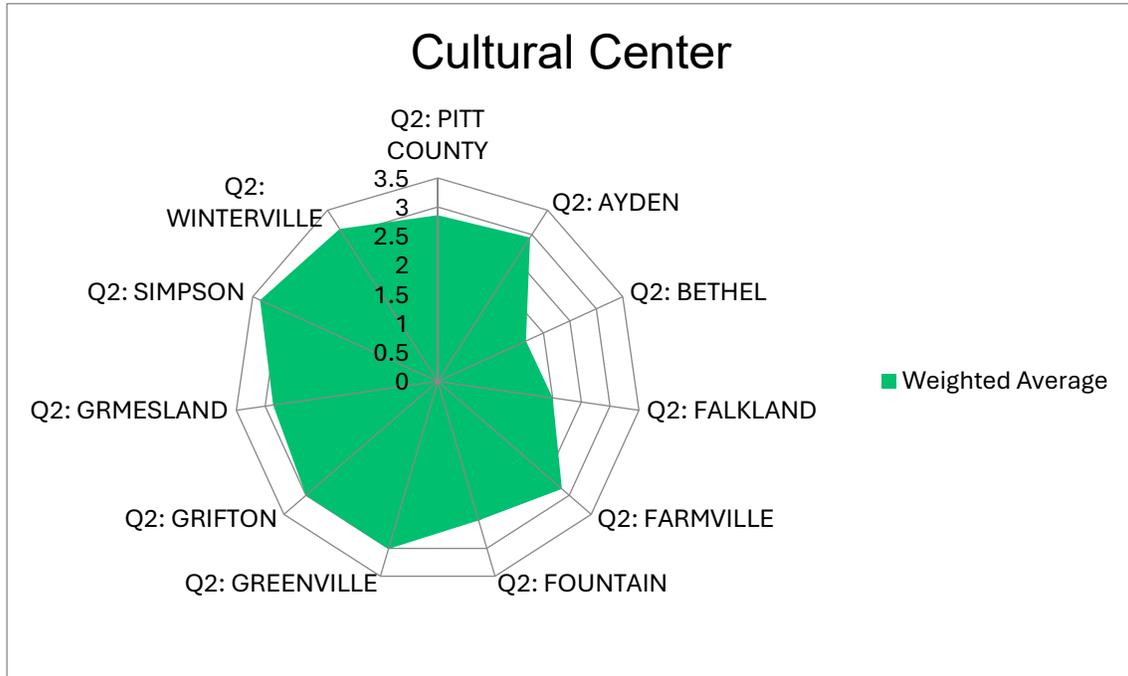
### Outdoor Track



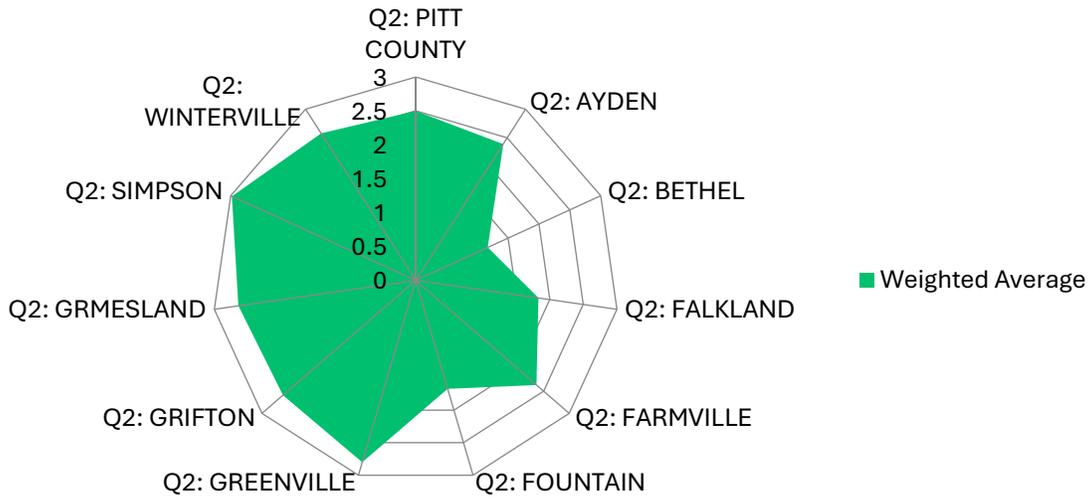




