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REACHING OUT TO SERVE AND CONNECT THE COMMUNITY



2015 COMPREHENSIVE RECREATION & PARK MASTER PLAN



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**Adopted by Pitt County
Board of Commissioners
March 16, 2015**

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**2015 COMPREHENSIVE RECREATION AND PARK
MASTER PLAN FOR PITT COUNTY**



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Executive Summary

The 2015 Comprehensive Recreation and Park Master Plan for Pitt County (CRPMP) has been developed to provide an assessment of the current quantity and quality of the recreation and park facilities and services offered in the county, as well as recommendations and a plan of action for meeting the future recreation and parks needs of Pitt County residents. The plan is organized into seven sections:

1. Introduction;
2. Purpose, Goals, and Objectives; Scope of Plan and Planning Area;
3. History and Background;
4. Inventory Analysis;
5. Trends Affecting Recreation and Parks;
6. Public Input Analysis; and
7. Findings and Recommendations.

This Plan will serve to document Pitt County Community Schools and Recreation's achievements in the last decade, inventory and assess current recreation opportunities, and formulate an action plan to establish goals, objectives, and recommendations. The CRPMP will serve as a guide for recreation and park development over the next ten years.

This CRPMP included input and analysis in a number of areas, including: an environmental scan of the county; an inventory of current recreation programs and park facilities and programs; public input through multiple avenues; analysis of the current inventory versus public interest and support for programs and facilities; and lastly recommendations for moving Pitt County forward. Ultimately, the residents of Pitt County will be served by this document. Through assessment of community surveys and focus groups, careful consideration is being given to determine future needs in Pitt County. Pitt County Community Schools and Recreation (PCCSR) is working diligently to offer the best programs and facilities for the greatest number of citizens within the community. The main priority is to continue working collaboratively with other community agencies and organizations to provide the best services possible. Information gained from each component was critical to the overall plan.

An explanation of the Environmental Conditions and Trends Affecting Recreation and Parks in Pitt County is provided in the CRPMP. Encompassing over 656 square miles, Pitt County includes 10 municipalities with a total population of 172,569 people. The population is estimated to increase over 26% from 2010 to 2020 (U.S. Census, 2010). Pitt County is home to East Carolina University and Vidant Medical Center, both of which influence the county's population as well as workforce opportunities. Pitt County's natural and physical resources contribute to its overall beauty and rural roots with over 35 bodies of water, streams, and rivers, varied flora and fauna, and a diversity of native wildlife contributing to the natural landscape. In regards to the health and wellness of its citizens, Pitt County has challenges with both individual and community health, as a result of lifestyle-based factors that contribute to increases in cancer, heart disease and stroke. However, there are strong collaborative relationships that have been developed between county departments and community partnerships to address these issues. One example of strong collaborative relationships is the partnership between Pitt County

Executive Summary (cont.)

Community Schools and Recreation (PCCSR), East Carolina University (ECU), and the North Carolina Senior Games. Of special note to the CRPMP is the recognition of the key role recreation and parks play in effectively addressing health and wellness challenges in Pitt County.

Current public recreation facilities, programs and parks throughout Pitt County were inventoried and analyzed. Currently, PCCSR works with the six municipal parks and recreation departments and with committees in the county on programming and use of facilities. The unique relationship between Pitt County Schools and Pitt County Government in the provision of park and recreation through the Community Schools and Recreation Department plays a key role in the number of facilities and programs available throughout the county. However, even with the addition of the Alice F. Keene District Park (2005) and continued development and use of school parks and facilities countywide, Pitt County falls short on national standards and ranks well behind similar counties for neighborhood, community parks and facilities including softball fields, tennis courts, swimming pools and soccer fields.

The public input component of the CRPMP asked respondents to share their thoughts on current programs and facilities as well as their desires for the future using several surveys and focus groups. Overall, results suggested that parks and recreation programs and facilities are critical to the quality of life in Pitt County (84%). Most respondents indicated it was important to participate in parks and recreation activities for social activity, such as spending time with family, socializing with friends, and meeting new people. It was also noted that physical activity, being outdoors and enjoying nature, participating in sports, and taking part in a club or group activity are highly important to residents. Moreover, these activities were viewed as important to maintaining a healthy lifestyle. The survey did reflect a need for greater marketing and public awareness of programs, events and facilities. Finally, residents demonstrated a high level of satisfaction regarding program variety, fees, and instructor quality, and satisfaction with the quality, availability and location of parks and recreation facilities. Approximately 83% of respondents agreed or strongly agreed that new recreation facilities should be developed at school sites for public use during non-school hours. Finally, an overwhelming majority (>90%) supported the use of County funds for both new or renovated facilities, as well as new or existing programs for recreation and parks.

Lastly, the findings and recommendations of the CRPMP are provided. Highlights of the recommendations for PCCSR include:

Administration and funding recommendations for PCCSR:

- Maintaining excellent relationships with internal departments as well as community partners;
- Continuing to update plans and seek state and federal grants; and
- Periodically evaluating fee structures to identify necessary changes.

Short-term goals include:

- Updating the site plan for the Alice F. Keene District Park;
- Expanding available parking to meet user needs at Alice F. Keene District Park;

Executive Summary (cont.)

- Securing the dedication of additional County Home property as available land area for District Park expansion.
- Acquiring maintenance and grounds equipment and/or contract for such services necessary to effectively maintain the ground and facilities at Alice F. Keene District Park;
- Adding a dog agility course, trails, tennis courts, outdoor basketball courts and a gymnasium to Alice F. Keene District Park;
- Developing plans and designs for additional neighborhood and community parks in the municipalities and non-incorporated Pitt County;
- Aggressively pursuing trail development to increase connectivity of Alice F. Keene District Park with neighborhoods and other trails;
- Developing a marketing and outreach plan to increase awareness and expand use among diverse user groups in Pitt County;
- Continuing to host special events in Alice F. Keene District Park;
- Collaborating with public safety officials to increase security in Alice F. Keene District Park;
- Coordinating efforts with community departments to expand available transportation to Alice F. Keene District Park and the County Home Complex; and
- Collaborating with the Greenville-Pitt County Convention & Visitor Bureau to attract and promote sports tournaments and special events in the County.

Long-term goals include:

- Improving access and increasing use of Alice F. Keene District Park by focusing on connectivity from adjacent neighborhoods to the park;
- Continue advocating for the development of accessible routes to allow county residents to safely walk and bike to school and work; and
- Partnering with the Planning and Development Department to investigate options for working with residential developers to place priority on including land set aside or payment in lieu for open space, neighborhood and community parks, greenways and trails.
- Acquiring property strategically located for additional sites.

Limited access to resources requires individuals and organizations to be creative in meeting the needs of the community. PCCSR was born out of the need to maximize resources to meet the needs of the residents. Since its beginnings almost four decades ago, the mission and goals of the Pitt County Community Schools and Recreation Program has been to improve the quality of life for all citizens of Pitt County. With limited resources PCCSR has collaborated with a variety of public and private groups to assure they continue to achieve their goal of improving quality of life. PCCSR offers numerous benefits to the county with the physical, emotional, and social impacts among the largest impacts. However, economic impacts play a major role in the county's development as well. Parks and recreation in general can have direct and indirect economic impacts on the community. Economic impact formally defined relates "to new money injected into an economy by visitors, Executive Summary (cont.) vendors, media, sponsors,

Executive Summary (cont.)

external government entities, or banks and investors from outside the community” (Crompton, 2010, p. 22). Local parks and recreation departments play a critical role in providing municipalities and counties with the necessary attractions that increase the desirability for visitors from outside the community (tourists). More specifically, parks and recreation helps to develop a perceived quality value by providing accommodations and attractions that draw people from all over and increases their length of stay, which ensures that more money is spent. Tourism’s importance lies in its ability to bring new money into the local economy from outside areas.

The time has come to provide resources and tools to assist PCCSR with continuing to meet the growing and changing needs of the community. Given the goals and priorities outlined above, the CRPMP includes a chart designating a plan of action beginning in 2015. Continued collaboration and partnership are essential, but a willingness to provide necessary funding and infrastructure is crucial to their ability to improve health and wellness in eastern North Carolina.

Examples of Pitt County Recreation Programs and Facilities

Alice F. Keene Park



The Alice F. Keene Park TRACK Trail is a fully-accessible 1.2 mile loop that meanders through open fields and mixed pine forest



Recreation Activities at Alice F. Keene Park



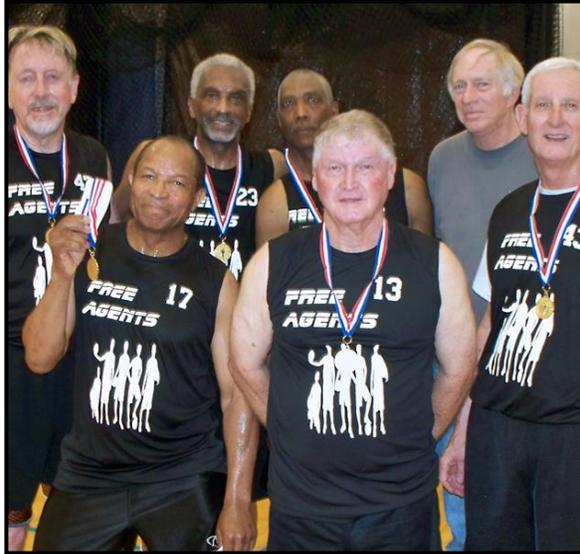
Walking trails have been added at many elementary schools and the community is encouraged to use the trails and play centers during non-school hours



Pitt County Community Schools and Recreation offers a wide variety of programs for all age groups



Greenville Pitt County Senior Games includes recreational and athletic competition for people 50 and better



Acknowledgements

The 2015 Comprehensive Recreation and Park Master Plan for Pitt County was developed with the assistance of many individuals. We would especially like to thank the residents of Pitt County for the public input. Special acknowledgements and appreciation are given to Alice Keene, Recreation Projects Coordinator for Pitt County, James Rhodes, Director of Pitt County Planning and Development and Rita Roy, Director of Pitt County Community Schools and Recreation. Additionally, we would like to thank the following:

- Staff and Advisory Council of Pitt County Community Schools and Recreation;
- Mande Lancaster and Justin Raines, East Carolina University (ECU) Center for Survey Research;
- Freddie Wyrsh, Pitt County Planning and Development;
- Heather Rubright, ECU Center for Sustainability; and
- ECU Department of Recreation and Leisure Studies students: Craig Agardi, Clay Barber, Thomas Briley, Leonard Burns, Kyle Durst, Morgan Eaton, Santiago Estrada, Brenna Gilmore, Steven Irving, Nicholas Janeri, Daniel McClure, Samantha Proctor, Bryan Quintard, Katelyn Robertson, and Matthew Schurtz.

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This Project was partially funded by the
Community Transformation Grant Project
administered through the Pitt County Public Health Department
and the NC Department of Health and Human Services
Division of Public Health

Section One: Introduction

Recreation is —the refreshment of body and mind through forms of play, amusement, or relaxation (American Planning Association. 2014). It is often defined as the pursuit of leisure activities that commence in an outdoor, natural setting or structured facility.

The recreation experience can be categorized as either —active or —passive. Active recreation is often performed on a sports field in a pre-designed development or facility that requires equipment, an organized program/agenda, and involves a group or other individuals. Examples of active recreation include youth and adult team sports programs, exercises classes, outdoor basketball, golf courses, and public boat ramps. Passive recreation activities include those that have minimal impact on the land, and do not require a developed site. Forms of passive recreation include hiking, walking and jogging trails, picnicking, and birdwatching.

While there are many forms of recreation, it is important to understand which type of activities (active or passive) best meets the needs for residents and visitors while preserving and protecting the area’s resources.

Through a guided planning process, a community can enhance current recreation activities while exploring new and unique recreation opportunities. With active participation and community-wide efforts, recreation can help build a strong local identity and sense of community.

Pitt County and Pitt County Community Schools and Recreation are dedicated to providing a range of recreational opportunities that serve residents, visitors, and the greater eastern North Carolina community (see following map of Pitt County Schools and Municipalities served). Recreation is an essential community component that contributes to the health, welfare, and quality of life within the county. As the population in Pitt County continues to grow, it is essential for community leaders to recognize the critical value and importance of creating, maintaining, and enhancing recreation opportunities within the county.



Section Two: Purpose, Goals, Objectives, and Scope

Statement of Purpose

The leaders of Pitt County wish to update the Comprehensive Recreation and Park Master Plan for Pitt County (CRPMP). The current plan documents the needs that residents and recreation and park professionals feel are important related to public recreation programs, facilities, and grounds in the next 5-10 years.

Goals

The CRPMP provides a total evaluation of the services and facilities offered by Pitt County and recommendations and suggestions on how they can better serve the needs of County residents.

Objectives

The objectives of the CRPMP are to document, evaluate, and analyze the following:

1. Background and history of Pitt County Community Schools and Recreation
2. History and growth of Pitt County
3. Natural and physical resources of Pitt County
4. Socio-demographic characteristics of Pitt County residents
5. Projected population growth & residential growth patterns
6. Current demand for recreation and park facilities and programs
7. Quality, quantity and diversity of the existing recreational opportunities
8. Compare Pitt County Recreation and Parks budget and per capita recreation expenses with similar size counties
9. Accessibility of the county facilities for people with disabilities
10. Recommendations for the future

Scope of the Plan and Planning Area

The scope of the CRPMP focuses on the recreation opportunities and facilities provided by Pitt County, and provides a critical evaluation and analysis of the quantity and quality of the facilities and services offered by the County. The plan takes into account the recreation programs and parks provided by other public agencies, quasi-public organizations, private, non-profit organizations (e.g., 4-H and boy/girl scouts), and private/commercial organizations (e.g., country clubs, wellness centers). Opportunities offered by private/commercial organizations were not evaluated because public accessibility was limited.

The planning area is composed of 656 square miles of which, 652 square miles is terrestrial and 3 square miles (0.48%) is water (U.S. Census, 2011). Pitt County is situated in the central portion of the North Carolina Coastal Plain, approximately 90 miles east of the Research Triangle, 30

miles inland from estuarine waters, 80 miles from the Atlantic Ocean (the famous Outer Banks), and roughly 275 miles from the Appalachian Mountains (the Blue Ridge Parkway).

As of the 2010 census, the population was 168,148 and was estimated as 172,569 in 2015. Pitt County includes the Greenville, NC Metropolitan Statistical Area, which since 1990 has been noted as one of the fastest growing metropolitan regions within the state.

Section Three: History and Background

History of Pitt County Community Schools and Recreation

Pitt County Community Schools was established in 1978 through the strong cooperative support and ownership of the two largest governmental agencies in Pitt County, the Pitt County Board of Commissioners and the Pitt County Board of Education. The Community Schools Legislation passed in 1977 assured that school facilities would be made available to all citizens and that community resources would be utilized to support the education of students. Through the creation of the Community Schools Program, the Board of Commissioners recognized an opportunity to provide recreation opportunities to a diverse and scattered population through the use of school facilities. In an area, that at the time, had no county recreation facilities, the idea of creating school parks and recreation facilities that would serve the students and faculty during the school day, and the general population during non-school hours made sense for maximizing the utilization of county resources. Soon after the Program was established the Pitt County Board of Education adopted the Community Schools Policy stating the mission and goals of the Program, which included the use of school facilities to improve the quality of life for all citizens. Four goals in this policy speak directly to developing recreation facilities on school campuses and promoting active community environments. Also included is a goal around the development of recreation programs. In recognition of the strong role played by the Community Schools Program in providing countywide recreational services, the County Commissioners voted to officially add Recreation to the title in 1998. The PCCSR Department is funded jointly by the Board of Commissioners and by Pitt County Schools.

Community Schools and Recreation (CSR) works in five major areas as it relates to developing recreation programs and facilities as well as coordinating the use and care of school facilities; 1. maximizing school resources; 2. recreational/educational programming, 3. school/program volunteers; 4. inter-agency collaboration; 5. developing school parks. CSR provides recreation programs in schools across the county and facilitates the use of facilities by partner municipal park and recreation departments. In addition to working with recreation partners, the Department coordinates all after-school use of facilities by groups, organizations and individuals numbering over 600 applications in the past year. In an effort to develop school parks, the Department works with community partners to write grants and then facilitates the implementation of those grants. Two programs that have made a tremendous impact on the development of school parks are the CSR Capital Outlay Program and the Recreation Program Management Funds.



In December of 2002, Phil Dickerson, Deputy County Manager, presented the Feasibility Study on Location for Facilities for the Pitt County Council on Aging and Community Schools and Recreation. At that time the Commissioners approved the recommendation to grant approximately 8.2 acres for the Community Schools and Recreation Intergenerational Center at the County Home Property. They also reserved another 23.5 acres for park development. Through the strong support of the County Commissioners, the Community Schools and Recreation Center was opened in July of 2005. The Center provided the Community Schools and Recreation Department with their first permanent “home” since being established in 1978. With financial support from a North Carolina Parks and Recreation Trust Fund Grant and a Land and Water Conservation Fund Grant, Phase I of the first District Park was opened in 2008.

PCCSR continues to represent a unique partnership between the Pitt County Board of Commissioners and the Board of Education. For over 35 years, the department has collaborated with the county departments of Public Health, Planning and Development, and Engineering. Like many successful departments, PCCSR has a long history of collaborating with a variety of entities focused on providing the best services possible to county residents. These relationships are a testament to PCCSR’s historical roots within the county and their commitment to providing multiple and varied outlets for a healthy population. A list of major partners can be found in the appendices (See Appendix J, Pitt County Community Schools and Recreation Partner Departments, Agencies and Organizations). Together, these agencies and organizations foster active, healthy lifestyles through a myriad of physical activity facilities and recreational/educational programs, as well as provide opportunities for citizen engagement and volunteerism.



Awards and Distinctions

The many efforts of Pitt County and the Pitt County Community Schools and Recreation Department have been recognized at both local and national levels for their dedication to improving the health and wellness, and overall quality of life for all citizens in Pitt County. Recent honors and distinctions bestowed upon Pitt County and PCCSR include:

- Selected as one of American Promise Alliance’s 100 Best Communities for Young People presented by ING in 2008, 2010, 2011, and 2012.
- Designated as a Fit Community; 2006-2009, 2007-2010, and 2010-2013.
- Celebrated as Fit Community case study in the publication *Creating Healthy Places to Live, Work, and Play* across North Carolina.
- Highlighted as an example of Joint Use Agreements in the publication *Promoting Physical Activity through Joint Use Agreements*.
- Received the 2013 Achievement Award in the category of Parks and Recreation from the National Association of Counties
- Highlighted as an example of Increased Opportunities for Extra Curricular Physical Activity in the Center for Disease Control’s 2009 publication “Recommended Community Strategies and Measurements to Prevent Obesity in the U.S.”

The 2015 CRPMP for Pitt County will serve to document PCCSR’s achievements in the last decade, assess current county needs through the environmental scan, inventory of recreational assets and a public survey, and guide priorities over the next ten years of fulfilling its mission. Ultimately, the residents of Pitt County will be served by this document. Through assessment of community surveys and focus groups, careful consideration is being given to determine future needs in Pitt County. PCCSR is working diligently to offer the best programs and facilities for the greatest number of citizens within the community. The main priority is to continue working collaboratively with other community agencies and organizations to provide the best services possible.

PCCSR’s Impact on Health and Wellness for the Community

Health and wellness is not simply the absence of disease or infirmity, it is a state of complete well-being, and involves six dimensions of health; physical, emotional, spiritual, environmental, mental, and social. Recreation and Parks agencies have much to offer the community in contributing to the vital components needed for residents to improve in each of these health dimensions (National Recreation and Park Association, 2014). PCCSR is part of this effort.

Cancer, heart disease and stroke continue to be Pitt County’s leading causes of death. During the last Community Health Assessment process in 2011, the Pitt County Board of Health selected Chronic Disease Control with a focus on nutrition, physical activity and tobacco as one of Pitt County’s Health Priorities for 2012-2015. In addition, Pitt Partners for Health also selected Chronic Disease Control including cardiovascular disease and diabetes management as a health focus area for Pitt County. Overweight and obese individuals represent a tremendous health

concern that is a contributing risk factor for heart disease, stroke, diabetes and some forms of cancer.

Healthy lifestyles are the foundation of health and wellness in every community. A telephone survey conducted for the American Public Health Association found that 75% of adults believe parks and recreation agencies play an important role in addressing America's obesity crisis (American Planning Association, 2013). Parks and recreation facilities also offer social and mental health benefits by bringing communities together and providing respite from the daily grind of urban life (Pitt County 2030 Comprehensive Land Use Plan, 2011).

Included in PCCSR's vision statement is the development and maintenance of recreational facilities, programs and resources to improve the quality of life for all people in Pitt County. Guiding principles directly related to health and wellness include:

- Providing safe and effective recreational facilities to enhance the built environment to promote physical activity.
- Offering quality programs and resources on public school campuses to improve the health and wellness for all ages.
- Collaborating with community agencies and organizations to address the issue of chronic disease, overweight and obesity.

PCCSR provides an array of opportunities focused on improving physical, emotional, social, environmental and mental health. Just as importantly, they provide leadership and work collaboratively with community partners to provide additional programs, services, facilities and advocacy efforts that contribute to the health and wellness of the community. This collaborative work addresses health considerations through several arenas within the community, including the following programs.

Active Living is a way of life that integrates physical activity into daily activities and requires communities to provide connectivity between major points of destination, as well as provides safe and convenient places for people to be active (The North Carolina Guide to Incorporating Health Considerations into Comprehensive Plans, 2014). Results of a 2011 study conducted by ECU's Department of Family Medicine focusing on "Risky Behaviors Among Our Youth" revealed that only 35% of Pitt County middle school students and just 24.1% of high school students reported getting 60 minutes of physical activity per seven day period. PCCSR contributes to active living through a number of avenues:

- Provides an array of programs and events for all ages that provide quality physical activity, enhance skill development, teach teamwork and sportsmanship, build camaraderie and provide leadership opportunities. The Department's youth sports include students starting at age 2 up to age 18.
- Provides safe, quality facilities for people to be physically active through school parks and the Alice F. Keene District Park.
- Partners with the Public Health Department and other community partners to fund and implement physical activity and healthy eating programs in Pitt County Schools. Initial resources were focused on grades K-5 in order to help young children develop healthy

lifestyles. Grants were received for physical activity equipment, training materials, and building walking trails. These physical activity interventions have been provided to students through the 8th grade. Students have maximized the use of new and enhanced facilities through use during the school day with the same facilities used by the general community in non-school hours.

- Joined the Eat Smart Move More North Carolina team in 2006 to support the movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, work, play and pray. Major community partners made a collective decision to join this movement and therefore the community's overarching banner has been Eat Smart Move More.
- Serves as a national model in the development of joint use of facilities with school campuses across the county being accessible to the entire county population.
- Worked with internal departments and community partners to build the first "rural" crosswalk in the region to connect schools, the Eastern Carolina Village & Farm Museum, the Farmers' Market to the District Park, the Community Garden, and the Senior Center.
- Works with Pitt Partners for Health along with internal departments to advocate for Complete Streets and other built environment enhancements within the community.
- Partners with the Safe Communities Coalition to advocate for "Active Routes to School" and special consideration in school siting when possible.
- Promotes the vision of the County Home Road Complex as an important point of destination with the Park for physical activity, extensive programs and family time; the Farmers' Market for fresh produce; the Eastern Carolina Village & Farm Museum as an opportunity to learn about the County's heritage; the Senior Center as a resource for seniors and their families; and the Animal Shelter provides shelter for stray pets as well as adoption services.

Healthy Foods include fruits, vegetables, whole grains, low-fat dairy and lean meats. PCCSR's work in this arena has primarily been in collaborative efforts to enhance healthy eating.

- Provided collaborative leadership in writing the grant and securing property for the Making Pitt Fit Community Garden. Having the garden located adjacent to the park has provided excellent opportunities for supporting both healthy eating and physical activity. A key component of the Community Garden is a "Kindergardner" program that brings kindergarten students from Wintergreen Elementary School to the garden to learn about growing fresh fruits and vegetables.

Emergency Preparedness describes the steps taken to make sure a community is resilient and safe before, during and after a natural and/or man-made disaster.

- Collaborate with both Wintergreen Primary and Wintergreen Intermediate Schools in planning for a possible disaster. If students in either school needed to be evacuated to a nearby location, they would be transported to the Community Schools and Recreation Center.
- PCCSR works with community agencies when needed. In 1999, with the 100-year flood, PCCSR provided recreation equipment for students who were located in school shelters across the County.

- PCCSR recently sponsored an appreciation lunch for representatives of the Public Safety Team serving the Park and PCCSR events. Representatives from the Sheriff's Department, Greenville Fire and Rescue and the Greenville Police Department came together and were recognized for the key roles they play in keeping parks safe as well as responding to emergencies when necessary. Support from the Greenville Fire and Rescue Department also makes hosting the N.C. Senior Games State Finals Basketball Tournament possible each year.

Environmental Exposures relate to the overall environmental health of the community and can be linked to different elements. Environmental exposures occur when people, animals and the physical environment come into contact with substances that may be hazardous.

- PCCSR staff members work with the Public Health Director and the Board of Public Health to garner support for tobacco-free parks to reduce exposure to second-hand smoke. The strategy includes getting all public parks and recreation departments in Pitt County to adopt a resolution in support of tobacco-free parks that will then provide support for the Board of Health and ultimately the Board of County Commissioners.

Health, Human and Public Services refers to a variety of services intended to meet the basic health and well-being needs of community residents. These services are especially important for those who are least able to help themselves, such as impoverished families and individuals, older adults and persons with disabilities.

- PCCSR offers a number of evidence-based programs for older adults that are designed to keep them healthier, stronger, more flexible, and promote independent living.
- PCCSR is the lead agency for the Greenville-Pitt County Senior Games, which has a 32-year record of keeping seniors active, and involved in competitive sports.
- PCCSR works collaboratively with the Regional Fall Prevention Coalition, the Council on Aging and the Pitt Aging Coalition to provide community-wide events and expos such as the Healthy Aging and Wellness Expo.
- PCCSR has a strong history of support for Special Olympics Pitt County, which serves citizens with disabilities. The Department also hosts meetings for the Aktion Club (Kiwans Club for people with disabilities).
- PCCSR works collaboratively with other community agencies to support the activities of STAR (Support Team for Active Recreation) that serves citizens with physical disabilities.

PCCSR is well positioned to continue to have a significant countywide impact on the health and wellness of citizens of all ages. With physical inactivity being the number two cause of preventable death in this country, recreation and parks agencies are being called on to do more. With approximately 2/3 of the adults and 34% of youth ages 2-18 years of age in Pitt County being overweight or obese, PCCSR must do more (2011 Pitt County State of the County Health Report). Efforts should be made to build quality physical activity facilities, provide diverse programs for citizens of all ages and promote policy and environmental change that builds a community where healthy eating and physical activity are the easy choice for citizens of Pitt County.

PCCSR's Impact on the Economy

Pitt County Community Schools and Recreation offers numerous benefits to the county. The physical, emotional, and social impacts are among the largest impacts; however economic impacts play a major role in the county's development as well. Parks and recreation in general can have direct and indirect economic impacts on the community. Economic impact formally defined relates "to new money injected into an economy by visitors, vendors, media, sponsors, external government entities, or banks and investors from outside the community" (Crompton, 2010, p. 22). Local parks and recreation departments play a critical role in providing municipalities and counties with the necessary attractions that increase the desirability for visitors from outside the community (tourists). More specifically, parks and recreation helps to develop a perceived quality value by providing accommodations and attractions that draw people from all over and increases their length of stay, which ensures that more money is spent. Tourism's importance lies in its ability to bring new money into the local economy from outside areas.

A *direct* economic impact occurs when citizens or tourists pay money within the facilities for activities such as team sport involvement and exercise classes. The money spent at that facility is then available to be reinvested into the organization or other local government programs. An *indirect* impact is caused when an event draws in people from outside of the community and their money is spent at other local businesses, lodging facilities and dining throughout the county.

When tourists visit and spend money in a community, it affects more than just those who directly interact with them. As noted by John Crompton, Professor at Texas A&M University, "A proportion of the tax funds invested in a park and recreation agencies' programs and facilities serves as seed money that leverages substantial economic gains for the community" (Crompton, 2010, p. 6). Recreation facilities attract tourists who bring external dollars to the community through their spending on hotels, dining, and other goods and services. The increased taxes generated by tourists decreases the overall tax burden assumed by residents and provides additional revenue for community projects.

The NC Division of Tourism, Film and Sports Development provide the following summary about Pitt County tourism as part of their online tourism research portal:

- Domestic tourism in Pitt County generated an economic impact of \$199.67 million in 2012, a 2.57 % increase from 2011;
- In 2012, Pitt County ranked 22nd in travel impact among North Carolina's 100 Counties;
- More than 1,950 jobs in Pitt County were directly attributable to travel and tourism;
- Travel generated a \$37.75 million payroll in 2012; and
- State and local tax revenues from travel to Pitt County amounted to \$14.44 million, representing a \$83.65 tax savings to each county resident.

PCCSR hosts many events and promotes numerous activities thanks to collaborative relationships throughout Pitt County. These activities impact economic growth and create seed funds for future programs. A few examples of events and tournaments that Pitt County Community Schools and Recreation support are:

- Youth Baseball teams across the county host tournaments and play in parks. There are a total of 136 documented teams that practice and/or play on school fields. It should be noted that many baseball, softball, and soccer teams use the fields on an informal basis without going through the application process;
- Special Olympics State and Regional Events;
- NC Senior Games State Finals (e.g. 3-on-3 Basketball Tournaments);
- Pitt County Girls Softball League; and
- Strategic location with the Eastern Carolina Village & Farm Museum a vital partner in the educational and cultural life of residents in Pitt County and the State of North Carolina.

In 2002, the American Planning Association released the publication *How Cities Use Parks for Economic Development*. The Publication addresses five key factors in economic development directly related to parks, three of which apply well to Pitt County:

- Real property values are positively affected by the presence of parks and open spaces;
- Businesses and their employees prefer places to live that offer a diverse range of outdoor recreational activities, from walking trails to rock climbing; and
- Homebuyers are attracted to real estate purchases near open spaces, golf courses and specialty parks, and other park-based resources.

In addition to the benefits listed above, parks and recreation contribute to many other factors that help the economy grow: saved energy costs because of shade provided by urban trees, saved medical costs for citizens and publically-funded emergency services, and the influence of parks and green space on attracting relocates, retirees, and businesses (The Role of Parks in Economic Development, adapted from *Naturally Fun Magazine*, Spring 2014).

An extended benefit of the increase in property values (due to park and recreation facilities) is that the property taxes that are collected are then put back in to the local economy. Because public parks and recreation departments receive funding from taxes, installing parks designed to bring money back into the local economy is good fiscal management. The local government can also reduce broader spending through the preventive health benefits of parks and recreation. Providing activities and programs that support positive youth development is a major priority of parks and recreation providers. These positive youth opportunities improve discipline and leadership skills. As a result, crime and teen pregnancy rates are potentially mitigated and healthy lifestyles are more likely to be adopted. PCCSR focuses on programs and activities that promote an active lifestyle, helping the community to attain and maintain good health. Providing recreation facilities and programs and services that encourage residents to adopt healthy lifestyles, making the healthy choice the easy choice. The cost of providing recreation and parks services is significantly less expensive and more effective than providing healthcare to address the adverse effects of unhealthy lifestyle choices.

Parks and recreation have an enormous impact on the local economy. Pitt County Community Schools and Recreation is no different: it is essential for community growth physically, socially, emotionally, and economically.

Section Four: Inventory Analysis

This section provides an inventory of all recreation programs, facilities, and parks in Pitt County; public recreation programs and facilities, non-profit organizations (e.g., Scouts, 4-H clubs), and private/commercial agencies (e.g., country clubs, riding stables, and wellness centers) are included. Public recreation and park sites were evaluated quantitatively.

Parks within Pitt County were evaluated based on the Statewide Comprehensive Outdoor Recreation Plan (SCORP) prepared by the North Carolina Division of Parks and Recreation's Regional Planning Program (<http://www.ncparks.gov/About/plans/scorp/main.php>). The SCORP is an evaluation of the demand for and supply of outdoor recreation areas and facilities in the state. See Appendix B for Park Classification System descriptions. The next sections describe the recreation facilities in Pitt County, followed by a quantification of facilities and grounds within each municipality.

Recreation Program and Park Facility Inventory

The availability of recreation programs and park sites is essential to maintaining a high quality of life for County residents. An inventory of recreation programs, facilities, and parks in Pitt County was conducted using the SCORP Classification System (see Appendix C for the complete inventory). This system consists of seven park/area categories: 1. Neighborhood Parks; 2. Community Parks; 3. District/Metro Area Parks; 4. Local Parks; 5. Regional/State Parks; 6. Dispersed Use/Conservancy Areas; and 7. Wilderness Areas. Results of the inventory highlights that the recreation facilities must be improved and expanded to meet the growing recreational needs of the community.

Pitt County has a total of 21 Neighborhood Parks. Neighborhood Parks are areas for intensive recreation such as field and court games, playground equipment, picnicking, and wading pools.

There are 52 Community Parks in Pitt County, including the 10 located in non-incorporated areas. Community Parks provide a wide array of active recreational opportunities including a recreation center building, fields, hard surface courts, and picnicking; natural or landscaped areas are provided for passive recreation; and may include a swimming pool or be in conjunction with a school.

A total of 5 District/Metro Area Parks are located in Pitt County, which serve one or more suburban or rural communities. Similar to the Community Park, these areas offer intensive recreation activities and natural environment areas.

The Local Parks category combines Neighborhood, Community, and District/Metro Area parks classes described above, and Pitt County has no parks specific to this category. In addition, there are no Regional/State Parks, Dispersed Use/Conservancy Areas, or Wilderness areas located in Pitt County. There are six Special Use Recreation Areas including; three NC Wildlife Resource Commission Public Boat Access locations (Grifton at Contentnea Creek, Falkland and Port

Terminal); Bradford Creek Golf Course; Perkins Complex; and Pitt County Fairgrounds. The inventory highlighted the rich historical and cultural areas found in Pitt County with a total of 19 historical/cultural areas.

Joint Use of School Facilities

One of the primary original goals of the Community Schools and Recreation Program is to maximize the use of public school facilities. In a large rural county such as Pitt County, utilizing the resources of schools that are placed strategically throughout the county and are owned by all citizens is a true effort to maximize county resources. To that end, the County Commissioners allocated funds to PCCSR to assist local schools and communities in building and enhancing school parks. These resources are discussed below. This collaborative effort has resulted in an overwhelming “win-win” situation for schools and citizens across the county in that facilities are available for students, faculty and staff during the school day and the entire population during non-school hours. Pitt County is recognized as a state and national model for Shared or Joint Use of School Facilities. Deemed as one of the most “promising practices,” by the Centers for Disease Control, for increasing physical activity and addressing the issues of obesity, Shared or Joint Use of Facilities is being promoted and encouraged across the country. These funds were temporarily placed on hold due to budget constraints, but will be reinstated in the near future.

Community Schools and Recreation Capital Outlay Program

Funded by the Board of County Commissioners, the Capital Outlay Program has assisted in building and enhancing playgrounds, auditoriums, sports fields, gymnasiums and other recreation facilities. Matching funds are provided to communities and schools on a 50/50 basis to enhance facilities. The Program began in 1980 with the appropriation of \$15,000 from the County Commissioners. The first grants were approved in 1980 with grant awards continued through 2013. Over those 33 years, \$870,464 dollars in county funds were used to match \$1,657,420 in local school and community dollars for a grand total of \$2,522,009 awarded to recreation facilities. These funds were utilized to bring 317 projects to fruition for the benefit of Pitt County residents.

Recreation Program Management Funds

The Pitt County Board of Commissioners allocated funds to support agencies and organizations coordinating recreation activities throughout Pitt County. The Community Schools and Recreation Advisory Council distributed those funds on an annual basis from 2004-05 through 2008-09. Recreation Program Management funds were designated to support and enhance the delivery of quality recreation programs that were open to all citizens in Pitt County. These funds were also allocated on a 50/50 matching basis. Over the five years the funds were available, a total of \$125,000 were distributed to fund 48 different projects in Pitt County.