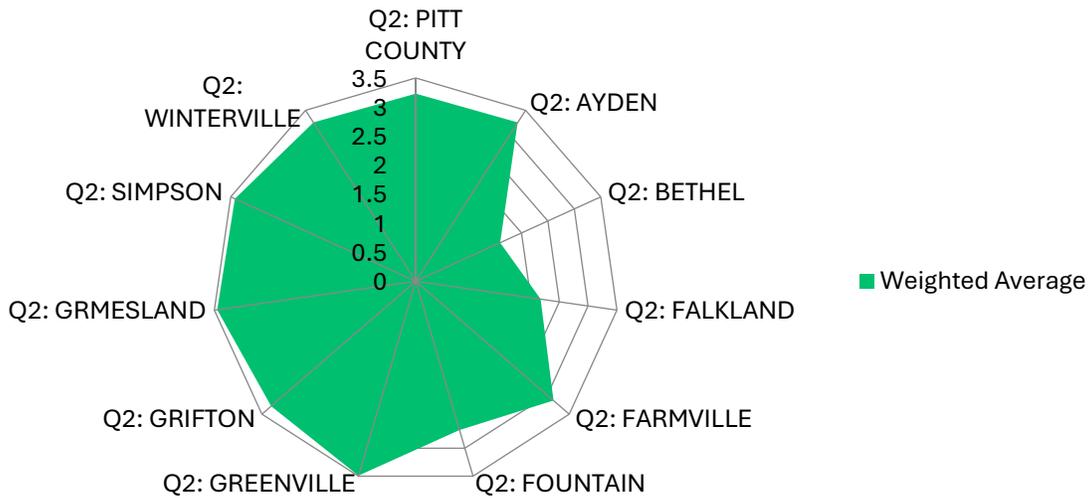




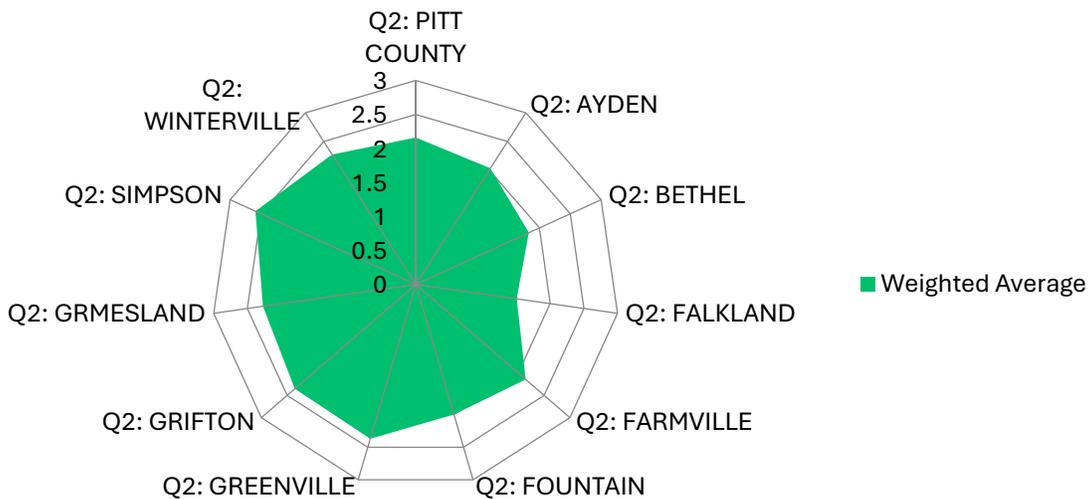
## Outdoor Swimming Pool



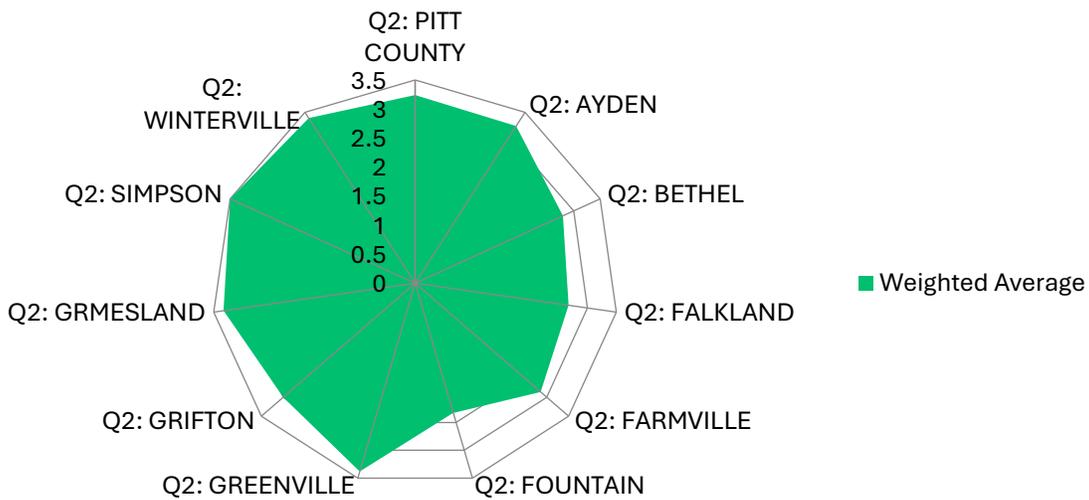
## Football Fields

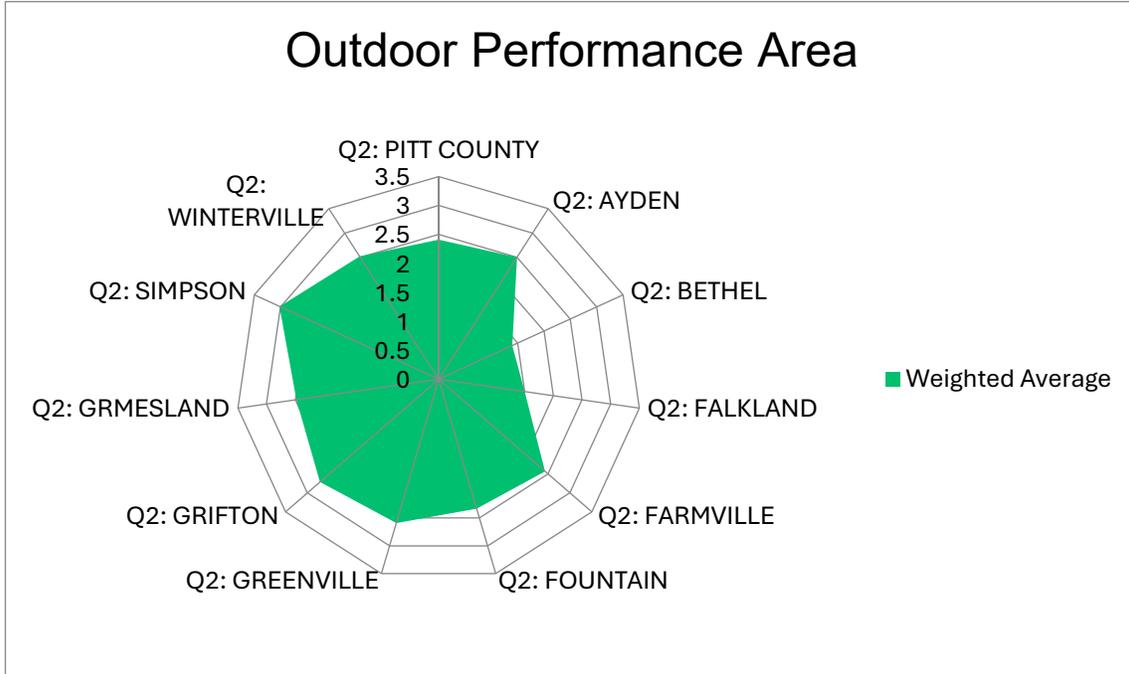
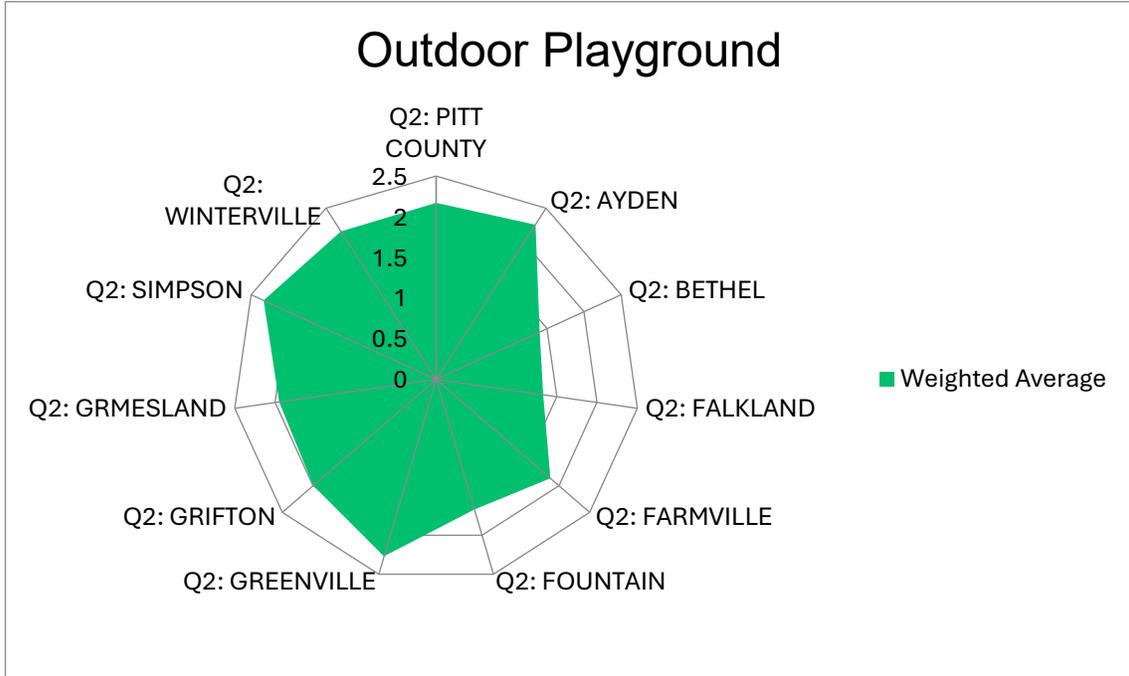