Facilities Utilized for PCCSR Programs

PCCSR coordinates the use of school facilities for their department as well as municipal recreation partners and community organizations. The major use of these facilities is for recreation; therefore they serve as part of PCCSR's inventory. The majority of facilities listed in Appendix K are available 40-60% of the time.

Diversity of Public Recreation Opportunities

To evaluate the parks managed and/or utilized by PCCSR, the Recreation Opportunity Spectrum (ROS) was adopted to evaluate the parks managed and/or utilized by PCCSR and/or municipal and community partners. The ROS is based on the concept that diversity of recreation facilities provides more opportunities for enjoyment to the greatest number of people. The ROS was developed as a continuum ranging from Primitive (e.g. Resource-Based) to Modern (e.g., Urban-Based). Each position on the spectrum represented distinctive recreation opportunities.

In assessing the public recreation opportunities provided by Pitt County Community Schools and Recreation, the following six criteria were used as a guideline to evaluate public recreation facilities in the county (see below).

Access: the ease of circulation by participants in, to, and through the park.

1. Difficult – Ease of circulation in, to, and through is difficult.
2. Moderate – Movement is moderately easy to circulate in, to, and through the area.
3. Easy – Easy for participants to circulate in, to, and through the area.

Non-Recreational Resource Use: the compatibility of the facility to host non-recreational activities.

1. Incompatible – Facility is incapable of hosting non-recreational activities.
2. Compatible – Facility is capable of hosting non-recreational activities.

On-Site Development: the everyday upkeep, litter control, maintenance, aesthetics, and vegetation, as well as any special accommodations that are needed in the area such as restrooms or concessions.

1. Simple – Simple upkeep necessary
2. Moderate – Some upkeep necessary
3. Complex – Complex upkeep necessary

Social Density and Interaction: the degree of social interaction between people in the area.

1. Little/None – Little social interaction
2. Moderate – Some social interaction
3. Frequent – Frequent social interaction

Permissibility of Visitor Impact: capability of the area to withstand the impact of present and future recreational use by its participants.

1. Low – Low capability to withstand impact
2. Moderate – Some capability to withstand impact

3. High – High capability to withstand impact

On-Site Organization and Supervision: the rules and regulations used to control the area in regards to recreational activities.

1. Low - Low amount of rules and regulations
2. Moderate - Moderate amount of rules and regulations
3. High - High amount of rules and regulations

The ROS Evaluation of Parks managed and/or utilized by Pitt County Community Schools & Recreation in Pitt County and/or municipal and community partners are provided below (Table 1). The ROS evaluation presented in the table below was completed by evaluating each site using the above six criteria and combining the scores to arrive at a total for each site. The point value for each designation is as follows: 1-4 points Primitive, 5-8 points Semi-Primitive, 9-12 points Semi-Modern, and 13-17 points Modern. Using the combined total, the sites were placed on a continuum ranging from primitive to modern. Ten of the facilities managed and/or utilized by Pitt County Community Schools and Recreation were characterized as “Semi-Modern” while nineteen facilities were considered “Modern”.

Table 1. Evaluation of PCCSR sites employing Recreation Opportunity Spectrum (ROS)

<u>Parks</u>	<u>Access</u>	<u>NRRU</u>	<u>OSD</u>	<u>SDI</u>	<u>PVI</u>	<u>OOS</u>	<u>Total</u>
Alice F. Keene Park	3	2	2	3	3	2	15
Northside Walking Trails	2	2	1	1	3	1	10
Pitt Co. Arboretum Trail.....	3	2	1	2	3	1	12
<u>School Parks</u>	<u>Access</u>	<u>NRRU</u>	<u>OSD</u>	<u>SDI</u>	<u>PVI</u>	<u>OOS</u>	<u>Total</u>
A.G. Cox Middle	2	2	2	2	3	2	13
Ayden Elementary.....	3	2	2	2	2	2	13
Ayden Middle	3	2	1	2	3	2	13
Belvoir Elementary.....	3	2	1	2	3	1	12
Bethel K-8.....	2	2	2	2	2	2	12
C.M. Eppes Middle.....	2	2	2	2	3	2	13
Chicod K-8.....	3	2	2	3	3	2	15
Creekside Elementary.....	3	2	1	2	3	1	12
Eastern Elementary.....	3	2	1	2	3	1	12
E.B. Aycock Middle	3	2	2	3	2	2	14
Elmhurst Elementary.....	3	2	2	3	3	2	15
Falkland Elementary	3	2	2	2	3	2	14
G.R. Whitfield K-8	3	2	2	3	3	2	15
Grifton K-8.....	2	2	2	3	2	2	13
H.B. Sugg/Sam Bundy Elementary.....	3	2	2	3	3	2	15
Hope Middle	3	2	1	2	3	1	12
J.H. Rose High School	2	2	2	2	2	2	12
Northwest Elementary.....	3	2	2	2	3	2	14
Pactolus K-8.....	3	2	2	2	3	2	14
Ridgewood Elementary	3	2	2	2	3	2	14
Stokes K-8.....	3	2	2	3	3	2	15
W.H. Robinson Elementary.....	2	2	2	2	2	2	12
Wahl-Coates Elementary	2	2	2	2	2	2	12
Wellcome Middle	3	2	2	2	3	2	14
Wintergreen Intermediate.....	3	2	2	3	3	2	15
Wintergreen Primary	3	2	2	3	3	2	15

Primitive=1-4 points, Semi-Primitive=5-8 points, Semi-Modern=9-12 points, Modern=13-17 points; the combined total was used to place sites on a continuum ranging from primitive to modern.

Below, PCCSR parks are listed within their ROS designation (Table 2); currently there are no primitive or semi-primitive facilities in the Pitt County system.

Table 2. Evaluation of facilities utilized by PCCSR and partner municipalities based on the Recreation Opportunity Spectrum (ROS)

<u>Semi-Modern</u>	<u>Modern</u>
Northside Walking Trails	Alice F. Keene Park
Pitt Co. Arboretum Trail	A.G. Cox Middle School
Belvoir Elementary	Ayden Elementary
Bethel	Ayden Middle
Creekside Elementary	C.M. Eppes Middle
Eastern Elementary	Chicod
Hope Middle	E.B. Aycock Middle
J.H. Rose	Elmhurst Elementary
W.H. Robinson Elementary	Falkland Elementary
Wahl-Coates Elementary	G.R. Whitfield
	Grifton
	H.B. Sugg/Sam Bundy Elementary
	Northwest Elementary
	Pactolus Elementary
	Ridgewood Elementary
	Stokes Elementary
	Wellcome Middle
	Wintergreen Intermediate
	Wintergreen Primary

Condition of County Parks

The conditions of public parks managed and/or utilized by PCCSR were evaluated based on maintenance, vandalism, user impact on vegetation, and soil limitations.

Maintenance

Standards for evaluating park maintenance included everyday upkeep (lawn care, irrigation, and plant care), litter control, and aesthetics (landscaping). Maintenance was rated on a scale of 1-3, as shown in Table 3.

1. Poor – No maintenance for everyday upkeep, litter control and/or aesthetics.
2. Fair – Maintenance was not adequate and improvement is needed.
3. Good – Maintenance was provided for everyday upkeep, litter control and/or aesthetics.

Vandalism

Vandalism is defined as the intentional destruction of a facility. Examples include broken windows, graffiti, broken signs, dumped garbage, etc. Vandalism was rated on a scale of 1-3, as shown in Table 3.

1. High – The facility contained obvious destruction.
2. Moderate – The facility contained noticeable visible destruction, but did not detract from the aesthetics of the area.
3. None – The facility had no or only minor visible signs of destruction.

User Impact on Vegetation

User impact referred to the amount of recreation that has occurred on a site and the impact it has had on site vegetation (worn path on grass, cut trees, dead or dying vegetation). User impact on vegetation was rated on a scale of 1-3, as shown in Table 3.

1. Severe – No vegetation existed or existing vegetation was dead or dying.
2. Moderate – Existing vegetation showed minor signs of visitor impact.
3. None – Existing vegetation had no sign of impact.

Soil Limitations

Soil was defined as the capacity of the soil to withstand a specific recreation use or development (USDA, Natural Resource Conservation Service, 2005). Limitations were rated on a scale of 1-3, as shown in Table 3.

1. Very Limited – Soil properties are unfavorable and limitations can be offset by intensive maintenance, limited use, or by combination of these measures such as costly soil reclamation or special design.
2. Somewhat Limited – Limitations can be overcome or alleviated by planning design, or special maintenance.
3. Not Limited – Soil properties are generally favorable and limitations are minor and easily overcome.

Table 3. Conditions of county parks managed by PCCSR and selected school parks

<u>County Parks</u>	<u>Maintenance</u>	<u>Vandalism</u>	<u>User Impact</u>	<u>Soil Limitation</u>
Alice F. Keene Park	3	2	2	2
Northside Walking Trails	2	3	3	3
Pitt County Arboretum Trail.....	3	3	3	3
<u>School Parks</u>	<u>Maintenance</u>	<u>Vandalism</u>	<u>User Impact</u>	<u>Soil Limitation</u>
A.G. Cox Middle	3	2	3	3
Ayden Elementary	2	2	3	3
Ayden Middle	3	2	3	3
Belvoir Elementary	2	2	3	3
Bethel K-8.....	2	2	3	3
C.M. Eppes Middle	3	2	3	3
Chicod K-8.....	3	2	3	3
Creekside Elementary	2	3	3	3
Eastern Elementary.....	2	2	3	3
E.B. Aycock Middle	2	2	3	3
Elmhurst Elementary	2	2	2	3
Falkland Elementary	2	3	3	3
G.R. Whitfield K-8	2	2	2	3
Grifton K-8	3	2	3	3
H.B. Sugg/Sam Bundy	2	2	3	3
Hope Middle	2	3	3	3
J.H. Rose High School	3	1	2	3
Northwest Elementary	2	3	3	3
Pactolus K-8	2	3	3	2
Ridgewood Elementary	2	2	3	3
Stokes K-8.....	2	2	2	3
W.H. Robinson Elementary.....	2	2	3	3
Wahl-Coates Elementary	2	2	2	2
Wellcome Middle	2	2	3	3
Wintergreen Intermediate.....	2	3	2	3
Wintergreen Primary	2	3	2	3

Quasi-Public Recreation Facilities

There are a number of non-profit organizations that offer recreation activities and facilities in Pitt County. Provided below is a sample of the facilities available (Table 4).

Table 4. Examples of non-profit sector organizations and activities in Pitt County

<u>Municipality</u>	<u>Facility or Organization</u>
Ayden	Boys and Girls Club of Pitt County
Farmville	Boys and Girls Club of Pitt County
Fountain	Fountain Youth Development
Greenville	Boys and Girls Club of Pitt County Little Willie Center Magnolia Arts Operation Sunshine Wesley Foundation of Greenville
Grifton	A Time for Science Nature and Science Learning Center
Winterville	Sarah Law Softball Complex The Zone Winterville Historical Arts Museum
Southern Pitt County	Pitt County Environmental Education Center

Private Commercial Recreation Facilities

There are multiple private/commercial recreation and park opportunities in Pitt County. Activities offered by these organizations include: horseback riding, dance training, golf, bowling, etc. An extensive list of private/commercial recreational facilities is provided below in Table 5.

Table 5. Examples of private sector organizations and activities in Pitt County

<u>Municipality</u>	<u>Activity</u>	<u>Facility or Organization</u>
Ayden	Horseback Riding	Karedon Farm Show Spree Stables
Bethel	Public & Private Membership	Bethel Swim Club
Farmville	Dance Training	Dance Unlimited A Step Above
	Golf and Country Clubs	Farmville Golf and Country Club
	Horseback Riding	Chet Soule Stables JAJ Branchwood Morgan Horses La Mirage Stables
	Museums	Farmville Community Arts Council May Museum and Park
Greenville	Bicycle Shops	Babits Bikes Bicycle Post, Inc.
	Bowling	AMF East Carolina Lanes
	Dance Training	Greenville Civic Ballet Greenville Dance Company Inc. Greenville Theater Arts Center Little Peoples Creative Workshop NC Academy of Dance Arts Katura Dance Academy
	Dive Centers	Blue Regions Scuba Rum Runner Dive Shop
	Fitness Centers	Advanced Trainers Body Sculptors Champions Health and Fitness Drew Steele Center Excel Fitness & Training Extreme Gym Female Fitness Center Fit for Life 24 Fitness by Vidal Flex Appeal Greenville Tennis and Fitness Center Intone Fitness LF Service, Inc. Planet Fitness SNAP Fitness Sports Connection Tier One Vidant Wellness Center Zed Mitchell MMA and Boxing

Table 5 (cont.)

<u>Municipality</u>	<u>Activity</u>	<u>Facility or Organization</u>
Greenville (cont.)	Golf and Country Clubs	Brook Valley Country Club Greenville Country Club Ironwood Golf and Country Club
Horseback Riding	Carousel Farm	GDJ Center Haddock Stables Rock Springs Equestrian Center Rocking Horse Ranch
	Martial Arts	Academy of Aikido & Arnis All American Martial Arts Academy ATA Martial Arts of Greenville Bemjo Karate Charles June Karate Institute Fearless Fighting King Tigers Tae Kwon Do Korean Martial Arts Academy of Greenville
	Movie Theater	Carmike 12 Greenville Grande
	Museums	A Time for Science Eastern Carolina Village & Farm Museum Emerge Go Science Greenville Museum of Art Pitt County Arts Council At Emerge
	Membership Pools	Brook Valley Country Club Cherry Oaks Pool & Fitness Center Greenville Aquatics and Fitness Center Greenville Golf and Country Club Greenville Municipal Pool (public) Greenville Tennis and Fitness Center Ironwood Country Club Fitness Connection Quail Ridge Pool Vidant Wellness Center
	Skating	Bladez on Ice
	Tennis	Baywood Tennis Center Courtside Athletic Center Greenville Tennis and Fitness Center Match Point Racquet Club
Grifton	Horseback Riding	Victory Corral Stables
	Museums	Historical Museum & Indian Village of Grifton
Winterville	Membership Pools	Windsor Pool

Table 5 (cont.)

Non-Incorporated Area	Campgrounds	Tranter's Creek Resort & Campground
	Golf and Country Clubs	Ayden Golf and Country Club
	Hunting Clubs	Contentnea Creek Hunting Preserve Kennel and Clays Haddocks Farm Shooting Preserve Paradise Hunting Preserve Wildwood Shooting Preserve

Accessibility for People with Disabilities

Passed in 1990, the Americans with Disabilities Act (ADA) is the comprehensive law that covers most issues of accessibility for people with disabilities in the U.S., and disability rights laws in many other countries are based on this legislation (www.ada.gov). ADA law applies to all state and local government offices and facilities (federal facilities have been covered by federal law since 1978) and all public facilities – buildings and other spaces that are available to the general public. ADA guarantees both physical accessibility and non-discrimination in employment and the delivery of goods, services, programs, and education. The Alice F. Keene District Park meets ADA accessibility requirements.

Comparisons with State Standards and Other Counties

The recreation and parks facilities utilized by a. PCCSR and b. the six municipal recreation and parks departments in the county were compared with: 1. 1988 NC SCORP State Acreage Standards; 2. 1988 NC SCORP State Standards for Selected Facilities; and 3. thirteen other counties of similar size located throughout North Carolina. The 2010 population counts were used for comparison (US Census Bureau, 2010).

As shown on the following pages, comparisons were made for incorporated and non-incorporated areas. It should be noted that four of the ten incorporated communities in Pitt County did not have recreation and park departments or committees that provide recreation facilities and programs; consequently the Community Schools and Recreation program is the primary source of recreation for residents living in those incorporated communities [Falkland (96), Fountain (427), Grimesland (441), and Simpson (416)] as well as those living in non-incorporated area (59,165).

Area Standards

The area standards used herein were based on the North Carolina Statewide Comprehensive Outdoor Recreation Plan (NC DEHNR, 2003). It should be noted that standards associated with District-Metro Parks, Local Parks, Regional Park Reserves, and Wilderness Areas are not appropriate or realistic for small or even medium sized municipalities or rural based county governments such as Pitt County. They are usually considered the responsibility of large municipalities, highly populated counties, states and federal governments. The provision of Neighborhood Parks and Community Parks is more applicable to the town, cities, and the non-incorporated area of Pitt County and consequently only standards pertaining to those types of parks were evaluated. It should also be noted that public schools were placed within the Community Parks Class and considered available 50% of the time.

A comparison of the county's park acreage with NC SCORP standards is shown in Table 6. The majority of the 10 incorporated areas in Pitt County had a shortage of neighborhood and community parks. Overall, the county ranked below state standards for acreage of neighborhood parks and below state standards in current acreage of community parks. The comparison of Pitt County (Incorporated/Non-Incorporated Areas Combined Totals) provides evidence that Pitt County is far below the standards for neighborhood parks and community parks. Emphasis needs to be placed on adding more of these parks across the community.

Table 6. Acreage comparisons in Pitt County and NC SCOPR Standards

<u>Park Type</u>	<u>Acreage</u>	<u>NC SCOPR Standards (Acres/1,000 People)</u>	<u>Acreage Needs</u>	<u>Over (+) Under (-)</u>
Incorporated Areas (IA)				
<u>Ayden</u>				
Neighborhood Parks	2.90	2.0	9.90	7.00
Community Parks.....	17.50	8.0	39.50	-22.00
<u>Bethel</u>				
Neighborhood Parks	5.00	2.0	3.20	1.80
Community Parks.....	16.75	8.0	12.60	4.15
<u>Falkland</u>				
Neighborhood Parks	0.00	2.0	0.20	-0.20
Community Parks.....	0.00	8.0	0.80	-0.80
<u>Farmville</u>				
Neighborhood Parks	5.00	2.0	9.30	-4.30
Community Parks.....	27.00	8.0	37.20	-10.20

Table 6 (cont.)

<u>Park Type</u>	<u>Acreage</u>	<u>NC SCOPR Standards (Acres/1,000 People)</u>	<u>Acreage Needs</u>	<u>Over (+) Under (-)</u>
<u>Fountain</u>				
Neighborhood Parks	00.50	2.0	0.50	0.00
Community Parks.....	02.00	8.0	3.40	-1.40
<u>Greenville</u>				
Neighborhood Parks	32.05	2.0	169.10	-137.05
Community Parks.....	358.00	8.0	676.40	-318.40
<u>Grifton</u>				
Neighborhood Parks	6.20	2.0	5.20	1.00
Community Parks.....	35.15	8.0	20.80	14.35
<u>Grimesland</u>				
Neighborhood Parks	0.80	2.0	0.90	-0.10
Community Parks.....	2.75	8.0	3.50	-0.75
<u>Simpson</u>				
Neighborhood Parks	4.40	2.0	0.80	3.60
Community Parks.....	0.00	8.0	3.30	-3.30
<u>Winterville</u>				
Neighborhood Parks	00.00	2.0	18.50	-18.50
Community Parks.....	36.00	8.0	74.20	-38.20
Non-Incorporated Area (NIA)				
Neighborhood Parks	0.00	2.0	118.30	-118.30
Community Parks.....	41.75	8.0	473.30	-431.55
IA/NIA Combined Totals				
Neighborhood Parks	56.85	2.0	336.30	-279.45
Community Parks.....	536.90	8.0	1,344.00	-807.00

Note: Pitt County School facilities used by Community Schools and Recreation are available only half (50%) of the time, therefore the acreage and number of facilities for those sites were reduced by half.
¹Based on Population (US Census, 2010).

A comparison of the county’s facilities in incorporated areas, non-incorporated areas and all of Pitt County with NC SCORP facility standards is provided in Tables 7-9. These standards reflect the recommended facilities based on the 2010 census population. The incorporated areas of Pitt County fell short in the provision of tennis courts, community centers, softball fields and soccer fields. Overall, facilities lacking in all of Pitt County include: softball fields, tennis courts, community centers, soccer fields and swimming pools. Community Schools and Recreation, and municipal recreation and parks departments were combined in these tables. Where applicable, the number in parentheses reflects the number provided by Pitt County Community Schools and Recreation divided by two (i.e., 50% availability).

Table 7. Facilities in incorporated areas of Pitt County compared with NC SCORP facility standards

Ayden (Population: 4,932)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Ayden</u>	<u>Recommended Facilities</u>	<u>Over (+) Under (-)</u>
Baseball Fields	01/8000	2 ¹ (0.5)	0	+2.5
Softball Fields	01/4000	1 (0.5)	1	+0.5
Tennis Courts	01/1200	4	4	+0.0
Community Centers	1/14000	1	0	+1.0
Swimming Pools.....	1/14000	0	0	+0.0
Soccer fields	01/6000	2	0	+2.0

Bethel (Population: 1,577)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Bethel</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	2 (0.5)	0	+2.5
Softball Fields	1/4000	0 (0.5)	0	+0.5
Tennis Courts	1/1200	0	1	-1.0
Community Centers	1/14000	0	0	0.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	1	0	+1.0

Falkland (Population: 96)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Falkland</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	0	0	0.0
Softball Fields	1/4000	0	0	0.0
Tennis Courts	1/1200	0	0	0.0
Community Centers	1/14000	0	0	0.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	0	0.0

Farmville (Population: 4,654)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Farmville</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	5* (1)	0	+6.0
Softball Fields	1/4000	0 (1)	1	0.0
Tennis Courts	1/1200	2 (3)	3	+5.0
Community Centers	1/14000	2	0	+2.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	2	0	+2.0

Fountain (Population: 427)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Fountain</u>	<u>Recommended Facilities</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	0	0	0.0
Softball Fields	1/4000	0	0	0.0
Tennis Courts	1/1200	0	0	0.0
Community Centers	1/14000	1	0	+1.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	0	0.0

Table 7 (cont.)

Greenville (Population: 84,544)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Greenville</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	12 (3)	10	+5.0
Softball Fields	1/4000	9 (2.5)	21	-9.5
Tennis Courts	1/1200	34 (7)	70	-29.0
Community Centers	1/14000	10	6	+4.0
Swimming Pools.....	1/14000	2	6	-4.0
Soccer fields	1/6000	8 (1.5)	14	-4.5

Grifton (Population: 2,617)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Grifton</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	2 (1)	0	+3.0
Softball Fields	1/4000	0 (0.5)	0	+0.5
Tennis Courts	1/1200	4	2	+2.0
Community Centers	1/14000	2	0	+2.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	0	0.0

Grimesland (Population: 441)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Grimesland</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	2 (0.5)	0	+2.5
Softball Fields	1/4000	0 (0.5)	0	+0.5
Tennis Courts	1/1200	0	0	0.0
Community Centers	1/14000	0	0	0.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	0	0.0

Simpson (Population: 416)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Simpson</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	1	0	+1.0
Softball Fields	1/4000	0	0	0.0
Tennis Courts	1/1200	0	0	0.0
Community Centers	1/14000	0	0	0.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	0	0.0

Winterville (Population: 9,269)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Winterville</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	5 (.5)	1	+5.0
Softball Fields	1/4000	0 (.5)	2	-1.5
Tennis Courts	1/1200	2	7	-5.0
Community Centers	1/14000	0	0	0.0
Swimming Pools.....	1/14000	0	0	0.0
Soccer fields	1/6000	0	1	-1.0

¹Ayden Elementary Baseball Fields are fulltime parks and recreation.

²Based on Population (US Census, 2010)

Table 8. Facilities in Pitt County non-incorporated areas compared with NC SCORP facility standards (2010 Population of 59,165)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Pitt County</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	0 (5.5)	7	-1.5
Softball Fields	1/4000	0 (2.5)	14	-11.5
Tennis Courts	1/1200	0 (18)	49	-31.0
Community Centers	1/14000	0	4	-4.0
Swimming Pools.....	1/14000	0	4	-4.0
Soccer fields	1/6000	0	9	-9.0

Source: Pitt County Community Schools and Recreation staff compiled data (2014)

Table 9. Facilities in Pitt County compared with NC SCORP facility standards (2010 Population of 168,148)

<u>Facility</u>	<u>Standard/ 1,000 People</u>	<u>Number in Pitt County</u>	<u>Recommended Facilities²</u>	<u>Over (+) Under (-)</u>
Baseball Fields	1/8000	31 (12.5)	21	+22.5
Softball Fields	1/4000	10 (7.5)	42	-24.5
Tennis Courts	1/1200	46 (28)	140	-66.0
Community Centers	1/14000	16	12	+4.0
Swimming Pools.....	1/14000	2	12	-10.0
Soccer fields	1/6000	13 (1.5)	28	-13.5

Source: Pitt County Community Schools and Recreation staff compiled data (2014)

Comparisons of Pitt County Facilities with Counties of Similar Populations

A comparison of population size and area for Pitt County with other North Carolina counties is provided in Table 10. Six county parks and recreation agencies were chosen to compare the expenditures (operation, capital, and totals per capita) with PCCSR. The counties were selected based on similar county size and population numbers. Results suggest that PCCSR falls below the average capital expenditure, operation expenditure and total per capita (Table 11).

Table 10. Comparison of county populations and areas

<u>County</u>	<u>Population</u>	<u>Square Miles</u>
Pitt	168,148	651.98
Alamance	151,131	423.94
Beaufort.....	47,759	827.19
Cabarrus.....	178,072	361.75
Catawba	154,356	398.72
Davidson	162,878	552.68
Edgecombe	56,552	505.34
Iredell.....	159,437	573.83
Johnston.....	168,878	791.30
Lenoir	59,495	400.59
Nash	95,940	540.41
Onslow	177,772	762.74
Pitt	168,148	651.98
Randolph	141,752	782.52
Wilson.....	81,234	368.17

Source: US Census Bureau. State and County QuickFacts, Pitt County, North Carolina. Available at <http://quickfacts.census.gov/qfd/states/37/37147.html> 9/26/2011.

Table 11. Comparisons of county recreation and park agencies per capita

<u>Agency</u>	<u>Operation Expenditure per Capita</u>	<u>Capital Expenditures per Capita</u>	<u>Total per Capita</u>	<u>Population</u>
Alamance County Rec & Parks.....	9.32	0.84	10.16	148,338
Cabarrus County Parks & Rec.....	6.67	2.79	9.46	174,255
Davidson County Recreation	3.95	0.17	4.12	159,947
Iredell County Parks & Recreation	7.16	0.04	7.21	157,013
Onslow County Parks & Recreation.....	7.61	1.77	9.38	179,455
Pitt County Community Schools & Rec Dept.....	0.43	0.00	0.43	158,541
Robeson County Parks & Rec	7.42	0.43	7.85	131,080

Source: RRS NC Municipal and County Parks and Recreation Services Study, fiscal year 2011-2012

Public Recreation Programs

PCCSR has worked cooperatively with the eight existing municipal recreation and park departments and committees in the county. Together, these bodies have been instrumental in developing and expanding a variety of recreation and park programs for children and adults. However, an important goal has been providing programs where no public recreation organization exists. This includes the non-incorporated area of Pitt County.

Special Populations Programs

Special Olympics of Pitt County: Community Schools and Recreation works cooperatively with the Greenville Recreation and Parks Department in sponsoring the Special Olympics Program. Year round activities are currently in place including bowling, basketball, soccer, skating, equestrian, and track and field. Assistance is also given to Special Olympics Spring Games through the use of school facilities for training and events, use of equipment, transportation and leadership.

ARISE (Adapted Recreation and Intramural Sports Enrichment): PCCSR works cooperatively with ECU Campus Recreation and Wellness, Vidant Medical Rehabilitation Center, STAR (Support Team for Active Recreation) and other community groups in providing recreation activities for citizens with physical disabilities. Major events include Adapted Recreation and Wellness Day and the Water Ski Clinic.

Youth Programs

Recreation programs serve youth throughout the county including those attending private schools and home schools.

After-School Enrichment Program: This program is designed to assist working parents. The program offers a variety of activities such as arts and crafts, group games, active outdoor games, enrichment activities, music, and inside games, as well as time to work on homework. During the school year, the program operates from the time school is dismissed until 6:00 p.m. The program is held in 10 elementary schools during the school year and is licensed by the N.C. Division of Child Development and Early Education. Fees are charged for attendance and approximately 445 students attend regularly.

Summer Enrichment Program: This program is designed to assist working parents who require full day care from 7:30 a.m. until 6:00 p.m. for their children during the summer school break. The program is for rising 1st through 6th grades (through 12 years of age). This program is held at three locations in Pitt County and has approximately 125 students attending. Fees are charged for attendance.



Recreational Youth Sports Programs: Emphasis is placed on developing skills, sportsmanship and teamwork among players. The programs focus on recreation, team-building, and skill development. Program rules require that each participant plays in every game of the season. Fees are charged for most programs. Over 300 volunteer coaches, many being parents, work within the sports programs. Programs are held on weekday evenings and Saturdays and encourage family involvement.

Fall Soccer Program: A 9-10 week program for students aged 2-18.

Fall Flag Football Program: A 9-10 week program for students aged 3-17.

Spring Flag Football Program: A 9-10 week program for students aged 3-17.

Spring Soccer Program: A 6-week program for students aged 2-18.

Fall Volleyball- An 8 week program in the fall for grades 4-12.

Pitt County Volleyball Club (PCVC): An 8-week winter and a 6-week summer program; a more competitive league for students in grades 4-12.

Youth Basketball Program: A 10-11 week program for ages 5-18.

Super Champ Basketball Skills Competition: An individual skills basketball competition for students of ages 7-14. This county-wide competition is conducted by PCCSR and Physical Education teachers. Winners from participating schools have the opportunity to advance to the county-wide competition each spring.

Special Interest Activities: Community Schools and Recreation co-sponsors special activities with professionals throughout the community to provide programs such as karate and cheerleading. Registration is through flyers for each activity. Fees are charged.

Family Fun Day: Activities and games for people of all ages. Events include musical chairs, face painting, balloon art, fire safety, bicycle safety, volleyball, soccer, relay races, fun walks, hula-hoops and more.

Youth Summer Programs

Art Camp: Each student will make 2D and 3D art projects. Each week students will create different projects ranging from drawings, watercolors, ceramics, and textiles to sculptures.

Basketball Camps: One-week camps designed to give students in rising grades 4th-8th an opportunity to focus on improving their basketball skills. Fees are charged.

Cheer Camp: This camp is designed to teach cheer techniques & skills to young individuals in the areas of cheer, dance, and some tumbling. This is a basic cheer camp for beginners, taught by local past and present varsity cheerleaders. Teamwork, team building strength, and endurance skills will be taught for the development of each participant. Fees are charged.

Dance Camp: Students focus on the fundamentals of dance; learn a brief history about the style of dance and the technique for that style along with some combinations, dance fitness, creative dance, and choreography. Fees are charged.



Football Camp: Participants learn the game of football, learn and/or work on how to pass, and complete different drills for different positions. Fees are charged.

Softball Camp: Pitt County Community Schools and Recreation in conjunction with Winterville Parks and Recreation will host this camp. Pitt Community College Softball Coach Junior Bailey will be the camp coordinator. Format includes: Form Running, Base Running, Sliding, Getting Leads, Hitting, Slapping, Defensive Play for Infielders, Outfielders, Catchers & Pitchers. Fees are charged.

Teen Chef Camp: Culinary camp provides students with practical skills needed to prepare food independently, and includes fundamental skills in kitchen safety and sanitation. Students will work in small teams to prepare food they can enjoy while at camp. Fees are charged.

Soccer Camp: One-week programs designed to give students ages 2-6 additional instruction in indoor and outdoor soccer. Fees are charged.

Sports B.L.A.S.T. Camp: Four weeks of camp that is open to students of ages 5-12. This camp allows participants to try various sports in a supervised environment including: basketball, bocce, badminton, flag football, volleyball, frisbee, golf, soccer, and more. Fees are charged.

The Great Outdoors Camp: Four weeks of summer programming that is open to youth 7-12 years old. In this introductory camp, participants will learn and participate in a variety of outdoor activities in an educational and supervised environment. Activities include nature education, science related activities, outdoor games, hiking, outdoor safety and field trips. Fees are charged.



Volleyball Camp: A program designed to give girls in grades 4-12 additional instruction in volleyball. Fees are charged.

Summer Basketball League: Six-week program for boys 11-15. Gives students an opportunity to play team basketball during the summer.

Adult Programs

The Tar River Community Band: Founded and sponsored by PCCSR and Greenville Recreation and Parks. The Community Band provides a musical outlet for those adults that played an instrument in high school and/or college and still wish to continue playing. The Community Band is comprised of doctors, lawyers, scientists, housewives, retirees and many other varied occupations of all ages over 18 years, and all levels of musical ability. Concerts are given around the community throughout the year.

Pops Singers: A community choral group comprised of all ages and levels of musical abilities. Each year members prepare for three major concerts. Rehearsals are held on a weekly basis in the Cypress Glen Auditorium.



Pitt County Schools Co-ed Softball: Co-ed softball league for Pitt County Schools' employees. Players compete in organized games one to two times per week. Fees are charged.

Aerobic Line Dance: An aerobically intense line dance class. Fees are charged.

Adult Fitness Classes: Various classes in the fall and spring at discount prices for Pitt County Schools' staff. Program consists of a variety of fitness class formats including mixed aerobics, cardio and strength, circuit and mind/body training. Fees are charged.

Adult Co-ed Volleyball: Players have the opportunity to compete in organized matches each week.

Wellness Challenge-Live Healthy America: Participants form teams of 2-10 adults to motivate and support each other in achieving their fitness and weight loss goals.

Wellness Challenge-PCS Staff Challenge: Eight-week challenge in which PCS staff members record daily exercise, water intake, and fruit and vegetable consumption for points. Points are recorded for eligibility of gift prizes.



Pitt County Physical Activity Challenge: For participants of all ages. The goal is to have participants meet the 2008 Physical Activity Guidelines for Americans recommending participation in moderate intensity exercise 150 minutes or more per week or 75 minutes of vigorous intensity.

Eat Smart Move More Weight Less Class: A 15-week weight management program that uses strategies proven to work. Lessons inform, empower and motivate participants to live mindfully as they make choices about eating and physical activity.

PCCSR works cooperatively with businesses, industry, colleges, churches, and community organizations to provide facilities for recreation activities and classes such as basketball, volleyball, softball, boating safety, group exercise, adult education classes, workshops and much more.

Older Adult Programs

Determine to Live Healthy: This exercise program prepares seniors to actively participate in the Senior Games program through the aid of weights, bands, and aerobic inspired activity. No fees are charged.

Fit Beyond Fifty: A low impact aerobics class that focuses on increasing endurance levels of current and future Senior Games participants one step at a time. This one-hour class will help increase oxygen debt levels, coordination, and balance. No fees are charged.

Arthritis Foundation Tai Chi I: Gentle movement patterns supported by the Arthritis Foundation that have been proven to increase balance and coordination. Beginners will learn the core and extension movements that are needed to graduate to the next level of Tai Chi. Fees are charged.

Arthritis Foundation Tai Chi II: Gentle movement patterns supported by the Arthritis Foundation that have been proven to increase balance and coordination. Fees are charged.

Brain Power: Seniors meet to play games that challenge the brain. Games include Cribbage, UNO, Sudoku, etc. No fees are charged.

Gentle Yoga: Class challenges participant's flexibility, stamina, and core strength in a safe, serene environment.

Senior Fun and Fitness Day: An array of fun and free classes, events, information and food is offered at this event. No fees are charged.



Greenville/Pitt County Senior Games Program: Community Schools and Recreation is the lead agency for the local Senior Games Program. Greenville/Pitt County Senior Games are sanctioned annually by N.C. Senior Games through an application and sanctioning process. Greenville Recreation and Parks and East Carolina University are also sponsors for this health promotion and wellness program for people 50 years of age and older. Events include track and

field, basketball, swimming, badminton, softball, Silver Arts, and many other events. Local Games are held over a two-week period of time in the spring of each year. Medals are awarded and winners qualify for the N.C. Senior Games State Finals. State Finals competition is held in the fall of each year. Winners on the state level qualify for National Games that are held every two years. Practice sessions and specials events are held throughout the year. Greenville-Pitt County Senior Games has hosted the N.C. Senior Games State Finals 3-on-3 Basketball Tournament for the past nineteen years. A minimum fee is charged.

Eastern Carolina Senior Games SportsFest: A major special event that serves as a "practice" Senior Games for participants throughout eastern N.C. This event is hosted each year in February. A minimal fees is charged.

Senior Games 3 on 3 Basketball: Men and women 50 and older play 3-on-3 basketball one to two times a week year round. Pitt County has the largest number of 3-on-3 teams in the state with 50+, 55+, 60+ ,65+, 70+, and 75+ teams. These teams are very proud to host the N.C. Senior Games State Finals 3-on-3 Tournament each year.

Senior Games Softball: Men and women 50 and older practice/compete at least once a week in late spring through the summer as a part of training for the Senior Games Program. The program ends with a state tournament in September. Winners on the state level qualify for National Games every two years.



Senior Games Badminton: Senior adults play twice a week year round. These seniors have developed a wonderful sense of camaraderie and a support system for each other.

Senior Games Pickleball: Seniors practice once to twice a week throughout the year.

Senior Games Table Tennis: Seniors practice one afternoon a week throughout the year.

Senior Games Archery: Senior adults practice once a week throughout the year.

Eat Smart Move More Initiative: A statewide program encouraging healthy eating and physical activity wherever people live, learn, work, play and pray. Its mission is to reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight. Housed in the N.C. Division of Public Health, Community Schools and Recreation has been a local partner since the establishment of the program in the late 90's. Eat Smart Move More grants, which are given through the Pitt County Public Health Department, have assisted in funding walking trails at several elementary schools. A number of Eat Smart Move More interventions have been placed in elementary schools to encourage students to be more physically active and make better food choices each day (See also: PCCSR's Impact on Health and Wellness). PCCSR has been a partner in writing grants and then coordinated their implementation throughout the school system.

Table 12 below displays the 2013 participation in programs provided by PCCSR. The table shows the types of programs provided, the area in which the program is held, the number of participants, and the number of volunteers and coaches.

Table 12. Participants of programs provided by PCCSR in 2013

<u>Program</u>	<u>Area</u>	<u>Unduplicated Number</u>	<u>Note</u>
Special Olympics.....	All over the county	390	400-500 Volunteers
Fall Soccer	Pitt County	458	54 Volunteers coaches
Spring Soccer	Pitt County	507	46 Volunteer Coaches
Indoor Soccer.....	Pitt County	143	14 Volunteer Coaches
Volleyball-Fall.....	Pitt County	215	87 Volunteer coaches
Pitt County Volleyball Club.....	Pitt County	312	
Basketball.....	Bethel, Grimesland, Ayden, Pactolus, Belvoir, Chicod,Grifton, Winterville, Greenville	486	71 Volunteer Coaches
Fall Flag Football.....	County	150	20 Volunteer Coaches
Spring Flag Football	County	180	25 Volunteer Coaches
Club FitTastic	County	2,054	
Adult Fitness	County	40	
Adult Co-ed Volleyball.....	County	113	
PCS Staff Softball League	District Park	218	
Super Champ	All over county	1,200	
Summer Programs	Farmville, Bethel, Ayden, Grimesland, Pactolus, Belvoir, Chicod, Grifton, Winterville, Greenville	509	
After-school Programs	Chicod, Stokes Winterville, Greenville	517	
Determined to Live Healthy.....	Farmville, Greenville, Ayden, Bethel	147	Year round
Fit Beyond Fifty	Ayden, Greenville	76	Year round
Yoga.....	Greenville	24	
Tai Chi I.....	Greenville	38	
Tai Chi II.....	Greenville	13	
Arthritis Foundation	Greenville	20	
Exercise Program			
Line Dance	Greenville	50	
Motown Dance	Greenville	70	
Brain Power.....	Greenville	7	
Senior Games	All over county	359	Once a year
SportsFest.....	All over county	179	Once a year
Softball for Older Adults	County	80	Spring/Summer/Fall
Basketball for Older Adults.....	County	85	Year round
Badminton for Older Adults.....	County	14	Year round
Pickleball	County	30	
Table Tennis	County	20	
Archery for Older Adults	County	10	Year round
Special Programs**	Pitt County	3,180	
Total	11,851		

Source: PCCSR; *Unduplicated numbers mean that each participant IS only counted once in each program; **Special programs includes event such as: Gov. Month Celebration, Senior Health &Fitness Day, Health Fairs, Adaptive Recreation & Wellness Day, N.C. Senior Games, State Finals 3-on-3 Tournament, Pops Singers, Tar River Comm. Band.

Public Recreation Programs Offered in Incorporated Areas

A summary of public recreation programs offered in Incorporated Areas is provided in Appendix D. This includes programs, classes, and special events. In addition a list of quasi-public recreation facilities such as Boys and Girls Clubs, and Pitt Community College is included along with available private/commercial recreation facilities (e.g., horseback riding stables, golf and country clubs).

Section Five: Trends Affecting Recreation and Parks

Environmental Conditions and Trends

A number of elements exist within the general operating environment of any business or organization that can positively or negatively affect its operations. When planning, it is prudent to assess this environment for these key factors and devise strategies for reacting to them. In the case of PCCSR, conditions of the local community, policy and financial changes at the state level, overall economy and societal trends at the national level all comprise the operating environment. Furthermore, these characteristics of the local, state or national environment can determine the types and forms of programs and services offered by the department. The following section summarizes these factors on a national, state and local level. This operating environment is taken into account within the Findings and Recommendations section.

Societal Trends

Recreation and fitness are dynamic fields, with constantly emerging issues and trends at all levels: personal, community, and societal. This section summarizes some trends that may help shape future facility needs and program offerings, (See Appendix A, Social Trends Impacting Parks and Recreation.)

Governmental Trends

Government agencies are often tasked with the responsibility of managing and maintaining physical resources for recreation participation including parks, playgrounds, centers, sport facilities, lakes, marinas and other special recreational resources. Additionally, public agencies are often asked to provide planning and organization for the various events, classes and programs that occur inside and around these physical networks. As availability of funding resources continue to diminish, community members are becoming aware of the need for alternative methods of meeting the needs for recreation. This results in an expanded role by the nonprofit sector that provides recreation-based services, often focused on a sub-group, such as youth programs in at-risk neighborhoods.

The American Population

America is a country of constant change and recent trends include becoming an older society with different definitions of what constitutes a family, who works outside the home and when we retire. Understanding these changes in the population creates new challenges for recreation and park professionals and agencies. Societal trends that affect North Carolina include migration from the northern states to the pleasant temperatures of the south and migration from inland to the coast. Baby Boomers (those born between 1946 and 1964) were the largest birth generation and are now reaching the golden years, while the middle class is shrinking, with more young people considering themselves lower or lower-middle class. Hispanics are the fastest growing minority, and the Millennials and Generations X and Y (born since the mid 1960s) are the most ethnically diverse in history. They are also less involved in traditional social structures, such as church membership and political affiliation, relying instead on social media to create networks.

Implications for park organizations include using social media for reaching the public, and catering to ethnic populations. This includes using methods such as the incorporation of diversity training for staff and cultural materials into programs such as ethnic-targeted music in fitness classes and bilingual signage.

The Changing Family

Largely as a response to economic stresses, children are staying at home longer and the elderly are moving in with their adult children, who are waiting longer to get married. More mothers are staying at home, military personnel are returning to civilian life, and pet ownership is increasing. Implications for recreation and parks departments include developing family membership deals, offering programs geared towards veterans and multi-generational participation, meeting the need for child care, and considering the addition of off-leash areas to park amenities.

Rising Crime

People are less likely to visit parks if they do not feel safe traveling to them and while spending time there. Safety efforts might include ensuring well-lit parks, the presence of uniformed park employees, offering transportation, and reviewing the safety of routes to and from parks.

Wellness

Many causes of death are due to dietary, lifestyle and metabolic risk factors, which the presence of parks and the availability of recreational programs may help to address. The obvious beneficial impact of parks includes helping to increase physical activity, with the result of improved weight and overall wellness. Park management can also improve individual behaviors such as alcohol use and tobacco smoking by offering substance-free parks and providing educational programs on tobacco and alcohol dependency.

Childhood and Nature

School children are spending less time in recess and Physical Education classes, leaving the need to exercise later in the day. Therefore park organizations should continue to focus on strenuous activities for children during after school hours. Video games and other indoor activities have resulted in reduced physical activity and decreased appreciation for nature. This suggests that in addition to athletic programs, children would benefit from programs that introduce the features of the natural world. Park departments should also consider offering programs to address the recreational needs of the growing number of home-schooled children.

Fitness Equipment and Technology

New ways to stay fit are being continuously created and modifications of proven techniques and equipment emerge regularly. Workplace fitness is being encouraged through wellness programs, which include physical activity, and information on nutrition and tobacco use. Park organizations might consider partnering with local businesses to design and implement wellness programs. They might also consider installing “free outdoor gyms”, which are clusters of traditional fitness equipment ranging from elliptical machines to leg press apparatuses. Additionally, sit-up benches are being installed in city parks.

Bicycling continues to be a popular inexpensive outdoor activity, although commuting by bike is often perceived as risky or undesirable because of weather and the lack of bathing facilities in the workplace. Partnering with the Safe Routes to Schools program or pursuing the “Bicycle Friendly Community” status can help increase ridership, while park departments could consider expanding bike trails, offering bicycle safety training, and creating events for cyclists of all ages.

Fitness trends are constantly changing and park organizations should balance offering popular new programs with the continuation of programs that the community enjoys, perhaps by regularly polling community members.

Technology is being incorporated into fitness in many ways: software is available to direct workouts, record results and monitor heart rate and steps; social media offers support and challenges from fellow participants and provides interactive communication with the community.

Trends Conclusion

Recreation professionals have new challenges in meeting the needs of a changing society, but also have a wide range of research, new techniques and equipment to address those needs. An understanding of recreation trends as well as patterns of demographic change is important to the planning and operation of effective parks and recreation systems. Recreation programming and plans need to be comprehensive enough to address the multi-faceted challenges that communities face, while also focusing on the need to connect with a diverse clientele to ensure healthy, active communities.

Population, Residential and Industry Growth Analysis

Pitt County is the 14th most populous county in North Carolina with a 2013 population of 172,569, reflecting a 2.6% increase since 2010. If population increase remains consistent with past rates, the population of Pitt County is projected to be 212,952 in 2020 (Table 13). There are diverse employment opportunities that are projected to continue to expand, which could lead to further population growth. East Carolina University had 26,887 students enrolled in classes in 2013 (21,507 undergraduate students and 4,903 graduate students). Table 13 below shows a higher percentage of 20-24 year olds, likely because of the University (U.S. Census Bureau, 2010) and Table 14 provides a summary of the population in Pitt County per jurisdiction.

Table 13. Projected population growth for Pitt County

<u>Year</u>	<u>Population</u>	<u>Population Growth</u>	<u>Growth (%)</u>
1990	108,480	--	--
2000	133,798	25,318	23.34
2010	168,148	34,350	25.67
2020	212,952	44,804	26.65
2030	256,529	43,577	20.46

Source: U.S. Bureau of Census, 2010 Census, 2011 Population Estimate Office of State Planning – July 1, 2001-2012 Certified Population Estimates. Projected population growth for 2020-2030.

Table 14. Population per jurisdiction in Pitt County

<u>Jurisdiction</u>	<u>Square miles of</u>			
	<u>Land area</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Ayden	3.42	4,932	4,972	4,992
Bethel	1.00	1,577	1,585	1,586
Falkland.....	0.23	96	96	97
Farmville.....	3.06	4,654	4,682	4,695
Fountain	0.92	427	431	431
Greenville	35.00	84,554	85,059	86,142
Grifton.....	1.97	2,617	2,450	2,454
Grimesland.....	0.68	441	446	446
Simpson	0.37	416	418	417
Winterville.....	4.50	9,269	9,355	9,403
Unincorporated Pitt County.....	604.85	59,165	60,769	61,906
Total County Population.....	N/A	168,148	170,263	172,569
% Unincorporated Population	N/A	35.30%	35.69%	35.87%

Source: U.S. Bureau of Census, 2010 Census, 2011
 Population Estimate State Office Planning – July 1, 2001-2012 Certified Population Estimates

Projected Development

The natural environment, the location of utility services, and transportation corridors, largely influence development within Pitt County. Like most counties, dense development is located within and just outside of municipal jurisdictions. Pitt County’s 2010 population was 168,148 with 108,983 of those people residing within the incorporated limits of the 10 municipalities located within Pitt County (Pitt County Community Health Assessment, 2011). Pitt County’s land area is comprised of approximately 656 square miles (U.S. Census, 2010), while 92,000 acres of that land is classified as being within the 100-year floodplain (76,000 acres within the County Planning Jurisdiction). Due to the amount of land within the floodplain and the existing soil types, much of the undeveloped land located within Pitt County’s Planning Jurisdiction is more suited for farming and open space/recreation than for development (Table 15). The typical development site requires approximately 25,000 square feet of land area (just over ½ acre) to accommodate an on-site septic system, but the required land area and cost of the on-site system can be greatly affected by the soil type present. Using the Future Land Use Map from the Pitt County 2030 Comprehensive Land Use Plan, development is projected to continue to radiate out from the larger municipalities along major transportation corridors to include Farmville, Winterville, Ayden, and Simpson, while most development will be centered on Greenville.

Table 15. Current land use in Pitt County

<u>Land Use</u>	<u>Acreage</u>	<u>Square Miles</u>	<u>Percent (%)</u>
Agricultural/Undeveloped	291,094.98	455.41	90.75
Residential.....	22,499.54	35.74	7.12
Commercial	659.28	1.04	0.21
Industrial.....	2,241.99	3.22	0.64
Institutional	617.07	0.97	0.19
Recreational	726.39	0.53	0.11
Government/Utility.....	3,142.83	4.90	0.98
Total	320,982.07	501.81	100.00

Source: Pitt County Comprehensive Land Use Plan, 2011.

Projected Household Growth

Pitt County’s steadily increasing population calls for expanded housing development. As shown in Table 16 below, in 2010 there was a population of 168,148 with approximately 70,335 units of housing. From 20010-2020, there is projected to be a 26.65% increase in the number of housing units, reflecting a population increase of 44,804 persons. For the year 2030, the population is estimated at 256,529 and approximately 107,000 housing units will be needed for this 20.5% increase.

Table 16. Projected housing needs 2010 – 2030

<u>Year</u>	<u>Population</u>	<u>Average Household</u>	<u>Housing Units</u>	<u>Unit Increase</u>	<u>Percent Increase</u>
2010	168,148	2.39	70,355	--	--
2020	212,952	2.39	89,101	18,746	26.7%
2030	256,529	2.39	107,334	18,233	20.5%

Source: Pitt County Comprehensive Land Use Plan, 2011.

Median Age and Distribution

In 2010, the average age of Pitt County residents was 31 years, somewhat lower than the state average of 37 years old, probably due in part to the college-age cohort. Approximately 20% of the population was school-aged children, while another 22% were Baby Boomers, and 10% of the population were age 65 and over (Table 17).

Table 17. County population and age distribution of Pitt County

<u>Category</u>	<u>Number</u>	<u>Percent of Population (%)</u>
Under 5 years	11,233	6.7
5 to 9 years	10,401	6.2
10 to 14 years	10,067	6.0
15 to 19 years	15,443	9.2
20 to 24 years	21,567	12.8
25 to 29 years	13,064	7.8
30 to 34 years	11,101	6.6
35 to 39 years	10,456	6.2
40 to 44 years	10,119	6.0
45 to 49 years	10,379	6.2
50 to 54 years	10,527	6.3
55 to 59 years	9,300	5.5
60 to 64 years	7,872	4.7
65 to 69 years	5,371	3.2
70 to 74 years	3,936	2.3
75 to 79 years	3,012	1.8
80 to 84 years	2,250	1.3
85 years and older	2,050	1.2

Source: U.S. Census Bureau, 2010

Gender

Gender ratios varied only slightly from the state average. In Pitt County, the percentage of males (47.2%) was lower than the state average (48.7%), with the percentage of females in Pitt County (52.8%) slightly higher than the state average (51.3%; U.S. Census Bureau, 2010).

Race

Table 18 shows that the distribution of race within Pitt County is strikingly different from the rest of the state (The Henry J. Kaiser Family Foundation, 2014). In 2010, 58.9% of the population was Caucasian, 34.1% African American, 5% Hispanics or Latino, and 4% ‘other’ (U.S. Census Bureau, 2010).

Table 18. Race in Pitt County

<u>Race</u>	<u>Percent in Pitt County (%)</u>	<u>Percent in NC (%)</u>
Caucasian	58.9	63.0
African-American	34.1	21.0
Hispanic or Latino	5.0	8.0
Other	4.0	7.0

Source: U.S. Census Bureau, 2010

Disability Status

In 2010, the number of persons with a disability in Pitt County was 19,263, which is 11.6% of the total population. This number is slightly lower than the 13.1% of North Carolina's population that is disabled (Table 19).

Table 19. Number of persons with a disability in Pitt County

<u>Age</u>	<u>Number</u>	<u>Percent of Pitt County Population (%)</u>	<u>Percent of NC Population (%)</u>
All Ages	19,263	11.6	13.1
Under 18	2,226	5.9	4.3
18 to 64	10,535	9.4	11.4
65 and Older	6,502	39.8	38.4

Source: U.S. Census Bureau, 2010

Income

According to the 2008-2012 American Community Survey, the average household income was \$40,452. Just under one-quarter (23.9%) of the county's population lives in poverty, which is roughly 8% more than the state average (Table 20). More than one in four Pitt County children under age 18 lives in poverty and 64% of children enrolled in Pitt County Schools for the 2011-12 school years were eligible for free or reduced price meal benefits. Pitt County is considered "resource rich" when compared to surrounding counties however the percentage of poverty is very similar in number (Pitt County Community Health Assessment, 2011).

Table 20. Income distribution in Pitt County

<u>Income (\$)</u>	<u>Percentage (%)</u>
Less than 10,000	12.9
10,000 to 14,999	7.1
15,000 to 24,999	13.3
25,000 to 34,999	11.4
35,000 to 49,999	14.3
50,000 to 74,999	16.6
75,000 to 99,999	9.9
100,000 to 149,999	9.3
150,000 to 199,999	2.6
200,000 or more	2.5

Source: U.S. Census Bureau, 2010

Household Types

The percentage of households with a female as the head of the household and no husband present was 16.2% in 2010, which is higher than the state average of 13.4%. Pitt County's households included 40.7% of non-family, which is also higher than the state average of 33.3%. This is

likely due to East Carolina University's student population in the Greenville area. The percentage of the households with a married couple was 39.6%. This percentage is lower than the state, which was 49.0%. It also had a lower percentage of male householders with no wife present, 3.5%, compared to the state's average of 4.3% (Table 21) (Suburban Stats, 2013).

Table 21. Household types in Pitt County

<u>Household Type</u>	<u>Number</u>	<u>Percent of Pitt County Population (%)</u>	<u>Percent of NC Population (%)</u>
Married Couple Family	25,922	39.6	49.0
Male Householder, No Wife Present	2,264	3.5	4.3
Female Householder, No Husband Present	10,613	16.2	13.4
Non-Family Householder	26,681	40.7	33.3

Source: U.S. Census Bureau, 2010

Education

As displayed in Table 22, about 85% percent of the County's population had a high school diploma or some form of higher education. Only 28.7% obtained a bachelor's degree or higher. One public school system serves Pitt County and its municipalities. There are 35 schools and one Pre-K Center within the district that had 23,386 students enrolled in the 2011-2012 school year. There are also 13 private schools in Pitt County with about 1,846 students enrolled, and 557 home school students reported. Pitt County children are also enrolled in private schools in neighboring counties, but data is not available to indicate the number of children enrolled from the county.

As of the 2011-2012 school year, East Carolina University remains the third largest university within the University of North Carolina System. The enrollment in 2011 was 27,386 students. Pitt Community College has an enrollment of over 8,000 students as well (Pitt County Health Department, Pitt Partners for Health, Vidant Medical Center and East Carolina University, 2011).

Table 22. Education attainment for population age 25 or older in Pitt County

<u>Education Attainment</u>	<u>Percentage (%)</u>
Less than High School	14.9
High School Graduate (Includes Equivalency)	26.5
Some College, No degree	20.7
Associate's degree	9.1
Bachelor's Degree	18.0
Graduate or Professional Degree	10.7

Source: Pitt County, North Carolina, 2011

Industry Growth

Government and private industry heavily influence Pitt County's industry growth. In 2011, private industries employed 69,834 (76.76%) of Pitt County residents, while the number of government employees was 21,147 (23.24%). Table 23 shows the number and percentage of employees by industry and the percentage based on the state average weekly income.

Table 23. Work force by industry in Pitt County

Industry	Number	Percentage (%)	Average Weekly Earnings	
			County	State
Agricultural, Forestry, Fishing, and Hunting	689	0.76%	\$442.88	\$524.17
Mining.....	27	0.03%	***	\$973.50
Utilities.....	501	0.55%	\$977.33	\$1,359.42
Construction	3,002	3.30%	\$640.97	\$744.56
Manufacturing	5,917	6.50%	\$938.76	\$938.48
Wholesale Trade	1,769	1.94%	\$768.42	\$1,089.74
Retail Trade.....	8,195	9.01%	\$442.02	\$462.73
Transportation & Warehousing	901	0.99%	\$718.06	\$800.46
Information	1,092	1.20%	\$707.32	\$1,119.24
Finance and Insurance.....	1,752	1.93%	\$929.51	\$1,273.62
Real Estate and Rental & Leasing	671	0.74%	\$463.96	\$667.95
Professional & Technical Services.....	1,503	1.65%	\$864.96	\$1,192.32
Management of Companies & Enterprise	691	0.76%	\$1,126.74	\$1,520.61
Administrative and Waste Mgmt.	3,327	3.66%	\$448.51	\$549.31
Educational Services.....	10,736	11.80%	\$924.64	\$750.76
Health Case and Social Assistance	16,543	18.18%	\$796.70	\$783.54
Arts, Entertainment, & Recreation	649	0.71%	\$313.77	\$533.73
Accommodation & Food Service.....	7,175	7.89%	\$216.18	\$271.74
Other Services	1,332	1.46%	\$413.51	\$516.28
Public Administration.....	3,226	3.55%	\$816.18	\$818.50
Unclassified.....	136	0.15%	\$833.13	\$928.69
Total Private Industry	69,834	76.76%	\$595.00	\$755.00
Government	21,147	23.24%	\$990.67	\$906.67
Federal	446	0.49%	\$1,086.00	\$1,128.00
State.....	7,846	8.62%	\$1,057.00	\$849.00
Local.....	12,855	14.13%	\$829.00	\$743.00
County Totals	90,981	100.00%	\$693.00	\$765.00

Source: Pitt County, North Carolina, 2011

Vidant Medical Center and East Carolina University offered the majority of the employment within the county. Vidant Medical Center employed 6,857 and East Carolina University employed 5,392 in 2012.

The Health Industry in Pitt County

As home to East Carolina University and Vidant Medical Center, Pitt County has seen an increase in population, and continued growth of developed areas concentrated around these agencies. The mission of Vidant Medical Center is to “enhance the quality of life for the people and communities we serve, touch and support” (Herman, 2014). Vidant Medical Center employs over 6,000 members of the community in Pitt County, and offers 69 physician practices, outpatient, and home health and hospice services. Vidant Health serves 1.4 million people in Pitt County and the 29 counties in the surrounding area, which accounts for one-third of North Carolina. It is also in the top 1% in the country for patient admissions, which is more than any other hospital in NC. Within Vidant Medical Center is an academic medical center, which in 2014 had 350 medical residents, and 1,100 nursing students from East Carolina University’s Brody School of Medicine and College of Nursing. With an 18.4% growth in expenses from 2005-2009 and \$2.5 trillion in health care expenses, and accounting for the highest percentage of employees in Pitt County, Vidant Medical Center is a critical element to the health within an economically growing community (Herman, 2014).

The Tourism Industry in Pitt County

The Greenville – Pitt County Convention and Visitors Bureau (GPCCVB) serves the largest municipality within the county, as well as the outlying communities in the county. The athletic sports market is the largest in the county; PCCSR is a partner in the county’s continued success with this market. The GPCCVB is currently developing a collaborative sports marketing program, which includes representation from the PCCSR Department.

Meetings and conventions are the next largest tourist sector. Specific to Pitt County are trade associations, SMERF (Social, Military, Educational, Religious, Fraternal), and corporate and professional events. East Carolina University and Vidant Medical Center play a large role in meetings and conventions. Leisure markets include families visiting the ECU campus, attendees to ECU athletic events, as well to a lesser extent, regional residents and long-distance travelers who stop to explore the Greenville Museum of Art, antique shopping, and boutiques. Additionally, the largest visitor market in the world, the “visiting friends and relatives market”, occupies a substantive portion of visitors to Pitt County.

Future efforts of the GPCCVB include tourism product development, increasing the market share of eastern North Carolina residents, and increased sports marketing. Additionally, the expansion of the convention center is slated to begin this summer and be completed in June of 2015, allowing the area to host much larger conferences.

Health Analysis

The analysis of Pitt County health statistics shows that the top three causes of death within the county include cancer, heart disease, and stroke (Table 24). The 2012 State of the County Health Report noted that the priority areas for Pitt County include: high blood pressure, diabetes, nutrition, physical inactivity, and tobacco use. Pitt County is fortunate to have many health resources available to address these issues. Through cooperation with the Pitt County Public Health Department and other health care providers such as Vidant Medical Center, Physicians

East, and East Carolina University’s Brody School of Medicine, Pitt County has been developing plans and programs to facilitate better health care for all of Eastern North Carolina.

Vidant Medical Center is a 501(c)(3) academic medical center that partners with East Carolina University’s Brody School of Medicine. It is the main source of emergency medical care for Pitt County and much of eastern North Carolina. This medical center offers a large variety of in and outpatient care and focuses heavily on rehabilitation, a cancer center, a children’s hospital, heart and vascular care, and many other practices. In an average year, Vidant Medical Center offers care to approximately 33,000 inpatients, 266,000 outpatients and offers services to approximately 1.4 million people in the 29 surrounding counties. Physicians East is the largest private practice that offers multiple medical specialties in Pitt County. Primary offices are located in Greenville, Farmville, Winterville, and Grifton; but the agency also provides outreach services to different parts of Eastern North Carolina such as Ahoskie, Edenton, Plymouth, Kenansville, and Belhaven.

East Carolina University provides urgent care medical services to its students through the Student Health Center. The Health Center on campus can perform most outpatient procedures and offers urgent care to students along with an on-site pharmacy. The Center only offers medical services to East Carolina students, however in situations in which they cannot provide the appropriate services, the student is directed to medical professionals who can. East Carolina University is also dedicated to the development of Health Care Professionals through the Brody School of Medicine, College of Nursing, and School of Dental Medicine.

While there are small percentage changes between Pitt County and North Carolina, the rankings for leading causes of death are very similar. Cancer continues to be the leading cause of mortality in Pitt County, followed by heart disease and stroke. According to the State of the County Health Report 2013, diabetes was the 7th leading cause of death in Pitt County. In 2012, Pitt County’s diabetes death rate was 26.1 per 100,000 population compared to North Carolina’s diabetes death rate of 24.6 per 100,000 population.

Table 24. Five leading causes of death in Pitt County

<u>Rank</u>	<u>Cause</u>	<u>Number</u>	<u>Pitt County Percentage (%)</u>	<u>North Carolina Percentage (%)</u>
1	Cancer	272	23.3	22.5
2	Disease of the heart	267	22.8	21.1
3	Cerebrovascular diseases	78	6.70	5.40
4	Chronic lower respiratory diseases	53	4.50	5.90
5	All other unintentional injuries	50	4.30	3.60

Source: State Center for Health Statistics, 2013

The goals for the Board of Health Priority Area are focused on Chronic Disease Control and on Cardiovascular Disease and Diabetes: 1. *Reduce by 5% the cardiovascular disease mortality rate in Pitt County by developing and implementing a Hypertension Self-Management Education Program* and 2. *Increase by 10% (about 600) the number of adults in Pitt County with diabetes*

who have attended an education course/class on how to manage diabetes (Pitt County Board of Health, 2013). PCCSR supports the Board of Health Priority Goals/improvement of the overall health of the community. In 2011, 35% of Pitt County middle school students and 24.1% of Pitt County high school students reported participating in 60 minutes of physical activity within the past 7 days (Pitt County Board of Health, 2013). The goal for the Board of Health Priority Area is to raise the activity level for both groups to 50%.

Teen Pregnancies

According to Pitt County Public Health, the incidence for teen pregnancies has decreased by 3.5% from 2011-2012. Pitt County was ranked 72 of the 100 counties in North Carolina for teen pregnancy rate in 2012.

Crime Analysis

The eight crimes that the FBI combines to produce its annual crime index are known collectively as “Index Crime.” As of 2013, Pitt County had a higher index crime rate than the state average. However, index, violent and property crime have all been on the decline since 2009. All the statistics below are from the 2012 Annual Summary Report (North Carolina Department of Justice, 2013).

Crime and Violence in Schools

The North Carolina Consolidated Report for Crime and Violence in Schools (2010-11) was created in hopes of decreasing crime and violence that takes place in schools across the state. The reportable acts include possession of a weapon, assault involving use of a weapon, rape, possession of controlled substance, sexual offense, sexual assault, death by means other than natural causes, possession of alcoholic beverage, possession of firearm, kidnapping, assault on school personnel, robbery with a dangerous weapon, bomb threat, assault resulting in serious injury, taking indecent liberties with a minor, and burning of school buildings. During the 2010-2011 school year, Pitt County high schools had a total of 97 reported acts out of 6,799 total students (Public Schools of North Carolina, 2013), or approximately 14 for every 1,000 students. The average number of reportable acts being committed in North Carolina schools for the years 2010-2011 was approximately 14 per every thousand, thus Pitt County Schools ranks on average with the state.

High School Dropout Rates

High school dropout rates are included in the North Carolina Consolidated Report for Crime and Violence. In 2010-2011 dropout rates in Pitt County were higher (4.31 in every 1000 students) than the state of North Carolina average (3.43 in every 1000 students). Dropout rates for Pitt County decreased in 2011-2012, mirroring state averages.

Juvenile Delinquency

Juvenile arrests, those of persons under the age of 16, have increased in Greenville from 59 arrests to 203 during the years 2004-2011. The Youth Protection Ordinance was created by the City of Greenville due to the dramatic increase in youth crimes. The Youth Protection Ordinance (2012) states “It is unlawful for a juvenile to be present in or remain in any public

space within the city or on the premises of any establishment within the city during curfew hours” (11:00pm – 6:00am Sunday through Thursday and 12:01am – 6:00am Friday and Saturday). The purpose of this ordinance is to attempt to prevent at-risk youth from committing crimes and remove them from potentially dangerous situations (Greenville City Council, 2008).

Natural and Physical Resources

Pitt County is located in Eastern North Carolina and covers approximately 656 square miles. At its highest elevation point, the county is 126.4 above mean sea level and at its lowest elevation point it is just above sea level (Pitt County Towns, 2007). The Tar and Neuse Rivers, as well as their streams, provide the drainage network for the county (About Pitt County, 2011; Pitt County Development Commission, 2014).

There are at least 35 bodies of surface water including swamps, creeks, tributaries, and rivers in Pitt County (NC Department of Environmental and Natural Resources, 2011). With the Tar River running through the middle of the county, most of Pitt County obtains its drinking water from this source. Of the 2.85 square miles of water coverage in the county, most had a water quality rating of moderate, with a few ratings of fair, poor, or severe (Lower Tar River, 2010). The water-based recreation opportunities in the county are fishing, boating and kayaking. The Pamlico Tar River Foundation is building camping platforms along the Tar River that are 8-15 miles apart (Tar - Pamlico, 2014), which will serve the residents of the county while also attracting tourists. There are five Wildlife Resources Commission boat accesses scattered throughout Pitt County, specifically located in Contentnea Creek, Hardee Creek, River Park North, and two along the Tar River (Boating Access Area, 2014).

Pitt County is made up of over 47 different types of soil that span across nearly 420,000 acres of land. This allows Pitt County to be a competitive agricultural force in the state, as well as rendering the county ideal for the creation of natural parks. This is in part due to the fact that the flora grows exceptionally well and the scenery it provides is ideal for park visitors who wish to relax and enjoy the natural beauty the county has to offer.

Flora and Fauna

The varied flora and fauna and native wildlife of Pitt County contribute to the natural appeal the county offers. The types of soil are a strong determinant of the wildlife diversity within an area. Pitt County is home to a variety of different kinds of animals. The upland is home to quail, squirrels, doves and rabbits. Bears, deer and turkey are rare but also present within the county. Other animals include: raccoons, otters (Edwards, 2011), opossum and nutria (Brown-Pickren, 2014). Both resident and migratory songbirds make their homes in the habitats of Pitt County. The Tar River provides an aquatic habitat for a large variety of fish. According to the U.S. Fish and Wildlife Service (2012), Pitt County is home to at least three federally endangered or threatened species, including the Atlantic sturgeon, Red-cockaded woodpecker, West Indian manatee, and the Tar River spiny mussel.

Bottomland hardwood forests that run along streams, non-riverine swamp forests, and freshwater tidal swamps are important elements of the natural ecosystems found within Pitt County. The base layers of wooded areas in Pitt County are home to many native shrubs and grasses. These natural ecosystems provide food and nesting materials for wildlife and produce aesthetic effects

for people to enjoy. Agricultural crops in Pitt County are also very important resources. Cotton, soybeans, peanuts, corn, and tobacco are all regularly grown here. The open land necessary for agriculture adds to the diversity of the landscape and provides food and shelter for the local wildlife (Planning and Development Greenway Plan 2025, 2011).

The county's plants and animals play a large role in recreational activities of Pitt County residents and visitors because their presence greatly impacts where and how new parks or recreation facilities can be built. In order to maintain a pleasant balance with nature, these plants and animals must be considered at all times when constructing infrastructure or engaging in recreational activities. Many animals dwell in various habitats, including forests, rivers, swamps, and throughout the urban area. As previously stated, these plants and animals must be taken into account before constructing or engaging in any recreational activities.

The weather is ideal because the maximum daily average temperature is 72°F and the minimum daily average temperature is 50°F. This allows for a wide range of recreational activities such as: fishing, hiking, boating, paddle sports, road and mountain biking, disc golf, golf, hunting, bird watching, and field sports. The diversity of natural resources allows many types of land-based and aquatic flora and fauna to flourish within Pitt County.

Social, Civic and Cultural Resources

Pitt County offers its residents cultural resources such as: farmers' markets, art venues, festivals, and shopping. In addition, there are various clubs, organizations and civic associations that provide diverse opportunities for the community to participate.

Faith-Based Institutions

There are approximately 160 churches and religious organizations in Pitt County. These churches and religious affiliated groups range in Christian denominations from Presbyterian, Baptist, Methodist, LDS, Episcopal, Catholic, Apostolic, Lutheran, Amish, as well as Jewish, Muslim, and non-denominational. These diverse groups play a significant role in the cities and towns in which they are located. They will often host events to benefit their community or groups in need. These may include hosting events to raise money, working with Habitat for Humanity, and providing shelter and meals for the homeless. The diversity they offer even lends a hand in bringing the local community together by providing a place where they can congregate with similar ideas to contribute to the betterment of the surrounding area.

Libraries

Pitt County is home to nine public libraries located in Ayden, Farmville, Fountain, Greenville, Grifton, and Winterville. These facilities offer a variety of services including: tutoring centers, books, magazines, conference rooms, public bulletin boards and programs. Two of the nine libraries are part of East Carolina University - Joyner Library and the William E. Laupus Health Sciences Library. Joyner and Laupus libraries serve the research and instructional needs of the university's faculty and students, and afford resources to the broader eastern North Carolina community. In addition to the extensive physical and electronic collections of monographs,

periodicals, databases, and Special Collections stowed with an array of manuscripts, books, and government documents, Joyner Library provides a Teaching Resources Center, numerous computer stations, private and group study spaces, and technologically enhanced presentation rooms.