### Picnic Areas

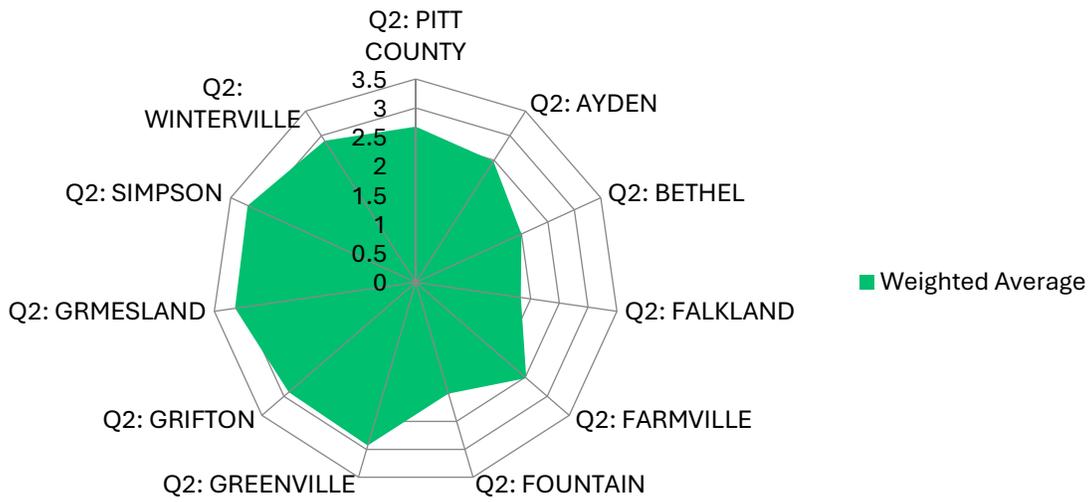


### Sand Volleyball Courts

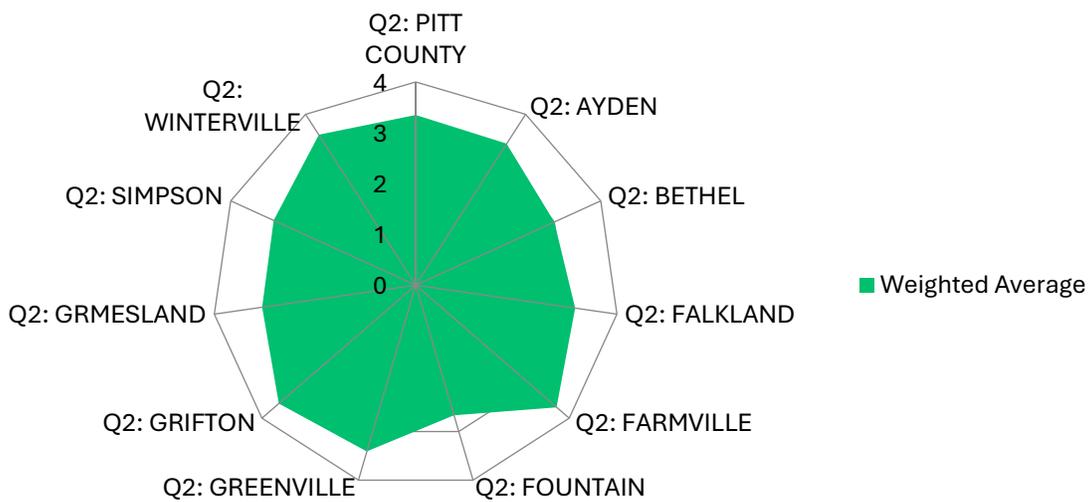




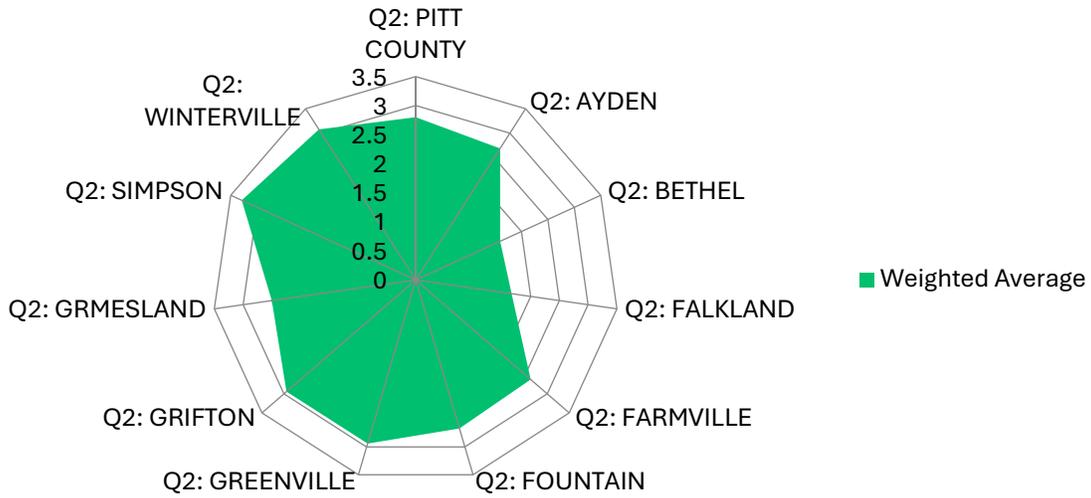