Art, Culture, Farmers' Markets and Festivals

In Pitt County, there are a variety of art venues open for the public including art museums, music venues, movie theaters and cultural centers. The county is host to numerous annual festivals that draw large crowds, such as Farmville's Dogwood Festival, Winterville's Watermelon Festival, and Ayden's Collard Festival. Attending festivals and events are a part of the local culture and are meant to be entertaining to visitors and attendees. For the community festivals and events can be a source of profit and can have a significant economic impact on the local community and the businesses within it. There are annual festivals celebrating holidays and cultures, and new ones emerging that in totality create an ever-growing list of festivals. Some of the festivals that are held in the Town Common in Greenville include: the 4th of July Celebration, Sunday in the Park weekly summer concerts, and the three day Pirate Fest. Other festivals include the Great Pirate Purple/Gold Pigskin Pig-out Party, Freeboot Friday, Grifton Shad Festival, Fountain Peanut Festival, Festival of Trees, and the American Legion Agricultural Fair. The Pitt-Greenville Convention & Visitors Bureau is a resource for both residents and visitors, providing a list of dates and information on festival and events (<http://www.visitgreenvillenc.com/events/>).

Pitt County farmers' markets showcase the produce and meat of many of the farms and growers in Eastern North Carolina. Currently, there are four farmers' markets in Pitt County; Briley's Farmers' Market, Pitt County Farmers' Market, Greenville Umbrella Market, and Greenville Spring Run Market. Many of these are USDA certified organic and/or part of the Goodness Grows in North Carolina program (<http://pitt.ces.ncsu.edu/Pitt+County+Farmers+Market>).

Clubs and Civic Associations

According to the Pitt County Development Commission (2014) there are over 250 active clubs and organizations in Pitt County. These clubs appeal to people of all ages and satisfy virtually any area of interest, personal or professional. Types of clubs and organizations include: business and professional, civic, cultural and theater, environmental and historical, hobby, mutual support, political, religious, service, social, youth, and military. A list of available clubs and organizations can be accessed on the Pitt County Development Commission website (<http://locateincarolina.com/leisure-activities/clubs-organizations/>).

Section Six: Public Input

Purpose and Method

The focus of this project was to collect public opinions of Pitt County residents regarding parks and recreation services and facilities. The input collected will be used as the first phase of an updated parks and recreation comprehensive master plan for the county.

East Carolina University's Center for Survey Research (CSR) prepared and administered a phone survey (see Appendix F. PCCSR Survey Results) to a random sample of Pitt County residents. Survey Sampling International provided phone numbers. Phone survey data are referred to throughout the report as 'Random' or 'R' and have been weighted to represent the gender distribution of Pitt County. In turn, results from the phone survey should be viewed as representative of all citizens. There were a total of 423 random-sample telephone survey participants.

An identical survey was also administered in hard copy and was made available online. Data received from the hard copy and online survey are referred throughout the report as 'Supplemental' or 'S'. The supplemental survey provided an additional opportunity for citizens to provide input. Due to the location of hard copy surveys, the supplemental sample may represent a larger portion of individuals that engage in parks and recreation activities in Pitt County than the phone survey. However, several methods were utilized to ensure the most comprehensive sampling of citizens.

Specifically, the Pitt County Office of Public Information distributed a press release to media outlets across the county announcing the opportunity. The Office of Public Information emailed participation information to all county employees, and multiple Pitt County Departments provided information to various boards, councils, committees, and volunteers. Additionally, the Pitt County Schools Public Information Officer emailed survey information to all Pitt County Schools employees, the Daily Reflector published an article including information regarding the project and survey, and Pitt Partners for Health encouraged members of various boards and committees to complete the survey. There were a total of 325 paper/online survey participants. Finally, supplemental survey data have not been weighted and thus, are purely representative of the average active user of parks and recreation in Pitt County who selected to participate in the survey.

Additionally, two focus groups were held at the Pitt County Community Schools and Recreation Center. Participants, who consisted of 15 Pitt County residents, answered a series of questions regarding their feelings and attitudes toward parks and recreation within the county. Overall, the focus group participants were geographically diverse, with the majority of participants residing in the municipalities of Greenville (33%) and Winterville (40%). Additional municipalities represented in the focus groups included Ayden, Farmville, Grifton, and Grimesland. Over half of the focus group participants (53%) indicated that their household consisted of a couple living with children. Moreover, 53% of participants had lived in Pitt County for more than 20 years.

Finally, in regards to demographic characteristics, most participants were women (53%), White (75%), between the ages of 45 and 64 (66%), and had a total household income greater than \$100,000. Key quotes derived from the focus groups have been included through the following report and the script for the focus groups can be found in Appendix G. Additionally, the full report of the Public Input Analysis can be found in Appendix F.

Study Limitations

One potential limitation to all public opinion research is error derived as a result of not receiving responses from all individuals within a given population. The only approach to eliminate this error is to increase the size of the sample, which is often not a feasible solution for many studies. In order to calculate the level of potential sampling bias present within a particular study, a statistically based formula can be used to assist researchers when interpreting study results. This particular phone survey was completed by 423 Pitt County residents and in turn, was subjected to a sampling error of approximately $\pm 4.76\%$. That is, if 60% of participants respond in a certain way on a particular question, it can be expected that somewhere between 55 and 65% of individuals in the entire population would respond in a similar way.

Fortunately, several solutions exist that help to reduce the level of bias caused by sampling error. One such solution used in the current study is population calibration or “data weighting”. Data weighting is conducted in order to compensate for discrepancies between the sample of random survey respondents and the demographic profile of the entire county. In the current study, weighting procedures were only necessary for the demographic variable of sex, as all other demographic variables were representative of the county. In sum, the weighting process helps to equalize the opinions of underrepresented or overrepresented survey participants. All data for the random sample included in the report reflects weighted survey data based on the demographics of Pitt County.

Results Overview

The results overview that follows will focus primarily on the random sample, whereas the supplemental sample and focus group data will be represented and discussed throughout the remainder of the report.

Overall, results suggested that parks and recreation programs and facilities are critical to the quality of life in Pitt County, and residents agreed that these opportunities improve the health of the community. Unfortunately, survey results revealed that the majority of participants do not partake in these programs or visit these facilities despite the many benefits. Most participants receive their parks and recreation information via word of mouth, but overall many participants did not respond to questions about sources of information. This indicates that most participants do not receive any information about parks and recreation in Pitt County.

The majority of the random sample was unfamiliar with Pitt County Community Schools and Recreation and had not participated in programs or activities in the past 12 months. Of those who participated, adult/senior programs were most utilized, followed by youth programs and other general activities. Most residents visit school playgrounds or school parks less than once

per month but agree that school facilities should be available for public use and that new recreation facilities should be developed at school sites for public use.

Additionally, most residents indicated it was important to participate in parks and recreation activities for social activity such as spending time with family, socializing with friends, and meeting new people. It was also noted to be important for physical activities such as being outdoors and enjoying nature, participating in sports, and taking part in a club or group activity. Moreover, these activities were viewed as important to maintaining a healthy lifestyle. The most frequently reported reasons for not participating in parks and recreation activities were a lack of time and aging.

Finally, there was a high level of satisfaction among residents in regard to program variety, fees, and instructor quality. Similarly, there was satisfaction with the location, quality, and availability of parks and recreation facilities. Moreover, residents were positive about the quality and accessibility of existing school and recreation facilities and programs. Finally, an overwhelming majority of participants supported the use of County funds for both new or renovated facilities, as well as new or existing programs for parks and recreation.

Focus Groups

Biggest Issues Faced by PCCSR

Focus group participants were asked several questions in regards to their support and critique of Pitt County Community Schools and Recreation. First, focus group participants were asked to report what they believed to be the largest problem currently faced by Pitt County Community Schools and Recreation. Responses were varied and included issues such as connectivity and consistency of services. For example, one focus group participant who indicated that connectivity was a problem stated, “this is the first community I’ve lived in which you could not ride your bicycle to work or walk.” Another participant supported this issue by stating that in regards to biking along county roads that they were “very fearful....for safety.” Finally, an additional participant stated, “I think it is a shame that it is truly dangerous to walk or bicycle anywhere in this county.”

Additionally, participants felt that consistency of services was a problem. Specifically, one participant stated, “Farmville doesn’t offer afterschool programs, but another school will....so that’s the biggest issue. You wish it would be consistent.” Finally, participants believed that the facilities that were currently available prohibited parks and recreation activities from flourishing, stating “You’re going to need to have infrastructure in place before suddenly encouraging people to be more active and healthy.”

Increased Engagement Strategies

Next, focus group participants were asked to report what they believed would help them become more engaged with parks and recreation opportunities. The majority of participant responses concerned access and outreach. Specifically, one participant stated, “it’s tough to distinguish between a municipal league and parks and recreation in the county....easier access to programs

would be nice.” Additionally, other participants stated, “I just wish we had easier access and a more affordable facility.”

Furthermore, participants indicated that increased outreach would assist them in becoming more engaged. Specifically, participants provided comments such as, “I don’t know how they could make it (opportunities) more well-known”, and “letting people know this information so people can know what’s here and not find out later.” Finally, specific comments were made that indicated that community members may be more engaged in youth sports programs if a “code of conduct” form was required to ensure mature and appropriate behavior was demonstrated by all participants and event attendees.

Type of Improvements Desired

Subsequently, focus group participants were asked to choose whether they believed new and improved programs or new and renovated facilities were most needed. Overwhelmingly, participants indicated a need for new facilities. One common statement made across the focus groups was “build it and they will come.” Specifically, participants believed that “new facilities open the opportunity for programs and creative people to put them to use.” Furthermore, participants thought that new facilities “could be used for tournaments and leagues” and that “you (Pitt County) could actually generate money and promote the growth of sports.” In regard to the type of facilities, participants indicated the need for organized facilities such as “outdoor courts”, unorganized facilities such as “greenways”, and supplementary facilities such as “parking lots.”

In contrast, a smaller portion of participants who were primarily located outside of the City of Greenville suggested the need for new programs. Specifically, one participant stated, “I would say programs, I live in Farmville and I just want more programs. They already have the facilities to do it (add programs).”

Resources for Expanding Programs

Lastly, focus groups provided their opinion on various avenues for resources that Pitt County could utilize to complete requested improvements. Responses ranged from informal sources of funding such as individual donations (e.g., “I would have gladly given someone a donation because I thought that it was really unheard of that I couldn’t pay a little bit more”) to more formal sources of funding such as “corporate sponsorships.” In regard to corporate sponsorships, focus group participants made suggestions such as, “get vendors to do a presentation on their product” and “request a vendor who is a soccer ball maker to donate soccer balls and other donations to keep costs to the community down.”

Additionally, focus group participants demonstrated support for using tax money to provide the appropriate resources for parks and recreation activities. Specifically, one participant stated, “Greenville has increased in population in the past 20 years by four-fold. So, there are enough people here to do it (support parks and recreation programs).” Furthermore, focus group participants suggested applying for grant money to support parks and recreation opportunities, as well as the community “making an initial investment” in stocks and bonds in order to see financial returns and make parks and recreation support “self-sustainable.”

Finally, focus group participants demonstrated a large amount of support for establishing community partnerships to support parks and recreation opportunities. For example, one participant stated, “we need to be shaking hands with East Carolina University and other health organizations in Pitt County. Then, all of them can come together through a common goal and generate the strength of the whole community.”

PCCSR Staff Meeting and Advisory Council Meeting

The following is a summary of the discussion at both meetings. Additional input was sought from the PCCSR Staff and the PCCSR Advisory Council members listed below.

Pitt County Community Schools and Recreation Staff:

Rita Roy, Director
Alice Keene, Recreation Projects Coordinator
Jennifer Lanier-Coward, Assistant Director/Recreation
Courtney Pruett, After School Coordinator
Diane Barnes, Recreation Coordinator
Lisa Swing, Bookkeeper
Ken Eldridge, Assistant Director/Facilities/Operations

Pitt County Advisory Council:

Shirley Morrison, member for 30 years, owns Remax Preferred Reality
Andrea Norris, retired high school teacher and Senior Games participant
Brenda Gatlin-Hawkins, GR Whitfield and Simpson Town Board
Chip Davis, PCCSR Recreation Coordinator

The meeting with the Pitt County Community Schools and Recreation Staff took place on Monday, March 3, 2014 from 10:30 am till 11:30am. The staff present consisted of seven members listed below. The staff answered several questions that were developed by the Department of Recreation and Leisure Studies (RCLS). The RCLS department also had four members present: Dr. Jesse Jones, Michala Ritz, Daniel McLure, and Brenna Gilmore.

The meeting with the Pitt County Community Schools and Recreation Advisory Council was held on Monday, March 3, 2014 from 12:00 pm till 1:00 pm. The individuals present consisted of three Advisory Council members and Chip Davis, PCCSR recreation coordinator. The RCLS department also had four members present: Dr. Jesse Jones, Michala Ritz, Curt Leonard and Nick Janeri.

The meeting addressed five questions: What recreation opportunities are available currently? What would you like to see in the community in the future? What recreational opportunities do visitors use? Are there any concerns or suggestions with the current offerings? What are some areas of recreation competition? After the questions were presented to the staff, the discussion was open to suggestions and opinions.

Youth, adult and senior activities were among the many opportunities currently available to the community. Additionally, PCCSR offers organized afterschool programs, aerobics and summer camps. Future development that the staff would like to see includes: a dog park, splash pads/waterparks, a fitness center/gym with basketball courts and exercise equipment and a turf field. While new development is occurring, the likelihood of concerns and suggestions also arose among the staff. These concerns were related to the safety surrounding the new facilities (police rotations, lights, and cameras), additional parking spaces and additional staff. The staff and board would also like to see late-night classes offered to the working community to provide the most amount of service to the greatest number of community members.

According to the Advisory Council, PCCSR brings in tourists from all over the region. Residents and non-residents enjoy the Senior Games tournaments, good health programs, music, dance and exercise programs that are offered to the community.

The latter part of the meeting addressed the areas of recreation competitions outside of PCCSR. These areas included: Upwards Sports, church/religious organizations, Greenville Recreation and Parks and neighboring cities (Raleigh, Rocky Mount, Washington waterfront). The meeting with the Pitt County Community Schools and Recreation's staff and Council provided a great baseline for the production of the 2014 Pitt County Master Plan. Further input and data was collected throughout the community regarding the same five questions addressed during both meetings.

Staff and Council Meeting Highlights and Recommendations

What would you like to see in the community in the future?

- 1) Recreational Planning 10-year plan:
 - Dog Park on south part of the property with agility and skills- not an off leash park
 - Workout signs and equipment along the walking trails to encourage more movement and exercise
 - Office space in Gym
 - Artificial turf fields (Eliminate damage from sports and weather)
 - Natural trails: behind building (1/2 mile of wooded space)
 - Sidewalks from surrounding apartments
 - Connectivity to surrounding communities
 - Outdoor volleyball sand courts
 - Outdoor basketball courts
 - Outdoor competitive swimming pool
- 2) Afterschool's 10-Year Plan:
 - Water Park/Splash Park in Greenville

What recreation opportunities do visitors use?

- 1) Trails

Do you have any concerns or suggestions for current offerings?

- 1) Employee wellness:
 - Programming
 - Adult programs offered to staff for reduced fee or free
- 2) Coordinate with schools:
 - Set up Zumba classes specifically for a school (mostly after school programs)
 - Set up gym rooms
 - Space for someone to work out that offers refreshing water
 - Area for breast feeding
 - A staff wellness program
- 3) Alice F. Keene Park:
 - Park ranger
 - Security issues: people walk around sunset
 - More advanced outside cameras
 - Lights
 - Regular rotation of local Sheriff's Department officers
- 4) After School office space
- 5) Storage for students during after school programs

What are some areas of recreation competition?

- 1) Greenville Recreation and Parks joined with Future Stars for soccer
- 2) Church/Religious Organization opportunities
- 3) Upward Programs
- 4) Afterschool church programs
- 5) Science programs (Go Science)
- 6) Outside Pitt County:
 - Raleigh
 - Rocky Mount area
 - Washington has a waterfront
 - Summer camps

What would you like to see in the community in the future?

- 1) More parking
- 2) More staff
- 3) Fundraising
- 4) Gym
- 5) Swimming pool

- 6) Kayak and canoeing competitions
- 7) Lengthening the Greenville Greenway through Swift Creek
- 8) Workout programs designed for the individual, with equipment that can monitor workouts and help with competing
- 9) Art opportunities and organizations

What recreational opportunities do visitor use?

- 1) Senior Games
- 2) Dance class
- 3) Exercise programs
- 4) Good health programs
- 5) Music

Do you have any concerns/suggestions for current offerings?

- 1) Insufficient staff
- 2) Children's theatre
- 3) Theatre facility
- 4) Late night yoga programs
- 5) River not utilized
- 6) Insufficient entertainment opportunities
- 7) Arts program

Section Seven: Findings and Recommendations

Findings

Pitt County is the 14th most populous county in North Carolina. If population growth remains consistent, it is projected to reach 212,952 in 2020. Baby Boomers comprise one-fifth of the county's population and 10% are currently considered seniors. Because older generations are controlling approximately 75% of the nation's wealth, these two segments of the population will command much of the recreation resources for many years to come (See Appendix A: Societal Trends Impacting Parks and Recreation).

The leading causes of death in Pitt County are cancer, heart disease and complications due to diabetes. There are six dimensions of health (physical, emotional, spiritual, social, mental and environmental) that are crucial to reducing cancer, heart disease and chronic disease in general. PCCSR offers activities and programs (e.g. Senior Games, senior exercise, youth sports, Special Olympics and Eat Smart Move More) that have the potential to fulfill every dimension of health within an individual. Some of PCCSR's programs were developed through collaborative relationships with partners throughout the community. PCCSR has many more opportunities ahead of them to partner with other organization such as ECU and the Brody School of Medicine, Vidant Medical Center and Physicians East. Vidant Medical and Physicians East have offices throughout Eastern North Carolina to provide specialist health care to Pitt County residents. Smoking cessation, increasing physical activity and informing the public about healthy nutrition are a few of PCCSR's goal to discourage citizens from engaging in preventable risky health activities. Encourage citizens to make the healthy choices (and get involved each and every day).

In respect to crime and juvenile delinquency, the results are a 'mixed bag.' While crime in Pitt County has been on a general decline in the last decade, the murder rate has substantially increased. Pitt County's dropout rate fluctuates each year, hovering around the state's average. The most noteworthy statistic is the juvenile delinquency rate, which nearly quadrupled from 2008-2011 increasing from 59 arrests to 203 respectively. The rise in the juvenile crime rate resulted in the City of Greenville needing to enforce a curfew law for children under the age of 16.

Pitt County has many cultural resources including civic and club opportunities, arts, festivals, libraries, farmers' markets and other public gathering spaces. The county has many faith-based institutions as well, in which citizens participate as members.

The county's recreation and park opportunities, listed by municipality, were inventoried and classified by public recreation programs and facilities, non-profit organizations (e.g., Scouts, 4-H clubs.), and private/commercial agencies; the public facilities were evaluated for the purpose of future maintenance considerations. Additionally, a comparison of the county's recreational fields and facilities was done with NC SCORP standards. Throughout the county, the NC

SCORP comparison tables showed that baseball fields were well above the state standards, while all other facilities (such as tennis courts, softball fields, swimming pools, soccer fields, and community centers) fell below the state standards. The comparison counties were similar in numbers of baseball fields, playgrounds, softball fields, tennis courts, trail miles and swimming pools as did Pitt. Pitt County fell short on soccer fields, volleyball and basketball courts in comparison to the other counties.

Public input and social trends also present a significant influence on the development of future county programs and facilities. National trends in parks and recreation include a higher demand for dog parks, extreme disc golf courses, and fitness on demand's digital programs. A "bicycle-friendly community" continues to be a desired amenity within the national trends and among suggestions within focus groups and surveys. Additionally, fitness trends are continuously changing. For example, the incorporation of technology to record workout results, monitor heart rates, and challenge participants was a specific trend identified by participants during public input evaluations.

Citizens from all municipalities were involved in the planning, public input and creation of the Pitt County Recreation and Park Master Plan. Because PCCSR serves all of the municipalities and unincorporated areas of the county, input from residents around the county is most appropriate.

PCCSR is obligated to respond to each of the above factors accordingly. The department's operating and capital improvement budgets must be increased in order to meet current and future recreation needs of county residents. This money should be used to acquire park land, develop trails, construct facilities, purchase equipment, and employ staff. In addition to this general rule of thumb, additional recommendations to consider are offered below based on public input, projected growth, diversity of recreation opportunities, public health needs and existing park conditions.

Recommendations

I. Administration and Funding

1. The Department should continue to maintain their excellent relationships with other agencies. Such relationships provide assistance to the department through use of facilities for recreation programs, funding, cross-promotion, and shared responsibilities for program development and events. Local government agencies include, but are not limited to the Departments of Public Health, Planning and Development, and Engineering. Other community partners include but are not limited to Pitt Partners for Health, East Carolina University, Vidant Medical Center and the Brody School of Medicine.
2. PCCSR should continue its track record of preparing plans that would qualify the county for funding opportunities.
3. PCCSR should explore state and federal grants for alternative funding opportunities. There are several state and federal grants allocated exclusively for recreation and parks. The grants cited in Appendix H., A Sample of Suggested Sources for Parks and Recreation-related Funding, have been widely used in North Carolina. Additionally,

other common funding and/or land and facilities acquisition methods used in North Carolina can be found in Appendix I. A Sample of Common Funding and/or land and facilities acquisition methods used in in North Carolina.

4. PCCSR's current fee structure is based on making all programs as economical as possible; however, a periodic evaluation of the current user fee system (e.g., the scope of programs/services for which fees are charged as well as the fee level) is warranted. Three approaches for setting fees may be particularly applicable:

- Compare PCCSR's current fee structure with other departments in the state,
- Conduct a benefit-cost analysis of each program/service and base fees off costs on past or expected user participation rates, and
- Create a bundled package for groups or multi-use.

A temporary task force should be assembled to review the fee structure to assess where adjustments (up or down) might be made based on current and future demand.

Reviewing fee structures every three years is good practice.

II. Short Term Goals (2015-2019)

1. Update Site Plan for Alice F. Keene District Park: An updated Alice F. Keene District Park Site Plan should include plans for gymnasium construction, outdoor basketball courts and pickleball (tennis) courts, ditch safety, additional parking areas, and park connectivity (trails) to surrounding areas. This plan will guide PCCSR and its partners for the coming years. Additionally, an updated plan will position PCCSR to apply for funding as available.
2. Parking: Expansion of parking at the Alice F. Keene District Park is an immediate need.
3. Maintenance and grounds equipment: Having adequate resources for maintenance staff and equipment is a constant and critical issue for parks and recreation agencies. PCCSR must purchase additional, as well as replace old maintenance and grounds equipment within the next three years (by 2018). Table 34 outlines incremental additions to maintenance equipment assets.
4. Additional facilities: The random (90.6%) and supplemental group (94.1%) surveys indicated that the community supports using county funds for new facilities for parks and recreation programs (See Appendix D. PCCSR Survey Results, Funding Support). Development of a dog agility course, tennis courts, and outdoor basketball courts for the Alice F. Keene District Park are recommendations from the community, staff and Advisory Council. According to table 26, Acreage Comparisons with NC SCOPR Standards, the development of neighborhood and community parks within the county is also crucial to meet standards. Municipalities that are below the recommended acreage include: Ayden, Falkland, Farmville, Greenville, Grimesland, Winterville and Non-Incorporated Pitt County.
5. Multi-Use Gymnasium: PCCSR is in dire need of a gymnasium. The gymnasium should include the following amenities: multi-use basketball courts (can be divided gym space but also used for special events and concerts); indoor track; locker rooms; workout equipment; classroom; and office space. Programs and activities from the *Top 20 Worldwide Fitness Trends for 2014* that should be offered at the gym include high intensity interval training, strength training, group fitness training, yoga and core training (See Appendix A: Societal Trends Impacting Parks and Recreation). This

facility will be located adjacent to the Community Schools and Recreation Center. (See Advisory Council Meeting).

6. Staffing: The public input has clearly conveyed the need for more staff and the desire to participate in workout groups and fitness classes such as yoga and pilates. PCCSR staff has indicated the need for maintenance personnel dedicated to the Park. A plan for the incremental addition of staff is outlined in Table 35.
7. Trails: The public stressed the need for more trails through and around the county. Additional trails will encourage more running, walking, biking, skateboarding and physical activity (See Appendix F. PCCSR Survey Results, Participation). Additionally, the PCCSR Advisory Council suggests installing signage for exercise stations.
8. Marketing reach: When asked if participants were familiar with PCCSR, 62.8% of the random group responded that they were not, demonstrating that marketing improvements should be a focus in the next decade. Members of the “supplemental group” reported receiving information through email (36.6%), word of mouth (32.4%), and the county website (26%). Only 5.8% reported getting information from a source such as Facebook. Very few of the members from the “random group” reported receiving information about parks and recreation programs. Some other sources of information that should be utilized to target and attract under represented populations (See Appendix F. PCCSR Survey Results, Sources of Information). It is recommended that PCCSR aggressively use a marketing program that includes an increased use of social media (See Appendix F. PCCSR Survey Results, Sources of Information), as well as traditional marketing channels as well.
 - Frequently update Facebook status with announcements of programs; develop group invites for upcoming special events.
 - Frequently utilize other social media including Twitter, Instagram and Snapchat.
 - Use radio and television.
 - Use print media including newspapers, flyers and brochures.
 - Distribute information at schools and churches.
9. Special events: Hosting special events was another recommendation from the focus groups. From the random sample, 64.6% said they had never participated in a special event, while 22.8% said they had participated a few times a year (See Appendix F. PCCSR Survey Results, Participation). Special events are a great way to ‘get the attention’ of new constituents, whereby mainstay PCCSR programs can then be marketed to them.
10. Safety: The PCCSR staff and Advisory Council emphasized the importance of higher quality security around the center and in the park. People are less likely to visit parks if they don’t feel safe while spending time there (See Appendix A: Societal Trends Impacting Parks and Recreation). PCCSR should continue working collaboratively with the Pitt County Sheriff’s Office to have community patrol Deputies make regular rounds in the park.
11. Transportation: PCCSR should continue to work with the Pitt Area Transit System to provide transportation when funds are available for that purpose. They should also continue to work with the Pitt County Council on Aging and other interested county

departments to encourage the City of Greenville bus network to service the County Home Complex since it is within the incorporated limits of the City.

12. Tourism: PCCSR is encouraged to continue partnering with the Greenville Convention and Visitor Bureau to utilize the available facilities for organized groups, family reunions and especially, sports tournaments. Attracting people to the county throughout the year has a significant impact on the local economy.

The following list of facilities and programs was created from the public input analysis (Table 25). It should be noted that: (1) these facilities and programs will require additional staffing, and (2) development will have to be phased in. These items should be considered first for development as resources allow.

Table 25. Programs and facilities most frequently identified by residents, staff, and Advisory Council

<u>Indoor Facilities</u>	<u>Outdoor Facilities</u>	<u>Programs/Activities</u>
Adaptive Sports Complex	Camping Grounds	After School Programs
Basketball Courts	Basketball Courts	Camps
Cardio Room	Bike Lanes	Computer Classes
Fitness Center	Bridge Connecting River Park North and Town Commons	Group Exercise Classes
Gymnasium Space	Competitive Swimming Pool	Karate
Indoor Pool	Dog Park Agility Course	Nutrition Classes
Recreation Center	Greenway Expansion	Safety Courses
Recycling Center	Lights	Senior Games Tournaments
Soccer Fields	Motocross	Sustainable Living Classes
Tennis Courts	Playgrounds	Triathlon
Weight Room	Skate Park	Youth Oriented Activities
	Pickleball (Tennis) Courts	
	Soccer Fields	
	Trail Expansion	
	Turf Fields	
	Water Park/Splash Pads	
	Neighborhood/Community Parks	

III. Long Term Goals (2020-2024)

1. **Connectivity:** The public phone surveys conducted by ECU CSR showed that access for bikes/ trails is a priority. According to the Outdoor Industry Foundation, bicycling is the most popular outdoor activity among youth in America (See Appendix A: Societal Trends Impacting Parks and Recreation). Sidewalks and trails leading to the recreation center could potentially bring in more community members that may not have transportation. This is also more environmentally friendly than driving to the facility. Members from the focus group stated that they would like to see a community where they can safely walk or ride their bikes to school and work. (See Public Input Analysis: Biggest Issue Faced by PCCSR).
2. **Land Use:** Future residential developments should be encouraged to set land aside for open space, community and neighborhood parks, greenways and trails. Such

investments contribute to the aesthetics of the community, increase land values, provide recreation and exercise opportunities for residents, and ultimately improve community health and the quality of life. Continue working with the Pitt County Planning and Development Department to maximize good land use planning and implement policies requiring designation of land set aside for open space, parks, greenways and trails.

3. Property Acquisition: According to Table 26, Acreage Comparisons with NC SCOPR Standards, the development of neighborhood and community parks within the county is a crucial need to meet standards. Therefore, Pitt County should work to acquire property strategically located for additional sites.
4. Master Plan: An update to the Parks and Recreation Master Plan should be undertaken in 2023, however a 5-year assessment and re-evaluation of the current plan could be completed in 2019 by a task force of the staff and Advisory Council. The table below outlines broad and/or long-range priorities for PCCSR over the next ten years (Table 26).

Table 26. Suggested priority of program and facility development for Pitt County Community Schools and Recreation

Year	Equipment acquisition	Staffing and programmatic growth	Facility and grounds maintenance	Facility and grounds expansion
2015		Hire one part-time maintenance staff person. Connect with ECU marketing or communication department to develop internship program for marketing assistance and potentially complete branding study.	Implement mowing contract.	Update <i>Site Plan</i> for Alice F. Keene Park. ¹
2015	Purchase mowing equipment	Expand maintenance position to one FTE Initiate marketing internship program.	Develop <i>Drainage Plan</i> for current Park and expansion area.	Provide adequate maintenance of sports fields. Purchase picnic tables for greenhouse property. Develop natural trail south of Park. Request designation of property to expand Park. Expand/increase Park connectivity. Program Park Gym into CIP.
2016	Replace park maintenance equipment (selected items)	Implement <i>Marketing Plan</i> .	Implement <i>Drainage Plan</i> .	Communicate need for a picnic shelter for the greenhouse property. Develop dog agility park. Develop a strategy for funding the Park Gym. Seek funding for fitness stations to be placed on trail.

Table 26. (cont.)

Year	Equipment acquisition	Staffing and programmatic growth	Facility and grounds maintenance	Facility and grounds expansion
2017		Add one full-time maintenance position. Add one part-time program position.	Upgrade trail surface.	Install outdoor basketball courts in AFK Park. Build picnic shelter on the greenhouse property.
2018		Add outdoor education programming in the Park.		Seek funding for pickleball (tennis) courts and gym for AFK Park.
2019		Evaluate benefits of part-time staff located strategically across the county.		Develop specific architectural plans for pickleball courts and gym as funding becomes available.
2020				Develop specific architectural plans for pickleball courts and gym as funding becomes available.
2021				
2022				
2023		Engage in update for <i>Master Plan (2025-2034)</i> .		
2024				

¹Alice F. Keene Park Site Plan will include plans for gymnasium construction, outdoor basketball courts and pickleball (tennis) courts, ditch safety, additional parking areas, and park connectivity (trails) to surrounding areas.

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Appendix A. Societal Trends Impacting Parks and Recreation

The remarkable growth of organized recreation, parks, leisure service organizations facilities and programs to meet the needs of the recreating public has been well documented. Despite this dramatic growth and development in the recreation and parks movement, there continue to be emerging issues and trends that need to be taken into account from a personal, community, and societal perspective. This section is intended to identify societal trends that may help shape future facility needs and program offerings of this dynamic field.

Governmental Trends

Public parks and recreation, or government leisure-service agencies, were the first type of agency to be formally recognized with the responsibility for serving the public's recreational needs. The growth of the parks and recreation movement in the United States initially began in the early 1800's as a way to help assimilate emigrants into American culture and as a way to preserve land for future generations. Set aside by President Theodore Roosevelt for the enjoyment of future generations, Yellowstone was established as our nation's first National Park in 1872. Later with the ravages of the Great Depression President Franklin Roosevelt's New Deal policy further solidified government's role as a provider and protector of our nation's parks and recreation resources.

Beginning in the early 20th century, public parks and recreation agencies have been tasked with providing facilities and recreational opportunities that were not being covered by other community agencies and resources. Government agencies have traditionally been tasked with the responsibility of managing and maintaining physical resources for recreation participation including parks, playgrounds, centers, sport facilities, lakes, marina's and other special recreational resources. Not only have governmental agencies been tasked with the management of these physical resources, public agencies have also been asked to provide planning and organization for the various events, classes and programs that occur inside and around these physical networks.

From World War II to the first decade of the 21st century, the American economy has provided the means for the development of America's recreational resources. This growth has provided local, state and federal agencies with the financial capital to develop recreational resources and programs. However with the Great Recession that began in the later half of 2008, and the resultant financial crisis, the ability of local, state and national recreation agencies to meet the public's demand for providing access to and management of current recreational resources and programming has been called into question. As future financial resources based on tax revenues are increasingly questionable, community members are increasingly becoming aware of the need for alternative methods for meeting the public's needs for recreation.

Non-profits. With local, state and federal tax revenues falling over the last several years since the Great Recession, the nonprofit sector has increasingly been taking on a larger role in the provision of recreation-based services. Much of the focus of these nonprofit agencies has been on providing recreation programming for youth-serving agencies in at-risk neighborhoods.

Although not a new role for nonprofit recreation-based agencies, nonprofits are continuing and expanding their services when local governmental agencies are unable. As governmental agencies continue to see their ability to provide services to the public diminished due to lack of funding or need, collaboration and partnerships with nonprofit agencies will continue to increase and become more common.

The American Population

America is a country of constant change. From our earliest beginnings we have been considered the melting pot of the world. Immigration and migration is changing the makeup, population size, and density of communities. America is increasingly becoming an ageing society, with different definitions of what is family, who the breadwinner is, and when we retire. Understanding these changes in the American population is providing new and exciting challenges for parks and recreational professionals and agencies.

According to McLean and Hurd (2014), these changes are more than demographic. Many of the key population shifts include both geographical and generational aspects. These include:

- More than 59% of Americans living in the South and West
- More than 53% of Americans live within 50 miles of the Eastern and Western Coast
- Comprising 30% of the total population by 2050, Hispanics are the fastest growing minority
- Although Baby Boomers (those born between 1946 and 1964) were the largest birth generation, those born between 1983 and 2001 constitute the largest birth generation with a large share of these individuals coming from outside the U.S.
- Currently four out of every five Americans (84% of the total US population) now live in city centers
- Those of minority origin will constitute 40% of the working population (25 – 64 years), and account for 90% of the growth in this age group between 2000 and 2050
- Youth are increasingly making decisions regarding family size and structure, energy and resource consumption, with an eye towards climate change and environmental sustainability

Population Diversity

Increasingly the United States (US) is becoming more and more diverse. Immigration from European countries has given way to increases in immigration from Mexico and other Latin American Countries. In 1915 the total US population was roughly 100 million people. 50 years later, the total US population reached 200 millions and 40 years later it was 300 million. During that same time, foreign-born residents represented 15%, 8%, and 12% respectively. More than half of the growth in the total U.S. population between 2000 and 2010 was due to a 43% increase in both the Hispanic (from 35.3 million in 2000 to 50.5 million in 2010) and the Asian (from 10.2 million in 2000 to 14.7 million in 2010) populations (U.S. Census Bureau, 2011).

Along with changes in ethnicity, Americans are becoming increasingly diverse and accepting of sexual orientation. More than 92% of lesbian, gay, bisexual and transgender adults believe society has become more accepting of them in the past decade and feel the acceptance will continue to grow. Also, the proportion of the general public in favor of same sex marriage has

grown from 32% in 2003 to 51% in 2013 (Pew Research, 2014c). The LGBT population, like the Millennials, tends to be less involved in churches and political parties and perhaps recreation centers can serve as social centers. Implications for park organizations include diversity training for staff, incorporating cultural materials into programs, for example ethnic-targeted music in fitness classes, and bilingual signage

The middle class is shrinking. The number of Americans who consider themselves a member of the lower class or lower-middle class has increased from 25% in 2008 to 32% in 2012, including a disproportionate number (39%) of those under 30 years of age (Morin & Motel, 2012). Implications for parks include offering larger, less expensive programs and seeking funding to offer free programs.

Generations

Young Adults: Millennials, Generation Y

Millennials, Gen X/Y, are those born between the mid-1970's and the mid-2000s, are entering adulthood and have needs distinct from previous generations. The group is the most ethnically diverse in history, with over 43% identifying themselves as non-white, and are less involved in traditional social structures, such as church membership and political affiliation, relying on social platforms to create personalized networks (Pew Research, 2014b). Implications for park organizations include relying on social media for reaching the group and catering to ethnic populations.

Middle Adults: Gen X and Baby Boomers

Gen X and Baby Boomers are approximately 40-65 years of age and currently make up the largest segment of the American population. Baby boomers are diverse in their activities and social make up. Some boomers are very sport minded and others are committed to outdoor lifestyles and different hobbies and or academic pursuits. Many of this population have begun to devote more time and work around creative endeavors and personal time with family and other personal activities. As more of this generation is moving toward retirement, they are increasingly able, physically and financially, to pursue an active lifestyle compared with retirees of the past. Many baby boomers plan to stay active and want recreation and tourism activities. Controlling approximately 75% of the nation's wealth, this segment of the population will command much of the recreation resources for many years to come.

Older Adults: Older Baby Boomers and the Silent Generation

Older Baby Boomers and the Silent Generation are currently in the mid-60's and older. Already living much longer than earlier generation, recreation and leisure are a high priority for this age group. Without work to fulfill their time, this segment of the population is finding it necessary to develop new interests and often the need to establish new relationships. Recreation professionals will need to help these generations to maintain active and creative lives well into their 70s and 80s.

The Changing Family

Largely as a response to economic stress, children are staying at home longer and the elderly are moving in with their adult children. As of 2008 over 49 million Americans (16.1% of the total population) lived in a household that contained at least two adult generations, reversing the trend for single-generation households that began just after World War II (Pew Research, 2010). Over a third (36%) of American young adults lived in their parents' home in 2012, the highest share in four decades. This is due to unemployment, increased college enrollment, and declining marriage rates (Fry, 2013). Implications include the development of family membership deals, programs geared towards multi-generational participation, and catering to young adults through appropriate programming.

The share of mothers who do not work outside the home rose to 29% in 2012, up from a modern-era low of 23% in 1999 and reversing a trend of women entering the workforce (Cohen et al., 2014). The implications for park organizations include the need for child care in recreational facilities and adapting fitness courses and league play to convenient times, such as during school hours for mothers with children in school and in the evenings, when partners may be able to take care of the children.

Marriage is declining. The number of people aged 18 to 32 getting married has been steadily declining with each generation (see Table 1) from a high marriage rate of 65% by those reaching adulthood in the 1960s to a low of 26% in the Millennial Generation, entering adulthood currently (Pew Research, 2013). Park implications include programs increasingly geared towards single people.

Table 1. Marriage Rate According to Generation

<u>Generation Group</u>	<u>Year Entering Adulthood</u>	<u>Percent Marrying (%)</u>
Silent	1960	65.0
Boomer	1980	48%
Generation X	1997	36%
Millennial	2013	26%

Source: Pew Research, 2013

In addition to extending households to relatives, pet ownership is increasing. More than 65% of all families in the United States own a pet and ownership by single people increased from 46.9% in 2006 to 54.7% in 2011, resulting in more than 75 million dogs in the United States, living in over 50 million households (American Humane Association, 2013). According to the American Veterinary Association (2012), pet ownership among single people has continued to grow. Ownership increased by 17% from 47% in 2006 to 55% in 2011 and the majority (67%) of dog owners consider their dog a member of the family. The 100 largest U.S. cities saw a 34% increase in number of dog parks from 2005 to 2010 (El Nasser, 2011), thus park organizations who currently do not have a dog park in their system should consider creating one.

Along with changing family structure, military personnel are returning to civilian life. Almost 800,000 veterans live in North Carolina (US Department Veteran Affairs, 2014). More than

27% of all veterans say that transitioning from military to civilian life is difficult, with that number reaching 44% of those who served since the 9-11 terrorist attack (Morin, 2011). Park implications include programs geared towards veterans, including athletic leagues and group discussions as well as partnering with other organizations that serve veterans, such as Higher Ground (http://www.highergroundsv.org/military_programs/), which uses recreation therapy to help rehabilitate veterans and Bowling for Veterans (<http://www.bowlforveterans.org/sample-page/fact-sheet/>), which along with operating a mail-in tournament of its namesake sport, helps sponsor six national veterans' recreational events: the Winter Sports Clinic, the Golden Age Games, the Wheelchair Games, The Summer Sports Clinic, the Training/Exposure/Experience Tournament and the Creative Arts Festival.

Our population is aging. The percentage of Americans 65 years of age and older has more than tripled from 4.1% in 1900 to 13.7% in 2012, with over 28% of these persons living alone (U.S. Health and Human Services Department Administration on Aging, 2013). Park organization implications include increasing programs directed at seniors as well as offering multi-generational programs.

Following the trend of an aging population, more adults are napping. Over a third of adults in the United States (34%) take a nap on any typical day and those who exercise more vigorously are more likely to nap (37%) than those who don't exercise (30%) (Taylor, 2009). While Parks and Recreation departments aren't likely to install quiet rooms for napping, publicizing the information on napping health benefits may increase this healthy activity.

Rising Crime

After over a decade of declining crime rates, the rate of violent crimes in the U.S. rose from 19 per thousand in 2010 to 23 per thousand in 2011, and to 26 per thousand in 2012 (Gallup Politics, 2013). People are less likely to visit parks if they don't feel safe traveling there and while being in the parks. Below are two examples of safety efforts that have been developed in response to public demand (National Recreation and Park Association, n.d.):

- Minneapolis, Minnesota – After identifying neighborhoods with the highest levels of violence in the city, three parks were chosen to implement a program named StreetReach, which assessed park use and safety perceptions, then educated community members about safety measures and encouraged them to attend park functions.
- Helena, Montana – The Parks Department partnered with the Public Health Department and Public Transit to expand the trolley system to include youth-only transportation to parks, the pool, trails, the library and other activities for free.

Wellness

Many causes of death are due to twelve dietary, lifestyle and metabolic risk factors, which may be modifiable, according to a study by Goodarz and colleagues (2009). The presence of parks and the availability of recreational programs can help improve several of these risk factors including high blood glucose, low-density lipoprotein (LDL) cholesterol, and blood pressure; overweight–obesity; high dietary trans fatty acids and salt; low dietary polyunsaturated fatty

acids, omega-3 fatty acids (seafood), and fruits and vegetables; physical inactivity; alcohol use; and tobacco smoking (Goodarz et al., 2009). The obvious beneficial impact of parks include helping increase physical activity, with the result of improving weight and blood components, but park management can also improve individual behaviors such as alcohol use and tobacco smoking.

Although there are some conflicting results, Skinner and Skelton (2014) used data from the National Health and Nutrition Examination Survey to show that all classes of obesity have increased over the last 14 years (earlier findings were that obesity has not declined significantly since 1999, with over a third of adults and 17% of children defined as obese), and morbid obesity, defined as a body mass index of greater than 40 continues to increase. Implications for park organizations are to offer programs directed at the obese, including diet instruction, healthy vending, planning farmer's markets, planting gardens, and exercise classes. Nationwide there are over 12,000 local park departments managing over 105,000 parks encompassing 6 million acres and reaching over 300 million people (Blanck et al., 2012) and the influence these organizations can have on public health is tremendous.

While the outlook on the obesity rate is gloomy, there is good news about the other significant health risk: Americans are smoking less. A recent study from the Institute of Health Metrics and Evaluation (Dwyer-Lindgren et al., 2014) showed that smoking is linked to 465,000 deaths and 12% of total health loss in the U.S. Fortunately, national tobacco smoking rates have decreased steadily since 1965, when the rate was 42.4%, down to 19.0% in 2011 (Centers for Disease Control, 2014). Sweeping smoking bans can have an effect; for example, Michigan implemented a statewide smoking ban in public places and found a statistically significant reduction in heart disease, with related hospitalizations decreasing over two percent. Implications for parks include establishing smoke-free parks and offering smoking cessation programs. Below are two examples of no-smoking parks that have been developed in response to public demand (National Recreation and Park Association, n.d.):

- Longview, Washington – a team of collaborators approached the City Council then sent a survey to nearby residents and enlisted a group of youth to gather cigarette butts to build community buy-in. After decreases of up to 30% in smoking in parks, the ban was extended to other public places with tailored messages: at the community gardens the focus was on how food tastes better without the presence of smoke; at the library grounds where the annual Squirrel Fest is held, the focus is on reducing smoking as a family function.
- Arlington, Virginia – in the face of an influential tobacco industry and no authority to pass an enforceable ordinance outlawing smoking, a health partnership installed limited voluntary smoke free zones and intends to slowly increase the coverage.

Childhood and Nature

The No Child Left Behind Act of 2001 resulted in a 47% increase in time devoted to reading and a 37% increase in math instruction time, as a percentage of total instruction time in school, which resulted in a decrease of 35% of time available for physical education and a decrease of 28% in time devoted to recess (National Coalition for Promoting Physical Activity, n.d.) This leaves

children the option to exercise later in the day, and therefore park organizations should continue to focus on strenuous activities for children after school hours.

Outside of school, children are increasingly avoiding outdoor play, which has been identified as “nature-deficit disorder” (Louv, 2008) which encompasses reduced physical activity and decreased appreciation for nature. Several groups are combating the trend:

- Two federal bills were introduced to amend the No Child Left Behind Act of 2001 to include environmental education (H.R. 3036, the No Child Left Inside Act of 2008 and H.R. 2054, the No Child Left Inside Act of 2009), but neither made it through the Senate. A third bill (H.R. 2702, the No Child Left Inside Act of 2013) was introduced in 2013 and has languished in committee.
- The No Child Left Inside Coalition was formed by the Chesapeake Bay Foundation in 2007 in support of the federal legislation and includes over 2,000 businesses, health, youth, faith, recreational, environmental and educational groups, representing over 50 million Americans (Chesapeake Bay Foundation, n.d.).
- The National Wildlife Federation announced the goal of moving 10 million kids from their indoor habitat back into the outdoors, at home, school, and parks, anywhere there is green space (Burnett, 2012).

In addition to athletic programs, children would benefit from programs that introduce the features of the natural world; for many ideas see the North Carolina Children and Nature Network at <http://ncchildrenandnature.org>.

More children are being home-schooled. The number of children aged 5-17 being taught at home has grown from 0.14% in 1999 to 3.4% in 2013 and the prediction is for continued growth (National Center for Education Statistics, 2014). Offering programs to address the recreational needs of home-schooled children may meet a growing need.

Fitness Equipment and Technology

New ways to stay fit are being continually created. Some are modifications of proven techniques and equipment and some are entirely innovative.

Workplace fitness is being encouraged. The number of businesses offering wellness programs, which includes physical activity, nutrition and tobacco use, has been increasing, and the implementation of the Affordable Care Act provision that supplements the employee insurance cost for such a program (U.S. Department of Labor, n.d.) will undoubtedly swell the popularity of programs. Park organizations might consider partnering with local businesses in designing and implementing wellness programs.

A recent weapon to help fight the nation's obesity epidemic is the free outdoor gym, which are sprouting up in city parks across the country (El Nasser, 2012). Clusters of traditional fitness equipment from elliptical machines to leg press and sit-up benches are being installed in city parks, often in poorer neighborhoods that may not have access to healthful options.

Bicycling is the most popular outdoor activity among youth in America, and is also the outdoor activity they participate in with the second-highest frequency. Among adults, it is the third most popular and the second most frequently engaged in outdoor activity, with 24% of youth and 12% of adults bicycling in 2012 (Outdoor Industry Foundation, 2013). However, commuting by bicycle is mixed, with the number of adults increasing and the number of children decreasing. The number of people who traveled to work by bike increased by about 60% over the last decade, going from 488,000 to 786,000 bicyclists from 2000 to 2012. This is a larger increase than for any other commuting mode (U.S. Census, 2014). However, the number of children traveling to school on bicycles fell from about 50% in 1969 to 15% in 2001 and today up to 30% of morning rush-hour traffic in some communities is composed of parents driving their kids to school (Safe Routes to Schools, 2007). In 2005 Congress approved \$612 million to implement Safe Routes to Schools programs nation-wide, and North Carolina is a partner in the program. More information available at <http://www.ncdot.gov/download/programs/srts/SRTS.pdf>.

There are now 303 “Bicycle Friendly Communities” in 48 states, as designated by the League of American Bicyclists, who set forth criteria such as street safety, education programming and active encouragement for bicyclists. For a complete list of BFC Attributes go to: http://bikeleague.org/sites/default/files/Attributes_of_BFC.pdf . If not interested in becoming a BFC, parks could consider expanding bike trails, offering bicycle safety training, and creating events for cyclists of all ages.

Fitness trends are continually changing. The Worldwide Survey of Fitness (Thompson, 2013) differentiates between trends and fads in the fitness world and is skewed towards fitness professionals. Trends that fell off the top 20 on the list included pilates, spinning, stability ball, pregnancy/postnatal classes, water workouts, mixed martial arts kickboxing, power training ropes, unmonitored fitness facilities, barefoot walking and running, hula hoop workout and zumba.

The top 20 Worldwide Fitness Trends for 2014 are:

1. High-intensity interval training
2. Body weight training
3. Educated, certified, and experienced fitness professionals
4. Strength training
5. Exercise and weight loss
6. Personal training
7. Fitness programs for older adults
8. Functional fitness
9. Group personal training
10. Yoga
11. Children and exercise for the treatment/prevention of obesity
12. Worksite health promotion
13. Core training
14. Outdoor activities
15. Circuit training
16. Outcome measurements
17. Wellness coaching
18. Sport-specific training
19. Worker incentive programs
20. Boot camp

Park organization implications include offering the most popular fitness programs, surveying clientele to ensure satisfaction, and possibly partnering with private fitness clubs.

Technology is being incorporated into fitness.

- Training software for personal trainers has been adapted to iPads. The application is a resource and reference guide for personal training knowledge and techniques and helps trainers to prepare for certification exams - <http://www.recmanagement.com/rmnews/0416.ace.pr.pdf>
- Fitness on Demand's digital, on-demand programming featuring hundreds of group fitness classes is now available to college campuses across the country with specially-designed playlists that appeal to the students' interests and schedules - <http://www.recmanagement.com/rmnews/0422.fitnessondemand.pr.pdf>
- The internet is very helpful in implementing volunteerism by using online programs to train volunteers, provide volunteer applications, and using social media networking to attract and maintain volunteers can save time and funds for parks and recreation professionals as well as increasing volunteer commitment (Young & McChesney, 2013).

Parks and recreation professionals are increasing use of social media groups to stay current on industry happenings. For example, LinkedIn has a number of groups with a variety of goals:

- National Recreation and Park Association - for members and supporters of the National Recreation and Park Association and anybody who believes in the value of Parks and Recreation.

Society of Outdoor Recreation Professionals – the mission is to promote, advance, and serve outdoor recreation professionals in research, planning, management, and policy development.

- Recreation and Management Technology - connects recreation professionals to share information on current issues, trends and best practices in managing recreation programs and registration and membership technology.

Parks organizations may also consider conducting training in social media available for the community, which might encourage connections that can lead to more commitment to programs, for example, implementing an exercise buddy system. Over half of Americans 16 years and older use the library, and the digital era has forced changes to library activities and formats (Pew Research, 2014a). Park organizations could learn from libraries about expanding messages into new forms of media and offering Internet service to today's digitally minded population.

Climate Change

While a controversial topic in coastal North Carolina, climate change will have impacts on coastal parks and recreation. Ironically, one benefit of climate change may be the increased availability of land deemed unfit for development due to threats of ocean inundation or flooding. These lands may be suitable for trails and boardwalks and might include information about the impacts of climate change and sea level rise on the local environment.

Conclusion

Recreation professionals have new challenges in meeting the needs of a changing society but also have a smorgasbord of research, new techniques and equipment to address those needs. An understanding of recreation trends as well as patterns of demographic change is important to

planning and operating effective parks and recreation systems. Recreation programming and plans needs to be comprehensive enough to address the multi-faceted challenges that communities face. To ensure healthy, active communities, efforts need to be made to reconnect diverse age groups and increase recreation accessibility for everyone.

Societal Trend References

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Appendix B. North Carolina Statewide Comprehensive Outdoors Recreation Plan (SCORP): Park Classification System

1. **Neighborhood Parks:** Area for intensive recreation such as field and court games, playground equipment, picnicking, and wading pools. 6-8 acres is a typical size. Examples include mini-parks serving residential areas, playgrounds, sports field complexes and combination playgrounds/sports fields/passive natural areas.
2. **Community Parks:** Area providing a wide array of active recreational opportunities including a recreation center building, fields, hard surface courts, and picnicking. Natural or landscaped areas are provided for passive recreation. May include a swimming pool or be in conjunction with a school. 10-20 acres is a typical size. Examples include large park/school complexes; recreation center/pool/sports field and court complexes; and community center/park complexes.
3. **District/Metro Area Parks:** Area serving one or more suburban or rural communities. Similar to the Community Park, these areas offer intensive recreation activities and natural environment areas. Typical size is 20-100 acres. Examples include intensively developed county parks, developed public recreation sites at large reservoirs, and state recreation areas.
4. **Local Parks:** Combines Neighborhood, Community, and District/Metro Area parks classes described above.
5. **Regional/State Parks:** Area of natural quality for natural resource-based outdoor recreation. Generally, 80% of the land is reserved for conservation and natural resource management with less than 20 percent developed for recreation. Typical size is 3,000-5,000 acres. Examples include state parks, state recreation areas, state natural areas, educational state forests and large natural resource-based county parks. Activities include nature study, picnicking, camping, fishing, boating, swimming, and various trail uses.
6. **Dispersed Use/Conservancy Areas:** Certain multiple use management approaches produce natural resource outputs such as timber, agricultural produce and minerals. Examples include state game lands, multiple use areas of national and state forests, reservoir shoreline buffer lands, and Blue Ridge Parkway acreage. Typical size should be sufficient to protect and manage the primary resource while providing secondary recreational uses.
7. **Wilderness Areas:** Area characterized by unmodified natural environment of fairly large size. Low interaction between users and evidence of others is minimal. Motorized use is not permitted. Typical size is 5,000-15,000 acres. Examples are congressionally designated National Wilderness Areas.

Appendix C. Park Inventory

Pitt County Community Schools and Recreation

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities: None

2. Community Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Facilities: None

3. District/Metro Area Parks

- Alice F. Keene District Park (33 acres): Community Schools and Recreation Center (10,000 sq. feet), concessions/restrooms, 2 lighted softball fields, 5 multi-purpose fields, 1.2 mile asphalt trail, 4 bocce courts, 4 horseshoe courts, 2 playgrounds and 2 picnic shelters.

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

- Northside Walking Trails: 2 natural trails, 1.2 miles and 2 miles, located at the Pitt County Office Complex.
- Pitt County Arboretum Trail: 0.25 miles of surface trail circling Pitt County Arboretum.

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

None

Ayden

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Veterans Memorial Park (2.6 acres): Playground equipment (swings), water fountain, 4 tennis courts, and 2 picnic shelters.
- Brown Park (0.34 acres): Playground equipment, swings, water fountains, and picnic shelter.

2. Community Parks

Community Schools and Recreation Areas/Facilities:

- Ayden Elementary School (7.0 acres): Cafeteria/Multi-purpose room, multi-purpose room picnic area, 2 baseball fields, trail, playground equipment, (swings, monkey bars, climbing apparatus).

- Ayden Middle School (14.0 acres): Gymnasium, softball field, and baseball field.
- Municipal Recreation and Park Facilities:
- Ayden Arts and Recreation Center (7.1 acres): Softball field, gymnasium, auditorium, and basketball court.
- 3. District/Metro Area Parks**
 - Ayden District Park (52 acres): Playground equipment, spray ground, picnic shelter, restrooms, water fountain, shuffleboard, two beach volleyball courts, bocce ball court, 4 horseshoe pits, disc golf course, walking track, and 2 football/soccer fields.
 - 4. Local Parks**
None
 - 5. Regional Park Reserves**
None
 - 6. Special Use Recreation Areas**
None
 - 7. Dispersed Use/Conservancy Areas**
None
 - 8. Wilderness Areas:**
None
 - 9. Historical/Cultural Areas**
Ayden Historic District

Bethel

- 1. Neighborhood Parks**
Community Schools and Recreation Areas/Facilities: None
Municipal Recreation and Park Areas/Facilities:
 - Smith Park (5.0 acres): Multi-purpose field, playground equipment and picnic facilities.
- 2. Community Parks**
Community Schools and Recreation Areas/Facilities:
 - Bethel Elementary School (3.5 acres): Gymnasium, softball field, baseball field, playground equipment, (jungle gym, swings, slide, monkey bars), trail and multi-purpose fields.
 Municipal Recreation and Park Facilities:
 - Field of Dreams (15.0 acres): 2 Baseball fields, bleachers, concession stands, restrooms, picnic shelter, playground, outdoor basketball, soccer, outdoor volleyball, grill, trail, benches and a parking lot.
- 3. District/Metro Area Parks**
None
- 4. Local Parks**
None
- 5. Regional Park Reserves**
None
- 6. Special Use Recreation Area**
None
- 7. Dispersed Use/Conservancy Areas**

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

None

Falkland

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities: None

2. Community Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Facilities: None

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

None

Farmville

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- L.S. Bennett Park (0.6 acres): 2 Basketball courts and playground equipment.
- JY Monk Park (3.1 acres): Playground equipment (swings, slide, jungle gym), volleyball court, Boys and Girls Club, and picnic shelter.
- Memorial Park (0.8 acres): Open space and benches.
- R.T. Monk Park: Picnic tables and playground equipment.

2. Community Parks

Community Schools and Recreation Areas/Facilities:

- Farmville Central High School (14.0 acres): Gymnasium, auditorium, track, softball field, baseball field, and 6 tennis courts.
- Farmville Middle School (7.5 acres): Gymnasium, baseball field, multi-use field.

- H.B. Sugg School and Sam Bundy School (3.0 acres): Multi-purpose field, playground equipment, (swings, slide, merry-go-round) picnic area, baseball field (t-ball), and trail.
- Municipal Recreation and Park Facilities:
- Baseball Practice Fields (3.0 acres): 2 fields to be used for t-ball, peewee, or girls softball.
 - Municipal Park (9.4 acres): 2 Tennis courts, 2 baseball fields, multi-use fields, 2 soccer/football fields, restrooms, batting cages, concession stand, picnic shelter, Tot Lot, playground, walking trail (2,000 feet), and off-leash dog area.
 - Farmville Community Center (1.5 acres): Recreation room, arts and crafts room, exercise room, meeting rooms, and restrooms.
 - Oliver Murphy Park: Exercise stations and walking

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

- Farmville Historic District
- The May Museum and Park

Fountain

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Jefferson Street Park (0.5 acres): Play equipment, picnic tables, and outdoor basketball court.

2. Community Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Facilities:

- Fountain Community Wellness Center (2.0 acres): Exercise equipment, meeting room

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Area

None

Greenville

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Dream Park (2.0 acres): Playground, natural play area, picnic shelter, grill, and Splash Pointe Sprayground.
- Greenfield Terrace (25.0 acres): Playground, picnic shelter with 2 grills, basketball courts, baseball field, 1/3 mile walking trail, Neos PlayStation, and restrooms. Barnes Ebron Taft (BET) Community Center with kitchenette, tables and chairs, with capacity of 150 people. Hillsdale Playground (1.7 acres): Playground with picnic shelter and grill.
- Peppermint Park (1.0 acres): Playground, hard court, and picnic shelter with grill.
- Westhaven Park (1.5 acres): Playground, baseball field, and picnic shelter with grill.
- Woodlawn Park (ADA Park) (0.6 acres): Handicap/wheelchair accessible playground, volleyball court outdoor basketball goal, and picnic shelter with grill.
- Kristin Drive (.25 acres): Playground.

2. Community Parks

Community Schools and Recreation Areas/Facilities:

- C.M. Eppes Middle School (6.0 acres): Baseball field, softball field, cafeteria/multi-purpose room, and gymnasium.
- Eastern Elementary School (6.5 acres): Cafeteria/Multi-purpose room, swings, slide, jungle gym, picnic area, playground, multi-use field and trail.
- E.B. Aycock Middle School (7.0 acres): Gymnasium, baseball field, softball field, and track.
- Elmhurst Elementary School (6.0 acres): Multi-purpose field, cafeteria/multi-purpose room, slides, climbing bars, trail, and playground
- J.H. Rose High School (20.0 acres): 2 Gymnasiums, auditorium, track, softball field, baseball field, multi-purpose fields, and 8 tennis courts.
- Ridgewood Elementary School (6.0 acres): Cafeteria, multi-purpose room, playground, and trail.
- South Central High School (20.0 acres): 2 Gymnasiums, auditorium, track, softball field, baseball field, multi-purpose field, and 6 tennis courts.
- South Greenville School (3.0 acres): Playground equipment and picnic area.
- Wahl-Coates School (4.0 acres): Cafeteria, multi-purpose room, playground equipment, swings, slides, trail, and picnic area.

- Wellcome Middle School (8.0 acres): Gymnasium, cafeteria/multi-purpose room, softball field, baseball field, multi-use field, and trail.
- Wintergreen Intermediate School (7.5 acres): Cafeteria, multi-purpose fields, playground equipment, picnic area, trail and multi-purpose room.
- Wintergreen Primary School (8.0 acres): Cafeteria, multi-purpose room, fields, playground, walking trail (shared with Wintergreen Intermediate).

Municipal Recreation and Park Facilities:

- Bradford Creek Soccer Complex (25.0 acres): 5 Regulation size soccer fields, Charles A. Vincent Field, 1 practice field, picnic shelter, and restrooms.
- Elm Street Park/Center/Gym (8.4 acres): Playground, Sara Vaughn Field of Dreams, 6 lighted tennis courts, 1 lighted youth baseball field, 4 picnic shelters with grills, lawn games area, Community Center, Green Mill Run Greenway, and the Drew Steele Center (handicapped accessible facility with meeting room, gymnasium, computers, and weight room).
- Evans Park (20.5 acres): 12 Lighted tennis courts, 2 lighted softball fields, restrooms, archery range, picnic shelter, 1 large picnic shelter and grills.
- Riverbirch Tennis Center (5.0 acres): 8 Lighted hard courts and large clubhouse.
- Thomas Foreman Park and Eppes Recreation Center (9.0 acres): Playground, Jackie Robinson League baseball field, lighted tennis courts, gymnasium, multipurpose room with kitchen, recreation center, one small picnic shelter, one large picnic shelter, and grills.
- Center for Arts & Crafts: Multi-purpose craft room, pottery facility with 6 wheels and 3 kilns, painting room, and dance.
- Greensprings Park (25.5 acres): Picnic shelter with grill, exercise trail, 1.5 Green Mill Run Greenway and connects to the South Tar River Greenway.
- Greenville Community Pool: Swimming pool with 3-12 feet water, dive tank, picnic shelter with grill, bathhouse and benches. Open during summer season.
- Guy Smith Park (11.5 acres): 2 Lighted regulation size baseball fields, 1 youth baseball field, picnic shelter with grill, and batting cages.
- H. Boyd Lee Park (92.0 acres): Picnic shelter with grill, cricket field, multi-purpose field, cross country track, exercise station, playground, walking/running trail, 3 lighted softball fields, gym with locker room, meeting room, and restrooms.
- Jaycee Park (11.5 acres): Administrative offices, Arts and Crafts center, auditorium, playground, lighted softball field, 4 lighted tennis courts, Extreme Park, picnic shelter with grill, and restrooms.
- Paramore Park (15.0 acres): Playground, tot playground, open space, walking trail, and picnic shelter with grill.
- Andrew A. Best Park (7.51 acres): Playground, ball field, ½ mile walking trail, restrooms, picnic shelter and grill.
- Extreme Park: In-line hockey rink, skateboarding, and BMX biking.
- Greenville Off-Leash Dog Area (GOLDA) (14.0 acres): Dedicated recreational site for citizens and guests whom own dogs.
- South Greenville Recreation Center (9.1 acres): Gymnasium, meeting rooms, weight room, multi-purpose field, youth baseball practice field, playground, and picnic shelter with grill.

- Town Commons and Amphitheater (19.0 acres): Open space includes 1,500' esplanade along the Tar River, Town Creek Bridge and South Tar Greenway, paved walkways, benches, boat access area, walking trails, and Veteran's Memorial.
- Matthew Lewis Park at West Meadowbrook (33.0 acres): Playground, soccer field, softball field, Little League practice field, shelter with grill and 18 hole disc golf course.

3. District/Metro Area Parks

Community Schools and Recreation Area/Facilities:

- East Carolina University North Recreational Complex: Restrooms, disc golf, exercise stations, fishing, lawn games, volleyball, kayaks, paddle boards, and trail (.5 miles and 5K).

Municipal Recreation and Park Areas/Facilities:

- Phil Carroll Nature Preserve (163.0 acres): Undeveloped park land. Future plans include camping, walking bridge, and 18 acres of fishing ponds.
- River Park North (352.0 acres): Nature park with pedal boating, hiking, fishing, natural playground, 3 primitive campsites, group camping area, 2 accessible fishing piers, large picnic shelter with grill, small picnic shelter with grill, 40 individual picnic shelters, 5 rental fishing boats, fossil pit, 3 hiking trails, sand volleyball court, and the Walter L. Stasavich Science and Nature Center. The Nature Center has a 70-seat theater, 10,000 gallon freshwater aquarium, live turtles and snakes, and wildlife dioramas.

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

- Bradford Creek Golf Course (125.0 acres): Clubhouse, retail shop, driving range, putting green, and 18-hole course.

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Perkins Complex (3.0 acres): 2 Youth baseball fields, batting cage, sand volleyball court, practice field, concession stand and restrooms. Greenville Aquatics and Fitness Center: Membership based facility with gymnasium, aerobic and exercise rooms, weight room; kids play area, indoor pool and locker rooms.
- Pitt County Fairgrounds (53.0 acres): Dispersed Use/Conservancy Areas: None

7. Wilderness Areas

None

8. Historical/Cultural Areas

- College View Historic District
- The E.B. Ficklen House and Grounds
- Greenville Museum of Art
- The Hassel-James Building
- The James L. Fleming House
- The Patrick-Arthur House
- Pitt County Courthouse

- The Robert Lee Humber House
- The Skinner-Moye House and Grounds
- Third Street House and Grounds
- Wellington B. Gray Gallery
- The William H. Long House and Grounds

Grifton

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Mattie's Mini Park (1.0 acre): Swings, monkey bars, slides, picnic shelter, basketball court.
- St. David Park and Recreation Center (2.0 acres): Picnic shelter, 2 tennis courts, paved ¼ mile walking trail, play centers, restrooms.
- Grifton Civic Center (0.8 acres): Arts and recreation room, 2-lighted tennis courts, museum.
- Creekside Overlook Park (2.0 acres): Walking trail and picnic shelter.
- Town Commons (0.75 acres): Pavilion shelter, walking trail, and benches.

2. Community Parks

Community Schools and Recreation Areas/Facilities:

- Grifton Elementary School (9.0 acres): Gymnasium, auditorium, softball field, 2 baseball fields, picnic area, and playground.

Municipal Recreation and Park Facilities:

- Contentnea Creek RV and Trail Park (25.0 acres): 10 fuel hook-up camping sites, primitive camping sites, restrooms, walking trails, playground (swings), benches, and volleyball court.
- M.B. Hodges Baseball Complex (5.65 acres): Regulation Cal Ripkin lighted baseball field, William E. Whitehurst field with regulation Cal Ripkin lighted field, restrooms, batting cage, 2 water fountains and press box.

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

- NC Wildlife Public Access -Grifton Contentnea Creek Boat Access

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

- Grifton Historical Museum of Area Culture
- Grifton Depot
- Catechna Indian Village

Grimesland

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Grimesland Community Park (0.8 acres) - Playground equipment (slide, climbing apparatus, and swings), walking trail, and 2 picnic shelters.

2. Community Parks

Community Schools and Recreation Areas/Facilities:

- G.R. Whitfield School (5.5 acres): Gymnasium, cafeteria, softball field, 2 baseball fields, T-ball field, playground equipment, trail, and picnic area.

Municipal Recreation and Park Facilities: None

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

- Grimes Plantation

Simpson

1. Neighborhood Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Areas/Facilities:

- Simpson Community Park (4.4 acres): Playground equipment (swings, slide, monkey bars, and merry-go-round), basketball court, picnic tables, and ball field.

2. Community Parks

Community Schools and Recreation Areas/Facilities: None

Municipal Recreation and Park Facilities: None

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

None

Winterville

1. Neighborhood Parks

None

2. Community Parks

Community Schools and Recreation Areas/Facilities

- A.G. Cox Middle School (4.0 acres): Gymnasium, softball field, and baseball field.
- Creekside Elementary School (7.5 acres): Playground, multi-purpose field, trail, and cafeteria/multi-purpose room.
- W.H. Robinson Elementary School (2.0 acres): Cafeteria, multi-purpose room, playground, basketball court, trail, and picnic area.

Municipal Recreation and Park Facilities

- Hillcrest Park (6.9 acres): Playground, 2 picnic shelters with grills, baseball field, basketball court, walking trail, and restrooms.
- Water Tower Park (1.4 acres): Playground.
- Winterville Recreation Park (20.9 acres): Playground, 1 picnic shelter with grill, 4 baseballs fields (2 are baseball/multi-purpose fields), covered batting cages, restrooms, 2 tennis courts, amphitheater, and walking trail.

3. District/Metro Area Parks

None

4. Local Parks

None

5. Regional Park Reserves

None

6. Special Use Recreation Areas

None

7. Dispersed Use/Conservancy Areas

None

8. Wilderness Areas

None

9. Historical/Cultural Areas

Community Museum of Winterville

Non-Incorporated Area

1. Neighborhood Parks

None

2. Community Parks

Community Schools and Recreation Areas/Facilities

- Ayden-Grifton High School (9.0 acres): Gymnasium, auditorium, track, softball field, baseball field, trail, and 6 tennis courts.

- Belvoir Elementary School (4.0 acres): Multi-purpose field, playground equipment, (swings, jungle gym, obstacle course that includes tires, steps, hurdles, and a wall), and trail.
- Chicod School (6.5 acres): Gymnasium, cafeteria, multi-purpose room, multi-purpose field, playground equipment (swings, slide, balance beam), 2 baseball fields, T-ball field, softball field, picnic shelter, and trail.
- D.H. Conley High School (15.0 acres): 2 Gymnasiums, auditorium, softball field, baseball field, 6 tennis courts, and track.
- Falkland Elementary School (4.0 acres): Multi-purpose field, picnic shelter, trail and playground.
- Hope Middle School (9.0 acres): Gymnasium, baseball field, softball field, and trail.
- North Pitt High School (15.0 acres): Gymnasium, auditorium, softball field, baseball field, track, and 6 tennis courts.
- Northwest Elementary (10.0 acres): Cafeteria, multi-purpose room, baseball field, multi-use fields, trail, and playground.
- Pactolus Elementary School (6.0 acres): Baseball field, multi-use field, swings, outdoor basketball, playground, trail, and picnic area.
- Stokes Elementary School (5.0 acres): Cafeteria, multi-purpose room, 2 baseball fields, playground, picnic shelter, basketball courts, trail, and multi-purpose field.