### Teen Center



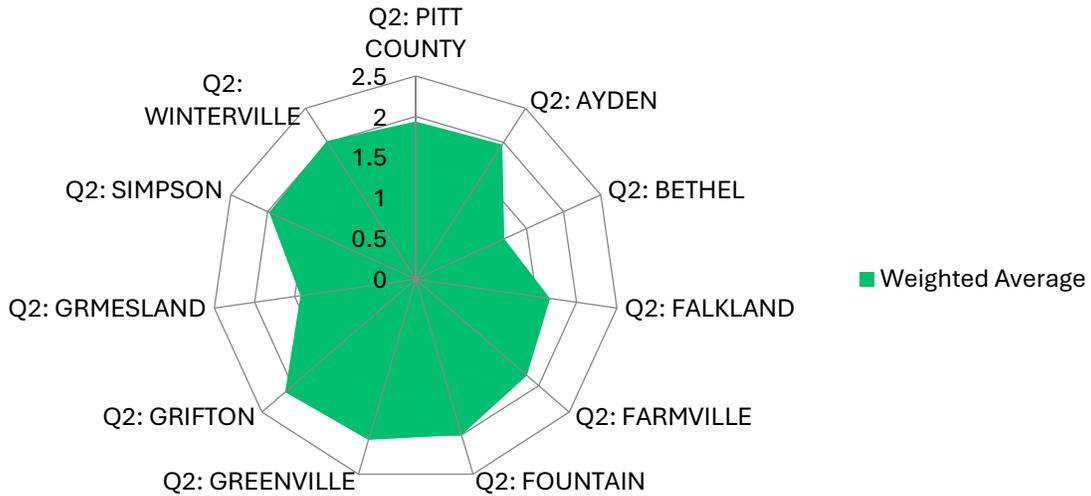
### Disc Golf

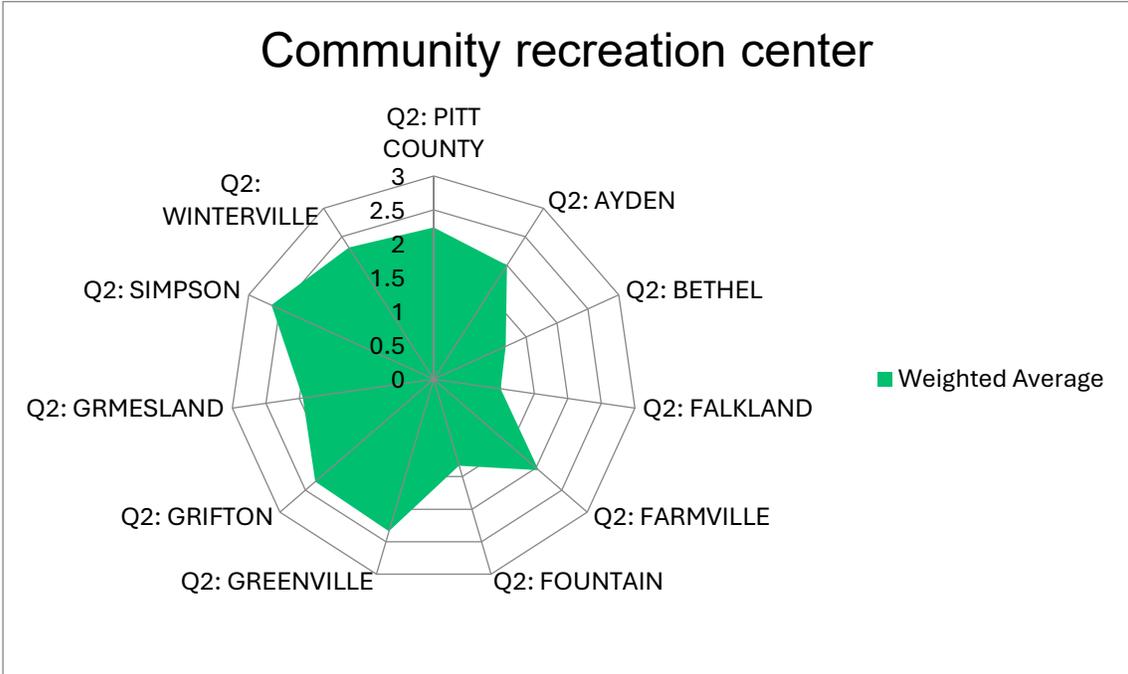
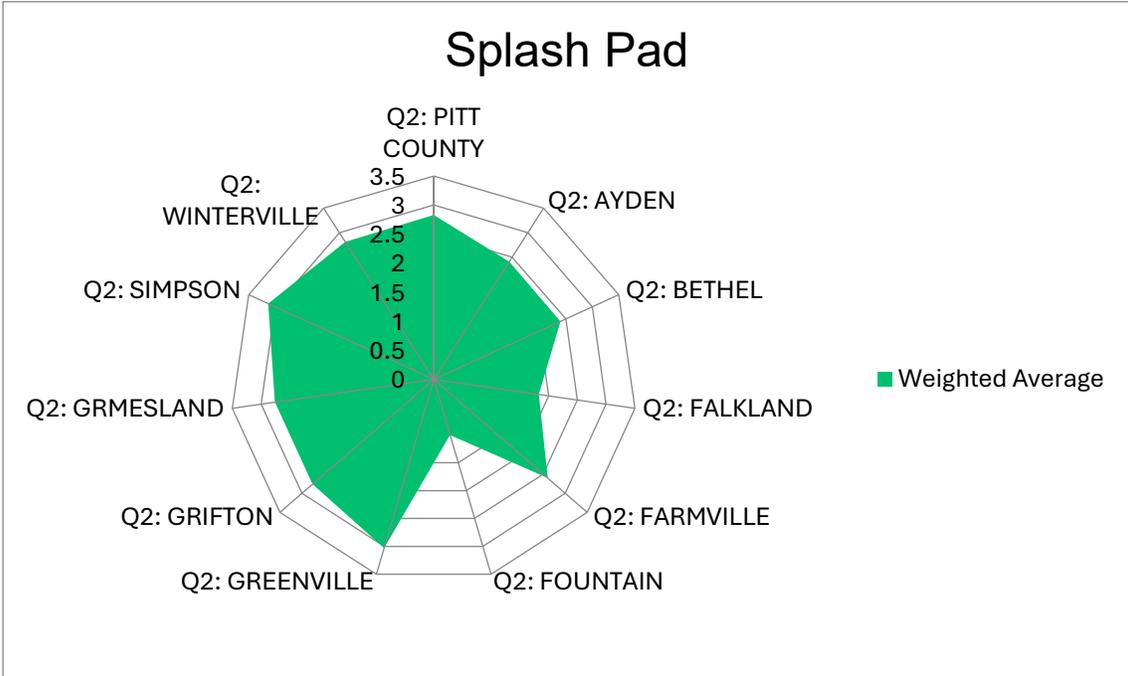