Municipal Recreation and Park Facilities: None

3. **District/Metro Area Parks**

None

4. **Local Parks**

None

5. **Regional Park Reserves**

None

6. **Special Use Recreation Areas**

North Carolina Wildlife Boat Access Areas - Falkland Boat Access (3.0 acres) and Port Terminal Road Boat Access (3.0 acres)

7. **Dispersed Use/Conservancy Areas**

None

8. **Wilderness Areas**

None

9. **Historical/Cultural Areas**

Green Wreath

Appendix D. Public Recreation Programs Offered in Incorporated Areas

Ayden

The following programs are available to all Ayden residents through the Ayden Arts and Recreation Department.

Athletic Teams:

- Basketball
- Basketball Camp
- Cheerleading
- Cheerleading Camp
- Football
- Football Camp
- Softball
- Softball Camp
- Tennis Camp
- Volleyball
- Volleyball Camp

Ayden Arts and Recreation supports the following programs:

- Karate Class
- Ladies Aerobics
- Line Dancing Groups
- Two Drama Camps
- Weaving Classes
- Youth Baseball

Other Programs:

- Activity Class
- Adult Art Class
- Adult Pottery Class
- Art Camp
- Youth Art Class
- Drama Camp
- Summer Day Camps
- Rocket Camp

Bethel

Bethel Recreation Committee provided the following:

- T-Ball
- Youth Baseball

Farmville

The following programs are available to all Farmville residents through the Farmville Parks & Recreation Department.

Athletic Teams:

- Basketball
- Softball
- Volleyball
- Baseball
- Midget Football

- Cheerleading
- Flag Football
- T-Ball

Other Programs:

- 4th of July Fireworks
- Adult Exercise Classes
- Pilates
- Summer Sports Camps
- Supports Senior Programs Boys and Girls Club with facilities and donation
- Support Senior Programs
- Tennis Courts (2)
- Zumba

Greenville

The following programs are available through the Greenville Recreation and Parks Department to all residents of Pitt County; however, residents living outside of the City may participate but must pay a surcharge.

Athletic Teams:

- | | | |
|-----------------|-------------------------|--------------------|
| • Aerobics | • Futsal | • Skills Clinics |
| • Archery | • Golf | • Soccer |
| • Baseball | • Gymnastics | • Softball |
| • Basketball | • Hershey's Track Meets | • Special Olympics |
| • Belly Dancing | • Kickball | • Swimming |
| • BMX Lessons | • Lawn Games | • Tai Chi |
| • Boot Camp | • Martial Arts | • Tennis |
| • Bowling | • Personal Training | • Track & Field |
| • Cheerleading | • Pickleball | • Walking |
| • Dance | • Rollerskating | • Weightlifting |
| • Flag Football | • Running | • Yoga |
| | | • Zumba |

Arts & Crafts:

- | | |
|-----------------|----------------|
| • Basket Making | • Movie Making |
| • Book Making | • Painting |
| • Caricatures | • Percussion |
| • Cartoons | • Piano |
| • Clay | • Quilting |
| • Drawing | • Sewing |
| • Fiber Arts | • Violin |
| • Mixed Media | • Watercolor |

Nature:

- Animal & Insect Education
- Bird Watching
- Boating Safety
- Campfires
- Camping
- Canoeing
- Composting
- Fishing
- Gardening
- Geocaching
- GPS
- Hiking
- Hunter Safety
- Jon Boats
- Kayaking
- Nature Center
- Outdoor Living Skills
- Pedal Boats
- Storytelling

Camps:

- Art
- Dance
- Day
- Fitness
- High Adventure
- Junior Counselor
- Nature
- Preschool
- Sports
- Spring Break
- Teen
- Winter Break

Special Events:

- Athletic Tournaments
- BMX Festival
- Doggie Pool Party
- Egg Hunts
- Friday Fun Nights
- Greenville Gives
- Halloween Festival
- Hershey's Track Meet
- Kids Triathlon
- National Parks and Recreation Month
- Nature Activities
- PirateFest
- Rec Run
- Sunday in the Park

Programs Supported by Greenville Recreation and Parks:

- Adaptive Sports Day
- Babe Ruth
- Cultural Arts Day
- Exceptional Community Football League
- Exceptional Community Baseball League
- Fourth of July
- Greenville Titans
- Heart & Soul Choir
- Jackie Robinson
- Little League
- Pitt Greenville Soccer Association
- Pitt LaCrosse
- Senior Games
- Sing for Joy
- SportsFest

Social Groups:

- Bingo
- Bridge
- Clubs
- Dances
- Leadership
- Preschools Groups
- Trips

Other:

- Educational Classes
- Guest Speakers
- Rentals

Grifton

Grifton Recreation Committee provides:

- Youth Baseball (Ages 5-16)

Grimesland

- Youth Baseball
- Walk the Walk-Month long walking programs – prizes awarded

Simpson

- Youth Baseball

Winterville

The following programs are available to all Winterville residents through the Winterville Parks & Recreation Department.

Athletic Teams:

- Adult Softball
- After School Basketball
- Baseball
- Cheerleading
- Flag Football
- Football Camp
- Soccer
- Tackle Football
- Travel Baseball Tournaments
- Travel Softball Tournaments

Other Programs:

- Aerobic Line Dancing
- Bingo
- Christmas Parade
- Christmas Tree Lighting
- Community Yard Sale
- Easter Egg Hunt
- Halloween Trail
- Outdoor Concerts
- Outdoor Movies
- Road Race 5K/1 Mile
- Senior Programs

Special Events in Incorporated Areas

Ayden	Ayden Collard Festival
Greenville	Greenville International Festival
	July 4 th Celebration
	Kids Fest
	Pitt County Fair
	Sunday in the Park
Bethel	Bethel Harvest Festival
Farmville	Farmville Dogwood Festival
	July 4 th Celebration
Grifton	Grifton Shad Festival
Fountain	Peanut Festival
Winterville	Winterville Watermelon Festival

Quasi-Public Recreation Facilities

Ayden	Boys and Girls Club of Pitt County
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Farmville	Boys and Girls Club of Pitt County
Fountain	Fountain Youth Development
Greenville	Boys and Girls Club of Pitt County East Carolina University Little Willie Center Magnolia Arts Operation Sunshine Wesley Foundation
Winterville	Pitt Community College

Private/Commercial Recreation Facilities

Ayden

- Horseback Riding
- Karedon Farm
- Show Spree Stables

Farmville

Dance Training

- Dance Unlimited
- A Step Above

Golf and Country Clubs

- Farmville Golf and Country Club

Horseback Riding

- Chet Soule Stables
- JAJ Branchwood Morgan Horses
- La Mirage Stables

Museums

- Farmville Community Arts Council
- May Museum and ParkGrifton
- Historical Museum and Indian Village of Grifton

Horseback Riding

- Victory Corral Stables

Greenville

Bowling

- AMF E. Carolina LanesD

Dance Training

- Greenville Civic Ballet
- Greenville Dance Company Inc.
- Greenville Theater Arts Center
- Katura Dance Academy
- Little Peoples Creative Workshop
- NC Academy of Dance Arts

Dive Centers

- Blue Regions SCUBA
- Rum Runners

Golf and Country Clubs

- Brook Valley Country Club
- Greenville Country Club
- Ironwood Golf and Country Club

Gymnastics Training

- Cheer Connection
- East Carolina Cheerleading/Tumbling School
- Roses Gymnastics Training Center

Health Clubs

- Advanced Trainers
- Body Sculptors
- Champions Health and Fitness
- Drew Steele Center
- Excel Fitness & Training
- Extreme Gym
- Female Fitness Center
- Fit for Life 24
- Fitness By Vidal
- Flex Appeal
- Greenville Tennis & Fitness Center
- Intone Fitness
- LF Service, Inc.
- SNAP Fitness
- Tier One
- Vidant Wellness Center
- Zed Mitchell MMA and Boxing

Horseback Riding

- Blue Banks Farm
- Carousel Farm
- GDJ Center
- Haddock Stables
- Holly Ridge Stables
- Milestone Farm
- Rock Springs Equestrian Center

Martial Arts

- Academy of Aikido & Arnis
- All American Martial Arts Academy

- ATA Martial Arts of Greenville
- Bemjo Karate
- Charles June Karate Institute
- Fearless Fighting
- King Tigers Tae Kwon Do
- Korean Martial Arts Academy of Greenville
- Unified Martial Art

Movie Theaters

- Carmike 12
- Greenville Grande

Museums

- A Time for Science
- Eastern Carolina Village & Farm Museum
- Go Science
- Greenville Museum of Art

Skating

- Bladez on Ice

Tennis

- Baywood Tennis Center
- Courtside Athletic Center
- Greenville Tennis and Fitness Center
- Match Point Racquet Club

Winterville

- Sarah Law Softball Complex
- The Zone
- Winterville Historical & Arts Museum

Non-Incorporated Areas

Campgrounds

- Tranter's Creek Resort & Campground

Golf and Country Clubs

- Ayden Golf and Country Club

Hunting Clubs

- Contentnea Creek Hunting Preserve Kennel & Clays
- Haddocks Farm Shooting Preserve
- Paradise Hunting Preserve
- Wildwood Shooting Preserve

Tennis

- Match Point Tennis Center

Public and Private Membership Pools

- Ayden Golf and Country Club (non-incorporated)
- Bethel Swim Club
- Brook Valley Country Club
- Cherry Oaks Pool and Fitness Center
- Farmville Golf and Country Club
- Greenville Aquatics and Fitness Center
- Greenville Golf and Country Club
- Greenville Municipal Pool (public)
- Greenville Tennis and Fitness Center
- Ironwood Country Club
- Fitness Connection
- Quail Ridge Pool
- Windsor Pool
- Vidant Wellness Center

Appendix E. Pitt County Community Schools and Recreation Survey Instrument

Through the leadership of Community Schools and Recreation and the Planning and Development Department, Pitt County has initiated an effort to update the Pitt County Comprehensive Park and Recreation Master Plan. A key component of this project will be the input of citizens. This survey is designed to determine parks and recreation needs and levels of interest and participation of citizens across the county. Community members are encouraged to share approximately 15 minutes of their time in helping Pitt County identify the key role parks and recreation play in the health and well-being of the community, as well as gauge community support. Results of the survey will also provide the framework and priorities for the County's future recreation programs and facilities.

Your participation is **voluntary** and you may stop the survey at any time. All responses will remain completely **confidential** and will never be linked to any participant individually. Thank you in advance for your time and participation.

Surveys may be physically returned to any of the following locations:

Recreation Center in the Alice F. Keene Park
4561 County Home Road
Greenville, N.C. 27858

Pitt County Planning and Development Department, Development Services Building
1717 W. 5th Street
Greenville, N.C. 27834

Pitt County Soil and Water Conservation Office, Suite #4 in the Agricultural Center
403 Government Circle
Greenville, N.C. 27834

Surveys may be returned by mail to the following address:

Pitt County Community Schools and Recreation
4561 County Home Road
Greenville, N.C. 27858

For questions, contact Alice Keene or Rita Roy at 252-902-1975

Q1 Do you or anyone in your household participate in any public recreation programs or use any public recreation facilities in Pitt County?

- Yes
- No

If 'No' Is Selected, Then Skip To **Question 8**

Q2 What types of programs do you or anyone in your household participate in? Please select all that apply.

- Youth sports
- Adult sports
- Youth programs
- Classes
- Senior activities
- Special events
- General park activities

Q3 What specific public programs do you or anyone in your household participate in? Please write the name(s) below.

Program 1

Program 2

Program 3

Program 4

Program 5

Q4 What public recreation facilities do you or anyone in your household use? Please write the name(s) below.

Facility 1 _____	Facility 6 _____
Facility 2 _____	Facility 7 _____
Facility 3 _____	Facility 8 _____
Facility 4 _____	Facility 9 _____
Facility 5 _____	Facility 10 _____

Q5 On average, how many hours per week do you or someone in your household participate in any public recreation programs or use any public recreation facilities in Pitt County?

- Less than 1 hour per week 4-7 hours 12-15 hours
 1-3 hours 8-11 hours More than 15 hours per week

Q6 Please indicate your level of agreement with the following statement. 'Public parks and recreation opportunities have improved my health and/or the health of others in my household.'

- Strongly Disagree
 Disagree
 Neither Agree nor Disagree
 Agree
 Strongly Agree

Q7 Please rate your satisfaction of the following about public parks and recreation in Pitt County.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A or Don't Know
Program variety	<input type="radio"/>					
Program fees	<input type="radio"/>					
Quality of Instructors	<input type="radio"/>					
Location of facilities	<input type="radio"/>					
Quality of facilities	<input type="radio"/>					
Facility availability	<input type="radio"/>					

Q8 Are you familiar with Pitt County Community Schools and Recreation?

- Yes
 No

If 'No' Is Selected, Then Skip To **Question 15**

Q11 Please rate the quality of each of the following items.

	Very poor	Weak	Fair	Good	Excellent	N/A or Don't Know
The existing Pitt County Community Schools and Recreation programs	<input type="radio"/>					
The existing Pitt County Recreation facilities including the Alice F. Keene District Park and School Parks	<input type="radio"/>					
The accessibility of Pitt County recreation programs	<input type="radio"/>					
The accessibility of Pitt County recreation facilities	<input type="radio"/>					

Q12 What are your three favorite recreation activities that are provided by Pitt County Community Schools and Recreation? Please write the name(s) below.

Activity 1 _____
 Activity 2 _____
 Activity 3 _____

Q13 What three programs or activities would you like to see provided in the future by Pitt County Community Schools and Recreation? Please write the name(s) below.

Activity 1 _____
 Activity 2 _____
 Activity 3 _____

Q14 How do you receive information about park and recreation programs/events sponsored by Community Schools and Recreation? Please select all that apply.

- Newspaper
- Brochure/Flyers
- Posters
- County website
- Email
- Facebook
- Word of mouth
- Alertnow (phone message)
- Other (specify below)

Q15 How often do you or anyone in your household visit the Alice F. Keene Park located on County Home Road during each of the following seasons?

	Less than once a month	Once a month	Once a week	More than once a week	Never
Fall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 How important are park and recreation facilities and programs to the quality of life in Pitt County?

- Not at all Important
- Very Unimportant
- Neither Important nor Unimportant
- Very Important
- Extremely Important

Q17 What three public recreation and park facilities would you like to see developed or built in Pitt County? Please write your response(s) below.

Facility 1 _____
 Facility 2 _____
 Facility 3 _____

Q18 What facilities would you like to see added to the Alice F. Keene Park? Please write your response(s) below.

Q19 How important are the following reasons to your participation in parks and recreation activities?

	Not at all Important	Very Unimportant	Neither Important nor Unimportant	Very Important	Extremely Important
Stay active (improve physical health)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend time with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socialize with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be outdoors/Enjoy nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club/Group activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relieve stress or anxiety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Which of the following reasons limit your participation in recreation program/activities in Pitt County? Please select all that apply

- Too busy
- Aging/Less able to get out
- Not interested
- Not enough activities for children
- Not enough activities for teens
- Not enough activities for adults
- Not enough activities for older adults
- Too crowded
- Lack of transportation
- Cost/Fees of participation
- Unaware of/Don't know about activities
- Other (specify below) _____

Q21 Would you support the use of Pitt County funds for the following items?

	Yes	No
New or renovated parks and recreation facilities	<input type="radio"/>	<input type="radio"/>
Existing or new parks and recreation programs	<input type="radio"/>	<input type="radio"/>

Q22 This question has been removed.

Q23 Please indicate your level of agreement with the following statement.

‘Pitt County Schools facilities should be available for public recreation activities when not being used by students and teachers.’

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

If ‘Neither Agree nor Disagree’, ‘Agree’, or ‘Strongly Agree’ Is Selected, Then Skip To **Question 25**

Q24 Why should Pitt County School facilities not be allowed for public recreation use during non-school hours? Please write your response(s) below.

Q25 Please indicate your level of agreement with the following statement.
‘New recreation facilities should be developed at school sites for use by the public during non-school hours.’

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

Q26 Why should new facilities not be developed for public recreation use during non-school hours? Please write your response below.

Q27 How many times per month do you or members of your household visit school parks or playgrounds during non-school hours?

- Less than once a month
- Once a month
- Once a week
- More than once a week

Thank you for answering questions about parks and recreation in Pitt County. We would like to conclude this survey by requesting demographic information. Please tell us about yourself.

Q28 Which of the following best describes your household?

- Single
- Couple with no children
- Single-parent household with children
- Couple with children
- Retired, no children

Q29 If you have children at home, how many children do you have in each of the following age groups? Please record a single digit number next to each category.

For example, a son age 6 and a daughter age 8 would result in a '2' next to the '6 to 11 years of age' category.

Under 6 years of age _____
6 to 11 years of age _____
12 to 18 years of age _____

Q30 Is your home located in Pitt County?

- Yes
- No

If 'No' Is Selected, Then Skip To **Question 35**

Q31 Is your home located within a town or city in Pitt County?

- Yes
- No

If 'No' Is Selected, Then Skip To **Question 33**

Q32 Which municipality is your home located in?

- Ayden
- Bethel
- Falkland
- Farmville
- Fountain
- Greenville
- Grifton
- Grimesland
- Simpson
- Winterville
- Other (specify below) _____

Q33 How long have you lived in Pitt County?

- Less than 5 years
- 6 – 10 years
- 11 – 20 years
- More than 20 years

Q34 Which of the following best describes your home in Pitt County?

- Primary home
- Secondary/Summer home
- Rental Property

Q35 How old are you?

- 18 – 24
- 25 – 35
- 36 – 44
- 45 – 64
- 65+

Q36 Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin

Q37 What is your race?

- | | | |
|--|---------------------------------------|--|
| <input type="radio"/> White | <input type="radio"/> Chinese | <input type="radio"/> Guamanian or Chamorro |
| <input type="radio"/> Black, African Am. | <input type="radio"/> Filipino | <input type="radio"/> Samoan |
| <input type="radio"/> American Indian or Alaska Native | <input type="radio"/> Japanese | <input type="radio"/> Other Asian |
| <input type="radio"/> Asian Indian | <input type="radio"/> Korean | <input type="radio"/> Other Pacific Islander |
| | <input type="radio"/> Vietnamese | |
| | <input type="radio"/> Native Hawaiian | |

Q38 What is your gender?

- Male
- Female

Q39 What is the highest level of education that you have completed?

- Less than 9th grade
- 9th-12th grade, no diploma
- High school graduate, includes GED
- Some college, no degree
- Associate Degree
- Bachelor's Degree
- Graduate or Professional Degree

Q40 What is your total household income?

- Under \$20,000
- \$20,000-40,000
- \$40,000-60,000
- \$60,000-80,000
- \$80,000-100,000
- \$100,000+

Q41 Finally, are there any additional comments you would like to share regarding Pitt County Community Schools and Recreation and its programs and facilities? Please write your response(s) below.

Thank you for your participation in this survey. Your feedback will be used to improve Pitt County Community Schools and Recreation and overall quality of life in Pitt County.

-----End of Survey-----

Appendix F. Pitt County Community Schools and Recreation Survey Results: Full Report

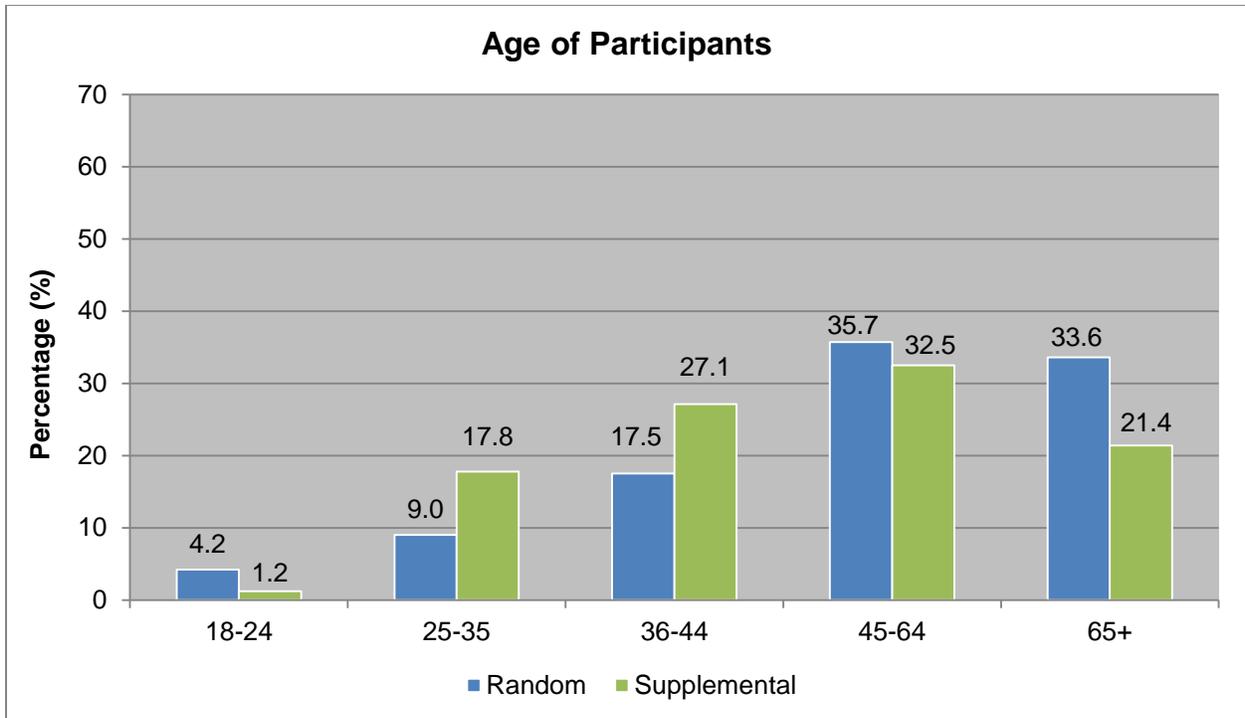
Sample Demographics

Overall, the demographic profile of participants in the random sample was relatively identical to the demographic profile of Pitt County. Therefore, the following sample demographics can be viewed as comparable to the entire population of Pitt County. However, one disparity was found in regard to the proportion of men and women in the random sample. Specifically, the random sample had a considerably larger portion of women than what is actually present in Pitt County. In turn, the random sample was weighted to more closely represent the gender profile of Pitt County. The final gender profile of the random sample included 46.5% men and 53.5% women.

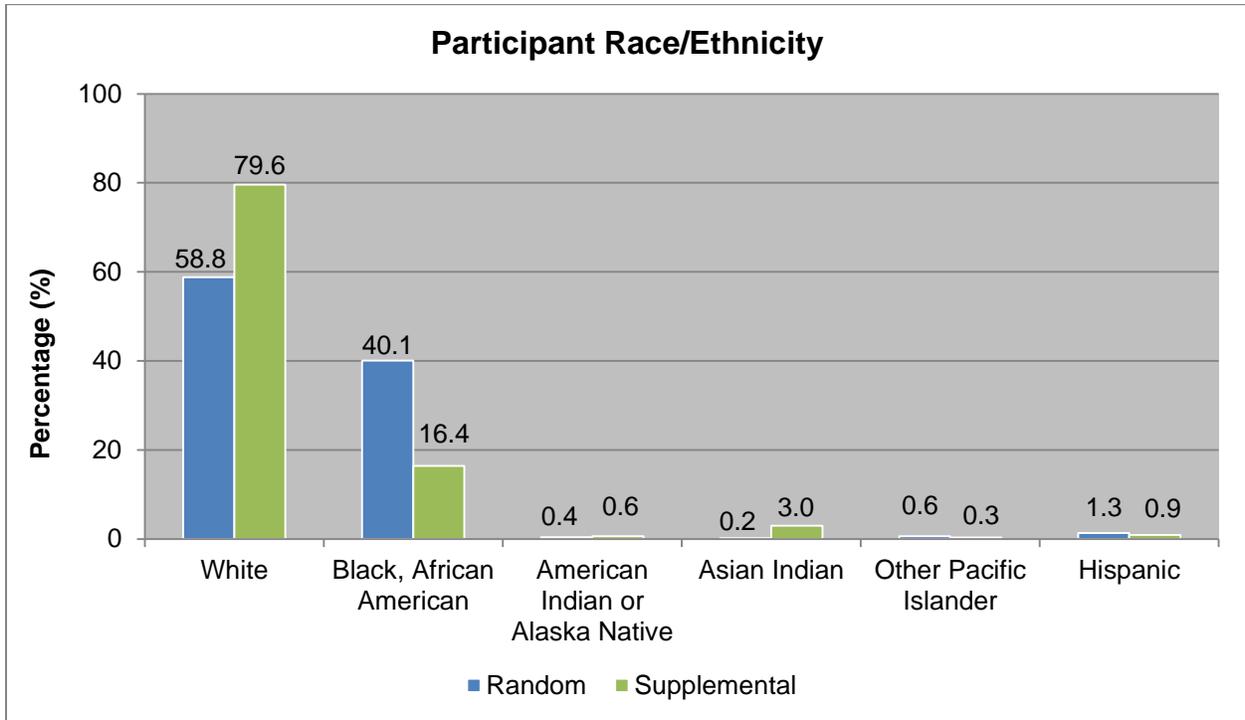
In contrast, the supplemental sample, which was not subjected to data weighting, demonstrates a larger portion of women (73.5%) than men (26.5%).

Participant Characteristics – Gender			
		Percent	Freq(N)
Male	R	46.5%	197
	S	26.5%	86
Female	R	53.5%	226
	S	73.5%	239
Total Random (N)			423
Total Supplement (N)			325

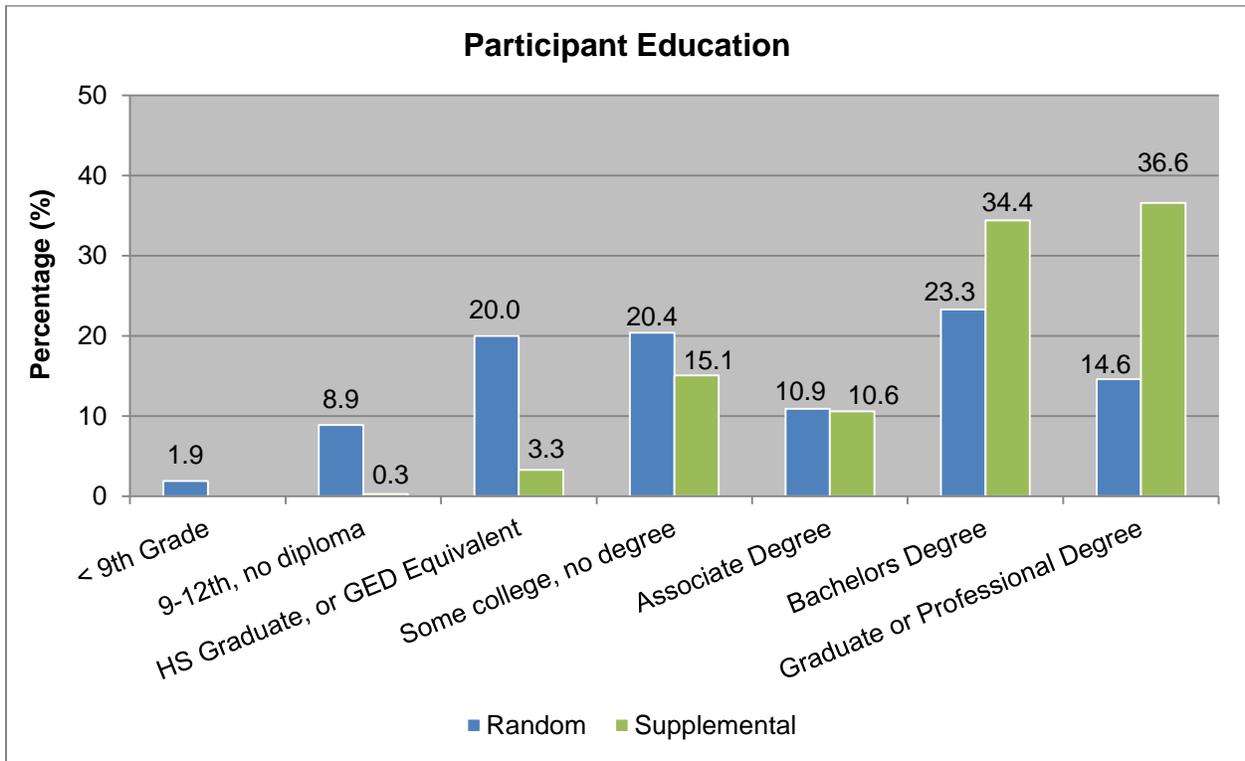
In regard to age, both samples shared a relatively similar distribution of participants in each of the five age categories. Specifically, both the random and the supplemental sample had the smallest portion of participants in the 18-24 year old age category (4.2 and 1.2%, respectively). Furthermore, participants in the 45-64 year old age category comprised the largest portion of the random and supplemental samples (35.7 and 32.5%, respectively). In contrast, the samples differed from one another in regard to their second largest age category, as the random sample's second largest portion consisted of participants 65 years of age or older (33.6%) and the supplemental sample's second largest portion consisted of participants between the ages of 36 and 44 (27.1%).



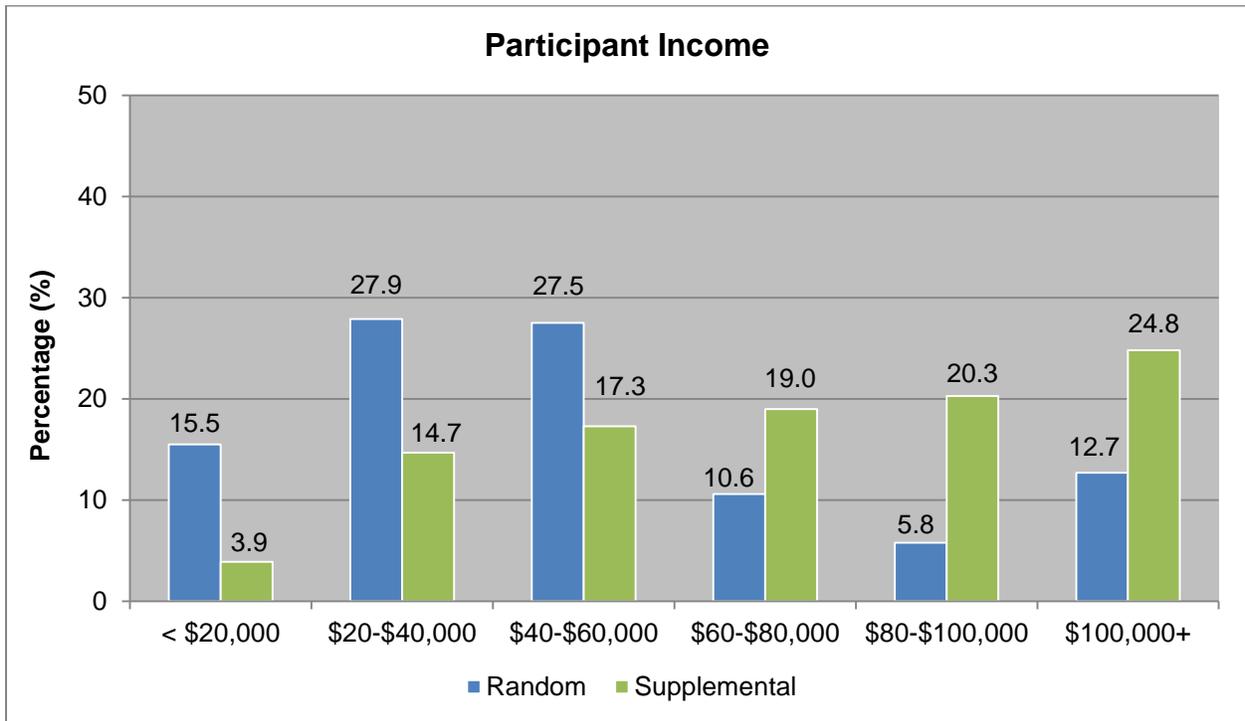
Regarding racial distribution, the largest portion of participants in both the random (58.8%) and supplemental (79.6%) sample were White. Following, 40.1% of participants in the random sample and 16.4% of participants in the supplemental sample were Black/African American. Finally, very small frequencies of participants indicated that their racial was any of the other options. An additional question was included in the survey, which asked participants if they were Hispanic. Only 1.3% of participants in the random sample and 0.9% of participants in the supplemental sample indicated that they were of Hispanic origin.



In regard to education, the largest portion of participants in the random sample held a Bachelor’s degree (23.3%), followed by some college with no degree (20.4%) and high school graduates (20%). The supplemental sample had higher educational attainment with 34.4% holding a Bachelor’s degree and 36.6% holding a graduate or professional degree. Thus, the random sample was more normally distributed in terms of education level while the supplemental sample contained participants with mostly higher levels of education.



Household income levels in the random sample were mostly between \$20,000 and \$60,000 (55.4%) whereas income levels of the supplemental sample were mostly \$60,000 or above (64.1%). The most common household income for the random sample was \$20,000-\$40,000 (27.9%), followed closely by \$40,000-\$60,000 (27.5%). The most common household income for the supplemental sample was \$100,000+ (24.8%), followed by \$80,000-\$100,000 (20.3%) and \$60,000-\$80,000 (19.0%). Together, these results reveal that the supplemental sample had higher annual incomes than the random sample.



Household Characteristics

Most participants in the random sample were retired and had no children living in their household (32.3%), followed by those who were living with a partner and children at home (23.3%), or were single (22.3%). The supplemental sample contained more participants living with a partner and children (47.4%) and less single persons (8.4%).

Additionally, the random sample captured more of the rental population in Pitt County (15.3%), compared to less than 6% in the supplemental sample. Primary homeowners were the majority in both samples.

Description of Participant Household-Property Type			
		Percent	Freq(N)
Primary home	R	84.2%	347
	S	94.3%	297
Secondary/Summer home	R	0.5%	2
	S	0.6%	2
Rental property	R	15.3%	63
	S	5.1%	16

Description of Participant Household-Demographics			
		Percent	Freq(N)
Single	R	22.3%	94
	S	8.4%	28
Couple with no children	R	13.9%	59
	S	10.5%	35
Single-parent household	R	8.2%	35
	S	7.8%	26
Couple with children	R	23.3%	98
	S	47.4%	158
Retired, no children at home	R	32.3%	136
	S	25.8%	86

Of the households with children, the random sample was approximately evenly distributed, with households having children under the age of six (10.8%), between the ages of six and 11 (16.8%), and between the ages of 12 and 18 (15.4%). The supplemental sample reported having more children between the ages of six and 11 (27.6%), as well as 12 and 18 (24.1%), than under the age of six (13.5%).

Description of Participant Households with Children			
		Percent	Freq(N)
Under 6 years	R	10.8%	46
	S	13.5%	51
Between 6-11 years	R	16.8%	71
	S	27.6%	104
Between 12-18 years	R	15.4%	65
	S	24.1%	91

Nearly all participants in both samples considered themselves as residents of Pitt County. Furthermore, almost all participants in the random sample (96.2%) reported living in a town or city in Pitt County.

Location of Participant Household			
		Percent	Freq(N)
In Pitt County (Yes)	R	98.1%	412
	S	95.8%	320
In a town/city in Pitt County (Yes)	R	96.2%	396
	S	74.8%	238

Specifically, most participants live in Greenville (61.9%), Winterville (16.1%), Farmville (8.8%), or Ayden (5.8%). In contrast, less of the supplemental sample reported living in a town or city in Pitt County (74.8%). However, of those who do live within Pitt County, most reported living in Greenville (62.4%), Winterville (24.5%), Farmville (3.4%), or Ayden (3.4%).

Town or City of Participant Household							
Town		Percent	Freq(N)	Town		Percent	Freq(N)
Ayden	R	5.8%	23	Greenville	R	61.9%	246
	S	3.4%	8		S	62.4%	148
Bethel	R	0.3%	1	Grifton	R	3.2%	13
	S	1.3%	3		S	0.4%	1
Falkland	R	0.3%	1	Grimesland	R	1.4%	6
	S	0.4%	1		S	2.1%	5
Farmville	R	8.8%	35	Simpson	R	1.2%	5
	S	3.4%	8		S	1.3%	3
Fountain	R	0%	0	Winterville	R	16.1%	64
	S	0.3%	1		S	24.5%	58

Almost half of each sample reported living in Pitt County for over 20 years. Among the other three time intervals, the random sample was more evenly distributed than the supplemental sample. The second most frequent response for the supplemental sample was 11-20 years (25.8%), whereas this was the choice for the smallest portion of participants in the random sample (13.5%). In turn, as a whole, the supplemental sample reported living in Pitt County longer than the random sample.

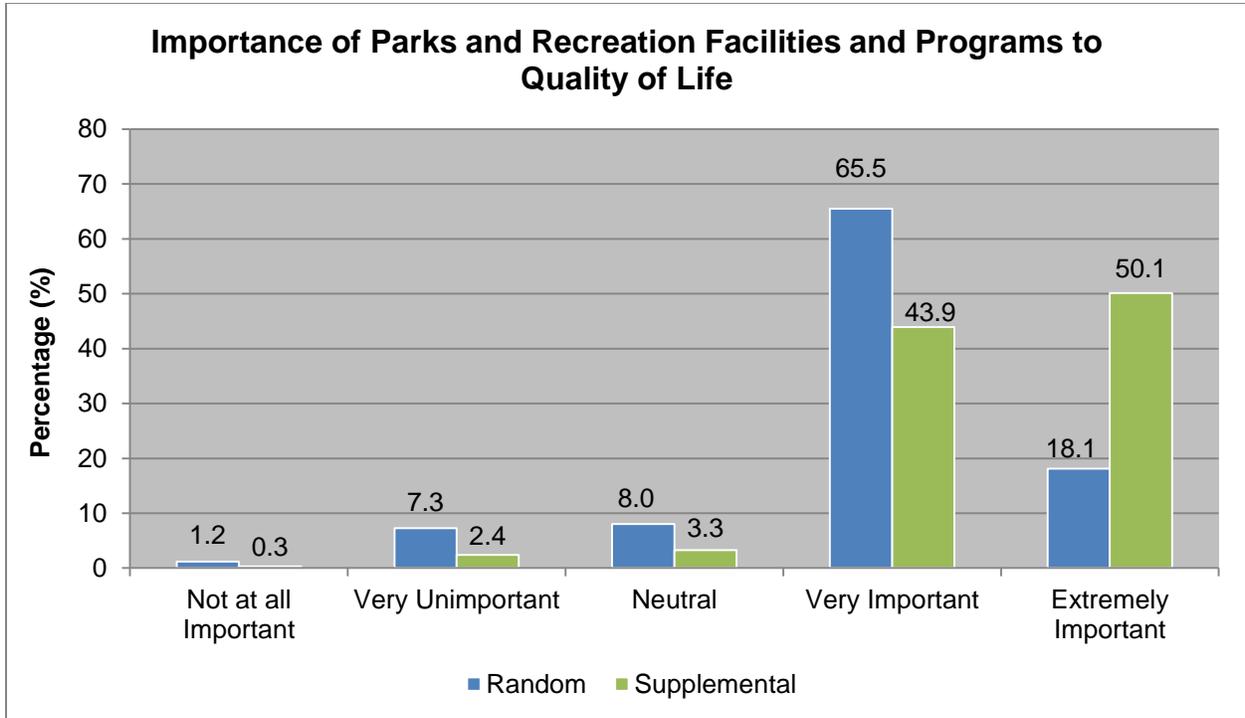
Length of Time Living in Pitt County			
		Percent	Freq(N)
Less than 5 years	R	19.3%	80
	S	11.3%	36
Between 6-10 years	R	19.1%	79
	S	15.7%	50
Between 11-20 years	R	13.5%	56
	S	25.8%	82
More than 20 years	R	48.1%	199
	S	47.2%	150

Quality of Life

Importance

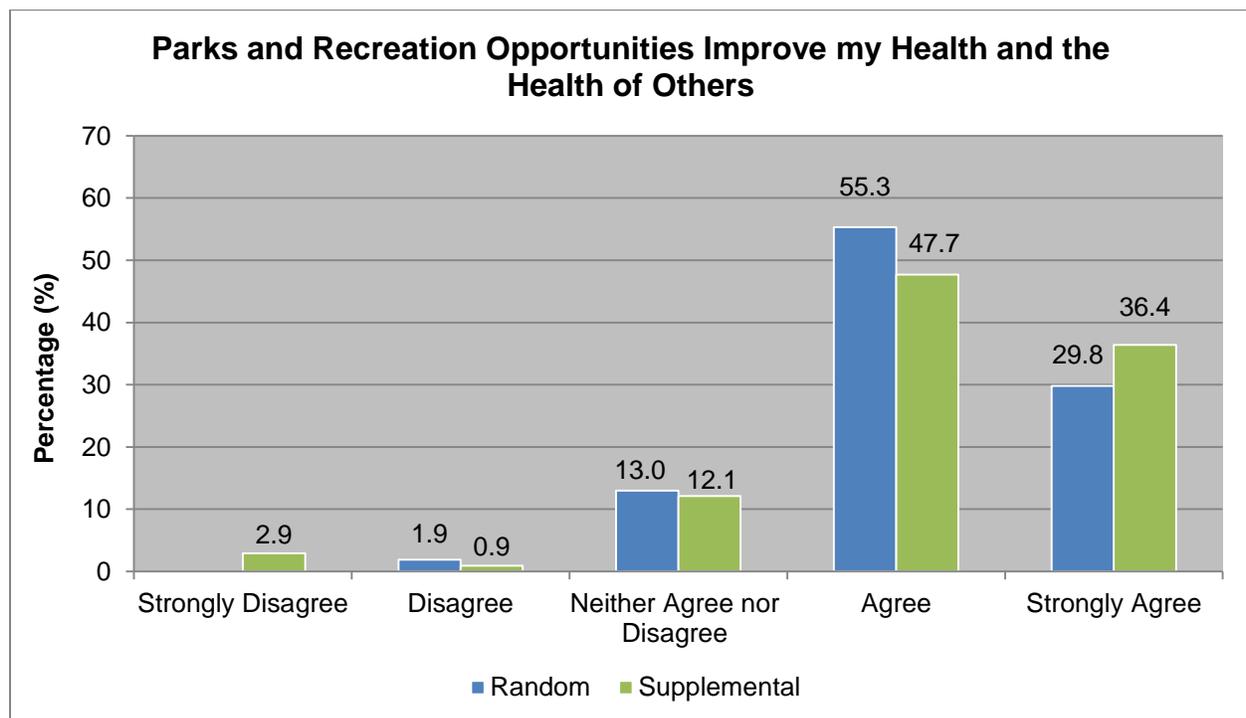
Participants were asked to indicate how important the Pitt County parks and recreation facilities and programs were to their overall quality of life. The majority of participants from the random sample reported that the facilities and programs were very important to quality of life (65.5%); however, only 18.1% indicated that they were extremely important. In contrast, the majority of

participants in the supplemental sample indicated that the parks and recreation facilities and programs were extremely important to quality of life (50.1%). These results may indicate that those who use the facilities and programs make a stronger connection between quality of life and parks/recreation.



Health Improvement

Using a 5-point scale ranging from “Strongly Disagree” to “Strongly Agree”, participants were asked to indicate their level of agreement with the following statement: “Public parks and recreation opportunities have improved my health and/or the health of others in my household.” The majority of participants from both samples indicated that they agreed with the statement. Additionally, in comparison to the random sample (29.8%), a larger portion of participants in the supplemental sample (36.4%) indicated that they strongly agreed with the statement. Finally, very few participants from each sample reported that they disagreed or strongly disagreed with the statement. Again, those who think that parks and recreation is valuable may be more frequent users and thus chose to be a part of the supplemental sample.



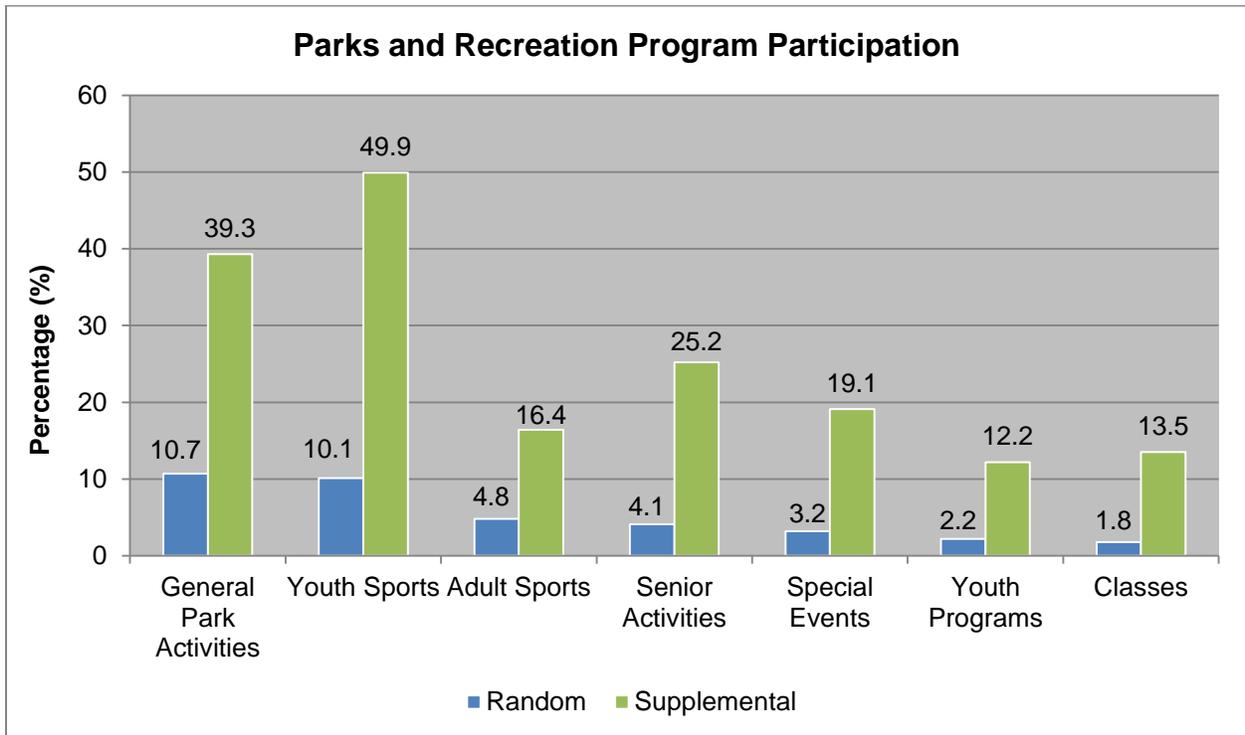
In addition to the above-mentioned survey responses regarding health and well-being, focus group participants were asked to report what they believed was the best thing about parks and recreation opportunities. Overall, focus group participants enjoy the accessibility and community involvement of parks and recreation activities. Many respondents reported that the best aspect was “being able to use the schools”, which included using the “auditorium, performing arts center, cafeteria, and gyms.” Participants also enjoyed “community members being able to rent the space” and the “wide variety of programs.” Finally, participants believed there was quality community involvement, stating “they (Pitt County Community Schools and Recreation) integrate themselves well into the community and represent activity and health”, “they put information out through their website and on TV”, and “it’s (parks and recreation opportunities) accessible.”

Parks and Recreation Usage

In regard to parks and recreation participation, the majority of participants in the supplemental sample (92.5%) reported that they participate in programs or utilize facilities. In contrast, only 28% of the random sample indicated participation in parks and recreation activities. As expected, the supplemental sample reported a higher level of engagement with Pitt County parks and recreation than the random sample. In turn, it is reasonable to expect that subsequent differences observed between the random and supplemental samples may be attributed to differences in parks and recreation usage.

Do you or anyone in your household participate in any public recreation programs or use any public recreation facilities in Pitt County?			
		Percent	Freq (N)
Yes	R	28.0%	118
	S	92.5%	347
No	R	72.0%	304
	S	7.5%	28
		Total Random (N)	422
		Total Supplemental (N)	377

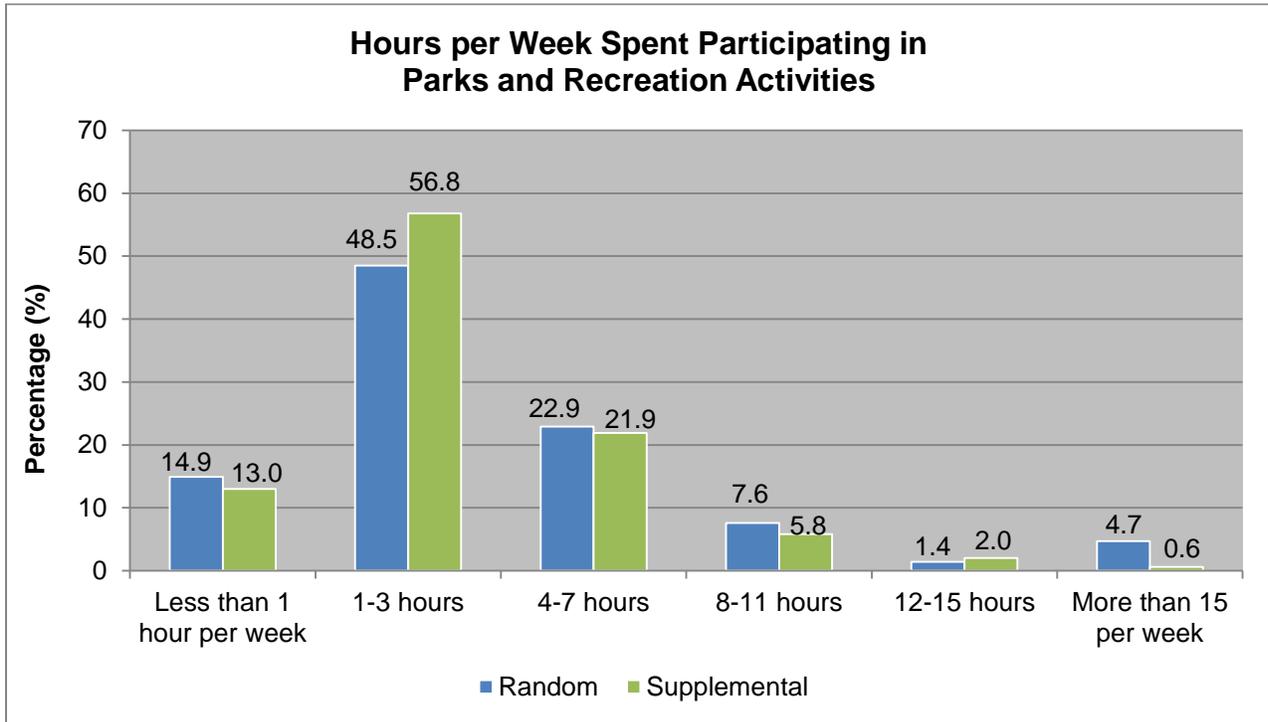
Next, survey respondents who reported participation in public recreation programs or utilization of facilities were asked to select the programs or activities they typically participate in from a pre-specified list. Approximately half (49.9%) of participants in the supplemental sample indicated participation in youth sports, whereas only 10.1% of the random sample made this selection. Similarly, 39.3% of the supplemental sample and 10.7% of the random sample participates in general park activities. Finally, the two least frequently reported choices for both samples were youth programs and classes.



Participants were also asked to list specific programs that they participated in that were not included on the pre-specified list. Programs listed include soccer (11%), youth soccer (7%), baseball (5%), basketball (5%), softball (5%), youth baseball (4%), exercise programs (4%), volleyball (4%), and dance (4%).

Additionally, participants listed the specific public recreation facilities that they use. Facilities listed include H. Boyd Lee Park (20%), Elm Street Recreation Center (14%), Greenway (14%), Alice F. Keene Park (10%), Aquatic Center (8%), JC Park Recreation Center (6%), Senior Center (6%), Firetower Parks (4%), Peppermint Park (4%), and River Park North Recreation Center (4%).

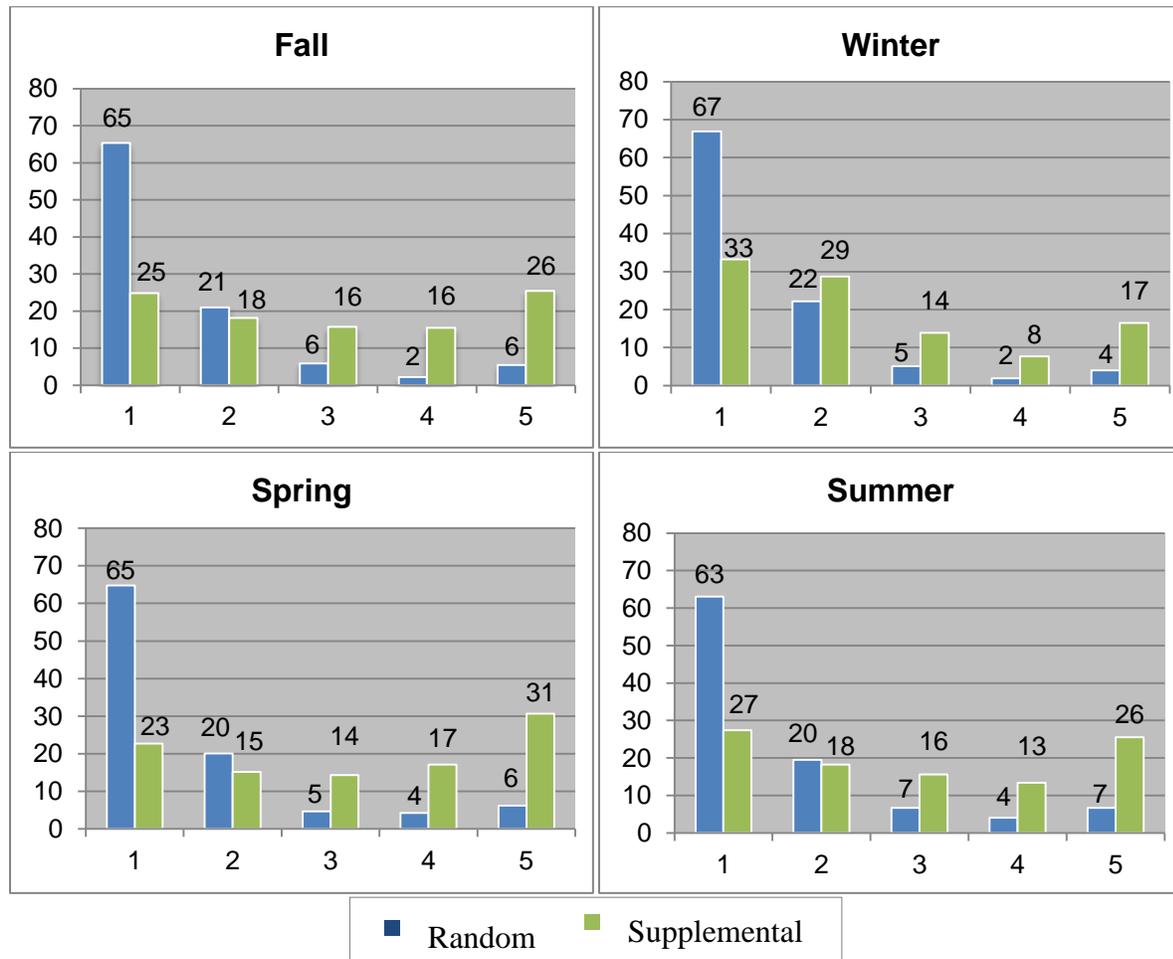
Finally, participants were asked to indicate how many hours per week they spend engaging in parks and recreation activities. The most common response was 1-3 hours per week for both the random (48.5%) and supplemental (56.8%) samples. Interestingly, 4.7% of the random sample indicated that they spend more than 15 hours per week participating in these activities, whereas only 0.6% of the supplemental sample made this selection. In contrast, the remaining time categories consisted of relatively equal portions of participants from both samples.



Alice F. Keene Park

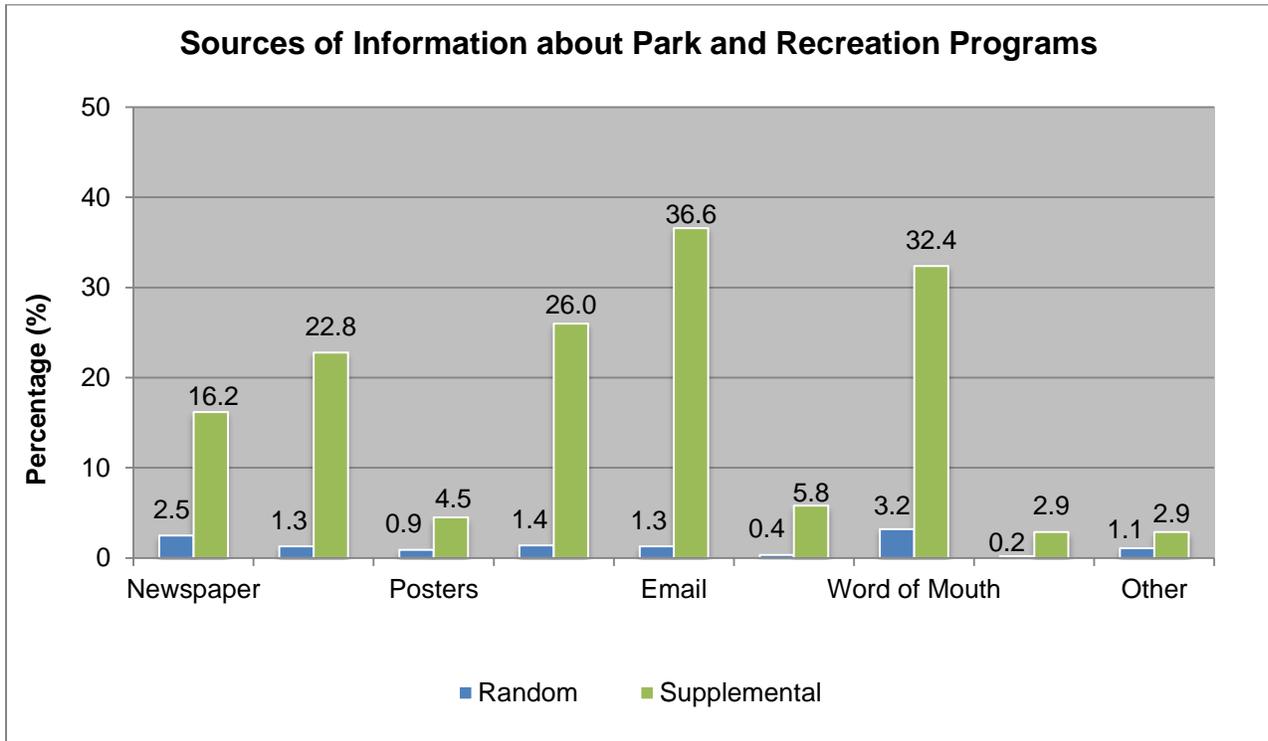
Participants were asked to report how often they visit Alice F. Keene Park during each of the four seasons. Across all seasons, the largest portion of participants in the random sample indicated that they never visit the park. In contrast, across all seasons, relatively equal portions of participants in the supplemental sample reported visiting the park in each of the frequency categories. Overall, the supplemental sample respondents visit Alice F. Keene Park more frequently than the random sample respondents. Finally, across both samples park attendance is higher in the spring and summer than in the fall and winter.

Graph Key: 1=Never; 2=Less than once a month; 3=Once a month; 4=Once a week; 5=More than once a week



Sources of Information

Next, participants were asked to indicate ways in which they receive information about the parks and recreation programs from a list of sources. The majority of participants in the supplemental sample reported that they receive information through Email (36.6%) and by word of mouth (32.4%). In contrast, very few participants in the random sample indicated that they receive information about parks and recreation programs from any of the sources.



Familiarity

Participants were also asked to indicate whether they are familiar with Pitt County Community Schools and Recreation. The majority of participants from the supplemental sample indicated that they were familiar with Pitt County Community Schools and Recreation (90.5%). However, only 37.2% of participants in the random sample reported familiarity. As expected, the supplemental sample was more familiar with Pitt County Community Schools and Recreation than the random sample.

Are you familiar with Pitt County Community Schools and Recreation?			
		Percent	Freq (N)
Yes	R	37.2%	157
	S	90.5%	341
No	R	62.8%	265
	S	8.6%	32
Total Random (N)			422
Total Supplemental (N)			377

Focus group participants were also asked to report their familiarity with Pitt County Community Schools and Recreation. Within one focus group, which consisted primarily on individuals who live within the cities of Greenville and Winterville, a high level of familiarity was observed. Specifically, focus group participants made distinctions such as, “they provide meeting space for community groups”, “they coordinate the use of facilities inside the county”, and” they also write grants to support indoor and outdoor recreation.” Unfortunately, less familiarity was demonstrated by the second focus group, which consisted of a larger portion of individuals living in regions of Pitt County outside of the city of Greenville. In particular, members of the second focus group provided comments such as, “I’ve participated in the sports programs here for 20 years and I didn’t know there was a difference.”

Although a higher level of uncertainty was observed in the second focus group, positive comments were still made that demonstrated a level of familiarity. Specifically, participants stated, “the strength of community schools and recreation is that they provide the gaps in services and infrastructure that the municipality does not have outlined” and “one of the biggest services that community schools and recreation has provided is a connection to the community.” Finally, members in the second focus group demonstrated concern regarding the general lack in familiarity, stating “I fear they don’t get credit for the underlying things that they provide.” In sum, it appears that in comparison to individuals who live in less centralized locations in Pitt County, a higher level of familiarity is present within individuals who live within the cities of Greenville and Winterville.

Participation

Participants who indicated that they were familiar with Pitt County Community Schools and Recreation were then asked if they or anyone in their household had participated in any Pitt County Schools and Recreation programs or activities in the past 12 months. The majority of participants in the supplemental sample indicated that they had participated (77.8%). In contrast, only 21.5% of participants in the random sample reported that they had recently participated any programs or activities. As expected, compared to the random sample, more participants in the supplemental sample had recently participated in Pitt County Community Schools and Recreation programs or activities.

Have you or anyone in your household participated in Pitt County Community Schools and Recreation programs/activities in the last 12 months?			
		Percent	Freq (N)
Yes	R	21.5%	34
	S	77.8%	260
No	R	78.5%	123
	S	22.2%	74
		Total Random (N)	156
		Total Supplemental (N)	377

Participants then indicated how frequently they participated in various youth programs. In regard to youth sports the largest portion of participants in the random sample (30.9%) indicated participating a few times a year. Following, nearly equal portions of participants in the random sample reported participating in youth sports more than once a week (24.3%), once a week (20.5%), or never (22.1%). A similar response pattern was seen in the supplemental sample, including participants who reported participating a few times a year (45.1%), more than once a week (20.7%), once a week (18.1%), or never (15.5%).

Participants also indicated how frequently they participated in youth summer camps, as well as youth fitness and nutrition programs. The majority of participants in both the random and supplemental sample indicated that they never participate in summer camps (61.3% and 64.5%, respectively) or fitness and nutrition programs (70.1% and 83.6%, respectively).

Frequency of Participation in Youth Programs							
		Percent (N)					Total (N)
		Never	A few times a year	Once a month	Once a week	More than once a week	
Youth Sports	R	22.1% (8)	30.9% (11)	2.2% (1)	20.5% (7)	24.3% (8)	34
	S	15.5% (30)	45.1% (87)	.5% (1)	18.1% (35)	20.7% (40)	193
Youth Summer Camps	R	61.3% (19)	23.3% (7)	2.4% (1)	0% (0)	12.9% (12)	30
	S	64.5% (100)	31.0% (48)	1.3% (2)	.5% (1)	2.6% (4)	155
Youth Fitness/ Nutrition Programs	R	70.1% (22)	18.0% (6)	0% (0)	0% (0)	11.9% (4)	31
	S	83.6% (122)	8.9% (13)	2.7% (4)	4.1% (6)	.7% (1)	146

In regard to the frequency of participation in adult and senior programs, the majority of participants in both the random and supplemental samples indicated never participating in adult sports (67.0% and 65.8%, respectively) or participating a few times a year (20.4% and 12.7%, respectively). Similarly, the majority of participants in the random and supplemental samples indicated never participating in adult special exercise programs (65.3% and 73.5%, respectively), senior exercise classes (65.3% and 68.2%, respectively), and senior games (84.9% and 71.1%, respectively). In sum, very low levels of participation in adult and senior programs were reported.

Frequency of Participation in Adult/Senior Programs							
		Percent (N)					Total (N)
		Never	A few times a year	Once a month	Once a week	More than once a week	
Adult Sports	R	67.0% (21)	20.4% (6)	2.4% (1)	0% (0)	10.2% (3)	31
	S	65.8% (104)	12.7% (20)	4.4% (7)	8.9% (14)	8.2% (13)	158
Adult Special Exercise Programs	R	65.3% (20)	15.0% (5)	2.4% (1)	2.4% (1)	15.0% (5)	31
	S	73.5% (119)	11.1% (18)	2.5% (4)	2.5% (4)	10.5% (17)	162
Senior Exercise Classes	R	65.3% (20)	12.6% (4)	4.8% (1)	2.4% (1)	15.0% (5)	31
	S	68.2% (120)	5.1% (9)	.6% (1)	5.1% (9)	21.0% (37)	176
Senior Games	R	84.9% (25)	10.1% (3)	5.0% (1)	45.5% (53)	30.1% (35)	29
	S	71.1% (128)	16.1% (29)	.6% (1)	5.6% (10)	6.7% (12)	180

Finally, frequency of participation in other types of programs was reported. First, within the random sample, the majority of participants reported either never participating in special events (64.6%) or participating a few times a year (22.8%). Similarly, within the supplemental sample, most participants reported never participating in special events (50.6%) or participating a few times a year (37.8%).

Next, participants reported the frequency of using school facilities. Within both the random and supplemental samples, responses were split between participants who never use school facilities (37.1% and 36.0%, respectively) or use school facilities more than once a week (25.2% and 19.7%, respectively).

Finally, in regard to general park activities, most participants in the random sample reported never participating (35.2%). In contrast, most participants in the supplemental sample reported participating in general park activities a few times a year (36.9%).

Frequency of Participation in Other Programs							
		Percent (N)					Total (N)
		Never	A few times a year	Once a month	Once a week	More than once a week	
Special Events	R	64.6% (20)	22.8% (7)	10.2% (3)	0% (0)	2.4% (1)	31
	S	50.6% (87)	37.8% (65)	4.7% (8)	1.7% (3)	5.2% (9)	172
Use of School Facilities	R	37.1% (12)	15.0% (5)	20.4% (6)	2.4% (1)	25.2% (8)	31
	S	36.0% (64)	23.0% (41)	6.2% (11)	15.2% (27)	19.7% (35)	178
General Park Activities	R	35.2% (12)	11.9% (4)	19.3% (6)	17.1% (6)	16.5% (5)	33
	S	0% (0)	36.9% (76)	19.9% (41)	13.6% (28)	14.1% (29)	206

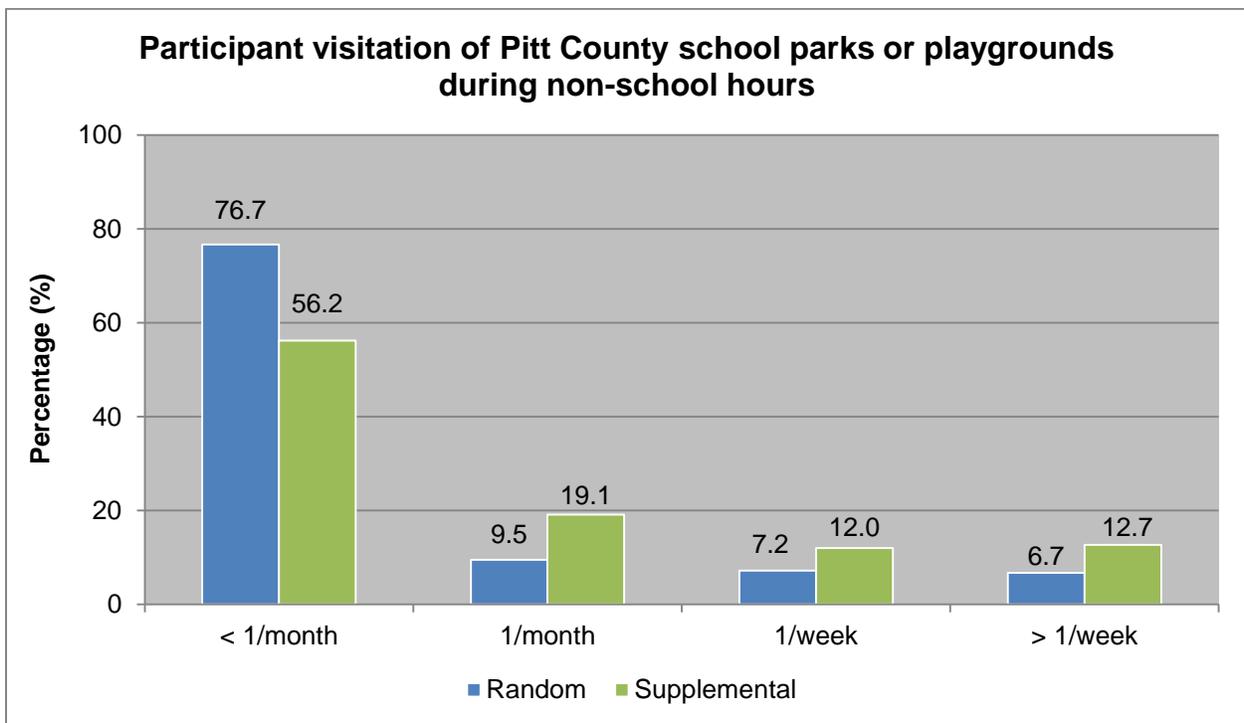
Participants were also asked to indicate their favorite recreation activities that are provided by Pitt County Community Schools and Recreation. Top activities included basketball (10%), soccer (8%), baseball (5%), and football (4%). Small portions of participants are included in each of the top activities due to a wide and extensive variety of recreation activities reported by participants with very few participants reporting the same favorite activities.

Focus group participants also voiced their favorite Pitt County Community Schools and Recreation activities. One of the most frequently reported activities was walking. Specifically, one participant reported, “I walk..I average about 100 miles a month, so I do about three

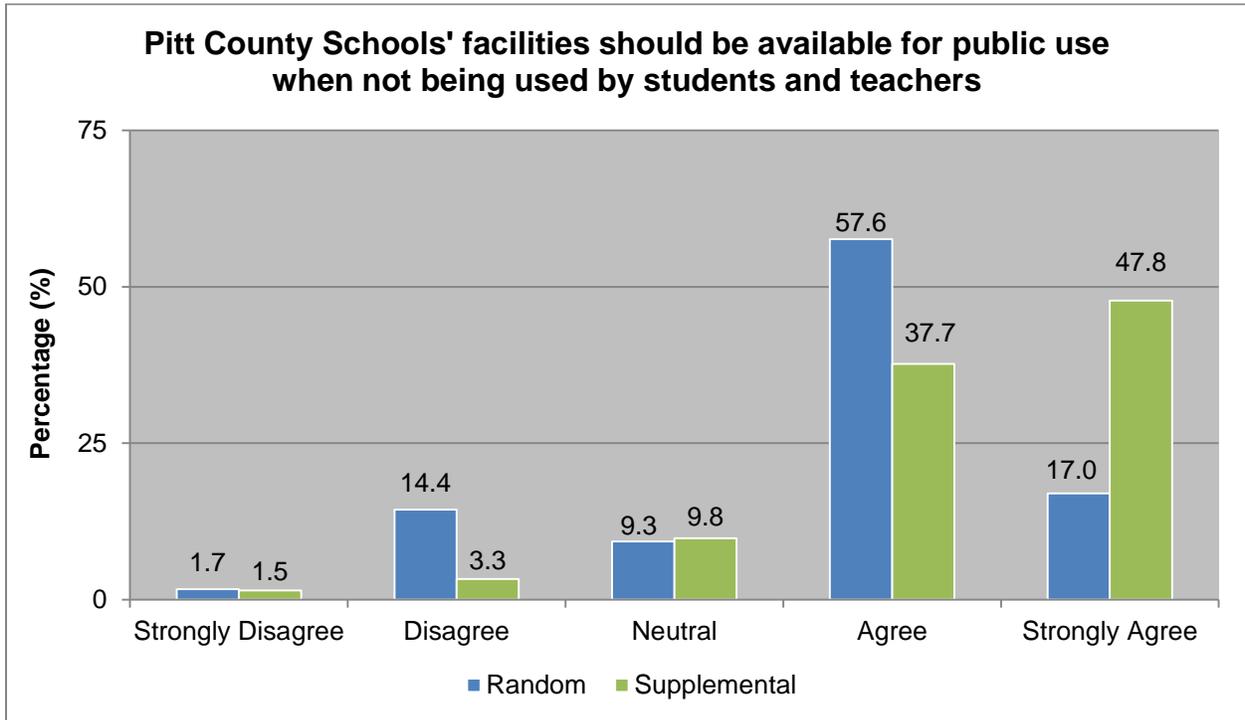
marathons a year at this park (Alice F. Keene park). I know all the dogs by name..it's a great place." Furthermore, another participant stated, "we use the parks and walk the trails..there is one walking trail that goes through the woods. I just think that's awesome because I lived out in the country as a girl and now I take my kids..it's a safe place to go." Additional activities included sports such as tennis and basketball, as well as volunteering. In regard to volunteer work, focus group participants stated, "my son is a referee, he's worked as a site supervisor with different schools", "I've helped with the senior basketball games", and "I'm active with the activities for persons with disabilities and I've found community schools to be very helpful."