## Environmental Education Center

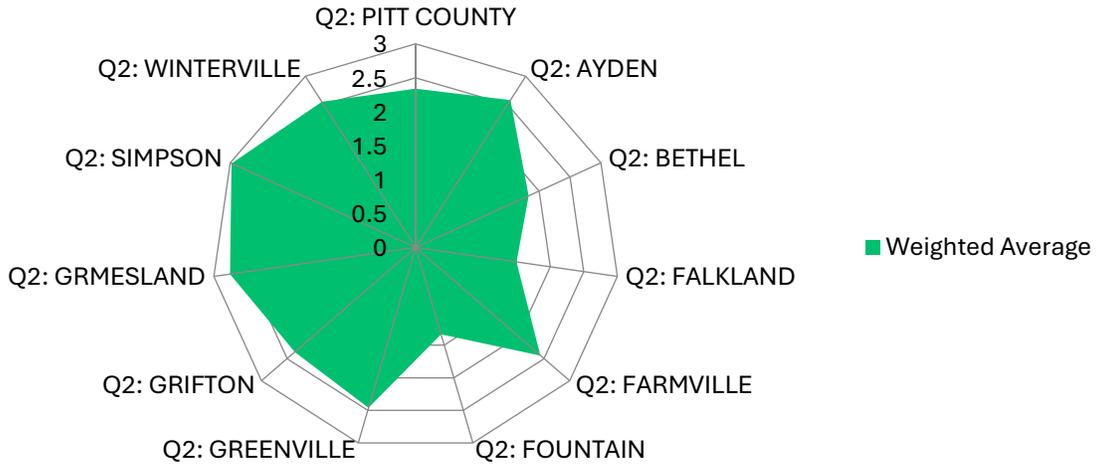


## Hiking Trails