Non-School Usage

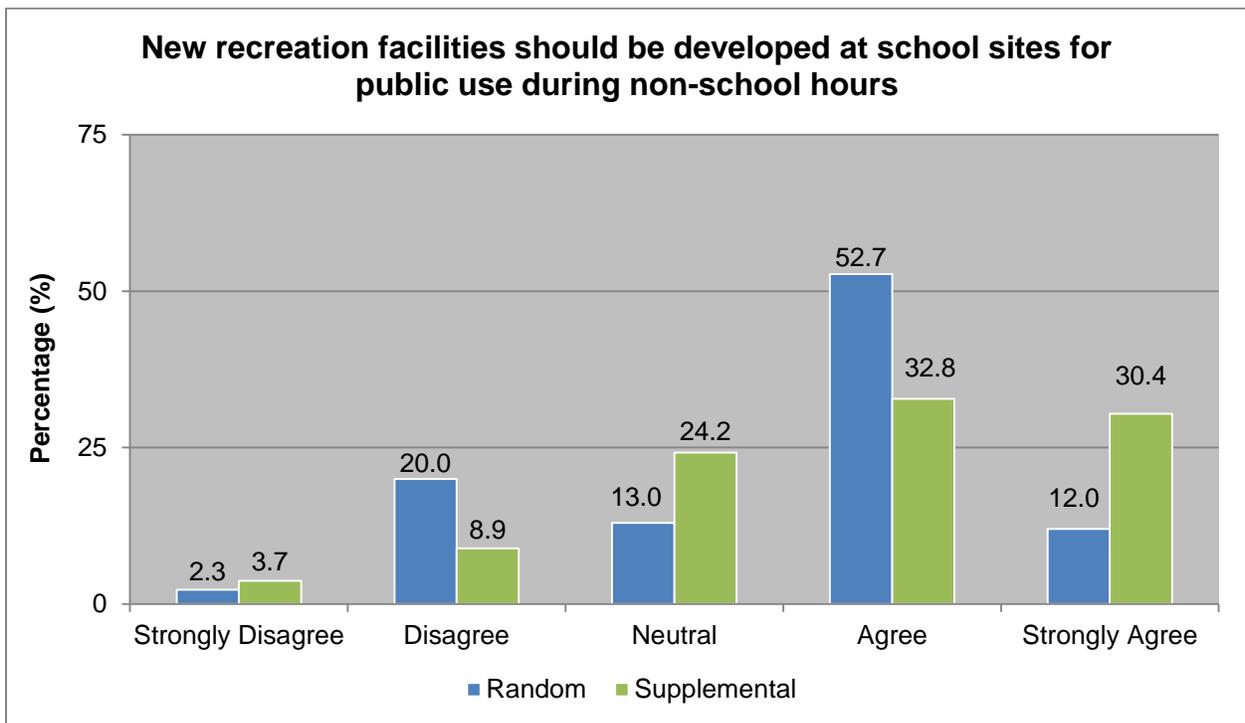
Participants were asked to report the last time they visited a Pitt County school park or playground during non-school hours. The majority of participants in both the random (76.6%) and supplemental (56.2%) indicated that they had last visited a school park or playground during non-school hours more than one month before completion of the survey. In turn, it was revealed that participants visited school parks and playgrounds outside of school hours relatively infrequently.



Next, participants were asked to report how strongly they agreed or disagreed with making Pitt County Schools' facilities available for public use when they are not being used by students or teachers. A high level of agreement was overwhelmingly demonstrated by both samples. Specifically, the random sample (74.6%) indicated that they agreed or strongly agreed with the public use of school facilities. Similarly, participants in the supplemental sample (85.5%) agreed or strongly agreed with public use.



Additionally, participants were asked to indicate their level of agreement with developing new recreation facilities at school sites to be used by the public during non-school hours. Participant responses were relatively varied but mostly favorable. Specifically, within the random sample, the largest portion of participants (52.7%) indicated that they agreed with the development of new facilities. However, the second (20%) and third (13%) largest portions of participants in the random sample indicated that they either disagreed or were neutral about the development of new facilities, respectively. In comparison, nearly equivalent portions of participants in the supplemental sample indicated that they either agreed (32.8%) or strongly agreed (30.4%) with developing new recreation facilities. A third largest portion of participants in the supplemental sample (24.2%) indicated that they were neutral to the notion of new public use facilities.



Reasons for Use/Participation

Participants indicated the importance of various reasons for participating in parks and recreation activities. In regard to social aspects, 83.1% of participants in the random sample indicated that the opportunity to spend time with family was a very or extremely important reason for participating in parks and recreation activities. A similar portion of participants in the supplemental sample (81.4%) also indicated high importance for spending time with family. Slightly smaller portions of participants in the random (78.1%) and supplemental (72.3%) sample indicated that socializing with friends was also an important reason. Finally, the smallest portion of participants in the random (65.4%) and supplemental (61.6%) sample indicated meeting new people as an important reason for participation in parks and recreation activities.

Reasons for Participation in Parks and Recreation Activities – Social Activity							
		Percent (N)					Total (N)
		Not at all Important	Very Unimportant	Neutral	Very Important	Extremely Important	
Spend time with Family	R	1.5% (6)	4.8% (20)	10.5% (44)	60.0% (252)	23.1% (97)	420
	S	3.5% (11)	1.3% (4)	13.8% (43)	44.4% (138)	37.0% (115)	311
Socialize with Friends	R	1.9% (8)	4.8% (20)	15.2% (64)	63.9% (268)	14.2% (60)	420
	S	2.2% (7)	2.9% (9)	22.6% (71)	48.7% (153)	23.6% (74)	314
Meet New People	R	2.8% (12)	8.0% (33)	23.7% (99)	57.9% (243)	7.5% (32)	419
	S	2.5% (8)	3.5% (11)	32.4% (102)	44.8% (141)	16.8% (53)	315

Next, in regard to physical activity, 81% of participants in the random sample and 86.5% of participants in the supplemental sample reported that being outdoors and enjoying nature was an important reason for participation in parks and recreation activities. In comparison, smaller portions of participants in the random and supplemental samples indicated importance for more specific physical activity reasons, such as participating in club or group activities (57.2% and 67%, respectively), as well as participating in sports (55.1% and 75.6%, respectively).

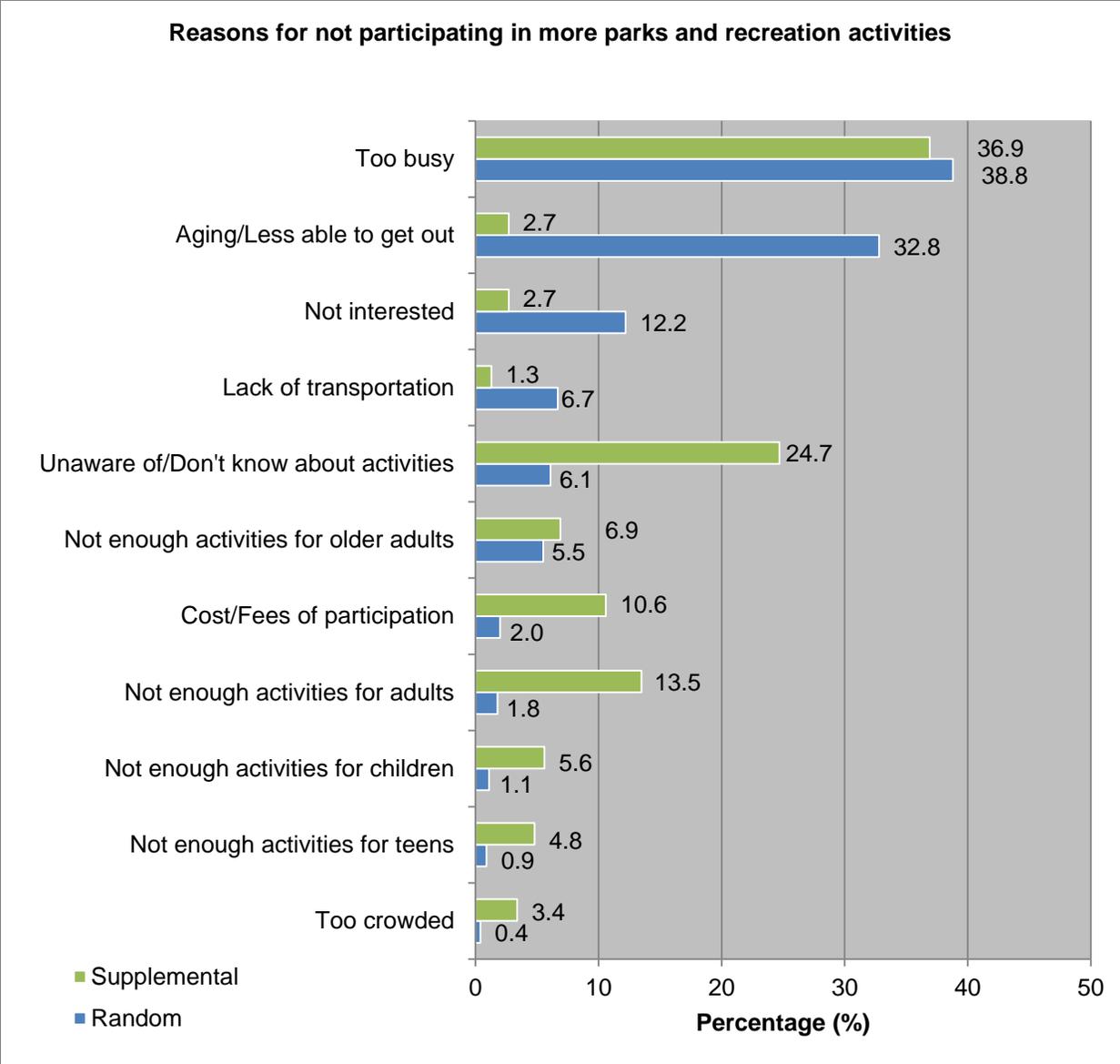
Reasons for Participation in Parks and Recreation Activities – Physical Activity							
		Percent (N)					Total (N)
		Not at all Important	Very Unimportant	Neutral	Very Important	Extremely Important	
Be Outdoors/ Enjoy Nature	R	2.8% (12)	4.1% (17)	12.1% (51)	61.3% (259)	19.7% (83)	422
	S	.6% (2)	1.3% (4)	11.6% (37)	47.2% (150)	39.3% (125)	318
Club/ Group Activity	R	6.3% (26)	11.1% (46)	25.4% (106)	49.6% (208)	7.6% (32)	418
	S	2.0% (6)	4.3% (13)	26.7% (81)	45.5% (138)	21.5% (65)	303
Participate in Sports	R	9.1% (38)	12.8% (54)	23.0% (97)	44.8% (189)	10.3% (43)	422
	S	2.6% (8)	2.6% (8)	19.3% (60)	44.7% (139)	30.9% (96)	311

Finally, in regard to living a healthy lifestyle, large portions of participants in the random (89.6%) and supplemental (94.5%) sample indicated that staying active was an important reason for participation in parks and recreation activities. Similarly, participants in the random (84.3%) and supplemental (84.2%) sample also indicated relieving stress or anxiety as an important reason.

Reasons for Participation in Parks and Recreation Activities – Healthy Lifestyle							
		Percent (N)					Total (N)
		Not at all Important	Very Unimportant	Neutral	Very Important	Extremely Important	
Stay Active	R	1.6% (7)	2.5% (10)	6.3% (27)	64.3% (271)	25.3% (106)	422
	S	.6% (2)	.9% (3)	4.0% (13)	44.3% (145)	50.2% (164)	327
Relieve Stress or Anxiety	R	2.1% (9)	5.1% (21)	8.5% (35)	58.0% (242)	26.3% (109)	417
	S	.9% (3)	1.9% (6)	13.0% (41)	49.7% (157)	34.5% (109)	316

Limiting Reasons

Participants indicated a series of barriers that prevent them from participating in more parks and recreation activities. The largest portion of participants in both the random (38.8%) and supplemental (36.9%) sample reported that being too busy was a barrier to participation. The second largest portion of participants in the random sample (32.8%) reported that aging or a decreased ability to participate in activities was a barrier. In contrast, the second largest portion of participants in the supplemental sample (24.7%) reported that a lack of awareness of activities was a barrier. Finally, the third largest portion of participants in the random sample (12.2%) reported a lack of interest as a barrier, whereas the third largest portion of participants in the supplemental sample (13.5%) reported an insufficient number of activities for adults as a barrier.



Satisfaction

In regard to participant support of parks and recreation programs, high levels of satisfaction were reported for three facets, including program variety, program fees, and the quality of instructors. Specifically, 70.5% of participants in the random sample and 75.9% of participants in the supplemental sample indicated that they were either satisfied or very satisfied with program variety. Next, in comparison to satisfaction with program variety, a larger portion of participants in the supplemental sample (75.7%) and a smaller portion of participants in the random sample (67.9%) indicated satisfaction with program fees. Finally, in comparison to the other two facets, the smallest portions of participants in the random (63.1%) and supplemental (68.7%) sample indicated satisfaction with the quality of instructors.

Level of Satisfaction with Parks and Recreation Program Facets								
		Percent (N)						Total (N)
		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	
Program Variety	R	0% (0)	2.1% (2)	14.7% (17)	44.6% (52)	25.9% (30)	12.7% (15)	117
	S	2.3% (8)	4.4% (15)	13.4% (46)	43.9% (151)	32.0% (110)	4.1% (14)	344
Program Fees	R	.6% (1)	3.3% (4)	9.3% (11)	50.2% (59)	17.7% (21)	18.8% (22)	117
	S	2.4% (8)	1.8% (6)	13.6% (46)	39.5% (133)	36.2% (122)	6.5% (22)	337
Quality of Instructors	R	0% (0)	2.7%(3)	18.8% (22)	31.8% (37)	31.3% (37)	15.3% (18)	117
	S	3.2% (11)	3.2% (11)	15.0% (51)	41.3% (140)	27.4% (93)	9.7% (33)	339

Participants were also asked to report their level of satisfaction with three aspects of parks and recreation facilities. The majority of participants in the random (75.3%) and supplemental (78.3%) sample were either satisfied or very satisfied with the location of facilities. Next, in comparison to satisfaction with facility locations, a similar portion of participants in the random sample (78.6%) and a larger portion of participants in the supplemental sample (82.7%) indicated that they were satisfied with the quality of facilities. Finally, in comparison to the other two facets, a similar portion of participants in the random sample (75.6%) and a smaller portion of participants in the supplemental sample (72.1%) indicated satisfaction with facility availability. In sum, high levels of satisfaction were reported in regard to the location, quality and availability of parks and recreation facilities.

Level of Satisfaction with Parks and Recreation Facilities Facets								
		Percent (N)						Total (N)
		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	
Location of Facilities	R	.6% (1)	5.4% (6)	12.0% (14)	48.7% (57)	26.6% (31)	6.6%(8)	117
	S	2.3% (8)	4.1% (14)	13.5% (46)	37.8% (129)	40.5% (138)	1.8% (6)	341
Quality of Facilities	R	0% (0)	4.0% (5)	12.2% (14)	49.8% (59)	28.8% (34)	5.2%(6)	117
	S	1.5% (5)	4.1% (14)	10.6% (36)	45.2% (154)	37.5% (128)	1.2% (4)	341
Facility Availability	R	0% (0)	4.8% (6)	12.5% (15)	45.5% (53)	30.1% (35)	7.1%(8)	117
	S	3.2% (11)	6.5% (22)	14.7% (50)	41.2% (140)	30.9% (105)	3.5% (12)	340

Quality

Participants were also asked to rate how satisfied they were with the quality of several aspects to Pitt County Community Schools and Recreation. First, a large portion of participants in the random (83.7%) and supplemental (83.6%) samples indicated that they were either satisfied or very satisfied with the quality of existing Pitt County Community Schools. Following, a similar portion of participants in the supplemental sample (82.8%) were satisfied with existing Pitt County recreation facilities, whereas a smaller portion of participants in the random sample (66%) indicated high levels of satisfaction. Next, slightly larger portions of participants in both the random (70.3%) and supplemental (83.6%) samples indicated satisfaction with the accessibility of Pitt County recreation programs. Finally, the second largest portions of participants in both the random (77.3%) and supplemental (83.2%) sample indicated satisfaction with the accessibility of Pitt County recreation facilities.

Parks and Recreation Quality Rankings								
		Percent (N)						Total (N)
		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	
Existing Pitt County Community Schools	R	0% (0)	0% (0)	9.2% (3)	53.0% (18)	30.7% (11)	7.0% (2)	34
	S	.8% (2)	1.8% (4)	9.6% (24)	45.4% (114)	38.2% (96)	4.4% (11)	251
Existing Pitt County Recreation Facilities	R	0% (0)	2.2% (1)	14.1% (5)	37.4% (13)	28.6% (10)	17.8% (6)	34
	S	0% (0)	1.5% (4)	9.5% (24)	41.4% (104)	41.4% (104)	6.0% (15)	251
Accessibility of Pitt County Recreation Programs	R	0% (0)	2.2%(1)	20.5% (7)	36.8% (13)	33.5% (12)	7.0% (2)	34
	S	.4% (1)	1.5% (4)	8.8% (22)	42.4% (106)	41.2% (103)	5.6% (14)	250
Accessibility of Pitt County Recreation Facilities	R	0% (0)	2.2% (1)	13.5% (5)	43.8% (15)	33.5% (12)	7.0% (2)	34
	S	.8% (2)	2.8% (7)	9.6% (24)	42.6% (107)	40.6% (102)	3.6% (9)	251

Recreation and Park Facility and Program Additions

Participants were asked to report what three public recreation and park facilities they would like to see developed or built in Pitt County. Common responses included developing or building facilities such as a greenway (25%), recreation center (13%), general parks (11%), basketball courts (10%), an aquatic center (8%), playgrounds (8%), a water park (8%), trails for bikers (7%), pools (7%), and a fitness center (6%). Next, participants were asked to report what facilities that they would like to see specifically added to Alice F. Keene Park. Common responses included a pool (4%), basketball courts (2%), and a fitness center (2%).

Similarly, participants were asked to report what three programs or activities they would like to see provided by Pitt County Community Schools and Recreation. Overall, participants' responses were extremely varied. Therefore, the calculation of a percent of participants who wished to have specific activities provided was not practical. However, in general, large portions of participants indicated that they would like to see more volleyball programs for all ages, martial arts, and youth and year-round sports, such as baseball, basketball, and football. Participants also indicated that they would like Pitt County Community Schools and Recreation to provide safety courses such as personal safety or gun safety, yoga classes, dance classes, and cultural events such as pottery, jewelry making, and photography.

Funding Support

In regard to funding support, a large portion of participants in both samples indicated that they would support the use of county funds for new or renovated facilities for parks and recreation. Specifically, 90.6% of participants indicated their support in the random sample and an even larger portion, 94.1%, indicated support in the supplemental sample.

Would you support the use of county funds for new or renovated facilities for parks and recreation?			
		Percent	Freq (N)
Yes	R	90.6%	383
	S	94.1%	304
No	R	9.2%	39
	S	5.9%	19
		Total Random (N)	422
		Total Supplemental (N)	323

Similarly, large portions of participants indicated that they would support the use of county funds for existing or new programs for parks and recreation. In particular, 90.4% of participants in the random sample indicated their support and 93.9% indicated support in the supplemental sample. In sum, large amounts of support were displayed in regard to using county funds for facilities and programs for parks and recreation.

Would you support the use of county funds for existing or new programs for parks and recreation?			
		Percent	Freq (N)
Yes	R	90.4%	379
	S	93.9%	310
No	R	9.6%	40
	S	6.1%	20
Total Random (N)			419
Total Supplemental (N)			330

Appendix G. Focus Group Script

ACKNOWLEDGE:

Hello everyone. I first want to thank each of you for taking the time to participate in today's session.

INTRO:

My name is _____. I will be the moderator for today's focus group session. Our purpose today is to talk about parks and recreation in Pitt County, in order to help with planning.

AGENDA:

In regard to today's agenda, we will all be participating in a free flowing discussion. Throughout the discussion, it's important to remember that there are no wrong answers and that we are looking for different points of view.

MODERATOR:

I work for East Carolina University's Center for Survey Research and I'm working on this project as a research partner to help learn more about parks and recreation programming and facilities in Pitt County. In addition to this focus group, we have also conducted surveys to assess public opinion, which will inform an updated five-year parks and recreation plan for the county.

DISCLOSURES:

There are a few things that I would like to make you aware of before we begin. We will be recording today's session with voice recorders, as well as with observers who will be taking notes. The session is being recorded to help construct an accurate final report. Specific details, such as who said what, will not be included in the recordings or report, only what was said by the group.

PERMISSIONS:

At any time feel free to excuse yourself for any reason. However, we do ask that only one person be up at a time to help keep the conversation flowing.

GUIDELINES:

In order to make this a successful research session, we have a few guidelines we would like to set:

1. Please talk one at a time
2. Talk in a voice as loud as mine
3. Avoid side conversations with your neighbors
4. Work for equal talking time
5. Allow for different points of view
6. Say what you believe, there are no wrong answers
7. Only one person up or out of the room at one time

INTRODUCTIONS:

Please introduce yourself to the group and tell us:

1. Your name
2. How long you have lived in Pitt County
3. Your current occupation

FOCUS GROUP QUESTIONS:

- 1) Are you familiar with Pitt County Community Schools and Recreation and its status as a separate entity from the City of Greenville Recreation and Parks?
 - a) If yes, what is Pitt County Community Schools and Recreation, what do they do, and who do their services target?

Following participants' responses, provide information on Pitt County Community Schools and Recreation

- 2) What types of activities do you engage in to stay active and healthy in Pitt County and where do you go to participate in such activities?
- 3) What types of organized public recreation programs do you engage in at the public recreation facilities in Pitt County?
- 4) What is the best thing about parks and recreation opportunities in Pitt County?
- 5) What is the largest problem with parks and recreation opportunities in Pitt County?
- 6) What is the one thing that would help you engage in more parks and recreation activities?
- 7) Would you rather see improvements to facilities (new or renovated) or programs (new and expanded)?
 - a) If facilities, which ones need to be renovated or what type of facility needs to be added?
 - b) If programs, which ones need to be expanded or what type of program needs to be added?
- 8) If you could select one improvement to be made to parks and recreation in Pitt County, what would that improvement be and why?
- 9) Is there anything else that could be put in place to strengthen Pitt County Community Schools and Recreation?

CLOSING:

Thank you very much for your participation in today's discussion. We really appreciate you taking the time to

Appendix H. Suggested Parks and Recreation Funding Sources

Public Agencies

- **NCDOT** (<http://www.ncdot.gov/bikeped/funding/>). The NCDOT division of Bicycle and Pedestrian transportation is another source for potential funding.
- **North Carolina Parks and Recreation Trust Fund (PARTF)** (http://www.ncparks.gov/About/grants/lwcf_grant.php). PARTF offers dollar-for-dollar matching grants to local governments for parks and recreational projects that serve the public.
- **North Carolina Trails Program** (http://www.ncparks.gov/About/trails_main.php). The N.C. Trails program offers grants to support trail construction and maintenance projects for trail-side facilities.
- **North Carolina Wildlife Resource Commission Partners for Green Growth Program** (www.ncwildlife.org/greengrowth). The Partners for Green Growth pilot project will reimburse cost-share funds of \$10,000 or \$20,000 and will provide 40 hours of technical assistance from the NCWRC for local government planning projects that qualify. Additionally, principles of wildlife conservation-based planning are detailed in the Green Growth Toolbox.
- **The Federal Land & Water Conservation Fund** (<http://www.nps.gov/lwcf/>) The LWCF program provides 50/50 matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities.
- **The North Carolina Department of Justice** (<http://www.ncdoj.gov/EEG.aspx>). The North Carolina Department of Justice awards annual grants to projects that will help to improve water quality through the preservation of land along rivers (among other purposes).

Non-profit organizations and Foundations

- **Ben and Jerry's Foundation** (<http://web.eenorthcarolina.org/resource/about.aspx?s=79406.0.0.37430>). Ben and Jerry's foundation is a competitive, non-profit foundation. The foundation's grassroots are in facilities that are tackling progressive social change by addressing underlying conditions of societal and mental problems.
- **Keihin Technology** - <http://www.keihin-na.com/company/tarboro-facility/> Keihin is a large employer in the Tarboro area that may be a good potential partner for funding as they seek to connect with the community. Grant applicants need to consider the following: lead to societal, institutional and/or environmental change, facilitate leadership development and strengthen the self-empowerment, support movement building and collective action, outline specific goals and strategies of their organizations campaign or program.
- **Paul Newman Foundation**- <http://newmansownfoundation.org> - Newman's foundation is all about supporting people doing great things. Focus areas include: encouraging philanthropy, children with life-limiting conditions, empowerment and nutrition.

- **Resourceful Communities Grants** (<https://www.conservationfund.org/our-conservation-strategy/major-programs/resourceful-communities-program/>). As a part of the conservation fund, Resourceful Communities works to create opportunities that preserve the rural landscape, reduce poverty, and celebrate the state's unique culture.
- **The Phoenix Group** (<https://www.facebook.com/pages/The-Phoenix-Group-Foundation-Inc/170198906382942>). The Phoenix group is currently building their new website, but can be accessed via their Facebook page. This group is interested in preserving African American Heritage.
- **RGK Foundation** (<http://www.rgkfoundation.org/public/guidelines>). The RGK Foundation awards grants in the areas of education, community, and health/medicine.
- **Z Smith Reynolds** (<http://www.zsr.org/>) The Z Smith Reynolds foundation invests in statewide, multi-county and community-based organizations that are dedicated to building an inclusive, sustainable and vibrant state. Funding for Shiloh Landing may be possible given that the foundation is particularly interested in community-based economic development particularly through asset building, small business development, sustainable agriculture and affordable housing.

Appendix I. Common Funding and/or Land and Facilities Acquisition Methods Used in North Carolina

Charitable Contribution—an individual donates cash, land, supplies, or equipment.

Contractual Agreements—a public agency and a private/commercial organization or other public agencies make arrangements for public use of their recreation facilities at specified times.

Easement--a landowner mandates a limit on development or use in perpetuity at a nominal fee.

Federal/State Surplus Property Transfer--the federal or state government transfers or trades land or buildings to local government.

Living Will—an individual wills capital (e.g., land, building, money, etc.) prior to death, which maintains use of the capital object until death but benefits from tax benefits and recognition while living.

Mandatory Dedication—a developer dedicates a specific amount of land for recreation and park purposes; the option of money in lieu of land may be offered.

Purchase and Leaseback—a private developer purchases land for a specific recreation development and then donates it to the public agency. The public agency then leases it back to the developer who assumes responsibility for building, operating, and maintaining the facility.

After a specified time, the entire operation is turned over to the public agency. The private developer may obtain such incentives as property tax exemption, or free water and utilities.

Recreation Impact Fee--Fees are charged for each new house constructed.

Tax Incentives -- provide tax incentives to developers for building or providing public recreation facilities as part of their development.

Transferring/Donating Land--public land is transferred or donated to a developer with obligation to build a specified public recreation facility on part of that land.

Appendix J. Pitt County Community Schools and Recreation Partner Departments, Agencies and Organizations

- Pitt County Planning and Development Department
- Pitt County Public Health Department
- Pitt County Engineering Department
- Pitt County Soil and Water Conservation
- Pitt Area Transit System
- Pitt County Cooperative Extension Service
- Pitt County Council on Aging
- Pitt Partners for Health
- Pitt Aging Coalition
- Pitt County Physical Activity and Nutrition Coalition
- Pitt County Animal Shelter
- East Carolina University Campus Recreation and Wellness Department
- East Carolina University College of Health and Human Performance
- Eat Smart Move More...North Carolina
- Mid-East Area Agency on Aging
- Vidant Health Foundation
- Vidant Medical Center Community Health Programs
- Special Olympics Pitt County
- Pitt County Girls' Softball League
- Greenville Convention and Visitors Bureau
- Greenville-Pitt County Chamber of Commerce
- Pitt Community College
- STAR (Support Team for Active Recreation)
- ARISE (A Real Integrated Sports Experience)
- The Boy Scouts of America
- The Girl Scouts of America
- North Carolina Senior Games
- North Carolina Recreation and Park Association
- North Carolina Recreation Resources Service
- Eastern Carolina Injury Prevention Program
- Eastern NC Falls Prevention Coalition

Appendix K. Pitt County School Facilities Utilized for Recreation

<u>School</u>	<u>Facility</u>	<u>Average %</u>	<u>School</u>	<u>Facility</u>	<u>Average %</u>
A.G. Cox	Cafeteria	40%	Bethel	Gym	40%
	Gym	40%		Baseball Field	60%
	Baseball Field	60%		Softball Field	60%
	Softball Field	60%		Playground	60%
Ayden Elementary	2 Baseball Fields	60%	C.M. Eppes	Trail	60%
	Playground	60%		Auditorium	40%
	Walking Trail	60%		Cafeteria	40%
	Picnic Shelter	60%		Gym	40%
Ayden Middle	Gym	40%	Chicod	Softball Field	60%
	Baseball Field	60%		Baseball Field	60%
	Softball Field	60%		Cafeteria	40%
	Soccer Field	60%		Multi-Purpose Room	40%
Ayden-Grifton	Gym	10%	Creekside	Gym	40%
	Auditorium	25%		2 Baseball Fields	60%
	Baseball Field	25%		Softball Field	60%
	Softball Field	25%		Playground	60%
	Track	40%		T-Ball Field	60%
	Tennis Courts	25%		Trail	60%
	Trail	40%		Picnic Shelter	60%
Belvoir	Playground	60%	Creekside	Playground	60%
	Trail	60%		Trail	60%
	Multi-Purpose Field	60%		Cafeteria	40%

Appendix K (cont.)

<u>School</u>	<u>Facility</u>	<u>Average %</u>
Creekside (cont.)	Multi-Purpose	40%
	Outdoor Basketball Court	60%
D.H. Conley	Cafeteria	40%
	2 Gyms	10%
	Auditorium	25%
	Baseball Field	25%
	Softball Field	25%
	Track	40%
D.H. Conley (cont.)	Tennis Courts	25%
Eastern	Cafeteria	40%
	Multi-Purpose Room	40%
	Multi-Use Field	60%
	Playground	60%
	Trail	60%
E.B. Aycock	Gym	40%
	Baseball Field	60%
	Softball Field	60%
	Track	40%
Elmhurst	Cafeteria	40%
	Baseball Practice Field	60%
	Multi-Use Field	60%
	Playground	60%

<u>School</u>	<u>Facility</u>	<u>Average %</u>
Elmhurst (cont.)	Trail	60%
	Soccer Field	60%
Falkland	Multi-Use Field	60%
	Trail	60%
	Picnic Shelter	60%
Farmville Central	Playground	60%
	Gym	10%
	Auditorium	25%
	Baseball Field	25%
	Softball Field	25%
Farmville Middle	Track	25%
	Tennis Courts	25%
	Gym	40%
	Baseball Field	60%
G.R. Whitfield	Multi-Use Field	60%
	Cafeteria	40%
	Gym	40%
	2 Baseball Fields	60%
	Softball Field	60%
	Playground	60%
	Trail	60%
	T-Ball Field	60%

Appendix K (cont.)

<u>School</u>	<u>Facility</u>	<u>Average %</u>
G.R. Whitefield (cont.)	Soccer Field	60%
	Picnic Area	60%
Grifton	Gym	40%
	Auditorium	40%
	2 Baseball Fields	60%
	Softball Field	60%
	Playground	60%
	Trail	60%
	Picnic Area	60%
H.B. Sugg	Playground	60%
	Trail	60%
Hope Middle	Gym	40%
	Baseball Field	60%
	Softball Field	60%
	Trail	60%
	Soccer Field	60%
J.H. Rose	Cafeteria	25%
	2 Gyms	10%
	Auditorium	10%
	Baseball Field	25%
	Softball Field	25%
	Track	25%

<u>School</u>	<u>Facility</u>	<u>Average %</u>
J.H. Rose (cont.)	Tennis Courts	25%
	Soccer Field	25%
	Multi-Use Fields	60%
Lakeforest	Trail	60%
	Playground	60%
North Pitt	Gym	10%
	Auditorium	25%
	Baseball Field	25%
	Softball Field	25%
	Track	40%
Northwest	Tennis Courts	25%
	Playground	60%
	Cafeteria/Multi-Purpose	40%
	Baseball Field	60%
	Multi-Use Field	60%
Pactolus	Trail	60%
	Baseball Field	60%
	Multi-Use Field	60%
	Playground	60%
	Trail	60%
	Picnic Area	60%

Appendix K (cont.)

<u>School</u>	<u>Facility</u>	<u>Average %</u>
Ridgewood	Cafeteria	40%
	Multi-Purpose Room	40%
	Playground	60%
	Trail	60%
	Picnic Area	60%
Sam Bundy	Baseball Field	60%
	Playground	60%
	Trail	60%
South Central	Main Gym	25%
	Auxiliary Gym	25%
	Baseball Field	25%
	Softball Field	25%
	Track	25%
	Auditorium	25%
	Tennis Courts	25%
South Greenville	Playground	25%
	Picnic Area	25%
Stokes	Cafeteria	40%
	Multi-Purpose Room	40%
	2 Baseball Fields	60%
	Trail	60%
	Multi-Use Field	60%
	Playground	60%
	Outdoor Basketball Courts	60%

<u>School</u>	<u>Facility</u>	<u>Average %</u>
W.H. Robinson	Cafeteria	40%
	Multi-Purpose Room	40%
	Playground	25%
	Trail	25%
	Basketball Court	25%
	Picnic Area	25%
Wahl-Coates	Cafeteria/Multi-Purpose Room	25%
	Basketball Court	60%
Wellcome	Playground	60%
	Trail	60%
	Picnic Area	60%
	Cafeteria	40%
	Gym	40%
	Baseball Field	60%
	Softball Field	60%
Wintergreen Intermed.	Multi-Use Field	60%
	Trail	60%
	Soccer Field	60%
	Cafeteria	40%
	Gym	60%
	Multi-purpose Room	40%
	Multi-use Field	60%
	Playground	60%

Appendix K (cont.)

<u>School</u>	<u>Facility</u>	<u>Average %</u>
Wintergreen Intermed.	Trail	60%
Wintergreen Primary	Cafeteria	40%
	Playground	60%
	Trail	60%
	Multi-Purpose Room	40%