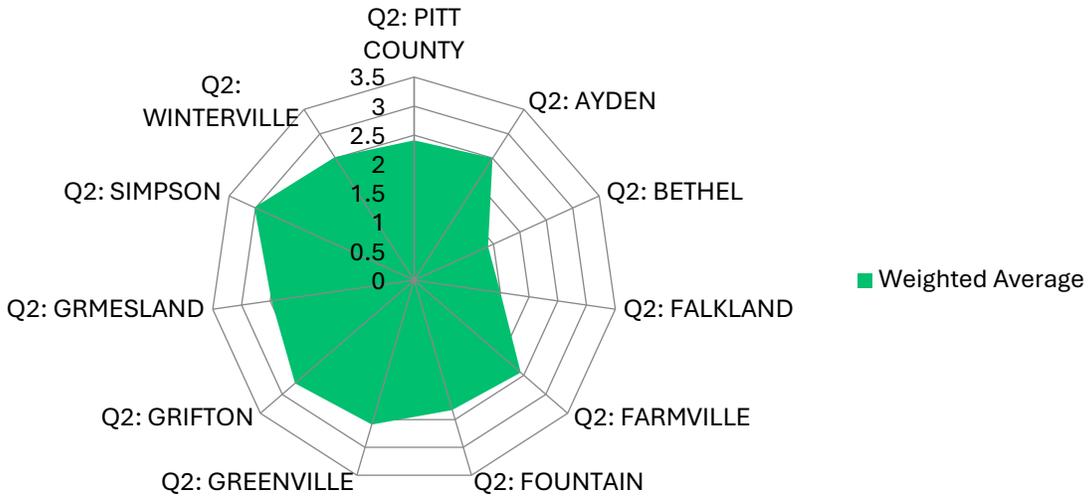


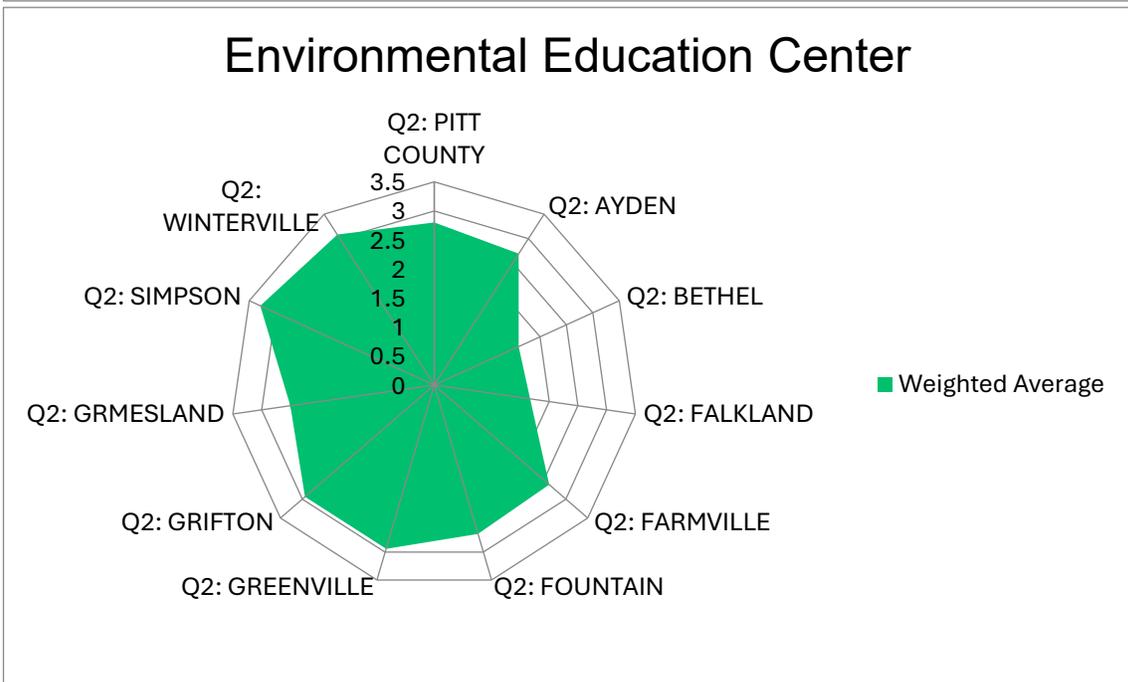
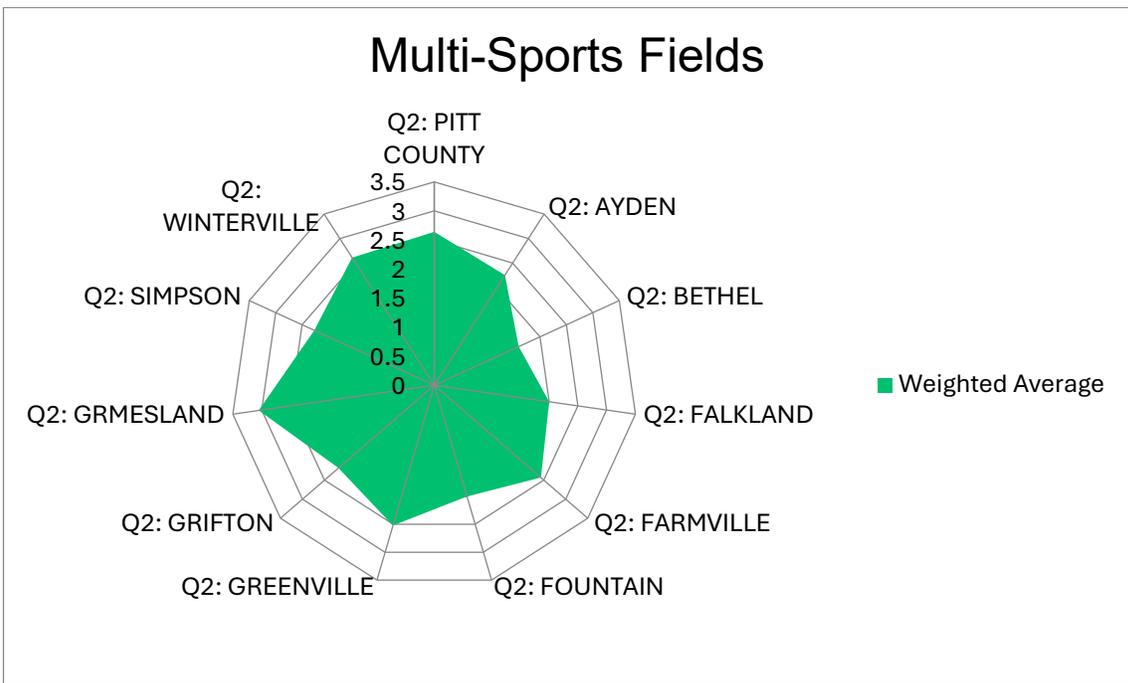


### Performing arts center



### Outdoor Performance Area





# Appendix H

Date	12.16.23	1.10.24	1.24.24	1.24.24	1.24.24	1.27.24	1.31.24	2.1.24	2.2.24	2.14.24	
Group/Location	Belvoir	Diabetes Mg.	Seniors	Wintergreen Ele	Wintergreen Mid.	Vol. Expo	Grifton Sch.	Farmville	Grimesland	Pactolus	Combined Totals
Attendees	147	8	10	52	34	210	15	22	17	31	546
Ropes Course/ Zip Line	10	1	2	11	3	65	5	4	4	17	122
Aquatics Center	15	0	2	12	11	58	3	6	5	8	120
Natural Surface Trails	14	3	2	3	1	51	2	1	5	2	84
Soccer Fields	47	0	0	2	5	20	1	3	1	1	80
Fishing Opportunities	22	0	0	4	10	29	5	3	4	3	80
Swimming Pool	5	2	3	15	4	35	3	5	2	4	78
Accessible Playground	25	1	0	5	12	12	6	4	3	4	72
Paved Multi-Use Trails	9	5	0	6	4	47	0	1	0	0	72
Splash Pad	11	2	1	9	10	15	1	6	1	9	65
Community Garden	7	4	2	6	4	25	2	2	2	6	60
Canoe/Kayak Launch	24	3	0	2	0	23	1	1	2	0	56
Dog Friendly Drinking Fountains	26	0	0	3	1	18	1	1	0	3	53
Indoor Fitness	19	0	3	4	1	19	2	3	1	0	52
Free Form Playground	21	1	0	4	1	12	0	2	1	6	48
Climbing Wall	10	0	1	3	3	19	1	3	3	5	48
Basketball Courts	15	0	2	5	0	19	2	3	2	0	48
Senior/Teen Activity Room	17	2	1	0	6	21	0	0	0	1	48
Gymnasium	18	0	5	1	4	15	0	3	0	1	47
Skate Park	6	0	0	12	3	15	0	1	4	4	45
Tot Lot	22	0	0	2	2	5	1	3	2	7	44
Bike Pump Track	14	0	2	8	0	17	0	1	1	0	43
Dedicated Pickleball Courts	7	1	6	5	1	22	0	0	0	1	43
Football/Multi Use fields	8	0	0	5	4	15	0	0	4	1	37
Roller Hockey Rink	13	1	0	3	3	14	0	1	1	1	37
Baseball/Softball Fields	12	0	0	7	2	4	3	4	2	0	34
Educational Trail Signage	13	2	0	2	1	7	1	1	1	2	30
Outdoor Classroom	4	0	0	5	4	9	2	2	1	2	29
Community meeting room	15	0	0	0	0	10	1	0	0	0	26
Music Play Area	4	0	0	3	0	6	2	1	1	7	24
Indoor Batting Cages	3	0	0	5	2	7	1	2	0	4	24
ConceSSION Stand	8	0	0	2	1	11	1	0	0	0	23
Lawn Games	4	0	0	2	3	10	0	1	0	0	20

Denotes top 5 most requested

Denotes top 10 most requested